

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



MARKETING IDENTITY

Jozef Matúš
Dana Petranová
(eds.)

Design that sells

I I I FMK
Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication

DESIGN THAT SELLS

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

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Conference Proceedings
from International Scientific Conference
4th - 5th November 2013
Congress Hall of the Slovak Academy of Science
Smolenice, Slovak Republic



2013
Trnava

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MARKETING IDENTITY

Design that sells

International Scientific Conference 4th – 5th November 2013

Congress Hall of the Slovak Academy of Science

Smolenice, Slovak Republic

The international scientific conference held annually by the Faculty of Mass Media Communication UCM in Trnava has become a traditional event with support and attendance of mass media communication theorists and researchers as well as media and marketing professionals.

The aim of the conference Marketing Identity is to create a place for dissemination the latest scientific perceptions and practical experiences from the fields of marketing, media and communication in relation to design principles in marketing, as well as to support the dialogue among the experts from academic institutions and practice.

Marketing Identity conference took place on 4 – 5 November 2013 in Smolenice Castle (region Trnava, Slovakia). The 10th year of the conference brought some significant changes. In comparison to the preceding conferences the organizing committee decided to set up a new title. The traditional title “New Trends in Marketing” was substituted by “Marketing Identity.” The subtitle of the conference was: “Design that sells”. Besides many academic guests the Faculty of Mass Media Communication educated and presented also several professionals and successful leaders, who set the trends in the world of design.

The sessions of conference participants were realized within the following sections:

Section 1: Design Identity

Section 2: Generation Identity

Section 3: Digital Identity

Section 4: CSR Identity



We are happy to welcome at our conference permanent and new participants from abroad – the Czech Republic, Poland, Italy, Romania and Russia. We were especially honoured to welcome a world known guest who took part in our conference for the first time – professor of sociology Zygmunt Bauman. He was awarded the honorary degree “doctorate honoris causa” for his lifetime research and academic work.

Granátt award ceremony was an important part of the conference. The competition was announced by the Faculty of Mass Media Communication in the preceding year of the conference in November 2012. Its aim is to reward projects focused on social responsibility of educational institutions. 38 projects participated in this year’s competition. The jury selected and awarded three best projects. The winners were awarded prizes during the opening ceremony. The competition is held under the auspices of the Slovak Ministry of Education.



Conference website: <http://konferencie.fmk.sk/marketing-identity-2013/>



Faculty website: <http://fmk.ucm.sk>



Facebook website of FMK Conferences:
<https://www.facebook.com/KonferencieFmk>
(All photos from the conference are here to see)

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Dear colleagues and members of the professional public,

in your hands you have the conference proceedings from the international scientific conference organized by the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava titled Marketing Identity 2013. The professionals in marketing and marketing communication met at the Smolenice Castle for the tenth time in a row. We as organizers have gradually managed to prepare an important scientific conference attended by the academics, professionals from practice, postgraduate students and students.

In comparison to the preceding conferences this one has two levels. The traditional joins the new. The traditional title “New Trends in Marketing” has been substituted by “Marketing Identity 2013”. The subtitle of this year’s conference is also new: “Design that sells”. The Faculty of Mass Media Communication has brought up several professionals and successful leaders, who set the trends in the world of design. Organizers have kept the discussion sections to give the contributions one common topic and several additional aspects to be covered. The division of papers into four sections reflects various forms of identity – design, generation differences, social responsibility and digital marketing.

World-known and respected Professor Zygmunt Bauman, a Polish-British sociologist, accepted our invitation and delivered a lecture in Smolenice. Zygmunt Bauman was awarded the honorary degree *Doctorate Honoris Causa* by the scientific board of the university. Professor presented his paper on the dialogue between parents and children. As a professional he has significantly influenced also the Slovak sociology and other disciplines of social sciences. Within the scope of scientific studies in the mass media studies he ranks among the highly acclaimed and most cited authors.

Those who are interested in visual arts had a chance to go to the exhibition of Professor Małgorzata Łuszczak: “Lights“ from “The Point of View“ cycle. The organizers presented results of this year’s

Granátt competition - award for activities in the area of social responsibility for basic and secondary schools and universities. 38 projects participated in the competition announced by the Faculty of Mass Media Studies last year. The competition is held under the auspices of the Slovak minister of Education.

Dear conference participants, dear readers. I do believe the selection of studies from the scientific conference presented in this conference proceedings will inspire you to further discussion and search for new topics in the area of media, design and marketing.

doc. PhDr. Dana Petranová, PhD.
Dean of Faculty of Mass Media Communication

NATURE AND SIGNIFICANCE OF IDENTITY IN MARKETING

Jozef Matúš

Abstract

The author in his paper deals with the issue of the nature and importance of identity in marketing. He points out that the growing competition requires increased competitiveness in particular by creating suitable conditions for the development of the innovation process. Innovation and corporate culture as part of the Corporate Identity has become the most effective tool for increasing competitiveness. He also notes the importance of Identity Marketing. One of its most important tools is corporate social responsibility. Further, he characterizes the corporate social responsibility, its structure and tools. In this connection, the interaction of marketing activities and corporate social responsibility has been stressed. In conclusion, the author pointed out a significant fact that corporate social responsibility creates conditions for the formation and development of the knowledge-based economy.

Key words:

Competition. Competitiveness. Competitive advantage. Corporate Identity. Corporate Social Responsibility. Identity. Identity Marketing. Knowledge-based economy. Marketing. Social concept of marketing. Thematic marketing. Volunteering.

The ongoing process of globalisation, the development of information-communication technologies, the growing competition on all types of markets also act in the respect of necessity of changes in the structure of marketing targets and tools. Growing competition demands - for the sake of maintaining and improving the position of the company in the market – the increasing of its competitiveness, mainly by creating suitable conditions for the development of the innovation process in accordance with cutting-edge notions in science and technology. Exactly the innovation activity and corporate culture as a part of corporate identity of a company have gradually become the most effective tools in growing competitiveness.

Thus, the success of the company in the market requires permanent

attention paid to the preparation and implementation of suitable innovation policy, in this respect also from the viewpoint of customer relationship management – involved is the integration of the customer into the innovation process, from getting ideas for new products to product development and introduction, and in particular its market acceptance.

Here, we mean the creation of attractive customer value – the value obtained by the customer by buying the innovated product and from the company's perspective to create a competitive advantage. Competitive advantage is also becoming one of the fundamental objectives of the marketing strategy.

In the process of growing competitiveness, building and developing Identity is becoming an important tool – both Corporate Identity and Identity of Marketing. However, addressing this issue, we come across some pitfalls, some questions, which are sometimes difficult to be answered.

One of them is the fact that in the current period there in fact does not exist a precise and generally accepted definition of “identity“. And despite the fact that the concept of identity represents one of the key analytical categories of manifold social-scientific disciplines, including the field of marketing. The concept of identity consists of the Latin term „iden“ (the same thing, the same), which has two meanings. The former refers to the absolute sameness (identity), whereas the second implies some typicalness (specificity), which is constant and persists over time.

The marketing concept (term) identity is used in connection with the formation of a global strategy – Corporate Identity. Importance of Corporate Identity, or identity of a company is based on effective presentation of the company (organization), its strengths, uniqueness, specificity in globally stable operation both externally as well as inside the company, which increases its credibility not only towards its own employees, but also towards external target audiences. In this regard, particular attention should be focused on existing as well as prospective customers, stressing the key role of customers.

Ultimately, the nature and importance of Corporate Identity should be seen as a long-term process, which involves the creation and

development of customer's identity with the company. Identity, therefore, with a certain amount of simplification represents a characteristic of the company, its principles, the essence of its functioning as well as a system of values and principles that are often complied with in its activities.

Recently, in deciding how such instruments meet the needs and wishes of customers, such values are increasingly taken into accounts that are superior to their success in the market. However, success in the market is not the only criterion for the successfulness of the company.

In this respect there is to be seen primarily the impact of Identity Marketing (or Marketing Identity?). This offers a new perspective on marketing and marketing practice. Marketing identity should be the basis for all activities of the company (organization). Under this concept customer is the crucial, but not the main goal – to be more precise they should not be the sole objectives. The aim of Identity Marketing should be a clear and differentiated identity, more motivated staff, responsible companies (organizations) oriented socially, whose activities will be beneficial for the whole of society in the form of socially responsible marketing. In this respect it will be interesting to do a more detailed comparison of Corporate Identity and Identity Marketing.

One of the most important tools of Identity Marketing is socially responsible marketing – corporate social responsibility.

What does corporate social responsibility mean?

It can be characterized as a concept whereby companies voluntarily integrate social and economic considerations into everyday business operations in interaction with corporate stakeholders (interest groups). Although there is no single definition, there is a concise definition of corporate social responsibility, which says: “Corporate Social Responsibility is voluntary and that is to be emphasized – the integration of social and environmental perspectives in consultation with stakeholders in entrepreneurial activities in the company. “ By the influence of corporate social responsibility, the companies – traditional profit-makers - have become creators of values. Parts of corporate social responsibility are 3P's as follows:

- Economic field of corporate activity – Profit
- Social field – People
- Environmental field – Planet

Now, very briefly to following identified areas of corporate social responsibility.

In the economic area – the most important activities can include organizational structure, as well as methods of management of the company, innovations and contribution of the company to permanently sustainable development and respect for the rules in the competitive struggle; relationships with customers and suppliers.

In the social field – may be mentioned in particular the treatment of their own employees, as well as creating conditions for the comprehensive development of human capital; education and corporate culture.

In the environmental field, corporate social responsibility regards limiting the negative impacts of company activities on the environment; outlining environmental policies.

Important factors in the implementation of corporate social responsibility are also sponsorship, philanthropy and volunteerism. Volunteering is characterized by the fact that socially responsible companies provide their employees with a range of benefits for their voluntary participation. The pillar of volunteering is the vision and commitment of people to do something for others, for their community or for the whole society and actively contribute to a better quality of life.

Social responsibility is becoming a manifestation of business ethics and represents management approach under which the companies (organizations) create conditions for the development of specific activities which have a positive impact on society and eliminate possible negative fallouts, e.g. in the protection of the environment. Companies in which management and employees believe in and profess social responsibility have at disposal a value system which goes beyond the perspective of a short-term profit. They consider short-term but also long-term effects of their decisions on their company, employees, consumers, but above all society-wide implications.

In this respect, thematic marketing finds application. It represents a strategy, when a company joins its forces and resources with

a particular non-profit organization in order to support a particular social problem solving. In this process long-term solution of serious social problems has a priority. According to the results of one of many surveys, 84 % of those questioned responded that thematic marketing operates within corporate social responsibility and it creates a positive image of the company (organization); 78% of surveyed prefer buying products, whose producer has been solving an important social problem within corporate social responsibility. An example of thematic marketing in Slovakia is the company Avon, which highlights the risks of breast cancer and the need to prevent it.

Next, we list the reasons of customers to appreciate corporate social responsibility.

- As we have already mentioned, they will tend to buy more from the company, which applies social responsibility even in the case when its prices are relatively higher than those of competitors.
- Consumer decisions will be made more on the basis of social responsibility than on the basis of quality of the products.
- A company which implements social responsibility will also be recommended to their friends by means of social networking.
- They will use all types of services provided by the company.
- It helps to build trust and brand, the reputation of the company contributes to increase the value of the brand and market share.
- Model of responsible governance will be implemented in their everyday life.

In the context of corporate social responsibility it is necessary to mention the interaction between corporate social responsibility and permanently sustainable development, especially in the terms of healthy development of the economy, but also the whole society in the longer term. In this respect we mean especially ensuring appropriate pace, but also the quality of economic growth, more efficient use of raw materials and energy sources and rational decisions by solution of economic and environmental issues. A very important notion at solution of this issue is the fact that corporate social responsibility also creates - by taking care and making investments into human capital - appropriate conditions for the formation and development of the knowledge-based economy in the knowledge-based society. As

an argument we can note that the share of knowledge to GDP will increase from current 50 % to 70 % in 2020.

It is necessary to realize that even if a firm (organization) is socially responsible, it will always need good products, right marketing activities and tools, proper choice of target market and market position. We can supply existing knowledge by the two opinions related to corporate social responsibility, which were published in the biweekly Profit. In one of them Mallen Baker expressed the view that: "Corporate Social Responsibility should not be presented as something extra. It must be the essence of everything the company does." Another view is from a British expert on communication Ed Gillespie. He said that: „This is one of those things that, rather like teenage sex, everyone says they are doing it; very few are; and of those that are, even fewer are doing it anything like well.“

In this respect we can underline the importance of information in this process due to the fact that customers make their buying decisions mainly on their bases. The significance of all tools of marketing communication and other new forms of communication grows instantly. In some ways the common denominator of Corporate Identity and Identity Marketing is the creation and development of the company's image, brand and Identity Marketing is also one of important tools for the implementation of the social concept of marketing, which takes into account not only the long-term interests of consumers, but also the long-term interests of the company.

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IDENTITY OF SOCIO-CULTURAL ENVIRONMENT: TABOO OF TECHNOCRATIC MARKETERS

Hana Pravdová

Abstract

The author deals in her study with the specificities of socio-cultural environment and the issue of marketing within the context of the need to approach the examination of cultural phenomena and individual cultural elements more thoroughly and competently also within the context of creating a marketing strategy and marketing decision making. She proceeds from the knowledge according to which the marketing practice does not need the category of technocratic marketers considering complications in current socio-cultural reality. Within this context the author defines and criticizes the educational process that neglects the education of future professionals in this area. The presence requires qualified and critically thinking, thorough analysts who are able to identify short and long-term trends in the development of individual cultural elements and mentality of a cultural environment. At the same time it requires flexible creatives, who are able to make use of realistic analyses and based on them, create marketing visions and strategies.

Key words:

Cultural elements. Marketing. Marketing strategies. Marketing decisions. Socio-cultural environment. Technocratic marketer.

Introduction

The term technocracy is generally defined as unilateral directing of government which consists of so called technocrats – technical specialists, managers, captains of industry, etc. As a result of their impact a new society originates. It emphasizes functional, effective planning and implementation of social goals with no regard to social, cultural and other needs of people. However, according to our opinion the term technocracy has broader semantic connotations which might be reflected in various demonstrations of social practice. They are also related to current discourse practices in the area of educating future specialists in communication with market environment – marketers

and also with application of their professional skills in the area of systematic analysis of marketing macro environment, mainly socio-cultural factors.

The issue of dealing with education and impact of technocratic marketers is becoming more and more urgent as it is more evident that the current educational system lacks responsiveness to knowledge basis and methods of analysis of socio-cultural environment as well as appreciation of critical thinking leading to correct interpretation of social phenomena. The analysis of socio-cultural environment namely requires the skill to fully evaluate the monitored factors. According to Petranová development of critical thinking is the basic unit for the development of media competencies. By critical thinking a man acquires not only the skill to learn more effectively, it is also reflected in his/her productive life.¹ Only in this way it is possible - on the basis of particular analytical method – to come to objective conclusions corresponding with socio-cultural reality. Both current marketing practice and educational system absolutely underestimate the need of deeper and more thorough examination of impact of individual cultural elements. The urgent need to revise the approach to examination of given problems by the category of technocratic marketers is becoming even more urgent as the phenomena creating the habitus and mentality of current socio-cultural environment are more complicated, heterogeneous and paradoxically more homogeneous.

Understanding the identity of current socio-cultural environment is more difficult as it is more obvious that it is created by various contradictory tendencies such as the paradigms of individualism, fragmentation and pluralism strengthened by globalization tendencies. According to several authors - Z. Bauman,² G. Lipovetsky,³ J. Lohisse,⁴

¹ PETRANOVÁ, D.: *Rozvíjí mediální výchova v školách kritické kompetence žáků?* In *Communication Today*, 2011, roč. 2, č. 1, p. 68.

² BAUMAN, Z. *Postmodernity and its discontents*. New York : New York University Press, 1997.

³ LIPOVETSKY, G. *Paradoxní štěstí. Esej o hyperkonzumní společnosti*. Praha : Prostor, 2007.

⁴ LOHISSE, J. *Komunikační systémy. Socioantropologický pohled*. Praha : Karolinum, 2003.

etc. - these play an important role in the process of gradual creation of mentality of late modern society. Important role has been given mainly to commercialization of all social spheres including the areas of culture and ideas, ideal of consumerism connected with the phenomena of standardization, homogenization and unification of mass production or stronger social mobility or technical and technological possibilities in the field of communication. However, the listed factors are in sharp contrast to individuals' efforts to create specific lifestyle and attitudes leading to narcissistic exhibition of one's ego. With the individuals the cultivation of sense of imitating and copying of models of fashion and cultural designers is supported. This can be applied also to saturation of one's consumerist desires for luxury, exotic, excitement, all of which is for them personified by media celebrities. Z. Hudíková emphasizes that such an imitation of media stars is dangerous mainly for the young generation as 'the children viewer perceives media production with fascination, he/she often does not differentiate between reality and fiction and if he/she watches it without correcting comments he/she subconsciously acquires false value hierarchy and negative patterns of behaviour'.⁵ On the other hand the individuals try to individualize these models, adapt them to own aspirations, search for own identity and specific, original expression of oneself. K. Nordström and J. Ridderstrale speak clearly on the approaches of marketers and managers to the analysis of such a multilayer socio-cultural environment. They specify current phenomenon which they call the system of 'karaoke capitalism'. According to their opinion the sphere of marketing and management captains is nowadays divided into two contradictory lines. On one hand it is a number of individuals slavishly imitating the approaches and attitudes in karaoke style. On the other hand it is those who have understood the postmodern recipe to success. It is a smaller group of well informed individualists and at the same times creatives who understand the dimensions of multicultural world in which there are

⁵ HUDÍKOVÁ, Z.: Extrémnosť – stigmatický prvok v mediálnej produkcii. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Nové trendy v marketingu – spoločenská zodpovednosť*. Trnava : Fakulta masmediálnej komunikácie UCM, 2012, p. 115.

constant and dynamic changes of technologies, institutions, values, norms, social behaviour, lifestyles or various expectations. This world is dominated by a severe competitive environment and the one who wants to succeed must have knowledge and talent, creative thinking and flexibility. Individualism starts to be the life motto in contrast with imitating karaoke style of capitalism as representative of certain conventional standards in majority of spheres in social practice. According to K. Nordström and J. Ridderstrål nowadays ‘collectivism in all its forms – political communism, homogenous cultures and monolithic organizations – is under pressure.’⁶

In the study we deal with the issue of importance and need of a deeper, precise and professionally implemented analysis of individual phenomena and elements creating the identity of socio-cultural environment for the planning of marketing strategies and formulation of decisive marketing decisions. It aims to provoke a discussion on the sufficiency of marketers’ education and their approach to the analysis of socio-cultural factors. In the study we point to the specificities of socio-cultural environment and we pay attention also the issue of marketing within the context of the need to approach the cultural phenomena and individual cultural elements in given society more thoroughly and in a more qualified way with regard to the creation of marketing strategy. We claim that the current marketing practice does not need the category of technocratic marketers who are incapable of a thorough and detailed analysis of socio-culture the results of which are false interpretations of individual cultural elements and misapprehension of complex mentality and identity of socio-cultural environment. It predominantly needs educated and critically thinking, thorough analysts and creatives at the same time who are able to identify short- and long-term trends in the development of socio-cultural formations. Subsequently, they are able to transform them flexibly into a vision and implement them into practice on the basis of correct decisions.

⁶ NORDSTRÖM, K., RIDDERSTRALE, J.: *Karaoke kapitalizmus. Ne-napodobujte! V businessu vítězí odlišnost*. Praha : Grada Publishing, 2005, p. 27.

Relevance of understanding the reality of sociocultural environment

The relevance of understanding the identity of socio-cultural environment in marketing studies is given by their essential interest – it is the people with various value ranges, ideas, attitudes or needs. P. Kotler includes insufficient situation analysis of a market into ten most serious sins of current marketing. It is demonstrated in three levels of marketing practice:

- unsuitably implemented market segmentation,
- incorrectly specified priorities with market segments,
- absence of appointed managers responsible for particular segment.⁷

It is mainly poor situation analysis and market segmentation lead to bad interpretations and conclusions which is eventually reflected in wrong marketing decisions and low efficiency of invested financial means. From the above stated it is obvious that the key ambition of marketers and marketing should be to offer values to each individual who is part of the market with clearly defined socio-cultural identity. To do it, it is possible to use a whole range of processes for creation and mediation of certain products and service of material or non-material nature.⁸

Within the current knowledge of the issue it is undisputable that marketing has become an integral part of creating the forms and quality of this environment in its historical context and also in social and cultural facts of the present time. The development changes in the areas of economics and politics are also the accelerators of changes in cultural sphere (its various institutional levels), where it is possible to witness a shift from collective to individual, from high culture to culture of every day, personal, etc. D. Pavlů confirms this fact indirectly by claiming that the last decade has been developing with new economic phenomena. They demonstrate new forms of perceiving, travelling,

⁷ KOTLER, P.: *10 smrtelných marketingových hříchů. Jak je rozpoznat a nespáchat*. Praha : Grada Publishing, 2005, p. 24.

⁸ SOLOMON, R., M., MARSHALL, W., G., STUART, W., E.: *Marketing očima světových marketingových manažérů*. Brno : Computer Press, 2006, p. 6.

relationships, spending leisure time, education and communication. ‘Our marketing communication history with its more or less perfect theory and practice creates the present day.’⁹

Not considering the importance of understanding the given socio-cultural environment by marketers rooted in their pragmatism and purposefulness and efforts to enter it actively and reshape it, it is indisputable that its identity represents the key topic of current social sciences. They emphasize the importance of socio-cultural identity in the area of personality culture and also within the analysis of the core of effects of individual cultural elements and their integrating function. The sociologists and cultural anthropologists add to these elements language, symbols, rules, models, norms, myths, religious systems, ideology and own history – of a nation, society, regions, locality¹⁰ Understanding cultural identity rooted mainly in the aspect of methodology of psychological sciences assigns it an emotional dimension of perceiving reality by an individual, his reflexive scale of perception and interpretation of surrounding reality, relationships, etc. Another grasp of the term comes from sociology and cultural anthropology or culturology. It focuses mainly on the method and consequences of applying the norms, values, habits, rituals, symbols, rules, ways of thinking, way of living, etc., on their formal and content aspects.¹¹

The inspiration within the focus of individual scientific disciplines comes from studies by F. R. Murpy, T. Parsons, C. Geertz, T. Eagleton, C. Geertz or J. Kelller. F. R. Murphy specifies culture as a complex system of meanings, values and social norms which members of a given society follow. These are passed from generation to generation via socialization.¹² According to T. Parsons it is necessary to perceive

⁹ PAVLŮ, D., a kol.: *Marketingová komunikace a image*. Zlín : Fakulta multimediálních komunikací UTB, 2006, p. 14-15.

¹⁰ See T. Parsons, F. R., Murphy, T., Eagleton, R., Lawles, A., Fischerová, V., Gažová, Z., Slušná, E., Habiňák, A. etc.

¹¹ See PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : Fakulta masmediálnej komunikácie UCM, 2009.

¹² MURPHY, F., R.: *Úvod do kulturní a sociální antropologie*. Praha : SLON, 2004, p. 32.

culture in its relation to products which were given a particular meaning. He understands a society as a system working on the basis of existing social relations. He emphasizes that the social structure is essential for life of a society. The structure represents a system of patterns decisive for individuals' social relations operating within a social complex and also the norms shared by individuals that represent a value consensus in the given society. Culture is created by 'thoughts, persuasions, emotional reactions and symbols' shared by people within the given society.¹³

Symbolic communication is also considered as basic feature of culture because without it the culture could not develop, spread and it would not make any sense. A man relies upon symbolic communication because by its means he creates ideas about surrounding reality, he learns and adapts to cultural patterns, by its means he is able to survive in a given socio-cultural environment. From this aspect C. Geertz denotes an eculturated and socialized individual as 'an animal hung into the web of meaning which it itself spun.'¹⁴ Only thanks to the impact of symbols can the cultural patterns operate within a society. The society understands and interprets them as instructions of essential importance which are authoritative for behaviour of individuals and groups. However, symbolic patterns are not only manuals or models for acting and behaviour of members of a given culture. They are also factors creating reality by attributing it certain meaning.¹⁵ J. Keller gives practical aspect to symbolic communication because apart from the impact of cultural patterns it is according to him 'means for coordination of present activities, it serves as means for orientation considering the more distant surrounding which is not an accessible immediate experience but it is means of reviving past experience through anticipation and planning of future activities.'¹⁶

¹³ PARSONS, T.: On building social systém theory. In PARSONS, T.: *Social systems and the evolution of action theory*. New York : The Free Press, 1977, p. 23.

¹⁴ GEERTZ, C.: *Interpretace kultur*. Praha : Slon, 2000, p. 15.

¹⁵ GEERTZ, C.: *Interpretace kultur*. Praha : Slon, 2000, p. 68.

¹⁶ KELLER, J.: *Úvod do sociologie*. Praha : Sociologické nakladatelství, 1992, p. 37.

Within the situation analysis it is important for marketers apart from the mentioned factors to identify, describe and analyze the attributes of national, regional and local identity of socio-cultural environment mainly because of two reasons:

- understanding the integrating potential and rate of togetherness,
- understanding tradition and its role in acculturating and enculturating processes.

According to M. Piscová the national identity has played various roles, the most important of which is the integrating one. She perceives it as means of forming solidarity between members of a society on basis of which the sense of togetherness within members of certain social whole originates.¹⁷ A. Fischerová points out a whole range of factors participating in creation of its core. She considers the layer of images and symbols contained in each culture as one of the most important ones. They create the basic image fund of a nation, further on history and knowledge about it, language, its development and process and also the need of self-presentation and communication with the outside environment.¹⁸

The listed premises suggest the sense of togetherness among individuals living within the same community is decisive when identifying with the elements of socio-cultural environment. Each human society is well-equipped to create its socio-culture which is decisive when forming identity of its individual members to constitute their identification features and dominant way of thinking. The identity of socio-cultural environment is also the basic determinant of other identities – individuals, institutions or informal and professional groups. Based on this definition it is possible to consider the identity of socio-cultural environment as initiating and constitutive factor when creating contents of attitudes, values, norms, habits, ways of thinking,

¹⁷ PISCOVÁ, M.: K niektorým poznatkom sociologického výskumu národnej identity. In BAČOVÁ, V., KUSÁ, Z.: *Identity v meniacej sa spoločnosti*. Košice : Umenovedný ústav, 1997, p. 91.

¹⁸ FISCHEROVÁ, A.: Multikultúrnosť, interkultúrnosť a transkultúrnosť cez optiku dejín národnej kultúry a kultúrnej výchovy. In PODOLÁKOVÁ, K. a kol.: *Kulturologia ako akademická disciplína*. Bratislava : ACTA CULTUROLOGICA, 2005, p. 139.

lifestyle, perception, interpretation, etc., forming the collective mentality of a given society. It is obvious that socio-cultural identity conditions the existence of individual cultures; it is a determinant of other identities and a collective product. Also it is indisputable that the knowledge and understanding of forms and contents of cultural elements as well as contexts creating mentality and habitus of a society or symbolic patterns when creating identity of a socio-cultural environment are the basic prerequisites for outline of meaningful and successful marketing strategies.

Taboo of technocratic marketers

Misunderstandings of the emphasis put on a thorough analysis and correct interpretation of effects of individual elements and factors within a social-cultural environment results from the genesis of shaping marketing as a course in teaching professionals (professionals on market behaviour) and later an interdisciplinary science. The beginnings and mainly the gradual establishment of marketing in practice have longer development which may be dated back to the second half of the 19th century. Later development of marketing as a basic academic discipline was conditioned by various needs: development and more detailed market analysis, solution to sales problems and keeping proportionality between supply and sales by training professionals to solve and manage the mentioned processes. According to Cibáková there were first marketing lecture given at some universities in the USA in 1902. But it was after 1920 that its structure as a subject begins to crystallize more clearly. It got into the European university textbooks after the Second World War, in the 50's.¹⁹ Marketing professional have started to play an important role mainly 'with processing market analyses and subsequently also with applying promotional activities of business subjects necessary to overcome competitive communication barriers.'²⁰ Marketing as a

¹⁹ CIBÁKOVÁ, V., BARTÁKOVÁ, G.: *Základy marketingu*. Bratislava : Iura Edition, 2007, p. 19.

²⁰ JEDLIČKA, M.: *Marketingové stratégie*. Trnava : Fakulta masmediálnej

study course originated as a result of market's effects which required specialists in solving various market relations. They concentrated upon problems originating in relation of creating supply, demand, sales and price which they communicated by various ways and means. Situation analysis fell behind both in empirical and intuitive levels within professional preparation of specialists (instructional practice) and in the field of designing and implementation of various marketing concepts.

Nowadays we can say that marketing as a study programme has an interdisciplinary nature, i.e. it uses the knowledge and methods of other branches of science in large extent. Several authors agree with the claim that the application of marketing is preceded by proper knowledge about the market and its segmentation, further on 'characterization of marketing environment, design of marketing strategy and marketing plan, characterization of marketing mix and suitable combination of individual tools.'²¹ On the basis of situation analysis of market environment we identify, analyze and assess factors which might influence the final choice of goals and strategies of an institution. Out of these reasons it is necessary to analyze existing factors, trends and on that basis prognosticate future development.²²

Within the situation analysis of macro environment, mainly regarding research of demographic and socio-cultural environment, the marketers rely upon the knowledge base and methodology, sociology, cultural and social anthropology, culturology and partially social psychology. By the analysis of socio-cultural environment they gain more information about various demonstrations, actions and system of ideas in given socio-cultural setting. They are able to identify and analyze a whole range of cultural values, i.e. value hierarchy, norms, habits, morals, conventions, lifestyle of target or potential groups, their attitudes to official institutions, politics, authorities, subcultures and national minorities, religion and church, sense of humour, marriage,

komunikácie UCM, 2004, p. 12.

²¹ MATÚŠ, J., ČÁBYOVÁ, Ľ., ĎURKOVÁ, K.: *Marketing – základy a nástroje*. Trnava : Fakulta masmediálnej komunikácie UCM, 2008, p. 239.

²² LESÁKOVÁ, D. a kol.: *Strategický marketing*. Bratislava : SPRINT-vfira, 2008, p. 81.

family life and bringing up, ethics, art, hospitality, entertainment, games, fashion, law and norms obedience, perception of time, way of identification, self-identification, interpretation or self-interpretation, hygiene, ideal of healthy lifestyle or impact of gender stereotypes, various aspirations, motivations, etc. Description and analysis of basic elements of culture (language, symbols, rules, patterns, norms, myths, religious systems, ideology, history and national tradition, tradition of a community, region, locality, etc.) and their mutual relation is namely important in order to understand the lifestyle depending on the impact of particular cultural patterns.²³ People act and behave, spend their free time, spend money, present their status, morals, taste, opinions or attitudes towards society, politics or religion or other institutions and authorities according to them. Marketing professionals, who correctly identify and interpret e.g. cultural values and specify their range and rate of relevance are able to create products and service matching to their potential clients. According to Solomon, Marshall and Stuart with this process it is necessary to take into consideration other factors as well, i.e. class membership of customers (social stratification), definition of reference group of people that the consumer would like to fancy or social conformity.²⁴

Several authors point to the insufficient comprehension of the importance of socio-cultural environment analysis in majority of companies, its underestimation and elementary ignorance of examined elements and research approaches and methods.²⁵ According to P. Kotler researches are unilateral, professionally unmanaged as they focus more on demographic than on socio-cultural environment. To large extent they apply descriptive not analytical procedures and incorrectly specify the priorities of examined elements. Results of such unprofessional procedures are unilateral analyses conclusions of which do not correspond to reality and their information value is

²³ HABIŇÁKOVÁ, E.: *Kultúrne obsahy v kontexte interkultúrnej komunikácie*. Trnava : Fakulta masmediálnej komunikácie UCM, 2013.

²⁴ SOLOMON, R., M., MARSHALL, W., G., STUART, W., E.: *Marketing očima světových marketingových manažérů*. Brno : Computer Press, 2006, p. 148-151.

²⁵ See P. Kotler, D. Pavlů, V. Cibáková, Z. Slušná, H. Pravdová, etc.

misleading, far away from real data about market segments.²⁶ It is a fact that examining demographic factors is very important because it enables us to notice possible demographic changes and trends (such as the development of age, education and ethnic structure, number of households, their income, consumer behaviour, population density, etc.) At the same time it represents primary information basis for subsequent research of socio-cultural environment and functions as one of the most important criteria for segmentation of target groups on a given market. Marketing strategies mostly emphasize the fact that individuals might be grouped into certain segments with identical attributes within lifestyle. However, according to Solomon, Marshall and Stuart is such an approach too global as it does not consider various cultural layers and elements which significantly determine the characterization of examined environment. The problematic nature of the analysis lies in 'demographic characteristics such as age and income; they reveal to marketing professionals which products people buy but they do not say why. Two consumers may have the same demographic characteristics. However, they are absolutely different... therefore it is necessary to extend consumers' profiles according to their passions and way of spending free time.'²⁷

It is not easy to understand how value system, religious belief, norms, habits, rituals, gender roles, lifestyle, etc. in individual cultures influence the purchasing behaviour, decision making and consumer preferences. Within the implementation of the research of socio-cultural environment there are two basic factors which cause its low quality:

- taboo in educational process (resulting from misunderstanding and underestimation of the issue – its exclusion or elimination in education),
- taboo of competencies of technocratic marketers (poor quality of personal product – a professional – marketer as a result of

²⁶ KOTLER, P.: *10 smrtelných marketingových hříchů. Jak je rozpoznat a nespáchat*. Praha : Grada Publishing, 2005, p. 24, p. 25-27.

²⁷ SOLOMON, R., M., MARSHALL, W., G., STUART, W., E.: *Marketing očima světových marketingových manažérů*. Brno : Computer Press, 2006, p. 146.

educational process, who is not able to analyze given socio-cultural environment professionally).

The prerequisite for creating technocratic marketers is the objective difficulty to acquire knowledge base (terminology, definition frames and theoretical concepts) and consequently description, problematic measurability and not precise interpretation and assessment of individual elements making up the socio-cultural environment. 'Culture of environment influences the whole business activity in a relatively unnoticeable way and causes difficulty in measuring it...A businessman does not have to pay attention to it or accept it. However, his success in business activities does not have to be big due to these reasons.'²⁸ The researchers therefore agree that professionally implemented socio-cultural analysis ranks among the most difficult tasks which have to be solved among one of the primary and most important tasks when entering a market.²⁹

On the other hand the educational and marketing practices often deny this thesis. In case of educational process it is marginalization or even tabooization of some courses/subjects (absence of adequate compulsory courses which would mediate sufficient quality and range of knowledge including methodology of research of given issue. See structure of compulsory subjects in teaching marketing at Slovak universities at individual levels.) The result of such a situation are marketing studies taken form practice in which analyses of socio-cultural environment often do not correspond to reality and condition false conclusions important for outline of marketing strategies, plans and decisions.

Conclusion

In the introductory part of the paper we have claimed the current marketing practice does not need the category of technocratic marketers

²⁸ CIBÁKOVÁ, V., BARTÁKOVÁ, G.: *Základy marketingu*. Bratislava : Iura Edition, 2007, p. 79.

²⁹ Compare Kotler, Solomon, Marshall, Stuart, Cibáková, Bartáková, Čihovská, Čihovský, Matúš, Čábyová, etc.

who are not able to analyze the socio-culture in a thorough and detailed way resultant of which are false interpretations of individual cultural elements and miscomprehension of complex mentality and identity of socio-cultural environment. Marketing practice needs mainly educated and critically thinking, thorough analysts and at the same time creatives in one person who are able to identify short- and long-term trends in development of socio-cultural formations and subsequently turn them flexibly into a vision and on the basis of correct decisions implement in practice. The presented reasoning on basis of which we have reasoned formulated premises confirmed that the knowledge of the issue, thorough, deep and detailed analysis, usage of adequate research methods, comprehension and creative use of conclusions of the analysis should play in marketing strategies, plans and decisions the essential role. The listed facts prove the difficulty and multilateralism of current late modern culture in which tangles of various cultural elements, patterns and differentiated lifestyles changing in a dynamic way meet. From the viewpoint of marketers and their interests it means that the habits, interests and attitudes of consumers keep changing in a dynamic way which they producers and marketers are not capable of reflecting and comprehending. Among the competencies of a professional, a marketer there should be a permanent and complex analysis of cultural elements through special methods and tools. Only in this way it is possible to decipher socio-cultural environment and successfully predict relevant trends from the aspect of marketing goals. A technocratic marketer is able neither to decipher nor to predict as he lacks essential knowledge base. The ideal of a successful, flexible and well-informed marketer should apart from mentioned criteria meet the one of specific detached view. He should see the outside world and events as a professional because he knows that the sphere of marketing activities can not be separated from the influence of elements, habitus and mentality of socio-cultural environment.

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DESIGN IDENTITY 2013



Design often compels to think about certain phenomena of objects in society, only in its final form and more in its aesthetic or artistic expression. Inherently, design is not just creating the thing of beauty or visually appealing, but mainly the functional one. That is to be done in the broadest sense. Modern perception of design is mainly supposed to act functionally, towards the everyday needs of man, from early grasping a cup of coffee, reading an e-mail via phone, using cutlery, through picking up a car and moving to work without any adverse traffic conditions, until nonstop communication via social networks with family and closest friends. Every sphere of human being requires fulfilling human needs by the most optimal way and by a suitable and ideal solution for the given situation. A person comes into close contact with design in every bit of life, which is either offered as a final solution or eventually, he may himself enter into this process and simply „redesign“ the facts which matter for the better. And that is just the section entitled Identity Design, seeking to uncover the unique functional solutions, where design plays an important role and without human intervention, it would be impossible to carry things. If it comes to mobile application design for easy access to information outside the home, web design solutions to simplify the bureaucracy in offices, industrial design and simplification of technical and aesthetic approach, design of products for specific target groups, packaging design for better handling and use of products, graphic design, working environment design etc. Simply achieve identity design - the sum of all elements, needs of a man to one functional and attractive unit.





DESIGN ART: THE BASTARDISATION OF THE DESIGN

Katarína Šantová

Abstract

What are the requirements of good design? Design should be: functionally useful, universal, ergonomic, economic, and aesthetic and should be “*as little design as possible*”¹, as one of Dieter Rams’ mottos says. Design Art is the notion used in new millennium for the purpose of the identification of the objects designed by educated designers who break “the rules”. Design Art comes mostly from the production to the museums and private collections, is the result of an experiment with the material and does not necessarily work properly. The key topic of the article is an inspiration made by the quotes of theoretician James Zemaitis who talks about bastardization and looks for the boundary between art and design in his theses. The article brings particular examples of the products that can be specified as Design Art and have become the subject of the discourse because they have moved the boundaries of design definitions.

Key words:

Design. Design Art. Prototypes. One-offs.

What is Design Art?

Design industry has gone through significant changes in the past decades. The notion “design” has become frequented because of its broad scope. This notion is often replaced by the notion aesthetics. Contemporary media, beginning with press and ending with Internet and general public, manipulate with this word as with something modern that will straightly speak to the customer. What is aesthetical, is of “good design”, according to them. We interfere with even more inaccurate interpretation: what is beautiful, is of good design. Actually, general public does not understand wide and complex scope of this in-

¹ RAMS, D.: Omit the Unimportant. In GORMAN, C. (eds.): *The Industrial Design Reader*. New York : Allworth Press, 2003, p. 209.

dustry. Design mostly means image for them. Theoretician Donald Norman sees the reason of bad design in “*the production of design only because of the interest in design*”².

Norman formulated particular steps of criteria that precede the production of good design:

- market research done by anthropologists,
- product scheme done by the team of industrial designers, engineers and professionals in the field of human factor,
- rapid prototyping realized by industrial designers, modelers, artists and programmers,
- product testing by the user, under the supervision of psychologist would be the best,
- making a list of product manual.

There are more extremes in design. The first one divides the society into receivers and producers. Design consumers are the category greedy for the latest versions of some product, which older model worked properly, but was simply “overused”. The others are those responsible – producers. Critic David Pye speaks about the responsibility of designer in his essay with the same title: “*It’s difficult to apologize, if somebody designs the objects that don’t work as it should, based on the fact that their aesthetical value is more important than their functionality*”.³ However, designer (unfortunately) has creative power. He has the possibility to define the ways, how to influence the lives and this is related to the responsibility that he holds for his products. Design is, similarly as many other social disciplines, the subject to the redefinitions that do not avoid neither contemporary postmodern period characterized by dynamics, hybridization and rapid growth of innovations in the sphere of technologies. We could say that the aim to reach designed goals is confronted with dictation of requirements of price, function, process, interface and technological systems, namely by the work in 2D, 3D and even 4D dimensions. Other two extremes

² NORMAN, D.: Time for a change: Design in the Post-Disciplinary Era. In GORMAN, C. (eds.): *The Industrial Design Reader*. New York : Allworth Press, 2003, p. 231.

³ PYE, D.: The Designer’s responsibility. In PACHMANOVÁ, M. (eds.): *Design: aktualita, nebo věčnost?*. Praha : Vysoká škola umělecko-průmyslová, 2005, p. 23.

bring designer's profession itself. On one hand, there are designers working in almost virtual space, containing calculations of CAD programs. Another extreme are designers who produce final product by their hands in a studio by technical processes that are proved within the centuries. Special category are designers who produce “*virtually absurd objects with no function*”.⁴ The process of classification of these products and their authors into one of the categories that determine art critics and theoreticians is becoming difficult. If the products are not completely working, is it about the design itself? Can we integrate them into the art, if the producers are not educated artists, but designers? If there is a product made by new technologies (and by experimenting with them) within society, it means the searching for new categories of its classification and new ways of its sale, thus even the creation of new notions with which we can name it at the same time. Jan Michl expresses his opinion of the need of the notion that “*is able to cover more than the notion design*”⁵ in his publication *Functionalism, design, school, market*.



Picture 1: Blow away vase, design: Studio Front

Source: *Design products*. In: *DESIGNFRONT.COM* [1.11.2013] Available from: <<http://www.designfront.org/category.php?id=64&product=176>>.

⁴LOVELL, S.: *Limited edition – Prototypes, One-offs and Design Art Furniture*. Birkhäuser GmbH, 2009, p. 7.

⁵MICHL, J.: *Funkcionalizmus, design, škola, trh*, Praha : Barrister and Principal, 2012, p. 10.

According to theoreticians and approved methodologies, design should satisfy certain criteria (functionally useful, aesthetic, ergonomic, economic...). However, contrary of the architecture making non-art of itself in recent years and ended in transferred functionality at the expense of pleasing feeling (we have respect for and feel of pressure of high air-conditioned glass buildings rather than the feeling of comfort), contemporary (mainly European) design is a balancer somewhere between a science, experiment and art. We can follow the recession of ergonomics and functionality in the latest trends, for example of furniture, and better access to originality of the creator – designer. Cumulation of still higher numbers of qualitative aesthetical objects of this kind had an influence of the creation of unique category unofficially defined as Design Art. This term was used by Alexander Payne, director of designer’s section of auction company *Phillips de Pury & Company* for the first time in 1999. His aim was to provoke the discussion at the beginning of the millennium. Payne found minimization of the barriers between design, art and architecture and got the feeling that they are merging into one, new type. He began to mark contemporary objects by this term, Design Art; it was mainly about the prototypes and so-called one-offs (products of just one piece) in order to attract the media, collectors, buyers and public by them. However, this term met the criticism mainly from the side of artists (whose production shouldn’t be functional at first) and on the other hand, designers (who produced “regular” functional design). Payne was publically forced to call off his original statement in 2008. According to Sophie Lovell, design theoretician, the term Design Art is, however, used till now to mark design prototype. James Zemiatis, critic and director of auction hall *Sotheby’s*, doesn’t agree with this statement: “*This term (Design Art) sounds as a bastardization to me. We distinguish the art and we distinguish the design. Design can be created in limited edition, such as art, but Design Art is simply not the right term.*”⁶ Michl expresses his opinion to this topic: “*Designer’s contribution is the result of purposeful, meaningful, sophisticated and*

⁶LOVELL, S.: *Limited edition – Prototypes, One-offs and Design Art Furniture*. Birkhäuser GmbH, 2009, p. 120.

planned activity, not of a coincidence"⁷. Exactly the coincidence, often not certain result and experimentation are characteristic features of Design Art.



Picture 2: Smoke series, design: Maarten Baas

Source: *Design products*. In: WALLPAPER.COM [1.11.2013] Available from: <<http://www.wallpaper.com/courvoisier/maarten-baas/1808>>.

Contemporary course of events in design cannot be considered as an absolute anarchy. We can mention an examples of an authors of radical design stream (*AntiDesign Movement*) of 60s or Sottsass' stage in *Memphis* movement and out of it later. Richard Shed talks with regard to the searching of Design Art parallel in the history of design and finds it in the mentioned group *Memphis* during the discussion *Where does design end and art begin?* at the conference *Design Council: "Both movements (Design Art and Memphis) are available only to minor percentage of the country and are controversial at the same time. They started the debate we holds now"*⁸.

