MARKETING
IDENTITY
2018

Digital Mirrors
– part I.

**Ľudmila Čábyová
Rudolf Rybanský
Zuzana Bezáková
(eds.)**

FMK
Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication

DIGITAL MIRRORS

Faculty of Mass Media Communication
University of Ss. Cyril and Methodius in Trnava

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Conference Proceedings
from the Annual International Scientific Conference
6th – 7th November 2018
Congress Hall of the Slovak Academy of Sciences
Smolenice, Slovak Republic

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MARKETING IDENTITY: Digital Mirrors – part I.
Conference Proceedings from the Annual International Scientific Conference Marketing Identity 2018: Digital Mirrors, 6th – 7th November 2018, Congress Hall of the Slovak Academy of Sciences, Smolenice, Slovak Republic

All the submitted papers were individually reviewed via an anonymous double-blind peer review process, on basis of which the editors decided about their publication in the conference proceedings.

The authors of individual scientific papers are responsible for their technical, content and linguistic correctness.

MARKETING IDENTITY
Digital Mirrors

International Scientific Conference, 6th – 7th of November 2018
Congress Hall of the Slovak Academy of Sciences
Smolenice, Slovak Republic

Marketing Identity, the international scientific conference held annually by the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, has become a traditional scholarly event supported and attended by renowned mass media communication theorists and researchers, as well as by media and marketing professionals.

The aim of the conference is to map the latest knowledge and trends in the field of marketing communication and to create a communication space for discussing, sharing and disseminating up-to-date scientific knowledge and practical experience in the spheres of marketing, media studies and communication sciences while outlining the importance of innovations and supporting the critical dialogue between scholars affiliated with academic institutions and professionals with practical experience. The annual international conference Marketing Identity (formerly called New Trends in Marketing, renamed in 2013), in 2018 held for the 14th time at the Smolenice Castle, Slovakia, is organised by the Faculty of Mass Media Communication UCM in Trnava. The conference took place on 6th – 7th November 2018. It was attended by nearly 180 participants coming from 3 countries affiliated with more than 25 different academic and research institutions and 5 professional organisations.

The main discussion topic of the conference was concisely expressed by its subtitle: Digital Mirrors. This thematic specification reflects the Faculty of Mass Media Communication's opinion that the complicated world of today is a reflection of digital media technologies we use, and vice versa.

Given the conference's general theme specified above, the Organising and Programme Committee of this year's Marketing Identity wanted to draw attention towards the question to what extent the virtual nature of digital media reflects the real world as we know it. The individual discussion sessions focused on different points of view and interdisciplinary approaches to a wide spectrum of issues, trying to understand the charms of digital communication and the ways enterprises use it today. While doing so, the conference participants also reflected on differences between digital and 'traditional' communication tools, as well as on the presumed benefits of digital solutions applied to communication mix of non-profit organisations. Various topics associated with the problem of socially

responsible use of digital communication tools were addressed as well. The questions of implementing innovations into different areas of marketing communication were also discussed very frequently. Convinced that the online world is shaped by volatile behavioural patterns expressed by people belonging to different consumer generations that exist in the 21st century, the scholars and professionals who attended the conference were also interested in the influence of digital communication on creation of values, changes in human behaviour and lifestyle choices made by consumers living their lives more in the virtual space than in the ordinary reality. Marketing professionals affiliated with advertising agencies mostly focused on different topics related to the problems of 'traditional' media in the digital age, striving to better understand digital media and their place in media strategies of such organisations. However, the conference offered another timely topic to address – the legal aspects of marketing communication in relation to GDPR, i.e. to the necessary changes of legal frameworks associated with data protection and obtaining consumers' consent in terms of various types of marketing activities.

It was both interesting and challenging to address these issues within the academic circles. In order to see the related problems in wider contexts, the discussion sessions involving conference participants and their contributions were divided into these four sections:

- Section 1: The Magic Mirror of Companies' Success,
- Section 2: The Secret Mirror of Generations and Consumers,
- Section 3: The Broken Mirror of Media,
- Section 4: The Crooked Mirror of Law (GDPR).

We were honoured to welcome many regular but also new participants and guests from abroad. Our foreign guests came from Poland and the Czech Republic. Besides meeting many scholars working in the academic circles, whose papers are presented on the following pages, we were also delighted to welcome marketing and media professionals who offered different practical perspectives of the discussed topics. The discussions were aimed at various creative and efficient digital solutions, successfully implemented campaigns, interesting case studies. Since our Faculty considers merging theory and practice as very important or rather necessary, we would like to thank them for accepting our invitation.

More information on the Marketing Identity conference, programme schedules, deadlines and photo galleries related to previous years are available at:

Conference website:
http://fmk.sk/marketing-identity

Faculty website:
http://fmk.sk

Facebook website of FMK Conferences:
https://www.facebook.com/KonferencieFmk
(All photos taken througout the conference
are available here)

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CONTENTS

SECTION: THE SECRET MIRROR OF GENERATIONS AND CONSUMERS

Dear Colleagues and Friends,
Dear Members of the Scientific Community, Dear Students,

We are proud to present conference proceedings offering the best contributions to the 15th Annual International Scientific Conference Marketing Identity 2018. As always, the event was organised by the Faculty of Mass Media Communication of the University of Ss. Cyril and Methodius in Trnava, and took place at the beautiful Smolenice Castle. However, I would like to underline the fact that even though we did not change anything about the conference's key principles and venue, we worked even harder than any time before to offer interesting discussion topics to follow and scholarly problems to resolve. This year's Marketing Identity made us look in the Digital Mirrors that reflect our communication patterns and cultural values, posing one key question to address: Is the virtual nature of digital media truly able to reflect the real world in all its complexity and diversity?

Given that this question is anything but straightforward and easy to answer, both the Organising and Programme Committee and the Scientific Committee of Marketing Identity 2018 were focused on establishing new ways of cooperation between the academic sphere and the professional circles. After all, the theoretical and practical knowledge on marketing communication was, is and always will be a converging spectrum of sometimes contradicting scholarly opinions and professional expertise. That is why we organise this conference in the first place; even renowned experts from the field of media studies may see their work in different light thanks to purposeful discussions with academics specialising in marketing research and marketing professionals. As it seems, we all look in the same mirrors, but each of us see their reflection differently.

Media scholars, marketing professionals but also young and prospective postgraduates and students thus met for the fifteenth time in a row to exchange their opinions, theoretical musings and research findings related to the online world and different realities it reflects (or creates?). The main topic was discussed in four sessions:

The Magic Mirror of Companies' Success,
The Secret Mirror of Generations and Consumers,
The Broken Mirror of Media,
The Crooked Mirror of Law (GDPR).

Whether we talked about the mysteries of digital communication and the ways business entities use it today, the benefits of digital solutions applied to communication mix of organisations, the puzzling changes of consumers'

shopping behaviour and their lifestyles, the problems 'traditional' media have to face in the digital age or the new theoretical and research findings in the field of ludology, we all pursued one goal – to present our contributions in interesting and complex ways, to exchange our opinions comprehensively and engagingly at the same time.

However, the formal aspects of Marketing Identity's programme were and even could not be enough. We also participated in many informal discussions leading to establishing new contacts, friendships, scientific partnerships, research ventures or deeper academia/practice cooperation. I sincerely believe that the scholarly part of our conference associated with the given discussion sessions fulfilled the expectations of all people attending Marketing Identity 2018. The proceedings we present certainly reflect the conference participants' abilities to seek new ways of understanding the digital world of media and marketing and interpret their own findings thoroughly. I dare say that some of the contributions are not only thought-provoking in terms of scientific inquiry but also inspiring in relation to the development of both the academic sphere and the business environment.

Dear readers, I hope that the conference proceedings you are holding in your hands will allow you to enter the Kingdom of Crooked Mirrors that is today's world of media and marketing. Influenced by well-known fairy tales, people tend to see mirrors as magical objects associated with many different superstitions, some of which are rather negative or almost life-threatening. However, whether we are academics or we pursue different career specialisations, all of us live in the 21st century, in the era of digital communication. It is only natural that we should challenge these superstitions and many other misbeliefs in the name of scientific progress. The publication thus reflects our aim to better understand various kinds of mirrors that reflect, reshape or even change the world. I would like to thank you for looking in those mirrors with us.

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Section:
The Magic Mirror of Companies' Success

INTERACTIVE ELEMENTS IN CONTENT MARKETING

Iveta Balážiová

Abstract
Owing to the decreasing attention span of webpage users in the current digital age, the tactics to draw an otherwise passive visitor into the website and actively engage him is becoming ever so important. It seems that interactive content is one of the magic wands determining the success of web-based companies on the Internet, and drawing attention of the online user. This study reflects on the current trends in content marketing and it identifies the types of interactive content as viewed by the experts. Using content analysis, we identified a total 50 of different types of interactive content, which can be used by commercial companies on their corporate websites. The analyzed typology of interactive content mainly included calculators, quizzes, interactive infographics, evaluations, surveys and interactive e-books, which can engage and train the users and improve their browsing experience on the webpage. The study ends with a short overview of the expected theoretical and practical benefits.

Key words:
Content Marketing. Microinteraction. Types of Interactive Content. Webpage. Website.

1 Introduction to Interactive Content

The website and web application users are involved in a large number of interactions with web interfaces every day. The web interactions can be achieved with the help of stimuli that can instigate the physical activity of the visitor. In respect of online marketing, several authors[1,2] label the physical stimuli as *interactive elements* or *interactive content*, allowing the users to rotate, click, move, transfer or insert content to the designated parts of the website.[3] According to Canistra there is a considerable number of the types of interactive content, which the enterprises, institutions and organizations use in their content marketing programs.[4] With the development of information systems, technology and web design, new forms of interactive content are constantly appearing. The individual interactive content types can be reproduced on the scale from the simplest to the more complex forms of interactive content.[5,6] In connection with the above, website interactivity as a property of the medium[7]

1   BULL, R.: *The Pros and Cons of Interactive Content.* [online]. [2018-05-22]. Available at: <https://www.hallaminternet.com/pros-cons-interactive-content/>.
2   PATEL, N.: *How to Use Interactive Elements to Boost Conversions.* [online]. [2018-05-22]. Available at: <https://www.crazyegg.com/blog/interactive-elements-boost-conversions/>.
3   XU, Q., SUNDAR, S.: Interactivity and Memory: Information Processing of Interactive Versus Non-Interactive Content. In *Computers in Human Behavior*, 2016, Vol. 63, p. 620-629. [online]. [2018-08-08]. Available at: <https://www.sciencedirect.com/science/article/pii/S0747563216303739/pdfft?md5=1e9c56eefc67771031a604ccb96122dc&pid=1-s2.0-S0747563216303739-main.pdf>.
4   CANNISTRA, M.: *5 Types of Interactive Marketing.* [online]. [2018-05-22]. Available at: <https://www.ceros.com/originals/5-types-interactive-marketing/>.
5   RAFAELI, S., SUDWEEKS, F.: *Networked Interactivity.* [online]. [2018-05-22]. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1083-6101.1997.tb00201.x>.
6   CHUNG, D.: Interactive Features of On-line Newspapers: Identifying Patterns and Predicting Use of Engaged Readers. In *Journal of Computer-mediated Communication*, 2008, Vol. 13, No. 3, p. 658-679. [online]. [2018-10-22]. Available at: <https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.1083-6101.2008.00414.x>.
7   JENSEN, J. F.: *"Interactivity": Tracking a New Concept in Media and Communication Studies.* [online]. [2018-10-22]. Available at: <http://www.nordicom.gu.se/sites/default/files/kapitel-pdf/38_jensen.pdf>.

can be divided into two categories. On the one hand there are the indivisible units of interaction – the so-called microinteractions, characterized by one piece of data and a single task.[8] On the other hand, there is the more complex and more comprehensive interactive content that involves the participants in a two-way dialog-based communication[9] and, with the assistance of this dialog, it converts an otherwise passive reader into an active participant.[10] In other words, interactive content includes the elements that require the user to act.[11,12] Dialog-based communication and user activity summarizes the definition of interactive content. Activity is an essential and indispensable aspect in the creation of any web interaction, and it is also includes the elements of microinteraction. The dialog-based nature of this interaction in turn follows from the very nature of interactive communication – it is closely connected with it and equally characteristic of the microinteractive sections of the website. The definitions of interactive content are so broad that the experts in content marketing independently include all kinds of, and sometimes very different, webpage functionalities into the definition of interactive content.

2 Research Problem, Objectives and Questions

While the elements of microinteraction can be easily defined by exact definitions and clear and concise characteristics, the more comprehensive interactive forms manifest a certain discrepancy in the definitions of what can be considered interactive content. This is primarily caused by two factors:

a) Insufficient accuracy of the definitions of interactive content   and ambiguous characteristics of interactive content,

b) constantly emerging new types of interactive content and the hybrid nature of the microinteractions (buttons, hyperlinks) and non-interactive elements (photos, static text), which together constitute one compact unit. The emergence of the said over-diversity of forms and subtypes of interactive forms causes confusion in the definition and categorization of interactive content, which varies from author to author.

This study deals with the various facets of interactive content as perceived by the content marketing experts. The aim of this study is to define the term "interactive content" by defining the diverse forms of interactive elements and create a comprehensive list of the types of interactive content as viewed by the experts. The following research question emerges on the background of the research objective:

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8 See: SAFFER, D.: *Microinteractions: Designing with Details.* Cambridge : O'Reilly Media, 2013.

9 WALTERS, T., ROSE, R.: *Deliver Peak Experiences With Interactive Content.* [online]. [2018-10-05]. Available at: <https://contentmarketinginstitute.com/wp-content/uploads/2016/06/Ion_CMI_InteractiveContent_Report_Final.pdf>.

10 PATEL, N.: *How to Cut Your Bounce Rate in Half with Interactive Content.* [online]. [2018-05-22]. Available at: <https://www.quicksprout.com/2015/07/13/how-to-cut-your-bounce-rate-in-half-with-interactive-content/>.

11 ROY, S.: *5 Types of Interactive Content to Supercharge Your Content Marketing.* [online]. [2018-03-10]. Available at: <http://www.jeffbullas.com/5-types-interactive-content-supercharge-content-marketing/>.

12 DADSON, P.: *7 Types of Interactive Content.* [online]. [2018-03-10]. Available at: <https://www.leaddoubler.com/7-types-interactive-content/>.

What interactive elements, according to the experts, are part of the interactive content in content marketing?

3 Method

The aim of our study is to identify the types of interactive formats through content analysis. In the identification process, we will paradigmatically follow the typologies of interactive content, which are listed on the relevant commercial websites, in research studies and professional papers and publications. The typologies were collected from the following authors: Neely,[13] Barry,[14] Bull,[15] Arnadottir,[16] Dadson,[17] Roy,[18] Cannistra,[19] SnapApp,[20] Zembula,[21] Walters and Rose,[22] Long,[23] Matar,[24] OpinionStage,[25] Furman,[26] ION,[27] Moore,[28] Beets,[29] Wingerter,[30]

13   NELLY, P.: *9 Types of Interactive Content for Innovative Lead Gen.* [online]. [2018-05-22]. Available at: <https://www.act-on.com/blog/9-types-of-interactive-content-for-innovative-lead-gen/>.
14   BARRY, F.: *Interactive Content Is Where the Action Is Now.* [online]. [2018-05-22]. Available at: <https://blog.kissmetrics.com/interactive-content-is-where-the-action-is/>.
15   BULL, R.: *The Pros and Cons of Interactive Content.* [online]. [2018-05-22]. Available at: <https://www.hallaminternet.com/pros-cons-interactive-content/>.
16   ARNADOTTIR, S.: *12 Different Types of Interactive Content.* [online]. [2018-03-22]. Available at: <http://blog.dot.vu/12-different-types-interactive-content/>.
17   DADSON, P.: *7 Types of Interactive Content.* [online]. [2018-03-10]. Available at: <https://www.leaddoubler.com/7-types-interactive-content/>.
18   ROY, S.: *5 Types of Interactive Content to Supercharge Your Content Marketing.* [online]. [2018-03-10]. Available at: <http://www.jeffbullas.com/5-types-interactive-content-supercharge-content-marketing/>.
19   CANNISTRA, M.: *5 Types of Interactive marketing.* [online]. [2018-05-22]. Available at: <https://www.ceros.com/originals/5-types-interactive-marketing/>.
20   RICHARDS, R.: *What is Interactive Content.* [online]. [2018-08-08]. Available at: <https://www.snapapp.com/blog/what-is-interactive-marketing>.
21   *The Main Types of Interactive Content.* [online]. [2018-08-08]. Available at: <https://www.zembula.com/interactive-content/>.
22   WALTERS, T., ROSE, R.: *Deliver Peak Experiences with Interactive Content.* [online]. [2018-10-05]. Available at: <https://contentmarketinginstitute.com/wp-content/uploads/2016/06/Ion_CMI_InteractiveContent_Report_Final.pdf>.
23   LONG, J.: *12 Types of Interactive Content.* [online]. [2018-05-05]. Available at: <https://www.textbroker.com/12-types-interactive-content-and-why-they-will-improve-your-website>.
24   MATAR, J.: *9 Types of Interactive Content that Accomplish Marketing Goals.* [online]. [2018-05-22]. Available at: <https://contenttools.co/9-types-of-interactive-content-that-accomplish-marketing-goals/>.
25   OKUTHO, J.: *How To Improve Your Content Marketing With Interactive Content.* [online]. [2018-03-10]. Available at: <https://growthhackers.com/articles/how-to-improve-your-content-marketing-with-interactive-content?r=latest>.
26   FURMAN, K.: *7 Types of Interactive Content to Boost Engagement.* [online]. [2017-10-22]. Available at: <https://martechexec.com/article/interactive-content-boost-engagement.html>.
27   *Types of Interactive Content Examples.* [online]. [2018-05-22]. Available at: <https://www.ioninteractive.com/interactive-content-customer-examples>.
28   MOORE, K.: *Interactive Content: What Is It? And Why Do You Need It Now?* [online]. [2018-05-22]. Available at: <https://www.precisionmarketinggroup.com/blog/interactive-content>.
29   BEETS, M. L.: *Interactive Content Fuels Customer Experiences [Research].* [online]. [2018-10-22]. Available at: <http://contentmarketinginstitute.com/2017/06/interactive-content-customer-experiences/>.
30   WINGERTER, J.: *7 Kinds of Interactive Content that Generate Leads.* [online]. [2018-08-08]. Available at: <https://www.pardot.com/blog/7-kinds-interactive-content-generate-leads/>.

Smith,[31] Dharilo,[32] Chung,[33] Lilleker and Jackson,[34] Harris.[35] We found 50 different forms of interactive content in the above 23 typologies.

4 Results of the Analysis of Interactive Content Types
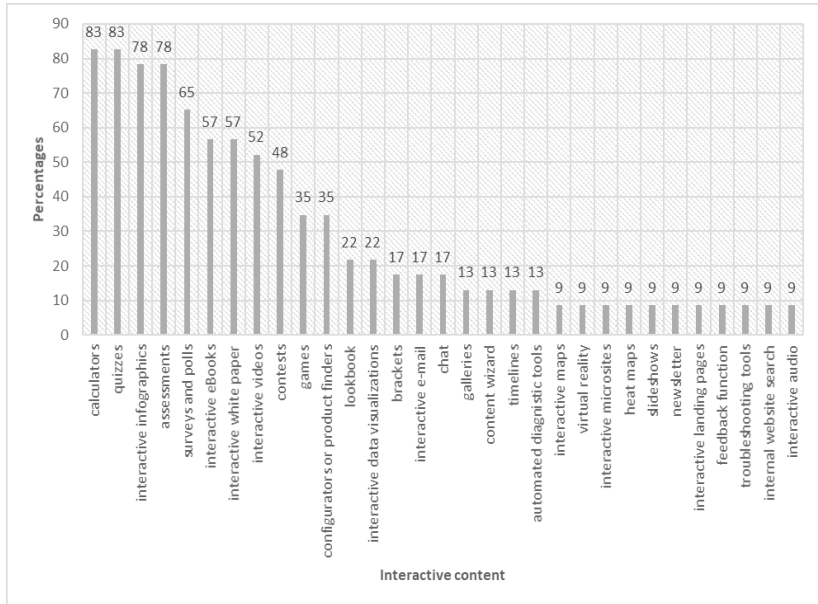
Chart 1: Types of interactive content according to the experts
Source: Own processing

Up to 83% of the experts suggest that interactive content is mainly composed of interactive calculators and quizzes. 78% of the selected authors indicate in their typologies that interactive content comprises interactive infographics and evaluations. These are followed by questionnaires and surveys (65%), interactive e-books and

31 SMITH, B.: *10 Types of Interactive Content You Should Be Using*. [online]. [2018-08-08]. Available at: <http://www.wsistarwebsolutions.com/_blog/Blog/post/10-types-of-interactive-content-you-should-be-using/>.
32 DHARILO: *7 Simple Interactive Content Ideas You Can Steal*. [online]. [2018-14-03]. Available at: <http://www.dharilo.com/2018/03/14/7-simple-interactive-content-ideas-you-can-steal/#. WzfmEtIzaM9>.
33 CHUNG, D.: Interactive Features of On-line Newspapers: Identifying Patterns and Predicting Use of Engaged Readers. In *Journal of Computer-mediated Communication*, 2008, Vol. 13, No. 3, p. 658-679. [online]. Available at: <https://onlinelibrary.wiley.com/doi/epdf/10.1111 /j.1083-6101.2008.00414.x>.
34 LILLEKER, D., JACKSON, N.: *Political Campaigning, Elections and the Internet: Comparing the US, UK, France and Germany*. England : Routledge, 2011, p. 216.
35 HARRIS, J.: *Interactive Content: The Good, Bad, and Wicked Cool Quizzes and Games.* [online]. [2018-03-22]. Available at: <https://contentmarketinginstitute.com/2017/09/interactive-content-quizzes/>.

whitepapers (57%), interactive videos (52%), competitions (48%), games (35%), product search engines (35%), lookbooks (22%), interactive data visualizations (22%), brackets (17%), interactive e-mails (17%), chats (17%), galleries (13%), content wizard (13%), time axis (13%) and automatic diagnostic tools (13%). According to the analysis, other interactive forms are insignificant (9%). The types of interactive content as perceived by the individual authors are presented in the table below.

Table 1: List of interactive content types

	Neely (2016)	Barry (2015)	Bull (2016)	Arnadottir (2018)	Dadson (2018)	Roy (2018)	Cannistra (2016)	SnapApp (2018)	Walters, Rose (2016)	Long (2017)	Zembula (2018)	Jon Matar (2015)	OpinionStage (2018)	Kathi Furman (2017)	ION (2018)	Kate Moore (2018)	Beets (2017)	Wingerter (2015)	Burns Smith (2017)	Dharilo (2018)	Chung (2008)	Lilleker, Jackson (2011)	Harris (2017)	Total	Total (%)
calculators	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•			•	19	83
quizzes	•	•	•	•		•	•	•	•	•	•	•	•	•	•		•	•	•	•			•	19	83
interactive infographics	•	•		•	•	•		•	•	•	•	•		•	•	•	•	•	•	•			•	18	78
assessment	•	•	•	•	•	•	•	•	•			•		•	•	•	•	•	•	•			•	18	78
surveys and polls		•	•	•	•			•		•	•		•	•		•		•	•	•		•	•	15	65
interactive e-books	•	•		•	•				•	•		•		•		•	•		•	•			•	13	57
interactive white papers	•			•			•	•	•			•		•	•	•	•	•	•	•				13	57
interactive videos	•		•	•	•		•	•		•	•			•		•				•	•			12	52
contests	•	•		•			•	•				•		•		•	•	•		•				11	48
games	•			•			•	•									•		•			•	•	8	35
configurators or product finders	•			•			•	•						•		•			•				•	8	35
lookbooks			•					•							•	•	•							5	22
interactive data visualization					•	•					•								•				•	5	22
brackets		•					•					•							•					4	17
interactive e-mails			•		•																	•	•	4	17
chats									•												•	•	•	4	17
galleries		•						•											•					3	13
content wizards								•										•	•					3	13
timelines			•								•								•					3	13
automated diagnostic tools					•														•				•	3	13
interactive maps										•	•													2	9
virtual reality										•									•					2	9
interactive microsites					•						•													2	9
heat maps			•																•					2	9
slideshows											•			•										2	9
newsletters																						•	•	2	9

interactive landing pages										•		•									2	9
feedback functions																	•	•			2	9
troubleshooting tools															•				•		2	9
internal website search																	•	•			2	9
interactive audio								•									•				2	9
multiple choice posts																•					1	4
Interactive storytelling					•																1	4
countdowns		•																			1	4
interactive flowcharts									•												1	4
interactive press releases											•										1	4
webinars							•														1	4
upload content																		•			1	4
forums																		•			1	4
update information																		•			1	4
share information																		•			1	4
sign up for membership online																		•			1	4
forms										•											1	4
sign up „online campaign"																		•			1	4
„submit photos new and stories" functionality																	•				1	4
customized content																	•				1	4
navigation																		•			1	4
idea generators								•													1	4
resource libraries											•										1	4
reveals								•													1	4

Source: Own processing

5 Expect Contribution

The identification of elements of interactive content as viewed by various experts extends the theoretical plane of content marketing. It becomes an essential precondition for a follow-up study of the individual types of content listed, which may help determine the general characteristics of interactive content as a whole. Such general definition of interactive content becomes crucial when tasked with determining the other emerging types of more complex interactive forms. The results of the study also offer many possibilities of use in practice. The list may be firstly used by the marketing departments as an overview of various interactive forms. When planning a content marketing strategy, the list may be used as background material

for finding the correct forms of user reports. The list of collected elements also offers an opportunity for the companies to consider other interactive forms, which have not yet been applied in their corporate website or e-shop.

Conclusion

With the rapid development of content marketing and a growing list of unique features on the web pages, and changes in user behavior and innovative product use, additional types of interactive content are being changed, improved and created. In the current era, there is a considerable amount of different forms of content available, and the users are confronted with its various forms. For the same reason, the individual authors can only comment on some of the interactive forms in their works. The typology of interactive elements in content marketing therefore differs from author to author. Reflecting on the current problems of content marketing, the objective of this study was to create a comprehensive list of the types of interactive content as viewed by the specialists and thus objectify the term interactive content. The study identified a total of 50 different forms of interactive content, the most common being calculators, quizzes, interactive infographics, evaluations, surveys and interactive ebooks. On the one hand, the list contributed to a systematic arrangement of the marketing theory of interactive content and, on the other hand, it contributed to the anticipated simplification of planning content marketing in commercial companies. The list offers a wide range of different forms of content, which the commercial companies can use in their content marketing strategies. In conclusion, we want to add that the significant development of web interactivity will over time change the interactive forms of content, which will eventually result in yet another update of the above list of interactive elements.

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POLITICAL COMMUNICATION OF MPS OF THE PEOPLE'S PARTY –
OUR SLOVAKIA IN DIGITAL AREA

Jakub Bardovič

Abstract
Political communication is an essential part of the research of social and behavioral sciences focusing on the functioning of society and its components. Its form has changed significantly over recent years as a result of technological development. The so-called web 2.0 has opened the way for stronger interaction between politicians and their voters by replacing the static pages with dynamic content pages that can be intercepted not only by their authors but also by individual users. We can say that social media have played important role in the political communication. They are currently being used by all (not only) relevant political parties to present themselves as well as to interact with their voters. This article deals with the form of political communication in the Slovak Republic, with attention being focused towards the MPs of the political party People's Party – Our Slovakia (ĽS – NS). The aim of this article is to find out whether these MPs use separate (personal) pages/profiles on social networks sites for their communication with the voters. Our current findings show that in the case of a political party People's Party – Our Slovakia, the communication is directed significantly onto the leader and is realized through the regional, district or fan pages of ĽS – NS. Only a few MPs of ĽS – NS have individual profiles or pages on social network sites.

Key words:
Electoral System. MPs. People's Party – Our Slovakia. Political Communication. Political Party. Social Media. Social Network Sites.

Introduction

Communication is an integral part of everyday life not only for man but also for all living organisms. Its existence is associated with some irreplaceable tasks, but within this paper, we focus on that one, related to the exchange of information. Attention is drawn to its form of binding to the political sphere in the social media environment in the conditions of the Slovak Republic. We believe that monitoring this aspect is essential for understanding the interaction between the particular actors and at the same time it allows us to predict in a certain way the possible further behavior and thus the concrete results of the elections.[1] The form of political communication has changed significantly over the last few years. From the "cumbersome" one-way communication, which has often been limited to the period of the elections, we are experiencing stronger interactivity as a result of technological development. It is not only limited to a one-way flow of information from politicians to voters, but rather enables the voters to become more involved in the policy-making process by allowing them to express their opinions, views, or complaints in an almost immediate response to a specific initiative. However, the question remains if political parties, as the main political actor at the level of National Council of Slovak Republic (in Slovak language: Národná rada Slovenskej republiky – NR SR), have been able to cope with the boost of new technologies and how they use them for this purpose.

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1 See more for link between the media and electoral behavior, for example: HORVÁTH, P., MACHYNIAK, J.: Electoral Behaviour as Affected by the Media. In *European Journal of Science and Theology*, 2014, Vol. 10, No. 1, p. 219-228. [online]. [2018-10-03]. Available at: <http://www.ejst.tuiasi.ro/Files/48/22_Horvath%20&%20Machyniak.pdf>.

Within the paper, we draw attention to the communication of the political party People's Party – Our Slovakia (ĽS – NS) and its MPs mainly. We focus on whether they rely on their party's official channels of communication, or act separately with their channels of communication. Our aim is, therefore, to identify the communication channels of the MPs of the ĽS – NS, define what social media sites they use for their communication and the impact of potential voters they can reach by them. We ask, therefore, whether their communication is related to the communication of their political party, or that they do it within their lines and structures, on their pages, profiles, channels? To meet this goal, we will be observing Facebook, VK, Instagram, Twitter and Youtube social networks. We focus on their existence and, depending on the particular social networks sites, the number of "like" tags, the number of "followers," subscribers, or the number of views in case of Youtube. The selection of the political party and its members have been made on purpose for several reasons. First, with its rhetoric and some program priorities, it differs significantly from the other parties of the Slovak political spectrum and is, as we shall see below, positioned to the far-right. ĽS – NS is also connected with profiles and pages ban due to violations of defined policies. Another important reason is also strong centralization and orientation on one leader, M. Kotleba. This fact, combined with the party list system underlines the importance of researching this party and use of social media.

1 Political Communication – Theoretical Framework

The issue of communication is an integral part of nearly all social and behavioral disciplines Within political communication, we can use the words of P. Norris that *„is an interactive process concerning the transmission of information among politicians, the news media and the public."*[2] The author also adds to her definition, that within it the flow of information has three forms. In the first case, it is top-down, from political institutions, authorities, as well as political parties and individual politicians to voters. In the second case, it has a horizontal form, which means that it takes place between particular groups of political actors. In the third case, it refers to bottom-up information, from voters towards politicians or institutions.[3] Understanding of the term "political communication" is also marked by how we understand politics and what messages are communicated within politics. In this respect, we point out the definition of B. Říchová that currently includes "*a wide range of issues and topics, with the aim of concept to affect the widest possible network of relationships between society and the governmental institutions."*[4] Political communication has changed in a fundamental form in the context of technological development. The specific form, which allows both permanent campaigning and mutual exchange of information (voters – politicians) has been caused due to the existence of web 2.0, especially social networks sites. Content creators do not necessarily have to be just professional journalists, but also ordinary citizens (voters – participants) and even politicians themselves. They also do not have to passively wait for some of their messages to

2   NORRIS, P.: *Political Communications*. [online]. [2018-10-03]. Available at: <https://sites.hks.
     harvard.edu/fs/pnorris/Acrobat/Political%20Communications%20encyclopedia2.pdf>.
3   NORRIS, P.: *Political Communications*. [online]. [2018-10-03]. Available at: <https://sites.hks.
     harvard.edu/fs/pnorris/Acrobat/Political%20Communications%20encyclopedia2.pdf>.
4   ŘÍCHOVÁ, B.: *Úvod do současné politologie*. Praha : Portál, 2002, p. 161-162.

be published, on the contrary, they may choose to use a wide variety of channels to publish their message first. Currently, there is no clear consensus in the academic literature about the impact of the Internet on politics.[5] S. Stieglitz, T. Brockmann, L. Dang Xuan identified three scholars approaches while focusing on this relationship (politics – the internet). The first approach attributes the transformation potential to the Internet. The second approach has the Stieglitz, et al., combine the understanding that the Internet does not bring any change in fundamental political inequality within the system. A compromise therefore is represented by a third approach that delivers a statement about the slow changes in the present, but it also expects them to graduate[6].The Internet currently offers a wide range of options that can be used for communication. In addition to standard websites that presently offer significantly more dynamic content than in the past, through blogs, vlogs, and social networks sites. Each of these channels varies with their settings and requires a different approach. Like every phenomenon, the Internet also brings a significant number of pros and cons. Within the focus of the paper and the selected topic under examination it should be stated that the Internet has become a space for the promotion and also spreading various unverified or deliberately misleading information.[7] Those become an important part of the communication of specific groups, some of them also striving to get into political life by establishing a political party and subsequently participating in the elections.[8]

If we mention one of the central concepts of the article, social media[9] (or social network sites), we can define them *„as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.“*[10] However, we believe that the term "individuals" could be supplemented by groups, organizations or institutions, as social media are a place where they also present themselves. These social network sites include Facebook, Instagram, Twitter, VK, Snapchat, Google+,

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5   In addition, we also find in a specialized literature different views on the impact of digital media on democracy. In this context, P. Norris distinguishes, for example, "cyber-optimists" and "cyber-skeptics" (see more: NORRIS, P.: *Digital Divide*. Cambridge : Cambridge University Press, 2012).

6   See more: STIEGLITZ, S. et al.: *Usage Of Social Media For Political Communication*. [online]. [2018-09-29]. Available at: <https://aisel.aisnet.org/pacis2012/22/>.

7   We believe that the current form of society, with the presence of modern technologies, creates the conditions for a paradoxical situation where an individual in a time of information-rich can reach the stage of absolute lack of knowledge. This arises if he / she is not sufficiently prepared to work with it. In this, an important is the subject of development of critical thinking and active work within the educational process, aimed at eliminating the so-called secondary illiteracy (more about secondary illiteracy: BZDILOVÁ, R.: Sekundárny analfabetizmus ako výzva súčasnej demokracie. In EŠTOK, G., HREHOVÁ, M., BARDOVIČ, J. (eds.): *Výzvy a perspektívy vnútornej a zahraničnej politiky*. Košice : UPJŠ v Košiciach, 2015, p. 195-206).

8   On the meaning of Internet for extreme right political parties (find more at: SMOLÍK, J., VEJVODOVÁ, P.: Základní ideové zdroje současné krajní pravice v ČR. In *Slovak Journal of Political Sciences*, 2013, Vol. 13, No. 2, p. 101-115. [online]. [2018-09-29]. Available at: <http://sjps.fsvucm.sk/Articles/13_2_2.pdf>).

9   The social media are part of wider concept of mass media (remark by the author).

10   BOYD, D. M., ELLISON, N. B.: Social Network Sites: Definition, History,and Scholarship. In *Journal of Computer-Mediated Communication*, 2007, Vol. 13, No. 1, p. 211. [online]. [2018-09-29]. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1083-6101.2007.00393.x>.

LinkedIn, for scholars Academia.edu, Researchgate.net, but also within the Slovak condition website Pokec.sk. Political communication is influenced by a large number of factors that affect its form, its characteristics, and its intensity. If we are in a policy environment where voters choose their representatives, we do not think it is necessary to omit even the role of electoral systems. These are different in many aspects, but one of the crucial one to the form of political communication is fact, to whom the voter gives his poll. Either they can vote for a particular candidate, for a party list without the possibility of interference in the ranking of candidates, for a party list with the possibility of intervening in the ranking of candidates, respectively with a choice out of party lists or with several votes, where they also choose specific candidates and even party lists. In the case that particular candidates are elected, the decisive factor is the relationship between the candidate and voter. Even the name of the political party itself in the case of an unknown or poor candidate from the electorate's point of view does not necessarily lead to them being elected.[11] An example may be the failure of M. Vašaryová in her bid for mayor of Bratislava in 2010, despite being supported by a wide coalition (SDKÚ-DS, SaS, KDH, MOST-HÍD, OKS).[12] For this reason, a strong, personalized communication targeting the particular candidate becomes a necessity. It also reflects the existence of separate profiles, as we can see in the elections in Slovakia at the municipal, regional level and also in the elections of president.

When selecting a party list (mainly within proportional representation systems – PRS), the decisive point has become the political party that has submitted it and can thus determine the order in which the candidates will be nominated. As K. R. Popper states in connection with PRS, its application strengthens the position of political parties,[13] as a large part of these electoral systems limits the submission of a party list to registered political parties (and their coalitions) only (including Slovakia). As a result, the crucial is the relationship the voter – the political party and the candidate – the political party. The relationship between the candidate and the voter becomes distant. In practice, this means that even an unpopular candidate or candidate without active electoral communication can be voted for under certain circumstances, in a situation if he is placed in a "votable" position within a party list. A practical example of this is the fact that the election to the Slovak parliament often proves that there are candidates regularly voted who have received fewer votes than other candidates, yet have obtained a seat in parliament thanks to their position on the party list. The other situations, namely open party lists and the casting of multiple votes with different electoral mechanisms, bring in a certain way a combination of the two above suggested alternatives, depending on the particular form of the setting. The decisive factor then is how much the voter can decide on the personal composition of the parliament.

11   The issue of interconnection between the voter and the candidate as well as the relatively vague definition of the candidate's quality, which is why we describe the term "candidate quality from the voter's point of view" (see more: SARTORI, G.: *Srovnávací ústavní inženýrstv. Zkoumání struktur, podnětů a výsledků.* Praha : SLON, 2001).
12   *Zoznam kandidátov na starostov obcí, mestských častí a primátorov miest vo voľbách do orgánov samosprávy obcí.* [online]. [2018-04-01]. Available at: <http://volby.statistics.sk/oso/oso2010/sr/tab10.jsp@lang=sk&sr=1.htm>.
13   For a view of K. R. Popper on PRS, see: POPPER, K. R.: *Život je řešení problémů: O poznání, dějinách a politice.* Praha : Mladá fronta, 1998.

2 Political Communication – Case of Slovak Republic

Until 1989, there was a monopoly of a political party in Czechoslovakia which had under absolute control – among other things – also political communication. Outside of its reach, only unofficial channels could be used, making it untraceable for state authority. The fundamental change came after 1989 when conditions for the free exchange of information began to be established when accepting the principle of pluralism of opinions. From this period onwards, we can observe again political communication in Slovakia, which gradually integrates both positive and negative experiences from Western democratic states, where similar media restrictions have not been applied. Political communication of individual actors in Slovakia takes place in a political system where to elect the MPs is used party list proportional representation system with the possibility to submit party lists only for registered political parties and their coalitions.[14] As mentioned above, the question arises as to how individual candidates and then MPs rely on communication of their political party that opens their way to obtaining a mandate. The arrival of new technologies into political communication and awareness of their importance has been rather gradual in Slovakia. One of the first political party to start using social network sites to a greater extent was the Freedom and Solidarity (in Slovak: Sloboda a solidarita – SaS), which even managed to reach a sufficient number of voters in its first election to exceed the 5% election threshold.[15] Relevant political parties started to join Facebook around 2009, when they set up their official pages, for example, SDKÚ-DS or KDH both parliamentary parties at that time, as well as non-parliamentary party, SaS. In the coming years, other political parties have followed this example as well.[16] The current form of political party communication on social network sites is mainly focused on Facebook, where they succeed to acquire relatively large groups of "followers" (meant as "likes") as compared to other social networks sites. Talking again about the political party SaS, we can say that it has a long-standing number one position when considering the number of "likes" on its official page on Facebook.[17] This fact is shown in the following table. In addition to SaS, the 100,000 fans have exceeded only then, the official page of the party OĽaNO. Other social network sites remain a complementary channel in a certain way. For example, most political parties do not have a direct click redirecting from their website to the Twitter profile. Also, the last statuses in some cases are more than a year old. However, this does not mean that this social network site is left behind by politicians, but it is the domain of politicians,

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14 *Zákon o podmienkach výkonu volebného práva a o zmene a doplnení niektorých zákonov č. 180/2014 Z. z., z dňa 29. mája 2014.* [online]. [2018-09-29]. Available at: <https://www.slov-lex.sk/pravne-predpisy/SK/ZZ/2014/180/20170701>.

15 The election threshold is defined by Act No. 180/2014 Z. z. (see: *Zákon o podmienkach výkonu volebného práva a o zmene a doplnení niektorých zákonov č. 180/2014 Z. z., z dňa 29. mája 2014.* [online]. [2018-09-29]. Available at: <https://www.slov-lex.sk/pravne-predpisy/SK/ZZ/2014/180/20170701>).

16 For more information on political communication of political parties in Slovakia and their beginnings of social networking see: BARDOVIČ, J.: Politická komunikácia v 21. storočí. In DOBIAŠ, D. (ed.) et al.: *Politika v kultúre, kultúra v politike*. Košice : UPJŠ v Košiciach, 2014, p. 394-398).

17 We are deliberately mentioning "on the official site", as several political parties (and of course other political actors) use other sites, profiles that appeal to their sympathizers (remark by the author).

not political parties as such. Now specifically referring to the ĽS-NS political party, which, after several abolitions of its profiles (including the profile of party chair), may be considered as relatively passive in the digital area. However, the opposite is true, as it currently uses mostly pages based on the division of the territory into individual districts, regions, respectively from the organizational structure of the party itself or fan pages.

Table 1: The number of "like", "followers" and "subscriber" of parliamentary political parties on their social media pages as of September 29, 2018

Political Party	Facebook (number of "likes")	Instagram (number of "followers")	Twitter (number of "followers")	Youtube (number of subscribers)
SaS	124 311	1 674 (?)*	1 872	2 801
OĽaNO	109 042	3 689	-	2 739
SME RODINA	80 857	3 496	42**	343
SNS	55 805	718	56**	276
SMER – SD	38 218	-	446**	352
MOST – HÍD	11 927	149	171	142
ĽS – NS	-	158	-	6 500

Source: Own processing from social network sites.

*From the political party site, there is a link to a non-existent profile, but another functional profile has been found under that name.

**They don´t use currently their profile for communication.

3 Political Communication of Mps of People's Party – Our Slovakia

The ĽS – NS political party originated from an already registered political party Party of Wine Friends (until 2010 – the People's Party of Social Solidarity) as well as in response to the decision of the court to abolish the organisation of Slovak Togetherness (in Slovak: Slovenská pospolitosť). Considering its ideological focus, it lies within the linear political spectrum rather in its far-right.[18] Its specific rhetoric, as well as the content of the program's focus, raise the question of its antisystem nature. In this context, O. Filipec, based on the classifications of authors G. Sartori and G. Capoccia, states that in the case of ĽS – NS we can talk about the ideological anti-system and relational antisystem political party.[19] The political party itself is presented to a significant extent through its chairman, which is also reflected in its

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18 Based on the concepts presented by N. Bobbia and A. Heywood (see: BOBBIO, N.: *Pravice a levice. Důvod a smysl rozdělení politické scény*. Brno : Centrum pro studium demokracie a kultury, 2003, p. 21; HEYWOOD, A.: *Politické ideologie*. Praha : Victoria Publishing, 1994, p. 10).
19 FILIPEC, O.: People's Party – Our Slovakia: An Anti-System Party? In HORVÁTH, P. (ed.): *Current Trends and Public Administration*. Uherské Hradiště : Faculty of Administration and Economic Studies in Uherské Hradiště Jagiellonian College in Toruń, 2017, p. 21-30.

entire title, Kotleba – People's Party – Our Slovakia. So we can talk about a political party with a strong position of its leader. This fact, along with the electoral system setup, opens the question about communication of MPs with their voters. Let us observe the communication of the MPs from the political party ĽS – NS. Of all the monitored social networks, its members appear the most on Facebook. Of the total number of 14 MPs, this communication channel is used by 7. However, in the case of the party chairman, we note that his pages have been removed based on the decision of the social network site itself. However, in the context of his candidacy for the post of President of the Slovak Republic, it is possible to look for a few pages which focus on promoting the upcoming elections. For two members of parliament (N. Grausová, S. Drobný) we were able to find only private profiles with a blocked option to send a request to add among friends. Within the observed MPs, Facebook pages are dominant followed by personal profiles. The most significant reach, apart from the chairman of the party, is Milan Uhrík with over 18,000 "likes". However, we report here that he was running for president of Nitra Self-governing Region in 2017, which is reflected in his visibility as well as social networking. Moreover, as the only one, he has own website www.milanuhrik.sk.

Table 2: Political communication of MPs of ĽS – NS on Facebook as of September 29, 2018

MPs	Page / profile	Number of friends / likes
Marian Kotleba	Few pages with his name – e.g., targeting President of SR elections	-
Martin Beluský	page	612
Rastislav Schlosár	×	-
Juraj Kolesár	×	-
Milan Uhrík *– ran for the President of Nitra Self-governing Region*	page	18 208
Natália Grausová	Personal profile only– no option to add as friend	-
Martin Kotleba	×	-
Stanislav Drobný	Personal profile only– no option to add as friend	-
Ján Kecskés *– run for the mayor of Nitra*	page	1109
Stanislav Mizík	no – for example, he communicates via facebook page "Volá Hlas Gemera / Ľudová strana – Naše Slovensko"	-
Peter Krupa	page	572
Jana Nehézová	profile / page	1414 friends / 1038 likes
Milan Mazurek	page	8074
Ján Mora	page	7927
Political party ĽS – NS	×	-

Source: Own processing

If we check the political party itself, after the Facebook has deleted its main page, it is active on several other dozens of pages that copy its organizational structure, in some respects the territory of the state (regions and districts). It is also shown in the article of authors O. Filipec, M. Garaj a J. Mihalik, who, have been observing the content of the pages itself as well .[20] Other social network sites are used to a much smaller extent. Instagram and Twitter remain forgotten if comparing interest in using official profiles / pages to communicate on an individual level outside the political party. It is possible to find pages, for example, of M. Kotleba, but it is not clear whether this is the official profile of this individual. There are also attempts to communicate through the VK, but it is a somewhat rare case of 4 MPs – M. Kotleba, M. Uhrík, S. Drobný and J. Mora. The political party itself, however, has its page with 1 549 followers on this social network site. The ĽS – NS political party is also active on the Youtube, where it officially presents at least two accounts, one general with a political party name and one focusing on the National Council. From the members of parliament, we managed to find profiles bearing the names of S. Drobný, J. Kecskés and S. Mizík. In all these cases, however, the user's interest is minimal, which is reflected in the number of subscribers but also in the number of video views.

20   See more: FILIPEC, O. et al.: Ako komunikuje pravica: komunikačné aktivity vybraných (krajne) pravicových politických strán v Českej republike a na Slovensku pred parlamentnými voľbami v rokoch 2016 a 2017. In *Politické vedy*, 2018, Vol. 21, No. 3, p. 183-212. [online]. [2018-10-04]. Available at: <http://doi.org/10.24040/politickevedy.2018.21.3.183-212>.

Table 3: Political communication of MPs of ĽS – NS on VK, Instagram, Twitter and Youtube as of September 29, 2018

MPs	VK		Instragram		Twitter		Youtube	
	profile	followers	profile	followers	profile	followers	account	views / subscribers
Marian Kotleba	✓	1008	✓ (?)	184	✓ (?)	370 / tweety 33	×	-
Martin Beluský	×	-	×	-	×	-	×	-
Rastislav Schlosár	×	-	×	-	×	-	×	-
Juraj Kolesár	×	-	×	-	×	-	×	-
Milan Uhrík	✓	965	×	-	×	-	×	-
Natália Grausová	×	-	×	-	×	-	×	-
Martin Kotleba	×	-	×	-	×	-	×	-
Stanislav Drobný	✓	4	×	-	×	-	✓	63 / 0
Ján Kecskés	×	-	×	-	×	-	✓	33968 / 52
Stanislav Mizík	×	-	×	-	×	-	✓	
Peter Krupa	×	-	×	-	×	-	×	-
Jana Nehézová	×	-	×	-	×	-	×	-
Milan Mazurek	×	-	×	-	×	-	×	-
Ján Mora	✓	11	×	-	×	-	×	-
ĽS – NS	✓	1549	✓ (?)	158	×	-	ĽS – NS	1974144 / 6500
							ĽS Naše Slovensko v NR SR	1159587 / 3100

Source: Own processing

(?) It is unclear whether it is official profile / page.

Conclusion

The overview of the communication of the members of the ĽS – NS political party indicates that Facebook is the most frequently used social network for communication of personal pages. It can be found for 7 out of 14 observed MPs. The most active is, apart from the party chairman, M. Uhrík, who presents himself as well within his website. We consider this, among other things, as the result of his running for the president of Nitra Self-governing Region. When checking other social networks, we find that the activity of MPs of ĽS – NS is significantly lower. Instagram and Twitter remained unnoticed, with only one profile to be found and being named M. Kotleba. In this case, however, it is unclear whether it is his official profile through which he communicates. Probably, after blocking official page and several profiles on Facebook, some members have attempted to use their VK pages as well. The largest group of "followers" was created by M. Kotleba, followed by M. Uhrík. MPs of the ĽS – NS political party also do not use Youtube, where we find the profiles of S. Drobný, J. Kecskés. There is also a profile with the name of S. Mizík with one video and no subscribers. The results of our survey show that MPs of ĽS – NS do not use their profiles or pages on social networks to a large extent for their communication. On the contrary, they rely on "collective" pages in which they turn to their voters and sympathizers.

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MARKETING TRENDS IN SOCIAL NETWORKING SITES USAGE IN SPORT

Eva Čáslavová – Josef Voráček

Abstract

This contribution is focused on the current problematic of social networking sites usage in sport marketing. It mostly elaborates on new trends and tools within the chosen networking sites that Czech sport subjects work with, these are Facebook, Instagram, Twitter, Snapchat, and LinkedIn. The aim of this study is an analysis of current marketing trends on social sites and their usage in sport, including recommendations for various types of subjects in the area of sport (sports people, sport clubs, sport unions, and companies in the area of sport) based on the processed results. The foundation for such an analysis and resulting recommendations is a qualitative research carried out by monitoring and observing, then a quantitative research in the form of a questionnaire with 318 social networking site user respondents.

Key words:

Marketing. Marketing Trends. Social Networking Sites. Sport Marketing.

1 Introduction

Marketing and sport have been significantly interconnected for a very long time. In spite of the fact that social networking sites were not created as a marketing channel, thanks to an immediate interaction and mutual direct communication among individual participants they have become one of the most important marketing channels in the current sport environment.[1] However, as marketing possibilities, tools, and areas have been developing, sport must always flexibly react. Social networking sites are an inseparable marketing tool, therefore a part of sport marketing is also presentation in social sites where even a local team has their "fan page". It is used for basic information[2] such as dates and times of training or matches, through various competitions for the audience, club news, current photos, and videos. It is the piece of information from the life and world of clubs and sports people that represents the biggest motivation for fans to follow their profiles on various social networking sites.[3] Social sites do not promote sport clubs only. We can find profiles of sports people, sport events, and groups supporting sport or enthusiasts who just like discussing sport topics. These social sites develop relationships among sport subjects and the public, fans, etc. In relation to fans an interesting term has emerged, the so-called "proactive consumers" or "prosumers", as WILLIAMS, CHINN[4] mentions. A very important fact is that social sites enable creating relationships and communication among fans, which very often goes beyond direct control of the sport subject on

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1   BALLOULI, K., HUTCHINSON, M.: Digital-Branding and Social-Media Strategies for Professional Athletes, Sports Teams, and Leagues: An Interview With Digital Royalty's Amy Martin. In *International Journal of Sport Communication*, 2010, Vol. 3, No. 4, p. 396-400.

2   For more information, see: ŠÍMA, J.: *Sportovní marketing*. Prague : VŠEM, 2013.

3   WITKEMPER, Ch., LIM, Ch. H., WALDBURGER, A.: Social Media and Sports Marketing: Examining the Motivations and Constraints of Twitter Users. In *Sport Marketing Quarterly*, 2012, Vol. 21, No. 3, p. 171-182.

4   WILLIAMS, J., CHINN, S. J.: Meeting Relationship-Marketing Goals Through Social Media: A Conceptual Model for Sport Marketers. In *International Journal of Sport Communication*, 2010, Vol. 3, No. 4, p. 423-436.

whose profile this fact arises.[5] Social sites have constantly been changing as their contents change, not only by new posts but also by adding many new functions. If we want to be successful in social networking sites marketing, we must not stop studying it. If we do not keep ourselves up-to-date and fail to adapt to modern trends, it can mean lost opportunities and a big competitive disadvantage. Therefore it is necessary to pay close attention to the social networking sites usage in current sport marketing. It is also important to be able to work with this marketing channel strategically and systematically, otherwise it may result in a failed opportunity and lost potential.[6] The aim of our research was to create a study of current sport marketing trends on social networking sites and their usage in sport, including recommendations for the area of sport based on processed results.

2 Methods

Qualitative and quantitative methods were used for this contribution. Qualitative methods were monitoring, observing, and semi-structured interviews. The quantitative method was a questionnaire. Together, these methods help to create an analysis of current social networking sites marketing trends and their usage in sport. Afterwards a forecast and recommendations were created. The qualitative research was carried out as two semi-structured interviews with the Czech Ice Hockey Union representative who is the web, IT, and statistics manager, and with the BPA sport marketing, a.s., who is in charge of similar positions like the previous ice-hockey representative. They are also part of the Hokejka.cz project of the BPA, sport marketing a.s., where they are mainly responsible for social networking sites. Qualitative research also included observing and monitoring. Monitoring followed marketing trends on social sites and their usage in sport. The subject of these observations was following current trends and their development in the future to which individual functions of social networking sites and their innovations are related. The observation was focused on how sports people, sport clubs, and sport organizations behave and communicate with fans on social sites. Four criteria were established to be observed, i.e. social networking sites presentation of sports people, sport clubs, sport organizations and promotional campaigns. The quantitative research was carried out as a questionnaire. The questions were focused on social sites preferences, and social sites marketing trends specifications with the usage for sport and new functions. 318 respondents participated in the questionnaire research. The questionnaire was aimed at Facebook users. The research was carried out through an electronic questionnaire, which was distributed via Facebook, where respondents were asked 16 questions. The target group was Facebook users with at least a minimal relationship to sport. Those totally uninterested in sports could not understand the questionnaire at all and such results would be quite distorting.

5   MANGOLD, W. G., FAULDS, D. J.: Social Media: The New Hybrid Element of the Promotion Mix. In *Business Horizons*, 2009, Vol. 52, No. 4, p. 357-365.
6   MIRANDA, F. J. et al.: Professional Sports Teams on Social Networks: A Comparative Study Employing the Facebook Assessment Index. In *International Journal of Sport Communication*, 2014, Vol. 7, No. 1, p. 75-88.

3 Results of the Questionnaire

The most used social networking site is Facebook, which was also the channel through which the questionnaire was distributed. The fewest respondents use Twitter – only 65 (20.4 %). Instagram is used by 237 respondents (74.5 %). LinkedIn is used by 77 respondents (24.2 %) and Snapchat by 115 respondents (36.2%). Regarding popularity the social networking sites order is the following: Facebook, Instagram, Twitter, Snapchat, LinkedIn. The same order was reached regarding the sport area. The results of which function is used within social sites the most by people interested in sports form an interesting base. Facebook is mostly used for chat, whereas Instagram won in all remaining four functions – posting photos, hashtags, my day/ story ("InstaStories", "My story", "My day") and videos. The most popular post on social networking sites was photo and surprisingly second came articles, which beat the very popular video. The fourth place belonged to status, however, not so much used nowadays, and the last came link. Respondents also expressed their reasons why social networking sites are important for the area of sport management. The most important and significant reasons are: promotion, fans, information, sponsors, reach, dynamics, popularity, low costs, feedback, and motivation. Knowledge of new functions and trends on social networking sites is quite significant, however, all respondents are aware of new functions. Only one trend, Live broadcast, is known by more than a half of respondents – 222 respondents (69.8 %). Other trends known by respondents are promo videos and brand marketing (sports people promoting a specific brand). The fewest respondents are aware of quite newly established 360° photos which enable viewing the place photographed from different angles. Very interesting are 360° videos which also currently exist. Last but not least, voting via smileys is also quite helpful, even though this function cannot be considered new, it is more considered a trend, highly used in times of this presentation.

4 Marketing Trends on Social Networking Sites and Their Usage in Sport

These days marketing trends are not only about ordinary advertising campaigns on banners where a match takes place but they make use of modern technologies and have become more and more innovative. Recent years have shown that marketing on social sites truly works. However, success cannot be visible overnight and social networking sites require a different marketing approach.

4.1 Facebook

Not only is Facebook the most wide-spread social networking site with the most numerous users but it is also the most popular. Facebook is an ideal tool for marketing, as there is a wide range of possibilities and options for marketing. The most common marketing trend on Facebook is advertising. Advertisements on Facebook bear certain advantages in comparison with others online, mainly direct targeting, i.e. attracting our target group. Facebook users reveal a lot of things about themselves in their profiles and they do not realize the risks, therefore demographic data can be easily chosen for targeting the advertising (age, education, marital status, place, gender). It is also important to say that creating an advertising campaign is a quite a simple and

very accessible operation, nearly everybody can do it. Paid advertising on Facebook becomes inevitable, if we want to aim at a larger group of people and be successful. In the past something was posted and it was freely spread through sharing, liking, commenting, etc. These days, ordinary posts vanish among other posts, therefore it is necessary to pay for our advertising if we want it to be a success.

• Contents

The biggest problem with social networking sites is boredom. Links to press reports, too long statuses, and old photographs are not interesting for anybody and nobody looks at them. The more fans a Facebook page has, the more people can potentially be addressed. Regarding both page and contents information, we must always remember quality before quantity. Nowadays, the term "content marketing" is frequently used. Another basic fact is the quality of the profile picture, as it is the first thing users see. Content must change all the time, but photos must not be posted one after another, tools should be changed regularly. Very helpful in this matter can be the so-called "infographics". Infographics is a graphic collage composed of a photo and other elements such as numbers, used while explaining a specific problematic or statistic overviews related to a certain area.

• Frequency of activities

Activity on FB pages should also be temporally aimed. Thanks to statistic data collection an appropriate time for a post can be determined. Just as television has its prime time, our social site page has the most usual visiting time. One such analytical tool is Zoomsphere which examines posts and their highest interaction rate, e.g. likes, comments, and shares and also which day of the week and which hours in the day. This tool is also used for monitoring mentions on the Internet. Frequency of posts is also time-related, as it is connected with our marketing strategy and must be neither overdone, nor too slow.

• Communication

An important motivating activity for fans are discussions where empathy is essential and only vulgar and hateful posts should be deleted. Basic human approaches must be used – reason and patience. Communication with fans should be polite and active, therefore it should be done by a person who not only knows us but also the environment of fans and Facebook. The key to success is not to answer quickly but solve things fast.

• Personal approach

Not only content but also a personal and active approach matter. For example, important O2 people sign with their first names and have profiles with real photos. The reason is simple – if fans know only the brand or name, they can easily hate it, but during contact with a real person many people realize that the person on the other side is not personally responsible for that matter. The same reason and the same way go for club mascots. Mascots in sport environment are a very common and good tool of marketing and help building fan's loyalty. They are highly liked mainly by children who constantly want to be photographed with them or just high-five them. Therefore, retailers should choose a personal profile for communication more than Facebook. Such a personal approach can be very effective and their relationship with customers

will then become better including valuable feedback. Success of communication is in finding opinions, wishes and requirements. A personal approach also includes personal recommendation. People like products being recommended to them and if somebody from our club or our sponsored sports person recommends a product, it means more than a banner or regular advertisement.

• SEO

Introductory posts descriptions and posted texts are also taken as content. Names and introductory descriptions should therefore be thoroughly considered. The abbreviation SEO means "Search Engine Optimization". Even on Facebook it is very important to make an effort to be among first links that the browser shows. People look for various information every day, as well as profiles, videos, pictures, links, statuses, etc. and correctly adjusted Facebook pages can get you leading positions in these browsers. In search marketing we must know search phrases which users use. We can therefore generally be aware of customer behaviour while searching and the approach is not as personal as while reacting to comments or personal messages. If we are willing to invest money, it is possible to pay for specific preferences, so that your page is shown among the most leading positions.

• Voting with smileys

A new trend on Facebook is voting with smileys, which appeared as a new function when you do not have to only "like" posts but you can use five more reactions. Those are crying smileys, laughing smileys, astonished smileys with open mouth, heart, and angry smileys. These functions may have solved the never-ending situation with the dislike function, which should have been the opposite to like. Such a possibility seems even better for marketing than an ordinary dislike, as users can express a wider spectrum of their feeling. Marketers obviously took advantage of that and they organize various competitions when expressing a certain feeling means a specific answer, the clue can simply be described in a post. Functions are frequently used while expressing mere agreement or disagreement. Voting with smileys somehow uses infographics and answers are projected directly in the picture, which is more interesting and more attractive for users.

4.2 Instagram

• Hashtags

Instagram users often browse through photographs by hashtags, therefore, it can be said that by a hashtag we add ourselves into a certain "group" of photographs. This tool is very frequently used for various competitions. A great example is sport events where hashtags express our participation in the competition and at the same time we can win interesting prizes. It is a very frequently used and popular marketing tool. Instagram newly enables users to like comments and comment on comments, which had not previously been possible, and Instagram became one step closer to Facebook.

• Audio-visual content

Many specialists on social networking sites see their future in the audio-visual content, which we have recently witnessed. Instagram plays videos automatically over and over again, until you switch the video off which increases the chances of

attracting users more than photos. Thanks to other applications and a wide range of freely accessible tools (e.g. http://gifmaker.me/) we can create picture animations which function as videos. You can upload an existing video on Instagram, ideally as avi, mpeg, 3gp, 3-15 seconds long. Instagram now offers an option of the so-called "Boomerang" when a video is played, then played backwards and then this procedure is repeated over and over again, so it is like a boomerang.

• Insta Stories
This new function was created in August 2016. InstaStories or "stories" can be understood as a notice board on which we post videos and photos. They can obviously be adjusted but slightly differently from ordinary posts, the main reason is that these stories can be seen for only 24 hours. They are displayed in time succession – from the oldest to the newest. This order is unchangeable. Our followers see the stories from the most current one to the oldest and we can see them in our newsfeed (upper toolbar with news on our wall where people's post who we follow are shown). Older content is harder to find, especially if we follow many people. Stories are played automatically one after another, as soon as we start playing the first one, so measuring the amount of viewed stories is not very valid. Stories cannot be reacted to by likes or comments, we can only send a direct message to the user's chat where it is displayed as a photo capturing a moment we commented on and a comment or a message. It is necessary to say that posted photos or videos are not saved, however, saving can be set in "Stories settings". In marketing they can be used through a bar of offered stories in the beginning of newsfeed (offer of new updates after we switch on the Instagram browser) or in a classic way for our followers. Our story can also contain location, time, temperature, text, and many other add-ons. InstaStories help to take a peek into sports people private lives and also backstage moments can be observed, such as cheering in the dressing room after a winning match, etc. It is another tool through which various sport brands can be promoted.

• Infographics
Similarly to Facebook, using infographics on Instagram represents a possibility of interesting content with information added value. An attractive and interesting way of presenting various information in graphics represents a simple and well-arranged means of spreading. The potential reach of such contributions is higher than presenting mere information as a text.

• Live broadcast
Instagram, as well as Facebook, has activated an option of the so-called "Live broadcast". It is a real broadcasting of what you are currently recording. Other users can write messages to Live broadcast which are displayed to us and other followers. It is an original way of presentation, especially by sports people, as we can observe their preparations or backstage joy – live!

4.3 Twitter

One of the latest Twitter functions is uploading and sharing videos directly through messages, such as Facebook Messenger (chat). Twitter has been losing users every day, but it is still trying to get closer to its competition and save the situation. This was

the reason why Twitter changed its design many times. Another element was adding a button to choose from gifs that you can send. The best Twitter function was defining itself as an information network, thanks to very quick reactions on news. If something important happens in the world of sport, several tweets on the topic appear within a couple of minutes. Sport is the best evidence, immediate reactions to questionable moments during sport matches, comments on unfair behaviour, players' injuries, and obviously immediate results. Generally it can be observed that sports people use Twitter more than Instagram to express themselves.

• Live broadcast
Twitter did not stay behind and established live broadcast, too. Your tweet can now be accompanied by live broadcast. The new function is identical to the Periscope application. Users can send us hearts or comment on live broadcasts. Facebook, Instagram, or Twitter live broadcast implementation make these social networking sites up-to-date. For example, radios are live broadcast too and we can telephone there and ask a question (if we are successful). Social networking sites enable us to do so as well, but make everything easier and more accessible.

• Hashtags
Hashtags have been a former dominant feature of Twitter and they still are. Even hashtags help faster clicking through to current information and events in the world. Very few Twitter posts do not contain a hashtag.

4.4 Snapchat

From the very beginning Snapchat has focused on a moment of elusiveness: the lifespan of photos and videos on Snapchat is quite original. We can set a period of time for which our friends and fans can see our contribution, after which the post deletes itself. The period of existence is a maximum of ten seconds and the countdown starts at the very moment of opening the post. We can also write or draw messages, pictures, or other function in photos or videos. Recently, various filters can be used to change faces or add other effects such as sound.

• My story
The magic of Snapchat moment elusiveness has gradually started to be used by companies for marketing and various events. Brands usually use the Snapchat function My story for their promotion. The lifespan of My story is 24 hours. Some companies send their fans clues such as photos where they could find tickets to a certain event. Those are hidden on brick-and-mortar stores or in fan shops. Such a trend is not very common in the Czech Republic, still we should definitely get inspired, as this is an original way of gaining new followers. Another way is hiring a well-known youtuber who gets access to our company channel and is sent to a specific event. He or she then captures himself or herself and the event via My story and our account ratings are secured. Even well-known sports people obviously use My story and show pieces from their private lives which we normally could not see.

• Marketing function Discover
Undoubtedly the most important marketing function on Snapchat is Discover. Thanks to this function companies can create content, which each user can display. Of course, conditions are dependent on specific contracts with Snapchat. This channel is up-to-date and every day we can for example see funny and original highlights from important sport matches.

4.5 LinkedIn

Undoubtedly, LinkedIn is a very interesting network and should be included in every social sites user's portfolio. Some links to sport marketing, management and social networking sites articles can be found here, however, this social site has not been used very much for sport marketing. Articles, profiles, and job offers from the sport area can be followed but direct marketing trends are not used on LinkedIn. This network is used mainly by HR officers to look for suitable employees, or by people who are looking for a job and can find an appropriate company here. SEO is much more important here in comparison with other social networking sites, i.e. searching by key words and the accuracy of inserted data, especially for head-hunters and companies which can find you more easily. Some users find LinkedIn more comfortable even for following current events, as this network is not overloaded with various posts like Facebook. Companies and people we are really interested in can be easily followed here. Another big option which had not been previously available is getting a contact for leading managers, club representatives, etc. LinkedIn enables us to ask them for an interview, participation in a sport event, or other cooperation.

5 Recommendations for Sport Subjects

5.1 Sports People

• Keeping the attention
Sports people should be inspired by youtubers, find out why people follow them, what they like and how they attract their attention. They have no money in the beginning, they do not know what exactly or how they should record and mostly they do not have attention, yet they can make it and people will like them. This should be the inspiration for sports people, even though they usually have a wider base of fans and much higher potential to be followed thanks to their sport results. Youtubers and sports people share certain similarities regarding communication with fans, as their aim is to be followed – the more and longer, the better. Fans will definitely be delighted by our active approach to social networking sites where we thank them for their support, comment on a match or race, or just post a photo of our preparations. It is evident that neither sports people, nor their teams, which often help them with such communication, have time to answer all questions, still each reply matters. We should try to communicate with all fans as much as we can.

• Video content
The reasons why sports people should present themselves on social networking sites, e.g. by videos, are fans and sponsors. Sports people want fans on their side for support

and their self-confidence, as the psyche makes a difference in sport. Another thing are sponsors – the more sports people are popular, the better contract and the more money they get for their facilities, teams, and preparation. Sponsors can be more easily communicated with through video, moreover, many sponsors will force us into making promo videos.

• Vlogs

During Olympic games, world championships or European championships all eyes are on sports people and they can get themselves a good base of fans, so vlogs are highly recommended during these events. Vlogs are videos in which people record themselves and comment on in it while recording. The spectator can see the whole dressing room – who sits where, what the players' facilities look like, etc. The fans can see the sports venue, sports people's diet, what they are currently doing, and what their daily routine looks like. Keeping the attention, video and vlogs go hand in hand. If sports people are skilled, they can somehow join these three elements together.

5.2 Sport Clubs

• Active communication with fans

Sport clubs such as sport brands should learn how to promote themselves on social networking sites. Some have been doing better, some worse, even though social sites can be the key to improving their fan care. There is huge space for self-expression and we can gather a lot of data, opinions, ideas, and comments upon which we can improve our services. By regularly uploading posts and current information we will keep their attention and loyalty. Social networking sites help us create various surveys and competitions, which bring us fans' opinions, or we just let them compete and make them happy. Thanks to those ideas we can use more frequent or more reasonable improvements to our services. It obviously does not mean that fans will give us advice how we should play, who should train or what our game line-up should look like, that is the sport side of the matter. Sectors related to club services, such as stadium facilities, fan shops, tours, and many more, should be inspired by feedback and try to get as much of it as they can.

• Posts modernization

Clubs should vary the types of their posts. It should not be one photo after another or article after article. Posts must be colourful, up-to-date, and interesting. It is recommended to use videos, infographics or 360° photos or videos. Imagine a football stadium full of people during Sparta vs. Slavia derby and now the beautiful view in a 360° photo from the centre of the main tribune.

• Promotional campaigns connected with fans

The audience is often named the twelfth player. So let them participate in our campaigns either when we create our video channel with regular videos, or a new hashtag or a competition for the best stadium shot. Fans enjoy that and they like participating in the club life and around it. Through various competitions fans can be motivated to be active and help run the campaign to the fullest.

5.3 Sport Unions

Sport organizations such as unions are constantly trying to support their sports via lots of projects and campaigns, which should attract new children to sport or improve sports public image. An ideal opportunity how campaigns and projects should be implemented into broad public is social networking sites. Their reach is really broad and they do not have to be expensive. Social sites serve perfectly as a connection with fans, for example for the Czech Olympic team. Hardly anybody gets close to the epicentre of the Olympics, but we can make this happen. We can show you the sport venues, the Czech Olympic village, record interviews, and bring you current information on results, injuries or training. Various "fan zone", stadium or town activities live broadcasts can be used.

5.4 Business Companies Operating in Sport

Our sample of sport organizations also includes those selling sport equipment. They can also experience a whole range of advantages thanks to social networking sites. New products can be wonderfully promoted there, communication with customers can be improved or new websites can be promoted. A great promotional act can be a video where for example Michael Jordan smashes to the basket wearing a new pair of Nike basketball shoes. Of course, under the video there will be a direct link to the e-shop where you can buy the shoes. Michael Jordan was the first sportsman who concluded a life-long contract with Nike and became its face.

6 Discussion

As mentioned in methodology, during the whole research monitoring and observations were carried out. Social networking sites and their updates were observed. Practically at least every two months a new function could be detected. Part of methodology was observing sports people, sport clubs and promotional campaigns to find out how they use those functions for their promotion. Based on these findings it was possible to detect which marketing trend is used the most and which are the most popular. Of course, successfulness is not easily measurable, however, in the case of marketing campaigns on social sites feedback can be very useful – likes, comments, shares, and articles created as a reaction to those posts. Quantitative research was limited to Facebook sport related users only. Regarding the social sites topic no written or personal questioning was necessary, only electronic questioning was carried out through Facebook where a link to the questionnaire was placed. To get some professional contributions a qualitative research was carried out in the form of two semi-structured interviews with experts. They were asked some questions identical to the questionnaire, but mainly questions more focused on the field discussed. Therefore, it was possible to compare three types of ideas and findings – personal, professional, and Facebook user related to sports (this group can nowadays be considered the broad public in the area of sport). The most interesting observations for the future in the area of marketing trends on social networking sites can be summarized in four points:
• TV advertising / advertising on social networking sites,

• virtual reality,
• personalization, creation of offers and made-to-measure advertisements,
• augmented reality.

Conclusion

If we want to be successful in the area of social networking sites marketing, we must never stop adapting ourselves. Following the latest trends, innovations, and functions is the key for our strategy development. We can receive a specific instruction guide but it can become out-dated the day after tomorrow. That is the reason why adapting is the most important thing. Qualitative and quantitative researches found out why social networking sites are important for marketing – it is promotion, fans, information, sponsors, reach, dynamics, popularity, low costs, feedback, and motivation. Based on the research ten key points were established. If we had wanted to, we could have found more because social networking sites offer many opportunities and advantages. Marketing trends determine which way marketing goes. The best and the most used current marketing trends across social networking sites are:
• video;
• stories;
• live broadcast;
• 360° format (photos, videos);
• Infographics;
• paid advertising.

Social networking sites have been giving people many possibilities. We no longer have to record videos as we can now live broadcast them. Thanks to 360° formats we can look around while watching a video as if we were present. Virtual videos and films are on their way to us and it is just a question of time when they strike sport marketing, too. If we are not in the mood for playing videos, we can watch Stories, which offer short daily highlights. Numbers and information do not have to be ordered in a chart or written in statistics as we are used to. Nowadays, we can read them in a photo where in one look we find out more information and it even looks good. People do not have to search for advertising, advertising finds them. We may soon enter a period of time when we start liking some advertisements because they will show us what we want to see. These days there are many more ways how to tell a story or how to share information, it is very different from the situation in the past. TV commercial resources have been transferred and will be transferred to advertising on social networking sites where it can be measured and spread more effectively. It is common that a TV spot is previously recorded and afterwards placed on Facebook and YouTube. In the future it will happen the other way round. Firstly, contents for social networking sites will be recorded and afterwards more resources will be spent to create contents for TV. The same will happen with some websites, which are set mainly for personal computers. Soon we can expect a period of time when companies firstly create a website for mobile devices. Mobile phones must not be underestimated and formats for mobile phones must not be forgotten. Progress moves quickly and the future cannot be predicted very well. The area of sport marketing on social networking sites might be more predictable thanks to data collection and research but innovations will

grow faster than today, mainly in the digital world. People want a predictable world, it is comfortable but this is not reality and it will never be.

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LOCAL ACTION GROUPS IN SLOVAKIA ON FACEBOOK – THE REAL MIRROR OF THEIR ACTIVITIES

Martin Daško

Abstract
The success of any organization is based not only on the results of its activities but also on the presentation of these results. Through the LEADER methodology, the European Union provides for the creation of public-private partnerships. The result is local action groups. In the 2007-2013 programming period, 29 local action groups were in place in Slovakia. In the 2014-2020 programming period, they are 110. The increase in the number of local action groups demonstrates that they are doing it well. The paper discusses how local action groups in Slovakia promote their activities and achievements. How do local action groups present their activities on social networks? Are they making full use of the social networking potential? The paper analyzes the presentation of the results of local action groups on the facebook social network. By statistical analysis, the contribution shows that there are major shortcomings in the area of public communication with local action groups. Local action groups in Slovakia are working well, but they are lagging behind in terms of promoting them on social networks.

Key words:
Activity. Facebook. Local Action Groups (LAGs). Marketing. Public-Private Partnerships.

Introduction

If the organization wants to be successful in the future, it must invest in online marketing. Online marketing brings new opportunities for organizations. The contribution is focused directly on Facebook marketing of local action groups in Slovakia. How do they present themselves to the public? Do they have online marketing or not? Where are the benefits and limits for Facebook's local action groups in Slovakia? The contribution statistically analyzes LAGs in individual regions in Slovakia in 2018.

1 Theoretical Approach

The Slovak Republic is characterized by a fragmented settlement structure. It means that we have a large number of municipalities.[1] In 2018, it is a total of 2890 municipalities. A large number of municipalities can be dealt with, for example, by amalgamation.[2] In Slovakia, however, radical amalgamation has not occurred in the last 50 years.[3] Several forms of intermunicipal cooperation have developed.[4] It can replace the shortcomings brought by a large number of municipalities. The integration processes and policy of the European Union bring new forms of intermunicipal

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1   FALŤAN, Ľ., STRUSSOVÁ, M.: *Mikroregionálna a euroregionálna spolupráca obcí na Slovensku.* Bratislava : Sociologický ústav SAV, 2016, p. 26-34.
2   NIŽŇANSKÝ, V.: *Medziobecná spolupráca a zlučovanie obcí na Slovensku. Výskumná štúdia.* Bratislava : Merkury, 2009. [online]. [2018-09-15]. Available at: <http://www.komunal.eu/images/pdf/Model_komunalnej_reformy_na_Slovensku.pdf>.
3   KLIMOVSKÝ, D.: O možných riešeniach fragmentovanej lokálnej sídelnej štruktúry. In *Acta Politologica*, 2009, Vol. 1, No. 2, p. 182-213.
4   BIWALD, P. et al.: Perspektiven der interkommunalen Zusammenarbeit. In BIWALD, P. (ed.) et al.: *Interkommunale Kooperation zwischen Tradition und Aufbruch.* Wien, Graz : NWV, 2006, p. 107.

cooperation.[5] One of these are „local action groups" (LAGs). They are based on the EU LEADER program. The advantage of the LAGs is that it brings together the public, private and non-governmental sectors.[6] Operational programs allocate funds for regional development. For the 2014-2020 programming period, a total of € 136 201 056 was allocated to the LAGs in Slovakia.[7] The following table shows an increased number of LAGs in the 2014-2020 programming period compared to the 2007-2013 programming period in Slovakia.

Table 1: Number of LAGs in the programming period 2007-2013 and 2014-2020 in Slovak republic

SLOVAK REPUBLIC		
REGION	NUMBER OF LAGs 2007-2013 (29 in total)	NUMBER OF LAGs 2014-2020 (110 in total)
Bratislava	1	3
Nitra	5	15
Trenčín	4	11
Trnava	4	12
Banská Bystrica	5	18
Žilina	2	10
Košice	4	17
Prešov	4	24

Source: NÁRODNÁ SIEŤ ROZVOJA VIDIEKA SR: *Leader, 2015.* [online]. [2018-09-14]. Available at: <http://www.nsrv.sk/index.php?pl=69>.

The increase in the number of LAGs shows that the Slovak Republic and its municipalities have adopted public-private partnerships. Local action groups are relatively active in Slovakia. However, the contribution addresses the question: How successful are the LAGs in promoting their results on social networks? Do they have a facebook page? Do „online" sufficiently publicize their activities? The contribution analyzes individual LAGs in all regions in Slovakia. The basic framework is „Facebook marketing". It is not only important how LAGs are successful in projects. Online promotion is also important, which allows Facebook. Therefore, the contribution is addressed by social networks from the perspective of the LAGs.

Facebook has millions of users. It was established in 2004 and has become an integral part of online publishing and sharing of information.[8] Specially in Slovakia. All people and organizations promote themselves. Social networks generally indicate the trend of strong brands in the market in general. Facebook can promote almost anything. Organizations and their success are often evaluated by social networks. The organization is active, it is doing it well. How does it promote itself on Facebook? The term „Facebook marketing" is used in the contribution for local action groups. The term „Facebook marekting" is used in terms of whether LAGs are actively using Facebook. If so, logically they use marketing on the social network. They promote their

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5   HASPROVÁ, M. et al.: *Marketing miest a obcí.* Bratislava : EKONÓM, 2010, p. 87-98.
6   BUČEK, M.: Regionálna integrácia Slovenskej republiky: Stratégia využitia podpory Európskej únie. In *Ekonomický časopis*, 2003, Vol. 51, No. 8, p. 982-996.
7   *Európske štrukturálne a investičné fondy.* [online]. [2018-09-12]. Available at: <http://ec.europa. eu/regional_policy/sk/funding/>.
8   HOLZNER, S.: *Facebook Marketing – Leverage Social Media to Grow Your Business.* Indianapolis : QUE, 2009, p. 7.

results and activities. In this sense, the contribution represents facebook marketing. The text also shows how successful public-private partnerships are not just doing good projects but also are active online. The main idea of the post is that even online promotion is important. The contribution is dedicated to all LAGs out of a total of 110 in the 2014-2020 programming period in Slovakia. Statistical data is used. A survey of this kind is presented for the first time. No one before the local action groups analyzed from the point of view of Facebook marketing. Therefore, the paper has the ambition to open a discussion and expand the knowledge about online marketing in the LAGs. Theoretically, the contribution is mainly based on foreign authors who analyzed Facebook in general. Ramsaran-Fowdar and Fowdar e.g. they are based on the fact that Facebook marketing can represent elements such as: profile, groups, fan pages, shared events, games or news.[9] All this is included in the post as the concept of using Facebook marketing. The primary line is whether LAGs have a facebook page. If so, the contribution monitors the number of followers, the last activity, and also the presentation form. These statistics are analyzed in the practical part of the paper. The statistical data is original and collected by the author. Their other presentation is subject to copyright.

2 Practical Implications: Analysis of Local Action Groups in Slovakia on Facebook

This kind of research has not yet been implemented in Slovakia and the EU. Local action groups are analyzed mainly on the basis of the funds received and the projects implemented. The main objective of the LAGs is multi-sector cooperation and regional development. However, research does not take into account how they present their results. The easiest way to promote is through social networks. Facebook has millions of users. Information can be disseminated very easily and quickly. The main research question of the contribution is: How do Facebook local action groups use in individual regions in Slovakia? Is the promotion of their activity sufficient or low? Where are the strengths and weaknesses in terms of using social networks? The contribution uses statistical data from individual regions. Each local action group was analyzed separately. Local action groups that actively use Facebook are listed in the tables. Other non-Facebook LAGs are not listed in the tables. The contribution represents the original initial research of social networks in terms of their use in public-private partnerships in the form of local action groups. Statistical data in previous research has not yet been presented. The contribution focuses on Facebook marketing and opens a discussion on the use of social networks in local action groups. Presenting the results of local action groups can contribute to a better functioning of municipal cooperation and more effective development of regions. The first analyzed region is „Prešov".

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9   RAMSARAN-FOWDAR, R. R., FOWDAR, S.: The Implications of Facebook Marketing for Organizations. In *Contemporary Management Research*, 2013, Vol. 9, No. 1, p. 73-84.

Table 2: Number of LAGs in Region Prešov

REGION – PREŠOV				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
O. Z. pre rozvoj regiónu Spiš	13	YES	25	July 2018
O. Z. „Partnerstvo pre región"	10	YES	32	August 2018
MAS Laborec, o. z.	28	YES	47	September 2018
O. Z. MAS Pod Vihorlatom, o. z.	32	YES	68	September 2018
MAS Topoľa, o. z.	21	YES	31	July 2018
MAS Stráže	10	YES	52	June 2018
Partnerstvo Bachureň	15	YES	161	September 2018
MAS Skala, o. z.	12	YES	37	August 2018
MAS Zemplín pod Vihorlatom, o. z.	32	YES	69	September 2018
Tatry – Pieniny LAG	30	YES	197	October 2018
TOTAL NUMBER OF LAGs (24)	543 (in all LAGs)	-	-	-

Source: Own processing; Local action groups: *MAS Ľubovniansko; MAS Horný Šariš – Minčol; MAS Horná Topľa; O. Z. Dukla; MAS Slanské vrchy – Topľa; MAS Šafrán; O. Z. MAS Sabinovsko, o. z.; O. Z. MAS Lev, o. z.; MAS Tri prúty; Sekčov – Topľa, o. z.; MAS Domaša, o. z.; MAS Pod hradom Čičva; MAS Tri doliny, o. z.; Pro Tatry, o. z.* are not included, because they don´t have a facebook.

„Prešov" is the region with the highest number of municipalities in Slovakia. There is great potential for intermunicipal cooperation. There are 665 municipalities in total. Of this, in 2018 there are exactly 543 associates in local action groups. It accounts for about 82% of all municipalities in the region. For the 2007-2013 programming period, 4 LAGs were in the region. For the 2014-2020 programming period, they are 24. The table shows interesting statistical data. 10 out of 24 local action groups in 2018 use Facebook. Percentage is about 42% of all local action groups. The number of followers ranges from 25 to 197. The Facebook activity is active and not older than half a year. The region is in terms of the number of local action groups that actively use Facebook at the first place throughout the whole of the Slovak Republic. 10 is the highest number in terms of the number of LAGs in the region that have Facebook. However, in total, only 10 out of 24 LAGs use Facebook, which in terms of percent moves the region to the fourth place. The use of the promotion of local action groups in the „Prešov" region can be considered as average.

Table 3: Number of LAGs in Region Košice

REGION – KOŠICE				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
MAS Sľubica, o. z.	10	YES	75	March 2017
MAS Hnilec, o. z.	18	YES	134	October 2018
TOTAL NUMBER OF LAGs (17)	299 (in all LAGs)	-	-	-

Source: Own processing; Local action groups: *Miloj Spiš, o. z.; MAS Gemer – Rožňava; O. Z. Kras; MAS Bodva; MAS Rudohorie, o. z.; MAS Hornád – Čierna Hora, o. z.; MAS Olšava – Torysa; MAS Hornád – Slanské Vrchy, o. z.; MAS Roňava. o. z.; MAS Sečovský región, o. z.; MAS Poondavie, o. z.; MAS Duša, občianske združenie; MAS Tokaj – Rovina, o. z.; MAS Bodrog, o. z.; O. Z. Medzi riekami* are not included, because they don´t have a facebook.

The second region being analyzed is „Košice". The region is the third in Slovakia in number of municipalities. There are 440 municipalities in total. In 2018, a total of 299 of them are associated in local action groups. This represents approximately 68% of all municipalities. For the 2007-2013 programming period, 4 LAGs were in the region. In the 2014-2020 programming period, they are exactly 17. The table shows very bad numbers. Marketing of local action groups on Facebook is very weak. Only 2 of 17 LAGs use Facebook actively. It represents about 12% of all LAGs. One of them was last active in March 2017. Only one local action group can be considered active. The number of followers ranges from 75 to 134. The Košice Region is one of the weakest regions within Slovakia in evaluating Facebook activity. In terms of the number of local action groups that use active Facebook, the region is in sixth place. Percentually it moves the region up to seventh (last). Facebook marketing practically does not exist in local action groups in the „Košice" region or is very weak.

Table 4: Number of LAGs in Region Banská Bystrica

REGION – BANSKÁ BYSTRICA				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
MAS Hontiansko – Novohradské partnerstvo	25	YES	2	July 2018
Hontianske Poiplie	20	YES	5	May 2017
Naša Lieska, o. z.	8	YES	2	August 2018
Podpoľanie	19	YES	222	October 2018
MAS Malohont	43	YES	1780	October 2018
VSP Stredný Gemer	35	YES	227	September 2018
Partnerstvo Muránska planina – Čierny Hron	14	YES	447	October 2018
Banskobystrický geomontánny park	22	YES	236	July 2018
TOTAL NUMBER OF LAGs (18)	406 (in all LAGs)	-	-	-

Source: Own processing; Local action groups: *Ipeľská Kotlina – Novohrad; MAS Hornohrad; MAS Cerovina, občianske združenie; O. Z. Žiarska kotlina; O. Z. Zlatá cesta;*

VSP Južný Gemer; MAS Chopok juh; VSP Horehron; VSP Hontiansko – Dobronivské; Partnerstvo Južného Novohradu are not included, because they don´t have a facebook. The other region is „Banská Bystrica". The second highest number of municipalities is in the region. In total, 516 municipalities are in the region in 2018. Of these, up to 406 municipalities are associated in local action groups. It represents about 79% of all municipalities. This is also evidence that the LAG's cooperation in the region is working well. In the 2007-2013 programming period, only 5 LAGs were in the region. For the 2014-2020 programming period, they are 18. Facebook marketing is in the region in terms of numbers in a better position than in the Košice region. Of the 18 LAGs, Facebook actively use 8 local action groups. Facebook activity is not older than half a year. The number of followers ranges from 2 to 1780. Excellent Facebook marketing has a local action group „MAS Malohont" which brings together 43 municipalities. Overall, the LAG is second in terms of the number of followers on Facebook in Slovakia. Other local action groups also have a good numbers of followers. Only three of the 8 LAGs have low numbers. The number of followers can be one of the elements that are the mirror of successful Facebook marketing. The Region of Banska Bystrica proves this. In terms of the number of LAGs that are actively using Facebook, the region is second in Slovakia. Percentually it moves the region to the third place. Facebook marketing is relatively good in the region with better figures than the average in Slovakia.

Table 5: Number of LAGs in Region Nitra

REGION – NITRA				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
O. Z. Radošinka	30	YES	490	August 2018
Regionálne združenie Dolná Nitra, o. z.	17	YES	373	October 2018
O. Z. Tekov – Hont	43	YES	195	October 2018
O. Z. Ipeľ – Hont	19	YES	90	August 2018
TOTAL NUMBER OF LAGs (15)	285 (in all LAGs)	-	-	-

Source: Own processing; Local action groups: *Združenie mikroregiónu Svornosť; Mikroregión Tríbečsko; O. Z. Žibrica; Vitis; O. Z. pre rozvoj mikroregiónu „Požitavie – Širočina"; MAS Združenie Dolný Žitný ostrov; O. Z. „Mikroregión Hurbanovo"; MAS Dvory a okolie; MAS Dolné Považie; MAS Spoločenstva obcí topoľčiansko – duchonského mikroregiónu; MAS Cedron – Nitrava* are not included, because they don´t have a facebook.

The fourth analyzed region is „Nitra". There are 354 municipalities in the region, which is the fourth highest number in Slovakia. Up to 285 of them are associated in 2018 in local action groups. Percentage accounts for about 81% of all municipalities in the region. The Nitra region is a good example of how the cooperation works in Slovakia. In the 2007-2013 programming period, only 5 LAGs were in the region. In the 2014-2020 programming period, it is a total of 15. In terms of Facebook marketing, however, we are talking about low figures. Only 4 out of 15 LAGs use active Facebook. Percentage accounts for about 27% of all LAGs. Facebook activity is not older than three months. The number of followers shows pretty good value. This

is a range from 90 to 490 followers. The most successful LAG in the region is „O. Z. Radošinka", which brings together 30 municipalities. However, Nitra region is weak in Facebook. In terms of the number of LAGs that are actively using Facebook, the region is fifth. Percentually the region moves to sixth place. In the region, therefore, it is not possible to talk about successful Facebook marketing, even though local action groups are working well. From the point of view of using social networks, the region is weak.

Table 6: Number of LAGs in Region Trenčín

REGION – TRENČÍN				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
Kopaničiarsky región – miestna akčná skupina	26	YES	669	October 2018
MAS Vršatec	21	YES	1907	September 2018
Naše Považie	48	YES	234	October 2018
MAS Strážovské vrchy	18	YES	319	October 2018
MAS Stredné Ponitrie	22	YES	34	September 2018
TOTAL NUMBER OF LAGs (11)	**225 (in all LAGs)**	-	-	-

Source: Own processing; Local action groups: *MAS Inovec; O. Z. MAS Rozvoj Hornej Nitry, o. z.; Žiar; MAS Bebrava; Združenie Bielokarpatsko – trenčianskeho mikroregiónu a Mikroregiónu Bošáčka; MAS Magura – Strážov* are not included, because they don´t have a facebook.

The next region is „Trenčín". In total there are 276 municipalities in 2018. Up to 225 of them are associated in local action groups. Percentage represents about 82% of all municipalities. The Trenčín Region is an appropriate environment for inter-municipal cooperation. For the 2007-2013 programming period, 4 LAGs were in the region. In the 2014-2020 programming period, they are 11. In terms of Facebook marketing, these are average values. Interesting is the local action group „MAS Vršatec", which has the highest number of followers from all LAGs in Slovakia. It shows the highest values at 1907. Facebook marketing is thus the most successful of all 110 LAGs in Slovakia. Of the 11 LAGs in the region actively use Facebook 5 of them. It represents about 45% of all LAGs. The oldest LAG´s activity on Facebook is from September 2018. Overall, the number of followers in the region ranges from 34 to 1907. Only one LAG of 5 has a low number of followers. Other LAGs show values from 234. These are over-average numbers of followers across Slovakia. Just the number of followers shows that Trenčín is well in terms of Facebook activity. Within the number of LAGs that are actively using Facebook, the region is ranked fourth. Percentually the region moves to second place. The Trenčín region can be considered one of the best in Facebook activity. The region is an example of well-functioning social marketing. Although not all LAGs in the region are using Facebook actively.

Table 7: Number of LAGs in Region Trnava

REGION – TRNAVA				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
Partnerstvo pre Horné Záhorie, o. z.	22	YES	146	October 2018
MAS Dudváh	12	YES	11	August 2018
MAS Stará Čierna voda	8	YES	192	August 2018
O. Z. Poniklec – Váh	15	YES	53	October 2018
O. Z. Holeška	13	YES	541	October 2018
TOTAL NUMBER OF LAGs (12)	**179 (in all LAGs)**	-	-	-

Source: Own processing; Local action groups: *MAS Záhorie, o. z.; O. Z. Podhoran; Malokarpatské partnerstvo, o. z.; O. Z. NAše Jadro; MAS 11 Plus; Agroprameň; MAS Podunajsko, o. z.* are not included, because they don´t have a facebook.

Another region is „Trnava". In total there are 251 municipalities in the region in 2018. 179 of them are associated in local action groups. It represents about 71% of all municipalities. For the 2007-2013 programming period, 4 LAGs were in the region. In the 2014-2020 programming period, they are 12. The Facebook marketing of the LAG can be considered as average in 2018. 5 LAGs actively use Facebook. Percentage is about 42% of all LAGs. The oldest activity is from August 2018. The number of followers ranges from 11 to 541. The most successful is the LAG „O. Z. Holeška", which brings together 13 municipalities in the region. In terms of the number of LAGs that are actively using Facebook, the region is ranked fourth. It is also fourth in terms of the percentage coverage of all LAGs. Trnava region is the average in Facebook marketing. Figures are generally at average statistical values. The region has a higher potential for Facebook marketing for LAGs.

Table 8: Number of LAGs in Region Žilina

REGION – ŽILINA				
LAG	NUMBER OF MUNICIPALITIES	FACEBOOK PAGE	FOLLOWERS	LAST POST
O. Z. MAS Krajšie Kysuce	7	YES	80	September 2018
MAS Horný Liptov	25	YES	29	October 2018
MAS Rajecká Dolina	24	YES	208	July 2018
O. Z. „Partnerstvo pre MAS Dolný Liptov"	24	YES	252	September 2018
MAS Orava, o. z.	39	YES	172	September 2018
MAS Biela Orava	23	YES	88	January 2018
O. Z. „Partnerstvo pre MAS Terchovská dolina"	17	YES	713	October 2018
TOTAL NUMBER OF LAGs (10)	**212 (in all LAGs)**	-	-	-

Source: Own processing; Local action groups: *O. Z. „Partnerstvo pre MAS Turiec"; O. Z. Stredný Liptov; MAS Bystrická dolina* are not included, because they don´t have a facebook.

Region „Žilina" has a total of 315 municipalities in 2018, the fifth highest number in Slovakia. Of these, 212 are associated in local action groups. It represents about 67% of all municipalities in the region. In the 2007-2013 programming period, only 2 LAGs were in the region. In the 2014-2020 programming period, they are 10. Region Žilina is one of the best examples of using Facebook marketing (in the LAGs) from all regions in Slovakia. Of the 10 LAGs Facebook actively use 7 of them. LAG´s activity on Facebook is the oldest in January 2018. The number of followers shows good values. From 80 to 713 followers. The highest number represent „O. Z. Partnerstvo pre MAS Terchovská dolina", which brings together 17 municipalities. Only 3 LAGs out of 10 do not actively use Facebook. In terms of the number of LAGs that are actively using Facebook, the region ranks third. Percentually it moves the region first (up to 70% of all LAGs actively use Facebook). Social networks in the Žilina region are being used at a quality level in the LAGs. Žilina is one of the best examples of LAG´s Facebook using in Slovakia.

Table 9: Number of LAGs in Region Bratislava

REGION – BRATISLAVA				
LAG	**NUMBER OF MUNICIPALITIES**	**FACEBOOK PAGE**	**FOLLOWERS**	**LAST POST**
Dolné Záhorie	18	YES	81	October 2018
TOTAL NUMBER OF LAGs (3)	**54 (in all LAGs)**	-	-	-

Source: Own processing; Local action groups: *O. Z. Malokarpatský región; Malodunajsko* are not included, because they don´t have a facebook.

The last analyzed region is „Bratislava". It should be noted at the beginning that the Bratislava region belongs to the category of „more developed regions" within the Slovak Republic. Other regions are „less developed". Therefore, in the Bratislava region, intermunicipal cooperation is used only between smaller municipalities (which do not belong to the category „cities"). In 2018 there are 73 municipalities in the region together with the capital city of the Slovak Republic. 54 of them are associated in local action groups. It represents about 74% of municipalities. In the 2007-2013 programming period, 1 LAG was in the region. There are only 3 in the 2014-2020 programming period. Only one of them is actively using Facebook. It is the LAG „Dolné Záhorie", which brings together 18 municipalities. In terms of the number of LAGs that are actively using Facebook, the region is the last one. Percentually this moves the region to fifth place (33% of all LAGs are actively using Facebook, which is 1 LAG of 3). Facebook marketing is hard to evaluate in Bratislava because the region has low values. Last table represent final statistics data of the contrinution.

Table 10: Final statistics data about LAGs in Slovakia on Facebook in the 2018

REGION	LAGs with Facebook/ total number of LAGs in the region	% of all LAGs using a Facebook in the region	ranking of the region in terms of number of LAGs with Facebook	ranking of the region in terms of the percentage use of LAGs with Facebook
PREŠOV	10/24	42%	1st	4th
KOŠICE	2/17	12%	6th	7th
BANSKÁ BYSTRICA	8/18	44%	2nd	3rd
NITRA	4/15	27%	5th	6th
TRENČÍN	5/11	45%	4th	2nd
TRNAVA	5/12	42%	4th	4th
ŽILINA	7/10	70%	3rd	1st
BRATISLAVA	1/3	33%	7th	5th
TOTAL	42/110	38%	-	-

Source: Own processing

Conclusion

The contribution clearly demonstrates the insufficient use of Facebook marketing by the LAGs in Slovakia. Overall, local action groups in Slovakia are doing well in two programming periods (2007-2013 & 2014-2020). Projects are underway, financial subsidies are drawn. However, modern forms of online presentation at LAGs in Slovakia are not sufficient. Relatively good statistics are, for example, Regions Žilina, Trenčín, Banská Bystrica or Prešov. On average is the region of Trnava. Worse are Nitra, Košice or Bratislava. The paper presents an initial survey that has not been implemented so far. The reported statistical data opens a discussion to improve the online promotion of LAGs in Slovakia and creates scope for further research.

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USER PREFERENCES IN THE FIELD OF ONLINE AD-BLOCKING

Richard Fedorko – Igor Fedorko

Abstract

The objective of the article is to describe the current state of the user preference issue when using ad-blocking tools in the online Internet environment. The article focuses on current global trends in the routing assessment of the given issue, specifically based on several analyses, describing users' preferences for the use of online ad-blocking tools in the world. The article also presents partial research results aimed at identifying users' attitudes towards the use of ad-blocking tools in the conditions of the Slovak internet market. The research results show that 66.70% of the respondents would leave a website that slows down because of the number of ads, 58% of the respondents actively use online ad-blocking tools, and 38.8% of the respondents would leave the website and would stop visiting it if the website required the ad-blocking tool to be turned off to access the content of the website. The research results represent the opinions of respondents predominantly in age groups 18-24 years (60.08%), and 25-34 years (32.10%).

Key words:

Ad-blocking. Ads. Preferences. Promotion. User.

Introduction

The Internet is the ideal medium for direct contact and direct communication with customers. It is a good medium for most of the cross-media campaign to end, since we can only convince customers to quickly and efficiently share their opinions, data, wishes and complaints.[1] Through the Internet, it is possible to provide comprehensive information, but mainly through online promotion tools it is possible to achieve a direct action i.e. the purchase.[2] At the turn of the millennium, there is a turnaround in the field of online advertising.[3] A big amount of money has been invested in ad campaigns, but mostly not quite successfully. Ad campaigns were expensive and the efficiency was minimal.[4] We are looking for tools for planning the ad campaigns and for more efficient evaluation of the effectiveness of internet advertising.[5] According to Labská et al.[6] banner advertising is considered as the oldest and most used form of Internet advertising. The principle of this form of advertising is that an ad block is placed on the website in the form of an image that is linked to the advertiser's website. Banner advertising is the first form of advertising that has appeared on the Internet. Specifically, in 1994, the first online banner ad appeared in the online

1   ASOCIACE: *Cross-mediální kampaně a využití internetu.* [online]. [2018-09-11]. Available at: <http://www.asociace.biz/files/crossmedialnikampane.pdf>.

2   ŠTEFKO, R., GBUROVÁ, J., MATUŠÍKOVÁ, D.: Analysis of the Use of Marketing Communication in the Nonprofit Sector in Slovak Republic. In *The 28th International Business Information Management Association Conference – Vision 2020: Innovation Management, Development Sustainability, and Competitive Economic Growth. Conference Proceedings.* Delhi, India : IBIMA, 2016, p. 2992-2998.

3   ŠTEFKO, R., STEFFEK, V.: Key Issues in Slow Fashion: Current Challenges and Future Perspectives. In *Sustainability*, 2018, Vol. 10, No. 7, p. 1-11.

4   BAČÍK, R., GAVUROVÁ, B., GBUROVÁ, J.: Social Media, Corporate Website and Its Impact on Consumer Purchasing Decisions. In *Journal of Applied Economic Sciences*, 2017, Vol. 12, No. 5, p. 1312-1318.

5   KENT, P.: *Pay Per Click Search Engine Marketing for Dummies.* Indianapolis : Wiley Publishing, 2006, p. 101.

6   LABSKÁ, H. et al.: *Základy marketingovej komunikácie.* Žilina : Eurokódex, 2009, p. 110.

Internet environment.[7] Over the last few years, companies and their brands, which operate in a highly competitive environment, are increasingly forced to penetrate into the awareness of their target audience.[8] Companies are using more indiscreet practices of penetrating to the market with the help of unlimited online promotion ad formats.[9] Currently, the advertising industry faces a steadily rising trend in the number of Internet users using online ad-blocking tools. Global Web Index[10] based on the findings of a 2017 survey conducted by US internet users aged 16-64 years (a total sample of more than 63,000 respondents), states that during the last month, 22% of the respondents actively blocked tracking systems used by website operators. 39% of the respondents in the past month has deleted cookies in their internet browser (cookies are used to track website visitors, advertisers, etc.). Considerable is the finding that up to 51% of the respondents use the private surfing (or incognito mode) while browsing on the Internet. An analysis of the Reuters Institute for the Study of Journalism[11] published in 2017 provides a more detailed view of the use of online ad-blocking tools at selected country levels. Based on the findings, Greece has the highest share of active online ad-blockers, representing 36%. The percentage of users blocking ads above 30% is in countries like Poland, France or Argentina. For other countries, as outlined in Figure 1, it is possible to find comparable shares of internet users actively blocking online advertising. The percentage of users actively blocking online advertising at 20% or less is reached by countries like Italy, Taiwan, Brazil, Japan or South Korea. In the case of the domestic market, the analysis shows 22% of internet users blocking online advertising.

7   LOŠŤÁKOVÁ, H.: *Diferencované řízení vztahů se zákazníky*. Prague : Grada Publishing, 2009, p. 154.
8   ČORBA, J., NASTIŠIN, Ľ.: Online Reputation of Companies that Have Implemented the EMAS III Scheme. In *Production Management and Engineering Sciences – Scientific Publication of the International Conference on Engineering Science and Production Management. Conference Proceedings.* Dordrecht : ESPM, 2015, p. 45-48.
9   BAČÍK, R., GBUROVÁ, J.: Internet and Its Influence on the Consumer Behavior of Slovak Consumer. In *The 28th International Business Information Management Association Conference – Vision 2020: Innovation Management, Development Sustainability, and Competitive Economic Growth. Conference Proceedings*. Delhi, India : IBIMAC, 2016, p. 3342-3347.
10   GWI: *USA Market Report*. [online]. [2018-09-10]. Available at: <https://insight.globalwebindex. net/hubfs/USA-Market-Report.pdf >.
11   REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM: *Digital News Report 2017*. [online]. [2018-10-01]. Available at: <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/ Digital%20News %20Report%202017%20web_0.pdf>.
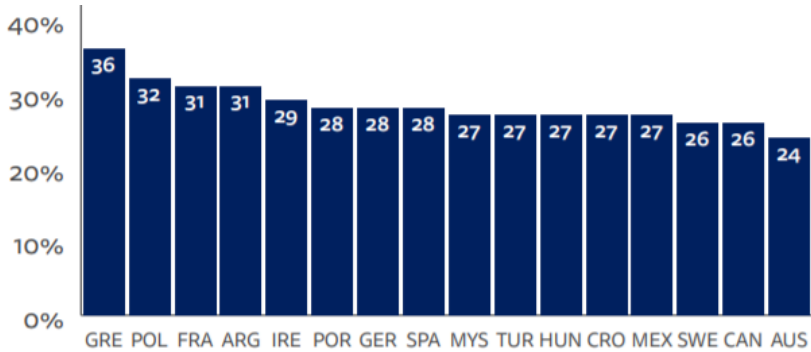
Chart 1: Share of Internet users using ad-block programs
Source: Reuters Institute for the Study of Journalism 2017

The Global Web Index[12] analysis, among other things, focused on examining the reasons for Internet users to use ad-block tools in online advertising. 59% of the respondents agreed with the argument that a large number of ads are annoying and irrelevant. 48% of the respondents blocking an online ad have the impression that there are a large number of ads on the Internet. 40% of the respondents uses ad-blocking tools, because they are trying to speed up the Internet on their devices. The above-mentioned analysis of the Reuters Institute for the Study of Journalis[13] in 2016 also identified the reasons why Internet users block online advertising. In general, the main reason why Internet users use online ad-blocking tools is the frustration because of the large amount of online advertising, and at the same time it is has a disturbing character. One of the other important reasons is the fear of privacy, and it is also a practical reason why users try to block the ads. They try to save their mobile data or the battery on mobile devices. On the other hand, there are reasons why Internet users are willing to turn off online ad-blocking tools on their internet browser. Up to 58% of respondents in the Reuters Institute for the Study of Journalism[14] analysis in 2017, turned off online ad-blocking if there is no access to the target website. We consider the fact that 26% of the users are willing to turn off online ad-blocking if their target website just invites them to do so. The website's argument is the fact that with online advertising the website is secured.

1 Methodology

Based on the current state of the research, the main objective of our research was to identify users' attitudes towards the use of tools for blocking online advertising

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12 GWI: *USA Market Report*. [online]. [2018-09-10]. Available at: <https://insight.globalwebindex. net/hubfs/USA-Market-Report.pdf >.
13 REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM: *Digital News Report 2016*. [online]. [2018-09-09]. Available at: <http://reutersinstitute.politics.ox.ac.uk/sites/default/files/ research/files/Digital %2520News%2520Report%25202016.pdf>.
14 REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM: *Digital News Report 2017*. [online]. [2018-10-01]. Available at: <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/ Digital%20News %20Report%202017%20web_0.pdf>.

in the conditions of the Slovak internet market. The basis for primary research resources was the questionnaire-based data, obtained through the research. There were 26 questions in the questionnaire. The task of the first five questions was the basic categorization of respondents according to the basic characteristics of the research sample for subsequent mathematical and statistical analysis. The following questionnaire questions were closed questions. The objective of these questions was to identify the attitudes and preferences of the respondents in relation to the analysed problem of our research. In particular, it was intended to identify respondents' attitudes and preferences in relation to the use of ad-blocking tools. The data collection was conducted in March – July 2018 by sharing an electronic questionnaire on a social network. For the purposes of this article, only selected findings will be included in the 'Results' section.
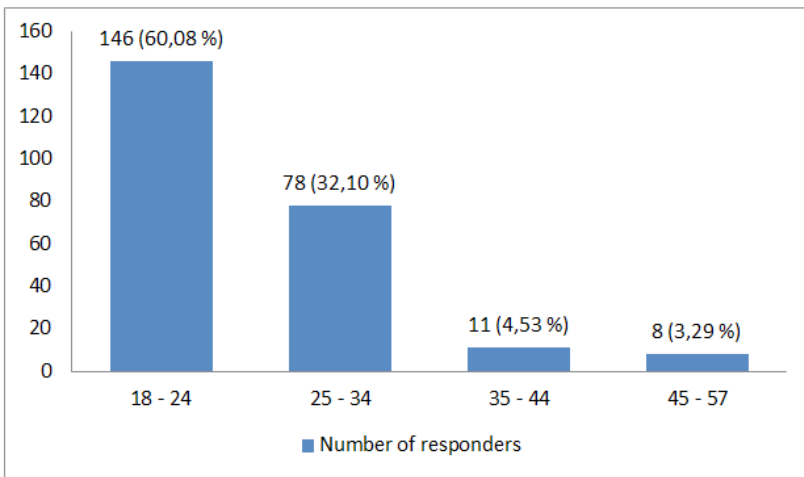
Chart 2: Age structure of the respondents
Source: Own processing

The object of our research was Internet users in the Slovak Republic. We collected 243 responses. Within the research group, women accounted for 74.10%. Regarding the regional distribution of respondents, the Prešov region dominated (46.10%), it was followed by the Košice region (28.80%), and then the Bratislava region (9.10%), the share of respondents from other regions represented less than five percent. In case of social status, students with 50.2% dominated, followed by a group of employees with a share of 29.60%, the share of unemployed was 6.20%. The above Chart 1 presents the composition of the age structure of the respondents. Based on Chart 1, most of the respondents were in the age category from 18 to 24, representing 60.08%, and the respondents aged 25-34 years, represented 32.10%. In the case of the highest level of education, most of the respondents completed secondary education, representing 37.90%. The second biggest group included respondents who completed the second level of higher education, representing 33.70%. The third largest group, with a

share of 23.90%, represents the respondents who completed the first level of higher education.

2 Results

One of the partial objectives of our research was to identify respondents' attitude towards internet advertising. In the case of a question about the perceived value – the usefulness of online advertising 'I like online ads because they are useful to me' 48.56% of the respondents decided to disagree, 76.13% of the respondents had a generally negative attitude. Interesting findings were identified in the question 'I do not like all sorts of advertising on the Internet', in this case with a share of 27.58%, the respondents were neutral. On the other hand, 39.09% of the respondents had a positive attitude to the given statement, 33.3% of the respondents had a negative response. The following chart further presents the above-described findings.
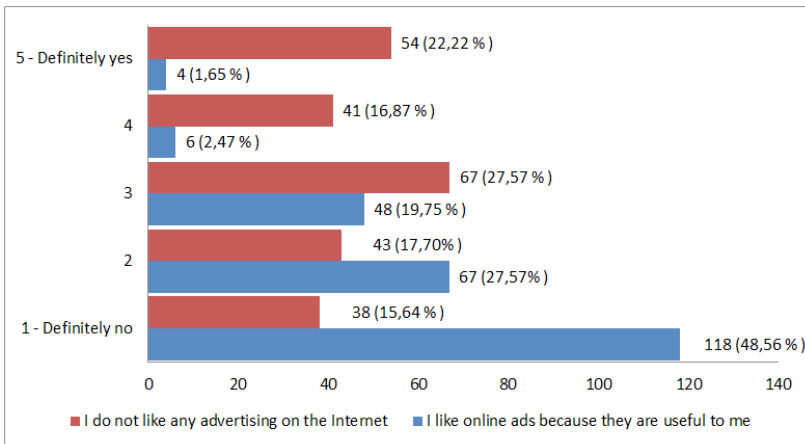
Chart 3: Respondents' preferences
Source: Own processing

Another variable we were focusing on in our research was the willingness of respondents to leave a website if a large number of ads slows down the content of the website (Q: Would you leave a website if a large number of ads are causing slow content loading?). In this case, 66.70% of the respondents decided to leave the website. 5.7% of the respondents chose a neutral answer. Only 4.94% of the respondents had a negative response. The following chart further presents the above-described findings.
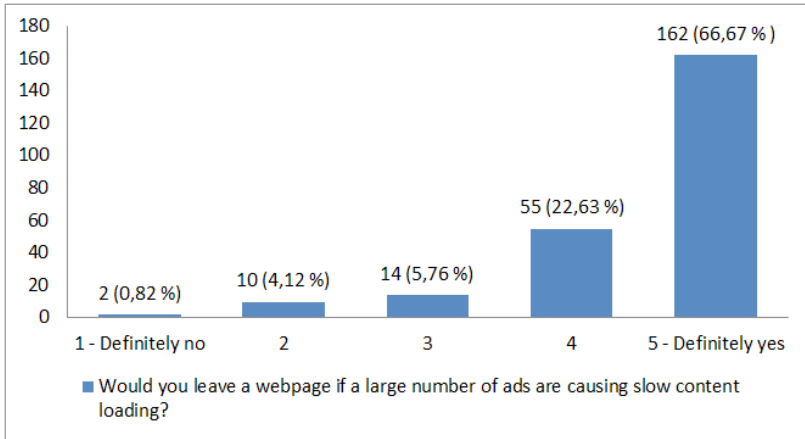
Chart 4: Respondents' preferences
Source: Own processing

In the case of the use of ad-blocking tools, 58% of the respondents said they were using them. In this group, 90.10% of the respondents uses these tools for over a year. A group of respondents who do not use online ad-blocking tools said they did not plan to start using it, representing 75.5% of respondents. It is worth mentioning that 67.70% of the respondents did not use online ad-blocking tools, because they are aware of the fact that using ad-blocking tools detracts from ad sales. For respondents using online ad-blocking tools, this percentage is 75.20%. Ad-blocking tools are dominantly used by respondents for traditional PCs and notebooks (95.70%). 20.60% of the respondents use tools to block online advertising on their smartphones. Only 1.4% of the respondents use ad-blocking tools on tablets.
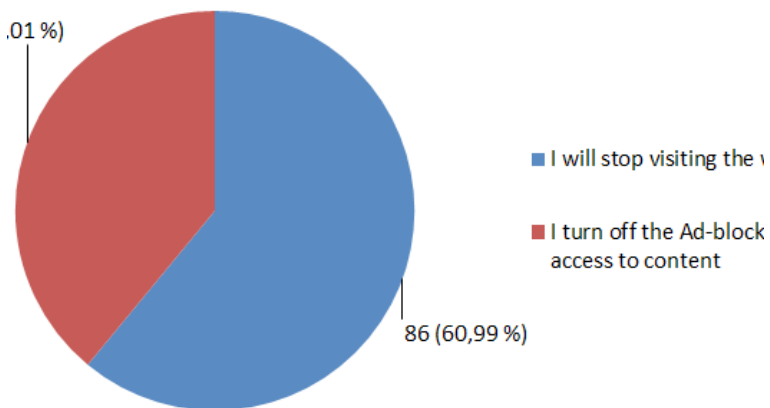
Chart 5: Respondents' preferences
Source: Own processing

We asked from a group of respondents who use online ad-blocking tools that what they would do if they would not see the contents of a website because of the ad-blocking tool. 60.99% of respondents said they would turn off the ad-blocking tool in order for access to content of the website. In our opinion, it is significant that 39.01% of respondents would leave the website and would stop visiting it.

Conclusion

The opportunities that the Internet brought to the marketing created a new dimension to the communication between the companies and the customers.[15] In particular, it is about creating direct and effective relationships. It is just the advertising and the associated opportunities that the online Internet environment offers to address the target audience directly. At the same time, it can be said that the cost is a fraction opposite to advertising in traditional media such as television.[16] On the other hand, a large number of online ads is associated with slow loading of websites, or with the fear of misusing the personal data, which is frustrating by users. This frustration is why Internet users are actively blocking online advertising. Based on the above-described analyses of the Global Web Index,[17] or the Reuters Institute for the Study of Journalism[18,19] it can be concluded that the surveyed issue from the point of view of marketing activities in the online Internet environment is a relevant resource for better understanding of the consumer perception of online advertising. At the same time, based on the results of our research, we can expect that the number of users using online ad-blocking tools will continue to grow even in domestic conditions. 66.70% of the respondents would leave a website if the large number of ads would slow down the website. In addition, 58% of the respondents actively use online ad-blocking tools and 38.80% of the respondents would leave the website and would stop visiting it if the website required turning off the ad-blocking tool to access the content of the website. It should be stressed that the results of our research in relation to the research group represent respondents' opinions predominantly in the age groups of 18-24 years (60.08%) and 25-34 years (32.10%).In conclusion, we can say that it is up to the operators of online portals or other content-oriented websites whose existence is primarily based on online advertising and on which advertising strategy they choose. These are mainly decisions aimed at optimizing the offer of website ad formats that will be acceptable to Internet users. It will be interesting to see how websites or small website operators handle the user's effort to eliminate any online advertising.

15   BAČÍK, R. et al.: Analysis of Tourism Travel Trends after 2014. In *Journal of Environmental Management and Tourism*, 2016, Vol. 7, No. 1, p. 88-93.

16   See: SCOTT, D. M.: *The New Rules of Marketing and PR*. New Jersey : John Wiley & Sons, 2010.

17   GWI: *USA Market Report*. [online]. [2018-09-10]. Available at: <https://insight.globalwebindex.net/hubfs/USA-Market-Report.pdf >.

18   REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM: *Digital News Report 2016*. [online]. [2018-09-09]. Available at: <http://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Digital %2520News%2520Report%25202016.pdf>.

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ANALYSING THE SELECTED TOOLS OF MARKETING COMMUNICATION IN THE FIELD OF HEALTH CARE FROM THE CONSUMER'S POINT OF VIEW

Jaroslava Gburová – Radovan Bačík

Abstract
An indispensable part of any organization operating under market economy conditions is its promotion. Marketing and promotion do not only apply in the business environment, but are also part of the non-business environment. Similarly to other facilities operating on the Slovak market, healthcare facilities use 'a variety of marketing communication tools' to promote and present themselves. The use of selected marketing communication tools to promote offered services to healthcare facilities in the Slovak Republic can attract and discourage potential clients. The paper focuses on the theoretical basics of marketing and marketing communication of medical facilities. The objective of the article is to analyse the perception of selected marketing communications tools of healthcare facilities operating in the Prešov region from the customer's point of view.

Key words:
Advertising. Healthcare. Healthcare Marketing. Marketing Communication.

1 Introduction

Healthcare facilities provide health care related services in state and private healthcare facilities in accordance with their financial, human, informational and technical background. Health care is often understood only as a service. However, there are several factors that the healthcare industry itself differentiates from other services.[1] Marketing in healthcare facilities primarily serves as a relationship arising from the provision of health services. They cannot function without the most important element, without the customer. In the case of health care, it is a patient, a sick individual who requires prevention, diagnosis and treatment. Recently, marketing has become more and more important for healthcare, which is very specific because it is not only transferred to the relationship between manufacturers and distributors, but also to the relationship between patients and health care professionals.[2] On the contrary, according to Gladkij[3] marketing in health has a more limited scope than other human activity departments. This is due to several fundamental influences that determine to a large extent the use of marketing in the healthcare system management. Not all health care institutions are built on the business principle as it is in the form of, for example, private health care facilities. As Vojteková[4] states, health care facilities meet the specific needs of the population. In this process, marketing plays an important role. Many marketing elements can also be used to develop a concept of healthcare at the level of regions and the state, to design and implement specific health care programs. In many EU countries, the belief that healthcare is a matter for the state and thus for the public sector. Despite the increasing number of private health care

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1   NEMEC, J., GBUROVÁ, J.: *Možnosti implementácie prvkov propagácie a logistiky v zdravotníckych zariadeniach.* Prešov : Bookman, 2015, p. 45.
2   FOLTÁN, V.: *Sociálna farmácia a zdravotníctvo.* Martin : Osveta, 2010, p. 29.
3   GLADKIJ, I. et al.: *Management ve zdravotnictví.* Brno : Computer press, 2003, p. 65.
4   VOJTEKOVÁ, I.: *Kvalita života v sociálnych, medicínskych a eduka*čných aspektoch. Rijeka : Riječkin, 2006, p. 22.

providers, there is still a strong belief in people that health is the sole responsibility of the state. The state in many countries in recent years has been releasing part of its position in this market to private entities and the situation is the same in Slovakia. The entry of the private sector into the healthcare sector has led to increased demands for management in healthcare facilities.[5]

2 Literature Review

In the beginning, marketing was largely associated with the manufacturing sphere, i.e. with the business sector. Later on, it has also entered into areas that are not related to profit making and are not aimed at achieving financial effects. Health care is not an exception. The necessity of applying the principles of marketing in the field of health care is primarily related to the search for ways and means to achieve the effect associated with the existing motifs. The importance of marketing in health care starts from the importance of the quality of services and from how these services meet the needs of users. The hospital can use a marketing concept to regulate demand for its services. Physicians and other health care professionals need to build up the reputation of experts.[6] Health care clients can choose from the offers of competitors. Target groups are thus affected by various combined marketing tools. People at all levels of the organization must be aware of many legal and ethical issues that are relevant to today's marketing communication. Companies must work hard and actively to communicate with their customers and distributors honestly and comfortably.[7] Changes and developments in marketing are currently changing with the changing economy, and it is clear that these changes open up opportunities for further development and use of modern information technologies to link marketing practice to other areas of economic life. The 21st century is an impulse for market players to accelerate the pace of innovation and to make full use of all management and marketing tools, including marketing communication.[8] Marketing communication is an important part of modern marketing, which currently requires more than just to produce a good product or to attractively evaluate or make it available to the target consumer. Businesses must communicate with their customers. The essence of marketing communication is not only to inform customers about products, about their utility properties, the area of use etc., but to know their needs and requirements and to respond appropriately to them.[9] Promotion as the fourth but no less important component of the health care equipment mix is considered by most health care managers as a 'supplementary' activity that responds to the promotion. According to Exner et al.[10] most marketers and agencies are only capable of this promotional activity, which does not include the most important marketing, i.e. the strategic market management of the portfolio of services and the performance of the healthcare facility.

5   GBUROVÁ, J., NEMEC, J.: *Možnosti uplatnenia marketingu a logistiky v zdravotníckych zariadeniach.* Prešov : Bookman, 2016, p. 65.
6   KITA, J. et al.: *Marketing.* Bratislava : Iura Edition, 2010, p. 298.
7   KOTLER, P. et al.: *Moderní marketing.* Prague : Grada Publishing, 2007, p. 821.
8   FERENCOVÁ, M., BUTORACOVÁ ŠINDLERYOVÁ, I.: *Marketingová komunikácia.* Prešov : Prešovská univerzita v Prešove, Fakulta manažmentu, 2009, p. 99-105.
9   CIBÁKOVÁ, V., BARTÁKOVÁ, G.: *Základy marketingu.* Bratislava : Iura Edition, 2007, p. 56.
10   EXNER, Ľ. et al.: *Strategický marketing zdravotníckych zařízení.* Prague : Professional Publishing, 2005, p. 29.

As part of the promotion, traditional marketing concepts of healthcare facilities are allocated either to business departments, economic departments, where most of the time without management support they focus on maintaining promotional activities such as leaflets, brochures and questionnaires.

3 Methods and Methodology

The objective of the research was to analyse the perception of selected marketing communication tools of healthcare facilities operating in the Prešov region from the point of view of the consumer. The research was made up of consumers living in the Prešov region. Data was obtained through a questionnaire. The selection of the sample was done by random selection. The obtained primary data were processed in the Statistica statistical program. We used the one-sample t-test method to accept or reject the hypothesis. We set the following hypothesis to determine our research objective:

• H_1: We assume that there are statistically significant differences in the perception of the promotion of health care facilities operating in the Prešov region, depending on the respondents' gender.

4 Survey Results

125 respondents were surveyed. 66% (82) were women and 34% (43) were men. As regards the age group of respondents, the largest share (74) was a group of respondents, representing 59% of the 125 respondents from 15 to 29 years old. The following categories were represented in a significantly lower number: 20 respondents, aged 30-39 years, representing 16% of the respondents, 27 respondents, from 40 to 59 years old, representing 13% and four people aged 60-79, representing 9% of the respondents. In the research we focused on the following marketing communication findings. We investigated which marketing communication tools they used to increase the promotion of health care facilities operating in the Slovak Republic. Respondents could express their opinion by choosing one of the offered options: personal recommendations, TV advertising, internet advertising, newspaper and magazine advertising, radio advertising, sponsorship, etc. We can say that the Slovak consumer is a modern consumer, which is also evidenced by the results of our research. 25% of the surveyed respondents thought about the possibility of promoting health care facilities through internet advertising. According to 24% of the respondents, personal recommendations are the most effective forms of promoting healthcare facilities. 19% of the respondents would use TV advertising for the promotion and presentation of healthcare facilities, in particular in the form of different advertising spots placed in different broadcasting times tailored to the potential clients. 15% of the respondents would use advertisements in newspapers and magazines to promote healthcare facilities in the Slovak Republic. 10% prefer radio advertising and 7% of the surveyed respondents have thought about sponsorship to promote medical facilities. The following shows that advertising is the most used and most visible tool of the communication mix.[11]

11   ŠTEFKO, R., KIRÁĽOVÁ, A., MUDRÍK, M.: Strategic Marketing Communication in Pilgrimage Tourism. In *Procedia – Social and Behavioral Sciences*, 2015, Vol. 175, p. 423-430.

In a variety of ways we meet with it, almost every day and almost at every step, whether it is a traditional ad, or presented through (relatively) new carriers, on the internet, or in mobile phones.[12] Advertising has many forms and uses, so it is difficult to generalize the quality of the ad, which creates the communication mix. Its public character assumes that the goods it promotes are standard and legitimate. Advertising allows to repeat the message and buyers can compare it with messages from other competitors. It is very expressive because it allows the company to promote the product in a dramatic form using artistic rendition, font, sound and colour. It can reach a wide audience of geographically dispersed buyers at low cost. The ad can only be successful when the message gets attention and is communicating. The quality of the content of the advertising message is especially important in an environment that is full of advertising and where there are very expensive advertising messages. It requires more fantasy, the ability to entertain and give the consumer more experience.[13] The goal of advertising is to attract interest and therefore demand for products of that brand. However, similar products with very similar advertising can cause brand confusion to the customer, which may lead to increased sales of competitors. Therefore, it is really important to focus on this issue of advertising.[14] Based on the above, we went on to find out which of the selected types of ads, according to the surveyed respondents, are inappropriate and inadequate to promote health care facilities operating in Slovakia. Respondents had a choice to choose from the following: advertising stickers on waste bins, billboards and posters on buildings, erotic sub-tone advertising, misleading advertising, advertising through celebrities/athlete. 29% of the surveyed respondents consider inappropriate and inadequate advertising of health care facilities with an erotic sub-tone. According to 27% of the respondents, advertising in the form of stickers is an inappropriate type of advertisement for the promotion of health care facilities. 22% of the respondents share the view that the use of misleading advertisements is inappropriate. 13% of the respondents disagree with the promotion of healthcare facilities through celebrities, athletes. 9% of the survey respondents said advertising in the form of billboards and posters was not an appropriate solution for the promotion and to attract new customers (clients).

The basic condition for good advertising is knowing the market, the needs of consumers and the motives of the target group.[15] The essence of advertising is the management of the process of creating ideas for the customer.[16] Advertising success depends on the originality of the idea.[17] The best ads are those that emphasize humour, charm, beauty, love, etc., i.e. the positive features that affect the heart and the feelings. The basic role of advertising should be to draw the attention of recipients to the

12   URBÁNEK, T.: *Marketing.* Prague : Alfa, 2010, p. 125.
13   ŠTEFKO, R.: *Marketingová komunikácia a stratégia dominancie systému public relations podniku.* Bratislava : Bedeker Slovakia, 1997, p. 32-42.
14   GEUENS, M. et al.: *Marketingová komunikace.* Prague : Grada Publishing, 2003, p. 85-93.
15   ČORBA, J., NASTIŠIN, Ľ.: Online Reputation of Companies that Have Implemented the EMAS III Scheme. In *International Conference on Engineering Science and Production Management. Conference Proceedings.* Vienna : EMAS, 2016, p. 45-48.
16   POLLÁK, F., NASTIŠIN, Ľ., KAKALEJČÍK, L.: Analytical View on the Use of Mobile Platforms in Purchasing Process. In *European Journal of Science and Theology*, 2015, Vol. 11, No. 6, p. 137-146.
17   MUDRÍK, M., FEDORKO, R.: Business Via Google – New Possibilities and the Future. In *3rd International Scientific Conference on Management – Knowledge and Management in Times of Crisis and Ensuing Development. Conference Proceedings.* Prešov : ISCM, 2010, p. 448-455.

product. Advertising is a team work. To inform, motivate and educate. It is supposed to adhere to ethical principles (according to the Code of Ethics), to be legal, courteous, honest and true. Lošťáková[18] notes that the Internet has fundamentally contributed to what the literature refers to as mass customization when the customer compiles products from standard components, or mass personalization, where the customer is addressed individually, with a standard product offered to him/her. The Internet environment makes it possible to focus not only on customers with the highest value for the organization but also on smaller customers and customers who do not bring the organization to such high value.[19] Nowadays, modern information technology starts to advance e-sales in every area of business, whether it is the sale of products or services. For this reason, we have included another question to our research to find out if the surveyed respondents would prefer purchasing through an e-shop or they prefer physical stores. The results are showed in Table 1.

Table 1: E-shop vs. Physical store

Category	Number	Cumulative frequency	Rel. frequency	Cumulative rel. frequency
Definitely yes	31	31	24.80000	24.8000
Rather yes	15	46	12.00000	36.8000
I do not know	14	60	11.20000	48.0000
Rather no	39	99	31.20000	79.2000
Definitely no	26	125	20.80000	100.0000

Source: Own processing

The results indicate that most of the respondents did not prefer e-shops for purchasing. 25% of the respondents said they would definitely prefer e-shops for purchasing products. Somewhat less respondents, 12% of the respondents chose the answer 'rather yes'. 11% of the respondents chose the option 'I do not know'. Up to 31% of respondents said they would not prefer e-shops and 21% of the respondents also chose the option 'definitely no'. The following part of the article points to the statistically processed data from which we tested our hypothesis. We determined the level of significance at 5%, i.e. $p = 0.05$. The objective of the research problem was to find out whether there are statistically significant differences in the perception of the promotion of health care facilities operating in the Prešov region, depending on the respondents. The results of the hypothesis are analysed in Table 2. To this research problem we have set the following hypothesis:

- H_1: We assume that there are statistically significant differences in the perception of the promotion of health care facilities operating in the Prešov region, depending on the respondents' gender.

18   LOŠŤÁKOVÁ, H. et al.: *Diferencované* řízení *vztahu se zákazníky.* Prague : Grada Publishing, 2009, p. 58.
19   BUČKO, J., KAKALEJČÍK, L., NASTIŠIN, Ľ.: Use of Smartphones during Purchasing Process. In *Central European Conference on Finance and Economics.* Tuke : CEFE, 2015, p. 91-97.

Table 2: Test analysis

H2	N	Mean	Std. deviation	t	sv	p	F-dispersion ratio	p dispersions
Female	82	2.804878	1.535096	-0.189659	123	0.849889	1.082739	0.745893
Male	43	2.860465	1.597340					

Source: Own processing

Since the dispersion (0.745893) is not less than 0.05, it means that there is equality of dispersion, so it is possible to interpret the t-test. In this one-sided test, we also divided p by two, 0.849889 / 2 = 0.4249445. The resulting value is not less than 0.05, so it can be said that there are no statistically significant differences based on the gender and thus we reject the hypothesis.

Conclusion

The right concept of health policy should be set in such a way that it incorporates not only the interests of society and its members, but also the responsibility of the individual for its health, prevention, and it should also be precisely defined financial flows and resources. If the health policy is set correctly, the goals are precisely defined, and the overall concept of the healthcare system is properly set up, the overall system of health services is arranged in a very optimal way. However, it is not easy to set health policy in an appropriate way. Promotion has long been the domain of not only good and profitable businesses. In order for a medical device to thrive, it must also start to benefit from marketing. Healthcare facilities should be developed, as well as improving services and meeting the needs of patients. First of all, there is flexibility in responding to innovation and activities that help to improve the quality of health care. It is very important for healthcare providers such as hospitals or healthcare facilities to offer patients the highest quality services because the patient can choose from the offered health care facilities.

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THE LEVEL OF USING TECHNOLOGY IN CRM FOR MARKETING ACTIVITIES AND CUSTOMER COMMUNICATION IN EUROPEAN MARKET

Adéla Chromčáková – Halina Starzyczná

Abstract
Companies have a lot of possibilities how to communicate and manage relationship with customers. Companies use various tools (technology) in CRM for marketing activities and customer communication. The aim of this article is to present the using technology in CRM in marketing activities and customer communication in the V4 countries in 2010-2017 and to compare this development with other EU countries, especially with countries in long-term market economies. Data has been obtained from the statistical office of European Union. Comparison is also focused on transformed countries and countries with long-term market economies. Data from EU statistics show higher percentage level in the use of technology in CRM in long-term market economies whose competitive environment is being built continuously and over a longer period than in transformed economies.

Key words:
CRM. Customer. EU. Relationship. Technology. Tool. Visegrad Countries.

1 Introduction

The major elements of CRM system that is focused on customer relatioship managemeng are people, processes, technology and data. These elements are addressed by a number of authors.[1,2] It is necessary to integrate these elements for customer understanding. Pozza,[3] Buttle and Maklan[4] mention the importance of strategic approach which connects people, processes and technology. Our research also confirmed the importance of strategic approach in CRM.[5] Technological resources are used within the CRM architecture in analytical, operational and collaborative parts. It was already mentioned the strategic approach. The core of the operational and collaborative CRM parts are digital tools. The use of the technology has always been solved in CRM from the beginning of customer relationship management. The beginning of customer relationship is connected with software.[6] Already in year 2006 Bohling et al.[7] drew attention to the fact that many companies have been investing in information technologies to more effectively manage customer engagement. Kotler, Kartajaya and Setiawan[8] draws attention to Digital marketing 4.0, which they

1   BUTTLE, F.: *Customer Relationship Management Concepts and Technologies*. Oxford : Elsevier, 2009, p. 4.
2   KOZÁK, V.: *Budování vztahů se zákazníky: CRM v teorii a praxi*. Zlín : Radim Bačuvčík – VeRBuM, 2011, p. 20.
3   POZZA, D. I. et al.: Implementation Effects in the Relationship Between CRM and Its Performance. In *Journal of Business Research*, 2018, Vol. 89, No. 1, p. 393.
4   BUTTLE, F. et al.: *Customer Relationship Management: Concepts and Technologies*. 3rd Edition. London : Routledge, Taylor and Francis Group, 2015, p. 35.
5   STARZYCZNÁ, H. et al.: *Metodologie marketing vztahů a její postavení v rámci strategického marketing a řízení vztahů se zákazníkem (CRM) – Praktické využití*. Karviná : OPF-SU, 2007, p. 97.
6   GREENBERG, P.: *CRM at the Speed of Light: Capturing and Keeping Customer in Internet Real Time*. 2nd Edition. Amsterdam : Elsevier, 2001, p. 15.
7   BOHLING, T. et al.: CRM Implementation: Effectiveness Issues and Insights. In *Journal of Service Research*, 2006, Vol. 9, No. 2, p. 186.
8   KOTLER, P. et al.: *Marketing 4.0: Moving From Traditional to Digital*. New Jersey : John Wiley and Sons Inc., 2017, p. 11.

consider to be one of the fastest growing field today. The rapid growth of technology provides the opportunities to better understand customers and to manage customer interactions.[9] Enterprises can use traditional or digital communication tools and channels for managing the customer relationship. Companies can also combine multiple channels at the same time (omnichannel). Omnichannel also mentiones Marketing 4.0. Companies need a strong technology background for linking all channels, but it can be very difficult.

The aim of this article is to present the using technology in CRM in marketing activities and customer communication in the V4 countries (Czech Republic, Slovakia, Poland and Hungary) in 2010-2017 and to compare this development with other EU countries, especially with countries in long-term market economies. The V4 countries are countries transformed from CPE into a market economy in 1990s. Business environment have not been created continuously in these countries. Continuous development within the competitive environment was discontinued by the operation of a centrally managed economy. Customer relationship management is also considered as a competitive advantage. The business competition also affects companies behavior, their strategies, customer focus and CRM. Firstly the article shortly introduce a theoretical brief of the research area. Then follows the explanation of the methodological approach of the secondary research and the results.

1.1 Technology for Customer Relationship

The digital environment continually offers new technologies that company can use to build customer relationship and to influence its length. Improving customer care has a positive impact on customer base and affects the customer loyalty. Digital tools used to communicate with a customer are more flexible, even if the company does not stop to use traditional communication approaches. Customer relationship management includes technological aspects that associate with marketing activities, customer service and sales. It provides channels for the effective communication among enterprises and customers.[10] The CRM system is often implemented as web-based tool. It could be seen as the strategical connection among marketing strategy and information technology in company.[11] As it has been mentioned, technologies are one of the main elements of CRM. Customer relationship management systems have a significant change in recent years. Previously, the CRM system was centralized to maintain customer knowledge. Currently, the CRM system is trying to adapt to changing conditions and changes in the business environment. Tools used in CRM are related to new trends. The main pillars are mobility, social networks, cooperation and behavior.[12] The mobility means that the company have access to corporate data from anywhere. An integral part of mobility is social networks that CRM tools

9   HENNING-THURAU, T. et al.: The Impact of New Media on Customer Relationships. In *Journal of Service Research*, 2010, Vol. 13, No. 3, p. 317.

10   LIAGKOURAS, K. et al.: Application of Customer Relationship Management Systems in Business: Challenges and Opportunities. In *International Journal of Social, Education, Economics and Management Engineering*, 2015, Vol. 8, No. 2, p. 1536.

11   GLAZER, R.: Strategy and Structure in Information Intensive Markets: The Relationship Between Marketing and IT. In *Journal of Market-focused Management*, 1997, Vol. 2, No. 1, p. 70.

12   *Trendy v CRM.* [online]. [2018-10-04]. Available at: <https://www.systemonline.cz/crm/trendy-v-crm-1.html>.

must be able to respond. Technological tools are used in analytical, operative and collaborative part. The objective of the CRM analytical part is to analyze customer data, evaluate and predict possible behavior of customers. Data is collected, evaluated and based on it is the customer behavior forecasts.[13] Good customer knowledge facilitates communication with the customer. The objective of the operative CRM part is to support real customer contacts, as well as the general automation of business processes, including sales of products, services and marketing (SFA– sales force automation).[14]

CRM systems and tools should be helped to collaborative CRM part. Employee cooperation in CRM processes and sharing information has an impact on the company competitiveness. According to Torggler[15] the collaborative CRM is divided into three main activities: contact management, ECRM and the Internet and customer interaction center. Management contact includes all tools that support long-term care of customer data. These are primarily addresses, contact persons or customer statuses. Companies typically use a unified central database that is available to all competent employees. Kotler and Keller[16] say about database marketing. Database marketing is characterized as the process of creating, maintaining and using customer databases and other databases (products, suppliers, dealers) to establish contact, transaction, and customer relationship. In connection with the creation of database, according to Bokorová[17] there may be 2 problems. Employees are not always willing to provide relevant information to the system, or employee decisions can be intuitive. ECRM is the introduction of software that works in an external environment, on the web, in the business environment. The Internet facilitates the customer's way to the goods. In the customer interaction center, all communication channels with customers converge and the current market situation is evaluated. There are a number of technology tools that make it easy to communicate and contact inside and outside company. These tools depend on what part of the CRM process the employees are using. For example, time management tools are used to organize time. Sales management provides reports on customer contacts, their history, customer accounts using different technologies. Companies try to facilitate customer access to the enterprise by using various electronic (digital) telecommunication tools. It has also included electronic digital filing tools, calendars, diaries, already mentioned databases, software applications, social networks, emails, online counseling (web chats). Call centers, internet, faxes, and mobile are used to contact customers. Digital marketing is connected with the massive development of social networks with regard to content management, the expansion of smartphones and purchasing tablets, the use of emails to attract customers and sales multiplier or real-time auction sales.[18]

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13   DOHNAL, J.: *Customer Relationship Management*. Prague : Grada Publishing, 2002, p. 12.
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16   KOTLER, P. et al.: *Marketing Management*. Prague : Grada Publishing, 2013, p. 181.
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18   *ICV. Digitální marketing.* [online]. [2018-08-10]. Available at: <https://www.icv.cz/cz/digitalni-marketing>.