⁷ MICHL, J.: *Funkcionalizmus, design, škola, trh*, Praha : Barrister and Principal, 2012, p. 11.

⁸ SHED, R.: *Intersection 07: where does design end and art being?*. [online]. Edition quoted in Design Council. Available from: <<http://www.designcouncil.org.uk/resources-and-events/designers/intersections-071/intersections07/design-and-art>> [2013-11-01].

However, Shed finds differences. According to him, Memphis group had a strong moral ground, mainly because their members were artists, theoreticians and designers and its production, not being attracted by all, has been preceded by justification, reasoning of the project. *Memphis* was characterized by colorful, ironizing objects that became representative examples of postmodern in design, but also in art. Sottsass compared this movement to hard drug that we cannot use too much. If our interiors were created with the *Memphis* products, we would be longing for simplicity, of which Rams talked, after short time. Sottsass wanted to connect an art with design and his response should be a reaction to so-called black-box design being produced massively at the end of 70s. Can we consider Design Art as a reaction to so-called black-box design that is currently shown by Apple products? Indeed, Shed finds a parallel of Design Art even in fashion industry. Design Art is some *haute couture* of the design (maybe it's about new movement or simply a fad). Speak nothing about the principle of sales value of the name which will make the brand later. Michl describes the process which precedes it in the chapter *To See the Design as a Redesign*. Designer becomes famous thanks to media, because he, for example, win prestigious prize. Thereby his name get “*the ability to confer higher artistic and sales value for the product*”⁹.



Picture 3: Concrete stereo, design: Ron Arad

Source: *Design products*. In *VAM.AC.UK* [1.11.2013] Available from: <http://www.vam.ac.uk/content/articles/p/post-modernism/>.

⁹ MICHL, J.: *Funkcionalizmus, design, škola, trh*, Praha : Barrister and Principal, 2012, p. 43.

There is one difference between the history that is seemingly repeated and present moment is in the position that interests the public and mainly university background towards this anarchistic production. Sottsass became “rebel” after he “served his sentence” in the form of functional design designed for mass production. He afforded to cross borders in his older age and after years of experience. Similarly, other Italian designers of 60s whose designs were definitely not accepted with the criticism. On the contrary, it took longer while public and historians mapping the history of design used to the crossing of the borders and while they recognized that the streams similar to studies such as *Alchymia* or *Memphis* are design too. Dieter Rams and BRAUN products represented good design fulfilling all the necessary conditions at that time period. Whatever that didn’t match the criteria, simply, couldn’t be considered to be a design. Why did it finally change and such category moved its limits, is questionable. The reason could be functional exhaustion. Why we should take the simple road, if we have so many other possibilities. The problem of contemporary Design Art is that universities and academies start to accept it. Even trade fairs and museums accept it. And that is a fundamental difference in comparison to the history. The most influential center of European Design Art is designer academy in Dutch Eindhoven. Instead of leading the students to understanding “*the terms of creation and originality in connection to art and technical problems and tasks*”¹⁰, they are given diploma in design, but the final defense of their thesis is in the form of so-called statement – “*address less terms of student’s own ego*”¹¹. It’s rather an author’s design having closer to free art than to product design. Product designing is more about author’s own contribution than about filling author’s needs. Similarly, even Michl reflects to this topic: “... *design students and many other practical designers seek to move their professional identity closer to identity of autonomous artist, further from the fact that their work has the character of utility production*”¹². Product marketing having an illusion of author’s design, thus the pro-

¹⁰ MICHL, J.: *Funkcionalizmus, design, škola, trh*, Praha : Barrister and Principal, 2012, p. 45.

¹¹ Ibidem, p. 45

¹² Ibidem, p. 43.

duct, made by the only person, is more successful. Therefore, these products, having the role of everydayness, are based upon the pedestal of art work. Even public activities influence these products. They even influence public opinion, so we can talk about the influence on the new type of consumer of 21st century. Maybe the most important is *International Fair of Furniture in Milan (Salone Internazionale del Mobile di Milano)* taking place from 1961. Professional jury choose approximately 700 rookie design stars annually. *100%Design*, an international interior design show characterized by presentations of various beginning studies, let's say, of an alternative character, takes place in London from 1994.

Let's try to summarize the features that identifies Design Art:

- It's mostly about limited series.
- Final product is an experiment.
- Functionality and ergonomics is not a priority.
- The most modern technologies and materials are used the most.
- They are accepted as design products by critics (they are exhibited e.g. at International Fair of Furniture in Milan etc.).
- They are recognized as utility product by the costumers.
- Critics and consumers deal with Design Art objects mostly as with an art (auction, antiquarianism).
- Products are sent directly out of manufacture to the museums and not to the households.
- Object authors are educated designers (they know the methodology and theory of design).
- Are not price-available, but "high cost" products.

The question is, whether the designer has to necessarily be an artist. Statement, that he doesn't have to be, is supported by the theory of David Pye in the fact that the design "*always implies the problem solution hidden in itself*".¹³ This statement can be disproved by other statement that even art implies the problem solution in itself. The problem that is exclusively the matter of an author. In another part of an essay, Pye negates himself when he claims that "*the world shouldn't*

¹³ PYE, D.: The Designer's responsibility. In PACHMANOVÁ, M. (eds.): *Design: aktualita, nebo věčnost?*. Praha : Vysoká škola umělecko-průmyslová, 2005, p. 25.

accept the designers who are not an artists, even designers who do not want to think hard".¹⁴ There's a danger of "*prostituting oneself*"¹⁵ at the same time. Designer, handling exclusively the form, artistic aspect, according to client's wish, becomes a slave executing "*an activity of lower category*."¹⁶

Analysis of Design Art examples

Ron Arad is the first example of the designer who fits the Design Art definitions. We can even say that he is the father of this branch because his personal fame has all the attributes of an artist. His production has aspects of an art, but is functional too. From the other point of view: his works are too functional for being a top art and has the features of sculpture and "price-unavailability" at the same time what makes him the representative of good design just with difficulties. Ron Arad is, such as Memphis, representative of postmodern wave intervening the design at the beginning of 80s. Arad has begun the production of his designs in his own studio with corresponding name *One-off*. Besides the furniture, one of his most known products became *Concrete stereo*, surprising by its functionality.

¹⁴ PYE, D.: The Designer's responsibility. In PACHMANOVÁ, M. (eds.): *Design: aktualita, nebo věčnost?* Praha : Vysoká škola umělecko-průmyslová, 2005, p. 25.

¹⁵ MICHL, J.: *Funkcionalizmus, design, škola, trh*. Praha: Barrister and Principal, 2012, p. 42

¹⁶ Inbidem, p. 42.



Picture 4: Cinderella table, design: Studio DEMAKERSVAN

Source: *Design products. In: CUINCODE.COM [1.11.2013] Available from: <<http://cunicode.com/cinderella-table-by-demakersvan/>>.*

Dutch studio Demakersvan is another case. Their product *Cinderella table* is a final student's work one of its members. Jeroen Verhoeven was inspired (according to him) by the peak period of Dutch furniture and has chosen two types of furniture, the table from 17th and the commode from 18th century which are in the collection of Stedelijk Museum in Amsterdam. He interconnected front views of silhouettes of these furnishings later in computer. Wooden table is the result. It's made by 5 axis milling. The table has been made in limited edition of 20 pieces of which the most had been sold directly after the production for the collections in museums of art and design all around the world (e.g. for MoMa). The price of one piece varies around 270 000 Euro. In spite of aesthetical aspect of the product that is undoubtedly innovative in its thought and realization as well as experimental asset that should be the part of designer "rambling", *Cinderella table* does not fulfill fundamental design requirements: the object, as the table, is non-functional and not ergonomic. For example, its upper part is made by round, curved board and when we wanted to use the table in our office on a daily bases, rolling pen falling down on the ground would make us nervous probably.

Tomáš Gabzdil Libertíny, Slovak designer, Design Academy graduate in Eindhoven has been successful in the field of Design Art by one of his honeycomb vases. Libertíny made a form and the object itself has

been made by 40 000 bees “instead of him”. The while process took about a week. *Honeycomb vases* were sold for museum collections almost immediately.



Picture 5: Honeycomb vase, design: Tomas Gabzdil Libertiny

Source: *Design products. In: Z33.BE [1.11.2013]* Available from: <http://www.z33.be/en/artists/tom-s-gabzdil-libertiny>.

Art Design atelier is one of the VSVU Bratislava department, head by František Burian. Burian is one the graduates of “classical” Zlin school. His work in the field of industrial design consists of more remarkable projects, however, he became artistically more mature at the end of 80s when he produced collages, assemblages and designs in one that are characteristic for his work till now. It’s about author, we can say conceptual design that has nothing in common with “strict” requirements set on industrial products of everyday use. On the contrary, these two terms of his work are contrary to each other. It seems as exemption from the regime brought the freedom to the production. He presents fictions at his exhibitions at the turn of the millennium, as proofs of the fact that media presentation of the products is greater social support than their material existence. Burian is beside of “the old school” and makes readymades buying its components in supermarket, illuminate, and shoot them, digitally shape them and although objectively they are not real and it’s not possible to use them, he’s talking about them as about design.

Burian’s influence is remarkable in the production of Slovak studio *Comunistar* whose members are partially graduates of *Art Design*

atelier. Comunistar cross the borders of design understanding in our region and their objects are rather exceptional, close to pop art (e.g. *Pen Stand* – stand for pens having the shape of naked woman's silhouette). Another example is author work of one of the members, Marián Laššák, named *Home*. “*The shape of candlestick is inspired by trivial tool for cleaning of overstocked drains in the households. In spite of this it can be used during festive dinner*”.¹⁷



Picture 6: Home, design: Marian Lassak

Source: *Design products. In: MARIANLASSAK.SK [1.11.2013]*

Available from: <http://www.marianlassak.sk/product_design/sk/home.htm>.

We could compare the relations of art, design and Design Art to the relation of country and river. There is the country of modern art on one side of the bank – matter of “lazy” master creators who “force” their inhabitants to think. On the other side of the bank is the country of design. The results of thinking of objects’ authors get to its inhabitants – those objects are the most simple and comfortable for use. The inhabitants of the country of design don’t have to do anything. All they need to do is to press ON/OFF. They observe how the inhabitants opposite of them sweat and fret about something, how they try to

¹⁷LAŠŠÁK, M. [online]. Available from: <http://www.marianlassak.sk/product_design/sk/home.htm> [2013-11-0].

consume weird, ugly, flashing, and unpleasant things for the first sight that they call (modern) art. There is raft of Design Art floating somewhere between them. The question is, why Design Art cannot be the bridge in such comparison.

Design Art balances on the edge, it's maybe art, but it doesn't meet the criteria of design for sure. Possibly, it joins the features of both, or it's nothing and wants to be engaged. Whatever is the case, the objects of these authors can definitely not be overlooked and initiate a discussion. They fall within the aesthetics of everydayness that was defined by Austrian philosopher Konrad Paul Liessmann in his publication *Univerzum věcí*: *“Truly “beautiful” things of the life are characterized not only by nice or extravagant design, are not only elegant or exciting, smart, original, but they are really “beautiful” sciences too when they brighten up everydayness of common days—say at the bounds of fake – and impart the shine of technical, communicative and social functions of everydayness that flatter not only our senses and satisfies not only our style, but make us feel what does it mean to live happily for at least moment.”*¹⁸

¹⁸ LIESSMANN, K.P.: *Univerzum věcí*. Praha: Academia, 2012.p.30

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PERCEPTION OF THEIR PHYSICAL “DESIGN” OF CZECH CONSUMERS

Ondřej Pešek

Abstract

The paper deals with attractiveness as a phenomenon of contemporary society and modern time. It describes the reasons for concerning with this problem, which documents by works of famous sociologists, psychologists and their researches. Subsequently, the results of a part of extensive research on relationship to physical attraction of Czech consumers are presented.

Key words:

Attractiveness. Ideal of beauty. Mass media. Perception. Research.

Introduction

„Both sexes - if women were allowed to choose - would have not chosen their partners according to their mental charms, property or social status, but almost exclusively by external appearance“. This statement of Charles Darwin (1871) expresses the idea of how important and significant physical attractiveness is for their own sake and their surroundings.

Especially in recent years has been often discussed the topic of media influence on the perception of ideal beauty and critical assessment of individuals attractiveness. Recently, the demands on the human body have changed considerably. Our mothers and grandmothers bodies were considered primarily as a tool for survival and were used for reproduction and preservation. Everything was fine as long as their body was healthy. Today's woman, however, considers the body as an object that other values and that she can change and shape. Being healthy is not enough today. Our culture has created the myth of the perfect body, which means that we are ashamed for our mistakes and often underestimated. Surveys show¹ that the perception of both

¹ WYKES, M., GUNTER, B.: *The Media & Body Image: If Looks Could Kill*. Trowbridge : SAGE Publications, 2005, p. 2.

female and male body deteriorates over time. In 1985, three out of ten American women were dissatisfied with their physical appearance, but in 1993 it was every second woman. In this respect, people are less free today than our parents or grandparents and have become slaves to their own body. In order to look younger and more beautiful and slimmer, they are changing their consumption habits, dieting, buying a lot of cosmetics, using the services of wellness and fitness center, solarium and lately increasingly undergoing various aesthetic and cosmetic procedures. For this reason, it is interesting and useful to look for interconnection between human beauty and marketing (the economic point of view).

Design that sells

Physically attractive people, i.e. people with an attractive body “design”, are expected to have a better personality traits, better life, are socially more desirable, occupy important places, find their partners earlier and have happier marriages and are generally happier. Previously, the thickness was as considered as a symbol of success and wealth, fat were considered good-natured, cheerful, optimistic and friendly. Our current culture attaches to fat people unattractive features of indifference, weakness or laziness².

According to the psychological theory of social comparison, men and women shape the idea of how they should look like depending on the physical ideal submitted to them by media.

This idea is “insided“ and then compared with the image they have around themselves. Given that the body presented in media displays largely unrealistic proportions, readers/viewers can never win in this comparison. Thereby, their mental frustration and dissatisfaction with their own bodies grows. The result may be an eating disorder, self harm, too many aesthetic treatments and operations, etc³.

² FIALOVÁ, L.: *Body image jako součást sebepojetí člověka*. Praha : Karolinum, 2001, p. 47, 48, 99.

³ GROGAN, S.: *Body image: psychologie nespokojenosti s vlastním tělem*. Praha : Grada Publishing, spol. s r. o., 2000, p. 89.

Because beauty treatments are services that are provided by individual aesthetic center, we can say that the design is also a service similar to commercial products where design is a service provided by the designer or designers of the contracting authority.

A variety of media and advertising on television, in magazines and on billboards bombard us every day, telling us that we are fat and “tired of life”; people have no chance of success or entitlement on luck. Hollywood actresses and models convince “the ordinary” to become the same as they are themselves. Presentation of the unattainable ideal of beauty is from the position of cosmetic campaigns a strategic move: these ideals are to motivate women to procure additional cosmetics and try to get close to this physical ideal⁴.



Picture 1: Advertisement on mineral powder L'Oréal

Source: <http://www.beautyscene.nl> [22.10.2013].

The media industry is a product of television work, which is also made up of content from a significant portion of the main characters, which

⁴ DOUBRAVOVÁ, J.: *Jak skutečná je krása v médiích*. [online]. Available from: <<http://strategie.e15.cz/zurnal/jak-skutecna-je-krasa-v-mediich>> [7. 10. 2013].

often will determine whether a film or series will be successful in the eyes of their audience. For a generation of young women, which is also the generation that most concerns how they look, arose series, whose main heroines are regarded as the epitome of beauty, for example *Sex and the City*, *Friends*, *Ally McBeal*. The creators of fairy tales to attract the child viewer / listener / reader, are also trying to capture a pleasing face, which mostly have positive qualities. They then triumph over evil ugly beings. This was perfected by the production of The Walt Disney Company. Think of the beautiful *Snow White* (1937), *The Little Mermaid* (1989), *Beauty and the Beast* (1991), etc.

Attractiveness is today a magnet for our consumers, viewers, voters and potential partners. As you can see, design sells...

Psychological and Sociological Approach to Attractiveness

The past century has brought connection between physical view and social sciences. In 1920's described as the first manifestations of body image and its perception in the context of sociology and psychology an Austrian psychiatrist and neurologist Paul Ferdinand Schilder. In his *Vision and The Appearance of The Human Body* (1950) he shows the relationship between the perception of one's own body and interaction with the outside world. That is how people evaluate their body and physical appearance, correlates with cognitive aspects of our own experience but also the desire and expectation of the people around them. This means that we are comparing proportions in a given culture at a given time, etc. with others who we think are attractive, and we try mimicking them. A big role here play the existing stereotypes, just accepted paradigm of ideal and constantly updated media images. These stereotypes describe how perfect and beautiful man/woman should ideally look like. Beauty is subject to certain standards. In Western cultures, women are compared to the ideal of women more than men and there is quite a consensus of opinion on who is and who is not attractive.

In the socio-cultural context of the issue of the attractiveness of the body gives insight Susan Bordo (2004), for who the man, as a

creature, becomes part of the culture at the moment when sex and race are determined. Presenting of the body is for her a tool for creating and managing power relations. Attractive appearance as a physical expression of social status can be found in many scholarly works. According to some, is a defining feature of position in society and between classes, there is a different approach to the care and cultivation of the body⁵. Others see physical beauty as a tool to control the other sex⁶. Current authors and scientists researching in the field of social psychology considered as an element of the physical structure of the present society, which collects experiences and feelings, the human body has a significant social value, the subject of commercial interest, and its status is a reflection of the ability to absorb everything that today's consumer society offers^{7,8}.

Many researches talk about how it really is useful to monitor the attractiveness and beauty of humans as part of sociology - as a science - and in relation to social interaction. Physical attraction is often influenced, whether as a result of our consciousness or unconsciousness, by social contact. „Beautiful and attractive people today have various advantages”, enjoy greater credibility, easier get acquainted, go by the rules “what's nice is also good” they are attributed positive traits and abilities⁹ and a greater level of competence. Interpersonal attraction guarantees a greater likelihood of getting sympathy, since external appearance is the first information, which can be get within a few seconds about a man. According to an expert on the behavior and rhetoric, Alena Špačková, it is very important to get first impression right. Every listener will form it within a few minutes, and then takes up to half a year before inducing their communication partner to change their mind – if they even ever get this chance¹⁰. Fialová in her book (2001) lists the personal characteristics that may derive

⁵ BOURDIEU, P.: *Nadvláda mužů*. Praha : Karolinum, 2000, s. 11, p. 25.

⁶ FOUCAULT, M.: *Dohlížet a trestat*. Praha : Dauphin, 2000, p. 58.

⁷ GROGAN, S.: *Understanding Body Dissatisfaction in Men, Women and Children*. Routledge, 2007, p. 113.

⁸ BAUMAN, Z.: *Úvahy o postmoderní době*. Praha : Slon, 1995, p. 86.

⁹ CASH, T. F., PRUZINSKI, T.: *Body Image: A Handbook of Theory, Research, and Clinical Practice* (Paperback). The Guilford Press, 2004, p. 23.

¹⁰ ŠPAČKOVÁ, A.: *Moderní rétorika*. Praha: Grada, 2009, p. 45.

from the external appearance. The most basic include temperament, level of education, social status, character and behavior, moral values, education and financial situation of the individual.

Results of some researches show:

- Handsome children already receive positive feedback and are socially reinforced, are sought out by other children. This strengthened their confidence¹¹. Classmates, teachers and parents have better approach to them and have higher expectations for their results, which may result in higher performance for these people. Other children are trying to balance this aspect by character traits and performance criteria.
- Attractive children are considered less likely for anti-social behavior. Their offenses are judged more leniently and punishments are more benevolent than the same offenses committed by children considered less attractive¹².
- With attractive people are communicated more openly, with more interest and concern, even informally to induce a positive response (experiment can be seen on Youtube, 2009).
- Handsome job seekers are more likely to be admitted. “Regular“ man needs to send twice as many CVs then as an attractive one to have a chance of getting a response¹³.

Primary Research

The following text presents a part of results of an extensive research on the perception of ideal physical beauty and self evaluation. For this purpose was used a questionnaire, which was split into several parts and includes issues affecting the attractiveness of figures and faces of both women and men, approach to their own body, that is the active in-

¹¹ LANGLOIS, J. H. a kol.: *Maxims or myths of beauty? A meta-analytic and theoretical review*. In Psychological bulletin, 2000.

¹² DION, K. K., BERSCHIED, E., WALSTER, E.: *What is beautiful is what is good*. In Journal of Personality and Social Psychology, 1972.

¹³ RUFFLE, B. J., SHTUDINER, Z.: *Are Good Looking People More Employable?* Working Papers 1006, Ben Gurion University of Negev, 2010.

gradient of personality, body image, media influences opinions on the links between consumer behavior through relationships and attitudes to brands of cosmetics, fashion, etc.

Research Methodology

To design the questionnaire were used direct questions at the level of declarations, which were most often closed questions with multiple answers in preformulated set of answers without the possibility of open choice. To complement the findings and other related issues, were also used open-ended questions of projective character that had in some cases also check function. Semi-open questions were implemented as a combination of closed and open questions, offering pre-formulated proposals with the option of adding respondents own variations, often offered “Other ...”. Four level scaling system was used as well.

For data acquisition was chosen as a method questioning, and it is the combination of written, electronic and personal interviews. The sample of respondents was determined by the modified method of sampling points (sample points) with a large number of interviewers. Quotas were applied for gender and age of respondents.

Research was attended by 1,409 respondents.

Results

In the introduction to the questionnaire were questions investigating the perceived ideal of beauty by showing celebrities that respondents considered attractive. To attractive female celebrities responded 1,334 respondents. They reported a total of 2,634 names. If this number is adjusted for repeated names, it's a total of 451 different female celebrities.

Since there was no restriction on the number of names, this question can be analyzed and interpreted in two different viewpoints - the total number of persons and the names in the first place, so called Top of Mind. As top 7 most attractive women were ranked:

1. Angelina Jolie 173
2. Jennifer Aniston 114
3. Lucie Bílá 79
4. Julia Roberts 72
5. Jennifer Lopez 54
6. Jessica Alba 51
7. Penélope Cruz 51

Mentioned in the first place were 294 different female celebrities. Among the seven most attractive women on the spot Top of Mind were included:

1. Angelina Jolie 125
2. Jennifer Aniston 72
3. Lucie Bílá 56
4. Julia Roberts 44
5. Marie Rottrová 29
6. C. Zeta-Jones 28
7. Penélope Cruz 28

As you can see, the first four places remain for both evaluation methods the same. At other places some names remain, but in a different order, some (Jennifer Lopez, Jessica Alba) are not dominantly settled in the minds of respondents and thus did not make it to seven and some women (Marie Rottrová, Catherine Zeta-Jones) are more pronounced, and although they did not place in the overall standings to 7th place, they are already in Top of Mind.

As the ideal of female beauty respondents chose Angelina Jolie, who reached from all the women over 6.5 % and the Top of Mind almost 9.4 %. The difference between the number of “votes” from all positions and appointed the first female is not so obvious, so we can say that this celebrity is a prominent personality in terms of the perception of attractiveness.

Generally, the typical external signs emphasize very slim medium-high to high height with more advanced proportioned figure, long dark hair that optically darken the skin, expressive eyes, a narrow face, high cheekbones, full lips, long neck.

To attractive male celebrity answered 1,294 respondents. They reported a total of 2,427 names. If this number is adjusted for repeated names, it's a total of 443 different male celebrities.

Even here respondents had an opportunity to place multiple names, so the evaluation is divided into two parts. The order of the first 7 most attractive men of all positions is:

- | | | |
|----|----------------|-----|
| 1. | Brad Pitt | 237 |
| 2. | George Clooney | 181 |
| 3. | Johnny Depp | 121 |
| 4. | Richard Gere | 69 |
| 5. | Vojtěch Dyk | 64 |
| 6. | Bruce Willis | 45 |
| 7. | Karel Gott | 43 |

Mentioned in the first place were a total of 1,294 names, which were 281 different male celebrities. Among the fifteen most beautiful famous men on the spot Top of Mind were included:

- | | | |
|----|------------------|-----|
| 1. | Brad Pitt | 160 |
| 2. | George Clooney | 106 |
| 3. | Johnny Depp | 67 |
| 4. | Richard Gere | 45 |
| 5. | Karel Gott | 36 |
| 6. | Vojtěch Dyk | 35 |
| 7. | Antonio Banderas | 24 |

Here you can see that amongst all the positions and the first in the mind are not a lot of differences. Ranks are not so different. Men have more dominate positioning then women. It is also noticeable from a lower number of their names and different total frequency of the first 7 names. While female Top of Mind is the sum of 382, 7 most attractive men are mentioned 473 times and women in all positions are 594, while the seven-headed top ranking males 760 counts.

Among the most beautiful man in the Top of Mind got Antonio Banderas (8th place total). He replaced Bruce Willis, who moved two positions down. Brad Pitt is significantly higher, appointed by more

than 12.3 % of the respondents in the first place and ended up with more than 9.7 % of all recorded males. It can be said that this celebrity is a prominent personality in terms of the perception of attractiveness. Once again could be generalized typical features: the mid-to-high athletic build, sharp features, strong jaw, manly face (not androgenic or boyish type), short hair.

In conclusion, the analysis of these two questions is necessary to point out two facts. The first is that the sample represented age category up to 19 years in lesser numbers. It is assumed that this profile would correspond to celebrities of lower age better known by teens (Justin Bieber, Selena Gomez, Taylor Swift, Robert Pattinson, Kristen Stewart, etc.). The second fact is that the declared figures may change over time depending on the current level of public exposure.

Interesting results emerged from the analysis of indirect answers to issues related to the assessed relation to their own body. Here it became clear what and how consumers have changed their appearance and what they are dissatisfied with. The direct question on satisfaction with their own appearance proved to be far too much general. This question was answered in the affirmative by 75.02 % respondents, 11.78 % indicated that they are definitely satisfied. Of the negative 24.98 % of the responses were 4.05 % of the respondents decidedly unhappy. As shown in the graph below, women are more sensitive and more rigorous in evaluating their exterior. Also they are more pressured by media and society.

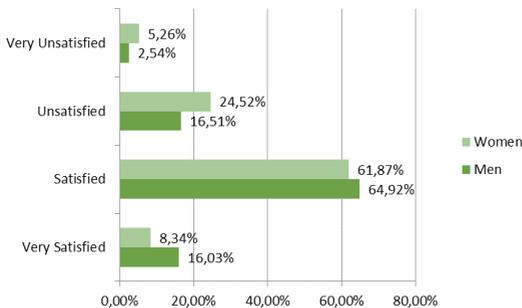


Chart 1 Are you satisfied with your appearance? (sex)

Source: Author, N=1409.

Next followed indirect questions, which surveyed a plan to change their weight and the frequency by which respondents check their weight. It can be assumed that those who check their weight more often are also more concerned about their body, which deliberately exposes increased physical activity, diets, thus behaving purposefully and deliberately in relation to their weight.

The results are surprising and - given the answers to the previous question - interesting. When asked about specific intent, it may happen that the interviewee starts to question whether he remembers some drawbacks. The desire to change something in you may be in a situation where the respondent is satisfied, but after the change he/she would feel even happier. With their own weight expressed satisfaction only 38.54 % of respondents, more than half (53.66 %) want to lose weight. Only a small group of respondents would like to put on weight, those are 7.81 %. From this narrow segment would prefer to gain weight more men (13.97 %) than women (2.82 %). Men are also more satisfied with their weight; their weight would not change 46.35 % (32.22 % of women). Women are more frequent consumers of dieting and treatment products, efforts to achieve a slimmer body showed 64.96 % of them (men 39.68 %). The desire to lose weight increases with age (up to 19 years, it is 47.06 %; 20-29 years, it is 49.10 %; 30-39 it is 52.94 %; 50-59 it is 63.60 %) category over 60 years returns to a lower value, namely 48.65 %. In this cohort is an increase in satisfaction with their weight, the answer “neither“ reported 45.05 %. The largest a desire to gain weight had people aged 20-29 years, 12.32 %; the remaining categories were in the order of units.

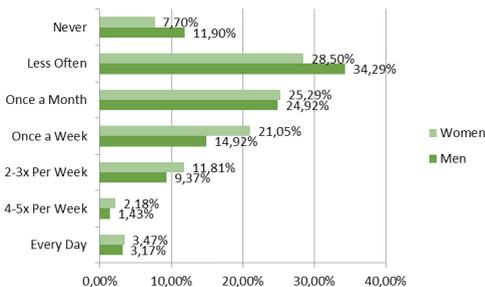


Chart 2 How often do you check weight? (sex)

Source: Author; N=1409.

The previous graph shows how often consumers watch their weight. Again, women who perceive their body more as an object of evaluation and are able to do and to suffer more to maintain their attractiveness, weigh themselves more often than men. At least once a week check their weight 38.51 % of women and ten percent fewer men. At least once a month 63.80 % women and 53.81 % men. More than a third of men weigh themselves only a few times a year.

To external appearance is attached considerable importance. The image of the ideal of beauty is presented specifically, distinctly and intensively through media and gradually becomes something that is considered as a standard or a norm. As the following chart shows, looking good and be attractive is what Czech consumers consider important. It was positively expressed in research by 78.75 %, of which less than a fifth of respondents expressed extreme response.

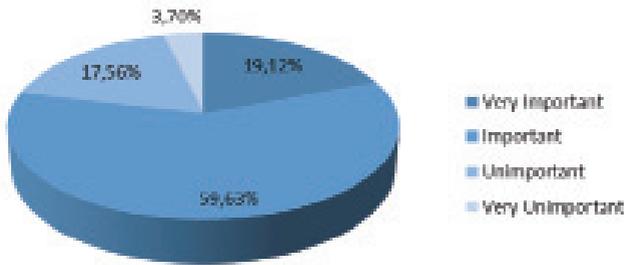


Chart 3 How much it is important for you to look good / be attractive?

Source: Author, N=1407.

As expected, to appearance give more importance women (87.90 %) than men (67.40 %). For 22.50 % of women is attractive appearance certainly important, opposite to only 14.90 % of men. Negatively responded 32.6 % of men (of which decidedly less than 6 %), while only 12.1 % of women (as totally irrelevant reported only 2%). With the growth of age the importance of good appearance is declining but the number of respondents who assessed it as unimportant is growing, as can be seen in Chart 4. As very important considered attractiveness almost ¼ of teen respondents, 64.71 % view it as more important, in the category of 30-39 years 22.58 %; respectively 57.53 % and over

60 years it is only 9.01% , respectively 40.54 %. Not one respondent under 19 years did not give any meaning to external appearance, 11.76 % found it to be rather unimportant in the age range of 30-39 years is 4.30% attributing zero meaning to it and 15.59 % attributed to it as rather unimportant and in age category over 60 years it was 15.32 % , respectively 35.14 % . The following graph shows the results accumulated results for consent (important), respectively dissenting (irrelevant) perception of the importance of attractiveness.

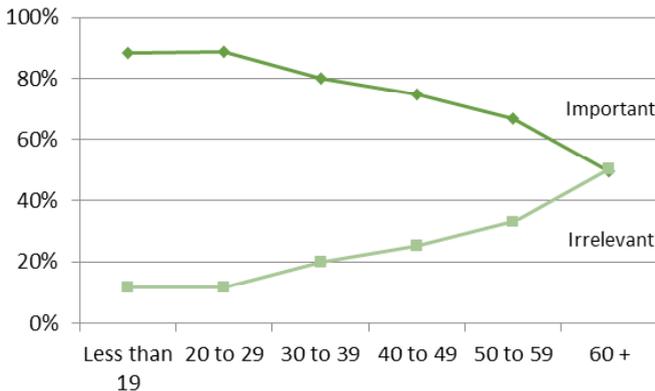
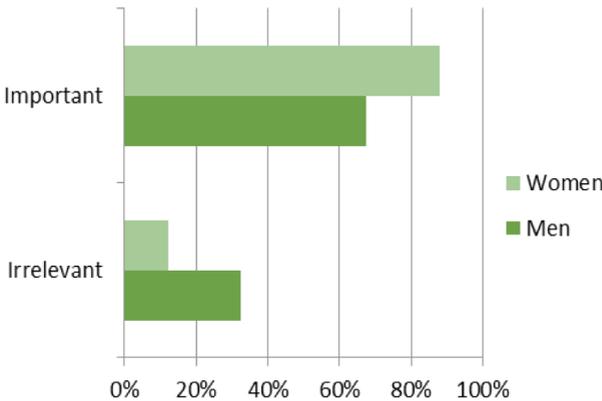


Chart 4 How much it is important for you to look good / be attractive (sex / age)

Source: Author, N=1407.

Conclusion

The attraction is a phenomenon of our time, mainly due to the media presented ideal of beauty. People want to look good, because they recognize that it is important for a successful, simpler and therefore more enjoyable life. It is clear from the many scientific studies conducted around world as well as from this primary research conducted in the Czech environment. A lot of Czech consumers are trying to get close their ideal and spend both time and money for that. Very significant is the link between beauty and fashion industry, healthy diet, nutritional supplements, lifestyle changes, sports facilities and beauty (solar, barber, etc.) centers. After all, looking good means to positively influence the first signal system of people who meet us. If a person feels neat and attractive, they feel better, as it may be metaphorically called by a term that is used by web designers: “look and feel”. Just as is important image for a brand or a design for a product, external appearance is important for a person - a body “design”, meaning something that will help him to “sell “ himself to friends, potential employers , business partners , etc. Good design sells...

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SOCIAL NETWORKS AND THEIR PLACE IN THE PROCESS OF BRAND BUILDING AND MANAGEMENT

Jana Majerová – Katarína Zvariková

Abstract

Brand currently represents extremely valuable source of competitive advantage for enterprise and its production. This fact is also recognized by Slovak enterprises, and therefore there is observable trend of increasingly intensive dealing with the issue of effective brand value building and management in the Slovak Republic. Realized communication policy, which mostly affects the perception of customer's brand value, significantly contributes in this process. This kind of brand value is a key factor for the efficiency of the brand management. One of the new trends in marketing communication is the use of social networks. But in our opinion, it is not recently used sufficiently by managers of the Slovak brands. Within the context of mentioned the aim of this paper is to assess critically the prospects and possibilities of social networks use in the process of brand value building and management in the specific conditions of the Slovak Republic.

Key words:

Brand. Brand value. Building and managing of brand value. Brand management. Communication policy.

Introduction

Worldwide importance of brands has recently acquired a new dimension. Brand progressively acquires status of the individual tool of the marketing mix which is the source of the company's valuable competitive advantage consisting not only in the quality guarantee of the offered production but also in the materialization of the consumer fellowship with a specific social group which is typical by this brand. Increasing emphasis putted on the marketing strategies of building and managing of the brand value has become a success's imperative of the company as a whole on the relevant market.

Brand in the present understanding was creating by the marketing experts of the prestigious companies with the clear aim to influence the consumer buying behaviour in the way preferred by these

companies. Since then they have been presenting very colourful but at the same time very simple ideas which have helped them to sell their production. So this type of branding mechanism was creating for modern communication methods by which is the system in the end markedly stimulated. But the success of the brand ideas has multiply overcome also the most courageous dreams of their authors. The brand and its exploitation have made a great progress from its first commercial intention and in the social and cultural area it has practically no quantifiable impacts.

In consideration of dominating communication aspect of building and managing of the brand value as well as the fact that aspiration level of the fellowship with the specific small social group has impact on the relationship of the consumer to the brand, we consider necessary to point out the fact that from the point of future perspective of the brand management it is necessary to incorporate social media into conception of implemented communication mixes.

In these days the social networks have become phenomenon for the majority of the internet population. Hardly anybody from these persons, who are daily in interaction with internet, has never heard about social networks or has not had any personal experience with them. Social media caused practically revolution in the world of internet, whereby in the worldwide measure Facebook, Twitter, MySpace or LinkedIn are on the top of their usage. All websites offers to its users the possibility to share their opinions, connect with other users or create and share any content. The impact of the social media is evident all around us although it is not necessary for us to be a part of any social network. For example when we want to obtain any information about some product, the obtained information will be mostly created as an opinion of other users of the internet. Another aspect is the fact that social media effect on the traditional media (information are often at first published on the internet on the social media and after then they are taken over by traditional media). The influence of the social media on the common life of the majority of the population is big whether we want to accept it or not. That is reason why it has a sense to deal with them especially in the context of building and managing of the brand value.

1 Brand value as an important source of the competitive advantage

In the literature there are a lot of definitions of brand. Almost all of them emphasize the aspect of the product's naming, visual indication of its ownership and marketing strategy. Considering already mentioned common definition denominators the definitions of foreign and Slovak authors do not differ from each other.

“Brand is the name, sign, art expression or combination of the mentioned elements. Its purpose consists in the differentiation of the goods or services of one seller or the group of sellers from the goods and services of its/their competitors.”¹

“Brand is a product but it's a type of product which adds other dimensions that differ it from other products which were creating for meeting identical needs.”²

„Otherwise the brand is based on the image, it is not only its image but also our own image. Brand provides us a possibility to define ourselves by shorthand which is immediately understandable to outside word.”³

“Brand identifies the producer, service provider or merchant. Branding of the goods is the key tool of the communication with the target groups. The aim of the marketing strategies is the effort to make customer perceives the brand as something specific what is able to meet his needs in the optimal way.”⁴

“The term brand is perceived as the visible or otherwise perceivable identification sign. Designation should provide to customer various information about the characteristics of the product, its usage or manipulation with it.”⁵

Synthesizing these definitions, we can express the opinion that

¹ KOTLER, P.: *Marketing management*. Praha : Grada Publishing, 2001, p. 524.

² KELLER, K. L.: *Strategic brand management*. Praha : Grada Publishing, 2007, p. 67.

³ OLINS, W.: *About brands*. Praha : Argo, Dokořán, 2009, p. 178.

⁴ LESÁKOVÁ, D. in ŠTENSOVÁ, A. a kol.: *Brand management – chosen issues*. Bratislava : Ekonom, 2006, p. 25.

⁵ ŠTENSOVÁ, A. a kol.: *Brand management – chosen issues*. Bratislava : Ekonom, 2006. p. 28.

the brand is the individual tool of the marketing mix mainly in the international environment. It is characteristic especially by specific functions of protective and differing character which symbiotically effect on obtaining of competitive advantage. But brand is not related only with the production of the material substance but also with other types of the products for which brand is usable source of their added value. This added value is derived from the customers' subjectively perceived brand value which is fundamental of the long-term successful operating of this brand on the market.

Within a context of extremely dynamic development of the brand value in the particular stages of its life cycle we consider as appropriate to make reference to the opinion of Peter Golder according who it is more probable that leading brands will lost their position than they will maintain it in the future. Also Kevin Lane Keller evaluates the instability of the brand market position in the same way.

“As long as you are not investing into brand as into asset, you will lose your market share and future leading position. You have to maintain the brand and fulfil it otherwise it will become extinct in the future.”⁶

In regard of this fact it is very important to constantly monitor the development of the brand not only from the financial but also from the marketing point of view. It provides to managers a possibility of early reaction on the relevant factors changes and with consideration of all current conditions to choose optimal strategy of the future brand building. But the issue of the brand value measuring is not elaborated in the literature by any unified integrated methodology and so the evaluation of the brand value is concerning with many problems.

“For analysis of the brand value there are several different methods but all of them are trying to answer to the basic issues: to the brand awareness, loyalty to the brand and its symbolic character. The key to the success is to agree upon proper attributes which will be measured and do not change this attributes over the time in order to be able to monitor the development of the brand.”⁷

The management of building and managing of the brand is one of the

⁶ KELLER, K. L.: *Strategic brand management*. Praha : Grada Publishing, 2007, p. 330.

⁷ TAYLOR, D.: *Brand management*. Brno : Computer Press, 2007, p. 145.

key activities because only really valuable brand is able to yield required cumulative returns for the company.

In terms of the marketing activities concerning with this partial issue of the brand's management conception it is extremely important to determine the brand value as the cornerstone of systematic building and managing brand's conception. But already terminological definition is rather complicated. Marketing theory distinguish many definition aspects of the brand value as well as consequent relevant methods of its quantitative and qualitative evaluation.

Various authors propose different criterions for the brand evaluation. It is possible to evaluate brand in the terms of its financial value, in the terms of equity brand or by card of brand statement.

In the model, which contains not only latest theoretical development but also managerial processes focused on the evaluation of the brand value, the customer point of view on the brand value issue is dominating (customer-based brand equity – thereafter CBBE). The basic premise of this model is the fact that the real power of the brand consists in the customers' knowledge about brand, what they heard about it and what is their relation to it in the terms of the long-term experiences. A detailed description of this model is given by Kevin L. Keller in his publication "Strategic brand managing".

"Brand value based on the customer's point of view (CBBE) is methodologically defined as differential effect, which has the knowledge of customer's reaction on the brand marketing."⁸

2 Social networks and their position in the communication policy in the process of building and managing of the brand value

In the past the marketing communication was realized mainly by using of the four basic marketing communication tools – advertising, personal selling, public relations and sales promotion. The whole process of creating of the communication campaigns and creating of

⁸ KELLER, K. L.: *Strategic brand management*. Praha : Grada Publishing, 2007, p. 351.

the marketing mix, from the marketing communication point of view, was much easier than nowadays.

In the mid of 90. years of the 20th century the internet was significantly expanded and as the side-effects of digitalization a big amount of secondary equipments as iPod, Blackberry, smart phones and social networks started up. These new communication media expressively influenced existing conceptions of marketing communication. Thank to them the customers have no longer been only addressee of the marketing communication but they have become active communicators.⁹

According to Philips and Don¹⁰ marketing communication is the most dynamically developing tool of the marketing mix in the 20th century. In the terms of mentioned more and more subjects (we do not consider only companies, but also non-profit organizations, political parties etc.) are focused on the communication as the main source of their competitive advantage. These authors also mention that the similar expansion was registered by the entrance of the companies in the foreign markets and expansion of the brand portfolios in one company. These brands are dominant asset of the company. Therefore the process of building, managing and monitoring of brands' value has become more systematic what is a basic assumption that these initially local brands will be transformed into brands of global character, which would be able to take a place on the market with a relatively stable competitive position typical by a lower degree of sensitivity to external influences. Customer perceived value depends not only on the previous experience with this brand, but it is based mainly on what customers know about the brand, what is their opinion on it like and what is their attitude to it. In the terms of mentioned it is undoubtedly implemented communication policy what forms and helps to maintain a loyalty of the consumer and transform the sign "common" brand into the brand which value the consumers are able to identify and

⁹ SCHULTZ, E.D., PATTI, H.C.: *The evolution of IMC: IMC in a customer-driven marketplace*. In Journal of Marketing Communications, 2009, roč. 15, č. 2-3, p. 75-84.

¹⁰ PHILIPS, J. K., DON, E. S.: *Integrated corporate and product brand communication*. [Electronic document]. Eberly : American society for Competitiveness, 2003, p. 87.

consequently they realize their purchasing decision making. Within the context of this statement we consider very important to mention that other elements of perceived brand value as quality of the brand production, level of customer services, availability, price etc. are characterized by some level of subsidiarity in the relation to the marketing communication, because the way of the communication with the customer is participating on the customer perception of the purchasing decision making. At the same time we consider very important to take into account the fact that while in the first stages of the life cycle the conception of marketing communication is very important for the building of the brand value, in the stages when the brand has its value and the managers are focused on its managing, the brand itself is a specific tool of the communication.

Fill¹¹ declares that communication plays a very important role in the process of brands value building. He emphasis the necessity of the right selection of the communication media through by the products become the brands and consequently successful brands, because only by this medium the customers are able to perceive the differences of brand production and realize what the brand means to them and what are its contributions.

Also Stern expresses his opinion on the importance of the social media as a communication media necessary for success of current communication strategies. According to him the most important global brands has experience with direct correlation between high financial results and strong exploitation of social media. The relation is clear and significant: in fact the socially active companies are financially more successful.¹²

In connection with the social media issue it is, according to our opinion, necessary to primarily emphasize the necessity of distinction between social media and social networks especially due to the fact that these two terms are considered the same in the praxis what is ineligible in

¹¹ PHILIPS, J. K., DON, E. S.: *Integrated corporate and product brand communication*. [Electronic document]. Eberly: American society for Competitiveness, 2003, p. 87.

¹² STERNE, J.: *Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series)*. New Jersey : John Wiley & Sons Inc., 2010, p. 168.

the theory point of view and as the result of replacing of these two terms the application problems could appear in the allocation of the communication activities in the social networks, because the social media represent wider term and common approaches formulated in their framework need not to be valid in the social networks which as a part of social media require specification of this approaches.

We would like to mention the findings of research published in 2009 in the analytical report of Social Media Marketing Industry¹³, which 880 marketing specialist contacted via Twitter took part in. The aim of the research was to determine the level of respondents' own experience with marketing in social media. According to the research findings the attitudes of the respondents to this type of marketing communication were relatively reserved.