Companies are beginning to become more aware of the need for quality business process management and the need to fight for each client, their loyalty and satisfaction. This is also confirmed by our previous research.[19,20,21] In the future, massive Internet usage can be expected in business process and customer relationship management. This will mainly involve linking business activities and customer interactions to the CRM system. It will link business information and customer interactions from the CRM system to a corporate website. This integration will dramatically reduce transaction costs in sales, marketing, and service.[22] This will help strengthen the company competitiveness, increase customer loyalty and satisfaction.

2 Methods

The research part of this article is focused on the secondary research and secondary data. The subject of this research is the level of using CRM technology. The objects are Visegrad and European Union countries. Data is based on the official statistical results of Eurostat and it is present in relative frequency. The research is being carried out the percentage share of using CRM technology in enterprises in EU countries. The Eurostat monitors small, medium and large sized enterprises in European countries. This research is being carried out continuously almost each year in January. However, it has been skipped years 2011, 2013 and 2016. The reasons are that data of several countries was not included in year 2013 and the EU statistical office was not carried out this research in 2011 and 2016. This article introduces the percentage shares of the using CRM in Visegrad countries and European Union countries. Authors also compared the percentage shares of the using technology in CRM between countries. It has also been formulated two research questions:
1. Which Visegrad country is on the leading position of the using technology in CRM?
2. Which countries of European Union have the highest share of using technology in CRM?

We also premise that countries with long-term market economy are on the higher level of using technology in CRM.

3 Research Result and Discussion

The global trend is the increased interest of technology in companies, that can be used for customer communication and that can also helps to automate processes. Based

19 STARZYCZNÁ, H. et al.: *Metodologie marketing vztahů a její postavení v rámci strategického marketing a řízení vztahů se zákazníkem (CRM) – Praktické využití*. Karviná : OPF-SU, 2007, p. 97.
20 STARZYCZNÁ, H. et al.: The Comparison of Customer Relationship Management (CRM) in Czech Small and Medium Enterprises According to Selected Characteristics in the Years 2015, 2010 and 2005. In *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 2017, Vol. 65, No. 5, p. 1769.
21 CHROMČÁKOVÁ, A. et al.: The Measurement Methods of Customer Value and Its Use in Small and Medium Sized Czech Enterprises. In *Scientific papers of the university of Pardubice, series D*, 2018, Vol. 43, No. 2, p. 89.
22 *CRM – technologie, která frčí.* [online]. [2018-08-10]. Available at: <https:// www.crmforum.cz/ trendy/crm-technologie-ktera-frci.html>.

on the study of secondary empirical data from EU statistical office were created two charts, the using technology in CRM in Visegrad countries and in European Union countries. For better comparison of using CRM in EU countries was also created a table.

3.1 Using Technology in CRM in Visegrad Countries in 2010-2017

The chart 1 is focused on development of using technology in CRM in Visegrad countries in 2010-2017. Although the level of using technology in CRM in Hungary is still increasing, the Hungarian enterprises are on the lowest level of using technology CRM in comparison with other Visegrad countries. The using technology in CRM in Czech Republic and Poland were on the lower level in 2010 in comparison with Slovakia, where it can be seen a significant difference level of using technology in CRM. The chart 1 shows that Slovakia is in the leading position in comparison with other Visegrad countries. However, the level of using technology in this country is decreasing. In 2014 Slovakia, Czech Republic and Poland are on the similar level of using technology in customer relationship management.
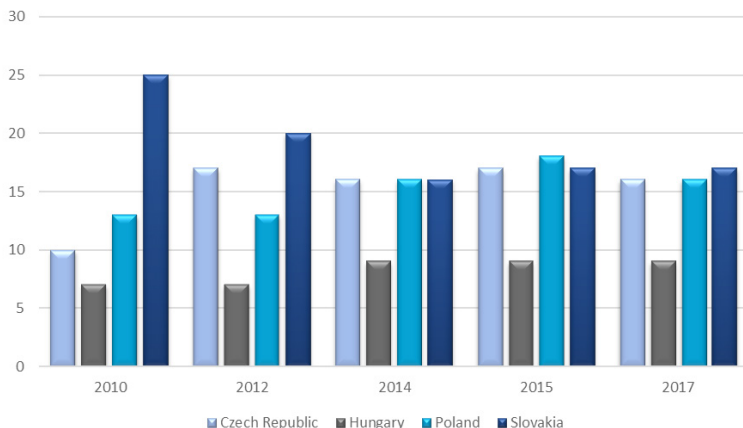
Chart 1: Companies using technology in CRM for marketing activities and customer communication
Source: Own processing based on Eurostat data

As was already mentioned, Slovakia is still on leading position in using technology in CRM in 2017 regardless of decreasing level compared to previous years. However, the Czech Republic and Poland are almost on the same level in 2017, 16 % enterprises are using the technology. The only exception, that it shows a low percentage level in mentioned years is in Hungary. V4 countries are transformed economies. The transformation took place from CPE to market economies with a competitive environment. Economists agree that the major source of economic growth is new technology,[23] which is related to competitiveness. Technological progress affects labor

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23   ZEMPLINEROVÁ, A.: Inovační aktivita firem a konkurence. In *Politická ekonomie*, 2010, Vol. 6, No.

productivity. The aim of CRM is, among other things, the added value of customer value for companies that accumulates in positive economic outcomes. This increased value of the relationship gives companies a competitive advantage and thus a better market position. Although the importance of CRM technologies does not need to be overestimated,[24] it can have a positive effect on their financial performance and competitiveness.[25]

3.2 Using Technology in CRM in European Union Countries in 2017

The chart 2 shows the percentage shares of the using CRM in European Union countries in 2017. This chart also shows the comparison of using technology in CRM in V4 countries and other European Union countries. As we can see V4 countries are on the lower level of using technology in CRM in comparison with other EU countries.
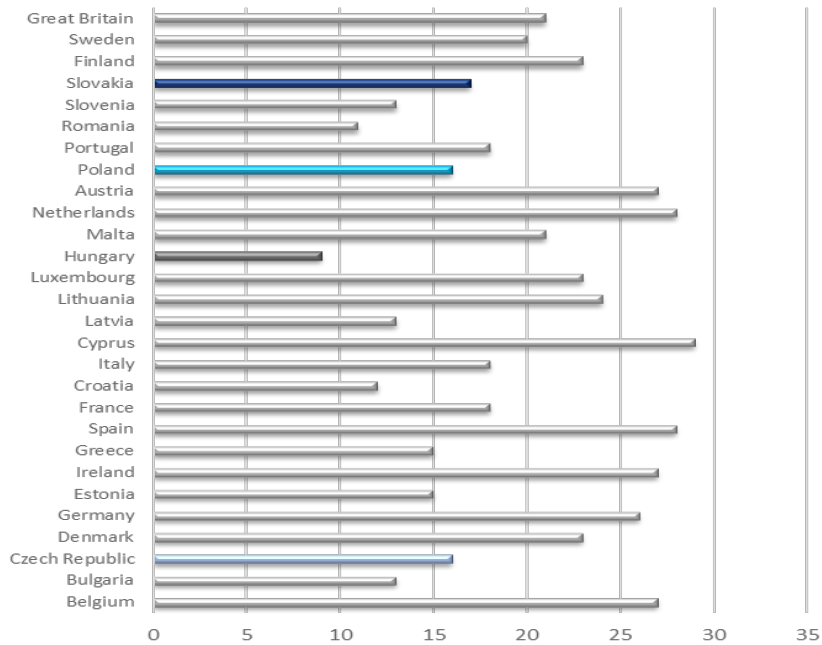
Chart 2: Companies using technology in CRM for marketing activities and customer communication in European Union countries in 2017
Source: Own processing based on Eurostat data

1, p. 747.

24   For more information, see: KOZÁK, V.: *Budování vztahů se zákazníky: CRM v teorii a praxi*. Zlín : Radim Bačuvčík – VeRBuM, 2011.

25   PROCHÁZKA, M.: *Spojení CRM a logistiky*. [online]. [2018-09-20]. Available at: <https://www. systemonline.cz/it-pro-logistiku/spojeni-crm-a-logistiky.html>.

It was created a table 1 for better comparison between EU countries. The table 1 is divided into four columns, the ranking, country, economy transition[26] and the relative frequency of the using technology in CRM.

Table 1: Comparison of using technology in CRM in Visegrad and EU countries

Ranking	Country	Economy transition (market/transformation)	Relative frequency (%)
1.	Cyprus	Market	29
2.	Netherlands	Market	28
3.	Belgium, Ireland, Austria	Market	27
4.	Germany	Market	26
5.	Lithuania	Transformation	24
6.	Denmark, Luxembourg, Finland	Market	23
7.	Malta, Great Britain	Market	21
8.	Sweden	Market	20
9.	Italy, Portugal, France	Market	18
10.	Slovakia	Transformation	17
11.	Poland, Czech Republic	Transformation	16
12.	Estonia, Greece	Transformation, market	15
13.	Bulgaria, Latvia, Slovenia	Transformation	13
14.	Croatia	Transformation	12
15.	Romania	Transformation	11
16.	Hungary	Transformation	9

Source: Own processing

This table shows that countries with the long-term market economy are on the leading position in 2017. 29 % of companies use the CRM in Cyprus, 28 % in Netherlands, 27 % in Belgium, Ireland and Austria and 26 % of companies in Germany. However, Lithuania is country with transformation economy and the level of using technology in CRM is 24 %. This country is on the fifth place. Other transformed economies are on the 10.-16. places. V4 countries are on the lower position in comparison with EU countries. Competitive environment has evolved in transforming economies for a shorter period of time.[27] Countries with transformation economy are on the low percentage level. V4 countries are with transformation economy as Bulgaria, Croatia and Romania, which they also have a low percentage level of using CRM. At the lowest position is Hungary (9%).

Conclusion

The level of using technology for customer communication and customer care is still growing in companies. Customer relationship management is in the centre of attention of companies of any size and it is applied in different areas of national economy. Technologies are used to store information about customers, so they are

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26 Countries with transition economy are Czech Republic, Slovakia, Poland, Hungary, Romania, Bulgaria, Slovenia and Croatia (the country of the former Yugoslavia), Lithuania, Estonia and Latvia (the former USSR) (remark by the auhtors).

27 BEVAN, A. et al.: The Determinants of Foreign Direct Investment into European Transition Economies. In *Journal of Comparative Economics*, 2004, Vol. 32, No. 4, p. 781.

a significant contribution for companies.[28] The aim of this article is to present the using technology in CRM in marketing activities and customer communication in the V4 countries (Czech Republic, Slovakia, Poland and Hungary) in 2010-2017 and to compare this development with other EU countries, especially with countries in long-term market economies. It has been formulated two research questions. Based on the secondary data from Eurostat it was found that the level of using technology in CRM in V4 countries, specifically Slovakia, Czech Republic and Poland is still fluctuating. However, in Hungary is the level of using CRM very low. Although, Slovakia, Czech Republic and Poland use this technology, these countries are on the lower level of using technology in CRM in comparison with other EU countries. Based on the data from Czech statistical office the reason of low level of the using CRM in Czech companies can be using ERP system, which is used not only for managing customer relationships, but also for managing financial resources, production, logistics etc. The countries with long-term market economies are on the leading positions. However, Lithuania is country with transformation economy and the level of using technology in CRM is 24 %. The answers on two research questions are that Slovakia is on the leading position of using CRM in V4 countries and on the highest percentage share of using CRM from EU countries are Cyprus and Netherlands.

The competitive environment has evolved over long-term than in transformed in established market economies. CRM and the application of technology tools as a competitive advantage could be perceived more sensitively. On the other hand, there are opinions that CRM is about caring, i tis not about technology. The use of technologies and digital tools does not necessarily mean better customer care by some authors.[29] Interesting is the opinion of Kozák[30] – „In CRM is technology as sexual intercourse, while care is loving." Research results may be the starting point for further research activities. Our article has brought an insight into the differences in the use of technology in CRM between transformed and long-term market economies in Europe. Technologies can affect a positive economic development and competitive environment and vice versa. A strong competitive environment can evoke the introduction of technology into business processes, which may also apply to CRM. It would be interesting to continue the research in terms of the market structures of the economies under consideration and the size company categories. Zemplinerová[31] writes that there is less agreement among economists about what market structure stimulates firms to invest in innovation and technology. It would be interesting to analyze the market structures of the countries of the transformed economies and those with the long-term market economy, given that SMEs face some technological barriers to the implementation of CRM.

28   RODRIGUEZ, M. et al.: CRM/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance. In *Journal of Marketing Development and Competitiveness*, 2014, Vol. 8, No. 1, p. 87.
29   See: ROSENWALD, P.: *Proč je CRM o péči a ne o technologii.* Prague : Trend Marketing, 2005.
30   See also: KOZÁK, V.: *Budování vztahů se zákazníky: CRM v teorii a praxi.* Zlín : Radim Bačuvčík – VeRBuM, 2011.
31   ZEMPLINEROVÁ, A.: Inovační aktivita firem a konkurence. In *Politická ekonomie*, 2010, Vol. 6, No. 1, p. 747.

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PREFERENCES OF COMMUNICATION TOOLS IN CHOICE OF HIGH SCHOOL

Eliška Káčerková

Abstract
Higher education institutions are for the sake of competition forced to develop effective communication strategies leading from primary addressing to potential candidates to acceptance of the candidate for the university. An essential role belongs to the choice of communication tools, as the primary source of information in process of deciding on the application for study. This paper identifies the preference of traditional versus digital communication tools of a representative faculty in the Czech Republic (Faculty of Multimedia Communications at TBU in Zlín) for applicants for study in the context of X and Y generation behaviors in the digital environment. Based on the results, the universities' approaches to setting up a communication strategy aimed at applicants for study are generalized.

Key words:
Applicants for Study. Communication Strategy. Communication Tools. Higher Education.

1 Introduction

Institutions in higher education are currently beginning to realize increasing pressure on efficiency in addressing and subsequently raising the interest of applicants for study. Choosing the right communication tool to provide the target audience with the required information is therefore a crucial decision when designing a communicationormo r. According to Kotler and Keller, marketing communication and its various tools help to rise the brand awareness, improve its image, and try to deepen relationships between the company and consumers. The marketing communication program must be integrated to provide a coherent communication to achieve strategic positioning.[1] Although there is currently a tendency for marketing and promotion amongst universities, most of these concepts lack a long-term strategic dimension. Although there is currently a tendency for marketing and promotion amongst universities, most of these concepts lack a long-term strategic dimension. The uncoherence of communications that universities send to their candidates often creates confusion in creating an image about the institution. Traditional forms of communication tend to focus on the transfer of concrete practical information, while digital channels focus on creating a certain emotional link, but often contrary to the wording of traditional communication tools. However, the growth of digital media users must also be able to reflect the university environment, so according to Juříková, ormo crucial to find out which communication channels generation X vs. Generation Y prefers, how they interact, how their motivation and behavior changes, especially in the online environment that is natural to them. Representatives from such defined generations present young people in the role of applicants for university studies. Generations Y and Z can be broken down by year of birth as follows: 1980-1988: older generation, 1989-1994: younger generation Y, 1995-1999: older generation Z, year 2000 and later: younger generation Z.[2]

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1   KOTLER, P., KELLER, K. L.: *Marketing management*. Praha : Grada, 2007, p. 574.
2   JURÁŠKOVÁ, O. et al.: Differences in the Expected Contribution of Higher Education in the Millennials Generation and the Generation Z. In *ICERI2016: 9th International Conference of Education, Research and Innovation*. Seville : IATED – The International Academy of Technology,

One of the reasons why the effectiveness of promotion for institutions of higher education is crucial is the low mortality rate in the years of which the applicants for higher education are profiling in those years. A significant drop in the number of candidates then leads not only to a competitive struggle, but also to lowering claims on the candidate himself. With this statement also corresponds the view of Daňková that schools have to compete more for the interest of students. ormo, of course, given by the decreasing number of students, but also by the fact that universities now offer more places than there are graduates.[3] According to the study Eurostudent VI, dealing with the study of attitudes and living conditions of students in the Czech Republic, ormo essential from the point of view of creating a relationship with the studied university whether the student school was the first choice or only a backup variant. Equally important are the factors which influenced the final choice of the university (university prestige, distance from place of residence, financial accessibility, interest in the field, chances of admission or application after graduation). From the research that was carried out in the course of this study in 2016 results, that for 78% of students was the studied college their first choice. Less than a tenth of students (7.9%) said that college was certainly not the first choice for them.[4] For a closer look, the table below shows the number of students enrolled in college for the first time. ormo the first enrollment to the university for the student, there are no students enrolled to the second ormo subsequent college, and the data are only for students enrolled in the bachelor's degree. These students represent an ideal target group from the point of view of their initial address by the higher education institution. In 2002, at the launch of FMK, the number of newly admitted students at Czech universities was below the 50,000 threshold, then the number of students grew steeply as a result of the strong population years, reaching the peak of more than 81,000 newly admitted students in 2010. Further selected are the years 2016 and 2017, when the below mentioned research survey was carried out, for the year 2018, the necessary data are not yet available on the portal of the Ministry of Education, Youth and Sports.[5]

Table 1: Numbers of students enrolled for the first time in a bachelor study program at university in the Czech Republic

Number of students / year of admission	2002	2010	2016	2017	2018
Firstly enrolled students at university	48 727	81 621	53 608	53 468	NA

Source: Own processing according to source: MINISTERSTVO ŠKOLSTVÍ, MLÁDEŽE A TĚLOVÝCHOVY ČR: *Statistické ročenky školství – výkonové ukazatele.* [online]. [2018-09-25]. Available at: <http://toiler.uiv.cz/rocenka/rocenka.asp>.

Education and Development, 2016, p. 66. [online]. [2018-10-10]. Available at: <https://library.iated.org/view/JURASKOVA2016DIF>.

3   KŘÍŽOVÁ, I.: *Univerzity na kolbišti zvaném marketing.* [online]. [2018-10-02]. Available at: <https://www.e15.cz/byznys/ostatni/univerzity-na-kolbisti-zvanem-marketing-1180688>.

4   MINISTERSTVO ŠKOLSTVÍ, MLÁDEŽE A TĚLOVÝCHOVY ČR: *Eurostudent VI – Základní výsledky šetření postojů a životních podmínek studentů vysokých škol v České republice.* [online]. [2018-09-24]. Available at: <http://www.msmt.cz/uploads/odbor_30/DH/E_VI_zaverecna_zprava.pdf>.

5   MINISTERSTVO ŠKOLSTVÍ, MLÁDEŽE A TĚLOVÝCHOVY ČR: *Statistické ročenky školství – výkonové ukazatele.* [online]. [2018-09-25]. Available at: <http://toiler.uiv.cz/rocenka/rocenka.asp>.

Important aspects of decision-making are personal experience, trustworthy recommendations, and obtaining information from a trusted source. The more personal the experience with a specific school is, the higher also the chance from the view of university of reaching the student positively. Michl sees the most effective ormo r communication as addressing high school students directly at the university campus. E.g. within the Open Door Day, Scientists' night so prospective students see the campus of the school, possibly the library, the canteen, get the chance to get acquainted with existing students and get a direct link from the most competent.[6] Based on the research, Juříková presents partial recommendations for digital campaigns aimed specifically at students from the generation Z. The goal of the campaign over the next two years will not primarily be to get an applicant to submit an application, but rather to attract him and give him the right arguments why this school and not a different one. We will create a community of students who will excite them so much that they will sooner or later submit their application to school. The goal of the ormo r is to reach and attract the aspirant so that he visits a website that he / she will then return to and retrieve content on social networks. At the right time, we reach him with a key message to convince him to convert, that is, to enter an e-mail address in the contact ormo r to apply directly to the school.[7]

2 Methodology

In the long-term perspective, quantitative research is being carried out at the Faculty of Multimedia Communications (FMK) of Tomas Bata University in Zlín for applicants for study. Its partial results from 2016, 2017 and 2018 serve as a basis. FMK was founded in 2002, and in 2016, when this type of study applicants research was launched, 1099 students studied in three study programs at the univerzity Media and communication studies, study program Fine Arts and study program Theory and practice of audiovisual production.[8] In 2017 there were 1108 in the same programs.[9] The figure for 2018 is not yet published at this time. The sub-sections of the research tracking above will serve as a data source for the analysis of the preference of traditional versus digital communication tools for applicants for the study on FMK. Based on the results, it will be further verified whether the preferences found affect the perception of the chosen faculty as a modern institution. The research was carried out in 2016, 2017 and 2018, with a total of 1382 respondents (420 respondentsin the first year of the survey, 588 respondents in the second year and 374 respondents in the third year). The target audience was always the applicants who were addressed

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6   MICHL, P.: *Chceš to prožít? Aneb diskutabilní přínos virálních videí při propagaci vysokých škol.* [online]. [2018-10-02]. Available at: <https://www.m-journal.cz/cs/marketing/chces-to-prozit--aneb-diskutabilni-prinos-viralnich-videi-pri-propagaci-vysokych-skol__s277x11849.html>.

7   JURÁŠKOVÁ, O. et al.: Differences in the Expected Contribution of Higher Education in the Millennials Generation and the Generation Z. In *ICERI2016: 9th International Conference of Education, Research and Innovation.* Seville : IATED – The International Academy of Technology, Education and Development, 2016, p. 66. [online]. [2018-10-10]. Available at: <https://library.iated.org/view/JURASKOVA2016DIF>.

8   *Anual Report – Faculty of Multimedia Communications, 2016.* [online]. [2018-09-28]. Available at: <https://fmk.utb.cz/mdocs-posts/vyrocni-zprava-o-cinnosti-fmk-za-rok-2016/>.

9   *Anual Report – Faculty of Multimedia Communications, 2017.* [online]. [2018-09-28]. Available at: <https://fmk.utb.cz/mdocs-posts/vyrocni-zprava-o-cinnosti-fmk-za-rok-2017/>.

during the Open Door Visit or the admission procedure. The aim was to identify the various factors that play an important role in deciding the candidate for college choice. In the first part of this paper, selected results from this extensive study will be presented, and then certain hypotheses will be tested for the identified area of investigation. In conclusion, the findings are seen in the context of behaviors of the generations X and Y, from which applicants for the study are currently profiled. Based on the results, generalization approaches of universities are sought to set up a communication strategy focused on this specific target group.

3 Findings

In order to find out the preferred communication tool for the target group of applicants for study at the FMK, data was used on how respondents first learned about FMK. The offered answers can be divided into two groups – traditional ways of communication (i.e. at the fair, from a friend, in the media, in a magazine / newspaper) and digital communication (on social networks, on educational portals, on the university website).
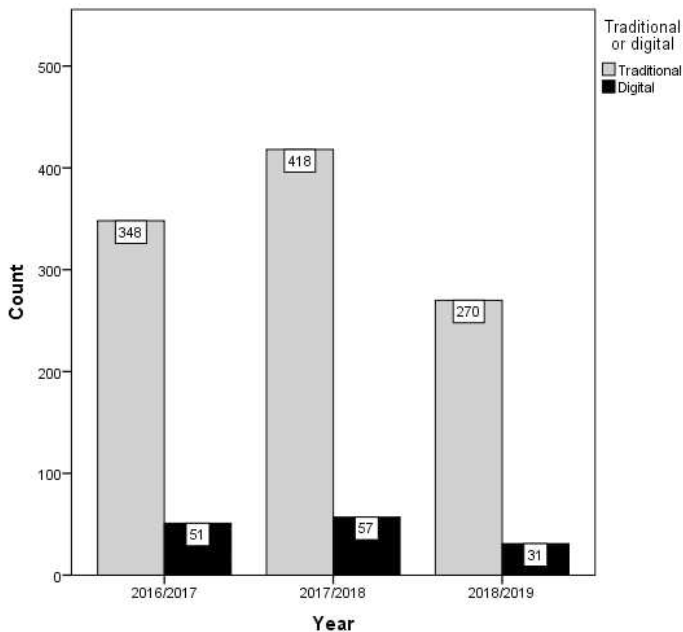
Chart 1: Preferences of traditional versus digital communication tools
Source: Own processing

It is clear from the presented graph No. 1 that initial information about FMK students is obtained primarily through traditional communication tools. This finding is

well founded in the theoretical basis described above. An important aspect is the candidate's personal experience, which can only be obtained from the study fair, by visiting an open day and by obtaining references from a particular person, in this case a friend of a student FMK. The degree of credibility attributed to the investigated communication channels shuld be further investigated. Another aspect is the essence of the message, which is transmitted, for example, through social networks and Internet portals. The problem often lies in the fact that the applicant does not find information that is crucial to his decision-making.
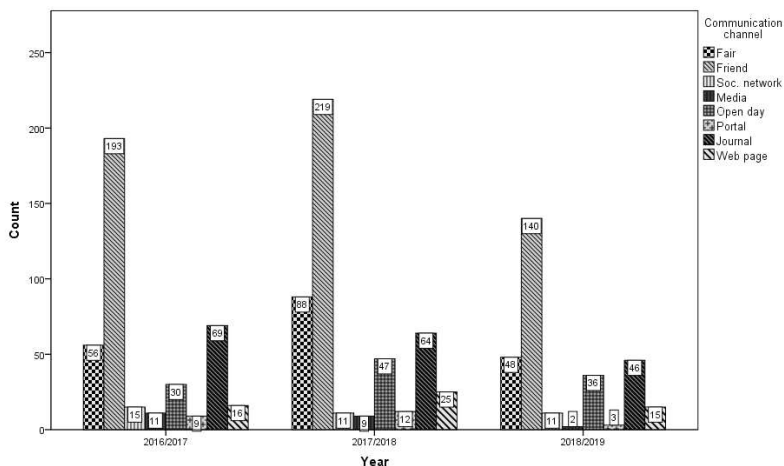
Chart 2: Preference for specific communication tools
Source: Own processing

Graph No. 2 shows all the specific communication tools and their absolute representation in the years under review. On the basis of these results, FMK's communication strategy in the long run should focus primarily on monitoring trends in study fairs, to select from existing students personalities who would act as opinion leaders in the Open Days. In this way it is possible to ensure that the information provided by a friend to only one or a few candidates is mediated in a personal form by a much larger group of learners. An important printed medium is also the form of the magazine (in the Czech Republic Teacher's newspaper, provide a complete list of universities and the offered disciplines). For digital ways of communication, it is essential at this point to find information suitable for the candidates to consume at this time. At present, there is an open field for a dedicated research survey. The results revealed the question whether the predominant way of initial communication with the candidate for study influences his perception of the FMK as a whole. Whether traditional communication tools can incite the perception of FMK as a traditional institution. The question whether FMK is perceived as traditional or modern was evaluated in a semantic differential on a five-point scale (1 – very modern to 5 very traditional). The hypothesis was determined to determine the degree of influence between these factors:

- H_0: The choice of traditional or digital communication tools is not dependent on the perception of FMK as a modern institution.

Table 2: The influence of the choice of traditional / digital communication tools on the perception of modernity

Count	Modernity					Total
	1	2	3	4	5	
Communication tool– traditional	565	384	26	9	5	989
Communication tool – digital	65	59	3	1	1	129
Total	630	443	29	10	6	1118

Source: Own processing

*Explanations to the table: value 1 represents the answer: very modern, 2 – rather modern, 3 – neither modern nor traditional, 4 – rather traditional, 5 – very traditional.

As a test statistic, Pearson's chi-square test with a simulated p-value for 100,000 replication was used. The reason for the simulated p-value is many frequencies in the table below 5, which violates the conditions for using the chi-square test. The result of the chi-square test (2,5133, df=NA) and p-value > 0,05 (simulated p-value 0,6301) indicates that we do not have enough evidence to reject the zero hypothesis on the independence of variables at the significance level 5%. Furthermore, in the text we will assume that the choice of traditional or digital communication tools is not statistically dependent on the perception of FMK as a modern institution. This test confirmed that the preference of a certain group of communication tools for a target group of candidates can not be related to their perception of the faculty as a whole from the perspective of modern versus traditional institutions. For this reason, it is interesting to see what attribute the FMK candidates really attribute. To test this, a hypothesis was established:

- H_0: Candidates do not consider FMK as a modern institution.

In a questionnaire survey, modernity is perceived on scale 1-5. Value 1 stands for very modern, value 5 very traditional. Value 3 then divides tradition versus modernity. For this reason, a median test was performed. If the median (mean value) is below 3 (i.e. 1 or 2), the FMK must be perceived as modern. Assistive hypotheses were used for the test H_0: median >= 3, H_A: median < 3. Since these are discrete values from the questionnaire, it is not possible to assume the normality of the data and therefore a non-parametric Wilcoxon sign rank test. Wilcoxon test result (V = 9963.3) and p-value approximately 0. Since p-value <0.05 we have enough evidence to reject the zero hypothesis at the significance level 5%. Furthermore, we will assume that candidates perceive the FMK as a modern institution. Subsequently, it was investigated whether the perception of modernity is related to the time factor. More specifically, if FMK continues to evaluate younger candidates in continuous tracking research, whether their opinion on FMK as a modern institution is changing. A hypothesis was established for this area:

- H_1: The perception of the FMK's modernity is not dependent on the year in which the questionnaire was completed.

Table 3: Perceiving the FMK's modernity according to the year of the questionnaire completion

Count		Modernost					Total
		1	2	3	4	5	
Rok	2016	241	157	16	4	2	420
	2017	333	235	10	7	3	588
	2018	209	149	13	1	2	374
Total		783	541	39	12	7	1382

Source: Own processing

*Explanations to the table: 1 is the answer: very modern, 2 – rather modern, 3 – neither modern nor traditional, 4 – rather traditional, 5 – very traditional.

On the Pivot Table, you can see many frequencies below 5, again 33,3%. For this reason, Pearson's chi-square test conditions are violated and chi-square test for simulated p-value. The result of the chi-square test (7,5039, df=NA) and p-value 0,4894 (so it is true that p-value > 0,05), indicates that we do not have enough evidence to reject the zero hypothesis on the independence of variables at the materiality level 5%. Further, we will assume in the text that the year in which the questionnaire was completed does not have a statistical dependence on the perception of FMK as a modern institution. From this testing it is possible to conclude that FMK maintains the image of a modern institution on a long-term basis, which may also be related to its establishment. This parameter, compared to other Czech universities with hundreds of years of tradition, can be seen in both positive and negative light. Historical tradition gives universities a certain guarantee of tradition and experience in education; on the other hand, it can often mean a rigid internal environment, problematic pushing for change, low innovation dynamics, scientific activity, communication, etc.

Conclusion

Nowadays, when Czech universities have understood the importance of addressing applicants appropriately, it will be in competition to make the most appropriate communication strategy. However, its setting will not work if we do not understand the behavior of members of this relatively homogeneous, but fast-paced, developing target group. Although the generation Z (which is currently being studied by candidates for full-time studies) and generation Y (most of whom are interested in distance learning) is used to living in the digital world, enjoys using digital channels for spending leisure time, shopping, communicating with the environment, using traditional communication tools to select a study influencing their own future. An interesting, surprising finding is the fact that the difference between traditional and digital communication tools in this specific area is considerably diffused. This fact records the attributes that (yet) the digital media could not humble. First of all, it is a personal recommendation of a trusted person and personal experience. From the statistically tested hypotheses and sub-conclusions, it also follows that the tendency towards traditional forms of communication does not have to mean for an entity an automatic classification of an institution among traditional subjects. Specifically, FMK confirmed that it is seen as a very modern institution in the eyes of the applicants. Finally, it is important to note that digital forms of communication are evolving at a rapid pace, and what is an obstacle to them today is a challenge for the future. From this point of view, universities have to follow trends in this area and look for suitable

options that synergy complement traditional communication tools. Digital media can be expected to expand further and improve its services. Therefore, it is necessary to purposefully define their scope within the communication strategies of universities so as to offer the information that the candidates expect on this channel, or even seek and offer them in a form that will attract and support the imagined image of the university.

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SOCIAL ENTERPRISES IN DAILY JOURNALISM: WHAT SI THE IMAGE OF SOCIAL ENTERPRISES IN MEDIA?

Petra Koudelková – Tereza Zavadilová

Abstract

The article researches two Czech media in their print version (Hospodářské noviny and Právo) and asks if they inform the public about the phenomenon of social enterprises, what information they give to their readers, if it is educational and accurate or rather incorrect or totally false. From the quantitative content analysis researching five years of publishing we can see that the theme "social enterprising" was used almost 80 times but not so often as the main theme of the media content. In the following article we present results connected for example with a length of media content, a style of referring about the phenomenon of social business, its accuracy, the value journalists give to the problem, a role of pictures accompanying the written content, a role of advertisements and so on. Reflecting the important role of media in the contemporary society we aimed to study, how does the media image of social enterprising look like in the Czech Republic, where the legislative framing of the phenomenon is not yet completely clear and the understanding of it from the side of the public isn´t always correct.

Key words:

Content Analysis. Czech Republic. Economics. Health Handicap. Hospodářské noviny. Job Opportunities. Philantrophy. Právo. Print Media. Sheltered Workshop. Social Enterprises. Social Handicap.

1 Introduction

The current market is based on a hyper-competitive environment that brings harsh conditions for all market´s participants. Firms´ success is built on both the quality of their products and services, and their marketing skills to strengthen awareness of their existence and principles. Often, it is media that gives a certain picture about economic development of a market and they define a certain perception about firms and their operations in the society. This fact is very important in the case of social companies. The society does not have many opportunities to find out what a social company means, and the public does not look for this information deliberately. Sometimes, we can see that people do not know what a term ´social company´ means or they are mistaken with non-profit organizations etc. For this reason, the importance of media is essential and irreplaceable. Media should provide a true description of a social company and explain its principles and importance in the market. The aim of this research is to find out if the selected Czech media inform its public about social businesses and what information is provided. Is this information educational and accurate? Is it possible that the media´s articles could misinterpret a description of social companies?

2 Social Enterprises and Their Position in the Czech Market

Social entrepreneurship differs from classical business, in particular through its social dimension and mission. Concepts of a social business and a social enterprise are currently on the rise, and this leads to a question of what entities under these terms can be ranked. For the first time, these concepts appeared in the 1990s in the Western Europe and the USA. The understanding of these concepts is very different

across the world, which has contributed to the different political and historical development of individual countries that adapt a social business to their cultural roots and conditions. In the Western Europe, the perception of a social business is closely intertwined with the European democratic values. Social enterprises stand between commercial organizations and non-commercial organizations. A gain isn't their main goal; however, they need to make some gain and reinvest it within their business. This place between commercial and non-commercial organizations is called "a third sector".

TESSEA Czech Republic, a non-governmental non-profit organization that contributes to the development of social entrepreneurship in our country covers and connects individual companies, and defines a social enterprise as: "*Social entrepreneurship is a business activity benefiting society and the environment. It plays an important role in local development and often creates job opportunities for people with health, social or cultural disadvantages*"[1] Profit is largely used for a further development of a social enterprise. It is equally important for a social enterprise to achieve profit as well as increase public benefits. From the definition mentioned above, it could be said that the social role of these enterprises is as follows: providing services or products to citizens of the region, employing disadvantaged people and reducing unemployment by creating new jobs. When we talk about a social business, we can say that the concept on which a social business is built can be accepted and applied by companies of varying sizes, with different goals and intentions. The general rule and feature of a social enterprise is a publicly beneficial goal that a company has to formulate in its basic documents and it seeks to fulfil it through concrete activities and goals. Social incentives are seen as creating activities that benefit a society or a specific group of people. Employees should be informed about the operation of the business sufficiently and should be able to engage in decision-making processes. The economic benefit represents an independence of a managerial decision-making, management of economic risks, a preferred use of a profit for the business development (50%) or a fulfilment of predefined beneficial goals. Environmental benefits are primarily intended to meet needs of a local community and local demand, the use of local resources and the development of environmental activities.[2]

Social companies face the same problems as SMEs and additionally they have a lack of marketing experts. They are focused on helping the society and disadvantaged people. For this reason, they only have a little time to make quality marketing campaigns. On the other hand, SEs could profit from their statement and adapt their marketing activities as well as content marketing to this situation. For example, Charities use content marketing to communicate their philanthropic messages and to raise funds.[3] In the last few years there has been a development of social businesses in the Czech Republic, however, current conditions are not ideal. Only recently, in May 2017, the

1   MALÁ, L.: *TESSEA hájí zájmy sociálních podniků.* [online]. [2018-09-12]. Available at: <http://www.ceske-socialni-podnikani.cz/socialni-podnikani/clanky/2802-tessea-haji-zajmy-socialnich-podniku>.

2   ČESKÉ SOCIÁLNÍ PODNIKÁNÍ: *Sociální podnikání: Principy a definice.* [online]. [2018-07-06]. Available at: <http://www.ceske-socialni-podnikani.cz/cz/socialni-podnikani/principy-a-definice>.

3   See: BARRY, F.: *Non-profit Marketing Content in 2016.* New York, NY : Np Engage, 2015.

Social Business Act was approved.[4] Until then, social entrepreneurship has had no support in the Czech legislation.[5] Social companies have an important benefit for a society, however, they bankrupt often. One of the reasons for the bankruptcy is customers´ lack of interest to buy products/services from these firms. Many people do not know this type of a business or they mistake social firms with non-profit organizations that currently give rise to concerns in the Czech market.[6] The issue of this article is also related to the above-mentioned history, for which social enterprises are often perceived as the ´enjoyment of communism´, and the term raises a rather negative connotation for the public. In general, there is also very little awareness of this phenomenon. In addition to the fact that social enterprises are part of the profit and non-profit sector, problems also arise within these entities.[7]

3 Media Construction of Reality

Media plays an important role in a construction of a reality and a sense or significance of the certain phenomenon. This opinion develops the famous theory of social construction of a reality of Peter L. Berger and Thomas Luckmann from 1966 which they describe in sociological book *Social construction of reality.*[8] Media´s representation of a reality and the relevance of its approach is a point of interest of many inquiries and essays. Journalists often work under time pressure and can´t verify every single piece of information they use in their articles. That´s in its results why sometimes readers receive incomplete, obscure or even manipulative or basically *fake* information. In this article we search how media informs about social enterprises (in following text SE´s) – whether it explains to readers, what it is and what is special on it according to other enterprises, or whether it only uses this term in the content about anything completely different, or whether it even confuses readers with false information.

4 Research of the Media Content

A research from Autumn 2018 and its results are described below.

4.1 General Description of the Method

The method was a quantitative content analysis. A keyword for searching in Newton Media Search was ´a social enterprise´ (in Czech it is ´sociální podnik´). We searched this word in daily newspapers ´Hospodářské noviny´ and ´Právo´ from September 2013 until September 2018. These two newspapers were chosen as representatives

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4   CHVOJKA, J.: Dobrá šance pro lidi s hendikepem. In *Právo*. Published on the 19th of May 2017, p. 6.

5   DOHNALOVÁ, M., PRŮŠA, L.: *Social Economy*. Prague : Wolters Kluwer, 2011, p. 48.

6   ČÍŽKOVÁ, K.: *Social Enterprises in Prague Communication of Entrepreneurship with a Social Benefit*. [Diploma thesis]. Prague : Faculty of Humanities, Charles University, 2013, p. 23.

7   ČESKÉ SOCIÁLNÍ PODNIKÁNÍ: *Sociální podnikání: Principy a definice*. [online]. [2018-07-06]. Available at: <http://www.ceske-socialni-podnikani.cz/cz/socialni-podnikani/principy-a-definice>.

8   See: BERGER, P. L., LUCKMANN. T.: *Sociální konstrukce reality: Pojednání o sociologii vědění*. Brno : Centrum pro studium demokracie a kultury (CDK), 1999.

of reputable Czech media that inform about economic and political events in the Czech Republic. We have defined nine categories (main topic, journalistic genre, notion or full explanation, page 1, author´s text, photo included, media image, correct information, length). Our ambition was to find out whether they inform about SE´s, what is media´s perception of SE´s and if the information is clear and complete or contrary false or superstitious – both positively and negatively. We used the following questions that correspond with the chosen aims in the research:

- RQ1: Do the chosen media inform about the problematics of social companies?
- RQ1.1: How often do they inform about this topic?
- RQ2: Is a social business the main topic of an article?
- RQ3: Do the media describe the importance of social businesses in a society?
- RQ4: Do the media inform about a social business in the right context (e.g. isn´t a social business mistaken with non-profit organizations, etc.?)
- RQ5: What style in relation to SE´s is outweighed?

4.2 The Case A – Hospodářské noviny

The ´Hospodářské noviny´ is a daily newspaper with an on-line version iHned.cz. It mainly focuses on the economy, business, management, administration, but also politics (a right-wing point of view), culture, sport or science. It exists from 1996 and it is an important part of a major publishing house Economia of eneterpreneur Zdeněk Bakala, which also issues Respekt or Ekonom weekly, it produces a server Aktuálně. cz or Aktuálně.TV. The current editor-in-chief of ´Hospodářské noviny´ is Martin Jašminský. Petr Honzejk, David Klimeš or Miloš Čermák are well-known journalists of this media. Based on the research results we can see that the ´Hospodářské noviny´ issued 36 texts connected with the theme of social enterprises during the last five years. The most of them were issued in 2014 (13), none in 2013 and one in 2018. In the most of them the theme wasn´t a main topic (21) and rather was only mentioned as a side theme of the article. Among the used journalistic genres and styles, it was a daily newscast with pieces of newscast interviews (15), reports (6), interviews (5), commentaries or other opinion texts (2) and finally commercial information or advertisements (8). In the prevailing amount of texts there wasn´t explained, what a SE is – even in one or two sentences (27). Only in two examples we can show texts related to the topic on the title of media. The most of content is of author´s origin (25), a few have commercial character (7) and a few are press releases (4). Most of the text content also had a photo supplement (25). There wasn´t observed any negative media image of SE´s, but neutral in the most of examples (20) and the rest rather positive. As we can say, in none of the articles was any false information about SE´s, but we can discuss how complete and clear the information was. The average length of text was 5,779 characters with spaces included. The largest text had 23,236 characters and the shortest one 126.

It´s interesting to see that in the daily newspaper there were issued also the special supplements such as ´Equal opportunities´, ´Quality as a service´ or ´European funds and grants´. Mostly there were presented physically handicapped people as employees of SE´s. We can add some more brief information about issued material:

- The text[9] is dominantly about the theme and it also explains a lot about SE´s and the developing of legislative in Czechia because of problems they have – for example with public contracts. *"Czech law remembers much more on the people with physical handicap, but not those with social indisposition,"* says worker from the Agency for social integration. The aim is to say, what is SE and which not. Right to be entitled as SE will have a firm which would give work to 30 % disadvantaged from its employees. The law was prepared in 2017. *"The main feature of SE is that the ambition of firm is also the social profit,"* explains article. So the entrepreneurs could get a wage subsidy.
- Another article[10] which is part of the special supplement also describes specific character of SE on the example of cleaning firm, which gives job to long-term unemployed, especially Romany. *"The money for project is possible to get from the Integrated operation program,"* informs it readers.
- This text[11] classifies types of socially responsible organizations. About SE´s it says: *"The concrete definition is not grounded in the Czech law, but internationally they are enterprise subjects, which provides job and its products (article or service) for social disadvantaged citizens. That means they contribute to improvement of employment and life quality in the community."*
- There are quite a lot of articles about little knowledge of the area of SE. Also an article[12] which mentions superstition that SE are only for handicapped or socially disadvantaged. And in the article[13] about SE which helps physically disabled to find higher qualified position is written about negative trends such as giving to those people only easy manual work, where they can´t personally develop themselves.

4.3 The Case B – Právo

The ´Právo´ is a daily newspaper. It mainly focuses on the politics, laws, economy, business, management, administration, but also culture and sport. The current editor-in-chief of ´Právo´ is Zdeněk Porybný. During the research period the ´Právo´ issued 38 articles about SE´s. Most of the articles (11) were published in 2017, 7 articles were released in 2016, 8 in 2015, 6 in 2014 and one in 2013 (it is necessary to note that the research started in September 2013). In the current year 2018, only 4 articles have been published so far. Among the used journalistic genres and styles in the ´Právo´ was a daily newscast with pieces of newscast interviews (15), reports (18), interviews (1), commentaries or other opinion texts (1) and finally commercial information or advertisement (3). If we focus on the explanation of SEs´ principles and functions, we will find out that this is mentioned in 14 articles. This means that

9   SURMANOVÁ, K.: Sociální podnikání získá při zakázkách výhodu. In *Hospodářské noviny*. Published on the 22nd of August 2014, p. 4.
10   ADAMCOVÁ, K.: Peníze z evropských fondů pomáhají tvořit příležitosti pro znevýhodněné lidi. Práci mají handicapovaní i sociálně ohrožení. In *Hospodářské noviny*. Published on the 8th of October 2014, p. 6.
11   PLÁŠKOVÁ, A.: Národní akční plán společenské odpovědnosti organizací v ČR. In *Hospodářské noviny*. Published on the 7th of November 2014, p. 6.
12   HOUSKOVÁ, S.: V Česku chybí sociální podnikatelé, zájem investorů přitom roste. In *Hospodářské noviny*. Published on the 6th of November 2014, p. 13.
13   NIEDERMAIEROVÁ, J.: Handicapovaní na vedoucích postech. In *Hospodářské noviny*. Published on the 22nd of September 2016, p. 3.

the authors do explain the SEs´ concept even though a SE is not the main topic. The most of a content is of the author´s origin (26), a few articles are press releases (10) and a few ones have commercial character (2). A photograph has been enclosed with 19 articles. Media should provide neutral news, if possible. 18 articles were written in a positive manner, one text had a negative meaning and the rest of them were neutral. We found no false information in any of the articles. The average length of text was 2,297 characters with spaces included. The largest text had 10,113 characters and the shortest one 380.

SE´s were the main topic only in 11 articles and they were only mentioned in text with another main topic. We can add some more information about texts.
- As an example is an article that brings information, about a new cleaning company in Ústecký kraj (one of the Czech region). It states who the new employees will be and that the company will be created by the town. Only one sentence mentions that the company will be formed as a SE.
- Another interesting article is about a former Minister of Labour and Social Affairs Zdeněk Škromach who has become a CEO of a Job Centre Plus and started looking after SE´s, non-profit organizations, etc. *"His involvement will be undoubtedly beneficial for our headquarters as we are going to work physically in the regions that are affected structurally and we will also deal with issues of SEs,"* said Job Centre´s spokeswoman Kateřina Beránková.[14]
- Articles, where SE are main topics, usually include information about grants and subsidies for SEs.[15]
- Articles from spring 2017 include information about an approval of a proposal of the Social Business Act that should have already been discussed and approved in 2015: *"On Monday, the Government approved a proposal of the Social Business Act that should establish clear rules for social firms, their advantages and how to support them in the future. This Act should have come into force this year, however, it will not be possible to prepare and approve before the election"*[16]
- Stories about people who describe their work experience in a social business are also popular. The idea and principles of this type of a business are well described in these cases. *"A normal job and happy and healthy family – this was Petra Krušinská´s dream. She lives in Šumperk and she was born with a disability called achondroplasia."*[17] Many articles like this have often similar beginnigs.
- Sometimes, we can read articles about a creation of a social business in specific areas and sectors: *"Mezi proudy Bakery started its business in Tyršův sad in České Budějovice at the beginning of December by the Open Day."*[18] In this case we could speculate about a ´hidden advertisement´ as the text looks like a press release but it is an author´s contribution. Nevertheless, these types of articles contribute

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14   Škromach pracuje na úřadu práce. In *Právo*. Published on the 4th of March 2017, p. 4.
15   TELAŘÍKOVÁ, D.: Bruntálsko oživují sociální podniky. In *Právo*. Published on the 11th of February 2016, p. 13.
16   Záměr zákona o sociálním podnikání schválení. In *Právo*. Published on the 16th of May 2017, p. 17.
17   HAUŠKOVÁ, B.: Má hendikep, ale chce normálně pracovat. In *Právo.* Published on the 14th of July 2015, p. 11.
18   ORHOLZ, P.: Pekárna mezi proudy je sociálním podnikem. In *Právo*. Published on the 17th of December 2014, p. 11.

to the public education as they include all necessary information about social businesses.

- Only one text about social business has been found on the main cover of newspapers by reason of the fact that the Czech president Miloš Zeman was mentioned in the article. He was supposed to attend an official dinner served by disabled employees of Křinický Brewery which is a social business. However, these employees have been banned to serve the president and the restaurant had to hire a student from a hotel management school. And the disabled employees´ reaction? Miroslav Čonda, who is one of disabled employees at the brewery said: *"I will return to work after the president leaves. I understand that low educated people are not accepted but my managers and our customers are very happy with my work and they always praise me. I have been working here for a year and half, since the opening. Everyone has also been happy with my friend who is armless. I feel sorry that I cannot serve a pint of beer to our president and say to him that as well as the home-made beer my services has also been on a high-quality level since day one."*[19]

5 Discussion

The following table summarizes the most important findings from our research.

Table 1: Hospodářské noviny vs. Právo – the most important research results

	Hospodářské noviny	Právo
Number of articles	36	38
Main content is:	author´s origin (25)	author´s origin (26)
Year with the most articles	2014 (13 articles)	2017 (11 articles)
SE as a main topic in text	15	11
Photo included	25	19
The most used journalistic genre and style	Daily newscast (15)	Reports (18)
Explanation of SE´s principles	14	12

Source: Own processing

The above overview illustrates that both media have a similar number of the issued articles that mention SEs. In the most cases, it was an author´s contribution and SEs were a main topic only in a small number of articles. There is just a mention of a SE without any further description in the majority of the articles and sometimes there is no link with the main topic of the text. An interesting fact is that even though the Právo issued more articles about SEs the principles of an SE was explained only in 12 cases. On the hand the Hospodářské noviny issued less articles about SEs but the explanation of the principles was mention 14times. Similarly, the Hospodářské noviny had a higher number of articles than the Právo in relation to SEs as the main

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19 SEĎOVÁ, S.: Zemanův tým si nepřál, aby prezidenta obsluhovali handicapovaní. Uklízet mohli. In *Právo.* Published on the 4th of February 2015, p. 1-2.

topic. In total the Hospodářské noviny had additional 4 articles in comparison with the Právo and overall this is a significant number. Form the analysis, it is obvious that both media used topics such as grants and subsidies in relation to SEs in 2017 as the proposal of the Social Business Act was approved in this year. Therefore, articles were found in both media in relation to this topic. Except this, we could also find a motive of a story of a person who struggles with a problem and who works in a SE that is mentioned in the article. Below, we have summarized answers to research questions and we have also formulated a recommendation.

- RQ1: Do the chosen media inform about the problematics of social companies?
- RQ1.1: How often do they inform about this topic?

In this case, we can say that both chosen media informed about the problematics of SEs. However, it was not a frequent topic and this can be proved by a small number of articles over last 5 years (HN – 36 articles a Právo – 38 articles)

- RQ2: Is a social business the main topic of an article?

It was not a main topic in the most cases (HN 15 cases, Právo 11 cases). It was usually an associated topic or a phrase "social business" "social enterprise" or "social businessman" was only mentioned without any further explanation.

- RQ3: Do the media describe the importance of social businesses in a society?

Unfortunately, an explanation of a position of SEs in a society has been cited only rarely (HN 14times and Právo 12times). In addition, it was interesting to see that no explanation of principles of a SE and its importance in the market was given even if a SE was a main topic.

- RQ4: Do the media inform about a social business in the right context (eg isn´t a social business mistaken with a non-profit organizations?)

The results of the analysis show that both chosen media describe a SE in the right context.

- RQ5: What style in relation to social business is outweighed?

Both media use a different style. In the case of the HN it is a daily newscast and the Právo mainly uses reports.

Conclusion

The main part of this article was a research that focused on two newspapers – the Hospodářské noviny and the Právo as sources of information about SEs. Media participate in education of a society. Many people share their stories with media and trust them. Therefore, lots of flows of thoughts can be formulated via media. SEs have a significant market place as they help where a state ´fails´ or where its legal

system is insufficient. This means that businessmen/women in this area have a difficult position as many people do not know that a SE exists and what it means. SEs are usually mistaken with non-profit organizations, charities, etc. It is obvious that SEs´ communication with public is lagging as marketing is not a priority for these firms.[20] This was the reason why we decided to find out what information we can find about SEs in media and what approach is adopted. The results of our research provided surprising findings, such as a number of articles about SEs in the last year etc. However, it is also important to remember limits of the research, such as a number of analysed media (only two – HN and Právo) and a type of media (only print media). Also spread about some key words as ´social firm´ (in Czech sociální firma) is possible. These limits, however, open further opportunities for another research which has already started. A new research will include a higher number of print media (including tabloid newspapers) and another one will cover online media.

Note: a list of analysed articles, a coding book and a brief description of individual articles can be obtained on a request.

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WEB PERSONALIZATION
AS A CORPORATE DIGITAL AGENDA PROCESS

Michael Kupec

Abstract

Simpler forms of personalization among sellers and their customers have been in place long before the onset of the digital age. However, the exponential growth in the usage of the Internet has lead to a fundamental implementation of personalization as part of corporate processes. Companies use personalization as part of their digital agenda whereby it forms one of the key elements which can help attain success within a competitive environment. The goal of this paper is to define measures of web personalization and establishing processes of its implementation while employing secondary data analysis. The theme of web personalization is a very relevant and current topic. Due to the fact that currently, there is no one set of methodology in place to set-up personalization processes, this paper aims to propose a methodology that could be used. From current developments, it is clear that web personalization, despite it appearing as a tool affecting only individual market subjects, actually impacts the entire current market system with increasing strength. This is especially true in Western economies where the significance of the digital economy has only strengthened in recent years.

Key words:
Customization. E-commerce. Internet. Personalization. Processes.

Introduction

The importance of passing on correct information between parties of a business transaction is without question. Regardless of the type of transaction, whether it involves traditional exchanges of money for goods or other business operations from a countless number of possibilities, it is essential for the client to have information about the offered entity or rather the entity in the field which the party is interested in. On the contrary, the seller tries to use detailed information about demand in its wider sense to improve its offering, or information pertaining to it. From the above statement, it is clear that entire process also involves the filtering of information. Its correct usage should lead to a benefit for all parties involved. This phenomenon, with the help of certain specifications, can be referred to as personification. In addition to positive aspects, it can naturally also entail negative ones instead. In such a situation, both parties are endangered. The seller, when using the incorrect personalization approaches risks losing resources that were invested or their stability and existence. Customers can be victims of personalization by purchasing something that they have no particular need for. The customer therefore risks making the incorrect decision. These however, are just the most basic pitfalls that can be faced. The process of personalization has been radically affected by developments in IT which now allows for personalization of information on such a level and extent that was unthinkable not that long ago. The entire process is that much more difficult for a salesperson because trade has become globalized. In Europe, such processes are further supported by the European Union (for example by the Digital Agenda for Europe program established in May 2010). The project's goal is to strengthen the European economy by means of a consolidated and sustainable digital market. As markets globalize, the customer becomes more globalized as well. This in turn must be reflected by the salesperson that uses web personalization. Web personalization in turn, among other things,

impacts aggregate demand. In the paper that follows, it is therefore possible to find definitions of measures concerning the web personalization including the process of its implementation. Currently, there is no unified methodology of setting up personalization processes. Further, the paper defines certain problems which is caused by the web personalization across the economic system as a whole. Business management can use the findings to better utilize its marketing processes and establish innovative ways of reaching the target audiences.

1 Literary Overview

Businesses have accepted and react to the fact that the number of Internet users in the Czech Republic and across the globe has been growing (especially on the global scale) and will continue to do so. In the Czech Republic, the number of households that have access to the Internet has reached 77%. When compared to 2007, it represents a three-fold growth. 79% use the Internet and in 2017, 50% of all people have mobile devices that have access to the Internet.[1] On a global level, 3.3 billion people use the Internet in 2017 and by 2021, this number is estimated to reach 4.6 billion, which will account for approximately 58% of the entire human population. The monthly data bandwidth per user could reach 35.5 GB.[2] The Internet is an area which offers many opportunities. With the growth however, the volume of information grows well. To ensure the effectiveness of the impact, it is important to filter, direct and regulate that information. When considering filtering in general, it can be divided into two basic categories. We can call the first filter a social one. It can be described as a situation where individuals do not get information from other social circles, as Reichel suggests.[3] The filtration of information occurs based on common interests of its member and group identities through so-called routine behavior.[4] Research confirms that people have the tendency to become members of social networks of individuals with who they share values, opinions as well as ideological and social preferences. This is the so-called Echo Chamber Effect.[5] This effect where the user receives almost identical information to that which he/she searched for only solidifies their original opinion and prevents external information reaching the potential customer. This is a problem for a salesperson which will suffer economically, but also for the customer. The customer, without the ability to choose from all varieties can never be sure that he/she chose well.[6] The second category are technical filters. These are filters which can be represented by algorithms in the online environment. This aims to deduce future behavior based on behavior in the past.

1   ČESKÝ STATISTICKÝ ÚŘAD: *Využívání informačních a komunikačních technologií v domácnostehc a mezi jednotlivci za období 2017.* Prague : Český statistický úřad, 2017, p. 5.
2   *Cisco Visual Networking Index: Forecast and Methodology 2016 – 2021.* [online]. [2018-09-30]. Avalaible at: <https://www.reinvention.be/webhdfs/v1/docs/complete-white-paper-c11-481360.pdf>.
3   REICHEL, J.: *Kapitoly systematické sociologie.* Prague : Grada Publishing, 2008, p. 48.
4   NOVOTNÁ, E.: *Základy sociologie.* Prague : Grada Publishing, 2008, p. 137.
5   SUNSTEIN, C. R.: *Republic.com 2.0.* Princeton : Princeton University Press, 2009, p. 94.
6   PARISER, E.: *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think.* New York : Penguin Books, 2012, p. 77.

In addition to user behavior (i.e. that of the potential buyer), other factors play a role in this process. These are largely on the side of the salesperson, or middleman – i.e. the filter provider.[7] Based on this, such a technical filter presents the user a specific set of information. From the above, it is clear that technical filters are internal factors which can generally be affected easier than external filters. From the viewpoint of the customers, it is clear that by changing their behavior, they will have an effect on the information that reaches them. The salesperson is then responsible for the financial, time, personnel and other resources that will be allocated for the correct set-up of the technical filters. It is clear that from the business viewpoint, it is a complex and difficult process which can be referred to as the web personalization in simple terms. Its understanding can, in light of the above mentioned facts significantly contribute to positive business performance and results of that particular business. The phenomenon of the web personalization should however be considered not just from the viewpoint of the business. It projects itself and can actually affect economic systems on the whole as well. This can be proven by looking at a simple example. Based on an analysis carried out by CzechTourism,[8] 85% of all tourists look for information about the place which they wish to visit via the Internet. The importance of the impact of the personalization can also be represented by the recent Cambridge Analytica scandal which cast a new light on the entire concept of web personalization. In this case, personalization was not used for traditional business interests (to sell products/services) but instead helped achieve significant goals which had an impact on the development of the global situation. In this case, it translated to selling the ideology represented by Donald Trump and to achieve a successful Brexit process.[9]

2 Materials and Methodology

The topic that is examined is that of the web personalization, i.e. the form in which businesses can use it to reach their target audience. The topic is explored by using secondary data analysis. To identify the method and to set the process of personalization, it is essential to define personalization as well as the context. Eirinaki and Vazirgiannis[10] state that: "*Web personalization is the process of customizing a Web site to the needs of specific users, taking advantage of the knowledge acquired from the analysis of the user's navigational behavior (usage data) in correlation with other information collected in the Web context, namely, structure, content and user profile data.*" They further add that due to the rapid growth of time that users spend on the Internet, personalization has become a major factor that affects trade as well as an important research concept. In a marketing context, Peppers and Rogers[11] talk about personalization by saying that it is a process which uses information about the client with the goal of offering products and services that are adequate to their requirements.

7   CASTELLANO, G., JAIN, L. C., FANELLI, A. M.: *Web Personalization in Intelligent Environments.* Berlin : Springer-Verlag Berlin Heidelberg, 2009, p. 28.
8   *CzechTourism – Vnímání ČR na vzdálených trzíc.* Prague : Ipsos, 2009, p. 3.
9   CHALOUPKOVÁ, B.: Jak vyrobit voliče. In *Respekt*, 2018, Vol. 13, p. 20.
10   EIRINAKI, M., VAZIRGIANNIS, M.: Web Mining for Web Personalization. In *ACM Transactions on Internet Technology*, 2003, Vol. 3, No. 1, p. 17.
11   PEPPERS, D., ROGERS, M.: *Enterprise One to One: Tools for Competing in the Interactive Age.* New York : Currency/Doubleday, 2003, p. 41.

A more concrete definition is presented by Imhoff et al.[12] It defines it as the ability of a business to identify and work with customers as individuals using personalized messages, targeted banner advertising, special offers to their personal accounts or means of personal transaction. Other authors define web personalization as a process of changing the structure and content of a website[13] where the goal is the specification of its personalization in line with goals, preferences, tastes, needs and interests of the specific user.[14] In contrast, other authors restrict the concept of personalization on the process of preparing individualized communication geared towards a particular person which is based on the stated (explicit) or non-stated (implicit) preference of a user.[15] Alternatively, the simplest definition defines it as a form of communication which sends various messages[16] to various recipients tailored to their individual qualities and preferences.[17] When examining scientific literature, personalization can be related to a mechanism which is somewhat similar in certain aspects and which is often referred to as *customization.*[18] Various authors approach the relationship between customization and personalization in different ways. Generally speaking however, they are divided into two groups. The first group considers customization as a synonym for personalization.[19] The second group considers it as a subcategory of personalization, or alternatively separates the concept of customization from that of personalization,[20] considering there to be a need to consider it as two separate mechanisms.[21] The second approach is a more frequent approach across specialized literature.

Customization refers to the adjustment of the web content based on the user's decision, which occurs through various controls or simply via asking the user and adjusting it based on their response as is explained by Brusilovski[22] or Bureš.[23] Filtering therefore occurs only based on data provided by the user in an explicit manner (for example

12 IMHOFF, C., LOFTIS, L., GEIGER, J. G.: *Building the Customer-Centric Enterprise: Data Warehousing Techniques for Supporting Customer Relationship Management.* New York : Jonh Wiley & Sons, 2001, p. 190.

13 GARRIGÓS, I., GOMEZ, J., HOUBEN, G. J.: Specification of Personalization in Web Application Design. In *Information and Software Technology*, 2010, Vol. 52, No. 9, p. 1001.

14 BARAGLIA, R., SILVESTRI, F.: Dynamic Personalization of Web Sites Without User Intervention. In *Communications of the ACM – Spam and the ongoing battle for the inbox*, 2007, Vol. 50, No. 2, p. 65.

15 ROBERTS, M. L., ZAHAY, D.: *Internet Marketing: Integrating Online and Offline Strategies.* Boston : Cengage Learning, 2012, p. 184.

16 POSTMA, O. J., BROKKE, M.: Personalisation in Practice: The Proven Effects of Personalisation. In *Journal of Database Marketing & Customer Strategy Management*, 2002, Vol. 9, No. 2, p. 138.

17 WHITE, T. B. et al.: Getting Too Personal: Reactance to Highly Personalized Email Solicitations. In *Marketing Letters*, 2008, Vol. 19, No. 1, p. 45.

18 DA SILVEIRA, G., BORENSTEIN, D., FOGLIATO, F. S.: Mass Customization: Literature Review and Research Directions. In *International Journal of Production Economics*, 2001, Vol. 72, No. 1, p. 9.

19 PEPPERS, D., ROGERS, M., DORF, B.: *The One to One Fieldbook: The Complete Toolkit For Implementing a 1 to 1 Program.* New York : Double Day, 1999, p. 138.

20 HANSON, W. A.: *Principals Of Internet Marketing.* Cincinnati : South Western, 2000, p. 13.

21 ARORA, N. et al.: Putting One-To-One Marketing to Work: Personalization, Customization, and Choice. In *Marketing Letters*, 2008, Vol. 19, No. 3, p. 305.

22 GAUCH, S. et al.: User Profiles for Personalized Information Access. In BRUSILOVSKI, P., KOBSA, A., NEJDL, W. (eds.): *The Adaptive Web: Methods and Strategies of Web Personalization.* Berlin : Springer-Verlag Berlin Heidelberg, 2007, p. 81.

23 BUREŠ, M.: Formal Description of Adaptive Hypermedia System. In *Proceedings of Workshop.* Prague : České vysoké učení technické v Praze, 2006, p. 136.

when reviewing products or changing preferences). On the other hand, personalization represents implicit feedback as it is based on observations of the user's behavior in the system as defined earlier. From this, it can be deduced that customization is technically a simpler solution because it does not require collecting or analyzing data about a user. Further, it can be said that customization and personalization can exist separately, whereby customization can form part of the personalization in which some elements of both mechanisms can be shared among each other. Personalization does not involve just virtual reality, i.e. the web environment alone. It existed much earlier than the Internet, for example in the form of letters addressed to a particular addressee.[24] However, the Internet allowed for its significant evolution. With the help of feedback, web personalization can be a very accurate and effective tool. However, at the same time, it required a correct set-up and the correct form to be selected. For the correct management of the web personalization process for a business to occur, it is important to analyze its various forms.

3 Results

For the needs of marketing processes, personalization is considered as a set of tools and algorithms which can be applied. In the context of this paper, it refers to the online environment. With the help of these tools, the users is presented with filtered, limited or otherwise affected virtual space or set of information. An adequately established process of managing personalization at a business level requires the identification of the forms and techniques of personalization. Specialized literature deals with classification of personalization in various ways. Some authors[25] divide it into recommender systems and contextualization while placing[26] collaborative filtering as a part of recommender systems. Other authors[27] also include customization here. There is no uniform way of classification of the personalization techniques. For the purpose of this paper, the author has chose his own classification, updated based on observations from specialized literature in such a ways that it would cover the entire selection of personalization techniques.

24 LARSON, P. D., CHOW, G.: Total Cost/Response Rate Trade-offs in Mail Survey Research: Impact of Follow-up Mailings and Monetary Incentives. In *Industrial Marketing Management*, 2003, Vol. 32, No. 7, p. 534.

25 ADOMAVICIUS, G., TUZHILIN, A.: Towards the Next Generation of Recommender Systems: A Survey of the State of the Art and Possible Extensions. In *IEEE Transactions on Knowledge and Data Engineering*, 2005, Vol. 17, No. 6, p. 734-749.

26 EIRINAKI, M., VAZIRGIANNIS, M.: Web Mining for Web Personalization. In *ACM Transactions on Internet Technology*, 2003, Vol. 3, No. 1, p. 4.

27 CASTELLANO, G., JAIN, L. C., FANELLI, A. M.: *Web Personalization in Intelligent Environments*. Berlin : Springer-Verlag Berlin Heidelberg, 2009, p. 30.

Table 1: Classification of personalization processes

Commonly used techniques	Examples of research
Recommender systems	
Rule-based	Ricci, Rokach, Shapira (2011)
Content-based filtering	Son, Kim (2017); Ricci, Rokach, Shapira, (2011)
Remarketing	Maguy (2016); Pince (2016)
Pers. newsletters	Carvalho (2006); Zang (2015)
Hybrid recommender systems	Abbashian, Khordoshidi (2017); Zhang (2015)
Collaborative filtering	
Memory-based collaborative filtering	Karabadjiab (2018); Adomavicius (2005)
Model-based collaborative filtering	Abreau (2014); Adomavicius (2005)
Contextualization	
Responsive website	Bohyun (2013); Gála, Pour, Šedivá (2009)
Communication of the server with the customer	Shukla (2012); Mulpuru (2007); Zimmerman (2005)
Location	Zimmerman (2005)
Customization	
Content customization, responsive web	Schlager (2018); Castellano (2009); Arora (2008)
Price adjustment	Castellano, Jain, Fanelli (2009)
Product Configuration	Blazek, Pilsl (2017); Myrodia (2017)
Task Perform Support	Pierrakos (2003)

Source: Own processing

On the main level, personalization is divided into *recommender systems, contextualization, customization* and *collaborative filtering*. Collaborative filtering is often referred to as a subcategory of recommender systems. Due to their increasing importance, they are considered individual categories in the context of this paper. The table represents an overview of the main streams of personalization, techniques and the work that they apply to. This division of the personalization techniques is in line with current trends and knowledge on personalization. For the identification of personalization techniques and research which deals with it, we can proceed to a proposed personalization process based on research from specialized sources. Such a process proposal has been missing in Czech specialized literature. The following outlines what it could be. The first step of the proposed process can be referred to as personalization requirements. This step primarily involves the decision to implement personalization. That decision should be preceded by an analysis which answers the following general questions:

1.   Does your website have enough information to warrant filtering?[28]
2.   Does a direct competitor of yours use personalization? If so, with what results?[29]
3.   Are we able to ensure sufficient security for the data being handled and processed?

The second step is data mining which is the collection of a sufficient amount of data. There is no guidebook for what is considered a sufficient amount of data. It always

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28   GREER, T. H., MURTAZA, M. B.: Web Personalization: The Impact of Perceived Innovation Characteristics on the Intention to Use Personalization. In *Journal of Computer Information Systems*, 2003, Vol. 43, No. 3, p. 55.
29   TINTAREV, N., MASTHOFF, J.: Evaluating the Effectiveness of Explanations for Recommender Systems. In *User Modeling and User-Adapted Interaction*, 2012, Vol. 22, No. 4-5, p. 400.

depends on the individual judgment of the assignee. In cases where there is a lack of relevant data, bad conclusions could be made and the entire personalization mechanism will fail as a result. In the opposing case, when there is too much data, there is excessive need for data processing power and algorithm effectiveness required for the personalization to be carried out.[30] The goal of data mining is therefore to gain a critical amount of data which will be sufficient to uncover all hidden dependencies. This is then followed by aggregating the data that is gathered. This involves the processing of the data gathered from the data mining step which was analyzed in the previous part of this paper. The goal of this phase is to take Big data (raw data) and achieve a form which only includes the information that is required. Theoretically, raw data can be used but the size of it can be impractical and some dependencies could remain hidden.[31] This is then followed by aggregate data being applied. There are many ways how data aggregation can be used and it may not necessarily involve personalization. Such data can be used in physical stores such as supermarkets. It can for example uncover combinations of products which are frequently purchased although there is no direct correlation between them. The final phase is the assessment phase which must lead to being able to identify if the entire personalization process was successful. After the assessment, it is essential to return to the first step and to answer again the questions included in the personalization requirements. If the answers differ, it is necessary to run the entire process again and to implement changes as necessary. The graphical representation of the proposed process is highlighted by the following image.
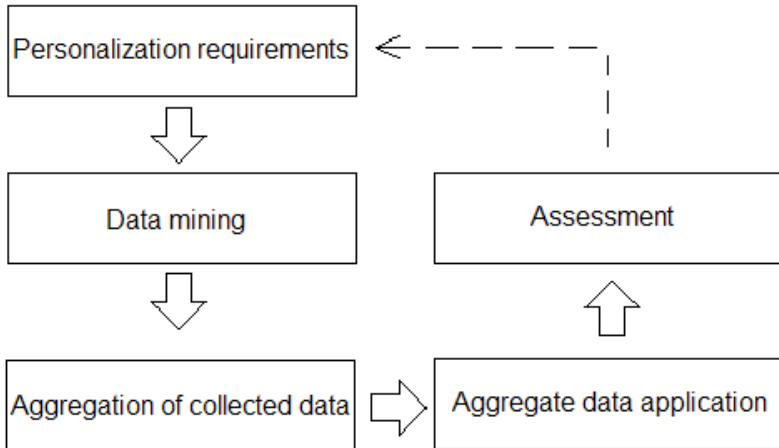
Picture 1: Proposed process of web personalization
Source: Own processing

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30   RAJARAMAN, A., ULLMAN, J. D.: *Mining of Massive Datasets.* Cambridge : Cambridge University Press, 2011, p. 284.

31   RAJARAMAN, A., ULLMAN, J. D.: *Mining of Massive Datasets.* Cambridge : Cambridge University Press, 2011, p. 286.

4 Discussion

The proposed process must be compared with other theories and starting points. In the Czech environment, the situation is problematic because work of a similar nature is not available yet. The main reason for this is the fact the topic is very current. The main criticism of web personalization is discussed by Montgomary and Smith[32] and involves the impact it has on the privacy of an individual. They state that the focus of the professional and general public should be most focused on assessing online advertising practices and ways of improving the control users have and the information they have at their disposal. Web personalization must be assessed scientifically and should include the economic side of personalization as well as societal-social aspects. It was precisely web personalization that was used in the case of Donald Trump's presidential campaign as well as by Brexit supporters. Both campaigns which attacked experts of all types and required "greater control to ordinary people" used highly scientific methods in the process. These effectively limited the options of individual voters to vote freely and with sufficient information. The concrete success rate is hard to asses. The connection with Cambridge Analytica which employed personalization has raised questions among experts.[33] On the global scale, both events represented major changes in political and economic matters (Trump's trade wars with the EU, damage in business relations with the UK etc.). The complicated nature of the issue of web personalization underlines the fact that in the digital environment, people's behaviors change when compared to real life behavior. In its study, the Del Vicario's team assessed the behavior of people and the dissemination of information in the digital environment in the following way: "*Users have a tendency to gather in communities of interest which results in the strengthening and reinforcing of prejudices of confirmation, segregation and polarization. This comes at the cost of quality of information and leads to spreading biased stories fed by unfounded stories, distrust and paranoia.*"[34]

Reaching out to such a closed-off community with adequate information with a marketing element becomes a challenge in terms of creating marketing strategies. This applies even more with the customer segment represented by Generation Z, which Kupec[35] and Prensky [36] places into what he calls the Digital Natives. These are people who are inherently tied to the digital environment. Generation Z members are also knowingly influenced by information which they gather online as well as that which is personalized, as observed by Kupec.[37] Marketing management must innovate their approaches in line with growing Generation Z target group which will continue

32   MONTGOMARY, A. L., SMITH, M. D.: Prospects for Personalization on the Internet. In *Journal of Interactive Marketing*, 2009, Vol. 23, No. 2, p. 130-137.
33   CHALOUPKOVÁ, B.: Jak vyrobit voliče. In *Respekt*, 2018, Vol. 13, p. 21.
34   DEL VICARIO, M. et al.: The Spreading of Misinformation Online. In *PNAS*, 2016, Vol. 113, No. 3, p. 558.
35   KUPEC, V.: Marketing Communication and Generation Z in the Context of Business Management. In PETRANOVÁ, D., MAGÁL, S. (eds.): *Megatrends and Media*: *Critique in Media, Critique of Media. Conference Proceedings.* Trnava : FMK UCM, 2016, p. 289.
36   PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizon*, 2001, Vol. 9, No. 5, p. 1.
37   KUPEC, V.: Marketing Information and its Impact on Generation Z. In PETRANOVÁ, D. MAGÁL, S. (eds.): *Megatrends and Media: Media Future. Conference Proceedings*. Trnava : FMK UCM, 2017, p. 265.

growing in the future. They will need to be provided by adequate information for them to make the decisions.

Conclusion

The clear and growing trend of digital economy leads organization to make use of web personalization. The proposed paper complements changes in professions associated with web customization and aims to identify links between individual web personalization processes. It also aims to present a comprehensive view of all the tools currently available on the market. The studies mentioned earlier point to the fact that although consumer activities have been shifting from physical environments to digital environments, certain organizations remain mostly in the physical environment and only gradually transition into the digital realm – when compared to companies native to the digital environment. This paper is a summarization of the understanding concerning the options available for businesses and customers through personalization. It is clear that the entire topic covers a complex issue which raises new questions. These are not only economic in their nature but also include questions concerning ethics, psychology, statistical analysis and legal matters. The entire issue must also be viewed with newly implemented legislative changes as well as the aforementioned digital markets. Personalization has entered into the daily lives of individuals using the Internet. Organizations, states and economies can use personalization as a unique tool to support their corporate activities. From all of the facts stated throughout this paper, it can be concluded with certainty that the only true way of defending against web personalization is to remain offline.

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ANALYSING THE MOST VALUABLE GLOBAL BRANDS IN 2018 ACCORDING TO BVM METHODOLOGY

Ľudovít Nastišin

Abstract
The objective of this article is to provide a comprehensive overview of the most valuable global brands in 2018. The strong brand of the company is one of the most valuable assets that an enterprise can have, and this ranking proves that a long-term effort and quality product can have an incredible value. We worked with a database of the 100 most valuable brands that were placed under this ranking based on the BVM methodology. In the article, we pointed out those cases where a truly remarkable percentage change occurred compared to last year, then we also turned to the brands that appeared in the rankings for the first time and we also looked at the representation of the individual industries in this ranking. This article provides a more detailed perspective for thinking about the role of the brand in the competitive world and puts it in the position of one of the necessary factors for the success of the business.

Key words:
Analysis. Brand. Branding. Global Ranking. Value.

1 Introduction

Investing in a long-term brand management will enable businesses to progress better and for them it will be easier to deal with market volatility. Every year, it is increasingly confirmed that a strong brand is a valuable asset that offers a sustainable competitive advantage, helps the company to be better in the competition and promotes growth. It is generally known that companies with long-term goals are better financial indicators than those with short-term goals. The short-term return on investment is not always reflected in the long-standing brand or value of the business. The key is the balance between activities that deliver short-term results and building a brand that cultivates higher brand awareness and stronger customer relationships. These are then transformed into preferences, loyalty, and profitability. Companies should not forget the long-term goals and at the same time be able to navigate between short-term curiosity and volition. Therefore, it is more important than ever to build an appealing and strong business that will attract investments. Advanced business and brand analytics enable marketers to quantify the expected behavior and commercial impact of the brand, its initiatives and investments. Brands must focus on selected factors that are key to sustainable growth in systematic management. Each factor can represent a potential competitive advantage. Knowing the value of the brand reveals the greatest opportunities and challenges in business, and it also creates the necessary internal consensus of quick successes and long-term initiatives that the enterprise is heading to. This knowledge enables us to create a good foundation for the right and necessary decisions that build not only the brand but also the company.

2 Literature Review and Current State of Research

The term brand value in marketing represents the idea that the owner of a well-known brand is able to generate more sales thanks to brand recognition. This is

because the consumer subjectively perceives the product of a well-known brand in a more sophisticated manner than the less well-known.[1] In current scientific literature, this area is explored from two perspectives: cognitive psychology and the information economy. From the point of view of cognitive psychology, brand value lies in consumer awareness of capabilities and brand associations. From an information economy perspective, a strong brand is a credible product quality signal for less informed consumers and creates space for premium pricing as a return on past investment in branding.[2,3] Many marketing researchers claim that the brand is one of the most valuable assets of the company. It is the factor that can be directly linked to the financial merit of the joint venture for the owner, although this is not the only factor.[4] There are several factors that may affect the current brand value. These include, for example, a change in market share, margins, consumer recognition of the logo and other visual elements, consumer associations towards the brand, perceived quality and other relevant factors.[5] Brand awareness is also a signal to manufacturers and marketers about how to handle the brand, and how to use it.[6] The brand value is created through strategic investments in communication channels, market education on brand abilities and the creation of desired associations to evoke the brand. This is directly linked to return on investment (ROI). The University of Stockholm has conducted a study[7] of the city of Jerusalem. The city has organically created a brand that has a very positive perception of tourists over the centuries. They have done thanks to the clear activities for this purpose. However, the expansion of tourism in Jerusalem is a clear indicator of strong return on investment in the city's brand.

While there is a lot of consumer market research, brand value concept is equally important in understanding the competitive dynamics and price structures of B2B markets. It is a fact that companies can charge premium rates that do not need to be matched by significant technological superiority or the benefits of product performance and functionality. Such premium rates reflect the value of a reputable producer.[8] The brand value can also be found in the positive effect of the brand, in contrast to the price, consumers accept it when they know the brand and the price that reflects the benefit of buying a product. Brand value belongs to the critical factor of success, but it is also a challenging task to create it, how to calculate it. Practitioners have created several tools to analyze this area, but there is no single generally

1   KELLER, K. L.: Brand Synthesis: The Multidimensionality of Brand Knowledge. In *Journal of Consumer Research*, 2003, Vol. 29, No. 4, p. 597.
2   BALTAS, G., SARIDAKIS, C.: Measuring Brand Equity in the Car Market: A Hedonic Price Analysis. In *Journal of the Operational Research Society*, 2010, Vol. 61, No. 2, p. 291.
3   BAČÍK, R., SZABO, Z. K., FEDORKO, R.: The Analytical Insight into Customer Perception of Quality Determinants of the E-Commerce Model B2C Subjects in the Central European Countries. In *Polish Journal of Management Studies*, 2014, Vol. 18, No. 2, p. 17.
4   ŠTEFKO, R., FEDORKO, R., BAČÍK, R.: Website Content Quality in Terms of Perceived Image of Higher Education Institution. In *Polish Journal of Management Studies*, 2016, Vol. 13, No. 2, p. 160.
5   NEUMEIER, M.: *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. Berkeley : New Riders Publishing, 2006, p. 74.
6   FEDORKO, R., BAČÍK, R., KERULOVÁ, V.: The Analysis on the Importance of the Reputation Management in Relation to E-Commerce. In *Polish Journal of Management Studies*, 2017, Vol. 15, No. 1, p. 51.
7   METTI, M. S.: *Jerusalem – The Most Powerful Brand in History*. [online]. [2018-10-09]. Available at: <https://www.metti-bronner.com/>.
8   BALTAS, G., FREEMAN, J.: Hedonic Price Methods and the Structure of High-Technology Industrial Markets: An Empirical Analysis. In *Industrial Marketing Management*, 2001, Vol. 30, No. 1, p. 602.

accepted way to measure brand value. The most challenging task is to build a proper bridge between the quantitative and qualitative elements that make up the value. Quantitative factors include, for example, profit margins or market share.[9] However, the challenge is to correctly link them to qualitative elements, such as prestige or association of interest. In general, most researchers are focused on a qualitative approach, because there is a lot of space to broaden the current knowledge. There are, therefore, a number of methodologies that in practice are often used to express brand value. One of them is David Aaker's methodology, which highlights ten brand attributes that help showing its strength. These factors include differentiation, satisfaction, loyalty, perceived quality, leadership or popularity, perceived value, brand personality, organizational associations, brand awareness, market share, market price, and finally distribution coverage.[10,11] This model is called Brand Equity Ten (BMT). Another is the Brand Equity Index from marketer Bill Moran, who derived the brand value index as a product of three factors: effective market share, relative price and durability. Another is Brand Asset Valuator from Young & Rubicam, which diagnoses the strength and value of the brand in four dimensions: differentiation, relevance, esteem and knowledge. The fourth best-known methodology is the Brand Valuation Model from Interbrand, which is also used for the purposes of this article, and will be described later in an article later. One of the challenges of brand management is to manage a number of changes that are constantly taking place in the marketing environment.[12] The marketing environment evolves and changes, often in a very significant way. Changes in consumer behaviour, competitive strategies, government regulations and other aspects of the marketing environment can significantly affect brand assets.[13] In addition to these external forces, however, the company itself can do a number of activities and internal changes in terms of strategy that can cause a change in perception or branding. Effective brand management requires proactive strategies that at least ensure maintenance, if not immediately increase the value of the brand in a very wide range of factors.

3 Methodology

In this article, we worked with the Interbrand international valuation and valuation methodology. It takes into account ten factors divided between internal and external. Internal factors are represented by clarity, commitment, governance, and responsiveness. External factors are authenticity, relevance, differentiation, consistency, presence, and engagement.[14] Marking a brand using this methodology

9   MATUŠÍKOVÁ, D., GBUROVÁ, J.: Perception of Discount Portals and Their Current Offer. In *Visnyk Volynskoho instytutu ekonomiky ta menedžmentu*, 2013, No. 7, p. 190.
10   BARAN, P. et al.: Price Influence Possibilities and Selected Factors on Buying Behavior of a Slovak Consumer. In *Journal of Applied Economic Sciences*, 2014, Vol. 9, No. 3, p. 342.
11   See: FARRIS, P. W. et al.: *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance. Upper Saddle River*. New Jersey : Pearson Education, 2010.
12   HAGYARI, P., BAČÍK, R., FEDORKO, R.: Analysis of the Key Factors of Reputation Management in Conditions of City Marketing. In *Polish Journal of Management Studies*, 2016, Vol. 13, No. 1, p. 73.
13   BAČÍK, R., GAVUROVÁ, B., GBUROVÁ, J.: Social Media, Corporate Website and Its Impact on Consumer Purchasing Decisions. In *Journal of Applied Economic Sciences*, 2017, Vol. 12, No. 5, p. 1316.
14   *Best Global Brands, 2018*. [online]. [2018-10-07]. Available at: <https://www.interbrand.com/wp-content/uploads/2018/10/Interbrand_Best_Global_Brands_2018.pdf>.

emphasizes the understanding of the impact of a strong brand on key business impact groups – the actual and potential customers, employees and investors. The BVM methodology was specifically designed to take into account all these factors. It is a strategic tool for today's brand management. Such a benchmark combines the market, brand, competitor and financial data into a single framework where we can look at brand performance from different angles, identify areas for growth, or quantify the financial impact of brand investing. This methodology works with Thomson Reuters financial data, GlobalData's global consumer data, and social media analytics from Infega. The following figure presents a simplified conceptual model of brand value according to Interbrand.

Picture 1: Methodology of the brand BVM
Source: Interbrand 2018

There are certain criteria that need to be met in order for the brands to be considered in the review. The brand must be global, so it must be in a state where it has already overcome geographical and cultural barriers related to its subject of business. At least 30% of the turnover must come from countries outside the company's home. The brand must have a significant presence in Asia, Europe and North America and cover a broad spectrum in other emerging markets. The company must have available financial data according to standard legislation. This combination – global, visible, growing and relatively transparent in the financial statements – explains the situation when there is no brand in the list that could otherwise be expected.

4 The Main Findings of the Analysis

The next list presents world-class global brands with their current value, which is reported in millions of dollars. The second and no less important indicator is % change of brand value from the last year. It is this indicator that can more easily show the trend the brand is taking, because the actual value does not have to belong to the highest, but the high trend of growth in the conditions of that particular brand can evoke a really good situation in the company in several aspects. The top 30 most valuable brands (the complete list labeled 100 brands) are listed in the following table.

Table 1: Best Global Brands 2018 (top 30)

Rank	Brand	*% change since 2017*	*Current value*
1.	Apple	+16%	214,480 $ mil.
2.	Google	+10%	155,506 $ mil.
3.	Amazon	+56%	100,764 $ mil.
4.	Microsoft	+16%	92,715 $ mil.
5.	Coca Cola	-5%	66,341 $ mil.
6.	Samsung	+6%	59,890 $ mil.
7.	Toyota	+6%	53,404 $ mil.
8.	Mercedes	+2%	48,601 $ mil.
9.	Facebook	-6%	45,168 $ mil.
10.	McDonald´s	+5%	43,417 $ mil.
11.	Intel	+10%	43,293 $ mil.
12.	IBM	-8%	42,972 $ mil.
13.	BMW	-1%	41,006 $ mil.
14.	Disney	-2%	39,874 $ mil.
15.	Cisco	+8%	34,575 $ mil.
16.	GE	-26%	32,757 $ mil.
17.	Nike	+11%	30,120 $ mil.
18.	Louis Vuitton	+23%	28,152 $ mil.
19.	Oracle	-5%	26,133 $ mil.
20.	Honda	+4%	23,682 $ mil.
21.	SAP	+1%	22,885 $ mil.
22.	Pepsi	+2%	20,798 $ mil.
23.	Chanel	New	20,005 $ mil.
24.	American Express	+8%	19,139 $ mil.
25.	ZARA	-5%	17,712 $ mil.
26.	J.P. Morgan	+12%	17,567 $ mil.
27.	IKEA	-5%	17,458 $ mil.
28.	Gillette	-7%	16,864 $ mil.
29.	UPS	+3%	16,849 $ mil.
30.	H&M	-18%	16,826 $ mil.

*Note: Brands without % change were ranked for the first time in the top 100 most valuable world rankings, thus there is no past review.
Source: Own processing

Based on the previous table, we can state that the first places are taken by the technology giant's brands. For almost the entire century, Coca-Cola has been considered the most valuable brand in the world until Apple appeared on the market in 2011. Since then it has fallen to the fourth place, with no significant change in its value. On the other hand, more and more brands, especially from the technology sector, are approaching and likely to overtake them in the future. In the past 5 years, the world's most valuable brand has tripled its value, which only confirms its dominance. However, the brand we should pay the most attention to is Amazon, which has moved this year to the third place. More important than its ranking is the % change, which is 56%. It is worth noting that, thanks to its activities and new products, it was able to double its value in just one year. This trend will likely continue in the future as well. We therefore consider the Amazon to be the biggest jumper of the year 2018, but the change of Netflix (rank 66. – 8,111 million dollars) also rose by 45%. Gucci has also risen above the 30% (rank 30. – 12,942 million dollars). We see a significant change over the past year in case of Salesforce (rank 75. – 6,432 million dollars) and Luis Vuitton (rank 18. – 28,152 million dollars), both at 23% growth, followed by PayPal (rank 73. – 6,621 million dollars) with a 22% increase and MasterCard (rank 70. – 7,545 million dollars) along with Adobe (rank 51. – 10,748 million dollars) at a 19% increase in value over the previous year. Attention was also drawn to the brands that appeared in this ranking for the first time. These are brands from the luxury fashion, technology, alcohol or automotive sector. In particular, they are represented by Chanel (rank 23. – 20,005 million dollars), Spotify (rank 92. – 5,176 million dollars), Hennessy (rank 96. – 4,722 million dollars), Nintendo (rank 99. – 4,696 million dollars) and Subaru (rank 100. – 4,214 million dollars).
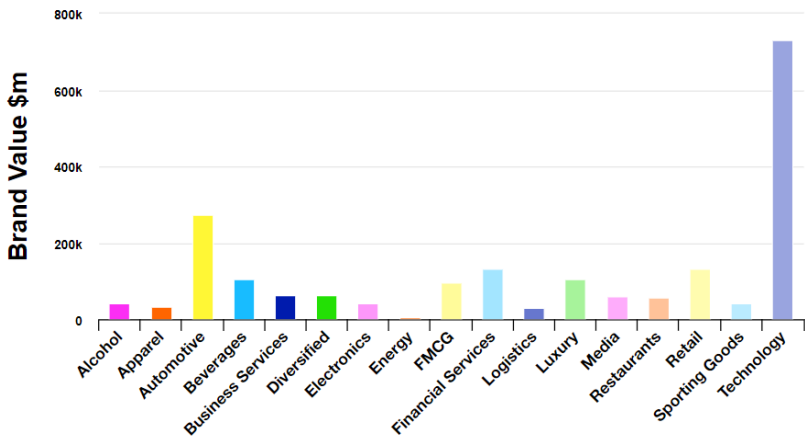
Chart 1: Sector overview
Source: Interbrand 2018

We looked at the individual representation of industries in this global branding list. The trend that raised the first ladder is also visible in this chart. Technological companies reached the highest scores in the rankings. Their value in this list reaches

731,561 million dollars. This sector is followed by a really big gap, by the automotive industry with a total value of 275,066 million dollars. The third sector was financial services with a total value of 132,735 million dollars.

Conclusion

Brands that have stabilized the market situation and were able to maintain relevance to their industry are the ones that can afford to take courageous, short-term, risky steps with a positive effect. This is mainly due to the fact that they have a very clear long-term vision as a brand. They have created something like a strategic map in which we can find the necessary directions leading to the growth of brand value and the transformation steps that are necessary to achieve long-lasting and sustainable prosperity in the current highly competitive world. In order for the brands to succeed in today's competitive market, they must constantly ask few questions. This includes, for example, as whether branding creates a sufficiently different and unique customer experience at every point of the customer transformation process. Whether they use the brand as a lever for better corporate growth and return on investment. Whether they are expecting incoming industrial trends. Whether they are testing and reinforcing their brand so they can compete, by entering new categories and new markets, building new partnerships and new acquisitions. Last but not least, if the brand produces a strong emotional bond and embraces its vision for the target audience. Nowadays, it seems like that the technology sector has a reserved place in the market. Technology is present in almost every aspect of our lives. There is only a very small chance that any of the brands outside this area would be able to attack the first positions. In the near future, however, due to the trend, it is expected to be the world's most valuable brand. With great probability, Amazon will become the world's most valuable brand.

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ATTITUDES OF ENTREPRENEURS TO THE FINANCIAL ADMINISTRATION IN SLOVAKIA

Ivana Ondrijová – Jaroslav Korečko

Abstract

The financial administration of the Slovak Republic has undergone several changes over the last period. The changes were based on objectives of the reform and should lead to a more effective functioning of the financial administration. The aim of the paper is to interpret results of a questionnaire survey that identifies the attitudes of financial administration clients to its new functioning. The questionnaire was addressed to entrepreneurs of the Slovak Republic. It finds out the attitudes of respondents to the time consuming of tax agenda management, the electronisation of services and the communication with financial administration. Results of the questionnaire survey were evaluated by correlation analysis. The research has shown good satisfaction of financial administration clients with the monitored areas.

Key words:

Entrepreneur. Financial Administration. Tax. Tax Administration.

Introduction

The reform of tax and customs administration in Slovakia is a hot topic for nearly a decade. It runs through the UNITAS program, which strategic goal is to build an effective customer-oriented tax and customs administration, to create an efficient and effective system covering all tax and duty obligations and to simplify and streamline tax and tax-related processes for taxpayers. The aim of the paper is to point out the attitudes of entrepreneurs to the tax administration of the Slovak Republic in terms of time consuming, electronisation of services, communication with offices and difficulty of tax agenda management.

1 Theoretical Background

The Tax Administration consists of state and local authorities that are authorized by lawful mandates to carry out defined tax administration activities. Tax administration means the registration of taxable persons and their search, verification of the documents necessary for correct and complete tax identification, tax proceedings, tax control, registration of taxes and advance payments, including settlement of tax overpayments and tax arrears, tax enforcement proceedings and other activities of the tax administrator.[1] Other author defines the tax administration as a part of state administration, which is responsible for administration and tax collection. Tax administration is labour-intensive and requires a considerable amount of information technology, and a substantial amount of public funds to secure its work. Its efficient functioning is a prerequisite for obtaining funds for fulfilment of tasks and therefore the administration needs to be optimized.[2] In the beginning of 2007, the Ministry of Finance of the Slovak Republic drew up the strategic document "Reform of the tax

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1 For more information, see: KUBINCOVÁ, S.: *Dane, poplatky, clo a ďalšie povinné platby (vymedzenie pojmov a právna úprava)*. Banská Bystrica : Právnická fakulta Univerzity Mateja Bela, 2009.

2 See: MEDVEĎ, J. et al.: *Daňová teória a daňový systém*. Bratislava : Sprint dva, 2009.

Finance of the Slovak Republic drew up the strategic document "Reform of the tax

and customs administration and the unification of the collection of taxes, duties and insurance contributions (framework analysis and proposal of procedure)". That document defines the objectives and outlines of basic procedures for reforming tax and customs administration and unifying the collection of taxes, duties and insurance contributions in two phases of the program. "The Concept" document is a proposal of the Ministry of Finance elaborated by following the Reform Strategy for achieving the objectives of the Government Declaration of the Slovak Republic.[3] The "Concept" is based on fundamental principles for optimal functioning of tax and customs administration, it means: simplicity, fairness, effectiveness, efficiency, orientation on the subject and responsibility. The Tax and Customs Administration Reform, followed by unification of tax collection, duties and insurance contributions, is carried out through the two-stage process – UNITAS I and II program. Strategy for the Development of Financial Governance, which defines the strategic goals of an organization, serves to support effective planning of further direction and the development of financial administration in the medium to long term. The document was drawn up by the Ministry of Finance in 2013. The direction of financial administration is based on intentions of the Government of the Slovak Republic defined in the Government's Program Statement, which is based on the Europe 2020 Strategy. The EU priorities and objectives, defined in the Europe 2020 Strategy, were further elaborated in the national documents approved by the Slovak Government. National materials that are used to define strategic objectives of financial administration include, for example, National Program of Reforms of the Slovak Republic, Strategy of Informatization of Public Administration, National Concept of Informatization of Public Administration, National Quality Program of the Slovak Republic, as well as National Strategy for Information Security in Slovakia. The Lifelong Learning Strategy 2011, endorsed by the Government of the Slovak Republic is the starting point for the development of human resources, including the promotion of lifelong learning.[4]

Ensuring the fulfillment of the revenue part of state budget and the EU budget is a priority task of financial administration. The objective of the development of financial administration is to streamline processes and implement changes into the organization so that this task is fulfilled, while endeavoring to maximize the implementation of state budget revenues provided by the state budget law. To reduce the administrative burden and simplify the performance of its duties, the financial administration will continue to participate in simplifying procedures and documents relating to tax and customs procedures and facilitating the performance of the entity's obligations. Providing expert information to the public is an important factor in their support for voluntary fulfillment of payment obligations. In order to improve the services provided, the emphasis will be put on expanding electronic services in order to provide comprehensive services that make communication more efficient and reduce time and financial demands on both the taxpayer and the financial administration.[5] The aim of the Ministry of Finance of the Slovak Republic is to develop financial administration so that it is able to keep pace with organizations of same type in the

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3   MINISTRY OF FINANCE OF THE SLOVAK REPUBLIC: *Koncepcia daňovej reformy v rokoch 2004 – 2006*. [online]. [2018-06-12]. Available at: <http://www.mfsr.sk/Default.aspx? CatID=3995>.

4   MINISTRY OF FINANCE OF THE SLOVAK REPUBLIC: *Národný program reforiem*. [online]. [2018-07-18]. Available at: <http://www.finance.gov.sk/Default.aspx?CatID=5197>.

5   MINISTRY OF FINANCE OF THE SLOVAK REPUBLIC: *Národný program reforiem*. [online]. [2018-07-18]. Available at: <http://www.finance.gov.sk/Default.aspx?CatID=5197>.

individual EU Member Countries in order to achieve a respected position in society as well as in international structures and international organizations and to ensure development and enhancement efficiency in all its activity areas. To achieve this goal, the following strategic objectives for financial administration are set:

• Ensure the fulfilment of revenues of the state budget and the budget of the European Union;
• Increase the level of services provided by financial administration;
• Enable external communication;
• Facilitate international trade;
• Increase the efficiency of major financial administration processes;
• Increase the level of fight against tax and customs criminality;
• Take effective measures to increase security;
• Effectively utilize funding sources;
• Make internal communication more effective;
• Increase the professionalism and integrity of financial administration staff;
• Increase the level of IT support for financial administration;
• Modernize customs passes;
• Continue to transform the financial administration.

The conclusion of the document states that the aim of the Ministry of Finance is financial administration, which will be customer-oriented with the use of a proactive approach and the introduction of a new philosophy of management. New management is based on the diversification of access to taxpayers with a view to providing support for voluntary fulfillment of payment obligations, thus ensuring fulfilment the state budget and, ultimately, the consolidation of public finances.[6] According to the survey there was a demonstrated dissatisfaction of subjects concerned with the tax and customs system in the period after the reform. The most critical point were the costs of labour engaged in tax and customs agenda, and time costs of processing the agenda. The findings point to the need to simplify the tax and customs system by electronisation of the agenda, increasing the transparency of public finances, and the general trust of citizens against the tax evasion mechanism and the amount of money spent on tax and customs offices.[7]

2 Methodology

The aim of the research was to assess attitudes and behaviour of Slovak entrepreneurs in compliance with tax obligations in terms of the Reform of tax and customs administration. Basic set was made up of entrepreneurs of the Slovak Republic. We selected the sample by random selection. We used the EDB database (European database – B2B database of companies), which included 832,114 registered business entities of the Slovak Republic at the beginning of the data collection (January 2016). The sample consists of 560 respondents. To obtain the primary data, we used the

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6   MINISTRY OF FINANCE OF THE SLOVAK REPUBLIC: *Národný program reforiem*. [online]. [2018-07-18]. Available at: <http://www.finance.gov.sk/Default.aspx?CatID=5197>.
7   See: DOBROVIČ, J.: *Manažment efektívnej daňovej správy SR v kontexte regiónov pred reformou daňovej správy SR s návrhom jej zefektívnenia po reforme.* [Habilitation thesis]. Prešov : Prešovská univerzita, 2014.

questionnaire method. The objective was to collect and quantify data on attitudes of entrepreneurs towards tax obligations. The questionnaire contained 11 items. First 8 items were about the legal form, the number of employees, type of paid tax, residence, length of practice with the tax agenda, position in the company, achieved education and education in field of accounting/taxes. The ninth item contained 10 statements where respondents answered by using the 5-degree Likert's scale. These statements were selected based on the four criteria (time consuming, electronisation of services, communication with authorities, demanding management of the tax agenda). Items 10 and 11 were opened and provided space to express the own opinions in the field of time-consuming filling in tax documents and comments on the questionnaire. In terms of mathematical and statistical, there were used analytical methods based on the analysis of obtained data (normal data distribution curve, measurement scale used) and data distribution, either parametric statistic methods (Pearson correlation, ANOVA, regression analysis) or nonparametric statistics, in case of free data distribution (Spearman's correlation, Kruskal-Wallis test).

3 Results and Discussion

The sample includes 358 companies and 202 sole proprietors, most businesses have up to 100 employees. In terms of number of taxes paid by the payee, 67% of respondents paid four types of taxes; other respondents were almost evenly divided into groups with one, two, three or five taxes. The autonomous regions Bratislava region had the largest representation in the survey sample (29.11%), which reflects the overall distribution of business entities in the Slovak Republic. The representation of other autonomous regions is balanced, ranging from 8.57% to 11.96%. From practical point of view, the staff that completed the questionnaire had an experience average of 16 years. In the structure of research sample accountant or economist were positions we observed most answers. Based on the level of education a majority group had at least the second stage of higher education (72.32%). 75% of respondents had educated in accounting and/or taxation issues. Summary of answers results (1 – I totally agree, 5 – I do not agree at all) on 10 statements under the 9th item was as follows:

- 9A: *The necessary visit to the tax office takes me a lot of time* – a balanced representation of the answers on the scale, ($\tilde{x} = 3\tilde{x} = 3, \bar{x} = 2{,}98\bar{x} = 2{,}98$).
- 9B: *Getting new information about tax changes takes me a lot of time* – the high time of getting new information, ($\tilde{x} = 2\tilde{x} = 2, \bar{x} = 2{,}33\bar{x} = 2{,}33, \hat{x} = 1\hat{x} = 1$).
- 9C: *In the submission of tax documents electronically, I consider the difficulty of the process of filling in electronic forms as a problem* – the research sample does not consider the difficulty of the process of filling in electronic forms as a problem, ($\tilde{x} = 4\tilde{x} = 4, \bar{x} = 3{,}48\bar{x} = 3{,}48, \hat{x} = 4\hat{x} = 4$).
- 9D: *I prefer to manage my tax matters by personal form rather than electronic form* – complete disagreement with the preference for handling tax matters through personal meetings, ($\tilde{x} = 5\tilde{x} = 5, \bar{x} = 4{,}08, \hat{x} = 5\hat{x} = 4{,}08, \hat{x} = 5$).
- 9E: *On the Financial Administration website I can find all the information I am looking for* – a balanced response on the scale, ($\tilde{x} = 3\tilde{x} = 3, \bar{x} = 2{,}84\bar{x} = 2{,}84, \hat{x} = 3\hat{x} = 3$).

- 9F: *Staff at the tax office is always willing to help me in dealing with tax issues* – we can consider staff rather willing to assist clients in dealing with tax matters, ($\bar{x} = 2{,}55$ $\bar{x} = 2{,}55, \tilde{x} = 3\tilde{x} = 3$).
- 9G: *Call center services can fully compensate for personal consultations at the tax office* – equal representation of responses on the scale, ($\hat{x} = 3, \tilde{x} = 3\hat{x} = 3, \tilde{x} = 3, \bar{x} = 3\bar{x} = 3$).
- 9H: *The information provided (call center, personally, electronically) is always clear to me* – equal representation of responses on the scale, ($\tilde{x} = 3\tilde{x} = 3, \bar{x} = 2{,}84\bar{x} = 2{,}84, \hat{x} = 3$ $\hat{x} = 3$).
- 9I: *I often do not understand the instructions for completing tax forms* – the extreme categories of answers have a low representation (22.32% in total) so we cannot clearly assess the understanding of the instructions for completing the tax forms by the respondents, ($\hat{x} = 4\hat{x} = 4$).
- 9J: *Filling in the tax documents is time-consuming* – filling in tax documents is rather challenging ($\tilde{x} = 3\tilde{x} = 3, \bar{x} = 2{,}77\bar{x} = 2{,}77$).

3.1 Differences in Attitudes between Identified Research Sample Groups

We examined differences between the groups that are created and identified on the basis of individual identity issues. The differences were between:
- (A) tax payers' groups and attitudes to items 9A, 9B, 9C and 9J,
- (B) the education and attitudes to items 9A, 9C and 9J,
- (C) the registered office of the business entity (residence) and the position on item 9F,
- (D) the length of practice and attitudes to items 9A, 9C, 9I and 9J.

Within the structure of the research sample described above, we had identified 5 groups of business entities that recognized themselves as payers of 1 to 5 taxes. We found out the difference between the groups in agreement with the statement 9A "the necessary visit to the tax office takes me a lot of time." Results are shown in Chart 1. We assume that the amount of duties arising from the payment of individual taxes is various and therefore there are the differences between the above-specified groups.
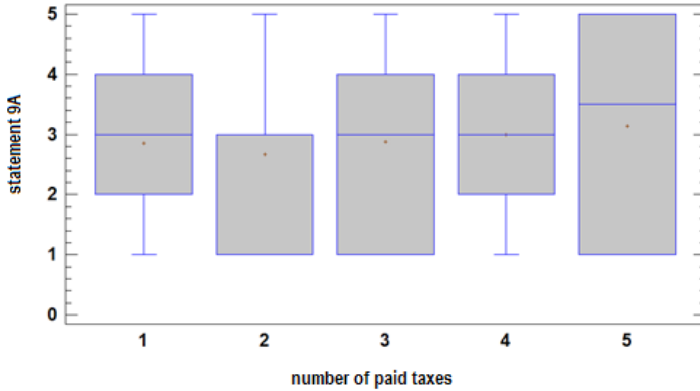
Chart 1: Differences between groups according to the number of taxes paid in accordance with the statement 9A

Source: Own processing

Using the Kruskal-Wallis test (K-W = 2.035, p = 0.127) we did not confirm the expected difference in the perception of time needed for a visit to tax authorities. There may not be noted that with an increasing number of taxes, which the entity pays, the subjective perception of time needed to visit the tax office is increasing (rS = -0.056; p = 0.184). The number of taxes payable by the payee is therefore not determinant for the assessment of this aspect of financial administration. Another assumed difference is the attitude of groups of tax payers to statement 9B "Getting new information about tax changes takes me a lot of time" (Chart 2). We expected that in an environment of ever-changing legislation, with the increasing number of taxes, the amount of time needed to get new information about possible changes growths.
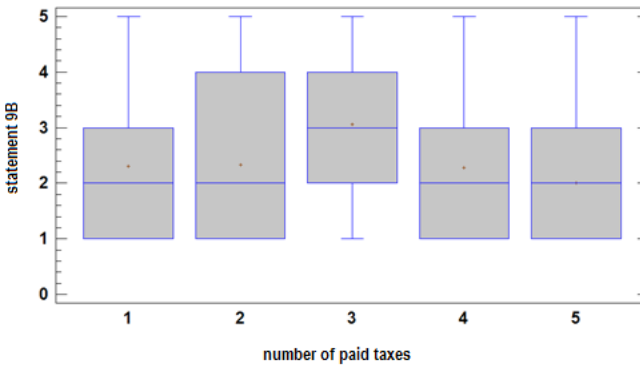
Chart 2: Differences between groups according to the number of taxes paid in accordance with the statement 9B

Source: Own processing

The Kruskal-Wallis test (K-W = 22,136; p ≤ 0,001) confirmed the differences between the groups. Using the Bonferroni Multiple Comparison Method, we identified the difference between business entities, which are payers of three taxes. This group was statistically significantly different from the groups of subjects that are four and five tax payers. At the same time, we can conclude that with the increasing number of taxes, the subjective evaluation of time intensity associated with acquisition of new information trivially raises (rS = 0.135; p = 0.035). The third difference between groups of business entities is their agreement with the statement 9C "In the submission of tax documents electronically, I consider the difficulty of the process of filling in electronic forms as a problem." We assume that the number of taxes paid by respondents directly affects the quantity and consequently the quality required by business entity to process electronic documents.

Chart 3: Differences between groups according to the number of taxes paid in accordance with the statement 9C

Source: Own processing

A group of business entities whose agreement with the statement 9C was significantly different indicated that they were payers of 2 taxes (K-W = 13,227; p = 0,010) (Chart 3). We also note that the perceived difficulty of the process of filling electronic documents (rS = -0,101; p = 0,016) is trivial. The reason for this result is the fact that the volume of electronic forms which the business entity must work with, increases its knowledge of procedures and therefore decreases the agreement with the 9C statement. The last observed difference between groups of tax payers is their agreement with the statement 9J "Filling in tax documents is time consuming." We assume that the number of taxes is directly correlated with the time-demand of filling in their documents. Based on Chart 4, as well as the Kruskal-Wallis test results (K-W = 1.769; p = 0.241), we can conclude that there is no difference among the groups in accordance with the statement 9J. The number of paid taxes does not affect the assessment of time needed to fill in the tax documents. At the same time, the two variables do not correlate statistically (rS = 0.031; p = 0.466), so processing of the agenda associated with higher taxes cannot be considered more time consuming.

Chart 4: Differences between groups according to the number of taxes paid in accordance with the statement 9J
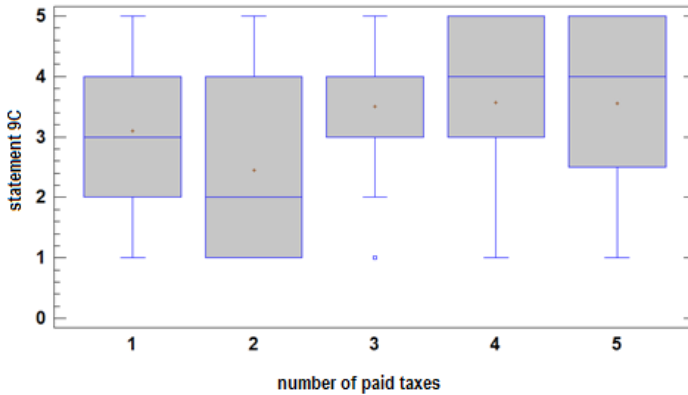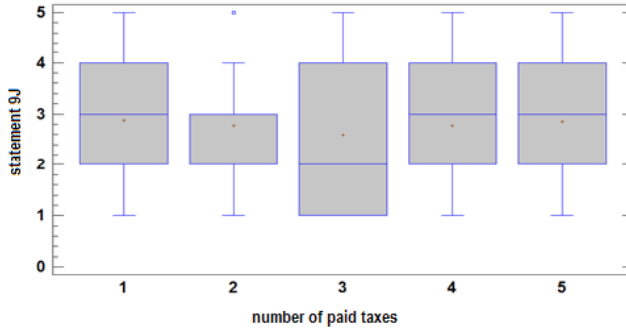
Source: Own processing

In the framework of statistical evaluation of the questionnaire, we identified groups of items for which we predicted the existence of statistical dependence. Based on the analyses, we note that the number of taxes (1 to 5), which business subject pays, does not directly affect the time which the entity needs to devote to the administrative activity associated with financial administration duties. We identified groups that were statistically significantly different (e.g. the second group in assessing the time-consuming of obtaining new information on tax changes), but we consider them to be a consequence of the structure of the research sample. In the sample, 3 groups of respondents were identified according to highest education attained – secondary, university level I., and level II. degree. First observed difference in terms of educational attainment is the difference in agreement with the statement 9A "The necessary visit to the tax office takes me a lot of time" according to the achieved education. We expected respondents with higher education spend less time on the necessary visits to the tax office (lower frequency of visits).

Chart 5: Differences between groups according to the achieved education in accordance with the statement 9A

Source: Own processing

Based on Chart 5 and the Kruskal-Wallis test (K-W = 2.135; p = 0.347), we can state that the level of education is not a difference factor in agreement with the statement 9A. Respondents assess the time-consumingness of the necessary visits to the tax authorities the same way, regardless of the highest level of education attained. Another difference that is observed among groups of business entities is the difference in consistency with the 9C statement. " n the submission of tax documents electronically, I consider the difficulty of the process of filling in electronic forms as a problem." We supposed that respondents with higher education experience perceive the process of filling in electronic forms as less difficult.
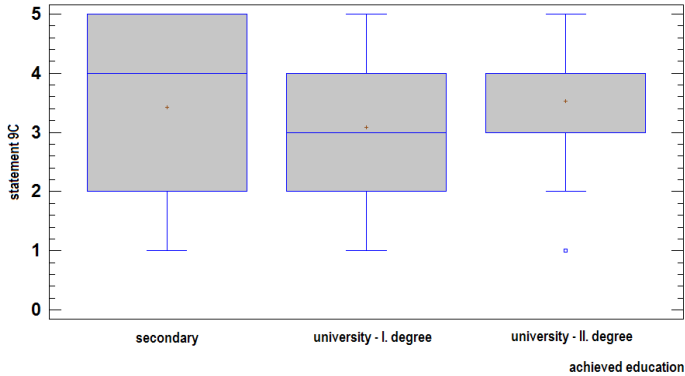
Chart 6: Differences between groups according to the achieved education in accordance with the statement 9A
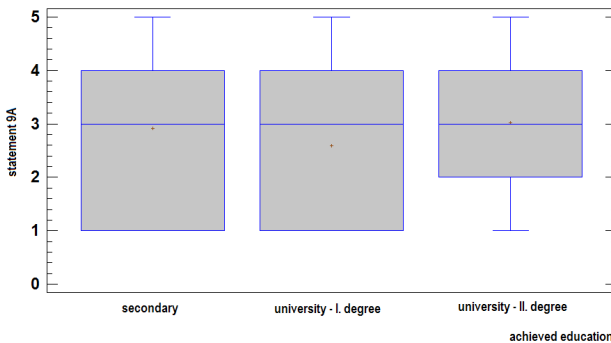Source: Own processing

The Kruskal-Wallis test (K-W = 1,927; p = 0,056) did not confirm the above assumption and thus the achieved education does not affect the assessment of difficulty of electronic documents filling procedure (see Chart 6). The last observed difference is the difference between groups of respondents according to the achieved education in agreement with the statement 9J "Filling in tax documents is time consuming." We assumed that groups with higher education need less time to fill in tax documents and therefore there are differences between the groups.
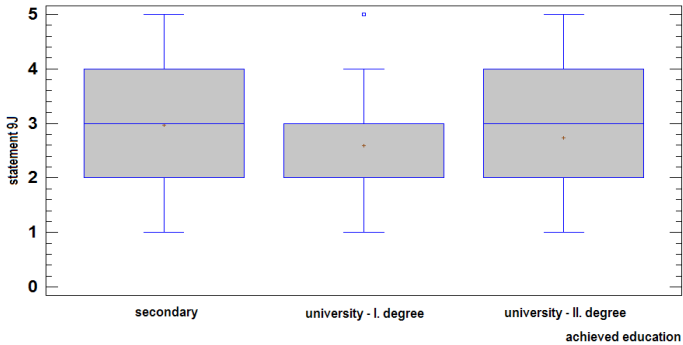
Chart 7: Differences between groups according to the achieved education in accordance with the statement 9J

Source: Own processing

Based on Chart 7 and results of the Kruskal-Wallis test (K-W = 3.568; p = 0.168) we note that educational attainment has no impact on the assessment of time needed to fill in the tax documents. Based on the results, we can say that the level of education achieved has no direct impact, respectively does not represent a factor in assessing the time-consumingness associated with a personal tax office visit, the timeliness of completing tax documents, or evaluating the difficulty of the filling in electronic forms process. Separately is observed the difference in agreement with the statement 9F "On the Financial Administration website I find all the information I am looking for" in accordance with company residence. We are based on the provisions on territorial jurisdiction of taxpayer to tax office. We assumed that there are differences between staff in each region.

Chart 8: Differences between groups according to the registered office in accordance with the statement 9F

Source: Own processing

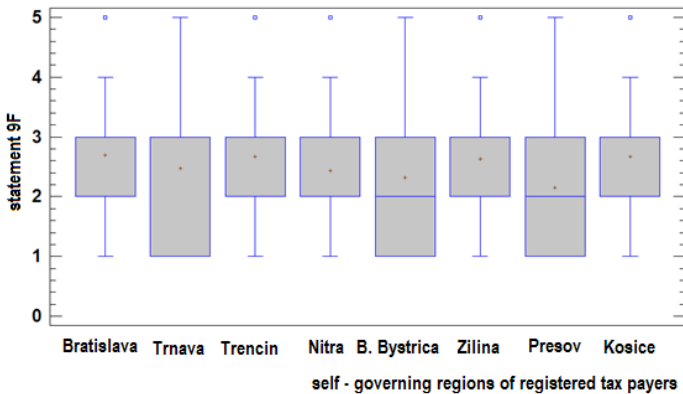Kruskal-Wallis test (K-W = 17.234, p = 0.016) demonstrated a difference in agreement with the statement 9F between respondents of Bratislava region (BSK) and the Prešov region (PSK) (Chart 8). Except for this pair, we can consider the willingness of employees at tax offices in the self-governing regions of the Slovak Republic as equal. The respondents had a 1 to 40 years length of practice. This number shows a weak linear relationship with the attitude to 9A ($rS = 0.084$; $p = 0.046$). We can conclude that respondents with more years of practice in the field of accounting take less time to visit the tax office. For a more detailed examination of this dependence (Table 1) we used linear regression. We can follow the statistical significance of the regressor as well as the locating constant.

Table 1: Linear regression – Length of practice x Attitude to statement 9A Coefficients

Parameter	Least Squares Estimate	Standard Error	T Statistic	P-Value
Intercept	2,72314	0,139346	19,5422	0,0000
Slope	0,015867	0,00767588	2,06713	0,0392

Analysis of Variance

Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
Model	9,41419	1	9,41419	4,27	0,0392
Residual	1229,37	558	2,20317		
Total (Corr.)	1238,78	559			

Source: Own processing

Based on the above results, we can characterize the relationship between these two variables by means of a 75.99% regression function (KD = 0.7599).

ATTITUDE TO STATEMENT 9A = 2,72314 + 0,015867 * LENGTH OF PRACTICE
Based on the results of the Spearman coefficient ($rS = 0.1855$; $p \leq 0.001$), we note that there is a low linear relationship between the length of practice and attitude to this statement. With the increasing practice of the business entity, perceived difficulty of the process of filling in electronic forms is diminishing.

Table 2: Linear regression – Length of practice x Attitude to statement 9C Coefficients

Parameter	Least Squares Estimate	Standard Error	T Statistic	P-Value
Intercept	3,04121	0,117369	25,9116	0,0000
Slope	0,0272004	0,00646523	4,20718	0,0000

Analysis of Variance

Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
Model	27,6657	1	27,6657	17,70	0,0000
Residual	872,156	558	1,563		
Total (Corr.)	899,821	559			

Source: Own processing

The relationship between next two variables can be described using a simple regression function based on Table 2: ATTITUDE TO STATEMENT 9C = 3,04121 + 0,0272004 *

LENGTH OF PRACTICE
The veracity of model is only 3% (KD = 0.0307), i.e. This model cannot be considered as a guide. There is no statistically significant linear dependence between the length of practice and attitude to the 9I, as evidenced by the Spearman coefficient (rS = -0,0147; p = 0,727), which was reflected in the regression analysis results (Table 3).

Table 3: Linear regression – Length of practice x Attitude to statement 9I
Coefficients

Parameter	Least Squares Estimate	Standard Error	T Statistic	P-Value
Intercept	3,14529	0,111544	28,1976	0,0000
Slope	-0,00257324	0,00614441	-0,418794	0,6755

Analysis of Variance

Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
Model	0,247601	1	0,247601	0,18	0,6755
Residual	787,745	558	1,41173		
Total (Corr.)	787,993	559			

Source: Own processing

The assembled regression model has a minimal telling ability (KD = 0.0031) and is not statistically significant (p = 0.6755). The relationship between length of practice and attitude to statement 9I cannot be considered linear. The length of practice does not affect the understanding of the tax forms. Attitude to statement 9J does not significantly depend on the length of the respondent's practice (rS = 0.0353, p = 0.404). Equally, dependence was not confirmed by regression analysis (Table 4).

Table 4: Linear regression – Length of practice x Attitude to statement 9J
Coefficients

Parameter	Least Squares Estimate	Standard Error	T Statistic	P-Value
Intercept	2,68097	0,118509	22,6225	0,0000
Slope	0,00602059	0,00652805	0,922264	0,3568

Analysis of Variance

Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
Model	1,35541	1	1,35541	0,85	0,3568
Residual	889,187	558	1,59353		
Total (Corr.)	890,543	559			

Source: Own processing

Regression model based on results from the Table 4 has a minimal telling ability (KD = 0.0015), and this model is not statistically significant (p = 0.3568). The relationship between length of practice and attitude to statement 9J cannot be considered linear. The length of the respondent's practice does not affect the time it spends filling in tax

forms. The results of correlation and regression analysis have shown that the length of respondent's practice has a direct linear effect on some aspects of the perception of financial administration. Confirmed dependencies, however, are minimal, and on the basis of low regressor values in both confirmed pairs of variables, we do not consider the practice of business entities as a factor/ attribute that would determine the perception of individual aspects of financial administration.

Conclusion

We have used primary data obtained from our own questionnaire survey to assess the attitudes of entrepreneurs to the financial administration of the Slovak Republic. The survey sample consisted of 560 respondents (business entities – clients of financial administration) from all self-governing regions of Slovakia. We have identified the views and attitudes of respondents on selected aspects that we have identified from the reform goals. The results of the questionnaire survey confirmed the fulfillment of the reform goal, i.e. the orientation of financial administration on the client. We can conclude that the introduction of e-services has made it easier to handle tax obligations in general. Respondents are satisfied with the willingness of tax office staff yet and prefer electronic communication. Electronisation, as one of the key objectives of the reform, is perceived by the respondents as positive. The reform of financial administration has changed the number of factors by which it is closer to their clients, but there are still possibilities for improvement in this area.

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MAGICAL MIRROR OF THE SUCCESS OF CZECH FAMILY FIRMS

Naděžda Petrů – Andrea Tomášková

Abstract
The last year's contribution titled the Evaluation of marketing activities of family business confirmed that from the individual marketing tools/methods in Czech family firms attention is paid primarily to the values presented to customers and the development of relationships with customers – which fully corresponds to the tradition of family business.[1] The knowledge gained led the authors to an idea to set an additional scientific goal – to evaluate the relationship between the financial success of the family firm and its social responsibility activities. The contribution is based on general scientific methods, especially by the method of compilation of specialized texts, primary quantitative and qualitative research, time series method, deduction and generalization. The results of this study confirmed the assumption that the social responsibility of Czech family firms is related to their size and the amount of profit. The higher the profit, the greater the number of socially responsible activities the company performs and presents through the Internet media.

Key words:
Czech Republic. Family Business. Family Firm. Generation. Profits. Prosperity. Sales. Small and Medium-sized Firm. Social Responsibility. Success.

1 The Success of Czech Family Firms

> "*Failure is simply the opportunity to begin again, this time more intelligently*"
> Henry Ford

What is success? How to define a successful person, successful entrepreneur, and successful family firm? Success is a word that can hide "the whole world". It does not name one particular thing, one particular situation or one particular feeling. For everyone, there is something different hiding behind this placeholder (word). The Oxford Dictionary defines success as achieving a planned goal.[2] Success can be for one family firm a quick and flexible reaction to market changes, for a second one an entry to foreign markets, for a third one construction of a new production area, for a fourth a hand-over to a family member, etc..[3] In the following text, let us look at the following factors that may affect the success of Czech family businesses. A successful family business had in the past, has in the present and will have in the future always its vision, face, identity, brand, know-how, family and corporate culture. It distinguished, distinguishes, and will distinguish it from other business entities. The success of family business comprises the following: intergenerational transference, long-term linkage of employees, customers and suppliers with a family business, a positive relationship to the place where the family business operates. Company traditions, mythology and the founder's reference are symbolic values and are also the mirror

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1   PETRŮ, N., ZICH, F.: Evaluation of Family Business Marketing Activities. In PETRANOVÁ, D., ČÁBYOVÁ, Ľ., BEZÁKOVÁ, Z. (eds.): *Marketing Identity 2017. Conference Proceedings*. Trnava : FMK UCM, *2017, p. 409.*

2   VAJGLOVÁ, V.: *Definice úspěchu. Co znamená pro Vás?* [online]. [2018-01-20]. Available at: <https://www.businessleaders.cz/2016/01/definice-uspechu-co-znamena-pro-vas/>.

3   KUBÍČKOVÁ, L., MARKOVÁ, Š.: Identification of the Key Success Factors of the Internationalization of Smes´ Operating in the Field of Engineering. In *Trends Economics and Management*, 2011, Vol. 5, No. 9, p. 25.

of success. Success is also measured by the aspect and ability of family members to communicate with each other incongruently (according to the CUP theory[4]) across generations. Success is also the moment when the owner of a family firm is elected to local, district, regional, or national (country) politics – voters have confidence in him.[5] Success is evaluated in many competitions – successful family businesses are nominated to the following contents: the Family Firm of the Year, Entrepreneur of the Year, Corporate Social Responsibility Firm of the Year, etc. Successful and unique brands of products are holders of the marking/certificate Regional Foodstuff, Regional Product.[6] Successful family firms gain prestige and recognition thanks to their charity or other socially responsible activities. Successful modern family firm is primarily an economic institution (the success is measured by the classic financial indicators such as growth/decline/revenue growth, earnings before and after taxes, number of employees, etc.) but also has a number of social, cultural, environmental, political, and other functions.

Family business in the Czech Republic does not exist either as a separate economic category or as a legislative term. It is often included under the business of small and medium-sized firms where ownership characteristics are not distinguished. Every legal form of business (natural person, legal entity – business corporation) has its own specifics. An entrepreneur chooses its form according to their business activities and intentions. In the Czech Republic, family firms are not an exception, which after 1989 owners were establishing as small trade licensing establishments (self-employed – OSVČ), then they transformed into the form of a limited liability company. At the time of the need for investment capital, they transformed into joint stock companies. (Examples include LIKO-S, a.s. 1. Ždárská plynářská a vodářská, a.s., ABADIA, a.s., MOSER, a.s., Z-Group Steel Holding, a.s. and many others.) Even this growth can be considered a measurable indicator of success. Vysoká škola finanční a správní, a.s. (University of Finance and Administration) has been collecting information about family firms for three years, creating a list of family firms. A sample analysis of 2, 914 family firms showed that most of them does business as limited liability companies (s.r.o.) (48%), 19.7% as a joint stock company, 18.1% as a natural person, 11.1% as an agricultural farmer, and 3% by other forms – see graph 1.

4   KUPEC, V.: Audit of a Buyer's Selective Attention in the Online Environment. In PETRANOVÁ, D., ČÁBYOVÁ, Ľ., BEZÁKOVÁ, Z. (eds.): *Marketing Identity: Online rules – part II. Conference Proceedings.* Trnava : FMK UCM, 2017, p. 126.

5   HLAVAČKA, M. et al.: *Rodinné podnikání v moderní době.* Prague : Historický ústav, 2018, p. 9-11.

6   Regional brands for local products are a tool for supporting the local economy. They designate products with an exceptional connection to the region, its character, tradition, culture or history, which by their uniqueness have great potential for development (remark by the authors).
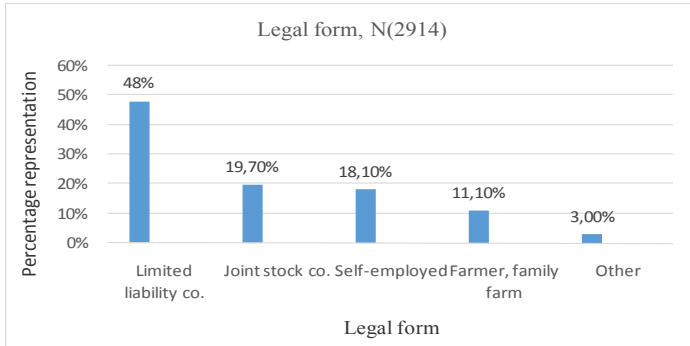
Chart 1: Legal form of Czech family firms conducting business
Source: PETRŮ, N., HAVLÍČEK, K., TOMÁŠKOVÁ, A.: Comparison of Marketing Vitality of Family and Non Family Companies doing Business in the Czech Republic. In *Economics and Sociology*, 2018, Vol. 10, No. 2, p. 29.

Factors influencing the success and prosperity of a family business can be divided into internal and external – depending on, where it affects the business from. The most important factors of the surrounding environment include: the current state and outlook of the general economic environment, the development of the given sector, the state regulation of the branch, the legislative requirements, the development and trends of the market etc. The internal factors include, for example, the personal situation of the owner/founder, family goals, assets/financial goals), family and business long-term strategy – is a prerequisite for the success and competitiveness of a family business, ensues from the needs of the business, taking into account changes in resources, market and surroundings. Another factor is the structure – from the point of view of success in the structure of the family business, the tangible and intangible assets of the firm (e.g., know – how, experienced and qualified employees) and the way of their utilization, culture – behaviour of people inside the enterprise and their way of dealing with the outside environment, values (affect work ethics, discipline and loyalty to the enterprise). It is very important to be focused on increasing efficiency based on quality management, cutting operational cost, higher capital usage with bigger efficiency.[7] All these external and internal factors – if well understood and moderately controlled – can be a source of success.[8]

The success of Czech family businesses can also be attributed to the ability to take advantage of the strengths of family business and the opportunities that come from the outside environment. Strengths – bearers of success – include: mutual agreement between individuals, engagement of family members, typical knowledge for their own activities (family secret technologies), flexibility of work, time and money, long-

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7   PÍSAŘ, P., HAVLÍČEK, K.: Advanced Controlling and Information Systems Methods as a Tool for Cohesion and Competitiveness of the European Union. In STANÍČKOVÁ, M., MELECKÝ, L. (eds.): *Proceedings of the 4th International Conference on European Integration.* Ostrava : VŠB – Technical University of Ostrava, 2018, p. 1273.
8   VEBER, J. et al.: *Management – Základy, moderní manažerské přístupy, výkonnost a prosperita.* Prague : Management Press, 2014, p. 350.

term planning with a view of intergenerational handover, stable firm culture, speed of decision-making, teamwork, pride, transparency and credibility, productivity (the power of capital per employee). Efficiency and effectiveness (utilization of resources available), socially responsible behaviour, optimistic attitude to corporate problems, use of internal financing. In addition, it is possible to list the proximity of local markets, job creation, focus on quality, high customer confidence in product/ service of family business, tax advantages in certain sectors of the economy (agriculture, etc.), credit advantages in some sectors of the economy or some banks (e.g. Equa bank). The pillars of a successful, strong and stable family business include strategic management of a family business, succession management, growth and expansion, risk management, preservation of tradition and family wealth, charity.[9] Charity is an important element of wealth management, which consists of charity goals and the transfer of wealth through charitable donation. If a family business is ready to donate money, property and share experience like this, it can positively support society, the surrounding community and the environment. In order to fulfil the family's charity, it is important not only that these forms of donation are consistent with family values but also that they become an effective tool in managing wealth and performing socially attractive and necessary activities.[10]

In order for family firms to be able to afford donor, sponsorship and other social responsibility activities, they must achieve better financial performance; they must be different in competition. Studies conducted at Harvard show that family-controlled, socially responsible firms are more diversified and more vertically linked, which is reflected in profitability. Other academic studies in the United States show that family businesses have long-term views on the strategy, less debt, higher reinvestment rates. A study from IMD in Switzerland shows that family firms have a different corporate culture that leads to higher profitability and enables the family business to engage in social engagement.[11] The question of whether the social responsibility of family firms in the Czech Republic is dependent on their financial success is answered by the outputs of the research in the following chapter.

2 Research Method

On 17 May 2018, the 7th annual Equa Bank Family Firm of the Year Competition was launched in 2018. A total of 15 medium-sized firms and 37 small firms were nominated to the competition. The expert jury, the member of which was Naděžda Petrů, co-author of the article, selected 5 small and 5 medium-sized firms. The authors then examined these 10 firms. This is a targeted selection of qualitative research respondents and a targeted collection of qualitative and quantitative data. Qualitative research was conducted in the form of structured telephone or personal interviews with owners of selected firms. External data used to process time series of revenue

9   PWC: *The 'Missing Middle': Bridging the Strategy Gap in Family Firms, Family Business Survey.* [online]. [2018-03-05]. Available at: <https://www.pwc.com/fambizsurvey2016>.

10   KPMG: *Rodinné podnikanie.* [online]. [2018-04-22]. Available at: <https://home.kpmg.com/content/dam/kpmg/sk/pdf/rodinne-podnikanie-suhrn.pdf>.

11   KENYON-ROUVINZ, D., WARD, J. L.: *Family Business. Key Issues.* UK : Palgrave Macmillan, 2005, p. 25.

and profit development was obtained from publicly available sources, from the Justice Register. All companies have a legal form of the limited liability company (s.r.o.). The scope of business of the examined companies is as follows:[12]

- Medium-sized firm:
  - Orthopaedic implants and tools (1), production and sale of wood biomass eco-fuels (2), cameras, photographic equipment, photographic services (3), manufacture and sale of acoustic pianos (4),
- Small firm:
  - Manufacture and sale of school, student, concert and master string musical instruments (6), industrial production, sale, servicing of conveyor belts (7), production of cosmetics with bee products and sale, manufacture of school and office boards translating and interpreting (10).

Three hypotheses have been identified; they will be confirmed/refuted based on analysis, synthesis and deduction from factors related to the success of the selected Czech family firms. Hypothesis ensues from soft factors of social responsibility, hard (financial) factors, measured by the time series of revenue and profit development between 2015 and 2017. For family firms, social responsibility is closely related to a social aspect in their region.

- Hypothesis No. 1 – Corporate Social Responsibility of Czech Family Companies is linked to their size and profit, with larger/more profitable companies being higher.[13]
- Hypothesis # 2 – Examined family firms have good and stable financial results, allowing them social engagement.[14]
- Hypothesis # 3 – Examined family businesses with higher profits perform more social responsibility activities.[15]

The following assessment points formed the subject of family-based research:
1. Firm: small, large.
2. Establishment of the company: before 1989, between 1990 and 2000, after 2001.
3. Number of family members actively working in the business.
4. The number of generations that have been replaced in the company's management during the company's life cycle.
5. The number of employees: up to 25, from 26 to 49, from 50 to 99, from 100 to 199, over 200.
6. Non-export company/export company; in case of export: EU, worldwide.
7. Social responsibility: See Table 1 below. Intuitively, the authors determined the score points. The highest number of points (4) means the most social responsibility activities.

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12 Figure in the bracket signifies the serie of the firm, see further in the Table 5 and 6 (remark by the authors).
13 Crombach alpha for the size of the companies and social responsibility is 0,655 (remark by the authors).
14 Crombach alpha for revenues and profit (measured by increase/decrease between years) for the years 2015-2016 is 0,675 (remark by the authors).
15 Crombach alpha for revenues and profit (measured by increase/decrease between years) for the years 2015-2016 and the number of activities of social responsibility is 0,656 (remark by the authors).

Table 1: Point assessment of social responsibility

Point assessment	Activities of social responsibility
1	Sort waste, support of local organizations
2	Sort waste, support of local organizations, support of non-profit organizations
3	Sort waste, support of local organizations, support of non-profit organizations, support of education – apprentices, talents
4	Sort waste, support of local organizations, support of non-profit organizations, support of education – apprentices, talents; own museum and other activities

Source: Own processing

- Revenues for 2014-2017 and percentage increase/decrease between years for the period of 2015-2017.
- Earnings for 2014-2017 and percentage increase/decrease between years for the period 2015-2017.

2.1 Results and Discussion of the Research According to the above Evaluation Criteria

1. Firm: small: 5, medium: 5.
The size of the sample was determined for 10 family companies, with the same percentage distribution of firms being 5 small and 5 medium. They were deliberately chosen to be more realistic about the assessment points outlined above.

2. Year of establishment of a family company:
- Before 1989: 1 firm (a period before the "Velvet Revolution", a family company founded in 1864, the 6th generation of owners is now already in its leadership);
- Between 1990 and 2000: 8 companies (this is the time when the majority of existing family firms were created in the Czech Republic);
- After 2001: 1 firm: established in 2007, conducting business in the field of translation and interpretation.

3. Number of family members actively working in a family business:
3 family members: 5 companies, 4 family members: 2 companies, 6 family members: 1 company, over 7 family members: 2 companies.

The number of family members actively working in a family firm is determined by the size of the company and the year of its establishment. Most companies from the survey sample have 3 members actively working in the company; they can be spouses and a child or even a founder and two children. It can be assumed that family income is based on the profitability and success of a family firm.

4. The number of generations that have been replaced in the company's management throughout the company's life cycle:
2 generations: 7 companies, 3 generations: 2 companies, more than 4 generations: 1 company

This distribution reflects the fact that even in the Czech Republic there are companies that, after 1989, have established an ancestral tradition in family business. In the sample surveyed, there are the most generations (6) with respect to the company founded in 1864. In seven companies surveyed, two active generations are in the management of the company; they are companies founded after 1989. We can state that they are parents (founder) and their descendants (successors), third generation (founder's grandchildren) are not yet active in the company. Three generations work for two companies. These are the companies run by the founder's grandchild who are about 35 years old. The longer the company operates in the market, the more family members work in it and more generations participate in the management of the company. For example, the wife of the founder's grandson enters the company as a marketing director or founder's son-in-law working in the new product and research department. It can be assumed that family income is based on the profitability and success of a family business.

5. Number of employees:
Up to 25 employees: 2 companies, 26 to 49 employees: 3 companies, from 50 to 99 employees: 2 companies, 100 to 199 employees: 2 companies, over 200 employees: 1 company.

It is clear from the above that the surveyed companies can be divided into small and medium-sized enterprises according to the number of employees. The company with the most employees over 200 (more precisely 242) is the oldest company, in which already the sixth generation is active.