The survey realized in 2010¹⁴ objectively followed the previous survey, but 1898 marketing specialists took part in it. In this survey 90 % of respondents said that they used social media for their marketing needs. But we consider important to mention the fact that 65 % of them only had begun with incorporating of social media into their communication campaigns in that time (it means that they had been realizing this conception less than half a year before a survey).

Very interesting finding of the survey realized in 2010 was also the issue of using social media in the future. Respondents could choose the possibility that they were planning to exclude the activities in the used social media, restrict them, maintain them on the current level or eventually expand them. More than 67 % of respondents presented that they were planning to orientate their policy to blogs, Facebook, YouTube and LinkedIn. 80 % of respondents said that they were not planning any activities on social network MySpace at all or they were planning to reduce these activities.

But the praxis of 2013 proves that companies fully incorporate the social media into their communication strategies.

¹³ *2009 Social Media Marketing Industry Report*. [on-line]. Available from: <<http://www.whitepapersource.com/socialmediamarketing/report/>>[cit. 2013-10-25].

¹⁴ *2010 Social Media Marketing Industry Report*. [on-line]. Available from: <<http://marketingwhitepapers.s3.amazonaws.com/SocialMediaMarketingReport2010.pdf>> [cit. 2013-10-27].

Another important study was realized by the company Burson-Marsteller¹⁵ in the first quarter of 2010 and 100 of the biggest international companies, according to Fortune, took part in it. It was confirmed that with increasing interest of users in social media also the effort of these companies to use them more effectively is increasing. It was found that 79 % of respondents used at least one social media in the contact with business partners. At the first place of social media using is Twitter (65 % of respondents), followed by Facebook (54 %), YouTube (50 %) and companies blogs (33 %).¹⁶

Also the analysis of social media using in the Czech Republic continue in this study and the aim was to measure the size of social media using by the hundred biggest companies which are in the Czech Top 100¹⁷. The findings of this analysis are very important also from the point of view of their using in the Slovak republic, because our economies developed from the identical base and the consumers are characterized by the same basic psychographic characteristics. The findings of this survey differed from the findings of the company Burson-Marsteller. 77 % of respondents proved, that they did not use any social media, the rest – 23 % used minimal one of them.

Another view of social media using was presented by the survey realized by company Regus¹⁸. This survey was also realized in 2010 and statistic sample included 15 000 respondents from 75 countries. The main aim of the survey was to realize in which way the companies

¹⁵ *Burson-Marsteller Fortune Global 100 Social Media Study*. [on-line]. Available from: <http://www.burson-marsteller.com/Innovation_and_insights/blogs_and_podcasts/BM_Blog/Lists/Posts/Post.aspx?ID=160> [cit. 2013-10-3].

¹⁶ Total sum of the answers percentage is not 100 because the respondents were allowed to mark a combination of used social media.

¹⁷ *Global Social Media Check-up*. [on-line]. Available from: <http://www.burson-marsteller.com/Innovation_and_insights/blogs_and_podcasts/BM_Blog/Documents/Burson-Marsteller%202010%20Global%20Social%20Media%20Check-up%20white%20paper.pdf> [cit. 2013-10-20].

¹⁸ *Global Social Media Check-up*. [on-line]. Available from: <http://www.burson-marsteller.com/Innovation_and_insights/blogs_and_podcasts/BM_Blog/Documents/Burson-Marsteller%202010%20Global%20Social%20Media%20Check-up%20white%20paper.pdf> [cit. 2013-10-20].

used social media. According to the results of survey 40 % of respondents used them to acquire new customers, 58 % of respondents used them to maintain business contacts, 54 % of asked were using them to become the members of interest groups and the same percentage declared the possibility of the information obtaining as the main motivator.

Also findings about mistrust in incorporating of the social networks into applied communication policy were very interesting. Sceptics came mainly from the area of production (38 %), on the contrary the least of them were from the area of health service, marketing and media (29 %). Regionally the biggest mistrust in communication via social networks was reported in France (47 %) and China (where paradoxically, according to the findings, 44 % of the companies used social networks for acquiring new customers).

In the condition of the Slovak Republic the comprehensive analytical-monitoring project Social networks in Slovakia was realized by the Institute for Public Affairs. The aim was to show to which level is the Slovak population influenced by this communication phenomenon¹⁹. The most interesting findings of this survey were:

- only 27 % of respondents (the respondents were internet users older than 14 years) used social networks for marketing,
- 49 % of respondents used social networks for obtaining of information about services and goods,
- 74 % of respondents used social networks for communication with their friends, what was very important finding mainly in the context of word of mouth conception by social networks.

According to our opinion currently certain level of mistrust in social networks is still persisting which could be associated with risks of their using, what can be barrier of their effective incorporating into communication policy of the brands in the condition of the Slovak Republic. It is suitable, according to our opinion, to determine these risks in the framework of two basic levels – in the terms of the user and also in the terms of the company. From the user's point of view

¹⁹ *Global Social Media Check-up*. [on-line]. Available from: <http://www.burson-marsteller.com/Innovation_and_insights/blogs_and_podcasts/BM_Blog/Documents/Burson-Marsteller%202010%20Global%20Social%20Media%20Check-up%20white%20paper.pdf> [cit. 2013-10-20].

primarily are regarded these types of risks:

- leaving behind of the digital trace and creating of the assumption for watching of the realized operations,
- misuse of the published information and publicity of the privacy,
- addressing of undesirable direct marketing.
- From the company's' point of view we have to consider mainly these risks:
 - misuse of trade-marks and copyrights,
 - regulation of advertising and others commercially available communication activities in the network (for example competitions, providing of gifts, etc.)
 - false accounts and paid reviews as a tool of unfair competition behaviour,
 - perception of the brand value in the correlation with the value of the social network.

3 Assumptions of our own survey focused on the position and importance of the social networks in the process of building and managing of the brand value in the conditions of the Slovak Republic

The foreign authors identically emphasise the importance of the marketing communication for building and managing of the brand value. But according to our opinion in the condition of the Slovak republic this issue is not elaborate in the appropriate way. This fact was one of the reasons to realize survey focused on the state and level of perceiving brand value by customers in the Slovak republic. We came from the assumption that not all of the approaches and theoretical conceptions formulated by the foreign specialist are applicable in our conditions, mainly because of the following reasons (these reasons comes mainly from the specifics of our political evolution in the second half of the 20th century and with it concerning implemented conception of central planning economics):

- lack of managerial skills of the domestic companies with marketing activities oriented on the building and managing of the brand value,

- absence of systematic building and managing of the brand value (mainly in the relation to the traditional brands as ETA, Škoda, Kofola etc., which have not been able to maintain their market share after opening of the market),
- non-considered acceptance of the foreign models, practical experiences and theoretical conceptions which did not take into consideration the specifics of the Slovak market,
- lack of theoretical knowledge focused on the issue of building and managing of the brand value in transforming economics,
- lax approach to measuring of brand value and to monitoring of its development in time.

We determined insufficient usage of brand management as a tool of competitive advantage in the Slovak Republic as a survey issue. The aim of the survey was to obtain information about level of brand impact on customer's buying decision-making as well as perceiving of marketing activities realized in the marketing policies. The survey was realized from January to March 2012. The character of the survey was descriptive, causal. The methodology of direct inquiry was used whereby semi-structured written questionnaire was chosen as a tool of the survey. The basic statistic sample of surveyed respondents was created by the citizens of the Slovak republic older than 15 (depending on the size of the population the survey sample was 384 respondents). The age limit was defined respecting the fact that according to the Slovak law and order the labour subjectivity, as a basic assumption of the autonomous buying decision making, is reached by this age. The return of the questionnaire was 95 %.

One of the tested hypotheses was the hypothesis determined on the basis of above mentioned knowledge of the foreign authors about the importance of the communication in the process of building and managing of the brand value. We examined whether the marketing communication influences the brand decision making of the respondents. Defined hypothesis was tested by binomial test. On the basis of the received answers we refuse zero hypothesis and on the level of importance 0,05 we accepted alternative hypothesis. We found out that also in the condition of the Slovak Republic the marketing communication is the most influencing to respondents' brand decision making.

Through the communication policy the brand is able to keep a dialogue with customer focused on the supporting of the subjective perception of its value. It primarily consists in creating awareness about brand, in combining of strong, beneficial and unique associations with brand, in drawing of positive opinions about the brand or feelings about it and last but not least in increasing of customer resonance with brand. For achieving required effect coming from the communication mix which is created in accordance with defined brand positioning is essential the assumption that any of the target segment is able to register this form of communication, to understand it, to positively react on it and to make desired buying decision. But just within the context of the mention above some partial findings of our survey were surprising. These findings indicates that using of social networks as a new media in internet communications might not have as positive effects in the Slovak Republic as it is abroad. These findings are mainly follows:

- communication policy, as the most important marketing tool, influenced 47 % of respondents in the brand decision making,
- most of the respondents presented that brand represented mainly life style for them (55 %),
- according to findings the consumers were the most influenced by advertising in the brand decision making (45 % respondents),
- most of the respondents (64 %) mentioned that they apprehended the brand which is social responsible as more valuable,
- customer perception of the advertising is changing in the individual phases of the brand's life cycle. Respondents mentioned that while the advertising had a dominant position among the marketing communication tools for the brands they did not prefer, in the case of their favourite brand the actual advertising campaign did not influence their relation to this brand significantly (almost 66 % of respondents).
- Only 19 % of respondents bought their favourite brand via internet.

This individual findings coming from the realized questionnaire survey are very significant, according to our opinion, for building and managing of the brand value in the context of implemented communication activities - mainly in the relation of using of the social networks as a new communication media. According to our opinion

these findings are indicators of the following:

- also in the conditions of the Slovak Republic the communication policy of the companies is largely involved in building and managing of the brand value, what implies the necessity of new trends monitoring and their application into praxis that create a new dimension of using social networks,
- using of the social networks as a communication medium is redeemable also by their nature – i. e. the fact that they themselves represent the life style of user which plays a very important role in the process of customer's identification with the brand identity.
- social networks create a suitable environment for internet advertising which influences the customers mostly in the process of creating of personal brand value.
- social networks are also suitable for propagation of messages concerning about social responsible behaviour of the brands (including the word of mouth conception), which according to the survey findings demonstrably influence on the customer's perceived brand value.

On the other hand we consider necessary to point out the findings which are able to disprove proclaimed effectiveness of the social networks as a new medium of the brands marketing communication in the conditions of the Slovak Republic. These findings are as follows:

- advertising is suitable tool of the marketing communication only in the first stages of the brand's life cycle whereby in the context of managing brand value its effectiveness is decreasing (respondents mentioned that actual advertising campaigns did not influence their relations to the favourite brand).
- greater part of the respondents did not buy their favourite brand via internet what could also implied low level of their trust into the communication activities of brands realized via social networks.

According to our opinion these findings could be very valuable in the terms of the future use of the social networks in the brands communication policies in the conditions of the Slovak Republic and therefore it would be appropriate to realize the survey which would deal with this issue in more details.

Conclusion

Marketing communication is a tool of the marketing mix which demonstrably influences the customer perceived brand value at the maximum level. Because the customer's perceived brand value is the main source of competitive advantage which the brand dispose with, it is very important for companies to focus their increased attention on the activities in the communication policy. While abroad it is done not only in the application level but also in the formulation of theoretical conceptions and approaches to this issues, in the Slovak republic is, according to our opinion, using of marketing communication in the process of building and managing of the brand on insufficient level. We refer this fact also to the specifics of the brand management in the Slovak republic which are mainly derived from our political development in the second half of the 20th century. Domestic brands are disadvantaged by non-using of the marketing communication trends in comparing with foreign brands, what primarily influences on their customer perceived brand value and analogically also on the length and progress of their individual life cycles. Also use of the social networks is considered as a new type of marketing communication tools and the social networks are fully incorporated into communication policies of the foreign brands. In the world-wide measure several surveys focused on the obtaining information about state of using social media and social networks in marketing strategies of the respondents were realized. Similar surveys were realized also in the Slovak Republic but in the smaller amount – not only in the width of the surveyed issue, but also in the periodicity of their repeating. Identically was founded out that social networks are more and more used in the marketing communication but in the Slovak Republic at lower level. But what is absenting in the realized surveys is the view on the issue of using social networks in the process of building and managing brand value through prism of customers' perceived value. As long as the communication activity does not increasing the customer perceived value it is not appropriate its usage not even if in the world wide measure this conception is recommended. Customer in the Slovak Republic and mechanisms of his buying decision-making are characteristics by its

specifics which are necessary to take into account into the process of building and managing of the brand value to achieve efficiency of the process. Indicators of perspective of social networks using in the management of the brand are also partially the findings of our realized survey which was primary focused on the perceiving of the brand by customers in the Slovak Republic. But it is necessary to consider these findings only as fundamentals for determining of hypothesis of the survey, which will be in the future primary focused on the perceiving of the social media and networks influence on the brand value in the condition of the Slovak Republic.

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GENERATION IDENTITY

2013



History of human culture also tends to be characterized as the history of generations, which enter the history of mankind by its actions in various areas-science, technology ,art, education, forms of consumption, activities for the benefit of others etc. Section will try to grasp the problem in its more general sociologic-anthropological level. It will be done by the concretisation of these general assumptions in concentrated form, focusing on marketing segmentation and attempt efforts to grasp generational profiling and subjected its professional discourse in terms of consumption patterns, leisure, voluntary work for society, perception of help need, a number of other activities and forming lifestyle ways. The aspects of specific psychological determinants of generations profiling won't be unnoticed, notably in terms of consumer habits.



50+ GENERATION - THE PERSPECTIVE FOR MARKETING

Alena Kusá - Petra Grešková

Abstract

The generation of consumers aged 50+ is a specific, demographically large market segment, which the marketing has been greatly devoted to in recent years. This is a relatively new and poorly understood segment, showing the signs of heterogeneity, major changes in shopping behaviour, need for new knowledge, as well as more effective marketing and communication approaches. Marketing has always been integrating the segment of „older“ users into its activities, but it is necessary to reexamine this segment and provide some updated knowledge, reflecting its real needs and requirements. This is to be done taking into consideration the development of society and consumer behaviour. This paper deals with 50+ generation of consumers, characterises this segment and specifies it in the modern terms. It also emphasises the changes typical for this segment and highlights the reasons, why the marketing should take more interest in this segment than it had ever done before.

Keywords:

50+ generation. Consumer behaviour of 50+ generation. Seniors. Specifics of 50+ generation. Marketing. Perspective of 50+ generation for marketing.

Introduction

The current trends and a competitive environment show that the marketing is a necessary system, through which companies create strategies to meet the needs of customers in the market and thus achieve their goals. For a long time it has not been oriented on the society as a whole. On contrary, there has been an increased demand for dividing the society into market segments, or even subsegments. This would enable the companies to aim their marketing and communication strategies at the specific groups of consumers.

During the first decade of the 21st Century, the marketing of the companies focused predominantly on the younger generation,

or generation of people in the productive age. This generation is potentially strong, especially from the perspective of its demographic representation, its spending power, as well as from the perspective of their ability to quickly adjust to new technologies. Young and middle generations have a dominant place in society, because they have a potential for creating long-term bonds with brands and businesses, thus becoming an important object of the marketing activities for the companies. As a result of current dynamic changes in the buying behaviour, we are now witnessing that the other, more stable part of society is gaining momentum. Despite being incomparable to the younger segment which attracts the attention of the companies, it is becoming increasingly more popular and more interesting.

The segment we are talking about could be described as “rehashed”, despite the fact that there was no new discovery or innovation. Rather, it would be more appropriate to say that this is a segment, which as a result of social change, has gained the opportunity to transform its behaviour into more modern, younger, contemporary one. It has been given a chance to change its way of life and open itself to new information.

Although many authors and marketing specialists (e.g. A. Reidl, D. Stroud, V. Vávrová, J. Vysekalová) differ in their opinions on the age limit of this segment, terminologically they tend to often use the contemporary term – 50+ generation. In the past, there was a tendency to view this segment as uninteresting. Furthermore, some authors (e.g. M. Hrozenská, E. Šimová) used to consider this age group more from the sociological and psychological perspective, rather than from the perspective of marketing.

The objective of this paper is to identify and characterise the 50+ market segment and to point out the changes that have occurred under the influence of demographic and psychographic factors. Furthermore, we highlight the reasons for paying the marketing attention to this particular segment. The aim is also to point out to the heterogeneity and possible segmentation of this market segment from different perspectives.

Marketing to specific segments and the 50+ generation

This paper focuses on the 50+ market segment. This segment includes those aged 50 and over, but the top age limit is not clearly stated. The segment can be divided into several subgroups and subsegments and it shows the signs of high heterogeneity. And that is the reason for the research of its attractiveness. In Slovakia, this is a clearly new marketing area and it had not been given much attention until now. This is proven also by the fact that there is very little theoretical knowledge of this subject and there is also inconsistency in the terminology naming the segment. When searching for information in this area, it is possible to come across a variety of terms with sometimes positive, sometimes negative or neutral connotation. While some authors prefer the traditional terms such as “senior segment”¹ “thrifty 50 year-olds”,² the “sandwich generation”³ or “baby boomers”⁴ – the term used to describe the post-war children, others see a higher potential of this generation and boldly refer to it as the “generation of the future”⁵, or the “breakthrough generation”.⁶

Regardless of the term naming this specific market segment, it can be seen as increasingly attractive marketing target. And it started to be perceived as such especially during the last years of this millennium by the western world which has been more responsive to social and global demographic changes as well as to the lifestyle changes of the customers aged 50 and over. These changes were reflected mainly in the purchase decisions made by these customers. The characteristics of

¹ REIDL, A.: *Senior zákazník budoucnosti*. Brno : BizBrooks, 2012, p. 15.

² VYSEKALOVÁ, J. et al.: *Chování zákazníka*. Praha : Grada Publishing, 2011, p. 276.

³ OKOLIČÁNIOVÁ, E.: *Čože je to päťdesiatka*. [online]. Available from: <<http://spravy.pravda.sk/domace/clanok/252439-coze-je-to-paetdesiatka-spolocnost-na-to-este-neprisla/>> [cited on 20.8.2013].

⁴ KOTLER, Ph., ARMSTRONG, G.: *Moderní marketing*. Praha : Grada Publishing, 2007, p. 140.

⁵ REIDL, A.: *Senior zákazník budoucnosti*. Brno : BizBrooks, 2012, p. 15.

⁶ BERNÁT, D.: *Stredná generácia je ťažko skúšaná, ale nie stratená*. [online]. Available from: <<http://kultura.pravda.sk/film-a-televizia/clanok/33487-stredna-generacia-je-tazko-skusana-ale-nie-stratena/>> [cited on 20.8.2013].

this segment, such as spending power, stability, awareness, traditions, modernity, loyalty to the brands, value preference and many other important attributes, slowly begin to encourage marketers to take interest in the consumers of this generation from the more realistic perspective. We can say that the buying behaviour of the senior segment, as it was previously perceived, was known to the marketing and the ways of approaching and communicating with the consumers of this age were clear. According to the current trends, however, the 50+ segment should not be called exactly senior as it includes also the consumers who are in the productive age. Therefore it cannot be approached in the same way as it had been in the past. For this reason the new marketing and communication strategies need to be created. The term senior should be defined straight at the beginning. Hrozenká⁷ in her sociological publication states that the senior age equals to the old age and points to the three basic identifiers associated with the concept of the senior age. These include the biological factors, such as the physical signs of ageing; social factors connected with the transition to the retirement, the change of economic situation and of the professional status as well as the empty nest syndrome, etc.; and the age factors according to which the old age is a period between 60 and 65 years of age.

The World Health Organisation distinguishes the following age groups: ⁸

- 45 - 59 - the middle aged
- 60 - 74 - the elderly, early old age, presenium
- 75 - 89 - the old age, the late old age, the aged, senium
- 90+ - the very old

From the above stated we can assume that the senior is a person in an early or late old age who has moved from the productive age to a retirement age and has his own place in the marketing. According to this classification, the consumer aged 45 to 59, is a man in the middle age, which means that naming the 50+ segment as senior is not accu-

⁷ Available from: <http://portal.statistics.sk/files/stari-ludia-09_11-ev-1-5.pdf> [cited on 2.10.2013].

⁸ HROZENSKÁ, M. et al.: *Sociálna práca so staršími ľuďmi*. Martin : Os-
veta, 2008, p. 13.

rate. The attempt of the authors is to extend the initial understanding of the senior segment and include the consumers who are at the age of 50 in it. However, at the same time they want to portray these consumers as a new and separate group for whom the lifestyle changes and changes in buying behaviour patterns are typical and who are interesting for the marketing. Therefore, the more suitable terms which would reflect more appropriately the fact that these are new and potentially perspective marketing consumers are being looked for. According to the above stated age classification, this segment cannot be considered as complex and must be more closely and more effectively divided. The heterogeneity of this segment lies mainly in borderline between the working people and people who are retired and who show different economic, social, psychological and psychographic characteristics and thus cannot be approached in the same way. 50+ generation is therefore just a modern marketing phrase naming the segment in general. The current trends see the 50+ generation as appealing and provide a new outlook on it which is reflected in expected changes. After all, the term generation itself only marginally suggests that there is a connection between the consumers who were born in the same period of time and therefore should share similar characteristics. In order to be able to analyse the segment more closely, it is necessary to take into consideration many factors, which also contribute towards comprehensive outlook on the issue of this segment.

Reasons for the growing attention of the marketing activities on a 50 + segment

In general, there are several important factors which justify the focus of the marketing attention on the market segment of consumers aged 50 and over.

Demographic factors

The global growth of 50+ demographic, the low birth rates, the longer life expectancy and later retirement have been turning this age group

into a majority and raising the question of its use in various areas. These factors have a major impact on why it is necessary to pay extra attention to this segment. The demographic aspect includes a wide range of perspectives, which can be considered from the target group viewpoint.

The first and very important demographic factor is the change of the population age structure suggesting that there is a primary need for the research of this segment and for finding the ways to deal with it. The growing number of older people, who are also referred to as a demographic majority, indicates the demographic changes and the evolution of the population both from the global and local point of view. The demographic changes and the significant ageing of the population in Slovakia are shown in the Table 1.

Table 1 Population of the Slovak Republic in 1970 - 2011 according to the age groups

Slovak Republic	Population with PR	Age Groups									
		0-14		15-64		65+		Unknown		Ageing Index	
		Total	in %	Total	in %	Total	in %	Total	in %		
2011	5,397,036	826,516	15.3	3,886,327	72.0	682,873	12.7	1,320	0.02	82.6	
2001	5,379,455	1,015,493	18.9	3,705,515	68.9	610,923	11.4	47,524	0.9	60.2	
1991	5,274,335	1,313,961	24.9	3,415,721	64.8	543,180	10.3	1,473	0.0	41.3	
1980	4,991,168	1,302,072	26.1	3,162,504	63.4	519,388	10.4	7,204	0.1	39.9	
1970	4,537,290	1,232,721	27.2	2,883,333	63.5	418,340	9.2	2,896	0.1	33.9	

PR – Permanent Residency

*Ageing Index = (65+/-0-14)*100*

Source: The Statistical Office of the Slovak Republic. The Population and Housing Census 2011.

According to the table the number of older people is demographically growing. The table shows the annual percentage decrease of the group of 0-14 year-olds. On the other hand, there is an obvious increase in the group of 15-64 year-olds as well as the group of 65+. The current percentage of the population aged 65 and over is 12.7%, which represents an increase of 1.3% over the past ten years. Other demographic studies also indicate that the number of people over fifty is growing and taking over the younger generation. This is caused by the low birth rates. Over the last ten years, the number of people aged 50-64 has increased in Slovakia by more than 80%, which represents

¼ of the active economic population.⁹ In simple terms, the 50+ age group is significantly growing every year and the need to pay more attention to it grows with it.

The table showing the development of the population in Slovakia does not focus solely on the 50+ age group, but tries to give more pragmatic perspective. The age groups in the table are divided into the categories of 0-14, 15-64 and over 65 year-olds. Because we are talking about specific segments, it would be more appropriate if the marketing strategies aimed at this generation focused on individual age groups of consumers, i.e. 50-64 year-olds and 65+. This is approximately the age at which the economically active consumer intersects with the retired consumer. The reason for this does not lie only in the financial disponibility but also in the changes related to preferences, expectations, new needs and requirements based on the age. The current retirement age for both men and women in Slovakia is 62 years.

Another logical reason for paying more attention to this majority group is the lowering of birth rates across many countries. “According to the demographers, a turning point in the Slovak Republic will come in approximately 2015, when the structure of the population will sharply shift towards the elderly people. This is because the individuals born in the period of “baby boom” in the 1970s will be getting into post-productive age.”¹⁰ Moreover, people nowadays live longer and tend to delay the retirement, which obviously has a positive impact on future business and marketing activities.

There is one of the original socio-demographic segmentation of the population which is based on the generational approach grouping the consumers according to the year of birth. This division assumes that these consumers share the same characteristics, features, opinions and values and is as follows:¹¹

⁹ KOTLER, P., KELLER, K. L.: *Marketing management*. Praha : Grada Publishing, 2007, p. 291.

¹⁰ Available from: <<http://strategie.hnonline.sk/spravy/marketing/10-mytov-o-generacii-baby-boomers>> [cited on 2.9.2013].

¹¹ KOTLER, Ph., ARMSTRONG, G.: *Moderní marketing*. Praha : Grada Publishing, 2007, p. 140.

- G.I. Generation - born between 1901 and 1924,
- Silent Generation - born between 1925 and 1945,
- Baby Boomers - born between 1946 and 1964,
- Generation X - born between 1965 and 1977,
- Generation Y - born between 1978 and 1994,
- Millennials - born between 1995 and 2002.

The so called “baby boomers” represent the post-war children, born between 1946 and 1964, so they embody the current generation of 50 year-olds. Such generational approach is based on the assumption of similar behaviour and values, although, seeing there is such a wide age range, this is questionable. The study entitled “*How well do you know boomers*” was conducted by the research company Focalyst in 2008. According to this study, the individual baby boomers are significantly different. They have different financial background and different jobs. They pass through different life situations and that ultimately affects their overall lifestyle, goals and buying behaviour. Therefore, it is clear that this generation will not have the same thinking, behaviour and shopping habits.¹²

However, according to Kotler¹³ the baby boomers are nevertheless an important part of the senior market and they will be beneficial for marketing in the future due to their particularities related to their age as well as due to their stability, affordability and awareness of how they live and where they invest their money. In addition, he claims that this generation is already behaving more responsibly and thinks about the meaning and value of their work and their relationships.

Social and cultural factors

The changes in the society have resulted into other important changes. With the change of regime from socialist to capitalist, the transition from the industrial to information age and with the arrival

¹² JANOVSÁ, A., BIRKNEROVÁ, Z., HRONCOVÁ, I.: *Hodnotové orientácie ako jeden z faktorov ovplyvňujúcich spotrebiteľské správanie*. [online] Available from: <http://www.pulib.sk/elpub2/FM/Kotulic17/pdf_doc/13.pdf> [cited on 10.8.2013].

¹³ KÖPLL, D.: *Už im bolo 50. Skôr boli mŕtvi, ale čo teraz s nimi?* [online]. Available from: <<http://aktualne.centrum.cz/ekonomika/nakupy/clanek.phtml?id=786370>> [cited on 10.8.2013].

of completely new and unknown possibilities which the generations had to adapt to in a very short period of time, the older age limit has been lowered. The generation of the current 50 year olds was forced to behave differently than they would in the past.

The whole world is changing. The borders between the countries are being opened and people can travel freely. Advanced technological equipment is easily available to us and we are receiving better social and health services. We have more shopping and information options and we are subjected to the media and communication technologies. All of this has an ultimate impact on any target group of consumers. These changes are all the more dominant and more focused on 50+ segment of consumers, because while the young people receive all the available options and take them for granted, the older people had to and still have to adjust to them.

Psychological and personal factors

The older consumers' values represent one of the fundamental areas of change. Their values are a personal factor shaped by the environment and by the upbringing and knowing them is crucial for gaining a deeper knowledge of this market segment at any given time.

The consumer's values are one of the personal factors which enter the purchasing process and the authors Salbot and Kačáni consider it as "psychic structure, in which the people, ideas, situations and objects appear as something attractive, desirable, important and meaningful for the individual, which significantly contributes to the quality of his life."¹⁴ The man's values reflect what he aims at and what he personally views (according to his needs and interests) as important and significant.

It is increasingly obvious that the changing values of the 50+ consumers who know what they want, have the means to invest in themselves and are interested in becoming modern and contemporary members of today's world, are becoming more appealing. The changes were signalled by the arrival of new media and information technologies, the development in the area of the informatisation, trade, services, edu-

¹⁴ VYSEKALOVÁ, J. et al.: *Chování zákazníka*. Praha : Grada Publishing, 2011, p. 281-282.

cation, travel, employment, health care, etc., because they had a direct effect on the consumers and their psychological growth including their life style, values, attitudes, behaviour and thinking. “They are definitely not the outsiders, but people who take an active part in life. They are the people who start new businesses, buy new cars, spend the money on personal luxury products, on toiletries and cosmetics, those who do sports and travel regularly and those who begin to learn new things. One day, they will definitely be more demanding and their voices will be heard.”¹⁵

Based on the above it is possible to see a logical connection between the development of the society and the impact of this development on the consumers themselves. In fact, many consumers are at the age of 50 feeling younger, both psychologically and physically, than is their actual biological age.

From the perspective of psychological changes and according to the current qualitative research ADMAP 5/2000 the consumers over the age of 50 are generally described as:¹⁶

- more individual, less tribal;
- having more experience and confidence when making purchase decisions;
- knowledgeable of the world both “in speaking and in writing”;
- brought up to believe in the importance of rational arguments and usefulness of products;
- having a tendency to gather sufficient information prior to making a purchase;
- open to the marketing activities, but at the same time more suspicious and cynical in their implementation;
- brought up to believe in the importance of communication, based on the personal recommendations of the quality of services;
- being focused on using their free time for their hobbies, sports, cultural activities and education.

In practice, we can notice the segmentation of this target group accor-

¹⁵ KALKA, J., ALLGAYER, F. : *Marketing podle cílových skupin*. Praha : Computer Press, 2007, p. 228-260.

¹⁶ VYSEKALOVÁ, J. et al.: *Chování zákazníka*. Praha : Grada Publishing, 2011, p. 281-282.

ding to the psychological and psychographic characteristics which extensively supplement the demographic data providing us with more complex understanding of the consumers' behaviour.

Authors Allgayer and Kalka¹⁷ created the marketing approaches according to the target groups and their values. In the 50+ generation they recognise 4 groups of consumers. Each group has its own specific characteristic and contains a unique factor or directional value:

- a group of the authentic, conscious consumers – “Conscious in every respect”
- a group of unassuming pragmatists - “To be satisfied with less”
- a group of representative, self-oriented consumers - “An order oriented on status”
- a group of distinguished, style experts - “The taste for restraint”.

Czech marketing analysis conducted in 2011 show segmentation of 50+ generation according to the age into the following groups:¹⁸

- the old-young (over 60 year-olds, 11%)
- active pre-retirement age (9%)
- the planners (24%)
- conservative seniors (34%)
- active seniors (22%)

According to the analysis the conservative seniors (34%) are the largest group of consumers over 50. These usually come from smaller towns and villages and have a lower income. The classic form of marketing communication via television and print dominate in this group. Financially the most significant, but also the smallest group of people aged over 50, is the group of consumers in active pre-retirement age (9%). They usually have a high social and employment status, active lifestyle and very active and more demanding standard of living. In spite of the positive prospects for the future, Lesáková notes that: “a thorough research of the potential and specificity of this market segment is still missing.”¹⁹

¹⁷ KALKA, J., ALLGAYER, F. : *Marketing podle cílových skupin*. Praha : Computer Press, 2007, p. 228-260.

¹⁸ Available from: <<http://www.mediaguru.cz/2011/12/marketingovy-trh-a-jeho-nova-generace/#.UidFvjZShHk>> [cited on 2.9.2013].

¹⁹ LESÁKOVÁ, D.: *Determinanty nákupného rozhodovania seniorov*. [online] Available from: <http://of.euba.sk/konfVeda2012/Prispevky/Lesakova_

According to the author, the reasons for not paying enough attention to the senior segment, is primarily the human factor which is not trying hard enough to understand such a complex segment. It is also the reluctance to adapt the brands for the seniors due to the loss of interest of young people. She also thinks that there is a high age limit restricting the formation of long-term relationship with the customer.

Buying behaviour of 50+ generation of consumers

Buying behaviour of this specific segment of consumers who are over 50 is becoming increasingly hot research topic also in Slovakia. In spite of the fact that there is a need for a thorough understanding and research, it is important to point out that the heterogeneity of this segment shows inconsistencies in consumer behaviour and we need to take into account the definition of this generation according to already indicated economic activity (productive and non-productive population), or sociological segmentation (the working and the retired population).

Based on the above stated, it is possible to rely on presupposition of changes in this segment, but the marketing requires a deeper knowledge. Since the purchasing process is directly dependent on consumers whose needs, wishes and behaviour should be the basis for the marketing activities, there is a need for continuing research and scrutiny from the perspective of economic activity or sociological definition of this generation. The purchasing process is tied to the consumer who decides which product or service he will choose based on certain internal or external stimuli.

Many of the external factors, in particular, have significantly contributed to the fact that today's 50+ generation has changed its buying behaviour and its decision-making to a large extent. Whether we subdivide this segment according to individual age groups or according to the status (the employed and the retired), we need to remember that each group has also other inherently specific characteristics. Generalising the buying behaviour of the segment would mean defining only the

Dagmar.pdf> [cited on 30.7.2013].

basic directional points that outline the meaning of this generation for marketing.

The 50+ generation and its significance for the future of marketing

From the perspective of the marketing approaches, it is not so important that a group of consumers over the age of 50 grows significantly. The mentioned changes are especially important for marketing mainly from the perspective of social, psychological and technological attributes that affect the behaviour of a consumer of this age when making a purchase. A consumer with a new lifestyle and certain specific values has a lifestyle similar to younger generations. This is interesting for marketing and communication activities. In the light of the above, there are several important factors, which correspond to the question of the significance of the 50+ segment for marketing:

High attractiveness of 50+ segment

Consumers from 50+ segment represent a highly attractive and conscious group of people who know what they want and have sufficient financial resources. The term “sandwich generation” used to describe them, suggests that they would invest in their children, in themselves and their parents and this makes them an economically attractive generation. Due to their life experiences, they are more stable and faithful to their brands. They can recognise and also require a high quality and they think twice about their investments. These facts are considered to be the key factors enabling this segment to become the centre of attention.

High internal heterogeneity of the 50+ segment

The segment requires the definition of new target groups which would adequately correspond to the possible specific approach.

The deficit of specific products and communication activities

As the senior segment, or 50+ generation segment, shows a new

form nowadays, it is necessary to adjust the communication with this segment and tailor it according to its needs. The Czech author Marta Regnerová²⁰ also deals with the marketing communication with this segment. She highlights that the marketing communication still ignores the fact that these target consumers are often technologically skilled and very up-to-date. She mentions the need to upgrade the communication with the seniors.

The need for action

Not only the 50+ segment, but also the marketing is a very dynamic area. If the fact that this segment is growing and is showing new market opportunities is taken into account, than the competitive advantage can be obtained only by those who have sufficient information and know how to use it to their advantage.

Conclusion

Once a minority and not a very important group of population is currently becoming very up-to-date and might one day become a majority group and therefore it requires a maximum of attention. This segment issue is current even though it is theoretically and practically very little known. It is necessary to take all the facts playing in favour of the 50+ generation into consideration and these facts include the lifestyle changes as well as the pitfalls of this very specific and demanding age. The number of consumers in their 50s is growing every year. With this growth there is also an increase of the opportunities for the companies to focus on this segment and reach out to the group that has a stable position on the market. In the future this group might be even more important, because it is and will continue to be modern, stable and conscious. The pitfall of this segment is that it is considerably heterogeneous and interferes with two opposing groups

²⁰ REGNEROVÁ, M., KUNÁŠKOVÁ, M.: Marketingová komunikace a senior jako zákazník na trhu v ČR. In *Nové trendy v marketingovej komunikácii*. Zborník z medzinárodnej vedeckej konferencie. Trnava : Fakulta masmediálnej komunikácie, UCM, 2011, p. 173-183.

of consumers showing different patterns of consumer behaviour. Marketing should come to the stage when it will be able to recognise this segment, define it and create strategically suitable, innovative and easily applicable marketing and communication approach to it. It is necessary to discard the “clichés” about the irrelevance of this segment, take into account the relevant facts showing the importance of its research and ensure that most promising characteristics of these consumers are used. It is possible to achieve a competitive advantage only if we seize the opportunity to gain the maximum information about this target group.

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BRAND RECALL OF SLOVAK CONSUMERS AND THEIR ATTITUDES TOWARD BRANDS

Lucia Vilčeková

Abstract

The paper describes brand attitudes of Slovak consumers toward domestic versus foreign brands and their spontaneous brand recall of domestic and foreign brands. The introduction to brands and branding is provided at the beginning, followed by brief description of brand awareness and brand recall, then description of research methodology is mentioned and finally, research results are presented. The representative research was conducted in year 2013 on a sample of 1067 Slovak consumers older than 16 years of age. According to the research results, Slovak consumers are brand oriented and they prefer domestic products. The top of mind Slovak brands are Figaro, Rajo, Sedita and Coop Jednota and Eset. In general brand recall, most Slovak consumers recalled the brands Adidas, Nike and Puma.

Key words:

Brand. Brand recall. Brand attitudes. Domestic versus foreign brands.

Brands and brand recall in marketing

Brands in marketing are used to differentiate products and services. 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.*”¹ According to Kotler and Keller² brand is a way of differentiating a company’s goods, or services, from those of its competitors. “*Brand is a promise. It is an unwritten contract between a seller and a buyer...*”³

¹ AMERICAN MARKETING ASSOCIATION DICTIONARY: *Brand*. [online]. Available from: <http://www.marketingpower.com/_layouts/dictionary.aspx?dLetter=B> [12.10.2013].

² KOTLER, P., KELLER, K.L.: *Marketing Management*. Praha : Grada Publishing, 2009, p. 243.

³ HEALEY, M.: *What is Branding?* Mies : RotoVision, 2008, p. 12.

Brand has an important role in consumer purchase decision process. Prior to a purchase the brand can increase consumer's efficiency of perception, processing and storage of information. The actual decision making activity can be easier because brands reduce uncertainty and reduce risk of a purchase and in the post purchase stage, the image benefits of brands emerge.⁴ Brand awareness can be considered to be a prerequisite of consumers' buying decision, as it represents one of the main factors for including a brand their decision process. Brand awareness is the first dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand. It is the likelihood that a brand name will come to mind of a customer.

Brand awareness can be depicted into:

- brand recognition - consumers' ability to confirm prior exposure to the brand when given the brand as clue. It is recognition of a given brand among others and it indicates a weak link to the brand,
- brand recall - consumers' ability to spontaneously retrieve the brand when given the product category, the brands are named by the consumer spontaneously. These the brands in the range of a customers' choice when making a buying decision.⁵

Good brand recall and recognition have a numerous desirable effects for a company:⁶

- the recall of one brand blocks off the other brands from the range of alternatives in which the consumer makes his decision,
- within a set of familiar brands consumers pick the ones better known to them, especially if they cannot see any special differences between the competing offerings,
- brand awareness forms the basis for a clear and attractive brand image,

⁴ KLAMING, G.: *The changing role of brands in the age of empowered consumers*. [online]. Available from: <http://www.markenlexikon.com/d_texte/klaming_changing_role_of_brands_2006.pdf> [12.10.2013].

⁵ MOISESCU, O.: *The importance of brand awerness in consumers' buying decision and perceived risk assesment*. In *Management and Marketing*, 2009, vol. VII, Issue 1, p. 103-110.

⁶ KONIEWSKI, M.: *Brand Awareness and Customer Loyalty*. [online]. Available from: <<http://www.research-pmr.com/userfiles/file/wp/Brand-Awareness-and-Customer-Loyalty.pdf>> [9.10.2013].

- brand recall coupled with high customer satisfaction levels translates into customer loyalty.

Slovak consumers are considered to be brand oriented. Marketing experts say the economic crisis has had some effect on perception of Slovak consumers toward brands – the belief of certain brands names and their promise of quality grew stronger and the consumers became more price sensitive and when they give away their money they expect to get the desired performance. The crisis made stronger the relation of Slovaks to traditional, established brands. Slovaks look for a certain guarantee of quality and certainty. And traditional brands provide exactly such a guarantee for them.⁷ To be able to find out what brands Slovak consumers can recall and how their attitudes toward brands are, a representative research was conducted and partial results from the research are presented in following part of this paper.

Research methodology

The data was collected from January to April 2013 with a questionnaire. To determine the spontaneous brand recall, the respondents were asked to name at least one brand they can recall and in the following question, at least one Slovak brand they recall. Then they were presented with a list of 27 statements concerning their attitudes towards domestic and foreign brands and their brand buying behavior. Likert scales, as a very common and easy tool for measuring attitudes, were used in the survey. The scales ranged from -2 (absolutely disagree) to +2 (absolutely agree).

The population in the research were Slovak consumers 16 years of age and older. To be able to draw conclusions from the research and to get accurate results, quota sampling was used. It ensures that chosen subgroups are represented in the sample to the exact extent as they are in the population. The quotas of this research were gender, age, educa-

⁷ LIPTÁKOVÁ, J.: *Brand loyalty continues to reign among Slovaks*. 7. 1. 2011. [online]. Available from: <http://spectator.sme.sk/articles/view/41335/24/brand_loyalty_continues_to_reign_among_slovaks.html> [1.10.2013].

tion, and income reflecting the distribution in Slovak population. The number of respondents was set to 1067 in order to get permissible error of 3 percent and confidence level of 95 percent for the research results.

For better visualization of open-ended questions where a lot of various brands were mentioned, word clouds were used. They provide a visual summary of a collection of texts by differentiating the popularity, importance or frequency of appearance by font size. They also serve as a visual summary of document content.⁸

Research results

First, the results of two open-ended questions are presented, followed by results from the attitudes measurement. To determine the spontaneous brand recall, the respondents were asked to name at least one brand they can recall. There are the 100 most frequent brand names presented in Figure 1.



Picture 1: Brand recall - general

Source: Tagxedo.

⁸ LEE, B., RICHE, N., KARLSON, A., CARPENDALE, S.: *SparkClouds: Visualizing Trends in Tag Clouds*. In IEEE Transactions on Visualization and Computer Graphics, 2010, vol. 16, No. 6, p. 1182–1189.

The most know brands are sport brands Adidas, Nike and Puma. The most mentioned brand overall was Adidas. The second biggest cluster of brands was technological with brands like Apple, Sony, Nokia and Samsung. To this cluster also belong, in terms of frequency appearance, Cocal Cola and Škoda. Škoda is leading the spontaneous knowledge among car producers, followed by Mercedes, Audi and Volkswagen. In the third biggest cluster are Rajo, Figaro, Nivea, Panasonic, HP, Kia, Zara and Orion, meaning the most mentioned Slovak brands were Rajo and Figaro. Another Slovak brands that can be found in the cloud are Coop Jednota, Topvar, Orava and Slovenka. The most known clothing brands were Zara, being a leader in this cluster, followed by Tommy Hilfiger, Guess, Mango, Channel and Hugo Boss. Another brands belonging to the 100 most mentioned brands by Slovak consumers were Milka, IBM, Microsoft, Ford, Orion, Reebok, Mc Donald's, L'Oreal, Nestlé, Eta.

To determine the spontaneous knowledge of Slovak brands, the respondents were asked to name at least one Slovak brand they can recall. There are the 100 most frequent brand names presented in Figure 2.

The most known Slovak brands are Figaro, Rajo, Sedita and Coop Jednota and Eset. These brands are followed by Zlatý Bažant, Šariš, Liptov, Vinea, Kofola, Slovenka, Orava, Rajec, Budiš and Matador. The most of the brands in this cloud are from the food industry. The most famous brands from other industries are Eset, being among the top 5 spontaneously recalled Slovak brand names, Orava and Matador. Strong appearance of Kia (or SlovaKia) can be seen in the cloud. Another brands, which were mistakenly considered for Slovak, were Orion, Zentiva, Škoda, Vitana and Pribináčik. Three big industry-based clusters can be found in Figure 2 – soft drinks with brands like Kofola, Rajec, Budiš, - milk products with brands Rajo, Zvolenské mliekárne, Tami, Liptov and – beer with brands Zlatý Bažant, Corgoň, Topvar, Šariš.



Picture 2: Brand recall – Slovak brands

Source: Tagxedo.

To be able to determine the overall attitudes of Slovak consumers toward domestic versus foreign brands, the respondents were presented with 27 statements ranging from strongly agree to strongly disagree. The results can be seen in Chart 1.

Concerning attitudes toward domestic brands, Slovak consumers agree that Slovak products are high quality products, but it is sometimes impossible to find Slovak brands of certain products in the stores. Nevertheless, they tend to prefer Slovak products in their purchases because they like Slovakia and they want to support the country's economy. Slovaks trust domestic brands more than those of foreign origin and they usually buy food that is made in Slovakia.