6. Export activities:
Non-export firm**:** 2 firms. Export EU: 4 firms. Export worldwide: 4 firms.

Two family businesses that do not export are small businesses. The portfolio of one company comprises the production of cosmetics with bee products and its sale. The company also works with the products of regional producers and wants to stay at the regional level. It does not have the ambition to export; it wants to remain a small local family business. The second company sells cameras, photographic equipment, and offers photographic services. It does not have the ambition to export, although it is one of the largest in the field in the Czech Republic, but it is engaged in import. The world's oldest surveyed company producing and selling pianos exports to the whole world as well as the second company that is also dedicated to producing excellent school, student, concert and master string instruments. The third significantly exporting company is a company that is managed by the founder's grandchildren, producing orthopaedic implants and tools. The last company is a translation company. Other companies export to EU countries, mainly to Germany and Slovakia.

7. Social responsibility
Information on social responsibility activities (in the context of learning Kupec[16]) of the surveyed family firms was obtained on the basis of interviews with the owners of these companies. From Table 2, it is clear that the Czech family businesses

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16   KUPEC, V.: CSR Application in Online Banking. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Design that sells. Conference Proceedings.* Trnava : FMK UCM, 2013, p. 371.

surveyed behave socially responsibly. Not only do they sort waste, they support local organizations, such as fire fighters, sports clubs, but they also support non-profit organizations and sheltered workshops, devote themselves to the training of apprentices and talents in their field. The oldest family business has established a museum, in which it maps development and historical milestones, corporate figures.

Table 2: Point evaluation of the activities of social responsibility

Point evaluation	Activities of social responsibility	Number of firms
1	Sort waste, support of local organizations	2
2	Sort waste, support of local organizations, support of non-profits	3
3	Sort waste, support of local organizations, support of non-profits, support of education – apprentices, talents	4
4	Sort waste, support of local organizations, support of non-profit organizations, support of education – apprentices, talents; own museum and other activities	1

Source: Own processing

Corporate social responsibility is related to their size, which confirms the Pearson correlation coefficient r = 0.655, which is the value of a strong positive correlation.

Table 3: Pearson's correlation coefficient between the company size and the number of social responsibility activities

Correlations			
		Social Responsibility	Size of enterprise
Social Responsibility	Pearson Correlation	1	,655*
	Sig. (2-tailed)		,040
	N	10	10
Size of enterprise	Pearson Correlation	,655*	1
	Sig. (2-tailed)	,040	
	N	10	10

*Correlation is significant at the 0.05 level (2-tailed).
Source: Own processing, output from SPSS

The hypothesis that social responsibility of Czech family firms is related to their size is shown in Table 4, see below.

Table 4: Size of firms and the activity of companies' social responsibility

Social responsibility	Size of enterprise			
	Mean	Std. Deviation	Min	Max
1 point	1.00	0.000	small	small
2 points	1.33	0.577	small	medium
3 points	1.75	0.500	small	medium
4 points	2.00	0.000	medium	medium

Source: Own proceesing, output from SPSS

Table 4 above shows that the social responsibility of Czech family businesses is related to their size – *more social responsibility activities are provided by medium-sized firms, compared to small firms, which confirmed the first hypothesis* set out at the beginning of the work.[17]

8. Revenues and their percentage increase/decrease between years

Table 5: Revenues for years 2014-2017 and their percentage increase/decrease for years 2015-2017 (in CZK thousands)

Firm	2014	2015	%	2016	%	2017	%
(1)	174 528	172 706	-1	169 356	-2	181 667	7,2
(2)	492 112	567 476	15,3	660 869	16,5	675 265	2,2
(3)	351 974	389 465	10,7	378 141	-2,9	711 216	88
(4)	226 545	232 411	2,6	233 582	0,5	253 986	8,7
(5)	321 866	324 184	0,7	330 866	2	380 106	15
(6)	13 313	13 459	1	15 714	16,7	16 937	7,7
(7)	53 472	60 767	13,6	61 008	4	60 105	-1,5
(8)	13 090	14 800	1,2	16 258	10	16 500	1,4
(9)	42 036	40 397	-3,9	45 256	12	47 866	5,6
(10)	53 332	73 198	37,2	85 651	17	85 660	0

Source: Own processing

Note: Firms (1) – (5) are medium-size and firms (6) – (10) are small. Minus „-" sign means decline.

9. Economic results for accounting period

Table 6: Economic result for accounting period for years 2014-2017 and percentage increase/decrease between years 2015-2017 (in CZK thousands)

Firm	2014	2015	%	2016	%	2017	%
(1)	24 405	19 576	-19	13 604	-30	9 516	-30
(2)	10 308	11 814	15	18 375	55	19 256	4,8
(3)	2 521	5 715	226	4 563	-20	36 884	8
(4)	7 308	6 732	-7	8 439	25	12 596	49
(5)	12 419	20 332	64	23 792	17	30 779	29
(6)	1 142	857	-25	900	5	989	10
(7)	6 550	9 390	43	10 101	0,8	10 215	1,1
(8)	155	138	5	149	8	165	10,7
(9)	721	1 134	57	1 589	40,1	2 049	28,9
(10)	2 960	5 666	91	6 335	12	3 310	-48

Source: Own processing

Note: Firms (1) – (5) are medium-size and firms (6) – (10) are small. Minus „-" sign means decline.

17　Social responsibility scores are shown in Table 2 (remark by the authors).

Table 5 shows that small family firms have approximately 10 times lower revenues than medium-sized family firms. For all firms, both growth and declining years alternate. There is a positive Pearson correlation coefficient between revenue and earnings; see Table 7 below.

Table 7: Pearson's correlation coefficient between revenues and earnings between 2015-2017 (measured by increase/decrease between years)

	Correlations						
		Revenue 2015	Revenue 2016	Revenue 2017	Earnings 2016	Earnings 2015	Earnings 2017
Revenue 2015	Pearson Correlation	1	,306	-,211	,784**	,222	,318
	Sig. (2-tailed)		,390	,559	,007	,537	,370
	N	10	10	10	10	10	10
Revenue 2016	Pearson Correlation	,306	1	,136	,364	,837**	,547
	Sig. (2-tailed)	,390		,709	,301	,003	,102
	N	10	10	10	10	10	10
Revenue 2017	Pearson Correlation	-,211	,136	1	-,356	,025	,686*
	Sig. (2-tailed)	,559	,709		,313	,944	,028
	N	10	10	10	10	10	10
Earnings 2016	Pearson Correlation	,784**	,364	-,356	1	,353	,059
	Sig. (2-tailed)	,007	,301	,313		,317	,871
	N	10	10	10	10	10	10
Earnings 2015	Pearson Correlation	,222	,837**	,025	,353	1	,454
	Sig. (2-tailed)	,537	,003	,944	,317		,187
	N	10	10	10	10	10	10
Earnings 2017	Pearson Correlation	,318	,547	,686*	,059	,454	1
	Sig. (2-tailed)	,370	,102	,028	,871	,187	
	N	10	10	10	10	10	10

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Source: Own processing, output from SPSS

Table 8: Revenues and earnings between 2015 and 2017 (measured by increase/decrease between years)

Revenue/ Earnings	Mean	Std. Deviation
Revenue 2015	1.90	0.568
Revenue 2016	2.10	0.738
Revenue 2017	2.30	0.949
Earnings 2015	1.80	0.823
Earnings 2016	2.10	0.738
Earnings 2017	2.30	0.699

Source: Own processing, output from SPSS

Table 8 points to the fact that the family firms surveyed between 2015 and 2017 showed improvements between years in both revenues and earnings. This *finding confirms the second hypothesis that the family firms surveyed have good and stable financial results*. The third hypothesis was to confirm/refute the assumption that more profitable family firms surveyed pursue more activities related to social responsibility.

Table 9: Pearson's correlation coefficient – revenues and earnings (measured by increase/decrease between years) between 2015 and 2017 and the number of social responsibility activities

		Revenue 2015	Revenue 2016	Revenue 2017	Earnings 2016	Earnings 2015	Earnings 2017	Social Responsi-bility
					Correlations			
Revenue 2015	Pearson Correlation	1	,306	-,211	,784**	,222	,318	-,308
	Sig. (2-tailed)		,390	,559	,007	,537	,370	,386
	N	10	10	10	10	10	10	10
Revenue 2016	Pearson Correlation	,306	1	,136	,364	,837**	,547	,139
	Sig. (2-tailed)	,390		,709	,301	,003	,102	,703
	N	10	10	10	10	10	10	10
Revenue 2017	Pearson Correlation	-,211	,136	1	-,356	,025	,686*	,192
	Sig. (2-tailed)	,559	,709		,313	,944	,028	,595
	N	10	10	10	10	10	10	10
Earnings 2016	Pearson Correlation	,784**	,364	-,356	1	,353	,059	,137
	Sig. (2-tailed)	,007	,301	,313		,317	,871	,706
	N	10	10	10	10	10	10	10
Earnings 2015	Pearson Correlation	,222	,837**	,025	,353	1	,454	,301
	Sig. (2-tailed)	,537	,003	,944	,317		,187	,399
	N	10	10	10	10	10	10	10
Earnings 2017	Pearson Correlation	,318	,547	,686*	,059	,454	1	-,134
	Sig. (2-tailed)	,370	,102	,028	,871	,187		,713
	N	10	10	10	10	10	10	10
Social Respon-sibility	Pearson Correlation	-,308	,139	,192	,137	,301	-,134	1
	Sig. (2-tailed)	,386	,703	,595	,706	,399	,713	
	N	10	10	10	10	10	10	10

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Source: Own processing, output from SPSS

Table 10: Social responsibility and annual revenue and earnings (measured by increase/decrease between years) between 2015 and 2017

Report							
Social Responsibility		Revenue 2015	Revenue 2016	Revenue 2017	Earnings 2015	Earnings 2016	Earnings 2017
1 point	Mean	3,00	2,00	1,50	2,50	2,50	1,50
	N	2	2	2	2	2	2
	Std. Deviation	2,828	,000	,707	,707	,707	,707
2 points	Mean	3,67	1,67	2,33	2,33	3,00	1,33
	N	3	3	3	3	3	3
	Std. Deviation	2,887	,577	2,309	1,528	3,464	,577
3 points	Mean	2,25	3,25	2,50	4,25	3,50	1,50
	N	4	4	4	4	4	4
	Std. Deviation	1,893	2,062	1,000	2,754	2,380	,577
4 points	Mean	1,00	1,00	2,00	3,00	3,00	1,00
	N	1	1	1	1	1	1
	Std. Deviation	.	.	.	.	.	.
Total	Mean	2,70	2,30	2,20	3,20	3,10	1,40
	N	10	10	10	10	10	10
	Std. Deviation	2,163	1,494	1,317	1,989	2,183	,516

Source: Own processing, output from SPSS

With respect to the surveyed family companies table 10 evaluates the relationship between social responsibility activities and the development of revenues and earnings between years between 2015 and 2017. *The finding partly confirms the third hypothesis that the number of social responsibility activities and stable economic results are interlinked.* If companies are stable, grow and have good economic results, they can realize more social responsibility activities, for example, by supporting interest organizations, clubs, foundations etc.

Conclusion

Corporate social responsibility of family firms in the Czech Republic is most often associated with charity. Thanks to CSR projects firms receive a good name and a positive long-term image at the place where they operate. For family firms social responsibility has become a daily, completely natural and important part of family and corporate activities. Companies focus mainly on environmental protection, education, charity, or support of disadvantaged people, the help of local communities. Smaller family firms typically operate locally and often do not know the meaning of CSR abbreviations. Owners or founders, however, still concentrate on socially responsible activities, as they are forced to do so by their personal value. Karel Havlíček, chairman of the AMSP Czech Republic, says: "While in non-family companies more managerial, organizational and professional skills are required, in case of family businesses, greater emphasis is placed on responsibility, honesty, and fairness. This is because the goal does not usually comprise an immediate financial gain, but a long-term asset management and family reunification, with the head of a family business competing not only for managerial results, but also literally for a roof overhead for

the whole family, for employees, and for property made up of his ancestors. This is a responsibility that is incomparable with a common management approach."[18]

Ten Czech family firms were examined and selected as winners from 52 firms nominated for the Family firm of 2018 as winners. Correlation between the size of the company, the amount of its profit (financial success), and the number of social engagement activities of the company has been demonstrated. However, what is a question of further discussion and further exploration of why only 5 of them present their activities in detail on their web pages, 3 mention them only marginally and 2 do not present them at all, even if the business owners mentioned them. Apparently they consider it so obvious that they do not have the need to present them and build on their competitive advantage. It is confirmed that family business is not just about property and profits, but that owners are largely committed to creating decent conditions for their employees and supporting their businesses. Their desire to promote socially beneficial activities grows with the growing business. It can be said that family businesses are gradually becoming a business model both in terms of their efficiency and solidarity.

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INNOVATIVE THINKING
IN ENVIRONMENTAL MARKETING COMMUNICATION

Jarmila Šalgovičová

Abstract
The paper aims to explain the importance of innovative thinking in environmental marketing communication. It approximates the main key features of environmental marketing and related communication activities on the environmental market in line with the international ISO 14000 standards, which are also applied in organizations focused on the concept of the circular economy. It clarifies the essence of innovative thinking and provides useful guidelines to promote approaches to innovative thinking that are designed to make innovative thinking possible and implemented at all levels within the organization, and they are suitable for all types and sizes of organizations, including small and medium-sized enterprises.

Key words:
Comprehensive Environmental Quality Management. Environmental Communication. Environmental Marketing. Innovative Thinking.

1 Introduction

Environmental marketing is based on the social marketing concept that by Kotler[1] characterizes the needs, wishes and interests of target markets and their more efficient and effective satisfaction in comparison to that provided by their competitors in a way that maintains or enhances the welfare of consumers and society. Under environmental marketing, we understand such marketing activities that take into account environmental considerations, and thus, become part of the corporate responsibility of a business as well as an opportunity for entrepreneurial growth. Many authors consider environmentally safer products development, recyclable and biodegradable packaging, and other related marketing activities to promote more efficient pollution control and energy-efficient operations, to be the basis of eco-friendly marketing. Therefore, the company's environmental marketing initiatives are usually accompanied by a gradual change in corporate culture and in the way the business is done, a shift from offshore environmental management to pro-active environmental management and marketing planning.[2]

2 Environmental Management and Environmental Marketing Communication

Environmental management suggests ensuring balance among the basic attributes, such as company profit, customer satisfaction, as criteria of quality, sustainability and public interest. Afterwards, sustainability becomes an integral part of a strategy aiming at fulfilment of corporate goals and implementing company´s decisions. In case, sustainability is understood as the development that means meeting the needs of present generations without jeopardizing the ability to secure the needs of future

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1   For more information, see: KOTLER, P.: *Marketing Management*. Prague : Grada Publishing, 1998.
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generations, then, we are talking about a futuristic business concept. In this context, also the company´s environmental marketing policy is being created, and within it, the implementation of marketing communication finds its inevitable place. Tools helping to optimize the social responsibility criteria and rules[3], as well as the principles, methods and techniques of environmental communication are the ISO international standards.[4] Communication on environmental values and behavior is a very important activity for building company´s reputation. This is due to increased public interest in environmental activities that forces organizations around the world to express and present their views and to clarify the environmental implications of their activities, products and services. There is also a growing need to listen to the views of stakeholders and include their views and demands into environmental marketing communications.[5] Environmental communication is a process of sharing information that builds trust, credibility and partnership, and increases environmental awareness. Organizations need to acquire and provide information on environmental issues, affairs and programs, and to respond optimally. This is influenced by different factors, such as the geographic location and size of the organization and types of activities. The motivation for an environmental communication may include the following elements:[6]

- Organization´s interest in sharing information about its environmental concerns,
- Request for information from employees or investors, a government agency, the public / community, a customer or a contractor, or any other stakeholder,
- Need to discuss organization's future activities such as an extension of existing equipment, or the placement of a new one; or the launch of a new product or service, with stakeholders, especially with target groups,
- Environmental risk management,
- Legislative requirements,
- Responding to stakeholders´ complaints,
- Increasing demand for dealing with and solving environmental issues.

The processes and content of environmental communication vary according to the organization's objectives and conditions, and should be based on substantial set of information. Environmental communication can be aimed at various goals and take different forms. It may be planned in advance, 'ad hoc', or it can be a one-way communication when an organization provides information, for example, issues environmental report without giving the possibility for discussion or questioning, or it may be a two-way communication that arises from the exchange of information and ideas between the organization and their stakeholders. In any case, in environmental communication, it is important to understand the behavior of each stakeholder and the communication patterns of target groups. The most effective process of environmental communication is a permanent contact between the organization and their internal or external stakeholders. Environmental communication refers to the organization's declared values and should be part of the organization's marketing

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3   *STN ISO 26000: 2011 Usmernenie k spoločenskej zodpovednosti.*
4   *STN EN ISO 14001:2016. Systém environmentálneho manažérstva.*
5   ŠALGOVIČOVÁ, J.: Current Problems of Marketing Communication in the Global Markets Environment. In *Globalization and Its Socio-Economic Consequences: 15th International Scientific Conference. Conference Proceedings.* Žilina : University of Žilina, 2015, p. 748-754.
6   *STN ISO 1406:2009 Environmentálne manažérstvo, Environmentálna komunikácia – Návod a príklad.*

strategy, regardless of whether the organization has an established environmental management system, as in case, an organization is to be considered a responsible partner within a society, it should state it clear that it deals with the stakeholders´ environmental expectations. From that point of view, it has its inevitable part even in organizations doing business in accordance with the principles of a circular economy.

3 Environmental Communication in Organizations Focused on Concept of Circular Economy

The concept of a circular economy aims to sustain the value of products, materials and resources. Its very essence is to return them into their production life cycle at the end of their use while minimizing waste generation. The fewer products end up as waste, the less materials are removed and extracted that has a positive impact on the environment. This process begins at the beginning of a product life cycle: starting from intelligent product design and production processes that help save resources, through eliminating inefficient waste management, to searching for and creating new business opportunities. It is a closed circle: raw materials – products – renewable resources. Thus, characterized economic model vicariously influences and changes consumer mentality and lifestyle by focusing on products that are recyclable and biodegradable, and consequently, and directs them to responsible consumption. It is a challenge for socially responsible marketing. The environmental communication of businesses within the concept of a circular economy explains, e.g., the essence and importance of food consumption within biological cycles, i.e. that food and biological materials are designed to be returned into the system through processes such as composting and anaerobic digestion. Through environmental communication processes, technical and material cycles, as well as the exploitation of renewable energy resources, are explained. Products, components, and materials are recovered through remanufacturing, reuse, repairs, or recycling. And thus, marketing environmental strategy focused on product durability ensures that technical products last as long as necessary, will be easy to maintain and can also be of high, even second-hand value. The dismantling strategy means that products and their parts can be repaired, reprocessed and recycled as raw materials for the next manufacturing process.[7]

The marketing environmental communication objectives of a circular economy can also be defined from the holistic philosophy point of view. [8] The essence of this approach is to change the way people live and their satisfaction so that they do not cross the borders of our planet. With regard to the quality of life of present and future generations, the ultimate goal is to make sustainable human development part of our lifestyle. Responsible countries today want to play a positive role in the global sustainable development by addressing both environmental as well resource challenges in the interests of the life quality of the population. Improving

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7   *Resources Environment and Climate: Circular Economy.* [online]. [2018-06-30]. Available at: <https://www.basf.com/sk/sk/we-create-chemistry/creating-chemistry-magazine/resources-environment-and-climate/circular-economy.html>.
8   *What is a Circular Economy?* [online]. [2018-06-30]. Available at: <https://www.ellenmacarthurfoundation.org/circular-economy/overview/concept>.

the effectiveness of marketing environmental communication makes it possible to unambiguously use and promote innovative thinking in particular organizations operating in accordance with a circular economy model.

4 Innovative Thinking in Implementation of Environmental Marketing Communication

In a broad sense, innovative thinking can be understood as a process of seeking opportunities and trouble-solving which in terms of current offers brings better and more efficient results. Innovative thinking is to be understood as a structured approach in which information, insights and experience are searched for and used to maximize opportunities and solve problems that bring desired results onto the market in compliance with the International Organization (ISO) documents that were produced and made available as a set of technical specifications dealing with innovation management. At the same time, the need to apply an extremely sensitive approach that is able to develop a knowledge base that can be later applied to induce and sustain change, must be emphasizes.[9] The change should have an effective and lasting economic, social or environmental value. Innovative thinking needs to be created as a repeated and interactive approach that requires interconnection with a variety of different internal and external factors. It employs fast and open thinking processes aimed at creating a range of options as well as identifying and eliminating those that have meanwhile become inactive. It utilizes the creative and logical capabilities of the brain to discover alternative solutions as well as combinations to achieve and produce better results. The concept 'innovative thinking' is derived from the concept 'design of thinking', a design discipline traditionally focused mainly on product design. It is a method based on gaining a deep understanding of human needs and preferences. It is a creative process of generating possible solutions and consequent re-testing of the solutions proposed. These activities are always linked to real, accessible technologies and practical constraints of a given company and their business activities.

A broader approach to innovative thinking is also reflected in its broader application and includes all forms of innovation: *product* (services and goods, tangible and intangible), *processing* (production methods, procedures and operational plans), *organizational* (programs, administrations and labor relations); *business models* (marketing, distribution systems). The innovation process usually begins when the product development process gets into a dead end, when we know what result is desirable but the path to this result is uncertain and the risks of not achieving a satisfactory goal are too high. Then, the role of management is to include risks and uncertainties in planning, and consider using the approach of innovative thinking that in the given situation has something to offer. In this sense, the process is complex and unlimited. For example, in the marketing environment communication of an organization within a circular economy, the information, insights, ideas, and experiences searched and gathered, are applied to maximize opportunities and market benefits in order to achieve sustainable human development and other related goals declared and preferred by a circular economy. Useful instructions to

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9   *CEN/TS 16555 – 3:2014 Innovation management Part 3: Innovation thinking.*

promote approaches to innovation management and innovative thinking are provided by manuals in technical specifications[10] that are processed in particular sections to enable introduction of innovation management and innovative thinking at all levels, types and sizes of organizations, including small and medium-sized businesses. A team of company managers, responsible for implementing and managing innovations, provides guidance for balancing risks, and helps them to strengthen business viability for the chosen opportunity or problem. Those who take innovative thinking as part of their workflow should create a system of adaptive auxiliary steps that help them become more flexible on the market and increase their value for their external and internal partners.

5 Key Factors of Innovative Thinking and Its Basic Stages

Under the key factors of innovative thinking, we often understand context, people, favorable circumstances and constraints. There must be a close interaction between the four key elements and their relative strengths that complement the approach to innovative thinking appropriate to the organization:

- **Context:** What is the opportunity, the problem being dealt with or the position applied by the organization trying to find and to create a new and better result?
- **People:** markets, labor force, suppliers, and partners who deal with issues of responsibility for the agenda and will be affected by external factors: who has a problem and who will benefit; resp. who will be steered by the implementation of a given solution (i.e. those who directly appreciate innovation, such as users, clients, customers, markets, sectors)?[11]
- **Favorable circumstances**: who/what will help to realize this option (i.e. those people or factors representing 'positive' conditions for change, e.g. what behavior, attributes, values, approaches, skills are needed to make it impossible)?
- **Limitations:** who / what represents constraints to the realization of this option, what needs to be explored and overcome (i.e. 'negative' conditions for change or business opportunity, such as business viability, markets, technology and demand)?

Supporting Behavior and Competencies
The condition for a success in innovative thinking is an active positive environment. In order to be able to evaluate such an innovative thinking environment, it should encourage the development of certain patterns of behavior and the introduction of competencies that support and form the relationship to discovering, generating and developing the basic and desired results for a given option. These competencies allow you to gain a 'user-oriented' perspective ensuring to develop a deep understanding of the field of innovative thinking for the organization.

Behavior
Certain 'behavioral patterns' in an environment in which innovative thinking will be successful and which can promote the development of appropriate results are:

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10   *CEN/TS 16555 – 1:2014 Innovation management Part 1: Innovation Management System.*
11   *CEN/TS 16555 – 3:2014 Innovation management Part 3: Innovation thinking.*

- **Understanding and Support** – It's great if employees perceive the support provided by management and superiors, and feel they provided by the space, time, skills that are needed to creatively explore new ways to do things differently. A supportive framework that includes recognition and rewarding successes and failures is also needed.
- **Open mind support** with the aim to explore the benefits of cooperation with several other professionals and different types of organizations.
- **Support of the environment** in which risks and uncertainties are the norm, and failures are accepted as feedback for quick learning.
- **Monitoring and ability to listen**, in order to gain deeper knowledge about desired results. It is necessary to develop appropriate sets of questions with regard to the way how the questions should be given. It is also necessary to monitor how people use and do things within a given task, and the results that should be achieved.
- **Quick visualizations, fast mock-ups, prototyping ideas and possible solutions** at the most basic level, aimed at giving the team freedom, space and time in order they could use their imagination that is supported in a reasonable way.
- **Experimenting**, multiple repetitions and variations that are necessary to develop team thinking and finding solutions that are relevant to problems or opportunities needed to be identify.
- **Pre-testing** with the aim to find out the timing of the market and the thoroughness of the proposed solution.

Competencies

This is followed by competencies that should be developed cultivated at all levels of each organization seeking to promote a structural approach to innovative thinking:
- understanding and empathy with the needs of all types of users;
- identification and synthesis of their problems and possibilities;
- multidisciplinary creative thinking, with both internal and external partners.

Basic Stages of Innovative Thinking

There are several stages that are the basis for the process of innovative thinking so as they are shown in Fig. 1. Although it seems that each stage has input data only from the previous stage, references from many previous ones are often required. As this is a recurring process, everything is designed so that the growing knowledge base develops a desired and sustainable business outcome.
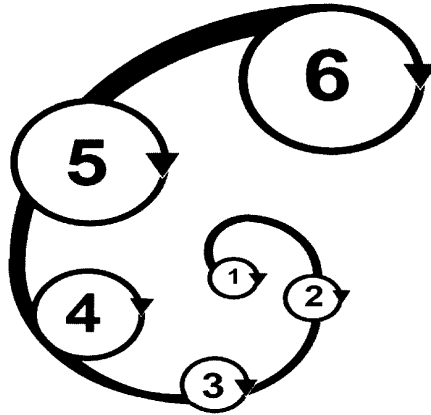
Picture 1: Stages Involved in Innovation Thinking
Source: *CEN/TS 16555-3: 2014, Innovation management – Part 3: Innovation thinking.*

Key:
1. Information Gathering;
2. Creating Solutions;
3. Rapid Learning;
4. Validation;
5. Synthesis of Outputs;
6. Outcomes.

Stage 1 – Information Gathering
The process begins by gathering information about the problem or the options that need to be addressed through applying the key factors described above. It is an exploratory phase in which information is collected from all people involved in solving the proposed option. A sufficient number of possible types of users should find out the needs of the market from which the outputs come from, much more thoroughly than just reflect the views of one or two customers. By doing so the necessity to address the given option or problem, whether there is a real need on the market, should be verified/validated. Strategic intelligent management and collaboration can be used to better understand the needs of both current and future customers and the market, whether they are directly expressed or just latent. This applies to Stage 1 and all of the following steps in the approach to innovative thinking.[12]

Stage 2 – Generating Solutions
Creativity is the process of generating new ideas and solutions through original thinking. Managing creativity requires a different approach than managing further features within an organization. It includes setting the conditions needed for gaining inspiration from ideas, and the consequent collecting, selecting, and developing production.[13] It is important to distinguish between creativity and innovative thinking.

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12   *CEN/TS 16555-2: 2014, Innovation management – Part 2: Strategic intelligence management.*
13   *CEN/TS 16555-6: 2014, Innovation management – Part 6: Creativity Management.*

While creativity is the process of generating ideas and solving problems or options, innovative thinking is an approach that combines all the key factors in a creative environment in order to solve the problem or option. At this early stage, it is crucial that all potential solutions are identified and collected for evaluation by the following steps. Technical specification CEN / TS 16555-1 (Innovation Management – Part 1: Innovation Management System) describes the overall process in which the principle of innovation can be applied to any phenomenon where rapid and open learning is needed to generate a range of solutions, and to detect and eliminate those that will soon be non-functional. It should be emphasized that this approach can be used and its results achieved within a few hours, respectively days.

Stage 3 – Rapid Learning
This stage uses rapid visualizations, mock-ups, user testing, and building prototypes to determine what is feasible. It is the stage of identifying and selecting the fastest, cheapest and most effective way to validate the solution hypothesis. Outcomes from rapid learning provide important feedback. They may lead to further testing, in contrast to the market expectations that were gathered at Stage 1. The time range of the last stage of the stages already mentioned, should be measured in hours, not in days. The timeframe should be set for this whole stage and feedback outcomes should be consequently reassembled.

Stage 4 – Validation
Possible solutions developed at Stage 3 should be validated by all elements that come into an interaction and could be affected by them. Monitoring, sets of structured questions, interest groups, and others – these are methods that can be used at this stage. The results from this stage should then be transferred to a set of outputs that are used as inputs in the following Stage 5 – Synthesis of Outputs. It is important to develop a strategy of intellectual property for all possible solutions.

Stage 5 – Synthesis of Outputs
We assume that all outputs from Stage 4 relate to the information gathered in Stage 1. This stage creatively integrates produced outputs with market needs, technical feasibility, and business viability with the aim to create knowledge-based solutions suited to the organization as a whole. This is a process that usually takes place in hours or days. It is important that business relations are not used before this point, as there is a risk that they might limit the open approach that is needed to find the best possible solution. This step should also include an active encouragement to explore different business models that can generate and bring onto the market possible solutions and are appropriate to the organization's needs.

Stage 6 – Outcomes
At the final stage, the top management should make a decision as to which of the possible outputs of Stage 5 provides the best solution to a given problem and the options, i.e. which and whose outcome and design will ultimately be selected as the best solution that suits the currently identified needs of users and aligns them with the organization's goals. If there is no outcome that meets the needs of the organization or it is not possible to agree on a solution that would suit the situation, it should be considered a valid result. There are two solutions: either to repeat the whole process

from Stage 1 to Stage 6, or to abandon the way of innovative thinking and resolve the situation in other ways.

Conclusion

The area of marketing communications as such has experienced dynamic qualitative developments over the past decades, related to such important factors as, for example, internationalization of sales outlets, intercultural segmentation of customers, development of information and communication technology, integration of customers and suppliers into the process of value creation, synergy of environmental orientation with social responsibility in the communication process, creation and strengthening of the importance of new economic concepts, including the concept of circular economy and others. Innovative thinking brings new challenges but also new solutions not only to production processes but also to managerial and assistive processes that form the basis of integrated management systems. All this must be an advantage and benefit for customers, organizations, stakeholders and companies.

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EMERGING TRENDS IN MARKETING COMMUNICATIONS: PERSONALIZATION AND EVENTIZATION

Pavel Štrach

Abstract

Lately, there have been a couple of trends emerging across the various tools of marketing communications. The paper attempts to argue, discuss and demonstrate two emerging trends, namely personalization and eventization of marketing communications. Personalization can be described as a way to deliver marketing messages specifically targeting individuals in ways, which are well accepted and received and which increase the impact, hence efficiency of marketing communications. Eventization describes the ability of marketing communications to be different through its own form or format. Successful application and appropriation of both personalization and eventization provides businesses, products, and brands with competitive edge.

Key words:

Eventization. Marketing Communications. Personalization. Trends.

1 Introduction

It is a challenge for marketing communications in digital age to remain effective and customer-relevant.[1] The traditional approach of marketers to customer segments, i.e. relatively large and homogeneous groups of customers, ceases to meet current needs.[2] In the eyes of many recipients of marketing communications, segmentation does not sufficiently address their individual needs, wishes and lifestyles. That is why, in many forms and ways, marketing communication adapts to individuals or companies – the recipients of marketing communication – and creates such messages that are unique and thus better targeted and more effective. This trend can be described as an effort to personalize[3] or individualize[4] marketing communications. Another challenge for differentiation and therefore greater competitive effect of marketing communication is the effort to create unique marketing actions. Unique marketing activities and actions – events – attract devoted attention of recipients of communicated messages.[5] Eventization can be seen as yet another strongly emerging trend in marketing communications.

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2 Personalization

Personalization in marketing communication is manifested in two ways – firstly, the aim is to more accurately target the communication to a particular individual potential customer, and to try to use specific personas and personalities as multipliers to marketing message. In order to more accurately target the message to a particular customer, it is necessary to obtain and analyse data about a particular individual and acquire sufficient knowledge of human behaviours. Personalization of marketing communication also involves increasing emphasis on the emotional side, because information accompanied by emotional perception is usually easier to remember[6] (and thus increases the effectiveness of marketing communication). More fine-grained targeting of a particular customer can be achieved by enhancing the interactivity and dialogic nature[7] of marketing communications. The very nature of marketing communication is a strong tendency towards one-way communication – from providers to recipients. However, personalization can be achieved by establishing a relationship with a recipient. Fostering feedback elements in marketing communications motivated the emergence as a specific discipline called interactive marketing.[8] In business practice, interaction often involves offline and online marketing techniques being used to generate a constant stream of interested recipients (e.g. website visitors). Marketing communications developers often connect with customers through various quizzes or social networking competitions. This customer stream is then used to communicate the intended message to achieve specific sales goals, for example.

Another way to connect with customers is to use so-called experiential marketing,[9] where producers and brands provide consumers an opportunity to gain deeper experience with the product and brand, even before the purchase itself. Companies go beyond providing free samples and encouraging positive emotions. Experiential marketing is customer oriented and engaging, for example by engaging brand ambassadors[10] who promote branding often better than sellers. Experiential marketing builds on storytelling and sharing stories among consumers. Consumers who identify with the story develop a stronger connection to brands and exhibit positive emotional responses. For instance, in 2016 the Tesco retail chain in the Czech Republic launched the campaign "You Decide We Help".[11] Customers receive tokens for their purchase, which they place into prepared boxes behind check-outs. Each box represents one local charity project. For the purposes of the campaign, the Czech Republic is divided into 90 regions. The winning local project is supported by

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10   For more information, see: SMILANSKY, S.: *Experiential Marketing: A Practical Guide to Interactive Brand Experiences*. London : Kogan Page Publishers, 2017.

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a grant of CZK 30,000 (about 1,200 EUROS). The global chain of Tesco makes a local claim and communicates with customers, potentially impacting on their customer loyalty and strengthening the perception of their local business dimension. A major topic in marketing in general and in marketing communication has in particular become customer emotions.[12] Emotions and the emotional dimension of marketing communications will certainly gain further traction in marketing communications. To overcome the media and advertising clutter, both advertisers and advertising agencies will further enhance the emotional impact of communicated messages.

Emotions in marketing communication are becoming more frequent, but especially more extreme.[13] Emotions become the main weapon[14] to attract attention and gain competitive advantage. Emotions are, for example, anger, fear, anxiety, stud, hate, anger, happiness, love, hope, joy, surprise or embarrassment. Emotions can be perceived by their length – short-term emotions are called affects, medium-term moods and long-term relationships. Emotions can also be divided into positive (pleasant) and negative (unpleasant). The so-called lower emotions are associated with man's instincts and instincts. Lower emotions have a somatic nature (fatigue or hunger) or are instinctive reactions to the stimulus (crying, laughing, lamentation). The so-called higher emotions are called feelings that are related to a moral, social or aesthetic feeling. While lower emotions are innate, higher emotions are related to the socialization of an individual in society.[15] Emotions are subjective experiences that accompany physiological responses.[16] Just because emotional responses are highly subjective, launching a campaign with an emotional element requires more careful preparation and often also a very selective targeting. Difficulties may arise in recipients of controversy.[17] Unwanted emotions on the part of recipients may give rise to negative reactions to marketing communications.[18] Excessive marketing communication emotion can completely overcast the message and cause potential customers to devote all their attention to their own experience without rationally appropriating the message, such as increasing brand awareness or remembering the presented product. Locally famous example is the promotional campaign for the former local search engine Centrum.cz from 2003.[19] In the TV spot, a couple went out for dinner at a Chinese restaurant accompanied by their dog named "Bobik". The

12   GAUR, S. S., HERJANTO, H., MAKKAR, M.: Review of Emotions Research in Marketing, 2002–2013. In *Journal of Retailing and Consumer Services*, 2014, Vol. 21, No. 6, p. 917-923.
13   LIBERT, K., TYNSKI, K.: The Emotions That Make Marketing Campaigns Go Viral. In *Harvard Business Review*, 2013, Vol. 1, No. 1, p. 1-14.
14   MATTILA, A. S., ENZ, C. A.: The Role of Emotions in Service Encounters. In *Journal of Service Research*, 2002, Vol. 4, No. 4, p. 268-277.
15   SCHERER, K. R.: What are Emotions? And How Can They Be Measured? In *Social Science Information*, 2005, Vol. 44, No. 4, p. 695-729.
16   NAMKUNG, Y., JANG, S. C.: Effects of Perceived Service Fairness on Emotions, and Behavioral Intentions in Restaurants. In *European Journal of Marketing*, 2010, Vol. 44, No. 9-10, p. 1233-1259.
17   WALLER, D. S.: A Proposed Response Model for Controversial Advertising. In *Journal of Promotion Management*, 2006, Vol. 11, No. 2-3, p. 3-15.
18   GUERREIRO, J., RITA, P., TRIGUEIROS, D.: Attention, Emotions and Cause-related Marketing Effectiveness. In *European Journal of Marketing*, 2015, Vol. 49, No. 11-12, p. 1728-1750.
19   HORÁČEK, F.: *Kultovní reklamy: Pečený mops Bobík zastínil značku.* [online]. [2018-05-10]. Available at: <https://ekonomika.idnes.cz/reklama-postarate-se-mi-o-bobika-dni-/ekoakcie.aspx?c=A151006_153105_ekoakcie_fih>.

woman entrusts to the care of her dog to the restaurant staff. What a shock, however, is experienced by a couple when the waiter uncovers a silver tray with an appetizer and eloquently says: "Bobby." Visually, the point is not presented. The commercial became very popular and viral in its time, often paraphrased and widely socially debated. However, the emotional response of the viewers to the spot resulted only 20 percent to associate the ad with the promoted Centrum.cz brand. Some viewers did not notice the promoted brand or product at all, others associated the spot with the competing local search engine Seznam.cz (which still outperforms Google in 2018 in the Czech Republic).

Some products and brands have their intentional, more permanent connection with a particular emotional charge. The KTM motorcycle brand, with its slogan "Ready to Race" and all marketing communications, tries to awaken in the customers a sense of excitement from racing and driving from motorcycle riding.[20] The Coca-Cola brand has also been using links to interpersonal relationships and leisure time in marketing communications for several years,[21] most recently in "Taste the Feeling" or "WOW Experience" campaigns. It deliberately tries to create the impression that coke is always there accompanying pleasant emotions. The personalized marketing communication will soon be more and more confronted with issues surrounding security and personal data protection. It is a question of how much customers will be willing to share their data with businesses in exchange for personalized marketing messages. Companies shall be prepared to maximize the use of available databases to better target marketing messages. Personalization of marketing communications can also be based on influencer marketing,[22] which focuses on the utilization of influential personas and personalities. When influencer marketing is applied, people who can potentially have a large impact on a larger group of customers are identified and used for transmitting the punchline. Among the influencers, celebrities, singers, actors, sportspeople, media people, incl. YouTubers and others are usually used. In broader terms, influencers can also be any customers with replication potential, such as people who are familiar with the company/product/brand, have a wide network of contacts or followers, or enjoy distinct social status. Influencers provide testimonials to potential buyers. When using influencer marketing, it is necessary to create a relatively lasting mutually profitable relationship between the advertiser and the influencer.[23] For instance, in 2016, due to the inappropriate application of marketing influence, the case BMW and its Czech dealer BMW was widely publicized. YouTuber Danny from the TvTwixx channel has openly criticized another YouTuber Carrie for a dumb advertisement on her BMW sponsored car. Danny also published his alleged communication with the BMW brand marketing manager. The BMW requested, among other things, that in exchange for providing the BMW X1 car, videos

20 KISKA, G.: Kompetitive Markenführung eines Nischenmarktführers. In *Markenmanagement in der Motorradindustrie: Grundlagen, Trends, Erfolgsstrategien führender Hersteller*, 2012, Vol. 7, p. 219-235.

21 LATOUR, K., LATOUR, M. S., ZINKHAN, G. M.: Coke Is It: How Stories in Childhood Memories Illuminate an Icon. In *Journal of Business Research*, 2010, Vol. 63, No. 3, p. 328-336.

22 WEISS, R.: Influencer Marketing. How Word-Of-Mouth Marketing Can Strengthen Your Organization's Brand. In *Marketing Health Services*, 2014, Vol. 34, No. 1, p. 16.

23 GREVE, G., SCHLÜSCHEN, A.: From Customer Relationship Management to Influencer Relationship Management. In *Diverse Methods in Customer Relationship Marketing and Management*. London : IGI Global, 2018, p. 80-91.

praising the product and denouncing products of competitors, in particular models of Volkswagen, Audi and Skoda brand, shall be produced.[24] Influencer marketing has thus turned against the brand and has become more of a case for crisis marketing communication.

3 Eventization

The concept of the eventization[25] has become quite popular in cultural and creative industries after 2010, where it has been used as a notion for organizing specific art encounters (for example, festivals) on one hand, and as a symbol to create unique participatory art experiences (live artworks installations, performances) on another. Event is a way how to attract visitors, viewers or listeners to participate in a unique encounter that is either deliberately combined into a series of similar type of events (festival) or deliberately detached from other similar encounters to attract maximum attention. In marketing communications, the notion of an event can be defined as an attempt to deliberately create such a marketing message, to which the recipient will pay great attention at the time it is produced, hence recipients co-create the marketing message.[26] While traditional event marketing is seen primarily as a form of PR, the concept of eventization further enhances the meaning behind one particular tool of marketing communications. It is an attempt to deliberately detach marketing communications campaign from the pool of other competitors' messages. Therefore, recipients may be more likely to become attentive and engaged.[27] The finals of the American Super Bowl (American Football series) are usually a feast for TV commercials.[28] Four out of five most viewed TV shows in the US history were the Super Bowl finals. The 2012 final match was the most ever viewed TV show in modern history, with 54% of all U.S. households being at their home screens. Placing a commercial within this sporting event has gradually become a matter of prestige for many advertisers, products, and brands. Costs associated with renting a standard 30-minute air time exceed 3 million US dollars. Advertisers often prepare unique advertising spots that are being broadcasted just at the Super Bowl finals. Super Bowl advertising has measurably a far greater impact on the image of products, brands and companies. Talking eventization, advertisers are trying to take part in a distinct festival of TV commercials to stand out from the crowd. Another example of "evented" TV advertisements can be the tendency to break away from the traditional advertising block, for example, by significantly altering the length of the ad. The longest TV commercial according to the Guinness Book of World Records took more than 13

24 ČERNÝ, A., ČERNÁ, M.: *Čeští youtubeři tvrdí, že po nich dealer BMW chtěl, aby pomlouvali Škodu.* [online]. [2018-6-24] Available at: <https://ekonomika.idnes.cz/youtuberi-versus-bmw-invelt-dic-/ekoakcie.aspx?c=A161222_164022_ekoakcie_rny>.

25 MAASØ, A.: Music Streaming, Festivals, and the Eventization of Music. In *Popular Music and Society*, 2018, Vol. 41, No. 2, p. 154-175.

26 CROWTHER, P., DONLAN, L.: Value-creation Space: The Role of Events in a Service-dominant Marketing Paradigm. In *Journal of Marketing Management*, 2011, Vol. 27, No. 13-14, p. 1444-1463.

27 WHELAN, S., WOHLFEIL, M.: Communicating Brands through Engagement with 'Lived' Experiences. In *Journal of Brand Management*, 2006, Vol. 13, No. 4-5, p. 313-329.

28 CHANDRASEKARAN, D., SRINIVASAN, R., SIHI, D.: Effects of Offline Ad Content on Online Brand Search: Insights from Super Bowl Advertising. In *Journal of the Academy of Marketing Science*, 2018, Vol. 46, No. 3, p. 403-430.

hours of broadcasting time at My9 KBJR-TV station in Duluth, Minnesota, on the night of May 24 to May 25, 2014. The advertising was largely composed of a life movie, where a piece of beef was smoked. After smoking, a chef sliced the beef and crafted a sandwich offered in Arby's fastfood chain.[29] Other advertisers produce their own short films and videos instead of taking the usual 30-seconds-spots.

The literally iconic form of marketing communication has become a series of short films produced by BMW since 2001.[30] The series has begun with eight online short films under the common title "The Hire", all that four years before YouTube was founded. In films, Clive Owen appeared as a mysterious driver to rent. The films were created by world-renowned producers (David Fincher, Ridley Scott, Tony Scott) and directors (such as John Frankenheimer, Ang Lee, Guy Ritchie, or John Woo). Other Hollywood stars, including Madonna or Mickey Rourke, appeared in the movies. In times of non-existent streaming services and low video sharing rates, BMW films have achieved more than 100 million views. In 2016, on the occasion of the introduction of the new BMW 5 Series model and the fifteenth anniversary of the BMW Films series, a new movie was created under the title "The Escape". BMW films are a demonstration of an event where the marketing communication mash up already established formats of marketing communications, such as product placement, TV advertising and viral marketing.

Conclusion

Technological trends as well as social and societal development are posing new challenges to companies in their constant search to attract interested buyers. Marketing communications is undergoing transition from mass– to individualized and personalized ways of establishing mutual connection between brands and consumers. Personalization is one of the major emerging trends for all aspects of the communication mix. Advertisers are trying to stand out from the plethora of media and marketing messages by establishing their own forms and formats of marketing communication – such a trend to be labelled eventization and is applicable again to all components of the communication mix. Both issues are likely to gain increasing attention by marketing practitioners and researchers alike.

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MACHIAVELLIANISM IN BUSINESS PSYCHOLOGY IN THE CHOICE OF SELECTED SOCIO-DEMOGRAPHIC INDICATORS

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Abstract

The paper deals with machiavellianism as an important factor in the business psychology. The aim of the paper is to familiarize students with issues of machiavellianism with focus on selected socio-demographic indicators in business psychology. Through selected questionnaires, we obtained data from respondents. We specified mutual differences in the manifestations of machiavellianism in terms of selected socio-demographic indicators.

Key words:

Business Behaviour. Machiavellian Expressions. Machiavellianism. Manipulation.

1 Introduction to the Issue

Christie and Geis define machiavellianism as "a process by which the manipulator gets more of some kind of reward than he would have gotten without manipulating, while someone else gets less, at least within the immediate context".[1] The term machiavellianism was ultimately derived from the name of Niccolo Machiavelli, a leading representative of the Italian Renaissance thinking especially of policy. Machiavellianism is one of the three species, included with narcissism and psychopathology, into the "Dark Triad".[2] In the work from Machiavelli there are described the various forms of government, their advantages and the misfortunes, how to govern and control the country, society, how to achieve power over crime, there is written about civil government and times of danger, about the church and the army. This Italian Renaissance thinker has portrayed the world as it really is and not what people would like to have.[3] Machiavellianism from a psychological point of view is a summary of cynical beliefs about the nature of man, his manipulative techniques and forms of behavior. Machiavellianism is aimed at controlling and influencing others in their own interests in order to achieve their own requirements.[4] Machiavellianism refers to a strategy of behavior that involves manipulating others to achieve personal goals, and to increase and maintain power over others. The attitude of those who achieve high scores in the machiavellianism test is cold, full of deliberate deception, praise, but lack of morality.[5] One of the machiavellians´ strategies is the application of non-rational tactics that is deception, lies, the use of flattering and other emotional effects. Geis and Moon have shown in their research that machiavellians are far more

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1   For more information, see: CHRISTIE, R., GEIST, F. L.: *Studies in Machiavellianism*. New York : Academic Press, 1970.

2   VERNON, P. A. et al.: *A Behavioral Genetic Investigation of the Dark Triad and the Big 5. Personality and Individual Differences.* New York : Wiley, 2008, p. 445-452.

3   See: PREZZOLINI, G.: *Život Niccola Machiavelliho učitele vladařů*. Prague : Jaroslav Zaorálek, vydavateľstvo Faun, 1999.

4   VÝROST, J., SLAMĚNÍK, I.: Aplikovaná sociální psychologie I.: Člověk a sociální instituce. In *Člověk a moc: Politická psychológia.* Prague : Portál, 1998, p. 57-92.

5   GRAMS, W. C., ROGERS, R. W.: Power and Personality: Effects of Machiavellianism, Need for Approval, and Motivation on Use of Influence Tactics. In *Journal of General Psychology*, 1990, Vol. 117, No. 1, p. 71-82.

convincing liars than people with lower machiavellianism scores.[6] It is therefore harder to distinguish them from the truth. Their lies are not only more frequent, but mostly they are focused on manipulation and self-presentation, which is related to narcissism of machiavellians.[7] About manipulation – as opposed to conviction and argumentation – we say when one imposes his will on another by using unfair, dishonorable practices.

The manifestation of manipulation in business behavior:[8]
- Lies and half-truths – people are put in and kept in lies and half-truths and then live as in the world of science fiction, expecting something they can not get. These lies and half-truths are often deliberately spread about the founders of various companies in order to create the appearance of their competence and experience. The aim is to create a false ideal of "superhuman".
- Tendentious interpretations of reality – spreading half-truths and lies, fudging the facts in order to get new members.
- Distraction – as suddenly a person asks a member of a certain association a specific question about something he does not understand, he often gets the answer that he learns it in the next lecture, or that it is too complicated to answer a few sentences.
- Distortion of logic – causes confusion results in the present context, that simply do not apply. This manipulation technique needs to be very careful; you do not have to be fooled by mumbling. Who can not answer the clearly asked questions about what he's talking about, probably does not know what he's talking about or deliberately introduces.
- Emotional excitement – distraction from facts to feelings, but mostly related to a proxy problem. This game appears in the public as well as in private communication. It can only be said that there are frequent attacks on pity or guilt in the public, while the game of gratitude and ingratitude often appears in private. A typical attack on compassion is, for example, beggar with poorly dressed child in the cold.
- Encountering morality and human rights – this is also a reversed logic: if one has put his rhetoric on the "world is evil," and redirects through membership in the "only right" community, it is the use of this technique.
- The use of scientific and pseudo-scientific, but in any case, vague and fuzzy terminology – this is about creating a credibility with unsubstantiated reliance on scientific authority. Language becomes a tool of power, who dominates the language, has the ability to manipulate.
- Intimidation – typical is threating, phone calls, extortion based on data received from colleagues. Especially strong is evoking fear in connection with, for example, the possible dismissal from employment.

Ricks and Fraedrich in their research had assumption that machiavellianism has a positive influence on total salesperson productivity based on volume. Their results

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6   GEIS, F. L., MOON, T. H.: Machiavellianism and Deception. In *Journal of Personality and Social Psychology*, 1981, Vol. 41, No. 4, p. 766-775.

7   See: KASHY, D. A., DePAULO, B. M.: Who Lies? In *Journal of Personality and Social Psychology*, 1996, Vol. 70, No. 5, p. 1037-1051; VERNON, P. A. et al.: *A Behavioral Genetic Investigation of the Dark Triad and the Big 5. Personality and Individual Differences.* New York : Wiley, 2008, p. 445-452.

8   MENTEL, A.: *Úskalia psychickej manipulácie.* [online]. [2010-01-15]. Available at: <http://www.putnici.sk/newsread.php?newsid=1628>.

indicate that in industrial sales Machiavellianism is a favorable factor, and in retail sales was revealed only a small positive change.[9] „The data indicate a paradox, that overall managerial ratings of individual salespersons who sell high levels ofmerchandise or service are lower than those whosell less. This is true on average of those who are high machiavellians. The paradox is that management should appreciate anyone who is a high performer. The data implies that some personality friction exists between managers and high Mach sales personnel".[10]

2 Research Sample and Methods of Research

The research part of the contribution was implemented in the context of the comparison of the business sector with other sectors of the economy. In the context of the research, 502 respondents were addressed, of which 258 were from the trade sector and 244 employees worked in other sectors of the economy. Respondents were aged 20 to 48, the average age was 29.23 and the standard deviation was 6.909, of which 138 were women and 120 were men. There were 156 from the city and 102 from the countryside. For our research we chose two hypotheses, which we subsequently verified:

- Hypothesis 1: We assume that there are statistically significant differences in the assessment of attributes of machiavellian expressions in terms of residence.
- Hypothesis 2: We assume that there are statistically significant differences in the assessment of attributes of machiavellian expressions in terms of inclusion in an organization.

In the research were used questionnaire methods. In order to verify the established hypotheses, the data were obtained from respondents through the following questionnaires:

- **The methodology CASEDI** was designed and validated for the purpose of detecting manipulative behavior in business and management.[11] The individual entries of the questionnaire were inspired by Nichola Machiavelli's work.[12] The questionnaire contains 17 items to which respondents respond on a scale 0 – definitely not, 1 – not; 2 – rather than yes; 3 – rather yes no; 4 – yes, 5 – decided yes. The methodology allows to specify three attributes of manipulative behavior:
    - Calculation – respondents who score higher in this factor believe that controlling people should be kept at all costs. These respondents are of the opinion that it is essential to tell others what they want to hear and gain knowledge which can be used to control others. Cagey people are of the

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9   RICKS, J., FRAEDRICH, J.: The Paradox of Machiavellianism: Machiavellianism May Make For Productive Sales But Poor Management Reviews. In *Journal Of Business Ethics*, 1999, Vol. 20, No. 3, p. 197. [online]. [2018-09-14]. Available at: <https://link.springer.com/article/10.1023 /a:1005956311600>.

10   RICKS, J., FRAEDRICH, J.: The Paradox Of Machiavellianism: Machiavellianism May Make For Productive Sales But Poor Management Reviews. In *Journal Of Business Ethics*, 1999, Vol. 20, No. 3, p. 197. [online]. [2018-09-14]. Available at: <https://link.springer.com/article/10.1023 /a:1005956311600>.

11   FRANKOVSKÝ, M., BIRKNEROVÁ, Z., TOMKOVÁ, A.: *Dotazník zisťovania machiavellistických prejavov v obchodnom správaní – VYSEDI (príručka).* Prešov : Bookman, 2017, p. 15.

12   MACHIAVELLI, N.: *Vladař.* Prague : Josef Hajný, 2007, p. 203.

opinion that when two of them compete, it is necessary to recognize whose victory is more desirable for them, and in any case it is beneficial to lean their power to control other people. Cronbach's alpha: 0.802.

- Self-assertion – respondents who score higher in this factor are characterized by the fact that they believe that only such a persons are reliable, relying on themselves and on their own strengths. A successful person must always keep in mind that he must avoid stronger allies than himself. Also, this factor assumes the view that anyone else helps to grasp power, he submits himself to the body on which he sits. And then whoever wants to stay in power must first consider all the necessary hard action and do it at once so that he does not have to come back later. Cronbach's alpha: 0.813.
- Diplomacy – Respondents who score higher in this factor are characterized by the fact that they are constantly gathering information that can later be used for their own benefit. A masterful diplomacy is used to control others, and it is preferred fake and indirect communication. Respondents are surrounded by capable people and society in general, and show them in the right moment generosity and acknowledgment. Cronbach's alpha: 0.808.

- **The MPS questionnaire** was developed by Dahling, Whitaker and Levy for leaders in the field of manipulation.[13] The construct is based on studies of political and religious extremist groups as leaders of these groups manipulate subordinates (Christie, Geis, 1970). The methodology contains 16 items, which are evaluated on a 5 – point scale (1 – I do not agree, 5 – I totally agree). By factor analysis, four factors characterizing the machiavellianism have been extracted:[14]

  - Amorality – those who score higher in this factor believe that by deception they will prevail over others. They want to use the information in their favor and just to talk to others. These people behave unethically if they believe it will help them succeed. They often do scams and are able to sabotage others if they endanger their goals. Cronbach's alpha: 0.790.
  - The desire for social status – the higher scoring individuals in this factor know that social status is a good sign of success in life. Their efforts are focused on material security and wealth. These people want to be rich and influential. Cronbach's alpha: 0.709.
  - The desire for control – people who are characterized by the higher score in this factor are enjoying being able to control the situation. In interpersonal relationships, they are those who give orders and control others and that is their maximum satisfaction. Cronbach's alpha: 0.831.
  - Distrust – People who are characterized by higher score in this factor do not like teamwork and do not trust other people. If they're already in the team, they kneel their knees together because they want to be unique. They are motivated solely on the basis of personal gain. Their claim is that others, without any hesitation, will use the situation in their favor if they show some weakness in their work. They think people are planning ways to get their hands on the situation. Cronbach's alpha: 0.731.

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13   DAHLING, J. J., WHITAKER, B. G., LEVY, P. E.: The Development and Validation of a New Machiavellianism Scale. In *Journal of Management*, 2009, Vol. 35, No. 2, p. 219-257.
14   DAHLING, J. J., WHITAKER, B. G., LEVY, P. E.: The Development and Validation of a New Machiavellianism Scale. In *Journal of Management*, 2009, Vol. 35, No. 2, p. 219-257.

The data obtained were processed in the SPSS 20 statistical program and presented as spreadsheets.

3 Research Results

We assessed the attributes of machiavellian expressions in terms of residence of the respondents. Through t-tests, we identified the existence of statistically significant differences between the respondents living in the city and the respondents living in the countryside. The observed differences are shown in Table 1.

Table 1: Comparing attributes of machiavellian expressions CASEDI in terms of residence

	Residence	Average	SD	T	p
Calculation	The city	2,2788	,94205	0,558	0,577
	Countryside	2,2269	,88410		
Self-assertion	**The city**	**2,9968**	,75017	2,066	**0,039**
	Countryside	2,8569	,62088		
Diplomacy	The city	3,2716	,75618	1,219	0,224
	Countryside	3,1819	,71938		

Source: Own processing

Table 1 shows that in the attribute of self-discernment, the businessmen living in the city score higher. It should be noted that both groups of respondents approached the answer rather than no. Businessmen from the city rather rely on themselves and on their own strength, as opposed to rural businessmen, as if they were to asked for advice or help. Respondents from the city compared with rural respondents rather consider all the necessary hard measures to stay in power. Through t-tests, we identified the existence of statistically significant differences between urban and rural respondents within selected MPS features of machiavellian expressions. The observed differences are shown in Table 2.

Table 2: Comparison of MPS machiavellian attributes in terms of residence

	Residence	Average	SD	t	P
Ammorality	The city	2,1284	1,19358	0,477	0,634
	Countryside	2,0357	1,21574		
The desire for social status	The city	2,5301	1,28629	-0,761	0,447
	Countryside	2,6643	1,24362		

The desire for control	The city	2,7121	1,10575	-0,301	0,764
	Countryside	2,7949	1,11186		
Distrust	The city	2,6273	0,80532	0,232	0,817
	Countryside	2,5846	0,62206		

Source: Own processing

The results presented in Table 2 show that statistically significant differences in any attributes of machiavellian expressions were not noted in respondents' answers. Based on the results obtained with the t-test, we can assume the hypothesis "We assume that there are statistically significant differences in the assessment of attributes of machiavellian expressions in terms of residence", as confirmed. In examining demographic data, we studied the attributes of machiavellian expressions from the point of view of position in the organization, respectively job position. Using t-tests, we found out statistically significant differences between respondents who work either as managers or as executive employees among the selected attributes of machiavellian expressions CASEDI. The findings are shown in Table 3.

Table 3: Comparing attributes of machiavellian expressions CASEDI with regard to position in the organization

	Position in the organization	Average	SD	t	P
Calculation	Managers	2,2615	,92809	0,109	0,913
	Executive employees	2,2515	,90797		
Self-assertion	Managers	2,9963	,72400	1,715	0,086
	Executive employees	2,8780	,67142		
Diplomacy	Managers	3,2225	,76535	-0,262	0,793
	Executive employees	3,2417	,71833		

Source: Own processing

The results presented in Table 3 show that statistically significant differences in any attributes of machiavellian expressions were not noted in respondents' answers. Using t-tests, we identified the existence of statistically significant differences between respondents who work either as managers or as executive officers among MPS machiavellian expression attributes. The findings are shown in Table 4.

Table 4: Comparing attributes of machiavellian expressions MPS with regard to position in the organization

	Position in the organization	Average	SD	t	p
Ammorality	Managers	2,3051	1,29549	1,874	0,063
	Executive employees	1,9469	1,11368		
The desire for social status	Managers	2,8279	1,09361	1,808	0,073
	Executive employees	2,5013	1,31535		
The desire for control	Managers	3,0370	1,12540	1,323	0,190
	Executive employees	2,6410	1,08434		
Distrust	Managers	2,7778	0,58567	1,276	0,209
	Executive employees	2,5538	0,78076		

Source: Own processing

The results presented in Table 4 show that statistically significant differences in any of the attributes of machiavellian expressions were not noted in respondents' answers. Based on the results obtained with t-test, we can assume the hypothesis "We assume that there are statistically significant differences in the assessment of attributes of machiavellian expressions from the point of view of position in the organization", as unconfirmed. In the paper, we focused on statistical differences within socio-demographic indicators in the field of business psychology. Statistically significant differences in the assessment of selected attributes of machiavellian expressions in the context of business psychology, from the point of view of residence, were noted in respondents from the city in one attribute. These respondents, in comparison with rural respondents, are considering in advance all the necessary hard measures to stay in power. Statistically significant differences in the selected attributes of machiavellianism in business psychology, from the point of view of position in the organization, have not been noted either by managers or by executive employees.

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BENEFITS OF USING SOCIAL NETWORKS IN INTEGRATED MARKETING COMMUNICATIONS

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Abstract

The issue of the quality of activities providing integrated communication in an organization is currently up to date. It is linked to several factors, including, among other things, the development of information and communication technologies, the internationalization of sales outlets and the intercultural segmentation of the market. Today is a difficult time for many organizations and organizational managers are facing hard market challenges. The key prerequisite for success is not only to identify customer signals and integrate them into the value-creation process but also to build an effective internal communication system as well as external communication with a customer driven by globalization at an international level. In assessing the quality of the communication effect in the current communication policy and organization strategy, there are generally many shortcomings related to the lack of system orientation in this area.

Key words:

Communication. Integrated Marketing Communications. Marketing. Security. Social Networks.

1 Introduction

One of the most important social networking assets is the existence of a communication platform that allows interaction between the organization and the customer. The organization creates the opportunity to create a user community with whom it regularly communicates, identifies the needs and wishes of its customers around its product or service, enabling it to flexibly react and modify the business strategy.[1] Within the IMC, social networks can be used in particular to achieve these goals:

- address new clients;
- promoting new products and services;
- support for the sale of special offers;
- building PR and good name;
- creating a community of supporters;
- active communication with the community;
- space for publishing content;
- targeted advertising campaigns;
- get and share client reviews.[2,3]

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1   KUNERTOVÁ, P., ROSTÁŠOVÁ, M.: Sociálne siete ako efektívna forma marketingovej komunikácie. In PETRANOVÁ, D., ĎURKOVÁ, K., BOBOVNICKÝ, A. (eds.): *Zborník z medzinárodnej vedeckej konferencie: Nové trendy v marketingu – Zvyšovanie konkurencieschopnosti Slovenska, regiónov a firiem. Conference Proceedings.* Trnava : FMK UCM, 2011, p. 61-73.

2   HLINKOVÁ, D.: Sociálne siete – Efektívny trend v marketingovej komunikácii. In *Zborník vedeckých štúdií z oblasti histórie a teórie marketingovej komunikácie a médií č. 10. Conference Proceedings.* Bratislava : Book & Book Publisher, 2011, p. 221-233.

3   See: BEDNÁŘ, V.: *Marketing na sociálních sítích – Prosaďte se na Facebooku a Twitteru.* Brno : Computer Press, 2011.

The following social networking features are important for IMC:

- ***information*** – social networks become the source of a wealth of information about new products, services, product innovation, etc.;
- ***commercial*** – commercial function on social networks becomes one of the ways to reach a large number of potential customers;
- ***marketing*** – mapping customer needs, which prevents market research, successful promotion, addressing potential customers, and so on.[4,5]

The benefits of social networks as a marketing tool are:

- a dynamically growing number of users;
- low operating costs;
- creating a community around the brand and product;
- communication with customers – the possibility of a feedback response;
- creative use – viral marketing, fun apps and videos;
- Ad targeting;
- oral presentation – WOM (word of mouth).[6]

- ***Obtaining information about the interests of the target group***:
  - With the apps that people use, it's possible to get a close look at the number of their friends, find out what products they like, what Fan pages they are fans of, what words they use in expression, and so on.
  - Based on this information, you can better create your ad, products, and services.[7]
- ***Precise targeting ads to target group:***
  - You can target your ad according to the interests, age, education, location, or language that users use.
  - Effective metering is a greater return on ad spend.
  - We know how many users have reached our ad, the age, the location, and how we continually improve our targeting.
- ***Viral spread of news:***
  - It offers a number of pre-installed plugins, but it is also possible to create custom tools using the API.
  - Dissemination is that the user publishes some content (text, video, picture) on the Wall where all his friends see him.
  - Content is available to all users without additional costs.
  - His friends also have the opportunity to share that content among other social network users – to share it.[8]

4   KUNERTOVÁ, P., ROSTÁŠOVÁ, M.: Sociálne siete ako efektívna forma marketingovej komunikácie. In PETRANOVÁ, D., ĎURKOVÁ, K., BOBOVNICKÝ, A. (eds.): *Zborník z medzinárodnej vedeckej konferencie: Nové trendy v marketingu – Zvyšovanie konkurencieschopnosti Slovenska, regiónov a firiem. Conference Proceedings.* Trnava : FMK UCM, 2011, p. 61-73.
5   HLINKOVÁ, D.: Sociálne siete – Efektívny trend v marketingovej komunikácii. In *Zborník vedeckých štúdií z oblasti histórie a teórie marketingovej komunikácie a médií č. 10. Conference Proceedings.* Bratislava : Book & Book Publisher, 2011, p. 221-233.
6   For more information, see: BEDNÁŘ, V.: *Marketing na sociálních sítích – Prosaďte se na Facebooku a Twitteru.* Brno : Computer Press, 2011.
7   KALAŠOVÁ, J.: *Ako uspieť na sociálnej sieti? Prispôsobte sa cieľovke!* [online]. [2018-06-21]. Available at: <http://podnikanie-blog.sk/2012/05/zapisky-konferencie-marketing-live-2012>.
8   MOJTO, Z. et al.: *Cookbook – Všetko, čo marketér potrebuje vedieť o Facebooku.* Bratislava : Webcreator – internetová agentúra, 2011. [online]. [2018-09-19]. Available at: <https://www.

- ***Personalized web content according to the preferences of the visitor:***
  - By linking a social network user's account with a web page, you can get information that the user has in his profile (age, location, favourite products, services, keywords).
  - Based on these data, it is possible, for example, to show the store closest to the place of residence, preferably to offer products that might be interested and others.
- ***Communication with the target group and surveys***:
  - Social networks provide the ability to communicate comfortably with the target audience, discuss changes to them about products and services, or gain inspiration for further development.[9]

2 Marketing Tools on Social Networks

Social networks offer various tools that a marketing manager can use to promote the organization, its products, or services.[10],[11] The classic tools commonly used for marketing purposes include the "Like" button, groups, business profiles, events, and PPC sponsored ads.[12] Marketing tools on social networks include:

- *The "like" button* – which users express a positive relationship to a given product or service. This button also serves as a user recommendation to your friends.
- *"Want" button* – social network management together with developers have been prepared to streamline the called – social business new button. It is used by various organizations, which can then also be used to purchase the product or service.
- *Comments* – a tool by which users on an external website can comment on a product or service, and these comments will also appear on the user's wall.
- *API (Application Programming Interface)* – a group of tools that can program applications that are directly linked to the social network. I can publish information (text, video, images), and vice versa, to get information (profile, friends, photos) about the user who uses the app.
- *Group* – where there is an option in the settings to specify what type of group it is and to determine to what extent it will be secure and who will be able to see its content.
- Fan group (Face pile) – This is a tool that shows the number of fans in the interest group and serves to support a direct-add-on site.

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9   MOJTO, Z. et al.: *Cookbook – Všetko, čo marketér potrebuje vedieť o Facebooku.* Bratislava : Webcreator – internetová agentúra, 2011. [online]. [2018-09-19]. Available at: <https://www.slideshare.net/los_alamos69/cookbook-vetko-o-marketr-potrebuje-vedie-o-facebooku>.

10 MRÁZ, R.: *Čo získate prezentáciou prostredníctvom facebook stránky?* [online]. [2018-09-19]. Available at: <http://www.ui42.sk/internet-marketing-seo-sem/facebook-markeing/facebook-reklama-1.html?page_id=1556>.

11 See: BEDNÁŘ, V.: *Marketing na sociálních sítích – Prosaď se na Facebooku a Twitteru*. Brno : Computer Press, 2011.

12 KUNERTOVÁ, P., ROSTÁŠOVÁ, M.: Sociálne siete ako efektívna forma marketingovej komunikácie. In PETRANOVÁ, D., ĎURKOVÁ, K., BOBOVNICKÝ, A. (eds.): *Zborník z medzinárodnej vedeckej konferencie: Nové trendy v marketingu – Zvyšovanie konkurencieschopnosti Slovenska, regiónov a firiem. Conference Proceedings*. Trnava : FMK UCM, 2011, p. 61-73.

- *Company Profile* – Through its creation, the organization can get new visitors, through which it can learn a lot of new potential customers about the organization and its products / services. Within the profile, you can view useful information about your organization, upload product photos, create various discussions on chosen topics, enter upcoming events (duration of discounts, promotions, etc.). With clear monitoring and regular statistical outputs over a period of time, site status can be quickly and efficiently identified. Based on the above data, it is possible to respond promptly and to improve the site in favour of the organization as well as the visitors themselves.
- Last but not least, the non-minor marketing tools include the *Plugin* tool, which primarily serves to link the site to the social network, which makes it possible to build a relationship between the organization and its customers.

3 Social Networks for Integrated Marketing Communication

There are a number of social networks. Any of them can be used to communicate with the client. **The social network** is a concept that is based on sociology. In the broader sense, the word refers to any online community associating people with common interests who use a specific web page to communicate with each other in order to share information, resources. In the narrower sense of the word social network, we mean a web site, system, or online service that allows the above-mentioned communication. Users can publish their own media content, create profiles and share them publicly, partially public (only with a linked group of people), or privately (only with selected people), using a whole range of resources, blogs, videos, pictures, photos, friends list, forums, messages, platoons, etc. Today there are hundreds of such social networks in the world, among the most well-known are Facebook, MySpace, Twitter, LinkedIn. Social networks originated at the end of the 1990s as one of the Internet development products.[13,14,15]

- **SixDegrees.com**
Probably the first page of its kind was composed in 1997 by Andrew Weinreich under the name SixDegrees.com. It allowed its users to create accounts, create their own profiles, add friends, send messages, and view lists of friends of other users. These options have existed before, but have never been combined on one page. Although the success of this site was a pioneer for other social networks, it failed to be commercially successful and was abolished in 2000.
- **Twitter**
This network serves for so-called microblogging. It is possible to publish short texts (tweet) up to 140 characters. Each user has their own page showing their posts. Each user is also viewing the posts of other users who have been set up on the so–

13   BOYD, D. M., ELLISON, N. B.: *Social Network Sites: Definition, History and Scholarship*. [online]. [2018-09-20]. Available at: <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>.
14   See: BEDNÁŘ, V.: *Marketing na sociálních sítích – Prosaď te se na Facebooku a Twitteru*. Brno : Computer Press, 2011.
15   KUNERTOVÁ, P., ROSTÁŠOVÁ, M.: Sociálne siete ako efektívna forma marketingovej komunikácie. In PETRANOVÁ, D., ĎURKOVÁ, K., BOBOVNICKÝ, A. (eds.): *Zborník z medzinárodnej vedeckej konferencie: Nové trendy v marketingu – Zvyšovanie konkurencieschopnosti Slovenska, regiónov a firiem*. *Conference Proceedings*. Trnava : FMK UCM, 2011, p. 61-73.

followed by. Users can interact with their posts, comment on them, and post what they like to "forward" to their own followers – what works as a viral spread. Posts can include links to websites or multimedia. Through the Twitter Channel, it is possible to "broadcast" news, links to interesting products, current news from the company, and so on.

- **LinkedIn**

It is one of the first generation of social networks. This is a network aimed at sharing contacts between professionals from different departments. You can share references, employment information, professional status, colleagues on this network. It is also possible to discuss specialist topics in specialized groups. LinkedIn is not a network that could be used for marketing in the narrower sense. But for companies, it is a source of information about interesting and prospective people, and it is also a quality professional forum for them.

- **MySpace**

In 2003, a major social network of MySpace was established in Santa Monica, California. It is a social network that allows its users to create one-page, but very complex presentation. This presentation may contain various text, graphic and multimedia elements. Users build relationships of virtual friendship with each other and interact with each other. In our network, this network is mainly used for the presentation of cultural clusters, musical groups, theatre groups and the like.[16,17]

- **Facebook**

Today, Facebook's social network, founded in 2004 by Mark Zuckerberg, is the biggest boom. Originally accessible only to Harvard students, later to other universities and since 2006 to all Internet users. The popularity of Facebook provides options from the predecessors of this social network, such as creating a personal account, adding friends, texting between users, adding public text and picture messages, sharing hyperlinks, creating interest groups, reporting to a group of people with the same lifestyle, event planning and last but not least, the use of various applications.

Facebook is not just about personal profiles, it also gives opportunities to smaller or larger organizations. The difference lies in the fact that no personal profile is created for such a subject, but the page that we enter into a certain group from the following:
- a local shop or place;
- company, organization or institution;
- brand or product;
- an interpreter, a group or a celebrity;
- entertainment;
- topic or community.

If the organization is registered, it is even more specific:
- determining in the group we chose;
- the ability to add a profile photo;
- a brief description of the organization, product or service;
- entering a link to the organization's website;

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16   See: BEDNÁŘ, V.: *Marketing na sociálních sítích – Prosaďte se na Facebooku a Twitteru*. Brno : Computer Press, 2011.

17   BOYD, D. M., ELLISON, N. B.: *Social Network Sites: Definition, History and Scholarship.* [online]. [2018-09-20]. Available at: <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>.

- the ability to create an ad.

The beginning of creating a community supporting the organization begins with the user's contact list opening the page. Once an organization has created a page, it can take advantage of the benefits that this social network provides. The number of people whose organization can reach via Facebook is worth the thousands of Slovak conditions. From those who get to the organization page, it is possible to create a community of standing customers thanks to the space where you can find new offers, actions, discounts and share your opinions and recommendations with other customers. As an excellent marketing tool, Facebook can also serve as a market research tool because it enables simple and effective surveys to be made, while at the same time providing direct feedback in customer comments.[18,19] Although social networks represent a large number of opportunities in integrated marketing communications, they represent an organization that is also using an increased threat to internal security. In today's interconnected world, threats are greater than ever before. Therefore, it is very important that organizations implementing integrated marketing communication also deal with the security issues of their organization's information.

4 Security and Protection of Information

The use of information technology and communication systems has long been a fashionable or prestigious issue, but for most organizations the means of survival. Typical problems for some organizations include lack of attention to information security, lack of time and financial resources for this area, lack of independent qualified personnel dealing with information security, inappropriate configuring of some key IT facilities, and low awareness of most employees about security policies in the organization. Many executives are therefore well aware of the necessity and need to address this issue. Practice shows that no security system will be dealt with without technical and procedural control mechanisms, quality assessment and evaluation of its effectiveness, with subsequent proposal for appropriate measures for improvement.[20,21]

SMIB – Information Security Management System is based on BS 7799, which was later revised to ISO 17799, as part of an overall management system based on the organization's risk approach, according to STN ISO / IEC 27000 standard, the role of which is to implement, implement, operate, monitor, revise, maintain and improve information security. In the world, building and certification of SMIB according to

18 KUNERTOVÁ, P., ROSTÁŠOVÁ, M.: Sociálne siete ako efektívna forma marketingovej komunikácie. In PETRANOVÁ, D., ĎURKOVÁ, K., BOBOVNICKÝ, A. (eds.): *Zborník z medzinárodnej vedeckej konferencie: Nové trendy v marketingu – Zvyšovanie konkurencieschopnosti Slovenska, regiónov a firiem. Conference Proceedings.* Trnava : FMK UCM, 2011, p. 61-73.

19 MRÁZ, R.: *Čo získate prezentáciou prostredníctvom facebook stránky?* [online]. [2018-09-19]. Available at: <http://www.ui42.sk/internet-marketing-seo-sem/facebook-markeing/facebook-reklama-1.html?page_id=1556>.

20 ŠOLC, M.: *Informačná bezpečnosť v spoločnosti.* [online]. [2018-09-19]. Available at: <http://emi.mvso.cz/EMI/2011-01/04%20Solc/Solc.pdf>.

21 BATĚK, Ľ.: *Návrh a implementácia integrovaného manažérskeho systému riadenia informačnej bezpečnosti (ISO 27001).* [online]. [2018-08-12]. Available at: <http://www.disig.sk/fileadmin/.../Produkt_list_SMIB_27001.pdf>.

ISO 27000 is a common process.[22] Each single piece of information, more or less important, is part of a single information unit that is constantly attacked by various threats, and ultimately is the result of a chain reaction of weakening the organization's competitiveness. It is precisely the elimination of these deficiencies and the improvement of the system security efficiency offered by the SMIB building and certification process. Information according to the protection of classified information means:

- the content of a document, a drawing, a drawing, a map, a photograph, a graph, or another record;
- the content of the oral statement;
- the content of an electrical, electromagnetic or electronic or other physical transparent medium.

The goal and task of managing information security is to summarize the principles of safe work with information of all kinds and of all types. ***Information security*** is in fact the protection of confidentiality, integrity and availability of information:

- confidentiality is a feature that ensures that information is unavailable or is not disclosed to unauthorized individuals, entities or processes;
- integrity is actually ensuring the accuracy and completeness of information;
- availability is an accessibility and usability property at the request of an authorized entity.[23]

An important asset of each organization is information. It is therefore in the interest of the organization to protect this asset and to pay attention to the protection and security of information. We can divide the information that we process into the organization:

- Character information classified information – classified information shall be broken down by grade of confidentiality into:
  - *top secret "PT"* – as if the result of tampering with that information could be seriously jeopardized the preservation of constitutionality, sovereignty and territorial integrity of the state and could cause irreparable and serious damage in the defense, security, economic interests, foreign policy or international relations,
  - *secret "T"* – if the foreign policy, defense, security and interests of the state in the international and economic spheres could be jeopardized as a result of unauthorized manipulation,
  - *confidential "D"* – are if the unlawful manipulation could result in damage to the state's interests, public interests or the legitimate interests of the state authority,
  - *reserved "V"* – are if unauthorized manipulation with it could cause harm to the legitimate interests of a legal person or natural person.
- Information protected by other privacy laws. According to this personal data, the data relating to a designated or identifiable natural person, such person being a person who can be identified directly or indirectly, in particular on the basis of a generally identifiable identifier or one or more characteristics or signs which constitute physical, physiological, psychological, mental, economic, cultural or social identity.

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22   KALUŽA, F.: *Manažérsky prístup v riešení informačnej bezpečnosti firmy.* [online]. [2018-11-21]. Available at: <http://www.securityrevue.com/article/2006/06/manazersky-pristup-v-rieseni-informacnej-bezpecnosti-firmy/>.
23   See: DOUČEK, P. et al.: *Řízení bezpečnosti informací.* 2nd Edition. Prague : Profesional Publishing, 2010.

• Commercial information is all information that relates to the main activity of the organization, has a certain market value and the organization is interested in protecting them. The interest in protecting this information is given by the fact that, if competition were to gain access to this information, it would also gain a competitive advantage. Commercial information includes information relating to production, technology, management, financing, trade and development of the organization. Legislation defines business secrets as any business, manufacturing or technological fact related to an organization that has actual or at least potential material or non-material value, is not normally available in the relevant business circles, is to be classified under the entrepreneur, and the entrepreneur appropriately secures its secrecy.

4.1 Information Security from the Point of View of Marketing

In recent years, security of information in organizations has become increasingly important. By using the organization's information systems, they manage their marketing plans and activities flexibly, faster, and can adapt their tasks to current needs. Using information security, organizations try to protect the data stored. This includes information security in terms of product features and the security of e-commerce marketing activities, with which security and protection are also involved:
• patents;
• communication channels;
• price war – can happen if the competitor gets information about our planned prices;
• e-commerce marketing;
• data transmission;
• access controls;
• data backup;
• installation of protection programs;
• training of staff working with sensitive data;
• information leakage;
• build up into the system;
• virus in the system;
• theft;
• interception;
• introduction of identification elements.[24,25,26]

In the area of marketing, organizations must also take care of information security when communicating with the customer, but also in the context of all marketing communications, and in particular:
• with sale;

24   KALUŽA, F.: *Manažérsky prístup v riešení informačnej bezpečnosti firmy.* [online]. [2018-11-21]. Available at: <http://www.securityrevue.com/article/2006/06/manazersky-pristup-v-rieseni-informacnej-bezpecnosti-firmy/>.

25   BATĚK, Ľ.: *Návrh a implementácia integrovaného manažérskeho systému riadenia informačnej bezpečnosti (ISO 27001).* [online]. [2018-08-12]. Available at: <http://www.disig.sk/fileadmin/.../Produkt_list_SMIB_27001.pdf>.

26   ŠOLC, M.: *Informačná bezpečnosť v spoločnosti.* [online]. [2018-09-19]. Available at: <http://emi.mvso.cz/EMI/2011-01/04%20Solc/Solc.pdf>.

- with a personal interview;
- with customer satisfaction monitoring;
- but also, with advertising.

Conclusion

A major contemporary issue in the field of marketing communications is the drive towards integrated activity. There are a number of reasons for this fundamental change of thinking which need to be examined. The marketing methods businesses used in the 1980s are no longer working and have lost their value as competitive weapons, such as the constant focus on new products, generic competitive strategies, promotional pricing tactics, and so on. Today's marketing environment has been described as an age of 'hyper-competition' in which there exists a vast array of products and services, both new and variations on existing themes. A casual look in the supermarket will confirm this view. Take, for example, the 'cook-in-sauce' sector. The variety available to the consumer is little short of mind blowing, whole fitments devoted to ethnic and other varieties, with each product replicated by several different brands.

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ŠOLC, M.: *Informačná bezpečnosť v spoločnosti.* [online]. [2018-09-19]. Available at: <http://emi.mvso.cz/EMI/2011-01/04%20Solc/Solc.pdf>.

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ADVERTISEMENT AND DIGITAL MARKETING IN TERMS OF CZECH COMPANIES

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Abstract
Advertisement is one of the oldest tools of marketing communication and its history and present still shows that it is a tool for marketers continues to be very important. However, even the advertisement has been changed through the ages. There are changes not only its content, but the major changes going through its technical processing, new technology to significantly expand the capabilities of that advertising on target markets can take advantage and uses it. The Internet has brought a significant impact on the content and form of advertising as well as the tools that use the Internet. The paper deals with the use of selected forms of advertising using the tools of digital marketing communication in the terms of the Czech Republic. The text is based on the broader marketing communication research, focusing in particular on small and medium-sized businesses in the Czech Republic.

Key words:
Advertisement. Advertising Banners. Blog. Communication. Context Advertising. Digital Marketing. Marketing Communication. PPC. SEM. Viral Marketing.

Introduction

The characteristic feature of the economic changes of the last decades is the advent of the Internet and, in particular, in the course of the first decade of 21. Century, there is increasingly frequent occurrence of the concept of the digital economy, digital society, digital marketing, etc. This is the period for which put the concept called as "Industry 4.0" or "The fourth industrial revolution." Similar to the above mentioned „The first industrial revolution", also the period of „The fourth industrial revolution" brings a trend of digitalization and significant changes into the marketing and marketing communication. The time of digital marketing has just been coming and according to Frey,[1] it supposed to be expected to reduce the effectiveness of the traditional tools of the communication mix in the media. By Quinton,[2] the digital era has brought a change in relations with customers, and has caused the need for a shift from traditional relational orientation into the interactional orientation. Companies invest their resources into the new media as more effective ways to not only return on investment funds, but as much more efficient. Find out how to react to these changes, in particular small and medium-sized enterprises in the Czech Republic, it was an effort to a research implemented at the end of 2016 and 2017.

1 Theoretical Background of the Advertisement

The Internet has brought to the world of marketing communication and therefore the ads entirely new options, the new concept of communication between company/brand and market/customer. The Internet is a global phenomenon, and today, without it is not able to get around, not only the majority of the population, but especially

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1   FREY, P.: *Marketingová komunikace: Nové trendy 3.0*. Prague : Management Press, 2011, p. 96.
2   QUINTON, S.: The Community Brand Paradigm: A Response to Brand Management's Dilemma in the Digital Era. In *Journal of Marketing Management*, 2013, Vol. 29, No. 7-8, p. 912-932.

commercial entities. When we talk about the Internet, we are talking about a marketing medium that is able to transfer and communicate the information from the company directly to the customer. Marketing communication is a key element of the marketing, and by virtue of the Internet, we can communicate more easily across all areas and levels of marketing. Modern marketing can not certainly do without the Internet. It offers a wealth of options that the company can take advantage when it performs its intentions.[3] The Internet marketing helps companies implement and support marketing activities currently availing the services of the Internet. For example, it can go about a marketing research, banner advertisements, e-mailing, PR, online distribution, promoting the image of product or service, and thanks to the use of the Internet and other related digital technologies, the company can achieve goals marketing objectives. Using the Internet and it-based applications and tools, the company can monitor and analyse customer behaviour and then improve its marketing activities.[4] The American Marketing Association states that Internet marketing is the marketing campaign, which may include email marketing, e-commerce, banner advertising, search engine optimization and other tools. Kannan and Li[5] define digital marketing as "an adaptive, technology-enabled process by which firms collaborate with customers and partners that jointly create, communicate, deliver, and sustain value for all stakeholders". Marketing communication including advertising, then, is more and more confronted with the influence of the Internet. There is a number of alternative names from the "Internet marketing", via e-marketing, online-marketing to increasingly used "digital marketing". Digital marketing is, therefore, an alternative name for the Internet marketing. The digital marketing can be included in all marketing communication, which uses digital technology. These are, for example, Search engines optimisation (SEO), Search engine marketing (SEM), social media marketing (SMM), online advertising, social networks, etc.

Thus, there is a number of tools of digital marketing. The areas where these tools are applied, are variously linked, often are dependent on one another and communicate together. The companies, which are professionally engaged in the Internet marketing and advertising, in particular, usually work with these tools:

1) Company Web pages – they are now an indispensable part of any company, which can (even if only partially) find its customers on the Internet. They are the basis of all Internet activity. Their function may be diverse. Janouch,[6] in his book states the following reasons why the pages may serve:
   a) "brand building,
   b) providing information about the products or activities for customers, sales representative, special-interest organizations or other involved persons,
   c) the sale of advertising space,
   d) selling products and services via the Internet,
   e) profiting on partner programmes,
   f) provision of support and service customers,

3   STUCHLÍK, P., DVOŘÁČEK, M.: *Marketing na Internetu*. Prague : Grada Publishing, 2000, p. 147-148.
4   STUCHLÍK, P., DVOŘÁČEK, M.: *Marketing na Internetu*. Prague : Grada Publishing, 2000, p. 156.
5   KANNAN, P. K., LI, H.: Digital Marketing: A Framework, Review and Research Agenda. In *International Journal of Research in Marketing*, 2017, Vol. 34, No. 1, p. 22-45.
6   JANOUCH, V.: *Internetový marketing: Prosaďte se na webu a sociálních sítích*. Brno : Computer Press, 2010, p. 62.

    g) gathering information from customers about their preferences, needs, requirements, experience with the products."

2) Optimizing of websites for search engines – SEO (Search Engine Optimization): "SEO optimization is a tool of the Internet marketing focusing on increasing the visit rate to a Web site with targeted customers. When SEO optimization occurs, it is about to improve the evaluation of Web pages or e-commerce from the perspective of search engines and catalogues.

3) Advertising on the Internet – it is a wide area for the use of marketing communication. There are many options for where to place an advertisement. Ha (2012)[7] defines the online advertising as "deliberate messages placed on third-party web sites, including search engines and directories available through Internet access." The first article dedicated to online advertising, published in the reffered scholarly advertising journal by Ha (2012) was written by Berthon, Pitt and Watson.[8] When selected, it is necessary to assess in particular, who are the target customers and what portals are visited by. Then we only need to choose the type of advertisement that is appropriate to use. Among the basic types of Internet advertising we can include:

    a) Area advertising – it is located on the portals and sites of interest related to the offer of the company. We can distinguish several types of area-based ads:

- The banner advertisement – is used on Web pages. Mostly there is a picture, or an interactive graphic that has the shape of a rectangle or square; located most commonly on the edges of the page. This advertising there are several types. It depends on what it can do and what the banner sizes.

- Pop-up is an advertising window that opens immediately after the entry to the page. It often overlaps, or even illuminates the text of the page you want to see.

- Buttons – are actually links to the next page where we can find a more detailed analysis of the topic. This may be a reference to our business partners, or link to other Web sites that we manage.

- Catalogue logging – is a place where are collected links to Web pages of the same or a similar focus. Links are sorted into a tree of categories and subcategories. In catalogues, you should register. Registration can be paid and free of charge. There is a plethora of catalogues. The best known are: firmy.cz, najisto.cz, heureka.cz.

    b) PPC (Pay Per Click) advertising – advertising per click. The user seeking a specific area of his/her interest appears at the top of the search engine. The properties of this advertising are that the sponsor advertisement for it applies only in the case when it clicks the addressee, not for its view. Ads to search engines are received using PPC systems. The most common systems in the Czech Republic are Google AdWords, Sklik, eTarget, ad-FOX.

4) E-mailing: the role of e-mailing is reaching out to existing customers by using the menus in the email. The prerequisite is to have created a database of email addresses and get further. We can get addresses in a various way. Most often it is by registering on our website send e-book to email, registration in the contest

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7   HA, L.: Online Advertising Research in Advertising Journals: A Review. In *Journal of Current Issues & Research in Advertising*, 2012, Vol. 30, No. 1, p. 31-48.

8   BERTHON, P., PITT, L., WATSON, R.: The World Wide Web as an Advertising Medium: Toward an Understanding of Efficiency. In *Journal of Advertising Research*, 1996, Vol. 36. No. 1, p. 43-53.

notice. Email can be sent to different offers, information about new products, event invitations.

5) SMM (Social Media Marketing) – social media marketing (networks). In the Czech Republic marketing activities on social networking sites are relatively positively enacted by social networking users.[9]

Digital marketing, however, uses and other areas that could be a part of the above tools, or they may be used separately. This is for example affiliate marketing, online PR (Public Relation), positional marketing, copywriting, linkbuilding (the packages of feedback links), retargeting (remarketing), Web-based seminars (webinars), NetMonitoring (measurement of visit rate). With digital marketing is closely related socalled viral marketing, i.e. form of communication that is used primarily on the Internet. This is the influence of the creative form such as solicitation by picture, video, application or message with shocking content that Internet users send via all virtual channels and they are sharing and to deregulate dissemination of information, and its avallange viral epidemic. A number of instruments have been thanks to the Internet "digitized". As an example is eWOM. Changes in the market environment, economy, lifestyle, new options for consumers, etc. have moved the importance of WOM and, increasingly, we can meet with the term of eWOM, (i.e. Electronic Word-of-Mouth). eWOM is: „Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet".[10] The importance of eWOM is still growing thus it changes the thinking of businesses and advertisers, and they are forced to increasingly work with the content that is to be distributed in the online environment. It is all about social networking, blogs, forums, email, viral etc. Through these channels, it is possible to disseminate information very quickly, but it is difficult to predict the development of the campaign, the number of recipients of the communication and the degree of involvement.[11]

An important tool for successful marketing communication is so-called blogs, or weblog. This concept is a combination of the English words web and log and it means something like an online diary. Weblogs are specialized Web applications that are used to regular publication of short papers (called spots). These papers are usually listed in chronological order and at the same time, it is possible to browse them by category. They are used primarily for communication between the user and the owner of the Websites. We can not leave aside a part of the digital marketing called mobile marketing. Mobile marketing Shankar a Balasubramanian[12] defines like „the two– or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device, or technology". Fritz, Sohn a Seegebarth[13]

9   KARLÍČEK, M. et al.: Social Networking Sites in the Czech Republic: An Empirical Study. In *Management & Marketing*, 2012, Vol. 7, No. 1, p. 15-28.

10   HENNIG-THURAU, T. et al.: Electronic Word-Of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? In *Journal of Interactive Marketing*, 2004, Vol. 18, No. 1, p. 38-52.

11   LANS, R. V. et al.: A Viral Branching Model for Predicting the Spread of Electronic Word of Mouth. In *Marketing Science*, 2010, Vol. 29, No. 2, p. 348-365.

12   SHANKAR, V., BALASUBRAMAMIAN, S.: Mobile Marketing: A Synthesis and Prognosis. (Mergent, Inc.). In *Journal of Interactive Marketing*, 2019, Vol. 23. No. 2, p. 118-129.

13   FRITZ, W. S., SOHN, S., SEEGEBARTH, B.: Broadening the Perspective on Mobile Marketing: An Introduction. In *Psychology & Marketing,* 2017, Vol. 34, No. 2, p. 113-118.

note that this definition does not cover the full breadth of current mobile marketing (e.g. location-based services) and come with the concept of mobile marketing „to represent all marketing activities (e.g. promotion, product design, service design, distribution, payment services), involving the use of mobile devices and/or network technologies." From a technical point of view is the use of applications and possibilities of mobile phones and tablets, such as SMS, MMS, operator logos, ringtones, SMS advertising messages, etc. Other special subgroup, then make up the so-called proximity marketing using a bluetooth module.[14] Mobile marketing is an essential part of marketing communication today for successful companies, organisations or destinations. According to recent surveys, people use more mobile devices than computers.[15]

A similar phenomenon of digital marketing is social media that have been on the Internet as fundamental trend tools in the last 5 years. Social media are actually the tools that are used for sharing content, ideas, thoughts, opinions or experience, and they are basically an extension of Websites. Social media we can according to Janouch defined as "Social media are the media, where the content is created and shared by the user".[16] Castronovo and Huang[17] recommend to create due to the impact of social media perceive alternative forms of marketing communication, WOM and social media as folders, integrated marketing communication Social media users in particular are looking for fun, escape, a sense of belonging and especially information. They are a source of inspiration for what to do, where to go, what is in or what to avoid. Social media have become the global revolution in communication. Most of the social media uses algorithms, which collects all the information, location, purchase preferences, interests, and many other data about users, and therefore it is easier to use and target advertising for marketers and advertising staff. Advertisement on social media tends to be more effective and less costly. Unfortunately, every day the information flow that are produced by social media increases and this even increase the level of advertising noise, which marketers and advertising workers should keep in attention and try the customers take a creative and innovative advertising which will be interesting. Advertisement on social media shall always be true and real, because users can easily verify, and in the case of the dissemination of false information, the company gets to a very unpleasant situation. Marketers and social media managers should always react to unpleasant comments and situations. Their task is decently discussed with customers about the problems, relieve their unpleasant reactions and thereby maintain the good reputation of the brand. The biggest fault of administrators of social media is to ignore suggestions and customer feedback. Some companies look only to promote their services on social media and cease to develop other marketing activities or completely forgotten. However, it is important to remember that social media is not omnipotent and fail to fully replace all forms of marketing communication. If a

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14   KLJUČNIKOV, A., KRAJČÍK, V., VINCÚROVÁ, Z.: International Sharing Economy: The Case of AirBnB in the Czech Republic. In *Economics and Sociology*, 2018, Vol. 11, No. 2, p. 126-137.

15   VOŽENÍLEK, D.: *Poprvé brouzdá internetem více lidí na mobilech než na počítačích*. [online]. [2016-11-3]. Available at: <https://technet.idnes.cz/mobilni-internet-predehnal-pocitace-d75-/sw_internet.aspx?c=A161103_131919_sw_internet_dvz>.

16   For more information, see: JANOUCH, V.: *Internetový marketing: prosaďte se na webu a sociálních sítích*. Brno : Computer Press, 2010.

17   CASTRONOVO, C., HUANG, C.: Social Media in an Alternative Marketing Communication Model. In *Journal of Marketing Development & Competitiveness*, 2012, Vol. 6, No. 1, p. 117-136.

company wants to be in today's competitive environment successful, it should expand its marketing efforts on social media. Customers begin to use social media to search for reviews and different experience, but they increasingly also make the decision-making process, connected with the solution to the problem and, therefore, with the purchase of a product.[18]

Lamberton and Stephen[19] in their brief key research study focused on DSMM (digital, social media and mobile marketing) in the last 15 years. Digital media are shaping and facilitating the buyer behaviour (2000–2004), the period in which customers are shaping the DSMM advising WOM and networks (2005–2010) and the period of social media (2011–2014). DSMM represents one of the important areas of research with their own methodological and philosophical constraints. By Lamberton and Stephen there are moves into the "post-digital" world, on which loses the resolution on "traditional" and "digital" as a marketing sense, since almost all marketing activities include a particular digital aspect.

2 Field Research – Methodology

Research methodology is a part of the methodology within the project of Research on the use of marketing communication tools as a prerequisite for the success of small and medium-sized enterprises in the markets in the context of the Grant agency of the Academy of the Alliance (project No GA/2016/4). Formulation of research problem comes from contemporary literature available from the field of marketing communication and the authors' own research activities (e.g. published in conference proceedings Marketing Identity 2015, Marketing Identity 2016, Marketing Identity 2017, EMFSA 2016, Науковий журнал "Маркетинг і менеджмент інновацій", 2016, № 2. etc.). The objective of quantitative research was to determine the extent to which the use of non-traditional and modern tools of marketing communication standard is real in the activities of Czech companies. The subject of research was the use of the following selected tools of marketing communication: guerrilla marketing, buzz marketing, viral marketing, product placement, mobile marketing, social media and WOM marketing. Above mentioned marketing utilization of those tools was monitored, depending on the 1. Business areas (production, commerce, services and construction), 2. Business time (3 time intervals: 1989–1999, 2000–2009, 2010–2016), 3. Business size by number of employees (up to 50 workers, 51–250 workers, 251+ employees), and 4. Ownership (domestic owner, owner of the Visegrad 4 countries, foreign owner with other EU countries and the owner of a non-EU country). For the purposes of this paper, there was monitored the use of the following tools of marketing communication: PPC (pay per click) advertising banners, SEM (Search Marketing), context advertising, viral marketing, blogs, Facebook, Twitter, Pinterest, Instagram, Google+, LinkedIn and Youtube. Overall, the research involved 217 respondents from the whole territory of the Czech Republic.

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18   See: JANOUCH, V.: *Internetový marketing: prosaďte se na webu a sociálních sítích*. Brno : Computer Press, 2010.

19   LAMBERTON, C., STEPHEN, A. T.: A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. In *Journal of Marketing*, 2016, Vol. 80, No. 6, p. 146-172.

Data collection took place during the period November 2016 – January 2017. For the basic method of data collection was used questionings, the research technique was represented by a printed questionnaire (PAPI) and the same questionnaire in an electronic format (CAPI). The selection of respondents was carried out on the basis of the judgement of the researchers and the availability of the respondents. The data collected from the questionnaire has been processed by the IBM SPSS Statistics. To examine the relationships between variables and statistical processing of data were used descriptive statistics methods (table of frequency, calculation of mean values, and the range of quantity). For this purpose there have been generated the crosstabs to monitor and interpret the relevant relationships between the tracked variables.

3 Field Research – Results, Interpretation and Discussion

As mentioned above, the present article is a part of a broader research, which deals with the use of modern tools of marketing communication in the Czech Republic. From the obtained results; they have been selected for the purposes of this paper, only the most important and the most interesting details that are contained in tables and interpretation below.

Table 1: Adverts on the Internet

Adverts on the Internet (n=209)	%
PPC	17,7
Banners	26,8
SEM	30,8
Intext adverts	13,9
Viral marketing	16,7
Blogs	17,2
Others	4,8
Not used	30,1

Source: Own processing

Table 2: Adverts on the Social Networks

Adverts on the social networks (n=212)	%
Facebook	62,7
Twitter	14,6
Pinterest	4,2
Instagram	19,3
Google+	13,7
LinkedIn	12,3
Youtube	19,8
Others	1,4

Source: Own processing

Table 3: Tools of Marketing Communication by the Business Areas

Scope of business	PPC		Banners		Blogs		Facebook		Google+		LinkedIn	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Manufacturing	10,0	7	21,4	15	10,0	7	47,1	33	7,10	5	2,90	2
Services	15,5	9	31,0	18	24,1	14	77,0	47	16,4	1	24,6	15
Trade	43,3	13	50,0	15	30,0	9	73,3	22	36,7	11	13,3	4
Total	18,4	29	30,4	48	19,0	30	63,4	102	16,1	26	13,0	21

Pearson Chi-Square						
Value	16,063	8,124	7,041	14,138	13,522	13,577
Df	2	2	2	2	2	2
Asymp. Sig. (2-sided)	0	0,017	0,03	0,001	0,001	0,001
N of Valid Cases	158	158	158	161	161	161

Source: Own processing

Table 4: Tools of Marketing Communication by the Business Time

	Viral marketing		Facebook		Google+	
Company foundation	%	Count	%	Count	%	Count
1989-1999	9,80	8	53,0	44	19,3	16
2000-2009	17,5	10	62,7	37	3,40	2
2010-2016	27,8	15	79,2	42	17,0	9
Total	17,1	33	63,1	123	13,8	27
Pearson Chi-Square						
Value		7,471		9,562		7,897
Df		2		2		2
Asymp. Sig. (2-sided)		0,024		0,008		0,019
N of Valid Cases		193		195		195

Source: Own processing

Table 5: Tools of Marketing Communication by Number of Employees

	Banners		YouTube	
Number of employees	%	Count	%	Count
to 50 employees	24,7	38	15,3	24
51 up 250 employees	16,1	5	25,8	8
251 up to employees	56,5	13	43,5	10
Total	26,9	56	19,9	42
Pearson Chi-Square				
Value		12,473		10,794
Df		2		2
Asymp. Sig. (2-sided)		0,002		0,005
N of Valid Cases		208		211

Source: Own processing

One area of research was the use of advertising on the Internet. Within the researching marketing tools was the most frequently used SEM (Search Engine Marketing), which is used by of 30.8% of the surveyed companies. This fact is explained by the fact that in a fairly dense "labyrinth" of the Internet sites that offer the same or a similar product, the retailers are trying to put their web page in the selected search engines on what the best positions. Another reason is the relatively high prevalence of indexes of Seznam (about 60%) and Google (about 60%) and Google (30%) (cf. Přikrylová, Jahodová, 2010)[20]. One of the main tool to customize the web page and its contents search users and search engine is then SEO optimization. SEM is applied especially to sell new products and services and to use the SEM is probably important the fact that its price can be optimised, in particular at the selected time. The second most frequently used tool of advertising is banner (used by 26.8% of firms). Advertising banners are one of the most common forms of digital advertising in particular because it includes specific formats that allow some degrees of interactivity, use of sounds, videos, 3D graphics, etc. In the literature, however, views on the effectiveness of banner ads differentiate. In principle, it can be concluded that the impact of banners on sale of products is limited; often it is called as banner blindness. They work or rather remind a logo or brand subliminally.[21]

The third most used Internet advertising tool is PPC (17,7%). This fact can be explained by the truth that it is a very popular digital marketing tool for its financial efficiency and the need for a relatively small number of responses than the other tools. At the same time it allows the efficient tracking of recovery of investment, provided the detailed statistics. The popularity of this tool is related probably to the fact that the systems of Google AdWords and Seznam Sklik are extended a lot among the users (cf. Fleischner)[22] and it can be precisely targeted to words or selected target group. Targeting increasing the probability of click-through rate and thus subsequent purchase. Herewith PPC advertisement is not limited to desktop and laptop computers only, today tablets and mobile phones have a large proportion. Campaigns can be immediately modified from anywhere. Similar opinions are formulated by Robinson, Annison, Chaffey.[23] The next observing area was advertising on social networks. The most commonly used tool for companies was Facebook (62.7% of respondents) which are relatively the "oldest" and the most used tools of marketing communication, because it allows the creation of social networks and thus maintaining relations not only in the personal, but increasingly also in the professional work level. Other advertising tools are used to a much lesser extent. YouTube is used by 19.8% of the companies, its significant expansion is due to the fact that in addition to the standard text ads; they are recently very popular video ads that are based on the story, it allows to experience the dynamics of the story and they are accompanied by music that often very strongly fixed ad in the memory of the recipient. YouTube actually works only because of the ads, which occur in a number of kinds (e.g., display advertising, overlap

20   See: PŘIKRYLOVÁ, J., JAHODOVÁ, H.: *Moderní marketingová komunikace*. Prague : Grada Publishing, 2010.
21   See, for example: RODGERS, S., THORSON, E.: *Digital Advertising: Theory and Research*. New York : Routledge, 2017.
22   For more information, see: FLEISCHNER, M.: *Pay-Per-Click Strategies for Dominating Google AdWords*. Charleston : Createspace, 2010.
23   See: ROBINSON, P., ANNISON, L., CHAFFEY, D.: *Pay Per Click Marketing: Best Practice Strategies to Win New Costumers Using Google AdWords and PPC*. Lichfield : Click Through Marketing, 2010.

ad, commercial skipping, non-skipping advertising and others). Although advertising on YouTube is, therefore, perceived by users as "annoying", nevertheless, this tool is still used a lot. Another, quite frequently used instrument is Instagram (19.3%). Low usage represents the LinkedIn (12.3%), which is the professional social network and it is currently used by hundred millions of members; information on the number is, however, diverge significantly. LinkedIn is a first-class tool for creating a brand and it can be used for building of relationships. The fact that the "hunger" for experts that companies need, is currently the highest since 2009, this tool is not surprisingly used. Dominantly it is used especially by big businesses. Another focus of research was the use of digital marketing tools depending on the area of business (i.e., the area of manufacturing, services and trade). In the area of manufacturing; there is the most used Facebook (47.1%) and advertising banners (21.4%). Other tools are used rather marginally. In the services sector is the most used tool Facebook (77% of firms), advertising banners (31%) and followed by almost identically LinkedIn (24.6%) and blogs (24.1%).

Furthermore, it was observed the use of digital tools of communication in terms of the age of the company. Highest values achieve usage of Facebook. It is pleasantly surprising that even the companies based in the Czech Republic in the period 1989-1999 (and they are associated rather with older generations of entrepreneurs) use this tool to dominant. The causes of the preferences are mentioned above. Another interesting finding is the use of viral marketing as the second most common digital marketing tool with the fact that its use is increasing with the "youth" of the company. Here is the reason for this, as we have described above, in particular, the fact that this form of advertising is very popular for its "stickiness" story, the minimum cost of its distribution and reach relatively large number of consumers (cf. for example McDonalds).[24] The other research results in this part are difficult to interpret, and they will be the subject of further survey. In terms of the number of employees; the results of the survey show the highest use of the promotional banners, mostly by large companies (56.5%). Surprisingly, higher use of this tool for small firms (24.7%) compared to medium-sized companies (16.1%); it is given by the relatively small number of respondents, undoubtedly, and it will be the subject of further investigation in the framework of the grant to research. Another tool is YouTube, which is used mostly by small businesses, less medium and large businesses, probably depending on financial possibilities of the companies.[25] This area, however, will be the subject of further survey as well.

Conclusion

From the questionnaire survey that was carried out in the framework of the project of marketing communication of small and medium-sized companies in the Czech Republic, it is clear that results in some cases do not correspond to the theoretical concepts, studies and stereotypes over marketing communication. In short, the

24 McDONALDS, J.: *Youtube Marketing: How to Use Youtube For Business.* London, New York : Create Space Independent Publishing Platform, 2016, p. 55.
25 KLJUČNIKOV, A., POPESKO, B.: Export and its Financing in The SME Segment. Case Study from Slovakia. In *Journal of Competitiveness*, 2017, Vol. 9, No. 1, p. 20-35.

findings can be formulated as follows: 1. Non-traditional marketing communication tools are used quite notably, even for small businesses. 2. It has come to light that the size of the company, the age of the business, the ownership of the business, the business area is not put on straightforward to use digital tools of marketing communication as it is mentioned in the literature and some researches. 3. The results of the survey and developed research methodology are a good tool for a continued research in the next period, which would allow comparing the results in time.

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KLJUČNIKOV, A., POPESKO, B.: Export and Its Financing in The SME Segment. Case Study from Slovakia. In *Journal of Competitiveness*, 2017, Vol. 9, No. 1, p. 20-35. ISSN 1804-171X.

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MANAGEMENT MARKETING IN ŠKODA AUTO INDIA

Emil Velinov – Martina Beranek

Abstract
The paper sheds a light on specific management marketing tools and approaches applied by Škoda Auto in emerging markets such as India. The paper presents case study on how Škoda Auto of surgery is trying to target and penetrate the automotive sector in India by applying wide variety of Management Marketing Tools. The paper argues that the Global automotive companies are rather risky and open to apply holistic approach through innovation and different managerial approaches in emerging markets by implementing growth strategies in the emerging markets countries. In doing so, they try to tailor theirs Management Marketing plans with Customer experience aspects regarding the business needs of the Indian institutional and individual customers as individuals, institutions, etc. The paper sheds a light on specific International Marketing Strategies, which enable better pricing, product and distribution strategy in India. The case study illustrates the stages of the marketing strategies formulation, implementation and evaluation of automotive company in the emerging market of India. The study pinpoints that Škoda Auto applies different marketing communication strategies aiming at attracting many target groups in order to boost its sales and profit in India.

Key words:
Emerging Markets. India. Management Marketing Tools. Škoda Auto.

1 Introduction

In today's highly interconnected world, a holistic approach to marketing[1] can be perceived as one of the effective tools to help achieve the set goals of the business. Marketing in this concept can be conceived as a whole consisting of components interconnected, cooperative, irreplaceable and capable of achieving a multiplier effect. The question remains whether such an approach is appropriate or even necessary to apply in the attempt to successfully enter foreign, usually fast growing but often turbulent markets. Development markets are appealing to the MNC due to the great growth potential. It is clear that the use of creative marketing solutions can lead to a multiplication of the efforts made within the international network through the integration of the local community and the integration of its knowledge for innovation both locally and globally. The crucial moment is the ability of two-way transfer of knowledge, not only from headquarters to a foreign branch, but also in the opposite direction. An important barrier is usually the weak protection of intellectual property, the system of bureaucracy there and the undeveloped market, including the factor market.[2] Companies often estimate their marketing mix in response to changes in the marketing environment to best serve their production to customers. Developing markets are such decisions made by the impact of competition on the emerging free market and also on the environment of persistent state influence.[3]

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1   See: KOTLER, P., KELLER, K. L.: *Marketing Management*. 14th Edition. Prague : Grada Publishing, 2013.

2   LEPOSKY, T., ARSLAN, A., KONTKANEN, M.: Determinants of Reverse Marketing Knowledge Transfer Potential from Emerging Market Subsidiaries to Multinational Enterprises´ Headquarters. In *Journal of Strategic Marketing*, 2017, Vol. 25, No. 7, p. 567-580.

3   DADZIE, K. Q. et al.: How Firms Implement Marketing Strategies in Emerging Markets: An Empirical Assessment of the 4A Marketing Mix Framework. In *Journal of Marketing Theory and Practice*, 2017, Vol. 25, No. 3, p. 234-256.

2 Literature Review

In terms of access to the strategy for emerging markets, it is necessary to break free from stereotypes. Market coverage of a particular commodity may vary greatly, with market growth, for example, on vehicles having a significantly different dynamics than for televisions. Among other things, one cannot forget the differences between the countryside and the cities, respectively large urban agglomerations. Different is the approach to using the substitution or upgrade strategy as it is commonly used in developed markets for mature product. Taking the Indian car market as an example, one must be aware of the share of sales of new cars and cars already used. Only after establishing a sufficiently wide customer base buying a new car can the car buy the strategies commonly used to manage the product portfolio, depending on the life cycle of the product.[4] The above-mentioned facts are also related to decision making on a strategic marketing approach from the perspective of targeting specific customer segments according to the income pyramid levels. In the case of a group located at the bottom of the income pyramid, product attainability and availability is of the highest priority. The basis is a deep understanding of the pyramid bottom environment. Which segment will specifically offer the company's production and what value it offers to the customer, this value is composed of a whole range of benefits. But it is always a prerequisite for a strategy that includes availability and product reach. As a rule, focusing on large-volume segments in developing markets requires a thorough analysis of product design policy, often accompanied by a drastic reduction in costs. Hybrid strategy can be built on a combination of differentiation and cost leadership. Thus, Tata Motors puts on the approach to bring enough value for the customer, for example by accessing so-called extra space without extra cost, or by car available for almost everyone. Other companies have customized their production so that production is attractive based on local preferences.[5] The abovementioned approach applied to emerging markets on the principle of marketing targeting on the bottom of the pyramid bottom, the consumer segment of the largest, but the poorest socio-economic group of the population can be one of the possible strategic approaches, and this strategy can to provide sufficient benefits for companies. However, sustainability needs to be avoided by devastating consequences. In addition, in order to carefully assess what is being sold, how and where it was made, it is appropriate to see in this group the relatively most vulnerable population groups not only of the consumer but also of the producer or employee. Aggressive marketing practices in the case of targeting the bottom of the income pyramid raise many ethical issues.[6]

Frugal innovations in the development markets focus on product availability and reach on the one hand, and a generally valid approach, that is, meeting customer needs and requirements on the other. These companies are usually the local companies, as Western developed companies operating in developed markets have their business model built on the development of advanced products. On the way, the implementation

4   BANG, V. V., JOSHI, S. L., SINGH, M. C.: Marketing Strategy in Emerging Markets: A Conceptual Framework. In *Journal of Strategic Marketing*, 2016, Vol. 24, No. 2, p. 104-117.
5   SHAH, A. M.: Business Strategies in the Emerging Markets. In *Journal of Asia-Pacific Business*, 2012, Vol. 13, No. 1, p. 4-15.
6   GUPTA, S., PIRSCH, J.: Consumer Evaluation of Target Marketing to the Bottom of the Pyramid. In *Journal of International Consumer Marketing*, 2014, Vol. 26, No. 1, p. 58-74.

of small innovations at the foreign branch level can take place, assuming responsibility for the structure and management of the entire product portfolio. The growing need for frugal innovations brings challenges for Western societies, that is to say, in the long run, to reformulate their business model and stop focusing only on the top of the income pyramid. At the same time, we are constantly monitoring the growing number of customers that can be ranked in the so-called middle class. Do not always build a product for the development market on an advanced product platform for the Western market, which requires a profound understanding of both the environment and the specific requirements and needs of customers.[7] Unlike the classical approach where MNC is often the manager of decision-making activities in the field of advanced technology capabilities, the strategic decision-making process of the headquarters and the production process takes place in foreign branches, the progressive approach benefits from shared know-how, advanced technology and strategic decision-making are represented at all levels, both at headquarters and in foreign branches, not only in the production of identical products, but also when the foreign branch produces different production.[8] An effective and efficient standardized marketing strategy for the global market is based on factors influenced by the company, e.g. the 4P principle, as well as factors beyond the sphere of influence of the company. Price, product, distribution, and communications can be customized by the company to suit local conditions or environments. However, there have been no less important factors in which infrastructure, educational level, and in particular the functional legal system in the host country can be ranked. It is precisely because the company's inability to influence these factors cannot be incorporated into corporate governance and decision-making. Without the close co-operation or partnership with local development agencies, NGOs, municipalities or government, the level of the above factors cannot be improved, but they are absolutely crucial for the marketing strategy of the company.[9]

The use of QSPM is an advantage in identifying possible strategic approaches. It is possible to evaluate both individual identified strategies and the whole set of strategies. This tool, despite its limits, will enable strategists to integrate relevant external and internal factors into the decision making process, highlighting important links that influence decision-making in strategic marketing management.[10] It is worth mentioning marketing management, emphasizing the links between internal marketing, external marketing and business success.[11] An important negative aspect of the MNC branch may be the lack of a widely agreed framework to assist in defining the MNC tag. It is possible to define three factors leading to driving success, respectively building an international brand, that is, this type of branding. The first is organizational culture and structure. Corporate brands are rooted in culture, and therefore culture

7 ZESCHKY, M., WIDENMAYER, B., GASSMANN, O.: Frugal Innovation in Emerging Markets. In *Research-Technology Management*, 2011, Vol. 54, No. 4, p. 38-45.

8 ZANDER, I., SÖLVELL, Ö.: Cross-Border Innovation in the Multinational Corporation. In *International Studies of Management & Organization*, 2000, Vol. 30, No. 2, p. 44-67.

9 KOKU, P. S.: Towards an Integrated Marketing Strategy for Developing Markets. In *Journal of Marketing Theory and Practice*, 2004, Vol. 13, No. 4, p. 8-21.

10 DAVID, M. E., DAVID, F. R., DAVID, F. R.: The Quantitative Strategic Planning Matrix: A New Marketing Tool. In *Journal of Strategic Marketing*, 2017, Vol. 25, No. 4, p. 342-352.

11 FERDOUS, A. S., HERINGTON, C., MERRILEES, B.: Developing an Interactive Model of Internal and External Marketing. In *Journal of Strategic Marketing*, 2017, Vol. 21, No. 7, p. 637-649.

is the cornerstone of branding without neglecting the cultural specifics of the site. OK and OS of the MNC branch is one of the success factors in branding. The second factor is the barrier-free transfer of knowledge so that it is possible to adapt the knowledge of marketing management built in the parent company for branch management. No less important is the third factor, namely the strategic role of branches, a certain degree of independence, the sharing of technological development across all branches and the parent company.[12]

Last but not least, it is necessary to mention the area of marketing communication. Standard marketing communication models are often not successful in emerging markets, particularly because of the more distinct cultural and technological differences from the situation in developed economies. Equally important can be different customer interactivity, reciprocity, networks and channels. It is therefore necessary to look for new approaches based on the specific needs, capacities and requirements of the emerging market. The basis of such an approach is a thorough investigation and, above all, the correct data processing and understanding. The first assumption is the fact that society in emerging markets tends to be more collectively focused on the national culture than the Western individualist concept. Family, community, community has much greater weight than most developed markets. In addition, we cannot overlook the massive and rocket-growing share of users in mobility mode, with the fact that they have already skipped the number of customers in developed economies. Another common feature of these markets is bargaining, as well as the requirement for price control or availability. Customers here have no problem negotiating pricing, terms, service conditions, etc. An important element of success is the achievement of a two-sided feeling that everyone has the desired value. Equally important is the attachment of relationship networks, whether family, community. The relationship here is not between the customer and the brand, as is customary in areas with individual decision-making, but decision-making purchasing processes are determined here by a family or other type of community. Unlike advanced markets with large retail systems in emerging markets, the majority of small private retailers dominate.[13]

3 Marketing Management in Škoda Auto India

In the last four years, Škoda Auto has identified India as one of the markets that is of immense importance for its future growth strategy. Škoda Auto India has been operating in India since November 2001 as a subsidiary of Škoda Auto public listed company Czech Republic and has a network of 67 outlets across the country. Škoda Auto India is in the process of upgrading the entire sales network, which will include: workforce training, customer organization and business processes along with a refreshed design that will be the key to demonstrating brand strength. Foreign direct investment in the Indian economy is perceived as a source of economic development,

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12   KHOJASTEHPOUR, M., JOHNS, R.: The Role of MNC´s Subsidiaries in Creating Multinational Corporate Brand. In *Journal of Strategic Marketing*, 2015, Vol. 23, No. 6, p. 512-525.

13   SCHULTZ, D. E., MALTHOUSE, E. C.: Interactivity, Marketing, Communication, and Emerging Markets: A Way Forward. In *Journal of Current Issues & Research in Advertising*, 2017, Vol. 38, No. 1, p. 17-30.

a contribution to the modernization of the country and, last but not least, also as a source of employment growth for the local population. A large number of small private vendors may create a barrier due to their fragmentation. For foreign investors, it is advisable to take a natural limit on the number of trades in order to eliminate this fragmentation, for example, by allowing small traders access to large shops through special outlets. In the context of this effort, investments must also be made in the supply chain infrastructure, with retailers having easier access to finance.[14] India is a very large geographical entity, with great diversity of languages, behavior and social patterns. This necessitates the usage of practically all elements of Integrated Marketing Communications. The chief media deployed are Print (daily newspapers), Television, Digital, Out of Home and Radio. Apart from this we also have to deploy On-Ground Activation, Display at Shopping Malls, Airports, Commercial and Office Complexes as well as Residential Complexes; Road-Shows in areas with little or no Dealer presence; Mobile Marketing and Sponsorship (Bollywood Awards and Cricket); in-program placement for television and music videos, etc. We also run a captive call-center for inbound and outbound calling, plus a CRM program for prospects. Thus, we apply almost all known tools of Integrated Marketing in India.

3.1 Marketing Communication Specifics in Škoda Auto India

Marketing Communication specifics in India are listed below as follows:
- Marketing Communications is mainly in English and Hindi but for big campaigns are used as many as 9 languages;
- Škoda is positioned as a ‚Premium' brand in India so the choice of media and message may differ from Europe;
- Being a niche brand, addressing a small audience also means that our media strategy is not as mass as other brands in India (like Honda, Hyundai, etc.);
- There are approximately 800+ TV channels available in India and for Škoda Auto India big campaigns have to be deployed about 70 channels;
- Print is still the lead medium in India (unlike Europe). Newspaper readership runs in hundreds of millions and it is not degrowing;
- Digital penetration is very high (especially in our segments) and Škoda Auto India spends on Digital Media are in the range of 20-22% of total media spends;
- Social Media is another critical component in India, both for information dissemination and for collecting leads;
- The key sponsorship pillars that work in Europe (Cycling, Ice-Hockey and Motorsports) have almost no traction in India and thus Škoda India do not activate them on the Indian market.

The strategic launch priorities of Škoda Auto in India includes protection of the position of the most loved ŠKODA car in India – preserve the volumes in a falling segment, gaining segment share and new customers from other body styles, new design – continue the emotionalisation story of ŠKODA Design, started with Superb B8 and followed up with Rapid IN, preparation of the network with refreshed training, and also preparation for the Kodiaq launch later in the year. Furthermore, the management marketing strategy comprises of extension of the accessories penetration through an

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14   RUHELA, S., BANERJEE, S.: Status of Indian Domestic Industries Vis-à-vis Mnes in India: A Comparative Analysis. In *Transnational Corporations Review*, 2014, Vol. 6, No. 2, p. 132-146.
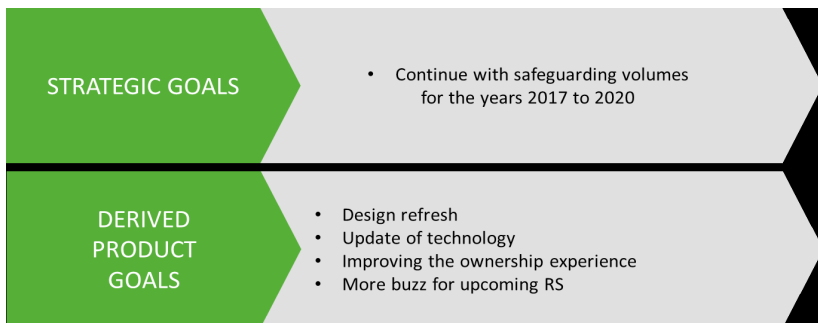
essential kit for further revenue generation and reinforcement of premium imagery to compete with luxury marques (See picture 1 below).

1. Timing
2. Product Readiness
3. Hero Cars / Launch Specification / Test Drive cars
4. Network Readiness/ Product Training
5. Dealer Launch Events
6. Aftersales/ Service/ Accessories Portfolio
7. Positioning/Marcomm
8. PR strategy
9. Prepare ground for Octavia vRS, coming later

Picture 1: Marketing Mix
Source: *Škoda Auto India.* [online]. [2018-12-12]. Available at: <http://www.skoda-auto.co.in>.

Because of the high-context Hofstefe study of Indian culture, which is a cultural environment where high flexibility, creativity, interaction between the client and the seller is welcomed, Škoda Auto has brought these elements to launch a very interesting advertising campaign with the special name called "Peace of mind". This campaign carries a non-standard idea of how to create a communication strategy with clients through the brand's main pillars. (See below chart 1).

STRATEGIC GOALS
• Continue with safeguarding volumes for the years 2017 to 2020

DERIVED PRODUCT GOALS
• Design refresh
• Update of technology
• Improving the ownership experience
• More buzz for upcoming RS

Chart 1: Strategic Marketing Goals of Škoda India
Source: *Škoda Auto India.* [online]. [2018-12-12]. Available at: <http://www.skoda-auto.co.in>.

Conclusion

In a nutshell, the Marketing Communications Strategy for India is to simultaneously work on maintaining Brand Awareness and improving Brand Image in the required target groups and be seen as a Premium European brand, which is driven by upwardly mobile people who are doing well in their lives. Škoda Auto in India is among the target groups under the name "A class of its on" (class for itself). Furthermore, Škoda Auto's communication position is under the logo "Makes the most sense from every point of view", the purpose is to show that this car is elegant, unique, interesting, attractive and modern from every point of view. Communication pillars are based on three main points: surprising new design, client-centric technology, and simply a smart, practical and spacious car. The main idea of this integrated marketing communication is that a client in India should consider whether the customer really wants to buy a SUV instead of Škoda Sedan, precisely because of the above facts. In this cultural environment, clients prefer the Škoda Sedan limousine as it describes their typical client characteristics. Overall, Škoda Auto India applies wide variety of management marketing tools on the Indian market in order to be competitive, innovative, attractive and successful company.

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ECO-INNOVATIVE COMMUNICATION ACTIVITIES OF SLOVAK BUSINESS ENTITIES

Anna Zaušková – Monika Rezníčková

Abstract
The presented scientific contribution focuses on the use of online and offline communication tools in presenting environmental products in specific Slovak business entities operating in selected industries – wood industry, energetics, clothing and textile industry and food processing industry. The authors present in their contribution partial results of their own research focusing on the use of online and offline tools of marketing communication within the eco-innovation processes of Slovak business entities. At the same time, they focus on the way the businesses implement their communication strategy into internal as well as external business environment in relation to supporting the introduction of eco-innovations in Slovakia. The submitted contribution consists of two main parts – in the first part, authors determine the notion of eco-innovation, eco-innovation performance, green marketing and its tools within the online and offline environment used to raise awareness of eco-products. The second part of the contribution presents the partial results of a quantitative marketing study conducted in Slovakia.

Key words:
Eco-Innovation. Eco-Innovation Performance. Eco-Product. Green Marketing. Online and Offline Marketing Communication Tools.

1 Introduction

Increased awareness of the need to change and renew existing technology models and models of social behaviour is all the consequence of the scale of current environmental problems and related social inequalities and challenges in the area of competitiveness within the world economy. In the best case, such awareness can bring innovative responses that gradually move society in a sustainable direction. The urgency of this change leads to widening the use of the notion of innovation in environmental management and policy.[1] The notion of eco-innovation is very topical in different areas and contexts. Its definition varies according to the experts in the field, but the basis remains the same – thus the positive environmental change. Nowadays, such an approach – concerning products or business processes – is very demanding and valued.[2] It is very important to link the eco-innovation issue with marketing practice and to communicate or to present them in this way through modern digital-oriented communication tools to reach all generations.

2 Eco-Innovations and Eco-Innovation Performance

In general, eco-innovations represent certain technological change that improves economic or environmental performance. However, they may also represent organizational or social changes aimed at enhancing competitiveness or sustainability

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1   CARRILLO-HERMOSILLA, J., DEL GONZÁLEZ, P. R., KÖNNÖLÄ, T.: *Eco-Innovation – When Sustainability and Competitiveness Shake Hands*. London : Palgrave Macmillan, 2009, p. 6.
2   ZAUŠKOVÁ, A., RYBANSKÝ, R., MIKLENČIČOVÁ, R.: Eco Innovations in Slovakia and Their Marketing Communication. In CHEN, L. (ed.): *ICASSR 2015: 3rd International Conference on Applied Social Science Research. Conference Proceedings*. Paris : Atlantis Press, 2016, p. 218.

and its economic, social and environmental pillar.[3] Thus, ecological innovations can be defined as a certain innovation subcategory and are apparent sign of a progressive business entity. Such business operations are not exclusively determined by earnings rather by an effort to perceive and react sensitively to external environmental factors. As defined by A. Zaušková, L. Grib and P. Kyselica eco-innovations are based upon the definition of an innovation while taking into consideration another perspective – a positive impact on the environment either as a direct result of an innovation process or as a side effect of implementation of a business process or service. An eco-innovation may be regarded as an essential tool how to differentiate businesses from their competitors. The authors see them as an important outcome of a creative activity transferring eco-innovations to any field of human activity.[4] In their monography A. Zaušková et al. point to a considerable loophole in the Slovak jurisdiction as it lacks statutes defining the term of a green innovation. Eco-innovations are only partly referred to in the *Act № 172/2005 Coll. on organisation of state support of research and development as amended, supplemented or otherwise modified by the Act № 575/2005 Coll. on organisation of governmental activities and central state administration.* In relation to the worldwide trend of ecologisation it would be convenient to define a legal framework of eco-innovations from the viewpoint of ecological awareness, funds and available resources, cooperation with foreign partners or scientists and B2B cooperation among different fields of business and availability of information arising therefrom.[5] The authors state four definitions of eco-innovations by different experts in the field. Their wording may vary yet their basis remains the same:

- By the European Commission an eco-innovation is defined as: *"any form of innovation aiming at significant and demonstrable progress towards the goal of sustainable development, which can be achieved either by reducing the environmental impact or achieving a more efficient and responsible use of resources."*[6]

- Eco-Innovation Observatory´s report defines an eco-innovation as: *"any innovation that reduces the use of natural resources and decreases the release of harmful substances across the whole lifecycle – which means bringing a new product (good or service) to the market or implementing a new solution in the production or organisational processes of a company, which results in both economic and environmental benefits (include reducing the use of natural resources and decreasing the release of harmful substances per unit output across the whole life cycle)."*[7]

- Organisation for Economic Co-operation and Development (OECD) states that an eco-innovation is: *„the implementation of a new or significantly improved product*

3   CARRILLO-HERMOSILLA, J., DEL GONZÁLEZ, P. R., KÖNNÖLÄ, T.: *Eco-Innovation – When Sustainability and Competitiveness Shake Hands.* London : Palgrave Macmillan, 2009, p. 6.

4   ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitalové komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí.* Trnava : FMK UCM, 2016, p. 24.

5   ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitalové komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí.* Trnava : FMK UCM, 2016, p. 25.

6   EUROPEAN COMMISSION: *Cip Eco-innovation First Application and Market Replication Projects.* [online]. [2018-05-01]. Available at: <http://ec.europa.eu/environment/eco-innovation/files/docs/faq/faq-call-2013.pdf>.

7   ECO-INNOVATION OBSERVATORY: *Introducing Eco-innovation: From Incremental Changes to Systemic Transformations.* [online]. [2018-02-17]. Available at: <http://www.eco-innovation.eu/index.php/reports/eco-innovation-briefs>.

(good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations with explicit emphasis on a reduction of environmental impact, whether such an effect is intended or not.[8]

- A. D. Little in his contribution refers to a "*sustainability-driven*" innovation that is *"the creation of new market space, products and services or processes driven by social, environmental or sustainability issues."*[9]

OECD defines three main dimensions of an eco-innovation – its *target* (the basic feature of an eco-innovation in relation to a product, a process, marketing, an organisation, an institution or multiple layers of society); *mechanism* (the way an eco-innovation manifests itself); *impact* (an environmental impact in course of a life cycle of a particular eco-innovation). Ecological innovations of products and processes tend to depend upon technological development; with eco-innovations in the field of marketing, organisations and institutions being derived from non-technological changes.[10] All the eco-innovations shall jointly generate a positive change for the environment. The importance and the need for implementation of eco-innovations has reported a considerable growth throughout the European Union yet the focus of strategies differs significantly from country to country. In 2017 *Eco-Innovation Scoreboard* (Eco-IS) the Slovak Republic ranked 20th out of 28 EU member states. The implementation of eco-innovations has risen in comparison to 2015, when Slovakia ranked 23rd. Even though the situation has improved, as defined by the European Commission report, the framework of research and development policies still remains chaotic with the private sector having recorded a rather low level of innovation activities. This is mainly due to insufficient resources for research and development in the environmental field as well as a lack of workforce able to perform research and development activities. Financial support depends notably upon the EU structural funds. On the contrary, Slovakia has been rather successful in implementing ISO 14001 certification into various businesses thus increasing environmental standards in the business sector. Rich natural resources in Slovakia are suitable for extensive energy production from water resources and biomass.[11]

3 Green Marketing Communication Tools

Business projects need eco-innovations and marketing communication to be harmonized. Successful coexistence of technological development and market evolution is a main precondition for successful eco-innovation. It is also highly important for the market to be ready for the entry of a newly-innovated product. Therefore marketing communication plays a key role when informing target audience and promoting the benefits of an eco-innovation. The main aim is to gain a competitive

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8   OECD: *Sustainable Manufacturing and Eco-Innovation Synthesis Report.* [online]. [2018-10-15]. Available at: <http://www.oecd.org/sti/inno/43423689.pdf>.

9   CARRILLO-HERMOSILLA, J., DEL GONZÁLEZ, P. R., KÖNNÖLÄ, T.: *Eco-Innovation – When Sustainability and Competitiveness Shake Hands.* London : Palgrave Macmillan, 2009, p. 7.

10   OECD: *Sustainable Manufacturing and Eco-Innovation Synthesis Report.* [online]. [2018-10-15]. Available at: <http://www.oecd.org/sti/inno/43423689.pdf>.

11   EUROPEAN COMMISSION: *Eco-innovation at the Heart of European Policies: Slovakia.* [online]. [2018-10-17]. Available at: <https://ec.europa.eu/environment/ecoap/slovakia_en>.

advantage and manage dialogues with target audience in a highly effective way. All this applies not only to consumers but also to other stakeholders. Consequently, businesses have to create a broad and high-quality portfolio of communication tools for further distribution of their information. Communication may be referred to as both a determiner and a basis for successful eco-innovations.[12] Marketing communication in an eco-innovation process consists of two basic functions – to communicate a product and its features; to communicate an environmental message. A. Zaušková et al. describe marketing communication of eco-innovations from two different perspectives:

- Using marketing communication in order to promote eco-innovation processes of specific business entities – in order to inform the public and create a positive brand image.
- Using ecological solutions and eco-innovations directly in marketing activities of businesses – the solution is to interlink offline communication tools with the online ones as these seem to be more environmentally friendly.[13]

Besides that, it is necessary for ecological marketing and marketing communication of eco-innovations to use *a holistic approach*, i.e. the society cannot succeed when highlighting only one positive ecological aspect of a product or a service, as their ecological approach has to be demonstrated as an environmental commitment all through the production. Simultaneously, the authors also emphasize a role of honesty, truthfulness, business transparency and importance of B2B cooperation.[14] L. Grib understands environmental marketing in a broader sense as a specific sort of marketing based upon traditional principles with focus on ecological products.[15] J. Bednárik and B. Čapkovičová characterize particular tools of green marketing as follows:

- *green advertising* – focusing on that target audience who is interested in green message; this message has to be communicated comprehensively, specifically (it highlights specific benefits), entirely (it enhances an environmental benefit of purchase), responsibly (a consumer feels to contribute actively to environmental protection) and authentically (to provide an expert´s opinion),
- *green sale promotion* – focused on short-term impulses making a consumer try new features of an eco-product while attempting to replace a competitive non-ecological product and build brand loyalty,
- *green public relations* – creating a positive ecological company image through various journals or messages related to specific environmental product features while generating lobby or community activities,

12 ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitalové komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí.* Trnava : FMK UCM, 2016, p. 75.
13 ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitalové komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí.* Trnava : FMK UCM, 2016, p. 75.
14 ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitalové komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí.* Trnava : FMK UCM, 2016, p. 75.
15 GRIB, L.: Využitie online komunikačných nástrojov v zelenom marketingu. In MAGO, Z. (ed.) et al.: *Nové výzvy masmediálnej a marketingovej komunikáte*. Nitra : Univerzita Konštantína Filozofa v Nitre, Filozofická fakulta, 2015, p. 80.

- *green direct sale* – searching for customers preferring green products, green communication, comprehensive explanation of green products´ benefits through personal communication.[16]

Development and implementation of ecologically-innovative products is closely related to eco-labelling, which serves as a basis for determining product quality and provides a consumer with information on certain quality standards. Thus a consumer is able to evaluate and compare the products or differentiate them from low-quality ones. Granting eco-labelling is subject to verification of an environmental impact throughout the whole product life cycle (from raw materials, production up to recycling and waste disposal). It is highly important to minimise a negative environmental impact in each state of a product life cycle.[17] The main aim of green marketing is development and promotion of products with the purpose of minimising a negative environmental impact and enhancing their quality. This type of marketing has been created in order to avoid deterioration of the environment and modify existing marketing thinking and practice.[18] „*The final success of a new eco-product as an outcome of an eco-innovation process is determined by the quality of all its components – not only research, development and technical activities, but also marketing ones*".[19]

3.1 Promotion of Environmental Products with Offline and Online Marketing Communication Tools

Digital marketing is evolving at a fast pace every day and it is therefore imperative not only to keep up with these changes but to look to the future. In digital communication, business entities can pursue three basic goals – spreading brand awareness, directly increasing sales performance and building relationships with potential customers.[20] When implementing eco-innovations business entities tend to use specific marketing tools which are identically applicable to other products as well. The point is to build customer loyalty and persuade them about real and tangible benefits of eco-products for the whole environment. Moreover, their usability is comparable to the previously-used products which, however, were not so beneficial or advantageous. Customer loyalty can only be built through comprehensive and clear communication about the importance of eco-friendliness of a specific business entity. The key purpose of marketing communication are not earnings, but values and education of the wide public.[21] Due to continuous technological development it is necessary to

16   BEDNÁRIK, J., ČAPKOVIČOVÁ, B.: Zelený marketing a zelené inovácie ako súčasť marketingovej komunikácie. In ZAUŠKOVÁ, A., RYBANSKÝ, R. (eds.): *Marketing Identity 2014: Digitálne inovácie & Zelené inovácie. Conference Proceedings.* Trnava : FMK UCM, 2014, p. 149-151.

17   ZAUŠKOVÁ, A., RYBANSKÝ, R., MIKLENČIČOVÁ, R.: Eco Innovations in Slovakia and Their Marketing Communication. In CHEN, L. (ed.): *ICASSR 2015: 3rd International Conference on Applied Social Science Research. Conference Proceedings.* Paris : Atlantis Press, 2016, p. 218.

18   ČÁBYOVÁ, Ľ.: Environmentálny marketing a jeho význam pre spoločnosť. In ZAUŠKOVÁ, A., MADLEŇÁK, A. (eds.): *Manažment environmentálnych inovácií prostredníctvom phygitalových nástrojov.* Trnava : FMK UCM, 2017, p. 8.

19   ZAUŠKOVÁ, A., RYBANSKÝ, R., MIKLENČIČOVÁ, R.: Eco Innovations in Slovakia and Their Marketing Communication. In CHEN, L. (ed.): *ICASSR 2015: 3rd International Conference on Applied Social Science Research. Conference Proceedings.* Paris : Atlantis Press, 2016, p. 218.

20   DITRICHOVÁ, M.: *Ako na digitálnu stratégiu?* [online]. [2018-11-01]. Available at: <https://adma.sk/ako-na-digitalnu-strategiu/>.

21   BEZÁKOVÁ, Z.: Eco-innovation in the light of globalization efforts. In KLIESTIK, T. (ed.):

complement traditional marketing communication tools with up-to-date approaches and techniques from the field of digital marketing or with other modern marketing tools. We have recently experienced new opportunities of communication with a customer and therefore it is essential for businesses to use only those tools which may bring about competitive advantages. The world of digital media and evolution of technologies are changing the way customers obtain information, the way they use it and the way they communicate with one another.[22]

3.1.1 Offline Tools of Marketing Communication

In the present chapter the authors are describing traditional tools of marketing communication used in the offline environment while clarifying the modern trends of their implementation in the online world.

- *Advertising* – PPC (pay per click) advertising is one of the most successful forms of online advertising. Its main advantage lies in precise targeting and tangible results. Furthermore, we may mention SEM (search engine marketing) to reach the best positions through search engines and make oneself visible to the public. SEO (search engine optimalization) helps to adjust coding of a webpage in order to get the best results in organic searching.[23]
- *Sale promotion* – various loyalty programmes and vouchers in e-shops, mobile applications using virtual bonus cards, online competitions, special offers, discounts or sales in e-shops. Consumer purchase behaviour in a shop may be easily influenced through digital in-store marketing or intelligent shelves.
- *Public relations* – influencer marketing, publishing online press reports, publications, company blogs, online events, intranet.
- *Direct marketing* – e-mailing, direct mail, newsletter along with optimization of campaigns through various devices.
- *Direct sale* – teleconferences or internet contact.[24]

3.1.2 Online Tools of Marketing Communication

Marketing communication shall necessarily represent an interactive dialogue between a business and its customers. Mutual communication is made much easier thanks to modern technologies. The actual digital marketing tools defined by the authors are as follows:

- *Mobile marketing* – includes various mobile applications, mobile banners, SMS marketing (flash SMS, push SMS, geolocation or interactive SMS), geolocation services (location based marketing), mobile search marketing or QR codes linked to NFC (near field communication), RFID (radio frequency identification) or EAN coding.[25]

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Globalization and Its Socio-Economic Consequences. Žilina : University of Žilina, 2017, p. 140.

22 GRIB, L.: Nové prístupy v marketingovej komunikácii pri propagácii ekoinovácií v oblasti stavebníctva. In MADLEŇÁK, A., MIKLENČIČOVÁ, R. (eds.): *Eko-inovácie ako nástroj konkurencieschopnosti – Aktuálne trendy a nové výzvy na ceste k digitálnemu marketingu.* Trnava : FMK UCM, 2017, p. 168.

23 JURIŠOVÁ, V.: Komunikácia značky v online prostredí. In *MMK 2017: Mezinárodní Masarykova konference pro doktorandy a mladé vědecké pracovníky. Conference Proceedings.* Hradec Králové : Magnanimitas, 2017, p. 210.

24 ZAUŠKOVÁ, A., REZNÍČKOVÁ, M.: Onlinové komunikačné nástroje využívané pri podpore ekoinovácií. In ZAUŠKOVÁ, A., MADLEŇÁK, A. (eds.): *Manažment environmentálnych inovácií prostredníctvom phygitalových nástrojov.* Trnava : FMK UCM, 2017, p. 53-58.

25 MADLEŇÁK, A.: Integrácia reálneho a virtuálneho sveta prostredníctvom QR kódov. In

- *Podcasting and videopodcasting* – audio or video presentations.
- *Virtual reality and augmented reality* – development of applications, 360° videos, in-game advertising, use of 3D glasses.
- *Social media* – use of platforms of social networking sites, blogs, vlogs, websites for posting audio and video content, photos, live streaming, artificial intelligence – chatbots.[26]
- *Content marketing* – developing and providing value-added content for fun or education.

New trends in the field of marketing communication are set to influence digital marketing and online world. Nevertheless, it is important to coordinate offline and online activities. The Internet world provides unexplored opportunities and offers a space for creativity. Such marketing communication is suitable to promote eco-innovations and environmentally friendly products, educate the wide public in the field of environmental protection and enhance environmental awareness.[27]

4 Eco-Innovative Communication Activities of Slovak Eco-Products in Online and Offline Environment

The authors conducted their own quantitative pilot study from May to June 2018 focusing on the implementation of online and offline marketing communication tools in promotion of eco-innovations within Slovak business entities. They questioned small and medium-sized enterprises operating within Slovakia and promoting the implementation of eco-innovations. The pilot study focused on four basic fields of business – wood industry, energetics, clothing and textile industry and food processing industry. In total, 104 businesses were questioned in the pilot study, of which the largest proportion – 60 businesses (57,7 %) operate in the food processing industry followed with 28 businesses from the wood industry (26,9 %), 10 businesses from the textile and clothing industry (9,6 %) and 6 businesses operating in the energetics (5,8 %). Secondly, the authors were trying to identify the way the businesses implement their communication strategy into internal as well as external business environment (i.e. communication with the employees, the public, product promotion) while focusing on specific online and offline communication tools to be used within company eco-innovation processes. Please find the results of the study in the tables below, in relation to individual communication tools to the field of business activity.

ZAUŠKOVÁ, A., MADLEŇÁK, A. (eds.): *Manažment environmentálnych inovácií prostredníctvom phygitalových nástrojov*. Trnava : FMK UCM, 2017, p. 65.

26 CHURCH, N. J., IYER, V.: The Future of Marketing: Staying Competitive in a Competitive World. In *Red Internacional de Investigadores en Competitividad*, 2014, Vol. 8, No. 1, p. 215. [online]. [2018-10-17]. Available at: <https://www.riico.net/index.php/riico/article/view/1151>.

27 ZAUŠKOVÁ, A., REZNÍČKOVÁ, M.: Onlinové komunikačné nástroje využívané pri podpore ekoinovácií. In ZAUŠKOVÁ, A., MADLEŇÁK, A. (eds.): *Manažment environmentálnych inovácií prostredníctvom phygitalových nástrojov*. Trnava : FMK UCM, 2017, p. 59.

Table 1: Online communication tools to be implemented in the selected businesses

		Mobile marketing		Social media		PPC ads		Geolocation services	
		yes	no	yes	no	yes	no	yes	no
Industry	Wood-working	2	26	16	12	2	26	2	26
		1,9 %	25,0 %	15,4 %	11,5 %	1,9 %	25,0 %	1,9 %	25,0 %
	Energy	2	4	6	0	4	2	2	4
		1,9 %	3,8 %	5,8 %	0,0 %	3,8 %	1,9 %	1,9 %	3,8 %
	Textile and clothing	4	6	6	4	0	10	2	8
		3,8 %	5,8 %	5,8 %	3,8 %	0,0 %	9,6 %	1,9 %	7,7 %
	Food	10	50	44	16	8	52	4	56
		9,6 %	48,1 %	42,3 %	15,4 %	7,7 %	50,0 %	3,8 %	53,8 %
Total		18	86	72	32	14	90	10	94
		17,3 %	82,7 %	69,2 %	30,8 %	13,5 %	86,5 %	9,6 %	90,4 %

Source: Own processing

As for online marketing communication tools, the authors have referred to the following terms – mobile marketing, use of social networking sites, PPC advertising and geolocation services. We may assume that businesses are more willing to use specific platforms of social media for promotion of eco-innovations – up to 72 of the selected businesses out of 104 (69.2 %) answered „yes" and they do so in all the fields of business. However, social media are mostly used by the businesses from the food processing industry – up to 44 (42.3 %). 18 businesses out of 104 use mobile marketing (17.3 %), especially in the food processing industry (10, i.e. 9.6 %) followed by clothing and textile manufacturers (4, i.e. 3.8 %). PPC advertising is the least often used form (only 14 businesses out of 104, i.e. 13.5 %) or various geolocation services (10, i.e. 9.6 %).

Table 2: Offline communication tools to be implemented in the selected businesses

		TV spot		OOH		Posters, flyers		Newspaper ads	
		yes	no	yes	no	yes	no	yes	no
Industry	Wood-working	4	24	2	26	12	16	8	20
		3,8 %	23,1 %	1,9 %	25,0 %	11,5 %	15,4 %	7,7 %	19,2 %
	Energy	2	4	4	2	6	0	2	4
		1,9 %	3,8 %	3,8 %	1,9 %	5,8 %	0,0 %	1,9 %	3,8 %
	Textile and clothing	0	10	0	10	4	6	2	8
		0,0 %	9,6 %	0,0 %	9,6 %	3,8 %	5,8 %	1,9 %	7,7 %
	Food	10	50	14	46	34	26	20	40
		9,6 %	48,1 %	13,5 %	44,2 %	32,7 %	25,0 %	19,2 %	38,5 %
Total		16	88	20	82	56	48	32	72
		15,4 %	84,6 %	19,2 %	80,8 %	53,8 %	46,2 %	30,8 %	69,2 %

Source: Own processing

As for offline marketing communication tools, the authors have referred to the following terms – TV spot, OOH advertising, use of various flyers or posters and newspaper advertisements. Based upon the data one may assume that the majority of

the selected businesses tend to use offline advertising, e.g. flyers, posters or brochures, i.e. various print advertising (56 businesses out of 104, i.e. 53,8 %). Newspaper advertising ranks the second with 32 businesses out of 104 (30,8 %). Remaining 20 businesses (19,2 %) use outdoor advertising and 16 businesses invest into a TV spot (15,4 %).

4.1 Conclusions and Recommendations Resulting from the Pilot Study

Based upon the above mentioned results, we may allege that as far as marketing communication and its implementation within Slovak small and medium-sized businesses are concerned, traditional or even obsolete and primarily offline communication tools are being preferred. In our opinion, it is mainly digital marketing which offers a countless number of new opportunities for interactive, creative as well as less costly targeting of loyal or even potential customers. Both the online world and the synergy of offline and online environments (so-called crossline marketing) are playing a key role in the whole process. Mobile marketing is constantly growing as smartphones are gradually replacing laptops and computers. Consumers obtain new information through the interface of a smartphone and a tablet and therefore, optimising advertising messages throughout any device or a website is of the upmost importance. In his paper, S. Balkhi predicts the basic digital trends in marketing for 2019,[28] which authors recommend to use within the marketing strategy of the surveyed Slovak business entities to intensify the communication of their eco-products, also for the purpose of better education in this area. According to him, it is very important for marketers and businesses to use the most effective marketing techniques in presenting their own products, as today's digital age is constantly changing. S. Balkhi states that the key will be the social media and activity on individual platforms, as up to 40 % of Internet purchases will be made by generation Z by 2020.[29] It is therefore necessary to capture their potential and prepare for the arrival of the new generation that has already been born into the world of digital technologies. They are the so-called *digital natives*. Through precise social media marketing plan it is, according to S. Balkhi possible to hit them best – mainly through social networks such as Facebook, Twitter, Pinterest and Instagram.[30] Using individual tools (e.g. Facebook Ad Manager) it is possible to create a precisely targeted and personalized paid ad with a valuable message for a particular target audience. Marketers must constantly monitor significant metrics to evaluate their results, such as new followers, post sharing rates, web site traffic, etc. Another major area, according to S. Balkhi, becomes an individual market for chatbots. According to research[31] up to 70 % of people who used chatbot

28   BALKHI, S.: *3 Digital Marketing Trends to Look Out For in 2019.* [online]. [2018-10-17]. Available at: <https://www.business2community.com/digital-marketing/3-digital-marketing-trends-to-look-out-for-in-2019-02141075>.

29   FORBES BUSINESS DEVELOPMENT COUNCIL: *13 Strategies For Marketing To Generation Z.* [online]. [2018-10-17]. Available at: <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/02/22/13-strategies-for-marketing-to-generation-z/#4451312931c3>.

30   BALKHI, S.: *3 Digital Marketing Trends to Look Out For in 2019.* [online]. [2018-10-17]. Available at: <https://www.business2community.com/digital-marketing/3-digital-marketing-trends-to-look-out-for-in-2019-02141075>.

31   ARNOLD, A.: *How Chatbots Feed Into Millennials' Need For Instant Gratification.* [online]. [2018-10-17]. Available at: <https://www.forbes.com/sites/andrewarnold/2018/01/27/how-chatbots-feed-into-millennials-need-for-instant-gratification/#b4a9c5036750>.

as a mean to meet their customer service requirement said that they were happy with this experience. Thus, the ability to react immediately becomes an important factor, because the chatbot brings the possibility of obtaining the so-called *"instant response"* at any time during the day without waiting. That means that it is necessary to give the customer the opportunity to visit a website or a social networking site of enterprise where his problem will be solved immediately. In addition, chatbot is able to communicate authentically – as a real person, which increases the level of customer satisfaction. In addition to customer service, chatbot is also able to perform the role of an informer on various products, services or branding to help with purchasing or awareness.

According to a recent 2018 survey,[32] it is obvious that social media, websites, e-mail marketing, mobile applications, content marketing and SEO are digital marketing channels, into which businesses will invest the most in the future. Many businesses have already realized that the digital world is the most effective way to hit most of the customers – they spend most of their time there. For example, clothing retailers can invite the customer to post photos on Facebook or Instagram in the clothes they bought, reward them for such activity by vouchers, gift cards or other discounts and, in addition, to obtain valuable feedback.[33] Interest also grows over various geolocation services and applications that appeal to customers based on their current location. These services are important when businesses want to connect with their local community of current and potential customers in order to increase sales, spread awareness or to capture current local trends. The principle is to use specific geolocation tools to collect valuable data and information from social media in a geographically defined territory. This data can then be further filtered by date, time or specific social media channel. Especially by accessing the authentic view of the social media structure of the selected location, the business entity is able to tailor its marketing campaigns – both in digital and in print versions. Applications that help business entities manage their geolocation marketing campaigns are, for instance, Geofeedia, Snaptrends, Momentfeed or Local Measure.[34] There are many options, but business entities need to consider using modern communication tools to support implementation of eco-innovations not only in offline but also online environment.

Conclusion

In the present contribution the authors have mainly focused on application of online and offline tools of marketing communication when promoting Slovak environmentally friendly products – especially in the field of energy, wood industry, food processing and clothing industry. The main aim of the contribution has been to present certain recommendations which could generate public interest in eco-innovations of market

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32   THE MANIFEST 2018 DIGITAL MARKETING SURVEY: *Why Digital Marketing Is an Essential Investment.* [online]. [2018-10-21]. Available at: <https://www.business2community.com/digital-marketing/why-digital-marketing-is-an-essential-investment-02129487>.

33   THE MANIFEST 2018 DIGITAL MARKETING SURVEY: *Why Digital Marketing Is an Essential Investment.* [online]. [2018-10-21]. Available at: <https://www.business2community.com/digital-marketing/why-digital-marketing-is-an-essential-investment-02129487>.

34   GROWING SOCIAL MEDIA: *Location Based Social Media Marketing.* [online]. [2018-10-17]. Available at: <http://growingsocialmedia.com/>.

entities and at the same time, promote environmental awareness of consumers and finally support eco-innovation environment in the Slovak Republic. Eco-innovations can be defined as certain development of products or processes for the benefit of sustainable development leading to either direct or indirect ecological improvement. A set of ideas may be included among such innovations – from environmentally friendly technological development up to socially acceptable and innovative ways to sustainability. Slovak consumers have gradually started to go in an ecological direction and move forward. It is crucial for Slovak businesses to carry on with the current trend and implement eco-innovations into their innovative processes and eventually, communicate them in a proper way. The Internet has become a major source of information – with digital marketing experiencing a big boom, mainly social networking sites and video presentations. Marketing communication and education shall be equally communicated by the state and business entities themselves.

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ECOCOMMUNITY IN THE VIRTUAL WORLD SECOND LIFE

Anna Zaušková – Alexandra Alföldiová

Abstract
The problem of environmental protection is explored in a virtual environment that connects people from all over the world in order to share knowledge gained from practice and to create the main principles that help to improve environmental conditions. One of the platforms for virtual environments is the virtual world Second Life, where eco-community called Etopia was built, focused on eco-innovation and environmental protection in the world. It focuses on the real issues and the organizations that deal with the primary issues in the world have its micro-office there. The contribution describes individual aspects of the virtual community and their contribution to real life. The aim of the contribution is to analyze the individual islands found in the community and their contribution to the eco-village users to visit with regard to eco-innovation and to improve the environment.

Key words:
Eco-innovation. Ecology. Environmental Community. Environmental Protection. Innovation. Second Life. Virtual World.

1 Introduction

In the contemporary world, we are confronted with the concept of virtual environments that some users define primarily as social networks, these are online channels whose primary function they serve is to communicate. The basic function of and online multi user virtual environment is the interactivity between individuals and this may take various forms. Most often, we encounter virtual environments in the form of social networks, other times we find some virtual environments that can be described as online digital games that allow interaction between multiple players, and on rare occasions, some platforms may present some traits of digital games but since they lack several of the fundamental pillars of digital games, they can be better described as virtual worlds.[1] Virtual worlds are perceived by users not only as games, or sometimes not games at all, but also as platforms with many possibilities which include, but are not limited to, education, personal development and social communication, creating different social groups and communities with common interests. The environment is perceived by users individually and the impact differs due to behavioral approaches and emotional mood. Sometimes people that seek and consistently use the virtual worlds do so the live vicariously as they try experience what they, for whatever reason it may be, cannot in their lives.[2] The access to the virtual world is compared with an escapism that marks the escape from reality into the imaginary world, because it brings people experiences that are beyond their reach in real life. The virtual world Second Life is one of the most attractive platforms with more than sixty million users.[3] Bartle defines virtual worlds as a simulation of an environment that is under direct control of individual users. The environment

1 *Virtual Environment.* [online]. [2018-11-18]. Available at: <http://edutechwiki.unige.ch/en/Virtual_environment>.
2 ZAUŠKOVÁ, A., REZNIČKOVÁ, M.: Onlinové nástroje marketingovej komunikácie využívané pri podpore ekoinovácií. In ZAUŠKOVÁ, A., MADLEŇÁK, A. (eds.): *Mananžment environmentálnych inovácií prostredníctvom phygitalových nástrojov.* Trnava : FMK UCM, 2017, p. 51.
3 *Second Life Statistical Charts.* [online]. [2018-11-29]. Available at: <http://dwellonit.taterunino.net/sl-statistical-charts/>.

develops through user interaction and is built on them. According to Bartle, virtual worlds have an entertaining character and are perceived as computer games, as users are visiting this kind of environment with the intention of escapism from the real world and building an alter ego.[4]

Boellstorff complements Bartle's theory and claims that users who are visiting the virtual world Second Life are trying to create virtual content to help them develop their skills. It states that users who do not have the opportunity to present their ideas in a real environment have the ability to create content that will serve other users, educate them to help them operate in a virtual environment. Boellstorff states that the reasons for users accessing the virtual environment may have a cognitive, communication, or narrative structure. The cognitive structure is oriented towards the education and personal development of users, allowing users to create different kinds of virtual content, programming, animation and others. The communication structure focuses on interaction between users and the subsequent building of virtual relationships. According to Boellstorf, the narrative structure in the virtual environment is generally perceived as telling the story, related events based on reality or fiction. It is spoken orally, in writing or through static and moving images. In the case of the virtual world, the narrative structure is sketched out by the creators and the player has the opportunity to complete the story with his own ideas and actions. The virtual world has no predetermined user-defined action, but the user is the maker of the narrative structure and the community in which the action takes place has a direct impact on the subsequent story development. The narrative structure has a secondary role in most virtual communities and no emphasis is placed on dejection. In contrast, there are communities for which the narrative structure is the most important aspect of the virtual world. The narrative structure may also have an unconscious form when the user creates a story of his own avatars without the impact of the community. Users tend to create a virtual world that is different from the real life of individuals and trying to live in an alternative way.[5]

Freedman describes the virtual world Second Life as the optimal environment for creating virtual business with real profit. The user has the ability to create a virtual object and then offer it on the virtual market, with sales revenue being converted to a real menu based on the current course. This permission allows developers to offer their virtual objects for sale and profit from profits that vary based on demand and total sales.[6] All three authors state that the virtual world Second Life simulates real life in all directions and has an educational character, allowing users to gain knowledge about specific topics. Second Life serves as a tool to raise awareness of global issues and enables users to better analyze individual issues. The virtual world Second Life has all the components of SoLoMo[7] marketing strategy that are tailored to the virtual world. SoLoMo marketing primarily involves user interaction, which is

4   BARTLE, R.: *Designing Virtual Worlds*. USA : New Riders Publishing, 2003, p. 27.
5   BOELLSTORFF, T.: *Coming of Age in Second Life An Anthropologist Explores the Virtually Human*. Princeton : Princeton University Press, 2015, p. 30.
6   FREEDMAN, R.: *How to Make Real Money in Second Life*. New York : McGraw-Hill Professional, 2008, p. 200.
7   REZNÍČKOVÁ, M.: Sociálne médiá a ich perspektíva pri zvyšovaní povedomia o eko-inováciách. In MADLEŇÁK, A. (ed.): *Integrácia sociálnych médií, geolokačných služieb a mobilných zariadení v záujme podpory environmentálnych inovácií.* Trnava : FMK UCM, 2018, p. 36.

based on community communication. Second Life lets you search for contacts and activities that are offered to users by linking to the Facebook social network and frequently visited places.[8] Events that focus on a particular theme and are identical to the activities of a particular user are marked as recommended for review. The Second Life virtual world is also available in a 2D mobile version, primarily designed to communicate with limited features.
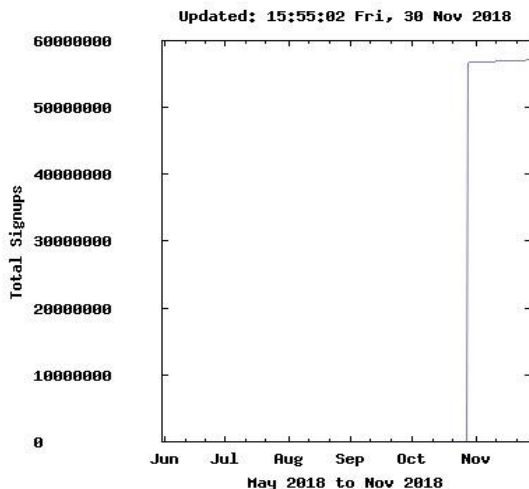
Picture 1: Total Log In – Second Life
Source: *Signupstotal.* [online]. [2018-12-12]. Available at: <http://taterunino.net/statcharts/signupstotal400.jpg>.

The virtual world Second Life is attractive to users in different ways, for the contribution, the most intriguing intuitive control, social interaction, and the ability to create an educational community with a focus on ecology and the protection of the environment. The contribution focuses on users with a consumer tendency for whom the virtual world environment has cognitive and communication value. The cognitive area of the virtual world is focused on the knowledge and knowledge that the user acquires during his / her existence in this environment. Man encounters new achievements and has the opportunity to look in different directions. Second Life enables individuals to develop their scientific senses in the form of the development of spatial vision, scripting and building, based on physical principles. The user has the opportunity to develop in the artistic direction of photography, journalism and other activities. Basic cognitive learning is gained by the user from other users who sell their personal experience. Effective acquisition of user-specific information is gained by participating in seminars available to all users on specific topics. The fundamental

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8   VANKO, M.: Sila sociálnej siete instagram v kontexte environmentálnych problémov. In
     MADLEŇÁK, A. (ed.): *Integrácia sociálnych médií, geolokačných služieb a mobilných zariadení v
     záujme podpory environmentálnych inovácií.* Trnava : FMK UCM, 2018, p. 45.

structure of the virtual world is communication that is essential to every user. Second Life allows a user to enter the virtual world without prejudice, which has marked individuals in real life. Community interaction helps users to build friendships that can grow into projects with a different focus. Users are interested in building multipurpose users and forming generous communities with a specific focus, which are then accompanied by intense functional gaming. The contribution focuses on the community called Etopia, which creates a virtual ecovillage with a focus on education and innovation in the environmental environment.[9]

2 Community Etopia

Etopia Island is the only environmental and ecological center in Second Life that presents examples of real-world environment in the areas of sustainable housing, renewable energy, organic life, the intellectual community, and serves as a presentation of environmental initiatives. Founded in 2007 by the Environmentalist Environmental Protection Consultant of the Cadiz, who works under the name of Williamthewise Goodman in the virtual world of Second Life. It consists of Eco-Village, non-profit organizations, communications and virtual housing. Etopia gives space to individuals, organizations and businesses who want to offer goods and services that promote a socially and environmentally sustainable world.[10] It uses knowledge in the field of recycled product manufacturing, energy efficient buildings, public transport and new concepts of urban transport planning that create a concept with the ability to build similar structures in real life. The Etopia community shares environmental expertise, environmental knowledge and ideas for environmental sustainability for anyone who wants to learn more about wind energy, solar energy and organic farming and is interested in energy saving and recycling. It is spread on 5 sims, islands, each island dealing with another issue.


Picture 2: Etopia Island – Landing point
Source: Own processing

9   MAGO, Z.: *World of Advergaming: Digitálne hry ako nástroje reklamy.* Trnava : FMK UCM, 2016, p. 58.
10   BARTLE, R.: *Designing Virtual Worlds.* USA : New Riders Publishing, 2003, p. 45.

The community has two main communication groups, the Etopia Island Community, which informs residents and tenants about community events with a total of 236 members and Etopia Environmental Eco-Village with 310 members, open to visitors and people interested in eco-innovation. The awareness in both groups is on a daily basis and the community creates regular thematic events for all users. During the discovery of the community, we launched a structured conversation with the 20 people that we asked community questions and their tendencies in this environment. Based on the responses, we found that 80% of respondents were men aged 55-70 who worked or worked in environmental protection companies, and 20% were women aged 40 to 45 who did not act in the real estate sector but actively searched for information on the issue.[11] On the basis of the information we get, we can define the target audience as a group of users of average age between 40 and 70 years of age who are committed to protecting the environment in real life, and many times they are scientists, researchers and consultants from around the world. The primary language for communication in the community is the English language. Users of this community regularly meet at events that focus on connecting humans to nature in the form of meditation meetings and panel discussions on a specific topic that help to create inventions into real life to improve the environment and protect it.
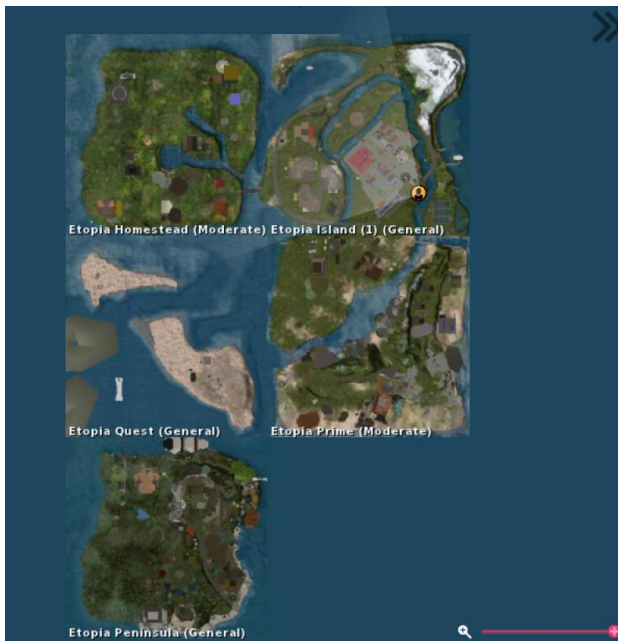
Picture 3: Etopia Islands – Sims Map
Source: Own processing

11   MIKLENČIČOVÁ, R., ČAPKOVIČOVÁ, B.: Environmental Management and Green Innovation in Businesses. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Explosion of Innovations. Conference Proceedings*. Trnava : FMK UCM, 2014, p. 482-493.

The main island, Etopia Island, is a pilot island that serves as the information center for visitors who are first found in ecovillage. The welcome point informs users about the island's tour through walking or sightseeing. The tour in both forms includes several educational sessions during which the user learns about the operation of wind turbines, solar panels, as well as the various innovations used in agricultural cultivation. Each stop provides a clear example for visitors to see and experience individual innovations. Etopia Island offers the opportunity for nonprofit organizations and environmental projects from real life to promote their message.[12] Organizations rent space all over the island for a minimum of $ 125 per week. The Linden Dollar is a virtual currency serving as a second-life virtual treasury, ranging from $ 270 to $ 240 per US dollar. The main real organizations promoting their projects in the Etopia community are the World Water Council, an international organization whose mission is to mobilize measures on critical water issues at all levels, including the highest decision-making level, by engaging people in discussion and challenging conventional thinking. The Council focuses on the political dimensions of water security, adaptation and sustainability. The organization's activity in the community is in the form of lectures organized by professionals with a focus on improving water quality, organized by professionals and taking the form of a two-hour interaction in two parts, a lecture that has theoretical basis, and a discussion where users are actively involved and discuss possible innovations that can help with a particular issue.[13] The second nonprofit organization operating on Etopia is Foodtank, which tackles the issue of compostable waste, which is rapidly rising and trying to educate people around the world about healthy eating to reduce excess waste. At the same time, they are trying to find ways to help less developed countries suffering from food shortages. Organisms that are not directly related to eco-innovations are also active on the island, but highlight issues that are global, animal protection, anti-cancer, and non-profit organizations that target socially disadvantaged people. These organizations are preparing a variety of workshops that actively involve citizens in raising awareness of individual issues.

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12   LIESKOVSKÁ, V.: *Zelený marketing*. Bratislava : Ekonóm, 2010, p. 157.
13   PROKOPOVIČ, M.: Zelený marketing a zelené inovácie. In RAJČÁK, M., KOLLÁROVÁ, D. (eds.):
     Trvalo udržateľný rozvoj regiónov a podnikov pomocou inovatívnych a zelených technológií. Trnava
   : FMK UCM, 2012, p. 296-301.

Picture 4: Etopia Islands – Solar Panels
Source: Own processing

In addition to lectures and workshops, exhibitions and exhibitions of real life projects focusing on the protection of the environment are organized on the pilot island. The length of the exhibition is always set for one calendar month and is regularly updated to get as many eco projects as possible across the world. Besides all the activities on the islands, designers who create virtual copies of effective, eco-friendly products that are made from recycled materials or used to protect the environment are found on the island. These features have no effect in the virtual environment and are only cosmetic in the form of a model. The virtual environment does not generate waste and does not apply the principles of real life, so the meaning is often misunderstood by the public who does not deal with this issue. The Etopia Homestead, Quest, and Prime Homes serve for residential purposes with a rental offer of a housing unit or land for the construction of an organic house. By rented housing units or land, residents contribute to the whole community and help to finance individual islands. Housing units available for rent are built from environmentally friendly materials and contain solar panels as a source of electrical energy. Residents have the opportunity to create a real estate of their choice, but they adhere to ecological and environmental principles and use wind energy. On multiple plots there is the possibility to see compost and waste bins that serve for separation. The last island of the community is the Etopia Peninsula, which spreads through the Innovation Lab, a laboratory that serves to build innovations to existing inventions. On this island, users have the opportunity to meet a large number of retired scientists who are fully committed to protecting the environment and are actively contributing to the whole community through lectures and real-life experience. There are models of wastewater treatment plants, wind power plants, or irrigation systems on the island.
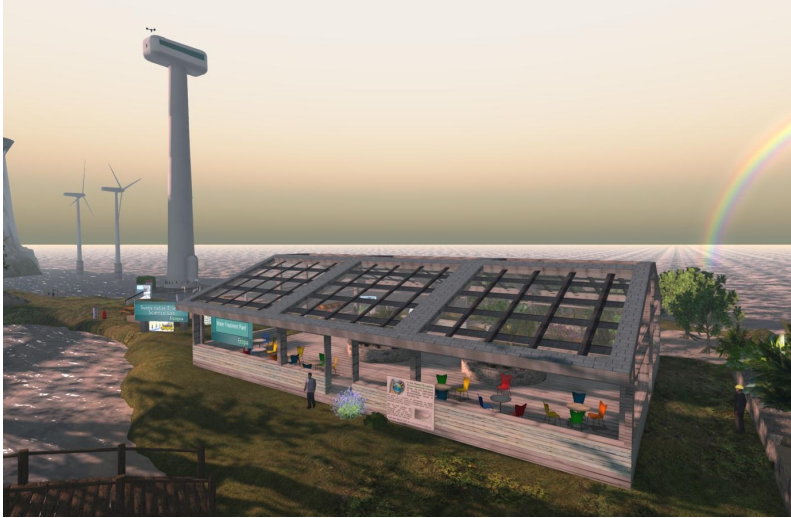
Picture 5: Etopia Peninsula – Innovation Lab
Source: Own processing

Conclusion

The aim of the contribution is to bring the Etopia environmental community, which operates in the virtual world of Second Life, and details the activities it offers to community users to wide public outside the virtual world. Etopia has five islands where offers the possibility of realization for individual users in the form of creative workshops, lectures on ecological themes and active creation of inventions that can serve as a template for eco-innovation products in a real environment. The community is built by enthusiasts, actively contributing to the community through their experience in environmental development and environmental protection. They create models of real inventions that present community visitors and lead educational lectures on different themes. The Etopia community offers rental space for organizations operating in a real-life environment to promote activities and raise awareness among users around the world, while providing space for virtual content vendors in this industry with the option of selling in business premises on a pilot island. After collecting community information and then visiting structured discussions with the users involved in this ecovillage, we decided to invest in the premises and leased a place to serve as an information center and an office to promote the Faculty of Mass Communication to increase awareness of the activities at the faculties involved in environmental protection among users who are actively engaged in and focused on it. The space will be of a purely informative nature and will be regularly updated with new contributions and lessons we will gain in the project. The Etopia community is considered to be a specific platform in a virtual environment to promote a project that is not expanded but has its audience looking for activities associated with it.

Picture 6: FMK UCM center on the Etopia Island
Source: Own processing

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Section:
The Secret Mirror of Generations and Consumers

DUNNING-KRUGER DEBATE AND STUDENTS´ ASSESSMENT

Magdaléna Balážiková

Abstract
Our evaluations saturate our decisions. Presented paper seeks to contribute to the fruitful topic of Dunning – Kruger effect and for the first time points to its implications within the field of marketing communication. Dunning – Kruger effect stems from the differences between self– assessment and actual performance (across various domains) with low performers overestimating their scores and top performers largely underestimating themselves. Paper discusses possible influencing variables and presents a related research of 880 undergraduate students looking for differences between estimated (perceived) and actual exam performance. We suggest it is important to be aware of students´ self-evaluation of exam performances because it affects not only their self-perceptions, but perceptions of teachers, courses and university.

Key words:
Dunning-Kruger Effect. Self-perception. Unskilled and Unaware.

1 Introduction

Every day we are making decisions based on the evaluation of our skills starting from what to cook and eat through what career to pursue and what partner to choose to everyday decisions at the workplace. Thus, the quality of our life depends, at least to some extent, on the accuracy of our self-assessment. Sometimes even, in case of drivers or doctors, we can say that lives depend on people´s judgement of their abilities. The thing is, our self-assessment is imperfect, some would say it is flawed. Moreover, most of the time we are unaware of its imperfect nature. We should remember that many intrinsic factors (e.g. life experiences, personality factors) as well as social ones with culture are playing role in perception.[1] The psychological processes and reasons underlying flawed self-perception are debated, but no factor has been so far identified as the major one. One of the reasons is certainly above average effect.[2,3,4] Overestimation itself is a complex construct. Moore and Healy[5] acknowledge three facets of overconfidence: overestimation of performance, overplacement of one's performance relative to others, and excessive precision in one's beliefs. They consider them to be conceptually and empirically distinct rather than to be different manifestations of the same construct (usually considered just as overconfidence). Lacko[6] states that people are not aware of their own limitations and

1 KAČÁNIOVÁ, M.: Factors Influencing Perception of Marketing Communication. In *Quaere 2013: Interdisciplinary conference of PhD. students and assistant professors. Conference Proceedings.* Hradec Králové : Magnanimitas, 2013, p. 1731.

2 CROSS, K. P.: Not Can, But Will College Teaching Be Improved? In *New Directions for Higher Education*, 1977, Vol. 1997, No. 17, p. 1.

3 KRUGER, J., DUNNING, D.: Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments. In *Journal of Personality and Social Psychology*, 1999, Vol. 77, No. 6, p. 1122.

4 SERRA, M., DEMARREE, K.: Unskilled and Unaware in the Classroom: College Students' Desired Grades Predict Their Biased Grade Predictions. In *Memory & Cognition*, 2016, Vol. 44, No. 7, p. 1127-1128.

5 MOORE, D., HEALY, P.: The Trouble with Overconfidence. In *Psychological Review*, 2008, Vol. 115, No. 2, p. 502-517.

6 LACKO, D.: *Dunning–Kruger Effect – Why Once a Fool, Always a Fool.* [online]. [2018-09-07].

they are ignoring this ignorance. Other possible reasons are the overestimation in the likelihood of desirable events, underestimation of task-completion time (planning fallacy) and confirmation bias[7] as well as the fact that we often lack information required to reach an accurate self assessment and even when we have it we may neglect it (e.g. due to ego-defense mechanisms) or assign too little importance to them. In this paper we would like to focus on phenomenon that supposedly have existed for a very long time despite the fact that in academia it was described only a few years ago. Dunning and Kruger[8] showed in their often cited paper (based on which so called Dunning – Kruger effect came into existence) that participants with the lowest performance (within the bottom quartile of scores) overestimated their abilities because incompetence "robbed" them of the metacognitive ability to realize their deficiencies while the most competent participants (the top quartile) underestimated their abilities in respective test. Fortunately, they also showed that improving participants´ skills (meaning increasing their metacognitive competence) helped reduce this overconfidence, but still the most poorly performing participant overestimated their performance (they just got closer to reality). We should note that Dunning – Kruger effect does not suggest that incompetent people see themselves as more competent than the competent ones. Nonetheless, Dunning – Kruger effect got a lot of attention (also winning Ig Nobel Prize in 2000),[9] has been detected in various domains.[10,11,12,13,14]

However, more recent research suggests various insights that should be taken into consideration when one feels too excited about this particular effect. We should remember that self-assessment depends also on competences that are being evaluated. Fewer people in general population would overestimate their ability to solve differential equations or answer questions about quantum physics. Also, not every aspect of human life can be assessed in terms of Dunning – Kruger effect since success in many domains is hard to define. Results depend as well on the type of material used in experiment and on the difficulty of the task. In the work of Juslin et al.[15] flawed self-

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11 EHRLINGER, J. et al.: Why the Unskilled are Unaware: Further Explorations of (Absent) Self-Insight Among The Incompetent. In *Organizational Behavior and Human Decision Processes*, 2008, Vol. 105, No. 1, p. 98.

12 HAUN, D. E. et al.: Assessing the Competence of Specimen-Processing Personnel. In *Laboratory Medicine*, 2000, Vol. 31, No. 11, p. 633.

13 KRAJČ, M., ORTMANN, A.: Are the Unskilled Really That Unaware? An Alternative Explanation. In *Journal of Economic Psychology*, 2008, Vol. 29, No. 5, p. 724.

14 PARIKH, A., McREELIS, K., HODGES, B.: Student Feedback in Problem Based Learning: A Survey of 103 Final Year Students Across Five Ontario Medical Schools. In *Medical Education*, 2001, Vol. 35, No. 7, p. 632.

15 KRAJČ, M., ORTMANN, A.: Are the Unskilled Really That Unaware? An Alternative Explanation. In

assessment disappeared for general knowledge questions. Burson et al.[16] confirmed Kruger´s and Dunning´s results[17] for easier questions, however, for more difficult questions estimates for both low and high performers decreased (overestimation of low performers decreased and underestimation of top performers increased). Authors (ibid) explained this shift in estimations by the presence of noise (e.g. biased input information, distraction, fatigue, task randomness) and type of feedback influence. Moore and Healy[18] remark that on difficult tasks, people underestimate their performances while falsely believing that they are worse than others and on easy tasks, people overestimate their performances believing they are better than others. Some authors (e.g. Krajč – Ortmann;[19] Williams et al.[20]) point to the familiarity of tested domain, financial or other incentives or the role of student background in self-perception[21] as possible confounding variables. Williams et al.[22] found out that research participant consistent in applying certain approach in order to solve a task (in logical reasoning, intuitive physics or financial investments) (we can say they were more algorithmic or "rational") rated their performances more positively even in cases the rule applied was incorrect compared to participants solving presented problems ad hoc. According to Williams et al.[23] the link between decision consistency and overconfidence could be explained by the neglect of (other) alternatives. Miller and Geraci[24] were examining the relationship between students' exam predictions and their confidence in these predictions. Relative to high-performing students, the low-performance students showed a greater overconfidence effect, but they reported lower confidence in these predictions suggesting that these students may be unskilled but they are to some extent aware of their lack of metacognitive knowledge (they are not unaware as Kruger and Dunning[25] claimed).

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21   KARATJAS, A., WEBB, J.: The Role of Student Major in Grade Perception in Chemistry Courses. In *International Journal for the Scholarship of Teaching and Learning*, 2017, Vol. 11, No. 2, p. 2.

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24   MILLER, T., GERACI, L.: Unskilled But Aware: Reinterpreting Overconfidence in Low-Performing Students. In *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 2011, Vol. 37, No. 2, p. 502.

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Kruger and Dunning are also being criticized mainly in terms of research reliability and convenience sample of mostly undergraduate (psychology) students. Critics argue that observed self-assessment errors are the results of statistical or methodological artifacts with low performers having more "space" to overestimate their predictions[26],[27] Research we are presenting in this paper takes place in university setting. Various effects related to (university) student´s self-assessment were examined before: metacognitive deficiencies of law students inspected by Wasson and Tyler,[28] large scale research of Dunning – Kruger effect in chemistry courses in paper from Pazicni and Bauer,[29] Serra and DeMarree[30] testing the hypothesis of grade predictions biased by desired levels of performance, Karatjas and Webb[31] looking into the role of student major in grade perception, Miller and Geraci[32] examining the relationship between predictions of exam results and participants´ confidence in their predictions and many others. It is said that undergraduate students tend to overestimate their performance on exams.[33] At the same time, students with the higher scores tend to have more accurate predictions than students with lower scores do.[34] Students´ self– assessment has multiple real-life implications. Accurate self assessment helps determine whether or not invest further time in revision of study material or training (or the field of study itself). We have to bare in minds that education usually doesn´t stop after graduation but continues in one´s professional career.

2 Marketing Implications of Dunning – Kruger Effect

Before presenting the specific details of our study, it is important to consider the implications of Dunning – Kruger effect in marketing field. It is being said that "*You learn a lot about people when they don´t get what they want.*"[35] Whether or not

26   EHRLINGER, J. et al.: Why the Unskilled are Unaware: Further Explorations of (Absent) Self-Insight Among The Incompetent. In *Organizational Behavior and Human Decision Processes*, 2008, Vol. 105, No. 1, p. 99.

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28   WASSON, C., TYLER, B.: How Metacognitive Deficiencies of Law Students Lead to Biased Ratings of Legal Writing Professors. In *Touro Law Review*, 2012, Vol. 28, No. 4, p. 1305.

29   PAZICNI, S., BAUER, C.: Characterizing Illusions of Competence In Introductory Chemistry Students. In *Chemistry Education Research and Practice*, 2014, Vol. 15, No. 1, p. 24.

30   SERRA, M., DEMARREE, K.: Unskilled and Unaware in the Classroom: College Students' Desired Grades Predict Their Biased Grade Predictions. In *Memory & Cognition*, 2016, Vol. 44, No. 7, p. 1127.

31   KARATJAS, A., WEBB, J.: The Role of Student Major in Grade Perception in Chemistry Courses. In *International Journal for the Scholarship of Teaching and Learning*, 2017, Vol. 11, No. 2, p. 1.

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35   McGILL MEDIA: *You Learn a Lot About People When They Don't Get What They Want.* [online]. [2018-09-25]. Available at: <https://gomcgill.com/you-learn-a-lot-about-people-when-they-dont-get-what-they-want/>.

students fall under false self-evaluation (specifically Dunning – Kruger effect) affect not only their self-perception but also the perception of respective course, teacher and last but not least the perception of the educational institution itself. These perceptions can be further communicated and spread and can influence the image of an institution. For example, a student who failed a test but is unaware of his or hers lack of skills and thinks he/she deserves a better grade will most likely blame the teacher, the course as irrelevant or the quality of attended university. Therefore, Dunning – Kruger effect is certainly related to the evaluation of products and services whether implicitly perceived or explicitly declared e.g. online or in the form of Word-of-Mouth. Meantime, WOM is considered a powerful marketing tool with a strong persuasive impact therefore this relatedness to Dunning – Kruger effect is certainly worth a further exploration. There is no doubt that consumer behavior is linked to self concept and self-evaluation. In this context we talk about shopping as a part of self-expressiveness.[36,37] Self not only drives us towards shopping, but there are times when self-perception (of incompetence) leads to avoiding behavior. The perception of own competence influence shopping behavior and at the same time, consumers infer their competence from their own consumer behavior.[38] Another implication for marketing is a Transfer Effect of Confidence based on consumers compensating for lower confidence in one domain by obtaining higher status in other unrelated domains.[39] Another important aspect is that information processing (as a process leading to consumer decision making) may wary in terms of high vs. low confidence.[40]

3 Research Characteristic

Presented research is focusing on main research problem of the presence of flawed self-assessment in terms of Dunning – Kruger effect and related research questions:

- What is the difference between estimated/anticipated performance (results/score) and actual performance? Is the perception of one´s own performance dependent based on gender, year of study and/or number of attempts to pass the exam?

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36   HOLLENBECK, C. R., KAIKATI, A. M.: Consumers' Use of Brands to Reflect Their Actual and Ideal Selves on Facebook. In *International Journal of Research in Marketing*, 2008, Vol. 29, No. 2012, p. 395-405.

37   SIRGY, J. M. et al.: Self-expressiveness in Shopping. In *Journal of Retailing and Consumer Services*, 2016, Vol. 30, p. 292-299.

38   PHILP, M. J.: *The Causes and Effects of Consumer Competence Perceptions.* [Dissertation thesis]. Canada : Queens university, 2016, p. 1.

39   TSAI, C. I., XIE, J. L.: How Incidental Confidence Influences Self-Interested Behaviors: A Double-Edged Sword. In *Journal of Behavioral Decision Making*, 2017, Vol. 30, No. 5, p. 1168.

40   WAN, E. W., RUCKER, D. D.: Confidence and Construal Framing: When Confidence Increases versus Decreases Information Processing. In *Journal of Consumer Research*, 2013, Vol. 39, No. 5, p. 977.

As suggested in theoretical part of this paper based on works of other authors (Cross;[41] Dunning – Kruger;[42] Serra – DeMarree[43]) we anticipate that in general participants will overestimate their ability. Research was conducted in an authentic classroom setting. During the exams from an array of courses a simple question was added to the end of the exam sheet asking participants what score (in percents) they think they should have achieved. They were instructed not to write a desired score but the deserved one. According to Serra and DeMarree[44] pretest judgments might be more susceptible to the effects of desires than posttest judgments because participants could base the latter type of judgment on their actual test experience.

4 Research Results

We tested 880 (457 women, 423 men) undergraduate university students. In general, 90 participants (10,2%) estimated their performance quite precisely (within a margin of 2,5%). 378 participants (43%) underestimated their performance and the majority of 412 participants (46,8%) overestimated themselves. Just as an interesting addition, the highest margin in estimated exam performance was 72%. The average error in judgement was 13,99 with standard deviation of 10,79 (men 15,07, women 12,99). Even though participants were instructed not to base their estimation on a desired result (with 60% being the borderline value needed for passing the exam that could also serve as an anchor (see anchoring effect described for example in work of Daniel Kahneman[45]) nearly 19% of participants (n=163) estimated their performance on this percentile. Out of this group, only around 3% of participants were correct in their estimated performance. Other 16% could potentially demonstrate wishful thinking. There is a statistically significant difference in the average error in performance estimation between participants who estimated their performance on the 60% and those who didn´t (t(878)=2,926; p=0,004). Paradoxically, the average error in performance estimation for those who estimated their performance as 60% was lower (8,73) than the average error in performance estimation for other participants (11,15), hence those who estimated their performance as 60% were more precise. On average, participants put their ability in the 63th percentile exceeding the actual mean percentile (50) by 13 points, one sample t(879) = 22,57, p<.0001. Measure of actual ability is significantly correlated with self-ratings of ability r= 0,492 p=0,01 showing a positive moderate correlation.

Perception of one´s own performance in this research sample is not statistically significant based on gender of participant (independent samples t-test), but there

41   CROSS, K. P.: Not Can, But Will College Teaching Be Improved? In *New Directions for Higher Education*, 1977, Vol. 1977, No. 17, p. 1-15.
42   KRUGER, J., DUNNING, D.: Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments. In *Journal of Personality and Social Psychology*, 1999, Vol. 77, No. 6, p. 1121-1134.
43   SERRA, M., DEMARREE, K.: Unskilled and Unaware in the Classroom: College Students' Desired Grades Predict Their Biased Grade Predictions. In *Memory & Cognition*, 2016, Vol. 44, No. 7, p. 1127-1137.
44   SERRA, M., DEMARREE, K.: Unskilled and Unaware in the Classroom: College Students' Desired Grades Predict Their Biased Grade Predictions. In *Memory & Cognition*, 2016, Vol. 44, No. 7, p. 1129.
45   KAHNEMAN, D.: *Thinking Fast and Slow*. New York : Farrar, Straus and Giroux, 2011, p. 122.

is a statistically significant difference between students in various years of study (1st,2nd,3rd) in terms of their self-evaluation (estimated performance in %) (one way between group ANOVA: $F_{(2,877)} = 46{,}09$ p<0,001) With each year of study the average miscalculation between estimated score and actual score is decreasing (1st: 15, 38, 2nd: 14,40, 3rd: 12,50). Statistically significant difference is present also in terms of the attempt to pass the exam (1st vs. 2nd) (independent t-test: $t_{(878)}$ =2,17, p=0,031). Students who had to repeat the (previously unsuccessful) exam (n=136) demonstrated an average miscalculation in performance (estimate vs. actual) of 16,93 for their first attempt and 13,29 for their second attempt. Seeing failed exam made participants slightly more precise in the subsequent evaluation of their performance. Below we can see a table showing differences between actual and estimated performance (exam score).

Table 1: Differences between actual and estimated performance (n=880)

| Q	actual score	estimate	difference
Bottom Quartile	38,45	50,62	12,17
2nd Quartile	57,37	63,21	5,84
3rd Quartile	69,32	66,42	2,90
Top Quartile	83,83	71,80	12,03

Source: Own processing
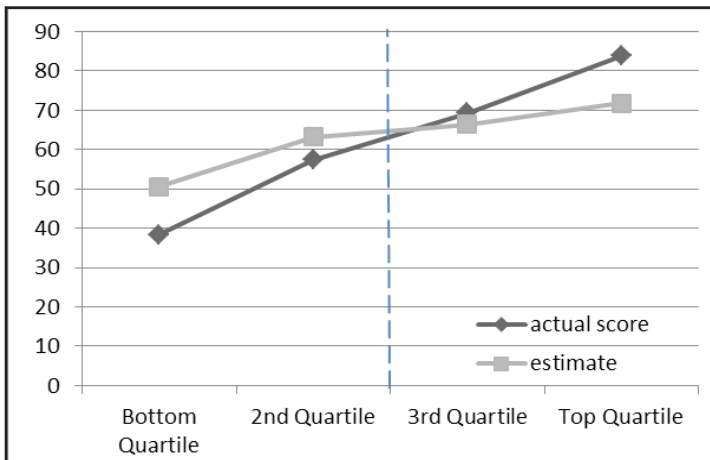
Chart 1: Perceived percentile rankings for exam performance as a function of actual performance rank
Source: Own processing

As we can see from Table 1 and Figure 1 participants in bottom quartile (of actual score) overestimated their scores the most and additionally, participants in the top quartile underestimated their scores the most suggesting the presence of Dunning – Kruger effect in tested research sample. A paired t-test conducted (average estimate

vs. average actual score) for the whole sample was not significant (t (879) = 1,290 p=0,197), but when the sample was split into quartiles, differences could be observed (paired samples t-test Q1: t(219)=9,95, p=0.001; Q2: t(219)=5,59, p=0.001; Q3: t(219)=-2,30 p=0.003; Q4: t(219)=-15,06, p=0.001). Participants in the Top quartile misjudged their performance the most. For participants in the bottom quartile one sample t-test (t(219) = 0,47 p=0,641) indicated that these participants didn´t estimate their performance to be higher than a ranking of average (i.e. the 50th percentile) as it was in the case of the original Dunning´s and Kruger´s study.[46] As for the next step, regression analysis allowed us to assume the relationship between perceived and objective performance as well as weights participants gave both variables.
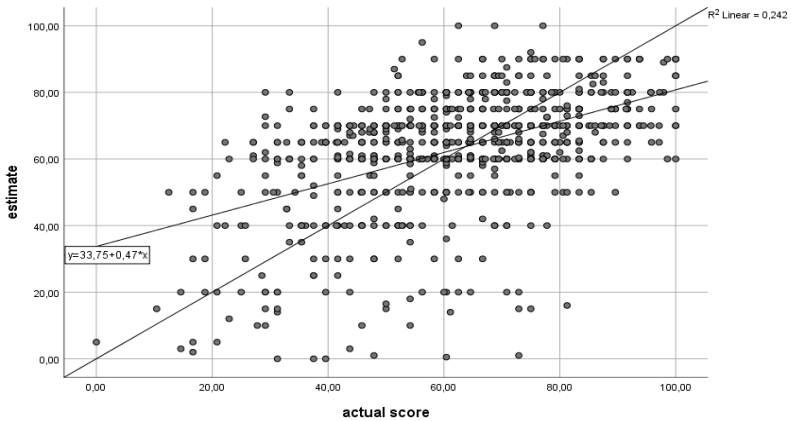
Chart 2: Regression analysis
Source: Own processing

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46   KRUGER, J., DUNNING, D.: Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments. In *Journal of Personality and Social Psychology*, 1999, Vol. 77, No. 6, p. 1123-1128.
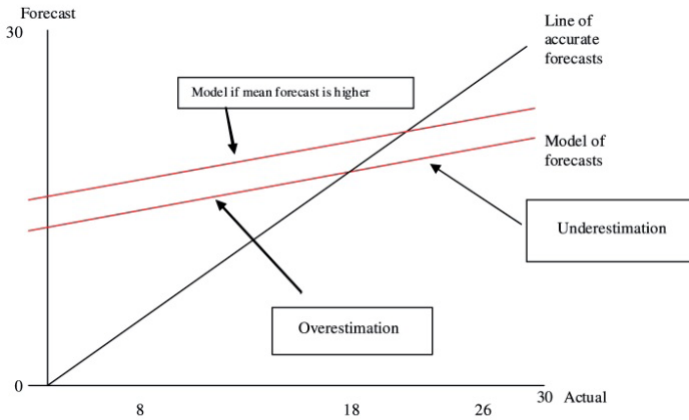
Chart 3: The effect of increasing the mean forecast
Source: MEERAN, S., GOODWIN, P., YALABIK, B.: A Parsimonious Explanation of Observed Biases When Forecasting One's Own Performance. In *International Journal of Forecasting*, 2016, Vol. 32, No. 1, p. 114.

As stated by Burson, Larrick, & Klayman:[47] „*The relationship between perceived and objective performance should show signs of being curvilinear. It should be relatively tight for better performers, but it should weaken and flatten as performances become poorer and the link between actual and perceived performance decouples*". Based on this statement a regression analyses with a quadratic component was performed in order to test for curvilinearity. In presented case, the non linear addition to the regression model was statistically significant ($F(1,877) = 19,678$ p=0.001). The negative B value after the inclusion of a quadratic function is implying that the trend in the quadratic effect is having the shape of a downward slope. A curvilinear bend can be observed (see Fig. 4), however, the curve is concave (and in case of Dunning – Kruger effect it should be convex). Nonetheless this analysis still shows some trend in misperception of one´s own performance.

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47   WILLIAMS, E., DUNNING, D., KRUGER, J.: The Hobgoblin of Consistency: Algorithmic Judgment Strategies Underlie Inflated Self-Assessments of Performance. In *Journal of Personality and Social Psychology*, 2013, Vol. 104, No. 6, p. 4.
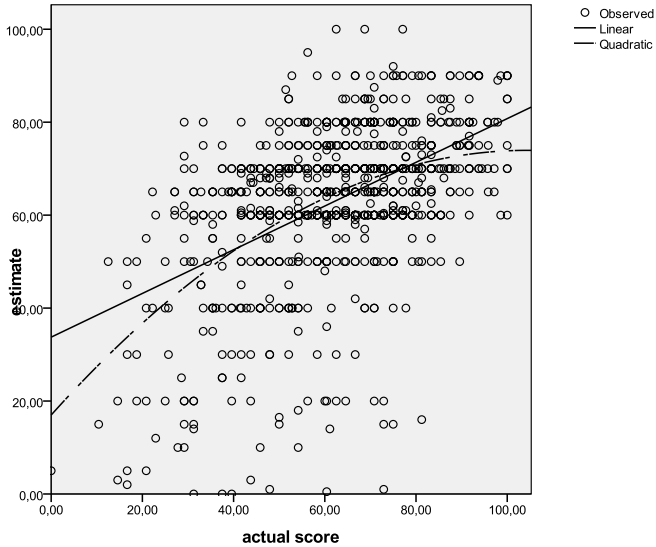
Chart 4: Relationship between perceived and actual performance
Source: Own processing

Conclusion and Discussion

Presented paper offered an insight into Dunning – Kruger effect with a unique application to the field of marketing communication and original research of 880 undergraduate students and their perceptions of exam performances. On average, participants rated their ability in the 63th percentile showing so called above average effect. Within presented research, the measure of actual ability is significantly correlated with self-ratings of ability r=0,492 p=0,01. In their chapter about self-assessment Dunning et al.[48] conclude from the review of relevant academic papers that the correlation between self-assessment and objective performance is rarely strong, but rather meager to modest depending on the examined field (e.g. the ability to detect lie correlating only 0.04 with actual performance,[49] other research showed correlation in athletics of 0.47 due to a constant feedback available, or stronger correlations present (r = 0.60–0.66, p < 0.001) in the research of Pazicni and Bauer).[50] Perception of one´s own performance was not statistically significant based on gender, it was significant based on the year of study (miscalculation in performance decreasing with passing years) as well as the number of attempts to pass the exam.

48 DUNNING, D., HEATH, C., SULS, J.: Flawed Self-Assessment. In *Psychological Science in the Public Interest*, 2004, Vol. 5, No. 3, p. 69.
49 DUNNING, D., HEATH, C., SULS, J.: Flawed Self-Assessment. In *Psychological Science in the Public Interest*, 2004, Vol. 5, No. 3, p. 71.
50 PAZICNI, S., BAUER, C.: Characterizing Illusions of Competence in Introductory Chemistry Students. In *Chemistry Education Research and Practice*, 2014, Vol. 15, No. 1, p. 24.

Looking at means, our results suggest the presence of Dunning – Kruger effect. Looking at regression analysis, there is some curvilinearity suggesting its presence, but the shape of the resulting curve is different from the suggested (ideal) one. A heated discussion exists about this phenomenon being nothing more than a result of the above average effect and regression analysis artifacts, making it difficult to find a "pure" demonstration of this effect. We can speculate whether it is even possible or this effect rather serves just as some sort of an ideal construct. Despite all this, we still can see significant differences in human evaluation of own performance and actual performance scores. These results are important because our perceptions serve as basic building material of our world with a vast application potential. In terms of our research, teachers should provide adequate feedback regarding test results to alter false perceptions of students and their possible negative evaluations regarding courses or the institution as a whole.

Despite all the efforts, limits of presented study should also be taken into consideration. First, there are limits regarding the structure of the research sample. Our research sample consisting of undergraduate student from one university is not representative not only because self-evaluation is influencing also the selection of university itself. Karatjas and Webb[51] studied the role of student background in self-perception and found out that chemistry majors predicted lower performance than biology majors and non-natural science majors predicted higher examination scores than science majors. We also have to acknowledge possible fatigue of participants (in relation to a high cognitive load during the exam) or the fact that they can simply guess. It is also necessary to mention regression to the mean[52] that could (together with above average effect) explain the presence of the whole Dunning – Kruger effect. Regression to the mean implies that the self-assessments of bottom performers would regress back to average making their estimates higher than their performance and self– assessment of top performers would regress back to the average making their performance higher than their corresponding estimates. It is said that this effect could be present when the correlation of scores is imperfect (i.e. Pearson linear correlation coefficient is not 1, in our case r=0,492).[53] So far we failed to find one guaranteed method of disproving regression to the mean for our research sample, its issue is debated in terms of measurement errors and statistical unreliability. Despite these drawbacks, we believe this topic is worth further interest.

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52   KRUEGER, J., MUELLER, R. A.: Unskilled, Unaware, or Both? The Contribution of Social-Perceptual Skills and Statistical Regression to Self-Enhancement Biases. In *Journal of Personality and Social Psychology*, 2002, Vol. 82, No. 2, p. 185.

53   EHRLINGER, J. et al.: Why the Unskilled Are Unaware: Further Explorations of (Absent) Self-Insight Among the Incompetent. In *Organizational Behavior and Human Decision Processes*, 2008, Vol. 105, No. 1, p. 100.

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THE DIGITALIZATION OF A GROCERY SHOPPING FROM A GENERATION PERSPECTIVE

Radka Bauerová – Martin Klepek

Abstract
Customer pressure on globalization-driven innovation has also evolved into food purchases and therefore business organizations innovate processes and services not only to meet the needs and wishes of their customers but also to increase their satisfaction and loyalty. This article deals with grocery shopping digitization as one of the possible innovations that business organizations can use to increase customer satisfaction, as the number of individuals using the online shopping channel is steadily growing. Considering that customers purchasing online food fall into several different generations, research results will also be geared to generational differences in the perception of food digitization. The aim of the paper is to examine whether there is any difference between online grocery shopping behaviour by generation's perspective. Open ended questions form survey of 1050 respondents were subjected to quantification through content analysis. Consequently, responses from 916 respondents on the primary reason for buying food online and responses from 428 respondents examining attitudes associated with digitization of food at established retail chains were analysed. The results of the survey confirmed the differences between generations that can be used to set up, modify and improve the business processes of both dot.com companies and companies considering the digital form of food sales.

Key words:
Baby Boomers. Consumer Behaviour. Digitalization of Grocery Sales. Generation X. Generation Y. Generations. Online Grocery Shopping. Retail.

Introduction

Retail e-commerce sales worldwide were 2 304 U.S. billion dollars in 2017, but 4 878 U.S. billion dollars is estimated for 2021.[1] For example, online grocery sales amounted to about 17.5 billion U. S. dollars in 2018 and are expected to rise to nearly 30 billion U. S. dollars by 2021 in the USA.[2] The highest percentage of e-commerce sales in comparison with total retail sales has China with 23.1%, the second country is the UK as 19.1%, and next countries with high percent are South Korea as 16%, Denmark as 12.6 % United States as 9%, Germany as 7.9% and Japan as 7.4% in 2017.[3] Focusing on the Czech Republic, the total amount of retail e-commerce sales grew continually until 2010. The Czech retail e-commerce sales was 72 771 million CZK in 2016.[4] Therefore, online grocery shopping is an emerging trend in many countries worldwide. Studies about grocery shopping rise gradually when the percent of individuals purchasing grocery online began to grow rapidly. These studies were oriented toward consumers´ behaviour,[5] the impact of shopping frequency on perceived risk,[6] the impact on

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1   *Retail E-commerce Sales*. [online]. [2018-08-20]. Available at: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>.
2   *Statista*. [online]. [2018-08-20]. Available at: <https://www.statista.com/topics/1915/us-consumers-online-grocery-shopping/>.
3   *Statista*. [online]. [2018-08-21]. Available at: <https://www.statista.com/statistics/255083/online-sales-as-share-of-total-retail-sales-in-selected-countries/>.
4   *Czech Statistical Office*. [online]. [2018-08-21]. Available at: <https://www.czso.cz/csu/czso/1-malavfucr_b>.
5   ANESBURY, Z. et al.: How Do Shoppers Behave Online? An Observational Study of Online Grocery Shopping. In *Journal of Consumer Behaviour*, 2016, Vol. 15, No. 1, p. 263.
6   MORTIMER, G. et al.: Online Grocery Shopping: The Impact of Shopping Frequency on Perceived Risk. In *The International Review of Retail, Distribution and Consumer Research*, 2016, Vol. 26, No.

shopping more healthy grocery,[7] factors influencing customer satisfaction, loyalty or shopping behaviour,[8] or overall acceptance toward the online grocery shopping.[9] However, there is no study to examine the consumer behaviour background of online grocery shopping by view of generations. Some studies divided consumers by age, but the scale used do not match the generation theory. For example, Hernández et al. found the older adults e-consumers are active participants in e-commerce without any differences between age category and their buying behaviour in Spain.[10] On the other hand, there is a study from the USA which confirmed that primary reason to shop online and experience with online grocery shopping differ by age category (34 or younger, 35 – 44, 45 – 54, 55 or older).[11] There are some studies with a positive relationship between age and online shopping intention, whereas others reported no relationship between these attributes.[12,13] Overall studies oriented to e-consumer behaviour by age categories are not consistent. Therefore, the aim is to examine if there is any difference between online grocery shopping behaviour by generation's perspective. First, if there is any relation between first motivation to buy grocery online and generation membership and second, if there is relation between perception of begin to offer digital grocery by traditional retailer. The data will be collected in Czech Republic.

1 Perception of Online Grocery Shopping by Generations

First, the specification of each generation is needed. The most known consumer generations are Generation X, Y and Z. Each generation category is specific due to own similar characteristics such as shopping, communication and motivation preferences.[14] Currently, five generations make up our society called Generation Z, Generation Y also known as Millennials, Generation X, Baby Boomers and Traditionalists or Silent Generation.[15] The theory is not consistent in setting decades in which particular generation fills. There is the difference between opinions on when each generation started or ended. There is also a difference between generations

2, p. 2015.

7   HUYGHE, E. et al.: Clicks as a Healthy Alternative to Bricks: How Online Grocery Shopping Reduces Vice Purchases. In *American Marketing Association*, 2016, Vol. 54, No. 1, p. 65.

8   LIM, Y. et al.: Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. In *Procedia Economics and Finance*, 2015, Vol. 35, No. 1, p. 403.

9   BAUEROVÁ, R., KLEPEK, M.: Technology Acceptance as a Determinant of Online Grocery Shoppin Adoption. In *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 2018, Vol. 66, No. 3, p. 738.

10   HERNÁNDEZ, B., JIMÉNEZ, J., MARTÍN, M. J.: Age, Gender and Income: Do They Really Mderate Online Shopping Behaviour? In *Online Information Review*, 2011, Vol. 35, No. 1, p. 115.

11   MORGANOSKY, M. A., CUDE, J. B.: Consumer Response to Online Grocery Shopping. In *International Journal of Retail & Distribution Management*, 2000, Vol. 28, No. 1, p. 20.

12   CHANG, M. K., CHEUNG, W., LAI., V. S.: Literature Derived Reference Models for the Adoption of Online Shopping. In *Information & Management*, 2005, Vol. 42, No. 4, p. 550.

13   ZHOU, L., L. DAI, ZHANG, D.: Online Shopping Acceptance Model – A Critical Survey Of Consumer Factors in Online Shopping. In *Journal of Electronic Commerce Research*, 2007, Vol. 8, No. 1, p. 45.

14   *Generations.* [online]. [2018-08-29]. Available at: <https://genhq.com/faq-info-about-generations/>.

15   *Generations.* [online]. [2018-08-29]. Available at: <https://genhq.com/faq-info-about-generations/>.

trough worldwide. Hole et al.[16] examined global generation overview and sorted each generation by countries with links to countries´ specific attributes (see figure 1). For the purposes of this article, the generation breakdowns for the Czech Republic from the figure 1 is used.

Country	1950	1960	1970	1980		1990	2000
China		Post 50s generation	Post 60s generation	Post 70s generation		Post 80s generation	Post 90s generation
South Korea	475 generation	386 generation	Gen X and Gen Y				
Japan	1st Boomer	Danso generation	Shinjinrui generation	2nd Boomer	Post bubble	Shinjinrui junior	
Russia	Baby boomers			Gen X		Gen Y (Gen "Pu")	
Czech Republic	Baby boomers		Gen X – Husak´s children generation		Gen Y		
South Africa	Baby boomers			Gen X			Gen Y
US	Baby boomers			Gen X		Gen Y	

Picture 1: Global Generation Overview
Source: HOLE, D., ZHONG, L., SCHWARTZ, J.: Talking About Whose Generation, Why Western Generational Models Can´t Account for a Global Workforce. In *ONTalent – The Talent Paradox: A 21st century talent and leadership agenda.* Deloitte University Press, 2012, p. 100. [online]. [2018-09-14]. Available at: <http://egatlearning.com/egrp2017/assets/deloitte_hrm.pdf>.

As was mentioned above, each generation category has specific similar characteristics. These attributes are specified for each generation, used for research in this paper, as follows:[17]

1.1 Baby Boomers

The generation Baby Boomers were born during the dramatic increase of births between the end of WWII and 1964. The Boomers value individualization, self-expression, optimism, and "Be Here Now".[18] In terms of their characteristics, lifestyles, and attitudes, Boomers have defined themselves by their careers and many are workaholics.[19] While some have retired, many plan to continue working and expand into "active retirement" by re-engineering life. Family responsibilities are important

16   See: HOLE, D., ZHONG, L., SCHWARTZ, J.: Talking About Whose Generation, Why Western Generational Models Can´t Account for a Global Workforce. In *ONTalent – The Talent Paradox: A 21st century talent and leadership agenda.* Deloitte University Press, 2012, p. 98-107. [online]. [2018-09-14]. Available at: <http://egatlearning.com/egrp2017/assets/deloitte_hrm.pdf>.
17   WILLIAMS, K. C., PAGE, R. A.: Marketing to the Generations. In *Journal of Behavioral Studies in Business,* 2011, Vol. 3, No. 1, p. 3-12. [online]. [2018-09-26]. Available at: < http://www.aabri.com/manuscripts/10575.pdf >.
18   WILLIAMS, K. C., PAGE, R. A.: Marketing to the Generations. In *Journal of Behavioral Studies in Business,* 2011, Vol. 3, No. 1, p. 3-12. [online]. [2018-09-26]. Available at: < http://www.aabri.com/manuscripts/10575.pdf >.
19   KOCO, L.: Use Generational Marketing to Reach Boomers, Younger Clients. In *National Underwriter Life & Health*, 2006, Vol. 110, No. 20, p. 26.

to Boomers.[20] Health, energy, and wellness are major goals for them.[21] As a generation, they are considered more self-centred and suspicious of authority.[22]

1.2 Generation X

Generation X reached adulthood during difficult economic times.[23] Success for this generation has been less certain. This generation has taken greater responsibility for raising themselves and tend to be less traditional than any other generation. With this generation, multiculturalism and thinking globally have become the norm. The generation X is highly educated even though they are pessimistic, sceptical, disillusioned with almost everything, and is very questioning of conventionality.[24] The characteristics, lifestyles, and attitudes of the generation include balancing family, life, and work.[25] They do not believe in sacrificing time, energy, and relationships for advancement like generation Baby Boomers did. Generally, they are free agents, not team players.[26]

1.3 Generation Y

They were born into a technological, electronic, and wireless society with global boundaries becoming more transparent. The characteristics, lifestyles, and attitudes of Gen Y include older teens and young adults. They are self-absorbed and self-reliant with a strong sense of independence and autonomy. They have a greater need for peer acceptance, connecting with their peers, fitting in, and social networking.[27] Gen Y individuals are open-minded, optimistic, goal-oriented, and highly motivated toward their perceptions of success. Choice, customization, scrutiny, integrity, collaboration, speed, entertainment, and innovation are eight key values, which described Gen Y.[28]

1.4 Studies on Online Consumers´ Behaviour by Generations

As was mentioned in the introduction section, there is no scientific study about to online consumers´ behaviour by generations in grocery perspective. However, there is one study from a professional service company KPMG. Their Global Online Consumer Report, published in 2017, surveyed online consumers´ behaviour.[29] They found that

20 DIETZ, J.: Defining Markets, Defining Moments: America's 7 Generational Cohorts, Their Shared Experiences, and Why Businesses Should Care. In *The Journal of Consumer Marketing*, 2003, Vol. 20, No. 2, p. 172.
21 BEASTY, C.: Wild & Crazy. In *Customer Relationship Management*, 2003, Vol. 10, No. 11, p. 32.
22 DIETZ, J.: Defining Markets, Defining Moments: America's 7 Generational Cohorts, Their Shared Experiences, and Why Businesses Should Care. In *The Journal of Consumer Marketing*, 2003, Vol. 20, No. 2, p. 172.
23 REGNIER, P.: Oh, to Be Young Again (for Real). In *Money*, 2009, Vol. 38, No. 9, p. 124.
24 MOORE, M., CARPENTER, J. M.: Intergenerational Perceptions of Market Cues among US Apparel Consumers. In *Journal of Fashion Marketing and Management*, 2008, Vol. 12, No. 3, p. 324.
25 LAGER, M.: X Ways. In *Customer Relationship Management*, 2006, Vol. 10, No. 11, p. 28.
26 BINDER, J. L.: *Bridging the Generation Gap.* [online]. [2018-09-26]. Available at: <https://www.ncbi.nlm.nih.gov/pubmed/20550002>.
27 DICKEY, J., SULLIVAN, J.: Generational Shift in Media Habits. In *Media Week*, 2007, Vol. 17, No. 7, p. 10.
28 ANONYMOUS: The Ne(x)t Generation. In *Customer Relationship Management*, 2009, Vol. 13, No. 1, p. 21.
29 KPMG: *The truth about online consumers.* [online]. [2018-09-28]. Available at: <https://assets.

there is no significant difference between each generation in an average number of online transactions. Only Generation X has slightly more individuals who purchase online in comparison with Baby Boomers and Generation Y, which are very similar in making online transactions (see figure 1). The next interesting finding is that each generation differs in average spending online. Meanwhile, Baby Boomers spend $ 203 on average the Generation X and Generation Y spend online less on average.
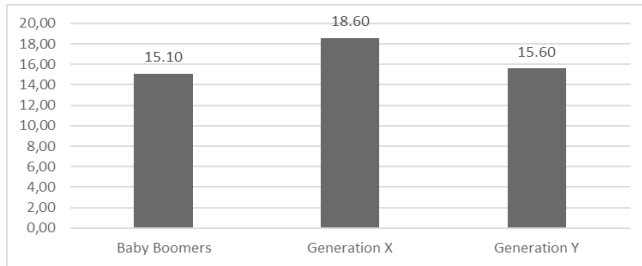
Chart 1: **Average number of online transactions by generations in 2017**
Source: Consumer Behavior: Online Transactions, KPMG, Global Online Consumer Report, 2017; Own processing

2 Methods

In order to obtain a sample of respondents, which examines the Czech consumers as a whole, a scientific research based on a survey questionnaire technique of interviewing over the internet was chosen. This technique was chosen because it allows a large sample of respondents to be geographically dispersed.[30] The type of open questions was chosen to obtain unlimited variants of responses. Therefore, the content analysis was selected to categorize respondents´ answers. The process of performing the content analysis begins with the establishment of thematic units. The quantity of this units is determined by the judgment of the researcher who evaluates the research. Once the thematic units are set, each respondent´s answer is assigned to one of these units. Evaluating responses to open questions is strongly influenced by the individual judgment of the researcher who assesses the answers.[31] The first step in the content analysis was to identify thematic units, as Tahal recommended.[32] Overall, the answers of two questions were examined. The first question was formulated as follows: *"What was your primary reason for buying food online?"*. The second question was oriented on the benefits or negatives which would bring digitization of grocery at established retail chains to respondents. In examining the answers to the first question, 20 thematic units were identified. The answers examine the second question identified

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kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>.

30   SAUNDERS, M. et al.: *Research Methods for Business Students.* 7th Edition. New York : Pearson, 2016, p. 426.

31   TAHAL, R.: *Základní metody sběru primárních dat v marketingovém výzkumu.* Prague : C. H. Beck, 2015, p. 41.

32   TAHAL, R.: *Základní metody sběru primárních dat v marketingovém výzkumu.* Prague : C. H. Beck, 2015, p. 41.

19 thematic units. Then, answers were assorted into the units together for subsequent statistical analysis.

2.1 Sample

The primary data was collected through the IPSOS online panel of respondents at the end of 2017. A basic set of respondents was set as residents of the Czech Republic minimum aged 16 years to ensure that the basic set best corresponds to consumers purchasing grocery online. There are nearly nine million inhabitants (8.8 million inhabitants), who are minimum aged 16 in the Czech Republic. Therefore, the minimum sample size is set at 500 respondents, so that the observed frequency of the phenomenon surveyed in the population corresponds to the accuracy of the actual frequency of this phenomenon in the population at a confidence interval about 4.38.[33] The total number of respondents who actually answered the questionnaire is 1,050. There was no missing data found in data sets. Two sets of data were created for each question separately to perform the content analysis. The data are specified separately for each data set as follows:

2.2 The Primary Reason for Purchasing Grocery Online

The total of 134 respondents´ answers was excluded from further examination, by the content analysis. These answers were excluded because respondents not filled or filled that they did not remember. The implementation of this procedure left 916 respondents for research. Some respondents gave more reasons for purchasing grocery online. For this reason, 1,090 responses were found. The gender distribution in the sample was very balanced, as 48.5 % were male and 51.5% were female. For the sorting of responses by generations in the Czech Republic, Hole, Zhong and Schwartz generations theory were used as follows:[34] Generation Y includes people 18 – 37 years old; Generation X include people 38 – 52 years old; Baby Boomers include people more than 53 years old. This sorting is used for research throughout the paper. The generation distribution is shown in the following table.

Table 1: Sample distribution of the first data set by generations

Type of Generation	Number of respondents	Percentage
Generation Y	360	39,30%
Generation X	304	33,19%
Baby Boomers	252	27,51%

Source: Own processing

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33 TAHAL, R.: *Základní metody sběru primárních dat v marketingovém výzkumu*. Prague : C. H. Beck, 2015, p. 53.

34 HOLE, D., ZHONG, L., SCHWARTZ, J.: Talking About Whose Generation, Why Western Generational Models Can´t Account for a Global Workforce. In *ONTalent – The Talent Paradox: A 21st century talent and leadership agenda.* Deloitte University Press, 2012, p. 99-106. [online]. [2018-09-14]. Available at: <http://egatlearning.com/egrp2017/assets/deloitte_hrm.pdf>.

2.3 Beliefs Linked to the Digitization of Grocery at Established Traditional Retail Chains

The next analysis found that 428 respondents´ answers contains unusable responses. These answers were excluded from further examination because respondents filled *"I do not know"* (77 responses), *"no benefit"* (87 responses). The rest of the unusable responses was sorted into positive category (260 responses like *"I would like it")* and negative category (4 responses like*"I do not need it"*). These two categories were excluded from further research as well. The implementation of this procedure left 588 respondents for the research. Some of them gave more beliefs linked to the digitization of grocery at established traditional retail chains. For this reason, 804 responses were found. The gender distribution in the sample was balanced as in the previous case. From whom 46.6 % were male and 53.4 % were female. The generation distribution is shown in the following table.

Table 2: Sample distribution of the second data set by generations

Type of Generation	Number of respondents	Percentage
Generation Y	226	38,44%
Generation X	201	34,18%
Baby Boomers	161	27,38%

Source: Own processing

3 Results

Content analysis provided quantitative results showing most frequent motives to purchase groceries online across generations (Table 3). *Convenience* is main reason to shop online while also being well known aspect of new 4C marketing mix (together with Customer solution, Costs to the customer, Communication). With respect to today highly competitive business world, there is clear justification for solutions which reflect mainly these four theoretical elements. Second is *time savings* followed by supply of *cheaper products* and *home delivery*. First truly hedonic reason is *new experience* which was the primary motive for nearly eight percent of respondents. Overall, the percentage differences between every reason are small indicating there is no single dominant reason or cluster of reasons.

Table 3: Content analysis classification of online grocery shopping motives

Ranking	The primary reason for purchasing grocery online	Frequency	Percentage
1.	Convenience	135	12,4
2.	Time savings	123	11,3
3.	Cheaper products	96	8,8
4.	Home delivery	95	8,7
5.	New experience	84	7,7

6.	Health status (injury, illness, disability, childbirth)	80	7,3
7.	Sales promotion	61	5,6
8.	Curiosity	52	4,8
9.	Product unavailability in the place of residence	49	4,5
10.	Laziness	49	4,5
11.	Mitigation of physical effort	38	3,5
12.	Purchase speed	37	3,4
13.	Better product selection	33	3,0
14.	Specific Products	32	2,9
15.	Simplicity of purchase	27	2,5
16.	Quiet environment	25	2,3
17.	Waiting in the queues	22	2,0
18.	Geographical distance from traditional shops	18	1,7
19.	Quality grocery	17	1,6
20.	Advertising for online grocery purchases	17	1,6

Source: Own processing

Furthermore, analysing results of motivation on generation level we found additional insights about how things change across these segments. Looking at the Table 4 the biggest differences are in the *laziness* reason. It is mostly the reason for Generation Y and least for Baby Boomers. *Sales promotion* and *curiosity* is, in comparison, driver for Generation X. Baby Boomers see the most from all others the *time saving* as a primary reason. Interestingly, convenience as the most important in sum has least variability across the generations. Strongest reason to purchase groceries online is the same no matter the age of the customer.

Table 4: Content analysis classification of online grocery shopping motives by generation

The primary reason for purchasing grocery online	Generations (%)			Standard deviation	Overall ranking
	Y	X	BB		
Laziness	**6,5**	3,9	2,0	2,24	10.
Sales promotion	4,8	**8,0**	4,1	2,11	7.
Curiosity	3,0	**6,5**	5,5	1,80	8.
Time savings	10,4	10,7	**13,3**	1,59	2.
Cheaper products	7,4	**10,1**	9,6	1,45	3.
Mitigation of physical effort	**4,6**	1,8	3,8	1,43	11.
Waiting in the queues	**3,3**	1,5	0,7	1,32	17.
Specific products	3,0	1,8	**4,1**	1,16	14.
Better product selection	2,8	2,4	**4,1**	0,89	13.
Simplicity of purchase	**3,3**	2,1	1,7	0,81	15.
Home delivery	8,0	**9,2**	9,2	0,69	4.
Advertising for online grocery purchases	1,3	1,2	**2,4**	0,66	20.

Purchase speed	**3,9**	3,3	2,7	0,59	12.
Health status (injury, illness, disability, childbirth)	7,4	6,8	**7,8**	0,50	6.
Product unavailability in the place of residence	**5,0**	4,2	4,1	0,50	9.
Quality grocery	1,7	**1,8**	1,0	0,43	19.
Quiet environment	2,0	**2,7**	2,4	0,37	16.
Geographical distance from traditional shops	**2,0**	1,5	1,4	0,31	18.
New experience	7,6	**8,0**	7,5	0,28	5.
Convenience	12,1	12,5	**12,6**	0,25	1.

Source: Own processing

For the purposes of this paper we understand digitization of grocery sales in traditional retail as an act of enabling option to buy groceries online under the current brand. Across the generations there were few strong differences in the answers. For instance, the biggest one was in *time saving* benefit where Baby Boomers dominated. Also the opportunity to *save a money* is a benefit perceived the most by the most experienced generation. Besides, aversion against *traditional shops* and *safety feeling* is in comparison with other generations prevailing among Generation Y. Interestingly, they also hate *waiting in a queue* and on the other hand the *greater choice* is not as much important as for Baby Boomer on the opposite side of the spectrum.

Table 5: Consumer attitudes towards digitization of grocery sales in traditional retail chains

Attitudes and believes about the benefits of digitization	Generations (in percentage)			Standard deviation
	Y	**X**	**Baby Boomers**	
Time saving	28,6	36,2	**39,2**	5,46
Saving money	0,7	3,4	**5,9**	2,60
Not buying in traditional shops	**8,4**	4,5	3,6	2,55
Feeling safe	**7,7**	4,9	4,1	1,89
Greater competition (price reduction)	**8,8**	7,5	5,4	1,72
No more waiting in queue	**6,1**	3,8	3,2	1,53
Greater choice	4,7	6,0	**7,7**	1,50
More online merchant choices	2,0	**4,2**	1,4	1,47
Purchase speed	**3,4**	2,6	0,9	1,28
Comfort of home	**9,8**	7,5	9,5	1,25
Saving physical effort	2,0	**4,2**	4,1	1,24
Option to buy popular private label products	**2,0**	0,0	0,9	1,00
Situation (illness, children, grandparents)	2,4	2,6	**4,1**	0,93

Service availability	1,7	**2,3**	0,5	0,92
Home delivery	**7,7**	6,4	6,3	0,78
More thoughtful purchase	0,3	**1,1**	0,5	0,42
Undisturbed choice	**1,7**	1,5	0,9	0,42
Discounts and actions	1,7	1,1	**1,8**	0,38
Product search simplicity	0,3	0,0	0,5	0,25

Source: Own processing

4 Discussion and Limitations

We have studied two main areas of online grocery shopping. First was the primary reason to shop online and second the attitudes toward digitization of traditional retail brands. Both areas of the study showed several differences across generations. To be precise, Generaton Y, Generatin X and Baby Boomers. In other words, we were able to describe the current situation and find key points of differentiation in motivation to shop online as well as the attitudes towards changes on current online grocery market.

4.1 Primary Reasons to Shop for Groceries Online

Motivation on generation level was driven by these top five reasons: Convenience, Time savings, Cheaper products, Home delivery and New experience. Besides, we provided additional insights about how motivation to buy change across the generations. The biggest differences was in the laziness reason. It is mostly the reason for Generation Y and least for Baby Boomers. Members of Generation X are driven by sales promotion possibilities in online grocery shopping and curiosity to try new way of product acquisition. On the other hand, Baby Boomers see the most from all others the time saving as a primary reason to buy. Moreover, convenience differs least across the generations. While being the most important motivation for all generations, it is interesting how little is it influenced by generation membership.

4.2 Attitudes toward Digitization of Traditional Retailers

Members of **Generation Y** are convinced that digitizing food sales at established traditional retail chains will save their time, enables them to buy cheaper thanks to higher competition, buy more comfortably and without stress. This generation is the most of all other groups convinced that it will have an undisturbed choice, will save queuing and will be able to buy a popular private label products.

Generation X believes that digitizing traditional retailers will have following effects. It will save time, enables them to buy cheaper thanks to higher competition, purchases more comfortably, and will benefit from home delivery. This generation is the most of all other groups convinced that it will save physical effort, will have better choice of online merchants, shopping will be more available and sophisticated.

Baby Boomers are convinced that the digitization of food sales at established traditional retail chains will give them more choice, save time, buy more comfortably, and benefit from home delivery. This generation is the most of all other groups convinced that it will saves money, get discounts and actions that they would not get in traditional stores and make shopping easier in the event of illness.

The study has a few limitations. Nevertheless the overall sample size was large, when we divided the respondents based on the generations the size of subsamples dropped significantly. The same applies for answers, which were sorted and organised by content analysis. As a result, there were long lists of clustered answers which sparse values in our tables. Consequently, the assumptions for many statistical tests were violated leaving us on the descriptive level of the analysis. However, the huge power of qualitative date which did not restricted respondents within their answers make up for all statistical shortcoming of the paper.

Conclusion

Groceries shopping digitization is becoming a today's global trend. Rapid growth in the popularity of this form of shopping has made food online shopping a priority for marketing academicians. These have begun to explore not only the behaviour of customers who buy food online but also the benefits, impacts, and attitudes from customers' point of view to better implement this innovation into business processes. This article brought new insights to explain both the primary reason for buying food online and the perception of food digitization in traditional business organizations. The most common reasons for buying food online are convenience, time saving, cheaper products and home imports. These reasons are not exceptional in this area, but research has also brought findings that are more interesting. Customer reasons also include new experience, health status, discount actions, or just curiosity and laziness. Subsamples were also analysed through consumer generations theory. These generations included Generation X, Generation Y, and Baby Boomers, which are now the largest online customer base for online groceries. All of the generations surveyed believe that digitization of food will save time, but also differences in food digitization perceptions specific to each generation have also been identified. Generation Y is convinced that food digitization will save queuing, and be able to buy popular private label products. For generation X, digitization of food is associated with saving physical effort, better choices in the choice of business, service availability and more sophisticated shopping. The last generation surveyed perceives food digitization for established business companies to save money, get discounts, and provide actions that they would not otherwise get. This generation also mentions ease of shopping in case of illness. These findings can help marketers change their online sales format or modify CRM-related business processes for already established e-tail or hybrid organizations that offer food online.

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MILLENNIALS AS DIGITAL MEDIA USERS

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Abstract
One of the most important issues in today's competitive environment for the companies is meeting the needs of their customers in right and constant way. For handling this difficult task, the companies have to collect information about their customers and they have to try to understand them. The customers are parts of the generations, which do not behave alike. It means that they should be treated by companies also in different way. Millennials represent a huge segment with specific characteristics. This generation distinguishes from the other generations quite a bit. The members of this generation mirror the influence of technology and Internet boom and that is why they are challenge for the marketers, because they are not understood enough yet. Thus, on the basis of these facts the aim of this paper is to investigate the influence of selected demographic factors on using of the digital media of Millennials and on their preferred values. The questionnaire, as one of the research techniques for gaining primary data, was chosen and was distributed to 1050 respondents belonging to Millennials generation, who were questioned about their perceptions of values and using technologies. According to the findings there are differences among the members of this generation in this field of interest.

Key words:
Digital Media. Generation. Millennials. Phone. Values.

1 Introduction

Modern life has been particularly shaped by the rise of new information and communication technologies. As the main drivers of this transformation, digitization and interconnected networks have led to services such as cellular networks and the internet.[1] Digital or online media have been changing the world around us at a rapid pace that humanity has not experienced throughout its existence. The explosion of information and communication technologies permeates almost all areas of contemporary society, including marketing. Digital marketing is one of the tools how to achieve effective communication with customers. It is possible to target digital marketing at a specific target group, while its effectiveness can be measured easily and accurately. Marketing tools using digital media are individualized according to specific target groups. The digital technologies are the domain of the millennium epoch which began to penetrate into society during the 1990s. Within Y generation (Millennials), there is a strong popularity of digital media for personal and professional use. Millennials, or the population younger than 30, represent 25 percent of the Czech population. Their strengths include enthusiasm, good knowledge of technology and entrepreneurship. Millennials are constantly connected through smartphones and use online platforms like YouTube.[2] At present, customers are interested in real and personal information. With social media, people can share information and strengthen the effect of the Word of Mouth. This actually means a transfer of information from one person to another in the informal way. While several years ago the most significant criterion was the price, nowadays the most valuable seem to be

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1   KILIAN, T., HENNIGS, N., LANGNER, S.: Do Millennials Read Books or Blogs? Introducing A Media Usage Typology of The Internet Generation. In *Journal of Consumer Marketing*, 2012, Vol. 29, No. 2, p. 114.

2   Ipsos Research, 2015-2017 (remark by the authors).

this shared information.[3] This generation is a perspective and large consumer market. But companies have to invest time and money into digital tools with aim to address this generation. Simultaneously, the range of customized products according to the needs of this generation and hyper-personalization is prerequisite that companies must be able to manage to attract. Thus, on the basis of these facts the aim of this paper is to investigate the influence of selected demographic factors on using of the digital media of Millennials and on their preferred values.

2 Literature Review

Generation is one type of national subculture that reflects the values priorities emphasized during a country's particular historical period. Generation subculture theory proposes that significant macro-level social, political, and economic events that occurred during a birth cohort's impressionable pre-adult years result in a generational identity comprised of a distinctive set of values, beliefs, expectations, and behaviours that remain relatively stable throughout a generation's lifetime.[4] Generation subcultures are important for understanding the evolutionary process of culture change. In that generation cohorts reflect the values emphasized during a particular historical period, they encapsulate the nature of culture change that has taken place in a country. In respect to future culture change, a generation's values orientation becomes more pervasive in a national culture as it becomes the majority in societal positions of power and influence.[5,6] The success of 21st century retailers depends increasingly on their online presence and the development of interesting and attractive communication and presentation of offers to internauts who spend a lot of time on social media interacting with people, catching up on the latest news, commenting on various events and situations and sharing other people's posts.[7,8] Unlike mature people, generation X, with greater life experience and family responsibilities, who tend to seek high-quality products and services, comparing them and trying to get as much information as possible about future purchases, Millennials

3   KOZEL, R. et al.: The Cooperation of Teachers and Students on Facebook. In DOUCEK, P., CHROUST, G. (eds.): *IDIMT-2012: ICT Support for Complex Systems: 20th Interdisciplinary Information Management Talks. Conference Proceedings*. Linz : Universitatsverlag Rudolf Trauner, 2012, p. 278.

4   See: STRAUSS, W., HOWE, N.: *Generations: The History of America's Future, 1584-2089.* New York : Quill William Morrow, 1991.

5   INGLEHART, R.: *Modernization and Postmodernization: Cultural, Economic, and Political Change in 43 Societies.* New York : Princeton University Press, 1997, p. 150.

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7   See: YOUNG, E.: *How Millennials Get News: Inside the Habits of America`s First Digital Generation.* Chicago : Associated Press-NORC Center for Public Affairs Research & American Press Institute, 2015.

8   DABIJA, D. C., BEJAN, B. M., TIPI, N.: Generation X Versus Millennials Communication Behaviour on Social Media When Purchasing Food Versus Tourist Services. In *Economics and Management*, 2018, Vol. 21, No. 1, p. 191.

or generation Y give more credence to online comments and posts, often sharing the contents when they like the title, without checking the information in advance.[9,10,11,12]

Generation Y is an important and interesting segment for marketers to understand and to target. However, there is little work that has examined how this segment approaches cognitive tasks and makes decisions. The few studies[13,14,15] that have done so have focused on how specific characteristics of generation Y such as age or gender influence certain types of behaviour such as shopping or celebrity influence.[16] According to Weingarten the generation Y segment comprises individuals who were born between 1980 and 2000.[17] They are also referred to as Millennials,[18] net generation[19] and generation next.[20] In looking at various definitions of Millennials, it is not even entirely clear as to precisely who qualifies. Definitions vary from starting anywhere from 1980 to mid-1980s and lasting through anywhere from the mid-1990s to the year 2000 or so. Thus, the main point here is that the cohorts should be clearly defined. Going forward, the ideal would be define age cohorts based on analysis showing that as a market segment, the age cohort really is homogenous enough to target.[21] Millennials have grown up with digital technologies and the Internet, so they have the ability to use and understand the "digital language". Generation Y grew up in an environment where technology, especially the internet, was used primarily for amusement and information.[22] They read messages and text on digital media and

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16   VISWANATHAN, V., JAIN, V.: A Dual-system Approach to Understanding "Generation Y" Decision Making. In *Journal of Consumer Marketing*, 2013, Vol. 30, No. 6, p. 484.
17   WEINGARTEN, R. M.: Four Generations, One Workplace: a Gen X-Y Staff Nurse's View of Team Building in the Emergency Department. In *Journal of Emergency Nursing*, 2009, Vol. 35, No. 1, p. 27.
18   HOWE, N., STRAUSS, W.: *Millennials Go To College*. Chicago : Paramount Market Pub, 2007, p. 12.
19   SHAW, S., FAIRHURST, D.: Engaging a New Generation of Graduates. In *Education Training*, 2008, Vol. 50, No. 5, p. 369.
20   MARTIN, C. A.: From High Maintenance to High Productivity: What Managers Need to Know about Generation Y. In *Industrial and Commercial Training*, 2005, Vol. 37, No. 1, p. 40.
21   TAYLOR, C. R.: Generational Research and Advertising to Millennials. In *International Journal of Advertising*, 2018, Vol. 37, No. 2, p. 166.
22   OBLINGER, D.: Boomers, Gen-Xers, and Millennials: Understanding the New Students. In *Educause Review*, 2003, Vol. 38, No. 4, p. 38.

prefer rich visual messages to purely text communication.[23,24] This generation differs fundamentally from earlier generations. Older people who were not brought up with the internet and learned to use it as adults are given labels such as Digital Immigrants.[25] Millennials were typically raised in a secure and goal-driven environment.[26] They have few siblings[27] and hence the competitive environment at home is mild.[28] They are also called "trophy kids" as they have several accomplishments.[29,30]

The existing research shows that the way people have been raised and educated (i.e. socialized) has a profound influence on their future behaviour (i.e. media use).[31] While there has been extensive research on U.S. generation cohorts,[32,33,34] just a few researches have been conducted on the existence or characteristics of generation cohorts, especially Millennials in Czech Republic. From this point of view many questions arise like – Which characteristics do the Czech Millennials have in common with the Millennials from other countries? What is the main performance of Czech Millennials? What are the values, which the Czech Millennials confess? Are there any differences between male and female in this field? What about the differences related to using the digital media? There are many other issues for investigating related to Czech Millennials. For the purpose of this paper two research questions were chosen:

- *RQ1: How does the gender influence the confessed values of Czech Millennials?*
- *RQ2: How does the degree of education influence the using of digital media of Czech Millennials?*

3 Methodology

To meet the aim of this study the quantitative research was realized. The questionnaire as one of the research techniques for receiving primary data was chosen. The

23 CARR, A., LY, P.: More than Words: Screencasting as a Reference Tool. In *Reference Services Review*, 2009, Vol. 37, No. 4, p. 412.
24 VISWANATHAN, V., JAIN, V.: A Dual-system Approach to Understanding "Generation Y" Decision Making. In *Journal of Consumer Marketing*, 2013, Vol. 30, No. 6, p. 484.
25 KILIAN, T., HENNIGS, N., LANGNER, S.: Do Millennials Read Books or Blogs? Introducing a Media Usage Typology of the Internet Generation. In *Journal of Consumer Marketing*, 2012, Vol. 29, No. 2, p. 115.
26 HOWE, N., STRAUSS, W.: *Millennials Go To College*. Chicago : Paramount Market Pub, 2007, p. 12.
27 ALSOP, R.: *The Trophy Kids Grow Up: How the Millennial Generation is Shaking Up the Workplace*. San Francisco : John Wiley & Sons, 2008, p. 3.
28 STRUTTON, D., TAYLOR, G. D., THOMPSON, K.: Investigating Generational Differences in E-WOM Behaviors for Advertising Purposes, Does X≠Y? In *International Journal of Advertising*, 2011, Vol. 30, No. 4, p. 559-586.
29 ALSOP, R.: *The Trophy Kids Grow Up: How the Millennial Generation is Shaking Up the Workplace*. San Francisco : John Wiley & Sons, 2008, p. 3.
30 VISWANATHAN, V., JAIN, V.: A Dual-system Approach to Understanding "Generation Y" Decision Making. In *Journal of Consumer Marketing*, 2013, Vol. 30, No. 6, p. 484.
31 PARSONS, T., BALES, R. F.: *Family Socialization and Interaction Process*. London : Routledge and Kegan Paul, 1956, p. 64.
32 See: STRAUSS, W., HOWE, N.: *Generations: The History of America's Future, 1584-2089*. New York : Quill William Morrow, 1991.
33 See: THAU, R. D., HEFLIN, J. S.: *Generations Apart: Xers vs. Boomers vs the Elderly*. New York : Prometheus Books, 1997.
34 EGRI, C. P., RALSTON, D. A.: Generation Cohorts and Personal Values: A Comparison of China and the U.S. In *Organization Science*, 2004, Vol. 15, No. 2, p. 213.

questionnaire was distributed to respondents via IPSOS, the research agency. The panel of respondents is certified by SIMAR authority. This agency warrants the mechanisms for controlling the quality of data. The survey was focused on Millennials. It means that there was a limitation about the age. The respondents were from twenty to thirty-seven years old. There were not any limitations related to education, income, economic status, social status or other demographic characteristics. Overall 1050 respondents were involved in this survey, which was realized in November 2017. The respondents were questioned about their perceptions in many fields, in the field of using digital media, brands, preferences in the field of consumption of content, in the field of confessed values and many other. The structure of the sample from the point of gender was balanced. 49 % of female and 51 % of male participated in this research. There were 27.05 % of respondents old up to 25 years, 31.05 % up to 31 years and 41.90 % up to 37 years. On the Chart 1 the structure of respondents from the point of reached level of education is seen. The largest group was conducted from the respondents with high school, the second largest group was with reached vocational school, the third group with representing 21.33 % of respondents was with reached university. The last group representing 6.48 % of respondents which the reached level of education is primary school.
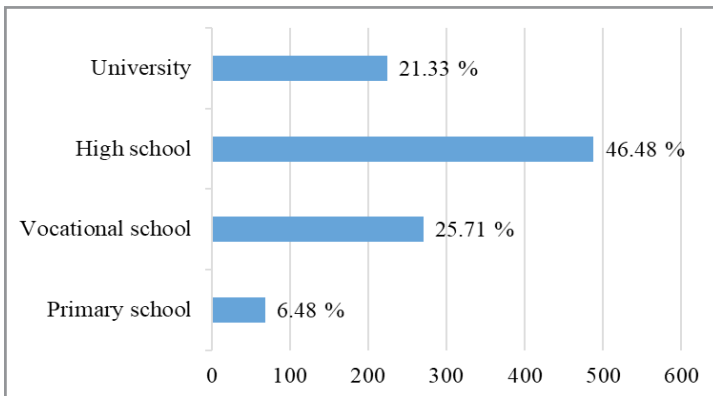
Chart 1: The level of education of respondents
Source: Own processing

In terms of content thanks to survey was investigated that the most respondents from the cohort of Millennials consume the Films and Serials at TV. The Millennials use the most Internet for searching information.

4 Results and Discussion

For gaining the research questions some data were analysed. At first the values, in which the respondents believe the most, were tested. The respondents were asked to choose three the most important values in their lives. They were choosing from the values – beauty, career, family, happiness, health, love and money. The differences

between female and male were found out. As we can see from the Chart 2 health and the family were the most chosen values. The women, who are around 32 years old are focused on this two values the most. While the men focus on family and health as two of the most important values in their lives, when they are around 36 years old (as we can see on Chart 3).
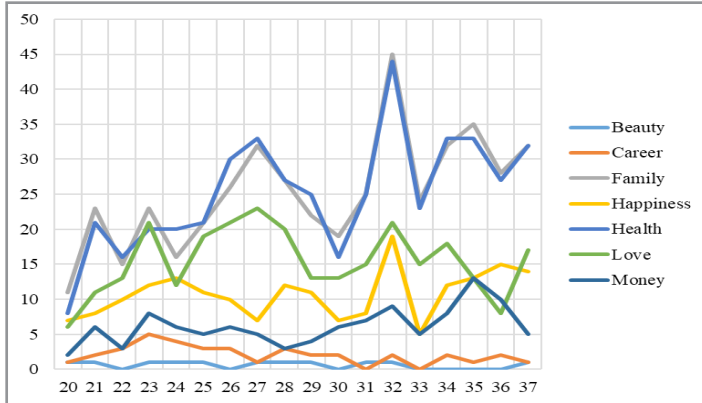
**Chart 2: Preferred values of female**
Source: Own processing

From the Chart 2 is obvious that beauty, career and money are the least preferred values in the lives of female in Millennials cohort. They are focused on health, family and love, especially between the age 26 – 36.
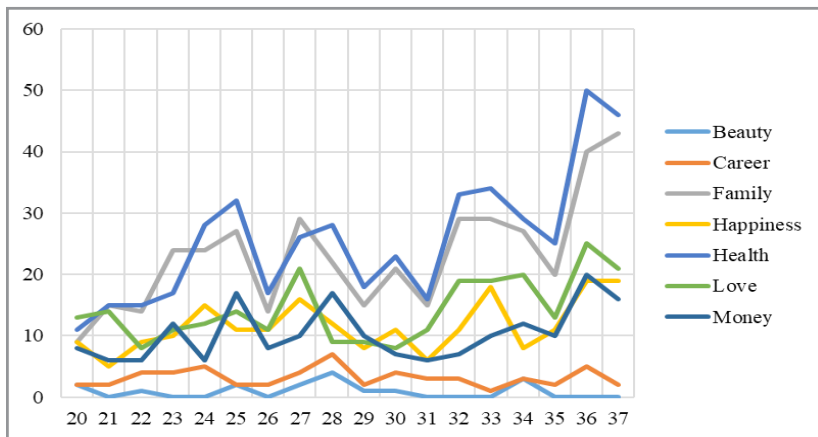
Chart 3: Preferred values of male
Source: Own processing

Also in the case of male family and health are two the most chosen values, but it is quite shift to older ones. The men from the Millennials cohort do not want to settle and live a family life till they are 36 years old, because of the career and money, which are more important for them than for female. For answering RQ2 four statements were tested by Chi-square test. The respondents had to express the degree of a consent. At the beginning the statement *I use notebook on daily base.* There was found relation between degree of education and intensity of using notebook (see Chart 4). The number of significance was 5,812E-12. It means that we have to reject the null hypothesis and accept the alternative one: ***Degree of education has a significant influence on intensity of using the notebook***.
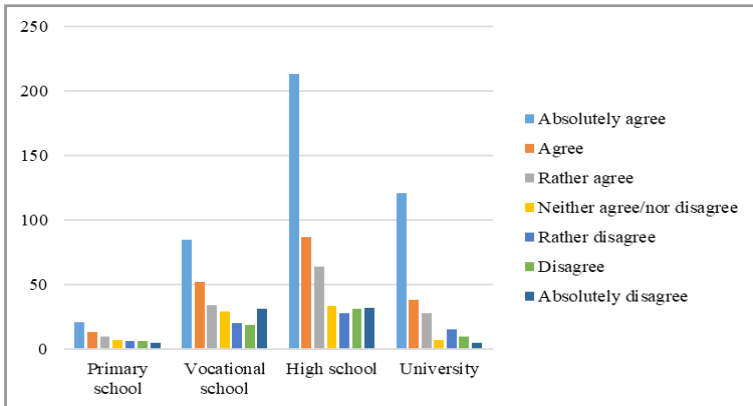
Chart 4: Statement – I use notebook on daily base
Source: Own processing

The second statement *I use phone for work every day* was tested. Also in this case we found the relation between the level of education and intensity of using the phone for work. As we can see from Chart 5 there are differences in the answers. It is obvious that the people with high school use every day phone for work. The number of significance was 1,8997E-05. Thus, we have to reject null hypothesis and again accept the alternative one: ***The degree of education has s significant influence on intensity of using the phone for work.***
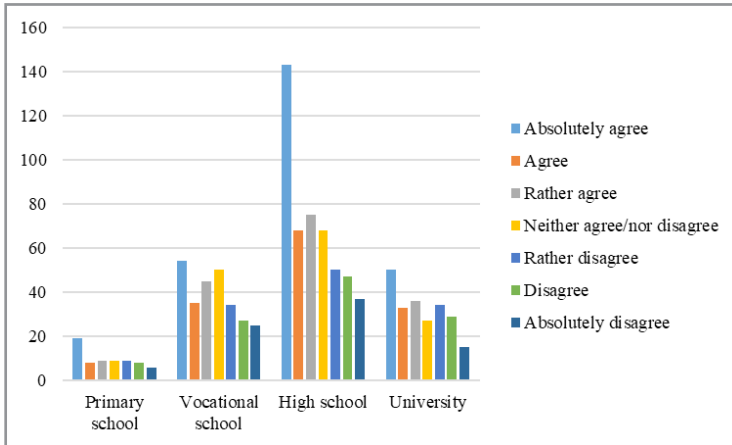
Chart 5: Statement – I use phone for work every day
Source: Own processing

The third statement, which they had to express the consent with, was *I upload my own content to YouTube*. There was found the relation. The number of significance was 1,6318E-10. From Chart 6 is obvious that there are some differences between the respondents with different degree of education. It means that we have to again reject null hypothesis and accept the alternative one that sounds: ***The degree of education has a significant influence on uploading of own content to YouTube.***
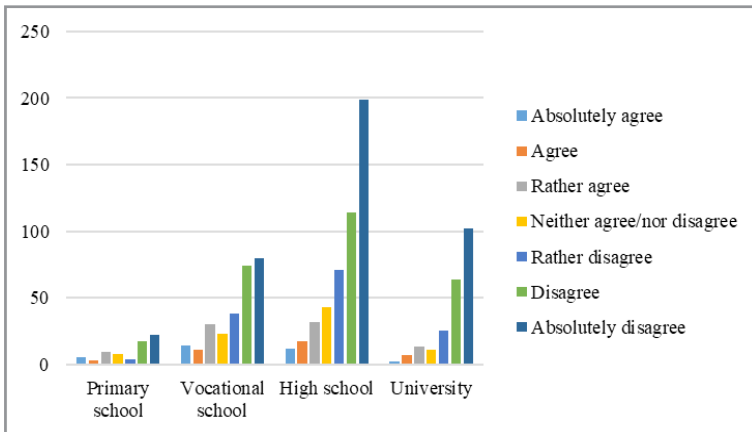
Chart 6: Statement – I upload my own content to YouTube
Source: Own processing

The last statement, which was tested, sounds *I always use data in my phone, when I am not connected to Wi-Fi.* Also in this case the relation was found. The number of

significance was 6,3663E-06. On Chart 7 we can see that the respondents with high school form the group with the strongest agreement with the last statement. It can be caused by reasons that they are still students at universities and also they are at the age when they can pay phone charges by themselves.
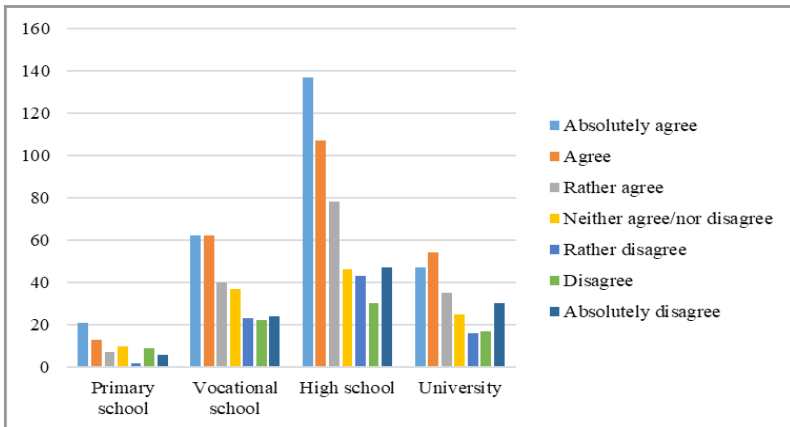
Chart 7: Statement – I always use data in my phone, when I am not connected to Wi-Fi
Source: Own processing

From the findings it is obvious that we have to reject the null hypothesis and also in this case accept the alternative one: ***The degree of education has a significant influence on intensity of using the data in the phone, when there is no Wi-Fi connection.***

Conclusion

Some authors[35] argued that the age cohort is enough for segmenting market, but from the research distinct conclusions arose. Segmenting just according to generation is not enough anymore because of the differences among the consumers. There is the need to research the consumers inside of the generation. Maybe in previous period the segmentation due to generation was enough because there was not so many changes in society. But in today's world the changes in the field of technology, social life and consumption of content cause the big disparities among one generation not necessarily among different generations. Especially in the case of generation Millennials is more than ever before inevitable to identify, define and understand the key elements, which induce the main distinguishes among the members of Millennials. The reason why this generation is so different from the others is the fragmentation of this cohort. This generation is composed from three main parts. One part includes the older members of this cohort, who did not grow up with the technologies at all.

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35   TAYLOR, C. R.: Generational Research and Advertising to Millennials. In *International Journal of Advertising*, 2018, Vol. 37, No. 2, p. 166.

They had to adapt on technologies later during the year, when they entered on labour market. The second one is the middle line and it consists of the consumers, who spent their childhood without the technologies, but they had to adapt on progress in this field during adolescent years. The last main group represents the individuals who already grew up with the technologies. And now they are entering to labour market in many cases more skilled in the field of technologies than their future executives. In the Czech Republic the changes in the political era connected to founding of own republic make these differences much more significant. These are the reasons, why are the Millennials so different from the other generations in Czech Republic. That is why it is important to understand this generation more than the previous ones. As we can see from the survey the demographic factors influence the using of digital media and confessed values of the consumers. There are still lack of researches focused on the influence qualitative factors on the behaviour of the consumers and their decision-making process. Thus, the future surveys should focus on this field of interest.

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THE RESEARCH INTO ENVIRONMENTAL BEHAVIOUR IN THE FIELD OF FASHION INDUSTRY AND SUSTAINABLE FASHION

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Abstract
In the paper, the author focuses on the topic of sustainable fashion and specificities of buying behaviour in fashion shopping. As for the theoretical background, the author defines the key terms related to sustainable fashion, slow fashion and fast fashion. The second part of the paper presents the knowledge from the studies to have been carried out in the field of sustainable fashion. The main part of the paper deals with the results of our own research into the level of environmental behaviour within this segment, the relation of the young towards the environment, the specificities of buying behaviour and the factors influencing the shopping process.

Key words:
Clothes. Communication. Consumer Behaviour. Environment. Fast Fashion. Marketing. Slow Fashion. Sustainable Fashion.

Introduction

The impact of fashion industry on the environment requires strict measures to be taken. Consequently, a lot of projects and businesses are trying to implement the solutions which can help us to create the fashion so as not only its production, but also durability and liquidation have less impact on the environment. The continuous changes to business strategies and trends do not have a positive impact on the environment as due to these fast changes consumers tend to get rid of old „unfashionable" clothes. What is even worse, consumers are getting more and more uninterested in solving the current situation with a low informability level and insufficient promotion of sustainable fashion.

1 Sustainable Fashion – Theoretical Background of the Research

Sustainable fashion implies ethics, durability and the reuse of products. A single definition of sustainable fashion is difficult to pinpoint as there is no current industry standard. The concept of sustainable fashion encompasses a variety of terms such as organic, green, fair trade, sustainable, slow, eco etc., each attempting to highlight or correct a variety of perceived wrongs in the fashion industry including animal cruelty, environmental damage and worker exploitation.[1] The lifestyle of the young gradually leads to the „slow fashion" strategy. By their behaviour they are trying to show that it is not necessary to have lots of clothes in wardrobes we do not wear either. They prefer having fewer but high-quality pieces of garments and they are interested in where and what way the clothes were made. The popularity of this strategy is growing mainly in the Western Europe, the USA and Japan.[2] On the contrary, there is so-called „fast

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1   CERVELLON, M., WERNERFELT, A.: Knowledge Sharing among Green Fashion Communities Online Lessons for the Sustainable Supply Chain. In *Journal Of Fashion Marketing & Management*, 2012, Vol. 16, No. 2, p. 176-192.
2   ČÁBYOVÁ, Ľ.: Environmentálne správanie spotrebiteľov v módnom priemysle. In BUČKOVÁ, Z., RUSŇÁKOVÁ, L. (eds.): *Megatrendy a Médiá 2018: Realita a Mediálne Bubliny. Conference*

fashion". This phenomenon is based upon a permanent desire to have more and more new clothes we wear minimally. We present goods which is cheap, easy to access, with an interesting design, however, the cost per wear is rather high as it stays unused in the wardrobe. A low price for clothes reflects on its quality and durability. Fast-fashion clothes are worn five times in average and then discarded. Most of the young develop a psychological addiction because they prefer buying clothes rather than wearing them. When promoting fashion, businesses tend to implement so-called „celebrity seeding"[3] techniques which stem from the strategy of celebrity endorsement, i.e. famous personalities wearing and presenting the clothes on social networking sites, mainly Instagram nowadays. By way of marketing communication tools businesses are able to influence customer behaviour as well as their basic values when shopping for clothes or fashion accessories. The key factor is to inform on a negative environmental impact of fashion industry. As this is not enough, an ecological attitude towards the environment needs to be presented as something really trendy, fashionable and „in". The use of innovative forms of campaigns with online communication methods in order to enhance awareness of important issues in the fashion industry and promote ecoinnovations seems to be really effective. Nevertheless, the results of research in small and medium-sized entreprises in Slovakia confirm that only 35 % of Slovak businesses make use of marketing communication tools to promote ecoinnovations. When doing so, the businesses tend to prefer online environment (51.43 %) instead of offline (48.57 %).[4]

2 The Research Into Sustainable Fashion

Limited research within the literature investigates the motivations driving consumers of sustainable fashion. The vast majority of literature in the field looks down the supply chain[5] (Cervellon et al, 2012) and of the limited number of studies investigating consumer responses to sustainable fashion only, Chan et al.[6] (2012) purposefully sample sustainable fashion consumers, focusing on how 10 highly vocal online activists define themselves as sustainable fashion consumers. Sustainable fashion consumption research is fairly minimal, however research in the broader context of ethical consumption suggests personal values play a pivotal role in ethical decision-making.[7] Studies into purchasing behaviour have suggested that consumers have been

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Proceedings. Trnava : FMK UCM, 2018, p. 469.

3   ČÁBYOVÁ, Ľ.: Environmentálne správanie spotrebiteľov v módnom priemysle. In BUČKOVÁ, Z., RUSŇÁKOVÁ, L. (eds.): *Megatrendy a Médiá 2018: Realita a Mediálne Bubliny. Conference Proceedings.* Trnava : FMK UCM, 2018, p. 469.

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5   CERVELLON, M., WERNERFELT, A.: Knowledge Sharing among Green Fashion Communities Online Lessons for the Sustainable Supply Chain. In *Journal Of Fashion Marketing & Management*, 2012, Vol. 16, No. 2, p. 176-192.

6   CHAN, T. et al.: The Consumption Side of Sustainable Fashion Supply Chain Understanding Fashion Consumer Eco-Fashion Consumption Decision. In *Journal of Fashion Marketing & Management*, 2010, Vol. 16, No. 2, p. 193.

7   PARK, H., KIM, Y.: Proactive Versus Reactive Apparel Brands in Sustainability: Influences on Brand Loyalty. In *Journal Of Retailing And Consumer Services*, 2016, Vol. 29, No. 3, p. 114-122.

showing increasing levels of ethical concern in the context of fashion consumption.[8] Consumers have become more concerned with the social consequences of their purchases, especially when human rights in factories are violated. Sweatshop labor in particular has been identified as one of the most important ethical concerns when making clothing decisions.[9] Chan[10] carried out investigation interviews with 39 respondents preferring sustainable fashion. He discovered that two basic presumptions need to be met when shopping for fashion: a physical one (a buyer needs to feel comfortable) and a psychological one (a buyer needs to look good). The respondents claimed to express their own opinions and values through their clothes while buying sustainable fashion is regarded as one of the smallest things they are able to do in favour of the environment. Yet there is a need to communicate sustainability through its key advantages and educate oneself in carefully selected PR techniques. Jung and coll.[11] were studying reactions to communication of those products which are referred to as eco-friendly in marketing campaigns. The research was carried out on the sample of 342 university students. Young people were expected to be attracted by this form of communication. The research did not confirm these presumptions, though. We found out that the terms such as ecological, natural, sustainable, organic, which are often used in advertising, can not get people to buy a particular product. The young ask for a flexible marketing approach including not only ecological aspects buts also quality, design, comfort and an affordable price. As for conclusion we may assume that businesses have to be able to enhance awareness, knowledgeability and informability of the advantages to be provided by ecological and sustainable brands of fashion industry.

What is the behaviour of Slovak customers like? As there is no particular research available which would focus on sustainable fashion, we looked only into the general interest of the young in volunteering activities in relation to environmental protection. The results of the research into volunteering by the Platform of charitable foundations and organisations in cooperation with the Matej Bel University in Banska Bystrica show that 50 % of the young aged 15 to 30 joined some volunteering activity last year. One of the most preferred areas the young get interested in are as follows: environment, sports, health, social care as well as children and youth foundations. The similar research was conducted in 2011. At that time 25.7 % of the young aged 15 to 29 participated in volunteering with a last-year growth to 50 % with the majority of volunteers aged 15 to 19. It is worth noting that theses activities are long-term and regular rather than one-time. Up to 80 % of young volunteers are engaged for over 12 months with 60 % dedicating themselves to volunteering once a month or more often. Young women are more interested in volunteering compared to young men, with the majority of volunteers having a university degree rather than primary education

8   PEDERSEN, E. G., GWOZDZ, W., HVASS, K.: Exploring the Relationship between Business Model Innovation, Corporate Sustainability, and Organisational Values within the Fashion Industry. In *Journal of Business Ethics*, 2016, Vol. 149, No. 2, p. 267-284.

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10   CHAN, T. et al.: The Consumption Side of Sustainable Fashion Supply Chain Understanding Fashion Consumer Eco-Fashion Consumption Decision. In *Journal of Fashion Marketing & Management*, 2010, Vol. 16, No. 2, p. 193.

11   JUNG, S., JIN, B.: A Theoretical Investigation of Slow Fashion: Sustainable Future of the Apparel Industry. In *International Journal of Consumer Studies*, 2014, Vol. 38, No. 5, p. 510-519.

and town rather than village residents. The barriers which prevent the young from getting into volunteering are a lack of time, insufficient informability and no need to help. Based upon the afore mentioned we may assume that the young care much more about the environment and are willing to improve it.

3 Research Methodology and Objectives

The paper presents the results of our own research to have been carried out from November 2018 to January 2019 with the sample of 520 respondents aged 19 to 25 with the main objective to study their relation to the environment. The intentional selection was applied (university students). We focused on their environmental behaviour and lifestyle in relation to fashion and clothes. The main research objective was the quantitative study of the extent of environmental behaviour towards sustainable fashion. The research objective was to discover:
• What is the attitude of the target group to the environment?
• In what manner and where do they buy fashion and textile products? Do they go to second-hand shops?
• How do they perceive marketing communication in the fashion industry?
• What kind of information do they need when shopping for fashion and are they interested in any information about initial stages of the life cycle of their garments? (the country of origin, conditions of production, environmental impact, etc.).

4 Results and Discussion

This chapter outlines the results of the given research. For clear and comprehensive understanding the results have been divided into six basic categories.

The attitude to the environment
Based upon the results of the research we may assume that the members of Generation Z maintain a rather positive attitude to the environment even though their engagement in environmental protection can not be seen as really remarkable. Most of the basic activities from their everyday life are more or less proactive, e.g. waste recycling, plastic recycling, water and energy savings, green transportation infrastructure (going on foot or on a bike) and reusable bottles instead of single-use bottles. As for the means of transportation (going on foot, by bike or train) it is necessary to bear in mind that these efforts are basically driven by economic or environmental reasons (trains for students for free + most of students do not own a car). Almost all the respondents (98 %) were able to state some pro-environmental activities saving their family budget, e.g. drinking tap water instead of buying bottled one, getting product without packaging (food and drugstore products), having one´s shopping bags.

Sustainable fashion and buying behaviour
Other questions in the questionaire dealt with the topic of sustainable fashion. Almost a half of respondents were able to define precisely the essence of sustainable fashion which is based upon three basic principles „reduce, reuse and recycle". The second half

of respondents were not able to define the term of sustainable fashion. Other questions in the questionaire focused on the topic of buying behaviour and post-purchase behaviour in relation to clothes and fashion. We asked „*What do the respondents do with the clothes they don´t need any more?*" There are various possibilities how to do it. It is worth noting that only 2 % of respondents apply an absolutely ecologically irresponsible attitude and get rid of their clothes without sorting them. Over 80 % of respondents donate unnecessary clothes to their family, relatives or friends. Over 40 % of respondents place such clothes into special containers for further processing or reuse. The attitude to circular textile is very positive. Slovak consumers prefer returning their clothes for further reuse or recycling.
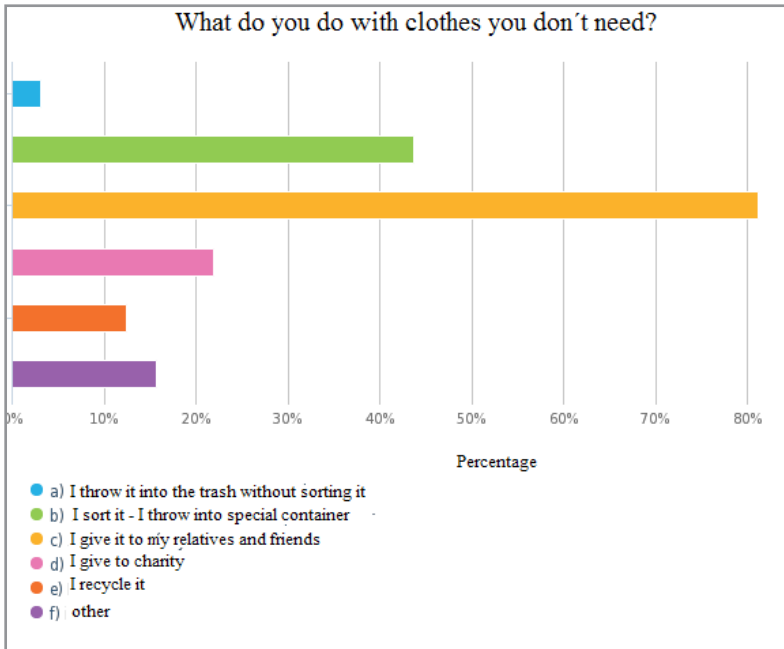
Chart 1: What do you do with clothes you do not need?
Source: Own processing

We were also interested in their habits when selecting garments, the number of garments they buy and their ability to adjust and reuse them. 50 % of respondents prefer having a fewer but more expensive and high-quality garments in contrast to 34 % who prefer buying cheaper clothes they can change more often. In case their clothes are damaged or do not fit properly, up to 65 % of respondents are able to adjust them on their own or ask someone from their family members for help. 18 % of respondents use professional tailoring services and 15 % of respondents do not wear the clothes which is either damaged or do not fit. We also studied if they were able to create something else from their clothes or have it created (e.g. other clothes, a bag, a pack, a scarf, etc.). 56 % of them do so and 43 % do not. Another question

(Figure 2) was asked to find out if the respondents do really wear the clothes they have bought. The answers suggest that lots of them get much more clothes they really need or wear. The results showed that more than a third of them have 30 % of clothes in their wardrobes they have worn less than three times.
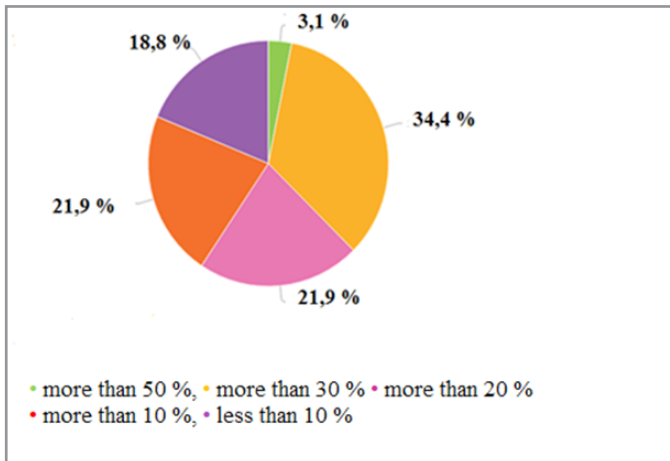
**Chart 2: How many clothes you own, you dressed less than 3 time?**
Source: Own processing

The Figure 3 shows the answers to the question „*What type of shopping do you prefer?".* The respondents could choose any from the following three answers: brick-and-mortar shops, online shopping or „other". More than just one could be ticked. Over 83 % of respondents prefer online shopping. Fashion industry adapts very quickly to new trends which are linked to digital technologies. It is necessary to transfer its activities into the online environment, which can also be confirmed by statistics and research. An average Slovak consumer spends over three hours a day browsing the Internet on a smartphone.[12] By Trebulová,[13] innovations brought about by smartphones have made customers switch simultaneously from brick-and-mortar shops to e-shopping and vice versa. The combination of online and offline is still highly necessary. A website can be used as a basic source of information because customers tend to compare prices through price comparison websites. However, they would rather go to a brick-and-mortar shop later instead of buying the products immediately through a website. In 2018 the importance of online communication grew considerably in the selected segments and generations. Doing the shopping in brick-and-mortar shops is still highly motivating, though: we can try on the goods or be advised on the complaints procedure and policy. On the other hand, customers may be put off by a lack of time for shopping or feel reluctant to try on the goods.

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12   BUGEL, R.: *Koľko času trávite online? Pomôcť sa vám pokúsi nová slovenská mobilná aplikácia?* [online]. [2018-12-29]. Available at: <https://www.dnes24.sk/kolko-casu-travite-online-pomoct-sa-vam-pokusi-nova-slovenska-mobilna-aplikacia-265303>.
13   TREBUĽOVÁ, A.: Internet nemá byť konkurencia, ale pomocník. In *Obchod*, 2014, Vol. 19, No. 2, p. 24-25.

Customers keep placing higher requirements on brick-and-mortar shops and expect complex customer service. Shopping is not only seen as an experience but also relaxation.
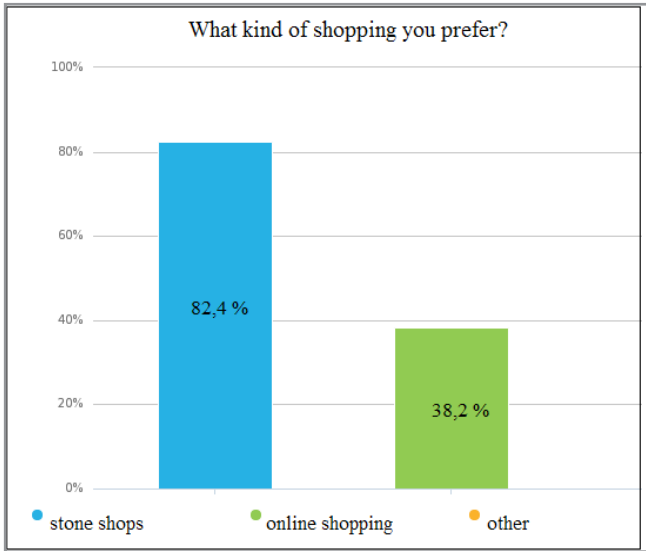
Chart 3: What kind of shopping you prefer?
Source: Own processing

Marketing communication and sustainable fashion
The following two questions focused on marketing communication. We were trying to find out if the respondents own any fashion brands which they had purchased because of its environmental campaign. The answers are surprising. Only 9 % of respondents said yes. We may assume that the respondents are not interested in environmental campaigns at all as their awareness is extremely low. Over 70 % of respondents could not recall any fashion brand which could be connected with the sustainable and ecological fashion. Those more aware could mention some of the famous brands such as HM, Zara, Adidas or Humana. The second-hand shop *Nosené* promoting sustainable fashion and helping to fight violence against women came first. The respondents also mentioned the projects such as Who made my clothes or Fashionrevolution. However, the respondents are still interested in supporting environmentally friendly producers. Despite extremely low awareness of the negative environmental impact of fashion industry, the promotion of ecological brands or sustainable fashion is still not sufficient enough. Over 84 % of respondents do not know any brands with a possible negative impact on the environment. It is surprising that the brands which were defined as having a negative environmental impact were also those whose environmental campaigns were the most popular: HM and Zara. Low informability and weak promotion resulted in over 90 % of respondents not having noticed any new forms of marketing communication in fashion industry.
Knowing about the country of origin and production of the clothes

We also inquired into whether the respondents cared about the country of origin. The proportion of the answers was almost equal with 44 % of respondents being interested in the country of origin and 56 % of those ignoring this fact. More than 80 % of respondents do not care about where their clothes were produced in contrast to 87 % of those who would stop buying a brand in case they find out about the negative environmental impact of the production. This is a rather interesting finding as the respondents are not interested in the country of origin but on the other hand, they would stop buying a product once they are faced with its negative environmental impact. Although the respondents are positively interested in ending the product life cycle, they are uninterested in its beginning. They do not have or search for the information about production, working conditions or environmental impact. We may suppose that these facts do not considerably influence their buying behaviour. Therefore it is crucial to improve active informability of consumers in order to enhance their awareness and persuade them to purchase sustainable clothes.

Financial aspects of environmental behaviour
The last part of the questionaire dealt with the amount of financial resources the respondents are willing to pay in case they know about environmental aspects of the production process. More than 70 % of respondents would pay more for an environmentally friendly brand. Those who are willing to pay more would spare from 10 to 20 % from the price of the goods. From two T-shirts with comparable quality and design, up to 75 % of respondents would pay more for an environmentally friendly producer.
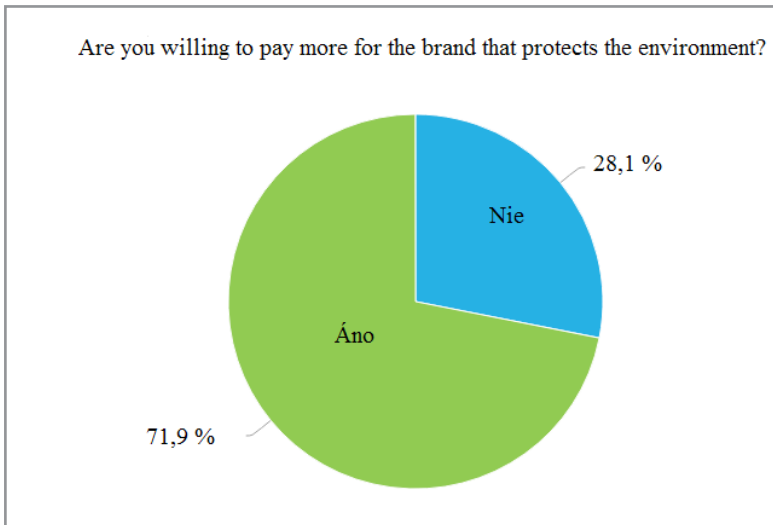
Chart 4: Are you willing to pay more for the brand that protects the environment?
Source: Own processing

These results are conformed to Hustvedt and Bernard[14] (2010) theories about how the consumers only are willing to pay more for the clothes if there are reliable information about the working conditions in the fashion supply chain. Moreover, for products that shows information about the real value of the garment. Even Luchs et al.[15] (2010) considers that the consumers' negative expectations on sustainable fashion can be mitigated if there is reliable information about the strength of the product that also ensures the ethical manufacturing process.

Doing the shopping in second-hand shops
Second-hand shops represented another major objective of the research with young consumers being the target audience of this type of markets. Cultural differences among countries are enormous. According to the results of the US research the majority of respondents buy their clothes in second-hand shops compared to only 10 % in China.[16] The Slovak market is comparable to the American one as 36 % of respondents buy clothes in second-hand shops and the interest in this type of shopping is increasing. These are mainly motivated by lower prices, high-quality and originality of garments which make them feel different and unique. Neverthless, the respondents did not mention eco-friendliness as one of the main reasons. Slovak consumers are changing their attitude to this type of shops. The point is that second-hand shops are wrongly perceived to be only for the poor. Even prominent fashion designers go to second-hand shops to find inspirations, materials and patterns which are no longer available in the market. Young students of art schools represent another major target group as they give „a new face" to second-hand clothes. So do mothers with children and the elderly. Alternative or Collaborative Fashion Consumption (CFC), as an innovative concept could help to reduce material overconsumption in the current fashion industry. CFC is defined as a consumption trend "in which consumers, instead of buying new fashion products, have access to already existing garments either through alternative opportunities to acquire individual ownership (gifting, swapping, or secondhand) or through usage options for fashion products owned by others (sharing, lending, renting, or leasing)"[17]

Conclusion

One of the key findings of the research is the fact that young people are not properly informed about sustainable fashion and they are not aware of corresponding brands or campaigns. This is mainly due to wrong targeting and use of traditional communication methods which may not be efficient enough to attract this audience. **The SoLoMo concept** can be the answer. It represents a modern trend in marketing

14   HUSTVEDT, G., BERNARD J. C.: Effects of Social Responsibility Labelling and Brand Onwillingness to Pay For Apparel. In *International Journal of Consumer Studies*, 2010, Vol. 34, No. 6, p. 619-626.
15   LUCHS, M. G. et al.: The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. In *Journal of Marketing*, 2010, Vol. 74, No. 5, p. 18-31.
16   XU, Y. et al.: Second-hand Clothing Consumption: A Cross-cultural Comparison between American and Chinese Young Consumers. In *International Journal of Consumer Studies*, 2014, Vol. 38, No. 6, p. 670-677.
17   IRAN, S., SCHRADER, U.: Collaborative Fashion Consumption and Its Environmental Effects. In *Journal of Fashion Marketing and Management: An International Journal*, 2017, Vol. 21, No. 4, p. 468-482.

and marketing communication. It connects social media, local access and mobile applications. The SoLoMo concept (Social – Local – Mobile) can be easily defined as the use of smartphones with the Internet connection and social networking sites for marketing purpose.[18] As defined by Zaušková and Rezničová (2018) fashion and textile businesses operating in Slovakia prefer using social networking sites such as Facebook and Instagram. Another effective method is to communicate through influencers, blogs and youtube channels. However, more than a half of the businesses operating in the field of environmental innovations do not implement any of the above mentioned options.[19]

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THE IMPACT OF ECONOMIC DEVELOPMENT ON RETAIL BUSINESS

Tomáš Fašiang

Abstract

The topic of this contribution is focused on analysis and its impact on the retail performance from the perspective of the customer's inclination to implement the purchase of consumer goods. The topic is a starting point of putting into effect targeted communication of retail shops with a customer in their radius of action in context with circular economy. Subsequently, maximization of communication strategy effect is based on appropriate communication with target market within limited area determined by buying stream, which affects target customers, influences their shopping decisions and influences the volume of realized purchases in the given retail shop.

Key words:

Buying Stream. Economic Development Indicators. Marketing Communication. Retail.

1 Introduction

The basic precondition of the retail shops placement process is the current efficiency of national economy, since it determines economic potential of buying stream, which at the same time points out the scope of application of targeted market communication.[1] If the national economic performance is on a low level, there occurs threat to performance of a retail shop in terms of turnover and achieved sales. In that case, it is necessary to consider the significance of location and also influence of rival retail shops. From this point of view, it is important to know the current status of national economy and realise the impacts that may occur under the influence of its cyclical development. The key indicators are gross domestic product (hereinafter only referred to as "GDP"), household consumption and takings achieved for retail performances and goods, except motor vehicles, in accordance with the Statistical Classification of Economic Activities SK NACE Rev. 2 (hereinafter only referred to as "retail takings"). By comparing the mentioned indicators, the economic influence on the future performance of a retail shop may be identified.

## 2 Impact of Economic Development on Retail Market Potential

The basic macroeconomic variable, through which we can measure the national economic performance, is called GDP indicator. Currently, the GDP volume has reached its maximum, compared to values from the previous years (since formation of the Slovak Republic). In 2016, the GDP value reached the limit of almost 81 billion euros.[2] The household consumption indicator represents final household consumption expressed by GDP expenditure method. The above-mentioned indicator takes into account expenditure of households intended for purchase of consumer goods and services. Expenditures of all Slovak households for 2016 represent the sum of 44.3

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1   To be compared with: NAGYOVÁ, Ľ., KOŠIČIAROVÁ, I., SEDLIAKOVÁ, M.: Corporate Communicationas One of the Basic Attributes of Corporate Identity – Case Study of Chocolate Milka. In *Communication Today*, 2017, Vol. 8, No. 1, p. 86-102.