Considering foreign brands, Slovaks think they are more available and they usually buy consumer goods, footwear and textiles of foreign origin. Consumers do not think that foreign brands do have better quality than Slovak brands.

General attitudes of Slovaks toward brands can be described as follows: Consumers do have their favorite brands and they do not care if they were produced abroad or in Slovakia but they are very aware of the country of origin. They are brand oriented and they make their purchase decision based on brands. They are not willing to pay more

for Slovak products, but they not hesitate to spend more money on their favorite brands. The consumers are interested in the country of origin and they are willing to take the time to search for the information of where the product they want to purchase was made. Brands play an important role for Slovaks, but the consumers are sometimes confused with the great variety of brands.

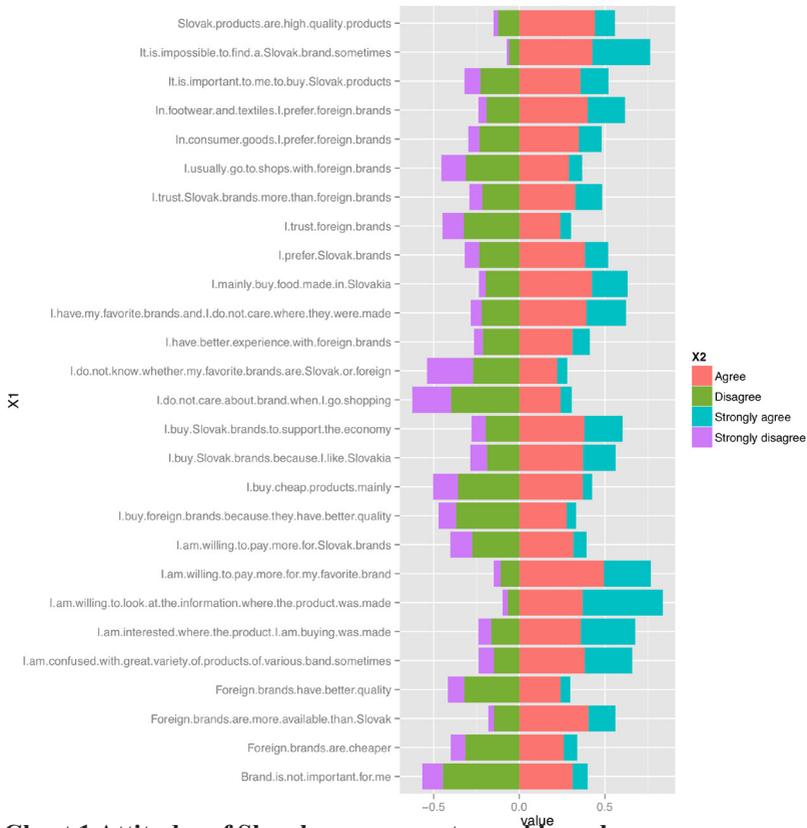


Chart 1 Attitudes of Slovak consumers toward brands

Source: Author.

Conclusion

Slovak consumers can be seen as brand oriented and they make their buying decision based on brands. They prefer to buy Slovak products,

but it is sometimes difficult to find domestic brands in stores, especially in consumer goods and textiles. They are aware that with purchasing domestic products they support the economy. There are several institutions in Slovakia that support domestic production. Industrial Property Office of the Slovak Republic, a central state administration body responsible for industrial property protection; Slovak Chamber of Patent Attorneys which is responsible for protection of intellectual property; Slovak Association for Trademark Products that protects and promotes the common interests of manufacturers of branded products; Ministry of Agriculture and Rural Development with a program to label domestic agricultural and food products called „Quality Label SK“; Association of Trade and Tourism (ZOCR) introduced an initiative „Quality from Our Regions“ to increase Slovak consumers' awareness of domestic products. Both of these initiatives are mostly visible in supporting agricultural sector and that may be one of the reasons why brands from the food industry like Sedita, Figaro and Rajo are the best known brands in Slovak consumers. In foreign brands, the most mentioned were sport brands like Nike, Adidas and Puma. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set. Brand awareness is a measure of the effectiveness of a company's marketing activity. There is a need to promote production from other industries, because increasing Slovak consumers' awareness of domestic products is an important step in increasing sales of Slovak sourced goods.

Acknowledgment:

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CONSUMER BEHAVIOR OF GENERATION Y ON THE PRINT MEDIA MARKET

Ľudmila Čábyová – Peter Krajčovič

Abstract

The paper analyzes consumer behavior of Generation Y on the print media market. It inquires for factors that influence newspapers and magazines buying, as well as buying decision and buying process of this consumer generation on the print media market.

Key words:

Consumer behavior. Generation Y. Print media market.

Introduction

There are more than 1 780 newspapers and magazines in Slovak print media market nowadays.¹ Although, not all of this titles are readily available for consumers, on the other hand, this amount represents a wide range of consumer offer. We can say that the print media market is a very saturate. For example, the Slovak post offers in a print media catalogue more than 900 titles of newspapers or magazines.² The wide range of newspapers and magazines is also offered by common distribution network, such as news-stands or petrol pumps.

Such wide range of newspapers or magazines on the one hand offers a lot of specialized titles, on the other hand generates a lot of identical newspapers or magazines by content of graphic design. This is a reason to ask some questions. What is the reason of consumer choice? Which factors influence the consumer? Is the the price of print media or another factors? Does the consumer compare newspapers or magazines or is he a loyalty consumer. There are a lot of questions, that are in the case of decreasing print media sales still live.

¹ According to the List of print media titles of Ministry of Culture in Slovak republic (on to date 2nd November 2013).

² The catalogue of newspapers and magazines. [online]. Availabne from: <<http://www.posta.sk/subory/293/>> [30. 10. 2013].

Print media market and the merchantibility of print media titles

The readability and also the saleability of newspapers and magazines is continually decreasing in Slovakia. Drop in sales notes step by step also the largest publishers. Similarly in the case of newspapers with daily periodical, this negative trend hits also the newspaper with weekly and montly periodicity. The best selling daily paper (Nový čas) registred a drop in sales yearly about 10,7 %.³ The yearly drop in sales hits also other daily papers, for example Plus jeden deň (about 4,5 %), SME (about 8,3 %), Hospodárske noviny (about 9,4 %) and PRAVDA, that get out of ABC monitoring system in the last year, about 3,4 %.⁴

The yearly drop in sales hits besides daily newspapers also newspapers with weekly and montly periodicity. The best selling weekly paper in Slovakia Plus 7 dní registred a yearly drop in sales about 4,4 %. An avarege yearly sale was the lowest in the last ten years.⁵ The yearly drop in sales of two digits registred a weekly paper Nový čas pre ženy (about 13,3 %), Život (about 5 %), Eurotelevízia (about 7,3 %) and TREND (about 7,5 %).⁶ Only two newspapers with weekly periodicity registred the rise of the sales – the weekly paper Bájedná žena (about 4,3 %) and .týždeň (about 1,5 %).⁷

The yearly drop in sales registred also the best selling monthly newspaper Nový čas križovky about 11,5 %, Záhradkár (about 8,5 %), Zdravie (about the same value) and the woman magazine EVA (about 5,1 %). Contrarwise, the woman magazine EMMA registred a yearly sales rise about 0,8 %.⁸

³ CZWITKOVICS, T.: Denníky vlani klesali zvýšeným tempom. [online]. Available from: <<http://medialne.etrend.sk/tlac-spravy/denniky-vlani-klesali-zvysenym-tempom.html>> [30. 10. 2013].

⁴ Ibidem

⁵ CZWITKOVICS, T.: Aj časopisy vlani klesali. Pár výnimiek sa však našlo. [online]. Available from: <<http://medialne.etrend.sk/tlac-clanky/aj-casopisy-vlani-klesali-par-vynimiek-sa-vsak-naslo.html>> [30. 10. 2013].

⁶ Ibidem

⁷ Ibidem

⁸ Ibidem

The overviews of print media sales in the year 2013 show Chart 1, 2 and 3.

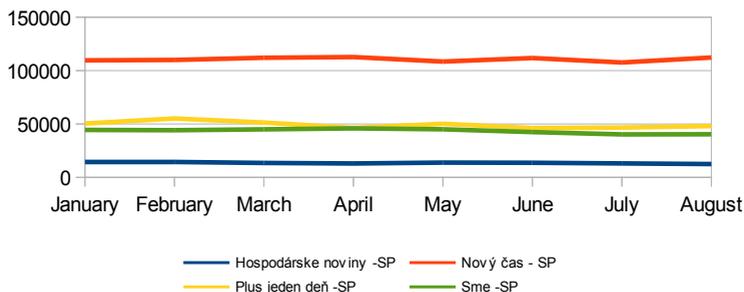


Chart 1 An overview of chosen daily paper sales.

Source: Self processing. Data: ABC SR.

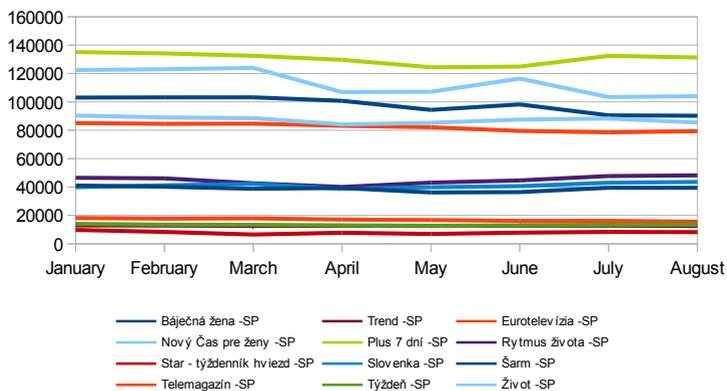


Chart 2 An overview of chosen weekly paper sales.

Source: Self processing. Data: ABC SR.

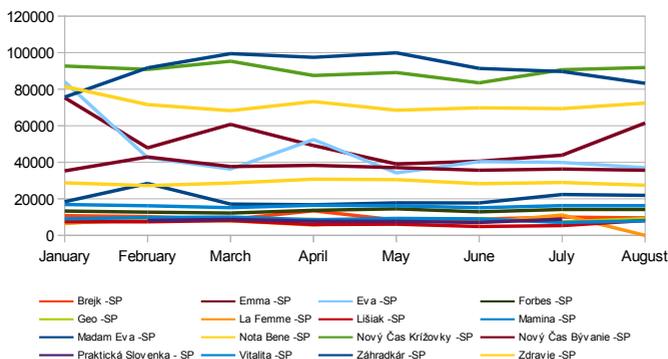


Chart 3 An overview of chosen montly paper sales.

Source: Self processing. Data: ABC SR.

Consumer behavior of Generation Y on the print media market

Generation Y is marked as a technologic generation, which considers computer and mobile phone as a necessary part of its life. It influences not only the lack of interest in reading books, but also printed newspapers and magazines by this generation. This generation of consumer is reading less in general and has also worse verbal skills. This generation is successfully manipulated by electronic media. The audience has become a slave of television and do not make a society but they tend to make the virtual relations. Contrary of the Western Europe, where was this generation influenced by popular youth serials, from which were in Slovak TV channels showed for example Beverly Hills, Melroce Place and Friends, in Slovakia was this generation influenced mainly by reality shows, for example Superstar or Big Brother. This types of TV programmms were so popular, because an ordinary human might have been a main hero. Surprising information brings a study of how much are young peopele interested in print media. The results of this study are in contrast with general view of disinterest of reading newspapers and magazines

by young people. Nearly 36 % of foundation-scholars and 42 % of high schoolers said, that they daily read the newspapers, and the 36 % of foundation-scholars and 42 % of high schoolers said, that they daily read the magazines. With this results are in a big contrast the answers of university students. Nearly 40 % of this respondents read the newspapers or magazines only 3 or 4 times per week. This could be explained, that in this study were not newspapers and magazines separate in their print and electronic (internet) version. Some of these respondents probably signed the category “reading internet version of newspapers or magazines” to the category “internet”.⁹ According to the study realized by slovak libraries in the year 2012, nearly 33,2 % of the respondents do not read any magazines and those, who are reading at least one magazine are reading it average only for 1 hour. Nearly 42 % of respondents do not read any book during a week (text-books were not regarded).

Results of this studies motivated us to make own study about consumer behavior of young generation in the print media market. The aim of our study was to identify what factors have an impact on this generation of consumer during buying newspapers or magazines. We were detected the buying decision and buying process of this group of consumers in the print media market. For that purpose we made a survey with 312 respondents. Data collection lasted from 14th till 21st October 2013 by writted questioning. We applied a standardized query sheet. The structure of respondents show Chart 4 and Chart 5.

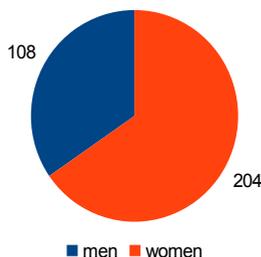


Chart 4 The structure of respondents I.

Source: Self processing. N = 312 respondents (men – 108, women – 204).

⁹ VRABEC, N.: *Mládež a média. Mediálna gramotnosť mladých ľudí na Slovensku*, Bratislava : IUVENTA – Slovenský inštitút mládeže. 2008.

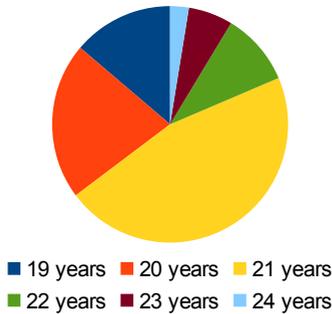


Chart 5 The structure of respondents II.

Source: Self processing. $N = 312$ respondents (19 years = 43 respondents, 20 years = 67 respondents, 21 years = 144 respondents, 22 years = 31 respondents, 23 years = 19 respondents, 24 years = 8 respondents).

From the study resulted, that the most reading type of print media is montly paper and the most preferred are so called women and universal titles of print media. This results show Chart 6 and Chart 7

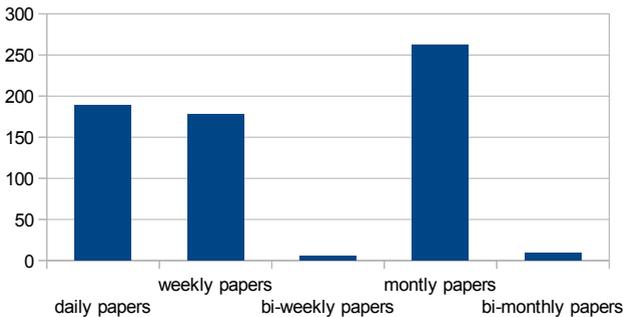


Chart 6 Readability of single newspapers and magazines.

Source: Self processing. $N = 644$ respondents (respondents could sign more than 1 answer).

Q: What type of newspapers or magazines do you read?

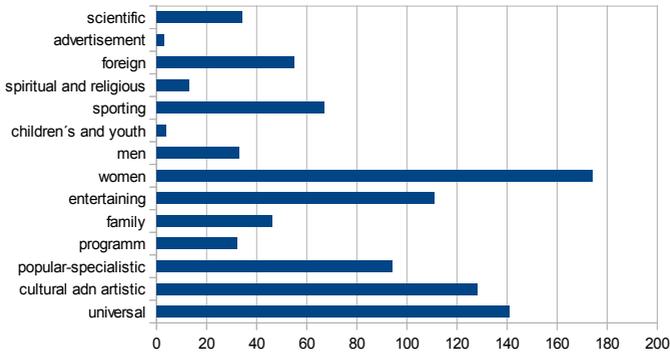


Chart 7 Preference of single types of newspaper or magazines.

Source: *Self processing*. *N* = 935 respondents (respondents could sign more than 1 answer).

Q: *What sort of newspaper or magazines do you prefer?*

Interesting finding is that nearly 70 % of respondents prefer reading newspapers or magazines in their printed version rather than in their electronic (internet) version. This detection is in a contrast of general characteristics of Generation Y, which is characterized also as a technologic generation with disinterest of print media. Nearly 90 % of respondents do not use a PIANO, what is a payed system of print media content on the internet. The results show Chart 8 and Chart 9.

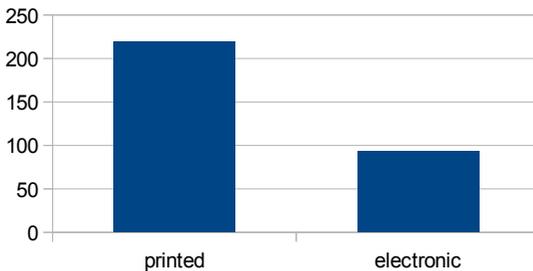


Chart 8 Preferred form of reading newspaper or magazines.

Source: *Self processing*. *N* = 312 respondents.

Q: *What form of newspapers or magazines do you prefer?*

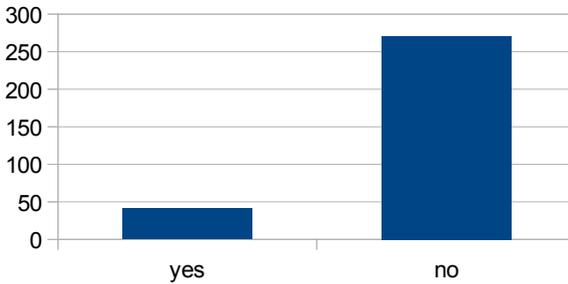


Chart 9 The use of PIANO (the payed system of print media content on the internet).

Source: Self processing. N = 312 respondents.

Q: Do you use a PIANO (the payed system of print media content on the internet)?

In our study we have also verified the frequency of newspapers or magazines reading and obtained data we have compared with data of purchase frequency. The results are that the most respondents (nearly 36,5 %) are reading newspapers or magazines more than once a week, although in such frequency are newspapers or magazines purchased only by 3,7 % of respondents. We have identified a big contrast between frequency of newspapers or magazines reading and self purchase frequency. The results show Chart 10 and Chart 11.

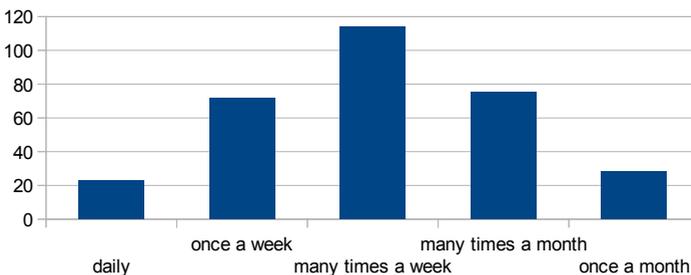


Chart 10 Frequency of newspapers or magazines reading.

Source: Self processing. N = 312 respondents.

Q: How often do you read newspapers or magazines?

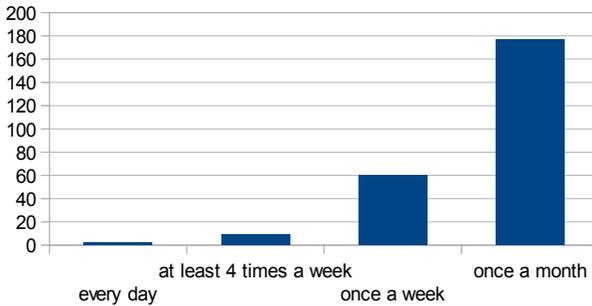


Chart 11 Self purchase frequency of newspapers or magazines.

Source: Self processing. N = 312 respondents.

Q: How often do you buy newspapers or magazines?

Possible explanation of this situation could be a phenomenon, when consumers are frequently reading the same purchased newspaper or magazine. Another one is that consumers are reading newspapers or magazines not purchased by themselves, but, for example, purchased by their parents.

The other point of our study was to identify the buying process of consumers belonged in Generation Y. We have also analyzed the way of purchase or factors, that could influence consumer during concrete print media title selection. The following graphs show the way of newspapers or magazines purchases (Chart 12), pre-purchase consumer decision (Chart 13), consumer loyalty to the purchased product (Chart 14) and the change of purchase decision (Chart 15).

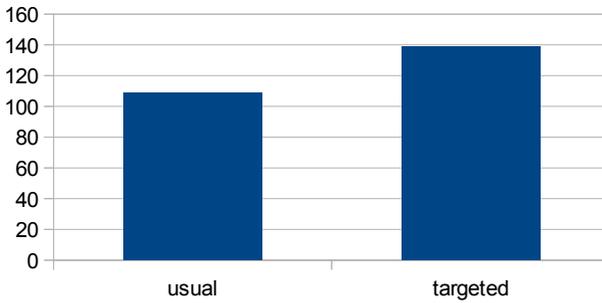


Chart 12 The way of newspapers or magazines purchase.

Source: Self processing. N = 248 respondents.

Q: Is a buy of newspapers or magazines the object of your usual or targeted purchase?

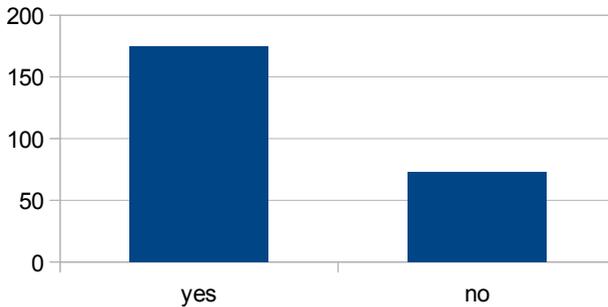


Chart 13 Pre-purchase consumer decision.

Source: Self processing. N = 248 respondents.

Q: Are you finally decided about your choice before buying newspapers or magazines?

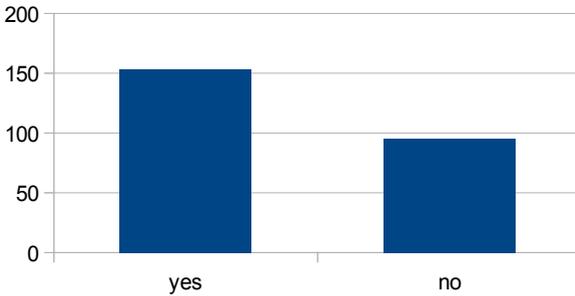


Chart 14 Consumer loaylity to the purchased product.

Source: Self processing. N = 248 respondents.

Q: Do you buy the same title of newspapers or magazines regularly?

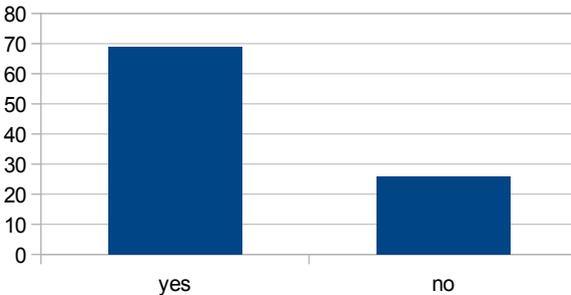


Chart 15 Change of purchase decision.

Source: Self processing. N = 95 respondents (consumers who are not buying the same title of newspapers or magazines).

Q: Do you finaly buy an another title of newspaper or magazine as you planned?

The results show, that nearly 70,5 % of consumers are definitely decided before purchase of concrete title of newspaper or magazine. 39 % of respondents are regularly buying the same title of print media. Nearly 73 % respondents who are not regularly buying the same title of newspaper or magazine make another buying decision as they

planned. The reason of buying decision change is mainly a content of newspaper or magazine, page title and layout. The results show Chart 16.

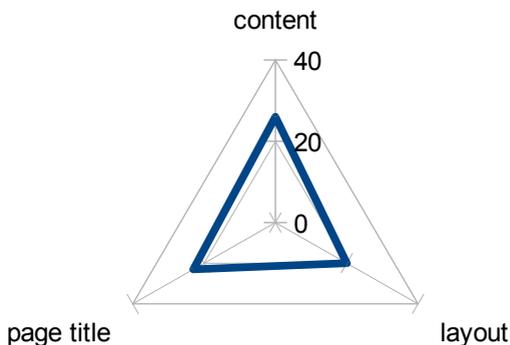


Chart 16 Reason of buying decision change.

Source: Self processing. N = 95 respondents (consumers who are not buying the same title of newspapers or magazines).

Q: What is the reason of your buying decision change?

In our study we have also determined, what factors influence consumers during newspapers or magazines purchase, especially the influence of sales promotion.

The results show, that nearly 77,5 % of respondents are willing to buy a concrete title of print media because of some present. 87,7 % of this consumers said thath they at least turn over pages or read out this newspapers or magazines. However only the fourth part of conusmers are also buying this newspapers or magazines without a present. The results show Chart 17, Chart 18 and Chart 19.

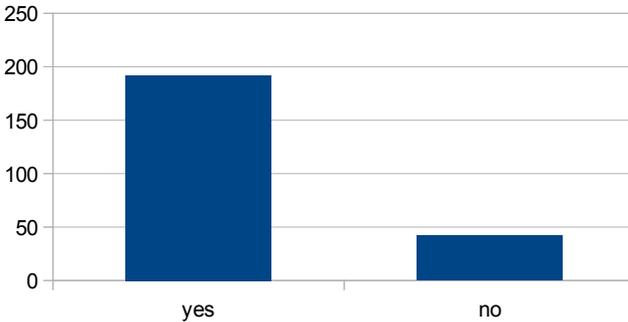


Chart 17 Willigness to buy the newspapers or magazines because of a present.

Source: Self processing. N = 248 respondents.

Q: Do you ready to buy the concrete title of newspaper or magazine because of a present?

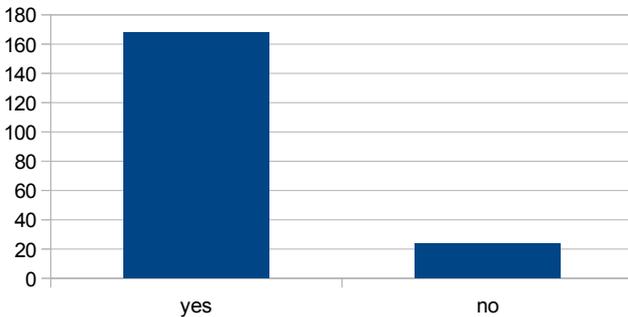


Chart 18 After-purchase behavior in the case of using sales promotion. I

Source: Self processing. N = 192 respondents (consumers, that are willing to buy newspapers or magazines because of present).

Q: Are you getting used to turn over the pages of this newspapers or magazines?

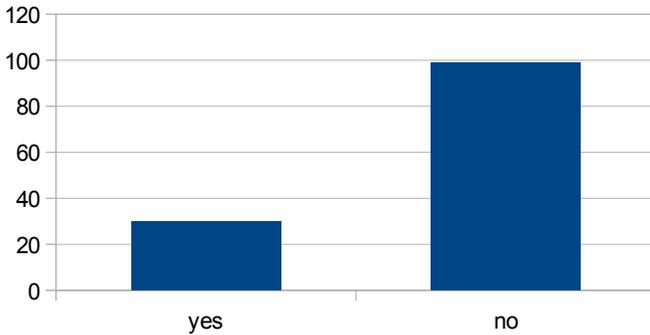


Chart 19 After-purchase behavior in the case of using sales promotion.

II

Source: Self processing. N = 192 respondents (consumers, that are willing to buy newspapers or magazines because of present).

Q: Do you buy this newspapers or magazines also if they don't contain any present?

Finally we have determined how consumers are influenced during purchase of newspapers or magazines by price, content, title page, brand, friend recommendation, advertising and sales promotion. This question answered also those respondents, who are not buying any newspapers or magazines. The influence of this factors on these respondents we can consider for hypothetical. We suppose that these factors will have an influence on these consumer in the case of serious buying decision.

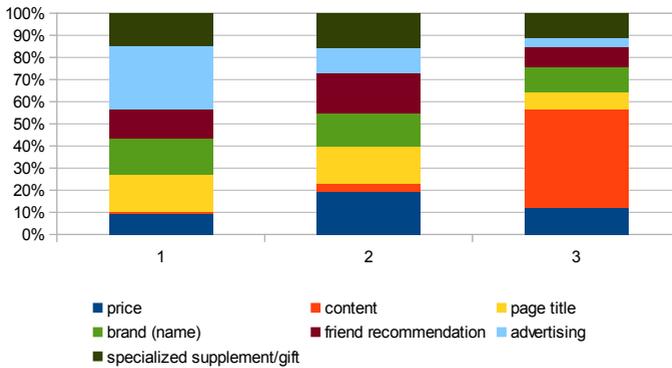


Chart 20 The influence of chosen factors on consumer decision process.

Source: Self processing. N = 312 respondents (1 = the least, 3 = the most).

Q: How much are you influenced by following factors during your newspapers or magazines purchase?

Conclusion

In the paper we analyzed consumer behavior of Generation Y on the print media market. We determined, what factors influence consumer's buying decision and how this factors influence their buying process. The results showed, that the most prefer type of print media is the montly paper. We identified a difference between frequency of reading newspapers or magazines and frequency of purchase them. Nearly 20,5 % of the respondents don't buy any newspapers or magazines even thought they read them at least once a month.

On the basis of data how are newspapers or magazines purchased we found out, that young generation of consumer prefer printed version of newspapers or magazines before their electronic version. This is very interesting finding because of certain specifications of Generation Y and its typical way of life. The literature karakterizes Generation Y as a generation associated with the internet and electronic communication. Also studies mentioned in the caption of this paper indicative less concern of young generation over the printed medias.

We predicted hence that the respondents will prefer an electronic version of newspapers or magazines. However this assumption was not confirmed.

Although the literature marks Generation Y as a consumption generation for that the purchase of newspapers or magazines is not a priority within their consumer behavior. The consumers are buying newspapers or magazines most frequently once a month. More than half of this consumers are buying the same title of newspapers or magazines. The most frequently reason of buying decision change are the content of newspapers or magazines and interesting page title. The sales promotion of newspaper or magazine is also the reason for changing consumer buying decision. Neither interesting present nor specialized supplement of print media are not able to get consumer into a buying habit.

Because of high print media market concentration and the wide range of substitute titles on the market we suppose a reliable brand building of print media as a key for successful sale strategy. The results of our study show that respondents are faithful to the concrete print media brand. On the other hand the results point out that edvertising have only a low ability to influence a purchase of newspapers or magazines and the sales promotion is not able to create a repeated purchase.

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FACTORS WHICH FACILITATE SENIORS' SHOPPING IN SELECTED RETAIL STORES

Michaela Krescanková

Abstract

Population ageing is a global phenomenon that affects every sphere of life. This trend must be considered not only in state's policy and the social sphere it comprises, but also in marketing and retailing. Ageing can't be seen as a problem, but as a challenge. Retailers should be aware of the fact, that their customers are getting older and they should adapt not only the range of products, but also the technical layout of their commercial establishments. Whoever understands the chance coming out of this as the first one, will gain a very important competitive advantage in the future. This article is therefore concerned with ageing issues and opportunities arising from it. In practical part we analyze retailers' approaches – how selected attributes of their commercial establishments meet the needs of seniors.

Key words:

Age groups. Marketing to seniors. Population ageing. Retail stores. Senior Friendly Business.

Population ageing

Population ageing affects all European countries and Slovak Republic is no exception. The reason for this is the change in reproductive behavior (leading to the transformation of the age structure of the population to a regressive structure and subsequent population ageing), progress in the technical, economic and social fields, improvement of health and longevity of individuals. In summary, aging is caused by increased of life expectancy (ageing of the population from the top) and low fecundity (ageing population from below).

Table 1 provides an insight into the evolution of the structure of Slovak population by selected age groups in 1970 - 2012. It's been prepared on the basis of data from the Statistical Office of the Slovak Republic. It reveals a trend for increasing population, but the changes

that are crucial are in the proportions of individual age categories - gradual decline in the percentage of pre-productive component of the population and an increased shares of productive and post-productive. In 2012 5 410 836 inhabitants lived in our area in total, of which only 13.1 % fell into the category of 65 – years and older. Compared to 1970, the proportion of the population under 14 years decreased by almost 12 % and the proportion of older increased by nearly 4 %, which in absolute terms means an increase of 291 882 inhabitants.

Table 1 The structure of Slovak population by selected age groups in 1970 – 2012

Year	Population (R)	Age groups							
		0 - 14		15 - 64		65 +		Unknown	
		Abs.	%	Abs.	%	Abs.	%	Abs.	%
2012	5 410 836	830 576	15,4	3 870 038	71,5	710 222	13,1	-	-
2011	5 397 036	826 516	15,3	3 886 327	72,0	682 873	12,7	1 320	0,02
2001	5 379 455	1 015 493	18,9	3 705 515	68,9	610 923	11,4	47 524	0,9
1991	5 274 335	1 313 961	24,9	3 415 721	64,8	543 180	10,3	1 473	0,03
1980	4 991 168	1 302 072	26,1	3 162 504	63,4	519 388	10,4	7 204	0,1
1970	4 537 290	1 232 721	27,2	2 883 333	63,5	418 340	9,2	2 896	0,1

Source: Own processing based on the data from the Statistical Office of the Slovak Republic.

Explanatory: R – on the basis of residence; Abs. – absolute value; % - percentage share

If we look at ageing from the perspective of the ageing index, capturing the share of population in the post-productive age on the population in the pre-productive age $[(65+/0-14)*100]$, this established trend should be confirmed. Since 1970, the index gradually increased from the values 33.9 %, 39.9 % (1980), 41.3 % (1991), 60.2 % (2001), except for 82.6 % in 2011. At the end of 2012 it was at 85.5 %, i.e. that on 100 people in pre-productive age fell 85.5 people older than 65 years. „*Typology of the age structure of the population according to G.Sundbärg based on the principle of comparing the three biological population ages, pre-reproduction (0-14), reproduction (15-49) and post-reproduction (50 +) determines the laws, according to which*

*the reproductive population represents half of the population in each population and the proportion of the two other components can be identified three basic types of age structures. In the stationary age structure both components are roughly balanced, the progressive age structure prevails pre-nuptial component over post-reproduction and in the regressive type post-reproduction prevails over pre-nuptial. According to this typology, the Slovak Republic has a regressive type of population. The change from a stationary to a regressive type occurred early 90-20th century.*¹

For our purposes, we regarded “a senior” as a person aged 60 years and above. Whereas the Statistical Office of the Slovak Republic is working with the above age groups, these data had to be based on available resources adapted to obtain relevant data. Table 2 shows a significant number of older people in the total population – in 2011 as much as 18.4 % of the population consisted of people aged 60 years and above. From the comparison of these two tables a downward trend visible in the proportion of the population in pre-productive age – their share in the total population decreased from 18.9 % in 2001 to 15.3 % in 2011.

The ageing index shifted from the value of 81.7 % to 120.3 %. While in 2001 100 people aged to 14 years accounted for 81.7 inhabitants older than 60 years, in 2011 it has been more than 120 seniors.

Table 2 The structure of Slovak population by selected age groups in 2001 and 2011

Year	Population (R)	Age groups							
		0 - 14		15 - 59		60 +		Unknown	
		Abs.	%	Abs.	%	Abs.	%	Abs.	%
2011	5 397 036	826 516	15,3	3 574 603	66,2	994 597	18,4	1 320	0,03
2001	5 379 455	1 015 493	18,9	3 487 171	64,8	829 267	15,4	47 524	0,9

Source: Own processing based on data from the Statistical Office of the Slovak Republic.

Explanatory: R – on the basis of residence; Abs. – absolute value; % - percentage share

¹ KATUŠA, M. et al.: *Vývoj obyvateľstva v Slovenskej republike a krajoch v roku 2012*. Bratislava : Štatistický úrad Slovenskej republiky, 2013, p. 39-40.

Concept Senior Friendly Business

Population ageing should not be seen only as a social problem, but also as a business and marketing opportunity. It cannot be stopped and traders should therefore adjust their strategies to this trend. Whoever underpins this segment as the first and meet its specific needs the best, will be given an important competitive advantage. It may be in the form of a specially modified exterior and interior stores or in the form of extending offer with a special range of products.

Seniors are highly sensitive to the disposition of the point of purchase. They prefer buying in small stores and supermarkets in their neighborhood, distant selling discounts and promotions. The range of the offered products should not be too broad, since it might be difficult to search for a particular product. They do not like wandering and being a nuisance, and therefore they prefer a clear navigation in the aisles, a familiar layout of products and a helpful staff. They also prefer easily opened products with a lower basis weight for 1 and 2 - member households. Their composition should be clear and shown understandably and described on the label in the local language. It can be pre-prepared meals, easy to prepare meals or those whose composition reflects their health - they contain less sugar, salt, fat, are softer, etc. They also prefer domestic products and are usually loyal to one brand.

Germans are a great example of traders who translated these specifications into practice among the first ones. „*Since 2010 over 700 shops nationwide have been certified with the quality mark “Shopping friendly generations”. In order to be labeled with this designation a store must meet a number of conditions, such as the passage of trade must be safe for shoppers and without stairs, shelves are in the height of 1.7 meters at the most, the price of the products is listed in the font size of at least 24, and the customer can choose from different package sizes.*“²

Some retailers, especially in the case of Germany, „*label their products with etiquettes written in Braille, they offer hearing devices and diesel*

² BAIEROVÁ, L.: *V nejlepších letech*. In TREND marketing: měsíčník pro marketingový management, 2012, vol. 8, n. 1-2, p. 44.

*trucks are available in stores.*³

Kaiser's Tengelmann opened a supermarket in Berlin at the end of 2006, whose aim was to satisfy a so-called "Generation market" (Kaiser's Senior Friendly Store). Among the innovative features it introduced in selling products to elderly customers were: *„large and clearly visible signs and labels; special lighting concept that does not blind elderly customers; significant product designation “for smaller households”; in selected departments the opportunity to consult with experts; a variety of fresh, organic and dietetic products; non-slip flooring; shopping trucks equipped with magnifying glasses, seats and brakes for a short rest; shopping baskets with long handles and wheels; goods are stored in an easily reachable height - not too low or high; long metal stairs along the bottom edge of the counter with milk and frozen products, which will facilitate access to goods in higher shelves; wider aisles and plenty of room at the tills; red buttons at the end of the shelves for service calling; senior corner near the exit, which is equipped with sofas, television or computer screen, cooling container with water and massage chair for coins, possibility to order a taxi.*⁴ German company Edeka is however the pioneer of Senior Friendly Business pioneer in the retail environment. It opened its first supermarkets for the generation 50 + (50Plus Supermarket) in 2003 in Salzburg and Vienna through its subsidiary ADEG. In addition to the above-mentioned adjustments, it also offered: *„spacious parking lots and access roads; deployment range according catering units for breakfast, lunch and dinner; magnifying glasses to read placed on shelves with goods; clear marks for special offers at fixed locations; “speaking” weighing scales for weighing fruit and vegetables; floor system serving the orientation of blind customers; shopping carts and baskets made of lightweight materials; service stations and sanitary room with a defibrillator and a pressure gauge.*⁵ A large part of its employees are aged over 50 – they are experienced and understand well the needs of this target group.

³ REGAL: *Ti, kteří se nebojí jen tak utrácet.* In TREND Marketing: měsíčník pro marketingový management, 2009, vol. 5, n. 6-7, p. 43.

⁴ Ibidem, p. 43.

⁵ REIDL, A.: *Senior – zákazník budoucnosti.* Brno : BizBooks, 2012, p. 32, 232.

Paper goal and methodology

The aim of the research is to determine whether and to what extent retail stores (falling under the statistical classification of economic activities SK NACE Rev. 2 in Class 47.11.0 Retail sale in non-specialized stores with food, beverages and tobacco) reflect the established trend of population ageing.

This realized research is a first step to the research in our dissertation work “Marketing to seniors”, whose main goal is to analyze the specifics of consumer and shopping behavior of seniors, to identify trends in their consumption, to review the impact of economic and value factors in connection with age changes in the structure of decision-making process of consumption.

The research was carried out with the method of primary data collecting – structured observation. It was realized in the period from 13. to 14. 09. 2013 in eight randomly selected retail chains located in Bratislava’s city district Ružinov – Billa (Bajkalská 19), Coop Jednota (Dulovo námestie 7-8), Hypernova (Ivánska cesta 12), Lidl (Ružinovská 1/E), Moja Samoška (I. Horvátha 2), Terno (Drieňová 40), Tesco Expres (Komárnická 3) and Tesco Extra (Cesta na Senec 2). We decided to investigate stores located in this city district, because of their highest representation of seniors in the absolute value among all Bratislava districts – they are home to 18,391 seniors.

Table 3 provides detailed information about the Bratislava region, which reached the highest proportions of seniors among all regions of Slovakia. Specifically, this table recorded data on population shares and age groups in different districts and neighborhoods in Bratislava arising from The 2011 Population and Housing Census.

Table 3 Shares of each age group in Bratislava counties in 2011

County	City district	Population(R)	Age groups							
			0 - 14		15 - 59		60 +		Unknown	
			Abs.	%	Abs.	%	Abs.	%	Abs.	%
BA I	Staré Mesto	38 655	4 639	12.0	23 239	60.1	10 760	27.8	17	0.04
Bratislava I		38 655	4 639	12.0	23 239	60.1	10 760	27.8	17	0.04
BA II	Podunajské Biskupice	20 611	2 933	14.2	13 236	64.2	4 421	21.5	21	0.1
	Ružinov	68 574	8 842	12.9	41 264	60.2	18 391	26.8	77	0.1
	Vrakuňa	19 177	2 444	12.7	13 455	70.2	3 268	17.0	10	0.1
Bratislava II		108 362	14 219	13.1	67 955	62.7	26 080	24.1	108	0.1
BA III	Nové Mesto	36 314	4 809	13.2	22 111	60.9	9 356	25.8	38	0.1
	Rača	19 679	2 364	12.0	12 454	63.3	4 849	24.6	12	0.1
	Vajnory	5 053	735	14.6	3 349	66.3	966	19.1	3	0.1
Bratislava III		61 046	7 908	13.0	37 914	62.1	15 171	24.9	53	0.1
BA IV	Devín	1 096	142	13.0	703	64.1	251	22.9	0	0.0
	Devínska Nová Ves	15 612	2 033	13.0	11 823	75.7	1 755	11.2	1	0.01
	Dúbravka	32 607	4 341	13.3	19 188	58.9	9 066	27.8	12	0.04
	Karlova Ves	32 650	4 651	14.3	21 975	67.3	5 993	18.4	31	0.1

MARKETING IDENTITY: Design that sells

Lamač	6 670	855	12.8	3 669	55.0	2 144	32.1	2	0.03
Záhorská Bystrica	3 395	595	17.5	2 145	63.2	650	19.2	5	0.2

Bratislava IV		92 030	12 617	13.7	59 503	64.7	19 859	21.6	51	0.1
BA V	Čunovo	1 010	141	14.0	645	63.9	224	22.2	0	0.0
	Jarovce	1 438	202	14.1	950	66.1	284	19.8	2	0.1
	Petržalka	105 842	11 732	11.1	78 335	74.0	15 686	14.8	89	0.1
	Rusovce	2 845	435	15.3	1 925	67.7	485	17.1	0	0.0
Bratislava V		111 135	12 510	11.3	81 855	73.7	16 679	15.0	91	0.1
Bratislava total		411 228	51 893	12.6	270 466	65.8	88 549	21.5	320	0.1

Source: Own processing based on the data from the Statistical Office of the Slovak Republic.

Explanatory: R – on the basis of residence; Abs. – absolute value; % - percentage share; BA - Bratislava

In 2011, a total of 411 228 inhabitants lived in Bratislava, of which 12.6 % were people in pre-productive age, 65.8 % of productive and 21.5 % in the post-productive age. Among the counties, the highest proportion of the population aged 60 years and above was in Bratislava I County, where 27.8 % of the populations were seniors. On the other hand, the smallest values were recorded in the county of Bratislava V (15 %). County Bratislava IV covers the “oldest” and the “youngest” part of the town. In the city district Lamač, the proportion of people aged over 60 was at the level of 32.1 %. 100 people younger than 14 years are accounted for over 250 seniors. The “youngest” city part was Devínska Nová Ves with a share of the older population of 11.2 %. 100 people younger than 14 years are accounted for over 86 seniors. Of all the counties, the highest ageing index was in Bratislava I (232 %) and

lowest in Bratislava V (133.3 %).

Since we do not expect that the level the sales units equipment and their layout will be comparable with foreign examples, we decided to follow the elements, which, in our opinion, simplify the possibility of movement around the store for Slovak seniors, and that could be objectively assessed.

In the context of element “*Construction and technical solution of the store*” we studied whether a given store has a disabled access and automatic door opening, because for older people movement on stairs can be difficult, they are mostly suffering from mobility problems, they are assisted with various medical devices for walking, are immobile, or use special bags on wheels for shopping.

Quality orientation in the store helps seniors to obtain the desired product easier and faster and they also don't feel lost thanks to it. Here, therefore, we looked at whether there are individually marked departments in the store, whether are these markings distinctive, and whether the direction to the checkout is clearly marked as well.

Comfort at shopping consists of several elements. We further focused on variants of shopping baskets and carts, the width of the streets, the placing price scanner in the store, the existence of a special department for small households and the opportunity to rest.

The diversity of shopping baskets and carts is important in terms of the diversity and size of purchases carried out, the preferences of buyers and ergonomics when buying.

Wide aisles allow more comfortable shopping and seniors do not feel that they are hampering anyone. The scale we use in this case is the width of two shopping carts for the purchase in the visited store.