2   NÁRODNÁ BANKA SLOVENSKA: *Makroekonomická databáza.* [online]. [2018-11-01]. Available at: <http://www.nbs.sk/sk/menova-politika/makroekonomicka-databaza>.

billion euros.[3] It means that each average household in Slovakia spends on average almost 1,789 euros a month (the information is based on census results from 2011).[4] Another important indicator, arising from the very focus of the study, is retail takings. The indicator in question interprets increase or decrease in retail takings and eventually points out increase or decrease in household expenditure.[5] In 2016, retail takings reached 19.3 billion euros. It must be mentioned that their volume still has not reached the highest numbers from 2008. The following figure displays basic indices of the selected economic indicators. Basic index compares development of GDP values, household consumptions and retail takings in specific years of a given period (year 2008 has been selected as the basic period for the purposes of this study). It follows that GDP, household consumption and also retail takings record year-on-year growth tendency, which has a positive impact on the overall national economic performance.
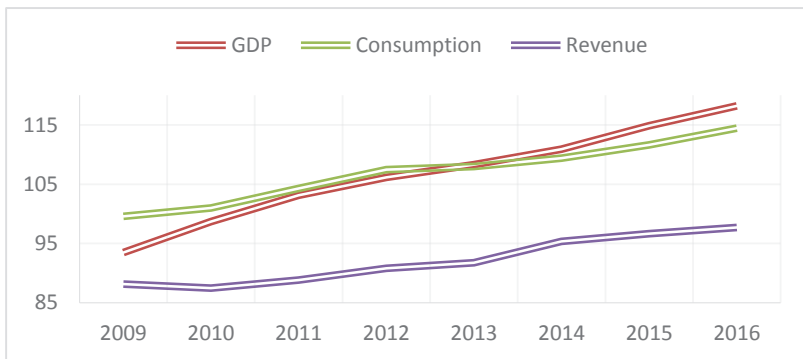
Chart 1: Basic indices of selected economic indicators
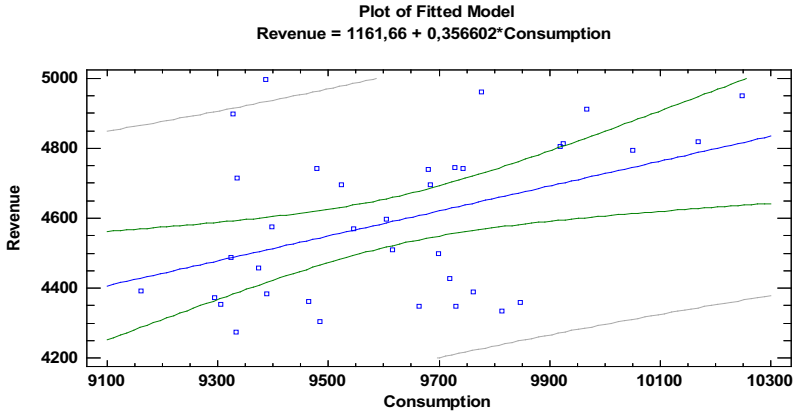Source: Own processing

From the economic viewpoint, we have to point out the interdependence between the indicators of retail takings and household consumption. As long as the economic performance (expressed by the GDP indicator) increases, household consumption increases as well, which eventually means increase in retail takings. The above-mentioned statement may be verified via regression analysis, which enables estimation of a functional relationship of mutual interdependences between the explained variable (retail takings – dependent variable) and the explanatory variable (household consumption – independent variable). Should the premise of mutual interdependence between the retail takings indicator and the volume of household consumption be confirmed, change in consumption must induce change in takings. Using the regression model allows us to record mutual bond demonstrated by a linear model. By calculation we gain a point estimate of an equalising straight line with an equation: Revenue = 1161.66 + 0,356602*Consumption. From the value of regression

3   NÁRODNÁ BANKA SLOVENSKA: *Makroekonomická databáza.* [online]. [2018-11-01]. Available at: <http://www.nbs.sk/sk/menova-politika/makroekonomicka-databaza>.

4   ŠTATISTICKÝ ÚRAD SR: *Sčítanie obyvateľov, domov a bytov 2011.* [online]. [2018-11-01]. Available at: <http://slovak.statistics.sk/>.

5   FAŠIANG, T.: Vzťah vybraných ekonomických ukazovateľov k vývoju mediálnych výdavkov v segmente nešpecializovaného maloobchodu. In *Communication Today*, 2012, Vol. 3, No. 1, p. 86.

coefficient it may be assumed that if consumption value increases by 1 billion euros, retail takings increase by 356.6 million euros. 95% confidence interval has been used to verify the above-mentioned statement. The following figure interprets position of the regression line.

Plot of Fitted Model
**Revenue = 1161,66 + 0,356602*Consumption**

Chart 2: Relationship between retail takings indicator and household consumption
Source: Own processing

It follows from the above-mentioned facts that the national economic performance is on the rise, which has a positive influence on market potential of retail shops. For this reason, it is meaningful to consider appropriate placement of retail shops to provide customers with accessibility and service capacity with focus on maximising the takings.

3 Customers Tend to Make Purchase

Based on above stated, we can point out that recent trend indicates the increase of economy performance and growth of household spending's. From the point of view of retail shop and its finance-economic indicators, it´s necessary to apply targeted communication strategy so it can attract as many customers as possible in the sense of maximization of market potential. Following this, the observation was executed based on identification of number of reached consumers by communication activities of retail shops and their next visit of retail shop. The meaning of identification dependence between reaching by influence of marketing communication and activity as visit, is selected method of regression analysis interpreted by parameter of regression coefficient which expresses direction of regression axis showing increase of middle value of dependant variable.
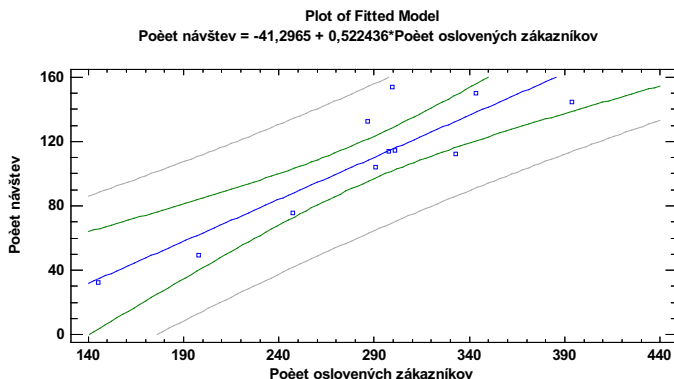
Chart 3: Relationship between promotion and retail visits
Source: Own processing

By using of regression model impossible to demonstrate the mutual join which is demonstrated by linear model. Through the calculation we gain a point estimate of an equalising straight line with an equation: number of visits = -41,2965 + 0,522436* Number of reached customers. From the value of regression coefficient it may be assumed that if the number of reached customers increases by 100, the visit rate increases by 52 customers. It´s necessary to mention, that stated reach and influence of marketing communication itself was conducted on potential customers in the close area of the retail shop. The visit of retail shop is not defining the purchase itself. From this point of view is adequate to define the dependence between number of visits and size of purchase transaction. To illustrate above, we have defined 3 target audiences which are presenting consumers in a role of important implementers of good purchase:
men, age 31– 40,
women, age 31– 40,
women, age 51– 60.

The average value of transaction of defined shopping strategy in stated target audiences illustrates below table.

Table 1: Average retail transaction value

Target group	Average transaction value (EUR)
Men age 31-40	40,74
Women age 31-40	42,5
Women age 51-60	39,85

Source: Own processing

By using of regression model we may demonstrate mutual join of visit number and value of shopping transaction. Following chart points that if the number of visits in retail shop increases by 100 customers, the average value of shopping transaction
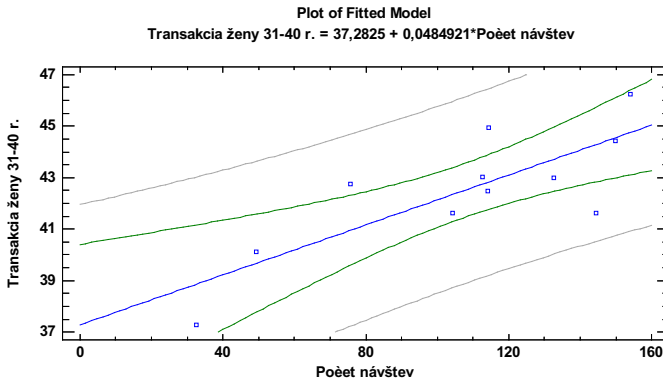
increases in target audience men age 31 – 40 by 4,64 EUR. Above state disconfirmed by equation of equalising straight line: Transaction – men 31-40 r.= 35,7386 + 0,046484*Number of visits. If we apply previous idea about visits increase by 52 customers, we may claim that he average transaction increases by 2,41 EUR.

Plot of Fitted Model
Transakcia - muži 31-40 r. = 35,7386 + 0,046484*Poèet návštev
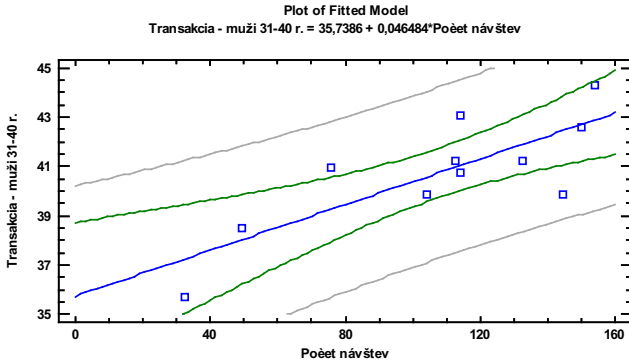
Chart 4: Relationship between retail visits and retail transaction value –Men age 31-40
Source: Own processing

Following chart points out the fact that if the number of visits of retail shop increases by 100 customers, the average value of shopping transaction increases in target audience womenage31-40 by 4,84 EUR. Above state disconfirmed by equation of equalising straight line: Transaction – women 31-40 r.= 37,2825 + 0,04849*Number of visits. If we apply previous idea about visits increase by 52 customers, we may claim, that the average transaction increases by 2,52 EUR.

Plot of Fitted Model
**Transakcia ženy 31-40 r. = 37,2825 + 0,0484921*Poèet návštev**

Chart 5: Relationship between retail visits and retail transaction value –Women age 31 -40
Source: Own processing

Following chart points out the fact, that if the number of visits of retail shopping creases by 100 customers, the average value of shopping transaction increases in target audience women age 51– 60 by 4,55 EUR. Above state disconfirmed by equation of equalising straight line: Transaction – women 51-60 r. = 34,96 + 0,0454713*Number of visits. If we apply previous idea about visits increase by 52 customers, we may claim, that the average transaction increases by 2,36 EUR.
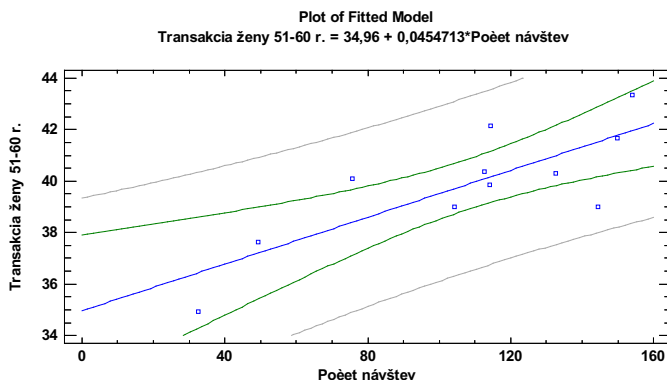
Chart 6: Relationship between retail visits and retail transaction value – Women age 51 -60
Source: Own processing

Conclusion

It follows from the above-mentioned facts that the national economic performance is on the rise, which has a positive influence on market potential of retail shops. For this reason, it is meaningful to consider appropriate placement of retail shops to provide customers with accessibility and service capacity with focus on maximising the takings. An important precondition for placement of a retail shop is geographical definition of forces attracting the customers within separate areas in which retail shops are situated. The shop's attractiveness has an impact on consumers even locally (within their neighbourhood).In this case it is a force attracting a customer by the retail shop's radius of action, i.e. within its buying stream. For this reason, it is necessary to identify correctly the target market and to know the current state of external market environment with the main focus on the retail shop's buying stream radius of action. The buying stream represents the retail shop's basic market potential which is expressed by the takings volume realised within a certain time horizon – by means of purchases by customers whose number and places of residence fall within the retail shop's area of interest. The overall market potential is also determined by proximity and character of competition.[6] A retail shop's performance and efficiency of its communication strategy will always be significantly influenced by the number of competitors, their relative size considering the retail's character, mutual similarity of

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6   To be compared with: PAVLŮ, D.: The Beginnings of Market Research and Measurement of Market Advertising Effectiveness. In *Communication Today*, 2016, Vol. 7, No. 1, p. 52-64.

assortment composition as well as by pricing policy resulting from fixed costs within the retail shop's overall cost structure. The most significant intensity of rivalry will appear in the overlapping areas of mutual buying streams' radii of action. Taking into consideration the stated facts, it is appropriate to approach placement of retail shops in a rational way – by selecting optimisation methods. In the following section of our study we deal with applying two heuristic optimisation methods using an illustrated example.

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ANALYSIS OF PERCEIVING THE WEBSITE'S QUALITY FACTOR

Igor Fedorko – Richard Fedorko

Abstract
The main objective of the article is to identify the impact of website quality factors on user perception. Based on the mathematical and statistical methods used in the survey, specific recommendations for practice will be formulated and elaborated in this paper. For research purposes, we chose the questionnaire method, through which we determined the importance of website quality factors when visiting the website and the satisfaction of these factors. Quality factors are included in the article. Questions on the up-to-dateness, relevance and usefulness of information are an area of information quality. One of the fundamental findings of the research is that a user of a commercial website is relatively often confronted with a certain type of problem associated with the content and technical level of the website or with the limited functionality of the individual elements on the website.

Key words:
User Experience. Quality Factors. Website Perception.

1 Theoretical Background

A number of marketers are constantly looking at finding the most appropriate factors to evaluate website quality to give their companies a competitive advantage and thus gain a better place in the market. One of the latest studies at the University of Minho in Portugal in 2011 tried to reveal the impact of web service quality characteristics on users' interest in online services. They focused on factors providing detailed information, security and privacy, interactive accessories and contacts, speed, reliable and up-to-date information and the availability of relevant data to download.[1] Most literature present this factor – information quality as one of the most important at all. Users are visiting websites for a reason that is at the top of their priorities.[2] Therefore, they pay more attention to information than visualization, interactivity, etc.[3] Information quality divides multiple models into other subcategories. For example, Mendes lists information, accessibility and legal compliance as key subcategories.[4] De Lone and McLean describe system quality as a user's rating of the technical characteristics of the website.[5] In the system quality, a wide range of quality factors are included. DeLone and McLean in their studies focused on the usefulness, usability, reliability, responsiveness and flexibility.[6] However, there are different

1   PINHO, J., MARTINS, M., MACEDO, I.: The Effect of Online Service Quality Factors on Internet Usage: The Web Delivery System of The Taxation Department. In *International Journal of Quality & Reliability Management*, 2011, Vol. 28, No. 2, p. 708.
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4   OLSINA, L. et al.: Web Quality. In MENDES, E., MOSLEY, N. (eds.): *Web Engineering*. Berlin : Springer Berlin Heidelberg, 2006, p. 115.
5   DeLONE, W., McLEAN, E.: The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. In *Journal of Management Information Systems*, 2003, Vol. 19, No. 4, p. 14.
6   DeLONE, W., McLEAN, E.: Measuring e-Commerce Success: Applying the DeLone & McLean Information Systems Success Model. In *International Journal of Electronic Commerce*, 2004, Vol. 9, No. 1, p. 35.

views and everyone uses their own factors for their own purposes. For example, McKinney et al.[7] proposed usability, interactivity, accessibility, and navigation as system-quality factors. The first factor that a user evaluates when visiting a website is visual convenience. It is one of the factors that leads to satisfaction and confidence.[8] If the user is not happy, it can easily discourage him/her from another visit. However, there are also other criteria such as uniformity, aesthetics or balance, which makes it possible to distinguish an amateur website from a professional one at first glance. The aesthetic web should be attractive, entertaining and enjoyable in order to create an emotional bond.[9] According to this study[10] they can have emotional and psychological qualities. Proper colour choices can therefore have a positive impact on website ranking. Another important factor is the integrity of the website and therefore an organized design, in which the user will not get lost.[11] This can be accomplished using a responsive web structure, consistent font size and other similar techniques. Balance expresses the symmetry of elements that creates harmony, order and coherence. When looking at a website, we should not think that it is over-decorated or empty.[12]

2 Quality Models

According to Stuart J. Barnes a Richard Vidgen,[13] one of the best-known web-quality models is WebQual. The website quality model, which had the same name WebQual as the previous model, was presented in 2007 by Loiacono et al.[14] This model contained other quality dimensions and was built on the above-mentioned TAM for software products. It was composed of dimensions, utility, ease of use, reuse and entertainment as well as other sub-dimensions. Although several sub-dimensions overlap between the two WebQual models, the Loiacono model puts more emphasis on the user experience. Similarly, to the Barnes and Vidgen model,[15] this model was used to create a questionnaire survey, the results of which determined the quality of website ranking. Another important theory in the field of website quality assessment is the web quality evaluation method (abbr. WebQEM), which Luis Olsina and Gustavo Rosii from La

7   McKINNEY, V., YOON, K., ZAHEHDI, F.: The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach. In *Information Systems Research*, 2002, Vol. 13, No. 3, p. 298.

8   CYR, D., HEAD, M., LARIOS, H.: Colour Appeal in Website Design Within and Across Cultures: A Multi-Method Evaluation. In *International Journal of Human-Computer Studies*, 2010, Vol. 68, No. 1-2, p. 15.

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10   LICHTLE, M.: The Effect of an Advertisement's Colour on Emotions Evoked by an Ad and Attitude Towards the Ad. In *International Journal of Advertising*, 2007, Vol. 26, No. 1, p. 47.

11   ŠTEFKO, R., FEDORKO, R., BAČÍK, R.: Website Content Quality in Terms of Perceived Image of Higher Education Institution. In *Polish Journal of Management Studies*, 2016, Vol. 13, No. 2, p. 155.

12   HAMILTON, S.: *The Concept of Balance in Web Design*. Released on the 25th of August 2011. [online]. [2018-09-22]. Available at: <https://onextrapixel.com/concept-and-factors-of-balance-in-web-design/>.

13   BARNES, S., VIDGEN, R.: An Integrative Approach to the Assessment of E – Commerce Quality. In *Journal of Electronic Commerce Research*, 2002, Vol. 3, No. 1, p. 116.

14   LOIACONO, E., WATSON, R., GOODHUE, D.: WebQual: An Instrument for Consumer Evaluation of Web Sites. In *International Journal of Electronic Commerce*, 2007, Vol. 11, No. 3, p. 60.

15   BARNES, S., VIDGEN, R.: WebQual: An Exploration of Website Quality. In *ECIS 2000. Conference Proceedings*. Viena : ECIS, 2000, p. 74.

Plata National University in Argentina received in 2002. It is not just a model but a methodology for evaluating websites in order to meet the quality requirements of web projects and then to evaluate requirements at the operational level. The authors presented the qualitative requirements (dimensions) and their sub-categories, which are the following: usability, functionality, reliability and efficiency. The functionality dimension should always be matched to the scope, because WebQEM has not been created for reusing each sector.[16] In 2005, a relatively well-known web quality model (WQM) was developed by Calero and Ruiz.[17] The model dealt with three dimensions, e.g. web features, quality characteristics and life cycle processes. The purpose of this model was to simplify the use of web metrics for different stakeholders. From the results of the evaluation, we have found that the most important aspect is the website presentation, which is the most attractive website design.

3 Methodology and Research Hypotheses

The main objective of the article is to identify the impact of website quality factors on user perception. Based on data the mathematical and statistical methods used in the survey, specific recommendations will be formulated and elaborated in the following part of this paper. For research purposes, we chose the questionnaire method, through which we determined the importance of website quality factors when visiting the website and the satisfaction of these factors. Quality factors were also included. Questions on the up-to-dateness, relevance and usefulness of information are an area of information quality. The system quality area consists of questions that deals with website navigation, searching for information, time response, and responsiveness. We also asked about the clarity, the ability to seamlessly find the necessary information, the ability to learn how to use the web as fast as possible, and the support of multiple languages, which we have assigned to usability. The last website quality area is the website's visual page. This area is about the overall visibility of the website, aesthetics, identity and coherence. The survey was conducted in a three-month time horizon in 2018 in the electronic version of GoogleDocs in 2018. Respondents were familiar with the terms, they participated voluntarily and anonymously in the survey. The questionnaire was distributed through social networks such as Facebook and LinkedIn. The survey involved 212 users of selected websites, from which we formed a sample of respondents based on which we evaluated the results of the research and then processed the conclusion and the recommendations for practice. For the characteristics of the research sample, we have chosen three questions that offer the following interpretations of the results. 94 men (44.3%) and 118 women (55.7%) filled out our questionnaire.

Hypothesis 1: There is a significant difference between the perception of the content and technical aspect of the web between men and women.

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16   OLSINA, L., ROSSI, G.: *Measuring Web Application Quality with WebQEM*. [online]. [2018-03-03]. Available at: <https://pdfs.semanticscholar.org/723c/ef6a41a08441e7b260bfd8d6cf1226be7279.pdf>.

17   CALERO, C., RUIZ, J.: Classifying Web Metrics Using the Web Quality Model. In *Online Information Review*, 2005, Vol. 29, No. 3, p. 230.

4 Results

How important are the following factors to you when visiting any website?
For factor analysis the main objective is to know and use the structure of common factors that are considered to be the hidden because of the mutually correlated variables, wanting to explain and elucidate the observed dependencies in the best and the simplest way. Thus, in the final solution, each variable should be correlated with a minimum number of factors, while the number of factors should be as small as possible. To assess the suitability of factor analysis as a tool, we used the KMO test (Kaiser-Mayer-Olkin's test) and a Bartlett test (tab.1). Based on the results of the KMO test it can be stated that the achieved value of 0.884 points to the relevance of the use of factor analysis in the processing of the research data. The statistics of the Bartlett test of sphericity take the value of 1635.412 at the degrees of freedom 105. The corresponding p-value is 0.000, thus the hypothesis (that the realization of the selection correlation matrix with the four considered variables) is rejected by the unit matrix at an asymptotic significance level of 0.05. The assumptions for the application of factor analysis were therefore met and its use for data analysis were justified.

Table 1: KMO and Bartlett test for the question 'How important are the following factors to you when visiting any website?'

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	1635.412
	df	105
	Sig.	.000

Source: Own processing

To assess the number of common explanatory factors, an array of custom numbers was performed, with the method of the main components being selected as the extraction method. According to the Kaiser criterion, the custom number must be greater than 1. Tab. 2 shows that there are two common factors in the data matrix with 15 variables. These common factors account for a cumulative 57.636% of total dispersion.

Table 2: Explaining the deviation for 'How important are the following factors to you when visiting any website?'

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.011	40.076	40.076	6.011	40.076	40.076
2	2.634	17.560	57.636	2.634	17.560	57.636
3	.981	6.542	64.179			
4	.855	5.699	69.878			
5	.757	5.046	74.924			

6	.569	3.795	78.719			
7	.537	3.581	82.300			
8	.506	3.372	85.672			
9	.396	2.637	88.309			
10	.376	2.506	90.815			
11	.350	2.336	93.151			
12	.319	2.125	95.276			
13	.267	1.780	97.056			
14	.245	or1.635	98.691			
15	.196	1.309	100.000			

Source: Own processing

The analysis of the factor model is based on the analysis of the factor loadings of the individual factors listed in table 3. From the above table, we can see that the first common factor correlates with issues such as website topicality, relevance of information, usefulness of information, page navigation, its clarity, ability to easily find what the respondent needs, ability to learn how to use the web as fast as possible, time response and integrity of the website. All the common features can be summarized in the common name of factor one, **'web content and technical aspect'**. Individual correlation coefficients range from 90.87% to 94.94%. The second common factor correlates with questions about remuneration, competition, and website design based on playfulness. Individual correlation coefficients range from 87.33% to 81.52% for web design based on gameplay. According to this, we define the second common factor for a further analysis like **'remuneration and competition on the website'**. The graphical representation of these relations is shown in the two-dimensional chart of factor 1 and factor 2.

Table 3: Factor loadings for the question 'How important are the following factors when visiting any website?'

Variable	Factor Loadings (Varimax normalized) Extraction: Principal components (Marked loadings are >,600000)	
	Factor 1	Factor 2
4. [up-to-date (current articles and information)]	0.817886	-0.103070
4. [relevancy (relevance, importance of content)]	0.738097	-0.073477
4. [the usefulness of information]	0.776345	-0.001560
4. [website navigation]	0.745558	0.147367
4. [intelligibility]	0.820751	0.037297

4. [the web is responsive (the page automatically adapts to the device on which it is displayed)]	0.588695	0.177640
4. [the ability to find what I need]	0.778796	0.058175
4. [the ability to learn how to use the web as quickly as possible]	0.672157	0.191419
4. [time response]	0.684235	0.276916
4. [multilingual adaptation]	0.265780	0.594161
4. [coherence (transparent and organized web)]	0.695229	0.287096
4. [visual aspect of the web]	0.438795	0.462030
4. [remuneration (e.g., points for further purchase)]	0.029426	0.845598
4. [competitions]	-0.015632	0.873117
4. [web design based on playfulness	-0.022386	0.815247
Expl.Var	5.667116	2.978318
Prp.Totl	0.377808	0.198555

Source: Own processing

Factor analysis focuses mainly on factor model parameters. Common factor estimates, called factor scores, may be required. The values of the common factors in the monitored n selected objects or observations are not only useful tools for diagnosing the data but also, if necessary, important input into further analyses. Factor scores are not an estimation of parameters in the common sense because they are estimates of unobserved values. The score sheet for the question 'How important are the following factors when visiting any website?' is listed under table 4.

Table 4: Factor loadings for the question 'How important are the following factors when visiting any website?'

Variable	Factor Score Coefficients Rotation: Varimax normalized Extraction: Principal components	
	Factor 1	Factor 2
4. [up-to-date (current articles and information)]	0.160494	-0.089679
4. [relevancy (relevance, importance of content)]	0.143576	-0.073938
4. [the usefulness of information]	0.146128	-0.050667
4. [website navigation]	0.130725	0.004622
4. [intelligibility]	0.151973	-0.039626
4. [the web is responsive (the page automatically adapts to the device on which it is displayed)]	0.099266	0.025582
4. [the ability to find what I need]	0.142734	-0.029445
4. [the ability to learn how to use the web as quickly as possible]	0.114075	0.025126
4. [time response]	0.110829	0.054947

|		
4. [multilingual adaptation]	0.011643	0.195501
4. [coherence (transparent and organized web)]	0.112240	0.057881
4. [visual aspect of the web]	0.052714	0.137042
4. [remuneration (e.g., points for further purchase)]	-0.049044	0.300747
4. [competitions]	-0.059295	0.313505
4. [web design based on playfulness	-0.056830	0.293228

Source: Own processing

We will use these factor scores in the calculation of individual respondents' scores, which we will use in the next section as an ANOVA entry. We will consider the factor score as respondent's attitude in relation to the input variables, the respondent's gender and its relation to the University of Prešov in Prešov.

Hypothesis 1: There is a significant difference between the perception of the content and technical aspect of the web between men and women.

Table 5: Impact of individual input variables on the question 'How important are the following factors when visiting any website?'

Effect	Univariate Tests of Significance for Factor 1 Sigma-restricted parameterization Effective hypothesis decomposition				
	SS	Degree. of Freedom	MS	F	p
Intercept	0.0531	1	0.053146	0.053487	0.817331
1. Gender	3.2086	1	3.308626	3.329210	0.043786
Error	206.6742	208	0.993626		

Source: Own processing
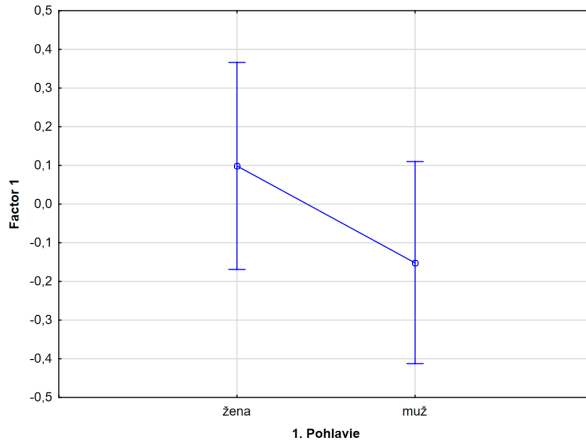
(Factor/ Female/ Male/Gender)
Chart 1: Factor loadings for the content and technical aspect of the website in relation to the respondent's gender
Source: Own processing

The table shows that a significant factor influencing respondents' attitude to the extracted factor 1, expressed as the factor score of the studied quantity, affects only the gender of the respondents. The value of the significance of this effect is representative at a level of $\alpha = 5\%$, and the graphical representation of this effect, which is shown in the chart, shows that if the website has a 'lower level' in content and technology, men have a more negative attitude to the website than women.

5 Discussion

The main objective of this article was to identify the impact of website quality factors on user acceptance. We have identified the importance of these factors when visiting any website. Using a multiple statistical evaluation of the whole data set that we created by processing and evaluating the data obtained through our questionnaire methodology, we managed to clarify and comment more on the problem hypotheses that formed the basis of the analytical part of this final work. Based on the obtained results, we will try to bring some practical ideas and advice that could be beneficial, for example, in the development and maintenance of existing websites to make their usability more user-friendly. One of the fundamental findings of the research is that a user of a commercial website is often confronted with a certain type of problem associated with the content and technical level of the website or with the limited functionality of the individual elements on the website. This finding largely overlaps with the outputs of the E-SEQUAL study (Minocha et al., 2006), where the authors revealed a number of problematic areas with which the e-shop user must struggle. This information points to the importance of research into the usability of websites and the progressive implementation of its results into practice.

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IDENTIFYING THE DEFICIENCIES IN THE USE OF E‑COMMERCE WEBSITES

Igor Fedorko

Abstract
The study examines the subjective assessment of selected usability features from the viewpoint of respondents as users, of e-commerce purchasing. Based on theoretical backgrounds, general heuristics, study literature, and online shopping experience, we created questions to evaluate 25 usability features. The respondents' responses were then subjected to statistical analysis to process the results of the research. The primary objective of our research was to review the e-commerce website's usability assessment and identify the problems from the users' perspective. Based on the data obtained from the mathematical and statistical methods used in the survey, the practical part of the thesis will elaborate and formulate specific recommendations for practice.

Key words:
E-commerce. HCI. User Experience.

1 Human Computer Interaction

Human-computer interaction is a concept that first appeared in 1983 in 'The Psychology of Human-Computer Interaction' by Stuart Card, Thomas P. Moran and Allen Newell.[1] The concept of HCI is also referred to by an extensive interdisciplinary department, which also deals with user interface, design analysis, evaluation and implementation. The user interface (UI or GUI – for graphical user interface) is the means by which a user controls applications or devices. A good UI allows a user-friendly experience – it is controlled intuitively. Although UIs can be designed to control both hardware and software, most of them are a combination of both.[2] A clear focus of online transactions is on the website. Dealers are investing in its design. In the literature on HCI, the research dealing with the success and failure of e-commerce focused on the usability of the website.[3] In standard ISO-9241, part 11, usability is defined as 'the extent to which the system can be used by designated users to achieve the intended purpose efficiently and satisfactorily in a specific context'. This definition emphasizes the satisfaction of the specific (target) user. However, customer loyalty is required for e-commerce success.[4] As a result, the guidelines found in Design and Interface Usage Considerations are useful but not sufficient to address total customer experience (TCE) in an e-commerce environment.[5] Another centre of interest in HCI literature in e-commerce environments is the quality of customer experience. Based on

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2   SHARP, H. et al.: *Interaction Design: Beyond Human-computer Interaction.* 2nd Edition. Chichester : John Wiley & Sons, 2007, p. 18.
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Kano's model of marketing quality,[6] Zhang and von Dran[7] proposed a web site quality factor system that addresses customer experience, requirements and expectations in e-commerce. Factors in this system include security, content information, website visualization, navigation, and credibility. Despite the fact that Zhang's and von Dran's reflections on the perception of customer perceptions in e-commerce have created marketing perspectives in HCI e-commerce studies, their concept is primarily focused on user interaction with the website. Zhang and von Dran in their concept point to the related Herzberger's biophysical theories of motivation (hygienic and motivational factors) with user experience in the field of HCI.

2 User Experience

According to Hardson[8] it is a 'total customer experience' (TCE) that affects the customer's perception of the value and quality of services, and which consequently influences their loyalty. It also emphasizes that this experience takes place in a complex, individual, social and cultural context that shapes user expectations, opinions and loyalty.[9] In this growing market, loyalty and customer retention have a significant impact on profitability. Depending on the industry, a five percent increase in loyal customers may lead to an increase in profitability of 30-85%[10] – an even higher proportion is estimated on the web. Of course, the success of some well-known e-businesses (e.g. eBay, Amazon) can partly be attributed to their ability to maintain a high degree of customer loyalty.[11] According to Gabbott and Hogg[12] there is contact with services consisting of three phases: the pre-purchase phase during which the customer searches for the business; the purchase phase during which the customer can fulfil his/her requirements; and finally, the post-purchase phase in which the subsequent delivery of the product or service is provided. This model can also be applied to communication in e-commerce.[13] The customer is willing to trade only if he/she receives good-quality and valuable services in the e-commerce environment. The customer evaluates the quality of TCE services based on all the incentives that occurred before the time of the e-commerce transaction. Unsatisfactory experience

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in a certain phase with services or during consumption of products and services can cause a negative TCE, even though the website is usable.[14]

3 Methodology and Research Hypotheses

In this part of the article we will examine the subjective assessment of the selected usability elements from the point of view of the respondents as e-shop users. Based on theoretical backgrounds, general heuristics, study literature, and online shopping experience, we created questions to evaluate 25 usability features. Respondents' responses were then subjected to statistical analysis to process the results of the research. This analysis has provided a basis for processing suggestions and recommendations. The primary objective of our research was to review the e-commerce website's usability assessment. The results of the earlier empiric studies have provided the opportunity to set the following hypotheses:

• H1: We assume that users of e-commerce websites encounter significant problems in usability.

In order to carry out research in the framework of this final work, we used the questionnaire method for data collection. We used the Google Forms to create a questionnaire. The research was conducted from 12 January to 25 January 2018 in an exploratory method based on the principle of data acquisition through the subjective responses of individual respondents represented in our case by random users of social networks. The questionnaire consisted of 25 closed questions aimed at assessing the applicability of the individual elements and seven questions aimed at identifying the respondents. We used the five-degree Likert scale to assess the importance of 24 questions (1-Definitely unimportant, 2-Rather unimportant, 3-neutral, 4-Rather important 5-Definitely important). In addition to the questions that are based on the Likert scale, we set 6 questions, which are optional and one open question. The obtained data were analysed using the Microsoft Excel 2013 software and the statistical software IBM SPSS Statistics 17. The collected data were subjected to the following statistical procedures: Chi-squared independence test, Pearson correlation coefficient, Spearman correlation coefficient, Student T-test for two independent selections, Mann-Whitney U-test, Leven dispersion homogeneity test, i.e. relationship, differential and descriptive statistics. Detailed results are presented in the following subchapters. In our survey, the Facebook social network users were surveyed by anonymous electronic questionnaire. The sample was created by an occasional self-selection. The research group was predominantly formed by the inhabitants of Prešov and Košice region. A total of 142 respondents (between the age categories 15-50 years) responded to our questionnaire. The average age of the respondents is 26.4 years with a standard deviation of 6.87 years. The values shown in the following table 2 suggest that the file data corresponds to the normal layout, allowing us to use parametric statistics (Student T-test for 2 independent selections).

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14   DAWSON, P.: *Organizational Change: A Processual Approach.* London : Paul Chapman Publishing, 1994, p. 156.

4 Results and Discussion

To verify our hypothesis regarding the user experience with online shopping problems, we have collected the data in question six: 'How often do you encounter problems with e-shop usability/functionality in e-commerce?' We have submitted a simple t-test with a statistical criterion of 1, and the respondents chose the option 'Never'. The average respondent's estimate is 2.37 with a statistical deviation of 0.81. Detailed results of a simple t-test are given in the following table.

Table 1: Frequency of the problem

	N	AM	SD	t	p
Frequency of the problem	142	2.366	0.812	20.050	0.000**

Source: Own processing

The t-test results (t-20.05) with a statistically significant alpha level of $p < 0.000$ (p = 0.000) support our hypothesis, therefore, we conclude that users of Slovak e-shops are experiencing significant problems. Demographic data from respondents allowed data to undergo a deeper analysis. So, we were interested in the possible differences between men and women in the frequency of facing problems with online shopping. We compared the data with the t-test for two independent selections. The data sets are tested by the Leven dispersion homogeneity test, whose values of F-3.01, p> 0.05 (p = 0.084) prove the equality of variations.

Table 2: Difference in the frequency of problems men/women

	N	AM	SD	t	p
men	70	2.143	0.728	-3.347	0.001**
women	72	2.583	0.834	-3.347	0.001**

Source: Own processing

The t-test results, where t reached -3.35, with a statistical alpha significance of $p < 0.01$ (p = 0.001), indicate that there is a significant difference in the online shopping problems between men and women where women face these problems more often. We were also interested in the possibility of a common variation between the age, the income and the education of the survey respondents. The value of Spearman's rho in education is 0.206 with a statistical alpha level of significance $p < 0.05$ (p = 0.014), the Spearman's rho coefficient for the income is 0.26 with a statistic alpha significance $p < 0.01$ (p = 0.002). The measured values allow us to reject the zero hypotheses in both cases. We assume a statistically significant relationship between the achieved education and the frequency of facing problems with online shopping and between the incomes of e-commerce website users. The results of the correlation analyses are presented in the following table.

Table 3: Correlation of education and income problems

	Spearman	Education	Income
Frequency of the problem	ρ	0.206*	0.255**
	ρ	0.014	0.002

Source: Own processing

The Pearson correlation coefficient, which identified the possibility of a common age/frequency variation in online shopping, reached r-0.126 at a statistical alpha of significance p> 0.05 (p=0.136), which does not allow us to reject the zero hypothesis. We assume that there is no statistically significant relationship between the age of the respondents and the online shopping problems. The results are shown in the following table.

Table 4: Correlation problem with age

Pearson	Frequency of the problem		
	N	r	p
Age of the respondents	142	0.126	0.136

Source: Own processing

5 Suggestions

Processing subjective assessments of the importance of individual content criteria for e-commerce websites by e-shop customers offers us the opportunity to highlight some of the most important features, which should be part of every website, no matter what topic the online business deals with. The basic feature of the website that mediates the overall user experience and the ability to explore the domain is the simple orientation and navigation on the store's website. Although almost every successful e-shop follows this principle, nowadays we often see stores where these basic elements are missing. These include, for example, the presence of categories on the home page that, along with the search engine, greatly simplify and speed up the overall process of choosing from the products offered and purchasing through the web. Together with these elements, a shopping cart goes on every website, where the customer can check the selected goods without having to turn back. According to our respondents, the back button, which, without losing the data, redirects the user to the previous choice, which makes the shop look more interactive and intuitive. Many customers welcome a confirmation message before making an important action that serves as a pre– missclick, which protects the user from the wrong choice of the option that cannot be undone. A very important element is for the customer to explore the purchased goods, i.e. to know what makes it easier to choose and decide whether they should buy the product or not. In this category of characteristics, the images with the possibility of zooming are particularly high, which is important in e-shops, where the subjects of trading are material products, like travel agencies and some types of services where the visual feature is relevant. The e-shop visitors also like to seek information about the product reviews from other customers that provide human experiences of the goods and in some cases, may have more generous opinions than the basic promotional information of the seller's products. Therefore, e-commerce website developers should not forget to allow customers to share their experience on a website between customers in the form of accessible user reviews. At this point, it is also important to consider adding options to compare the products with other, similar items or to appropriately place similar product designs in that category. Both of these criteria are evaluated by users as essential and important. When evaluating the research outputs of this work, it is important to be aware of the limitations that affect the possibility of generalizing these results to the overall

e-shop customer population. First of all, it is necessary to deal with the sample and its representativeness. Therefore, in the future sample survey we will considerably broaden the less represented categories, and also choose a different form of selection of respondents – the most appropriate would be a randomized stratified selection.

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strategic innovative marketing. Conference Proceedings. Greece : ICSIMAT, 2015, p. 431-438.
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STRATEGY OF ONLINE CONTENT MARKETING BASED THE DEMOGRAPHIC AND PSYCHOGRAPHIC SEGMENTATION

Ľubica Gajanová

Abstract
Content marketing is a well-known marketing method whose popularity is steadily rising with technological advancement and Internet development over the last few years. As the outdated marketing forms on the Internet become unattractive and dazed, a new way of marketing comes, using content to help, enjoy and educate Internet users. Effective content marketing is based on a well-designed content strategy. An integral part of the strategy is to determine the right forms of the content. In this paper, we analysed the most widely used content marketing tools by B2C-based businesses, and we focused on identifying the existence of statistical dependence between content marketing tools and demographic and also psychographic segmentation variables. The results may be applicable to the correct customer targeting in the conditions of the Slovak Republic.

Key words:
Content Marketing. Demographic Segmentation. Psychographic Segmentation. Strategy.

1 Introduction

When Bill Gates by publishing his essay (Content is a king) in 1996 predicted the direction of the development of modern marketing.[1] Content marketing has become a widely used tool for communication between the company and the customer. Nowadays it is used by nine out of ten companies.[2] But Gates did not expect that almost two decades later, Greg Satell would react to his essay through the article Content Is Crap, and Other Rules for Marketers. Content marketing is used by most of today's companies, but less than 40% of them assess their communication efforts as effective.[3] This does not mean that the concept of content marketing as a form of communication with the customer is not working. Rather, the above-mentioned research points to the need to adapt and develop the communication appropriately. This is why this article discusses the analysis of the most widely used content marketing tools by B2C-based businesses from the point of view of adapting to group requirements based on demographic and also psychographic segmentation and the results may be applicable to the correct customer targeting in the conditions of the Slovak Republic.

2 Literature Review

Nowadays enterprises competitiveness increasingly depends on their ability to adapt successfully to a rapidly changing business environment.[4] With today's massive

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1   GATES, B.: *Content Is King*. [online]. [2018-09-30]. Available at: <https://medium.com/@HeathEvans/content-is-king-essay-by-bill-gates-1996-df74552f80d9>.
2   JUTKOWITZ, A.: *The Content Marketing Revolution*. [online]. [2018-09-25]. Available at: <https://hbr.org/2014/07/the-content-marketingrevolution>.
3   SATELL, G.: *Content Is Crap, and Other Rules for Marketers*. [online]. [2018-09-25]. Available at: <https://hbr.org/2015/10/content-is-crap-andother-rules-for-marketers>.
4   SHPOLIANSKA, I., DOLZHENKO, A., GLUSHENKO, S.: Fuzzy Models of Web Services Selection in the Development of Service-oriented Information Systems for Small and Medium Enterprises. In

competition on the products and services market, it is important to start a relationship with the customer long before it begins to show elements of buying behaviour.[5] There are many compelling communications at the consumer decision-making stage and the rate of conversion from traditional forms of advertising is still decreasing. It turns out that it is often necessary to inspire and engage consumers before they are fully aware of their needs at all and are actively looking for suitable ways of their satisfaction. By properly acting on the consumer, these unconscious needs may awaken and at the same time create a subconscious of the existence of a business in the mind of the consumer so that the enterprise turn the customer´s growing grudge to the traditional forms of advertising to its advantage.[6] An enterprise that anchors in the mind of the consumer has the best position in his/her shopping decision making to satisfy the consumer just by enterprise own offer. This approach is characterized by content marketing that effectively harnesses the consumer by building a long-term relationship in a way that does not even act as marketing. Content marketing is a well-known marketing method whose popularity is steadily rising with technological advancement and Internet development over the last few years.[7] Since its significant rise in the early 21st century, many effective practices and principles have emerged to apply content marketing and also so many definitions have emerged about what content marketing actually involves.

According to Baltes, however, there is no universally accepted definition of content marketing. He prefers the importance of the Content Marketing Institute (CMI), which brings together influential content marketing professionals in the US.[8] This is entirely in line with authors Řezníček and Procházka who consider CMI to be one of the most beneficial sources in the field of content marketing.[9] Content Marketing Institute defines content marketing as a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company.[10] However, each CMI expert looks at content marketing slightly differently, usually according to its specific area of his / her focus. For example, Decker talks about content marketing as a creating or curating non-product content – be it informational, educational, entertaining, etc – and publishing it to contact points with customers to get their attention, to focus

Ekonomicko-manažérske spektrum, 2017, Vol. 11, No. 2, p. 64.

5   MORAVČÍKOVÁ, D. et al.: Green Marketing as the Source of the Competitive Advantage of the Business. In *Sustainability*, 2018, Vol. 9, No. 12, p. 2218.

6   KLIEŠTIKOVÁ, J., MORAVČÍKOVÁ, D.: The Power of Giving Back: Case Study of Slovak Republic. In *International Conference on Economic, Business Management and Education Innovation (EBMEI 2017). Conference Proceedings.* Casablanca : Singapore Management & Sports Sci Inst, 2017, p. 15.

7   POPESCU, G. H., CREAGER, K.: Participatory Forms of Digital Governance and Peoplepowered Services. In *Ekonomicko-manažérske spektrum*, 2017, Vol. 11, No. 2, p. 45.

8   BALTES, L. P.: Content Marketing – The Fundamental Tool of Digital Marketing. In *Bulletin of the Transilvania University of Braşov Series V: Economic Sciences*, 2015, Vol. 8, No. 2, p. 112. [online]. [2018-10-1]. Available at: <http://webbut.unitbv.ro/BU2015/Series%20V/BILETIN%20I/15_Patrutiu.pdf>.

9   ŘEZNÍČEK, J., PROCHÁZKA, T.: *Obsahový marketing*. Brno : Computer Press, Albatros Media a.s., 2017, p. 224.

10   *What Is Content Marketing?* [online]. [2018-09-12]. Available at: <https://contentmarketinginstitute.com/what-is-content-marketing/>.

on the topic around your solution, and pull them closer to learning more about you.[11] The definition is based on the fact that content marketing is primarily concerned with valuable content that lacks a sales character, and the promotion of products is its secondary purpose.[12] The content marketing strategy is then a long-term activity, which consists in its consistent creation and is implemented in the company's marketing strategy.[13]

Effective content marketing is based on a well-designed content strategy. According to John Lavine of Northwestern University, it is a strategy that uses trusted, reliable and transparent media to communicate stories and information to support strategic goals of the organization.[14] However, such a definition is not sufficient for many experts. It is important in the strategy to solve not only what will be done but also who, when, where and why.[15,16] It is also important to answer questions about who will be creating content, what content people need depending on where they come from, how often to publish content and how to promote it, where to place it, why it is important to publish the content, or, for example, what distribution tool to use. Chaffey and Smith specify content marketing tools in their publications. The content marketing tools by the authors are: infographics, webinars, e-mail autoresponder, social media, short articles, expert advice, photos, video, blog post, statistics articles, compilation of information, statistics and tools from multiple sites, ebooks, and forums.[17] The distribution process begins by identifying the channels to communicate the information. These channels should be selected in the context of the target audience, because content must be relevant and valueable, and this is highly dependent on your audience. This is why content marketing requires targeting demographics and also psychographics.

3 Methodology

In this research we have analysed the most widely used content marketing tools by B2C-based businesses, and we focused on identifying the existence of statistical dependence between content marketing tools and demographic and also psychographic segmentation variables. According to research of Content Marketing Institute the top five used marketing tool by B2C-based businesses are Social Media Posts – excluding videos (e.g., tweets, pins), Videos (pre-produced), Illustrations/

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11   *What Is Content Marketing?.* [online]. [2018-09-12]. Available at: <https://contentmarketinginstitute.com/what-is-content-marketing/>.

12   PULIZZI, J.: *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses.* New York : McGraw-Hill Education, 2015, p. 352.

13   ŘEZNÍČEK, J., PROCHÁZKA, T.: *Obsahový marketing.* Brno : Computer Press, Albatros Media a.s., 2017, p. 224.

14   *What is Content Strategy?.* [online]. [2018-09-12]. Available at: <https://www.coursera.org/lecture/engagement-strategy/what-is-content-strategy-5gWGr>.

15   NADÁNYIOVÁ, M., KICOVÁ, E.: The Importance of Marketing Strategy as a Tool of the Strategic Management in the Bus Transport Companies. In *Transport Means 2015*. Kaunas : Kaunas University of Technology, 2015, p. 717.

16   KICOVÁ, E., NADÁNYIOVÁ, M.: Marketing Strategies in Bus Transport Companies and Its Impact on Increasing the Competitiveness. In *Globalization and Its Socio-economic Consequences*. Rajecké Teplice : University of Žilina, 2015, p. 292.

17   CHAFFEY, D., SMITH, P. R.: *Emarketing Excellence: Planning and Optimizing Your Digital Marketing*. London : Routledge, 2013, p. 640.

Photos, Infographics, Interactive Tools (e.g., quizzes, assessments, calculators).[18] So our research has focused on perceiving selected content marketing tools by individual segments in the Slovak republic. Based on the research problem identified in the first phase of the research, a method of selecting a suitable sample, sample size, appropriate methods and survey tools was then established. As the final respondents, we defined the number of Slovak Internet users, i.e. the stratified available sample selection. The size of the research sample is determined on the basis of a formula that defined Chráska according to Nowak.[19] The confidence level was set at 95%, confidence interval at 5% and the population was 4,629,641 which represents 85 % of Slovak population.[20] So the minimal needed sample size is 384 respondents. 1000 respondents participated in our research. For the purposes of this research, we chose the method of collecting data through a questionnaire, which was developed and distributed online.

In the questionnaire, we surveyed the impact of individual tools used in online content marketing. In order to obtain the required data, we asked the following questions:
To what extent do you agree or disagree that Social Media Posts – excluding videos (e.g., tweets, pins) within the company internet communication do you like and also affect your attitudes?
• To what extent do you agree or disagree that Videos (pre-produced) within the company internet communication do you like and also affect your attitudes?
• To what extent do you agree or disagree that Illustrations/Photos within the company internet communication do you like and also affect your attitudes?
• To what extent do you agree or disagree that Infographics within the company internet communication do you like and also affect your attitudes?
• To what extent do you agree or disagree that Interactive Tools (e.g., quizzes, assessments, calculators) within the company internet communication do you like and also affect your attitudes?

To answer these questions a respondent had the option to choose from the options: strongly agree; agree; neither disagree nor agree); disagree; strongly disagree. In the questionnaire we also asked for information that helped us to categorize respondents by segmentation variables. There are many ways to sort and categorize individual segmentation variables. Evidence may also be literature in which a variety of variants can be encountered, always according to a particular author.[21,22,23,24,25] However, they do not differ significantly in the description of the individual segmentation criteria.

18 *B2C Content Marketing 2018 Benchmarks, Budgets, and Trends*. [online]. [2018-09-12]. Available at: <https://contentmarketinginstitute.com/wp-content/uploads/2017/12/2018_B2C_Research_Final.pdf>.
19 CHRASKA, M.: *Metody pedagogického výzkumu: Základy kvantitativního výzkumu*. Prague : Grada Publishing, 2007, p. 256.
20 *Internet in Europe Stats*. [online]. [2018-09-11]. Available at: <https://www.internetworldstats.com/stats4.htm>.
21 KOTLER, P., ARMSTRONG, G.: *Marketing*. Prague : Grada Publishing, 2004, p. 856.
22 DOYLE, P.: *Marketing Management and Strategy*. London : Pearson Education Limited, 2006, p. 464.
23 DRUMMOND, G.: *Strategic Marketing: Planning and Control*. Oxford : Elsevier, 2008, p. 352.
24 JOBBER, D.: *Principles and Practise of Marketing*. Berkshire : McGraw-Hill Internacional (UK) Ltd., 2004, p. 942.
25 PELSMACKER, P.: *Marketingová komunikace*. Prague : Grada Publishing, 2003, p. 584.

For the needs of our research, the segmentation is guided by the categorization developed by Foret and Stávková.[26] They list three categories for the significant segmentation variables: Geographic, Demographic, and Psychographic Criteria. Due to a small geographical area and the assumption that in the Slovak Republic it does not envisage different purchasing behaviour due to geographic factors, we did not continue to analyse this criterion in the analysis. Demographic criteria are among the most commonly used segmentation variable. Drummond and Jobber define key demographic criteria such as age, gender, and lifecycle.[27,28] Age – Customers want and expect a different offer with increasing age. From this point of view, it seems as practical to define age interfaces by generations (Post-War Cohort – born: 1928-1945; The Baby Boomers – born: 1946-1954; Generation Jones – born: 1955-1965; Generation X – born: 1966-1976; Generation Y– born: 1977-1994 and Generation Z – born: 1995-2012), i.e. by groups born in a certain period, because any finer division, by example, intermittently, after several years, it leads to the division of the characteristic group. Gender – This segmentation criterion can be used where different product acceptance can be expected depending on gender. Life cycle – the ideal way to indirectly combine the age, gender and lifestyle criterion, is this variable, which is based on the assumption that during the lifetime the consumer changes his / her requirements and preferences depending on the role he or she is in the family, which is approximately related to age and gender.[29,30] Pelsmacker illustrates these individual segments according to the life cycle: young single human; young childless spouses; young spouses with children; young divorced with children; middle-aged spouses with children; middle-aged spouses without children, which are dependent; middle-aged divorced without children, which are dependent; older spouses and older without partner.[31] The first three questions in the questionnaire were devoted to the above segmentation criteria.

Psychographic segmentation criteria divide consumers into different segments based on belonging to particular social classes, based on different lifestyles or types of personalities.[32] Their goal is to explain the differences in market manner based on the psychological and social predispositions of consumers. It seeks to uncover the reasons why some consumers with the same descriptive characteristics show different buying behaviour. Kotler and Armstrong define social class as society's relatively permanent and ordered divisions whose members share similar values, interests and behaviour.[33] Affiliation to the social class is not only determined by income but is influenced by employment, education, or property. In terms of marketing, this classification is interesting because members of a particular social class are characterized by similar shopping behaviour. Different social classes have different preferences in consumer behaviour. The fundamental problem of using social class segmentation is that

26   FORET, M., STÁVKOVÁ, J.: *Marketingový výzkum: Jak poznávat své zákazníky*. Prague : Grada Publishing, 2003, p. 160.
27   DRUMMOND, G.: *Strategic Marketing: Planning and Control*. Oxford : Elsevier, 2008, p. 352.
28   JOBBER, D.: *Principles and Practise of Marketing.* Berkshire : McGraw-Hill Internacional (UK) Ltd., 2004, p. 942.
29   DRUMMOND, G.: *Strategic Marketing: Planning and Control*. Oxford : Elsevier, 2008, p. 352.
30   JOBBER, D.: *Principles and Practise of Marketing*. Berkshire : McGraw-Hill Internacional (UK) Ltd., 2004, p. 942.
31   PELSMACKER, P.: *Marketingová komunikace*. Prague : Grada Publishing, 2003, p. 584.
32   KOTLER, P., ARMSTRONG, G.: *Marketing*. Prague : Grada Publishing, 2004, p. 856.
33   KOTLER, P., ARMSTRONG, G.: *Marketing*. Prague : Grada Publishing, 2004, p. 856.

opinions differ concerning which procedures are best for identifying social classes. A second and lower fundamental problem is whether even to use social class (which is, in effect a composite index consisting of several variables) in segmenting markets, or whether to use a single proxy variable such as income.[34] For this reasons, we did not deal with segmentation by social classes in the research. Consumer behaviour is to a large extent influenced by the lifestyle of customers, on the other hand consumer behaviour reflects their lifestyle.[35]

Lifestyle as one of the characteristics of market behaviour can be tracked and analysed from many different viewpoints, often in combination with other segmentation factors. For this reason, and also because age-based segmentation into generations is sufficient, because characteristics of the groups have a propensity to express the lifestyle of their members, we do not analyse the lifestyle as the criterion itself. The idea that consumer behaviour is also influenced by the type of personality or character traits is very attractive in the light of the two preceding criteria. The personality criterion can be used primarily where a consumer expresses an attitude by purchasing a particular good or service or the customer is defined within the society by this purchase. From the above, we were only engaged in segmentation based on types of personalities in psychographic segmentation. VALS psychographic segmentation has a capability to recognize current and future opportunities by creating segmentation of the consumer on the basis of the personality traits that drive consumer behaviour. It is one of the most popular classification systems of the consumer market available worldwide and this consulting tool helps the marketers and the companies worldwide to develop and execute more effective strategies.[36] The fourth question in the questionnaire was therefore aimed at identifying the respondent's belonging to one of distinct types using a specific set of psychological traits and key demographics that drive consumer behaviour. Respondents were assigned to individual segment by themselves. For a proper understanding of individual types, a brief explanation of each one was published in the questionnaire according to the description.[37] In our research we have focused on perceiving selected content marketing tools by individual segments to ensure the correct customer targeting in the conditions of the Slovak Republic. We have determined the research question as follows. Is there a difference in the impact of individual tools used in online content marketing among groups of customers based on demographic and psychographic segmentation? To answer the research question, we have identified hypotheses expressing the existence of a statistical dependence between individual demographic and psychographic segmentation variable and the extent of influence on customer by individual content marketing tool, see Table 1.

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34   *The Role of Social Class in Segmenting Markets*. [online]. [2018-09-01]. Available at: <https://www.citeman.com/8813-the-role-of-social-class-in-segmenting-markets.html>.
35   KOTLER, P., ARMSTRONG, G.: *Marketing*. Prague : Grada Publishing, 2004, p. 856.
36   GHOSH, I.: VALS™ Psychographic: A New Way of Market Segmentation in India. In *The International Journal of Business & Management*, 2014, Vol. 2, No. 4, p. 25.
37   *US Framework and VALS™ Types*. [online]. [2018-09-01]. Available at: <http://www.strategicbusinessinsights.com/vals/ustypes.shtml>.

Table 1: Hypothesis

Variables		Hypothesis
Demographic & Psychographic	Content Marketing Tool	
Age	Social Media Posts	Between the age and the influence of Social media posts there is no statistically significant dependence.
Gender		Between the gender and he influence of Social media posts there is no statistically significant dependence.
Life cycle		Between the life cycle and he influence of Social media posts there is no statistically significant dependence.
Types of personalities		Between the types of personalities and the influence of Social media posts there is no statistically significant dependence.
Age	Videos (pre-produced)	Between the age and the influence of Videos (pre-produced) there is no statistically significant dependence.
Gender		Between the gender and he influence of Videos (pre-produced) there is no statistically significant dependence.
Life cycle		Between the life cycle and he influence of Videos (pre-produced) there is no statistically significant dependence.
Types of personalities		Between the types of personalities and the influence of Videos (pre-produced) there is no statistically significant dependence.
Age	Illustrations/ Photos	Between the age and the influence of Illustrations/Photos there is no statistically significant dependence.
Gender		Between the gender and he influence of Illustrations/Photos there is no statistically significant dependence.
Life cycle		Between the life cycle and he influence of Illustrations/Photos there is no statistically significant dependence.
Types of personalities		Between the types of personalities and the influence of Illustrations/Photos there is no statistically significant dependence.
Age	Infographics	Between the age and the influence of Infographics there is no statistically significant dependence.
Gender		Between the gender and he influence of Infographics there is no statistically significant dependence.
Life cycle		Between the life cycle and he influence of Infographics there is no statistically significant dependence.
Types of personalities		Between the types of personalities and the influence of Infographics there is no statistically significant dependence.

Age	Interactive Tools	Between the age and the influence of Interactive tools there is no statistically significant dependence.
Gender		Between the gender and he influence of Interactive tools there is no statistically significant dependence.
Life cycle		Between the life cycle and he influence of Interactive tools there is no statistically significant dependence.
Types of personalities		Between the types of personalities and the influence of Interactive tools there is no statistically significant dependence.

Source: Own processing

4 Results

Statistical hypothesis testing is one of the most important statistical inference procedures. The role of statistical inference is to decide on the basis of information from the available choice whether we accept or reject certain hypotheses regarding the basic set. In verifying the correctness or incorrectness we proceeded in accordance with the methodology of statistical hypothesis testing, which consists of the following steps: Formulation of the null hypothesis (H0), Formulation of the alternative hypothesis (H1), Determining the level of significance (α), Calculation of test statistics and probability and Decision.

Formulation of the null hypothesis. The goal of most statistical tests is to evaluate the relationship between the variables. Zero hypotheses in our case hypotheses that express the independence between the individual demographic and psychographic segmentation variables and the extent of the influence on the customer by the individual content marketing tool are mentioned above in Table 2. **Formulation of the alternative hypothesis.** The truth of the alternative hypothesis is always proven indirectly by showing that the zero hypothesis is incorrect and the alternative one is correct. Zero and alternative hypotheses must be mutually exclusive. **Determining the level of significance (α).** The significance level is the probability of the first type error, which we do, if we reject the null hypothesis that actually holds true. So if we come to the conclusion that there is a relationship between the variables and there is no relationship between them. The significance level is traditionally set at between 1% and 10%. In our research, the significance level was determined at 0.01 and corresponded to a 99% confidence interval. **Calculation of test statistics and probability**. The test statistic is calculated from the sample. It has an appropriate probability distribution assuming the verdict of the zero hypothesis. Because our primary data is of a nominal nature, the test statistic is a Chi-square test for independence. P-Value is a probability that the test statistic, assuming the veracity of the zero hypothesis, reaches at least an extrinsic value than the value calculated from the sample. The P-value is the probability that the relationship found in the sample is only a consequence of chance. The P-value is the lowest value of the significance level that leads to the rejection of the zero hypothesis. The smaller the P-value is, the more we believe the zero hypothesis is not true and should be rejected. To calculate

the test statistic of the hypothesis, we used the IBM SPSS Statistics software. This software also calculates the correlation coefficient. In our case, as we examine the nominal variables in the number of 3+ x 2+, it is appropriate to investigate the force of dependence between variables using Cramer's V measure of association.

Decision. If the calculated P-value is less than the determined significance level, the zero hypothesis is rejected (thus an alternative hypothesis is accepted). The difference found in the sample is too large to be reasonable to consider as random, so it is statistically significant. If the P-value is equal to or greater than the established significance level, the difference found in the sample is not statistically significant and the zero hypothesis is not rejected. Calculated P-values, Cramer's V measures of association and also decisions of each hypothesis are shown in table 2.

Table 2: Calculated P-values, Cramer's v measures of association and decisions of hypothesis

Demographic & Psychographic Variables	Social Media Posts	
Age	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.442	
Gender	P-value: 0.076	H0 accepted no existence of statistical dependence
	Cramer's V: -	
Life cycle	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.328	
Types of personalities	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.289	
Videos (pre-produced)		
Age	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.337	
Gender	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.264	
Life cycle	P-value:0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.287	
Types of personalities	P-value: 0.035	H0 accepted no existence of statistical dependence
	Cramer's V: -	
Illustrations/Photos		
Age	P-value: 0.048	H0 accepted no existence of statistical dependence
	Cramer's V: -	

Gender	P-value: 0.001	H0 rejected existence of statistical dependence
	Cramer's V: 0.139	
Life cycle	P-value: 0.073	H0 accepted no existence of statistical dependence
	Cramer's V: -	
Types of personalities	P-value: 0.055	H0 accepted no existence of statistical dependence
	Cramer's V: -	
Infographics		
Age	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.179	
Gender	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.288	
Life cycle	P-value: 0.032	H0 accepted no existence of statistical dependence
	Cramer's V: -	
Types of personalities	P-value: 0.001	H0 rejected existence of statistical dependence
	Cramer's V: 0.116	
Interactive Tools		
Age	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.267	
Gender	P-value: 0.068	H0 accepted no existence of statistical dependence
	Cramer's V: -	
Life cycle	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.189	
Types of personalities	P-value: 0.000	H0 rejected existence of statistical dependence
	Cramer's V: 0.338	

Source: Own processing

Conclusion

Deciding on the type of content follows the intended business objectives. The entire content mix should go in the way determined by the content strategy. However, it is possible that individual content types can fulfill partial goals separately. In this step, you need to take into account many variables that affect partial decision processes. These include identifying the target audience and choosing a communication tone with them. Based on the results of our survey, it is possible to select the most appropriate content mix tool to reach the target audience for those pairs of variables where we have confirmed the statistical dependence between them. Based on the existence of dependence between variables it makes sense to examine the internal structure of the

contingency table. Therefore, we in the next step of the research could subsequently used a correspondence analysis that we can understand as the analogue of main components method a factor analysis for qualitative characters in the contingency tables. Correspondence analysis answers the question of which categories of factors (variables) are similar to each other.

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NEW TECHNOLOGIES USED IN THE HOME
AND THEIR IMPACT ON COST INCREASES

Robert Halenár

Abstract
The advent and use of new technologies in home appliances is generally facilitate its work, simplify handling, acceleration input options and flexible surgery. Frequently, the new technology enables us not only to offer new functionality but also to expand the possibilities of interconnection between household appliances. One aspect of use, however, is often hidden. It is the increased electricity consumption and the associated higher operating costs, respectively maintenance. These amounts may not be negligible at all. The article deals with these aspects of new technologies in day to day operations.

Key words:
Broadcasting. Consumption. Costs. Electricity. IPTV. TV Technology. Video on Demand.

Introduction

Electricity prices are often a topic to be discussed. They have a direct and indirect impact on our standard of living. The direct impact is evident in every-year payments for the supply and distribution of electricity consumed at the collection points, indirectly electricity prices are projected into other commodities and daily consumption items we buy. It is therefore clear that the lower is the total cost of electricity compared to our income, the higher could be the standard of living we can maintain at relatively constant consumption. A lower electricity price can therefore mean more savings to be used to buy other goods and services. Customers' shopping habits, however, sometimes contradict logic and are based on a purely emotional basis.[1]

1 Measurement of Consumption and Cost of Electricity

The following tables show the consumption of electricity in the household of a specific three-member family of a regional city in Slovakia, which is a 3-room flat (65m2) in a panel house in which there is central heating, without natural gas supply and electricity is supplied in 3 phases. Consumption and cost of electricity are collected from invoices from the supplier during the years 2012 to 2016. Two components were counted:
• The fixed component – Payment for take-off point,
• Variable component: Price of electricity consumed.

Since 2011, the electricity supply is billed and calculated in a way that is obvious from the following section (Tab 1 and 2): It is divided into two basic parts, namely the supply and distribution of electricity.

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1   TRNKA, A.: Statistical Analysis of Online Shopping Behavior of Students. In ČÁBYOVÁ, Ľ., MENDELOVÁ, D. (eds.): *Marketing Identity: Digital Life – part II. Conference Proceedings.* Trnava : FMK UCM, 2015, p. 283-292.

Table 1: Electricity consumption in the ordinary household 2011-2016 – supply

		Billing period	Consum-ption	Invoiced Amount	Power supply	
					Fixed monthly charge for one take – off point	Price of electricity
	From	To	kWh	EUR	EUR	EUR
2013	24.3.12	21.3.13	1496	279,72 €	9,88 €	116,88 €
2014	22.3.13	21.3.14	1461	264,54 €	9,37 €	102,56 €
2015	22.3.14	27.3.15	1358	240,16 €	9,53 €	80,90 €
2016	28.3.15	23.3.16	1301	226,18 €	9,28 €	71,15 €

Source: HALENÁR, R.: Trend in Electricity Consumption and Its Impact on Life Costs. In ČÁBYOVÁ, Ľ., MENDELOVÁ, D. (eds.): *Marketing Identity: Online rules – part II. Conference Proceedings.* Trnava : FMK UCM, 2017, p. 72-79.

Table 2: Electricity consumption in the ordinary household 2011-2016 – distribution

	Billing period		Distribution of electricity					
			Fixed monthly charge for one take – off point	Transfer to the Nuclear Fund	Payment for system services	Variable component of the tariffs for distribution	Payment for electricity losses during electricity distribution	Payment for system operation
	From	To	EUR	EUR	EUR	EUR	EUR	EUR
13	24.3.12	21.3.13	60,84 €	5,48 €	11,52 €	23,34 €	20,65 €	30,14 €
14	22.3.13	21.3.14	61,15 €	5,50 €	13,93 €	24,32 €	17,62 €	30,11 €
15	22.3.14	27.3.15	62,14 €	5,20 €	12,82 €	22,25 €	13,58 €	34,28 €
16	28.3.15	23.3.16	60,49 €	5,00 €	11,76 €	21,25 €	12,76 €	34,49 €

Source: HALENÁR, R.: Trend in Electricity Consumption and Its Impact on Life Costs. In ČÁBYOVÁ, Ľ., MENDELOVÁ, D. (eds.): *Marketing Identity: Online rules – part II. Conference Proceedings.* Trnava : FMK UCM, 2017, p. 72-79.

Energy costs are on a continuous upward trend in Europe. In 2015 the average residential consumer's electricity price was 20.8 cents per kilowatt hour (cents/kWh), a 24% increase from the average price of 16.7 cents/kWh in 2010. These average values vary significantly across the European Union, ranging from 9.4 cents/kWh in Bulgaria to 30.7 cents in Denmark in 2015. In the past decade residential electricity prices increased by the average of 56%.[2] In addition to the Fixed monthly charge for one take – off point, each item is derived from the amount of electricity consumed. If we want to know the approximate price of the item for 1 kWh, we will divide the price of the item by the total number of electricity consumed in kWh. (Table 3)

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2   STORM: *Electricity Prices in Europe – Who Pays the Most?* [online]. [2018-09-26]. Available at: <https://1-stromvergleich.com/electricity-prices-europe/>.

Table 3: Cost of electricity consumption – power supply

| | Billing period | | Consumption | Power supply | |
| | | | | Price of electricity | Price of electricity |
	From	To	kWh	EUR	EUR/kWh
2013	24.3.12	21.3.13	1496	116,88 €	0,07813 €
2014	22.3.13	21.3.14	1461	102,56 €	0,07020 €
2015	22.3.14	27.3.15	1358	80,90 €	0,05957 €
2016	28.3.15	23.3.16	1301	71,15 €	0,05469 €

Source: Own processing

Table 4: Cost of electricity consumption of fraction of distribution – calculated from delivered quantity

| | Billing period | | Distribution of electricity | | | | | |
| | | | Consumption | Transfer to the Nuclear Fund | Payment for system services | Variable component of the tariffs for distribution | Payment for electricity losses during electricity distribution | Payment for system operation |
	From	To	kWh	EUR/kWh	EUR/kWh	EUR/kWh	EUR/kWh	EUR/kWh
2013	24.3.12	21.3.13	1496	0,00366 €	0,00770 €	0,01560 €	0,01380 €	0,02015 €
2014	22.3.13	21.3.14	1461	0,00376 €	0,00953 €	0,01665 €	0,01206 €	0,02061 €
2015	22.3.14	27.3.15	1358	0,00383 €	0,00944 €	0,01638 €	0,01000 €	0,02524 €
2016	28.3.15	23.3.16	1301	0,00384 €	0,00904 €	0,01633 €	0,00981 €	0,02651 €

Source: Own processing

Table 5: Cost of electricity consumption in Euro for 1 kWh – power supply

| | Billing period | | Payment for electricity consumption = power supply + distribution |
Year	From	To	EUR/kWh
2013	24.3.2012	21.3.2013	0,13904 €
2014	22.3.2013	21.3.2014	0,13281 €
2015	22.3.2014	27.3.2015	0,12447 €
2016	28.3.2015	23.3.2016	0,12022 €

Source: Own processing

2 TV Broadcasting, HbbTV, IPTV and Video on Demand

Any television that you bought after March 2007 probably has a built-in digital tuner, although a few TVs were sold after that date without them. The digital TV tuner makes it possible for your television to receive and display a digital signal. All over-the-air broadcasts in the U.S. have been digital since 2009, so to watch TV, you need a TV set with a digital tuner to watch even free broadcast shows. That tuner may be built into the TV, be an external digital TV tuner box connected to the TV or – in

some cases – be built into a set-top box provided by a cable or satellite company. Digital signals from cable and satellite companies are scrambled and require a tuner provided by the cable or satellite company to view them. In contrast, digital TV signals from broadcast TV stations are not encrypted and can be processed by your TV tuner. When you are watching broadcast digital TV signals on an older analog TV, the digital TV tuner is in the DTV converter box. When you are watching broadcast digital TV signals on a digital or high-definition television, then the digital tuner is inside the TV. An exception occurs if your digital TV is a digital monitor. For cable and satellite subscribers, the digital TV tuner is in the set-top box that your provider gave you unless you are one of the few people who use a CableCard. Then the tuner is the CableCard.[3] With the development of television and TV integrated with a worldwide network of Internet originated **Hybrid Broadcast Broadband TV (HbbTV).** HbbTV is an association of the two projects, emerged in February 2009, by the merger of the French and German project H4TV HTML Profil project. In fact, this integration of different data transmission technologies (the Internet), television broadcasting and teletext. It also supports interactivity (release of information to the user upon request). Your TV must have:

1. Digital tuner or at least one digital tuner, HbbTV support provided by the broadcaster.
2. Internet connection (to complete the work and to provide interactivity).
3. Support HbbTV your TV.

The viewer looks like a football match TV company that broadcasts the game supports HbbTV technology in place with TV signals transmitted the information to display on the TV screen (the number of scoring chances the score, etc.). The team has scored a goal for the greater satisfaction of watching the match, the viewer can order a re-view, in this case on the Internet it will be given a fragment of a football match for repeated viewing. You can also find additional information about the game.[4] Video on demand (VOD) are systems which allows users to select and watch/listen to video or audio content such as movies and TV shows when they choose to, rather than having to watch at a specific broadcast time, which was the prevalent approach with over-the-air broadcasting during much of the 20th century. IPTV technology is often used to bring video on demand to televisions and personal computers.[5]

Test TV electricity consumption in using some functionality:
Type of TV: LED TV, 4k, 58"

Table 6: Electricity consumption of TV

			Off	DVB-T	/S
HbbTv		Internet apps.			
Average consumption in [W]	0.5	85-105		125	125

Source: Own processing

3   TORES, M.: *Where Is the Digital TV Tuner?* [online]. [2018-10-22]. Available at: <https://www.lifewire.com/digital-tv-tuner-3276287>.
4   *What is it HbbTV (Hybrid Broadcast Broadband TV)*. [online]. [2018-10-22]. Available at: <http://en.tab-tv.com/?p=13877>.
5   NATHANAEL, J. S.: *What is Video on Demand.* [online]. [2018-10-24]. Available at: <https://www.quora.com/What-is-video-on-demand>.

6 hours*(0,125-0,085)kWh*365day* EUR/kWh= min 10.53,-EUR / max. 12.18,-EUR

Table 7: Diference between watching classic broadcast and on-demand content in Euro

	Billing period			
Year	From	To	Price per year	Price per month
2013	24.3.2012	21.3.2013	12,18026 €	1,01502 €
2014	22.3.2013	21.3.2014	11,63443 €	0,96954 €
2015	22.3.2014	27.3.2015	10,90356 €	0,90863 €
2016	28.3.2015	23.3.2016	10,53153 €	0,87763 €

Source: Own processing

Conclusion

As we can see, instantaneous power consumption in various TV modes ranges from 85W to 125W, depending on the specific use of the TV. At the electricity prices shown in the table and using an average TV of 6 hours a day, we can calculate that the difference between classic and on-demand broadcasting can mean a cost of up to 12.18EUR per year. The use of new technologies such as HbbTV or viewing TV on demand can raise the budget by an amount that cannot be negligible for a given TV's life.

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KNOWLEDGE MARKETING COMMUNICATION
– DETERMINANT OF SALES PROMOTION

Aleš Hes – Marta Regnerová

Abstract
The paper deals with the exploration of the importance of marketing knowledge in relation to the choice of application of sales promotion tools to meet the marketing objectives of the offer. At the time of digital and holistic marketing, knowledge is an important determinant of consumer purchasing decisions. Within the digital forms of sales support tools used, knowledge is a key area for maintaining a portfolio of customers in CRM and CSR systems as well.

Key words:
Consumer. Knowledge. Marketing. Purchasing Decisions. Sales Promotion.

1 Introduction

Currently, marketing communication is shaped into a more or less complex form that becomes an influential determinant of customer behaviour and corporate environment. Technological changes triggered by digitization in the field of communication put a consumer to another position – that of a decision maker. They are those to accept the information and it is completely upon them, which form of communication channel they choose and use, whether traditional or digital. Consumers have ceased to be an object of marketing communication and have become its subject.[1] Within the framework of modern information technologies, consumers are becoming a determinant shaping brands and products in the market. They expect the products and services offered to adapt to their lifestyle. This change in the position of a consumer leads companies to find new ways of sales concepts that will become an influential factor of competitiveness at domestic and world markets. This represents a new challenge for companies to make greater use of creative thinking and the constantly evolving information technology gives them a great opportunity. In the traditional sense of marketing communication, it was a key task for businesses to influence consumer decisions to purchase by demonstrating and testing new offers of products or services and forcing them to buy. However, this concept of experience marketing is now moving, in particular, on the B2C market into a new dimension of individual and knowledge marketing, based on the full use of modern communication systems of businesses with consumers.

Mutual communication between the offering (production, business) side and consumers shifts completely to the digital Internet media environment. Within the communication mix tools, one cannot overlook the changes that have recently occurred in their use. Above-link tools, in particular advertising, do not sell, but they try to co-create products', brand's, or business' good reputation, which they aim to build. In order for information to have a greater weight in communication with consumers, it is necessary for the creators of marketing information to implement the knowledge therein that is becoming the basis of communication success in

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1   PŘIKRYLOVÁ, J., JAHODOVÁ, H.: *Moderní marketingová komunikace*. Prague : Grada Publishing, 2010, p. 254.

their current perception by the consumer. Well-engineered consumer-based digital communication based on the product knowledge evolves in the digital environment as an effective and successful sophisticated tool to engage consumers in the business and purchasing process. This has an impact on marketing strategies and concepts that are so highly individualized. In connection with this trend, there are also significant changes in the field of media. The media world is undergoing a major change where the Internet has become an influential communication medium and customization has become a common communication experience. The role and effectiveness of individual marketing communication tools change greatly, where the growing immunity to classic advertising leads companies to find new ways of communication and concepts to better address target groups and increase their competitiveness.

2 Marketing Communication and Knowledge

Marketing communication is increasingly moving into the digital environment. Even its tools gain higher effects for target groups when using their digitized form of communication. Sales promotion is one of those marketing communication tools that represents a clear and specific purchase theme and directly promotes consumer purchasing behaviour, increases the efficiency of business interfaces, and motivates sales staff. A marginal role was attributed to these activities previously in marketing strategy. Only in recent years in postmodern society this tool is considered an important part of an integrated marketing communication and forms a key part of marketing strategies. In marketing management, sales support is often used in the context of knowledge about consumer needs and behaviour. The effective management of customer knowledge plays an important strategie role in firms serving customers in buseiness-to-busines environments. Knowledge resource needed for ongouing strategic development purposes in the following: knowledge of customers and the customers, knowledge about customer needs/wants satisfaction with vendor products, processes and service well as knowledge about vendor differetial advantage to customers.[2] Sales support based on knowledge about consumer needs and behaviour optimizes the sales portfolio of products and signifies their impact on customers' purchasing decisions. It is an important part of knowledge marketing. Knowledge marketing (especially in knowledge-intensive SMEs) is still scarce, here is just a brief approach to define knowledge marketing, which is specific form of marketing. The knowledge marketing is clearly distinct to the marketing of industrial goods, because of the specific characteristics of knowledge goods. For the successful perfomance of knowledge marketing and for of sales promotions, different resources need to be available in the participating firms:
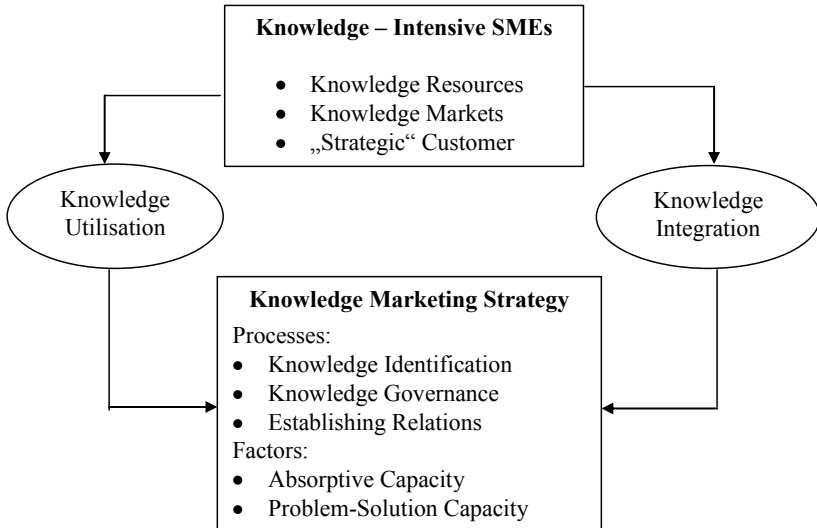• knowledge,
• experiences,
• talents,
• infrastructure,
• customer,
• reputation,

2   FALASCA, M. et al.: The Impact of Customer Knowledge and Marketing Dynamic Capability on Innovation Performance: An Empirical Analysis. In *Journal of Business & Industrial Marketing*, 2017, Vol. 32, No. 7, p. 902.

• business relations,
• alumni,
• financial capital and sponsors.[3]

The use of knowledge marketing in companies must create a complex and logical link. (Fig. 1)

Figure 1: Knowledge marketing and marketing strategy
Source: DIEHR, G., WILHELM, S.: Knowledge Marketing: How Can Strategic Customers be Utilised for Knowledge Marketing in Knowledge-Intensive SMEs? In *Knowledge Management Research & Practice*, 2017, Vol. 15, No. 1, p. 15.
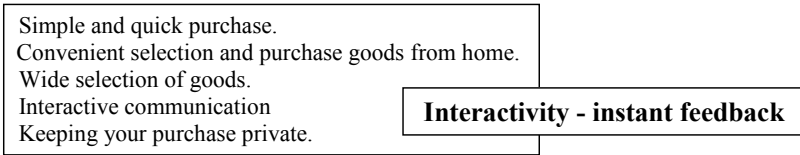
Sales promotion represents a short-term incentive in marketing communication and must be combined with other communication mix tools. Its focus is primarily on the benefits or representation of a higher utility of a product or service to consumers. Without the sales promotion, the consumer could overlook the exceptional nature of a product or service. Most often sales promotion is combined with advertising and personal sales. In relation to the effectiveness of the sales promotion tool, it is important to focus on four key aspects of sales promotion:
• Ability to attract attention,
• Ability to pass on a meaningful message,
• Ability to persuade,
• Initiation of a decision to purchase.

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3   DIEHR, G., WILHELM, S.: Knowledge Marketing: How Can Strategic Customers be Utilised for Knowledge Marketing in Knowledge-Intensive SMEs? In *Knowledge Management Research & Practice*, 2017, Vol. 15, No. 1, p. 14.

Communication messages within the sales promotion can be created using the familiar AIDA model. However, for the effect and effectiveness of sales promotion, it is important to create unquestionable and transparent benefits for consumers. (Fig. 2)

Simple and quick purchase.
Convenient selection and purchase goods from home.
Wide selection of goods.
Interactive communication
Keeping your purchase private.

Interactivity - instant feedback

Figure 2: Creating benefits for consumers
Source: custom processing modified by: PŘIKRYLOVÁ, J., JAHODOVÁ, H.: *Moderní marketingová komunikace*. Prague : Grada Publishing, 2010, p. 95.

For knowledge marketing communication, the environment in which it takes place is important. Traditional communication sales support tools are well described. However, it is interesting to look at how sales support behaves in a modern digital environment and what role the knowledge influencing consumer purchasing decisions will play.

3 Results and Discussions

The world economy and communication associated therewith are rapidly digitizing. A single digital market is created to ensure the free movement of goods, persons, services and capital and for consumers and businesses this means a seamless approach to online activities under conditions of competition with high consumer protection and personal data, regardless of nationality or place of residence. The digital economy can help expand markets and promote better services at better prices, offer consumers more choice and create new jobs.[4] The single digital market is expected to create opportunities for new business start-ups and for existing businesses it may increase profit ensuing from the market size comprising more than 500 million people.[5] The 2015 statistics indicate that only 15% of Internet customers in Europe use products and services from another country; Internet start-up companies have a limited cross-border online opportunity, and only 7% of SMEs sell outside their "home" area. Therefore, the goal of the Digital Single Market is to remove all barriers and unnecessary regulation and turn all 28 national markets into a single digital market. This strategy includes 16 key activities divided into three pillars:
1. Better access to digital products and services for customers and conduct of business across Europe.
2. Creating the right conditions and uniform rules so that digital networks and innovation flourish.
3. Maximizing the growth potential of digital economy.

The stated strategy is an ambitious programme covering the key areas that can help Europe in the digital economy and benefit from it. It represents freedom for

4   PILNÝ I.: *Digitální ekonomika*. Brno : BizBooks, 2016, p. 175.
5   PILNÝ I.: *Digitální ekonomika*. Brno : BizBooks, 2016, p. 193.

companies and people online so that they can fully benefit from the large European market. However, the single digital market is strongly linked to digital skills and knowledge. The situation in the European Union (55-59% of the European Union's population) keeps improving and the demand for skilled workers with digital skills increases by about 4% each year. Yet, by 2020, the ICT field may reach about 830,000 vacant jobs. Even the Czech Republic, which has created and accepted Digital Cinema 2, also resorts to the promotion of the digital single market. It also stands on three pillars:

1. Development of high-speed access networks to the Internet.
2. Increasing the availability and development of digital services.
3. Increasing and enhancing digital literacy and electronic skills of network users.

Despite the stated document, implementation is not as fast as expected. The results of the latest Internet survey point to the slow "full digitization" of the Czech Republic:
• In 2014, 79% of Internet users were older than 15.
• More than 90% of Internet users are students, thirty-year olds, university educated and economically active people.
• Three out of ten users use the Internet in motion (mobile Internet).
• Users spend on average 20 hours a week on the Internet.
• The Internet is the second most important source of information.
• Nearly 50% of users search product information on the Internet at least once a week.
• At least ¼ users compare prices of products or services.
• Two out of three users use online banking.
• More than 30% of users in the Czech Republic shop on the Internet once a week.[6]

Internet (digital) marketing also develops with the development of the digital economy. The rapid take-up of information technologies has increased the availability of high-speed Internet in households, improving the overall capabilities and skills of the population. This creates space for interactive marketing communications where users become a target audience and can interact with traders or manufacturers.

Table 1: Involvement of marketing in digital environment

ECONOMY		
CONSUMPTION (demand for ICT and its use)		
Households	Companies	State Institutions
Absorption of ICT into society		
Marketing communication (ICT use rate)		
ICT skills	ICT infrastructure	
Offer OCT products and services		
Productive capacity of the company		
Labor	Capital and other resources	

Source: custom processing modified by: NOVOTNÝ, O., VOŘÍŠEK, J.: *Digitální cesta k prosperitě*. Prague : Professional Publishing, 2011, p. 105.

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6   PILNÝ, I.: *Digitální ekonomika*. Brno : BizBooks, 2016, p. 193.

Using digital environment within marketing communications can lead to the so-called information overload. This is a situation where users (potential consumers) have more information available than they are able to absorb. Users then have to filter information and it is very important, which filters they choose. Within the marketing communication tool – sales promotion – it concerns an opportunity or a threat. In the first case, traders can take advantage of the suitable benefit that will cause users to accept the offer and decide to make a purchase. In the latter case, it concerns a threat when a large and unsuitably built offer overwhelms the user thanks to "information overload" and they will reject it without returning to it. Freedom of expression, on the Internet, enables real information to be mixed with the beliefs of other users or with direct deliberate misinformation. Another phenomenon in digital marketing communication is "Digital divide". This is a new type of polarization of the company, when on one side, there are people with excellent ICT skills and on the other people who do not have this opportunity.[7]

4 Knowledge Marketing Communication and Competitiveness

What can occur within a country's digital economy is that companies of this state can make large-scale investments in ICT and gain a competitive edge over others in their industry. This advantage lies in the immediate availability of information for decision-making in companies. Information relates to promotion of product offerings through a suitable marketing communication tool, costs -production, tax, sales – product sales, market success, target group information. This benefit also concerns users who can respond immediately to the offer. Nowadays, it is not possible to imagine that companies are not using ICT for their visibility or brand building and market position. In many cases, businesses have their information networks connected to the Internet, so they do not have to be counted as a competitive advantage but a part of business activities. It is, therefore, imperative for companies to develop digital marketing on the basis of repeated support for ICT education, especially for managers. Support for education belongs to investments in the future that will take place when the educated generation takes up positions, in which they can apply the necessary knowledge. Another recommendation for businesses to build a competitive environment is to invest in ICT projects. They are very costly and can lead to uncertain results, which may lead to firms rejecting or postponing projects. However, they are missing out on the opportunity to be "first" and therefore competitive. Unfortunately, there is no specific state support by the Czech Republic in the form of tax relief or specific subsidies to mitigate the concerns of companies from the future, especially at a time when a certain crisis is expected.

5 Knowledge Marketing Communication and Consumers

The current society is under a strong influence of Internet marketing communication. Web sites have expanded and especially the young generation spends over 20 hours a week connected online. With the advent of smart phones, websites and apps began

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7   NOVOTNÝ, O., VOŘÍŠEK, J.: *Digitální cesta k prosperitě*. Prague : Professional Publishing, 2011, p. 108.

to move to mobile phones. Everyone now has their mobile phone in their pocket; it is called the mobile first strategy. And, further, social networks become the main and influential communication environment of the young generation (generation Y). This generation is the first one that is fully affected by digitization in communication represented by latest information technologies and media. In particular, social media enable GY members to create communities within which people of the same interests can meet, share photos, videos or hyperlinks. One of the most popular is Facebook – an extensive social web system for social networking, communication between users, multimedia data sharing, maintaining relationships and entertainment.[8] The overview of the digital communication environment is summarized in the table below:

Table 2: Characteristics of the most commonly used digital generation systems Y generation

Facebook	„*Facebook's mission is to give people the power to share and make the world more open and connected. [...] Millions of people use Facebook every day to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.*[9]
MySpace	*Social Network uses an interface that allows its users, for example, through status updates, to quickly create their own unique footprint on the Internet.*[10]
Twitter	*Provides its users with the free option to send and read posts posted by other users, and these are collectively referred to as tweets. These tweets, unlike other community networks, are limited in text format to a maximum of 140 characters and are displayed on the user's personal profile page and the so-called „subscribers" pages. The Twitter social network is often referred to as the „SMS Internet."*
YouTube	*Social entertainment medium YouTube with the subtitle „Broadcast Yourself" can be defined as a specific free web platform, the largest community for sharing video files between Internet users, the world's second-largest search engine (the first is Google).*[11]
LinkedIn	*Business-oriented social network is primarily used for professional networking (networking), registered membership is free, and the network is available in all major world languages.*
Weblogs	*Weblogs are a digital communication tool based on user-friendly software, with authors of such blogs can be individuals, groups of users or the whole of society.*[12]

Source: Own processing

Generation Y members however are not so much dependent on "new media" as the ensuing generation. It also recognizes traditional means of communication. It is however the first generation that has embraced digital technology as natural

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8   FREY, P.: *Marketingová komunikace: Nové trendy 3.0.* Prague : Management Press, 2011, p. 63.

9   *How Facebook Has Developed over the Last Three Years. Socialbakers.* [online]. [2018-09-15]. Available at: <https://www.socialbakers.com/blog/1184-how-facebook-has-developed-over-the-last-three-years>.

10   See: TREADAWAY, Ch., SMITH, M.: *Marketing na Facebooku: Výukový kurz.* Brno : Computer Press, 2011.

11   JANOUCH, V.: *Internetový marketing: Prosaďte se na webu a sociálních sítích.* Brno : Computer Press, 2010, p. 253.

12   See: SCOTT, D. M.: *Nová pravidla marketingu a PR: Naučte se využívat vydávání zpráv, blogy, podcasty, virální marketing a online média pro přímé oslovení zákazníků.* Prague : Zoner press, 2008.

communication environment and this is a factor that differs GY from previous generations (and also from generation X). Information asymmetry may occur when using digital marketing communication. An interesting theory of Jarron Lanier's "Siren Servers" can cause users (potential consumers) to become victims of voluntary manipulation resulting in the loss of privacy. This theory is based on a fabulous tale of charming sirens (ancient beings) that, with their singing, lured sailors to the rocks causing ships to wreck. As an analogy to this story, social networks and other networks (Facebook, Twitter, Istagram, MySpace, YouTube, LinkedIn, Google, Amazon, etc.) act as Sirens. The servers of these companies have huge computing power and they collect huge amounts of personal data, over which they lose control, in exchange for social services, discounts, or preferences, as sales promotion tools. The owners of those companies profit from these activities, privatizing benefits and socializing risks. Information means real power in the information age and information has become a commodity.[13] There is massive information asymmetry. Servers know everything of the users but they know nothing about servers. Users lose one identity; obtain profiles. Decision-making is seemingly simplified by having a great deal of information on the Internet about purchasing decisions, and it is up to the user to use filters or to be lured by a specific offer. The operation of Siren Servers is inexpensive; they are funded by user data. A key success is to get enough clients. Table 3 displays an example of online stores showing interest in Internet purchases.

Table 3: On-line shopping in the Czech Republic, 2016

in %	At least once in a life time	Within last 12 months	Within last 3 months
Total 16+	58,6	43,6	26,7
Total 16-74	63,4	47,4	29,0
Male 16+	58,8	42,3	25,8
Female 16+	58,4	44,9	27,5
16-24 years	71,4	58,7	39,3
25-34 years	**85,2**	**72,0**	**44,0**
Primary education	16,3	8,3	3,5
Secondary education (without school leaving certificate)	45,1	30,5	15,7
Secondary education (with school leaving certificate)	72,2	55,2	34,1
University education	**79,3**	**61,5**	**42,3**
Students 16+	69,2	58,3	37,0

Source: Processed based on CZSO CR, 2016 (n= 10 000 person aged 16+)

It is clear from the overview (Table 3) that the use of the digital environment is growing and its popularity with the younger generation is considerable. For sales promotion it constitutes another potential opportunity to influence consumer behaviour and their purchasing decisions. According to the Internet Advertising Association, from all media types the Internet as virtually the only one can practically keep the dynamics of development. Rising spending on Internet advertising and sales support at the expense of other media outlets serves as an evidences thereof. Interest in the Internet is evident both in terms of the growing number of users and advertising expenses and

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13   PILNÝ, I.: *Digitální ekonomika*. Brno : BizBooks, 2016, p. 86-87.

activities. One of the major disadvantages of the Internet environment is its limited availability; on the other hand, it is winning among other media types in terms of a number of essential features useful for marketing communication tools. These are:

• **Multimedia features**. This feature is very welcome for marketing communications. It concerns the ability to integrate text, images, audio, or video, and offer the eye-catching content of a marketing message. Marketers use this feature, in particular, to promote their products and to bring the product as close as possible to consumers. They use classic visualizations, but also modern 3D simulations or virtual walks, tours.

• **Media integration**. The Internet can integrate other media such as radio and television online broadcasting. Consumers can instantly respond to shows and can decide on the contents watched.

• **General availability and global character**. In penetrating the Internet, this medium can be labelled as generally available. The Internet is available in mobile applications and communications are developed at different locations, depending on the equipment of mobile devices. This also strengthens the global nature of the Internet, while supporting international business transactions and communications.

• **Individualization**. It concerns the adaptation of the contents to individual consumer wishes (personalization). For example, users can determine the form and details of the information they require. This situation can be called the pull principle. Personalization is a very popular form in online marketing communications, especially in e-mail, where sales promotion tools are significantly reflected. If the consumer is able to create an offer as desired, it concerns customization. Businesses thereby have a great effect by producing or purchasing a custom-made order. The consumer has a guaranteed compatibility of individual components and becomes a part of the production of "their" product. By combining individual components from the product's defined attributes, a large number of variants are produced which greatly expand the manufacturer's or trader's offer and adapt to the individual requirements of consumers.

• **Relatively low costs.** Involvement in Internet marketing is cheaper for companies than other media types and it fully supports their offer or activity. However, this does not apply in general. Some selected forms of Internet communication are very costly. However, the web environment offers a number of effective marketing communication forms and tools, which lead companies to gradual increase of investment in Internet support and advertising.

• **Automation.** Automatic management of some business processes will save a lot of money to a company. For example, the entire ordering system and its automation provide businesses with great time and quality benefits.

Conclusion

The digitization of the society and its associated Internet marketing represents a wide range of new opportunities for companies that want to build stronger positions in a competitive environment. It offers a variety of tools that can serve as a very good alternative to common marketing communication tools or, on the contrary, they can be unique in nature. Sales support in the digital environment has the same mission and function as in the traditional marketing environment; however, the digital

environment for sales promotion is limited in capacity and subject. The consumer cannot touch the product and try it out. But it is completely beyond doubt that it promotes brand building or reminders and constitutes a very efficient tool for consumer acquisitions. It is also clear that sales support in the digital environment is focused on performance and fulfilment, in particular, of short-term goals. Most consumer targeting is coupled with a suitable form of advertising and is at the most advanced stage of the purchasing decision process.

Currently, individual approach to consumers is increasingly noticeable in Internet marketing and communication activities are in the form of interactions between the company and the consumer. The consumer becomes a client and is a part of a constructive business process. Companies are better able to formulate a target group in Internet marketing communications, for example, according to the technology used. They can direct and correct information to those who, for example, only have a particular application on mobile phones. However, the historical but targeting of Internet marketing still persists according to the category of the server and the choice of keywords called contextual targeting. The most recent targeting method is used according to the previous user behaviour. This is mapped according to the number of websites visited and in the interest shown that the user communicates through the selected application. Targeting according to traditional segmentation variables, e.g., by socio-demographic characteristics of consumers, is more difficult. At a time when influential state interference to personal data protection becomes apparent, this targeting is determined by the consumer's consent to provide their data. A very effective target group comprise women who are increasingly interested in information and offers in the Internet environment. The largest group of Internet users comprises the young generation, generation Y, who is in constant contact with Internet information. The digital environment and the Internet have become a phenomenon of contemporary modern times. The Internet has become a platform where all media – digital printing, digital radios, streaming videos, webcam and more – meet. However, it is important to realize that in the digital environment there are not only those users who create its content, but, in particular, those users to whom marketing communication is directed and whom it can activate. How successful companies are obviously depends on the knowledge and skills to master ICT and the art of communication. Still, we can recommend them a classic message structure for successful sales within the sales support:
• Product parameter information.
• Complete specifications.
• Accessories, services, benefits.
• Video-presentation.
• Opinion or a company statement.
• Commentary with users.

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ANALYTICAL VIEW OF THE CONSUMER BEHAVIOUR OF SLOVAK CUSTOMERS IN THE ONLINE ENVIRONMENT

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Abstract
The use of smartphones and tablets has made it possible for people to be at the same time in a shop and virtually on the web. Separating online and offline is losing from their meaning. Consumers want to purchase both in stores and on the Internet. At the same time, the seller's website serves as a source of information for buyers who do not have to buy products on the Internet immediately, they can get information, and then make a purchase at a physical store (web-to-store). In this way, 70% of Europeans purchase products. Half of Europeans use price comparators to find the best option. Even in this case, the website plays a big role. The objective of the article is to evaluate the consumer behaviour of Slovak customers in the online environment.

Key words:
Consumer Behaviour. Purchasing on the Internet. Slovak Consumer. Smartphones.

1 Introduction

Consumer behaviour is one of the forms of human behaviour. Including the reasons why the consumer chooses to purchase, it also includes the ways in which they purchase, and also the influences that accompany the process. The subjects are people, or final consumers. Their behaviour relates to the acquisition, use, and holding over the products that may be goods or services.[1] Purchasing behaviour of the consumer reflects their behaviour as an individual or household, they purchase the product for personal use or they use this product, as a gift.[2] The term 'information age' has been used since the seventies. Nowadays, there is no one who is not involved in the information society. This society brings many advantages but also many disadvantages.[3] The biggest advantage is the fact that we can find everything on the Internet but few people realize that we lose the print media. On the Internet, there is a lot of information that cannot be perceived and processed by ordinary people.[4] The Internet is nowadays very widespread, and it means a marketing medium for a manager or a businessman. It allows to transfer certain information to the addressee, which is the customer. This whole process is being done via the Internet and using its capabilities, e-g an individual business website, a banner ad, or an email.[5] E-Marketing (electronic marketing) is also known as Internet Marketing, Web Marketing, Digital Marketing or Online Marketing. It is the process of product or service marketing on the Internet.[6] It includes not only Internet marketing, but also marketing via email and wireless media. It uses a range of technologies to help connect businesses with their

1   KOUDELKA, J.: *Spotřební chování*. Prague : Oeconomica, 2010, p. 150.
2   MATÚŠ, J., ĎURKOVÁ, K.: *Moderný Marketing*. Trnava : FMK UCM, 2012, p. 59.
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6   ŠTEFKO, R. et al.: An Analysis of Percieved Topicality of Website Content Influence in Terms of Reputation Management. In *Polish Journal of Management Studies*, 2015, Vol. 12, No. 1, p. 177-185.

customers.[7] The Internet also has a strong impact on communication in marketing, where a different environment and other relationships towards customers have been created.[8] The main advantage is worldwide reach, continuity and, last but not least, the ability to communicate quickly with customers for relatively low costs. The greatest disadvantage is the loss of personal contact and personal impression.[9] According to Moudrý[10] e-marketing or internet marketing presents many activities that require careful preparation and patience. The experience and knowledge of the Internet marketing staff is also needed. There is a need not only to be able to create marketing, but much more is needed in this area.[11] Experts need a technical experience, including knowledge of HTML, cascading styles (CSS), JavaScript, and in some cases also PHP.[12] It is obvious, that they also have to know how to use new search technologies. Marketing on the Internet means conversation, participation, and, last but not least, strengthening the position of the customer.[13]

2 The Current State of the Issue

A typical feature of a modern consumer is that he/she uses multiple devices at the same time, e.g. the multiscreen. For example, watching TV while checking the e-mail box, social networking, or searching for information that has attracted him in the broadcast. Experts think that watching TV is shuffling and consumers are no longer filling up the time of watching the series by quickly browsing on the internet, but on the contrary. Labská[14] explains the multiscreen is a situation where the consumer is exposed to information and campaigns on multiple screens. It can be a combination of watching TV, desktop, tablet, smartphone, and cinema. This fact draws businesses to the point that it is important to understand all the ways in which they can reach their target audience. The average user spends "on the screens" up to 7 hours a day and approximately 2 hours a day on multiple screens. This is the result of a study by Millward Brown agency,[15] which analysed consumer behaviour in 30 countries of

7   DORČÁK, P.: *E-Marketing*. Prešov : EZO, 2012, p. 48.
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14   LABSKÁ, H. et al.: *Marketingová komunikácia*. Bratislava : Ekonóm, 2014, p. 122.
15   MILLWARD BROWN: *Marketing in a Multiscreen World*. [online]. [2018-11-09]. Available at: <https://www.millwardbrown.com/AdReaction/2014/#/main-content>.

the world including Slovakia. The research also shows that the average user spends the most time looking at the laptop screen (106 minutes). The smartphone is being used for 98 minutes and the TV is used for 95 minutes. Followed by a tablet where consumers spend an average of 52 minutes. The Slovak trend is different from the world where 147 minutes a day is used to check the smartphone, 113 minutes to watch the TV, 108 minutes to check things on the laptop and 50 minutes on the tablet.[16] However, it can be assumed that similar developments will occur in Slovakia, as consumers are increasingly using mobile phones to search for information. The objective of online marketing is to increase website traffic and increase sales of the seller. However, to properly set up our campaign, we need to know our customers well and be able to reach them at the right time on the right device.

3 Methodology

This article is aimed at Slovak consumers who shop online and deals with their habits when shopping for products or services via the Internet. The analysis for the purposes of this article is based on the available Google Consumer Barometer data. This portal summarizes the results of Consumer Barometer Survey and The Connected Consumer Survey. Google's partners in these analyses are Europe, Hive and Graphic, IAB, and TNS. Consumer Barometer is a tool to help to understand how people use the Internet all over the world. Data on a global level is mapping the use of the Internet, segmentation of such use, the use of devices through which users connect to the initial, first-time acquisition of customer purchasing attention, consumer behaviour research, and many other aspects related to online consumer buying behaviour. The analysis is aimed at Slovak consumers. Respondents were older than 16. Within the Connected Consumer Survey, the sample size was 1,000 respondents. Surveys were administered by TNS Infratest on behalf of Google. Survey data was collected via telephone (CATI) or face-to-face interviewing (CAPI/PAPI). Questionnaires were administered in Slovak language. The interview length was 30 minutes on average for telephone interviews and 30+ minutes for face-to-face interviews. Data was weighted according to local Census data. Enumeration surveys were administered in May – June 2018. For the purposes of this analysis, devices have been explored through which one people connect to the Internet and what activities they perform. The following areas have been observed: types of device usage, most often used devices, multiscreen usage, and online research, online tools that people use when deciding about the products.
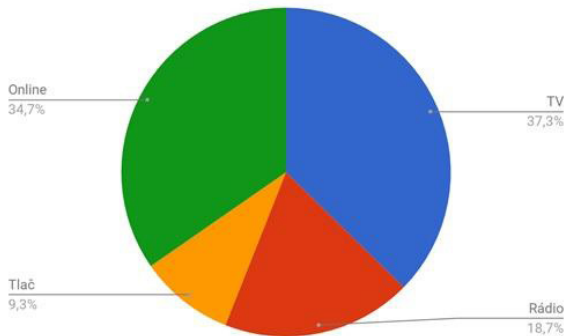
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16   MINIWATTS MARKETING GROUP: *Slovakia Internet Usage Stats and Market Report*. [online]. [2018-11-06]. Available at: <http://www.internetworldstats.com/eu/sk.htm>.
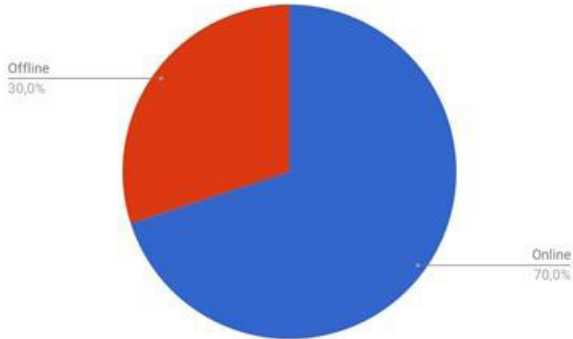
Chart 1: Slovak consumers online
Source: Consumer Barometer, 2018

Seven out of ten Slovak consumers are online at least once a day.[17]

Chart 2: Average time spent by the media per week
Source: Consumer Barometer, 2018

Most Slovak consumers still spend their time by watching television (37.3%). The second most preferred media is the Internet (34.7%), which, due to its growing tendency, can be expected to overwhelm all media in the future. 18.7% of consumers spend their time listening to the radio, and only 9.3% of consumers spend their time reading the news on a weekly basis.[18]

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17   CONSUMER BAROMETER: *How Often Do People Go Online (for Personal Internet Usage)?.* [online]. [2018-10-01]. Available at: <https://www.consumerbarometer.com/en/graph-builder/?question=M6&filter=country:slovakia>.
18   CONSUMER BAROMETER: *How Do People Watch TV?* [online]. [2018-10-01]. Available at: <https://www.consumerbarometer.com/en/graph-builder/?question=N8&filter=country:slovakia>.
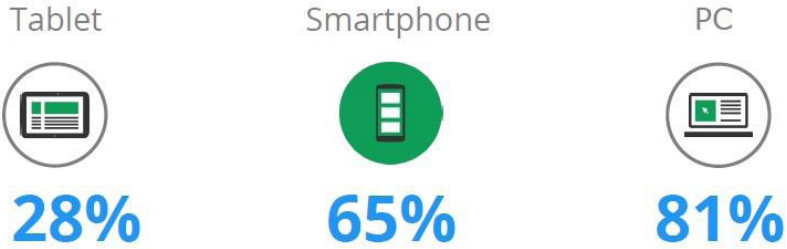
**Chart 3: How Slovak people connect to the internet**
Source: Consumer Barometer, 2018

People most often connect to the Internet on a desktop PC (81%), 65% of consumers connect to the Internet via the smartphones, 28% of Slovak consumers use tablets for this purpose.[19]
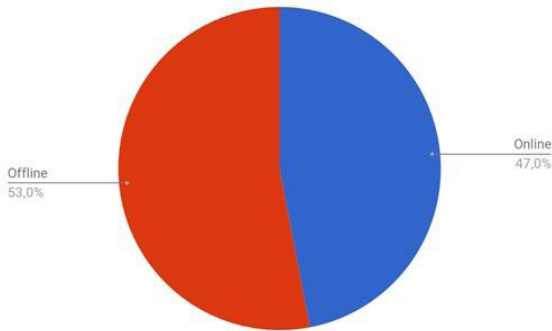
Chart 4: The ratio of online and offline consumers while they watch TV
Source: Consumer Barometer, 2018

Based on this analysis, the growing multiscreen trend can be observed, as up to 47% of Slovak consumers are watching TV and at the same time they are online on a phone or tablet.[20]

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19 CONSUMER BAROMETER: *Which Devices Do People Use?* [online]. [2018-10-01]. Available at: <https://www.consumerbarometer.com/en/graph-builder/?question=M1&filter=country:slovak ia>.
20 CONSUMER BAROMETER: *Do People Go Online Via Connected Devices While Watching TV?* [online]. [2018-10-01]. Available at: <https://www.consumerbarometer.com/en/graph-builder/ ?question=M8&filter=country:slovakia>.
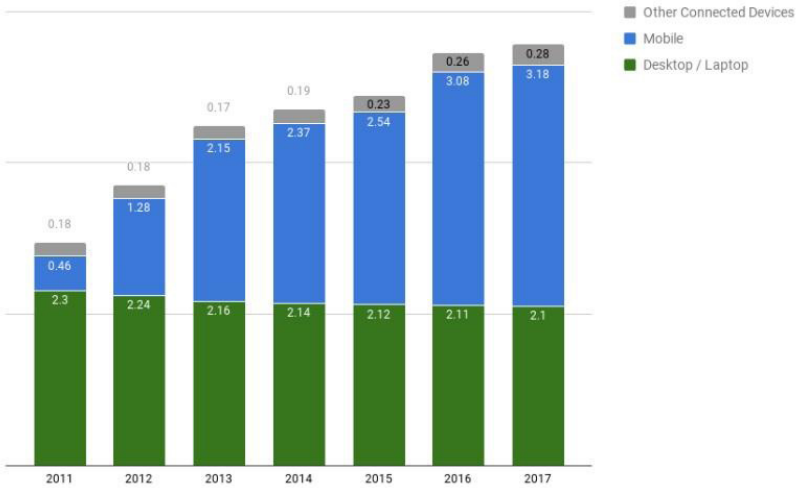
Chart 5: Leisure time spent on individual devices
Source: Consumer Barometer, 2018

Internet users use different devices to connect to the Internet. Desktop/laptop usage has a declining year-on-year trend, but the smartphone connectivity increasing from year to year. Based on Chart 5, it can be said that people did not change their mobiles for computers but for leisure. The y axis represents the time spent on individual devices in daily.[21,22]

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21   CONSUMER BAROMETER: *What Online Activities Do People Do on Their Smartphones at Least Weekly?* [online]. [2018-10-02]. Available at: <https://www.consumerbarometer.com/en/graph-builder/?question=M7b1&filter=country:slovakia>.
22   CONSUMER BAROMETER: *What Online Activities Do People Do on Their Smartphones at Least Weekly?* [online]. [2018-10-03]. Available at: <https://www.consumerbarometer.com/en/graph-builder/?question=M7b3&filter=country:slovakia>.
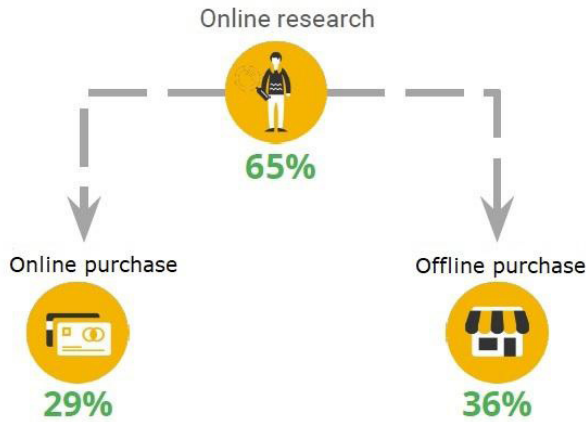
Chart 6: Purchasing decision
Source: Consumer Barometer, 2018

Up to 65% of Slovaks are doing a pre-purchase online survey. 29% of them then buy online and 36% offline. It is anticipated that in the future this ratio will be in favour of an online purchase. For comparison, in Slovakia, before the purchase itself, 53% of the consumers are looking for an online advice, in the UK only 35%.[23]

Conclusion

Few innovations in human history include as many benefits as e-commerce. Global nature, technological development, the ability to reach out to a huge group of people, its interactive nature, the diversity of opportunities to use it, or the rapid growth of its supporting infrastructures, result in many potential benefits for organizations, individuals and for the society as such. The unsustainable development of technologies and the penetration of smartphones and tablets not only shift the thinking of today's population to a whole different level but shift marketing and all its activities into other, much more sophisticated dimensions. The Slovak user is still online. 68% of Slovaks use a smartphone. 90% of smartphone owners in Slovakia use mobile internet. 47% of Slovaks are online while watching TV. As for m-commerce, 30% of Slovaks bought something at least once on the Internet via smartphones. Based on the above analyses, it can be said that two-thirds of people living in Slovakia are online at least once a day. People still prefer TV, but the Internet is getting more popular, and it can be assumed that this trend will overtake it in the near future. On the Internet, Slovaks are most often connected via a desktop. The second most frequently used method is the smartphone. Even in this case, the same tendency can be assumed as for the TV and the internet, therefore the smartphone will overtake the desktop in the future regarding the connection of Slovak consumers to the Internet. Almost half of Slovak

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23   CONSUMER BAROMETER: *How Did People Use the Internet to Help Make Their Purchase Decision?* [online]. [2018-10-02]. Available at: <https://www.consumerbarometer.com/en/graph-builder/ ?question=S28&filter=country:slovakia>.

consumers are online on another device while watching TV. People did not change their mobiles for computers but for their leisure time. In the past, the attention of potential customers was tapped to just one device, to the television screen. Currently, multiple devices (two or more) are used up to 70% by Internet users. Almost half (65%) of Slovaks are making a pre-purchase online survey. 29% of them then buy online and 36% offline. Consumers use the Internet throughout the purchasing process, and the 'online option' phase is the largest (58%). Regarding the tool used by people to make a purchasing decision, search engines are winning (57%).

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ANALYSING THE PREFERENCES IN CUSTOMER BEHAVIOUR OF A NEW GENERATION OF CUSTOMERS THROUGH SMARTPHONES IN THE SOCIAL MEDIA ENVIRONMENT

Jakub Horváth – Martin Rigelský – Mária Oleárová

Abstract
The huge development of computers, the Internet, mobile phones, and other information and communication technologies has fundamentally influenced how companies trade with each other and how they sell products to final customers. Nowadays, companies using e-commerce and entrepreneurship are working to make the best use of the benefits that e-commerce and e-business bring. The objective of the article is to evaluate the preferences in the customer behaviour of the new generation of customers on social media through their smartphones.

Key words:
Customer Behaviour. E-commerce. New Generation of Customers.

1 Introduction

According to Kaplan[1] the transfer of information or the change takes place in the communication process. Mankind has attempted to use different means of transmitting information unless it has been possible to exchange them face to face. Nowadays we can state, that the commercial use of the Internet is of utmost importance for the development of the information transfer process and the World Wide Web and its application in the field of computerization of e-business. Havlenka[2] argues, that e-commerce elements are mainly online shops and the related issues. Most e-marketing activities such as e-mail marketing, affiliate programs, online advertising, and all e-commerce support activities are also represented in this topic.[3] In the broader sense, we can also include to this topic any website that offers specific products or services and can be ordered, for example via e-mails. The first e-shops in the world were founded in 1994 (Amazon, eBay). E-commerce or electronic commerce refers to the form of purchase, sale or distribution where the contact between the seller and the buyer occurs through electronic systems.[4] E-commerce basically means business between people, which mainly involves the use of information and communication technologies.[5] Under the term e-commerce (electronic commerce or eCommerce) Lee[6] understands purchasing, selling various products or services through electronic systems such as the Internet or similar computer networks.

1   KAPLAN, A. M.: If You Love Something, Let it Go Mobile: Mobile Marketing and Mobile Social Media 4x4. In *Business Horizons*, 2012, Vol. 55, No. 2, p. 129-139.
2   HAVLENKA, J.: *Dělejte byznys na internetu*. Prague : Computer Press, 2001, p. 43.
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5   STERNE, J.: *Meříme a optimalizujeme marketing na sociálních sítích*. Brno : Computer Press, 2011, p. 113.
6   LEE, G.: *E-Commerce, E-Business and E-Service*. London : CRC Press, 2014, p. 76.

Štefko[7] states, that e-commerce is now a widespread union and is a common part of companies that use it for business.[8] Internet marketing is currently the fastest growing segment in increasing the business performance and productivity. E-commerce is included in the direct sales area, where the customer can choose goods without visiting a shop or a shopping mall.[9] The essence of e-commerce lies in the process of using such information and communication technologies, which are used mainly in the purchasing and selling phases, i.e. in commercial transactions.[10] According to Madleňák[11] in general, e-commerce refers to all forms of transactions in which the sale takes place. These processes consist mainly of processing and the transmission of digital data, including texts, sounds and visual images.[12]

2 Methodology

The main objective of this article is to evaluate the preferences in customer behaviour of a new generation of customers through smartphones in the social media environment. For the purpose of this article, the selected research sample was defined as a new generation of customers represented by the millennium. Regarding the definition of the age group of millenaries, the article follows the methodology of Young.[13] Millenaries are referred to as 'Y generation', which means that they are in the age category 18-34 years. The primary sources of the article were obtained by carrying out quantitative research, which was done by the Computer Assisted Web Interview (CAWI) method. Data collection through an electronic questionnaire was held in May, 2018. For the purposes of quantitative research, we were observing students from the Faculty of Management of the University of Prešov in Prešov. The survey sample consists of 396 respondents. For the purpose of this article, we used descriptive statistics.

7   ŠTEFKO, R., FEDORKO, R. BAČÍK, R.: Website Content Quality in Terms of Perceived Image of Higher Education Institution. In *Polish Journal of Management Studies*, 2016, Vol. 13, No. 2, p. 153-163.
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13   YOUNG, M.: *Ogilvy o reklamě v digitálním věku*. Bratislava : Svojtka & Co, 2017, p. 68.

Table 1: Using the Facebook social network on smartphones

	Frequency	%	Cumulative %
Almost never	3	.8	.8
Occasionally	45	11.4	12.1
Often	84	21.2	33.3
Very often	264	66.7	100.0
Total	396	100.0	

Source: Own processing

264 respondents (66.7%) very often use Facebook on their smartphones. 84 respondents (21.2%) chose the option 'Often'. 45 respondents (11.4%) chose the option 'Occasionally'. 3 respondents (0.8%) almost never use it. Nobody chose the option 'Never'.

Table 2: Descriptive statistics of using the Facebook social network on smartphones

Mean	Median	Modus	St. Deviation	Minimum	Maximum	Percentilee	
						25	75
4.5378788	5	5	0.7229192	2	5	4	5

Source: Own processing

The table above shows the outputs of the basic numeric characteristics of the item that surveyed the frequency of using the Facebook social network. This item was conceived in a five-step scale, with the higher code number <1; 5> defining a higher frequency of use. The average is ≈ 4.5, which is very high when looking at the 5 degree scale. This is also stated by the facts that at least half of the respondents point to the most frequent value, thus very often. The other half is distributed at values below five. The most common value is the median. The deviation ≈ 0.7 declares a relatively high 'match'. Looking at the minimum and maximum, it can be seen that no respondent identified the option that indicated the lowest frequency of use. By focusing on the percentage, only 25% of the respondents indicated the option four (often).

Table 3: Using the Instagram social network on smartphones

	Frequency	%	Cumulative %
Never	138	34.8	34.8
Almost never	24	6.1	40.9
Occasionally	54	13.6	54.5
Often	48	12.1	66.7
Very often	132	33.3	100.0
Total	396	100.0	

Source: Own processing

132 respondents (33.3%) very often use the Instagram social network on their smartphones. 48 respondents (12.1%) marked the option 'Often', 54 respondents

(13.6%) marked the option 'Occasionally', 24 respondents (6.1%) chose the option 'Almost never', and 138 respondents (34.8%) chose the option 'Never'.

Table 4: Descriptive statistics of using the Instagram social network on smartphones

Mean	Median	Modus	St. Deviation	Minimum	Maximum	Percentile	
						25	75
3.030303	3	1	1.7074938	1	5	1	5

Source: Own processing

The table above shows the outputs of the basic numeric characteristics of the item that surveyed the frequency of using the Instagram social network. This item was conceived in a five-step scale, with the higher code number <1; 5> defining a higher frequency of use. The average is ≈ 3, which is incomparably lower when looking at the five degree scale or the Facebook output. This is also declared by the medial. The most frequent value is 1, which is the least frequented category of the query item. The deviation ≈ 1.7 declares a relatively large dispersion of responses. The minimum and maximum suggest, that the full range of responses were used. By focusing on the percentage, we can say that the most frequent are the boundary values.

Table 5: Using the YouTube social network on smartphones

	Frequency	%	Cumulative %
Never	6	1.5	1.5
Almost never	18	4.5	6.1
Occasionally	138	34.8	40.9
Often	111	28.0	68.9
Very often	123	31.1	100.0
Total	396	100.0	

Source: Own processing

123 respondents (31.3%) very often use the YouTube social network on their smartphones. 111 respondents (28%) often use it, 138 respondents (34.8%) occasionally use it, 18 respondents (4.5%) almost use it and 6 respondents (1.5%) never use it.

Table 6: Descriptive statistics of using the Instagram social network on smartphones

Mean	Median	Modus	St. Deviation	Minimum	Maximum	Percentile	
						25	75
3.8257576	4	3	0.9743252	1	5	3	5

Source: Own processing

The above table shows the outputs of the basic numeric characteristics of the item that surveyed the frequency of using the Youtube social network. This item was conceived in a five-step scale, with the higher code number <1; 5> defining a higher frequency

of use. The average is ≈ 3.8, which is not a high value when looking at the five degree scale. The medial highlights the fact that at least half of the respondents pointed to the second most frequent value, which is often. The second half is distributed at values less than four. The most common value is three. The deviation ≈ 1 declares a higher 'match'. The minimum and maximum suggests, that the full range of responses were used. By focusing on the percentage, 25% of the respondents indicated the option three (occasionally).

Table 7: Using the Twitter social network on smartphones

	Frequency	%	Cumulative %
Never	366	92.4	92.4
Almost never	15	3.8	96.2
Occasionally	12	3.0	99.2
Often	3	.8	100.0
Total	396	100.0	

Source: Own processing

Three respondents (0.8%) often use the Twitter social network on their smartphones. 12 respondents (3%) sometimes use it, 15 respondents (3.8%) almost never use it, 366 respondents (92.4%) never use it. Nobody chose the option 'Very often'.

Table 8: Descriptive statistics of using the Twitter social network on smartphones

Mean	Median	Modus	St. Deviation	Minimum	Maximum	Percentile	
						25	75
1.1212121	1	1	0.4616476	1	4	1	1

Source: Own processing

From a first point of view, the numerical characteristics outputs can be assumed to be very low on using the Twitter social network on smartphones. It is clear that the vast majority of the answers were placed in category one, thus never. This is captured in all numerical characteristics. The standard deviation suggests an extremely high match of responses. Looking at the maximum and minimum values, we see that the option, very often was not selected by the respondent.

Table 9: Using the LinkedIn social network on smartphones

	Frequency	%	Cumulative %
Never	339	85.6	85.6
Almost never	33	8.3	93.9
Occasionally	12	3.0	97.0
Often	6	1.5	98.5
Very often	6	1.5	100.0
Total	396	100.0	

Source: Own processing

Six respondents (1.5%) very other use the LinkedIn social network on their smartphones. Six respondents (1.5%) often use it, 12 respondents (3%) occasionally use it, 33 respondents (8.3%) almost never use it, and 339 respondents (85.6%) never use it.

Table 10: Descriptive statistics of using the LinkedIn social network on smartphones

Mean	Median	Modus	St. Deviation	Minimum	Maximum	Percentile	
						25	75
1.25	1	1	0.7226008	1	5	1	1

Source: Own processing

Based on the outputs of numerical characteristics, a very low frequency of LinkedIn use on smartphones can be assumed. It is clear that the vast majority of responses were placed in category 1, thus never. This claim is captured in all numerical characteristics. The standard deviation suggests an extremely high match of responses. Looking at the maximum and minimum values, we see that its full potential has been used.

Conclusion

Only few innovations in human history include as many benefits as e-commerce. The technological development, the ability to reach out to a huge group of people, its interactive nature, the diversity of opportunities to use it, or the rapid growth of its supporting infrastructures, result in many potential benefits for organizations, individuals and for the society. The development of technologies and especially the penetration of smartphones and tablets is not only shifting the mindset of today's population to a totally different level, but shifting marketing and all its activities into much more sophisticated dimensions. It is no wonder that in the new communication media, managers see a huge potential. The enormous increase in the number of users of these devices, from the point of view of marketing, also represents a huge reach for an interesting target group of customers. Mobile marketing is a new form of marketing communication that uses mobile communication methods to promote ideas, products and services. Marketing tools deliver wherever and whenever targeted customer engagement, interaction, placement, and custom campaign performance measurements.[14] Based on the above statistics, we state that respondents most often use the Facebook social network. Despite the fact that the Instagram social network is progressing globally in terms of its use by users, respondents use it less than the mentioned Facebook. The latest most commonly used social network for the young generation is the YouTube.

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GREEN MARKETING OF AUTOMOBILE MANUFACTURERS

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Abstract

Many long-term scientific studies demonstrate that our planet's environmental situation is deteriorating. Even the ordinary consumer can see the changes in the climate. Stricter laws are being enacted, and people's mind-sets are changing. As a result, so is consumer behaviour. Companies have to respond to this change. One area in business where such change is evident is the new field of green marketing. This approach helps to strongly associate companies' attitudes with the environment and in turn inform the public about these attitudes. Green marketing was swiftly adopted in the automotive industry, which is especially sensitive in matters of environmental protection and sustainability. One response the ordinary consumer can witness is the boom in electric and hybrid vehicles. Since this so-called electromobility is the prevailing trend at the present and in the future, this article focuses on the attitudes of the Czech population to electric cars.

Key words:

Automotive Industry. Consumer. Corporate Social Responsibility. Environment. Green Marketing. Sustainability.

1 Green Marketing

Consumer preferences and lifestyles have changed. Ordinary consumers are becoming more responsible, more conscious and more often considering their own environmental impact. They are more prepared to change their lifestyle to be greener. Because of these incoming changes, demand for the sustainable products grows. This goes hand in hand with efforts to reduce the personal consumption and impact on the planet. This involves rescuing, repairing and reusing of products. Consumers are more interested in a product's background. They are searching for information and greener products, which would replace conventional ones. Moreover, they are aware of companies' attempts to appear only fraudulently green, a phenomenon known as "greenwashing". All these factors are forcing companies to adapt. Attributes like "co-friendly" or "sustainable" are not matters of a recent trend anymore, but they are becoming a significant part of companies' strategies with inevitable costs on maintaining a "green course".[1] Companies meet these challenges in all levels of business from production to everyday operations. Even marketing has, shall we say, "turned green". Green marketing, also called environmental or ecological marketing, is one such newer concept in modern marketing. It is based on a social approach to marketing, which is characteristic of a company's ability to satisfy the needs, desires and interests of targeted markets in a way that brings long-term benefits to society as a whole.[2] The automotive industry has especially embraced green marketing the impact of which will be examined below.

The twentieth century was a period of population growth and an accompanying growth in consumer demand. That growth enabled the birth of a global mass market and mass production, which should have fulfilled the needs of the market. Competitiveness has

1   LEWANDOWSKA, A., WITCZAK, J., KURCZEWSKI, P. (eds.): *Green marketing today – a mix of trust, consumer participation and life cycle thinking.* Management, 2017. [online]. [2018-09-08]. Available at: <content.sciendo.com/view/journals/manment/21/2/article-p28.xml>.

2   KOTLER, P.: *Moderní marketing.* Prague : Grada Publishing, 2007, p. 238.

risen, and marketing has become one of the most important formal tools to be able to obtain and expand market share.[3] The attribute "green" was first added at the end of eighties and at the beginning of nineties. The American Marketing Association (AMA) lead the first seminar with the topic "ecological marketing" in 1975. The cooperation of professionals from different fields researching the impacts on the environment resulted in a book called *Ecological Marketing*. The book was one of the first of its kind.[4] The social and environmental consequences of the effort to pursue infinite economic growth are being increasingly obvious in the twenty-first century. The increase of greenhouse gases is one of them. The thinner ozone layer caused mostly by emitting CFC (Chlorofluorocarbons) is another one. Furthermore, the devastation of rain forests is a considerable issue. The increasing number of the endangered species and ecosystems is not the last indicator showing the worsening state of the natural environment. The key challenge is to find a more sustainable and fair means of production, consumption and living.[5]

The majority of governments express concerns about green marketing activities and attempt to regulate them. Governments claim that in this case, as with other marketing regulations, the main concern is both the consumer and society protection. Green marketing is deeply impacted by these regulations. Governments create environmental regulations, which should protect the consumer in many different ways. Some of the ways can be: restriction of production of harmful products even with consideration of the side products, specification and converting of usage or consumption of harmful goods by consumers or producers and ensuring that the consumers are able to assess products in the ecological context. Governments also establish regulations to control the amount of dangerous waste. Even the side products are often controlled by the system of environmental licensing. This fact can lead to a change within companies' policies. In some cases, the governments are attempting to persuade the consumer to become more responsible and conscious. For example, by establishing voluntary recycling programs to increase the responsibility or otherwise by the creation of ecological taxes for those who are not responsible – for example, taxation of lead gas in Australia.[6] More significant interest in the green living goes hand in hand with the demand of ecological products. Companies react by producing green products and by improving the green image. This way may attract more customers.[7] Green or

3   PEATTIE, K., CHARTER, M.: Green marketing. In BAKER, M. J.: *The Marketing Book*. 5th Edition. London : Butterworth Heinemann, 2003, p. 726-756. [2018-09-08]. [online]. Available at: <http://digilib.stiem.ac.id:8080/xmlui/bitstream/handle/123456789/38/Marketing%20Book. pdf?sequence=1&isAllowed=y#page=765>.

4   *History of Green Marketing.* [online]. [2018-09-08]. Available at: <http://www.ukessays.com/ essays/marketing/history-of-green-marketing-marketing-essay.php?vref=1>.

5   PEATTIE, K., CHARTER, M.: Green marketing. In BAKER, M. J.: *The Marketing Book*. 5th Edition. London : Butterworth Heinemann, 2003, p. 726-756. [2018-09-08]. [online]. Available at: <http://digilib.stiem.ac.id:8080/xmlui/bitstream/handle/123456789/38/Marketing%20Book. pdf?sequence=1&isAllowed=y#page=765>.

6   MURTHY, P.: S*trategic green marketing-for survival.* [online]. [2018-
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     ID=88009210608302701912601709509609602910108202506106506002
     11900812702508211709701608601700303201401400003809509702006610711209301902
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7   SMITHA, A., ANITA, M.: *Role of Green Marketing Awareness on Purchase Intention of Eco-Friendly Products.* [online]. [2018-09-08]. Available at: <http://eds.b.ebscohost.com/eds/pdfviewer/

sustainable attributes are often used within products, services or solutions, which enable the economic growth and furthermore the stabilisation of the environment for future generations. Green products are preferred by consumers if their impact on the environment is significantly lower than the impact of conventional products. It is important to note that none of the products is 100% green. Every product process has impact on the environment and sustainability.[8] Green marketing is still becoming more and more popular approach. Companies that were in the past perceived as polluters are nowadays implementing green marketing strategies. This approach can be beneficial for the whole of society.[9]

2 Green Marketing in Automobile Industry

The automotive industry is one of the industries, which had to adopt the green marketing approach relatively early because it is perceived to be heavy polluter. Therefore, major changes in communication and marketing strategies of these companies can be observed. The result of these changes is reflected in a change in how the industry is perceived. Pressure from public and government is still more extensive. Consequently, laws and emission limits are tightened. Therefore, more companies must adjust their marketing campaigns to be able to better react on the changes in the market. Below are examples of how major carmakers responded to increased environmental concern in the market.

2.1 Škoda Auto

In 2012, ŠKODA AUTO a.s. incorporated green responsibility into a strategy concept called "Green Future". The main goal of this concept is sustainable and permanent growth of the company. Its other ambitions include the reduction of fuel needs, the reduction of exhaust gas emissions during production and usage, and also the securing of reusing and recycling of used cars. The deadline to achieve these milestones was set for 2018. One of the pillars of the strategy concept Green Future covers the responsibility and sustainability within production. Reduction of environmental impact should be achieved by decreasing water and energy consumption, by better waste usage, by reduction of CO_2 and VOC emissions by 25% on one produced vehicle in the comparison between year 2010 and 2018. This milestone was already met in 2015. Therefore, the company announced a new objective – reduction of ecological impact within production by 55%.The next part of the strategy is all about responsible and sustainable production of energetically efficient vehicles. This should be fulfilled in 2020. ŠKODA AUTO develops vehicles with as low impact on the environment as possible. Each new generation of vehicles has lower fuel consumption, lower emissions of CO_2, [better] aerodynamics and lower weight in the comparison with older generations.[10] Furthermore, ŠKODA AUTO as a Czech producer of cars is aiming its

pdfviewer?vid=1&sid=7eb31aca-93b1-4ad8-b7f0-160e5a79b9bf%40sessionmgr101>.

8   SPEER, M.: *What is a Green Product?* [online]. [2018-09-12]. Available at: <http://www.
     isustainableearth.com/green-products/what-is-a-green-product>.

9   KASL KOLLMANNOVÁ, D.: *Zelený marketing – všichni jsou "skoro" nazeleno.* [online]. [2018-09-
     11]. Available at: <http://www.marketingovenoviny.cz/marketing_9991/>.

10   *Životní prostředí.* [online]. [2018-09-08]. Available at: <http://www.skoda-auto.cz/o-nas/
     zivotni-prostredi>.

activities on improving the environment of the Czech Republic, especially in the vicinity of their plants. The company managed some successful green marketing activities in 2018. However, the most publicly well perceived activity was launched in 2007. It was a grant program called "For every sold car, we will plant a tree:" As a result, 730,000 trees have been planted since, in more than 90 localities. Those tree alleys are always marked with the wooden sign with the ŠKODA AUTO logo.[11] The company wants to reduce the negative impacts of the growing number of vehicles in the Czech Republic.[12] Volunteers from ŠKODA AUTO and all its three plants (Mladá Boleslav, Kvasiny and Vrchlabí) helped with the planting of new trees in Krkonoše (a national park) in 2018. They planted 600 beeches. The beeches are native to the forest, but human activity almost wiped it out. During this event, the forest was also cleared from rubbish and slashes, and volunteers also helped with bark beetle damage.[13] Also, another project is connected with cleaning and volunteering. Employees, during the event called "Clean up the world, clean up the Czech Republic," collected more than seven tonnes of rubbish in 2018. ŠKODA AUTO has been an official partner of this event for four years. In October 2019, a clean-up of Krkonoše National Park is planned. All those activities are incorporated in the Green Future strategy.[14] Another ecological initiative of the company is involvement in event called Earth Hour. It was their sixth participation in 2018. This event is managed by World Wide Fund for Nature (WWF) and its goal is to promote the issues of changing climate and ecologic energetics by the Earth Hour. During the set-up hour, the lights were turned off in 17 places in Škoda Auto plants and in other places in the world.[15]

2.2 Volkswagen

Within the Volkswagen concern, there is a very ambitious plan for sustainable growth. The concern wished to become a leader on the market in the field of sustainable mobility. The new so called TOGETHER – Strategy 2025 was established to achieve this ambitious goal. This strategy stimulated the most revolutionary changes in the company's history. According to Strategy 2025, the company wants to change its subject of business and to utilise new opportunities for different revenues. ŠKODA AUTO is part of this project. The most important aim within the strategy is the offensive in the electrification of vehicles. The company wants to sell more than 30 different pure electric-accumulator models by 2025. The projected number of sold cars is three million per year. The company has to develop other solutions in the field of mobility to reach these goals, and it is ready to invest billions.[16]

11 *Grantový program společnosti ŠKODA AUTO pro rok 2018.* [online]. [2018-09-08]. Available at: <http://www.skoda-auto.cz/o-nas/grant-skoda-stromky>.

12 *Za každý prodaný vůz vysadíme strom.* [online]. [2018-09-08]. Available at: <http://www.skoda-auto.cz/o-nas/grant-skoda-stromky>.

13 *Akce na výsadbu lesa.* [online]. [2018-09-16]. Available at: <http://www.skoda-auto.cz/novinky/novinky-detail/2018-06-19-zamestnanci-les>.

14 *Ukliďme* Česko. [online]. [2018-09-16]. Available at: <http://www.skoda-auto.cz/novinky/novinky-detail/2018-04-09-uklidme-cesko>.

15 *Ekologická iniciativa „Hodina Země".* [online]. [2018-09-16]. Available at: <http://www.skoda-auto.cz/novinky/novinky-detail/2018-03-26-hodina-zeme>.

16 *Nová koncernová strategie: Koncern Volkswagen se stane světovým lídrem v oblasti trvale udržitelné mobility.* [online]. [2018-09-15]. Available at: <https://www.volkswagen.cz/svet-volkswagen/novinky/2593-nova-koncernova-strategie-koncern-volkswagen-se-stane-svetov>.

2.3 Ford Motor Company

This multinational company embraces its own responsibility and obligation globally. The Ford Motor Company defines its corporate responsibility mainly as a willingness to help others, protection of the environment and social tolerance. To support these goals, the company is actively creating special programmes and supporting community and environmental programmes. Furthermore, Ford Motor Company was the first car manufacturer that satisfied the ISO 14001 certification (environmental norm) in all of its plants.[17] Among the environmental issues the company focuses on, global climate change ranks among the most important ones. The company claims that they share the responsibility of global climate change and want to help to decelerate the temperature increase to less than 2°C. Moreover, they focus on the reduction of gas emissions from their vehicles, production, supply chain and also on the usage of sustainable materials. The next issue within the strategy is electrification. With over twenty years of experience in the field of electric vehicles, the company wants to electrify their iconic and most favourite models.[18] The team called "Ford Team Edison" is exclusively focused on electrification of Ford and Lincoln vehicles. They are creating a new generation of electric vehicles, and together they define the company's new course. This team invested more than 11 billion USD to be able to introduce 16 fully electric models into their global portfolio (40 electrified models) by the 2022.[19]

2.4 Hyundai Motor Company

Another automobile company producing cars in the Czech Republic is Hyundai Motor Company. The company is very active in the formation of a sustainable future and it closely collaborates with all stakeholders.[20] Hyundai Motor Company introduced new technologies in the field of clear and ecologic mobility at the beginning of 2018. They presented a new generation of fuel cell models, which is mostly dependent on the new artificial intelligence systems. This model is called NEXO, and it brings many innovations. Hyundai MC presented innovations in the field of autonomous driving and connection of the vehicle with smart households thanks to the Internet of Things (IOT).[21] The NEXO vehicle is a fuel-cell powered car with an 800 km range. The process of refuelling takes around 5 minutes. This vehicle cleans the air instead of polluting it. The only by-product produced is water. The electric current is produced in the fuel cell thanks to the reaction of hydrogen and oxygen. This model was introduced in March 2018 in South Korea. It was firstly presented in the Czech Republic, at the conference "Clean Mobility" organised by the Czech Ministry of Environment. It is the first SUV constructed exclusively with a fuel cell. The company is also co-working on

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17 *Společenská odpovědnost firem.* [online]. [2018-09-16]. Available at: <https://www.ford.cz/svet-fordu/o-fordu/spolecenska-odpovednost>.