Price scanners allow to easy monitor prices of selected commodities, so the customer can clearly check if the price of the product indicated on the price tag corresponds with reality. In addition to their number, we have also focused on their identification in the store.

Purchases can also be facilitated by special departments offering goods for smaller households or designated products. We observed, whether there were such departments in the analyzed stores.

The resting areas illustrate the overall comfort during and after purchase. In this case we also watched their existence and location - in

the area of purchase, behind cash registers, respectively if they are a part of the exterior outlets.

Research results

The research results of selected retail outlets in Bratislava's city district Ružinov are shown in Table 4. To create an idea of the size of the stores, we also present data on the number of cashiers.

Table 4 The presence of selected attributes to facilitate the purchase of the elderly in selected retail stores in Bratislava's city district Ružinov

Monitored attribute		Store	Billi	Coop Jednota	Hypernova	Lidl	Moja Samoška	Terno	Tesco Express	Tesco Extra
Number of cashiers			11	3	26	6	3	4	4	42
Construction and technical solution of the store	Disabled access	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Automatic door	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Orientation in the store	Department name	Yes	Yes	Yes	No	No	Yes	No	Yes	
	Clear indication departments	Yes	Yes	Yes	-	-	Yes	-	Yes	
	Determining the direction of sales	No	No	No	No	No	No	No	No	

Comfort at shopping	Variants of shopping baskets/carts	1/1	1/1	1/1	0/1	1/1	1/1	1/1	1/2
	Width of aisles	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
	Price scanner	Yes	No	Yes	No	No	Yes	Yes	Yes
	Clear indication of the price scanner	Yes	-	Yes	-	-	No	No	No
	Department for small households	No							
	Possibility of rest	No	No	Yes	No	No	No	No	Yes

Source: Own processing on the basis of research.

All the studied retail stores comply with the basic standards within the construction and technical solution of the store - allow disabled access to shops and facilitate passage of the automated door opening. In this area we emphasize tackle shops Lidl, which directs the movement of customers with a separate entrance to enter and exit the store.

Observation in the particular area "Orientation in the shop" revealed several shortcomings. Stores Lidl, Moja Samoška and Tesco Express use in the labeling department pictorial representations of product categories around the perimeter of stores. From our perspective is this marking chaotic, since it is not clear which specific products are included in the category and goods on the shelves in the central part of the sale are not labeled at all. Stores Billa, Hypernova, Terno and Tesco Extra complement the perimeter marking department with written markings in the form of shields placed on or above the individual shelves. COOP Jednota uses only the classic signs with tables on the shelves. Since we have also visited dimensionally larger retail type super - and hypermarket (Billa, Hypernova, Tesco Extra), we must criticize them for the absence of the direction of sales, respectively direction to the checkout. This would greatly facilitate the movement of mainly elderly customers.

The diversity of shopping baskets and carts match with the size of individual stores. Smaller retailers mainly use a combination of shopping baskets and small trucks (COOP Jednota, Moja Samoška, Terno, Tesco Express). Larger (Billa, Hypernova, Tesco Extra) combine shopping basket with dimensionally larger and deeper trucks. Lidl store has just a so-called large deep cart, which in our opinion does not comply with the requirements of the elderly, whereas in terms of moving around the store is clumsy and older customer must bow to the truck to pick up or set items. The antithesis is the Tesco Extra store, which in addition to the classic small basket in hand, and a large trolley offers a large shallow shopping cart, which is in our opinion ideal for seniors. Store Moja Samoška alone among all the surveyed establishments doesn't require any deposit in the form of coins for the use of the shopping trolley.

The width of the aisles in the monitored stores corresponds both with the desktop, and also with the size / width of the shopping carts. The only shop, which does not correspond with the width of the aisles we determined as a standard, is Tesco Extra, where the movement among the aisles was the most problematic of all stores.

Stores COOP Jednota, Lidl and Moja Samoška do not have the option so-called price control at their premises. The highest number of price scanners was in larger operations - Hypernova (4) and Tesco Extra (5). However, not all stores that implement this option, marked them clearly, so their contribution to the customer is reduced. It is the retailers Terno, Tesco Express and Tesco Extra. The only shops with clearly marked price scanners using shields and guidance arrows are Billa and Hypernova.

Special department for smaller households, which would greatly facilitate the purchases of the elderly and accelerated the movement around the store, were not to be found in any of these retailers. In addition, most plants did not create a space to relax or sit for the elderly. Stores located in the shopping centers (Hypernova, Tesco Extra) offer the opportunity to sit in the shoe department and have benches placed behind the shopping area. The remaining retailers have only space for loading the goods into shopping bags in the area at the register.

Recommendations and conclusion

Based on the results of the research, we suggest retail outlets in terms of building solutions to build wheelchair, wide enough and clearly marked entrances to the stores and to use the automatic door opening, because seniors have large mobility and health problems.

In terms of orientation it is very important to use a clear and distinct identification of the individual departments, and the usage of a combination of visual and written elements. In large stores we would recommend to use the designation of the direction of sales, respectively direction to the checkout, which may facilitate the movement of both seniors, as well as customers who buy in the store for the first time.

Comfort of shopping is no less important parameter, which is why we believe that especially larger shops should offer species- diverse shopping carts, which in terms of ergonomics facilitate customer purchases. It is important to build sufficiently wide aisles that senior shoppers don't feel that they are hampering someone. Since not only seniors have vision problems, it is important to increase the comfort when buying by coding sufficiently large and legible price tags. If this is not possible, it is suitable for rack or shopping carts to place magnifying glasses to read and equip stores with so-called price scanners, where the customer can verify the cost of goods. However, these scanners must be clearly identified, so they don't lose their usefulness. Seniors usually live in one - and two-person households, it would be therefore appropriate to establish a special department for small household products that contain less weight and easily edible food. Older customers tend to have mobility and health problem, and get tired quickly, it is desirable to build opportunities for them to rest, either directly in the sales section (supermarkets and hypermarkets) or at the premises behind the counter, respectively in the outdoor of the shops.

If all these measures are correctly put in practice, Slovak retail will step towards building a generations friendly shopping and it would represent a courtesy step towards seniors' needs. Innovative companies can get ahead of the competition and create a stable customer base, which is gradually aging, and will bring them higher profits.

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GENERATION IDENTITY IN CONSTITUTING ADVERTISING IN ČSR BETWEEN THE TWO WORLD WARS

Dušan Pavlu

Abstract

86 years ago - in November 1927 - was founded the Czechoslovak Advertising Club – the REKLUB, the most important subject of the advertising industry between the two world wars which radically formed its shape, structure, focus and content. It laid the foundation of a scientific approach to advertising, introduced interdisciplinary principles in its theory, building the clear awareness of indispensability of market research, aiming to enforce the ethical principles of creation and implementation of advertising activity. Its founders belonged to the coming generation of entrepreneurs whose activity shows all features of consistent generation identity.

Key words:

Ethic of advertising activity. Interdisciplinary concept of advertising. The Czechoslovak Advertising Club / the Reklub. Scientific approach to advertising.

1 Where to find the sources and beginnings of the generation identity of advertising creators between the wars?

A historical look back at the beginnings of a massive institutionalization of the advertising industry in Czechoslovakia in the 20s of the 20th century is extremely inspirational not only for the contemporary theory but also for the practice of marketing communication. It may seem today that the era eight decades ago could hardly bring any progressive views of the theory and practice of a systemically organized advertising activity, new approaches of the interdisciplinary nature, ethical, fresh visual perspectives or managerial innovations. But nothing can be further from the truth - studying the period, historical sources makes you appreciate the modernity of communication concepts developed by our ancestors, the surprising views of the complexity

of the approach to commercial and non-commercial communication, the hints of thoughts about wider – not only commercial – influences and impact of advertising approaches to the formation of the socio-economic reality, the very contemporary views of the role of the brand in a context of competitive rivalry and its decisive role as the identifier of a producer and product on the market.

The second half of the 19th century – particularly, in the American economy – is typical of a steep dynamic of the development of the industrial production with its adequate reflection in the commercial communication not only in the B2B sector but also in the area of B2C. When a mass product is developed - the existence of which was allowed by huge industrialization going on across the country - it is followed by a mass market coming into existence, which, only logically needs a mass consumer. And it is exactly the creation and formation of the mass consumer that a concerted effort to offer goods and services is made using more and more intensely the first and easy to access mass medium – the periodical press, in which it improves the advertising form of commercial communicates in the aspect of stylistics, illustration and demonstration. At the same time it also develops and improves other communication forms of offer – leaflets, flyers, billboards and posters in shopping windows and displays, advertisements on mobile means of transport – carts and carriages, lorries and passenger cars, a specific form of communication through sandwichmen sprang up among advertisers, towns, cities while shopping windows are gradually lit with electric lights, the forms of work of sales staff become more sophisticated, the first - though primitive – forms of CRM are used, etc.

In due time advertising agencies and offices are formed based on two sources – advertising departments of publishing houses and specialized activities of the commercial-economic news service provided by the first press agencies in the world. At the same time there is an urgent need to give advertising activities an institutional form: in 1904 the AAAA – American Association of Advertising Agencies was founded in the United States, in 1917 the Association of British Advertising Agencies in the UK and the national associations one by one established in other countries.

The new Czech business generation of entrepreneurs characteristic of their great admiration for everything American felt naturally very inspired by the dynamic of the American society, which was an incubator of all modernizing tendencies subsequently materialized in principally new products, new forms of organizing production and trade and so in new forms of commercial communication, which was constituted in a huge stream of all kinds of advertising activities and efforts to give the advertising activity a certain order, rules, quality and professional ethics. We can only bend our heads in respect for those who established and developed the first nation-wide organization of advertising professionals – the Reklub: *„In the dim distant times, i.e., in 1925 and 1926, the atmosphere was directly charged with the necessity to associate friends and experts in modern advertising because – with only some minor exceptions – our advertising at that time was typical of slightly oriental conditions and so at first the group for advertising with the Club of Friends of the Masaryk Labour Academy. And in 1927 Reklamní klub (The Advertising Club) or Reklub (the Reklub) was founded...“*¹

In November 1927 the basis are laid for an organization to systematically and purposefully cultivate the generational professional identity not only in the associational life but also in the advertising activity of its own members.

While researching this topic - generation identity – we will try to apply to the Reklub the key contemporary findings that tell us about the systematic creation of corporate identity: we come out of a finding that the coming professional - between the wars - advertising generation forms a relatively homogeneous entity in its nation-wide effort aiming to use a consistent philosophy of its activities and also control - though in the form of recommendations – some commercial communication processes, professional approaches to the creation and execution of advertising communicates and/or of major communication campaigns. At the same time it makes an effort to tackle and resolve the wider links of advertising in the life of our society in the aspect of education

¹ POŠTOLKA, V. (edit): *Kniha o reklamě*. Praha: Reklamní klub (The Advertising Club), 1940, p. 400.

of the public, establishment and observation of ethical principles, formulation of society-wide topics connected to commercial communicates; we can see first attempts to purposefully apply some general advertising rules to the communication of generally beneficial non-profit topics, etc.

Table 1 Corporate Identity

CI BASIS	CI MEANS	CI OUTCOME
THE UNDERLYING BUILDING MATERIAL= PHILOSOPHY, VISION AND MISSION, NORMS AND SYSTEMS OF ORGANIZATION	THE METHOD OF MAKING THE IDENTITY PUBLIC= CORPORATE DESIGN, CORPORATE COMMUNICATIONS, CORPORATE CULTURE, PRODUCT	THE EFFECTIVENESS OF THE ACTIVITY OF THE CI MEANS IS SHOWN AS THE IMAGE

Source: The above table is based on the concept defined by V. Svoboda².

2 The basis for the generation identity of the Reklub

The concept - generation identity – has a double meaning here: as an expression of common will of the members of our Reklub to work with advertising as an important tool to form the consumer demand and concurrently as a factor in creating the public opinion. In the other meaning it is used to refer to the actual generation of the Reklub’s members who at the time of establishing the Reklub joined the active commercial and creative work largely at the age of 30 years.

This professional organization consisted of three large member groups suppose we categorized its members by their profession:

- Advertising professionals, creators – copywriters, window dressers, graphic artists, photographers, architects of exhibitions, etc.,
- Important producers – representatives of the major brands of that time and so the big advertisers like ALPA, BAŤA, ČESKÁ ZBROJOVKA, FOTOHEMA, KOVOTĚS, ODKOLEK,

² SVOBODA, V.: *Public relations moderně a účinně*. Praha : Grada Publishing, 2009, p. 29.

ORION, OP PROSTĚJOV, PRAŽSKÉ PLAKÁTOVACÍ PODNIKY, PRUNA, SLAVIA, SIGMA PUMPY, TESLA, ULTRAPHON, WALDES, ZBROJOVKA BRNO, ZORA and others,

- Entrepreneurs and businessmen in advertising – owners of printing houses, producers of advertising aids and advertising objects, specialists in free enterprise, etc.

This representation of the Czech advertising stood for a huge organizational and creative potential with an unprecedented dynamic and performance. In 1927 the Reklub was founded by 11 members of the preparatory committee and in 1948 this club had as many as 3690 members.

Table 2 Growth in the number of Reklub members: 1927-1948 ³

YEAR	NUMBER OF MEMBERS	NUMBER OF BRANCHES
1927	80	Praha
1930	203	Praha, Brno
1940	324	Praha, Brno, Olomouc
1948	3 690 Of those: Praha 2607 15 branches, in total 1083	Praha, Brno, České Budějovice, Hradec Králové, Klatovy, Liberec, Náchod, Olomouc, Ostrava, Pardubice, Písek, Plzeň, Tábor, Třebíč, Zlín, Znojmo.

The second important source of this generation identity is undoubtedly a clearly expressed consent and support to the program goals and objectives of the Reklub: „*The purpose of our Club is to study modern advertising and sales organization in general, to disseminate knowledge, promote modern advertising and sales methods, care for better advertising and fight against false, deceptive and economically detrimental advertising, represent Czechoslovak advertising in our country and abroad and universally stand up for the interests of advertising professionals*“. ⁴ These main, profiling goals of the professional organization can be understood as the philosophy of the organization and formulation of its vision. The route to meet these global visions is specified in the articles of association which present

³ Source: our own calculations based on the data in: *Reklub – The Yearbook of Reklub 1948*. Praha : Reklamní klub československý, Mladá fronta, 1948, p. 141-190.

⁴ *Jak se Reklub narodil a rostl*. Praha : Reklamní klub, Grafia Praha, February 1931, p. 64-65.

the partial missions.

A permanent and systematically pursued goal of the Reklub's activities, or, its omnipresent principle, was to increase the quality of advertising. This line is evident in the time between the wars, particularly, from the content and argumentation of the publications released on the initiative of the Reklub or its members. Practically, the important representatives of the Reklub – leaders and inspirational figures of the creation of the key principles on which this new communication phenomenon should work – met the letter of their Club's articles of association statutes approved in 1930.⁵

1. *„organize lectures, courses and meetings, visits to industrial and business plants,*
2. *cooperate with institutes and corporations the purpose of which is related to the intentions of our Club,*
3. *inform the public and the press,*
4. *publish magazines and publications or support magazines and publications published elsewhere,*
5. *organize competitions, fairs and exhibitions, or, cooperate in their organization,*
6. *collect and process statistical data regarding advertising,*
7. *Club archives and records with collections and Club library,*
8. *reservations of places free of charge,*
9. *participate in events and efforts aiming to support and develop advertising,*
10. *represent Czechoslovak advertising in the public, in the government and in the International Advertising Association. “*

The choice of some author's attitudes and positions from the literature of that time indicates the goals were part of the manifestations of the generation identity of the Reklub's members: The first chairman of the Reklub, ing. F. Munk, declared in 1931: *„It is not only about a narrow interest of one profession, of one group. We need good, efficient advertising in the interest of our economy and of our state organizations.....the impact of advertising is so wide and so*

⁵ Ditto, p. 65.

*powerful that it will become a more and more important part of our social life. It depends on advertising, in depends on those who are involved in it, order it, make it and consume it:*⁶

*The problems of the industry move from production to distribution. We don't know whether we produce rationally in our country, but we do know we distribute the goods in a very uneconomical way. Our trade will certainly look different in 10 years. And advertising will look different than today, too. And the role of our Advertising Club is to reassure that the development is going on towards **good** advertising. It means towards **honest advertising and towards advertising that can satisfy the aesthetic requirements***⁷.

The general assembly of the Reklub in its resolution from 1931 changes its view of advertising as a cost item: „ *Advertising in its modern form is an **investment** made to reduce your business risk and increase your sales success*“.⁸

Jiří Solar, a founding member of the Reklub, advertising copywriter and author of many books on advertising, describes the importance of advertising in his Course of Commercial Advertising primarily with an emphasis put on the fact that advertising considerably widens our market, deepens its possibilities, accelerates the pace of our trade, enables customers to make a choice, builds trust and generally serves people. The fact of a public obligation, public promise not only in this text but in more places in Solar's work, is in the centre of his attention: „*Advertising is a promise made in public which binds the trader to meet his obligation and which is a reassurance given to the customer that we value him, that we care for his visit and that we wait for him and think about his convenience and comfort.*“⁹

An important role in the Reklub's efforts is played by its endless educational activities. As early as in 1927, i.e., in the year the Reklub was established, one of its founding members, Jan Brabec, based on his American experiences publishes a book named: the Principles of Profitable Commercial Advertising, which intensely deals with

⁶ Ditto, p. 31.

⁷ Ditto, p. 5-6.

⁸ Ditto, p. 46, highlighted by D. Pavlů

⁹ SLABÝ (Solar), J.: *Kurs obchodní reklamy*. Praha : Masarykův lidovýcho-
vny ústav, 1929, p. 10.

the scientific essence of advertising and very urgently underlines a necessity for new approaches to the market, to the demand and to the effectiveness of any trade activity : *„So it is necessary to find a new branch of science which based on the study of man, the greatest of all studies, would teach us how to extend our knowledge and sell economic goods not only in the technical aspect but also so that the one for whom they are intended would gladly receive them, be satisfied with them and if possible, adapt to them without any losses Trade – as in many other lines of work – plays the role of a pioneer. It creates the branch of science on the economic sale of goods and the branch of science on commercial advertising is one part of it“.*¹⁰

Jan Brabec, likewise some other members of the Reklub – important personalities of the advertising between the wars – in his characteristic of this type of commercial communication perceives wider cultural consequences: he defines advertising with a strong accent on its more general communication essence in 1927 using these words: *„Advertising in its widest sense of word is a branch of science on the dissemination of knowledge to many people with a certain tendency and purpose and does so by the means of a rather mechanical nature. So we could talk about, e.g., political, economic, medical, personal, artistic, religious advertising.... The common characteristic is the fact it always turns to many people by the means of a rather mechanical nature, wants to impact them in a certain way and is usually accessible to them free of charge. **It will be good when for this type of advertising people in our country start using the name “propaganda” or “publicity”** Commercial advertising is thus the branch of science on how to sell or help sell goods and services to more people by the means of largely mechanical nature“.*¹¹

The declaration in the last Yearbook of the Reklub in 1948 can't be just a vague verbal proclamation: *„The Reklub associates driven and enthusiastic servants of creative work irrespective of their age. Its members are employees as well as free-lancers and private entrepreneurs and businessmen. What they all have in common is the*

¹⁰ BRABEC, J.: *Zásady výnosné obchodní reklamy (na základě amerických studií a zkušeností)*. Praha : Sfinx, 1927, p. 11.

¹¹ BRABEC, J.: *Zásady výnosné obchodní reklamy (na základě amerických studií a zkušeností)*. Praha : Sfinx, 1927, p. 384.

*same dedication to and passion for a fruitful activity pursued for the benefit of the whole.*¹² In a modern, marketing language it is a clear declaration that the goals of the individual are identical to those of the institution, the identification with the generation mission defined by the Reklub's articles of association.

3 The means to disseminate the Reklub's corporate identity

As aforementioned, the program goals and objectives of the Reklub defined the following principal vision of all club activities: „*The purpose of the Club is to study modern advertising and the sales organisation in general, to disseminate their knowledge, to promote modern advertising and sales methods, to care for better advertising...*“

It means that the active forms of promoting its own professional activities were actually written in the program documents of the Reklub and, it is very characteristic of the corporate – Reklub's - identity that these visions were actually met in practice. It is very inspiring to study how the Reklub ensured the visions and goals of the organization were met in its everyday professional activity. The literature of that time indicates the Reklub through its various organizational, communication and initiating activities systematically influenced two underlying target groups in the then Czech society:

1. Naturally, above all, its own members
2. The general public – PR

The Reklub every year – during the whole time of its existence – organized several professional events aiming to increase expertise, professional qualification of active advertising professionals. The topics include the full range of the individual means of commercial communication at that time covered by the umbrella name - advertising: how to write business letters, arrange shop windows, displays and showcases, how to work at the fair, how to make efficient advertisements, etc. It also concurrently implemented some activities aiming to generally enhance advertising as an important communication activity. E.g., the Reklub was involved in amending

¹² The Yearbook of the Reklub 1948, pp. 138

the conditions for posting sites and hoarding boards, made an effort to normalize the posting sites and their aesthetic quality. As the first in Czechoslovakia follows the example of the American Audit Bureau of Circulation and aims for the objectivity of the adverts details: „(1927)... *An idea came out of the department of advertising bosses set up by editor Bloch soon after the Reklub was founded to audit the costs of magazine titles according to foreign examples. The Reklub never abandoned this intention despite major obstacles faced during its implementation*“. The first **Report of the costs and distribution of Czechoslovak magazines** was published in 1930. „*The outcome of this work, our first Report contains a relatively small number of magazines published in our country yet it is something we can't ignore. It shows a feasible way to introduce more honesty into our advertisements as well as a greater profitability for all involved.*“¹³

The Reklub founded its own professional library for the educational needs of its members stocked up with books and magazine titles of domestic as well as foreign provenance; in 1928 the Reklub conducted the first ever market research survey regarding the use of adverts among advertisers, prepared a guideline for the activity of advertising advisers, performed the function of a court appointed expert in legal disputes about advertising, provided consulting and advisory services for travel and tourism, organized presentations of Czech advertising at congresses and conferences abroad, delegated jurors and judges for various advertising competitions and initiated and organized many other meaningful professional activities.

Another important area where the Reklub became very much involved was promoting use of research/scientific findings in advertising theory and practice. I don't think the initiative of dr. Jan Brabec, who on his return from the United States in 1927 wrote the first book about advertising and market research in our country titled: **Zásady výnosné obchodní reklamy (na základě amerických studií a zkušeností)** (*The Principles of Profitable Commercial Advertising on the basis of American studies and experience*), was ever fully appreciated.¹⁴ This

¹³ *Jak se Reklub narodil a rostl*. Praha : Reklamní klub, Grafia, February 1931, p. 14.

¹⁴ BRABEC, J.: *Zásady výnosné obchodní reklamy (na základě amerických studií a zkušeností)*. Praha : Sfinx, 1927, p. 384.

book is still surprisingly modern and up-to-date.

Jan Brabec while getting familiar with the American approach to efficient and effective advertising and with the basic approaches to market research points out that the 19th century brought an unprecedented advance in production, inventions, new methods of work organization, automated machinery that enabled not only modern mass production but also the satisfying of new needs, which, up to now had been only latent or not felt at all for the fact that no products and services that would make any satisfaction possible existed before. He says the economy does not mean production only but also circulation and consumption. But these two fields – circulation and consumption – were lagging behind in development and only now catch up with the dynamic of production processes; and it is the qualified advertising that plays an extremely important role in doing so. Therefore, he pays extra attention to all types and kinds of advertising, to psychology of advertising perception, to effectiveness of the individual advertising means and media, to requirements on advertising planning, comes up with the concept of advertising campaign and deals with advertising agencies and advertising advisors. An important part of this book is dedicated to market research - investigation of market, investigation of goods, investigation of purchasers of these goods, investigation of competition. He finds here the starting point to define the prerequisites for any effective advertising activity.

Jan Brabec urgently underlines a necessity for new approaches to market, demand, effectiveness of commercial activity: *„So it is necessary to find a new branch of science which based on the study of man, the greatest of all studies, would teach us how to extend our knowledge and sell economic goods not only in the technical aspect but also so that the one for whom they are intended would gladly receive them, be satisfied with them and if possible, adapt to them without any losses Trade – as in many other lines of work – plays the role of a pioneer. It creates the branch of science on the economic sale of goods, when the branch of science on commercial advertising is one part of it “.*¹⁵

¹⁵ BRABEC J.: *Zásady výnosné obchodní reklamy (na základě amerických studií a zkušeností)*. Praha : Sfinx, Bohumil Janda, 1927, p. 11-12.

It is his firm belief that well before the trader starts to advertise, he should have all his steps thought out, that he must plan what he wants to do and how. He underlines the importance of this preparation and says that no plan can be implemented without knowing the facts. And the facts should be gained through market investigation and describes this research process in 5 sequential steps:

1. Investigation of goods
2. Investigation of their purchasers
3. Investigation of competition
4. Investigation of sales systems
5. Investigation of sales methods and sales organization

When Jan Brabec talks about investigation of purchasers of goods his thinking is very modern, set in a wider socio-cultural context and conditions to create consumer demand: *„It is also desirable to study how promising purchasers live, how often they change their place of residence, what are their home and social customs like, and, mainly, what is their life opinion (life style) like in which religion and its warmth plays a big role. Are they thrifty? What do they read? What are their healths criteria like, how do they live? And, how do they view the world around, especially, trade? Are they independent characters or rather those with herd behaviour? Do – at least – any of them travel and where? Do they make an effort to better their life, or, is life for them just the valley of tears, etc?Are the purchasers experts or not? Is the concerned purchase a habit, or, made only rarely or under special circumstances?*

.Does the purchaser doing the shopping distinguishes between products by their name, trademark or not? ... Who influences the purchase and who makes the decision about it? “¹⁶

While investigating competition, he actually focuses on the benchmarking in the aspect of competitiveness of products, producers, prices, quality...

With regard to the business public, especially through the advertisers – members of the Reklub and through its organizational sections, he patiently and constantly explained, clarified and pursued advertising

¹⁶ Ditto, p. 89-90. In detail on the beginnings of the market research in Czechoslovakia see : HES, A., PAVLŮ, D. a kol.: *Determinanty rozvoje vnitřního obchodu*. Praha : Powerpoint, 2012.

as a functional and efficient tool to launch the product to the market, increase sales and pointed out at the importance of fairs and necessary active communication in the space of the fair.

The magazine title: TYP published by SFINX from 1927 to Spring 1949 played an invaluable role in regular communication with the members. Every issue included a regular column WHAT IS NEW IN THE CURRENT ADVERTISING?, with commented information from the field of advertising in as wide scope as possible in Czechoslovakia and abroad. The columnist was dr. Jan Brabec – one of the most important representatives of the theoretical front in the time between the wars.

The Czechoslovak Advertising Club also initiated and supported many specialized publications published by its members. These books were written by Jan Brabec, Jiří Solar, V. A. Jarolimek, M. Sutnar and others. In 1940 the Reklub released a 400-page publication titled: The Book on Advertising. At its time – as confirmed by the contemporary witnesses, members of the Reklub – it was the most extensive and most comprehensive book on advertising which dealt with this communication phenomenon in the sense of all available media, means, approaches, organization, creativity, market research and many other aspects. The Advertising Club also issued its yearbooks in 1946-1948.

The public was naturally the target group for the communication activities delivered by The Advertising Club as well. The Reklub organized education and general public-education lectures which, in terms of the content and goals, came closest to PR. The Reklub used these events to explain and clarify the meaning and significance of advertising, showed how to read the advertising message, presented its information benefit for market orientation, etc. At the war time under the veil of educational professional activities the Reklub informed about the great Czech historic figures and strengthened national pride among the Czech population, promoted the thoughts of Czech writers, scientists, etc.

It is important that the Reklub pursued its own Corporate Identity through a systematically presented logotype of the Reklub and always highlighted the relationship between the lecturers and speakers and the institution.

4 Image of the Reklub

The Advertising Club played an indisputable role of the initiator and organizer of our advertising life at its time, i.e., between 1927 and 1949. It was the leading force, the authority characteristic of a highly valued image of the professional “spokesperson” of the advertising profession - and as such asked to comment on drafts of regulations and legislation proposed to control some social phenomena of communication and of commercial nature. It also formulated many initiatives delivered to the state institutions and state agencies with the aim to improve the quality of the advertising environment and generally cultivate it.

Conclusion

Studying the then literature I can't help admiring what the generation of the between the war advertising professionals associated in The Czechoslovak Advertising Club and typical of the clearly presented professional and generation identity managed, what fantastic work – sadly, little known and little used – they had done and left behind for us. It is admirable how the between the wars generation of the Reklub's members pursued social and professional contacts till the very end of their life. I had the honour to know several few last living members of the Reklub in person - B. Häckl, M. Bruml, K. Hájek, J. Poláček, J. Solar, J. Králík, K. Míšek and some other important personalities of the advertising between the wars. I know how deep down in their heart and mind they kept the brand of the quality of advertising communication - the Reklub brand.

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GENERATION Y AND THE REFLECTION OF THEIR EXPECTATIONS IN COMPANIES' PRACTICE

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Abstract

This article will be discussing the problematic of Generation Y and analyzing their behaviour in employment from the point of view of human resources. It will aim to characterize Generation Y, its connection to technologies and internet, their orientation on work and give the analysis of the importance they attribute to it and their characteristic as employees. The aim is, based on retrieved information, to define, what are the current trends influencing this category of employees.

Key words:

College graduates. Employment of graduates. Engagement of employees. Generation Y. Millenials generation. Motivation of employees.

Introduction

In the changing world of work and with the emerging generation Y, it is important to identify some trends and changes in the definition of the key trends. We will see their impact on the world of work in the context of the last generation of workers entering the market::

- **Demographic and economic changes:** these tendencies accelerate the problem of shortage of people with the necessary qualifications. Companies are in today's economic environment pushed for greater production with minimum cost, but nevertheless employers continue to require specific skills and characteristics from their employees. The pressure to find workers with the right skills at the right time increases with the declining working-age population.
- **Individual choice:** the changing economic conditions, diverse motivations and subjective preferences deeply affect an Y individual in his decision making. Generational diversity of the workforce brings diverse motivations and preferences with workers

of different age. This really speeds up the transfer of bargaining superiority of the employer to an employee. Thus, it changes the way companies try to attract, engage and retain talented employees who will capitalize on this transfer of bargaining superiority towards them. Individuals with general skills that are shared by many others, will play a marginal role, if they do not improve their skills to the requirements of the labor market.

- **Technological revolution:** technological developments enable new ways of working, which place new demands on management and the coordination of teams. Rapid and direct communication through a widely available Internet network dramatically increases the efficiency of work organization and it affects the requirements for employees from companies and expectations of employees towards their employers.

The above-mentioned trends in the labor market lead to the **Human Age**, which will give Generation Y a stronger position and a strong word in many aspects. Qualified employees will dictate terms to employers: how, when and where they will work. Talented people will be naturally attracted to companies that offer the best opportunities for career development, behave according to the principles of social responsibility and support the communities in which they operate. Companies will have to be more active in finding, obtaining and developing their employees. The operating procedures and the structure of the workforce will have to be reviewed in order to stimulate creativity, innovation and commitment of Generation Y employees in the company. In our paper, we will therefore try to explain who they are, what they want and demand in the labor context and how the employer must be able to build on their strengths in a competitive environment of companies.

1 Generation Y

They are children of baby boomers, born between 1978 and 1999. As a group, they are still a mystery: they are educated and intelligent, but need guidance, are more intertwined with each other than any other

previous generation, facing many conflicts; outwardly, they appear to be confident but have a fragile internal balance at the same time; they are highly efficient, but require high costs for their retention.

It is the first fully electronic generation. Generation Y does not remember times without mobile phones, digital cable television or the Internet. Because of their relationship to technology and communication media, it is the first generation that can actually teach existing workforce something significant about the effectiveness and the efficient use of technology.¹

They communicate frequently and openly with their peers. They do so through social networking, text messaging or telephone rather than face to face. Generation Y has incredible resistance and can handle more tasks simultaneously with greater ease than previous generations. Leaders who have successfully learned to work with this generation speak admiringly about the speed of their work, their ability to obtain information, their orientation on results. Many companies benefit from the wide network of contacts from their own representatives of Generation Y during recruitment.

In order to maximize the retention of this generation in their jobs, it is necessary to increase the quality and frequency of communication with them. Generation Y needs a clear, positive and frequent feedback and annual reports are considered unnecessary. Unlike previous generations, they require frequent contact with their superiors. But it may not be a face-to-face communication – it can take place via e-mail or text messages. It is very important to encourage their enthusiasm, provide current technology and give them space to show what they know.

Management and leadership skills have always been important for a high level of productivity. While previous generations were able to condone or accept weaker manifestations of leadership, in this generation it is quite the contrary. Expressions of dissatisfaction with a weak boss can be frequent.

Recruiting Generation Y requires an entry into the world of technology and social media. Newspaper advertisements are being replaced by

¹ HERBISON, G., BOSEMAN, G.: *Here they come – Generation Y. Are you ready?*. In *Journal of financial service professionals*, 2009, May, p. 33-34.

YouTube, LinkedIn and Facebook. If the employer does not seek employees on social media, he decides to avoid the representatives of Generation Y. The social networks of known Generation Y representatives may be the best source for recruitment. Statistics show that the recruitment of one representative of Generation Y may be followed by an additional recruit of 5 new employees among his acquaintances.

2 Interrelation between Generation Y, technology and internet

Generation Y is linked to technology and uses technology to adapt and humanize everything. The merit of introducing the Internet into the mainstream of business and personal activities is attributed to them. Professionals belonging to Generation Y are very popular with internet and business communication via e-mail. In contrast to the Generation X, Generation Y is the best-educated generation in this area, and education is often accompanied by a greater computer knowledge.

Unlike Generation X, Generation Y is accompanied by technology throughout its life and is the first generation that uses e-mails, text messages and mobile phones from childhood. They are not afraid to use the latest technology, know how to solve problems and shorten the learning process with the assistance of: mobile phones, Bluetooth, laptops, e-mails and text messages.

Generation Y is even often referred to as the Multimedia generation, or the generation that is not afraid of multitasking. It is the first generation that spends more time online in front of a computer than in front of television screens.

According to a survey by PwC, “41 % of respondents said they prefer to communicate electronically than in person or by telephone” and also “three-quarters of respondents said that being able to find their favorite technology, they perform their job more efficiently.” Employers are responding to this feature of Generation Y by offering smartphones as one of the benefits or support the use of social media for professional purposes.

3 Orientation of Generation Y to work

Generation Y is accustomed to communication and media, it has an entrepreneurial spirit and values its own development, as well as a cultural and global diversity within the organization. It is purposeful and wants to have a positive impact on the company's mission as such. At the same time, they appreciate balance between their personal and professional life. They prefer a fast-track career progression, a unique work experience and an evolving environment. They are more loyal to individuals than to firms since they lack the inspiration to a greater sense of security preceding loyalty. Generation X, for example, exhibits a high level of loyalty to companies and its representatives are primarily loyal to them and their own careers.

Generation Y is focused on practical factors such as the level of their salaries, employee benefits, work stability and their satisfaction with career development opportunities. They are flexible, have a positive attitude towards work and enjoy working in teams.

One common reason for leaving a job is the feeling of a certain lack of integration into the corporate culture and mission. They feel the need to leave one job for another, if they do not reach their maximum potential. Generation Y is faithful, if experiencing balance in their personal and professional lives, having opportunities for further self-education and feeling identified with the philosophy of the corporate goals.

Unlike Generation X, it is not completely independent and respects the regulations required from the working environment and help from their superiors. They crave mentoring, which is among one of the newest and most popular management techniques in the workplace. Ideally, they come into contact with their supervisor at least once a day. According to some studies, even the most important factor of motivation for Generation Y is their superior if respected and if it is someone from whom they can learn.

4 Generation Y as employees

As previously mentioned, Generation Y workers are not loyal to their jobs, have unreasonably high expectations from them, they think individualistically and reject collectivism. In the next section we look close at one of the main reasons for this development: increased employment of students. The student employment rate has grown incredibly in recent years, in amount, length and intensity. Regarding college students job descriptions, they often differ from what they study in the main field. Students who work, have a lower degree of concentration on a single job and higher expectations of the quality of work, job security and individual bargaining conditions for employment / part-time jobs .

„A total of 55.7% of students reported to be working during the semester. To a greater or lesser extent, working throughout the semester quarter (24.8 %) and nearly one-third usually works only occasionally (30.9 %) .“

Generation Y is generally defined as career-oriented, risk taking when it comes to their careers and it is expected from them to often change employers. However, it is not the exception when a Generation Y representative starts its own business without being ever employed. They are confident, impatient, as in the development of their next action in the workplace and have high expectations for salaries, working conditions, career advancement and promotion.

Young people now give more emphasis - unlike their parents, who are generationally much more focused on work - on leisure, travel, relationships, and other non-work aspects. This is associated to a flexible approach to work structures. However, they build a multi-faceted identity according to the environment in which they operate - the working environment becomes less important to define their personality.

With the end of their studies, they expect a high level of creativity and stimulation arising from their employment. Even before they start working full time, these students plan a way to combine work and leisure time activities, so that they can advantageously complement each other.

Young students do not feel uncomfortable at the thought of frequent job alternations mainly because of the ever-present parental support and the belief that their career ambitions do not need to continuously serve one single organization.

Part-time jobs affect current graduates' access to employment. Among the positive effects, we can mention time management, self-discipline, and management of personal finances. The motivation for these jobs during university studies are not only financial, but also career oriented - students try to gain work experience, which could bring positive results after graduation. It remains true, however, that they cannot do it always in the field of their study. This brings them to build their careers passing from low short-term jobs to more relevant jobs, where in a few years they gain skills and more responsibility.

Their job does not have to be full-time to have an impact on their relationship to employment, work and employee values. The young age of students who begin to work is also an important factor - young people learn about work in their families within their own educational structures and experiences.

5 Redefining professional life

Lives of Generation Y are mosaics of multiple roles and career. At the same time, we can confirm that the training phase of work force penetrates into adulthood and employment.

Generation Y is governed by the motto: "We do not live in order to work - we work, to live". Therefore, it is necessary to have more of its needs fulfilled right at work. Employment for them is not just a question of financial remuneration, but also a space to have fun, a social context, training, personal development, professional fulfillment and it is even more often also about environmental sustainability.

An organization that respects the same values, whether in environmental or social context, is rewarded with satisfied Generation Y employees. Members of Generation Y learn quickly, appreciate teamwork and prefer consensus within the teams in which they work. They accept the rules and principles which identify them and match their own values.

6 Comparison of Generation Y in the world and in Slovakia

The economic recession has an impact on the thinking of the new generation. Millennials have a practical approach towards the uneasy economic situation. „Nearly three-quarters of them [...] (72 %) indicated that they made some compromise while choosing a job (for example in wages, place of employment, benefits, industry), which can be a warning to employers that if there is improvement of the economic situation, it is likely to increase voluntary turnover.“² Employers should therefore count with similar fluctuations and include it in their human resource planning.

When recruiting Generation Y, many companies establish partnerships with universities abroad and the University of Economics in Bratislava to ensure the inflow of new employees. An example here is that the University of Economics in Bratislava organized in October 2012 a job fair and career counseling called „Career path“. This two-day event was „intended to convey to visitors attractive job opportunities.“ The fair was attended by many major companies operating in Slovakia - „IBM, O2, PwC, Johnson Controls, Deloitte, Dell, Grafton Recruitment etc.“

6.1 Generation Y in Slovakia

The engagement of Slovak young workers in companies in which they work is significantly lower than that of older workers. Employee engagement here means their “identification with the company’s success, the dedication and willingness to work and to stay with your current employer.” This phenomenon concerns the employees that are in their twenties and thirties. This mentioned involvement is missing in Slovakia, but also in many other countries. The emotional and intellectual connection to its employer is connected with better economic results, especially because the identification of the employee is a strong positive factor for achieving companies’ goals. Very few employees are able to identify themselves with the values and achievements of companies and hence their readiness to work long

² *Mladí zamestnanci si cenia vzdelávanie a rovnováhu medzi pracovným a súkromným životom viac než peňažnú odmenu.* Bratislava : PriceWaterhouseCoopers. [Press release]. 2011, p. 3.

term with one employer decreases.

“In Slovakia, there is 14 percent of highly engaged employees, thereby Slovakia ranks amongst countries with lower levels of engagement at work. This results from a study conducted by GfK Custom Research among more than 30,000 employees in 29 countries, including Slovakia. Young people aged 18 – 29 years in Slovakia are highly engaged only in 9 percent of all cases, with the same low figure with employees in their thirties.”

The global economic crisis has meant that the Slovak employees, young and old, have the impression that employers use the recession as an excuse for requiring higher job performances under similar working conditions. Almost a quarter of employed young Slovaks say that the circumstances of the recession forced them to accept a job they did not want and the other quarter opted for a change in their career direction. Slovakia is also a country where 34 % of young people are willing to go for work abroad.

Within the Slovak conditions, it is also visible that young workers (up to 50 % according to the GfK survey mentioned) acutely feel pressure and stress at work – 11 % above the global average. As a further negative condition of their employment is the perceived imbalance of work and personal spheres of life. The young generation in Slovakia feels insecure both in terms of retaining their jobs (33 % of those questioned), which is comparable to the global average.

Table 1 Percentage of employees „often“ or „almost always“ troubled with concerns about the following aspects

	Percentage of employees „often“ or „almost always“ troubled with concerns about the following aspects					
	Balance between work and personal life	Level of work stress	Security for keeping a job	Pressure on overtime	Ressources needed for efficient work	Health
World average (18 - 29 years)	39	40	33	31	34	32
Slovakia (18 - 29 years)	38	51	32	27	32	28

Source: GfK Custom Research. 2011. Neangažovaná generácia: stress a tlak v práci vedú k nízkej úrovni angažovanosti mladých zamestnancov na celom svete : press release. Bratislava: GfK Custom Research, 2011. 11 pages.

Similar surveys confirm that employees, who identify with their job and the company, are a key element for any business. In case they are satisfied, loyalty comes with and employees are even willing to come out their ways to meet companies' business needs. The said engagement is even more important with young people craving for meaningful careers. They have no problem to work in the short term with one employer but having the other eye open to look for another job opportunity to fulfill their potential.

6.2 Generation Y in the world

There are considerable differences between countries of the world. Some countries have to pay much more attention to the engagement of young employees towards their employers.

Table 2 Percentage of employee engagement to the employer by country

Country	Employees aged 18-29 "highly engaged" to their employer (%)	Country	Employees aged 18-29 "highly engaged" to their employer (%)
Macedonia	36	Israel	13
France	32	Belgium	12
Turkey	32	Bulgaria	12
Mexico	27	Romania	12
USA	24	Sweden	12
Austria	20	United Kingdom	12
Brasil	20	Russia	10
Philippines	19	The Netherlands	9
Canada	18	Slovakia	9
Switzerland	18	Peru	8
Ukraine	16	Portugal	7
Argentina	15	Serbia	7
Poland	15	Czech Republic	6
Columbia	14	Hungary	6
Germany	13		

Source: GfK Custom Research. 2011. Neangažovaná generácia: stress a tlak v práci vedú k nízkej úrovni angažovanosti mladých zamestnancov na celom svete : press release. Bratislava: GfK Custom Research, 2011. 11 pages.

As displayed in Figure 2, we can conclude that in countries such as Macedonia (36 %), France (32 %) and Turkey (32 %) almost one-third of employees feel a strong commitment to their employer – companies can strongly benefit from it due to their stable and productive situation. Slovakia finds itself on the lowest ranks in the survey between countries such as the Netherlands, Portugal and Serbia. “Maintaining a talented

young employee can become very problematic for companies in these countries when their economies become stronger.“³

Conclusion

In the recent past, in the information age, the motor for success for companies were the employers themselves as owners. Companies were in a position where they could dictate terms and still have access to a surplus of labor. The borders of the labor market was rarely exceeded and labor migration was exceptional. Employment was in most cases for a lifetime duration and the staff was recruited with the expectation that they will work for the organization in the greatest mood, commitment and loyalty. Rather strict orders were applied as the principal managerial style. With new-comer employees from Generation Y comes a new era “Human age”, which is strongly associated with talents - the right skills and people are the most important economic factors for the success of a business.

A driving factor for companies is a large access to talents from Generation Y and their proper management when they are employed. Companies appeal to Generation Y workers and these dictate their conditions - they are willing to work and live anywhere, provided satisfactory conditions. Technology makes work processes and routines easier for workers and these can effectively handle them. Borders between countries are opening and thereby moving for work becomes routine. A generation Y representant experiences 10 to 14 jobs until the age of 38 years - he will require transparency, openness and a human approach. A filled and engaged worker from Generation Y will work with the organization and not for her. On the other hand, the employer has to adapt and learn to use and benefit from this enthusiasm.

³ *Neangažovaná generácia: stress a tlak v práci vedú k nízkej úrovni angažovanosti mladých zamestnancov na celom svete.* Bratislava: GfK Custom Research. [Press release]. 2011, p.11.

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GENERATIONS OF RECIPIENTS IN THE CONTEXT OF THE MEDIA PRODUCTION EFFECTS

Zora Hudíková

Abstract

Media and its media production significantly effect the society's development, its values, as well as the recipients' media stereotypes created in the process of perception of the media content. As this it consequently conditions the character, and the content of the media production. Technical and technological development is also a key factor determining the format, quality, and perception of the media production. This paper focuses on the particular generations in the media production context; analyzes its behaviour, and defines its specifics in connection to the evolution of the old and new media. It particularly focuses on the three key media generations – Generations X, Y, and Z which nowadays form the most abundant groups of recipients. Study results are synthetised into relevant generations attributes, which actually determines media production in its effectiveness, and attractiveness.

Key words:

Generations X, Y, Z. Media production. Old and new media. Recipients.

Introduction

Watching television comprises a significant part of the current population leisure activities. After the print media and radio broadcasting boom television also gained its influential status among the other media. It is also because it offers the most complex way of the information processing through dynamic, as well as static images, text, and sound. *Newspapers and magazines* were the first actual mass media that emerged from the social and technological changes of the 19th century, and because of these circumstances their price considerably reduced, and thus became the main source of information and entertainment for the general literate public¹. The disadvantage of the print production

¹ BREČKA, S. a kol.: *Od tamtamov po internet*. Žilina : EUROKODEX, 2009, p. 123.

is the time lag between the creating and publishing of the material and the real time of the reported event. According to S. Brečka² emergence of the radio broadcast had impact mostly on newspapers, and the emergence of television affected pictorials. Radio broadcast thus took over the print media popularity. It provided an opportunity of an authentic sounds and voice transmission. In 1920 in the US, in November, 1922 the British BBC, and in 1923 the Czech radio channel Radiojournal in Prague started to broadcast on the regular base. The Radiojournal branch in Bratislava started to broadcast three years later – on October 2, 1926. Its programme structure consisted of news broadcasting, as well as of literal and art programmes and readings. The popularity of the Slovak Radio broadcasting had been gradually growing (the number of radio concessionaires in the 80s almost reached one million of the Slovak households)³. **Television**, in the past the most complex technical system of data transmitting, had been evolving slowly, but gradually effected the vast group of recipients and became of the greatest influence among the other media. The first television emerged in 1936 (the BBC television broadcast as the first); in 1943 in the US, and ten years later in Czechoslovakia in 1953. Bratislava studio started to operate in November, 1956⁴. This paper concerns with Czechoslovakian media space and media context, since Czechoslovak Television and Czechoslovak Radio broadcasted both for Slovakia and Czech Republic. The Slovak Television and Slovak Radio had its particular function. Within the scope of federal broadcasting Slovak media were assigned its own space, and days (e.g. Bratislava art Mondays), and broadcasted special programmes. With the emergence of the Internet and digitalization the new ways of transmission have been introduced; the unlimited number of offers has been reached and its accessibility has been also enlarged. Internet has provided for a faster feedback on the media products; it brought new formats based on interactivity even in the case of electronic media products (radio and television); and it formed a new field of creation

² BREČKA, S. a kol.: *Od tamtamov po internet*. Žilina : EUROKODEX, 2009, p. 123.

³ HUDÍK, P.: *Môj rozhlas*. Bratislava : JAMEX, 2006, p. 53.

⁴ Draxler In BREČKA, S. a kol.: *Od tamtamov po internet*. Žilina : EUROKODEX, 2009, p. 274.

– citizen journalism based on readers and viewers being themselves authors and creators of presented media products, e.g. by blogs, or by directly broadcasted audiovisual recordings. Digitalization thus introduced the wider choice of channels and consequently supported differentiation of particular parent channels. As this it contributed to specialization of channels according to target groups' interests (Devin Radio, Regina, Klasika, Litera, Junior, TV Doma, Daj to, Joj Plus, Foor, Wau, etc.). The development of new technologies (e.g. computers, tablets, and mobile phones) and their multi-utility brought the challenge of processing the formats into the form suitable for these devices. The time of technological devices and softwares inventioning and upgrading is shortening. In the past the time span between the new inventions used to last for decades, nowadays it counts for several months or weeks, even shorter. The emergence of the new media in the past and current rapid development of new technologies and their usage in the media sphere, mainly from the beginning of this millenium, have also caused considerable changes in the recipients' behaviour. They have been gradually changing their priorities, habits, stereotypes, and expectations. Older generation have accepted the conveniences of the new media; younger generation have grown under the influence of new the media and is becoming dependent on them. Numerous groups of recipients are evolving recently, whose media behaviour is affected by that type of media dominant during their youth. These recipients have their media stereotypes and behaviour. E. Hradiská defines stereotypes as standardised images often connected to emotional experiences, and only to a small degree affected by outlived experience. They are relatively stabile, regulating perception and evaluation of events and actions⁵. Media behaviour is constituted by two crucial manners of behavior. On the one side, it counts for passive reception of the media content, on the other side, it is a proactive searching and selecting of media products and contents according to individual preferences and interests. According to H. Pravdová⁶ „In the aspect of audience's needs, mass media products

⁵ HRADISKÁ, E., BREČKA, S., VYBÍRAL, Z.: *Psychológia médií*. Bratislava : EUROKÓDEX, 2009, p. 348.

⁶ PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : Fakulta masmediálnej komunikácie UCM, 2009, p. 71.

serves not only for informing, confirming, or disproving of opinions, but they are also an important part of leisure activities, mainly as a consuming entertainment genre.“ Recipients development under the influence of the dominant media, and the reverse influence of the recipients behaviour, stereotypes, and expectations is the subject of this paper. It describes, analyzes, and defines characteristic features of particular generations in general, with the main emphasis on their media behaviour. It particularly focuses on the Generations X, Y, and Z, which comprises the largest part of today's media audience. Their stereotypes and expectations are applied to the changes of media form and content production in general, but particularly they are applied to the changes in television production. These differences and changes have to a large part influenced the media marketing, as well as the media production. Today's generation can be described as population being influenced more by the today's lifestyle than by parents. This is typical mostly for the young generation, for which the standard parenting and direct interpersonal communication and interaction with the authentic environment is often replaced by watching of the media products and participating on the virtual world.

1 Generations and media sphere

Generation is defined as a group of people, which boundary corresponds to life cycle stages. Besides the formal biological cycle, the major feature of a generation is having common life experiences influenced by particular period of time. According to M. Tuček it is more relevant to define generation by the significant historical milestones. This proposition is based on the notion that generation is formed in the time of adolescence. The path of life, or biography of a particular generation can be described and interpreted by the historical milestones⁷. Generation shares common cultural, political, and economical experiences, ideology and values. Theoretically five generations are defined. The time spans may differentiate according

⁷ Tuček In KUBÁTOVÁ, H.: *Sociologie životního způsobu*. Praha : Grada Publishing, 2010, p. 220-221.

to different authors, but the exact year definition is not that important as the characteristic behaviour and values. For this paper purposes generations are defined as following:

- Veterans born before 1946
- Baby Boomers – postwar generation; born between 1946 and 1963
- Generation X – born between 1964 and 1978
- Generation Y – born between 1979 and 1990
- Generation Z – born since 1991 until present

Generations greatly differ in their behaviour and values. In 1989, the political regime in Slovakia changed. Under the influence of the new social development and modern technologies the generations development in Slovakia is more intensive, and that is why the characteristic of the particular Slovak generations in comparison with European and American generations is shifted. Differences are further described in the characteristics of particular generations.

Veterans (born before 1946)

This generation is now aged 66 years. It comprise the people born before, or during the Worl War II. Horrors of war had impact on their later development, values, priorities, and behaviour. This generation experienced being destitute; is modest, economising, and future oriented. It is conforming, respectful of social hierarchy and authorities. 'Veterans' prefer stability, and clear rules and structures. These people are loyal and devoted, e. g. till their retirement they worked only for one employer. They are reliable, responsible, and disciplined. Ethical behaviour is of great importance for them – ethical norms are applied in work, as well as in personal life, and the same behaving is expected from others. In consideration of their historical experience, they prefer stability thus their flexibility lowers; changes are distractful and not wanted. Unpopularity of changes is not the result of their higher age, but of the circumstance they lived under – they experienced various changes which were existentially imperiling.

Veterans generation and its media experience

This generation experienced all the existing media, but most strongest relation is kept with print media, since they grew up with them.

Newspapers were the main source of information and education. Written text is reliable, definite, trusted in and orientated by it in their lives. The majority is convinced that media carries the truth and reflects the authentic reality. Even nowadays Veterans are regular buyers and subscribers of daily and weekly journals. They are bound to radio broadcasting, which has been forming their leisure activities and has been bringing valuable information in the wartime and postwar period. It has served as their companion for work, housework and entertainment. The emergence of television happened in the time of their working age, thus they are not so bound to this media. Nowadays listening to radio is a hobby and often replaces social communication. Veterans are already familiar to the new media, but they will never use them fully and will be more stuck to old media. In the aspect of media formats and dynamics, they prefer refined content of high quality based on the relevant life values, clear storyline, slow and long camera shots, slow rhythm of interpretation, and natural colouring.

Baby Boom generation (1946-1963)

Current age of this generation is now around fifty to sixty years. After the World War II and the horrors it brought, society started to consolidate. This era was influenced by the gradual development in every sphere of life; the population was growing. Circumstances under children grew up had impact on their later attitudes and behaviour. This generation revolted against everything old wanting find its own way. Its members are ambitious, and committed to reach to goal for any price. They are relatively stable in their work; they have long-term plans. Time of insecurity, which influenced their parents, and the competition in the strong population years resulted in valuing any offered work. They are keen on learning and able to effortlessly master new knowledge and skills. Despite of being ambitious, they are collegiate teamworkers. When solving problems, they favor discussion and consensual solutions. They are optimistic. Generation Y apprehends them as hierarchical, bureaucratic, and constantly working.

Baby-boomers generation and its media experience

This generation grew up with radio broadcasting; in the West partly with television broadcasting. Radio was their main spare time companion,

providing information as well as entertainment. In that time television was still only a slowly establishing media; in Czechoslovakia it was rare to own a television set. Television provided films, music, and entertainment; it broadcasted live feeds from various locations, e. g. through television public was enabled to watch man's first trip to the Moon. Newspapers and magazines were not anymore the only mass media; their power was declining. Baby Boomers generation become connected more with motion pictures and authentic sound, thus dominance of the electronic media. The broadcast was mostly live. In the aspect of formats and dynamics, the dramatic art was in focus; radio was becoming a cultivating factor. Demands on the report creating did not change much, but the popularity of the easy genres increased. The value of the high quality storyline, content, and form prevails. Detailed pictures, precise shooting and pointing of picture, refined dialogs are valued; real life and historical themes predominate.

2 Productive Generations X, Y, and Z as media products recipients

Generations X, Y, and Z comprises the largest groups of recipients. Their media experiences, stereotypes, habits, and preferences influence the the number of programme's audience, and consequently the success and profit of the media. Examining these groups behaviour is crucial for media and media producers in designing products attractive to recipients. This paper's vastly detailed characteristics of relevant generation recipients groups are based on two sources. The older generation X is analyzed and defined according to author's long-term empiric observation and own practice in media. As a source of information about younger generations Y and Z and their media behaviour were used term papers about „My Media Biography“, which were written by students as an assignment of the Media psychology and Mass media studies psychology courses. This method was introduced by E. Hradiská. Its principle is based on students reminding themselves of their earliest media experience. Consequently they describe and further analyze every important life stage, as their

preschool age; elementary school, secondary school, and university age through their media experiences, specially which media and specific magazines and newspapers, radio, or television programmes played a key role in their lives. Author commenced to apply this method in her introductory courses. This personal experience function is to realize the significance of media in forming the media stereotypes and media behaviour. As a sample of the young generation 300 students of Bachelor's programme at the Faculty of Mass Media of Pan-European University in Bratislava were used, who in 2010-2013 completed the course of Media Psychology, as well a 150 students of Bachelor's programme at the Department of Journalism at the Faculty of Arts of Constantine the Philosopher University in Nitra, who in 2011-2013 were enrolled in Psychology for Mass Media Studies course.

Generation X (1964-1978)

American generation X grew up in the times of liberalization, freedom, and revolt. It is considered to be selfish and egocentric, overly focused on having own families, finding a stable work, and saving money. According to W. Strauss and N. Howe this generation's reputation is the worst of all the generations reputations. It is opulent, self-indulgent, pleasure-seeking generation. On the other hand, it needs to feeling of freedom and casualness. This generation members are individualistic and impersonal; they are sceptical in their life attitude. They are good team workers, and effective in networking and using new technologies to gain new contacts and to improve their lives. They are fast-learners, but short-term loyals. They seek for the balance between their work and personal life. In Slovakia, this generation comprises people born after the collapse of socialism. Straight after the 1968, youth was growing up in unstable era and was under pression to be fully independent when reaching adulthood. Everything they achieved was due to their hard effort, and since they are forced to take care of everything, their carrier is sacrificed only to one company. It is characteristic for them to be conservative, but they deny to recognize authority, and they posses their own opinion on the world. On the other hand, they long for being leaders and for disposing the advantages it brings, like status, appreciation, etc.

Generation X a its media experience

Print is regarded as major information source by this generation. It was significant in providing knowledge and influential for the generation's development. Since the internet did not exist at that time, this generation developed mental habit of „holding in hands“ the magazines and newspapers while reading them. Reading is connected not only to visual and tactile perception, but also to olfactory perception (the pleasing smell of the newspapers). If they like to store the important and interesting information, they keep it in its paper form – they store whole magazines or newspapers, collect whole volumes, or just cutting out the simple articles. Their reading choice is characterised by regularity and loyalty to preferred titles. They favour deep analytical texts and commentaries based on facts, according to which they may form their own opinion. This generation is not interested in visual media products and its overabundance of advertisement; photography is considered to be the subsidiary source of information.

Radio is a relevant medium which this generation grew up with. It was an ever present companion during their youth times, and functioned as a leisure activity. It can be described as medium creating the background noise, since it was a companion for their leisure and working activities. Today radio mainly accompanies listeners while driving car, or during the transportation in general. Besides that it has a strong symbolic value. Radio was the medium of the resistance movement in 1944, 1968, and it played an important role also in the post- Velvet Revolution times in 1989. Fun Radio and Radio Twist broadcasting was in opposition to political ideas broadcasted by Czech and Slovak Radio. Moreover, Fun Radio was the first medium based on dual system in Slovakia, whose broadcasting style and content differed vastly from the standard conservative mode of Slovak Radio broadcasting. Current generation X listens to wide spectrum of radio programmes including those of Slovak Radio of RTVS (Radio and Television of Slovakia) – from news through the analytical genres to art and music programmes. It is expected programmes being informatively loaded and the of the high aesthetic value.

Television is the primar medium which accompanies this generation

throughout their whole life. In Czechoslovakia, this generation was growing up with the black-and-white broadcasting, and since 1972 also on colour television broadcasting. It is a generation that had developed under the influence of high quality TV dramatic works of world and native classics, journalistic programmes and documents, and foremostly on the rich production of programmes for children and youth (e. g. film tales, dramatization works, animated bedtime stories, series, quizzes, journalistic programmes). Consequently, it is being characteristic for this generation to view preferred TV programmes with the same regularity as it buys 'its' newspapers and magazines. It has created stereotypes in perceiving particular programmes models, as well as in the way this generation perceives media products (not only physiologically, but also psychologically), In spite of these stereotypes, this generation maintained its flexibility in perceiving the new media contents and formats. It watches not only the modern, but also classic programmes; it prefers dynamic storylines, but also expects the content to be of high quality.

Generation X did not grow up in the era of the *Internet*'s dominant influence, but consider this medium to be a highly beneficial; this generation is an effective and large user of the Internet. It regards Internet as being equal, or supplementary, but not the key source of information. 'Internet is the helper, not the commander.'

Generation Y (1979-1991)

This generation comprises the second largest after the Baby Boomer generation, and shortly will be the largest productive group on the labour market. None of the previous generations has grown up in such economic prosperity, and none of them had such amount of leisure time. Due to the occupied and financially viable parents, this generation is the one among the others to be under the greatest influence of the media during its members childhood and adolescence. Consequently, this generation is also negatively impacted by the parents work occupancy and career success, by the high rate of divorces, absence of one of the parents, and by the diseases related to stress and mental overload. This resulted in disillusion generating the need of material compensation. On the other hand, its members feel intense desire

for honest communication, which may help them in finding the right direction. Members of the Generation Y attach higher importance to maintaining the feeling of freedom, and to being enabled to live on their own terms. Generation Y members are flexible, and the joint activities with fellow generation members are of great importance. They also seek for entertainment in their work; the work is not anymore regarded as only a supplies provider. sufficient. This generation is highly committed to their work, and are ready to do everything for 'their' company. On the other hand, their work engagement can be summarised in a quotation 'I will put everything I can to the work now, but you cannot hold me here'. At the same time, they need to see a meaning in their working activities. They highly value aid and service for others, that is why many engage in voluntary work, they seek for meaningfulness in non-governmental organisations, they are interested in social, environmental, and human rights issues. The non financial reward is also of great value. If they do not find the deep meaning in performing their working obligations, they seek for it in their spare time. The characteristic values of this generation are hedonism (i. e. working by playing), altruism (i. e. general welfare), and affiliation (strong need of being a part of a group, or a community, and of one's own recognition by the others). For the Generation Y it is also characteristic to be self-confident, and strongly individualistic, thus consequently recognised by the older generations as conceited and arrogant. They are innovative and creative fast-learners able to easily adopt modern and constantly developing technologies. They are capable of successful adaptation to a change, hence nothing is of a real problem to them. They are disapproval of routine; stubborn, and straight forwardly expressive of their discontent. They easily communicate with people of various social background; on the other hand, they are sensitive of being looked down on and of being mentoring.

Generation Y and its media experience

It is the first generation that not having experience life without computer technology. Its members receive various intense media stimulation each second. The preferred and the most familiar forms of

communication are those, which are visual, and interactive.

Print played important role primarily in their childhood years. At the present, they mainly buy lifestyle magazines (mostly girls); boys are interested in historical, scientific, technological, and science fiction magazines. The preferred daily press is tabloid journals (mainly *Nový čas- t/n New Time*); a small group of readers occasionally reach for influential daily SME, but the major part of news is gained from the Internet, which is regarded as the basic and relatively reliable source of information.

Experiencing **radio** as a medium was mostly during their childhood years in parents' car while travelling. They listen to radio only to a minimal degree, and mostly because of the music, hence they usually chose alternative music stations. Among the broadcasting stations they prefer Fun Radio, to a lesser extent Europe 2. They prefer own CDs to radio broadcasting since 'there is too much speech and adverts in it'.

Television is the medium this generation grew up with. Colour television broadcast is a matter of course for them. In the post revolution era, when they were teenagers, they watched to a large extent new programmes imported from abroad. It is a generation grown up with the Internet, and what is crucial for them is the freedom of choice. They are not willing to wait for their preferred programme, and they demand to gain instantly what is 'according to their taste'. Influenced mostly by the tv series of American production, films and series are the dominant media products being watched by them. Internet enables them to obtain the 'in' works not yet distributed in the Slovak media market, even though they are illegal copies. Large part of them have sufficient English skills which enable them to watch the original version of the programme. By watching the tv they expect to be entertained, and in spite of their denunciation of reality show, they are the frequent viewers of these programmes. They grew up being constantly under the influence of intense media impulses, and that is why they are fans of dynamic and action scenes.

The **Internet** and the social networks form their lives to the largest part. They live with these media from dawn to dusk, making them dependent on them, and unable to imagine their lives without it. Through the Internet they search for and verify the word-of-mouth information,

they search for information they need and which are of their interest. Internet is used as the primary source of information and entertainment; we can say they are constantly on-line. What is crucial is to be up-to-date with the current trends, and with what is recommended by the so-called 'opinion leaders'. Virtual communication is replacing direct social relationships, it provides anonymity, and the possibility to provide direct feedback without being responsible. Very little attention is paid to printed newspapers and magazines; mainly newspapers are regarded as a left-over. Small group of this generation members are going back to books. Internet is used for reading newspapers, listening to music, watching television, series, and films. It also provides the unlimited access to the media contents according to one's own timetable, taste and interests. Often it serves as a channel for using the old media.

Generation Z (1991 - present)

Generation Z is the youngest generation, whose behaviour and habits have not been sufficiently studied yet. They are not aware of the era without computers, Internet, and mobile phones. Internet is a common part of their lives; webspace, social networks, and blogs are the natural communication environment. They are convinced of Internet being able to be used for all kinds of action. Fascinated by video, music, and computer games, they are frequently its authors. They do not strictly distinguish virtual experience from the real one. It is natural for them to simultaneously perform various actions (e. g. while working with laptop they watch the TV, listen to iPod, chat, or texting). They are not able to focus on one activity for a long time. Mentally they are attached to their mobile phones. Currently gained nickname 'Googlebotters' refers to their tendency to search for information on the Internet using Google. At their work they expect to be entertained by doing what they usually do in their spare time – using social networks, sending and receiving messages, and surfing the web⁸. They prefer real time interaction. Since not being reluctant to change, and holding the satisfaction of personal needs as a high priority, they will probably not

⁸ SUJANSKY, J. G., FERRI-RED, J.: *Keeping The Millennials*. New Jersey : John Wiley & Sons, Inc., 2009. p. 244.

stay at only one company and would live and work according to the career opportunities. They will not even become workaholics, since enjoying life is of the greatest importance for them.

Generation Z and its media experience

Generation Z is just emerging in the media scene. This generation comprises of the 19-20 year old and younger youth. It has been growing up during the intense development of new technologies and rapid technical progress, which increased the amount of opportunities and also minimised the devices size. This technical and technological development, possibility of immediate online feedback, current trend of involving recipients into media contents creation, as well as tough media competition in gaining recipients by the form of heightening the intensity of effecting and by extreming the form and media content, resulted into formation of a new generation of recipients, creating their specific stereotypes of media behaviour. This generation will be gradually explored. So far, this generation has not been particularly differentiated from the generation Y, but yet it holds slight differences.

Print media played certain role during their kindergarten times; this media comprised childrens magazines and colouring books. Nowadays this generation uses print media, mainly lifestyle magazines, only in the case of no internet connection (e. g. while travelling by train, or in the case of discharged computer).

Radio was being listened to at grandparents', or while travelling by car. Music, not the spoken word, and content of high quality are of the greatest importance. In general, speakers comments disturb them; they choose to listen only to dynamic radio broadcast; a station presented as a station for youth is mostly listened to, e. g. Europe 2.

Television is being watched selectively; online tv streaming is preferred. They expect to watch it when they choose to ('when it suits *me*'), and to select programmes according to their preferences; watching live broadcast is seldom. They prefer non binding series, films, and programmes which picture virtual reality, and simulate PC games world, and science fiction.

Whole life is happening on the **Internet**, everything they need is provided by mobile phone and tablet. They are always online,

simultaneously performing various activities, e.g. they chat with several people, editing video footages, or photographs, listen to music etc. They create own stories, blogs, photographs, videos, films, or PC games and upload them to social networks. They express themselves in pictures. What is important to them is not to merely receive the media contents, but to create their own.

Conclusion: Generations X, Y, and Z at the media market (What does it say to media producers?)

Divers generation with different media stereotypes and expectations, online connection accessibility, as well as digitalization and opportunities it creates - all these factors create new challenges for media owners and producers, who are constantly searching for the way of attracting and keeping the large number of recipients, who consequently produce profit.

Out of the defined generations characteristics and their media experiences several suggestions for the media owners and producers arise:

- digitalization enables a parent media to create several specialised channels which increase fixation of a recipient to one broadcaster resulting in profit increase
- a clearer differentiation of format according to target groups is inevitable; number of family programmes is being minimalised
- in the content creation process producers must balance the improvement of recipients taste and providing the easy entertainment (author's note: Even the devastation and vulgarisation of the media content has its end. Approving to this is the fact, that viewer is becoming weary of such content and is refusing to further watch the 'media content sludge', which further results in losing audience of some vulgar programmes broadcasted by certain Slovak television channels)
- it is necessary to educate and cultivate a recipient since his/hers childhood and build his/hers loyalty to a high-quality brand, i. e. television station (Czech Television and Radio and Television

of Slovakia projects; especially channels and broadcasting for children)

- it is essential to create such format able to be used for internet and even the mobile phones
- it is suggested to create shorter formats, because younger generation cannot focus on one object for a long time
- dynamic plots and shots, and their frequent interchanging is of great importance, since younger ones were exposed to intense impulses of short duration and by this a kind of stereotype was created; older generation also became accustomed to it
- recipients attention is gained not only by intensity and extremeness of the media content, but also by its form (sound, colourfulness, shots, editing)
- interactivity must be obligatory for media content, it can have various forms (recipient interacts as a author, or as a member of audience; he/she influences the content creation by delivering feedback as an author, interpreter etc.)
- an usage of an authentic speech of the actors of the media content, as well as of the environment and of the recipients should be supported– recipients refuse sterile and stylized speeches; they expect naturalness in action and expression
- emotions constitute important part of media content; they 'move' the number of audience and draw recipients attention and loyalty to television stations
- Media product themes must be close to recipients real lives

In what way the recipients' stereotypes and expectations will further develop depends on the technological development, and of the fact, that the productive age group grown up under the influence of current media products will grow in number. These factors will form challenging demands on the media producers for creating the media content in an attractive way, able to retain audience's attention, and therefore to produce profit and to ensure media's existence.

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IDENTITY AND CONSUMER BEHAVIOR OF THE GENERATION Z

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Abstract

This contribution describes Generation Z (born in 1995 – 2010), also called „digital natives“, on the basis of comparison with characteristics of other generations. Author in this paper analyzes sources that create identity of this generation, within which the most significant feature belongs to new technologies. Estimations of this generation profile, postulates the author on the basis of international researches, targeted on this market segment.

Key words:

Consumer behavior. Generation Z. Identity. Intergenerational differences.

Identity of generation

Identity of generation is created by mutual aspects that differs it from other generations. Criteria might possibly be connection individuals on the basis of demographical characteristics, e.g. years of birth, sharing of mutual environment, the existence in specific social, cultural, economic or politic axes. Finally generation is created by technologies that enable mutual communication without space-time constraints. Generation born to the environment of digital technologies that are very natural part of their lives is generally called online generation. U.S. professor M. Prensky named it very accurate as Digital natives¹. The possibilities of the Internet and social networking sites strongly influenced the socialization process of the members of this generation, as well as the methods of obtaining information, learning and participating in social life. Concerns that new technologies would isolate this generation from the real world have been challenged. In 2009 Synovete² conducted extensive research on the sample of 12

¹ PRENSKY, M.: *Digital Natives, Digital Immigrants. On the Horizon* (MCB University Press, Vol. 9 No. 5, Bradford, West Yorkshire, UK, October 2001.

² BETH, U. – KINGDOM, A.: *Young Adults Revealed: The lives and motiva-*

thousands participants (aged 18 – 24 years) in 26 countries (while Slovakia was not included) with the result that new technologies have become part of everyday life of this generation, and help to support real connections more likely than to replace them. The participants perceive them as a possibility of effective communication with close friends, as a space for exchange of ideas, opinions, sharing attitudes, and creating a picture of reality. The possibility of participation on events that this generation deem important is considered as a very essential benefit of new technologies. Extensive research conducted in 2009 in Slovak environment on the sample of 3 350 young participants (aged 13 and older) confirmed that also in Slovakia online generation spends increasingly more time in digital world. This world is perceived as a space for building new friendships, implementing hobbies, obtaining, selecting and distributing information, communicating via different communication channels, sharing ideas, and building their own identity. According to this research members of digital generation perceive themselves as very pragmatic and practical-based individuals that not only entertainment and satisfaction of their own needs, but also dialog, discussion, solidarity and online participation on events consider relevant.³

Generational alteration

Sociologists and subsequently all the others interested in life style and consumer behavior claim that the most recent generations alternating every 15 – 20 years⁴ strongly differ from each other by

tions of 21st. Microsoft Advertising and Synovate, NewYork, 2009. [online] Available from: <http://advertising.microsoft.com/nederland/WWDocs/User/nlnl/ResearchLibrary/ResearchReport/Young_Adults_booklet.pdf> [2013-10-5].

³ VRABEC, N.: *ONLINE GENERATION: information, communication and digital participation of the Youth in Informational Society*. 1st edition. Bratislava: IUVENTA, 2010. [online]. Available from: <http://www.iuventa.sk/files/publ_slovenska_mladez_v_zrkadle_vyskumov.pdf> [2013-09-19].

⁴ The years to which generations are related are not bordered identically. Some sources are the years defined strictly, elsewhere is stated that is an

their expressions, life styles, attitudes or expectations.

The first generation exhibiting significantly was composed from those born between the years of 1945–1960. This generation is generally known as Baby Boomers. It was a post-war generation and in the U.S. was characterized as optimistic, idealistic and competitive, born into an economically stable environment. This generation is usually divided into “Hippies” (children of flowers) and “Yuppies” (young upper class people). This period is strongly linked to many social events, among which important place occupy the feminist movement, the struggle for human rights, ending the war in Vietnam etc.⁵ Naturally, in conditions of Czechoslovakia this development didn’t occur the same way. Development in Czechoslovakia was strongly influenced by political and economic environment, in many ways completely different compared to the developed western countries.

Generation X, also known as the “generation of working parents with key on their necks” grew up in the 1960s – 1980s. This generation is characterized by individualism, and skeptical attitudes to authorities. It is a generation associated with media, particularly in connection with the expansion of TV and video recorders, worshipping disco and hip-hop culture.

Millennials are composed from those born in the late eighties to 2000. This generation is referred to as Generation Y, born into a period of interregional and intracomunital conflicts. It is the first computer generation that has witnessed the development of digital technologies such as communication via email or SMS. Members of this generation are optimistic, equipped with technical achievements, and aware of importance of style and brand loyalty. No other generation did grow up in the period of such economic prosperity and the amount of leisure time, as this one. Due to busy and financially “savvy” parents

approximate definition. According to characteristics of generations we can state that some of them overlap minimally, others more. The most common characteristics have Generation Y and Generation Z.

⁵ Basic characteristics of the generations processed according to: Consumers of Tomorrow. Grail Research, a division of integration. 2011. [online]. Available from: <http://www.grailresearch.com/pdf/ContentPodsPdf/Consumers_of_Tomorrow_Insights_and_Observations_About_Generation_Z.pdf> [2013-10-20].

this is the most entertained generation (during their childhood and adolescence). On the other hand, it is also a generation that has already paid the price for their parents' success (divorces, missing parent in family, stress-related illnesses). That left traces on them in the form of disillusionment regarding to materialism.⁶

Generation Z also called "Digital Natives" was born into a world strongly influenced by spreading terrorism, violence at schools, emphasizing the need for the protection of the environment, and economic uncertainty. It is a generation born between the years of 1995 –2010 and is partially overlapping with the previous generation. Members of this generation were born into the world of the Internet, mobile phones, and digital technologies. They pursue technological innovations in communications with curiosity and quickly acquire them. This affected the way of their socialization and communication significantly. Readiness and speed are other words that belong to this generation. The ability to know a lot about other cultures makes this generation more informed, but also more tolerant to different ethnicities.

Finally, in 2010 Generation Alpha was registered, probably a generation that will be known as "Google Kids". This generation is being born into the world gradually recovering from the economic crises. It is expected that these children will be a generation well-savvy with new technologies, educated and more materialistically oriented compared to the previous generation.

Characteristics of generation and marketing communication

Definition of generations on the basis of specific characteristics and determination of the influences that shape generations is very crucial for finding access to the generation and selecting of appropriate methods of communication. This could be applied to various fields of social practice.

⁶ KRIŠTOFIČOVÁ, K.: *Old themes, new generation*. In Zisk, December, 2011. [online]. Available from: <<http://www.adda.sk/stare-temy-nova-generacia/>> [2013-10-22].

Why are marketers so interested in the most precise detection of generational groups? The starting point is the creation of types and a determination of their mutual characteristics at the individual and group level, among which are important values and preferred patterns. Generational cohorts share the same (or very similar) cultural, political and economic experience affecting their view of themselves, of other people, and of the world generally. On the basis of well mapped characteristics of the generation marketers are drawn up in conjunction with advertising creators to create and re-present what is “right” “the best”, what is “in” and on the other hand, what is “out” for selected segment. Actually, this covers not only products, but also attitudes to them, highlighting the life style by respecting the rules of supply. Being “in” means to be in the spotlight, follow the rules established by media or be interested in affairs often based on pseudo-values (wealth, quick success, external attractiveness, power, prestige, performance). The important thing is to have friends and build relationships that are “in” (or “cool”), follow patterns designed by media and marketing strategies. This is offered as a norm for being successful and valued by external environment. To fulfill the criteria of being “in” is perceived as diktat or obligation, for an individual who wants to be successful and socially included in their generation. Everything labeled as “out” means obsolete. Under everything not only products but also ideas, attitudes or values are meant. Tagging “out” within generation could cause trauma especially to those whose values system is being shaped. Therefore they are getting at the edge of the mainstream.

Characteristic features of the Generation Z

To the basic characteristics of Generation Z belongs the fact that this generation was born into the era of computers, ergo they don't know a world without the Internet and mobile technology and that strongly affects their process of shaping. “Internet, e-mails and mobile phones are changing life styles fundamentally, as hardly something so far. Moreover, they change life styles at such alarming pace that they literally create a technological gap between individuals born with a

difference of just few years”⁷. It is a global and diversified generation from different backgrounds with different experiences and ideas. They believe they could influence the world, believe that they have their mission in the world, they are self-confident and optimistic.⁸

Value orientation: They welcome diversity, change, they accept that things must evolve. They are environmentally aware and sensitive to social problems and differences. It is again a generation recognizing the traditional values, while appreciating cohesion of families and responsibility.⁹ This generation is very pragmatic, highly individualistic, even egoistic, worshiping hedonism, comfort, strong independence of thought and on the other hand is strongly influenced by opinion leaders. Opinion leaders are often authorities among their classmates and friends, even from social networks.¹⁰

Communication: For the reason that face to face communication is replaced by communication online, this generation is also known as “silent generation”. Members of this generation communicate via social networking sites, mobile contacts, which are part of their everyday life and the needs at the same time. Compared to previous generations, this generation spends the least of the time by direct interpersonal communication.

Self-perception: Awareness of themselves is formed by creating a personal profile on social networking sites. Members of this generation are sensitive to social repercussions. The social world of children and the young is greatly influenced by the products and brands that determine who is “in” and who is “out” and who deserves to have friends or social status. Commercialization increases interest in material values and what is “cool” is the norm for the popularity and inclusion in the group.¹¹ Outwardly they behave confident and believe

⁷ Generation Z is coming: Trend Attachment. [online]. Available from: <<http://www.buducnostinternetu.sk/temy/clanky/generacia-z.php>> [2013-10-20].

⁸ WILLIAMS, K. C., PAGE, R. A.: *Marketing to the Generations. Journal of Behavioral Studies in Business*. 2010, p. 17. [online]. Available from: <<http://www.aabri.com/manuscripts/10575.pdf>> [2013-10-8].

⁹ WILLIAMS, K. C., PAGE, R. A. Ibid.

¹⁰ SVĚTLÍK, J.: *The essence of advertising*. Bratislava: Eurokódex, 2012, p. 182.

¹¹ HAGEN, I.: Growing up in a Commercial world. In CARLTON, U. (ed.):

in their abilities.

Leisure time: A significant part of their leisure time is associated with online activities within which they spend several hours a day. According J. Světlík¹², even researches in Czech Republic clearly point to the fact that from all disposable time of young people, the time spend with media (especially new media) constitutes the largest share. The shift in favor of the new media was reflected in a decline of creative or artistic activities, active recreation (sports), or in the involvement of local culture in leisure time.¹³

Cognitive characteristics: Members of this generation are able to perform many activities simultaneously – type on the computer, make phone calls, listen to music, watch TV, eat etc. All activities mentioned above require attention. The consequence is that for young people it is much harder to focus on one activity only and their attention always requires a stimuli. This leads to superficiality and loss of ability to analyze things more deeply. They are impatient and need to have quick results. Often they make quick decisions without considering the consequences of their activities. Desire to do things quickly leads them to use abbreviations and emoticons frequently, and also to create their own dictionary or language. They are very smart in terms of technology, able to learn quickly and independently use any new technological devices. In terms of use of new technologies, they frequently stand out as mentors of their parents.

Physical layout: They are less healthy, more obese, even if their interest in healthy life style is presented repeatedly. Increase of consumption is caused by economic affordability and compensation for lack of emotional satisfaction, e.g. with parents or friends. Naturally, the deteriorating physical layout is strongly related with increasing time

Children and Youth in the Digital media Culture. The International Clearinghouse in Children, Youth and Media. NORDICOM University of Gotheburg. 2010, p. 123.

¹² SVĚTLÍK, J.: *The essence of advertising*. Bratislava: Eurokódex, 2012, p. 182.

¹³ E.g., HRADISKÁ, E. – RITOMSKÝ, A.: *Leisure time of high school students, their attitude towards extremism and experience with substance dependence* (final report of the research). Bratislava: Národné osvetové centrum 2009.

spent on computer or other mobile technologies.

Social behavior: Group-oriented individualities, communicating in real time through online networks with friends, parents or those, with whom they've actually never met. They redefine face to face communication mediated via online technologies and they are able to use them with focus to strengthen relationships with people they care about. According to many researches¹⁴ substantial part of this generation perceive social media more important than other aspects of their lives, including family. Through new technologies they are able to quickly express their attitudes to events, be authentic and to mobilize their peers if they feel the need to intervene in favor of something or on the other hand against something. From this perspective, new technologies are very important socializing mover.

Social characteristics include also the relationship of Generation Z with parents. It can be assumed that the most of their parents belong to Generation X (born 1960 – 1980). Some of the preferred activities are the same for both generations, e.g. parents and their children watch many television programs together, the same is applied for computer games, which often are marketing prepared as family games. Mutual is also their relationship to technologies like mobile phone, computer and the Internet. According to several studies parents and children prefer some common brands, e.g. brands of food or consumer needs. Generation X, based on their own experience of growing up in divorced families, trying to instill to children the importance of cohesion of the family, and recognition of mutual values like ethics and resistance. Gaining knowledge about the importance of values in human life can positively influence Generation Z which will become more tolerant, polite and responsible.¹⁵

¹⁴ Consumers of Tomorrow. Grail Research, a division of integration. 2011, p. 8. [online]. Available from: <http://www.grailresearch.com/pdf/Content-PodsPdf/Consumers_of_Tomorrow_Insights_and_Observations_About_Generation_Z.pdf> [2013-10-20].

¹⁵ Consumers of Tomorrow. Grail Research, a division of integration. 2011, p. 13. [online]. Available from: <http://www.grailresearch.com/pdf/Content-PodsPdf/Consumers_of_Tomorrow_Insights_and_Observations_About_Generation_Z.pdf> [2013-10-20].

Consumer behavior of Generation Z

Anyone who examines Generation Z must accept the fact that this generation grows up with new technological devices. To have a new computer, iPod, tablet etc. is a desire of many belonging to this generation, ideally if these are multifunctional devices, easy to use, with acceptable size, allowing to have them always at hand. Therefore marketing strategies for this generation are based on online communication. Interactive access to information is a necessity. It is crucial that this is easy to understand, clear and provide a good orientation on supply. Generation Z is able to **quickly adopt new technologies** and marketing strategies. Producers should reflect these changes as operative to keep pace with this generation. It is doubtful whether its relationship to new technologies will take the form of addiction, as is the case of Generation Y. “Generation Y does not want to miss anything. Members of this generation check their messages, emails and updates on mobile devices – this is how they start their day, often even before they get out from bed. This generation wants to receive new information in real time, constantly.

- 60 percent of Generation Y (85% females and 63% males) realize that they subconsciously or compulsively check emails, messages or social media updates on their smart phones.
- More than 40 percent of respondents would feel frustrated, “as if a part of themselves was missing” if they wouldn’t be able to use smart phones constantly.
- 60 percent of pathological users desire not to feel such a compulsion.”¹⁶

Young people (younger than 20 years old) in Slovakia, i.e. those who belong to Generation Z purchase in online stores mainly clothes, mobile phones, music, books and computer games. Compared to previous generation this generation spends less money. According M. Osuský, director of NMS Market Research, in 2012 43 % of young Slovaks spent in the e-shops less than 120 Euro. For comparison, res-

¹⁶ *New morning routine: breakfast, tooth paste and Facebook*. Cisco Connected World Technology Report, 2012. [online]. Available from: <<http://instoreslovakia.sk/spotrebitel>> [2013-10-20].

pondents over 31 years spent more than 401 Euro. K. Demuth, project manager of portal Heureka.sk, stated that approximately a quarter of young people use shopping consultants, and approximately two thirds share shopping experience and recommendations with friends.¹⁷ Among young people aged less than 20 who make online purchases, 22 % of respondents have their favorite e-shops.

According to Forrester Research, Generation Z is characterized by **loyalty to already favored brands**. This research was conducted in early 2013 on a sample of more than 3 000 respondents of Generation Z in the United States.¹⁸ T. Stokes, researcher and analyst of this research, notes that it's not true that Z Generation is not interested in brands, but they consider the brands differently. Marketers must learn to understand how Generation Z perceives the brand and they need to realize that perception of brand is created by digital technologies and reviews of peers shared via social networks.

Dissemination of information through “word of mouse” is still relevant, even does not have to take the form of interpersonal communication. Compared to previous generations they tend to trust more to information about brands and marketing communication intermediated by digital channels. Once the brand succeeds to become trustworthy for target group of young people, it is an inspiration for them to trust more also to its business practices. According to cited research, in comparison to previous generations members of Generation Z are willing to pay more for a brand if it reflects their professed image and if they believe they possess the best brand on the market.

V. Faltysová, director of the project Czech and good quality¹⁹ states

¹⁷ Young people purchase online but don't spend much money. SITA, 2013. [online]. Available from: <<http://siit.webnoviny.sk/pocitace/mladi-nakupuju-v-e-shopoch-casto-no/25613-clanok.html>> [2013-10-25].

¹⁸ GEN Z SHOWS BRAND LOYALTY. *Data sourced from Luxury Daily. 15.2.2013.* [online]. Available from: <http://www.warc.com/Content/News/Gen_Z_shows_brand_loyalty_content?ID=a55fba78-2003-4fc8-920f-f1c095f3b5a2> [2013 10-10].

¹⁹ Czech teenagers ignore Czech brands. They are not “in” for them. 2012. [online]. Available from: <http://finance.idnes.cz/ceske-znacky-a-vyrobky-jsou-kvalitni-a-in-fpr-viteze.aspx?c=A120405_104555_viteze_sov> [2013-20-10].

that on the basis of a massive advertising of multinational company the current teenager in Czech Republic prefers to buy European brands rather than quality domestic brands. According to their research, the youngest generation consisting of many members considers Czech brands and products unattractive, particularly in the field of consumer goods. Czech brands are not “in” enough for teenagers, teenagers consider they are not representative enough and if a Czech family purchases domestic brands, teenagers proclaims it as socially weak. On the other hand, products from the United States, United Kingdom, Germany, France and Italy are perceived the most positive. Products from Czech Republic and Austria are perceived rather neutral. Particularly in cases when the supply is presented by targeted advertising in style: buy me and you will belong to better group.

In Slovakia, the agency Median, Ltd. within the project Market & Media & Lifestyle - TGI carries out researches focused on consumer behavior of children and testing the interest of children in products. The results of these surveys are not available to public.

Generation Z is usually characterized as demanding consumers who **consider the offer**, e.g. by purchase of clothes. This is strongly influenced by the fact that parents used to buy them clothes reasonably, with preference of quality goods.

Communicating the offer through traditional media (TV spots, radio spot and adverts in newspaper or magazines) is not significant to this generation. Compared with information from advertising, **recommendations from social networks are much more important in their decision making process**. Communication of the products via the Internet and through mobile phones as well as the possibility to verify the benefits of the offer on guidance portals is also important. Due to the impatience of this generation, instant gratification, quick availability of offers and the possibility to access the product the shortest way are crucial for the members of this generation.

Companies offering products for this generation are competing for their attention – the first step to the perception of an offer. Therefore, communication mediated via multiple channels has a greater chance of success. The combination of word, image and sound processed in a creative way is most likely to meet this requirement.

The research from Slovakia²⁰ in 2009 also confirmed that young people **prefer particular visual and auditory information**. This research also indicates that profiles and pages where photographs, videos, sound files and a variety of interactive and multimedia elements are used are perceived as more appealing than text documents.

As we stated in characteristics of Generation Z, this generation is **environmentally aware**. This attitude is transferred to the expectations of the producers. Products that comply with standards for the environment protection and their production process fulfills similar criteria are appealing to this generation. Purchase decision is not only associated with the product itself, but also the social responsibility of the producer and the form of which this product is promoted.