18 *New Generation Electric Vehicles.* [online]. [2018-09-16]. Available at: <https://corporate.ford.com/microsites/sustainability-report-2017-18/index.html>.

19 *The freedom to move drives human progress.* [online]. [2018-09-16]. Available at: <https://corporate.ford.com/innovation/new-generation-electric-vehicles.html>.

20 *Hyundai CSR.* [online]. [2018-09-16]. Available at: <https://www.hyundai.com/worldwide/en/about-hyundai/csr/csr-introduction/hyundai-cs>.

21 *Splní každý příkaz, myslí na ekologii a dokonce Vás i vyšetří– Hyundai.* [online]. [2018-09-16]. Available at: <https://press.hyundai.cz/tiskove-zpravy/detail/27_2128-splni-kazdy-prikaz-mysli-na-ekologii-a-dokonce-vas-i-vysetri-hyundai>.

the distribution network of fuel cell stations.[22] In the middle of the year, the company announced the partnership with company Wärtsilä (integration of energetic systems specialist) in the area of energy storage. This relation should contribute to permanent sustainability of used accumulators from discarded electric fuelled vehicles. This should be achieved by support of an emerging market with energy storing solutions, where the used accumulators may find a new purpose. This partnership should also bring a solution that would be beneficial for both public and private sectors. This cooperation will also endeavour to build serviceable and global supply chain, which will apply the benefits from cooperation of all key producers, and it will find a cohesive attitude for the sustainable production of accumulators, their use in electric vehicles, their storage capabilities and their recycling.[23]

2.5 Renault

The whole Renault concern has a unified corporate social responsibility strategy. Its goals are to generally contribute to economic and social changes, make them more positive, more sustainable, inclusive and more responsible. Moreover, they aim to encourage everyone to use electromobility and cooperation to reach integration and sustainable progress. The first obligation is called "Inclusion". This obligation should ensure the building of a company where everyone can earn a profit and one's own place. Consequently, the company is beginning with an initiative that includes support of cultural diversity, a balanced gender ratio, integration of handicapped people into work process and focus on the improvement of life quality in work. Renault is also transforming itself into a self-teaching organisation. Furthermore, they cooperate with academic institutions to support the improvement of the general attitude of people towards the education. Another obligation is sustainable mobility. The company focuses on safer and more ecological transport. The two main issues were defined to measure the success of this policy – the environment and safe roads. The company defined three main areas within the scope of its environmental policy, which should provide the change of automotive industry to be greener in future ten years. Those three main areas are electric vehicles, autonomous driving and economic cycles. Thanks to the second defined area, the company promises to develop as safe vehicles as possible. Furthermore, they plan to raise the awareness of road safety rules and to support the idea of responsible behaviour on roads.[24] The six year long period strategy plan of Renault is called "DRIVE THE FUTURE 2017 – 2022." Aside from the financial goals, this strategy also determines the obligation to develop eight exclusively electric vehicles and twelve electrified models by 2022. On top of that, this plan continues with the efforts in the field of zero emission in Europe.[25]

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22   *Vodíkový elektromobil Hyundai NEXO poprvé v ČR!* [online]. [2018-09-16]. Available at: <https://press.hyundai.cz/tiskove-zpravy/detail/27_2197-vodikovy-elektromobil-hyundai-nexo-poprve-v-cr>.

23   *Hyundai a Wärtsilä oznámily partnerství v oblasti skladování energie.* [online]. [2018-09-16]. Available at: <https://press.hyundai.cz/tiskove-zpravy/detail/27_2238-hyundai-a-wartsila-oznamily-partnerstvi-v-oblasti-skladovani-energie>.

24   *Our corporate and social responsibility group.* [online]. [2018-09-16]. Available at: <https://group.renault.com/en/our-commitments/our-corporate-and-social-responsibility/>.

25   *Drive the future 2017 – 2022.* [online]. [2018-09-16]. Available at: <https://www.gruprenault.ro/en/media/latest-news/2017/drive-future-2017-2022>.

As can be seen above, the major players in the automotive industry identify the electric car as a green solution and, in particular, a green product. All the major carmakers have electric models in greater or lesser variability in their portfolio. Everyone plans to further expand their offer. The trend is obvious. Our goal in the research was to find out if the Czech electric car market is prepared to accept the offer. We wanted to find out how Czech customers perceive the electric vehicle in terms of its "greenness" and whether or not they are willing to buy it and under what conditions. Our research was more extensive, but for the purposes of this article we selected the relevant questions and/or the answers of the Czech respondents. A description of the research sample and the results of the questioning are at the beginning of the next section.

3 Results of the Research on the Czech Market

In order to study how green marketing influences the Czech consumers, an online survey was employed. It was conducted on internet at the beginning of June 2018 through Trendaro, which is an application operated by a professional survey company called Behavio Labs, s.r.o. A total of 1,000 respondents were chosen so that a representative sample of the Czech population was obtained.[26] Respondents were asked to order different forms of transportation: petrol or diesel cars, gas cars (LPG,CNG,LNG), hybrid cars, electric cars, buses and trains, based on how ecological they perceived each by awarding them a score from one to six(the most ecological = 1, the least ecological = 6). Electric cars are considered to be the most ecological mean of transport according to 443 respondents. In second place are trains with 328 respondents awarding them a score of 1, followed by hybrid cars (114 respondents) and gas cars (90 respondents). Buses and petrol/diesel cars are considered to be the least ecological. (Only 13 and 12 respondents awarded them a score of 1respectively). If we look at the average rank of different means of transport we will obtain the same results: electric cars are considered to be the most ecological with an average score of 2.17, followed by trains (2.81), hybrid cars (2.94), gasoline cars (3.27), buses (4.61), and finally petrol/diesel cars (5.21).As can be seen from the activities of automakers, electric cars will be very quickly available on the market in the near future. Therefore, the respondents were asked if they were considering buying such a car. 356 respondents answered that they will consider buying an electric car if the price is reasonable. 144 respondents claimed that they will choose a regular car, and 94 respondents said that they will consider buying an electric car even if its price is higher than the price of a regular car. Note that 406 respondents did not answer this question. The respondents were also asked if they preferred any type of propulsion. The respondent was allowed to skip this question if he/she did not have any preference (which was the case with 233 respondents). As the most popular form of propulsion, petrol was chosen by 285 respondents, followed by electric propulsion which is preferred by 254 respondents. Gas (LPG, CNG, LNG) is preferred by 223 respondents, diesel by 201, hybrid propulsion is preferred by 185 respondents, and finally hydrogen propulsion is preferred by 98 respondents. Respondents were also

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26   The proportion of women and men in the sample is the same as the proportion of women and men in the Czech population; and the same is true for other socio-demographic characteristics that were observed. Besides gender these were age, education and the size of respondents' hometown (remark by the authors).

asked why they prefer an alternative form of propulsion (i.e. other than petrol and diesel). 372 respondents preferred an alternative propulsion because it was more ecological, and they wanted to save the environment. 326 respondents preferred an alternative propulsion because its operation was cheaper, and they wanted to save money. 44 respondents had other reasons.

Conclusions

The first part of the text provided a detailed overview of green marketing trends in the automotive industry. While it is true that the industry is subject to strong regulation in the area of environmental protection, automakers are aware of the fact that their "greenness" can be their competitive advantage or the competitive instrument at least. As is clear, automakers are also striving to educate their potential customers, in particular, to take into account the environmental friendliness of the products when they make purchasing decisions. The results of our research confirm the positive response of the market in terms of expectations and buying intentions of the Czech customers. The research results show preferences for the eco-friendly transport. On the first place, we found the electric car, following by trains. We can state that the Czech consumers see electric cars as the ecological mean of transport. Providing the reasonable price of electric cars in comparison to petrol/diesel cars, 356 respondents (out of 1000) will consider buying the electric vehicle. Only 94 respondents would demand the electric car providing its price is even much higher. According to Linhart (2017)[27] 32% of consumers will consider buying the alternative car when the price is 10% higher. The prices of the electric cars are constantly decreasing due to new technologies and materials used in the production. It is possible to expect that the prices of the electric cars could be at the same level as the prices of cars with petrol/diesel engines in 2025 (ČTK, 2018). It can signify a rapid increase in the demand on the alternative cars market.Nevertheless, the most popular propulsion is the petrol engine followed by the electric one in 2018. The reason why the Czech consumers consider buying an electric car is its ecological impact (372 respondents). Secondly, it is cheaper to operate (326 respondents). If the price of the electric car is similar to cars with petrol/diesel engine, it can be expected a dramatic increase in the interest in alternative cars.

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27   LINHART, J.: *40 % Čechů při nákupu automobile zvolí alternativní pohon. Nejdříve ale musí zlevnit.* [online]. [2018-09-11]. Available at: <https://home.kpmg.com/cz/cs/home/pro-media/tiskove-zpravy/2017/10/alternativni-paliva-elektromobily-pruzkum.html>.

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SOCIAL ADVERTISING AS A MIRROR IMAGE OF SOCIAL ISSUES

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Abstract
Social campaigns have permanently become part of our everyday life. They are an important form of public communication, communication based on messages that are difficult to pass by indifferently because they are a mirror image of key social problems. Social campaigns not only raise the awareness of the public, but their task is often to trigger a real change in attitudes or behaviors. The range of topics undertaken as part of social campaigns is very wide, including such problems as discrimination, violence, degradation of the natural environment, social exclusion and security. The author shows and analyzes examples of social campaigns that reflect problems that bother the society in Poland. Particular attention is paid to the problems that are generated by the development of new technologies and the problems that have so far been marginalized. Most of the described campaigns use the Internet as a medium – mainly social media.

Key words:
Behavioral Patterns. Communication. Persuasive Advertising. Social Advertising. Social Campaigns. Social Problems.

1 Theory of Social Campaigns

A social campaign is a variation of social communication in which the aim is to promote socially appropriate and valuable behavioral patterns. It is a media campaign carried out most often with the cooperation of various entities.[1] Social campaigns aim at changing attitudes, behaviors, counteracting social exclusion, sensitizing to selected social and environmental problems or overcoming stereotypes. D. Maison, P. Wasilewski define a social campaign as "(...) a message that we can describe as persuasive, because its purpose is not only to provide the information itself, but also, and perhaps above all, to change behaviors and attitudes to socially-desirable behaviors and attitudes. The implementation of this goal should take place in two specific ways: encouraging prosocial behaviors and encouraging the cessation of adverse behaviors."[2] Social advertising is an important element of a social campaign, it provides knowledge and teaches some desirable social behaviors, informs about threats and ways to overcome them, it overcomes fears. Social advertisements convey defined, often specific knowledge and reliable information, thanks to which they are to make the consumer aware of the threats or problems faced by the society or the possibility of acting in various social situations.[3] The interest of the society in a given issue is also very important.[4] Thus, advertisements use controversial, shocking, heavily emotional motives. Taking into account communication models, one can distinguish the following social campaigns: information ones, the main purpose of which is to generate public interest by informing, publicizing the problem; campaigns responding to stakeholders, they aim at convincing a specific group of recipients

1   GOŁASZEWSKA-KACZAN, U.: *Zaangażowanie społeczne przedsiębiorstwa*. Białystok : Wydawnictwo Uniwersytetu w Białymstoku, 2009, p. 108-109.
2   MAISON, D., WASILEWSKI, P.: *Propaganda Dobrych Serc czyli pierwszy tom o Reklamie Społecznej*. Kraków : Agencja Wasilewski, 2002, p. 9.
3   BOGUNIA-BOROWSKA, M.: *Reklama jako tworzenie rzeczywistości społecznej*. Kraków : Wydawnictwo Uniwersytetu Jagiellońskiego, 2004, p. 129-130.
4   LIMAŃSKI, A., DRABIK, I.: *Marketing w organizacjach non-profit*. Warszawa : Difin, 2007, p. 211.

to accept the sender's point of view due to persuasive influence; social campaigns based on engaging stakeholders, the goal of such campaigns is to bring about specific changes in attitudes and behaviors.[5]

Social campaigns can have an informative, persuasive and reminding function assigned. The terms social campaign and social advertising are often interchangeable, but the latter is usually one of the elements of a social campaign.[6] Social message is not advertising in the classic perspective. P. Kotler defines advertising as "any paid form of non-personal presentation and promotion of the idea, goods and services of a particular sponsor. It can be used to build a long-term product image or to quickly generate sales. It effectively reaches geographically dispersed buyers"[7]. Social advertising is primarily about promoting ideas and solutions to problems that bother the society. The main purpose of any commercial advertisement is to influence the level of sales, to encourage the purchase of specific goods and services, to pay attention to a given producer or retail outlet. The goals of social advertising are understood a bit differently than those of commercial advertising, but they overlap in some areas. Social advertising, like commercial advertising, also aims at selling, but it is the sale of certain values. Commercial advertising is to have an effect in the form of a purchase of goods, it is focused on a fast, usually unstable, reaction of the recipient. Social advertising is supposed to trigger a reaction in the form of a permanent, deep change in behaviors and attitudes, it is often expected to cause a delayed effect because the attitudes to be changed by social advertising are generally strongly rooted in the cultural tradition. Social advertising, like commercial advertising, affects recipients in three areas:[8]

• the cognitive area or the awareness of the existence of a given problem and informing about it;
• the emotional area or referring to positive and negative emotions;
• the behavioral area, persuading to behave pro-socially, and negating and encouraging to abandon detrimental or inappropriate attitudes.

The basic role in shaping consumer attitudes under the influence of the advertising message in social communication is played by emotions. It is the effectiveness of social advertising that depends largely on whether we manage to trigger customers' increased emotional reactions. The load of emotions can be positive or negative. Positive emotions are triggered by stimuli that are pleasant.[9] Since man usually strives to experience good emotions, associating them with the advertised product can, in line with the principle of classical conditioning, produce a positive attitude of the consumer to the product. Negative emotions, in turn, are caused by unpleasant stimuli, which usually introduce a sense of danger. Recipients of messages based on

5   KURASZKO, I.: *Nowa komunikacja społeczna wyzwaniem odpowiedzialnego biznesu*. Warszawa : Difin, 2010, p. 113-114.
6   ZIĘBAKOWSKA-CECOT, K.: Modelowanie postaw konsumpcyjnych rodziny przez reklamy w świecie mediów cyfrowych. In TANAŚ, V., WELSKOP, W. (eds.): *Rodzina w społeczeństwie konsumpcyjnym*. Łódź : Wydawnictwo Naukowe Wyższej Szkoły Biznesu i Nauk o Zdrowiu, 2018, p. 389-398.
7   KOTLER, P., KELLER, K.: *Marketing*. Poznań : Dom Wydawniczy Rebis, 2018, p. 573.
8   KOZŁOWSKA, A.: Techniki perswazyjne oddziałujące na postawy konsumpcyjne. In KOZŁOWSKA, A. (ed.): *Strategie komunikacji reklamowej z konsumentem*. Warszawa : Wyższa Szkoła Promocji, 2012, p. 67.
9   NOWACKI, R.: *Reklama*. Warszawa : Difin, 2005, p. 215.

negative emotions try to avoid situations that provide feelings that are unpleasant.[10] The social advertisements that are usually based on negative emotions, in order to relieve the state of tension or fear caused by the ad, should indicate ways of avoiding and preventing dangers. If they do not provide the information, they leave such a strong anxiety in the recipient that he or she starts to avoid the message and suppress it in his/her consciousness.

Social advertising in Poland means more than only TV campaigns, advertising spots or outdoor campaigns. Organizations dealing with social campaigns have started using social media, guerrilla marketing, internet games, happenings, gadgets and mobile marketing. The reach of such campaigns varies depending on the purpose and the organization that is behind the campaigns. We can distinguish nationwide, regional campaigns, but also those that concern one city. Over recent years, there has been a dynamic development of social advertising in Poland. Media campaigns support many socially valuable initiatives, promote activities of organizations, institutions and companies that would not be able to fulfill their pro-social tasks without such support. Thanks to the development of online media, it is possible to reach out to a wide group of recipients with such messages – both direct beneficiaries of individual projects and groups of decision makers, sponsors and the whole society. It is also important that the possibilities of raising funds for social campaigns have increased with the accession of Poland to the European Union.

2 Social Campaigns – A Mirror of Society

Social campaigns are like mirrors in which one can see the reflection of real the problems bothering a given society. Social campaigns not only make people aware of the existence and size of a given problem, but also often indicate ways to solve them. The areas affected by the campaigns are very wide, including such problems as: security, education, ecology and the environment, communication in the family, consumerism and consumers, defense and security, violence, exclusion, corruption, health and addiction, human rights, suicides, volunteering. Below, there are examples of several campaigns that reflect the pressing problems of the society in Poland, especially the problems that have emerged in recent years as a consequence of the development of new technologies such as the Internet or drones, and those problems that have been marginalized so far. for example, violence against men or violence against older people.

3 Security of Internet Use

New problems emerge with the development of technology. The negative effects of the development of computer technology include – the phenomenon of cyberbullying, the problem of Internet pedophilia, the contact of children and youth with dangerous content, cybercrime. The children for whom the Internet is already a natural environment to which they transfer the greater part of their activities are especially

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10   FALKOWSKI, A., TYSZKA, T.: *Psychologia zachowań konsumenckich*. Gdańsk : Gdańskie Wydawnictwo Psychologiczne, 2006, p. 71.

vulnerable. Children in the net have contact with harmful content, that is materials that can have a negative impact on their development and psyche. Children can reach them intentionally or accidentally, for example through misleading search results, spam or advertising. According to the Internet statistics, in total almost one third (32%) of Polish children aged 7-18 had contact with erotica and pornography in the Internet. Older youth had contact with such materials more often, but it was 27% even for children aged 7-12 (PBI Megapanel for the Dajemy Dzieciom Siłę Foundation, 2015). The problem is also that parents either do not have the awareness of the threats or cannot cope with them. The 2017 campaign *"Protect Your Child Online"* was intended to warn parents against the consequences of the contact of pre-school and early school children and harmful content in the Internet and show them how to reduce the risk of such contacts. The campaign is organized by the Dajemy Dzieciom Siłę Foundation (former Nobody's Children Foundation) and NASK as part of the activities of the Polish Safer Internet Center.[11] The campaign carrier is the Internet. On the website of the campaign there are the basic problems related to the use of the Internet by children and advice on how to deal with them. Interesting solutions were used in another campaign in 2016 regarding security in the Internet and called *"Internet remembers. And YOU?"*. The campaign was carried out as part of the Safer Internet Day initiative, run periodically since 2005. Upon the initiative of the European Commission, 9 February is the Safe Internet Day, also celebrated in Poland. It was on February 9, 2016 that the campaign of the Survivors Foundation was launched, it joined forces with the Polish blogosphere, to change the Internet for the better. For four months, bloggers have flooded the network with alerts on the conscious creation of identity, privacy and online security. Bloggers' articles were meant to warn children and adolescents against imprudent sharing of content, as well as to sensitize parents to the consequences of their online behaviors. The willingness to participate was expressed by representatives of various blogosphere zones – from parenting bloggers, social bloggers, to lifestyle bloggers.[12]

4 Educational Problems

The reluctance of children to learn is an interesting problem raised in social campaigns, indirectly related to the development of the Internet. Research ("Quality of Education" of the Jagiellonian University, 2014) confirms that the percentage of children who declare that they want to learn, and therefore their potential for development, is decreased with each stage of education. Young people, first of all, lack an individual approach and mentoring support. The *"ADAMED SmartUP"* social campaign is a scientific and educational program for talented youth, it was awarded in the "Social Campaign of the Year 2016" prestigious competition in the category of Educational Programs. The aim of the program, implemented from January 2016 to March 2017, was to support gifted youth in their development and to popularize science among the public. The target group included young people aged 15-19 interested in science and natural sciences, their teachers and the whole society. The communication channel was the Internet, and the main slogan was: *"If you see the world like that – join us!"*.

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11   *Chroń dziecko w sieci.* [online]. [2018-08-25]. Available at: <http://www.dzieckowsieci.pl/>.

12   *Startuje kampania „Internet pamięta. A Ty?".* [online]. [2018-03-25]. Available at: <https://wiadomosci.onet.pl/kraj/startuje-kampania-internet-pamieta-a-ty/n8wwcm>.

The materials promoting the program used graphics with scientific phenomena – e.g. a cauliflower and a polypodium, as examples of the science surrounding us.[13]

5 Safety in Road and Air Traffic

Traffic accidents are an important issue faced by Polish residents. In 2017, 75 people per million inhabitants died in road accidents in Poland. There is an improvement, as compared to 2016 when there were 80 fatalities per million people. However, Poland is at the fourth last position in the entire European Union, the EU average is 49 fatal road accidents per million inhabitants. Only in Romania, Bulgaria (96) and Croatia (80) is the situation worse than in Poland (98 victims per million inhabitants).[14] One of the campaigns concerning the subject was the campaign launched in 2017 and called *"Understanding pedestrians, understanding drivers"*. The campaign drew attention to the dangers of not being cautious both by unprotected (pedestrians) and motorized road users. It was proved that the two groups are equally responsible for security. The advert shows walking people who, thanks to glasses showing virtual reality, can feel the effects of their intrusion on the road. The project was commissioned by the Ministry of Infrastructure and Construction and the National Road Safety Council.[15] A similar safety issue, except that at level crossings, was touched upon in the campaign was carried out in 2016, *"One trip too far"*. The goal of the campaign was to get cautious about passing level crossings, the medium was the Internet. In the video posted on YouTube, we can see how the driver is crazy driving, breaks the rules of road traffic, hits a stroller, and finally races a train and tries to overtake it at an unguarded level crossing, he dies hit by the locomotive. In this way, PKP Polish Railway Lines SA promoted responsible behavior on rail-road crossings in social media.[16]

Another security issue is related to the development of technology and, more specifically, to drones. In Poland, we also observe an increase in interest in these devices, especially those used for recreational purposes. Unfortunately, a significant proportion of users do not have basic aeronautical knowledge, and this can endanger the safety of airspace users. At the beginning of 2018, the LOT CLASSIC Foundation launched the *"Drones – Fly Safe"* social campaign as part of its on-line activities at http://lataj.pro. We can test our knowledge of aviation law in the context of drones and answer 18 questions. The site also features rules for flying unmanned aircraft:[17] Simultaneously with the launch of the site, an outdoor campaign was launched along with billboards and leaflets near large airports as well as at the sites themselves. The Ministry of Digitization was the patron of the campaign. The campaign on drones had

13   *Kampania społeczna roku.* [online]. [2018-08-25]. Available at: <http://konkurs. kampaniespoleczna.pl/kk_kampanie.php?edycja=2016&kk_id=870&action=szczegoly>.

14   *Wypadki drogowe. Polska na czarnej liście.* [online]. [2018-08-25]. Available at: <https://www. motofakty.pl/artykul/wypadki-drogowe-polska-na-czarnej-liscie.html>.

15   *Zrozumieć pieszego, zrozumieć kierowcę.* [online]. [2018-09-15]. Available at: <http:// kampaniespoleczne.pl/zrozumiec-pieszego-zrozumiec-kierowce/>.

16   *Silesion.* [online]. [2018-09-14]. Available at: <https://silesion.pl/pkp-i-cyber-marian-przestrzegaja>.

17   *Dron to nie zabawka. Latajmy bezpiecznie!* [online]. [2018-09-04]. Available at: <https://jele. pl/2018/03/12/prosty-pomysl-gadzet-firmowy-zapach-samochodowy-3/>.

already taken place before, in 2015 the Civil Aviation Office launched an information campaign called *"Well-thought flights"*, presenting the basic principles of using drones in the airspace.[18] The issue of safety is understood very broadly, campaigns address a wide spectrum of problems. The most important of them include: pedestrian safety, safe swimming on holidays, safe heating of flats and houses (problem of carbon monoxide poisoning), safe drinks, safe sex, safe seniors, information security and protection personal data.

6 Issues of Violence

Violence is a social problem that has been undertaken in social campaigns for a long time. Most often, campaigns concerned violence against women and children or violence as a social phenomenon. However, it is only in recent years that the problem of violence against the elderly, men and violence at schools is also discussed.

• Violence against the elderly
The cult of youth, which is so much promoted in various media, depreciates the position of elder people. Elder people are increasingly seen in the "problem" category. With age, people become less and less independent, more dependent on others, often unable to adapt to civilization changes, which makes them feel unnecessary and useless. The factors reduce the capability of elder people to defend themselves, making them a group particularly vulnerable to violence, often by their loved ones or caregivers. They also rarely seek help. Studies of the the Institute of Psychology of the Polish Academy of Sciences reveal that the most common form of violence against the elderly is psychological and economic violence, there are also cases of physical and sexual violence.[19] This was supposed to be counteracted by the 2017 social campaign *"Violence against the elderly. Do not be a passive viewer"*, the campaign was addressed to witnesses, and its aim was to draw attention to the problem of violence against elder people and motivate witnesses to react and provide information on what behaviors towards the eldery are qualified as violence.

• Violence against men
The issue of domestic violence against men has for many years been taboo. The phenomenon of violence is most often referred to in the context of the victim-woman and the male-perpetrator, while the phenomenon of violence by women against men is commonplace. The problem of domestic violence against men, both psychological and physical, is marginalized. According to the Police, in 2015, 5,244 women were suspected of using violence.[20] In 2018, the *"Virtual Campaign against the violence of women against men and children"* has been launched, on Facebook it collects facts about the violence used by women against both men and children. The goal of the campaign is to provide the public with knowledge that violence does not have gender, that violence in adulthood is rooted in childhood and to overthrow stereotypes about

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18 *Lataj z głową.* [online]. [2018-09-09]. Available at: <http://latajzglowa.pl/>.
19 *Przemoc wobec starszych.* [online]. [2018-09-15]. Available at: <http://politykaspoleczna. um.warszawa.pl/aktualnosci/kampania-przemoc-wobec-starszych-nie-b-d-biernym-widzem>.
20 *Przemoc wobec mężczyzn.* [online]. [2018-09-15]. Available at: <https://parenting.pl/gdy-kobieta-bije-mezczyzne>.

women and men. The campaign is to draw attention to the need to introduce mental health prevention for adults and children.[21]

• Violence at school
Aggression among young people at schools is also a social problem. The initiative of the Ombudsman for Children of 2018 *"Let's STOP school aggression"* aims at changing youth attitudes towards violence and reducing aggressive behaviors. How young people behave in contact with aggressive behavior is of great importance to counteract the negative phenomena of violence at school. The main goal is not only to change the attitudes of the witnesses of aggressive behaviors at a declarative level, but to show that real action in the peer community is important, significant and effective.[22]

7 Mental Health Problems

The growing pace of socio-economic changes, the pressure to be constantly young, fit, satisfied, the advertising that imposes patterns and roles that many people are unable to meet, generate many mental disorders in people. The issue was reflected in the *"Depression. Learn to help"* campaign in 2017. The campaign aimed at disseminating knowledge about the conditions and course of depression. The project was addressed in particular to close relatives who struggle with the disease, whose proper reaction and support in the decision to start professional treatment can be the key factors determining effective fight against the disease. The campaign included the creation of the www.sposobynadepresje.pl website. Five films can be watched there that are a set of simple instructions showing what happens to a person suffering from depression and what can be done in such a situation. The project was implemented by the Social Communication Factory on behalf of the Ministry of Health as part of the National Health Program for 2016-2020.[23]

8 Inequality and Social Exclusion

There are many groups and people in Poland threatened or already affected by social inequality and exclusion. Elderly people who can not benefit from new technologies, people from poor families, disabled, permanently unemployed, homeless or mentally ill are particularly exposed to exclusion. An example of the campaign that raises this problem is the *"Align Chances"* project from 2016. The aim of the campaign, commissioned by the Ministry of Infrastructure and Regional Development, was to involve the target group in the fight against exclusion and inequality, and to gain volunteers who will help reach those in need in the poor parts of the country. The campaign was designed to build the awareness of the Norwegian and EEA Funds

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21   *Wirtualna kampania przeciw przemocy.* [online]. [2018-09-15]. Available at: <https://www.facebook.com/Wirtualna-Kampania-przeciwko-przemocy-kobiet-wobec-m%C4%99%C5%BCczyzn-i-dzieci-915462111968388/>.

22   *Stop szkolnej agresji.* [online]. [2018-09-15]. Available at: <http://kampaniespoleczne.pl/powiedzmy-stop-szkolnej-agresji/>.

23   *Naucz się pomagać.* [online]. [2018-09-15]. Available at: <http://niezalezna.pl/205009-naucz-sie-pomagac-w-depresji-kampania-skierowana-do-bliskich-osob-zmagajacych-z-ta-choroba>.

thanks to which the chances of the excluded can be evened, and material support is granted.[24] In turn, the "Beauty is in us" campaign, for the fifth time implemented in 2018, is aimed at combating stigmatization and taming disability. That is why the images of the campaign are photographs in which we can see children full of energy, enjoying basketball, even though all of them move in wheelchairs. Beautiful mothers also stood in front of the camera lens. Together with their disabled children, they prove that the disease cannot overcome children's passions.[25] **"Non-stigmata"** is a campaign that started in 2018. By telling the real stories of homeless people, the campaign is to make people aware of the issue of the stigmatization of homeless people, as it hinders a return to full life in society. A dedicated website, Niestygmatycy. pl, was launched for the purpose of the campaign. In February 2018, the book "12 good looks" was published, encouraging to get to know the history of 12 homeless people and support the activities of St. Father Pio. For students, the organizers of the campaign prepared an outline for catechesis and educational lesson on homelessness. The action will be summarized in November 2018 during a conference dedicated to the problem of stigmatization of homeless people.[26]

Conclusion

Social campaigns touch upon important social issues. There are ongoing analyzes of social problems in Poland. What is important, the new issues emerging, related to, for example, the development of technology, e.g. Internet addiction, cyberbullying, are mirrored in the campaigns. The same development of technologies that generates new social issues, at the same time enables the publicizing and spreading the ideas promoted in campaigns. High availability, numerous users, interactivity and low cost make such social media as Facebook and other portals, YouTube and blogs become the main tool for popularizing social campaigns. The organizers of such campaigns are charitable organizations, foundations, entities of central and local government offices, ministries as well as commercial entities (enterprises). Social campaigns significantly contribute to the fight against addictions, domestic violence, to environmental protection, spreading the knowledge of little-known and bothering society issues, supporting those in need, promoting socially desirable behaviors, gaining volunteers, personal and professional development of people with problems, reducing the scale of the negative phenomena. Unfortunately, in the case of many campaigns, neither their social reception nor effectiveness is tested.

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24 *Konkurs Kampania Społeczna Roku 2016.* [online]. [2018-09-15]. Available at: <http://konkurs. kampaniespoleczne.pl/kk_kampanie.php?edycja=2016&kk_id=844&action=szczegoly>.

25 *Niepełnosprawni bo mają pasję!* [online]. [2018-09-15]. Available at: <http://kampaniespoleczne. pl/nie-pelnosprawni-bo-maja-pasje/>.

26 *Niestygmatycy*. [online]. [2018-12-12]. Available at: <https://www.wirtualnemedia.pl/artykul/ niestygmatycy-kampania-spoleczna-o-bezdomnosci-w-ramach-obchodow-roku-ojca-pio>.

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FIRST STEP OF MARKETING AUDIT: RISK ANALYSIS

Václav Kupec

Abstract

Digital society, economic growth and scientific and technological processes result in the emergence of new marketing process risks. These risks need to be continually identified, analysed and researched to eliminate them, thus helping management in the smooth application of marketing processes. This can theoretically and practically be achieved by the modern concept of marketing audit or, more precisely, its first step, which is the risk analysis. The aim of the paper is therefore to analyse the risks and their detection in the marketing process. This is because it can hypothetically be assumed that marketing processes under the pressure of current economic development contain new risks that should be identified, selected and valued. To process such a research task, use is made of experimental application of risk analysis and Delphi method in selected participants of the marketing process. The analysis results then systematize the risks identified based on the specified scale, which can be considered as important data for strategic management and operational decisions of today's businesses.

Key words:
Audit. Delphi. Management. Marketing. Risk.

Motto

Life is inherently risky. There is only one big risk you should avoid at all costs, and that is the risk of doing nothing.

Denis Waitley

1 Introduction and Review of Literature

Risk is a normal part of human society. This is primarily confirmed by Yoe, who puts risk into social context,[1] or Andersen – Garvey – Roggi, who directly link risk to human lives.[2] In *Merriam-Webster's Collegiate Dictionary,* the term is specified and defined as "*to expose to hazard or danger*".[3] These theories therefore confirm that risk enters all environments that surround human society. The *Report to the Nations 2018 Global Study on Occupational Fraud and Abuse* also includes marketing environment among significant environmental risks.[4] Therefore, it is important to focus on the issue of the risks in marketing environment and further elaborate the selected topic.

The significance of the marketing environment can be currently derived from Kotler – Armstrong, who state the following theory: "*The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.*"[5] This theory clearly shows that the marketing environment

1   YOE, Ch.: *Principles of Risk Analysis: Decision Making Under Uncertainty*. Boca Raton : Taylor and Francis Group, 2012, p. 2.
2   ANDERSEN, T. J., GARVEY, M., ROGGI, O.: *Managing Risk and Opportunity: The Governance of Strategic Risk-Taking.* Oxford : Oxford University Press, 2014, p. 6.
3   DAMODARAN, A.: *Investment Valuation: Tools and Techniques for Determining the Value of any Asset.* New Jersey : John Wiley & Son, 2012, p. 58.
4   *Report to the Nations 2018 Global Study on Occupational Fraud and Abuse.* Austin : Association of Certified Fraud Exers, 2018, p. 37.
5   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. London : Pearson Education, 2010, p. 28.

significantly influences the socio-economic relations, which is also confirmed by other fields, such as by Roubal – Zich[6] or Mendelová – Zaušková,[7,8] Petrů – Zich[9] and Lukáč.[10] And because, according to Wilson, the marketing environment (or marketing) is currently undergoing developmental changes,[11] which is often accompanied by the emergence of new risks, it is necessary to concentrate on their research, analysis and in particular management.

To manage risks, Pickett's theories state that we should use audit,[12] (in this case a marketing audit), which is also confirmed by Kumar – Sharma[13] or Kupec.[14]"*The primary purpose of a marketing audit is to identify problems in ongoing marketing activities and plan the necessary steps to correct these problems.*"[15] Ferrell – Hartline then focus this theory primarily on marketing strategies.[16] According to Schránil – Tvrdoň, the first step in the audit is carrying out a risk analysis, which is important for determining the processes to be audited.[17] "*Risk analysis is a process for decision making under uncertainly that consist of three tasks: risk management, risk assessment, and risk communication.*"[18] And although the marketing environment is not primarily linked to risk issues, Sadgrove states that[19] we need to focus on the area, which is suggested by a synthesis of the theories presented above. This is because, figuratively speaking, the problem is the *Secret Mirror of Generations and Consumers*. The aim of the paper is therefore to analyse the risks and their detection in the marketing process. Even on the basis of the analysis of literature, we can hypothetically assume that marketing risks are not given sufficient attention today, which can affect not only the customers. Such research focus will then enable better management of marketing strategies, which are important for modern management.

6   ROUBAL, O., ZICH, F.: *Marketingová sociologie*. Praha : VŠFS, 2014, p. 14.
7   MENDELOVÁ, D., ZAUŠKOVÁ, A.: Innovation in the Slovak Advertising Environment. In *Communication Today*, 2015, Vol. 6, No. 1, p. 41.
8   KAŠÍK, M., HAVLÍČEK, K.: *Marketing při utváření podnikové strategie*. Praha : VŠFS, 2015, p. 7.
9   PETRŮ, N., ZICH, F.: Evaluation of Family Business Marketing Activities. In PETRANOVÁ, D., ČÁBYOVÁ, L., BEZÁKOVÁ, Z. (eds.): *Marketing Identity: Online rules – part II. Conference Proceedings*. Trnava : FMK UCM, 2017, p. 400.
10   LUKÁČ, M.: Harmonický koncept komunikačnej dynamiky múzeí. In *GRANT journal*, 2013, Vol. 2, No. 2, p. 44.
11   WILSON, A.: *Marketing Audit Handbook*. London : Kogan Page, 2002, p. 7.
12   PICKETT, K.: *Auditing the Risk Management Process*. New York : John Wiley and Sons, 2005, p. 1.
13   KUMAR, R., SHARMA, V.: *Auditing: Principles and Practice*. New Delhi : Prentice-Hall, 2005, p. 41.
14   KUPEC, V.: Risk Audit of Marketing Communication. In *European Research Studies Journal*, 2018, Vol. XXI, No. 1, p. 125.
15   FERRELL, O. C., HARTLINE, M. D.: *Marketing Strategy*. Mason : Centage Learning, 2014, p. 273.
16   FERRELL, O. C., HARTLINE, M. D.: *Marketing Strategy*. Mason : Centage Learning, 2014, p. 273.
17   SCHRÁNIL, P., TVRDOŇ, J.: *Externí a interní auditing*. Praha : VŠFS, 2010, p. 38.
18   YOE, Ch.: *Principles of Risk Analysis: Decision Making Under Uncertainty*. Boca Raton : Taylor and Francis Group, 2012, p. 4.
19   SADGROVE, K.: *The Complete Guide to Business Risk Management*. New York : Routledge, 2016, p. 20.

2 Material and Methodology

The material in the present research are potential risks, which occur in the marketing processes. To understand the risk theory, we rely on the general teachings of Yoe: "*Risk is a measure of the probability and consequence of uncertain future events. It is the chance of an undesirable outcome. That outcome could be a loss or a potential gain that is not realized.*"[20] The risk theory is then specified by Andersen – Garvey – Roggi: "*It indicates a potential negative effect on an asset that may derive from given processes in progress or given future event. In the common language, risk is often used as a synonym of probability of loss or a danger.*"[21] This is confirmed by Hillson – Murray-Webster, who associate risk with *uncertainty* and with *consequences*.[22]

If *risk* is defined, we must also define *processes* in which risk will be investigated. These processes are marketing processes that Richter defines as follows: "*A universal marketing process can support companies to achieve their competitive advantage and image across their global target markets.*"[23] The marketing process is theoretically and graphically elaborated by Armstrong – Adam – Denize – Kotler, who divide it into five basic elements and steps: "*The first four steps in the marketing process create value for customers. In the final step, the company reaps the rewards of its strong customer relationships by capturing value from customers.*"[24] A risk analysis will be applied to this process map (see Picture 1).

Table 1: Marketing Process

Marketing Process				
Create value *for* customers and build customer relationship				Capture value *from* customers in return
1. Step	2. Step	3. Step	4. Step	5. Step
Understand the market place and customer needs and wants	Design a customer-driven marketing strategy	Construct an integrated marketing program that delivers superior value	Build profitable relationships and create customer delight	Capture value from customers to create profits and customer equity

Source: ARMSTRONG, G., ADAM, S., DENIZE, S., KOTLER, P.: *Principles of Marketing*. Melbourne : Pearson, 2015, p. 29.

The risk analysis can be viewed through different perspectives. For the purposes of this research, we have chosen the risk analysis according to Andersen – Garvey – Roggi, who said: "*The risk analysis comprises risk identification and estimation.*"[25]

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20 YOE, Ch.: *Principles of Risk Analysis: Decision Making Under Uncertainty*. Boca Raton : Taylor and Francis Group, 2012, p. 1.
21 ANDERSEN, T. J., GARVEY, M., ROGGI, O.: *Managing Risk and Opportunity: The Governance of Strategic Risk-Taking*. Oxford : Oxford University Press, 2014, p. 6.
22 HILLSON, D., MURRAY-WEBSTER, R.: *Understanding and Managing Risk Attitude*. Hants : Gower Publishing, 2007, p. 5.
23 RICHTER, T.: *International Marketing Mix Management*. Berlin : Logos Verlag, 2012, p. 12.
24 ARMSTRONG, G., ADAM, S., DENIZE, S., KOTLER, P.: *Principles of Marketing*. Melbourne : Pearson, 2015, p. 29.
25 ANDERSEN, T. J., GARVEY, M., ROGGI, O.: *Managing Risk and Opportunity: The Governance of*

That said, risk analysis can be divided into *Risk identification and description*, *Risk assessment through probability calculation* and *Risk aggregation*.[26] Depending on the theories further specifying risks, risk will be measured for *Probability* and *Impact* or *Consequence* based on Garvey's teachings: "*The first is its occurrence probability. The second is its impact (or consequence) to an engineering system project.*"[27] (see Formula 1). The following methods can be used to identify potential risks in the marketing process.

$$Risk = Probability \; x \; Consequence$$

Formula 1: Risk Measurement
Source: YOE, Ch.: *Principles of Risk Analysis: Decision Making Under Uncertainty.* Boca Raton : Taylor and Francis Group, 2012, p. 1.

Risk analysis methods include the CRAMM method according to Vacca's theories[28], the OCTAVE method according to Talabis – Martin[29] or the Delphi method in the Tarantino's approach.[30] With respect to research focus, we have chosen the Delphi method and techniques: "*The Deplhi technique is a procedure to obtain a reliable consensus of opinion from a group of experts.*"[31] This theory is elaborated by Madura: "*The Deplhi technique involves the collection of independent options without group discussion.*"[32] Thus, the research in question (the method of risk analysis) will be carried out by interviewing a selected sample of respondents (methodically according to Kupec[33] and technologically according to Herout[34]), who will identify, select and value potential risks in the marketing process.

3 Results

We have determined the data for the present research from the data of the *Czech Marketing Association*. In 2017 there were 147 collective and individual members (64 companies and 83 specialists from the marketing environment), which is the basic set. The experiment itself was then performed on a sample set of 10% of the basic set, which is 15 respondents. These respondents identified, selected and valued potential

Strategic Risk-Taking. Oxford : Oxford University Press, 2014, p. 75.

26 ANDERSEN, T. J., GARVEY, M., ROGGI, O.: *Managing Risk and Opportunity: The Governance of Strategic Risk-Taking.* Oxford : Oxford University Press, 2014, p. 75.
27 GARVEY, P. R. *Analytival Methods for Risk Management.* Boca Raton : Chapman & Hall, 2009, p. 4.
28 VACCA, J. R.: *Computer and Information Security Handbook.* Burlington : Morgan Kaufmann, 2009, p. 518.
29 TALABIS, M., MARTIN, J.: *Information Security Risk Assessment Toolkit.* Waltham : Syngress, 2013, p. 28.
30 TARANTINO, A.: *Essentials of Risk Management in Finance.* New Jersey : John Wiley & Sons, 2011, p. 58.
31 TARANTINO, A.: *Essentials of Risk Management in Finance.* New Jersey : John Wiley & Sons, 2011, p. 58.
32 MADURA, J.: *International Financial Management.* Boston : Cengage Learning, 2018, p. 453.
33 KUPEC, V.: Audit of a Buyer's Selective Attention in the Online Environment. In PETRANOVÁ, D., ČÁBYOVÁ, L., BEZÁKOVÁ, Z. (eds.): *Marketing Identity: Online rules – part II. Conference Proceedings.* Trnava : FMK UCM, 2017, p. 130.
34 HEROUT, L.: Use of the Information and Communication Technologies with the Internet Access by the Pupils of Elementary Schools. In *EDULEARN16 Conference.* Barcelona : IATED, 2016, p. 1057.

risks in the digital model of the marketing process.[35] The results of this risk analysis were recorded, adjusted and systematized, and published further. The present outputs of the whole research are also linked to and further elaborate earlier research and the scientific project *Marketing Models in Industry 4.0* (VŠFS 7429/2017/04).[36]

Among the primary results of the risk analysis, we have noticed a significant degree of communication risk in all steps of the marketing process. According to Chandler – Munday, communication is based on sharing information,[37] which are transmitted in accordance with the Shannon – Weaver communication model.[38] Communication is not only a part of all the steps of the marketing process,[39] but also ensures interaction between these steps. Communication risk has a direct impact on any disruption of interaction between the various steps of the marketing process. And as a result, it also affects the quality of outputs of this process. This in turn affects the relationship between the seller and buyer in the Strydom [40] or Blakeman approach.[41]

The results of the risk analysis, including potentially identified, selected and assessed marketing process risks, were deducted from Picture 1. The risks were identified by the Delphi method[42] and selected according to Garvey's valuation.[43] Each risk was assigned a significance rating on a scale of 0 to 10 (0 least significant – 10 most significant). Significance was measured in the area of *probability* and *consequence*.[44] *Probability* was the probability of occurrence of potential risk (in time units) in the marketing process. And *consequence* represented the consequences/impact of the potential risk (in monetary units) on the marketing process. Picture 2 selectively presents the 15 most significant risks of the Delphi method.

35   ARMSTRONG, G., ADAM, S., DENIZE, S., KOTLER, P.: *Principles of Marketing*. Melbourne : Pearson, 2015, p. 29.

36   KUPEC, V.: Audit of a Buyer's Selective Attention in the Online Environment. In PETRANOVÁ, D., ČÁBYOVÁ, L., BEZÁKOVÁ, Z. (eds.): *MARKETING IDENTITY: Online rules – part II*. Trnava : UCM v Trnave, 2017, p. 126.

37   CHANDLER, D., MUNDAY, R.: *A Dictionary of Media and Communication.* New York : Oxford University Press, 2011, p. 58.

38   KULKA, J.: *Psychologie umění.* Praha : Grada Publishing, 2008, p. 186.

39   ARMSTRONG, G., ADAM, S., DENIZE, S., KOTLER, P.: *Principles of Marketing*. Melbourne : Pearson, 2015, p. 29.

40   STRYDOM, J.: *Introduction to Marketing.* Cape Town : Juta, 2004, p. 81.

41   BLAKEMAN, R.: *Integrated Marketing Communication: Creative Strategy from Idea to Implementation.* London : Rowman & Littlefield, 2015, p. 1.

42   TARANTINO, A.: *Essentials of Risk Management in Finance*. New Jersey : John Wiley & Sons, 2011, p. 58.

43   GARVEY, P. R. *Analytival Methods for Risk Management*. Boca Raton : Chapman & Hall, 2009, p. 4.

44   YOE, Ch.: *Principles of Risk Analysis: Decision Making Under Uncertainty*. Boca Raton : Taylor and Francis Group, 2012, p. 1.
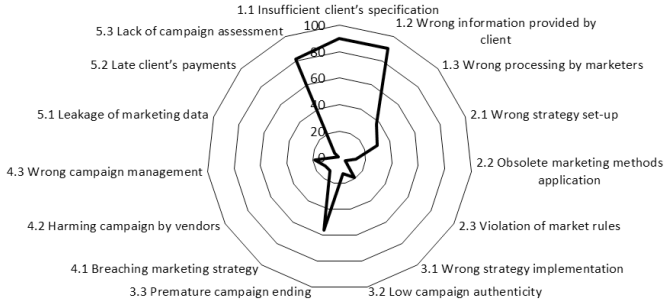
Picture 2: Risk Analysis Results

Source: Own Research Results

The results of the risk analysis clearly show (see Picture 3) that we can systematize the identified risks according to the basic range of risks and divisions in the Smejkal – Rais approach: "*There are four main types of risks: strategic risks, operational risks, financial risks and non-compliance risks.*"[45] Depending on the nature of these risks, it is evident that these are mainly the potential operational risks that Tattam describes as follows: "*The risk of loss from failed or inadequate processes, people, systems or external events.*"[46] Previous research and the selection of potential risks also allow us to infer that individual risks also cover other types of risk, which is generally confirmed by Kašparovská.[47] In any case, previous research has revealed significant risks of the marketing process.

Marketing Process				
Create value *for* customers and build customer relationship				Capture value *from* customers in return
1. Step	2. Step	3. Step	4. Step	5. Step
Potential Risks				
1.1 Insufficient client's specification 1.2 Wrong information provided by client 1.3 Wrong processing by marketers	2.1 Wrong strategy set-up 2.2 Obsolete marketing methods application 2.3 Violation of market rules	3.1 Wrong strategy implementation 3.2 Low campaign authenticity 3.3 Premature campaign ending	4.1 Breaching marketing strategy 4.2 Harming campaign by vendors 4.3 Wrong campaign management	5.1 Leakage of marketing data 5.2 Late client's payments 5.3 Lack of campaign assessment (effectivity and impact including)

Picture 3: Marketing Process

Source: Own results according to: ARMSTRONG, G., ADAM, S., DENIZE, S., KOTLER, P.: *Principles of Marketing*. Melbourne : Pearson, 2015, p. 29.

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45   SMEJKAL, V., RAIS, K.: *Řízení rizik ve firmách a jiných organizacích*. Praha : Grada Publishing, 2013, p. 150.

46   TATTAM, D.: *A Short Guide to Operational Risk*. Farnham: Gower Publishing, 2011, p. 9.

47   KAŠPAROVSKÁ, V. et al.: *Řízení obchodních bank: vybrané kapitoly*. Praha : Grada Publishing, 2006, p. 139.

4 Discussion

We must also put these results in a social context. At the same time, the results need to be confronted with other industry theories from audit, current marketing and risk management areas. Hopkin[48] or Kotler[49] point out the importance of marketing risks. Based on literary research made at the beginning of this paper and also based on the presented theories of Sadgrove[50], however, it is clear that marketing risks, their identification, selection and valuation are not given sufficient attention. According to Pickett, for risk management it is currently possible to use general audit approaches[51] or audit approaches with a direct focus on marketing risks according to Kumar–Sharma[52] or Kupec.[53]

Research confirms the general theories that in audit context marketing risks are linked primarily to the keeping of business shares,[54] the creation of products that are difficult to trade, or an incorrect identification of the needs of consumers and the requirements of the target market segment.[55] According to the specific results of the research, or on the basis of the risk analysis in the marketing process, we can further claim that the issue of marketing risks is far wider and affects all the steps of the marketing process. It is also completely clear that the knowledge and management of these risks is important not only for the needs of the audit, but also for management needs.[56] This is also evidenced by commercial research *The Accenture 2017 Global Risk Management Study*.[57]

As a part of a marketing audit, risk analysis can also be considered as a benefit and assistance for management on the basis of the presented results. The assistance of management is, in the context of digital era, mentioned by Kupec[58] or Phillips,[59] Sawyer[60] and Moeller,[61] who perceive the audit as a modern advisory service. Kotler – Armstrong also emphasize this importance of auditing approaches, who, from a marketing perspective, point out that audit approaches cover all the major parts of

48   HOPKIN, P.: *Fundamentals of Risk Management: understanding, evaluating and implementing effective risk management.* London : Kogan Page, 2018, p. 163.

49   KOTLER, P., ARMSTRONG, G., WONG, V., SAUNDERS, J.: *Principles of marketing.* Harlow : Prentice Hall, 2008, p. 134.

50   SADGROVE, K.: *The Complete Guide to Business Risk Management.* New York : Routledge, 2016, p. 20.

51   PICKETT, K.: *Auditing the Risk Management Process.* New York : John Wiley and Sons, 2005, p. 1.

52   KUMAR, R., SHARMA, V.: *Auditing: Principles and Practice.* New Delhi : Prentice-Hall, 2005, p. 41.

53   KUPEC, V.: Risk Audit of Marketing Communication. In *European Research Studies Journal*, 2018, Vol. XXI, No. 1, p. 125.

54   KAFKA, T.: *Průvodce pro interní audit a risk management.* Praha : C. H. Beck, 2009, p. 98.

55   SMEJKAL, V., RAIS, K.: *Řízení rizik ve firmách a jiných organizacích.* Praha : Grada Publishing, 2013, p. 115.

56   SMEJKAL, V., RAIS, K.: *Řízení rizik ve firmách a jiných organizacích.* Praha : Grada Publishing, 2013, p. 150.

57   *The Accenture 2017 Global Risk Management Study*. [online]. [2018-10-08]. Available at: <https://www.accenture.com/t20170905T060414Z__w__/us-en/_acnmedia/PDF-60/Accenture-Global-Risk-Study-2017-Banking-Report.pdf>.

58   KUPEC, V.: Digital Possibilities of Internal Audit. In *ACTA VŠFS*, 2017, Vol. 11, No. 1, p. 28.

59   PHILLIPS, A. W.: *ISO 9001:2008 Internal Audits Made Easy*. Milwaukee : Quality Press, 2009, p. 2.

60   SAWYER, L. B.: *Interní audit.* Praha : MFJ, 2000, p. 21.

61   MOELLER, R. R.: *COSO Enterprise Risk Management: Establishing Effective Governance, Risk, and Compliance.* Chichester : John Wiley & Sons, 2011, p. 4.

the marketing business.[62] Without audit approaches, many risks would thus remain hidden or concealed as a *Secret Mirror of Generations and Consumers*, which is also commercially addressed by Socialbakers.[63]

That said, economic development is indisputably spontaneous, see Svetlíková,[64] and therefore presents new risks. This is confirmed by Kotler's team, who says the 21st century will provide many opportunities and challenges.[65] Therefore, we have to consider the issue of risks, whether general or marketing ones, including their systematic analysis, as an integral element of modern company management, as conceived in particular by Petrů – Havlíček – Tomášková[66] or as conceived by Zaušková – Bezáková – Grib[67] or Lukáč.[68] The above marketing audit system, along with the examined risk analysis, is, naturally, not a universal risk management tool. The present research and its results, however, demonstrate the concrete contribution of marketing audit and risk analysis to the issue of eliminating marketing risks.

Conclusion

"*With the continued growth in the business environment and Industry 4.0 companies are taking new business opportunities while facing new business risks at the same time.*"[69] The present paper responds to the development of risks in marketing processes and extends knowledge about risk management in marketing contexts. This is done by applying the marketing audit according to the theories by Ferrell – Hartline,[70] and the first step of the audit process, which is the risk analysis as approached by Yoe.[71] Therefore, the aim of the paper is to analyse the risks and detect them in the marketing process. Experimental research was focused on the identification, selection and risk assessment of the Delphi method, in accordance with Tarantino,[72] in the marketing process by Armstrong – Adam – Denize – Kotler.[73] The result of analytical testing on

62   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* London : Pearson Education, 2010, p. 81.
63   *Why Knowing Your Target Audience Is Key in Content Marketing.* [online]. [2018-10-08]. Available at: <https://www.socialbakers.com/blog/knowing-your-target-audience-is-key-in-content-marketing>.
64   SVETLÍKOVÁ, S.: Public Policy and Non-profit Sector. In TARANU, A. (eds.): *Development, Democracy and Society in the Contemporary World.* Bucharest : NUPSPA, 2018, p. 350.
65   KOTLER, P. et al.: *Moderní marketing.* Praha : Grada, 2007, p. 251.
66   PETRŮ, N., HAVLÍČEK, K., TOMÁŠKOVÁ, A.: Comparison of Marketing Vitality of Family and Non Family Companies doing Business in the Czech Republic. In *Economics and Sociology*, 2018, Vol. 11, No. 2, p. 153.
67   ZAUŠKOVÁ, A., BEZÁKOVÁ, Z., GRIB, L.: Use of Digital Marketing in the Eco-Innovation Processes of a Businesses. In KLIEŠTIK, T. (ed.): *Globalization and Its Socio-Economic Consequences.* Žilina : EDIS, 2015, p. 872.
68   LUKÁČ, M.: *Koniec neefektívnej marketingovej komunikácie v múzeách.* Trnava : FSV UCM, 2015, p. 30.
69   KUPEC, V.: Risk Audit of Marketing Communication. In *European Research Studies Journal*, 2018, Vol. XXI, No. 1, p. 125.
70   FERRELL, O. C., HARTLINE, M. D.: *Marketing Strategy.* Mason : Centage Learning, 2014, p. 273.
71   YOE, Ch.: *Principles of Risk Analysis: Decision Making Under Uncertainty.* Boca Raton : Taylor and Francis Group, 2012, p. 4.
72   TARANTINO, A.: *Essentials of Risk Management in Finance.* New Jersey : John Wiley & Sons, 2011, p. 58.
73   ARMSTRONG, G., ADAM, S., DENIZE, S., KOTLER, P.: *Principles of Marketing.* Melbourne : Pearson, 2015, p. 29.

15 respondents revealed 15 major risks that were thematically systemised. At the same time, inter-disciplinary identification found the risk of communication as a risk that continuously permeates throughout the marketing process and therefore requires specific attention. These results, set in the context of current literary sources, have also confirmed the initial hypothesis about the occurrence of risks in marketing processes. The present results on the knowledge of risks in marketing processes will enable managers to responsibly manage these processes and appropriately respond to marketing threats.

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CONSUMERS' SHOPPING BEHAVIOUR IN DIGITAL ERA

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Abstract
E-commerce field constantly advances while it is utilizing various purchasing technologies; it is communicating via both online and offline tools, which for e-shops means they need to be tracking current trends and a behaviour of their competitors. The number of e-shops is constantly growing in different categories and so is the number of shoppers online or the frequency of purchases. On-line shopping has become a regular part of people's activities; initially we may feel mistrust in shopping through online shops, but this mistrust is gradually receding. We can argue that in younger age groups there is almost no mistrust in this kind of shopping, however, in older age categories there is certain suspicion in regards with the real-time delivery of goods and the fear of the misuse of personal data by e-shops. Shopping opportunities in on-line sales vary, ranging from large brands to smaller local brands and self-produced products. As the behaviour of customers in the on-line world is different from the one in common stores, the approach and communication of online brands, or internet shops should also be customized and provided differently with the respect to customer needs.

Key words:
Brand. Consumer. E-commerce. Marketing Strategy.

1 Digital Consumers

The term digital or online consumer is currently connected more with younger generational cohort who use information and communication technologies for their communication or purchasing, they use mobile applications, are influenced by online environment, purchase through internet, thus their consumption is immediate and the social media environment offers them the space to express their personalities. *"They feel free and realise their ability to do things their own way, they are more unrestricted and they don't have to suffer some social discomfort"*, state Čábyová and Krajčovič.[1] Online consumers have more power currently due to digital technologies, they have the possibility to compare the parameters and prices of products, based on which they are able to decide more easily. They are getting far more information than the consumers did in past, they are in close touch with brands, they create online communities, while brands can target their communication through various online media and personalize their communication. According to the TNS Connected Life study, we can divide the digital consumers into four segments, each of which requires different activity for marketing professionals:[2]

- **Leader** – it is usually a younger consumer who uses his/her digital technology every day for 6,2 hours on average.
- **Functional** – slower and more cautious recipient of new technologies, mostly making use of modern equipment to keep pace with time, too much distrust of information gained from the internet.

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1   ČÁBYOVÁ, Ľ., KRAJČOVIČ, P.: Consumer Behavior of Generation Y on the Print Media Market. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity 2013: Desing that Sells. Conference Proceedings.* Trnava : FMK UCM, 2013, p. 121.
2   *Poznáte typy digitálnych spotrebiteľov.* [online]. [2018-10-10]. Available at: <http://strategie. hnonline.sk/spravy/marketing-digital/poznate-typy-digitalnych-spotrebitelov-0>.

- **Observer** – curious and enthusiastic of new technologies, dealing with new innovations and their use, no problems with technology, enjoys it when it comes to how the devices work.
- **Connector** – a consumer with lower income, interaction with the online world is most focused on social media, where they spend on average 5 hours a day.

Another study from professors Swinyard and Smith divides online consumers to 8 categories:
- **Online shopping lovers (11%)** – users who love to purchase online and do it often, while they are encouraging their friends and acquaintances to shop through e-shops.
- **Adventure Surveyors (9%)** – they consider online shopping to be nice and are aware of its benefits, but use the internet for various other activities.
- **Suspicious students (10%)** – a group of people who are less informed about computers, the internet, and online shopping, they need to be encouraged and supported by salespeople in their purchases.
- **Entrepreneurial users (12%)** – people who are well aware of the computer work, but the internet is more used for business and work purposes than for shopping.
- **Worried browsers (11%)** – users who have average computer and internet experience but are afraid of misuse of their personal information through the internet. It is unlikely that they would buy an online product they did not see before.
- **Entertainment seekers (12%)** – a group of people who are cautious when shopping through an e-shop, they are the least profitable and less educated internet users. The internet attracts them with fun aspects.
- **Technological beginners (20%)** – the group that spend the least time on the internet compared to the other groups and they also have little interest in learning in this area.
- **Avoiding online shopping (16%)** – people who have enough money but prefer to shop in the stores where they can see and touch the goods, they also prefer personal approach of the retailers.[3]

2 On-Line Shopping Behaviour of a Consumer from the Theoretical Point of View

The shopping behaviour and decision making of customers changes based on various influences and circumstances. Thanks to the modern technologies, companies can make their production more effective, they can develop and offer many new products, they can use new sales techniques, communicate more easily with their customers and they also have new possibilities to explore the market. However, these influences also have an impact on customers' behaviour; they can easily and quickly look up the information about a brand and its products, read reviews or compare the prices. Consumers nowadays have greater power than they have ever had, they have the access to the variety of information thanks to the internet, they are more demanding because of the many possibilities as the products' and service offer is wider than ever before. They are influenced by the great deal of communication through various

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3   CAROLL, B.: *Study Profiles Internet Users.* [online]. [2018-10-10]. Available at: <http://www.furnituretoday.com/article/437836-study-profiles-internet-users>.

media or channels of the brands either offline or online.[4] The whole process of a shopping behaviour can be divided into the following 5 phases:

• recognising a problem – a consumer realises the need that he/she needs to be met by his/her purchase; they mainly try to please the needs that are perceived as urgent;
• seeking information – in order to decide, the consumer needs certain amount of information, but the lack of information increases the feeling of risk and the excess can lead to disorientation;
• evaluation of alternatives – the phase in which the consumer compares the information and selects the most appropriate solution;
• decision about purchase – after the products or services were selected, there is the decision when or where the purchase is made (except for the impulsive purchases);
• evaluation of the purchase – satisfaction or dissatisfaction with the purchase; the after the shopping behaviour should be watched by the brands in order to keep their long-term customers or to attract new ones.[5]

A large number of customers can be integrated into a ROPO customer groups:
• **R** – research (investigation);
• **O** – online;
• **P** – purchase (shopping);
• **O** – offline.

It means that customers are looking up information and make their own investigation on specific products through the internet (e.g. through the price comparator) and subsequently they buy the product in the store.[6] Communication activities of brands or e-shops also greatly influence consumer behaviour; products are offered and reminded through various activities, for example:
• advertising in online media,
• search engine backlinks,
• blogs,
• social networks,
• discount portals,
• portals with reviews and ratings directly from consumers.[7]

The number of e-commerce purchases is constantly increasing, and thus the number of online consumers is growing, too; the trust and the relationship to this way of shopping is deepening more and more. However, we can still encounter mistrust in e-shops based on either our own experiences or the experience of our acquaintances. On-line shopping has many advantages and disadvantages, in today's progressive era, e-shops are trying to eliminate flaws and innovate in most areas. Consumers trust more in the e-commerce thanks to the experience, the quality of products or services provided, the compliance with terms, communication or marketing campaigns. For the year 2017 Slovak consumers made purchases in the amount of almost EUR 937

4   ZAMAZALOVÁ, M.: *Marketing obchodní firmy*. Prague : Grada Publishing, 2008, p. 68.
5   VYSEKALOVÁ, J. et al.: *Chování zákazníka: Jak odkrýt tajemství „černé skříňky"*. Prague : Grada Publishing, 2011, p. 49.
6   KVASNICOVÁ, J.: *Ako internet mení online nákupné správanie*. [online]. [2018-10-10]. Available at: <http://blog.biznisweb.sk/2012/05/ako-internet-meni-online-nakupne-spravanie>.
7   KVASNICOVÁ, J.: *Ako internet mení online nákupné správanie*. [online]. [2018-10-10]. Available at: <http://blog.biznisweb.sk/2012/05/ako-internet-meni-online-nakupne-spravanie>.

million, while online sales grew year on year by 15%. In 2016 the amount of the purchases through e-shops equalled EUR 703 million. The strongest period was the Christmas season, during which the users spent EUR 300 million, which creates 1/3 of the whole sales. There are more than 11 thousand e-shops with various focus on the Slovak market currently. For the last year the consumers in Slovakia were interested also in the products that do not belong to the typical categories of products purchased online, for example food, drinks, medicine, sports or car accessories.[8]

E-COMMERCE TURNOVER (in MIL EUR)
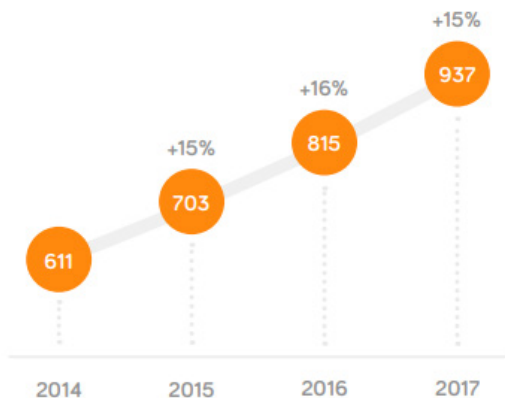
Figure 1: Turnover in € on Slovak market
Source: *Obrat E-commerce 2017*. [online]. [2018-10-10]. Available at: <https://www.heurekashopping.sk/resources/attachments/p0/16/heurekaobrate-commerce2017sk.pdf>.

## 3 Online Shopping Behaviour of the Consumers on the Slovak Market

We conducted research that focused on online consumers and their shopping behaviour at e-shops, as well as the perception and participation in various e-commerce communication activities. The survey was conducted in the form of electronic questionnaire. The questionnaire was published between October 2017 and January 2018. The main aim of the survey was to analyse current behaviour of online consumers and the impact of communication activities on their decision making, as well as getting basic information on Slovak online consumers, the products purchased online, the advantages of online shopping, decisive factors at purchase processes, evaluation of e-shop communication activities. The questionnaire survey was attended by 278 respondents, 59% of which were women and 41% were men. The largest age group of respondents, which represents almost half of the respondents, is aged up to 25 years old. The age range from 26 to 35 years is represented by 25%,

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8   *Opäť rekordný rok pre e-shopy, Slováci minuli takmer 937 miliónov eur*. [online]. [2018-10-10]. Available at: <http://instoreslovakia.sk/2018/01/opat-rekordny-rok-e-shopy-slovaci-minuli-takmer-937-milionov-eur/>.

followed by respondents from 36 to 49 years old. We were able to provide 9% of those aged from 50 to 60 years. The oldest age group over 60 is the least represented: 4%, which is understandable, as this age group of consumers prefers the classic forms of shopping in stores.

3.1 Types of Products Purchased Online

With this question, respondents could choose various answers; the most purchased products through e-shops are cloths and shoes (168 respondents), electronics (145 respondents) and tickets for cultural or sports events (140 respondents). Relatively large place belongs to the products like cosmetics (112 replies) and books (104 replies). Based on the results we can see quite large interest in the purchase of books through on-line bookstores. The least online purchased products are groceries; in the Slovak online environment these possibilities of purchasing foodstuff and drinks are slowly becoming popular, however there is not enough of them. 10 respondents marked "Other" in this question; they answered that in e-shops they buy toys, pharmaceuticals, car care products, tires or pet food.
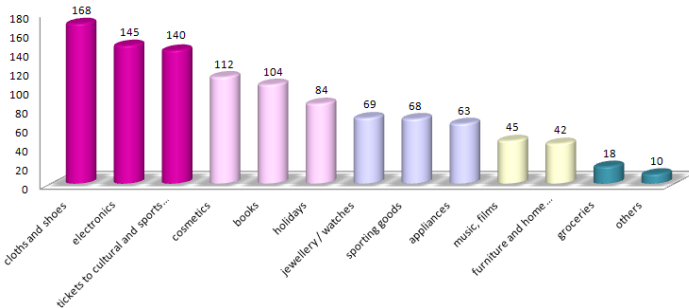

Chart 1: Products purchased online
Source: Own processing

3.2 Reasons for the Purchase in E-Shops

Equally as in the previous question, respondents were given the opportunity to choose a maximum of 3 replies. At the moment a decision is made about the purchase, the price of the product offered in the e-shop is what decides, as confirmed by 180 respondents. With less responses, 125 respondents chose a verified e-shop option, which means it can be verified from previous customer experience or verified by different certificates from different affiliates or price comparators. Other reasons are references (98 respondents), delivery speed (63 respondents), e-shop's reputation on the market (52 respondents), and a recommendation from an acquaintance (41 respondents). The brand of the product sold and the e-shop communication reached the smallest number of responses. However, e-shop's reputation was placed on the 5th place, and we can say that people do not realize too much that marketing communication and thought-out strategies build and spread the good name of the e-shop.
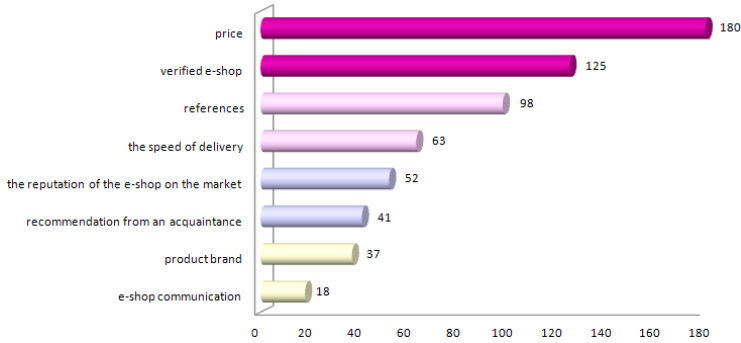
Chart 2: Reasons – the choice of an e-shop
Source: Own processing

3.3 Drawing on E-Shop Information

With this question again, respondents could state multiple number of responses. As we can see from the Graph Nr. 3, online ad targeting and sources of information prevail as answered by our respondents, while the most frequent answer is internet search engine, where often the ordinary consumers do not pay attention to the advertisements on the first search positions. Social networks are the phenomenon that prevails even among our respondents; through them, they can gain up-to date information about what's new, about discounts or curiosities. Recommendations from friends and acquaintances are constantly an important reference for consumers; in current on-line era many people spread the good or the bad experience with brands via social media which can also be considered as a reference from acquaintances although in digital form. Less than 100 responses were assigned to on-line forms like directly from e-shop or its blog and on-line advertisement. Traditional forms of advertisement like TV advertising, print advertising, radio advertising, gained lower positions with the relatively low number of respondents.
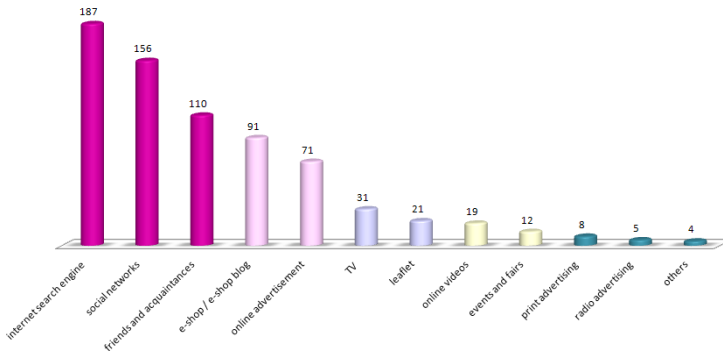

Chart 3: Source of information on e-shops
Source: Own processing

3.4 E-Commerce Communication and Their Preference among Consumers

We were interested in what content respondents had the most interest in during the e-shop communication. Up to 69 % respondents are interested in information about discounts and 45 % of respondents in information about new arrivals. On the 3rd place there was the creative communication of the e-shop, in which up to 71 respondents are interested. With fewer responses there were competitions on social networks (39 respondents), exclusive newsletter content (27 respondents), video content (23 respondents), and blog (17 respondents). The option "other" provided information such as: problem solving and dealing with complaints; notifications from mobile e-shop applications are also considered as relevant information that can be interested for the user.
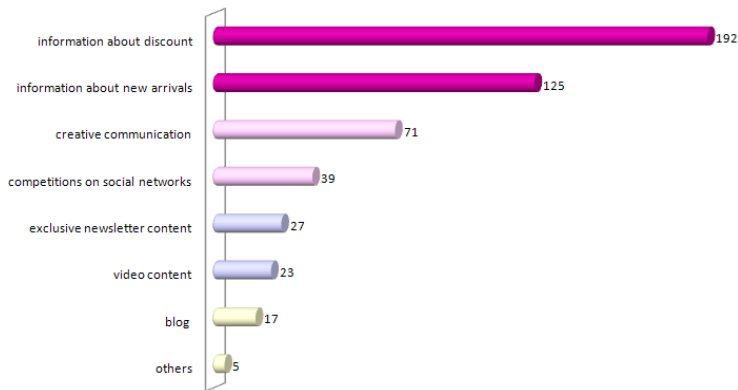

Chart 4: Contents of the e-shops' communication
Source: Own processing

3.5 Social Networks

We got similar result to the research of Slovak e-shops; the most popular social networks, where our respondents are active and follow e-shops, are Facebook with up to 77% of respondents and Instagram, which is preferred by 59% of the respondents. Actually, 20% of respondents do not follow any e-shop or any of the social networks. We found less interest in networks such as YouTube, Google+, Twitter, Pinterest and Snapchat, which can also be caused by the absence of e-shops on these social networks and their popularity on our market. With social networks like Facebook and Instagram, Slovak consumers are confronted with extensive brand communication, and in our e-shops with their advertising formats, various competitions and relevant content, which can reach them so much that they give an e-shop their follow up.
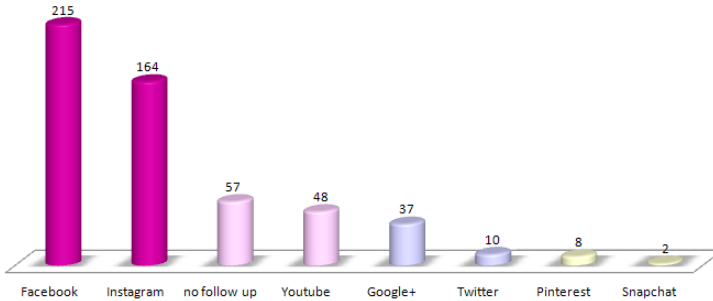
Chart 5: Social networks – consumers
Source: Own processing

Conclusion

The most purchased products by Slovak online consumers are clothing, shoes, electronics, tickets for various events, cosmetics and books. The least popular is the sale of groceries and furniture through e-shops. The benefit of this type of purchase, according to our respondents, is a time saving in these hasty times, the convenience of buying from anywhere and at any time, and more favourable prices than in the stores. When deciding to buy in a particular e-shop, they are considering the price of the product or service, whether it is a verified e-shop and it can be trusted while it is keeping fair purchase conditions, and product reviews are also relevant. E-shop's reputation is ranked on the fifth place, and e-shop communication on the last, but we conclude that communication, building a good reputation and becoming a verified e-shop are closely related and linked. Information about e-shop is gained and perceived through search engines, social networking, blogging, and on-line advertising by our respondents. In addition to marketing information from the e-shop, they trust information from family and friends. We have learned that the content of communication, which is most appealing to Slovak online consumers, should be related to discount information, to what is new, and generally an e-shop should provide a creative and engaging communication rather than some auspicious information. Facebook and Instagram are social networks that our respondents prefer in communication with e-shops. A relatively large amount of respondents does not follow any e-shop on social networks. Engaging in various e-shop competitions or a follow up to some newsletters is not very often with the majority of our respondents, although the differences between the responses were not very remarkable. When communication activities are concerned, the greatest importance is assigned to social networks, communication about discounts, online advertising and video content. All age categories generally consider competitions and the organization of events as average. Newsletter, blog, print, radio, and TV ads are perceived as less important or not important for e-shop communication.

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CUSTOMERS' BEHAVIOUR ACCORDING TO THEIR REACTION ON COMMUNICATION OF VEGETARIANISM IN CZECH REPUBLIC

František Milichovský – Pavel Mráček

Abstract

Lot of people in the whole world prefer kind of healthy life. In last decade they are increase the number because of different health problems such higher sensitiveness of lactose or gluten. These reasons lead to preferring vegetarianism as alimentary way in human being. In connection with marketing communication tools there could be made strong impact on behaviour of customers in the process of decision making process. Main objective of the paper is to find connection between marketing communication tools and suggestions of vegetarianism. Therefore, there was defined hypothesis, that there exist relationship between vegetarianism knowledge and marketing communication utensil. To confirm this hypothesis there was used questionnaire survey as primary research. Whole survey was focused on the topic of nutrition tendencies in group of young people (age from 15 to 30) according to their gender. There were asked 1597 persons to participate in the primary research. From this amount we receive 351 questionnaires, what mean 21,98% returned forms. The data were processed by application of statistical software IBM SPSS Statistics 25.

Key words:

Customer's Behaviour. Marketing Communication Tools. Veganism. Vegetarianism.

1 Introduction

At present time, lot of people in the whole world prefer kind of healthy life. In last decade they are increase the number because of different health problems such higher sensitiveness of lactose or gluten. These reasons lead to preferring vegetarianism as alimentary way in human being. Therefore, vegetarian food strengthen position in nutrition of both vegetarians and non-vegetarians.[1] In now-a-days, almost there are over 1,5 billion people, which set aside all meat products from their meal list. In case of partly meat removing, this amount would be rapidly arise.[2] Vegetarianism life-style could be divided in various ways, which have become much better known and it is also supported by wide assortment of services and products.[3] Behaviour in food choice usually associated with personal identity, in which is important interpersonal communication to others.[4] Vegetarians have typically different attitude vis-à-vis animals and the environment. In comparison with vegans vegetarians are quite tolerant to other animal products except meat. Vegans do not accept any animal products such e.g. eggs, dairy, fish, poultry etc.[5] That approach should impact requirements on food offer and their advertising in media. Rating behaviors are intertwined with identity,

1   RIVERA, M., SHANI, A.: Attitudes and Orientation toward Vegetarian Food in the Restaurant Industry: An Operator's Perspective. In *International Journal of Contemporary Hospitality Management*, 2013, Vol. 25, No. 7, p. 1050.

2   LEAHY, E., LYONS, S., TOL, R. S. J.: *An Estimate of the Number of Vegetarians in the World*. Dublin : Economic and Social Research Institute, 2010, p. 2.

3   FORESTELL, C. A., NEZLEK, J. B.: Vegetarianism, Depression, and the Five Factor Model of Personality. In *Ecology of Food and Nutrition*, 2018, Vol. 57, No. 3, p. 248-249.

4   FIESTAS-FLORES, J., PYHÄLÄ, A.: Dietary Motivations and Challenges among Animal Rights Advocates in Spain. In *Society & Animals*, 2018, Vol. 4, No. 4, p. 407-409.

5   ROSENFELD, D. L.: A Comparison of Dietarian Identity Profiles between Vegetarians and Vegans. In *Food Quality and Preference*, 2019, Vol. 72, p. 40-41.

shaping how people understand who they are and communicate that understanding to others.

1.1 Vegetarianism as Lifestyle

The term vegetarianism represents a specific system of nourishment, which strictly excludes all meat products and animal body parts, reached by killing animals.[6] People profess vegetarianism do not deprecate animal products such as milk, milk products, honey, and others. As a specific kind of vegetarianism could be considered veganism, which eliminates from meals all S of animals and accepts only plant products.[7] Vegetarianism is rated as behaviour, by which man reject meat in all variations in his meals. Vegetarianism includes specific kinds of vegetarianism, where are defined the specific situation of animal products rejection. All individual kinds of vegetarianism are a long-term approach.[8] There are many reasons why people accept vegetarianism. At present time, there is main reason healthy lifestyle with the correct regime. A second main reason is kind of ethics standards, consisting abhorrence of non-ethic animal husbandry. Among other reasons, we could add religion, medical or economic.[9,10]

• healthy reason – according to many studies, vegetarianism is accepted as more natural and more healthy, because it includes a low amount of fat and a lot of vitamins, minerals, and pulps. These positive substances make prevention of heart attack;
• ethic reason – ethic standards and respect for animals should be marked as one of the oldest reason for vegetarianism. Ethic reason does not focus only on killing an animal for the meal, but of course on the specifics of animal husbandry;
• economic reason – the main purpose is lack of finance because vegetarianism is in core much cheaper. It is better to produce plant products for more people instead of animal production;
• religion-ascetic reason – is based on love and respect for animals; the most known religion which leads man to vegetarianism is Buddhism. Other religions consider some animals as sacred (e.g. Hinduism), some religions consider pork as dirty and reject it (e.g. Judaism, Islam);
• ecological reason – Meat production burden with an environment, because fields are used for pasturage instead production of vegetable, fruits, and other plant products. At the same time, there is an influence of fertilizers.

Other specific reasons, why customers have become vegetarians (within other dividing according to consume food) are connected to specific environment such:[11]

1. identity – individual personal feelings and thinking about himself as drive for self-respecting;

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6   LIEBERMAN, G. F.: *3,500 Good Quotes for Speakers*. New York, NY : Broadway Books, 1983, p. 213.
7   WISNIEWSKA-ROSZKOWSKA, K.: *Vegetariánství*. Prague : Osvětová agentura Salvo, 1990, p. 3.
8   STRÁNSKÝ, M., RYŠAVÁ, L.: *Fyziologie a patofyziologie výživy*. České Budějovice : JU ČB, 2010, p. 133.
9   See: RISI, A., ZÜRRER, R.: *Vegetariánský život: Přednosti bezmasé výživy*. Prague : Earth Save, 2007.
10   For more information, see: WISNIEWSKA-ROSZKOWSKA, K.: *Vegetariánství*. Prague : Osvětová agentura Salvo, 1990.
11   ROSENELD, D. L.: The Psychology of Vegetarianism: Recent Advances and Future Directions. In *Appetite*, 2018, Vol. 131, p. 128-131.

2. social experiences – impact of social environment against morale, stereotyping, belief or lifestyle on the way to reconfigure own social networks;
3. gender – thinking about meat products in different ways in light of healthiness;
4. culture – norms which prohibit eating food, usually based on traditions and habits.

1.2 Customers' Behaviour According to Their Reaction on Communication Tool

Marketing communication should catch attention of target customer. During paying attention to advertisement there is necessary to make interest of customer about target product, service, brand or company as inducement for wish to use that subject followed by purchase action.[12] Hence, there is important to put into communication campaign kind of information, which remit to individual receiver, where he/she can get more details about the subject and in case of need purchase. Vysekalová and Mikeš[13] define as marketing communication all kinds of communication within target market. They consider as basic communication tools advertising, sales promotion, public relations, direct marketing, sponsoring and other new media, including personal selling and packaging. Lot of marketing communication tools apply general communication models that are used as communication scenario. The most used model has become AIDA, which is also consider as old one. For that reason, this model was reduced into only three steps, represented by abbreviation CAB. Whole process is made by cognition (awareness and learning about target subject), affect (feeling, interest or desire connected to subject), and behaviour (purchasing or borrowing as action). This model's development marketers get more flexible tool on order of steps, which target customers realise in purchasing process.[14] That means, that in case of various order marketers could reach more effective influence of their campaigns on relationship between customer and product.[15] In case of customers' reaction on marketing communication there is eligible to be suitable within defined objectives. According to Bearden, Ingram and Laforge[16] marketing communication has to try to influence position and behaviour of message's receivers. As main objectives of marketing communication we can treat notify customer about product, prevail and evoke. By marketing communication is reached creation of relationships between all market subjects such producer, seller or distributor with customer across global market on the way to strengthen market position, increase products' significance and help customers to orientate oneself in the market and appraise global offer of products.[17] Traditional objectives in marketing communication are transferable

12   KOUDELKOVÁ, P.: Marketing Communication of SMEs Acting in Creative Tourism. In KIRÁĽOVÁ, A. (ed.): *Driving Tourism through Creative Destinations and Activities*. Hershey : IGI Global, 2017, p. 101-102.
13   VYSEKALOVÁ, J., MIKEŠ, J.: *Reklama: Jak udělat reklamu*. 2nd Edition. Prague : Grada Publishing, 2007, p. 15.
14   KOLLÁROVÁ, D.: *Podpora predaja pri komunikácií s vybranými cieľovými skupinami*. Trnava : FMK UCM, 2014, p. 25.
15   EARL, P. E., KEMP, S.: *The Elgar Companion to Consumer Research and Economic Psychology*. Camberley : Edward Elgar Publishing, 1999, p. 90.
16   BEARDEN, W. O., INGRAM, T. N., LAFORGE, R. W.: *Marketing, Principles and Perspectives*. 3rd Edition. Boston : McGraw-Hill, 2001, p. 369.
17   VIDOVÁ, J., VIDA, M.: Využívanie marketingového komunikačného mixu v podnikovej kríze. In *Transfer inovácií*, 2007, No. 10, p. 184. [online]. [2018-10-15]. Available at: <http://www.sjf.tuke.sk/transferinovacii/pages/archiv/transfer/10-2007/pdf/184-187.pdf>.

to different fields (also to vegetarianism and veganism). Přikrylová and Jahodová[18] describe traditional marketing communication objective as follow:

• information providing;
• creation and stimulation of demand;
• product differentiation;
• emphasize benefit and product value;
• stabilization of turnover;
• establish and care about brand;
• strengthen corporate image.

2 Methodology

Marketing communication utensils tools could strongly influence behaviour of customers in the process of decision making process. Main objective of the paper is to find connection between marketing communication tools and suggestions of vegetarianism. Therefore, there was defined hypothesis, that there exist relationship between vegetarianism knowledge and marketing communication utensil. To confirm this hypothesis there was used questionnaire survey as primary research. Whole survey was focused on the topic of nutrition tendencies in group of young people (age from 15 to 30) according to their gender. There were asked 1597 persons to participate in the primary research. From this amount we receive 351 questionnaires, what mean 21,98% returned forms. According to respondents' gender, there were participated 189 women (53,8 % of all participants) and 162 men (46,2 % of all participants). On the defined hypothesis there was applied correlation method, which provides potential relationship between individual variables. The data were processed by application of statistical software IBM SPSS Statistics 25.

3 Results

For processing of received data there was analysed frequencies of individual variables of marketing communication tools according to gender in case of vegetarianism suggestions. The results of the research show that customers are impacted mainly by campaigns in internet and sell-points (depended on gender). From Table 1 there is obvious, that: (1) women sense primary advertising of POP/POS materials in the sell-point (over quarter of all female respondents), and as second they are interacted by internet advertisement in blogs and fans' articles; (2) men accepted message mainly from internet (45,68 %) and from TV (29,63 %). Others communication tools can support the tops.

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18   PŘIKRYLOVÁ, J., JAHODOVÁ, H.: *Moderní marketingová komunikace*. Prague : Grada Publishing, 2010, p. 40.

Table 1: Pivot table of perception of marketing communication tools in connection to gender

	Woman		Man		TOTAL	
	Absolute	*Relative*	*Absolute*	*Relative*	*Absolute*	*Relative*
TV advertisements	23	12,17 %	48	29,63 %	71	20,23 %
Internet advertisements	34	17,99 %	74	45,68 %	108	30,77 %
Blogs	30	15,87 %	16	9,88 %	46	13,11 %
Videos	8	4,23 %	7	4,32 %	15	4,27 %
Advertisements in magazines	15	7,94 %	10	6,17 %	25	7,12 %
Articles from fans of vegetarianism	30	15,87 %	7	4,32 %	37	10,54 %
POP/POS communication	49	25,93 %	0	0,00 %	49	13,96 %
TOTAL	189	100,00 %	162	100,00 %	351	100,00 %

Source: Own processing

To find out possible connection between marketing communication tools and vegetarianism's suggestions there was used correlation analysis. As result of the correlation analysis there is showed correlation matrix (see Table 2), where are shown individual correlation values with adequate significances. It is possible to state, that there are fifteen connections between suggestions and communication tools. Significance values confirmed the juncture by value under 0,05 what means probability of error in acceptation of alternative premise.

Table 2: Correlation matrix of marketing communication tools and vegetarian's propositions

		Vegetarianism is healthful	Vegetarianism does not include enough nutrients for humans	Vegetarianism is danger for child evolution	Human body is adapted to meat consummation	Vegetarians lasting out higher age
TV advertisements	*Pearson correlation*	-0,053	0,060	**0,136**	0,084	-0,054
	Significance	0,445	0,387	**0,049**	0,225	0,440
Internet advertisements	*Pearson correlation*	0,053	0,043	-0,017	0,016	0,075
	Significance	0,442	0,539	0,806	0,820	0,282
Blogs	*Pearson correlation*	**0,186**	**-0,143**	**-0,173**	**-0,151**	**0,169**
	Significance	**0,007**	**0,039**	**0,012**	**0,029**	**0,015**
Videos	*Pearson correlation*	**0,201**	**-0,166**	**-0,182**	**-0,172**	**0,200**
	Significance	**0,003**	**0,016**	**0,008**	**0,013**	**0,004**

Advertisements in magazines	Pearson correlation	0,092	-0,064	-0,115	-0,059	0,080
	Significance	0,187	0,357	0,099	0,398	0,249
Articles from fans of vegetarianism	Pearson correlation	**0,205**	-0,107	-0,127	-0,090	0,130
	Significance	**0,003**	0,122	0,068	0,196	0,060
POP/POS communication	Pearson correlation	**0,199**	-0,102	**-0,147**	**-0,175**	0,131
	Significance	**0,004**	0,142	**0,034**	**0,011**	0,060

Source: Own processing

Conclusions

Vegetarianism has become trendier during present time in almost whole Europe. One of the reasons for this development is increasing knowledge of the topic and accepting specifics of healthy life-style.[19] Therefore, there is necessary to research vegetarian products from point of view of marketing communication. Kumar and Kapoor[20] mention, that customers look for food products with high quality and they buy these products in rational way instead of impulsive buying. In realised primary research there was focus on description of vegetarianism terms and perception of marketing communication tools by target customers. According to obtained results we could consider, that by correct marketing communication campaigns there is possible to support vegetarian products and build adequate market position. The specification of the marketing communication tools is closely connected within gender. As the most effective communication tool, influencing purchasing decision-making process, internet advertisement in various kinds. It is accepted by 30,77 % of all customers (does not regardless to gender). In case of women, the most effective tool are communication materials at selling point due POP/POS materials (25,93 %). At second place there is internet advertisement (17,99 %). From point of view of men, there is at first place advertisement on website and through internet (45,68 %). Second place is hold by TV advertisement with 29,63 %. From point of view of individual suggestions to vegetarianism, there are founded several relationships between communication tools and vegetarian suggestions. Closed connection was identified between videos and all vegetarian suggestions, because of their correlation (see Table 2). Similar impact on customers' behaviour have blogs with articles of vegetarian's fans about their experience with discussed product. These fans usually become kind of advocates or partner.[21]

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BLOG‑EFFECTIVE TOOL IN MARKETING COMMUNICATION?

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Abstract
The new technologies are offering new opportunities and challenges to the companies in marketing communication. Traditional marketing communication channels are still important, but on the other hand more and more consumers continue to gain information through the social media. Nowadays, the use of social media as a marketing tool in company is not a new phenomenon. The aim of this article is to find out if blog could be effective tool of marketing communication. For the purpose of the survey, method of questioning (questionnaire research) was utilised. This article is focused on young people and their consumer behavior. The subject of the research was a sample of young people (217 respondents) because the previous results of research demonstrate that the relevance of blogging in the buying process is particularly evident among buyers under 35.

Key words:
Blog. Consumer Behavior. Marketing Communication. Social Media. Young People.

1 Introduction

In the current turbulent condition consumer behavior is also significantly influenced by different global trends.[1] Consumer trend is defined as long-term change in consumer attitudes and behavior which creates many opportunities for marketers.[2] Consumer trends drive business strategy and mainly from them depends, what success the company will achieve. New trends in company include social media and online marketing communication. Recent studies are showing that if the company is not present online, customers think that they are dealing with a small and poor company, and they refuse to purchase the product.[3] Nowadays, companies become more sophisticated and use social media (including blogs), and better understand what is required for the on-going management of the blog sites, the cost of participation, data filtering, and analysis of content will become more reasonable. We decided on this research study because social media, including blogs, is an important source of consumers' decision making. The paper is structured as follows: in the second part, we summarize the theoretical background of the blog as tool in marketing communication and we define Generation Y as sample of research. After theoretical definition of the problem we present data and methodology of the research. Empirical data was obtained through questionnaire research. Then, in section 4, the results of our research are provided. Finally (in last section), the main conclusions are discussed.

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2 HIGHAM, W.: *Trendológia.* Bratislava : Eastone Books, 2010, p. 266.
3 ANDOCSOVÁ, A., NAGYOVÁ, Ľ., KÁDEKOVÁ, Z.: Electronic Commerce and Changes in Consumer Behavior. In PETRANOVÁ, D., RYBANSKÝ, R., MENDELOVÁ, D. (eds.): *Marketing Identity: Online rules – part I. Conference Proceedings.* Trnava : FMK UCM, 2017, p. 24-36.

2 Literature Background

Nowadays, internet is very important for companies and for consumers, too. Time of consumers spent on the internet is rising (81% of Slovak households has internet connection, according to Eurostat European average in 85%). Recent years, the increasingly widespread use of social networking sites has gradually shifted the advertisement platform used by businesses from traditional media to social media.[4] Social media provides marketers with an expansive set of tools that enable them to reach consumers directly. The specificity of individual platforms allows for creative and innovative social media marketing strategies.[5] Currently blogs have incredible potential as persuasion tools and their persuasive function is of great importance as they have a great influence over public opinion. As blogs are becoming a powerful advertising medium, blog marketing is considered a promising advertising model and marketing approach. The term blog comes from the combination of the words "web" and "log" or "weblog," and was eventually shortened to „blog." The Oxford dictionaries added the words web log, web logging, and web logger to the dictionary in 2003, and today blog is a legitimate word, defined as a web site on which an individual or group of users produce an ongoing narrative.[6] In the 1990's when blogs first appeared, they were primarily online diaries, where people would provide personal accounts of their lives. At that time, blogs were traditionally built websites that were updated and uploaded manually, limiting the number of bloggers to only those who knew how to build and upload web pages.[7] Blogs have become the reporting format that has revolutionized the world of communication in the network. Blogs allow real-time connection among different agents at the same time as well as information and opinion to flow without objection. They allow direct access to readers to post their comments and maintain interaction with editors. Blogs give rise to new forms of conversation, expression and knowledge. They achieve popularity, since they embrace interactivity and provide readers with a sense of participation.[8]

Based on previously mentioned facts, it is obvious that blogs represent a new sphere of communication which combines an online community platform with the marketer and consumers. Successful blog marketing requires balancing the needs of the blogger, the firm, and the blog reader. First, bloggers need to create interesting content continuously for readers, and might therefore welcome company-created content that fits the blogger's interests. Second, firms that engage in marketing through bloggers seek positive blog reader responses, such as increased sales and positive e-WOM. Third, blog readers presumably appreciate the authenticity of

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bloggers' opinions, because of their independence from corporate interests.[9] Blogs offer firms the ability to connect with customers in a unique and personalized manner where everything form brand promotions to new product ideas can be effectively communicated. Literature present six ways in which blogging can provide a means to cultivate communities that are critical to a firm's success:[10]

- first, the companies that use blogs are finding that it provides them with a new way to stay relevant to their customers,
- second, since differentiation is one of the key drivers to companies' interest in blogs, marketers can use blogs to address the challenges arising from changing media dynamics,
- third, blogs provide a way to bridge the generation gap, younger customers who are technology savvy are often sceptical of marketers' overt attempts to sell to them,
- fourth, blogs are used by thought leaders to share their expertise and experiences with interested people,
- fifth, blogs are global by nature, publishing a blog provides a global platform for firms to reach a world audience,
- finally, because blogs provide an opportunity for ordinary people to voice their opinions, they enable firms to see their organizations from the viewpoint of the customer.

On the other hand there are some limitations of blogging. There are differing opinions regarding the level of blogging sophistication that exists today. Some still believe that blogging is in its infancy, while others believe that blogging is becoming commoditized as more firms enter the blogosphere. However, the relatively small percentage of companies that currently have a strategy to incorporate blogging into their marketing tool kit seems to contradict the view that the blogosphere is becoming oversaturated. In fact, the small number of corporate users may instead be an indication that there is still fear of the unknown. While those who currently utilize blogs find value in the unfiltered information contained in blogs, many firms view the lack of control and lack of boundaries as a challenge. The anonymity of the negative feedback makes it difficult to evaluate the context in which the critical comment was made.[11] Based on previously mentioned facts, it is obvious that blogs are factors which influence consumer behavior. Previous studies[12,13] showed that 77% of online consumers perceived blogs as good sources of information on products that they intended to buy. In this paragraph, we further shortly specify consumer behavior. Consumer behavior is very unpredictable and changing frequently in the connection to a number of various factors.[14] Consumer behavior reflects the totality of consumers' decisions

9   LILJANDER, V. et al.: Young Consumers´ Responses to Suspected Covert and Overt Blog Marketing. In *Internet Research*, 2015, Vol. 25, No. 4, p. 610-630.
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with respects to the acquisition, consumption, and disposition of goods, services, activities, experiences, people and ideas by human decision-making units.[15]

This study focus on young people from 18 to 30 years (Generation Y, called also "Internet Generation"). According to statistics, they are avid social media users and likely to read blogs. In this study young consumers are interesting for us for some reasons. First, these consumers, who were born between 1981 and 1999, have grown up with technology and rely on it for information, entertainment, and social contacts.[16] Social media users between 18 and 34 years old are more likely than older age groups to prefer social media for interactions with acquaintances, friends and family[17]. They are also more likely to value others' opinions in social media and to feel important when they provide feedback about the brands or products they use. Second, previous research reports that young consumers seem to avoid ads actively and instead rely on online products reviews and recommendations,[18] which demonstrates that blogs are an important source of information in their decision making. The relevance of blogging in the buying process is particularly evident among buyers under 35, who regard these platforms as their primary source of information when purchasing.[19] The new habits and trends of consumers make them increasingly consult Internet about the views of other users on a product or service before purchasing. And this is where blogs become more important in the process. Importance of the blog and social media we can deduce from research study of Hes (2017). He identified 4 determinants of the buying behavior of Generation Y: digital technologies, association and authenticity, motivations and emotions.[20]

3 Data and Methodology

The aim of this article is to find out if blog could be effective tool of marketing communication. We present the results of primary research focused on knowing how blogs influence on consumer buying behavior of young people in Slovakia. With regard to the main aim, two supporting aims were formulated for structuring parts of the questionnaire. The first partial aim was to identify if young people read blogs, how long they read blogs, what theme of blogs they prefer and what the main reason/ motive for not reading blogs is. In the second partial aim we analyse if the blogs are key factors having substantial influence on consumer behavior of young people in Slovakia. For the purpose of gaining data we utilized the method of questioning

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16 LILJANDER, V. et al.: Young Consumers´ Responses to Suspected Covert and Overt Blog Marketing. In *Internet Research*, 2015, Vol. 25, No. 4, p. 610-630.

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via the tool of a questionnaire. The questionnaire was created and distributed with Google Docs. The questionnaire consisted of 26 question from several sections. We used closed, semi-closed and open questions. Last part of questionnaire contains basic socio-demographic part with four questions about personal factor variables of respondents (gender, age, current status of respondents and the highest level of achieved education). In the article we present only questions relevant to theme of the article. The distribution of our questionnaire started on 17th February 2018 and the collection of answer from respondents terminated on 3rd March 2018. The questionnaire was distributed in electronic form via social media Facebook (student page of Economics faculty of Matej Bel University in Banská Bystrica). We decided for Facebook because it is the most popular social network for Generation Y. The study sample comprised young people from 18 to 30 years. A total size of sample was 217 respondents. The survey results were obtained through descriptive statistics. Unfortunately, we cannot generalise our results on the entire population of Slovak young people because our sample of 217 young people is not representative. In our questionnaire research, we were interested in finding information about four selected personal factor variables of respondents (gender, age, current status and the highest level of education achieved). Table 1 shows the demographics of the respondents to elucidate the sample structure. Of the respondents, 64.5% were women and only 35.5% men. The second characteristic of the respondents was age. Most respondents (73 respondents, 33.6%) were in the age group 21-23 years. This fact was related to an on-line form of questionnaire research (distributed via social media Facebook).

Table 1: Sample demographics

Characteristics	Frequency	Percent (%)
Gender		
Female	140	64.5%
Male	77	35.5%
Age		
18-20 years old	36	16.6%
21-23 years old	73	33.6%
24-26 years old	57	26.3%
27-30 years old	51	23.5%
Current status		
Student	88	40.6%
Employed	100	46.10%
Unemployed	9	4.20%
Other	20	9.20%
The highest completed level of education		
Elementary education	15	6.90%
High school education without graduation	8	3.70%
High school education with graduation	128	59.00%
Bachelor's degree	29	13.40%
Master's degree	35	16.10%
Doctoral degree	2	0.9%

Source: Own processing; results of the questionnaire research

More information about the sample and the research can be found in the thesis of Šimonidesová.[21]

4 Result and Discussion

At the beginning of questionnaire, we asked the question of whether respondents read blogs. It is interesting that 51.6% of respondents (112 respondents – 72 women, 40 man) do not read blogs. In the next step, we focused on the opinion of these respondents (112 respondents) on blogs as a tool of marketing communication. Some respondents think that blogs are not important and necessary, blogs are waste of time, and they have negative influence on young people and companies use blogs only for increasing sales. These groups of respondents in general are becoming more aware and critical of product placements. On the other hand there were respondents (who do not read blogs) who think that blogs have become an important information communication medium and social media and blogs become an increasing part of daily life. According to some respondents, the disadvantage of blogs is focusing only on a specific segment (e.g. only on young girls). Table 2 presents main reasons why respondents do not read blogs.

Table 2: Reasons why respondents do not read blogs

	Frequency	Percent (%)
Other interests	27	24.10%
Lack of time	25	22.32%
Distrust	18	16.07%
Disinterest	17	15.18%
Blogs are not important and necessary	10	8.93%
Blogs are waste of time	7	6.25%
I do not know	8	7.17%

Source: Own processing; results of the questionnaire research

More than 48 percent of respondents (105 respondents) indicated they frequently browse blogs. The results of the research have shown that respondents spend an average of two hours a week browsing blogs. Respondents prefer Slovak blogs and the main difference between Slovak and foreign blogs is in quality (quality of photos, videos and theme of foreign blogs are better) and frequency (foreign blogs are updated daily, Slovak not). Respondents were asked for themes of browsed blogs (respondents could give more answers). The thematic areas (Table 3) were determined based on competition "Bloger/ka roka 2017". Young people browse travelling blogs (61 respondents), healthy lifestyle blogs (52 respondents), videoblogs – vlogs (43 respondents) and fashion blogs (39 respondents). The most frequently browsed blogs/vlogs are Sajfa's vlog, Gogo, Sweet Lady Lollipop, Denník N's blog, SME´s blog and Akadémia krásy.

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21 ŠIMONIDESOVÁ, M.: *Blog ako nástroj marketingovej komunikácie.* [Bachelor thesis]. Banská Bystrica : Ekonomická fakulta Univerzity Mateja Bela v Banskej Bystrici, 2018, p. 49.

Table 3: Theme of browsed blogs

Theme of browsed blogs	Frequency
Travelling	61
Healthy lifestyle	52
Videoblogs – vlogs	43
Fashion	39
Life, art and culture	20
Beauty	28
Gastronomy	26
IT and innovations	25
Other	17
Blog of company	15

Source: Own processing; results of the questionnaire research

Graph 1 shows the source of information about browsed blogs. 53 respondents found information about blogs on social networks (e.g. Facebook, Instagram) and nobody via TV spot (this fact was related to sample of respondents – young people)
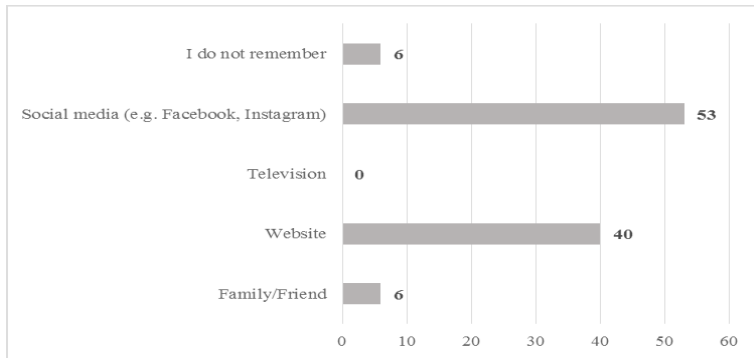
Chart 1: Source of information about blogs

Source: Own processing; results of the questionnaire research

We can see that social networks are very important for life and communication of young people. Because of this, next question was focused on social media. In Table 4 we can see social media what respondents used for following their bloggers (answers of some respondents contained two and more social media). 65 respondents follow blogger on Facebook, 58 respondents on YouTube and 55 respondents on Instagram. It is interesting that 23 respondents do not follow bloggers on other social media.

Table 4: Social media for follow bloggers

Social media	Frequency	Percent (%)
YouTube	58	55.23%
Facebook	65	61.90%
Instagram	55	52.38%
Snapchat	4	3.80%
Twitter	2	1.90%
Other	6	5.71%

Source: Own processing; results of the questionnaire research

The last part of questionnaire was focused on blogs and consumer behavior. Nowadays, consumers have more channels for publishing and searching for information about products and experience using certain products. Frequently visited theme blogs and other popular blogs are a particularly important information source that consumers browse, adopt, and trust. These blogs often have great influence on purchasing behaviour.[22,23,24] We focused on factor which influence consumer behavior. Consumers take into account opinion of others in purchasing decision. For 81.90% of respondents is own (previous) experience the most important factor which influence their consumer behaviour. It is obvious that for 52.4% respondents blogs are the relevant source of information. Based on our result we can say that recommendations on blogs (reviews of products) are important source of information. 80 respondents (76.2% from 105 respondents frequently browse blogs) said that blog directly influence their consumer behavior (blogs are important factor which influence their consumer behavior and they found on blogs searching information about products). 55 respondents (52.38%) decided to buy some products according to blog. We were also interested in personal factors of these respondents. 37 respondents were female, and only 18 were male. Because 67.2% of these respondents were female they purchased following products: cosmetics, make-up, dress, atypical foods (peanut butter, seeds, bio foods, and candles) or services: restaurants and a café/bar. All 55 young people were satisfied with the purchased product. 50 respondents (47.6%) did not buy products according to blogs. The main reason is the perceived credibility of blogs. This is a primary determinant of the subsequent behaviour of young respondents. Young people read blogs in order to reduce transaction uncertainty, but this cannot occur if consumers perceive that a blogger is deceptive. In the last question respondents were asked if blog is important marketing tool. For 32 respondents (30.50%) blog is very important marketing tool, for 51 respondents (48.50%) is important marketing tool, for 22 respondents (21%) is unimportant marketing tool. We agree with respondents who answered that the type of product is very important (for consumers and for companies, too) if blog could be effective tool of marketing communication.

Result of questionnaire research shown that blog is determinant of the buying behavior of young people. It is obvious that this social media have positive, but in some situations also negative influence. Blogs could be important tools for companies from fashion industry and cosmetics industry. The success of fashion blogs and the phenomenon of bloggers have been enormous in recent years. IT people or it girls, women (e.g. Chiara Ferragni, Hello Fashion, Atlantic Pacific etc.) very interested in trendsetting fashion, have become very influential to their thousands of followers. They collaborate with brands and designers in advertising, star fashion campaigns and become large prescribers of fashion brands.

22   HO, Ch. et al.: Can Internet Blogs be Used as an Effective Advertising Tool? The Role of Product Blog Type and Brand Awareness. In *Journal of Enterprise Information Management*, 2015, Vol. 28, No. 3, p. 346-362.
23   CHEN, S., LIN, Ch.: The Impact of Customer Experience and Perceived Value on Sustainable Social Relationship in Blogs: An Empirical Study. In *Technological Forecasting & Social Change*, 2015, Vol. 96, p. 40-50.
24   DEHGHANI, M. et al.: Evaluating the Influence of Youtube Advertising for Attraction of Young Customers. In *Computer in Human Behavior*, 2016, Vol. 59, p. 165-172.

Conclusion

Blogs are powerful tools of marketing communication and their proliferation has attracted substantial attention from marketing practitioners (academics as well as marketing managers). According to some consumers blogs are too subjective source of information about products. For this credibility of blogs is very important. This is a primary determinant of the subsequent behavior of young respondents. Young people read blogs in order to reduce transaction uncertainty, but this cannot occur if consumers perceive that a blogger is deceptive. Trust has been shown to influence the usefulness of blogger recommendations.[25] This study was focused on young people and their consumer behaviour. Young people (Generation Y) are experienced online media users, and many of them read blogs. Based on results of the questionnaire research blogs could be important tools for companies from fashion industry and cosmetics industry. The results of our questionnaire research showed that for young people blog is type of advertising, but this advertising is not aggressive; source of interesting information and source of inspiration and new idea. On the other hand respondents answered that blog can negatively influence teens, because they automatically deserve products that their idols (bloggers) present and this group of too young people is very easily influenced. According to some respondents, the disadvantage of blogs is focusing only on a specific segment (e.g. only on young women).

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GENERATION Y – A MIRROR OF SOCIAL MEDIA AND BRANDS AS A REFLECTION IN PSYCHOGRAPHIC SEGMENTATION

Dominika Moravčíková

Abstract

Generation Y – a unique, influential and often discussed group, yet incomprehensible. The aim of this contribution is to emphasize the importance of Y generation as a market segment, to identify online marketing communication tools that are preferred by the analyzed generation and have an impact on brand loyalty. Part of the goal is to determine gender-based psychographic segments of generation Y within the VALS method that can help an entrepreneur determine which communication tool to use effectively in an appropriate manner for the selected segment in the Slovak Republic. The contribution is divided into two parts. The first part focuses on the theoretical apparatus of Y generation consumers and psychographic segmentation through the VALS method. The second part describes a methodology that consists of identifying the sample and its size and how to retrieve the data from the sample. Part of the second part is the identification of specific segments of Slovak consumers within the VALS method with using t-test, the preferences of online communication tools used for gender communication in psychographic segments within the VALS method and the design of a simple model concerning the relationship of the variables examined. The results of the contribution provide businesses with a reflection on the behavior of Slovak consumers of generation Y, with an emphasis on the preference of using online communication channels.

Key words:

Brand Loyalty. Generation Y. Online Communication Tools. Psychographic Segmentation.

1 Introduction

In today's globalizing world, Y generation is a unique and influential group of consumers, whose behavior is often debated, but is still not fully understood. This is a group strongly influenced by technology and Internet activities. It follows that generation Y represents a consumer cohort that has evolved differently from previous generations. Generation Y customers are a very important segment in today's foreign market as well as in the national market, precisely because of their size and the amount of spending they spend on different types of products. This means that they represent an attractive purchasing segment for business entities. Customers of the Y generation as a target market deserve a special challenge from businesses because they resist traditional marketing activities, and businesses are demanding to keep them as loyal consumers, as opposed to X generation customers who are characteristic brand loyalty and repeated purchases.[1] Understanding the behavior of Y generation customers is a key aspect of marketing strategies and other branding activities for this segment.[2] In other words, professional literature does not identify which communication channels affect brand perception by Y generation, how they develop relationship with brands and become loyal to them. As the authors of the previous research focused on the generation Y in various contexts,[3] he theoretical and emirical research on the use of

1   ZEMKE, R., RAINES, C., FILIPCZAK, B.: *Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace.* New York : AMACOM Div American Mgmt Ass, 2013, p. 83.

2   ŠTEFÁNIKOVÁ, L., RYPÁKOVÁ, M., MORAVČÍKOVÁ, K.: The Impact of Competitive Intelligence on Sustainable Growth. In *4ᵗʰ World Conference on Business, Economics and Management*, 2015, Vol. 26, No. 15, p. 210.

3   VALENTINE, D. B., POWERS, T. L.: Generation Y Values and Lifestyle Segments. In *Journal of Consumer Marketing*, 2013, Vol. 30, No. 7, p. 599.

marketing communication tools by consumers of the generation Y to communicate with brands and the psychographic profile using the VALS framework in the Slovak Republic is limited. The aim of this contribution is to emphasize the importance of Y generation as a market segment, to identify online marketing communication tools that are preferred by the analyzed generation and have an impact on brand loyalty. Part of the goal is to determine gender-based psychographic segments of generation Y within the VALS method that can help an entrepreneur determine which communication tool to use effectively in an appropriate manner for the selected segment in the Slovak Republic.

2 Literature Review

According to generational theory, cohorts of generations share life experiencers that develop similar attitudes and beliefs that are adept at the type of generation. The importance of generational theory lies in the fact that on the differences from the theory of life or the theory of developmental psychology, it records the peculiar characteristics of consumers within a particular age group with an accent on the social context.[4] The use of generic cohorts in marketing communication is an effective way for marketers to more effectively target products or services.[5] Despite the fact that the generative theory deals with all generating cohorts, the contribution is only broken up by generation Y in conditions of the Slovak Republic which, as mentioned above, has the greatest purchasing power potential for the enterprise, which is confirmed by the Statistical Office of the Slovak Republic, according to which up to 29,7% are consumers of the generation Y.[6] This fact plays a major role in determining that companies in the Slovak Republic have succeeded in their marketing practices in the long run.

2.1 Generation Y and Brand Loyalty

In the professional literature, consumers of generation Y, also called Millennials or Echo Boomers, are described as individualized, educated, technically competent, mature and sophisticated with a strong sense of identity.[7] Unlike previous cohorts, the Milenians are a characteristic accumulated and materialist culture that results from technological and communications innovation. Among other things, their spending is aggregated into purchases of clothing, footwear, jewelry, sports equipment, entertainment, cosmetics and food. These consumers use brands to express their compliance with them and the brand. As the members of this generation grew in a sophisticated marketing and branding environment, the marketers of many

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4   GRAVETT, L., THROCKMORTON, R.: *Bridging the Generation Gap: How to Get Radio Babies, Boomers, Gen Xers, and Gen Yers to Work Together and Achieve More.* Newburyport : Career Press, 2007, p. 102.

5   KRIŽANOVÁ, A., GAJANOVÁ, L., NADÁNYIOVÁ, M.: Design of a CRM Level and Performance Measurement Model. In *Sustainability*, 2018, Vol. 10, No. 7, p. 10.

6   STATISTICAL OFFICE OF SR: *Population Age Status of The Slovak Republic By Sex and Age.* [online]. [2018-10-04]. Available at: <http://www.statistics.sk/pls/elisw/objekt.send?uic=2477&m_sso=2&m_so=7&ic=30>.

7   CIMINILLO, J. A.: Elusive Generation Y Demands Edgier Marketing. In *Automotive News*, 2005, Vol. 79, No. 6144, p. 31.

businesses are trying to develop new and more effective marketing practices, bearing in mind that the Millenialls are more aware of these activities than other generations.[8] Once customers of the generation Y find brands that match their values and brand image that matches their own image, they will be motivated to develop a relationship with this brand.[9] They begin to feel connected with the brand because the brand allows them to be the one they want to be. In the case of creating such a connection, the consumer of the generation Y will be more likely to turn to this brand, which leads to loyalty to the brand.[10] For business, this means using marketing activity that is adequate for generation Y consumers. Consuming certain products provides a symbolic way for the Millenialls to have their own identity.[11]

The letter Y in the name of the generation represents the desire, the desire, the search, and the comfort to satisfy the simple answers. The generic feature of this generation is the use of a computer, a smartphone, e-mail, and social networking. Leaders of generation Y are living with change, unlike other generations that have rejected the changes (Baby Boomers), or have accepted (generation X).[12] The years in which the analyzed generation is born varies depending on the authors who deal with the subject matter, ie. 1980 – 2000,[13] 1981 – 1995,[14] 1977 – 1990[15] or 1980 – 1989.[16] For the needs of the contribution and taking into account the specifics of the Slovak Republic, I will take into account the age ranges of the generation 1981-1995. The reasons for this selection are events that can be the main determinant of this generation, ie. brand and lifestyle are a cultural phenomenon that affects the lives of generation Y consumers.[17] In this respect, it is impossible to ignore the velvet revolution in the Slovak Republic in 1989, the initiators of which were students, students who see today's young people as well to change the world. At the same time, it is a generation that grew up at an age of information, using technology to work, entertain and search for adequate information.

8   ENGEL, C. J. et al.: Young Consumers in the New Marketing Ecosystem: An Analysis of Their Usage of Interactive Technologies. In *Academy of Marketing Studies Journal*, 2011, Vol. 15, No. 2, p. 28.

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10   KLIEŠTIKOVÁ, J., JANOŠKOVÁ, K.: Branding with Understanding: How National Profile of Consumer Influences Brand Value Perception. In *Marketing and Management Innovations*, 2017, Vol. 14, No. 3, p. 151.

11   NADÁNYIOVÁ, M.: The Quality Mark SK and Its Impact on The Shopping Behavior of Slovak Consumers. In *Procedia Economics and Finance*, 2015, Vol. 23, No. 15, p. 1511.

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17   KLIEŠTIKOVÁ, J., JANOŠKOVÁ, K.: Branding with Understanding: How National Profile of Consumer Influences Brand Value Perception. In *Marketing and Management Innovations*, 2017, Vol. 14, No. 3, p. 151.

2.2 Psychographic and VALS Segmentation

For the purposes of better understanding of Y-generation consumers, demographic segmentation is often used to define key criteria such as age (what buyers expect and expect depending on age), gender (gender-based products) and lifecycle (a way to indirectly combine the age and gender, this variable being based on the assumption that the consumer will change his / her requirements and preferences during his / her life).[18] However, the demographic segmentation does not show anything about the behavior of Y-generation consumers. It is therefore better to combine demographic segmentation with psychographic, which gives a greater view of consumer behavior and becomes a standard element in the development of many advertising and marketing plans. Psychographic segmentation criteria divide consumers into a different segment based on belonging to certain social classes, lifestyle or personality types. The aim of these variables is to explain the differences in market behavior based on the psychological and social assumptions of consumers. Profiles of a psychographic lifestyle coupled with demographic segmentation can give the marketer a deeper insight into Y-generation consumer behavior, as demographic-based research can not be discovered by himself.[19]

One of the best-known methods for determining psychographic segmentation is the VALS methodology originally developed as Stanford Research (SRI) International using Maslow's need-hierarchy theoretical apparatus. The original VALS instrument consisted of 800 questions pertaining to three areas: demographic data, personal life, perceived value (attitudes and beliefs).[20] Later on, the issues under this instrument were reduced and all revisions resulted in a questionnaire containing 35 psychographic questions and 4 demographic issues. The result was renaming the VALS 2 tool and splitting the US population into eight groups (Actualizers, Fulfilleds, Achievers, Experiencers, Believers, Strivers, Makers and Strugglers).[21] In addition to understanding the demographic and psychographic profile of consumers of generation Y, it is useful for marketers to understand the use of communication media models. Choosing an appropriate communication channel is challenging as marketing patterns for previous generations no longer work for the Millenialls because of skepticism towards traditional media as they grew up in the Internet and technological progress.[22] For this reason, only social media preferable to consumers of generation Y in the Slovak Republic will be analyzed.

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19 SOUZA, M. C., MESQUITA, C., MARCOS, J.: Psychographic Segmentation: What Are the Most Effective Methods in Market Research? In *Teoria e practica em administracao-tpa*, 2017, Vol. 7, No. 1, p. 216.

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21 KAHLE, L. R., BEATTY, S. E., HOMER, P.: Alternative Measurement Approaches to Consumer Values: The List of Values (LOV) and Values and Life Style (VALS). In *Journal of Consumer Research*, 1986, Vol. 13, No. 3, p. 406.

22 KICOVÁ, E., NADÁNYIOVÁ, M.: Marketing Strategies in Bus Transport Companies and Its Impact on Increasing The Competitiveness. In *Procedia of Gloablization and Its Socio-economic Consequences*, 2015, Vol. 162, p. 292.

3 Methodology

Based on the definition of the theoretical apparatus solved, the following research questions were identified for the purpose of this contribution: What are the primary segments of Y generation consumers in the conditions of the Slovak Republic based on the VALS methodology ?, What are the media habits (preferred online communication tools) with brands in the conditions of the Slovak Republic ?, Are the media habits of consumers of generation Y in the conditions of the Slovak Republic by gender dependent on the VALS methodology? On the basis of identified research questions, it is necessary to determine the method of selecting a suitable sample, sample size, appropriate methods and detection tools. When determining the right sample, I made a contribution to the representative selection, in which the results can be generalized to the total population, and it is also necessary to determine who will be the final respondent. On the basis of this, a randomized randomized selection was chosen because final consumers were Y-generation consumers. The size of the base population was determined on the basis of demographic statistics of the Statistical Office of the Slovak Republic on the number of inhabitants born in 1981-1995 (1 615 567) as of 31.12.2016. The materiality level was set at 0.05, corresponding to 95% of the confidence interval and the permissible error of estimation was set at 5%, ie. the required sample size is 384 respondents. As 391 respondents participated in the survey, the condition of the minimum sample value was met and the respondents' answers to the questions asked during the survey could be considered relevant and qualified based on the established reliability and maximum perceived error rates. For the purposes of the post, the method of data collection was chosen by means of a questionnaire via e-mail, as it fulfills all the preconditions for obtaining the information. The questionnaire contained 13 questions concerning the preference of communication channels, respectively. media consumption patterns of Y-generation consumers in communicating with brands, frequency of use of communication channels over the past two months, brand confidence factors, VALS segmentation, gender, age, and cash income in the consumer's home.

4 Results

From the results of the questionnaire survey, which was described in more detail in the „Methodology", there were found facts that can correspond to the contribution of determined research questions. Research question 1 concerning the determination of primary consumer segments of generation Y in the Slovak Republic on the basis of the VALS methodology. In the framework of the survey conducted by the questionnaire, it was found that up to 94% fall primarily into the four groups identified by the VALS methodology and the other 6% of the respondents fall into the remaining four segments, in a following order of 45% of the respondents belonging to the Experiencers segment, 20% of the respondents belonging to the Strivers group, 15% of respondents belonging to the Achievers group and 14% of the respondents belonging to the Makers group. In a more detailed view of gender segments, the findings of the survey are as follows: The Experiencers segment was represented by 59% of women and 41% of men with an average age of 22, the Strivers segment accounted for 54% of women and 46% of average age 23 years, the Achievers segment was represented by

61% of women and 39% of 26-year-old men and the last segment of Makers, which accounted for 42% of women and 58% of men with an average age of 28.

Research question 2 related to media habits (preferred online communication tools) of generation Y (Experiencers, Strivers, Achievers and Makers) in communication with brands in the Slovak Republic. The results of the questionnaire show that internet communication and social media have great importance for Slovak consumers of generation Y. In the Internet communication, the results show that web sites (37%), e-mail and newsletters (15%), banner and text advertising (13%), affiliate marketing (5%) The use of social media has been explored in blogging, forums, mobile apps, and social networks as part of a marketing survey. Of these forms, consumers of the Y generation in the Slovak Republic use the most social networks (45%), mainly Facebook, Instagram and LinkedIn, where the Millenialls publish their opinions, opinions and contributions. Other mobile apps include mobile apps (35%), blogs and forums (29%), and viral marketing (12%). In the survey conducted, the most interesting finding was whether the media habits of consumers of generation Y differ in the conditions of the Slovak Republic by gender, depending on the VALS methodology. In order to identify the difference between preference of online communication tools by gender within the specific segments of the VALS framework (Experiencers, Strivers, Achievers and Makers), it was used the t-test to identify differences between women and men as Slovak consumers of generation Y in segments Experiencers, Strivers and Achivers. In the Segment Makers, no significant differences between women and men in Y generation were identified. Table 1 shows that men in the VALS segments Experiencers prefer emails and newsletters less than women (t = – 2,459, p<0,01).

Table 1: Online communication tools preferring by gender and VALS segment – Experiencers

ONLINE COMMUNICATION TOOL	EXPERIENCERS			
	MEN	WOMEN	t	Sig.
Social networks	2,55	3,25	-0,985	0,258
Websites	2,33	3,01	-0,845	0,620
Mobile apps	2,00	1,85	1,489	0,026
Blogs and forums	1,80	2,01	-1,698	0,035
E-mail and newsletters	1,75	2,99	-2,459	0,016
Banner and text ads	1,50	1,75	-1,345	0,289
Viral marketing	1,50	2,02	-0,980	0,754
Affiliate marketing	1,25	1,10	0,542	0,695

Source: Own processing

Table 2 shows that women in the Strivers segment of online communication tools prefer emails and newsletters (t= -3,457, p<0,01).

Table 2: Online communication tools preferring by gender and VALS segment – Stirvers

Online communication tool	STRIVERS			
	MEN	WOMEN	T	Sig.
Social networks	3,56	3,46	0,022	0,947
Websites	3,25	3,63	-1,381	0,131
Mobile apps	2,56	3,39	-2,549	0,131
Blogs and forums	1,95	2,28	-1,761	0,013
E-mail and newsletters	1,22	2,27	-3,457	0,056
Banner and text ads	1,43	1,59	-0.242	0,002
Viral marketing	1,95	1,73	1,034	0,763
Affiliate marketing	1,20	1,64	0,968	0,134

Source: Own processing

Table 3 shows that women more than men prefer the online „Website" communication tool in the Achievers segment (t = -2,544, p <0.01). It can also be said that blogs and forums are more used by women than men in this segment (t = -1,985, p<0,01).

Table 3: Online communication tools preferring by gender and VALS segment – Achievers

ONLINE COMMUNICATION TOOL	ACHIEVERS			
	MEN	WOMEN	t	Sig.
Social networks	2,69	2,95	-0,550	0,415
Websites	1,80	3,05	-2,544	0,001
Mobile apps	2,02	1,92	0,222	0,896
Blogs and forums	1,99	2,45	-1,985	0,723
E-mail and newsletters	1,78	2,00	-0,125	0,010
Banner and text ads	1,75	2,15	-0,350	0,704
Viral marketing	1,25	1,30	-0,161	0,769
Affiliate marketing	1,20	1,01	0,599	0,562

Source: Own processing

From the above t-test analysis, it was found that women and men of generation Y differ in their attitudes in preferring selected online communication tools through which consumers communicate with the brand. It was also found that women prefers verbal, visually rich and informative online communication tools, and prefer announcements based on attributes of different qualities (for Experiencers and Strivers that were

emails, newsletters and mobile apps, the Achievers website, blogs and forums). In contrast, men prefer comparative announcements with simple attributes and fewer sources of information, as they are typically a simple purchase process. Figure 1 shows a model of relationship between selected online communication channels, VALS types typical of Slovak consumers of generation Y by gender, purchasing intention and brand loyalty. The figure also shows the preferences of generation Y consumers by gender, with the red arrow showing the female preferences and the blue arrow, male preferences.
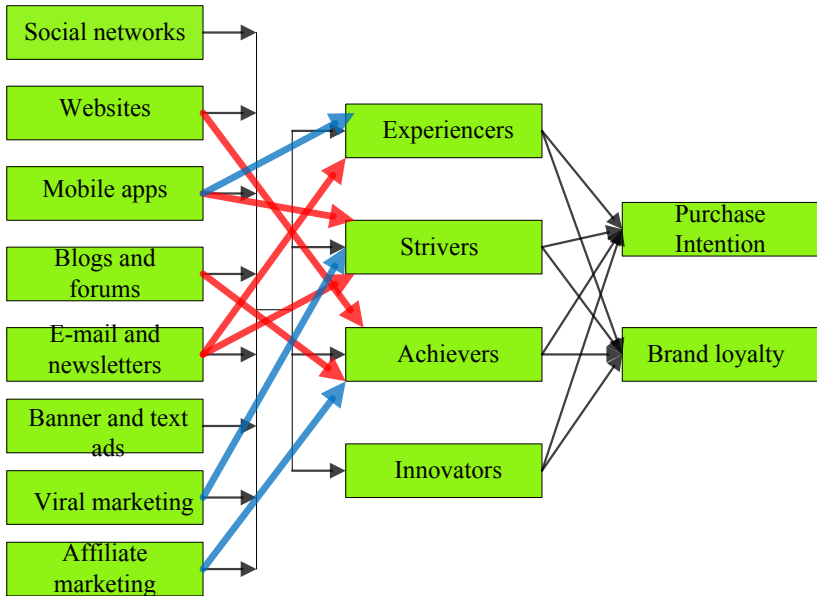
Picture 1: Model of relationship between online communication tools, VALS types segmentation of generation Y toward Purchase Intention and Brand Loyalty
Source: Own processing

5 Discussion

The aim of this contribution was to identify the specific psychographic segments of generation Y in the Slovak Republic within the VALS methodology as well as to identify differences in the preferences of selected online communication tools according to VALS and gender segments. Research that has already been done in this area was primarily concerned with the finding of specific psychographic segments using the VALS methodology under US conditions where the generation Y is up to 80 million. of the total US population. Within these studies, there were identified media

styles by gender and specific segments, with media related to offline and online communication tools. The subject of this research is the identification of specific Y generation segments within the VALS methodology under the terms of the Slovene Republic in order to identify online media behaviors within the sexes and identified generation Y consumer segments. Research is differentiated mainly in the choice of online communication tools, Generations Y grew up with Internet activities and focused only on the conditions of the Slovak Republic.

The findings of the research conducted in the present paper provide specific views on the nature of Slovak consumers of the generation Y for businesses in the Slovak Republic. Firstly, the research revealed the dominating segment Y consumers of the VALS methodology, Experiencers (45%; spend money on socialization), Strivers (20%, consumers of the generation Y who base their status and spending on fashion), Achievers (15%, Y generation consumers who are attracting premium products and brands) Makers (14%, consumers characterized by comfort, luxury and durability). These segments provide a clear overview of the consumer's lifestyle. Secondly, the research in this paper demonstrated that the female gender of generation Y was represented significantly in the Segments Experiencers (59%), Strivers (54%) and Achievers (61%). There were more men in the Makers segment (58%). Among the findings on the preference of online communication tools, social networks (45%), websites (37%) and mobile applications (35%) were most represented. Perhaps the most interesting finding was finding out about the preference of online Y-gender communication tools within the specified VALS segments. This suggests that women are more visual and require greater awareness of how to communicate with the brand in online media than men, j. in the Experiencers and Strivers segments, women prefer more emails, newsletters, and mobile apps; in the Achievers segment, they were websites. it follows that companies operating in the Slovak Republic could benefit from the psychological segmentation of generation Y consumers and thus apply effectively targeted communication activity. As far as future research is concerned, the VALS psychographic segmentation method could be used in universities for college students who represent a substantial subset of generation Y consumers, to explore other important subgroups of Y generation consumers within the Slovak Republic. Furthermore, future research could lead to a comparison of generation X and generation Y consumers in the psychographic segmentation, with the preference of a greater number of online communication tools that consumers use to communicate with the brand.

Conclusion

Both foreign and domestic literature highlight the size and growing purchasing power of generation Y consumers, as these factories are increasing the importance of the analyzed cohort and distinguished by its predecessors. Generation Y is a generation growing in the era of the Internet, communications and information technologies, or new communication tools used to communicate with brands. The purpose of this paper was to emphasize the importance of generation Y as a market segment, to identify the online marketing communication tools that are preferred by the analyzed generation and have an impact on brand loyalty. Part of the goal was to determine

gender-based psychographic segments of generation Y within the VALS method that can help an entrepreneur determine which communication tool to use effectively in an appropriate manner for the selected segment in the conditions of the Slovak Republic. In addition, this contribution also includes a simple model related to the relationship between selected online communication channels, VALS types typical of Slovak consumers of Y generation by gender, purchasing intention and brand loyalty.

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DIGITAL CULTURE AND ISSUES OF PRODUCTION AND RECEPTION OF DIGITAL MEDIA

Veronika Moravčíková

Abstract
Today, the phenomenon of digital culture is already a part of our lives. In the text, therefore, we offer a comprehensive set of knowledge about digital culture that arose as a result of digitalization and the dynamic development of digital media. Furthermore, we deal with Web 2.0, which brings new opportunities for media producers on the Internet. The main aim of the text is to point out the phenomena and insights that need to be understood to reflect on current issues such as digital culture and the transition of media production from 'traditional' television to the online environment. We also strive to better understand the term "digital culture" and some of communication processes the culture of digital media involves.

Key words:
Digital Culture. Digital Media. Media Audiences. Media Production. Streaming. Webcasting.

1 Digital Culture – A Mirror of the Present

We can say about digital culture with slight oversight that it reflects the state of actual culture. It significantly interferes with the everyday life of the individual. People often escape from actual issues or their common reality to the online environment and virtual reality. They can find relief, relax, satisfaction of some of their needs there. For a better understanding and introduction to the issue, however, we will first clarify the terms that are closely related to digital culture. One of them is the term "digitalization", which can be described as a transformation of the analog form into the digital form. In the context of digitalization, we can talk, for example, about digitalization of picture, text, sound, etc.[1] Digitalization, as a process of transforming 'traditional' media into newer forms, can be dated around the mid-1990s.[2] The use of various electronic devices is necessary in order to carry out the digitalization process. In the context of media, digitalization initially affected particularly the speed and efficiency of the information transmission. However, it is currently the basic technology for almost all communication devices that are parts of our everyday life. Here, we include all kinds of digital media, as well as developing products such as industrial robots.[3] According to Creeber, digital media include computers and all related media that are based on their existence. As the author remarks, 'traditional' (analog) media include television, film, audio recordings, and many other media that we have known long before 2000. The main difference between analog and digital media is that analog media rely on a physical replica (analog) of a materialized phenomenon – such as a sound that may be transmitted through physical media (e.g. magnetic signals on tape). However, digital media are based on the principle of transmitting information in digital forms. The

1 RÜCKRIEM, G. et al.: *Understanding Media Revolution. How Digitalization Is to Be Considered.* [online]. [2018-01-20]. Available at: <https://shiftingschool.files.wordpress.com/2011/04/understanding_mediarevolution.pdf>.
2 CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media.* New York : McGraw-Hill, 2009, p. 46.
3 RÜCKRIEM, G. et al.: *Understanding Media Revolution. How Digitalization Is to Be Considered.* [online]. [2018-01-20]. Available at: <https://shiftingschool.files.wordpress.com/2011/04/understanding_mediarevolution.pdf>.

information is divided into a series of ones and zeros.[4] Digitalization has affected the functioning of society, media or interpersonal relationships. Moreover, it has created a phenomenon called "digital culture".

There are many ways of explaining digital culture. The term "digital culture" interprets the idea that technology and the Internet significantly affect the ways people interact, think, behave and communicate in the society. Digital culture explains the relationships between the humankind of today and technology.[5] Digital culture brings many improvements for several fields, but at the same time it deforms or rather eliminates the habits and ways of living associated with the elements of traditional culture. In the context of digital culture, we talk about the continuously developing process that is the result of evolving technologies. Digital culture significantly changes human relations, especially due to the use of social media as the main method of interacting with other people. Thinking of digital culture, we can also imagine sharing of private moments of our lives on social networks, the phenomenon of 'selfie' photography, the apparent anonymity provided by Internet debates, as well as 'emoticons', which today often replace the text itself.[6] We need to be aware of the impact of digital culture on changes of society; we have to critically evaluate its contribution, but also acknowledge its negative effects on humanity.

2 Digital Media and Their Platforms

Digital media are those the development of which has stimulated the emergence of digital culture. However, in various scientific publications or articles, there is often confusion of the terms "new media" and "digital media". Pavlíček mentions that the term "new media" is sometimes referred to by the professional public as media that are based on an electronic or digital platform.[7] The term "new media", as a name for a media group that is associated with digital technologies, is considered as vague and inaccurate. In addition, it is highly debatable which medium may still be referred to as 'new', and if so, for how long. Due to this fact, we have decided to prefer the term "digital media". Digital media include, for example, computers, digital television, tablets, smartphones, and many other 'descendants' of these inventions. The feature that significantly distinguishes digital media from older analog media is that every copy of a digital text is not only perfectly reproduced, but also reproducible – and thus in sharp contrast with the imperfections associated with copying older media forms such as audio and video tapes.[8] The key feature of digital media is that they offer interactivity. Digital media allow a much higher degree of interactivity than

4   CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media.* New York : McGraw-Hill, 2009, p. 46.

5   D'ARNAULT, C.: *What Is Digital Culture? An Introduction to Digital Culturist.* Published on the 20th of October 2015. [online]. [2018-01-20]. Available at: <https://digitalculturist.com/what-is-digital-culture5cbe91bfad1b>.

6   D'ARNAULT, C.: *What Is Digital Culture? An Introduction to Digital Culturist.* Published on the 20th of October 2015. [online]. [2018-01-20]. Available at: <https://digitalculturist.com/what-is-digital-culture5cbe91bfad1b>.

7   PAVLÍČEK, A.: *Nová média a web 2.0.* Prague : Oeconomica, 2007, p. 9-10.

8   CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media.* New York : McGraw-Hill, 2009, p. 48-49.

analog media.[9] After all, Web 2.0 is typical for its interactivity and collective creation.[10] While comparing digital and analog media, it is obvious that the content created and distributed by digital media can be created by almost anyone, while in traditional media the content is typically provided by professionals with years of experience. Nevertheless, online production is currently expanding, which attracts more and more (especially younger) recipients.

Creating and spreading content through digital media can be, at least theoretically, done by anyone who has a smartphone with a camera and a computer with Internet connection. The launch of cheap and (relatively) easy-to-use digital systems, along with Mini-DV digital video cameras, resulted in media creators moving from professional studios towards living rooms, bedrooms, gardens or other common spaces.[11] From the technological point of view, digital media have brought many improvements. The TV contents broadcast through analog technology are prone to fading, ghosts and 'snow' or picture loss. On the other hand, today's digital television reproduces crystal-clear, high-definition picture and sound without fading or interference.[12] Digital media have also many features that 'take over' traditional media. It has also been proved that even though regularly broadcast TV programs still maintain their popularity, the increasingly popular features digital media possess are the ability to 'adjust' the broadcasting schedule on basis of individual viewers' preferences and the redirection or 'rewinding' of ads.[13] There is also a difference in the way the individuals – whether in households or outside – access these media and their contents.

Digital television is much more technically advanced than older analog technology. While analog technology uses continuously varying signals, digital broadcasting converts programing into bitstream, i.e. into ones and zeros. This is the same way that computers store information into data files.[14] The emergence of digital television dates back to the 1980s.[15] As we have mentioned already, digital television reproduces sound and picture better. The main advantage of digital broadcasting is that binary bits can reproduce an exact copy of the original material. The picture and sound received from digital broadcasting are, therefore, always the same as the original source.[16] Digital television has almost completely replaced analog television. However, even

9   DARLEY, A.: *Visual Digital Culture. Surface Play and Spectacle in New Media Genres.* New York, London : Routledge, 2000, p. 63.

10   CHATFIELD, T.: *Digitální svět. 50 myšlenek, které musíte znát.* Bratislava : Slovart, 2013, p. 41.

11   CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media.* New York : McGraw-Hill, 2009, p. 49.

12   MILLER, M.: *Analog Versus Digital TV: What's the Difference?* Published on the 1st of April 2009. [online]. [2018-01-20]. Available at: <http://www.informit.com/articles/article. aspx?p=1245329>.

13   CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media.* New York : McGraw-Hill, 2009, p. 53.

14   MILLER, M.: *Analog Versus Digital TV: What's the Difference?* Published on the 1st of April 2009. [online]. [2018-01-20]. Available at: <http://www.informit.com/articles/article. aspx?p=1245329>.

15   CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media.* New York : McGraw-Hill, 2009, p. 46.

16   MILLER, M.: *Analog Versus Digital TV: What's the Difference?* Published on the 1st of April 2009. [online]. [2018-01-30]. Available at: <http://www.informit.com/articles/article. aspx?p=1245329&seqNum=2>.

digital television currently competes with the Internet. The term "Internet" is related to a global information system that is capable of massive data transmission. It can also be understood as a late modern communication tool or an inexhaustible source of information.[17] There are many opinions on when exactly the Internet was created. One of the most likely opinions is 1st January 1983.[18] An important concept is also "Web 2.0", which reflects the reality of today's online environment. The original Web 1.0 was based on static websites and its purpose was to spread knowledge. This Web conveyed one-way communication, from the Web to the recipient.[19] Similarly as other technologies, the Web has gradually developed into a different form.