Z Generation is **not easily suggestible by traditional marketing tactics**. A. Cross²¹ states Generation Z is generally not as skeptical to advertising as previous Generation Y, but is smarter and more considering. According A. Cross, marketers do not have to defend their offer or camouflage the intention, but judiciously compete for the scattered attention of this generation. This generation appreciates authenticity and reality, therefore requires the communication of the offer also reflects this characteristics.

It is needed to aware that **consumer behavior is shaped very soon**. More than 70 % of children influence food purchases in family. If we include also goods purchased for children, this number is increased to the range 80 – 90 %.²² Two thirds of these children' parents admitted that children affect their decision by purchasing a car. Producers use this knowledge and the communication is therefore addressed not only to the adult population, but also to children aged 6 – 14 years.

²⁰ VRABEC, N.: *ONLINE GENERATION: information, communication and digital participation of the Youth in Information Society*. 1st edition. Bratislava : IUVENTA, 2010, [online]. Available from: <http://www.iuventa.sk/files/publ_slovenska_mladez_v_zrkadle_vyskumov.pdf> [2013-09-19].

²¹ CROSS-BYSTROM, A.: *What you need to know about Generation Z*. 2010. [online]. Available from: <<http://www.imediaconnection.com/content/27425.asp>> [2013-10-20].

²² WILLIAMS, K. C. – PAGE, R. A.: *Marketing to the Generations*. Journal of Behavioral Studies in Business, 2010, p. 17. [online]. Available from: <<http://www.aabri.com/manuscripts/10575.pdf>> [2013-10-8].

Williams notes that it is surprising that children are able to distinguish between brands of car since 18 months of age.

Consumer behavior of Generation Z's members is significantly influenced by their **strong need to belong to - for them relevant - social groups**. This can be only achieved by sharing the same opinions, attitudes, interests, models, but also by possessing of the products that the group appreciates. On the one hand there is a desire to differ from the other, on the other hand there is a desire to identify with a social group. These communities with the same characteristics exist on social networks also. The possession of products and preference of particular brands classify members of the generation into specific groups. They share similar values, attitudes and interests with their peers and so strengthen their social position. Music, fashion, cosmetics, video games as well as hair cut or hair color are the fields that Generation Z needs to have approved by their peers.

Conclusion

Finding an appropriate method of communication for this generation may be more difficult than ever before. Access to information, the opportunity to exchange experiences etc. cause that new generation is evolving more rapid than the previous. Knowing the target groups and monitoring their development is a challenge for those who attempt to specifically address them, win their trust and influence their consumption. To understand this generation means to know more about their values, how they spend their leisure time, what they consider important, who are their models and what are their expectations.

On the other hand, among others also the Swedish psychologist I. Hagen²³ emphasizes it is essential that the school helps children to develop their critical competencies needed in order to be able to judge the value of the offer, advertising tactics and marketing strategies, es-

²³ HAGEN, I.: Growing up in a Commercial world. In Carlton, U. (Ed.): *Children and Youth in the Digital media Culture*. The International Clearinghouse in Children, Youth and Media. NORDICOM University of Gotheburg, 2010, p. 123-124.

pecially those implemented via the Internet. By succeeding among children at an early age, when children are easily suggestible, the marketers create a good basis for long-term influence.

I. Hagen points out if the child is confident by successful marketing, it can easily influence other peers. Built brand loyalty may persist into adulthood. Adults should be interested in how the new generation is attracted to consumption. Therefore the requirement to pay attention to children targeted marketing has risen repeatedly. Communication channels should avoid violence, mustn't trigger concern and adversely affect the confidence of children. Another sensitive subject is encouraging children to purchase by using additional benefits to the offer in the form of gifts, e.g. toys. However, the attention must be paid also to the offer. The results may be seen in the effort to prohibit e.g. advertising of unhealthy foods.

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IDENTITY AND ISSUES CONCERNING SUBJECTIVE EXPERIENCE OF HAPPINESS AS PART OF THE YOUNG GENERATION'S WAY OF LIFE

Ondřej Roubal

Abstract

In social scientific discourse, the concept of identity covers plurality of approaches and definitions. Various social constructivist concepts of identity as a social construct produced and maintained in social relationships are gaining ground. Anthro-biological approaches and their essentialism identity concepts compete with the constructivist theories of human identity establishment. The definition of male and female identity is often ambiguous. The question is to what extent the essence of male and female identity is determined by an invariable base of biological-genetic types and how significantly it is preconditioned by sociocultural environment and produced as a social construct. There is a certain consensus with regard to the assumption that male and female perception of life differs in various situations in life. Relying on empirical data, we are trying to clarify the specificity of male and female perspective of subjective perception of happiness, seen as an extensive set of sources and manifestations of positive emotions. Possible differences of male and female perception of happiness are observed in the context of the impact of wealth on the quality of life, the effects of hedonic adaptation on duration of achieved levels of pleasure in different social situations.

Key words:

Happiness. Hedonic adaptation. Identity. Quality of life. Way of life.

Introduction

There is no doubt the identity concept has had a breathtaking career within the social sciences in the past decades¹. The thematization of identity has been experiencing conjuncture, particularly across sociological and psychological thinking. According to Gleason,

¹ PETRUSEK, M.: Poznámky o životním stylu v časech postmoderny. In FAZIK, A., MATĚJŮ, M. (eds.): *Aktuální problémy životního stylu*. Praha: FF UK, 2005, p. 11.

identity is growing to be an established cliché, whereas the sociological and psychological concepts of identity are becoming fragmented and often contradicting, which leads to an overall ambiguousness, disorientation, incomprehension, and misunderstanding of discussions on human identity². Most frequently, there are disputes over to what extent identity is a constant or variable quality, from which sources it is established, what is its true contents, or what are its authentic manifestations in people's way of life. Therefore, the identity concept is not only undergoing the period of conjuncture, it is also amidst the period of certain inflation and ambiguity of its definition.

In this study, we address the issue of gender identity with regard to the modernity of lifestyles, taking into account the current economic situation. The study is part of the conceptual preparation for a project that examines the changing ways of life within the Hlučínsko micro-region. The region is characterized by certain specificities that significantly differentiate it from other parts of the Czech Republic. It is thus possible to compare the impact of modernization processes on identity, value orientation, and people's way of life using an empiric sample.³ First of all, it is necessary to define the term "identity" in more detail. The fragmentation of opinions within the discourse of human identity is also amplified by differences relating to issues of establishment of male and female identity. In this regard, two absolutely different perspectives revealing the essence of such identities are gaining ground. Arguments of the anthropo-biological approach rely on the principles of evolution psychology, genetics, and particularly on many findings of modern neuroscience. These arguments lead to the "essentialism" approach to the essence of male and female identity, determined by constant biological base and typical hormonal structure, accountable for many differences in male and female behavior, thinking, and mental experiences. From this perspective, we are "born into" male or female identity and further develop and validate it, as inborn disposition, in social relations.

² GLEASON, P.: *Identifying Identity: A Semantic History*. In *The Journal of American History*, 1983, Vol. 69, No. 4, p. 910–931.

³ This study came into existence with the financial support under project no. 13-23870S 41 81 CZ Changes in the way of life and modernization processes within the Hlučínsko micro-region.

In the context of the biological approach, the human brain is “programmed” to apply typically male and typically female roles within the society in many functions. The functional differences of brain activities and mental abilities of males and females are most frequently explained in the light of evolution, during which many “male” and “female” qualities were genetically fixed in the neural centers of the human brain. The concept of male and female identity and of different mentality is also often derived from dissimilar sexual strategies, once again, subject to the evolution principles and, to this day, genetically encoded within specific areas of the human brain⁴.

The aforementioned approaches lead to the conclusions, for example, that male brains specialize more in “systemization”, while female brains are rather prepared to “empathize”⁵. From this perspective, males appear to be specialists in the nonliving world of objects, while females specialize in the living world of people and in social relations. According to the model, men are usually more proficient when it comes to mathematical exercises, they cope more easily with visual-spatial exercises (however, not with exercises testing location-object memory) or display much higher level of aggressiveness. On the other hand, women demonstrate, in psychological tests, more developed social intuition, ability to communicate and express themselves, and they tend to appreciate more the altruistic and reciprocity relations and more sensitively “read” facial expressions, nonverbal communication and differences in verbal communication.

Therefore, sociobiological approaches are gaining ground in terms of viewing male and female identity⁶. According to socio-biologists, the differences in male and female mentality always have a biological basis, representing a set of inborn dispositions, genetically encoded by the evolution process, and determining a specific nature of male and female social conduct. Therefore, socio-biologists believe that the way men and women experience reality is predominantly defined biologically. Opposite to the anthro-pological concepts of male and female identity, there are social constructivist concepts

⁴ RIDLEY, M.: *Červená královna*. Praha : Portál, 2007.

⁵ KOUKOLÍK, F.: *Mozek a jeho duše*. Third Edition. Praha : Galén, 2008.

⁶ WILSON, E. O.: *Konsilience: Jednota věděni*. Praha : Lidové noviny, 1998 and RIDLEY, M.: *Červená královna*. Praha : Portál, 2007.

of thinking, represented by a number of sociological, psychological, and culturally anthropological trends. The social constructivist bases for the approach to identity are significantly winning recognition in, for example, the so-called “gender studies” or in some feministic tendencies, uncompromisingly rejecting any biological essentialism and phylogenetic predetermination of male and female identifies. The social constructivist perspective is primarily associated with the notion of social aspects of genders. Therefore, people are not born as men and women in terms of social behavior, but they only become men and women in the course of the socialization process. It is possible to learn the male and female roles; in this context, they represent a social construct “negotiated” within a specific sociocultural environment⁷. In each society, there are certain behavior patterns, considered as typically male or female. Men and women gradually identify with such patterns in the course of the socialization process, thereby constructing their own identity. These patterns also determine what has to be performed, achieved to ensure the male and female identity/social role is recognized. In this context, the causes for different behavior of males and females are typically derived from social and cultural factors.

Each of the aforementioned perspectives explaining the establishment of male and female identity has its foundation, rational substance, supported by logical and convincing arguments. However, neither of the said aspects may be described as more or less “true” or empirically convincing. In spite of the fact that both notions of male and female identity and mentality fundamentally differ, they ultimately lead to some common conclusions. One of the key ones is the fact that male and female roles represent, in some situations in life, different strategies for behavior and conduct, although for totally different reasons. This may also form, to a certain extent, two different mental worlds, two worlds of experiences and dual life strategy. It may concern different preferences of values, life expectation tendencies, setting of goals in life, satisfaction of needs, etc.

Therefore, various efforts aimed at identifying potential differences of male and female dimension to experiencing subjective feeling of happiness, notions of the quality of life, strategies for achieving and

⁷ SOUKUP, V.: *Přehled antropologických teorií kultury*. Praha : Portál, 2000, p. 86-87.

maintaining positive emotions, or methods of deriving joyful feelings from various sources and situations in life are becoming relevant in this regard.

In this study, we will try to use empirical materials to point out some potential differences in the subjective level of experiencing joy and happiness in life for men and women within the generation of today's university students. We examine the specifically male and female experiencing of feelings of happiness in connection with evaluation of life satisfaction as well as one's own perception of the quality of life and financial income level, affecting the standard of living. We assume that the financial income level in relation to subjective perception of quality of life will be given different significance and importance in case of men and women. Furthermore, we will focus on the issue of hedonic adaptation and its effect on the duration of the achieved level of happiness for different situations in life. In this context, we wish to find out how the hedonic adaptation effect affects the experiencing of different sources of positive emotions under the male and female perception model.

1 Identity as art of self-creation

Problems with identity do not solely appear in terms of the ambiguity of the extensively grasped discourse of research workers. In the late modernity era, identity is mainly becoming the problem of its creators – in the words of Zygmunt Bauman – *artists of life*⁸. In this connection, human life – blessed with will and freedom of choice – may be perceived as a work of art, which comes into existence under constant confrontation and interconnection of the variable world and plans of individuals. Such work of art results in identity – something absolutely distinct, specific, and non-fungible. The problem is that the production of an artwork is becoming more and more uncertain, temporary, and too variable in the period of late modernity, similarly as the path associated with the artwork creation⁹. The identity project

⁸ BAUMAN, Z.: *Umění života*. Praha : Academia, 2010.

⁹ ROUBAL, O.: *Éra nejistoty a nástup „lovecko-hráčské“ společnosti*. In *Communication Today*, 2012, Vol. 3, No. 1, p. 6-20.

is becoming an increasingly individual task, for the achievement of which involved persons have less and less stable sources intended for meaningful planning and gradual implementation of the project.

In the background of problems with the creation of one's own identity lies a deinstitutionalization process, mainly demonstrated by the declining importance of modern formal organizations¹⁰. Approximately from the mid-1970s, there is a transition in the world of organizations to less formal, more flexible and economically effective network structure. It is the transition to the so-called networks that should overcome too rigid and not really functional pyramidal structure of organizations, while enabling more free and independent movement of all involved parties. Tight and often lifelong bonds interconnecting individuals and organizations are becoming looser, as networks require more individualism, independence, flexibility, and mobility. The functioning of global networks produces sources for dissemination of doubts relating to one's own identity - identity that should be similarly flexible, variable, and constantly prepared for changes.

In parallel with this, there are justified doubts concerning the present role of the institute of family, which is being attributed increasing degree of fragility and instability. Impeachment of such institutions mainly represents the impeachment of reliable foundations, securities, and more permanent liabilities and responsibilities, ensuring valuable sources for the construction of identity. Consequently, this not only translates into conflicts in experiencing and implementing social roles, but also impairs self-confidence and assurance of people. To a large extent, individuals have to rely solely on themselves in the formation of identity; they individually search for their own sources of confidence, and inevitably deal with uncertainty experienced in the course of such search. According to some authors, the late-modern identity of people is in crisis; it reminds – ever more intensively – a liquid instance, ungraspably flowing and constantly moving from place to place¹¹. The freedom of self-creation has never reached such magnitude; perhaps never in history has it offered so many exciting forms, alternative faces,

¹⁰ KELLER, J.: *Jak sociologie přichází o společnost*. In Sociologický časopis, 2008, Vol. 44, No. 5, p. 997.

¹¹ BAUMAN, Z.: *Tekuté časy – život ve věku nejistoty*. Praha : Academia, 2008.

and episodic adventures. However, it has never been so threatening, sooner or later bringing so many traumatizing states of uncertainty and unprecedented evaluation of importance of volatile instances in life, temporality as a strategy for life.

With regard to the self-creation processes, the market principles in the form of a growing interest of economic effectiveness of companies are presumably more significantly applied at the level of micro-social world of everydayness. At the same time, the execution of such interest is also promoted by a complex of functioning marketing communications and their effect on the “social aspects”.

Identity as the result of self-creation is, in a way, a creative process taking place within the social space. Identity represents the quality of human beings, constantly constructed and reconstructed under the specific conditions of the social space, which is more or less affected by marketing communications as an intervention factor in the life of consumer society. Marketing campaigns and countless advertising messages enter the environment, where the forms and contents of human identities are being socially negotiated and where, at the same time, individual and collective strategies for achieving, maintaining, and enforcing thereof are sought. Such strategies comprise various forms and types of lifestyles, preferences concerning value orientation, goals in life, or perception of human happiness. At the same time, the form and contents of such strategies are subject to everyday and pressing media and marketing communication. This type of communication creates representations of how to best fulfill and implement such life strategies. It usually provides commercial patterns for better, superior, and overall happier life. According to such patterns, life should, allegedly, provide enough sources of self-confidence and undeniable self-concept (self-identity), easily identifiable by using or utilizing specific products and services. The approach to such strategies and their preference also reflect social differentiation and economic potential.

We assume that the strategies for constructing male and female identity represent two different models that also reflect different moments of experiencing subject feelings of happiness.

2 How to understand happiness?

How are we to understand human happiness?¹² What all does the term convey? What is its true content?

The notion of happiness falls within a wider group of phenomena; it is linked to an entire group of emotions, experiences, moods, feelings, and states of mind¹³. “*The word happiness does not have a simple meaning and should not be used as if it does*”¹⁴. Experienced happiness is clearly connected not only with the feelings of well-being, joy, or satisfaction, but also with something we perceive as pleasure, delight, laughter, entertainment, rejoicing, delight, hedonic life, coziness, content, peace, and harmony¹⁵. The term happiness may hardly be viewed as an isolated and unambiguously definable state of mind, but rather as a result of different combinations of intensity of experiencing, feeling, and thinking within certain time and space. The fact that the term happiness is used in a number varieties and plurality of related meanings is also observed in foreign specialized literature. In addition to the perhaps most frequently used *subjective well-being*, we also come across the following terms: *happiness, life satisfaction, subjective welfare, positive affect, affect balance*, etc.¹⁶ Naturally, the context, in which the term happiness appears, and the discipline that examines it are of relevance here. For example, the term affect balance is almost exclusively used in specialized psychological studies; on the other hand, the term subjective welfare is predominantly identified in scholarly sociological production.

Another, more general, premise explaining the notion of happiness is

¹² According to Kant: “*The notion of happiness is so indefinite that although every man wishes to attain it, yet he never can say definitely and consistently what it is that he really wishes and wills*” (1976: 128)

¹³ KOUKOLÍK, F.: *Zviře politické. Eseje o lidské nátuře*. Praha : Galén, 2012, p. 331.

¹⁴ KAHNEMAN, D.: *Myšlení rychlé a pomalé*. Brno : Jan Melvil Publishing, 2012, p. 435.

¹⁵ KŘIVOHLAVÝ, J.: *Psychologie pocitů štěstí*. Praha : Grada, 2013, p. 15.

¹⁶ In this regard, also see KŘIVOHLAVÝ, J.: *Psychologie pocitů štěstí*. Praha : Grada, 2013, p. 14. or, in more detail, ROBINSON J.P., SHAVER, P.R., WRIGHTSMAN, L.S.: *Measures of Personality*. New York : Academic Press, 1991, p. 61.

the fact that it is a purely subjective and authentically experienced phenomenon. It is a personal experience, the true nature and own value of which may only be relevant for the person experiencing it. In plain language, each individual has his/her own idea of happiness; such ideas may/may not be mutually shared, similarly as the sources, from which we derive the feelings of joy and happiness. Moreover, the manifestations of happiness, satisfaction, and enjoyable moments have many authentic forms and expressions.

The third potential premise for understanding human happiness is the fact it is a phenomenon with certain duration (it is referred to as long-term and short-term happiness). On the one hand, we may deliberate about the happiness currently experienced, momentary state of mind of an individual, who conveys joy, satisfaction, and happiness over something he/she is currently experiencing. Such happiness is usually characterized by its intensity, physiological changes, and motoric manifestations, sudden onset of euphoria, but similarly sudden recession of such euphoric, and often intensive wave of joy and the subsiding thereof. This is considered as an experienced form of happiness. On the other hand, the phenomenon of happiness may be viewed as a long-term state of mind, lifelong peace and satisfaction, which is manifested in its often quiet and decent form, without any significant signs of intensive joy and laughter. In this case, the present/current moment evoking sudden and often unexpected waves of positive emotions of joy is not the most important thing, as is the case of short-term euphoric happiness; instead, it is about a wider and overall assessment of past, current, and possible future events in life. The longer-term happiness comprises more “life-related dimensions” of happiness, and it is more stable as a whole and relates to feelings and more permanent human values rather than emotions as short-term subjectively experienced pleasure/displeasure. In this connection, we refer to life satisfaction and life assessment, which is different from the previous concept of experienced happiness.

The fourth premise is the extensity of happiness. Therefore, we may address the notion of happiness in its “most intensive” form, i.e. in the form of individual happiness; similarly, it is possible to address the topic of happiness in its more extensive forms, relating to social dyads

or triads, groups, or societies as a whole. Logically, sociologists, social psychologists, and psychologists differ from one another in terms of the extensity of examining human happiness.

Another premise of studying happiness is the idea that it is a phenomenon that features both emotional and cognitive dimensions¹⁷. It is useful to realize that these dimensions are not independent from one another and that what we refer to as subjective well-being must be seen as a result of interactions of emotions and rational cognition. In this context, it is thus necessary to determine, in which cognitive and value implications emotional arousal takes place.

Finally, the area of human happiness may be studied from various expert perspectives, most frequently from the perspective of philosophy, economics, sociology, psychology, social psychology, or anthropology. At the same time, we also consider the significance and potential application of findings in this area in psychotherapy, education, management, social policy, or the application thereof in the commercial sector of marketing communication and advertising.

3 Happiness within the dimensions of male and female experiences from the empirical perspective

As part of the 2013 questionnaire query, we verified certain assumptions associated with various models of subjective experience of happiness and joy for male and female population.¹⁸ The predetermined selection

¹⁷ KŘIVOHLAVÝ, J.: *Psychologie pocitů štěstí*. Praha : Grada, 2013, p. 15.

¹⁸ Selected aspects of happiness were examined under the project entitled *Changes in the impact of marketing communication on the area of consumption and lifestyle of people within the context of the current economic crisis*. The project was carried out by the Department of Sociology of the Faculty of Social Studies at the University of Finance and Administration (VŠFS) with the financial support of the Internal Grant Agency of VŠFS in the period of 2012-2013. Originally, the research study focused on identifying possible changes in the consumer behavior of Czech citizens in connection with the consequences of the current economic crisis and also on analyzing changes in the contents and forms of marketing communications and their reflection by consumers (i.e. addressees) and professionals (i.e. producers, marketers). Furthermore, the project was expanded by certainly useful and interesting

focused on the population of university student at the age of 18-30 years. The selected sample mainly comprised students of the private University of Finance and Administration (VŠFS) in Prague.

The project was solved via a quantitative method, using a standardized questionnaire consisting of 27 material and 5 identification questions. Overall, 386 respondents at the age of 18-30 years filled out the questionnaire. The share of queried men and women is even – 191 male respondents (i.e. 49.5 %) and 195 female respondents (i.e. 50.5 %).

In connection with the identification of potential differences in the male and female model of experienced subjective happiness, we focused on the following research areas:

1) Overall evaluation of life situation – level of satisfaction with life up to now

H1 – *We expect that the resulting evaluation of life situation and the manifested level of satisfaction/dissatisfaction will not differ significantly for men and women.*

2) Quality of life and income – money as a factor affecting the subjective perception of the quality of life

H2 – *We assume that money has a different significance for the perceived quality of life in male and female population.*

3) Hedonic adaptation and its effects on the duration of achieved level of happiness – experienced positive emotions are subject to adaptation and gradually decrease in intensity, depending on the nature of sources of the experienced joy.

H3 – *We assume that hedonic adaptation has a different intensity for men and women in various situations of experienced subjective happiness.*

To determine the overall evaluation of life satisfaction, we used the question known as the Cantril Self-Anchoring Striving Scale¹⁹ in the questionnaire.

examination of how respondents perceive the quality of life in the context of their own financial situation, what factors they associate with life satisfaction, where and in what they seek sources of the feelings of joy, and how long they are able to enjoy such sources.

¹⁹ KAHNEMAN, D.: *Myšlení rychlé a pomalé*. Brno : Jan Melvil Publishing, 2012, p. 422.

“Imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time?”

Evaluation of life satisfaction

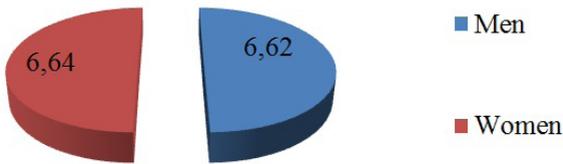


Chart 1 Evaluation of life satisfaction - according to gender (overall average)

Source: Empiric data of the project Changes in the impact of marketing communication on the area of consumption and lifestyle of people within the context of the current economic crisis, 386 respondents (the higher the average, the more positive evaluation of life).

The Cantril Self-Anchoring Striving Scale observes the overall evaluation of respondents' life; therefore, it assesses the opinion of people when they retroactively evaluate their life. From the perspective of methodology, it is necessary to note that such opinion is affected, and also – to a certain extent – distorted, by current situations and present states emotionally experienced by respondents, either as positive or negative. In other words, the current “experiencing self” affects - in the form of situational factors - the “remembering self”, responsible for the opinion invoked by the need of retroactive evaluation of one's life satisfaction²⁰.

With regard to the evaluation of young generation's (aged 18 to 30 years) life satisfaction, the collected data suggest mild optimism and manifestation of slightly above-average life satisfaction. There are

²⁰ KAHNEMAN, D.: *Myšlení rychlé a pomalé*. Brno : Jan Melvil Publishing, 2012, p. 422.

only minimum differences in the answers of men and women. To test the second hypothesis (H2), we used the following question in the questionnaire: *“It is said that money is not everything. However, you will certainly agree that money is important to ensure quality of life. What minimum amount would you have to earn **per month** (net amount) to say that **money is no longer important** for the quality of your life?”* Respondents were offered individual options (specific minimum monthly incomes), starting from CZK 20 thousand to income in excess of 3 million. We mainly wanted to find out, up to what financial amount (expressed as net monthly income) respondents would consider money important for the quality of life, while identifying the point, at which the effect of diminishing marginal utility of wealth occurs, i.e. from what monthly income would respondents view money irrelevant for the quality of life. We expected that wealth, expressed as net monthly income, will be of different significance for the quality of life in male/female population.

What minimum amount would you have to earn per month (net amount) to say that money is no longer important for the quality of your life?

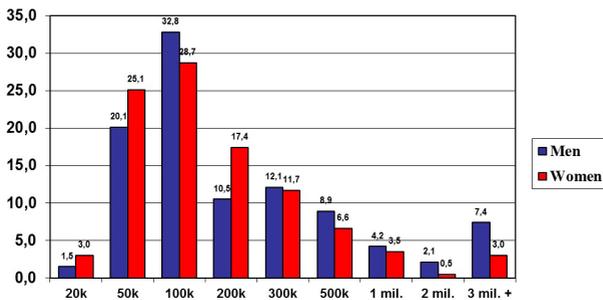


Chart 2 Quality life and money - according to gender (frequency in %)

Source: Empiric data of the project Changes in the impact of marketing communication on the area of consumption and lifestyle of people within the context of the current economic crisis, 386 respondents.

With regard to the observed relation of money and the quality of life, answers for men and women do actually vary in some moments. Although the mode of answers is within the interval of minimum

monthly income of CZK 100,000 for both men and women, the percentage share of answers is higher for men (this option was selected by 28.7 % women and 32.8 % men). According to the percentage shares of answers in the remaining interval of monthly income, it is safe to assume that women demonstrate weaker affinity to money as one of the potential factors affecting the subject perception of the quality of life. According to the findings, their needs associated with the notions of the quality of life are saturated more quickly by means of financial funds than in case of men. The overall average monthly income that can be viewed as the imaginary limit, beyond which any other increase in the financial income has no additional significance for the quality of life, amounts to about CZK 150,000 for women and CZK 200,000 for men. It seems that, in the light of these facts, women – unlike men – do not derive the quality of life from their own financial situation as strongly, but perhaps also associate the quality of their life with other possible stimuli and sources. Furthermore, the cumulative frequencies of answers also suggest that approximately 86% of women consider the monthly income of CZK 300,000 to be a sufficient amount for ensuring the quality of their life that no additional increase in income would affect the quality of life. In case of men, this interval (i.e. up to CZK 300,000) took about 77 % share in the sample group, which means that answers of men most frequently appear within the intervals of higher financial income exceeding the amount of CZK 300,000 per month. It is thus observed that, on average, men – unlike women – ascribe more important role to money in respect of the quality of life. In this regard, their demands for financial income are more ambitious than in case of women, who apparently do not consider money to be that relevant for the quality of life.

Naturally, the question is, how respondents understand the “quality of life” category and what this means to men and women, respectively. However, it is likely that men and women will attribute different significance to different aspects of the quality of life, as also demonstrated in this example. The next section of the questionnaire verified the assumption that hedonic adaptation – as a phenomenon representing an universal psychological rule, ensuring the ability to adapt to external situations in life – is closely related to subjective

perception of experienced happiness. We expressed a hypothesis that hedonic adaptation has different intensity, depending on gender, in different situations associated with experiencing positive emotions. In other words, we tested the assumption that when comparing the answers for men and women, some sources of happiness and joy will provide different period of feeling of joy and happiness and the positive emotions will subside at a different rate (depending on gender) as a result of the adaptation mechanisms.

For this purpose, we included the following question in the questionnaire: “*On a scale from 1 to 10, record **how long** you personally experience the most intensive feelings of joy and happiness in case of the specified situations (1 shortest period of time– 10 longest period of time).* The following potential sources of pleasure were offered to respondents: *mobile phone; new clothing; good food; sports activity; time together with goods friends; job-related/school-related achievements; acknowledgement of close relatives for a performed service; job well done; and good health.*

How long do you personally experience the most intensive feelings of joy and happiness in case of the specified situations?

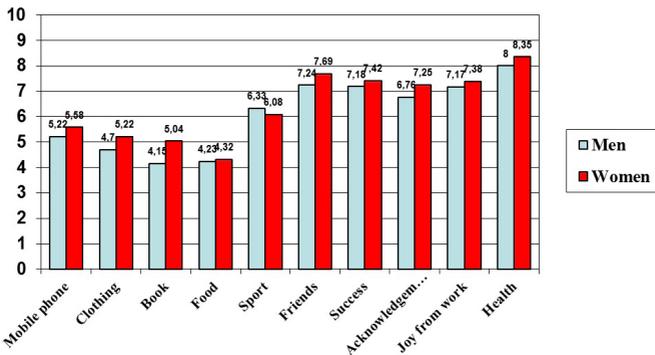


Chart 3 Intensity of feelings of joy and happiness - according to gender (overall averages)

Source: Empiric data of the project Changes in the impact of marketing communication on the area of consumption and lifestyle of people within the context of the current economic crisis, 386 respondents, (the higher the average, the longer the period of experiencing the feelings of joy and happiness).

With regard to the given question, we came to a preliminary finding that women, compared to men, show higher ability of longer experiencing of more intensive positive emotions in all items under review (with the exception of sports activities) / sources providing the feelings of joy and happiness. The collected data suggest that different sources of feelings of joy and happiness are subject to slower degradation of the level of achieved satisfaction within the female population. In this context, women demonstrate longer resistance to adaptation mechanisms impairing the intensity of experienced positive emotions after some period of time. They are also likely to be more resistant to other external stimuli and excitements as potential sources of emotional joys, being more focused (compared to men) to the currently experienced situations. On the other hand, men are able to quickly shift their attention from “what is”, i.e. what they are experiencing, to what “could be” or “could happen” and be a potential source of higher level of joy.

Such findings could, for example, serve as attractive information for clients/creators of marketing and media campaigns, because – as the results suggest – the target group of women may be, compared to men, a social group that is more immune to adaptation mechanisms and, overall, more capable of preserving the more intensive feelings of joy and happiness in the different situations under review. In case the adaptation process to each new situation consists in the fact that such situations receive less of our attention and deliberation, it is safe to assume that men – unlike women – get used to some situations faster and sooner disengage their attention from them. It is possible that the reason why women experience longer and more intensive joy and happiness in the given situations is the fact that they give greater deal of attention to such situations and think about them more. From this perspective of findings, women are – compared to men - a target group, for which the joy saturation threshold occurs after a longer period of time, whereas the sources that provide the feelings of well-being do not lose their value as quickly for women as in case of men. Naturally, these findings would require additional detailed examination and verification; however, it is interesting information, which could be applied, for example, for the needs of marketing strategies and commercial practice.

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MARKETING SEGMENTATION OF THE LABOR MARKET WITH RESPECT TO THE GENERATIONAL PROFILING

Bernardína Borsíková

Abstract

The article deals with the need to review people's identity (individual and group) in relation to the generational profiling. This approach determines the ability of application of personal marketing in the labor market because personal marketing uses marketing tools in the management of "goods" and "customer" - people on both sides of the labor market. Generational profiling allows segmenting the labor market in order to find the jobs by right "customers" - job seekers and vice versa, people - investors in the labor market, to "sell" their human capital to the correct employer

Key words:

Baby boomers generation. Generation. Group identity. Generation of veterans. Generational profiling. Generation X. Generation Y. Individual identity. Labor market. Market segmentation. Personal marketing.

Introduction

Daily present confirms the fact that no scientific discipline already can do without interdisciplinary consideration of problems as well as their interdisciplinary solution. Marketing can only aid pact with economic science, psychology, sociology and others in an effort to identify their targeting and efficiency as accurately as it is possible.

If a theory about leading people in a work process adopts some marketing methodological approaches, there is aware of the need to seek support in other disciplines at the same time. The importance of such an approach is especially important with growing individualism and competition in what we call "teamwork". Prolonging human life and enter the youngest generation to the labor market complicates a situation for the management of companies, people "investing" in the labor market are exposed to situations that are not ready to face (lack

of jobs, leveling education, multicultural workplace environment, growth performance requirements, loyalty and low wages as well). To deal with human identity in these intentions is highly desirable and useful in order not to forget the man himself while solving problems related to human activities. This is all the more important because “modern people are freer, identifying are less binding, identities are more fluid and more fragmented.”¹

1 Human identity in general

The very concept of “identity” would deserve relatively broad discourse because the original interpretation of the ideas of people possessing soul (more scientific “psyche”) as the mental apparatus, the current psychology moves in new directions and it inclines to the description of the social norms and rules, good practices and practices that define and determine our social action. Traditional psychology defines identity as the exclusive property of the individual who creates it and hides deep inside. It is understood as inextricably linked with the private needs of the individual. New psychological trends suggest that the origin explanations of human identity in the socio-cultural and political contexts – in the situation of the people whom these situations offer identity and submit it for adoption. Harré formulates it as follows: “People are what they believe they are - and their beliefs about what they are, is actually what the greatest authorities said what they are about.”²

Identity in this sense can be understood as a social construct, arising in the context of a particular social reality. According to Harré, human identities are not freely and voluntarily formed products of “inner self” introspection, they are the result of certain ideological frameworks created by the dominant social order or system to maintenance itself,

¹ KRIVÝ, V., DANGLOVÁ, O.: *Kolektívne identity na súčasnom Slovensku, Svet mnohých „MY a ONI“*. Bratislava : Centrum excelentnosti SAV, 2006, p. 54.

² HARRÉ, R.: Language games and the texts of identity. In SHOTTER, J., GERGEN, K. J. (Ed.): *Texts of Identity*. London : SAGE, 1989, p. 22.

they are deeply political with its formation and consequences as well. Creation of identity is happening in a certain world, it is a part of our understanding of the world, therefore identity is mostly build during the primary socialization - in childhood, what is also a reason why we understand as natural as possible what we learned in childhood. This primary socialization is happening in the family (as a base normative unit), where a child learns to focus on relevant cultural environment, symbols and social standards.³

If we do not understand the term “identity” as a synonyms of traditional psychological terms - “Me, personality, role,” then the term “identity” includes social definition and self-definition of a particular human being and the particular human community. Such definition and self-definition of persons expresses the visibility and authenticity of a single person in its environment among other people.⁴ It follows that the term “identity” does not refer to system closed himself, but in case of a human being it is a system open to social processes and their products. No man has no fixed (unalterably) determined its psychological content, on the contrary, it is open to its environment and the contents of this environment. Often repeating the phrase “be yourself” encounters impractical because the human psyche is constantly exposed to the influence of the social world, everything what is considered as legitimate, as norms and rules, as well as changing the criteria and standards of evaluation anything.

This article also requires the definition of individual and collective identity.

The first one is an individually folded and presented the image of a man about his own place in the social relations and conflicts, and about the hierarchy of his identifications. Collective identity presents the same or similar identifications shared by more people, which mean common internal or just demonstrative manifestation to the attractive construct. Therefore the collective identity depends on a certain group of individuals who share this identity on the basis of certain specific

³ NAKONEČNÝ, M.: *Sociální psychologie*. Praha : Academia, 1999, p. 102.

⁴ BAČOVÁ, V.: *Osobná identita - konštrukcie - text - hľadanie významu*. In ČERMÁK, I., MACEK, P., HREBÍČKOVÁ, M. (ed.): *Identita, agrese, osobnost: výzkumné výsledky*. Brno : Psychologický ústav AV ČR, 2000, p. 47.

characters. However, for each of them this competence is a part of its individual identity, consisting of belonging to a number of collective identities.⁵

For creating of human identity is important awareness of its place in the social world, in confrontation with other people (identities) is own identity the strongest one. Make a person not to be “lost” in a cluster of heterogeneous (with content and quality as well) constructs, including the strong effects of virtual social networks, sufficiently strong identity of a man obtained as a result of primary socialization with objectification of the world is critical.

The identity is closely linked to the term “generation”, which can be interpreted in several ways. Firstly, it is a phenomenon of ensuring social and cultural reproduction and socialization through the transmission of values and norms from parents to children (transfer of identity in the family). The second option of understanding of the term “generation” is related to perceptions of intergenerational relations, differences of two generations, the differences in their opinions and attitudes - resulting in a change of identity.⁶

“Generation” also can be seen as a collective identity (“generational unit”) reacting and heading towards the same historical-current issues.⁷

2 Generational profiling of the labor market

The current state of the labor market and the economy of the global society in general did not arise suddenly. Fundamental change in the relationship between labor and capital, escalation ratio of wages to gross domestic product and gradually still significantly declining wages and increasing share of earnings were recorded in the seventies of the last century. Since the eighties there was a labor-saving growth

⁵ KRIVÝ, V., DANGLOVÁ, O.: *Kolektívne identity na súčasnom Slovensku, Svet mnohých „MY a ONI“*. Bratislava : Centrum excelentnosti SAV, 2006, p. 59.

⁶ CORSTEN, M.: *Čas generací. Sociální studia 1/2007. Generace*. Brno: Fakulta sociálních studií Masarykovy Univerzity v Brně, 2007, p. 48.

⁷ MANNHEIM, K.: *Problém generací, Sociální studia 1/2007. Generace*. Brno: Fakulta sociálních studií Masarykovy Univerzity v Brně, 2007, p. 37.

- less and less labor power was needed, which was associated with the development of new technologies. Increasing supply (formation of overproduction), while decreasing demand (people do not have enough money to buy goods) brought the households and states into debt, what seem to be a growing problem in the long run. In the long term, there are presented solutions that are not in favor of people and do not accept man as a creator of values (an example of the flexibility of the labor market is an increase of temporary contracts, part-time jobs, worsening of working conditions and rising unemployment rate). Moreover, the current level of wages gives rise to “working poor”. Problem accelerates by growing inequality - both within countries and among them.

Degradation of education leads to the fact that even many highly qualified people, more recently belonging to the middle class - scientists, teachers, doctors - are forced to work for an abnormally low salary and thousands of secondary school and university graduates are out of work. A huge risk for the future is an ever-increasing number of young people leaving school who have no job so they do not have a chance to acquire basic working habits. In many parts of the world today, despite their many pros and promising potential, young people find themselves out of work and livelihood. Constituting 25 percent of the world's working age population, the proportion of young people in total unemployment is up 44 percent. Highest risk group is NEET (Not in education, employment or training - those who are both not in education and out of work), which shows a group of young people in the age when they should develop their potential for future employment needs, but unintentionally or on its own got into this situation. It is not just a problem of the labor market, because those who are inactive for a long time have a higher chance of getting into the poverty trap consisting of a low income, social exclusion, high dependence on state social assistance and support, isolation, crime, physical and psychological disorders. The unemployment rate in Slovakia in January 2013 reached 14.80 %. Compared with December 2012 (14.44 %) increased by 0.36 percentage points compared with the previous year increased by 1.11 % (in January 2012, 13.69 %). Status of available job seekers reached in January 2013 up 399,367 persons.

In this month period, the highest rate of registered unemployment was recorded in Rimavská Sobota (34.51 %). The lowest rate of registered unemployment reached Bratislava I District (4.51 %). In June 2013 there were 415,402 unemployed people (14.25 % unemployment rate). The problem is not only a high unemployment rate, but also the price of labor. An average hourly wage in Slovakia in 2012 was only 8.4 euro, the highest in the European twenty seven in 2012 was 39.3 euro in Belgium, the lowest in Bulgaria 3.5 euro. It seems that enter the labor market of the most educated and most confident generation in the history - Generation Y or "millennium babies" - remains just on the edge of attention and interest of the owners of the means of production. Along with clash of life attitudes, values, expectations and goals with a generation of baby boomers and generation X it becomes the accelerator of change requests as well - in the broadest sense. Moreover, Generation Y has something that previous generations did not have (or did not use) - social networks.

Uncertainty in identifying positive and negative values, an inability to distinguish good from evil, what can be considered as a **crisis of values**, affects every single individual, every business, but may not necessarily have fatal consequences. There is no company homogenous in terms of the interests of individuals or substructures (teams, departments). Nevertheless it accepts and respects the established rules and universal ethical principles because they are brought into the company by people associating with them and because of using legal standards and social agreements whose origin is in the philosophy of morality, in ethics.

Both living nature and human work are very similar processes, which despite their conflict since the origins of culture are complementary and assume. Reduction of physical workload of a man through the technically advanced civilization, limitation of sensory and physical contact of a man with nature, the loss of his ability to immediately perceive regularities of natural phenomena, all of it is a serious threat to human health in the long perspective. Apparently this is also the reason why the work is no longer seen only as a main economic category. The work becomes a category of moral, psychological and medical (for example, in Canada long living Czech psychologist F. Knobloch successfully uses work as a therapeutic agent).

Paradoxically, it is the people's problems related to the lack of jobs, which lead to a requirement to perceive "the labor market" also from other views. To take into account only the number of unemployed and their age and educational structure is not enough. Both employed and unemployed are in fact exposed to new situations, which are not ready to face. These are demographic trends, new value orientation of people and all other changes which are coming incredibly fast. Because of prolonging human life there are four vastly different generations in the labor market:

Generation	Birthday
Veterans	until 1945
Baby Boomers	1946 – 1964
Generation X	1965 – 1980
Generation Y	1981 –

The basics for these generational differences are mainly the values recognized by the different generational groups that met in the labor market. Jobseekers, company managers and working teams are not ready for this clash of generations. Neither the labor market does not reflect these fundamental differences (job vacancies consists of only general description, responsibilities, required education, salary or benefits). Moreover, human labor (as a means of livelihood, but also self-realization) is not carried out only as a dependent work for the employer. Despite of an increasing number of people who are not classed as "employees" (among other things because of unemployment) legislation and theory of personal management are set as another form of human activity did not exist. It seems that the entrepreneurs, freelancers, people working in the third sector, volunteers, housewives, nannies and many other forms of work are out of interest of those who should promote their equal status and protection. It involves human capital (human capital in a holistic sense)⁸, composed of two equal

⁸MURGAŠ, F.: Ľudský kapitál ako súčasť aregovaného humánneho kapitálu a jeho priestorová diferenciacia na Slovensku. In KAČEROVÁ, E., VRA-BEC, M. (ed.): *Reprodukce lidského kapitálu. Vzájemné vazby a souvislosti*. Praha : VŠE, 2008, p. 56.

parts (human capital and social capital) constituting the aggregate human capital of the state which should be carefully developed by the society. (However, there is not available overview study of the macroeconomic context of human capital in Slovakia.)

People who invest in the labor market and employers should not underestimate the generational differences between groups located at a specific time in the labor market, although they can not be seen as internally homogeneous because their values, attitudes and behavior are closely connected with the life cycle phase, experience, social and economic status.

The current labor market is shaped by the following groups:

a) Veterans - it consists of working pensioners whose value orientation is economical type - self-preservation and usefulness. In addition to the need for proof of professional experience (these people are often carriers of professional know-how) and their passing on it to younger generations, need for social inclusion and the pursuit of self-assertion is obvious.

b) Baby Boomers - are defined as people born after the 2nd World War. According to the American demographers, this generation includes people born from 1946 to 1964 despite the fact that since 1957 there has been a decline in the birth rate.⁹

For this generation is typical searching for a new, authentic way of life, the emphasis is on experiment, the value of freedom, self-fulfillment and autonomy. It is a liberal, idealistic and optimistic generation, politically active and is looking forward to live in peace, love and prosperity. However, they are aware of the huge difference between their values and those of their parents. This is the first generation that had access to contraception and better access to education. Nowadays, this generation gets to retirement age in Slovakia and according to economists this will be a significant strain on the social system of the country. In this connection the term "silver economy" is mentioned, which includes the challenges posed by the need of this multiple social groups. The result of individual initiatives is for example a creation of

⁹ GREEN, B.: *Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions*. New York : Paramount Market Publishing, 2006, p. 4-5.