Since 2000, the Internet has gone through several changes. As a result of the implementation of more effective web-based tools, every Internet user could be actively involved in the online environment.[20] Until today, it has never been this easy for an ordinary person to publicly say and spread their opinion. Web 2.0 also offers several other opportunities. The user no longer accepts information, but can also actively participate in content creation.[21] Thanks to interactivity and collective user creation, the new platforms specific for Web 2.0 have been created. These include a weblog (blog), a discussion forum or comments on the Internet.[22] They give the users many ways to spread their opinions, but especially develop their creavity. *Wikipedia* was created in 2001, *Facebook* in 2004 and *YouTube* in 2005. All these platforms are very popular, and have irreversibly influenced the functioning of society.[23] These platforms 'opened the door' for amateur creative artists who can engage in any artistic field – writing, music, audiovisual production or other forms of entertainment. Recipients can also search for the content they want to see, not just accept the products presented by traditional media. Due to the increasing interest in media production, various progressive content distribution technologies have also been created. The term "streaming" refers to the technology of continuous transmission of audiovisual content from the source to the receiving device. It is, in fact, a continuous data transmission that allows the recipient to view or listen to the content being transmitted almost immediately.[24] The use of streaming has increased significantly in recent years. Initially, it was about spreading entertainment, but it quickly became a means of communication for organizations and businesses. They use it to expand their market, boost sales or support their products and services, as well as to perform internal communication activities or trainings.[25] Streaming is very

17 BREČKA, S. et al.: *Od tamtamov po internet.* Bratislava : Eurokódex, 2009, p. 287-295.
18 *Kedy vznikol internet? Podľa mnohých pred 30 rokmi.* Published on the 2nd of January 2013. [online]. [2018-01-20]. Available at: <https://style.hnonline.sk/tech/476314-kedy-vznikol-internet-podla-mnohych-pred-30-rokmi>.
19 FUCHS, Ch.: *Internet and Society*. New York : Routledge, 2008, p. 122.
20 CHATFIELD, T.: *Digitální svět. 50 myšlenek, které musíte znát.* Bratislava : Slovart, 2013, p. 40.
21 KOVÁČOVÁ, E.: Virtuálna realita verzus off-line svet. In MAGÁL, S., MISTRÍK, M., SOLÍK, M. (eds): *Masmediálna komunikácia a realita I.* Trnava : FMK UCM, 2009, p. 246.
22 CHATFIELD, T.: *Digitální svět. 50 myšlenek, které musíte znát.* Bratislava : Slovart, 2013, p. 41.
23 CHATFIELD, T.: *Digitální svět. 50 myšlenek, které musíte znát.* Bratislava : Slovart, 2013, p. 41.
24 COSTELLO, S.: *Internet Streaming: What It Is and How It Works*. Published on the 9th of January 2018. [online]. [2018-01-20]. Available at: <https://www.lifewire.com/internet-streaming-how-it-works-1999513>.
25 OZER, J.: *What Is Streaming?* Published on the 26th of February 2011. [online]. [2018-01-26]. Available at: <http://www.streamingmedia.com/Articles/Editorial/What-Is-.../What-is-Streaming-74052.aspx>.

closely related to "webcasting". These two terms are often seen as synonyms, at least by the general public. Therefore, in our text, we clearly explain how they differ.

The term "webcasting" refers to the process of broadcasting audiovisual material through the Internet. This type of broadcasting can be done through streaming.[26] The term may also be defined as a unique and very effective way of addressing a wide audience. Initially, webcasting was a very costly and technically demanding means of communication. However, the technological development has made it an affordable and very effective communication tool.[27] Webcasting can be divided into two main categories. The first category is live webcasting, which runs in real time, and the second category is on-demand webcasting. These are often used to categorize types of streaming.[28] However, we believe that the use of the same marking for the division of streaming and webcasting is in place, particularly because one without the other would not find any application. Live Internet broadcasting includes Internet TV and Internet radio. Data transmission runs in real time, so the recipient has the ability to receive the broadcast content almost immediately.[29] Internet TV was created by merging 'traditional' TV broadcasting and the Internet. The first major demand for an Internet TV can be dated back to 2005. Initially, this potential was recognized by music publishers, and therefore Internet televisions often broadcasted music videos. Later on, film studios and commercial TV stations also joined them. As a result, it is possible to watch programs of various kinds through Internet TV.[30] In 2007, all nationwide Slovak televisions had their Internet TVs that offered live broadcasting as well as own online archives. However, this type of broadcasting does not tend to offer everything. Only own TV production is typically available.[31] Internet TV is not a platform of 'traditional' television. Anyway, since the transition of television to the online environment, there have been countless Internet TVs available.

Regarding the Slovak Republic, we can mention Internet TVs such as *Huste.tv*, *Voyo. sk* or *Lokal TV*. In the Czech Republic, among the best known Internet televisions are *Voyo.cz* and *Stream.cz*. The "on-demand videos" category includes technologies that offer their content based on individual preferences and user decisions. This type of Internet broadcasting differs from live Internet broadcasting by not sharing the content in real time and being edited by the publisher in advance, so the viewer can play it at any time.[32] For example, the most common service of this kind is *YouTube*.

26   *What Is Webcasting?* Published on the 1st of August 2013. [online]. [2018-01-21]. Available at: <https://www.informaticsinc.com/Blog/20130826/45/What-is-Webcasting.aspx>.

27   COSTELLO, S.*: Internet Streaming: What It Is and How It Works*. Published on the 9th of January 2018. [online]. [2018-01-20]. Available at: <https://www.lifewire.com/internet-streaming-how-it-works-1999513>.

28   COSTELLO, S.*: Internet Streaming: What It Is and How It Works*. Published on the 9th of January 2018. [online]. [2018-01-20]. Available at: <https://www.lifewire.com/internet-streaming-how-it-works-1999513>.

29   *What Is Webcasting?* Published on the 1st of August 2013. [online]. [2018-01-21]. Available at: <https://www.informaticsinc.com/Blog/20130826/45/What-is-Webcasting.aspx>.

30   *Televízia sa presťahuje na internet*. Published on the 14th of March 2005. [online]. [2018-01-21]. Available at: <https://www.sme.sk/c/1969697/televizia-sa-prestahuje-na-internet.html>.

31   GIGEL, M.: *Na internete nájdete televízne vysielanie i teletexty.* Published on the 10th of July 2007. [online]. [2018-01-20]. Available at: <https://tech.sme.sk/c/3387218/na-internete-najdete-televizne-vysielanie-i– teletexty.html?ref=pocitace.sme.sk>.

32   COSTELLO, S.: *Internet Streaming: What It Is and How It Works*. Published on the 9th of January

YouTube is the most popular Internet portal that serves to share audiovisual content. In 2005, it was founded by Chad Hurley, Steven Chen and Jawed Karim who worked together in *Paypal*.[33] Using *YouTube*, professionals and also amateurs can share their videos.[34] This phenomenon has significantly affected the society and the media industry. *YouTube* reaches a very high number of daily views. Every day more than 2 billion videos are played on *YouTube*.[35] Thanks to *YouTube*, many Internet celebrities have emerged; they are often called "YouTubers". They create video blogs (so-called "vlogs"), which are currently a very popular type of media content.[36] The content searched on *YouTube* should mostly entertain the recipients and help them relax.

3 Why Viewers Prefer Creation in the Online Environment

The transition to the use of wireless technologies is defined by the term "cord cutting". The implication of this phrase is abandoning 'traditional' paid TV services (such as cable or satellite television) to replace these services by those existing in the online environment.[37] The people using these services are called "cord cutters".[38] Based on the lessons learned, it is possible to identify 6 main reasons that have convinced people about the importance of digital and wireless technologies. The first reason is the affordability of online services. According to the *Leichtman Research Group*, in 2016, the paid-TV users paid approximately $103 per month. To access the online video service *Netflix*, which operates exclusively in the online environment, the users pay less than $10 per month.[39] On the Slovak market, *Netflix* costs €7.99 per month for the cheapest version, the average version costs €9.99 per month, and the most expensive alternative is available for €11.99 per month.[40] *Netflix* has been operating abroad for nearly 20 years and, due to its affordability and wide accessability, it is a very popular service. In addition, there are also many free services on the market, such as *YouTube*. In Slovakia, viewers are still getting used to paid services and prefer solutions that are (at least from their perspective or rather seemingly) free of charge.

Another reason is that while using paid online services, it is possible to avoid ads. A paid service gets the most important portion of its income from subscription

2018. [online]. [2018-01-20]. Available at: <https://www.lifewire.com/internet-streaming-how-it-works-1999513>.

33 LEVY, F.: *15 Minutes of Fame: Becoming a Star in the YouTube Revolution*. New York : Penguin Group, 2008, p. 8-10.

34 RUSŇÁKOVÁ, L.: YouTube, YouTuber. In PRAVDOVÁ, H., RADOŠINSKÁ, J., VIŠŇOVSKÝ, J. (eds.): *Slovník vybraných pojmov z mediálnych štúdií*. Trnava : FMK UCM, 2016, p. 230-232.

35 VOCU, O.: *Když se řekne YouTube...* Prague : Ústav informačních studií a knihovnictví FF UK, 2011. Published on the 10th of November 2011. [online]. [2018-01-20]. Available at: <http://eprints.rclis.org/16232/1/Ondrej%20Vocu%20-%20Kdyz%20se%20rekne%20YouTube.pdf>.

36 RUSŇÁKOVÁ, L.: YouTube, YouTuber. In PRAVDOVÁ, H., RADOŠINSKÁ, J., VIŠŇOVSKÝ, J. (eds.): *Slovník vybraných pojmov z mediálnych štúdií*. Trnava : FMK UCM, 2016, p. 230-232.

37 *What Is Cord Cutting?* [online]. [2018-01-29]. Available at: <https://cordcutter.plex.tv/>.

38 BOUMA, L.: *Cord Cutting 101: A Beginners Guide to Cord Cutting (2018 Edition)*. Published on the 3rd of January 2018. [online]. [2018-01-20]. Available at: <https://www.cordcuttersnews.com/cord-cutting-101-beginners-guide-cord-cutting-2018-edition/>.

39 *What Is Cord Cutting?* [online]. [2018-01-29]. Available at: <https://cordcutter.plex.tv/>.

40 TRANGEL, J.: *Netflix: Všetky informácie na jednom mieste*. Published on the 7th of January 2016. [online]. [2018-01-27]. Available at: <https://www.zive.sk/clanok/111320/netflix-vsetky-informacie-na-jednom-mieste/>.

charges (its users), which results in no need to draw money from ads, at least not necessarily. This means that watching programs is not interrupted by advertising blocks.[41] *Netflix* and similar ad-free online services, of course, also acquire money from other sources than the subscription charges. For example, from sponsorship or the profits from their own, original production of movies and TV shows. Initially, there were almost no commercial breaks, as well as unpaid websites and various digital services. Today, most freely accessible online services offering videos or TV contents are often oversaturated with ads. However, it is possible to (partly) eliminate this phenomenon by blocking ads through modern Internet browser options and their add-ons. Another reason to prefer digital technologies is the possibility of making a choice. Digital media make available a much wider range of "on-demand" services, allowing their viewers to select individual programs from menu and watch them whenever they have enough free time, with no strict timetable.[42] Thanks to the choice, the recipients have a positive attitude towards digital television, but especially to the Internet as such. Thanks to Internet connection, one can watch a program of their choice wherever and whenever.

The fourth reason is simple, cheap access to Internet connection. In case of accessing Internet TV, neither cables, cable cabinets, cable switchgear nor DVD or video recorders are required. It is only necessary to own a modem and a router that is economically available to almost every Internet user. However, if one is interested in transmitting contents to a TV screen, there is still need to own a smart TV.[43] Nevertheless, a computer, a notebook or a smartphone is enough to watch entertainment videos, movies or other content. Another reason for the transition of TV production to the online environment is the digitalization itself. The emergence of digital media, of course, has brought a number of changes and affected the whole society. One of the most important phenomena that could affect the dynamic growth of creation in the online environment is the reduced level of content control on the Internet. The content of 'traditional' television broadcasting is under much stricter supervision of several public authorities and is covered by a set of relevant legal standards adopted to regulate broadcasting and its content. The more relaxed approach to the control of the content broadcast via the Internet may be the reason why the entertaining media production has started to prefer the online environment over traditional media. Nevertheless, some measures are already being applied in this field. *YouTube*, which provides users with a wide range of audiovisual content, has published rules for its user community on its website. The rules prohibit spreading of nudity and sexual content, harmful or dangerous content, hateful or violent content. Users are banned in case of engaging in harassment or cyberbullying, harming or threatening children in any way. Spam dissemination or identity theft attempts are not allowed, either. Emphasis is placed on respecting copyright and the personal data protection. Each user has an option to report an inappropriate content, and the content is then passed through a check by *YouTube* experts.[44] Apart from *YouTube*, however, there are many ways to find content that is more explicit in terms of the topics presented

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41 *What Is Cord Cutting?* [online]. [2018-01-29]. Available at: <https://cordcutter.plex.tv/>.

42 CREEBER, G., MARTIN, R.: *Digital Cultures. Understanding New Media*. New York : McGraw-Hill, 2009, p. 46.

43 *What Is Cord Cutting?* [online]. [2018-01-29]. Available at: <https://cordcutter.plex.tv/>.

44 *Pravidlá a bezpečnosť.* [online]. [2018-01-29]. Available at: <https://www.youtube.com/intl/sk/yt/about/policies/#community-guidelines/>.

than the messages offered by programs broadcast on TV. It is complicated to consider whether the possibility of the almost unlimited creation and sharing of content has more positive or negative effects on the society.

Conclusion

The group of people who spend most of their time on the Internet is called "Generation C". Most individuals who belong to this 'generation' are younger than 35 years of age. These media audiences are almost constantly connected to the Internet. They create their own content that they share mostly through social networks. They consider virtual relationships as important as relationships fostered in real life. The representatives of Generation C do not favour 'traditional' TV. Some of them do not even own a television. They rely on the content they choose through the Internet whenever they want.[45] However, being a part of Generation C is not only a matter of age, but rather a way of life. Today's media audiences need constant access to the Internet, and they often pay attention only to their mobile phones, even when spending time with other people. On the Internet, they primarily search for content that serves to distract or 'kill time'. They also tend to use digital media to create or receive their own contents. In the text, we have explained the terms "digital culture", "digital media" and the very popular concepts of "webcasting" and "streaming". The presented definitions of these terms are mostly based on foreign literature, which offers much more information about the discussed issue than domestic academic writings. Nevertheless, it is clear that digital culture's emergence and development is a timely topic in every country, anywhere in the world.

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CONSUMERS´ PERCEPTION OF DIGITAL MARKETING TOOLS

Zdenka Musová – Eva Poliačiková

Abstract
Modern digital marketing tools are an integral part of communication mix of successful companies. Position of communication in online environment shows increasing importance. In this context the aim of the paper is to examine digital marketing tools and to present the selected results of research, which focused on this subject. Secondary data analysis is completed by the partial results of questionnaire surveys from April 2018, which have been conducted on the research samples of 200 consumers and 100 companies in Slovakia. Consumers´ perception and companies´ perception of digital marketing tools were confronted. Digital marketing tools affecting consumer buying behaviour was also the subject of the examination.

Key words:
Company. Consumer. Digital Marketing. Internet. Slovakia. Questionnaire Survey.

1 Introduction

The world becomes more digital and visual.[1] Internet has transformed traditional model of communication. Through the various applications and programs, we can communicate anytime with anyone. On the internet we can create our own identity, share our opinions and attitudes, we can be a part of a various groups, we can receive and give information, buy and sell products and services. Blogs, social media, web sites or other modern communication tools have become a part of daily life not just of individuals but even more of companies. Companies became to be aware of the fact if they want to be successful in current competitive environment it is important to learn how to respond to actual trends which clearly include mobility, flexibility and creativity.[2] These days, communication in internet environment is an integral part of marketing communication of companies. The well-known sentence „Everything is on the web" is becoming more truthful than ever before. Users are redeploying a part of their leisure time entertainment and as well as their responsibilities into the virtual life. Because of this, marketing activities need to be more focused on this target group and try to permeate into their world – world of internet.[3] Modern and effective marketing communication mix combines traditional tools with the modern one which are mostly used in internet environment.[4] In the context of previous text, we focus our paper on digital marketing. Our aim is to process a theoretical background of digital marketing and its tools and present partial results of research, which was focused on its exploration. The intention was to confront opinions of consumers with companies´ views on digital marketing and its using in marketing communication.

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3   CABYOVA, L.: *Marketing a marketingová komunikácia v médiách*. Łódź : Księży Młyn Dom Wydawniczy Michał Koliński, 2012, p. 78.
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2 Theoretical Background

Vodak et al.[5] define internet as a medium, which has not been overcome by any other tool in the marketing, business and communication field. It is a communication platform, but it is also an effective tool characterized by following features: global scope, low costs, exact targeting, the option of individual content in communication, the wide scale of functions and contents with fast actualization, easy measure and score, use of specific methods and tools. Rajcak[6] defines the world of digital media as a „era of digital age". In his opinion the internet is not perceived as a technology anymore. It is perceived as an inter-networked infrastructure which is the main basis for the functioning digital society. So, in general, digital marketing can be characterized as a digital media network that offers a wide range of latest approaches in marketing communication. Bacik and Fedorko[7] characterize the digital marketing as a complex of activities based on which companies can accomplish their marketing activities. Marketing communication in digital environment has a huge potential. Compared to traditional ways of marketing communication, digital marketing comes with many advantages. According to Gburova and Bacik[8] the following are the biggest for consumers:

- the comfort zone of customer (everything needed is easy to find on internet, customer doesn´t have to travel, the one doesn´t have to examine the supply physically, solve the problem of time or emotional pressure),
- better access to products and bigger supply (there are no physical boundaries, customer has an access to the whole world – can buy unlimited assortment),
- available companies, competition and product information (various products lists, reviews, etc. which are helpful in decision making process of other customers),
- rapidness and interactivity (higher level of control, a lot of information before purchase).

Labska[9] completes with digital marketing advantages for companies – building good customer relationships, (communication, special needs finding, feedback), rapidness and effectivity (cost reduction in electronic communication, effectivity of distribution channels), and flexibility (the option to make a changes in catalogues, supply, prices, products etc. in short time). It is also needed to summarize the disadvantages of digital marketing:[10]

- insufficient internet connection for everyone, every time and everywhere,
- the information on the internet can be untrusted,
- the lower level of customer trust (because of irresponsible sellers),
- high demands on topicality,
- technical barriers,
- rapid „negative "publicity (even in the case of false information),
- the necessity to be still original and differentiate from the competition.

5   VODAK, J., SOVIAR, J., VARMUS, M.: *Marketing: Vybrané kapitoly.* Žilina : EDIS, 2016, p. 148.
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The range of digital marketing tools is wide. There are many of various classifications[11,12,13,14,15] based on which the most important and often use tools are characterized in the following part of the paper.

Mobile marketing
One of the fastest growing communication tool is mobile marketing. Its popularity is growing mostly from the logical reason – the amount of people who do not own a mobile phone is decreasing. Nowadays people have strong connection with their mobile phones, that is why this technological device is a perfect medium for marketing communication, which consumers perceive more carefully. According to Matus and Durkova[16] the biggest advantage is interactivity and targeted information, Kusa and Zazikova[17] complete with advantages such a personalization, access anytime and anywhere and the option to localize a user. The most using forms of mobile marketing are advertising messages, consumer contests and games and location-based marketing.

E-mail marketing
E-mail is common way of communication among companies and their customers. Sending e-mails requires special effort because of technical and juristic barriers being. E-mail marketing is a good tool for customer relationships building and products selling.[18] Emails are made to address the potential customer through the pictures, videos or photographs. Marketers send these kinds of e-mails to people about who they know, they want to be contacted. In relatively short period of time marketers can receive a feedback. According to Fedorko[19] there are following kinds of e-mail communication: e-magazines, daily news or event messages. The quality database of contacts is the main pillar of e-mail marketing.

Viral marketing
Viral marketing is mainly about unintentional sharing and buzzing information between loyal customers, occasional customers or between the customers who are fans of the brand in the viral environment. This happens through the internet, social media sites, mobile technological devices what cause the huge propagation of

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19   FEDORKO, I.: *Nové trendy v online marketingu.* Prešov : Bookman, 2016, p. 89.

product and brand awareness all around the world in uncontrollable way. Mostly it is a text, picture, video, link and the topic is usually fun, humour, stories, recipes. The dangerous site of viral marketing is lack of control of manager after campaign starts – how the content is share and how it will be shared.

Social media marketing
Popularity of social media has a strongly increasing tendency. Mostly people communicate here about people, companies and their products. The best known are Facebook, Twitter, LinkedIn, Myspace and Instagram. The main aim of social media for users is to meet a new people or stay in touch with other users. The people here can create optional content and share it with friends. In the opinion of Majerova et al.[20] through the social media sites people can share videos, researches, photographs, company events, announcements, instructions or reviews.

Blogs
Blog is an innovative tool of marketing communication. Technorati, searching blogs site, informs for about 77 % active users of internet reads blogs, what exactly means 346 million of people. The internet domain Blogging.com declare 18,7 million of people write blogs on their own sites or through the social media sites.[21] Oresky et al.[22] consider blog dynamical and uncontrollable tool. The main power is in hand of consumer, who needs to be monitored for the simple reason – keeping good online company name. Low costs coming with blogs are another advantage of blogs which needs attention.

Web banner
Web banner is one of the first forms of advertising which customers could see on internet. It can be a rectangle graphics for example picture or animation in the edges of the screen or various big horizontal or vertical rectangles or squares, icons or buttons.[23] These days in Fedorko´s[24] opinion are web banners on decrease however users get used to seeing them and they do ignore them.

Web sites
The inherent part of communications of companies and other institutes have become web sites. Web sites can be considered as a tool of direct marketing (through the web sites companies can sell their products, promptly react on demand, they can be interactive and it is easy to measure their effectivity). Web sites are also one of the advertising tools (support of companies´ image). In the same way web sites are tools for public relation (because of communication with key stakeholders), even more,

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20   MAJEROVA, J., KRIZANOVA, A., ZVARIKOVA, K.: Social Media Marketing and Possibilities of Quantifying Its Effectiveness in the Process of Brand Value Building and Managing. In CULIK, M. (ed.): *Financial Management of Firms and Financial Institutions: 9ᵗʰ International Scientific Conference Proceedings.* Ostrava : VSB TU, 2013, p. 476.

21   GUNDOVA, P., SIMONIDESOVA, M.: Blog ako inovatívny nástroj marketingovej komunikácie. In MUSOVA, Z. (ed.): *Vplyv inovatívnych marketingových koncepcií na správanie vybraných trhových subjektov na Slovensku II.* Banská Bystrica : Belianum, 2018, p. 57.

22   ORESKY, M. et al.: *Aplikovaný marketing.* Bratislava : Wolters Kluwer, 2016, p. 251.

23   MEERMAN, S.: *Nové pravidlá marketingu & PR: Ako efektívne využívať sociálne siete a médiá, blogy, správy, online video a virálny marketing na získavanie zákazníkov.* Bratislava : Eastone Books, 2013, p. 195.

24   FEDORKO, I.: *Nové trendy v online marketingu.* Prešov : Bookman, 2016, p. 49.

they can be a good option for sales promotion (for example marketing contests). For having a good, functional site is needed to create attractive content, the site should be easy to find, easy to manage and it should have sufficient and original design.[25]

PPC advertising
Pay per click (PPC) advertising is focused on users, who are looking for certain information in browser. PPC is one of the most effective kind of ads because it is precisely aimed on small specific group of customers. The sponsor of advertising pays only for the people who made a click on ad, what means they read or heard the content of advertising.

Guerilla marketing
Some authors[26,27] integrate into the digital marketing tools also guerilla marketing. It is non-traditional form with the main aim – maximum effectiveness with minimum costs. Important thing is creativity which causes the campaign expands. The most visible are funny and creative campaigns, which can use media in untraditional way. In practice the guerilla marketing may take a form of astroturfing, graffiti guerilla marketing, stealth marketing, blackmailing or undercover marketing.

3 Data and Methodology

The main aim of the paper is to present selected results of the research, which focused on the exploring of digital marketing and its tools, its consumers´ perception and using by companies in marketing communication. In order to meet the main aim of the paper in the first part we develop the theoretical background of digital marketing based on available secondary sources. After that, we present partial results of questionnaire surveys, which have been focused on (1) consumers´ and (2) companies' perception of digital marketing tools. However, the main focus is on the consumer research results. Some of them are confronted with findings from company research. Questionnaires were distributed via google forms, which were posted on social media sites. A part of the respondents was approached via e-mail communication, especially companies. Data were collected during the April 2018. The obtained data were processed and analysed through the mathematical-statistical methods. The subject of our consumer research were consumers in Slovakia. 200 respondents, including 117 men and 83 women, were included to the survey sample. In terms of age, the smallest group represent people younger than 20 years (8), in the age from 50 to 59 (4 respondents) and older than 60 years (3 respondents). The biggest group was made up of people aged 20 to 29 years (144 respondents). In our opinion the reason was, that people in this age spend the most the time on internet and we shared our questionnaire online. Another group are respondents from 30 to 39 years (27) and from 40 to 49 years (14). In the term of education, the biggest group is made by respondents with higher education (114) and secondary education with

25   KARLICEK, M., KRAL, P.: *Marketingová komunikace: Jak komunikovat na našem trhu.* Prague : Grada Publishing, 2011, p. 213.
26   FORET, M.: *Marketingová komunikace.* Brno : Computer Press, 2011, p. 286.
27   FEDORKO, I.: *Nové trendy v online marketingu.* Prešov : Bookman, 2016, p. 55.

graduation (69). In the term of region, the sample is too heterogeneous/mixed. Most of the respondents were from Trenciansky kraj (52 %).

For completeness we present the basic characteristics of company research. We asked 100 companies, randomly contacted, without any special features. From the 100 companies in the research, 38 were micro enterprises (0 – 9 employees), 30 small businesses (10 – 50 employees), 19 medium businesses (51-250 employees) and 13 big enterprises (over 250 employees). According to business activities, the sample was heterogeneous, in the term of location – there were mostly companies from Trenciansky kraj (35 %) and Bratislavsky kraj (18 %) in the research, 13 % from Banskobystricky and also from Zilinsky kraj. In the paper we present just partial findings, which we can be compared with results of consumer research.

4 Research Results

The paper contains only several results of the research with emphasis on the consumer perception of digital marketing tools. For comparison in the paper are also presented selected results of companies' view on digital marketing tools and their using in business practise. In the first part of the research we focused on the consumer knowledge of individual digital marketing tools (from submitted list of tools with short description of each). Based on the survey results the most known tools are e-mail marketing and social media marketing. Mobile marketing, web banner and web sites were by consumers identified often too. The less known are PPC and guerilla marketing. Overview of complete results are stated in Chart 1.
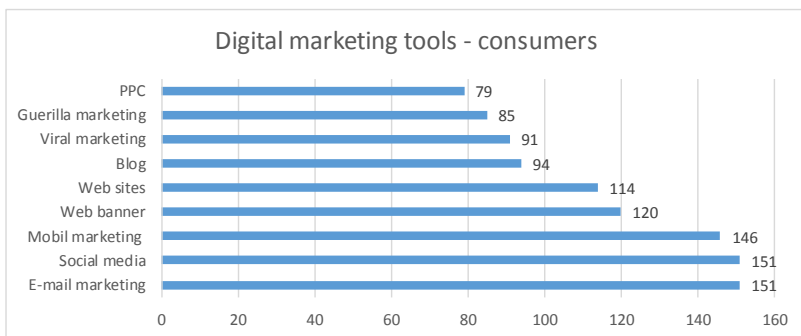
Chart 1: Digital marketing tools – consumers "knowledge"
Source: Own processing

In the next question we were interested in whether respondents of our research usually meet digital marketing tools in their daily life and if yes, how often. The results confirm the connection with the first question – the most of consumers meet very often social media marketing (73 % of respondents), mobile marketing (58 %), web sites (56 %) and e-mail marketing (54,5 %). The answer „I can't decide" was chosen by consumers mostly in connection with PPC and guerilla marketing.

Table 1: Digital marketing tools using in practise

	I meet often	I meet sometimes	I don´t meet	I cannot decide
Mobile marketing	116	62	9	13
E-mail marketing	109	73	8	10
Viral marketing	49	86	33	32
Guerilla marketing	36	78	39	47
Social media	146	37	7	10
Blog	48	85	47	20
Web banner	81	69	28	22
Web sites	112	58	17	13
PPC	46	74	32	48

Source: Own processing

In Table 2 are presented complete results of answers to the question if the digital marketing tools are attractive for respondents or if they are bothering them. Respondents had an option to express their opinion on the 4-degree scale. Web banner, e-mail marketing and mobile marketing were the most bothering tools for our respondents. The opposite opinion (the most attractive tools) had respondents about social media marketing, web sites and blogs. In general, there was the biggest portion of answers „more bothering than attractive", what can mean, that our respondents have rather negative emotions connected with digital marketing tools.

Table 2: Are digital marketing tools attractive or bothering for consumers?

	Very attractive	More attractive than bothering	More bothering than attractive	Very bothering	I cannot decide
Mobile marketing	34	46	71	31	18
E-mail marketing	20	57	74	36	13
Viral marketing	20	42	75	26	37
Guerilla marketing	27	43	67	20	43
Social media	37	66	53	28	16
Blogs	21	73	56	15	35
Web banner	6	41	87	37	29
Web sites	31	68	51	24	26
PPC	9	38	76	18	59

Source: Own processing

From our point of view, there is also important to know if digital marketing tools have an impact on consumer´s buying decision. Social media, mobile marketing, e-mail

marketing and web sites can affect respondents and their buying decisions the most. At the same time, it is needed to point out a lot of respondents have chosen an options – "rather do not affect me" and „do not affect me at all" (mostly in connection with PPC, web banner, guerilla marketing, blogs and viral marketing). Complete results are in Table 3.

Table 3: Affecting of digital marketing tools on consumer´s buying decision

	It affects me very much	Rather affect me	Rather do not affect me	Do not affect me at all	I cannot decide
Mobile marketing	32	49	60	47	12
E-mail marketing	24	56	65	43	12
Viral marketing	16	36	72	48	28
Guerilla marketing	14	40	68	50	28
Social media	39	66	45	37	13
Blogs	15	43	69	49	24
Web banner	9	29	81	62	19
Web sites	17	63	62	43	15
PPC	7	23	76	58	36

Source: Own processing

As we have mentioned before, we were exploring the perception of using digital marketing tools by consumers and by businesses too. We asked 100 different sized companies. The aim was to find out the frequency of using digital marketing tools and to identify motives and barriers connected with using digital marketing tools in business practise. Surprisingly, a big portion of companies from our research are not using guerilla marketing (63 %), blogs (60 %) and PPC (50 %) at all. Guerilla marketing is a specific tool requiring high level of creativity and the consumers because of this tool will connect the company or brand with something unconventional. It can bring good results for company. Blog, as a modern tool of marketing communication, is coming with an option how to present more specific topics, for which there is not enough space in official web or the main point is too big to fit in SMS or under the picture posted on social media. Blog is a good tool for making references and reviews too. The results about frequency of using digital marketing tools in companies are shown in Table 4.

**Table 4: Frequency of using digital marketing tools**

	Regularly	Sometimes	Only once	Never
Mobile marketing	36	21	6	37
E-mail marketing	41	32	6	20
Viral marketing	22	23	11	43
Guerilla marketing	5	22	9	63
Social media	60	21	5	13
Blog	12	17	10	60

Web banner	13	34	11	41
Web sites	54	28	4	13
PPC	13	23	13	50

Source: Own processing

The comparison of consumer´s answers (Table 1) with answers of companies (Table 4) shows logical connection. On one hand consumers meet the most social media, mobile marketing, e-mail marketing and web sites. On the other hand, the companies chose the same tools which they use regularly or sometimes in communication with their customers. If we compare answers from business research (Table 4) with Table 2 (attractiveness of tools) we can see the parallel between the consumers´ answers and answers of companies again. The most bothering tool for consumers is web banner, which is used by only 13 % of companies regularly and 34 % only sometimes. On the contrary social media and web sites perceive consumers as the most attractive and companies use these (60 % vs. 54 %) regularly. There is also a connection between the impact of digital marketing tools on consumer´s buying decision and using these tools by companies. In the next question, which we present in the paper we asked the companies´ opinion about the most bothering tool for customers. The results from the Chart 2 can be confronted with the results from customer research (Table 2). In accordance to results of research there is a match in the following options: web banner, mobile marketing and e-mail marketing.
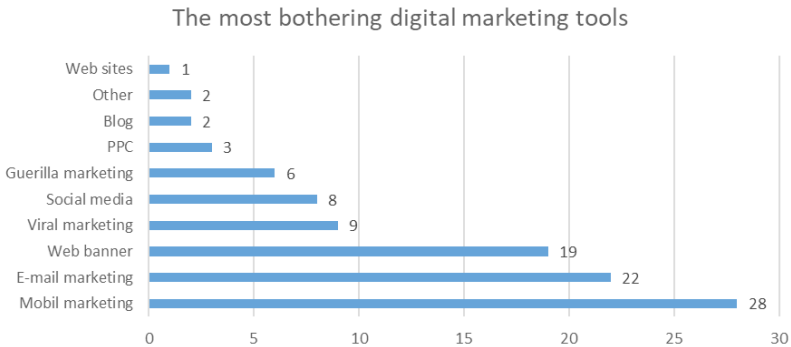
Chart 2: The most bothering digital marketing tools – companies´ view
Source: Own processing

Conclusion

Today's consumers are strongly influenced by modern forms of communication. In the era of the "information and digital society" tools of digital marketing complete and in many cases replace traditional ways of companies´ communication with their customers. The spectrum of digital marketing tools is really wide. In our preliminary questionnaire survey we found out that most of the consumers know especially email marketing, social media and mobile marketing. In practice they very often meet the same tools, on the other hand they don´t meet viral and guerilla marketing at all. The

next research question was, which digital marketing tools are attractive and which bothering for consumers – the finding were not very positive for digital marketing tools in general – negative emotions prevailed (the answers "are more bothering than attractive"). More attractive digital marketing tools can affect consumer buying behaviour more than the less attractive or bothering tools. There are some parallels between consumers´ and companies´ perception of the digital marketing tools aspects, for example companies use regularly the tools, which are positive perceived by consumers. Our finding could be interesting for the decision-making processes of companies in the creating of modern communication mix for consumers. They are an impulse for a further, more detailed research of this issue too.

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THE BRAND BUILDING THROUGH VIRAL MARKETING ON SOCIAL NETWORKS AND ITS PERCEPTION BY DIFFERENT CONSUMERS' GENERATIONS

Margaréta Nadányiová

Abstract

A brand represents some added value to the product, facilitates customer decision-making, reduces purchase-related risks, and express the producer's promise that the product will satisfy the customer's needs and fulfill its expectations in the same quality as the product declares. Brand building is therefore not just about design but also strategy, that is even more important in the process. Sustaining and improving a brand's position in the market is not a simple process in the current competitive environment. For that reason, there is a scope for application of progressive communication marketing tools such as viral marketing. Viral marketing can be characterized as spreading brand awareness, product or service through text, video, images, games. The aim of the article includes to provide a literature review on the issue from several foreign and domestic authors. It discusses the essence of a viral marketing on social networks and also analyses its use as a support tool for building brand value in practice through secondary research data. The important part of the paper represents the marketing survey focused on perception of viral marketing by Slovak consumers' generations X, Y, Z and its impact on their purchasing behaviour. Based on the results of the survey were proposed measures to improve the implementation of viral marketing on social networks as a brand value-enhancing tool in Slovak conditions.

Key words:

Brand. Brand Building. Brand Value. Consumers' Generations X, Y, Z. Marketing Communication. Social Networks. Viral Marketing.

1 Introduction

In recent years, brands have become a symbol of quality and value. Their main task is to help communicate with customers and positively influence their purchasing decisions. Every company wants to have a brand to attract customers' attention and create positive associations with it.[1] The strong brand gives a competitive advantage for the company and market stability in the shape of loyal customers.[2] If a company wants to be successful on the market, it is necessary to focus on the brand building in the long run.[3] Getting a good story takes a lifetime, but it can be lost in the meantime. Nowadays, there are a huge number of brands on the market. Trying to be one of the best is a big challenge for companies. An even bigger challenge is to stay among the best brands. One way to build a successful brand and gradually increase its value is to use progressive communication marketing tools such as viral marketing on social networks. The aim of the article includes to provide a literature review on the issue from several foreign and domestic authors. It discusses the essence of a brand, brand

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1   KLIEŠTIKOVÁ, J., MORAVČÍKOVÁ, D.: The Power of Giving Back: Case Study of Slovak Republic. In ZHANG, H. (ed.): *4th International Conference on Economic, Business Management and Education Innovation (EBMEI 2017)*. Singapore : Management & Sports Science Inst, 2017, p. 17.

2   MORAVČÍKOVÁ, D., KRIŽANOVÁ, A., KLIEŠTIKOVÁ, J.: Green Marketing as the Source of the Competitive Advantage of the Business. In *Sustainability*, 2017, Vol. 9, No. 12, p. 8. [online]. [2018-09-17]. Available at: <https://www.mdpi.com/2071-1050/9/12/2218>.

3   ŠTEFÁNIKOVÁ, L., RYPÁKOVÁ, M., MORAVČÍKOVÁ, K.: The Impact of Competitive Intelligence on Sustainable Growth of the Enterprises. In BEKTAS, C. (ed.): *4th World Conference on Business, Economics and Management.* Amsterdam : Elsevier Science, 2015, p. 212.

building, viral marketing on social networks and also analyses its use as a support tool for building brand value in practice through secondary research data. The basic sources of research were secondary data obtained from annual companies reports, statistical rosters, published reports in print and electronic media of professional publications and results of the marketing survey focused on perception of viral marketing by Slovak consumers' generations X, Y, Z and its impact on their purchasing behaviour.

2 Literature Review

In general, there is no uniform brand definition. Each author defines brand in a different way, as follows. According to American Marketing Association, a brand is a *"name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers."*[4] Keller highlights the brand as *"a further dimension of the product that distinguishes it from other products."* [5] Toman indicates a brand as the following: *"A brand is still often seen as a symbol denoting a product or company. It is simplistically perceived as ´notice board´ over the entrance to the store. It then follows the effort to build the brand visible everywhere."*[6] The brand is of great importance for distinguishing the production from its competitors' production. It is important to regularly find out how a brand is perceived by customers and what they are connecting with. The quality of the seller's products and services is crucial for brand perception. The brand may also add product value. It has to be designed to be able to draw from it the usefulness and quality of the product, its pronunciation and memorability has to be simple, to be distinguishable from other brands and easily translated into other languages.[7] The brand value for the consumer lies in the trust in the unmatched quality of the product at a stable price, advantageous purchase, product satisfaction, brand communications with consumers, traditions, customer's associations with a particular brand, the prestige given by using the product and so on. Associations that the consumer deals with in connection with the brand are such an abstract aspect that contributes to the brand value creation and can be both positive and negative.

Aaker defines the brand value as *"a set of assets or liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service."*[8] The main brand categories are:
- Brand awareness;
- Brand loyalty;
- Perceived quality;
- Associations linked to the brand;
- Other benefits associated with the brand.

4   *Dictionary*. [online]. [2018-09-10]. Available at: <https://www.ama.org/resources/Pages/ Dictionary.aspx?dLetter=B>.
5   KELLER, K. L.: *Strategic Brand Management*. Prague : Grada Publishing, 2007, p. 21.
6   TOMAN, M.: *Co je to značka a proč ji budovat*. [online]. [2018-09-10]. Available at: <http://www. intuitivnimarketing .cz/marketing/co-je-znacka-proc-ji-budovat>.
7   NICA, E., TAYLOR, L.: New Media Technologies, Digital Sharing, and the Neoliberal Economy. In *Ekonomicko-manažérske spektrum*, 2017, Vol. 11, No. 2, p. 106.
8   AAKER, D. A.: *Building Strong Brands*. Brno : Computer Press, 2003, p. 56.

The whole process of building brand, from brand design through its applications to the effective communication with consumers, defines the term branding. It is not just about design but also marketing strategy, which is in the process even more important. The whole process should be carried out in a planned and responsible manner. The role of branding is therefore to give the name of a product, assign the importance to brand, and thus place the brand in the customer's mind to distinguish it from the competitor.[9] The main advantage of branding is the fact that customers can more rapidly remember the product.[10] A strong brand helps keep the company's image in the mind of both the current and the potential customers.[11] Many consumers see the brand as part of a product or service, which means that it proves its quality and value.[12] This usually means that if we showed customers two products that are identical and only one was labeled, they will almost always believe that the branded product will be superior. On the above, we can say that brand value is measured by the consumer's willingness to buy or not to buy the brand's products. The measurement of brand value is strongly linked to loyalty and it measures segments starting with loyal users, ending with those who can move to the brand from competitors. Tracking the development of consumer buying behavior and their perception of brand value offers space for progressive communication marketing tools such as viral marketing on social networks.[13] The issue of the viral marketing on social networks is currently dealt with by many foreign and domestic authors.

Prikrylova and Jahodova define viral marketing as a *"way of communication when message with advertising content appears to the recipient so interesting that he disseminates it further by his own means."* [14] A viral message can take the form of an image, video, email, link, text, music, games, and so on. In order for the message to be successfully disseminated, it have to meet several assumptions. The main thing is that this advertising announcement is engaging and original with a certain amount of creativity. The main advantage is that it is cost-less, fast and easy to spread, and it is credible for the target group. According to Jankowski et al., *"viral marketing is a business strategy that uses existing social networks to promote the product. Its name talks about how consumers disseminate information about products or services within social networks to other people in their social networks."*[15] Janouch defined viral marketing as a *"marketing phenomenon that allows sharing of marketing messages*

9   KELLER, K. L.: *Strategic Brand Management.* Prague : Grada Publishing, 2007, p. 37.
10   TRINH, G. et al.: Benchmarking Buyer Behavior Towards New Brands. In *Marketing Letters*, 2016, Vol. 27, No. 4, p. 745.
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14   PŘIKRYLOVÁ, J., JAHODOVÁ, H.: *Moderní marketingová komunikace.* Prague : Grada Publishing, 2010, p. 122.
15   JANKOWSKI, J. et al.: Towards Sustainability in Viral Marketing with User Engaging Supporting Campaigns. In *Sustainability*, 2018, Vol. 10, No. 15, p. 1. [online]. [2018-09-10]. Available at: <https://www.mdpi.com/2071-1050/10/1/15>.

and encourages people to this activity."[16] Viral marketing is useful as a stand-alone marketing tool or as part of a larger campaign that employs multiple marketing communication tools. This type of communication tool is especially attractive for smaller companies because viral marketing can be a cheaper alternative to traditional marketing efforts. A successful viral marketing campaign lies in understanding how to connect with a particular demographic group by presenting valuable content to them.

Viral marketing on social networks has made it possible for people to gain access to information more amount, more quickly and more often. They are also willing to exchange this information among themselves. Therefor the most effective way for companies is to focus rather on the customer than the competition or the market. So they know in advance what customers are asking for. It is necessary to arouse customer interest, passion and emotion for the product. The praiseworthy experience with the product is very positive for viral marketing, but do not forget also to criticism.[17] Good viral marketing must include two basic parts. First it is necessary to understand what is the main motivator for people to viral message sent. It is a form of exhibitionism that each of us has in ourselves. The basis for forwarding viral marketing is originality, and from the point of view of the viral marketing creator, it is necessary to invent an original idea that people have not yet seen and know. The other part is therefore spreadability and compatibility in the way that people are designated by nature as "lazy creatures", and therefore the viral administration received by the recipient must be executable with one mouse click. The same is true of spreading the viral report further. The disadvantage of viral marketing is low control over the course of the campaign. The viral message is further disseminated according to the will of the recipients and the initiator has no longer the possibility to directly influence the extent of its dissemination and also the response, which may be negative. Another limiting factor in the development of viral marketing may be the fact that viral administration requires a bold, often provocative, creative solution that is not easy to create. On the other hand, companies are often afraid to combine this unusual form of communication with building their brand. However, there is a huge potential for social networking to use viral marketing, such as Facebook, Instagram, Twitter, YouTube or LinkedIn. Based on the above mentioned, we can say that viral marketing can be as active as well as passive form. The goal of an active form of viral marketing is to increase brand awareness while increasing product sales through viral message. The passive form seeks primarily to influence the behavior of the customer and offers him good quality products and services to cause a positive reaction in him.

3 Methods

The aim of the article is to define theoretical basics of brand, brand building, viral marketing on social networks from the viewpoint of several foreign and Slovak authors, to analyse and point out the use of viral marketing on social networks as a

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16   JANOUCH, V.: *Internetový marketing: Prosaďte se na webu a sociálních sítích*. Brno : Computer Press, 2010, p. 269.
17   JANOUCH, V.: *Internetový marketing: Prosaďte se na webu a sociálních sítích*. Brno : Computer Press, 2010, p. 270.

support tool for building brand value in practice. Based on the results of the analysis and marketing survey were proposed measures for effective brand building through viral marketing on social networks, and highlighted benefits including ensuring the loyalty of standing customers as well as gaining new, a successful branding and positive perception of brand and product by users. The basic sources of research were secondary data obtained from annual companies reports, statistical rosters, published reports in print and electronic media of professional publications and results of the marketing survey focused on perception of viral marketing by Slovak consumers' generations X, Y, Z and its impact on their purchasing behaviour. In their processing were used mainly general scientific methods such as description, comparison, analysis, synthesis, deduction and induction. The aim of the marketing survey was to determine the perception of viral marketing by Slovak consumers' generations X, Y, Z and its impact on their purchasing behaviour by using the questioning based on electronic questionnaire. The survey was conducted in March 2018 on a sample of 205 respondents from all over Slovakia aged from 15 years to 58 years. This target group represents a significant segment of consumers for which viral marketing on social networks may be interesting. For processing information obtained from the survey was used the quantitative assessment method, data were processed through empirical research in the form of the percentages and the like.

4 The Use of Viral Marketing on Social Networks as a Support Tool for Building Brand Value in Practice

In practice, we meet with a number of successful cases of brand building through viral marketing on social networks. American companies are very conservative about viral campaigns and they prefer usage of well-known people from show business in their viral campaigns and especially the emphasis on the feelings. The most successful viral campaigns include, for example, the UNICEF project to help children around the world who have a need for drinking water. Photos and videos were spread through social networks, so they got around to every user. The promotion of the Old Spice brand became a hit of American viral campaigns, where main cast has been won by the hero Isaiah Mustafa. And thanks to it, these products were being sold at unbelievable speeds and became the most popular viral campaign on YouTube. No less successful was the viral campaign for the Dove cosmetic brand, which aimed to point on the natural beauty of women. This campaign has also sparked a number of discussions on social networks in which the content of the campaign is spreading. We can also mention the number of viral campaigns of the popular and well-known Coca Cola brand, which have been very successful in the past. Through online promotion, the company approaches Y generations as well as everything that social networks use. On social networks (Coca Cola mainly uses Facebook and Instagram) the campaign uses hashtag #TasteTheFeeling. Japanese companies use animated characters, super heroes, merry-making songs, or talking animals in their viral campaigns. They also use traditional Japanese themes such as samurai, geisha, or martial arts.

The most successful viral campaign has become the Pokémon Go game, which is also the most popular game around the world, that use social networks and blogs for promotion. Viral marketing in Slovak comapnies is not as widespread as abroad, but

there are a number of campaigns that have reached a wide range of people. Recently, the mobile operator Slovak Telecom had successful viral campaigns, whose face became the popular Slovakian cyclist Peter Sagan. Thanks to his well-known face, Slovak Telekom has achieved great success and the operator has seen a significant increase in demand for products and services. Peter Sagan also appeared in a viral campaign for the Hyundai car brand, which was distributed primarily through social networks and other electronic media. Another viral campaign, which became popular in Slovakia and even won the 2016 award, is the campaign of the company Coop Jednota, which has promoted its own brands highlight mainly quality and price. Slovenska Sporitelna is a company with a long tradition, which also promoted a large number of successful campaigns. One of the newest and currently most popular viral campaigns is George Go focused on a modern mobile application for internetbanking. Since launching the viral campaign, rapidly has grown interested in the above product and the company has received many new clients.

5 Results and Discussion

We asked 205 respondents, of whom 116 (56,6%) were women and 89 (43,4%) were men. The results of the survey were evaluated by age group, specifically by customers' generations. For several years, sociologists have been dividing people to generations. Generation is a generic term for a group of people born in a relatively equal period of time or people with the same interests arising from their birth in a relatively the same time period. Generation X (born in 1961 – 1981) joined Generation "baby boomers" and was mainly influenced by political events. Generation X grew in a difficult economic period, with its typical features being independence and self-sufficiency. People of generation X use e-mail, Facebook, ICQ but favourite is a phone call. They prefer brief information exchange, informal communication, and like to exchange the latest information. Their buying behavior is characterized by the fact that they are looking for product information long weeks before buying, they like loyalty cards, they have their own housing and they are financially secure. Generation X tends to budget, so it often uses online stores. They are frequently doing an online survey before buying and read many reviews. It's the only generation that regularly consumes advertising and marketing messages from all major media channels, including social networks and mobile media.

Generation Y (born in 1982 – 2000) is also often called Millennials, Generation Why, Net-gen, or iGeneration. It has grown along with digital technologies and at the time of the development of social media. The representatives of this generation are most influenced by technological progress. They are self-confident, ambitious, controlling foreign languages and focusing on performance. Their purchasing behavior is characterized by the fact that they are much more likely to invest in travel and experience than purchase of a new car or mortgaging a home. Digital communication is very important for young people, they do not create true communities, they tend more towards virtual relationships and experiences. Successful marketing communication to the generation Y lies in the emphasis on an innovative product, and often the social causes that these products promote and the deep affirmation of personal identity. Generation Y gets most of the information from their friends. They

are technologically well-connected and they widely use social media, they need to be constantly online. They represent a major target segment for mobile marketing, as they will never leave home without taking mobile phones.

Generation Z (born after 2000) represents the technically brightest generation of all time. It is not difficult for them to deal with several tasks at once, they have no prejudice against different races, ethnicities and cultures. With facebook or skype, they can communicate with friends at the other end of the country or even the world. They are technologically advanced, they can absorb a lot of information and also find them in seconds. They are good at building relationships, they have a strong socio-social network, no unlimited geography. The negative of the generation Z is that its representants do not know what is confidentiality. They publish their privacy on blogs, openly speaking in discussion forums. They are accustomed to e-mail or phone calls, so face-to-face encounters are not their strong parquet. Generation Z is the most authoritative generation in modern history, it sets trends. Through social networks, they have overcome all barriers in communicating brands and products. In Generation Z, knowledge sharing is essential. They love mobile apps, they have the phenomenal ability to express themselves briefly through SMS, facebook status or twitter messages. Emails are incredibly slow and outdated for her, Generation Z prefers social networks. Generation Z is relying on purchasing decisions for advice from its layoffs on social networks. This generation requires that their brands be "connected" and quickly contacted to engage in their activities. Generation Z is not loyal to one brand, likes to discover new brands and products, evaluate them, and then share the results through the internet with others.

The largest number of respondents in the marketing survey belong to generation Z (89 respondents – 43,4%), followed by the respondent generation Y (75 respondents – 36,6%) and finally the generation X (41 respondents – 20%). Based on the processed data from the marketing research we can say that a most of respondents surveyed use the Internet and up to 188 (92%) are registered on social networks. This group is formed especially by generation Z (99% respondents are users of social networks) and generation Y and they are mostly registered on more than one social network. Up to 29% generation X respondents and 4% generation Y respondents are not social network users. Facebook became the most popular social network with a significant leap forward over other social networks, and accordning to respondents, together with YouTube and Instagram, it was identified as the most appropriate way to spread the viral report. We found that almost all respondents are registered on multiple social networks, with popularity order Facebook (87%), followed by Instagram (62%), YouTube (51%), Pokec (41%), Google+ (24%), Twitter (7%), LinkedIn (12%), and the smallest group of respondents identified MySpace (1%). Respondents replied that the concept of viral marketing is well-known to them, as confirmed by 80% of generation X respondents, 90% of generation Y respondents, and 92% of generation Z respondents.

This marketing communication tool is also highly relevant to influencing consumers when purchasing a particular good or service. Up to 97% of generation Z respondents, 85% of generation Y respondents and 45% of generation X respondents replied that viral marketing affects their purchasing behavior. The most common products

purchased by consumers of all generations under the influence of viral marketing on social networks were food, beverages, cars, mobiles, electronics and clothing. Only 25% of generation X respondents, 69% of generation Y respondents and 92% of generation Z respondents spread the viral message further, most often types of spreaded viral messages are videos, pictures and text with advertising and witty content. The most common reason why respondents spread viral content further was the motivation of winnings. Other responses were price and quality benefits, product discounts, product design, and fun and exciting features. Respondents who do not spread viral messages further, said that they were not interested in their ad content and did not think it necessary to promote the campaign. As the main advantage of viral marketing, the respondents considered the low financial cost (34% generation Y respondents, 28% generation X respondents and 24% generation Z respondents) or the rapid spread of news (32% generation Z respondents, 28% generation Y respondents and 23% generation X respondents). Mentioned respondents do not mind the viral marketing on social networks and they enjoy watching viral campaign, even some of them are motivated to buy new products 18%.

On the contrary, as a disadvantage, respondents most often indicated that viral marketing is harassing them and disturbing their privacy (33% of generation Y respondents and the same generation X). Up to 75% of generation Z respondents replied that they do not know any disadvantages of viral marketing. It has also been confirmed that respondents of all generations know some of popular viral campaigns in Slovakia (such as Coop Jednota, Telecom), but most of them have cited viral campaigns that have emerged abroad (Coca Cola, Old Spice, Kofola etc.). Thus, we can summarize that all of mentioned consumers' generations X, Y, Z are among the target groups for a viral campaign on social networks, as most of them are active users of one or more social networks. This marketing communication tool has the biggest impact on the younger generations Z and Y, generation X consumers are more cautious about buying and a little less influenceable by social networks. In any case, viral marketing on social networks is currently one of the most effective tools of marketing communications to promote not only products and services, but especially brands.

Conclusion

Based on the results of a marketing survey, we can say that if the company wants a successful viral campaign on social networks, it has to take into account the following steps:
1. Analysis of competitors and their marketing campaigns.
2. Market research and consumers' preferences of social netrworks.
3. Correct definition of the target of the viral campaign.
4. Selection of a suitable target segment.
5. Content of the viral campaign, creative idea and its processing in the selected format.
6. Viral campaign application, content placement via social networks, blogs for a specific target segment.
7. Update viral campaign spreads, social network activity.

8. Evaluation of the viral campaign, reaction to demand for products and services, increase of sales.

Effective use of viral marketing on social networks may be a competitive advantage for the company, and it also brings other benefits, for example:
- Increasing the number of customers and thus increasing sales;
- Strengthening the value of the brand perceived by customers;
- Strengthening the market position of the brand;
- Increasing consumer awareness of the brand;
- Improving the effectiveness of the brand's product sales;
- Improving brand image;
- Achieving customer loyalty.

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CONSUMER PREFERENCES OF GENERATION Y IN RELATION TO THE FAIR TRADE CONCEPT IN THE CZECH REPUBLIC

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Abstract

The Fair Trade which is currently getting more and more into the consumers mind is primarily based on the creation of partnerships between producers on the one side and consumers on the other side. The business concept of Fair Trade is a trading method that does not emphasise commonly compared price parameters of products. The aim of the paper discusses the topics of the commercial concept of the Fair Trade. Data was obtained using the quantitative research using questionnaire data collection techniques among respondents ($n = 840$) in the age group 15 to 34 years. The results showed that the attitude of the younger population between the ages of 15-34 to the business concept of Fair Trade is quite positive.

Key words:

Concept. Consumer. Fair Trade. Generation. Purchase.

1 Introduction

Witnessing increasing internationalisation of the world economy, we cannot omit the fact that differences in living conditions of the population of the developed and developing countries persist and often worsen. Certain cultural rules were gradually formed during the history based on religious, ethical and moral principles. According to such rules, people in better situation used to help those marginalised, poorer and weaker in any sense. In recent years, this tradition has had the form of development aid. In other words, people from more developed countries keep searching ways and forms of improvement of living conditions in third world countries. One of such forms of development aid is the Fair Trade project. The Fair Trade concept represents one of possible ways of the mitigation of the world poverty as funds collected from customers are transferred immediately to producers or growers and they may be used in a transparent way to improve the difficult living situation that can be hardly resolved in any other way. Thus, the concept is based simultaneously on the principle of social and economic solidarity between the richer and poorer part of the world. It makes it possible for the individual – consumer – to use his/her purchasing choice to at least partly influence the division of force in the field of the world trade and to declare his/her personal attitudes and preferences.

People living in advanced countries live in plenty. The overall abundance so apparent in the current society is reason why some groups of people turn to traditional values searching new ways of self-expression. Always, in all historic phases, it was the young generation who used to come with new ideas and who used to initiate development in both economic and social area. The current young people, members of the so called "Y" generation, are people who already are or just enter their productive age. They are young consumers forming the group of current and future customers whose attitudes and preferences will influence the shape of retail trade in years to come. Therefore, ascertaining opinions, attitudes and preferences of such young consumer generation in relation to alternative trade concepts is a current topic. The objective of the article is to discuss the issue of the Fair Trade concept in the Czech Republic based on study of literature sources and own research primarily in relation to the generation of

young consumers in the age cohort of 15 to 34 years. The particle consists of several logically sequential parts. The introduction to the issue is followed by theoretical starting points of the article. The next section is the "Methodology and Material" that describes the methodology used for the preparation of the article characterisation of the concerned sample. The section "Results and Discussion" evaluates and interprets collected data comparing them to other researches. The conclusion summarises the results and defines possible ways of further research.

2 Theoretical Background

The current world is increasingly economically interconnected and, at the same time, divided, roughly to the rich North and poor South. What has always increasing importance in the context of the consumers´ behaviour are issues of ethical consumption and sustainable development.[1] Environmental problems attracted attention and sympathy of the society in the 70s of the 20th century first of all in connection with growing activism of global environmental movements.[2] In the 80s of the 20th century, these movements gained great political influence and they raised awareness of such issues that became topic of extensive public discussion.[3] Official institutions gradually changed their attitude to the solution of world-wide problems due to such discussion. The effort to harmonise social and market targets and consumes´ preferences with institutional and private interests in the field of environment protection became a great challenge in the political field.[4] This fact was confirmed also by Fridell (2004) claiming that Fair Trade use to be rather a political movement until the second half of the 80s. It sought changes of international rules and procedures in order to improve trade conditions for the marginalised producers from the global South.[5]

Steinrücken and Jaenichen (2007) attribute the origin of the Fair Trade as an alternative trade concept in this period to the process of growing western countries awareness of the fact not all countries and social groups profit from the global economy and trade growth in an even way.[6] The period of the massive expansion of the Fair Trade concept that started approximately in 2002 is associated with a high level of commercialisation and orientation on major markets.[7] What is now considered a generally accepted definition of the Fair Trade is the definition formulated by FINE in 2001: "*Fair Trade is*

1   COPPOLA, A. et al.: Personal Values and Pro-Social Behaviour: The Role of Socio-Economic Context in Fair Trade Consumption. In *British Food Journal*, 2017, Vol. 119, No. 9, p. 1970-1981.
2   REED, M.: *Rebels for the Soil: The Rise of the Global Organic Food and Farming Movement*. Washington, DC : Earthscan, 2010, p. 71-89.
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4   STOLZE, M., LAMPKIN, N.: Policy for Organic Farming: Rationale and Concepts. In *Food Policy*, 2009, Vol. 34, No. 3, p. 238-243.
5   FRIDELL, G.: The Fair Trade Network in Historical Perspective. In *Canadian Journal of Development Studies*, 2004, Vol. 25, No. 3, p. 411-428.
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7   DAVIES, I. A.: The Eras and Participants of Fair Trade: An Industry Structure/Stakeholder Perspective on the Growth of the Fair Trade Industry. In *The International Journal of Business in Society*, 2007, Vol. 7, No. 4, p. 456-469.

a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade".[8,9] The Fair Trade works based on several basic principles that include primarily the presumption of existence of democratic bodies, right to trade unions, prohibition of child labour, good working conditions etc. in the social area. In the economic area, this includes first of all the rule of minimum purchasing price that should not be dependent on the current price level of a specific commodity and that should work as a guarantee of basic certainties for the producers of Fair Trade products.[10]

The consumer has the right to manifest his/her personal attitudes and standards by means of his purchasing choice and to declare his/her personal stance, dissatisfaction with the consumer lifestyle having an alternative space for the expression of his/her personal standards.[11] This is confirmed also by Spilková (2016) who ranked the Fair Trade concept in its wider context among alternative food networks that are perceived as a counterweight to globalisation processes in the field of sale of food.[12] The current understanding of the meaning of generation is very extensive. It makes it possible to understand differences between individual age groups of the society and self-identification and identification of other people in the historic time.[13] However, the division to generations is not uniform at the time being. The concept of different authors varies in terms of exact time delimitation being defined by birth year of members as individual periods often somewhat overlap each other. The generation Y can be understood as a group of people born in 80s and 90s of the 20th century.[14] Typical features of this generation include high level of flexibility that is reflected in all areas of the life. The generation Y differs from the previous ones by perceiving several stimuli at the same time, it is more sensitive to visual stimuli and prefers summarised information.[15] Generation Y members love to belong to a group where they may share their information and the privacy is not that important any further for them.[16] The childhood of the generation Y members is associated with fast development of information and communication technologies going hand in hand with the growth

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16   VAN DEN BERGH, J., BEHRER, M.: *Jak cool značky zůstávají hot: Marketing zaměřený na mladou „generaci Y"*. Brno : BizBooks, 2012, p. 51.

of saturation with computing technology, internet services and cell phones. Most "millennials" like to make use of social networks and share information by means of social media platforms such as Facebook, Twitter, Instagram and they know them very well and it is associated with pleasant experiences for them.[17]

3 Methodology and Materials

The theoretical background of this paper was based on an analysis of secondary sources gained from scholarly papers, specialised literature, and official web portals. Primary data was obtained through a survey. The data was obtained by quantitative research using a questionnaire survey among the following group of respondents, from the age of 15 to 34 (n = 840). Respondents were selected by quota selection by classification of CSO and OECD.[18,19] Research data was gathered in 2017. Basic sociodemographic factors of the respondent reference group are summarised in the following table:

Table 1: Sociodemographic factors of the respondents in absolute value and %

Gender	Females	417	49.6%
	Males	423	50.4%
Age	15 – 19 Years	170	20.2%
	20 – 24 Years	200	23.8%
	25 – 29 Years	210	25.0%
	30 – 34 Years	260	31.0%
Highest education level obtained	Elementary	194	23.1%
	Secondary with no graduation exam	194	23.1%
	Secondary with graduation exam	285	33.9%
	University	167	19.9%
Population of place of residence	Prague	347	41.3%
	Ústí nad Labem region	229	27.3%
	South Bohemian region	176	21.0%
	Karlovy Vary region	88	10.5%

Source: Own processing

Results were obtained by descriptive methods of statistics as relative and absolute frequency. Contingency table was based and tested by Pearson's chi-square test. Significance level (α) was set at 0.05. If the value of $\chi2$ test was equal to or greater than value of critical $\chi2$ test on significance level α = 0.05, null hypothesis about independency was rejected. In case when null hypothesis was rejected, Cramer's V is possible to count. During the data analysis, the following null hypotheses were tested:

17   TIPPELT, F., KUPFERSCHMITT, T.: *Social Web: Ausdifferenzierung der Nutzung – Potenziale für Medienanbieter: Ergebnisse der ARD/ZDF-Onlinestudie 2015.* [online]. [2018-03-22]. Available at: <http://www.ard-zdf-onlinestudie.de/files/2015/10-15_Tippelt_Kupferschmitt.pdf>.
18   *Czech Statistical Office.* [online]. [2018-02-24]. Available at: <https://www.czso.cz/>.
19   *Organization for Economic Cooperation and Development.* [online]. [2018-03-12]. Available at: <http://www.oecd.org/>.

- H_01: Knowledge of Fair Trade does not depend on the level of education achieved by the respondent.

The following abbreviations are used in this paper: CSO = Czech Statistical Office, GfK = Gesellschaft für Konsumforschung, OECD = Organization for Economic Cooperation and Development.

4 Results and Discussion

From the selected answers, more than half (54%, 454 people) of the total number of respondents ($n = 840$) never met the term, partial knowledge of the term (the answer "yes, I have already heard of it, but I do not know exactly what is that") was decalred by 22.9% (192 people). Approximately the same number of respondents expressed that they are familiar with the term Fair Trade (23.1%, 194 people). The results of many similar surveys (eg Taylor and Boasson, 2014) suggest a strong link between Fair Trade knowledge and the level of education.[20] The same conclusions can be made on the basis of the findings arising from this question as part of the research carried out. The following chart (Chart 1) shows the relative representation of individual categories in the whole sample ($n = 840$). It is clear that the awareness of the term of Fair Trade also increases with increasing education.
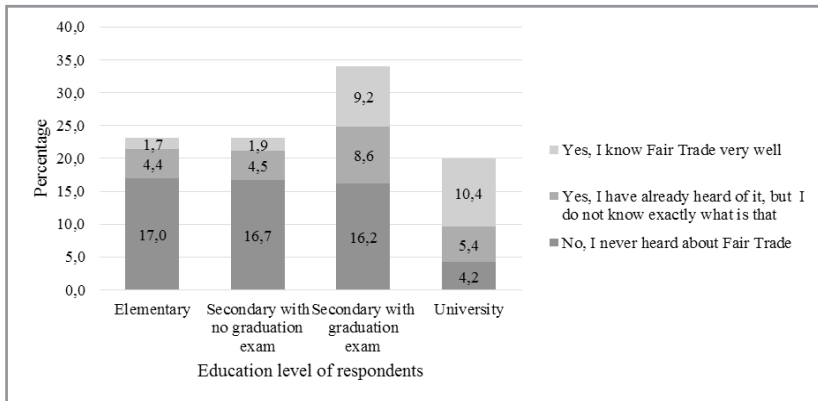
Chart 1: Knowledge of Fair Trade in relation to the achieved education
Source: Own processing

The link between the knowledge of Fair Trade has also been subjected to deeper exploration. For test purposes, a null hypothesis was determined and subsequently tested.

- H_01: Knowledge of Fair Trade does not depend on the level of education achieved by the respondent.

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20   TAYLOR, J. E., BOASSON, V.: Who Buys Fair Trade and Why (or Why Not)? A Random Survey of Households. In *Journal of Consumer Affairs*, 2014, Vol. 48, No. 2, p. 418-430.

**Table 2: Knowledge of the concept Fair Trade by education level**

Education level	Yes, I know Fair Trade very well	Yes, I already heard about it. But I don´t know about Fair Trade nothing more	No, I never heard about Fair Trade	Total
Elementary	**14**	**37**	**143**	**194**
Secondary without graduation exam	**16**	**38**	**140**	**194**
Secondary with graduation exam	**77**	**72**	**136**	**285**
University	**87**	**45**	**35**	**167**
Total	**194**	**192**	**454**	**840**

Source: Own processing

The Calculated χ^2 value from table 4 is 168.08. This value is higher than critical value of the distribution by 6 degrees of freedom ($\alpha = 0.05$). Null hypothesis can be rejected. Knowledge of the concept Fair Trade is dependent on the respondent´s education level. Dependence measured by Cramer's V is strong ($V = 0.32$). By the method of adjusted residues, significant differences were found. In particular, there was a strong dependence between higher education and the "yes" answer and basic or non-A-levels education and "no" answers. While the term was known by 52.1% and at least 26.9% of university students have heard about it, for respondents with elementary education it was only 7.2% and 19.1% and 8.2% and 19.6% for respondents with high school education without graduation exam. More than three-quarters of the respondents with basic level education have never met the term of Fair Trade. Strong link between Fair Trade and respondent's education is also confirmed by Taylor and Boasson (2014) or Pedregal and Ozcaglar-Toulouse (2011).[21,22]

21   TAYLOR, J. E., BOASSON, V.: Who Buys Fair Trade and Why (or Why Not)? A Random Survey of Households. In *Journal of Consumer Affairs*, 2014, Vol. 48, No. 2, p. 418-430.
22   PEDREGAL, V. D., OZCAGLAR-TOULOUSE, N.: Why Does Not Everybody Purchase Fair Trade Products? The Question of the Fairness of Fair Trade Products' Consumption for Consumers. In *International Journal of Consumer Studies*, 2011, Vol. 35, No. 6, p. 655-660.
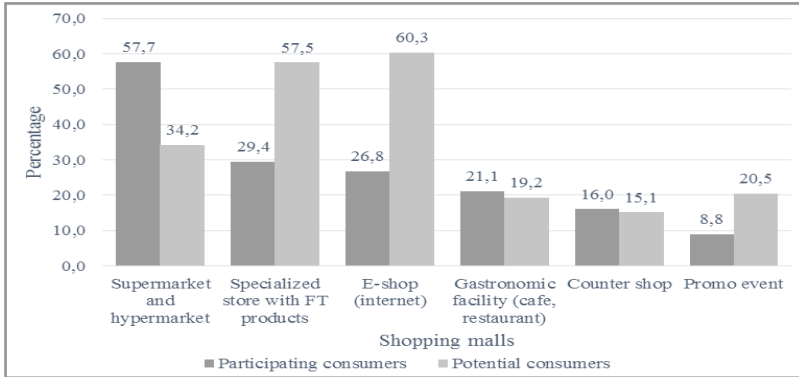
Chart 2: Preferred shopping malls
Source: Own processing

The found structure of the shopping malls where Milenials purchase Fair Trade food ($n = 194$) corresponds to the general preferences of Czech consumers according to GfK (2018).[23] Relatively fewer young consumers buy the monitored range of food in regular counter shops (16.0%, 31) and in promo events (8.8%, 17). From the percentage of purchasing points where potential buyers would buy the target sortiment ($n = 73$), the preference of e-shops and specialized stores, which was equally marked by approximately 60% of these customers, is evident. In supermarkets Fair Trade products are expected by only a third (34.2%) of potential consumers. Approximately one fifth of Generation Y consumers buy or would buy Fair Trade food in gastronomic facilities (21.1% of participating consumers, 19.2% potential consumers). Both groups of consumers were asked what Fair Trade products they buy or would buy.
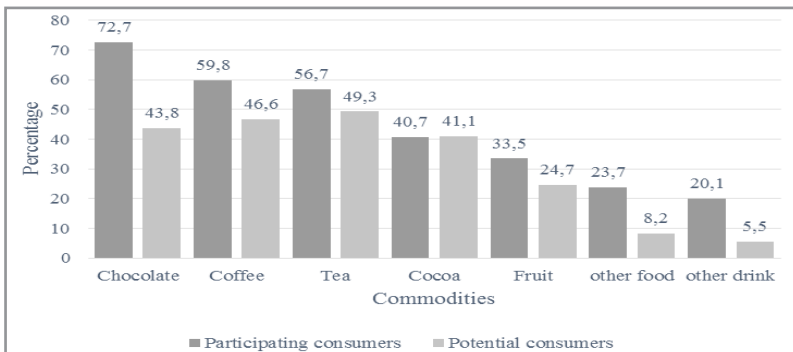
Chart 3: Preferred commodities when buying
Source: Own processing

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23   *GfK Consumer Reporter: 01/2018.* [online]. [2018-10-05]. Available at: <http://www.gfk.com/cz/insights/report/gfk-consumer-reporter-012018/>.

In the case of a response group of participating consumers, ie respondents who have bought or regularly purchased Fair Trade (n = 194), the most frequently chosen product was chocolate, which at least once purchased 72.7% (141) by young consumers. More than half of respondents in this question chose "coffee" (59.8%, 116) and "tea" (56.7%, 110). Approximately 40% of respondents have already bought cocoa with Fair Trade (40.7%, 79) and 33.5% (65) bought fruit. Potential consumers (n = 73) most often said they would buy tea (49.3%), coffee (46.6%) and chocolate (43.8%). For the last commodity, the difference in responses between the group of participants and potential consumers was also most striking. From the percentage representation of responses, it is clear that respondents have the concept of Fair Trade associated primarily with traditional imported durable products such as coffee, tea, chocolate and cocoa. This is a difference between western countries, where the significance of fruit and other products are growing.[24] Fair Trade products guarantee fair earnings to their producers. Products have higher prices than traditional market – based products. From all respondents were selected respondents which are interested in Fair Trade products (n = 386). More than half of respondents (56.4 %) which are interested in Fair Trade are willing to accept higher price of products. With this fact agrees Akaichi et al. (2016) and notes that consumers are capable to pay a higher price for Fair Trade label products.[25] Staricco (2016) ads that higher price is a prerequisite for good manufacture conditions.[26] A lower or higher degree of lack of interest was reported by 34.8% of respondents. 8.8% of the respondents did not express any opinion. From all respondents who declared Fair Trade knowledge (n = 386), half said that they had already bought Fair Trade food (50.3%, 194). Approximately one tenth (11.1%, 43) took a negative attitude to purchasing of these products and less than fifth of respondents (19.7%, 76) expressed that they are not interested in labeling of production.

Conclusion

The business concept of Fair Trade is a relatively new phenomenon whose importance has been constantly increasing in recent years. The principles of solidarity and social responsibility are currently affecting all individuals in countries with developed economies because their consumer behaviour can influence a global social climate. The aim of the paper is to present research in the field of consumer's awareness of Fair Trade label in Czech Republic. The research sample was selected by quota selection. The survey was completed by 840 respondents aged 15-34. Almost half of respondents were familiar with Fair Trade. The results showed that the attitude of the younger population between the ages of 15-34 to the business concept of Fair Trade is quite positive.

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24   *Fairtrade Česko a Slovensko*. [online]. [2018-01-18]. Available at: <https://www.fairtrade-cesko.cz/>.
25   AKAICHI, F. et al.: Does Fair Trade Compete with Carbon Footprint and Organic Attributes in the Eyes of Consumers? Results from a Pilot Study in Scotland, The Netherlands and France. In *Journal of Agricultural & Environmental Ethics*, 2016, Vol. 29, No. 6, p. 970-983.
26   STARICCO, J. I.: Fair Trade and the Fetishization of Levinasian Ethics. In *Journal of Business Ethics*, 2016, Vol. 138, No. 1, p. 2-15.

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THE PROBLEM OF USING MOBILE DEVICES
FOR PURCHASING PRODUCTS IN THE ONLINE ENVIRONMENT

Mária Oleárová – Jakub Horváth

Abstract

The fact that a modern consumer is closely connected with advanced technologies can not be called into question. Evidence is the ever-changing purchasing behaviour of an increasingly demanding consumer and the world offers them multi-channel shopping. However, expanded opportunities are also the basis for a challenging competitive environment, which is now more intense than ever before. Understanding how consumers buy and trade in the digital world is a prediction of a successful business strategy. The present article therefore maps the current situation regarding mobile trading. Based on the statistical data and research studies it interprets and also describes the ever-growing development of this sector. In view of the different demographic characteristics of respondents, businesses capture their shopping habits, monitor the shopping activities by means of mobile devices, and in the end also identify barriers related to mobile purchasing.

Key words:

Mobile Apps. Mobile Commerce. Mobile Devices.

1 Introduction

Nowadays, the company is willing to accept new technologies. Undoubtedly, digital devices are immensely important in any daytime activities.[1] Over the past two decades, mobile devices had a profound impact on the everyday life of people.[2] At the same time, the retail sector has seen the enormous potential of mobile technology,[3] which was the beginning of the rapid development of mobile purchasing, as smartphones are, according to many scientists ubiquitous purchasing opportunities.[4,5] Over the past two decades, mobile devices have not only caused intense drift in the world of digitization, but they have a profound impact on changing consumer behaviour.[6] The retail sector has seen the tremendous potential of mobile technology, which has led to mobile purchasing and close cooperation with the customers.[4] According to Natarajan[7] the development of mobile commerce has been stimulated by two factors – the extensive and fast penetration of the mobile phone, and the remarkable

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7   NATARAJAN, T., BALASUBRAMANIAN, S. A., KASILINGAM, D. L.: The Moderating Role of Device Type and Age of Users on the Intention to Use Mobile Shopping Applications. In *Technology in Society,* 2018, Vol. 53, No. 20, p. 79-90.

and favourable comfort in terms of time and space. The increasing availability and deployment of a thorough mobile technology industry has provided new revenue opportunities for organizations,[8] and m-commerce has generally been identified as the driving force of next generational computation.[9] It can also be defined as any transaction that involves the transfer of ownership files or rights to use goods and services that are commenced and terminated using mobile networks mediated by mobile devices.[10]

M-commerce transaction is defined as any type of economic value transaction that is made through a mobile device that uses a wireless telecommunication network to communicate with e-commerce.[11] M-commerce has evolved from e-commerce but is partly different from e-commerce,[12] because of the specific features and limitations of mobile devices and wireless networks as well as the special needs and demands of mobile users.[13] People are constantly on the move and therefore always want services, information and entertainment.[14] Mobile services therefore fulfil three main factors: personalization, time-sensitivity, and location awareness. The combination of these elements brings even greater value to the final consumer.[15] A variety of features make m-commerce different from e-commerce.[16] This includes the use of product and service localization parameters,[17] a more personalized shopping experience,[18] increased omnipresence, the ability to connect with consumers and more convenient purchasing channels.[19] M-commerce has caused major changes

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in the IT, telecommunications, media, or financial services sectors.[20] Using mobile technology, m-commerce enables users to safely manage their businesses online, from anywhere, anytime.[21]

In general, it can be argued that mobile commerce allows users to browse or purchase products through mobile devices anytime, anywhere.[22] Mobile transaction refers to any transactions, whether direct or indirect, with the realization of the monetary value through the wireless telecommunication network.[23] Mobile commerce is commonly understood as a sale of goods or services, but also includes activities such as mobile banking, purchasing, money transfer, mobile ATM, mobile tickets, mobile vouchers, coupons, loyalty cards, mobile auctions etc.[24] In other words, it is actually the exchange of information, goods or services using mobile technologies. But for example,[25] talks about m-commerce as an explosion of applications and services that are accessible from mobile devices with the Internet. Thanks to them we are much closer to the information than ever before.[26] M-commerce includes a variety of on-line services available on mobile devices through mobile websites and apps.[27] Mobile apps are third-party software that can be installed on mobile devices. Users can install different kinds of mobile apps such as games, music, purchases, bank payment requests, etc. provided by third-party providers.[28] Compared with mobile websites, consumers prefer mobile apps primarily because they are more convenient, faster and easier to search for information.[29]

Although there is some interest in mobile shopping, there are sharp differences between smartphones and computers. A group of authors[30] has found that consumer behaviour when searching for information via mobile phones differs from desktop

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search behaviour. Mobile users are intermittently reading the content because mobiles have smaller screens. Therefore, it can be said that there are obvious limitations in the use of mobile devices, not only because of the small screen but also the limited computational power.[31] Other authors[32] have found a similar result that smaller screens of mobile devices increase search costs, which however makes the relative attractiveness of the first search result relative to the search results on computers. Mobile devices can be considered as relatively innovative digital devices with fast penetration of the market.[33] The objective of this article is to describe the current m-commerce trends. Based on the results of research studies and statistics with statistical portals in the next part of this article, we interpret relevant outputs that increasingly assign importance to the industry.

2 Current State of the Issue

The continued development of mobile technologies is a reflection of changing consumer habits. Changing available technologies also brings change of purchasing channels, which consumers prefer more and more. Many studies have been devoted to m-commerce issues, and many surveys have revealed that in the near future, smartphones will not only be the devices for communication and entertainment, but also the means to buy goods and services.

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31 MIFSUD, L.: *Research in the Use of Handheld Technologies in Compulsory Education: A Review of Literature*. Paper presented at IRIS – Information systems research seminar in Scandinavia. Faljenberg, Sweden, presented on the 14th – 17th of June 2004. [online]. [2018-12-12]. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5102507/>.

32 GHOSE, G. et al.: How is Mobile Internet Different? Search Costs and Local Activities. In *Information System Resesrch*, 2013, Vol. 24, No. 3, p. 614-630.

33 MUDRIK, M., FEDORKO, R.: *Business Via Google – New Possibilities and the Future*. Paper presented at 3rd International Scientific Conference on Management – Knowledge and Management in Times of Crisis and Ensuing Development. Prešov, Slovakia, presented on the 21st – 22nd of October 2010.
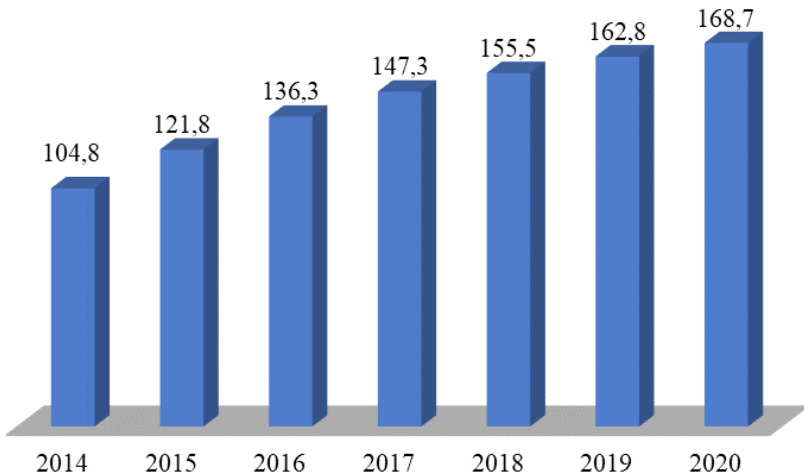
Chart 1: Number of consumers purchasing via mobile phones (in millions)
Source: *Number of Mobile Buyers in the United States 2014-2020*. [online]. [2018-10-03]. Available at: <https://www.statista.com/statistics/241471/number-of-mobile-buyers-in-the-us/>.

The Statista statistical program[34] has provided information on the number of consumers purchasing via mobile phones in the United States since 2014, and predicts this situation by 2020. According to the chart, smartphone purchasing has a steadily rising tendency. While the number of these users was 121.8 million in 2015, it currently accounts for up to 155.5 million consumers. According to the portal, this figure should increase by more than 13 million consumers to 168.7 million in 2020, and these consumers will make at least one purchase through a mobile web browsers or mobile apps. Forrester Research[35] paid attention to this trend. It claims that in 2012, US consumers spent $ 7.8 billion in retail stores through their smartphones. By 2016, this figure has risen to $ 60.2 billion and, according to the company, it is expected to reach $ 93.5 billion in 2018 and $ 175.4 billion in 2022. Continuing growth in mobile business is also confirmed by Business Insider,[36] which expects that by 2020 m-commerce will account for 45% of the total e-commerce market in the US and will reach $ 284 billion. Accenture[37] in its studies has shown how m-commerce is

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34 *Number of Mobile Buyers in the United States 2014-2020*. [online]. [2018-10-03]. Available at: <https://www.statista.com/statistics/241471/number-of-mobile-buyers-in-the-us/>.
35 LACY, L.: *Mobile Shopping Is on the Rise, But Remains Split Between the Mobile Web and Apps*. [online]. [2018-10-03]. Available at: <https://www.adweek.com/digital/mobile-shopping-is-on-the-rise-but-remains-split-between-the-mobile-web-and-apps/>.
36 *Mobile Commerce Tops $24 Billion for Holidays*. [online]. [2018-10-03]. Available at: <http://www.businessinsider.com/mobile-commerce-tops-24-billion-for-holidays-2016-12>.
37 DONNELLY, Ch., SCAFF, R.: *Who are the Millennial Shoppers? And What Do They Really Want?* [online]. [2018-10-03]. Available at: <http://fliphtml5.com/scht/lrmf/basic>.

at the top of the rising trend for consumers. Evidence is generated by the Millennials in the US, which will account for 30% of total retail sales by 2020.

Thanks to the ubiquity of mobile devices and mobile Internet around the world, mobile products are constantly on the rise. An exploratory initiative on this issue was also demonstrated by Verto analytics,[38] which in July 2017 mapped the purchasing habits of UK consumers, who were older than 18. The use of the devices varies considerably between different age groups and between the genders. Older users over 55 years prefer to have larger screens for online shopping. The survey shows that 42% of the time spent on e-commerce websites is for this group of the population via the PC and 25% of the population spend time on the tablet. Only 8% of those who are older than 55 spend time on their smartphones. Consumers aged 35-44 use their appliances on desktops and on tablets (23-26%), but most people prefer mobile phones to 32%. The survey results also show that customers at the age of 35 spend almost 50% of their time on smartphones. One particularly interesting finding is that 75% of the time spent in e-commerce is for females via the smartphone, and for men via the desktop. Males spend 54% of their time on e-commerce devices, while on smartphones only 25%.
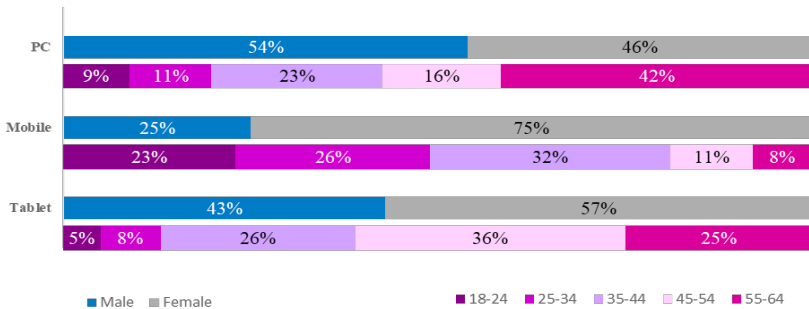
Chart 2: Time spent in online stores via devices based on age and gender

Source: *E-Commerce in the UK: Online Shopping Habits of UK Consumers*. [online]. [2018-10-02]. Available at: <http://research.vertoanalytics.com/hubfs/Files/ VertoAnalytics-Report-UKecommerce.pdf>.

Another survey on m-commerce is from Bronto.[39] The survey was conducted in cooperation with Imperium and the Precision Sample in April 2017. The online questionnaire contained 39 questions and the sample consisted of 1,000 American consumers divided into three age cohorts: Millennials (18-34 years), Generation Y (35-54 years) and Baby Boomers (55 and over). This survey mapped consumer behaviour in relation to mobile purchasing, addressing among other things generational differences. The results of this survey show that almost the entire generation of Millennials (92%) has at least one experience with the purchase of goods and services

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38   *E-Commerce in the UK: Online Shopping Habits of UK Consumers*. [online]. [2018-10-02]. Available at: <http://research.vertoanalytics.com/hubfs/Files/VertoAnalytics-Report-UKecommerce.pdf>.

39   *Mobile Shopping Behaviors, Browsing, Buying or Both?* [online]. [2018-10-02]. Available at: <https://www.mytotalretail.com/resource/mobile-shopping-behaviors-browsing-buying-or-both/thank-you/>.

through their mobile phone. Even in the case of generation X, the proportion of mobile users is well above half. The survey revealed that 75%, one quarter of people aged 35-54, use their smartphone to buy products. The group of respondents with the highest age range, also known as baby boomers, is not buying via mobile phones but in comparison with the previous groups this groups is the least active. Although only 33% of users report this activity, Bronto points out that this age group spends more than $ 3 trillion a year on purchases and therefore should not be subdivided even in the case of mobile shopping by retailers.

Browsed or looked for products	68%
Looked for discounts or offers	61%
Compared prices	55%
Purchased a product	55%
Read reviews of a product	52%
Found store contact information	48%
Found directions to a store	46%
Retrieved account/loyalty card information	24%
Shared a product with friends or family	22%
Wrote a review for a product	19%

Chart 3: Purchasing activities performed on mobile devices
Source: *How People Shop on Their Phones*. [online]. [2018-10-02]. Available at: <https://www.thinkwithgoogle.com/>.

The interest in mobile purchasing was also tracked by Google,[40] which conducted an online survey on a sample of 500 American consumers aged 18-64 in October 2016. One of the outcomes of this survey was to find out what purchases have been made by smartphone users over the last 30 days. Most respondents (68%) said they searched for products through the smartphone. 7% fewer respondents admit that they are looking for discounts or more favourable product offerings. More than half of respondents on a mobile phone compares product prices and the same percentage (55%) said they also purchase the product. Every second respondent (52%) reads product reviews or searches for e-commerce contact information, such as a phone number (48%). Google's activities include sharing products with friends and family, or writing reviews about products. Only 19% of the respondents do this activity according to the survey results. Although mobile shopping is growing, and there is an increasing tendency for consumers to buy through these devices, it is not possible to deny these barriers. Forrester Research[41] conducted a survey on a sample of 1,301

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40 *How People Shop on Their Phones*. [online]. [2018-10-02]. Available at: <https://www. thinkwithgoogle.com/>.
41 *Why Some Smartphone Users Don´t Make Online Purchases Using Their Mobile Phones*. [online].

American adult online users aged 18 and over who have not purchased smartphone products and services over the last 3 months. The analysis was part of an online survey conducted by Forrester Research, which consisted of a total of 4,509 respondents aged 18-88), which identified the most common reasons why respondents deny buy products via smartphones. The results of this survey suggest that every second respondent considers the purchase made on the computer to be easier than using a mobile phone or they are used to making purchases on a computer earlier (46%). Surprisingly, only less than a third of respondents consider the smartphone's screen to be too small, which is why they do not buy via mobile devices. Other reasons include, for example, the concern about their security in the case of mobile payment services (30%) or the absence of the same content and function in comparison with standard websites (16%) or a transaction process that is not optimized for mobile phones (9%).

It´s easier to make a purchase on a computer than on a mobile phone	51%
I am used to making purchases on a computer	46%
The screen on my mobile phone is too small	30%
I don´t feel safe using mobile payment services	30%
I don´t want to use up my data for shopping	22%
Mobile websites do not have the same content, features as standard websites	16%
I am afraid that my phone number will be sold to a third party	14%
Apps do not have the same content, features, and functionality as standard websites	13%
The transaction process is not optimized for mobile phones	9%
My mobile phone´s connection to the internet is not fast enough	7%
The battery on my phone dies too quickly if I use it to purchase products	5%

Chart 4: Mobile purchasing barriers

Source: *Why Some Smartphone Users Don´t Make Online Purchases Using Their Mobile Phones*. [online]. [2018-10-02]. Available at: <https://www.marketingcharts.com/customer-centric-83449/attachment/forrester-barriers-to-smartphone-commerce-may2018>.

IAB Global Research[42] points out that the main barriers are trust, security and privacy for 44% of the consumers. A research by Episerver[43] asked respondents what worries them the most in browsing on mobile websites. The most common reason was, in particular, the slow loading of the content, identified by more than 40% of consumers, according to the survey. More than 35% of the respondents are unsuitable if websites

[2018-10-02]. Available at: <https://www.marketingcharts.com/customer-centric-83449/attachment/forrester-barriers-to-smartphone-commerce-may2018>.

42   *A Global Perspective of Mobile Commerce*. [online]. [2018-10-02]. Available at: <https://www.iab.com/insights/global-perspective-mobile-commerce/>.

43   *Mobile Commerce 2014: Serving the Omnichannel Customers*. [online]. [2018-09-28]. Available at: <https://www.episerver.com/learn/resources/research--reports/mobile-commerce-2014>.

are not adapted to the device they are currently using, or the screen is too small, which is frustrating for 20% of mobile the users.

Conclusion

Progress in technology, logistics and payments, unlimited access to the Internet or fast penetration of mobile phones and, last but not least, the consumer's desire for convenience have created a global online shopping platform through which millions of global consumers are already shopping anywhere, anytime. Mobile devices and integrated technologies serving not only as a means of purchasing products, but also have an irreplaceable position at all stages of the entire purchasing process. Studies on m-commerce reveal the fact that consumers are most likely to search for product information via smartphones, or look for better deals and lower prices for products. Although many of the above studies and analyses confirm the growing trend of mobile shopping, and that there is no possibility of denying the existing barriers. Retailers should therefore pay more attention to responsive design, higher security or consumer privacy. This article deals with the issue of m-commerce in terms of the purchasing habits of different consumer groups. The relevant data contained in this article can be useful for those businesses that are trying to improve their access to customer acquisition and retention because the key to a sustainable strategy is the ability to understand and meet the customer needs.

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ANALYTICAL VIEW OF THE CHANGE IN THE CONSUMER BEHAVIOUR OF THE MILLENNIALS GENERATION

Mária Oleárová – Jakub Horvát – Martin Rigelský

Abstract

Digital technologies are increasingly becoming an important part of the lives of many people of all generations. Their results are reflected in changes in the ways of doing business, as well as human existence. The world of the new population is inevitably mobile. A self-confident generation, which has no barriers and whose values and interests are the result of the dominant influence of globalization, is significantly different in comparison with its predecessors. The online world is a natural communication environment, which fully integrates. The amount of information available and the new technologies that make it an essential part of the consuming real-life consciousness create a demanding consumer whose standard marketing practices are far from perfect. Nowadays, when the world is global, digital, integrated, mobile, it is essential to access generations that represent the greatest purchasing power. The objective of this article is therefore to describe the current trends and consumer preferences of a new generation called the Millennials. Based on many research studies and analyses, it is the priority of the article to identify the consumer behaviour of this population group to help businesses better understand their needs and requirements.

Key words:

Consumer Behaviour. Generation Millennials. Marketing Communication.

1 Introduction

Consumers can be ranked in three main groups consisting of Baby Boomers, Generation X and Generation Y. This division is based on age factors where researchers claim that generic cohorts are just one way to categorize a group of people with the same properties. Experts say that generations have the shape of a certain amount of time, and that it is a group of people who have a certain similarity in terms of history. They went on to add that the span of a generation is roughly the length of a phase of life.[1] As for Generation Y, it's also called We Generation, Millennial Generation, Generation Next or "the Net Generation," or even "Echo Boomers." It is an age cohort, which, according to many authors, came after generations X and was born in the 1980s, but does not agree with which year this generation ends. For example, Kotler and Armstrong[2] consider the Generation Y to be born in the 90s of the 20th century. Others, however, claim that children born up to 2000 are part of this generation too.[3] On the contrary, Kozačka[4] do not set the limits of this generation. They claim that they are people born after 1981. In this group, we often encounter the view that it is an online generation strongly influenced by the Internet and social networks for which technology is an indispensable part of their lives. Millennials represent a large proportion of the population and, thanks to their purchasing power, are becoming an attractive target group for many industries. According to Smith, they are an impressive

1 HOWE, N., STRAUSS, W.: *Generations: The History of America's Future, 1584 to 2069*. New York : William Morrow & Company, 1991, p. 27.
2 KOTLER, P., ARMSTRONG, G.: *Marketing*. Prague : Grada Publishing, 2004, p. 34.
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group whose behaviour varies considerably in comparison with other generations.[5] The younger generation not only knows better e-commerce, but it can process up to five times faster than the older generations.[6] They are a huge generation of characters embraced by impatient, experimental students, digital experts, multitaskers, and players who love the world of the Internet and expect an unlimited online connection. They are considered to be demanding consumers who expect greater selectivity, personalization and customization of products and services to their demands.[7] The behaviour of people of this generation varies from country to country, but due to globalization, social media, western culture exports, and rapid changes, the global Millennials can be considered as similar.[8]

This generation is highly educated and technologically competent compared to previous generations, but there are also differences in attitude, value, behaviour or lifestyle.[9] They grew up with the Internet, mobile phones and social media.[10] They are rapidly adopting new technologies and are capable of using multiple devices.[11] Millennials are often perceived as sophisticated customers[12] who are more resilient to advertising and marketing brand strategies compared to their predecessors.[13] Consumers in this population group are aware of their purchasing power and are likely to spend their money as quickly as they get it.[14] They choose and consume products that help define their identity. Millennials will be loyal to the brand, but their confidence can last only six to eight months.[15] To maintain competitiveness, customer satisfaction and loyalty has become one of the main goals in all areas of business.[16] High customer satisfaction is related to customer care, market share,

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loyalty and consequently higher company profits.[17] Consumer behaviour itself includes, according to Clement[18] the identification of people's needs, the exploration of their motivations and the processes that play a role in preference for one product before another. Nowadays, however, research focuses on the most important values such as product satisfaction and customer retention.[19] Customer satisfaction is one of the cornerstones of long-term business success.[20] A group of authors[21] claims that consumer behaviour represents all those activities that are related to the purchase, use and disposal of goods and services. It also includes consumer responses that we think are emotional, rational and behavioural. Consumer behaviour, according to Steffens[22] depends on the limits that exist for the consumer. For example, there is a lack of information,[23] uncertainty about ways and procedures,[24] lack of will to promote one's own interests and, on the other hand, what others have decided, coming from their economic and social environment, for example, the strength of competition, trading conditions and new technologies.[25] It is very important for businesses to have a look at post-purchasing consumer behaviour and try to limit the post-purchasing dissonance as much as possible.[26] Dissonance is a post-purchasing mismatch that consumers experience when purchasing the product.[27] However, according to Koller and Salzberger[28] cognitive dissonance can occur not only at the post-purchase stage but is also easily visible at the pre-decision stage. It is also known because it arises mainly in three ways – it can first create any logical mismatch. Secondly, heterogeneity can arise when one experiences a disunity between his/her attitude and behaviour or between his/her two behaviours and thirdly, dissonance can occur when excessive expectations are not met.[29]

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29   LOUDON, D.: *Consumer Behaviour – Concepts and applications.* 4th Edition. New York : McGraw Hill Education, 2002, p. 48.

2 The Current State of the Issue

In parallel with the changing world, which is inevitably mobile, global, digital, and other, many factors change the trends in consumer behaviour, especially in the population group for which modern technology is an indispensable part of everyday life. The generation of Millennials is the first digital generation, which is currently the largest age group within the workforce. According to Acapture[30] around 58% of the global Millennials live in Asia, while 56% of the world's population lives in this region. On the contrary, Europe has a more aging population. While there are only 8% of the global Millennials, the proportion of the world's total population is 10%. Approximately one fifth of all people living in the Millennials generation live in Africa. The company declares that, in the opinion of the United Nations, due to improved public health or lower child mortality, the population of the continent will double by 2050. CouponFollow[31] says in its report that this group of people is the largest generation in human history with more than 80 million members in the United States. The Millennials today account for 28% of all daily consumers. According to the company, this share should increase to 35% by 2030.
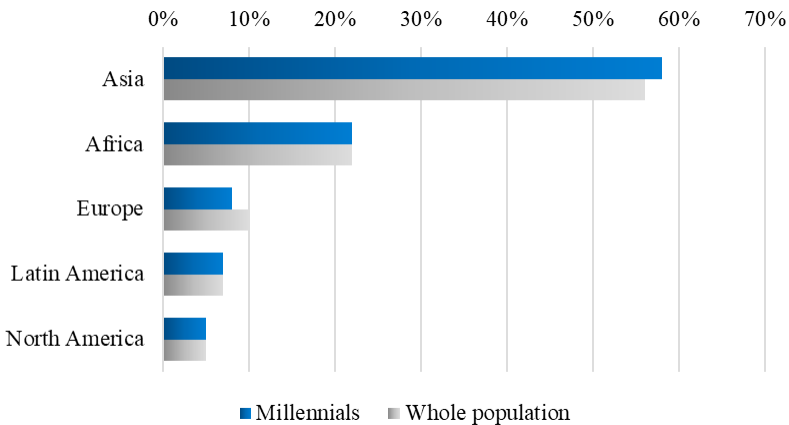
Chart 1: Share of the Millennials generation by region

Source: *Future Trends in Consumer Behavior*. [online]. [2018-12-12]. Available at: <https://www.acapture.com/wp-content/uploads/2017/03/Future-trends-in-consumer-behavior.pdf>.

Many studies have also addressed the question of which communication channels Millennials prefer to communicate with the brand. According to a survey by OpenMarket[32] (involving 500 American consumers aged 18-34), up to 60% of people

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30 ACAPTURE: *Future Trends in Consumer Behavior Technology in a Connected World 2017-2020*. [online]. [2018-10-03]. Available at: <https://www.acapture.com/wp-content/uploads/2017/03/Future-trends-in-consumer-behavior.pdf>.

31 COUPONFOLLOW: *The Millennial Shopping Report*. [online]. [2018-10-03]. Available at: <https://couponfollow.com/research/summer17>.

32 BARKER, I.: *Millennials Prefer to Deal with Companies By Text*. [online]. [2018-10-03]. Available

of this generation prefer two-way text communication from all communication channels because they are convenient, fast and easy to use. More than 83% of Millennials claim to open a text message within 90 seconds. For businesses, this may be an opportunity to effectively use text communication tools in the form of SMS or instant messaging applications. LendEDU[33] also examined 3,200 responses, which channels of communication preferred the Millennials to communicate with businesses. According to the survey, e-mail is the first choice to communicate with businesses, according to 52% of the respondents. 29% of the respondents said that the phone call is the best way to get in touch with the company and about 13% of the respondents claimed that the text message would be the ideal way to talk to a company. Surprisingly, only 4% said they would rather communicate via private media in social media, and only 2% believed that public social media contributions would be an ideal way for the communication.
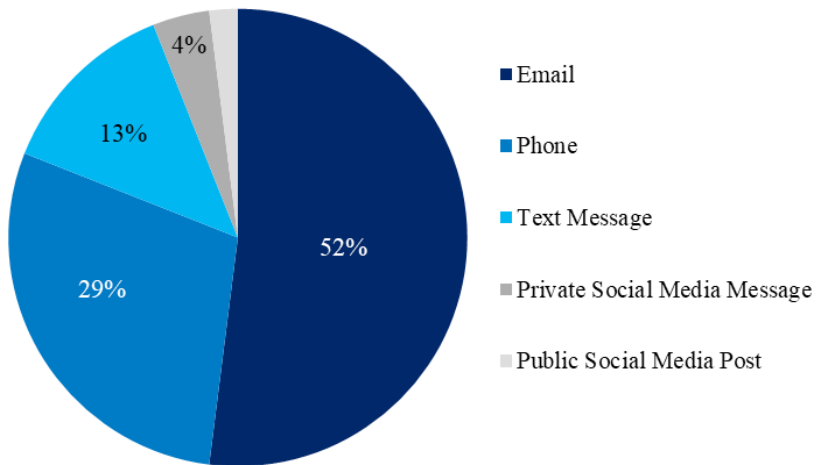
Chart 2: Communication platform preferences

Source: *Communicate with Millenial Customers in 2017.* [online]. [2018-12-12]. Available at: <https://grasshopper.com/blog/how-to-effectively-communicate-with-millennial-customers-in-2017/>.

The study of changes in the consumer behaviour of the Millennials generation has become the subject of many studies and research. One of them is the Global Web Index,[34] which mapped the digital life of the Millennials generation group in Q2017,

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at: <https://betanews.com/2016/09/15/millennials-companies-text/>.

33   MATHERSON, N.: *How to Effectively Communicate with Millennial Customers in 2017.* [online]. [2018-10-03]. Available at: <https://grasshopper.com/blog/how-to-effectively-communicate-with-millennial-customers-in-2017/>.

34   GLOBAL WEB INDEX: *What to Know about Millennials.* [online]. [2018-10-03]. Available at: <https://www.globalwebindex.com/reports/millennials>.

with a total of 36,986 Internet users aged 21-34. In the survey, the company identified the top ten channels through which that population group searches for products. The most common channel is according to the search results is the search engine. This resource is used by almost every second respondent. However, social networks (44%) are relatively often used by Millennials to find products. For 35% of the respondents, the most frequently used source is customer reviews or the brand websites (29%). Uncommon sources are Question & Answer websites or Discount voucher/coupon sites with the same percentage (18%). The least used channels, where Millennials are searching for products are blogs (17%). However, according to IMI Content Team[35] up to 78% of people born between 1980-2000 searches for products through online reviews, 57% of the respondents use websites of the seller, and 55% of the Millennials uses brand websites. Every second respondent is (51%) searching for products in the physical store or through word-of-mouth (50%).

Table 1: Platforms through which Millennials search for products

Search engines	49%
Social networks	44%
Consumer reviews	35%
Product/brand sites	29%
Mobile apps	28%
Price comparison websites	24%
Video sites	20%
Question & Answer sites	18%
Discount voucher/ coupon sites	18%
Blogs on products/ brands	17%

Source: *Millennials.* [online]. [2018-12-12]. Available at: <https://www.globalwebindex.com/reports/millennials>.

The millennials' consumer behaviour was also surveyed by SmarterHQ[36] through a survey of 1,000 respondents of the same generation. One of the main outcomes of this survey was the finding that 74% of the respondents think that marketing communication in the form of emails is rather frustrating. Consumers of the Millennials generation do not want to be bombarded by marketing news. Somewhat fewer respondents (70%) said they were frustrating about the rather irrelevant content of emails received from the company. For 62% of the respondents, the expensive delivery is frustrating, and 60% of people said that the reason for their frustration was the irrelevant advertising.

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35   IMI CONTENT TEAM: *How Millennials Are Changing the Shopping Landscape.* [online]. [2018-10-03]. Available at: < https://www.internetmarketinginc.com/BLOG/INFOGRAPHIC-MILLENNIALS-CHANGING-SHOPPING-LANDSCAPE/>.
36   SMARTERHQ: *Millennials.* [online]. [2018-10-03]. Available at: <https://smarterhq.com/assets/Millennials_Report.pdf>.
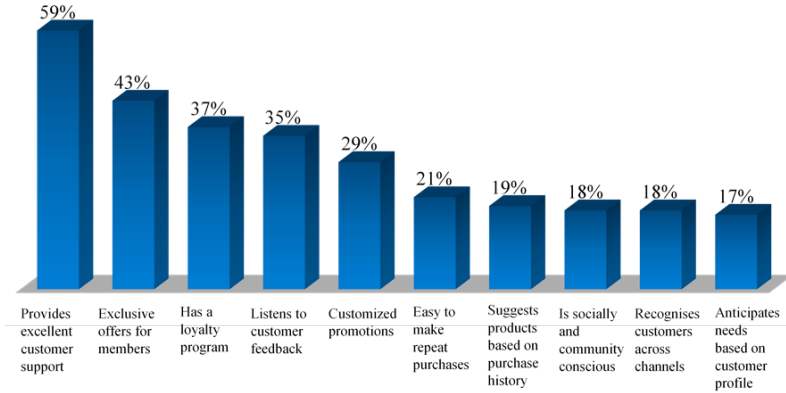
Chart 3: Generation loyalty attributes of the Millennials
Source: *The Truth about Online Consumers.* [online]. [2018-12-12]. Available at: <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>.

The results of this company's analysis also show that poor organization and demanding navigation on the company's website may be deterrent for 38% of Millennials respondents. The surprising finding of this company is that Millennials are not brand loyalists. However, those who prefer personalized communications have a 28% higher brand loyalty than those who do not. But on the other hand, KPMG[37] looked at consumer behaviour in this population group and focused on loyalty attributes. This company is conducting a survey of global online shoppers regarding their purchasing behaviour, purchase drivers, and perceptions and attitudes towards online shopping. The sample consisted of consumers aged 15-70 who made at least one online purchase in the past 12 months. The survey was conducted using an online questionnaire. A total of 18,430 qualified responses were received from 51 different countries. According to the survey, 59% of the Millennials are loyal to the brand if they provide excellent customer support, for 43% of the respondents, special offers are important. 37% Millennials are loyal to a brand that has a loyalty program and a third of respondents are loyal to the brand if they respond to customer feedback. Brands should also pay attention to such loyalty attributes as recognises customers across channels that are preferred by 18% of the respondents or anticipates needs based on customer profile is important to 17% of the Millennials generation.

Conclusion

The Millennials are a new generation of consumers who will determine to a large extent the form of the economic and social landscape of the future. Like the

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37   KPMG: *The Truth about Online Consumers*. [online]. [2018-10-03]. Available at: <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>.

other generations, Millennials have their own preferences in relation to business communications. The results of the above studies suggest that communicating with this population group should be relevant and personalized. While consumers of this generation are not too loyal to brands, there are attributes that make it possible to build positive and long-term relationships with customers of this generation. The article outlined the current state of consumer behaviour and preferences of the new generation, referred to as Millennials. Nowadays, it is the role of brands to know the motives and preferences of consumers of this generation if they want to succeed in today's particularly competitive customer world, and then to reflect these trends in marketing communication tools.

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TYPOLOGY OF CONSUMERS IN RELATION TO DIFFUSION OF INNOVATION AND THE NEED FOR SIMULTANEOUS USE OF COMMUNICATION AND DISTRIBUTION CHANNELS

Zlatica Papcová

Abstract

This paper, based on systematics and comparisons, identifies differences in the consumer behaviour of selected consumer groups affected by digitization. It deals with consumer typology based on a generational approach and eventual differences in the penetration of technological innovations into the lives of consumers. At the same time, this paper explores possible links between belonging to individual groups and the simultaneous use of available retail channels. In addition, the article tries to identify the "omni-channel customer", to help optimize customer experience by tailoring marketing strategies to the current customer needs and preferences.

Key words:

Consumer Behaviour. Diffusion of Innovation. Digitization. Omni-channel. Typology of Consumers Based on Generations.

Introduction

We are currently in the middle of a digital revolution, which has led humankind to experience a somewhat quantum leap forward and as a result we now face the most radical social revolution of all time. Digital age opens up new consumer retail channels and completely changes patterns of behaviour related to where, how and what people are buying. While the target of traditional marketing was a passive audience, during the time of digitization and the Internet, it is the customers who initiate and control the exchange process and decide what marketing information about what products and under what conditions they want to receive.[1] According to futurist F. Popcorn, in the future we may expect an increasing pressure for "hyper-customization" – tailor-made solutions for customers, as well as the so-called *"consutainment"*, the integration of ultra-convenience, consumption, and entertainment.[2] The customer now stands in the absolute centre of entrepreneurial thinking and technology innovation becomes the key to streamlining current sales methods and increasing customer satisfaction.

1 Innovation in the Consumer Buying Process and Simultaneous Use of Communication and Distribution Channels

By innovation (lat. *innovatio*) in marketing, we mean introducing a new or significantly improved product (or packaging) or sales methods to increase the attractiveness of products or services or to enter new markets.[3] J. K. Tinoco defines marketing innovation

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1   KOTLER, P. et al.: *Moderní marketing*. 4th Edition. Prague : Grada Publishing, 2007, p. 185.
2   GROSMAN, L.: *The Future of Retail: How We'll Be Shopping in 10 Years.* [online]. [2018-09-12]. Available at: <https://www.forbes.com/sites/forbescommunicationscouncil/2017/06/20/the-future-of-retail-how-well-be-shopping-in-10-years/>.
3   SPIŠÁKOVÁ, E.: *Typy inovácií a ich zavádzanie v podnikoch SR*. [online]. [2018-09-12]. Available at: <https://www.sjf.tuke.sk/transferinovacii/pages/archiv/transfer/11-2008/pdf/222-225.pdf>.

as the generation and implementation of new ideas for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization.[4] According to several authors, it is thanks to this that the company can use its resources efficiently and develop a competitive advantage.

Many innovations require a lengthy period, often of some years, from the time when they become available to the time when they are widely adopted.[5] The innovation-decision process is the process through which an individual (or other decision-making unit) passes from first knowledge of an innovation to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea (starting to use the innovation), and to confirmation of this decision. These five steps – knowledge, persuasion, decision, implementation, and confirmation – consist of a series of actions and decisions (usually followed in accordance with the chronologically arranged sequence). Not all individuals in a social system accept innovations at the same speed. Degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other members of a system is called innovativeness or pioneering.[6] According to Rogers, we distinguish several categories by which we can characterize individual consumers according to the time needed to adopt innovation. Rogers' customer typology in introducing innovation to the market includes five **"adoptive"** categories:

1 **innovators** (bold consumers) – have experience with experimenting with new ideas, testing innovation brings them joy, they have considerable income, knowledge about technologies and they are risk-averse,

2 **early adopters** (respectable consumers) – adopt innovation very quickly, as a result of which they become successful judges and users of innovation, have a great impact on the early majority (potential adopters tend to seek advice and experience of this category of consumers),

3 **early majority** (conscious consumers) – accepting innovations faster than the majority of the members of the social system (prior to adopting innovation, conscious consumers may think over the new trend, so the adoption period is slightly longer than in the above categories),

4 **late majority** (sceptical consumers) – adopts innovations just after the majority of the members of the social system do (sceptical consumers do not accept innovation until the majority does), its adoption can be a response to social pressure,

5 **laggards** (traditional consumers) – are the last to adopt a new trend, are very traditional and their decisions are very often made with regard to the behaviour of other members of the generation (while traditional consumers receive this innovation, innovators may already adopt new, up-to-date innovations) they are averse to change and innovate only when the innovation becomes a tradition.**[7]**

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4   TINOCO, J. K.: Marketing Innovation: The Unheralded Innovation Vehicle to Sustained Competitive Advantage. In *International Journal of Sustainable Strategic Management*, 2010, Vol. 2, No. 2, p. 1-27.

5   ROGERS, E. M.: *Diffusion of Innovations*. 4th Edition. New York : The Free Press, 1995, p. 1.

6   ROGERS, E. M.: *Diffusion of Innovations*. 4th Edition. New York : The Free Press, 1995, p. 20-21.

7   ROGERS, E. M.: *Diffusion of Innovations*. 4th Edition. New York : The Free Press, 1995, p. 263-265.
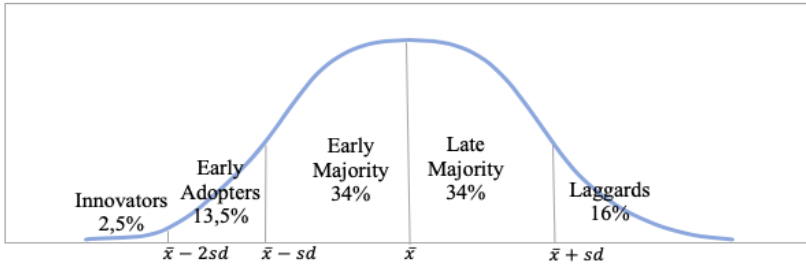
Chart 1: Adopter Categories by E. M. Rogers

Source: ROGERS, E. M.: *Diffusion of Innovations*. 4th Edition. New York : The Free Press, 1995, p. 61.

The most important catalyst of today's innovations is digitization. **Digitization** can be simply defined as the conversion of analogue information into digital formats (bit streams), resulting in the exchange of information in real-time between several interconnected devices, whether fixed or mobile.[8] The digital society operates on the basis of an extensive physical network – the Internet. We should not think of the Internet as a technology, but rather as an infrastructure (an "information highway") connecting more and more devices around the world.[9] The current phase of the digital revolution introduces many more means to link technology to people's lives than it did in the initial "batch" of innovation. During this period, it was nothing more than "transferring old wine – music, books, newspapers, commentaries, personal diaries, television programs, films – into new bottles".[10] Today, the Internet and digital technologies fundamentally changed life in every country, everywhere in the world in a very short period of time. Most people, both young and old, can no longer imagine their life without modern technology (computers, mobile phones or smartphones, digital TVs, iPods or navigation devices). Technological innovations are perceived as an enrichment tool and simplicity plays a key role. "New Technologies = New Business Channels". More and more people are using digital technology as an important part of their path to purchase, not just as a migration towards e-commerce or m-commerce, but also as an irreplaceable element of a shopping journey in a traditional store. As Y. Yoo says, digitization adds new capabilities to non-digital artefacts by making them programmable, addressable, sensible, communicable, memorable, traceable, and associable.[11]

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8   ERNEST & YOUNG LPP: *The Digitisation of Everything. How Organisations Must Adapt to Changing Consumer Behaviour.* [online]. [2018-09-25]. Available at: <https://www.ey.com/publication/vwluassets/the_digitisation_of_everything_-_how_organisations_must_adapt_to_changing_consumer_behaviour/%24file/ey_digitisation_of_everything.pdf>.

9   CHATFIELD, T.: *Digitálny vek. 50 myšlienok, ktoré by ste mali poznať.* Bratislava : Slovart, 2013, p. 4.

10   ISAACSON, W.: *Inovátoři. Jak skupinka vynálezců, hackerů, géniů a nadšenců stvořila digitální revoluci.* Prague : Práh, 2015, p. 593.

11   For more information, see: YOO, Y.: *Digitization and Innovation.* Japan : Institute of Innovation Research, Hitotsubashi University, 2010.

1.1 Using Innovation and Modern Technology to Link Physical and Online Shopping Experience

While traditional commerce was initially endangered by the unprecedented rise of the digital era, new "smart-in-store" technology has increasingly begun to promote shopping in a traditional store. The existence of interactive image technologies, *augmented reality (AR)* and *virtual reality (VR)* simultaneously simplifies and makes the purchase of goods and services more attractive and fun with the use of mobile devices.

Table 1: A comparison of advantages of digital and physical environment

Advantages of digital environment	Advantages of physical environment
Rich product information	Edited assortment
Customers reviews and tips	Shopping as an event and an axperience
Editorial content and advice	Ability to test, try on, or experience prodcts
Social engagement and two-way dialogue	Personal help from caring associates
Broadest selection of products	Convenient returns
Convenient and fast checkout	Instant access to products
Price comparison and special deals	Help with initial setup or ongoing repairs
Convenience of anything, anytime, anywhere access	Instant gratification of all senses

Source: RIGBY, D.: The Future of Shopping. In *Harvard Business Review*, 2011, Vol. 92, No. 12, p. 65-76.

Nowadays, the so-called *Digital Darwinism* is becoming more and more intense, according to which only the most adaptable ones will survive. Consumers who use multiple retail channels within their path to purchases are, according to H. McCormick, inherently more valuable and therefore warrant retailer investment in order to gain their patronage.[12] One of the main issues is the efficiency of resources spent – exploring what is truly important to individual consumer segments. I.e. what role does innovative technology and the use of multiple communication and distribution channels play in the consumer path to purchase? What is the customer's perception of digital technology when shopping in a traditional store? What is their attitude towards the use of VR and AR technologies? What does their "ideal shopping experience" actually include? Since a large portion of the sales volume of physical stores is influenced by the Internet and smartphones, and customers are largely interested in the elements that assist them during shopping, emphasis is placed on connecting physical and digital environments. The integration of online content and off-line sensory experience provides "the best of both worlds" (see *Table 1*)*,* allowing for the enrichment of the overall customer experience on one hand and the acquisition of irreplaceable information about the consumer buying process on the other.

1.2 Conception of an "Omni-Channel"

"Successful companies will engage customers through omni-channel retailing: a mixture of digital and physical experiences."[13] As early as 2000, Otto and Chung were

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12   McCORMICK, H. et al.: Fashion Retailing – Past, Present and Future. In *Textile Progress*, 2014, Vol. 46, No. 3, p. 227-321.
13   RIGBY, D.: The Future of Shopping. In *Harvard Business Review*, 2011, Vol. 92, No. 12, p. 65-76.

concerned about how to combine e-commerce techniques with traditional, physical sales to increase the total value of the customer's purchase. As a result of changes in the modern business environment, the evolution of business has brought about a new concept known as "omni-channel retailing". The Latin word "omnis", meaning "everything", "every" or "universal", points to unifying the consumer path to purchase across multi-channel interaction. We first encounter the term "omni-channel" in reports from IDC's Global Retail Insights Research Unit, according to which the "omni-channel consumer" is another development stage of a multi-channel consumer that uses such channels simultaneously instead of parallel channel utilization.
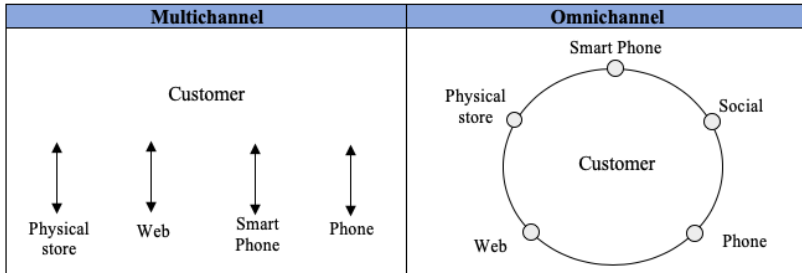
Picture 1: A comparison of customer's position in multi– and omni-channel approach
Source: PACCARD, E.: *Omnichannel vs. Multichannel: Are They So Different?* [online]. [2018-09-10]. Available at: <http://multichannelmerchant.com/blog/omnichannel-vs-multichannel-different/>.

Since then, the concept has gained increased attention from the academic community as well as practitioners from different sectors. The first definitions of an omni-channel approach in professional literature describe the concept as "an integrated sales experience that melds the advantages of physical stores with the information-rich experience of online shopping."[14] We also encounter the opinion that the true omni-channel experience should correspond to the desire of the customer to be served whenever and wherever they want to buy (or return) the goods.[15] M. Solomon defines "omni-channel customer experience" as the customer's ability to be in contact with the company via a variety of channels and to essentially be able to pick up where they left off on one channel and continue the conversation on another.[16] Understanding how consumers combine channels, how individual channels interact or "compete" in different contexts and are perceived by consumers allows us to get closer to them and increase the added value of a given solution, or the customer engagement. Regardless of the combination of channels used (especially when switching from off-

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14   RIGBY, D.: The Future of Shopping. In *Harvard Business Review*, 2011, Vol. 92, No. 12, p. 65-76.
15   PAPCOVÁ, Z.: Omni-Channel Retailing a jeho využitie pri poskytovaní služieb zákazníkom v podnikoch módneho odvetvia. In *Management Challenges in the 21st Century: 10th Annual Conference: Services in the Digital Era: Problems and Prospects. Conference Proceedings.* Bratislava : Vysoká škola manažmentu v Trenčíne, 2018, p. 129-144.
16   SOLOMON, M.: *Omnichannel Customer Experience: Expert Systems, 360 Degree Viewa and AI.* [online]. [2018-09-10]. Available at: <https://www.forbes.com/sites/micahsolomon/2015/04/08/omnichannel-customer-experience-how-a-360-degree-view-of-customer-care-can-help/#5a211484b764>.

line to online channels) a comprehensive customer experience is needed. Companies using the omni-channel concept can design and contemplate different ways to engage different target segments – some segments can be approached similarly to the past, others will require more imagination and innovation.

2 Consumer Typology Based on a Generational Approach

We can define consumer segments based on multiple features (age, gender, income, life stage, geographical location, etc.). One of the main approaches to segmentation is the clustering of consumers into generations, or creating "generational types" by the date of their birth. Generation is a large group of individuals born during the same time period of approximately 15-25 years. These individuals are influenced by the same external events (economic, political, technological, social, etc.) during life, and exhibit similar behaviours, characteristics, preferences, or values.[17] The exact boundaries of the different generations vary, mainly due to the different interpretations of the authors in defining the milestones announcing the emergence of a new generation (mainly due to geographic differences – the key events affecting this generation may vary across the world, as well as the time interval the selected trends affect a region or a country, etc.).

- **Silent generation**

The Silent Generation is a demographic cohort of people born between the second half of the 1920s and the early 1940s, during the period of the world economic crisis and the Second World War. At the end of this period, they tiptoed cautiously in a post-crisis social order that no one wanted to disturb. Unlike the previous generation (generation G.I. or World War II generation), they rarely talked about "changing the system", but instead about "working within the system." Because they did not want anything to go on their "permanent records" and kept their heads down, Time gave them the label "Silent" in a famous 1951 essay "The younger generation". Coincidentally, at the time of their maturity, members of the silent generation were able to enjoy unusually prosperous conditions, as a result of which the demographer R. Easterlin, in his book Birth and Fortune, called them the "Lucky" or "Fortunate" generation for their great timing.[18]

- **Generation Baby Boomers**

After the end of World War II, there was a population expansion that lasted until the 1960s. Generation of the so-called "*baby boom"* has become one of the most important demographic groups influencing the marketing environment. A large part of this generation is currently representing middle-aged and elderly consumers. With increasing age, they reach the highest incomes and expenses and belong to lucrative customer segment in several sectors (construction, reconstruction services, financial services, tourism and entertainment industry, health care, etc.).

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17   NOBLE, S. M., SCHEWE, Ch. D.: Cohort Segmentation: An Exploration of Its Validity. In *Journal of Business Research*, 2003, Vol. 56, No. 12, p. 979-987.

18   HOWE, N.: *The Silent Generation, „The Lucky Few".* [online]. [2018-09-28]. Available at: <https://www.forbes.com/sites/neilhowe/2014/08/13/the-silent-generation-the-lucky-few-part-3-of-7/#a73f6952c63b>.

- **Generation X**

The post-war population boom was replaced by a period characterized by low birth rates, during which another generational group, generation X, emerged. Generally, they were children of working parents. The people belonging to this generation grew up during recession and business downsizing, which resulted in more prudent economic behaviour. They are more sceptical and reject marketing phrases that promise an easy success. They are largely buying a truly wide range of products, but instead of external influences, they are mainly driven by common sense. In advertising, they like irony or ridicule of traditional approach, but expect serious approach from vendors. Generation X has begun to take an interest in the world around them, taking care of the environment, and valuing companies that care for a sustainable future and society. They want success, but more than material goods, they value experience.

- **Generation Y (Echo Boomers, Millennials)**

Generation Y is a very complex target group. People belonging in this generation grew up surrounded by modern technologies and the Internet, while their parents (Baby Boomers) remember the time when these technologies mainly dominated the science-fiction scene or futurology. For this reason, they have been called the "internet generation". According to N. Vrabec, the Internet is increasingly interfering with the life of generation Y; they consider Internet to be an inseparable part of their life: they use it to form friendships, realize their interests, acquire, sort, distribute information, communicate through a variety of channels, share their experiences and build their identity.[19] Studies show that people belonging to this category are clever, receptive, and honest. From the point of view of advertising, they like those that can entertain them (however, they dislike being the target of jokes). They promote environmental protection and socially beneficial activities. According to Kotler, the cost of creating a marketing link with this generation will be repaid many times over in the future.[20] They are considered the power of social transformation and, thanks to their contact with digital media, this generation will develop a culture that will affect everyone else.[21] The population of Millennials is larger than the population of Baby Boomers and their predecessors, and exceeds generation X by almost 3:1.[22]

- **Generation Z (Generation Alpha, iBrains, Net Generation)**

A significant feature of Z generation is the level of digital technology utilization. They have never known a world without computers and cell phones. They can therefore be considered to be digital integrators who integrate the latest technologies into their lives without the slightest hesitation. Consumers in this category spend significant sums, or are able to persuade their parents to spend a lot of money.

19 VRABEC, N.: *On-line generácia: Informácie, komunikácia a digitálna participácia mládeže v informačnej spoločnosti.* [online]. [2018-09-28]. Available at: <https://www.iuventa.sk/files/documents/7_vyskummladeze/spravy/davm027/on_line_generacia_publikacia.pdf>.
20 KOTLER, P., ARMSTRONG, G.: *Marketing.* Prague : Grada Publishing, 2004, p. 182-185.
21 KOTLER, P. et al.: *Moderní marketing.* 4th Edition. Prague : Grada Publishing, 2007, p. 141.
22 FAGANEL, A., JANEŠ. A.: Branding Trends 2020. In *Management International Conference. Conference Proceedings.* Portorož : MIC, 2015, p. 91-97.

Table 2: An overview of the basic generational characteristics

	Generation Z	Generation Y	Generation X	Generation Baby Boomers	Silent generation
Approximate age at 2018	22 years and less	23 – 37	38 – 57	58 – 72	73 years and more
Formative experiences	Economic downturn, global warming, mobile devices, product own media, cloud computing	Terrorist attacks, Play station, social media, globalized society, reality TV, Google Earth	End of Cold War, Introduction of first PC, early mobile technology, rising levels of divorce	Cold war, post-war boom, Apollo 11, family-oriented	Second World War, rationing migration
Aspiration	Security and stability	Freedom and flexibility	Work-life balance	Job security	Home ownership
Attitude toward technology	"Technoholics" – entirely dependent on IT; limited grasp of alternatives	Digital natives	Digital immigrants	Early information technology (IT) adopters	Largely disengaged
Signature product	Google glass, graphene, nanocomputing, 3-D printing, driverless cars	Tablet/ Smart Phone	Personal Computer	Television	Automobile
Communication media preference	Hand-held communication devices (integrated into clothing devices)	Text or social media	E-mail and text message	Telephone	Formal letter
Communication preference	FaceTime (video calls, audio calls)	Online and mobile (text messaging)	Text messaging or e-mail	Face-to-face ideally, but telephone or e-mail if required	Face-to-face

Source: BARCLAYS: *Talking about My Generation: Exploring the Benefits Engagement Challenge.* [online]. [2018-09-20]. Available at: <https://wealth.barclays.com/global-stock-and-rewards/en_gb/home/research-centre/talking-about-my-generation.html>.

Moving from the first cars, televisions to Internet screens or "smart" clothing, adapting to individual groups and their expectations is much more challenging, but more important than ever before. Internet explosion and the emergence of innovative technologies have brought about changes in patterns of consumer behaviour. Consumers are presented with an increasing selection and better access to products, regardless of geographical distance, they are flooded with information (about products, companies, about competition), and have criticism and reviews from other users and experts at their disposal, as well as recommendations based on previous purchases. Digital shopping has become much more interactive and has given

customers greater control. Customers want to be able to choose where and when they make their purchases and expect a customer experience that will be consistent across all shopping channels: physical stores, online stores, mobile apps.[23]

3 Key "Omni-Channel" Generations of Customers

Omni-channel customers show different patterns of consumer behaviour compared to traditional customers – they shop more often, they spend more money, are more informed, they use various innovations, interactive technologies, and have far greater expectations for vendors than ever before.[24] On the other hand, they are very loyal to a brand that can provide them with the experience they require (of course, provided that the experience with the brand will remain unchanged). According to A. M. Fairchild, omni-channel customers are "the central force shaping the future of e-commerce and brick-and-mortar stores alike".[25] Swiatek, Kosowska, Szolgayova talk about customers "without limits or boundaries."[26] For companies in today's super-competitive environment, it is crucial to look at individual customers preferences for shopping using new digital methods and to identify unique retail channels and *pain points* in each of the selected segments. This can help them create tailored solutions, and forget about the universal approach that has been characteristic in the past.

3.1 Consumer Behaviour of Selected Generations in Relation to Technological Innovations and the Omni-Channel Concept

As we can see on *Tab. 2*, each generation has different behaviour patterns, preferences, but above all a different attitude towards adopting and integrating technological innovations into their lives. While the Silent generation is largely indifferent to technology, Baby Boomers are considered early adopters of information technology. Despite the fact that Baby Boomers represent a major market segment, use the Internet and digital technologies to receive and send emails, purchase goods and services, search for information, and more, the generation that created a real bridge between the older and new customer groups, expanding traditional business and e-commerce into omni-channel form, is the Generation X.

- **Generation X**
Generation X differs from previous generations in the level of familiarity with new media and communication and digital technologies, as well as the regularity of their use. This generation has the greatest purchasing and decision-making power as well as influence over many individuals from other generational groups. Their

23   KOTLER, P. et al.: *Moderní marketing*. 4th Edition. Prague : Grada Publishing, 2007, p. 181.
24   KUMAR, V., VENKATESAN, R.: Who Are the Multichannel Shoppers and How Do They Perform? Correlates of Multichannel Shopping Behaviour. In *Journal of Interactive Marketing*, 2005, Vol. 19, No. 2, p. 44-62.
25   FAIRCHILD, A. M.: Extending the Network: Defining Product Delivery Partnering Preferences for Omni-Channel Commerce. In *Procedia Technology*, 2014, Vol. 16, p. 447-451.
26   SWIATEK, M., KOSOWSKA, E., SZOLGAYOVA, E.: *Digitization in Retaill – Making Your Omni-Channel Strategy a Reality.* [online]. [2018-09-28]. Available at: <https://www.comarch.de/files-de/file_138/Whitepaper_Digitization-in-Retail-Making-Your-Omni-Channel-Strategy-a-Reality_Comarch.pdf>.

technological knowledge, as well as loyalty to a brand, makes them the most powerful consumer base of the present. Even though they prefer traditional media such as newspapers or television, they respond very well to current digital channels (social media, e-mail, etc.) and trends. According to Vysekalová, pairing traditional channels with an information-rich digital experience is best suited to addressing this group of customers. For Generation X, it is necessary to "feel good, be successful, and be online".[27] It is also typical of them to read reviews and customer experience articles to much greater extent than any other generation.

Table 3: Preferences of generation X in omni-channel conditions

Generation X
- Value traditional media (TV, newspaper), good response to current digital channels (e-mail, social media) – requirement to pair traditional marketing channels with digital experience
- Thorough search for information (motivated by scepticism towards vendors on one hand, and finding the best deal on the other hand)
- Customized customer experience, targeted campaigns
- A growing importance of searching for reviews, other customers' recommendations
- Interest in brands with a clear ethical attitude and attitude towards sustainability

Source: REGISTER MEDIA: *Audience Marketing: Reaching Consumers Online Across Generations.* [online]. [2018-09-29]. Available at: <https://www.registermedia.com/images/uploads/Audience_Marketing_-_Premier_Digital.pdf>.

- **Generation Y**

Millennials ("digital natives", born digital), people born at a time when digital technologies have become widely used (all have access to, and have the ability to use, digital technologies) have witnessed the rise of e-commerce and mobile devices.[28] Not only are they gradually becoming the most important part of the labour market, they are a catalyst and incubator of change and their share in the consumer environment is increasing every day. The expectations of individuals in this cohort are shaped by the technologies that surround them. They adapt their lifestyles to each new technological invention and do not find it acceptable if the brand they interact with does not do the same (in which case they challenge the company's status quo). Generation Y thus plays a significant role in accelerating the onset of the digital world, and their impact cannot be ignored. It can be assumed that Millennials will no longer use traditional channels in the same way as previous generations.

Table 4: Preferences of generation Y in omni-channel conditions

Generation Y
- Interested in interacting with sellers, products, service that is quick, simple, personalized; consumer engagement
- Presence in social media

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27 VYSEKALOVÁ, J. et al.: *Chování zákazníka. Jak odkrýt tajemství „černé sřínky".* Prague : Grada Publishing, 2011, p. 260.

28 See: PARLEY, J., GASSER, U.: *Born Digital: How Children Grow Up in a Digital Age.* New York : Basic Books, 2016.

-	Loyalty programs available through mobile technologies, applications
-	Promotion and location-based services (mobile location)
-	Fast delivery, convenience, comprehensive information
-	Comprehensive customer experience
-	Word-of-mouth

Source: BACHRACH, D. G.: *Engaging Millennials in an Omni-channel World*. [online]. [2018-10-01]. Available at: <https://www.customerinsightgroup.com/loyaltyblog/engaging-millennials-in-an-omni-channel-world/>.

They represent a new category of consumers who are digital, global, but especially constantly interconnected. They are happy to cooperate and are very social, self-confident, accustomed to expressing their opinion (e.g. in discussion forums). It is typical of them to be flexible in all spheres of life, including shopping. As customers, they are demanding in the sense that they expect the availability of goods whenever and wherever they need it. They are more aware of visual suggestions and prefer complex information, while taking product reviews, peer views and word-of-mouth (personal recommendations/ what is being talked about) into consideration.[29] Their view on how technological innovation influences life is the most positive of all generations. At the same time, they determine how digital technologies are widely used and initiate social behaviour that is passed on to other generations. The acceptance of technological change is usually found in a curve with an exponential increase in technology use. However, Not only is the diffusion of individual technologies exponential, but the rate of diffusion is accelerating, and with each new technology release, the 'early adopters' and 'early majority' move further to the left. It took more than 70 years for telephones to reach 50% household penetration compared to 10 for Internet access. Following this trend, the rate of technology adoption should continue to accelerate so that each new technology outpaces the adoption of its predecessor, and the future will see adoption rates measured in weeks and days rather than years.[30] According to Steve Jobs: "Innovation distinguishes between a leader and a follower".[31] In addition, it is the Millennials who have the potential to ease the coming of upcoming changes and spread innovation among others – to a great extent, they show the qualities of innovators and early adopters. J. Fromm and Ch. Garton consider Millennials to be "the largest and most influential generation ever".[32]

- **Generation Z**

The first generation that literally lives through technology, is constantly "connected" and completely immersed in the world of the Internet, smartphones and social media, Z generation or iBrains, according to several surveys, will bring a complete revolution in the field of retail. Despite the fact that they have little spending power, according

29 VYSEKALOVÁ, J. et al.: *Chování zákazníka. Jak odkrýt tajemství „černé sřínky"*. Prague : Grada Publishing, 2011, p. 261.

30 ERNST & YOUNG LPP: *The Digitisation of Everything. How Organisations Must Adapt to Changing Consumer Behaviour*. [online]. [2018-09-25]. Available at: <https://www.ey.com/publication/vwluassets/the_digitisation_of_everything_-_how_organisations_must_adapt_to_changing_consumer_behaviour/%24file/ey_digitisation_of_everything.pdf>.

31 For more information, see: GALLO, C.: *The Innovation Secrets of Steve Jobs. Insanely Different Principles for Breakthrough Success*. New York : McGraw-Hill Education, 2011.

32 See: FROMM, J., GARTON, Ch.: *Marketing to Millennials: Reach the Largest and Most Generation of Consumers Ever*. New York : AMACOM, 2013.

to the GfK survey, they are able to sway the decisions of 93% of parents. They readily share the details of their lives, their satisfaction or dissatisfaction across dozens of platforms online. Compared to Millennials, they are more open to buying in-store, and in general they see no difference between online and offline experience and naturally pass from one channel to another. However, what they do expect is an identical brand experience, whether they are in-store, online or on their mobile device.[33] A key to addressing this group is the ability to be available 24 hours a day 7 days a week across all channels and devices. Generation Z considers their mobile device to be their life partner or a personal life assistant and it is the first thing they turn to when deciding whether to purchase. Mobile phones connect the physical and digital world and are the key to personalization. It is also important to anticipate the needs and issues of individuals from the generation Z before they identify them themselves. They are more impulsive, and willing to accept a "good enough" product when shopping, rather than wait for a better one. Previous experience with seller (57% vs. 49% of X generation) or opinions of family members, friends and colleagues (50% vs. 35% of X generation) are important to them.

Table 5: Preference of generation Z in omni-channel conditions

Generation Z
- Two-way communication available regardless of the channel used (online or off-line)
- On-line advertising, social media visibility (peer-to-peer social media platforms, e.g. Snapchat, Instagram, Facebook)
- Security of personal data processing
- Help with shopping decision making (iBrains path of purchase includes a lot of online and off-line channels, gathering views from peers, acquaintances, comparison of value and price, etc.) – iBrains can be labelled "Feedback fanatics"
- Emphasis on customer experience (creating places – shops, websites, online communities, where customers feel welcome and at the same time satisfied when they leave)
- A brand that helps define and express individuality and lifestyle
- Entertainment during shopping, using evolving interfaces – virtual voice assistants, VRs and AR devices; smart kiosks

Source: WOLTERS, M.: *Introducing the iBrains: Understand How to Reach Tomorrow's Shoppers*. [online]. [2018-09-28]. Available at: <https://blog.gfk.com/2017/07/introducing-ibrains-understand-reach-tomorrows-shoppers/>.

Verve's research, conducted in collaboration with YPulse, to investigate the Millennial generation and the Z generation, has shown that more than two-thirds of Z generation respondents are interested in exploring and purchasing new products using emerging interfaces such as virtual voice assistants and VRs. In a physical store, their favourite way of "discovering" products and making purchases is through interactive smart kiosks (iBrains, however, require the provided interactions to be personalized). They are also interested in an AR that is able to inspire, direct a help customers make new

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33   WOLTERS, M.: *Introducing the iBrains: Understand How to Reach Tomorrow's Shoppers*. [online]. [2018-09-28]. Available at: <https://blog.gfk.com/2017/07/introducing-ibrains-understand-reach-tomorrows-shoppers/>.

discoveries and purchases with the help of their mobile devices.[34] Generation Z is a key generation that has the potential to determine and control future buying behaviour.

Conclusion

Recent research has shown that the omni-channel conception is very quickly taking over in marketing. Consumers use various paths of purchase of varying lengths, affected by different channels or contact points, and use different media and devices. Each customer has his or her own experience and expectations. By the time the customer buys the product, they can go through extremely diverse, long and complicated paths or, on the other hand, through paths that are very simple. More and more customers have become mobile and channel-agnostic.[35] Without hesitation, they jump from one channel to another, from the online world to the off-line world. Even though customer typology based on a generational approach needs to be approached with caution (as a result of gradual overturning of generally accepted borders and the removal of valid barriers across an enormous number of sectors and demographic groups), we can observe relatively significant common characteristics in terms of consumer behaviour and the speed of adopting innovations in these groups. This is primarily about the value consumers attribute to technology as part of their purchasing process or preference in terms of omni-channel retail.[36] Considering their current purchasing power and potential purchasing power in the future, the market share, but especially their feelings towards technological innovations and how quickly they are able to adopt such innovations into their lives, the most significant "omni-channel" generations are the generation X, generation Y and generation Z. They are a new type of customer – a "connected" customer. Individual customers are not thinking about channels, they are not even wondering if the company is focusing on multi– or omni-channel retail – all that really interests them is finding the solution to their current needs and desires in a way that is appropriate and offers them an adequate value compared to expectations, costs incurred and time spent. It is possible to assume that different customers will appreciate different parts of an entirely different shopping experience, but most will gradually require perfect integration of the digital and physical environment. In addition, since there are currently only a few studies on how technology improves retail sales and how individual customers perceive it, it is an interesting area for future research.

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ONLINE PRESENCE OF BRANDS
IN PRODUCT PROTECTIVE BRANDING

Eva Pitrunová – Michal Stoklasa

Abstract

The main goal of this article is to describe the online presence of selected brands. We can clearly see how different product protective brands are and we want to know how they communicate online with their audiences in terms of channels and keywords used. The aim will be fulfilled through literature review to understand the theoretical basis of our researched phenomena and mainly through content analysis. Data will be obtained through non-participated structured observation of channels, keywords and content. Our sample contains 10 Czech brands, out of which 2 are consumer brands, 2 national regional brands and 6 local regional brands. Our research has shown how underutilized the communication channels are, which keywords the brands use and what is the quality of their communication. We also discuss, what our findings mean.

Key words:

Brand. Online Presence. Product Protective Branding. Regional Brand.

Introduction

Many trends lead to regional brands being more and more important every year in the Czech Republic, as described in our other articles.[1] Regional brands are part of product protective branding system, which includes variety of differently operating brands that have the same goal of assuring the customer of a higher quality product. Technology is changing the way how brands in general are communicating with their audiences. Our main focus are regional brands and other brands that are part of a product protective branding system in the Czech Republic. These brands are specific in many ways that influence their communication, be it that some are state-owned and government-run with main goal to make some public good and backed up by hundreds of millions of Czech Crowns, some are small and run by a handful of enthusiasts to make the world a better place with no money, other are created for profit by professional performance marketers. Their online communication and online presence in general will thus vary vastly. The main goal of this article is to describe the online presence of selected brands. As stated in previous paragraph, we can clearly see how different our brands are and we want to know how they communicate online with their audiences in terms of channels and keywords used. The aim will be fulfilled through literature review to understand the theoretical basis of our researched phenomena and mainly through content analysis. Data will be obtained through non-participated structured observation of channels, keywords and content.

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[1]   For more information, see: STOKLASA, M., PITRUNOVÁ, E.: *Past and Future Research Trends of Regional Brands with Accent to Technology. Working Paper in Interdisciplinary Economics and Business Research No. 51.* Opava, Karviná : Silesian University in Opava, School of Business Administration in Karviná, 2018.

1 Theoretical Basis for Brands in Marketing

First, we would like to take a closer look at the definitions of Brand in Marketing, characterize brand model theory and regional brands as a part of product protective branding. Then we would like to examine the online presence and what it consists of.

1.1 Brand Definitions and Brand Model

The American Marketing Association (further as AMA) defines brand as "*name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.*"[2] AMA also defines brand and branding as follows "*a brand is a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary.*", "*a brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality.*" AMA also defines brand personality and brand image. Two sides of a coin, can be seen as a mirror. Brand personality is "*the psychological nature of a particular brand as intended by its sellers, though persons in the marketplace may see the brand otherwise*", that is called the brand image "*a mirror reflection (though perhaps inaccurate) of the brand personality or product being. It is what people believe about a brand-their thoughts, feelings, expectations*". A brand building is a complex process, which includes a data collection, the market analyses, STP process and a brand strategy creation. The brand building requires good planning, perfect knowledge of the market we want to enter and marketing skills. According to the marketing view, we are able to describe this process in these points:[3]

1. Potential customers need to be informed about the brand.
2. They should build the loyalty access to the brand.
3. Consumers needs to be able to identify the brand.
4. Consumers have to accept the brand values which they represent.

The brand value is a "*set of benefits (assets) and drawbacks (liabilities) associated with the name and symbol of a brand that increases or decreases the value the product or service brings to the firm and/or the customer*". It consists of four, later five categories:[4]

- Brand awareness.
- Loyalty to the brand.
- Perceived quality.
- Associations associated with the brand.
- Other proprietary brand assets.

"*For marketers, perceived brand value by customers is more important than its financial value.*" This brand value can be described by the following factors:[5]

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2   *American Marketing Association* [online]. [2018-09-20]. Available at: <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B>.
3   PŘIBOVÁ, M., TESAŘ, G.: *Strategic Brand Management*. Prague : Professional Publishing, 2003, p. 48.
4   AAKER, D. A.: *Brand Building – budování obchodní značky*. Brno : Computer Press, 2003, p. 8.
5   DE PELSMACKER, P., GEUENS, M., VAN DEN BERGH, J.: *Marketingová komunikace*. Prague : Grada Publishing, 2003, p. 69.

- Awareness.
- Perceived quality.
- The force generated by the associations.
- Other assets.
- High brand loyalty.

For our article, important outcomes are the brand characteristics that can be communicated online through various new technological devices. A difference between what companies are trying to build and what the customers take out from it. And what groups of factors brands consist of in the brand models.

1.2 Product Protective Branding and Regional Brands

Product protective branding are brands that characterize certain quality of its products. In the Czech Republic their origin can be traced to late 90s of the 20th century to several bio brands, Česká kvalita (Czech Quality) and KLASA. The trend has been started by both our government through Ministry of Agriculture and private brand programs, such as Association of Regional Brands. We must not forget EU quality brand programs.[6] As for a regional brand, its goal is to make a region and its products more visible and accessible to develop its area. The reason for creating the regional brand is to help the region by economic, social, environmental sphere to ensure the sustainable development of the region.[7] The main reason why the companies use the regional brand is usually to make their products more attractive. In the current world, when consumers are overwhelmed many different products, the organizations try to find the suitable way how to differentiate themselves and gain the competitive advantage. One way is using the regional brands. The big benefit of the regional brand is, they are usually not coordinated by corporate but by the regional or non-government organizations. Next advantage may be the additional service that the regional brands bring to the company. The regional organizations try to develop the area, so do for the company. The regional organizations often offer the help from marketing side as well which is useful mainly for small entrepreneurs in older age or with lower budget.[8]

1.3 Online Presence

Definition of online presence is as follows "*an online presence is any existence of an individual or business that can be found via an online search.*"[9] Authors understand this in a way that online presence is any online activity of a business entity that can be found by other online users. For our brands it is mainly their web page and social

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6   STOKLASA, M.: *Possibilities of Using Regional Marking of Product in Moravian-Silesian Region Through Cross-Cultural Marketing*. Opava, Karviná : Silesian university in Opava, Faculty of Business Administration in Karviná, 2015, p. 29.

7   ČADILOVÁ, K.: *Marking of Local Products, Marketing and Brand Promotion*. [online]. [2018-05-10]. Available at: <www.spolekmoravskykras.cz/create_file.php?id=357>.

8   See: STOKLASA, M., PITRUNOVÁ, E.: *Past and Future Research Trends of Regional Brands with Accent to Technology. Working Paper in Interdisciplinary Economics and Business Research No. 51*. Opava, Karviná : Silesian University in Opava, School of Business Administration in Karviná, 2018.

9   COHN, M.: *What is an Online Presence?* [online]. [2018-09-19]. Available at: <https://www.compukol.com/what-is-an-online-presence/>.

media (mainly social networks). Here we would like to stress out the importance to distinguish between intended activity and publicity generated by other internet users. The term online presence has evolved over the years and surely will in the future with new technology changing the online landscape, but for now the elements of company's online presence can be described as follows:[10] Website design and development, Search engine optimization, Blogging, Social media marketing, Web analytics, Website design and development.

2 Methods and Data Collection

The main goal of this article is to describe the online presence of selected brands. Brands in product protective branding are vastly different so we want to know how they communicate online with their audiences in terms of channels and keywords used. Our first focus is on which channels (online communication tools) they use. Our second focus is on what they are saying to their customers, more importantly what keywords they use to describe their brand and products. Our third focus, but the least important, is on how they communicate (the quality of their texts, UX design, videos etc.). We can thus formulate three distinct sub goals that will require us to use various research methods:
1. Channels used.
2. Keywords used.
3. Quality of brand communication.

Our research is thus based on mixed methods. Literature review is used for the first chapter to formulate theoretical basis to our research phenomena. Overall, we are conducting a content analysis (understood not as a research method but rather as a research approach/analysis). To obtain both quantitative and qualitative data for our content analysis we are using non-participated structured observation. Firstly, we have created a structure, in our case it was a checklist for sub goal number one – which channels are used. For our second sub goal we have created a word database. Both of these tools have been created based mainly on the biggest brand (Regionální potravina) and also on our previous research. Sub goal number three will require us to subjectively evaluate the used channels and the content pushed through these channels.[11] To create our sample we have to understand the product protective branding in the Czech Republic. The categorization of product protective branding in the Czech Republic isn't settled upon by the academics and even different ministries publish different approaches. We will use our own categorization made in our previous research that distinguishes consumer brands, geographic labels (EU brands, very few brands with minor impact – we will not deal with them in our article) and regional labels (state and professional associations).[12] Non-profit organization Občanské

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10   ECOTONE: *What it Means to Have an Online Presence?* [online]. [2018-09-19]. Available at: <http://www.ecotonedigital.com/online-presence/what-it-means-to-have-an-online-presence/>.
11   SAUNDERS, M., LEWIS, P., THORNHILL, A.: *Research Methods for Business Students*. Harlow : Pearson Education, 2009, p. 288.
12   STOKLASA, M.: *Possibilities of Using Regional Marking of Product in Moravian-Silesian Region through Cross-Cultural Marketing*. Opava, Karviná : Silesian university in Opava, Faculty of Business Administration in Karviná, 2015, p. 29.

sdružení spotřebitelů TEST (Citizens' Association of Consumers TEST, also known as dTest) runs a database of consumer brands on the Czech market. By 2018, there were 131 brands in the database, a figure so high that companies using these trademarks cannot assume that consumers will know them all. The most visited brands in this database are Česká kvalita (Czech Quality) and KLASA, that's why we will include them in our sample.[13] In the field of regional branding, two nationwide systems were set up to ensure individual regional labels (Regionální potravina – Regional food, and Asociace regionálního značení – Association of Regional Brands, both of them are in our sample) and a group of individual regional quality brands (there is around 50 of these, we will include 6).

In the discussion part of our article, we will provide the summary for channels and the quality of its content, which is broken down into several characteristics. The UX rating factor includes an easy web orientation, ease of finding information for which the visitor came, but also design and the overall impression given by the site. In the site's expertise, it was mainly taken into consideration whether the site contains the basic information that a visitor needs – consumer information about products, technologies, brand credibility. For companies interested in the brand, there should be instructions or links on how to proceed to acquire it. The FB posts were mainly evaluated based on the quality of the photos, whether the person is informed about the events and news from the producers, or the page also contains news and information that could be considered as content marketing. The FB communication was mainly focused on the regularity and timeliness of the contributions, the type of communication, whether the callouts are appropriate, sufficient or, on the contrary, lengthy.

3 Results and Discussion

For this article we have chosen 10 product protective brands for food. Eight of them are regional brands and the last two are the most popular national food brands. The reason for this combination is to make a comparison between regional and national brands and to find out the difference in their communication if the brand is state-owned, government-run or run by community of local producers. We check their communication channels, their look, content, simplicity of use, if they are updated, and if it contents the basic information for visitors.

3.1 Consumer Brands

3.1.1 KLASA
This brand has been given by Ministry of Agriculture since 2003 to the most quality food and agriculture products. Their logo helps the customer in good orientation in their shopping, so they can easily choose the best products. Their keywords are "the most quality product", "better orientation during shopping", "proof of the quality".

WEBSITE:
- Main site:

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13   DTEST: *Katalog spotřebitelských značek.* [online]. [2018-09-19]. Available at: <https://www.dtest.cz/znacky>.

- Link for their FB page and mobile application.
- Categories of the certificated products, news, events, competitions.
- Possibility to switch to English language and have full version of the website.
- Menu:
  - Structured but in some steps complicated.
  - In the part for consumers we can find articles with curiosities, recipes, inspirations unfortunately it is hard to find it– content marketing.
- News: not so visible, not updated – made by articles or invitations for the events.
- Events: in this section is just link on FB page where are events and link for news.
- Pictures: professional, sometimes it looks too artificially.
- List of certificated products: sorted by alphabet.
  - Basic information, pictures, contacts, possibility for more information.

FACEBOOK PAGE: 45 313 followers.
- Posts:
  - Content suitable more for Instagram – pretty pictures of food made from products with KLASA certification, invitations for events or pictures from last events.
  - Small number of reactions compare with number of followers.
- Communication: professional, structured, regular.

INSTAGRAM:
- Different name – "Akademie kvality".
- Same content as on FB profile – but here it is more suitable.
- Professional look – pictures looks pretty, positive and food looks fresh, tasty.

YOUTUBE: 273 subscribes, 115 videos which are 1-10min long.
- Different name – "Akademie kvality".
- Professional videos which contain:
  - Production process and technologies of the producers – they are the most popular.
  - Advices or tips (for example, how to read information about food correctly).
  - Competitions of brand KLASA.

MOBILE APPLICATION: 500+ installations.
- Main goal is to make the verification of products easier for the customers during shopping
  - Simple menu: catalogue of products, list of producers, bar code reader.
- Information about product, producer, pictures and link on their website – sorted by alphabet.

3.1.2 Česká kvalita

Program has been established since 2002 as the reaction on boom of crating new brands and certification of the quality. They start to help the producers in promotion, easier connection to another producers and suppliers, and give them certificate of the quality after verification of the production. Their main goal is to create and unified systém. They use keywords as "credibility", "guarantee of the quality", "support for local products".

WEBSITE:
- Main site:
  - Division of visitors: consumers + potential certificated producers + brand managers.
  - Each section has its own colour, but the structure is the same.
  - Design is old, basic font, without pictures.
- Menu: simple but some names are hard to imagine what exactly we can find in the section.
- News:
  - On the side of the main screen – Made by short information.
  - They do not show how updated the news are.
- Events + Pictures: nothing.
- List of certificated products: nothing, just the list of certificates.

FACEBOOK PAGE: 1 555 followers.
- Posts: information and pictures about certification – not updated.

3.2 National Regional Brands

3.2.1 Regionální potravina
This brand has been managed since 2010 by Ministry of Agriculture anyway thanks to its process of the certification it is taken as a regional brand. Every year, in each region of the Czech republic are organized the competitions of the best agriculture and food products. Then, the Ministry of Agriculture choose the best from the best regional winners and mark the products with name "Regionální potravina of the year". Nowadays, the consumers can choose from 525 marked products. The most used keywords for their presentation are "quality of Czech good", "local producers and suppliers", "renewal of the traditions" and "support for the regions".

WEBSITE:
- Main site:
  - shows tips for trip in the regions where they certificated products.
  - link for their mobile app, FB website and Youtube channel of KLASA.
  - list of the earliest events and news.
  - map of the Czech republic with points where the events will be organized.
  - promotion of some products with their stories – using of story-telling.
  - nice design and structure, not apparent aim of this brand and website.
- Menu:
  - simple, structured, sorted by alphabet.
  - divided to certificated products, producers, consumers, events, contacts.
- News:
  - made as the articles about last and incoming events, news about certification.
  - at least 2 articles per month.
- Events: map and calendar – structured and actual.
- Pictures: professional, authentic, give the feeling of rural environment and credibility.
- List of certificated products:
  - lists of the region products not by country.

- filtering by categories and year of certification.
- sorted by regions and alphabet.
- each product has its pictures, information about product and the producer, contacts.

FACEBOOK PAGE: 8 913 followers, same design as the website.
- Posts:
  - Mainly about their products, incoming events, recipes – all by links for their website.
  - Links for videos on Stream.cz – show Výleťák – tips for trips in the regions of the Czech republic with visits in the companies of certificated producers.
  - The most popular are recipes, tips for trips – content marketing.
  - Everything is made by professional – videos, pictures.
- Communication: professional, structured, active approach – competitions, questions.

MOBILE APPLICATION: 1000+ of installations, same design as the website.
- Main aim: make the shopping easier, simple way for costumer to find out certificated goods.
- simple menu: map with the places where customer wants to buy products with this certificate + list of certificated products +list of producers +list of events.

3.2.2 Asociace regionálních značek

Main aim is to make the regions more visible and attractive for public, focus on the products which are made by traditional way, from natural sources and are ecological. Since 2004, 27 regions have been involved in the system and each of them has its mark which guarantees the quality. The keywords are "visibility of regions", "traditions", "nature friendly", "regional uniqueness".

WEBSITE:
- Main site:
  - Short introduction to the web next to logo.
  - Promotion of their producers sorted by certified product, service and experience.
  - Longer introduction about the association and its aim.
  - Links for new projects, events and news.
  - On the bottom, there is list of logos of all 27 regions involved in this association – after "click" on each, we are sent to their regional site.
  - Missing links for another online communication channels.
- Menu:
  - More complicated with more links but very structured and intuitive.
  - Map of the Czech Republic with the regions – then we are sent to regional website.
- News:
  - As the articles with sign of the region where the news is happening.
  - Last or incoming events, news about certification.
- Events: updated with text about events.
- Pictures: professional, authentic.

- List of certificated products:
    - List of all products in the Czech Republic.
    - Filtering by region, categories, sub categories – sorted randomly.
    - Each product presented by more pictures, information about techniques, producer, contact with map where the company is located.
- Websites of each region: same design and structure.

FACEBOOK PAGE: 1 597 followers, different name – "Regional brands".
- Posts:
    - Mainly information about incoming events, pictures, links for the regional FB pages.
    - Once per month article about quality, regional brands in the world or video about some region – content marketing.
    - Professional pictures.
- Communication: professional.
- FB pages of each region:
    - just few of them are really active, others are not updated, do not have big audience
        - active: 14.
        - search engine sends to different page with content about the regional brand: 8.
        - does not exist: 5.
    - audience:
        - 500 – 1 000 followers: 3 regions.
        - 250 – 500 followers: 5 regions.
        - 100 – 250 followers: 3 regions.
        - Under 100 followers: 3 regions.

NEWSPAPERS "HOME in":
- Online and paper version – 7 editions.
- First 3 pages general, then each region has 1 page.
- Regional page has information about coordinator of the certification and how many certificates the region has, then they present news about regional products.
- Professional structure, short reports of events, pictures.

YOUTUBE: 7 subscribes, 13 videos which are 1-2min long.
- Professional videos about producers or for promotion of the association.

LINKED IN: profile of the company without articles.

3.3 Regional Brands

3.3.1 Regionální produkt Český ráj
The main goal is to promote and support local products. They use keywords as "eco-friendly", "support for the region", "originality".

WEBSITE
- Main site:

- Information about website, organization and its goal.
- News, list of regional producers, link for sponsors and partners of the organization.
- Possibility to open web in 5 languages (just main information, not full version).
- Menu: simple, include link for their e-shop.
- News: not updated – made by articles about tourism in general, tips for trips.
- Events: nothing.
- Pictures: authentic, nice.
- List of certificated products:
  - List of producers sorted by alphabet.
  - Each producer link includes contact, story about the company and their unique techniques, pictures of the products.

E-SHOP: old design, menu structured.
- There is list of products with basic info, picture and price.

FACEBOOK PAGE: 326 followers.
- Posts:
  - Links for the producers´ FB pages, articles which mention their product or the brand.
  - Pictures from last events, invitations for incoming events.

3.3.2 Regionální produkt Jizerské hory
The brand has been working since 2004 and use keywords as "regional product", "presentation of the region". They were chosen as one of 10 of local activist groups which realised their strategies in the program LEADER+, co-financed by EU.

WEBSITE:
- Main site:
  - Short introduction about the organization, contact on the organization managers.
  - Design older but nice.
  - Main picture is changing – authentic pictures of the nature, certificated products.
- Menu:
  - First part: categories of certificated products.
  - Second part: link for protentional partners or producers.
- News:
  - Made by articles about new projects and grants.
  - At least 1 per month.
- Events: just 1, not updated.
- Pictures: not in the same style, probably each producer sends its own pictures
- List of certificated products: sorted randomly.
  - Each product has its information, pictures, contact for producers or for places where it is possible to buy the product.

3.3.3 Regionální produkt Lužické hory a Máchův ráj

The goal is to create the certification which guarantees the quality and proof, the product is from the regional resources. Their keywords are "regional product", "eco-friendly" "quality product".

WEBSITE:
- Main site:
  - Basic design.
  - Pictures of the products.
- Menu: structured, divided in smart way.
- News + Events: nothing.
- Pictures: nice but not in the same way, probably each producer sends its own.
- List of certificated products:
  - Sorted by subcategories, then by alphabet.
  - Short introduction of product and its techniques, pictures.

FACEBOOK PAGE: 173 followers, not updated.

3.3.4 Tradice Bilých Karpat

Non-profit local community which supports all activities which develop traditions in agriculture and production in the region. The most used keywords in their presence are "traditions", "development of traditions", "eco-producers".

WEBSITE:
- Main site:
  - Pictures of products.
  - Division of visitors: become a part of brand + buy the product + sell the product.
  - Categories of products.
  - Map with events in the region.
  - Nice, professional design with traditional signs and symbols.
  - The projects for region development are described in short and effective way.
- Menu:
  - Simple, structured.
  - First type: by reasons why we are on the website.
  - Second type on the upper part – divided in classic way – about organization, certificated products, contacts etc.
- News: nothing.
- Events:
  - Map with events in the region, short information.
  - Not updated.
- Pictures: nice, professional but not in the same way.
- List of certificated products:
  - Divided by categories.
  - Short introduction of the producer, contact, more pictures.
  - List of certificated producers is sorted by alphabet, then you can see contact information and map for location.

FACEBOOK PAGE: 1 608 followers.
- Posts:
    - Information about events where people can meet certificated producers.
    - Sharing of interviews and articles.
- Communication: professional, active, structured.

3.3.5 Tradiční slovácký výrobek

The project, which includes the brand, has been established since 2008 to presence its region by using its specifics and support of traditional regional producers. The brand Tradiční slovácký výrobek is guarantee of the product qualiy, its connection to the region, traditional product process and eco-friendliness. The brand is given just for 2 years, then the certificated producer need to make test for validation. Their keywords are "quality product", "eco-friendly", "traditional production".

WEBSITE:
- Main site:
    - The name of domain is big advantage – it is generous so even people who search for something else can reach their website.
    - Examples of products, big menu "e-shop", "producers", "region in tradition".
    - Rest of the main site is made as e-shop with products and prices.
    - Partners, link for FB page.
- Menu: simple, structured.
- News: nothing.
- Events: just link and information about big ceremony where producers are certificated.
- Pictures: nice, professional, positive.
- List of certified products: sorted by alphabet and categories, basic info with price, e-shop.

E-SHOP: sorted by categories, producers and alphabet.
- Basic info about products and producers, price and how many days it will take to delivery.

FACEBOOK PAGE: 1 735 followers, design same as website.
- Messenger bot.
- Posts:
    - Information about their or regional events and products which from their shop.
    - Links on the certificated producers and their news.
- Communication: structured, regional dialect used which gives the posts nice atmosphere.

3.3.6 Místní výrobek ze západu Čech

The brand has been established since 2010 with the aim to certificate local producers which have quality products and help the region. Their keywords are "creativity", "dexterity", "traditions"

WEBSITE:
- Main site:
  - Short introduction of the organization and contacts for the managers.
  - Link for FB page.
- Menu:
  - 2 types, complicated.
  - First type – on the upper site of website – news, about organization, gallery, contact.
  - Second type – more about project of the organization, grants, strategies.
- News: about grants and news about strategies.
- Events: not updated, hard to find – but in gallery are updated pictures from events.
- Pictures: authentic, professional.
- List of certificated products:
  - Sorted by categories.
  - Basic information, pictures, contacts, link on the producer website.

FACEBOOK PAGE: 370 followers.
- Posts: information about events or their activities.
- Communication: active, professional.

3.4 Summary and Discussion

For better orientation we made table of all chosen brands and their communication channels.

Table 1: Overview of communication channels

	Web	FB	Insta.	YT	Link. In	E-shop	Mobile	Magazine
KLASA	✓	✓	✓	✓			✓	
Česká kvalita	✓	✓						
Regionální potravina	✓	✓					✓	
Asociace regionálních značek	✓	✓		✓	✓			✓
Regionální produkt Český ráj	✓	✓				✓		
Regionální produkt Jizerské hory	✓							
Regionální produkt Lužické hory a Máchův ráj	✓	✓						
Tradice Bilých Karpat	✓	✓						
Tradiční slovácký výrobek	✓	✓				✓		
Místní výrobek ze západu Čech	✓	✓						

Source: Own processing

As we can see, all chosen brands have their website and 90% have their own Facebook page. It was the reason why we focused on the content and user experience of these most used. We wanted to find out if the brands are managing their account properly or they just created the website/FB profile and let it not updated since its creation. Table 2 shows the ranking of the following factors which we evaluated on brands´ websites and Facebook profiles. The factors were chosen due to our opinion which function should the website or profile on Facebook have.

Table 2: Web and FB factors ranking (1-5, 1=the best, 5=the worst)

	Web – UX	Web – up-to-date	Web – expertise	FB – posts	FB – commu-nication	Final ranking
KLASA	1	4	1	1	2	1,8
Česká kvalita	3	3	1	3	5	3
Regionální potravina	1	1	1	1	1	1
Asociace regionálních značek	2	1	1	1	1	1,2
Regionální produkt Český ráj	2	1	1	2	1	1,4
Regionální produkt Jizerské hory	3	1	1	-	-	1,6
Regionální produkt Lužické hory a Máchův ráj	4	3	2	3	5	3,4
Tradice Bilých Karpat	2	4	1	2	2	2,2
Tradiční slovácký výrobek	2	2	1	1	1	1,4
Místní výrobek ze západu Čech	3	4	1	2	1	2,2

Source: Own processing

The results from Table 1 show that the selected brands usually use just 2 or 3 online communication channels. Mobile application was used by just 2 brands, both of them are managed by Ministry of Agriculture so they probably have enough sources for such an investment. A big surprise comes up with the e-shops. Just 2 of the chosen brands use this possibility to sell the products even though the research says that 59% of Czech population have positive attitude for online shopping.[14] The interesting point on this result also is, none of the brands using e-shops is government-run where we expect bigger possibility to get the development grants. From these results, the following question arises: why are the brands not using more communication channels? A possible answer could be that they have done their research and found out which channels are most appropriate for them (i.e. where their audience is) and stick with these. However, we know from other research that it is not true, and the customers would love to get their regional products online. Then the most probable answer is that they lack resources. It may be related with money, so creation of their own e-shop or mobile application is not on the list of their priority investments. But we know that it could be done cheap if you know how. So our next thought is connected with people, meaning they lack human capital who would understand the online marketing and manage profile on another social network or use more channels. The regional brands are usually managed in a small group of people so it is obvious they select just the most important channels due to the small personal capacity. Finally, these brands easily miss their target group on the other networks and channels so there is no reason why to be present there. From our point of view, all this could be solved with enough (self) education in online marketing – even if the brands have few people and no money, they can set up many channels and be successful with them.

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14   MEDIAGURU: *Výzkum: Čeští zákazníci víc kombinují nákupy online a offline.* [online]. [2018-09-19]. Available at: <https://www.mediaguru.cz/clanky/2018/09/vyzkum-cesti-zakaznici-vic-kombinuji-nakupy-online-a-offline/>.

As for the results from Table 2, the best ranking was evaluated for the national regional brands thanks to their professional communication with public, quality content and up-to-date. The absolute winner is website and FB profile of Regionální potravina which can be taken as the great example how other chosen brands should care about their channels. Table 2 also shows that half of the regional brands have better ranking than all the consumer brands. The reason may be that the regional brands have bigger engagement and passion to show and promote their local products and producers to the public. They may invest more time and money to the online communication to have nice presence and show the quality in this way as well. On the other hand, the regional brands and general support to the regions and their traditions can offer small regional brands better opportunity to be part of EU or national finance grants. We also strongly believe that in marketing of these small regional brands, there is no shame in copying what the big ones do. By this we mean that it is the duty of our government run brands (KLASA, Regionální potravina, not Česká kvalita that has much lower quality of communication) to set examples, best practices, and by this guide the smaller brands, because in the end the main beneficiary is the customer and efficient market. The Association of Regional Brands have shown us that a group of enthusiasts with hundreds of times smaller budget can in certain aspects produce better results than government run brands. They should also serve as a role model for others.

Conclusion

The main goal of this article was to describe the online presence of 10 selected brands from product protective branding system in the Czech Republic. Product protective branding system contains several hundreds of different brands with similar goal, protecting the customer, and we wanted to find out how they communicate online with their audiences in terms of channels and keywords used. The aim was fulfilled through literature review to understand the theoretical basis of our researched phenomena and mainly through content analysis. Data were obtained through non-participated structured observation of channels, keywords and content. Our sample contained 10 brands, out of which 2 were consumer brands, 2 national regional brands and 6 local brands. Our research has shown how underutilized the communication channels are. While almost all the brands had web and Facebook, all the other channels, nowadays becoming essential, are mostly missing. Our research has also shown which keywords the brands use. And lastly, what is the quality of their communication. We can see, that the government run brands are topping the scores in almost all aspects (most channels and best quality). As the responsible ministries are obliged to show their spendings and investments, we can clearly state that money plays the most important role here. But also the national regional brand Association of Regional Brands is doing well in our ranking while being only a group of enthusiasts with no money. We think that the smaller brands should not be ashamed to copy what the bigger ones are doing, acquire some knowledge about online marketing (nowadays easily accessible online for free) and look for the best practices and copy them.

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PERCEIVING THE ANNOYING AD TYPES IN THE DIMENSION OF GENDER-GENERATIONAL CHARACTERISTICS

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Abstract

The primary objective of this study is to evaluate the gender-generational characteristics of perceiving the annoying ads among the selected types. The types of advertising (advertising on TV, social networks, radio), print advertising (magazines, leaflets, brochures), billboards (billboards, big posters), may acquire different intensity depending on the characteristics of the customer in the gender-generational characteristics. The question is whether the acquisition of these forms is significant for individual gender-generational characteristics or not in particular types of ads. Data were obtained through questionnaire research. The sample consists of 296 responses. The data collection was completed in 2018. We have found that there is a significant difference between the categories of gender-generational characteristics and there is also a link between the annoying ad types. At the end of the study, we applied a correspondence analysis, in which we can see a very close relationships between the categories of gender-generational characteristics and the individual types of advertising. The basic limitation of the research was the fact that it was conducted only in Slovakia.

Key words:

Advertising. Annoying Ad Types. Billboard. Gender. Generation Y. Generation Z. Perception. Print. Radio. Social Networks. TV.

1 Introduction

Kotler and Keller define marketing with the concise phrase 'meeting needs profitably'.[1] In these ideas, we find an embedded form of modern marketing in the interaction of primarily satisfied customer needs. Modern marketing tools are subordinated to this message. Before customer satisfaction, it is necessary to 'get to know' them and make them satisfied. The importance of the reputation of the marketing organization is suggested by Fedorko, Bačík and Kerulová in the field of e-shops. Similar ideas are presented by authors in several publications.[2,3] Advertising in the customer can also evoke negative impressions. Image and reputation are extremely important factors in marketing and educational institutions.[4,5] Examples of the importance of the image

1   KOTLER, P., KELLER, L. K.: *Marketing Management*. New Jersey : Pearson Education, Inc., 2012, p. 5.
2   ŠTEFKO, R., FEDORKO, R., BAČÍK, R.: The Significance of Internet Marketing Tools in Terms of Building a Positive Image of an Higher Education Institution. In *The 24th International-Business-Information-Management-Association Conference. Conference Proceedings.* Milan, Italy : IBIMAC, 2014, p. 1764.
3   BAČÍK, R., SZABO, Z. K., FEDORKO, R.: The Analytical Insight into Customer Perception of Quality Determinants of the E-commerce Model B2C Subjects in the Central European Countries. In *Quality Innovation Prosperity – Kvalita inovácia prosperita*, 2015, Vol. 18, No. 2, p. 15.
4   ŠTEFKO, R., FEDORKO, R., BAČÍK, R.: The Role of E-marketing Tools in Constructing the Image of a Higher Education Institution. In *Procedia – Social and Behavioral Sciences*, 2015, Vol. 175, p. 431.
5   ŠTEFKO, R., FEDORKO, R., BAČÍK, R.: Website Content Quality in Terms of Perceived Image of Higher Education Institution. In *Polish Journal of Management Studies*, 2016, Vol. 13, No. 2, p. 153.

and reputation of organizations in different industries[6,7,8,9] would be a lot, an essential component that can positively or negatively affect the reputation and the image is advertising. Bačík, R., Gburová, J. highlight that advertising in the online environment can determine the importance to meet the customer's needs.[10] The importance of advertising in a complex of marketing applied to different organizations in a variety of environments is indisputable, but advertising has many ways for individual segments to respond differently. Many marketing practices use different kinds of ads 'blindly', especially in new markets and with unknown customers. A high-quality, integrated communication mix as Štefko reminds to be a source of competitive advantage. Every ad, every type of ad is quite specific.[11] Customers see different types of ads differently, for example, older people think TV commercials are more truthful than Internet advertising. Modern marketing trends emphasize personalized approach. Personalization in marketing communication strategies has become a subject of research by few experts in recent years. Personalization in e-commerce increases sales by improving the perception of website quality by customers.[12] We can therefore point out the related personalization and loyalty, which means an increased frequency of purchases and a growing profit. H. Xu, X. Zou, H. Wang emphasize the importance of demographic variables in terms of the differences in purchasing models.[13] The presented study deals with the fact that how annoying ads are perceived, such as advertising on TV, radio, social networks in the dimensions of the gender-generational characteristic.

2 Theoretical Background

Different studies have been devoted to the issue of the differences in gender-generational characteristics in marketing. It has been shown that there are significant differences in the perception of advertising visualizations between men and women. Specifically, in the position and processing of advertising.[14] As noted, in traditional advertising,

6   HAGYARI, P., BAČÍK, R., FEDORKO, R.: Analysis of the Key Factors of Reputation Management in Conditions of City Marketing. In *Polish Journal of Management Studies*, 2016, Vol. 13, No. 1, p. 69-80.
7   ŠTEFKO, R. et al.: An Analysis of Percieved Topicality of Website Content Influence in Terms of Reputation Management. In *Polish Journal of Management Studies*, 2015, Vol. 12, No. 1, p. 177-185.
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12   FERNANDEZ-LANVIN, D. et al.: The Dimension of Age and Gender as User Model Demographic Factors for Automatic Personalization in E-commerce Sites. In *Computer Standards & Interfaces*, 2018, Vol. 59, p. 1.
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14   LIAUDANSKAITĖ, G. et al.: Analysis of Affective and Gender Factors in Image Comprehension of

differences in gender characteristics are indisputable, and these differences also exist in online advertising where, as proven, men perceive internet advertising as more positive than women and tend to buy more often than women.[15] The differences in the perception of sexual content of advertisements are also obvious, and it turns out that rather men have negative attitudes towards these advertisements.[16] The ad has a number of psychological or marketing components, the most important of which is the information and the entertainment component. A laboratory experiment was conducted on these components, between men and women, where we have founds for example, that the information component is perceived more positively by men.[17] In addition to gender equality, there are differences in several aspects of advertising, as pointed out in the previous paragraph, it is appropriate to draw attention to the difference in the age category of the customers. The age of the customers, generation, gender, can be understood as a construct. Generation Y /1980 – 1995/ has an increased interest in growth. They ask more questions and they do not start to work immediately. They enjoy their jobs, but the job is not everything for them. They do not dial, they use different applications for communication. Generation Z / 1995 and later/ – their interest goes beyond family and state boundaries. World of technology, multitasking, and especially without geographic limits. An online generation that did not experience the world without the Internet. Generation Z quickly and efficiently shifts between work and entertainment, working on multiple tasks at once.[18,19] It is worth mentioning that not all authors agree on the timeframe of each generation. The significance of generational differences in marketing is also very important. Generational differences in customer preferences of generation X and Y by Bačík et al. is considered to be significant.[20] The difference in generation is also apparent in the context of different claims as well as the different behaviour of generations in the labour market.[21] It is also appropriate to note the existence of differences in the field of photo perception,[22] brand perception in the area of the emotional component.[23] We

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15 LORI, D.: Web Advertising: Gender Differences in Beliefs, Attitudes and Behavior. In *Internet Research*, 2003, Vol. 13, No. 5, p. 375.

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21 ZBRAŇKOVÁ, A.: Generation Y and Z at the Labour Market. In *Sbornik z mezinarodni vedecke konference znalosti pro trzni praxi 2012: Vyznam znalosti v aktualni fazi ekonomického. Conference Proceedings*. Olomouc : KAE FF UP, 2012, p. 445,

22 PRIDEAUX, B., LEE, L., TSANG, N.: A Comparison of Photo-taking and Online-sharing Behaviors of Mainland Chinese and Western Theme Park Visitors Based on Generation Membership. In *Journal of Vacation Marketing*, 2016, Vol. 24, No. 1, p. 29.

23 TANGSUPWATTANA, W., LIU., X.: Effect of Emotional Experience on Symbolic Consumption in Generation Y Consumers. In *Marketing Intelligence & Planning*, 2018, Vol. 36, No. 5, p. 514.

can therefore consider significant generational differences in several aspects. In the issue of gender-generational differentiation, the annoying ad types were examined. The perception of individual ad types may vary, indicating in many ways their annoyance on the Internet.[24] Annoyance is related to reputation.[25]

3 Methodology

The primary objective of this study is to evaluate annoyance of advertisements between the generational characteristics (Y and Z generation) and selected types of advertising. The variables included variables such as the gender-generational characteristic on the one hand and the second variable evaluating the selected types of advertising (TV, radio, social network, print, billboard) in 'the most annoying' dimension. The data were collected at the beginning of 2018 through a questionnaire survey, where the selection of the population can be characterized as voluntary. The selection consists of 296 observations. The data collection took place on social networks, e-mails and personal inquiries (about 30%). For the analysis, frequency charts will be used in the first step to show the abilities and perceptions for the individual characteristics of the ad in the gender-generational dimensions. Later, an analysis of the association will be carried out through the χ2 test characteristic and through the Cramer's V coefficient. We will also analyse the pair differences of gender-generational characteristics in annoying ads. A full evaluation of the issue will be carried out by correspondence analysis. It visualises the individual associations of the analysed variables in the dimension of annoying ads, i.e. the gender-generational characteristic on the one hand, TV advertising, print advertising, social network advertising on the other hand. We introduced the gender-generational characteristic in Chart 1. This variable was identified in the questionnaire by two query items, by the gender (M – male, F – female), and by the generation (the year of birth). Each respondent was assigned to a certain generation (Y – born after 1995, Z – born before 1995). No respondent with the birth year before 1979 was included in the questionnaire.
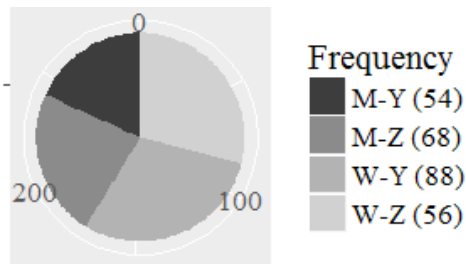

Chart 1: The number of gender-generating characteristics
Source: Own processing

24   JELODAR, H., MIRABEDINI, S., J., HAROUNABADI, A.: Provide a Solution to Isolate and Identify Web of Advertising Persian: Web Annoying. In *The 3rd International Conference on Recent Trends in Computing 2015. Conference Proceedings.* Delhi, India : ICRTC, 2015, p. 411.
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The following Chart 2 shows a dependent variable that defines the number of the ad type that is rated as most annoying by respondents.
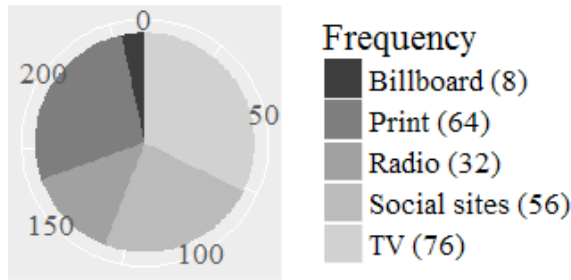
Chart 2: Category of the most annoying ads
Source: Own processing

Table 1 shows the frequency of dependent variables. The questionnaire included the following questions: most trusting, most emotions evoke in me, where the answer to these questions was in the nominal scale (TV advertising, radio advertising), the respondents had the option to comment on the option 'I do not know', which was rated as "NA" missing.

Table 1: Most annoying ads – type of ads – frequency

	N	%
TV	76	25.7
Radio	32	10.8
Soc. sites	56	18.9
Print	64	21.6
Billboards	8	2.7
Total	*236*	*79.7*
NA	*60*	*20.3*
Total	*296*	*100*

Source: Own processing

4 Analysis

4.1 Perceiving the Advertising in the Distribution of Gender-Generational Characteristics

The following Chart 2 shows the frequencies in individual aspects of perceiving the gender-generational characteristic. The chart shows the NA column that points to values where respondents did not leave a comment. Charts should be read with the reason of comparison between the categories of gender-generational characteristic. The higher the number of individual columns (types of ads), the greater the importance is of the given ad in the given perceptual characteristics (e.g. most annoying).
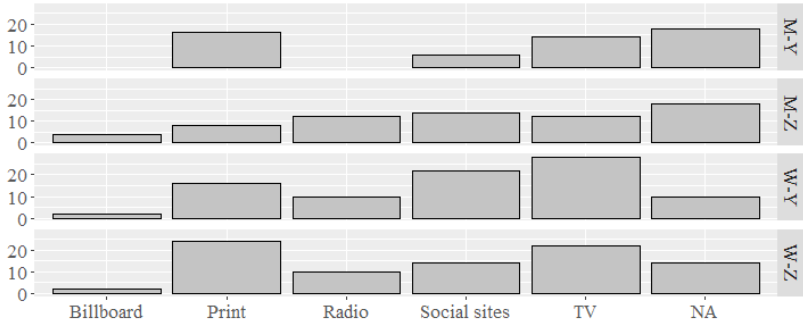
Chart 3: Most annoying group by gender-generational characteristics – frequency

Source: Own processing

4.2 Perceiving the Advertising in the Distribution of Gender-Generational Characteristics

The following part focuses on assessing the dependence and the difference between gender-generational characteristics and types of perceptual advertising. An association analysis based on the $\chi 2$ test and the Cramer's V coefficient is shown in Table 2.

Table 2: Association analysis of the type of advertising and gender-generational characteristics

	Approximate Significance ($\chi 2$)	Value	Interpretation
Cramer's V	**.010**	**.193**	Weak
N of Valid Cases	236		

Source: Own processing

The previous table shows the outputs and significance of the associations. The test characteristics determining the significance of the association are decided among the statistical hypotheses: H0: $\varphi c = 0$; H1: $\varphi c \neq 0$. As we can conclude, the value of p is, in addition to perceiving the most annoying ad, is less than 0.05 in all other cases where in these cases the statistical hypothesis H1 is not rejected and we can accept an opinion on a significant association. Table 2 also shows the association rate (Cramer's V) and its interpretation, which can in most cases be referred to as weak, in the case of interest and influence as a middle value.

Table 3: Pair relational analysis (χ2) of the most annoying and gender-generational characteristics

	M-Y : M-Z	M-Y : W-Y	M-Y : W-Z	M-Z : W-Y	M-Z : W-Z	W-Y : W-Z
Most annoying (sig)	**0.00044**	**0.01770**	0.11600	0.21100	0.08850	0.42500

Source: Own processing

The previous Table 3 points to the pair differences shown by the p value between the gender and generational characteristics. The test characteristics determining the significance of the association are decided among the statistical hypotheses: H_0: $\chi^2_1 = \chi^2_2$; H_1: $\chi^2_1 \neq \chi^2_2$. The highlighted values are less than 0.05, so in these cases the statistical hypothesis H1 is accepted. We accept the view of the significant difference between the pairs of gender-generational characteristics (M-Y: M-Z, M-Y: W-Y). For the assessment of outputs, it is relevant (significantly different) to vary the pairs to be appropriate with the information in Chart 3.

4.3 Visualisation of Relations

The following part deals with a correspondence application that visualizes links between the examined variables. The condition of applying the correspondence analysis is the significant association rate that was made in the previous part (Table 2). The following Table 4 points to the basic characteristics of the correspondence analysis. The 'mass column' displays individual line loadings. They show the relative share of individual categories within a given sample of respondents. The other two columns, 'score in dimension', represent the coordinates of the individual categories that will be used to draw the map. The 'inertia column' contains line inerts, that is, the degree of dispersion of individual categories. The 'contributions of point to inertia of dimension' columns offer line column posts to inertia of the given axis. The last three columns represent the rows of the line categories for reproduction. They are marked as 'contribution of dimension to inertia of point' and represent correlations of line profiles with the corresponding axis. The last total column gives us information about the quality of viewing a given category using two axes. We see that values for all categories exceed 90%. This means that the quality of the display of each line variable category using these two axes is very good.

Table 4: Mass AND Contribution Of Dimension to Inertia of Point TOTAL (I.T.)

| | | | Mass | Inertia | Contribution | | | | |
| | | | | | Of Point to Inertia of Dimension | | Of Dimension to Inertia of Point | | |
					1	2	1	2	Total
Row	Gender Generation	W-Z	,305	,007	,028	,275	,360	,563	,923
		W-Y	,331	,010	,009	,628	,081	,914	,995
		M-Z	,212	,046	,465	,093	,963	,030	,993
		M-Y	,153	,048	,499	,004	,988	,001	,990
Column	Most annoying	TV	,322	,008	,054	,204	,627	,373	1,000
		Radio	,136	,038	,373	,118	,940	,047	,986
		Soc. sites	,237	,010	,068	,230	,649	,346	,995
		Print	,271	,036	,327	,335	,861	,139	1,000
		Billboard	,034	,019	,177	,113	,869	,087	,956

Source: Own processing

The following Chart 9 points to the relationships of the categories of the analysed variables. The whole analysis as to the nominal variable was carried out on the χ^2 characteristic in symmetrical normalization into two dimensions.
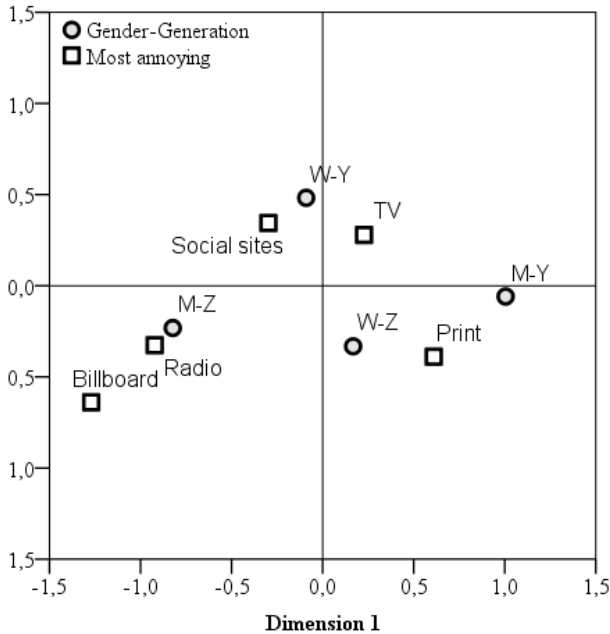
Chart 4: Map Gender-generation – Most annoying
Source: Own processing

The previous Chart 4 shows the degree of mutual relations expressed by the distance between the categories of individual variables. The smallest distance is between Z generation men and radio advertising, so it is possible to identify the most significant link in perceived advertising annoyance. Women from the Y generation and social networks, women from the Z generation and print advertising follow the same way as men from the Y generation.

Conclusion

The study's primary objective was to evaluate the gender-generational features of perceived advertising annoyance among the selected ad types. Samples were demonstrated by visualizing the number of individual ads between the gender-generational characteristics in perceived ad annoyance. We followed the inference association statistics as well as the specific differences where the Cramer's V and χ2 method was used. Finally, visualization and evaluation of sessions were processed by correspondence analysis. It is already clear from the outputs of Chart 3 that there will be some differences in the perception of advertising between the gender-generational characteristic. The analysis went on to draw up an association where it was confirmed that there is a significant degree of association among the gender-generational characteristic. This rate, however, appears to be weak as interpreted by the Cramer's V output. In the pair comparison of the perceptions of individual types of ads, significant differences occurred in two cases. When comparing the 'most annoying' (1) men of generation Y and Z, the largest variations were in print and radio advertising; the variations also occurred in (2) men and women of Y generation in more than one type of advertising. In the other pairs, the differences in pairs of gender-generational characteristics were not significant. In the conclusion of the study, a correlation analysis was conducted to demonstrate the exact relationships in perceived poisoning of individual ads. As mentioned among the closest relationships in individual areas of perception, it is possible to rank in the 'most annoying' relationship between men of generation Z and radio advertising. These, as well as other contexts of each ad type and gender-generational characteristic, were shown in Chart 4. The biggest limitations of the research can be identified in the sample itself, because the sample was done in Slovakia and therefore generalization is possible only for Slovakia. Further research is planned to divide issues and draw sessions in gender-generational characteristics more generously and in deeper intentions.

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MORALISATION OF MARKETS AND MORALISATION OF HEDONISM

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Abstract
Production and consumption represent social phenomena in the process of market moralization, linking rationalized and instrumental economic processes with cultural, symbolic, political or psychological aspects of life. Moralization of markets and ethical consumption fundamentally question the images of modern consumers as dependent and passive actors. An ethical consumer is characterized by authentic decision-making strategies, civic engagement, or politically motivated behaviour, demonstrated by specific shopping patterns. However, ethical consumption is not necessarily driven only by external impulses of "green ideologies" or civic movements of politically engaged consumers but draws on inner motives of a voluntarily modest life, oriented towards the Epicurean values of alternative hedonism. Ethical consumption, as part of fulfilling the idea of alternative hedonism, may become an attractive objective of this lifestyle, based on a non-ascetic, but socially and environmentally friendly, way of life.

Key words:
Alternative Hedonism. Ethical Consumer. Moralization of Markets. Self-illusory Hedonism. Voluntary Modesty.

Introduction

In terms of contemporary consumption culture, the criterion for the evaluation of goods and services is not only their economic parameters and possibilities of practical use, but also their moral dimension.[1] The purchase of products does not have to be a process necessarily based solely on economic considerations of utility or quality, but also on non-material motivation with a symbolic meaning. However, similar motivation based on value-based behaviour may be viewed as irrational in terms of the principles of economic behaviour and the laws of supply and demand.[2] In this context, the literature contains concepts such as "smart shopping", "socially responsible consumption", "voluntary modesty" or, last but not least, "shared economy", which are terms summarizing the concept of the "political consumer" characterized by a certain degree of civic engagement.[3] In various sociological, economic, anthropological or psychological areas of research, there is a growing interest in addressing questions of symbolic importance of consumption in the process of shaping social roles and identity,[4] non-material shopping motives as a source of self-reflection, trends and focus of active ethical consumption, or, conversely, increasing signs of anti-consumerism and a wave of boycotts of and protests against various types of products.[5]

That said, less attention is paid to some other contexts of life style changes, closely linked to the process of moralization of markets and the rise of politically engaged

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1   GRAUEL, J.: Being Authentic or Being Responsible? Food Consumption, Morality, and the Presentation of Self. In *Journal of Consumer Culture*, 2016, Vol. 16, No. 3, p. 853.

2   NOVÝ, M.: Politika v supermarketu: Bojkotující spotřebitelé jako agenti sociální změny. In *Sociológia*, 2015, Vol. 47, No. 1, p. 87-88.

3   For more information, see: MICHELETTI, M. et al.: *Politics, Products and Markets. Exploring Political Consumerism Past and Present.* New Brunswick, London : Transaction Publishers, 2006.

4   NEWHOLM, T., SHAW, D.: Studiyng the Ethical Consumer: A Review of Research. In *Journal of Consumer Behavior*, 2007, Vol. 6, No. 5, p. 253-270.

5   CHERRIER, H.: Anti-consumption Discourses and Consumer-Resistant Identities. In *Journal of Business Research*, 2009, Vol. 62, No. 2, p. 181-190.

consumerism. In the context of moralization of markets and ethical consumption, we are therefore trying to describe and explain here one of the contemporary phenomena of lifestyle policy, based on the hedonistic values of a non-ascetic attitude towards life, the fulfilment of physical and mental pleasures, yet through voluntarily limited resources and means. The aim of the paper is to highlight not only the increasing importance of moralization of markets, but also the increasingly importance of using ethical (non-material) evaluation criteria and consumer motives, but also to explain various forms of hedonism in the form of its "predatory" and "alternative" variants. We are trying to propose a hypothesis that hedonism as a lifestyle practice cannot simply be identified with the predominant idea of predatory consumption, aggressive, impulsive, volatile, selfish, ruthless and unlimited consumption. Hedonism in its alternative form, even while preserving its own essential basis of non-ascetic fulfilment of the principle of "enjoyment", may in our opinion also include elements of voluntary modesty, self-restraint, ethical thinking and other various activities towards political consumption, self-reflexively and critically taking account of environmental and social context of shopping and the consequences of consumption itself.

1 Moralization of Markets and Ethical Consumer

Moralization of markets is not only a short-term and spontaneous response to the consumers' requirements for ethical behaviour of producers and distributors of goods and services, but perhaps a deeper and more permanent systemic change of a new phase of development of the economic system.[6] Moralization of markets and rising demands on ethical consumption are likely to be related to the concurrent effects of the rise of information and communication technologies, increasing levels of education and welfare.[7] First, progress and the global scope of communication technology has enabled not only access to almost unlimited amounts of data, information, reports, general and expert discussions or comments related to the nature of products, and the circumstances of their production, but also the active interconnection of different groups of consumers, mutually sharing similar beliefs in consumption and shopping, who easily coordinate and support joint actions in the digital space. Second, the growing level of education in economically advanced countries increases the general knowledge of the situation in the world, environmental problems, quality of life and working conditions in different countries, disrespect for human rights and deepening social inequalities, which increases not only passive volumes of information in the population, but also own initiative and determination to change something, contribute to environmental protection or to help improve the situation in areas at risk of poverty and deterioration of human rights. Third, moralization of markets further supports the conditions of increasing material welfare of affluent societies. During the 20th century, expenditure on basic needs (housing, food, clothing) gradually decreased from 80% to 30-40% of the monthly income. This was accompanied by a rise in real wages to almost five times the previous earnings.[8] Growing welfare not only

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6 STEHR, N., ADOLF, M.: Moralizace trhů: Spotřeba v moderní společnosti. In ZAHRÁDKA, P. (ed.): *Spotřební kultura: Historie, teorie a výzkum*. Prague : Academia, 2014, p. 404.

7 STILLERMAN, J.: *The Sociology of Consumption: A Global Approach*. Cambridge : Polity Press, 2015, p. 174-176

8 STEHR, N., ADOLF, M.: Consumption between Market and Morals: A Social-cultural Consideration of Moralized Markets. In *European Journal of Social Theory*, 2010, Vol. 13, No. 2, p. 216.

democratizes consumption and enables increasing participation of the population in consumer lifestyle, but also leads to the expansion and availability of a diverse range of goods and services.[9] Consumer product variability thus includes less traditional products, including those that may be associated with ethical values.

Ethical consumption evolves against the backdrop of socio-cultural transformations of the globalised world. It is therefore not only a local or regional phenomenon, a specific pattern of consumption of mutually isolated segments of society and spontaneously forming subcultures, but, in a digitally interconnected space, usually a globally shared and mutually communicated life attitude. Digital technologies at the same time enable the development of a globally functioning platform for mutual communication and sharing of information by consumers, manufacturers and retailers, creating the conditions for shaping civic activities, movements and political consumer initiatives. An ethical consumer does not observe only the practical utility of a product; by purchasing a certain product, such a consumer tries to attribute to his own actions a specific non-material significance, to express the relation to certain values, to confirm his own attitudes and beliefs. An ethical consumer's shopping habits are thus determined both by non-material attributes of products – their origin, circumstances and conditions of production, reputation of the company, the method and place of production, as well as their material components, typically in the case of food or cosmetics or environmental footprint (car emissions). In consumer sociology, there are two major models of ethical consumer behaviour.[10] The first of these behavioural patterns can be described as negative, based on the boycott of consumption and general rejection of the consumer's lifestyle. This model universally rejects the principles of excessive consumption and the role of the conventional economy. In a moderate form, it encourages, through various initiatives, reduced consumption (for example, Buy Nothing Day) and, in a more radical form, it advocates life practices that sometimes drastically minimize consumer participation (e.g. squatting or freeganism). The negative-disapproving formula of consumer behaviour is not generally motivated by individual decisions of individuals, but rather practiced on the basis of collective actions, subcultural life and variously organized and planned events, campaigns, protests, accusing producers and retailers of unethical, socially and environmentally harmful behaviour.

The second model of ethical consumption behaviour can be described as positive, promoting consumption, but only "selective" consumption, corresponding to the standards and requirements of ethical shopping. While the negative model of consumer behaviour rejects the principles of the conventional economy and the essence of consumerism, the positive model not only uses innovative offer of ethical products generated by the conventional economy mechanisms, but also initiates this offer and actively approaches companies motivating them to produce and sell the desired goods. At the same time, it lacks the significant characteristics of subcultural life, the collective dimension of civic-engaging movements, publicly criticizing unethical practices of companies and boycotting their products, but, on the contrary, is based on variously modified individual consumer decision strategies

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9 SCHWARTZ, B.: *The Paradox of Choice: Why More is Less.* New York : ECCO, 2004, p. 10-11.

10 BALSIGER, P.: Between Shaming Corporations and Promoting Alternatives: The Politics of an „Ethical Shopping Map". In *Journal of Consumer Culture*, 2014, Vol. 14, No. 2, p. 220

and non-conflicting initiatives directly promoting ethical shopping (e.g. Fair Trade or organic products). A very important common element of both negative and positive strategies of ethical consumption is the adoption and, to varying degree and intensity, also the practical application of the principles of voluntary modesty. Voluntary modesty represents an alternative attitude towards life in consumer-oriented affluent societies, preferring to reduce consumption and promote quality of life at its non-material levels, including active protection and environmental protection and welfare of others.[11] In the negative and positive cases of the consumption model, the ethical consumer accepts some limitations, rationalizes purchasing (or rejection thereof) and moderates consumer choice through internal beliefs, values and ethical standards. He checks the circumstances of his own consumption, evaluates and anticipates its social, environmental and ethical implications, including its own experience and coherence with the internalized value structure. Voluntary modesty is one of two crucial lifestyle concepts, representing an integrated part of ethics of virtues as a type of motivation for human behaviour.[12] The second concept of the ethical lifestyle is deliberate modesty, anchored in a value-rational conduct, following selfless interests and self-sacrificing service to others with distinctive features of asceticism and austerity. However, our attention will remain focused on the concept of voluntary modesty, sometimes referred to as alternative hedonism,[13] lacking similarly ascetic life practice, but based on seeking physical and mental pleasures. Its hedonistic potential makes the concept of voluntary modesty a very interesting and appealing alternative to life, allowing simultaneously to satisfy not only internal needs and wishes but also to fulfil the individual goals of one's own life project, while also contributing to the universal values of humankind and to increase the overall quality of life in its different dimensions.

2 Self-Illusory Hedonism

In opposition to voluntary modesty (alternative hedonism), there is the model of predatory hedonism with completely different values, which we will interpret here by means of a very similar concept of *self-illusory hedonism* developed by Campbell.[14] The value-based type of predatory hedonism and its motivational goals are usually driven by egoistic-narcissistic needs, the satisfaction of which is in clear conflict with the interest in social environment, tolerance and understanding, environmental care, self-discipline or respect for social rules. Predatory hedonism is in line with patterns of behaviour, typically focusing on present, accelerated pace of life, and fleetingly shifting attention and interest from experience to experience, based on the rule "*now or never*".[15] Experiences are mostly a matter of momentary consumption, the current moment, the subject of an acute action, and they are postponed for later only

11 CAFARO, P.: "Less is More". In ALEXANDER, S. (ed.): *Voluntary Simplicity: The Poetic Alternative to Consumer Culture*. Whanganui : Stead, 2009, p. 127-133.

12 LIBROVÁ, H.: *Věrní a rozumní. Kapitoly o ekologické zpozdilosti*. Brno : Masarykova univerzita, 2016, p. 47.

13 SOPER, K., FAFEJTA, M.: Alternativní hédonismus a život v dobrovolné skromnosti. In ZAHRÁDKA, P. (ed.): *Spotřební kultura: Historie, teorie a výzkum*. Prague : Academia, 2014, p. 386.

14 See: CAMPBELL, C.: *The Romantic Ethic and the Spirit of Modern Consumerism*. 3rd Edition. UK : Alcuin Academics, 2005.

15 BAUMAN, Z.: *Umění života*. Prague : Academia, 2010, p. 15.

with difficulty and reluctance. In this context, we can mention the concept of *self-illusory hedonism*, which is based on an uncontrollable desire for all things new and on intense and imaginative dreaming and fantasizing about changes, which forms the core content of life in this perspective. A hedonist is constantly unhappy, he does not accept the way he lives, but dreams of how he could live, worrying about all that he is lacking in life and the life pleasures that elude him. There is no doubt that the contemporary consumer societies with increasing welfare and rising living standards further reinforce these fantasies in the real and imaginary world of consumption and open up new mental spaces for vivid images of a more attractive life surrounded by infinite possibilities of living a life of pleasure.

Campbell compares modern hedonism to the Romantic era, when dreams and fantasies were a significant personal quality, reflecting a man's desire for a non-alienated and authentic life. The difference, however, is that hedonistic dreaming is filled with the desires of consumer goods, it being more important to want the goods rather than own them. Hedonistic dreaming is permanent and unstoppable, desires and fantasies are endless, since reconciliation and satisfaction with what a hedonist has would mean adapting to the world and abandoning the project of "non-alienated life". In this concept, it is more important to want than to have. Once a dreamy hedonist obtains what he desired, the subject of his desire becomes useless for him. He quickly reorients his desires and attention to other goods representing something new. Thus, the ownership of objects does not bring more peace and satisfaction to consumers' minds, but instead creates a state of constant dissatisfaction, leading to an obsessive pursuit of and search for new and seemingly indispensable products and services. Predatory hedonism transforms a man into pleasure seeker, spinning the wheel of entertainment increasingly fast, furiously skipping from experience to experience, only to find out that an ever-increasing consumption of experience makes the appetite for excitation grow even more. The hunger for the experiences remains, only the appetite is more promiscuous. The question then remains how to limit many disappointments and frustrations where experience should bring more joy and pleasure, how to reduce anxiety and insecurity where an almost unlimited choice of experiences should, on the contrary, bring about feelings of authenticity and unlimited individual freedom. One of the possible ways out of this situation is ethically focused consumption, which includes a certain restraint, self-discipline, willingness to postpone consumption, to reduce or significantly minimize it (e.g. skipping / garbage picking / dumpster diving). However, an ethically oriented consumer does not agree with the principles of predatory/self-illusory hedonism, but tends towards its alternative, more creative, voluntarily modest and rationalized form.

3 Alternative Hedonism

Self-illusory hedonism ultimately has not only destructive effect on its environment (disruption of interpersonal relationships, damage to nature, etc.), but also on the actual person in terms of his physical and mental health, feelings of contentment and happiness. It is therefore also a subject of criticism, questioning predatory hedonism not only in terms of problematic ethical, environmental and social effects, but also

in terms of negative impacts on the actors themselves. According to Soper,[16] modern forms of consumerism, represented by the predatory type of hedonism, are generally subject to the idea of a growth-based economy as a system that works efficiently on the assumption of the growing willingness of people to spend. The problem is, however, that in order to increase the amount of money spent, they must simultaneously step up their work effort, spend more time at work, and thus reduce leisure and family time. This in turn makes people buy more goods and services, compensating for the lack of leisure time due to their effort to make the money they need to support and realize their consumerist lifestyle. This consumer dynamics is to reduce the often more affordable and cheaper forms of satisfaction, which are being aggressively replaced by more expensive consumer goods and services. For example, the travel and recreation industry generates products promising to get back at least a portion of the time sacrificed on job duties. The same applies to popular networks of urban gyms, similar to artificially impersonal industrial halls, where people can intensively care for their bodies through concentrated training sessions. Even in this case, it may be compensation for the lack of leisure time, which could be invested in slower, less stressful and quieter movement in the countryside.

The continuing model of consumer culture prosperity is increasingly based on collective willingness and readiness to spend and, conversely, on the lack of willingness to save, live in voluntary modesty and postpone pleasure and joy for the future. At the same time, it assumes that people will work harder and spend more time making money, then investing it in products that compensate and replace those goods and values that people give up in favour of time-consuming work. In this context, the *alternative hedonism* model represents a variant of a sustainable ethical lifestyle, environmentally friendly and, moreover, friendly to one's own physical and mental health, taking into account the needs of personal and family life. The alternative model of hedonism is based on the assumption that consumerism-based predatory hedonism does not lead to the expected feelings of happiness and satisfaction, but on the contrary, to personal disappointment, internal tension, feelings of emptiness, and lasting uncertainty. It points to the need to reduce the consumerist attitude towards life, which does not bring more, but rather less sensual pleasure and enjoyment. The concept of alternative hedonism is not puritanical, and it does not even build on the ideas of austerity and asceticism. Quite the contrary. It offers new strategies for achieving well-being and sensual pleasure. It is necessary to focus on the ability of self-reflection, experience and self-critical searching of the negative effects of consumerism on one's own life, but also on the outside world, for which the alternative hedonist should be able to take responsibility.

Alternative hedonism raises specific demand in different areas of consumption of products and services, thus shaping the overall character of the moralization of markets. Movements, such as Slow Movement, associating and implementing projects such as Slow Food, Slow Travel, Slow Cities, Slow Schools, Slow Books, Slow Living, etc. are civic initiatives motivated by the adoption of some principles of alternative hedonism and shared values of ethical consumption, a creative approach to life, trying to slow down the pace of life in different spheres of life, avoiding hurried existence,

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16   SOPER, K., FAFEJTA, M.: Alternativní hédonismus a život v dobrovolné skromnosti. In ZAHRÁDKA, P. (ed.): *Spotřební kultura: Historie, teorie a výzkum*. Prague : Academia, 2014, p. 374.

instant forms of being and seeking a more meaningful and better life in a peaceful environment allowing to develop social relationships and stronger interpersonal relationships.[17] Others point to the need to change lifestyle in terms of slowing down or reducing consumption, and often suggest original alternatives. For example, a model of so-called connected consumption is emerging as a new form of life practice, limiting waste and excessive consumption. This model is based on the willingness to share different material goods with people around (car, clothing, garden equipment, etc.), thereby limiting the purchases of new goods and overall contributing to a more frugal and modest lifestyle.[18] There is also a rise in quasi-social movement promoting activities such as Slow Food or Slow Travel.[19] Elsewhere, we see how good it is for the quality of life to move away from hectic car transport to slower, smoother and healthier cycling, which is especially true for large cities.[20] It is not just that the "speed culture" seems to be an unsustainable system in terms of ecological demands and economic possibilities, but it also makes sense in terms of everyday experiences of individual actors actively seeking more attractive and meaningful forms of life.

Conclusion

The moralization of markets is a process of global significance which, alongside economic values, increasingly gives preference to moral values. The area of economic processes can therefore be understood only as a complex system closely intertwined with the institutionalized structure of our socio-cultural life. With increasing prosperity, the removal of material barriers to free consumer choice, increasing levels of education and mass expansion and use of digital technologies, the complex interaction of markets, culture and society leads to a change in consumer behaviour and buying patterns in favour of their ethical values and moral standards. Markets seek to adapt to these changes in the consumers' lifestyles and become the media of cultural and value-oriented behaviour themselves. The moralization of markets is conditioned by more general transformations in the value structures of people, the internalization of certain ethical standards, moral rules, realized and confirmed in various forms of lifestyles. Against the backdrop of post-modern hedonistic values of unrestrained and unscrupulous consumerism, we can see the emergence of an alternative form of voluntarily modest hedonism with highly ethical thinking and conduct. Alternative hedonism prefers ways of creative rationalization of shopping and consumption, self-discipline, and restraint, while preserving the non-ascetic model of life. An alternative hedonist expects that self-restraint and application of certain principles of life minimalism in consumption will bring positive feelings of

17   HUMPHERY, K.: The Time of Consumption. In OSBALDISTON, N. (ed.): *Culture of the Slow. Social Deceleration in Accelerated World*. Australia : Palgrave and Macmillan, 2013, p. 19-34.

18   SCHOR, J.: From Fast Fashion to Connected Consumption: Slowing Down the Spending Treadmill. In OSBALDISTON, N. (ed.): *Culture of the Slow. Social Deceleration in Accelerated World*. Australia : Palgrave and Macmillan, 2013, p. 34-52.

19   LINDHOLM, Ch., LIE, S.: You Eat What You Are: Cultivated Taste and the Pursuit of Authenticity in the Slow Food Movement. In OSBALDISTON, N. (ed.): *Culture of the Slow. Social Deceleration in Accelerated World*. Australia : Palgrave and Macmillan, 2013, p. 52-71.

20   RYLE, M., SOPER, K.: Alternative Hedonism: The World by Bicycle. In OSBALDISTON, N. (ed.): *Culture of the Slow. Social Deceleration in Accelerated World*. Australia : Palgrave and Macmillan, 2013, p. 94-110.

meaningfulness of such behaviour and the enjoyment of life. Alternative hedonism and the attractiveness of Epicureanism has a great potential for further development of ethical consumption and the global development of moralized markets.

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PRESENTATION OF ENVIRONMENTAL PROBLEMS
ON SOCIAL NETWORKING WEBSITES

Martin Vanko

Abstract

Plastic pollution is one of the most serious environmental problems of nowadays. The given paper deals with the presentation of environmental problems on social networking websites and corresponding enhancement of awareness of possible solutions. These days a lot of famous brands, businesses or influencers understand their social responsibility towards the environment even though the prognoses about the state of plastic pollution predict that there will have been more plastic in the oceans than fish by 2050. Various worldwide movements and associations are trying to persuade people not to lead a consumption lifestyle but get them to recycle, refuse plastic waste or at least avoid single-use plastic. In 2018 social networking websites are no longer presenting only visually attractive content, but are also given the power thanks to which the environmental problems are not only more discussed but also actively solved.

Key words:

Campaign. Environment. Environmental Problems. Social Media. Social Networking Websites.

1 Introduction

Nowadays environmental problems are being more and more discussed as they need to be urgently solved and worldwide trends need to be followed. The online world does not only focus on environmental problems as such, but also emphasizes proper discussion and spreading awareness of environmental behaviour through various segments. The digital age gives its users on social networking websites great power so as they are able to receive, share or create the content. The given paper deals with the presentation of environmental problems on social networking websites thanks to which specific message can be spread and shared further. The power of social media lies in their differentiation from traditional media where users are seen only as mere recipients. In the online environment, users are not only able to share the content, but also create it. Even though Scott defines the forms of content of social media through text, audio, video or other visuals, the present paper specializes in pictographic messages being published on social networking websites in the context of environmental problems.[1] We think that the pictographic form of posts on social networking websites is superior to text or audio. Users do pay attention to the content they share. If they do so in the online environment, the content needs to be either visually attractive or have an added emotional value. The paper mainly points to differences in the digital era and describes how to share messages to be sold and educate. Pictographic attachments in the introduction clearly define the modern digital era. Both pictures were taken on the very same beach in Mumbai. Whereas Picture 1 shows visual attractivity of the sandy beach and the fashion model, Picture 2 shows the beach from the viewpoint of environmental problems. It is only a minor difference, but it proves that environmental problems are becoming a priority. Picture 1 got 687 likes compared to 886 for Picture 2. We may finally assume that users do not only follow visually attractive posts. The environment is facing serious problems

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1   SCOTT, D. M.: *Nové pravidlá marketingu a PR.* Brno : Zoner press, 2008, p. 44.

and social networking websites are strong enough to be able to solve these issues or at least discuss them openly.

Picture 1: The photo capturing the visually attractive #mumbaibeach on Instagram

Source: *Instagram Profile of Daisydavidphotography.* [online]. [2018-12-01]. Available at: <https://www.instagram.com/p/BgxzLnrAqya/?taken-by=daisydavidphotography>.

Picture 2: The photo showing the real picture of #mumbaibeach on Instagram

Source: *Instagram Profile of Indorenagari.* [online]. [2018-12-01]. Available at: <https://www.instagram.com/p/Blmz62Egyn8/?taken-by=indorenagari>.

2 What Is Online Is Trendy

Social networking websites are no longer only a favourite leisure activity. They have already outclassed traditional media. Whereas the 45+ generation is used to watching TV news every evening, the Millenials prefer reading a blog, watching a favourite youtuber´s video or „browsing" some news websites. We may state that the same way as the goods were bartered for other goods before, these days fans or followers on social networking websites have become a sort of goods which are traded against some kind of advertising. The users´ need to be permanently online should be seen from a positive point of view. As users have stopped being attracted by traditional forms of advertising, social networking websites and their admins should switch to ecological thinking. This type of communication among influencers and users can be regarded from an educational point of view. Without textbooks, books or relevant sources, still with a great positive impact. Despite the fact that a lot of posts on social networking websites do not compete with one another for „likes" – they can still be rather popular among their users, which is partially driven by the current „fear of missing out" trend. *„In fact fear of missing out is a type of fear that social events or any other nice activities are happening without your presence as you miss out the opportunity to enjoy them. Fear of missing out is characterised by the need to be constantly in connection with what the others are doing so as the person is not omitted",*[2] which is the topic to be discussed in more detail in the following chapters of the paper.

2.1 Dominance of Social Media

Even in 2018, various theorists are not able to agree upon an exact definition of social media and social networking sites. However, we do accept the opinion of Scott who assumes that social media are still dominant over social networking websites.[3] One thing the authors seem to be unified on is the basic attribute defining social and traditional media. Whereas in case of traditional media users are only mere recipients of the content they are provided, in case of social media they can be the creators of the content themselves.[4] Čapkovičová and Bednárik, the ones who share the opinion of Scott, paraphrase in their Journal from the Marketing Identity Conference 2015 Murár by confirming that while traditional marketing states 4P – product, price, place, promotion – social media marketing includes 4C – content, context, connection and community.[5] The content to be published through social media or social networking websites is not only received or shared but simply created by its users. Moreover, Scott refers to social media as platforms serving not only for online meetings but also for mutual communication. He states blogs, wiki websites, web pages and many others.[6] The same opinion is shared by Janouch who sees the power of social media mainly

2   *Sociálne siete a psychické zdravie.* [online]. [2018-11-11]. Available at: <https://medialne.etrend. sk/internet/socialne-siete-a-psychicke-zdravie-najhorsi-je-instagram-pozitivny-vplyv-ma-len-youtube.html>.
3   SCOTT, D. M.: *Nové pravidlá marketingu a PR.* Brno : Zoner press, 2008, p. 44.
4   SCOTT, D. M.: *Nové pravidlá marketingu a PR.* Brno : Zoner press, 2008, p. 44.
5   BEDNÁRIK, J., ČAPKOVIČOVÁ, B.: Digitálna krízová komunikácia a sociálne médiá. In BEZÁKOVÁ, Z., KUSÁ A., ZAUŠKOVÁ A.: *Digitálny marketing & Digitálny spotrebiteľ.* Trnava : FMK UCM, 2015, p. 22.
6   SCOTT, D. M.: *Nové pravidlá marketingu a PR.* Brno : Zoner press, 2008, p. 44.

in the space individual users are provided to create new content.[7] When defining the social media environment as one of the most used and the most dynamic media we can agree with Brown. He also says that despite being active on the Internet some of these social media can be regarded as relevant sources of marketing communication. This is due to integrated technologies, social interaction or texts and pictures.[8] Social networking websites refer to mutual online interaction among people. Platforms of social networking websites are not only used for communication but also for creating personal profiles so as the users could share or exchange their mutual opinions and posts, e.g. Facebook, Instagram, Twitter, LinkedIn and many others.[9]

By Karlíček, the most significant feature of social media is the timeliness of the content they share. In case the content to be produced by social media is outdated and does not reflect on the current social situation, it will lose credibility and eventually importance. *„Therefore businesses should pay attention to continuous update of their blogs, develop their Facebook apps, provide new and attractive content for their community and actively react to consumers´ discussions in online chat rooms.*"[10] Even though Čapkovičová and Bednárik describe certain dominance of Facebook over other social networking websites, we do not think that it is the profit or the number of active users which define a market leader. In 2018 marketers do not only work with figures linked to the number of users or earnings, but also to a certain level of interactivity social networking websites are able to gain. On the other hand we think that all depends on the target audience or the overall communication objective of a campaign or a product. We tend to say that everybody is on Facebook, yet we have to admit that not everybody is active. Based upon my personal experience when it comes to the target audience aged 15 to 30, I see that the tangible results of any campaigns are twice as high on Instagram than on Facebook. The „greatness" of Facebook is subjectively perceived thanks to a larger set of functionalities and possibilities for promotion of brands or companies compared to Instagram. Rezníčková and Zaušková confirm our statement about higher attractivity of Instagram. In their Journal of the Management of environmental innovations by means of phygital tools they deal with social networking websites and various innovations mainly Instagram brings about in short and regular time periods, such as Instagram stories. It is a format enabling sharing of various photos for the 24-hour period.[11] These are precise, emotionally strong and short-term effective tools how to create attractive content on social networking sites. The authors also add that *„their main advantage lies in their ability to maintain day-to-day attention of customers by attractive content as well as publishing of spontaneous photos and videos which show more reality than edited photos.*"[12] In her blog Červenská describes common features of social media

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7   JANOUCH, V.: *Internetový marketing: Prosaďte se na webu a sociálnych sítích.* Brno : Computer Press, 2010, p. 41.

8   BROWN, G.: *Social Media 100 Success Secrets: Social Media, Web 2.0 User – Generated Content and Virtual Communities – 100 Most Asked Mass Collaboration Questions.* New York : Emereo Pty Ltd, 2008, p. 67.

9   SCOTT, D. M.: *Nové pravidlá marketingu a PR.* Brno : Zoner press, 2008, p. 44.

10   KARLÍČEK, M., KRÁL, P.: *Marketingová komunikace – Jak komunikovať na našem trhu.* Prague : Grada Publishing, 2011, p. 187.

11   REZNÍČKOVÁ, M., ZAUŠKOVÁ, A.: Online komunikačné nástroje využívané pri podpore ekoinovácií. In MADLEŇÁK, A., ZAUŠKOVÁ, A.: *Manažment environmentálnych inovácií prostredníctvom phygitalových nástrojov.* Trnava : FMK UCM, 2017, p. 51-61.

12   REZNÍČKOVÁ, M., ZAUŠKOVÁ, A.: Online komunikačné nástroje využívané pri podpore

and social networking websites such as space for mutual communication or building relationships. At the same time she states that social media and social networking websites do not serve as a trading channel.[13] We do not agree as we think that social media and social networking websites can be regarded as trading channels. These are not only businesses and companies selling products or providing services through social media and websites. In 2018 it is a must for the majority of them. Please consult Picture 3 and 4: Facebook provides businesses and companies with an opportunity to create virtual business on their Facebook fanpage.
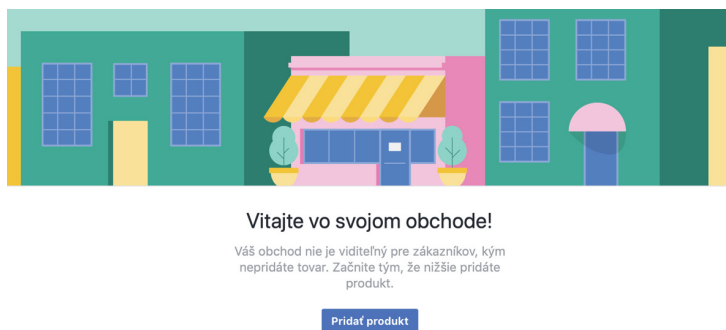
Picture 3: Screenshot from the FB fanpage of Nata de Coco CZ&SK
Source: *Facebook Profile of Nata de Coco CZ&SK.* [online]. [2018-12-01]. Available at: <https://www.facebook.com/pg/natadecocoslovensko/shop/?rt=29>.
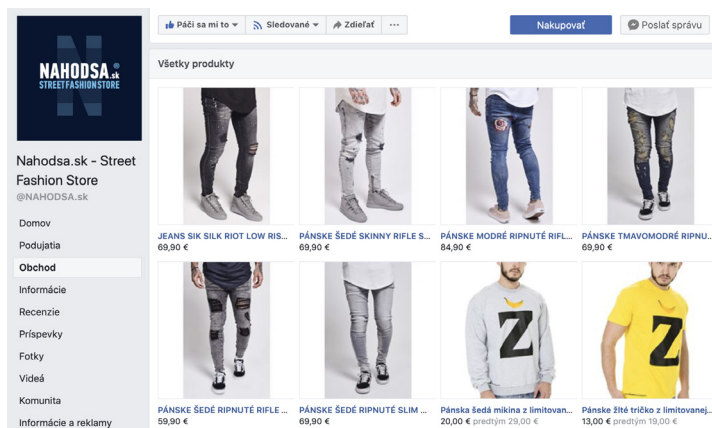
Picture 4: Screenshot from the FB fanpage of Nahodsa.sk – Street Fashion Store
Source: *Facebook Profile of Nahodsa.sk.* [online]. [2018-12-01]. Available at: <https://www.facebook.com/pg/NAHODSA.sk/shop/?ref=page_internal>.

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13 *Sociálne siete či sociálne médiá.* [online]. [2018-11-11]. Available at: <https://veronikacervenska.wordpress.com/2013/07/01/socialne-siete-ci-socialne-media/>.

Last month the purely pictograph-based social networking website Instagram also launched its first online shopping website. It is a surprising step as Instagram used to differentiate itself from its competitors by focusing mainly on a visual aspect of photos or videos where visuality is combined with a short message.[14]
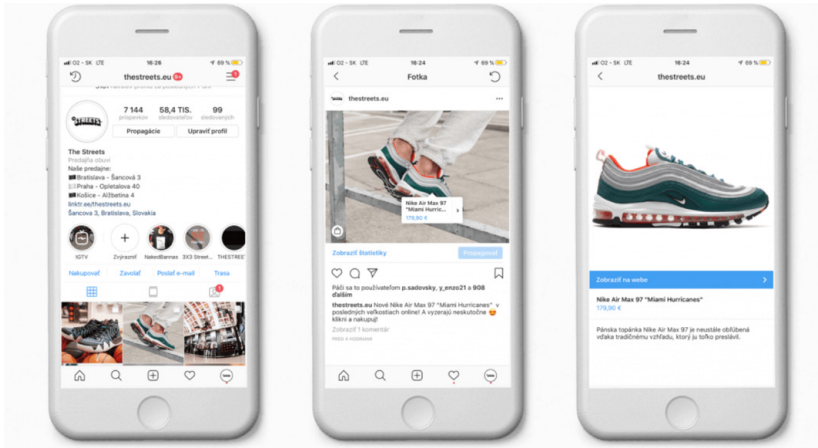
Picture 5: Screenshot from the blog Visibility about shopping through Instagram
Source: *Visibility – How to Buy through Instagram.* [online]. [2018-12-01]. Available at: <https://visibility.sk/blog/nakupovanie-cez-instagram-je-dostupne-uz-aj-na-slovensku/>.

„*People are more predisposed to search businesses through Instagram. First they check them here and then turn to Google. Official webpages Instagram for Businesses show that 60% of people state to have discovered a new product through Instagram and more than 200 million of its users consult at least one company profile a day.*"[15] We fully agree with the marketers in the advertising agency Visibility while adding that it is thanks to these* numbers that businesses and brands specialising in environmental protection have a great opportunity to attract not only their prospective customers and fans but also to educate them and try to change their environmental thinking and behaviour.

2.2 Implied Negative Impact of Social Networking Websites

Whereas the power of social networking websites is usually perceived positive from the environmental point of view as these may help to solve certain environmental issues, some theorists concur on defining a negative impact on users who find themselves caught up in the online environment on a daily basis. Despite the fact that a lot of businesses, influencers, celebrities or brands and associations regard social networking websites as a suitable communication tool of marketing

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14   *Čo je to Instagram*. [online]. [2018-11-11]. Available at: <http://veu.sk/index.php/aktuality/958-co-je-to-instagram-zdielanie-fotiek-a-videi-bez-hranic.html>.

15   *Začíname s Instagramom*. [online]. [2018-11-11]. Available at: <https://visibility.sk/blog/zaciname-s-instagramom/>.

communication, Royal Society for Public Health along with Young Health Movement are trying to examine this „power" from a medical point of view. The latest research #StatusOfMind[16] studies mental health and satisfaction of the young in the context of use of social networking websites. 1,500 young people aged 14 to 24 took part in the research which mainly focused on Facebook, Instagram, Snapchat, Twitter and YouTube. Their main goal was to find out either positive or negative impact of social networking websites on mental health of young people. From the overall set of factors they focused on emotional support, anxiety, depression, loneliness, sleep, personal identity, relationships in the real world, bullying or fear of missing out as a lot of young people are afraid of missing out on something once they turn off the Internet and log off the online world.[17]

The paper tends to point to presentation of environmental problems on social networking websites even though the above mentioned research by the Royal Society for Public Health strongly confirmed the negative impact of Instagram on the young. *„YouTube is the only platform from those we studied with a pure positive effect. By the results of the research Instagram had the largest negative impact on mental health in average followed by Snapchat, Facebook and Twitter."*[18] The popular Slovak youtuber and influencer Peter Altof alias Expl0ited agrees with the afore mentioned negative statements. He confirms that despite the Instagram community being very inspiring, it also triggers hatred and depression as one may think that *beautiful photos of beautiful people automatically mean beautiful life.*[19] On the other hand we really think that users, either the young or the elderly, have to set certain borders. In the past parents used to turn off the TV and got their children to play outside, nowadays it is common to ban them smartphones or social sites. The research and opinions of the negative impact of social networking webistes on the young only confirm that these media have enormous power. Therefore it is necessary to be careful and use this energy in the right way to influence and change environmental behaviour of either managers or businesses in the market environment or that of young people – simply everybody who is connected to the virtual world on a daily basis.
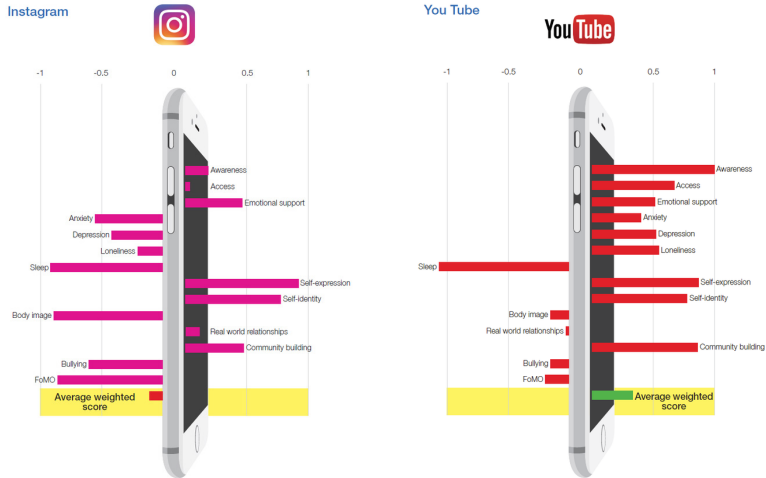
16 *#StatusOfMind.* [online]. [2018-11-11]. Available at: <https://www.rsph.org.uk/uploads/assets/uploaded/62be270a-a55f-4719-ad668c2ec7a74c2a.pdf>.

17 *Sociálne siete a psychické zdravie.* [online]. [2018-11-11]. Available at: <https://medialne.etrend.sk/internet/socialne-siete-a-psychicke-zdravie-najhorsi-je-instagram-pozitivny-vplyv-ma-len-youtube.html>.

18 *Sociálne siete a psychické zdravie.* [online]. [2018-11-11]. Available at: <https://medialne.etrend.sk/internet/socialne-siete-a-psychicke-zdravie-najhorsi-je-instagram-pozitivny-vplyv-ma-len-youtube.html>.

19 *Ako byť hviezdou Instagramu.* [online]. [2018-11-11]. Available at: <http://slovenka.zenskyweb.sk/clanok/40887-tuzis-byt-hviezdou-instagramu-ako-na-vam-poradi-uspesny-youtuber-expl0ited>.

Picture 6: Results of the research #StatusOfMind carried out by the Institute for healthy education and protection of public health. Royal Society for Public Health

Source*: Statistic from Royal Society for Public Health.* [online]. [2018-12-01]. Available at: <https://www.rsph.org.uk/uploads/assets/uploaded/62be270a-a55f-4719-ad668c2ec7a74c2a.pdf>.

The negative impact of social networking websites is something which may influence mental health of the young. Yet social sites can not subsitute education. This is the role of parents who should set limits and borders. Social networking websites should provide entertainment, free time and education. The above mentioned study showed interesting results to be positively implemented by various businesses, brands and corporations focusing on the environment which can eventually turn them into the tangible result – the change of environmental behaviour through Instagram.:

- „91% of the young aged 16 to 24 use the Internet to browse social networking websites;
- *social media can improve the attitude of the young to medical advice or professional medical advice of the others;*
- *reading blogs and watching vlogs can help the young to understand they have health problems and motivate them to search relevant medical care or to be more interested in their own health".*[20]

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20 *Sociálne siete a psychické zdravie.* [online]. [2018-11-11]. Available at: <https://medialne.etrend.sk/internet/socialne-siete-a-psychicke-zdravie-najhorsi-je-instagram-pozitivny-vplyv-ma-len-youtube.html>.

3 Can Social Networking Websites Solve Problems In the Online Environment?

„*Even though plastic waste is produced on the land, it causes major problems in the oceans. The forecasts say that if we carry on like this, there will have been more plastic in the ocean than fish by 2050.*"[21] Our answer is yes. The same way as plastic waste produced on the land can destroy the environment and cause problems in the oceans, social networking websites can solve environment problems online. „*Around 250 billion of plastic pieces or plastic bags are estimated to float in the Mediterranean Sea with the weight of appr. 500 tons. They impose threat to fish and other sea life which eat them but are not able to excrete them.*"[22]

Picture 7: Plastic products and animals

Source: *One Green Planet.* [online]. [2018-12-01]. Available at: <https://www.onegreenplanet.org/animalsandnature/marine-animals-are-dying-because-of-our-plastic-trash/2018>.

We all have to bear in mind that we do not only speak about some vague prognoses or threats. These are the facts that a lot of corporations, businesses or even individuals bear in mind and are trying to get to some serious work, at least enhance awareness through social networking websites. The travelling web magazine Dafson Magazine specialising in environmental problems compares environmental pollution to global diseases such as malaria or HIV. „*Pollution is one of the world´s biggest environmental killers. It affects more than 100 million people, which is almost equal to all the victims of global diseases such as malaria or HIV.*"[23] The portal also states the most important facts related to current environmental problems:

21 *Júl bez plastu.* [online]. [2018-11-11]. Available at: <https://www.plasticfreejuly.org/media.html>.
22 *Slováci posadnutí igelitkami.* [online]. [2018-11-11]. Available at: <https://www.etrend.sk/ekonomika/slovaci-posadnutych-igelitkami-odnaucili-az-tri-centy.html>.
23 *Prospešné aktivity pre našu planétu.* [online]. [2018-11-11]. Available at: <http://www.dafson.sk/aktualita/prospesne-aktivity-pre-nasu-planetu/>.

- The National Academy of Sciences forecast in 1975 that over 7,000 tons of waste end up in the oceans from cargo or cruise ships;
- Every year more than 100,000 sea mammals or over one million of sea birds die;
- The risk of death from lung cancer is 20% higher for the people living in towns with a high pollution rate compared to those living in less polluted areas;
- Lakes in the US are one of the most polluted places in the world as they account for 40% of all the polluted lakes worldwide with no water life, inadvisable for swimming or fishing;
- 45 million hectoliters of unprocessed waste is created worldwide every year.[24]

The initiative Plastic Free July has been launched to help our planet with environmental problems. *„Our main goal is to strenghten the position of individuals, businesses and associations so as they jointly decide to eliminate single-use plastics."*[25] Even though it can be generally perceived as one-month activity, it is a long-term, year-long and well-prepared process with great strength in the context of social networking sites. We speak about one month when individuals, collectives, associations or businesses join their efforts to eliminate disposable plastics through the hashtag #plasticfreejuly. There has been the seventh edition of this global campaign this year with the main purpose of finding new ways how to reduce the consumption of plastics.
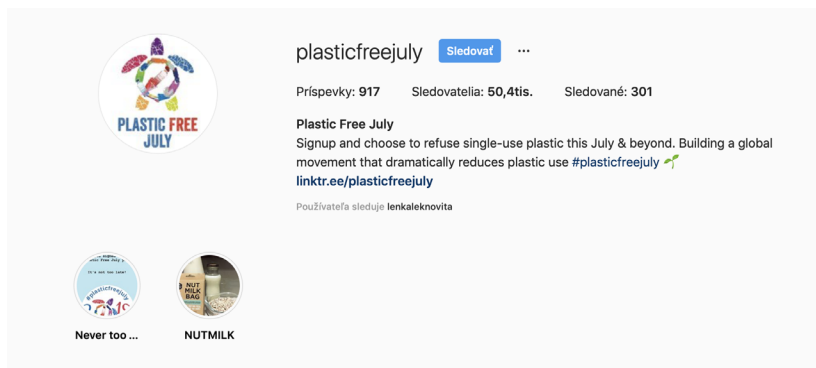
Picture 8: Screenshot of the Instagram account Plastic free july
Source: *Instagram Profile Plasticfreejuly*. [online]. [2018-12-01]. Available at: <https://www.instagram.com/plasticfreejuly/>.

Environmental behaviour has various synonymic terms. We mainly refer to ecological behaviour, preservation of environmental protection, reduction of energy consumption, use of bikes instead of vehicles or acceptance of product recycling.[26] After having watched several posts on Instagram with the hashtag #plasticfreejuly it is obvious that all the volunteers involved in this initiative know exactly the meaning

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24 *Prospešné aktivity pre našu planétu.* [online]. [2018-11-11]. Available at: <http://www.dafson.sk/aktualita/prospesne-aktivity-pre-nasu-planetu/>.
25 *Júl bez plastu.* [online]. [2018-11-11]. Available at: <https://www.plasticfreejuly.org/media.html>.
26 AMANDEEP, K., CHAHAL, H. S.: *Role of Social Media in Increasing Environmental Issue Awareness.* [online]. [2018-11-11]. Available at: <http://www.researchersworld.com/vol9/issue1/Paper_03.pdf>.

of these synonyms. What is more, all the participants map their life without plastics for the period of one month by means of social networking websites. Therefore we are able to compare how many posts were added with the hashtag #plasticfreejuly for the last two years – the hashtag #plasticfreejuly2017 in contrast to the hashtag #plasticfrejuly2018 – the difference in the number of these hashtags refers about the increase on a yearly basis.
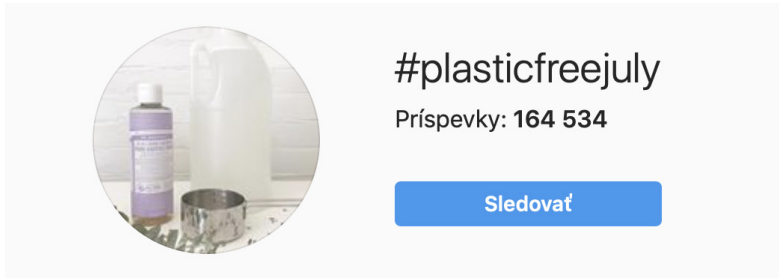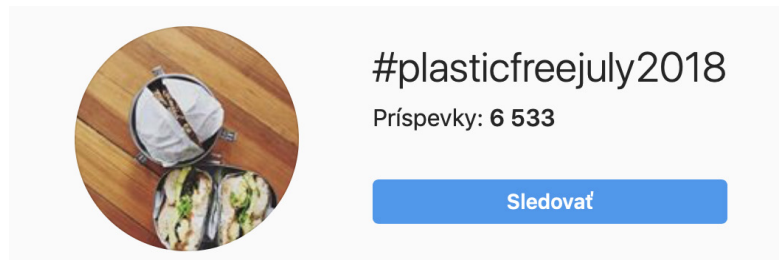

Picture 9: Screenshot from the website instagram.com
Source: *Hashtag #plasticfreejuly.* [online]. [2018-12-01]. Available at: <https://www.instagram.com/explore/tags/plasticfreejuly/>.
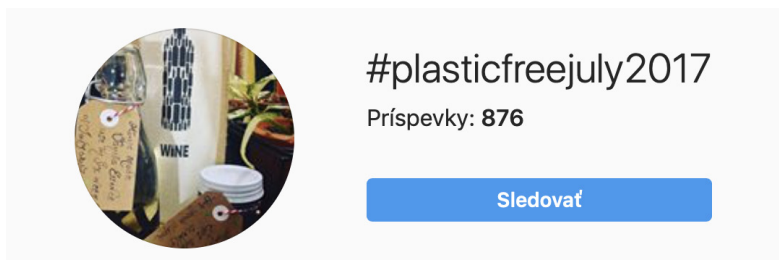
Picture 10: Screenshot from the website instagram.com
Source: *Hashtag #plasticfreejuly2017.* [online]. [2018-12-01]. Available at: <https://www.instagram.com/explore/tags/plasticfreejuly2017/>.

Picture 11: Screenshot from the website instagram.com
Source: *Hashtag #plasticfreejuly2018.* [online]. [2018-12-01]. Available at: <https://www.instagram.com/explore/tags/plasticfreejuly2018/>.

As shown in the Picture 9 – more than 164,000 posts have been published since the existence of the hashtag #plasticfreejuly. 6,533 posts were added to this-year hashtagh #plasticfreejuly2018 compared to only 876 posts for the hashtag #plasticfreejuly2017 in the year 2017. It can be said that every single user who posted the hashtag #plasticfreejuly to his/her picture did so for the hashtag #plasticfreejuly2018. The first hashtag refers to the campaign in general with the second one specifying it and stating the year. Content Agency defines the hashtag as a word or a phrase with a hashtag referring to key words or the sphere of interest which makes the word automatically accessible for other users as well.[27] For conclusion we may state that the number of posts for the Plastic Free July initiative has grown by 5,657 for the last two years, which accounts for an eightfold increase.

Picture 12: Screenshot from the website instagram.com
Source: *Instagram Profile Chrisbiger*. [online]. [2018-12-01]. Available at: <https://www.instagram.com/p/BqdcDSnnY2p/>.

Conclusion

Even though the present paper has focused on the presentation of environmental problems in the online environment on social networking websites, these are not a guarantee of any change. Social media and mainly social networking websites have a potential to bring about lots of opportunities how to change the content into an interesting form of education. In 2018 it is high time social networking websites stopped only making profits and increasing companies´ earnings and turnovers. The arrival of social networking websites has resulted in considerable change and improvement of marketing communication and thinking of the whole society.

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27 *Ako používať hashtag.* [online]. [2018-11-11]. Available at: <https://contentagency.sk/ako-pouzivat-hashtag/>.

The same as social networking websites managed to change something, engaged businesses and brands into something and finally started making money and increased earnings, they also have to be able to help – that is what the Plastic Free July Campaign is about. People´s attitude to the environment needs to change or at least develop. We believe that in 2019 we will be writing not only about July, the month when we avoid single-use plastics, but about other months or associations that will join these efforts. Unless users, consumers, fans, briefly everybody start with themselves, nothing else will change. It is necessary to bear in mind that starting with oneself is the easiest and the fastest decision in the process of change of environmental thinking. Consequently we may assume that avoiding using plastic bags and straws, starting recycling the waste and being engaged into some volunteering environmental activities is only a minor contribution to improvement of the current state of the environment. Finally we should not forget about the hashtag #environment to spread the message further and boost its importance.

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Ako byť hviezdou Instagramu. [online]. [2018-11-11]. Available at: <http://slovenka. zenskyweb.sk/clanok/40887-tuzis-byt-hviezdou-instagramu-ako-na-vam-poradi-uspesny-youtuber-expl0ited>.

Ako používať hashtag. [online]. [2018-11-11]. Available at: <https://contentagency. sk/ako-pouzivat-hashtag/>.

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MARKETING COMMUNICATIONS IN HERSCHEL SUPPLY CORPORATION: THE ROLE OF SOCIAL NETWORKS

Emil Velinov – Pavel Strach

Abstract

The topic of the paper is marketing communication of Herschel Supply Co. The main objective is to analyze the marketing communication of the company and thus to use the knowledge gained during the course of Marketing Communication. The paper has a contribution in the form of a proposal to improve marketing communication for selected business. The study describes the marketing mix, marketing communication and its changes in modern times. It also deals with the communication process. Also, the paper presents the company Herschel Supply, describes its marketing strategy, deals with the marketing and marketing mix of the company, followed by communication strategy especially in the social networks. The paper suggests some tools and approaches for improving marketing communication for Herschel Supply based on the new marketing communication model. Another paper outcome for improvement is made by analyzing psychodemographic demographics of the target group for the company.

Key words:

Herschel Supply Company. Marketing Communications. Social Networks.

1 Introduction

For today's e-commerce, typical retailers are targeting the age group 15-25 years using social networks. Companies with social networking marketing are closer to their target audience and will satisfy young people in such communication. Marketing departments do not spare on graphics, professional photo production to hit young potential customers who place great emphasis on aesthetics. The most widely used digital platforms with a strong user base include Instagram. This social network was created to offer users a platform to share their photos, to be inspired by the creation of others and communicate together. Over time, this platform has become a worldwide trend with a large audience, photographers sharing their work, and companies that communicate and target their activities to potential customers. A typical company that uses Instagram as the main communication channel is the lifestyle clothing and accessories manufacturer for which the target group is travelers and people with a taste. The paper deals with marketing communication of Herschel Supply, which has become popular thanks to well-executed marketing communication. The company started business at a time when the social networking trend was coming. Business growth and sales grew along with the growing popularity of social networks between young users. Herschel Supply has selected target audiences along with psycho-demography, enabling them to target their marketing activities to the right customers. This step saves a large amount of financial costs. Target groups are very important for a company that produces commodities suitable for the groups. Due to the well-chosen target groups, it is possible to see a large number of fans from the very first steps of the company, who are very happy with the brand that represents more than the backpack. Herschel Supply products have become lifestyle in terms of traveling and have an open mind. I chose Herschel Supply to analyze marketing communications.

In today's highly interconnected world, a holistic approach to marketing can be perceived as one of the effective tools to help achieve the set goals of the business.[1] Marketing in this concept can be conceived as a whole consisting of components interconnected, cooperative, irreplaceable and capable of achieving a multiplier effect. The question remains whether such an approach is appropriate or even necessary to apply in the attempt to successfully enter foreign, usually fast growing but often turbulent markets.

2 Literature Review

Marketing communication is not a tool according to Kotler. It is a mix of several tools. Companies must carefully coordinate tools to make them clear and a clear message. The five major marketing communication tools include advertising, sales promotion, personal sales, public relations and direct marketing.[2] These five tools have changed in today's digitized time and, in addition to their classic conventional forms, have received new modifications or other digital versions. An ad that was previously in literature, radio or television has gained its digital form in the form of billboards and banners. Product placement is known from the end 19th century literature and art, the 20th century was popular in films and serials.[3] Nowadays we know product placement from social media and our favorite shows, for example through the Netflix service.[4] Sales promotion has not experienced a strong transformation, such as advertising. Only distribution has changed. Previously, it was typical for customers to learn about a short-term stimulus, such as an action offer using magazines, leaflets, radio or television. We are now receiving support through newsletters or social networks. Personal sales have largely changed their scope. From the classical business environment, face-to-face communication has shifted to the virtual world, but has not changed at the core of the vendor's responses to customer suggestions.[5] Public Relations focuses on creating relationships from the company to the public and the public to the company. The public includes shareholders, suppliers, the media, the general public, administrations, own employees and customers.[6] Public relations has experienced the greatest changes in communications. Formerly, companies had days to express, now the company's communication is expected in the order of hours, ideally on social networks or websites.[7] Direct marketing has evolved from classic advertising, but is more targeted and targeted to a particular target audience.

1   See: KOTLER, P., KELLER, K.: *Moderní marketing*. 4th Edition. Prague : Grada Publishing, 2007.
2   See: KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. 15th Edition. Essex : Pearson Education, 2014.
3   For more information, see: LEHU, J.: *Branded Entertainment: Product Placement and Brand Strategy in the Entertainment Business*. London : Kogan Page Limited, 2007.
4   DESERET NEWS: *One Reason Netflix can Spend so Much on Original Content*. [online]. [2018-12-12]. Available at: <https://www.deseretnews.com/article/865691678/One-reason-Netflix-can-spend-so-much-on-original-content.html>.
5   MUDASSIR, M. M., SAFIUDDIN, S. K.: Does Digital Marketing Replace the Personal Selling: An Empirical Study of the Marketers. In *International Journal of Management Research and Reviews*, 2015, Vol. 5, No. 12, p. 1142-1146.
6   See: JANA, P., HANA, J.: *Moderní marketingová komunikace*. Prague : Grada Publishing, 2010.
7   LUO, Y., JIANG, H., KULEMEKA, O.: Strategic Social Media Management and Public Relations Leadership: Insights from Industry Leaders. In *International Journal of Strategic Communication*, 2015, Vol. 9, No. 3, p. 167.

Companies use this tool to build more personal and individual relationships with selected customers for whom an immediate response is expected.[8]

Marketing communication has changed greatly over the last decade. The customer is more informed on his / her own initiative or on the basis of external incentives such as company communication towards the customer. On the other hand, the markets have changed and are fragmented. At present, classical mass media in the form of television, radio, magazines are not among the most suitable communication channels.[9] Mass media costs are rising and audience shrinks. The culture that people have liked to see in advertising is past, as viewers can now switch between a large selection of channels, watch movies online without ads, and have many options to filter out from mass-TV ads and radio.[10] Marketing strategies focus on building a stronger relationship with the customer. For this reason, a company must adapt and use modern technology to be closer to the customer. Marketing strategies use tools that can be more focused on a particular audience that can also be the product target group.[11]

3 Marketing Communications in Herschel Supply Co

Herschel Supply Co. was founded in 2009 by two brothers from Canada, Lyndon and Jamie Cormack. The name of the company is the town of Herschel, in which the brothers together with parents growing up. In the first year, the company sold 8,000 backpacks, 8 years later, more than 1 million backpacks. The company currently has 150 employees. Among the values and goals of Herschel Supply is to create a timeless and quality product with attention to detail (Herschel).

3.1 Strategy of the Company

The company's strategy includes positioning, which has been attended by exhibitions, trade fairs, where they had their products, and the big vendors – Colette Paris, Dover St. Market of England, American Rag, Urban Outfitters and Nordstorm in America. Herschel Supply works closely with certain retailers to create exclusive products, such as collaborating with New Balance. Supply is to create a timeless and quality product with attention to detail (Herschel). Herschel Supply works closely with certain retailers to create exclusive products, such as collaborating with New Balance. The marketing director of the company said that the company had carefully selected partners and more often responded to co-operation than yes. The Herschel product can be officially purchased in more than 5,000 shops around the world. Official e-commerce exists for the US, Canada, Europe, England, Australia, New Zealand

8   For more information, see: KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. 15th Edition. Essex : Pearson Education, 2014.
9   MAZUREK-LOPACINSKA, K., SOBOCINSKA, M.: Marketing Communication in the Light of Challenges Brought about by Virtualisation and Interactivity. In *Economics and Business Review*, 2016, Vol. 2, No. 4, p. 65-76.
10 BATRA, R., KELLER, K.: Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. In *Journal of Marketing*, 2016, Vol. 80, No. 6, p. 122-145.
11 ZHANG, C., YI HSIN, L.: Exploring Interactive Communication Using Social Media. In *Service Industries Journal*, 2015, Vol. 35, No. 11/12, p. 670-693.

and Hong Kong. Customers can visit one of 45 official stores, such as Dubai, Paris, Taipei, Milan, Bangkok, Hong Kong and others. Official stone stores are not owned by Herschel. In 2013, Apple offered collaboration with selected laptop backpacks and packages, offered at Apple Store, in 498 stores in 22 countries. Currently, cooperation is not taking place.[12] At the beginning, the company sought market opportunities. Stylish clothing and shoes already had a big market. If the customer wanted to buy a new backpack, the offer mostly contained sports backpacks and there were few solutions that were elegant and stylish, partly nostalgic. Later, the original goods became a global trend, which the company responded to by creating other variants of packs along with a large number of color patterns. Their best-selling model, Little America, is available in 50 color designs, and is combined in a 631 different collection of men's (Herschel) men's collection.

The company has different strategies for target groups. Offers individual collections for children, travelers, students, men and women. Psychographic segmentation is according to the social class, which includes middle class and students, according to lifestyle, travelers and athletes who will use the products every day (See picture 1 blow). Personally, it is customers with open minds, lots of hobbies and sports. Demographically, the population is between 18 and 25 with a median income. This group includes students and young working people who appreciate style, trends, uniqueness and affordability. Product prices range from 1,000 to 12,000 CZK. The most popular Little America model can be purchased from 3,000 CZK (Marketingmag, 2013).
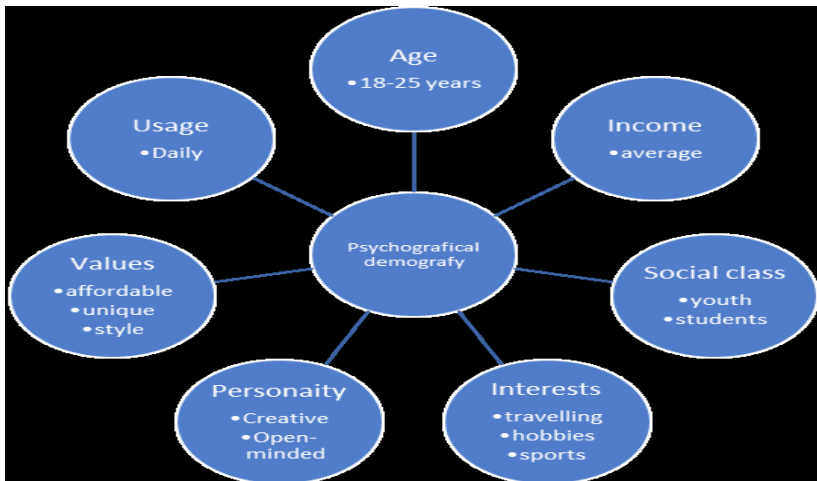
Picture 1: Psychographic demography
Source: Own processing

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12   KERRY GOLD: *Herschel Suppy Has it in the Bag.* [online]. [2018-10-25]. Available at: <http://marketingmag.ca/brands/herschel-supply-has-it-in-the-bag-91994/>.

Targeting is possible thanks to a competition that does not look like backpacks stylishly and nostalgically but modernly, such as Dakine, Eastpak, Poler and Fjällräven. The model customer is Martin, 24 years old from Brno, a student. He has a beard, has a beard, likes to wear shirts and sweaters, runs on skateboarding, travels, goes to nature, photographs and loves to spend time in coffee shops with a book in his hand. Positioning – the company wants its clients to find themselves and that they are people with an open mind, a love for design and nature.

3.2 The Role of Social Networks in Marketing Communications at Herschel Supply Co

Herschel Supply's marketing communication focuses on micro markets that are specific to a strong customer base on social networks. The company constantly communicates with its current customers, informs them of new products and uses sales support. Herschel Supply does not use ads in magazines, but strives to create a quality product that deserves from magazines articles and reviews. The company uses online marketing, Google Ad words, and partnerships with individuals, so-called influencers, photographers and bloggers. According to the marketing manager of Herschel Supply, such individual co-operation has advantages when the customer gets the feeling that the product has been discovered by himself and has not been tampered with. Thanks to the feeling, the customer feels the product original and values it more than an ordinary backpack, no background and story. The marketing strategy does not include the use of mass communication. The main communication channel used by the company is social networks and media. The audience sees new products, notifications, business updates, and all they do and who they work with. Social networks that are actively used include Facebook, Instagram, Pinterest, Tumbrl and Twitter. These channels offer direct targeting, collaboration with well-known users, direct marketing, sales support, and customer support. Channels allow you to advertise in the form of a classic banner ad. This method is not used by the company. The only type of advertising that can be found on social networks is product placement and sponsorship. Content on social networks is partly created by the company itself and a photographic studio located at Vancouver's headquarters. A lot of ideas for business and content on social networks come from the audience. The company gets ideas at the Instagram under hashtage #WellTravelled. This is a campaign that tells the stories of people traveling and Herschel backpacks are with them. Well-known photographers got Herschel backpacks and shared Instagram photos along with Herschel products. The campaign attracted an audience that is now traveling with Herschel backpacks on its own initiative and inspiration. Audiences share their trips along with #WellTravelled hashtage (See Picture 2 below). There are 2.9 million photos with a hashtag in the Instagram. The marketing department of the company goes through a photo with a hash, and you best share on an official Instagram profile that currently has 936,000 followers.[13] The marketing process of the company includes a backpack that is a need for the customer. The requirements are for the backpack to be modern, nostalgic, stylish and responsive to trends. The offer is secured with 5,000 shops, other retailers and official e-commerce. The added value for the customer is a quality backpack, with lots of detail. Selected models are

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13 For more information, see: ARMSTRONG, G. et al.: *Marketing: An Introduction.* North Carolina : University of North Carolina, 2015.

covered by a lifetime warranty. The target group is students, travelers, people who are interested in fashion. Demographically, people aged 15 to 25 belong to the target group. The marketing mix is product, price, distribution and communication. In the case of Herschel Supply, the product is a backpack that is high quality, stylish and fulfills customers' desires. Added value includes a lifetime warranty for selected models. Affordable products are affordable, which are on average more expensive than classic backpacks, but offer added value in the form of higher quality and design. Distribution is done through official e-commerce, retailers, and other sales points. In general, Herschel products are available worldwide. The communication is mostly at the level of social networks and articles in fashion magazines.

The communication strategy for Herschel Supply is two ways. The company uses two different communication strategies. The first is the pressure strategy, the second stroke strategy. Pressure strategy is the specific B2B focus of marketing activities on intermediaries who offer goods through marketing activities to the end consumer. The intermediaries can be wholesalers, retailers and other retailers. This strategy is important for the first years of the company in which the company wants to enter new markets, use already established distribution routes and customer service of intermediaries. Marketing activities targeting intermediaries include participation in fairs along with presentation and personal sales to retailers. Mediators target end-users through marketing activities such as advertising, sales support, events, and direct sales.

Picture 2: Herschel's Instagram Profile
Source: Photo designed by subscribers for the campaign #WellTravelled

At present, Herschel Supply does not invest so many resources into the pressure strategy as in the pull strategy. This is specific to the communication between the manufacturer and end customer. The communication tools used by the company include direct marketing, sales promotion, PR and advertising. Pulling strategy offers the company better branding, along with positioning, which allows the product to take the exact position in the target customers' minds towards competing products.[14] The outcome of the merger of two communication strategies can be seen, for example, in the Czech Republic. A potential customer in the Czech Republic will see a product placement with a Herschel Supply backpack on his Instagram, reading how his favorite photographer praises his backpack and recommends buying. The potential customer will start about the Herschel backpack to find information on the internet. The first information they will see will be PPC ads for retailers freshlabels.cz, footshop.cz and zoot.cz. Each e-commerce store offers a different offer of backpacks, the potential customer selects the product according to its piece and then takes it.

Conclusion

Paper was devoted to the presentation of Herschel Suppy, its marketing strategy and marketing communication. The company's analysis revealed the success of the brand, which was based on the definition of market opportunities. A product was created to satisfy the market and offer added value. It was important to choose a pricing strategy to make the product available to the target population, and the price was adequate for the quality and added value of the product. Subsequently, it was created e-commerce and representatives of the company began to go to the exhibitions where they presented the products. The type of marketing communication strategy used by Herschel Supply in exhibitions and presentations is a strategy of pressure. The key to success was to inform potential customers about the product. For this step, Instagram used a higher concentration of potential customers than other channels and social networks. The advantage of Instagram was low. Since the first moments, the company has been presenting its products professionally with aesthetically pleasing photographs that have attracted audiences. The marketing department of the company uses to a large extent a stroke strategy that allows the company to communicate directly with the customer. The market now offers new opportunities for companies to communicate with their audience. New social networks are emerging that companies can catch to offer their customers a new level of common communication. Companies should no longer focus on one communication channel, but they should use the synergy of communication tools to reach the wider audience and allow more potential customers to inform about the brand new product.

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14   See: KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. 15th Edition. Essex : Pearson Education, 2014.

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EVALUATION OF CONSUMER BEHAVIOUR
ON THE FOOD SUPLEMENTS MARKET

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Abstract
The popularity of food supplements has considerably increased over the past years. People are gradually getting used to the fact that it is important to invest money into their own health, helping themselves and preventing serious diseases. As a result of this trend, the number of food supplement manufacturers has also increased significantly. The presented text deals with identifying the specifics of consumer habits in purchasing food supplements. The food supplement market, or food supplement marketing, does not copy the current marketing trends. In the case of the food supplement market it is necessary to primarily take into account the characteristics of a target group, the vast majority still being people of retirement age. The aim of this text is to determine a marketing recommendation for food supplement manufacturers. To identify the specifics of consumer habits we will use primary data gained from a survey carried out on food supplement users.

Key words:
Advertisement. Doctor. Food Supplements. Marketing. Medicine. Pharmacist.

1 Introduction

The awareness of the value of one's own health, the growth in the economy and living standards of the population, the increasing number of civilisation diseases, etc. All these factors lead to a rising demand for food supplements and resources for healthy living. The article analyses the consumer preferences and behaviours of food supplement (FS) users aiming to provide recommendation for FS marketing. Food supplements are foods differing from foodstuffs for daily consumption by a high level of vitamins, minerals or other substances with a nutritional or physiological effect, made for the purpose of supplementing a consumer's everyday diet to a level that has a positive effect on their health. They are not, therefore, intended to treat or prevent diseases.[1] The food supplement market is in many ways specific and does not reflect the current marketing trends. Its key factors are primarily the target group and their age, the fact that the food supplement consumption mainly depends on the impulse of the consumer to improve their health and last but not least the increasing amount of fraudulent manufacturers and food supplement distributors who have been dishonesting the significance of food supplements. The main distribution channel for food supplements are pharmacies. Pharmacies have been and still are experiencing a rise in recent years. In 2008, the number of pharmacies was 2566, compared to 2796 in 2013.[2] The expansion of pharmacies can mainly be seen on the development of the Population per Pharmacy indicator. In 1990, there were 11,303 citizens per pharmacy, compared to 3,759 per pharmacy in 2013.[3]

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1   *State Institute for Drug Control*. [online]. [2018-09-28]. Available at: <http://www.sukl.cz/leciva/ rozliseni-doplnku-stravy-od-lecivych-pripravku>.
2   *Institute of Health Information and Statistics of the Czech Republic*. [online]. [2018-09-18]. Available at: <http://www.uzis.cz/archiv-rocniku/rok/2013/Zdravotnická-statistika>.
3   *Institute of Health Information and Statistics of the Czech Republic*. [online]. [2018-09-18]. Available at: <http://www.uzis.cz/archiv-rocniku/rok/2013/Zdravotnická-statistika>.

With regards to the food supplement market we can talk about the existence of a partial conflict of interest between the manufacturer, who strives to maximise profit and the consumer aiming to purchase a product of sufficient quality and quantity to maximise the positive effect on their health. This is linked to the growing number of forged, illegal, unregistered products available (mainly) on the internet.[4] Marketing carried out by food supplement manufacturers and distributors can basically be divided into two categories. Marketing carried out by manufacturers and distributors complying with all legal criteria and regulations, and marketing carried out by dishonest food manufacturers striving to maximise their profit over a short period at the cost of deceiving the consumer. The food supplement distribution falling into the second category, the category of dishonest, illegal products, is pursued mostly via the internet.[5] According to the statistics, the most common transgressions are the assumption of effects that can only be found in medicines (so called illegal, unauthorised health claims) and the use of substances that do not contain the declared active substances or contain less than the declared amount of these substances.

2 Field Research – Methodology

The evaluation of consumer preferences and behaviour was carried out using survey research among food supplement users. The main aim of this research was to analyse what factors play a key role when choosing food supplements, based on the respondents' age and level of education. This survey was carried out in pharmacies in the Czech Republic. From a total of 276 respondents 168 were women and 108 were men. Table 1 reflects the structure of the respondents.

Table 1: Respondent structure

Age category	Number of respondents	Level of education	Number of respondents	Gender	Number of respondents
61 and over	101	ES	67	Men	108
41-60	53	SS basic	79	Women	168
31-40	82	SS advanced	46		
18-30	40	UNI	84		

Source: Own processing

The respondents were given a total of six questions with the option to choose one or more choices. In order to process the response analysis, the respondents were divided according to their gender, age and the level of education. In the first part of the survey, the respondents were asked whether they use food supplements regularly/long-term or occasionally/short-term. The key area of the research was the question what criteria they use to choose their food supplements, having the option to select a recommendation from a doctor, pharmacist, friend, advert or by trusting a product brand. Another key area of the research was questioning what factors influence the

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4   *State Institute for Drug Control.* [online]. [2018-09-28]. Available at: <http://www.sukl.cz/leciva/rozliseni-doplnku-stravy-od-lecivych-pripravku>.

5   *State Institute for Drug Control.* [online]. [2018-09-28]. Available at: <http://www.sukl.cz/leciva/rozliseni-doplnku-stravy-od-lecivych-pripravku>.

respondents' choice of FS. They could choose from the overall price for the product, price per daily dose, amount of active substances, guarantee of a product with a reliable effect or the country of origin of the product and the active substance. The text contains the following abbreviations: FS – food supplements, basic SS – people who completed basic level of secondary school without maturity exam, advanced SS – people who completed advanced level of secondary with maturity exam and UNI – people with a university degree, WOM – Word of Mouth.

3 Field Research – Results

60.87% of women and 39.13% of men participated in the survey. Only 51.79 % of the women who take food supplements use them long-term. In case of the men, 82.41% take FS long-term.

Table 2: Period of food supplement usage according to gender

Women		168
– of which	long-term	87
– of which	occasionally	81
Men		108
– of which	long-term	89
– of which	occasionally	19

Source: Own processing

3.1 Research of Factors Influencing Consumers' Decisions when Purchasing Food Supplements

The key information for every manufacturer are the factors influencing the consumers' decisions and motivation for purchase. In this case, the key information is to what extent are the consumers influenced by a doctor, a pharmacist or a friend's recommendation and in particular to what extent are they motivated to make a purchase by advertising.

Table 3: Factors influencing consumers' decisions – according to age

Age category	Pharmacist	Doctor	Friends	Trust in a product brand	Advertising	Total
61 and more	64	74	5	57	30	101
41-60	50	27	26	24	51	53
31-40	40	38	13	40	64	82
18-30	36	13	29	2	29	40

Source: Own processing

The influence of a doctor and a pharmacist are obviously completely dominant. It is apparent that a doctor's recommendation influences the older generation in particular, whereas the younger generation shows the influence of other factors to a greater extent. A doctor's role also reflects in influencing the non-purchase of a

product, which has also been confirmed by the research. 76% of the FS users have experienced a doctor discouraging them from buying a food supplement for its inefficacy or because the doctor does not trust FS. The role of a pharmacist reflects mainly in being able to substitute the required product for a different one. The older the generation, the more is apparent the influence of a pharmacist's recommendation on the resulting purchase. Once again, especially the older generation, being the largest group of FS users, perceives a pharmacist as a professional who provides good-quality advice. However, the fact is that a pharmacist is primarily motivated by manufacturers through the margin offer and the purchased marketing resources (i.e. purchasing/renting a visible place on the shelves in a pharmacy, promotion in a pharmacy's or a chain's special offers leaflet, etc.). Therefore the pharmacist's recommendation is strongly motivated by his potential profit from a sold product. With the younger generation it is more likely to see the awareness of the situation and the level of the pharmacist's influence is much lower compared to the older generation. The following chart shows the influence of a pharmacist's recommendation on consumers' decision to buy FS according to their age.
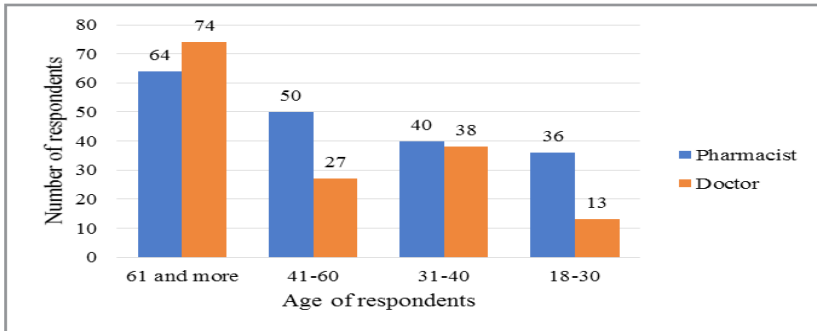
Chart 1: Number of respondents influenced by a doctor´s or a pharmacist´s recommendation according to their age
Source: Own processing

Other than the varied approach of the respondents based on their age, we can also observe apparent differences in their decision-making based on the level of education. A pharmacist's recommendation is most valuable to people with the lowest level of education. With the growing level of education, the influence of a pharmacist on the decision-making decreases. Likewise the strongest influence by a doctor is apparent in people with the lowest level of education, then in people with advanced secondary school education and the influence is much weaker on people with a basic secondary school education.
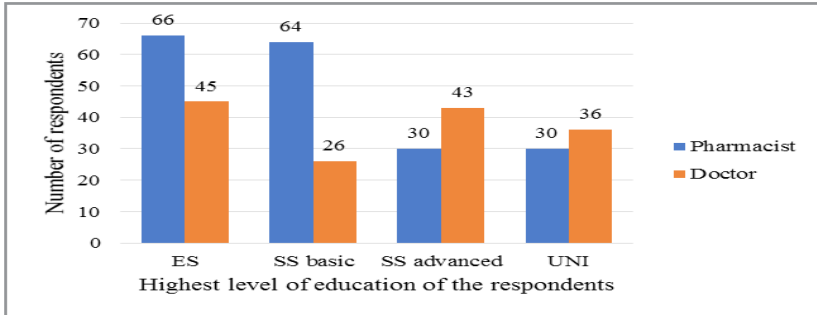
Chart 2: Number of respondents influenced by a doctor's or a pharmacist's recommendation according to the respondent's level of education

Source: Own processing

The research also deals with the influence of a friends' recommendation on the consumers' decision-making, decision-making based on trusting a product brand and being influenced by advertising. The following table, which takes into account the respondents' age, clearly reflects the results.

Table 4: Factors influencing the respondents' decision-making – according to their age

Age category	Pharmacist	Doctor	Friends	Trust in a product brand	Advertising	Total
61 and more	64	74	5	57	30	101
41-60	50	27	26	24	51	53
31-40	40	38	13	40	64	82
18-30	36	13	29	2	29	40

Source: Own processing

The role of a manufacturer's brand and the trust in it based on previous experience plays a significant role for many respondents, especially from the older generations. It is interesting how low the level of influence is in the youngest generation. This can be caused by a lack of previous experience with FS but also greater inclination to experiment with new FS. Advertising plays the biggest role in people aged from 31 to 40 and 41 to 60. The least influenced by advertising is the youngest generation, which could be caused by the fact that they form the smallest part of the FS user group and do not yet feel the need to invest into their health, followed by the generation of 61 and over where lower income in retirement could play a role.

Table 5: Factors influencing the consumers' decision-making – according to their level of education

Level of education	Pharmacist	Doctor	Friends	Trust in a product brand	Advertising	Total
ES	66	45	1	24	45	67
SS basic	64	26	31	37	53	79
SS advanced	30	43	13	19	13	46
UNI	30	36	28	43	61	84

Source: Own processing

The results show that the greatest importance in a manufacturer is attached by people with a university degree, followed by people with a basic secondary school education whereas advertising influences the majority of the respondents, least of all the group with an advanced secondary school education.

3.2 Researching the Characteristics of Food Supplements Having the Biggest Influence on the Respondents During Purchase

The other key question was finding out the factors that directly influence the decision-making about the purchase of the product. Here the respondents could choose from the total price for the product, price per daily dose, amount of active substances, whether the product is reliable and the product's and active substance's country of origin. The product's total price naturally the strongest factor and it is critical for the consumer. However, the respondents' age difference changes the approach towards the price as we can see on the following chart.
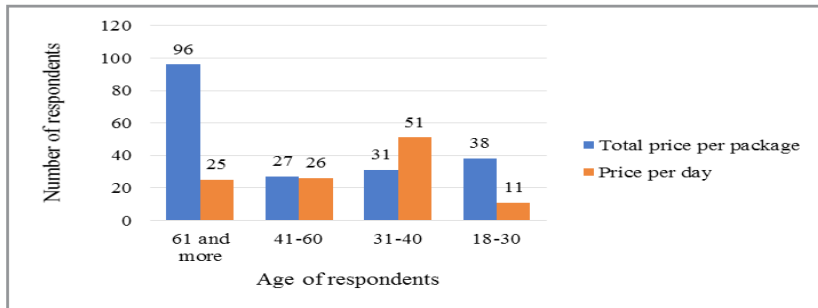
Chart 3: Number of respondents who take into account the total price and the price per dose when choosing FS
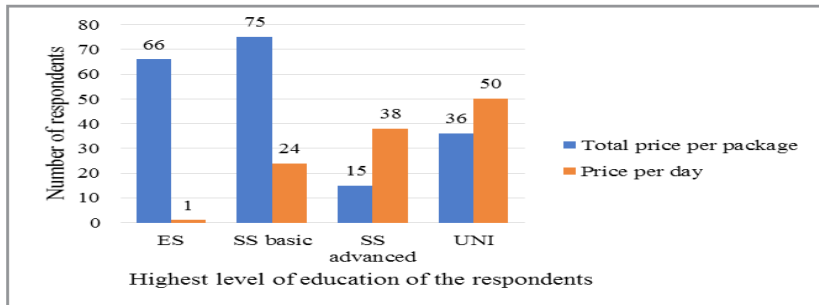
Source: Own processing

Logically biggest group of respondents form people aged 61 and over. The main reason is that it is the most numerous FS user group and their income is lower as the majority of them are retired. In connection with the respondents' age, the following table shows the influence of other decisive factors playing a key role in the decision-making of the FS users.

Table 6: The FS characteristics playing a key role for the consumer when purchasing FS – according to the respondents' age

Respondents' age	Total price	Price per dose	Amount of active substances	Product offering reliable effect	Product's country of origin	Total
61 and more	96	25	27	42	28	101
41-60	27	26	27	24	26	53
31-40	31	51	51	31	22	82
18-30	38	11	11	2	25	40

Source: Own processing

The most knowledgeable FS user group seems to be people aged from 31 to 40 as they bear in mind the price per daily dose and the amount of active substances when making a decision about purchasing FS. People from the 18-30 age category mostly take into account the price and do not think too much about the price per daily dose or the amount of active substances in the product. A product that offers a reliable effect (advertised in this way) is then a factor that influences mainly people aged 60 and over, and people aged from 18 to 30 the least. It is interesting that none of the age groups shows a significant deviation when taking into account a product's country of origin, nevertheless, the results confirm that this information is important for a significant part of the consumers. The evaluation according to the level of education shows the following results (see also Chart 4 and Table 7). People with the lowest level of education look at the total price of a product but do not look at the price per daily dose. This trend changes with a growing level of education. On Chart 4 we can see that people with a university degree and advanced secondary school education rate a product based on the price per daily dose.

Chart 4: Number of respondents who take into account the total price and the price per daily dose when choosing FS
Source: Own processing

Other characteristics are shown in Table 7. The amount of active substances found in a product are considered by the respondent group with a university degree and partially also by the people with advanced secondary school education. Absolutely no consideration of the amount of active substances is taken by the group of people with basic education. A product offering reliable effect (product purposefully advertised in

this way) has the biggest influence on people with a lower level of education, people with a higher level of education do not take it into account.

Table 7: FS characteristics playing a key role for the consumer during purchase – according to the level of education

Level of education	Total price	Price per dose	Amount of active substances	Product offering reliable effect	Product's country of origin	Total
ES	66	1	0	45	0	67
SS basic	75	24	2	50	49	79
SS advanced	15	38	39	2	2	46
UNI	36	50	73	0	48	84

Source: Own processing

The country of origin and active substances then play a significant role for university graduates and people with basic secondary school education. It is therefore impossible to deduce a relationship between the level of education and the number of respondents who take into account a product's country of origin.

4 Discussion

The preparation and implementation of each manufacturer's or distributor's marketing strategies requires good knowledge of the demand for the particular product and the factors that influence it. A significant factor that plays a role when determining demand is for example the relative income of the customer. As stated by for example Badura (2018), the relative income is a significant, or even a key factor explaining the variability of consumption tendency[6]. We also cannot only monitor modern trends in marketing tools[7] but they always need to be adapted to accommodate the marketing mix of the particular demand and the consumer's characteristics[8]. Currently, the FS users are still mainly people aged 55 and over. Even though the number of younger users is growing, population ageing[9] and the fact that especially older people who are aware of their health problems are motivated to buy FS result in the older generation being the biggest FS user group. This trend is closely related to the growing average life expectancy,[10] which records a long-term increasing trend and in gender comparison shows 3.5 times longer life expectancy in women then in men. Population ageing, including the development of e.g. civilisation disease, and the increasing need for

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6   BADURA, O.: Vliv relativního příjmu na mezní sklon ke spotřebě – případ České republiky. In *Politická ekonomie*, 2018, Vol. 66, No. 4, p. 438.

7   MORAVČÍKOVÁ, D., KRIŽANOVÁ, A.: The Future of Online and Offline Marketing Communication – Transmedia Storrytelling in the Branding Process. In PETRANOVÁ, D., RYBANSKÝ, R., MENDELOVÁ, D. (eds.): *Marketing Identity. Online rules – part I. Conference Proceedings.* Trnava : FMK UCM, 2017, p. 166.

8   VORÁČEK, J.: New Perspectives of Corporate Identity in Sports Organizations. In *Acta Universitatis Carolinae Kinanthropologica*, 2014, Vol. 50, No. 2, p. 34.

9   LANGHAMROVÁ, J., ŠIMKOVÁ, M., SIXTA, J.: Makroekonomické dopady rozšiřování služeb pro stárnoucí populaci České republiky. In *Politická ekonomie*, 2018, Vol. 66, No. 2, p. 243.

10   LANGHAMROVÁ, J.: Délky života ve zdraví. In *Fórum sociální politiky*, 2014, Vol. 8, No. 5, p. 24.

supportive healthcare through FS is documented by e.g. the Czech Statistical Office.[11] Celer (2018) concludes that the economics significance of customers in retirement age will increase and future seniors will have a higher purchasing power than current seniors. He also recommends that customers of a retirement age are ideal for direct addressing, other than having plenty of free time.[12] In this context, WOM marketing could be used (oral communication between existing and potential customers). This is an indirect or unpaid promotion for the organization.[13]

The importance of WOM marketing mentioned also Berger, Schwartz (2011)[14] and Smith et al. (2007)[15]. On-line communication (especially Facebook, Skype etc.) is able to communicate very fast with consumers, but for the food supplement market it is not a good choice. The reason is digital exclusion, which is the phenomenon, when the group of people – especially seniors – are excluded from activities f.e. social networks because of their worse digital literacy. Janouch (2010) describes social networks as the places, where people of the same interests are joined.[16] In the case of food supplements consumers, as was confirmed by this research, the key factors for FS purchase are especially the friends, pharmacists and doctors recommendations and the influence of advertising (especially the advertising in printed media and television).

Conclusion

The aim for mapping the consumer preferences of food supplement users was mainly to point out the specifics of food supplements and therefore also the specifics of food supplement manufacturers' and distributors' marketing activities. Even though modern times evolve with a certain trend, which is increasingly used for e.g. the promotion of modern technologies, mainly advertising on the internet, social networks, etc., when creating marketing strategies for food manufacturers, it is necessary to take into account particularly the characteristics, i.e. the average age of food supplement users and the fact that the majority of FS users are people of retirement age, therefore lower-class people with a retirement income. In the case of FS users, internet promotion shows to be less effective to a certain level (we are not accounting for misleading advertising, which, unfortunately, is very common on the internet and in the case of FS promises infeasible effects). The research has also shown that despite the increasing food supplement education, many users' decisions are mainly influenced by pretty advertising and the product price and do not look at the price per daily dose or the amount of active substances. This forces

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11   *Czech Statistical Office.* [online]. [2018-10-03]. Available at: <https://www.czso.cz/>.
12   CELER, Č.: *Vliv marketingových nástrojů na nákupní chování seniorů v Ústeckém kraji.* [online]. [2018-09-29]. Available at: <https://www.vse.cz/polek/download.php?jnl=eam&pdf=247.pdf>.
13   ŠÍMA, J.: *Kvalita služeb sportovních zařízení a možnosti jejího hodnocení.* Prague : Karolinum, 2016, p. 30.
14   BERGER, J., SCHWARTZ, E. M.: What Drives Immediate and Ongoing Word of Mouth? In *Journal of Marketing Research*, 2011, Vol. 48, No. 5, p. 873.
15   SMITH, T. et al.: Reconsidering Models of Inluence: The Relationship between Consumer Social Networks and Word-of-Mouth Effectiveness. In *Journal of Advertising Research*, 2007, Vol. 47, No. 4, p. 391.
16   JANOUCH, V.: *Internetoví marketing*. Brno : Computer Press, 2010, p. 134.

the manufacturers to target products with a lower price, even though the product contains a lower amount of active substances or the price per daily dose is higher than at the competition. A key role on the FS market is played by pharmacists and their recommendation because as the research has shown, throughout the different ages and levels of education, people trust their recommendation. For the manufacturers this means that the significance of their promotions in pharmacies is increasing as well as the need to involve the pharmacists in the sale of FS (motivation through higher margins from the product sales).

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Printed in Slovakia
Trnava, 2018

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