Europe-wide network of regions to support the development and marketing of innovative products and services aimed at the market segment represented the elderly, which could contribute to the creation of new jobs. Older people (pensioners) represent both a significant part of the demand in the market for consumer goods and services, as well as the basis for the passing on acquired experience and knowledge because of their willing and able to work in the labor market. Ability, willingness and need of older people to work as a way to get the resources to meet their needs are in transforming European countries a result of the low standard of living compared to more advanced western economies. Noteworthy are also statistical data by which in 2030 there will be about 110 million people aged over 65 years in European Union and since 2020 people aged between 50 – 64 years will be the largest part of the active working population (39 %) - in the U.S. it is already over 20 % of the population. Moreover, we are witnesses of an unfavorable demographic trend.

c) Generation X - are people born from 1965 to 1979. It is a generation that paid for the experiments of the previous generation. This is a generation of children with a key to the neck, living in a time of rising divorce, with a more pragmatic view of the world, shaped by popular art and culture, experiencing development of information and communication technologies. These are children of the information revolution, rapid technological progress and even following trends, some authors attribute to them the character individualists.¹⁰

This generation is not as fierce and combative than now coming Generation Y. To overtake all colleagues and gain “title employee of the month” is not as important to them as a pleasant working environment and human approach. Generation X is more principled and conservative than both the Baby Boomers and Generation Y. This generation feels overlooked (and partially deceived). At the beginning of their careers, elders did not take them seriously and now, after the climbing the career ladder and gaining certain position, Generation Y - learned to win and get everything while you wait - arrives on the

¹⁰ HLOUŠEK, K.: *Pragmatickí idealisti*. [online]. Available from: <<http://strategie.hnonline.sk/sk/sedy/prieskumy/marketing/pragmatickiidealisti.htm>> [20. 6. 2012].

scene. They were formed with the situation where social insecurity has risen (the first mass layoffs, slimming enterprises). They do not trust the promises of quick success and they value the experience more than material goods. Their aim is to improve the lives and they are interest also in the environment

d) Generation Y - (also called Millennium children) are people who were born after 1980 and which have flooded and still they enter the labor market. These are the three main characteristics: consumption, electronic media and globalization of the time and space. It is a “technological generation” that sees computers, video games, e-mail, SMS and the Internet as a normal part of life since childhood, canceling any global barriers.¹¹

This generation has a virtual freedom but poor verbal skills. These people are overwhelmed with information, but there is a big difference between what they know and what they really understand. Although they create e-communities, it’s just a fragmented generation with the lack of absolute values, the wide perception of good and evil, which loses its ability to self-reflection. They have a choice of many lifestyles, but they are also characterized by loneliness and weakening of the family as a stable base. They are younger (it is said that even “bolder”) siblings of the Generation X. To understand the otherness of life older generation is almost impossible. Life of the Millennium children is not about the use of technology neither “the new generation knows the Internet”. It is about new programming life - in which there is no world without an effective advice of the Internet at your fingertips and where a diversity of ideas and cultures are regarded. Most of this generation can not remember life without a microwave, electronic banking, Internet or remote switch on the TV. The Internet has provided the Millennium generation from their early age access to people on other continents. It is natural for them to communicate in English, to contact someone they never met or to find an information about place or food they never been or never taste a in a few minutes and ask more experienced how to do it. However, this generation is

¹¹ PŇAČEKOVÁ, A.: *Nová generácia má novú modlu: smartfón*. [online]. Available from: <<http://style.hnonline.sk/vikend-140/nova-generacia-manovu-modlu-smartfon-536688>> [10. 10. 2013].

also called “deferred” or “scarred” (Hanah Morsy) due to their difficult job search at the beginning of their careers and long-term consequences of this situation. That is why they relegate career and adulthood and if they find a job, they become a workaholic.

3 Marketing segmentation of the labor market

According to marketing theory customer segmentation is the division of the market into the groups according to certain characteristics. Thus the segment is a group of customers who are equally (or similar) responding to the marketing mix. The aim is accuracy in targeting marketing tools, a better understanding of customers, the use of competitive advantage and greater profit. Segment is thus a group of customers who are equally (or similar) to respond to the marketing mix. Whereas quantity complexities for the seller and the purchaser (there are people on both sides of the labor market) occurs in personnel marketing, to secure an advantage in a competitive environment without qualified market segmentation is nearly impossible. Using generational profiling we have prepared fore the two-level or multi-level segmentation using differentiated marketing strategy. In order to make no mistake during particular transaction (finding employee, employer or search), we need to segment customers in the labor market based on generational profiling according to their **behavior**:

- Baby Boomers of course perceive an image of the present and its potential development otherwise than younger generations in the labor market. This generation is characterized by recognition of values, fair salary depends on the function, career advancement depends on length of service, hierarchical structure are recognized. This generation was shaped by factors such as the traditional family, high employment, high social security. These are the reasons why the labor market needs this group to choose adequate access methods. It is the expectation of a stable job, precisely defining the tasks, duties and responsibilities, minimum changes, accommodating staff and a respected boss. We can expect from them accuracy and precision of their duties,

acceptance authorities, but also the lack of innovative and creative approaches, understanding only part of its job performance, lack of interest in a broader context. For this generation, any work is a value regardless of its impact on the further development of skills, knowledge and skills. Self-fulfillment of the executor of the work is not important. In this generation, it is nothing exceptional to remain in the same job (on the same chair!) from the end of the school to retirement. In case of the know-how holders, these people are very hard to replace.

- Generation X are those who are going to replace the older generation of Baby Boomers (50+) in managerial positions and to take corporate know-how as well. However, they often leave from large corporations to smaller companies, or are starting their own business instead. This has several reasons: slow start career, reluctance to constantly adapt, emergence of the Generation Y on the scene, ignorance of the latest advances in technology, the desire for a family. It is a generation that hates bureaucracy and rigid rules that govern the corporations. They want to be able to change something, not just blindly follow their orders, fill out reports and stick to “employee guides” forever. They are stressed on the fact that the corporations do not offer enough choices so they are not willing to give their ideas to anyone and they prefer an alternative in the form of their own business instead. Their work style is independence, knowledge of new technology, requiring immediate response, contributing in the management and decision-making. Respond correctly to their frustration with the current situation is the best chance for the management in search for the right procedures for their motivation and consequently high performance. For generation X money is not in the first place, they care more on career opportunities, to take part in discussions on important facts and bring their own ideas. Appreciation for their efforts may not be just in materially way. Generation X needs emotional support from the employer and feel that the company appreciates them as well. They do not recognize profit at any cost and unethical dealings with partners, overlooking employees’ rights or cheating customers are among the major reasons for

leaving the company.

- Generation Y – (Millennium children) are “dependent” on information technology and the Internet, on advice of their peers, on portals, information on Web sites, and telephone communication with the people in their life. They do not feel comfortably if they have access on the Internet or if they have to solve any, even a petty job. It is a generation that has reformulated its own relationship with parents - thanks to telecommunication technologies they have learned to be in daily contact with their parents, and they confirm that their relationship with their children is quite different than it was theirs, between them and their parents (we talk about “helicopter” parents’ supervision of the Millennium children until their old age). They are confident as they listened all the time that they can handle everything. They are used to praise and that they can be enforced. Millennium Children (and anyone who was given the internet and the phone at an early age) do not develop brain enough during the growth period - the consequence is that these people have difficulties with making routine decisions. However, they are technologically advanced people with strong and geographically unlimited social networks, they are team and results-oriented. Their vision of the world is strongly influenced by the nature of human rights, anti-discrimination laws and respect for diversity. They need a working environment in which these values are incorporated. On the other hand, this generation does not understand the concept of confidentiality. They publish their own privacy on blogs - they openly speak in the discussion forums, they have a parallel identity on the Internet. They lack independence, they need guidance and advice. Their soft skills and basic behavior are poorly developed. They are used to an e-mail communication or phone calls so they are not strong in the face to face conversation. Another problem is fundamental knowledge such as grammar because they all use automated software to fix grammatical errors. These people know what they want in the labor market, they say it loud, they are loyal to those they admire (not to the “boss” according to official hierarchies), they refuse to work that “is not relevant” or does not bring value or where they

can not develop their skills. Australian psychologist and researcher of the social relations Hugh Mackay says that “in 1980 the youth linked its future and careers with the future of the entire planet, while youth at the turn of the millennium craved especially for entertainment, even they suffered from the same global problems. Pessimism was changed to optimism over twenty years. It seems that Generation Y is able to cope with this problem or is able to effectively ignoring them.”¹²

People of Generation Y prefer meaningful projects, they have a lot of questions and do not like to do what they do not like. They are willing to walk away from the “preferred” job for discovery because the money is not the primary motivation for them. They realize that what they know nobody can rip out from their heads, their existence in a world full of not just economic turbulences will be easier. Their name and reputation are something they will be linked with all their life. They believe that the future will be just about reputation - about the digital marks of work they leave on the internet. If Google find nothing using their names, chances of success dramatically decrease. People of Generation Y do not want to be employed, to have a boss and to obey the commandments. They yearn to work on meaningful projects with the people of their blood group. They perform best when they can share their ideas with others or when they work on new projects. Behavior, in which the power is predominant instead of knowledge lead to their revolt. People of this generation are purposeful and used to work on developing their skills.

Conclusion

Assumption for the application of personal marketing is knowledge of human resource management, marketing theories and knowledge from other disciplines such as sociology or psychology as well. Interdisciplinary approach will not suffice if it will not be supported by serious market research, labor market research in this case. General information about this specific market need to be supported by

¹² MACKAY, H.: *Generations*. Sydney : Pan Macmillan, 1997, p. 142

research to a specific market, specific product and only on the basis of this results it can be accepted marketing strategy in line with corporate strategy. Knowledge and purposeful building of Corporate Identity and Generation identity groups in the labor market will support the percentage of personal strategy.

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NATIONAL AND GLOBAL ASPECTS IN THE CONTEXT OF MEDIA

Ladislav Volko

Abstract

The analysis of the culture of a society is closely linked with the study of economic and political trends and international contexts. Media globalization affects not only the lifestyle, values, and value systems of a society, but their artefacts are compatible with the international context. Cultural, and within it, national identity play an important role in this process. The specificity of the media culture of a society oscillates between the acceptance of global and national elements.

Keywords:

Cultural identity. Generation. Media culture. National identity. Values. Value orientations.

A common finding of British cultural studies, as well as the Frankfurt School, is that “culture must be studied within the social relations and system through which culture is produced and consumed, and that thus study of culture is intimately bound up with the study of society, politics, and economics. The key Gramscian concept of hegemony led British cultural studies to investigate how media culture articulates a set of dominant values, political ideologies, and cultural forms into a hegemonic project that incorporates individuals into a shared consensus, as individuals became integrated into the consumer society and political projects”¹ This finding has a very real outline in the particular analysis of the media culture of any country. It is also a prerequisite for implementing rigorous research of its (culture media) individual components. In the pre-internet period, as recorded D. McQuail², „ TV has become a privileged global media institution, also of national importance: TV completes the print media and radio,

¹ EDWARDS, T.(ed).: *Kulturální teorie*. Praha : Portál, 2010, p. 92.

² McQUAIL, D.: *Úvod do teorie masové komunikace*, Praha : Portál, 1999, p. 49.

in some way even “pushes them away”, in terms of content, the expansion and popularity, and probably also in terms of social prestige and veracity“. It is not necessary to emphasise that the current reality has even more enabled globalisation theories to come to the forefront, to the detriment of national tendencies. Taking into account not only the international corporations that own individual or television channels, print media, radio and especially the composition of program content, different types of programming or downloaded modules. This is, of course, happening throughout the media culture spectrum in which personalities are being replaced by celebrities, discussion programs by insignificant talk shows, image magazines are so similar to each other as to be practically identical, not only in a single country, but in one time slot. If we ignore the language of the country, such magazines are almost identical. Currently, there have been several examples like this and it is a natural phenomenon of the impact of globalization on media. Such concerns are not only with regard to the media; this is a general tendency and the effort to highlight national character, origin, or identity of a “product” appears in every area of life of society since it is assumed that the “our” product is better, based on our traditions, and therefore closer to meeting our needs. Media globalization is associated not only with technological advances, but also with a whole range of international legal issues, and, of course, internal space regulations, which must be compatible with international regulations. McQuail characterises these facts interestingly. He writes „together with the development of the international media industry, which is based on a globalized unifying ownership, market and transnational production agreements, we find the evidence of the *international media culture*. We can see them a in worldwide professional standards, the communicated content arrangements, identical genre types and the actual content of the communication. This is true not only on the radio (especially the music and news) and television but also in newspapers, books and magazines because articles, authors, marketing strategies, fashion and fashion trends are not limited to one particular language and one national culture. This finding reflects ungraspable global “intertextuality” of major mass media, namely books, newspapers, phonograms, film, television, radio and magazines. Media overlap in

content and commercial commitments and supply each other.⁴³ These words were written in about 1993. At present, the situation is more dynamic. Its full range has extended to the Internet, social networks, and in particular to the unprecedented dynamic progress in supplying the market with more and more new carriers, devices enabling interactive operation. It brings more and more new questions and problems that need to be addressed along the way, and international cooperation in all areas is inherent. The question arises whether it is necessary or not to deal with the issues of **national and transnational** in contemporary media culture. From the beginning it is necessary to give a positive response. But we must proceed very prudently and sensibly in its analysis. In our opinion the nature of culture has as its basis, inter alia, in the national element, which is the basis and prerequisite for further developments of the globalization dimension. In Slovakia, we have systematically dealt this with this fact in different historical periods, and we do not avoid it even now. Slovak culture is literarily torn apart into - let us use working titles - **traditionalists and modernists**. This division is perhaps too stark, but has far-reaching implications across the spectrum of life, culture, politics, economics, and the economy. Conflicts and tensions are systematic as if there was no solution. It has an impact on media culture at the level of message receiving, rather than at the presentation itself, especially in electronic media.

Thus, without much research, we risk the assertion that the message of globalization discussed above dominates and escalates the content of media, especially electronic media.

1 Cultural and national identity

Two concepts, which in recent years have made a new career in our conditions as well, play an important role. In defining cultural identity there are three relevant concepts: hegemonic, conservative, and emancipatory. As stated by V. Gažová, a hegemonic concept emp-

³ McQUAIL, D.: *Úvod do teorie masové komunikace*, Praha : Portál, 1999, p. 50.

hasizes the fundamental attitude to own cultural traditions, rejects foreign cultural traditions and values and creates mechanisms to prevent their penetrations, leading directly to a uniformity and homogenization of cultural life. A conservative concept a priori rejects any cultural import, as well as the incorporation of foreign cultural values and norms. It focuses on preserving and petrification (permanent preservation) of existing forms of cultural life and institutions. An emancipatory concept is presented through a critical re-evaluation of one's own cultural traditions, a relative openness towards other cultures, but reasoned by a proven resistance against penetration efforts conveying such patterns and standards that destroy functioning forms of cultural life and impede the reproduction of actual cultural values. V. Gažová states, which we can only emphasise, that in terms of adequate cultural recycling requirements, this model is yet the most bearing. There is no doubt about the importance of cultural identity in particular in our socio-cultural space. "Cultural identity, whether local, regional or national, is an important entity, denoting the given topos as a home, as part of an individual's cultural equipment that is at least in its rudimentary form preserved in even completely changed conditions. It represents the group of certainties, base for communication, offer for cooperation, but especially the call for creation."⁴ Cultural identity and its part national identity is an obstacle to the international financial capital domination of particularly European economies, and to be more specific, especially the economy of the former socialist countries. "The development hampering! in these countries by "socialist experiment" had in this case a positive result – the preservation of value and culture patterns - but also such facts as social alienation, superficial ties, and shallow communication in essential human groupings such as families, groups of friends, relationship clusters, as well as a significant change of value orientations especially of the young generation. V. Gažová after U. Eco presents some arguments that point to the erosion of this segment of culture.

Since they are important, we mention them:

1. Mass media are turning to a mixed audience while governed by

⁴ McQUAIL, D.: *Úvod do teorie masové komunikace*, Praha : Portál, 1999, p. 15.

- “average taste” and avoid original solutions.
2. The mass media around the globe spread a single “culture” of a “homogeneous type” destroying the cultural specificities of ethnic groups, never mind the national culture.
 3. Mass media are turning to an audience that are unaware of themselves as a social group with special features, and as a result of this they cannot make demands on mass culture and unknowingly succumb to what is proposed.
 4. Any products of higher culture spread in a levelled and “condensed” form so that the consumer does not have to bother. Every thought is transferred to a “formula” and artistic products are summarized and given in doses.
 5. Even products of higher culture are offered to the audience in a general situation of absolute levelling with other products for fun ...
 6. Mass media thus encourage a passive and uncritical view of the world, discouraging viewers from exerting the effort associated with acquiring a new experience.
 7. Mass media disseminate vast amounts of information on the present (even potential returns to the past are converted to the form of current Chronicles), thereby distorting historical awareness.
 8. Mass media are ideal for free time fun, they require only superficial attention. Destroy any attitude in the bud ...
 9. Mass media seek to force audience symbols and myths based on easily accessible universality, create immediately recognizable “types”, thus reducing to a minimum the individuality and tangibility of experience and ideas through which we should carry out experience.⁵

Since we are daily and systematically exposed to the system, our already mentioned value orientations are changing and so is our entire lifestyle. There is a lack of historical self-reflection, and cultural habits transmission takes place in a vacuum of stupidity. The national identity is suppressed, spirituality retreats to total pragmatism, and human existence becomes an economic formula of “gave - got”. According

⁵ on this topic: PRAVDOVÁ, H.: *Sociokultúrny kontext masovej komunikácie*. Bratislava : FF UK, 2009, p. 30 – 37.

to some analysts, the direction of Western civilization is at an impasse. *This raises antagonistic responses in the form of religious conflict and other negative situations that are, on one hand, not only an exact calculus of the representatives of financial oligarchs, but also another “circus” through the mass media for the crowds.* I must mention the “live (broadcasted) war” in the Persian Gulf and the recent assassination of Osama bin Laden, watched live by the U.S. political leadership and later, through the media, shown to the entire world. In connection with the above issues, it is necessary to mention two concepts, which are currently very topical, namely **enculturation** (the process of an individual’s integration into his own society or culture) and **acculturation** (the process of an individual’s integration into a foreign society or its culture). Both processes have far-reaching consequences, especially in a modern dynamic society open to new influences, such as the immigrant acceptance of other cultures.⁶ “The global economy is increasingly dependent on large-scale manipulation of demand and the large units of production hardware and software. Socio-cultural convergence on a global scale is not only brought about by the media, but it is also an independent tendency, which in turn supports the mass media as a multinational industry.”⁷

Cultural identity and national identity come to the fore especially when the values which created the nation are at stake. This usually happens in groundbreaking historical periods. That was the case in parts of Europe after World War II, when so-called socialist camps were created, and it is the case even now, when national groupings have a legitimate fear of the growing impact of globalization. Cultural identity and its subsystem, national identity, are not fixed once and for all. They undergo various development stages, and calls for their defense are at times stronger, other times weaker, but it will always be necessary to discuss such identities, to nurture them, and protect them. Through the protection and development of our own cultural identity we can explore and compare other cultures, communities, build rela-

⁶ McQUAIL, D.: *Úvod do teorie masové komunikace*, Praha : Portál, 1999, p. 406.

⁷ GRÁC, J.: *Pohľady do psychológie hodnotovej orientácie mládeže*. Bratislava : Slovenské pedagogické nakladateľstvo, 1979, p. 338.

tionships with them, inspire each other, and defend against, if necessary, that which disrupts our cultural identity.

2 Values, value orientations and value system

Every society or social grouping has a distinct value system and value orientation of its members. Identification with a value system and an orientation to certain values classifies members into certain clusters, which seem outwardly similar, the values affect their behaviour, and on this basis it is possible to predict their behaviour at critical moments in the future. For these reasons, the analyses of social context are important and so are findings about what influences their choice and constitution the most. A commitment to certain values affects a wide range of sociological characteristics of a particular society. It has a direct impact not only on a particular lifestyle, but also on the creation of models, idols, and ideals, and certain life standards of behaviour. Sociology, cultural anthropology, and cultural

As stated by J. Grác, the “concept of value has an abundant interdisciplinary representation in science and it is the technical term in several social science disciplines. The definition in various social science disciplines is not contradictory nor does it overlap, since each discipline defines and reflects the concept of value in terms of its own methodological approach.”⁸ Their various divisions rise from a needs analysis application, ie from different perspectives. In general, it is possible to apply similar or almost similar comparisons in each civilization’s heritage, such as European, American, Asian, etc., but here also applies a true chronology and rich structuring. In our context there is a definition of so-called “traditional values” representing the continuing clusters of values that have been created in European civilization over time and which does not question the validity of such values. Their metamorphoses have not changed their social application and they are of major importance at present.

⁸ SIČÁK, A.: *Špecifická hodnotovej orientácie mládeže a staršej generácie v súčasnom spoločenskom dianí*. Prešov : Filozofická fakulta Prešovskej univerzity, p. 147.

“The value is a criterion for choice of human endeavour targets and as such is a norm in interpreting certain situations that are important to man.”⁹ In general, we consider values that have particular importance to us and in some way satisfy our needs. In terms of the theoretical grasp of value concepts and value orientation, or of a value system, V. Brožík’s stance is significant in the Slovak environment. In his terms, the value orientation is always a complementary process where orientation driven by values and orientation on values overlap and are interdependent. Therefore, we can define value orientation as the subject’s selective focus on creation and usage of values forming a complex of existing and expected conditions of social existence.¹⁰ The social structure, and thus the value structure of individuals, is socio-historically contingent and it can be said that the value orientation could be understood as the result of this value structure, as a value crystallization around some central value, which is significant to deciding about the importance of a specific value and its inclusion in the values’ system, which is arranged according to the degree of importance.¹¹ Values and value orientation create a system that we call value system. Therefore they are hierarchically organized values that are embedded in the real value environment and which are shared by a specific group of the population at some stage of their development and in a certain period.¹² The creation of a value system is a life-long process, but it is the most important one during childhood and youth. Its key factors are: society and its culture with traditions, family, school, friends and recently, with an increasing significance, media, particularly new media and the entire virtual world. This creates even more contradiction between the value system of young people and their parents’ and grandparents’. The intergenerational value relay often ceases to work. The older generation is, in their values selection,

⁹ ZELINA, M.: *Stratégie a metódy rozvoja osobnosti*. Bratislava : IRIS, 1996 p. 230. cit. za: SIČÁK, A.: *Špecifická hodnotovej orientácie*. p. 150.

¹⁰ PRŮCHA, J. – WALTEROVÁ, E. – MAREŠ, J.: *Pedagogický slovník*. Praha : Portál, 1998, p. 328.

¹¹ SIČÁK, A.: *Špecifická hodnotovej orientácie mládeže a staršej generácie v súčasnom spoločenskom dianí*. p. 153.

¹² PRŮCHA, J. – WALTEROVÁ, E. – MAREŠ, J.: *Pedagogický slovník*. Praha : Portál, 1998, p. 328.

more stable, more settled, focused rather on “traditional values”. On the other hand, the younger generation from its psycho-physiological and mental predisposition, is more emotional, inspired by new orientations and is able to always accept new ideas while choosing their values. Therefore, the importance of families and schools comes to the forefront. Schools are emphasized by education experts as platforms for enhancing critical thinking towards the increasing influx of new information. In general, the stimulation of positive values and elimination of the negative one is of social interest. It does not only concern a limited group of primary class, such as family, school and friends but thanks to new media it is a global civilizational process. In the history these changes are necessary, but their speed and their particular confrontational inevitability have never been so quick and dominant. It is evident, and not just in our society, that “moral relativism, schizophrenic contradiction between words and deeds, excuses, hypocrisy, self-righteousness, dependency on state and power and the transformation into a ”herd” are becoming a kind of norm. It is interesting and perhaps a sign of hope, that the desire for “traditional values” is reflected across the generations, and values such as friendship, harmony between family and friends, good interpersonal relationships, health for your loved ones, family background, security and sincere friendships are requested.

Also in this case the media reflect those desires. On one hand, they (and particularly new media) are the intermediary or even the bearer of negative values, and on the other, they are helpful in communicating the socially positive values.¹³

¹³ SIČÁK, A.: Špecifická hodnotovej orientácie mládeže a staršej generácie v súčasnom spoločenskom daní. In BALOGOVÁ, B.(ed): *Medzigeneračné mosty – vstupujeme do roka medzigeneračnej solidarity*. Zborník príspevkov z konferencie s medzinárodnou účasťou 10. 11. 2011 v Prešove. Prešov : Filozofická fakulta Prešovskej univerzity, 2012, p. 153.

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PURCHASE BEHAVIOR OF WOMEN GENERATION X AND Y

Tomáš Fašiang

Abstract

The aim of this contribution is to reveal the interdependence associated with farming generational differences in the behavior of the consumer's target groups of women during buying consumer goods. The contribution by the results of the research study interprets differences in the shopping behavior of two generations of women, known as generation X and Y. Based on the research we can identify elements of the model female consumer's shopping behavior. General consumer's profile suitable for retail use segmentation can be made by these elements.

Key words:

Consumer behavior. Generation X. Generation Y. Purchase behavior. Marketing.

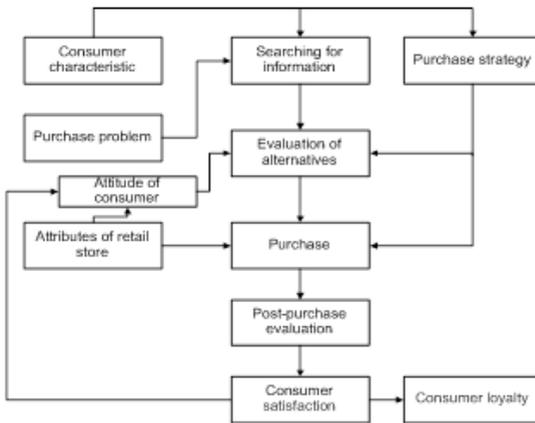
Introduction

The mutual relationship of consumer and retail store is never given in advance. It is like black box, which doesn't offer straight answers. Building of mutual relationship is bilaterally active process in which consumer, based on her previous purchases, is constantly re-evaluating the approach to retail store, and retail store activates the spreading of positive stimulus to motivate customer for future purchase.

In this process, the important part is promotion and its strategy, which brings to consumer pulse-wise messages about products from retail portfolio and motivates the consumer for purchase behavior. Impulsive messages help to consumer make easier decision about future purchase and selection of retail store.

1 The model of consumer behavior

The basic assumption for identification of consumer behavior of women generation X and Y is to understand the whole process of consumer purchase behavior, from initial need up to evaluation of purchased goods. Based on procedural description of consumer behavior when purchasing for daily-need goods, we are able to identify key elements of decision making process of purchase behavior, which can be influenced by using of active promotion strategy of retail store.



Picture 1: The model of consumer behavior

Source: Author, 2013.

Figure 1 determines the process of consumer behavior when purchasing for daily-need goods. The aim is the character of consumer e.g. customer, who is responsible for decision making of purchase and for other activities linked with whole process of consumer behavior. Among attributes describing the character of consumer may be included geographical, demographical, economical, social and personal indicators. By geographical indicators are meant mainly location of consumer domicile, the demographic indicators identify mainly age, gender, education. The economic indicators point on purchasing power of consumer, social indicators point mainly on

social classification of consumer in society. The personal indicators are so called consumer's black box, which forms the purchase opinions and processes.

The purchase behavior indicates the identification and knowledge of purchase problem, which is the answer on pulse. Knowing the problem is the result of perceived disproportion between presented and desired state. However, the purchase initiation is subordinated by power and bigness of this disharmony. It means that the purchase initiation will be subordinated to motive creation to satisfy the need as result of disharmony between presented and desired state.

As far is the purchase problem identified, the consumer tries to reach for relevant information, which are subordinated to purchase strategy. The purchase strategy is meant as ability to perceive the consumer's orientation on main purchase (strategic purchase of all daily- need goods required for functioning of whole household in weekly cycles) and orientation on other purchases (partly purchases which satisfy actual needs in smaller amount, e.g. supplementing the strategic household purchase).

The suitable tool of information search is advertisement. „It is important to search for new ways and options than implementing it and be forward of others. The print can provide to female customers sufficient information via printed commercial. The leaflets, posters and billboards are used mainly in urban areas. While billboards are able to capture the attention at the first sight, posters help to multiply the information, more over female customers can see them on multiple places where people are often presented (stops, bulletins etc.) and information are written into memory easier. Similarly help commercials applied in and on transport vehicles (typical on vehicles of town transportation).”¹

The way of searching for information is further subordinated to consumer's characteristics, which defines the radius of elementary criterions for decision making for relevant information gaining. Sear-

¹ MEŠŤÁNKOVÁ, M.: Nástroje a techniky marketingovej komunikácie využívané v politickom marketingu. In *Quo vadis massmedia, Quo vadis marketing : zborník z medzinárodnej vedeckej konferencie Quo Vadis masmedia/Quo Vadis marketing*. Trnava : FMK UCM v Trnave, 2012. p. 148-153.

ching for information needed to satisfy the occurred need is realizes on level of internal and external sources of information. The first step is internal information, which consumer gained via previous purchase and its experience. As far internal information are not sufficient, the consumer choses the external information, which are very often marketing information from store, opinions of reference groups and opinions of independent groups.

It's important to state, that the level of information searching while making decision of purchase about daily-need goods is not high. It means that from view of main purchase realization may be expected information searching on level of previous experience and on level of comparing daily-need goods prices from commercial advertising. On the other hand, the realization of other purchases will require more-less the previous experience only. After gaining of sufficient amount of information, the consumer will evaluate alternatives and choosing of retail store for purchase. The evaluation of alternatives and choosing of retail store is subordinated to strategy of purchase via which are given evaluating criterions, their importance and area of evaluated alternatives. After evaluation of particular alternatives of purchase aligned with given criterions comes to choosing of retail store, which will be used for purchase. By evaluating criterions may understood attributes such as location of retail store, the goods assortment, price level, goods quality, retail staff and other.

The weight of importance is in consumer's mind imputed based on personal characteristics and strategies of purchase. The important weight of retail store selection is approach of consumer, which can be more important than other evaluating criterions. The attitude of consumer against retail store is long-term build personal reference, which can be influenced by promotion strategy, but the main meaning is repetitive experience. It means that consumer at purchase place perceives the purchase process and incoming retail store attributes. The retail store attributes have similar characteristics as evaluating criterions with influence on their value chain in consumer's mind. From view of communication interaction has retail store ability to influence the attitude of consumer via active promotion management its attributes.

By retail store selection, the consumer leaves the phase of decision making of purchase place and does purchase in line with purchase strategy. The purchase process is affected by retail store attributes, which have affect on building of opinions as well as evaluating of purchase strategy on hierarchy level of goods groups. The retail store attributes are important tool affecting on impulsive purchase and to influence consumer decision making of purchase about daily-need goods.

Post-purchase evaluation is final phase of purchase decision making process, which is initiated after evaluating of purchase process and consumption of purchased goods. During post-purchase deciding making may appear disbeliefs about purchase selection, which are linked to situation when was chosen one alternative however refused alternatives achieves equal evaluation according consumer's evaluating criterions.

Based on post-purchase evaluation, from retail store point of view, as well as consumer's, is important satisfaction with purchase, which creates the right base for building of loyal relation between customer and retail store. It's important to highlight that the customer satisfaction is crucial factor for building of his approach to retails store and so this is the key for realisation of repetitive purchases.

Given from stated is, that the customer satisfaction influence the reduction of evoked purchase alternatives and the favourite retail store is automatically preferred by consumer. Also, the building of customer's satisfaction and loyalty is long-term and sensitive process, which may be interrupted by any negative occasion during purchase process.

2 Research study

This contribution shows results of research study aimed to identification of chosen elements of consumer behavior of women's generation X and Y. The research study is based on results from realised research, which was aimed to know the consumer's behavior of purchase about daily-need goods.

The relevant and objective survey results were determined by the sample range of 385 respondents, which was set based on the random selection assumption.

The survey was realised by the personal interviewing during the period 2nd half of February 2012 until the end of March 2012 (6 weeks). The realisation process of data collection was executed in town Trnava by interviewing of chosen groups by quoting selection, where the monitored parameters were gender and age of the respondents. The aim of the quota selection was the survey orientation on the relatively balanced sample. The accomplishment of the 385 questionnaires was set as the conditional for the survey completion.

The data base of research study are chosen data of realised research, which are only aimed to its research object. The result interpretation is applicable to target group of women generation X and generation Y, which is represented by chosen selection of 50 women in age from 20 to 35 years old (generation Y) and 45 women in age from 36 to 50 years old (generation X). The consumers of both target groups of X and Y generation are represented mainly by those with high-school education and living in the cities. When comparing the highest achieved education of respondents from both target groups, may by, based on following figure, identified only small differences in education structure.

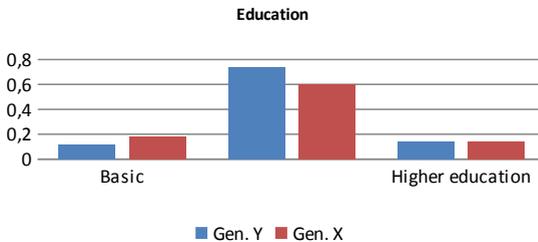


Chart 1 Education of the female consumers of generation X and Y

Source: Author, 2013.

The following chart interprets net monthly income of both target groups. Based on figure, the biggest group of female consumers of generation Y has income from 400 - 499 €. On the other hand, most of consumers of generation X has income from 300 – 399€.

In comparison, the average net monthly income of consumers of generation Y is around 505€. However, the net income of consumers of generation Y is in comparison with generation X higher by 20€ per month. Comparing the average income of both generations, we assume that the generation X has higher tendency to spend more, so they have higher purchase costs of goods.

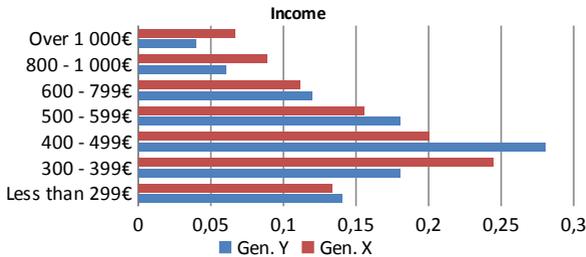


Chart 2 Income of the female consumers of generation X and Y

Source: Author, 2013.

In order to verify the assumption to slope to higher consumption of female generation X consumers is needed to identify monthly expenditure of each respondent from both target groups. Based on following figure, the most consumers from both generations stated that the purchase of daily-need goods costs them from 161 – 200 € per month. However in average evaluation, respondents of generation X spend for daily-need goods approximately 181 €. It is 12 € more that generation Y. Based on stated information we may observe the higher tendency to spend more in generation X.

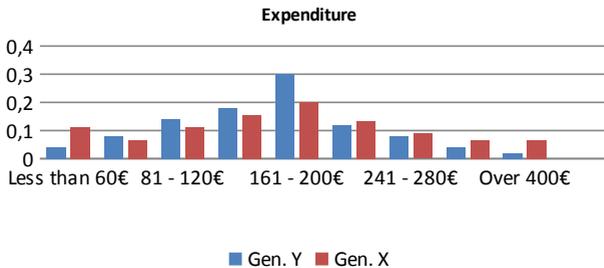


Chart 3 Expenditure of the female consumers of generation X and Y

Source: Author, 2013.

The following chart states that for female consumers of generation Y are critical factors in decision making when choosing the retail store mainly cost of goods (48,0 %), quality of goods (24,0 %), extensity of assortment (14,0 %) and retail store location (10,0 %). The consumers of generation X have following factors when choosing the retail store: cost (51,1 %), quality (24,4 %) a extensity of assortment (15,6 %). Stated percentage references take into consideration the most important attributes in share structure within the group of first, if you like second selection factor. It means that the total of stated shares is not 100 %. On this figure we may notice the distance and skew going to particular attributes. The bigger size and skew means that attribute of given factor has higher weight in process of consumer decision making when choosing the retail store. In terms of initial decision making of consumer (factor 1) is attention given mainly to price of goods and only then the quality of goods is crucial (factor 2).

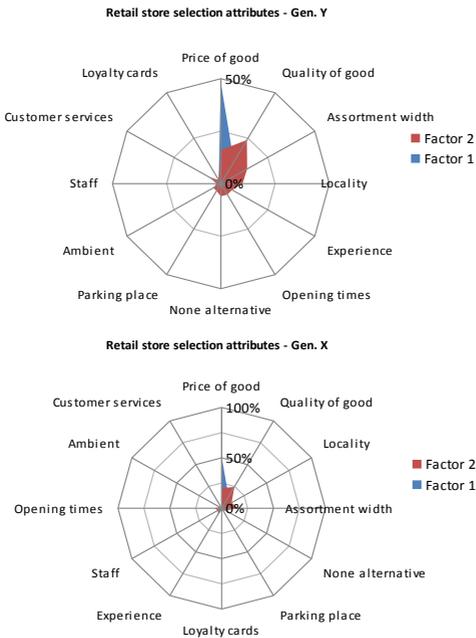


Chart 4 Retail store selection attributes of the female consumers of generation X and Y

Source: Author, 2013.

The frequency of purchase, the female consumers of generation Y shop daily-need goods mainly ones a week by voluminous purchase with aim to buy all necessary stuff. Other missing goods are shopped for when needed in small amount.

This way 48 % of respondents from target group realize their purchase. The rest of them shop goods mainly by partial purchases during whole week or doing one voluminous purchase. The consumers of generation X shop daily-need goods (46,7 %) doing partial purchases during the week. The rest of respondents shop daily-need goods via voluminous purchase, which is complemented by smaller purchases during the week, or they weekly realize one voluminous purchase.

The female consumers of generation Y commute 0,5 – 1 km to realize purchase. The older generation is willing to commute from 1,1 till 5 km. After more detailed comparison, the female respondents of generation X commute average distance 2,2 km. The female consumers of generation Y are willing to commute by 0,7 km longer distance. The data shown are linked to mainly location of malls on peripheries of bigger towns. The most of consumers realize their purchase on Fridays, however female consumers Y prefers Wednesday and generation X Saturdays.

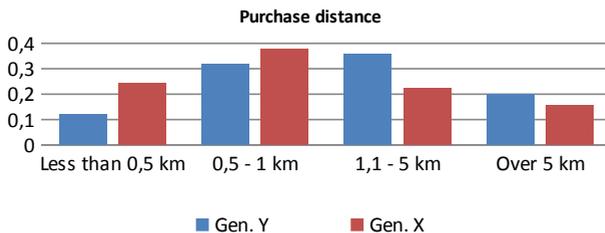


Chart 5 Purchase distance of the female consumers of generation X and Y

Source: Author, 2013.

From the view of identification of consumer behavior is important information the decision making about purchase of daily-need goods, as well as knowledge how to use it within the household.

The following chart shows that majority of consumers of both generations (58,0 % female consumers Y, 51,1 % female consumers X) decides about most of the purchased goods, 28,0 % consumers Y

and 37,8 % consumers X decides about half of purchased goods and the rest decides about less than half of purchased goods.

	Gen. X	Gen. Y
Deciding about majority of purchases	51,1 %	58,0 %
Deciding 50:50	37,8 %	28,0 %
Deciding about minority of purchases	11,1 %	14,0 %

Chart 6 Purchase decision making of the female consumers of generation X and Y

Source: Author, 2013.

The following chart shows the using of daily-need goods by consumers of both generations. 50,0 % of consumers generation Y shops to satisfy the own comfort, 40,0 % shops for whole household and only 10,0 % women in age 20 - 35 shop the goods for passive usage. It means that the purchase is realized by them, but the preparation and handling is done by other household member. On the other hand, the most (60,0 %) of consumers generation X shop in order to take care of household, 28,9 % to satisfy the own comfort and only 11,1 % shop the goods for passive usage.

	Gen. X	Gen. Y
Satisfying own needs	28,9 %	50,0 %
Purchase for whole household	60,0 %	40,0 %
Passive usage	11,1 %	10,0 %

Chart 7 Goods usage of the female consumers of generation X and Y

Source: Author, 2013.

The results of research are showing that the realization of purchases of females both generation is influenced by techniques of retail store. The most of the respondents of both generations (66,0 % female consumers Y, 62,2 % female consumers X) are willing to purchase goods not really needed.

Further was demonstrated that the direct presentation of goods has

positive influence on decision making of both generations at purchase place, which affirms 58,0 % share of positive answers of respondents generation Y and 53,3 % share of positive answers of respondents generation X.

The research was also aimed to identified the main information sources of consumes both generation used for purchase. The following chart depicts particular information sources (television, radio, press and internet) and their percentages usage by subjected generation of consumers. From figure accrue, that the main information source for target group of respondents generation X is mainly television. The generation Y uses television together with internet.

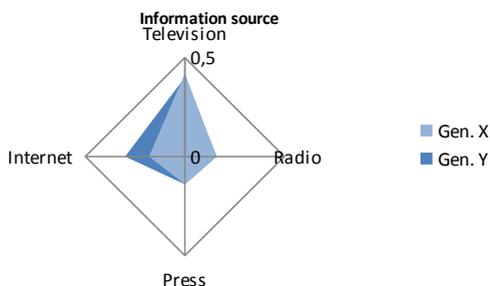


Chart 8 Information source of the female consumers of generation X and Y

Source: Author, 2013.

Conclusion

The aim of this contribution is to reveal the mutual connexions linked to generation differences in the behavior of the consumer's target groups of women during purchase consumer goods. The obtained data and its interpretation were applied on target object of female generation X and Y. The evaluation of research results was oriented on chosen elements of consumer behavior model which are directly linked to purchase process of both generations.

From the view of comparisons of generation differences of women purchase behavior were chosen following elements of consumer

behavior model: characteristic of consumer, the retail store selection, purchase strategy and searching for information.

The results of research are showing that the older generation of consumers and their purchase behavior is given by household needs. It means that the main purchase of daily-need goods is realized with aim to take care of household members by women of X generation. On the other hand, the behavior of consumers Y generation is more likely motivated by satisfying their needs.

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THE CULTURE OF NUTRITION IN THE LIGHT AND SHADOW OF THE MARKET

Marta Regnerová - Marie Koubová

Abstract

The globalisation process of the world economy is irreversible. In the market environment this process has affected the business and institutional sphere as well as society as a whole. Globalisation significantly affects – directly or indirectly - every individual in any position, be it manager or ordinary employee, customer, consumer, guest, client, patient or user with his/her needs, interests and desires. The economic reform in the Czech Republic (Czech economic transformation) in the nineties enabled the transition from a centrally planned economy to a market economy. The radically changed economic conditions in the Czech Republic led to gradual changes in consumer behaviour and influenced their buying, consumption, eating and also work and cultural habits. Is our life healthier than before 1989? The answer to this question is not simple and has significant impact on the culture of nutrition.

Key words:

Consumer. Consumption. Culture. Food. Generation identity. Goods. Lifestyle. Merchandise. Market. Quality of life.

Introduction

Using the vast research of literature, field surveys, questionnaires and personal experience the article aims to describe the pros and cons of eating culture of consumers living in the market environment at the turn of the 20th century.

Apart from already known and established terms it is necessary to specify two other terms: “generation identity” and “culture” that represent the key terms of this paper.

1 Generation identity

In the article presented on the internet pages Generation identity is a name of the European youth movement the goal of which is the protection of identity – identity at the regional, national and also civilizational, i.e. European, level. The movement defines itself as follows: „*We are the product of a society and system we despise. The main reason of such disrespect is their systematic detachment from identity. The system has pulled away from them and started to produce a consumer-oriented uprooted mass. We are uprooted, too. We are the generation of young people that strives to find, resolve and protect its identity. We are the generation of identity. We defy the threats and elements that endanger and destroy our identity, such as globalisation, multiculturalism, mass immigration and economic and value liberalism*“¹.

From the psychological and philosophical point of view, the dictionary defines “identity” as “a specific undivided, non-interchangeable substance that distinguishes one human individual from another”². Generation identity thus describes the non-interchangeable specifics of generations.

1.1 Culture

Culture can be defined in many ways, one of them states that culture is the “cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe and material objects and possessions acquired by a group of people in the course of generations through individual and group living...”³

When looking for the definition of the word culture on the Internet, it states that “...the word “culture” has its origin in the Latin word “cultura”, which means “something that is cultivated”. A simple

¹ *Generace identity*. [online]. Available from: <<http://deliandiver.org/tag/generace-identity>> [2013-10-11].

² KRAUS, J. a kol.: *Nový akademický slovník českých slov*. Praha : Academia, 2009, p. 335.

³ *Culture*. [online]. Available from: <<http://www.tamu.edu/faculty/choudhury/culture.html>> [2013-10-11].

definition of culture is one that defines it as “the real behaviour of people” (for example in an organisation, corporate culture etc.). In 1871 the English anthropologist Sir E. B. Tylor, the key proponent of cultural evolutionism, defined culture as: “that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. Culture is not identical with art and music as it is sometimes presented but refers to norms, values within which our social life is implemented, our notion of good and evil, our language, our religion, etc.”⁴

The word “culture” is linked to the human effort to reshape nature to human requirements for their life: culture is thus everything that does not grow naturally but is a result of human and social activities. The first person to use this word in the sense of *excolere animum*= the cultivation of the mind, was Cicero.⁵

The Swiss expert in antique culture A. Bonnard links the term culture to civilisation and human beings: “*the basis and focus of the entire Greek civilisation is the human being. Culture is based on its needs and focuses on its progress and profit. In order to manage this, it cultivates both the world and human beings by means of mutual influence. Human beings and the world, as imagined by Greek civilisation, reflect one another as opposing mirrors.*”⁶

The issues of human beings are permanent and recurrent – the constantly changing economic, social and environmental conditions change the living conditions, and this process leads to the development of the human being itself. Together with this development is the culture of the environment in which the human being changes and develops all its activities.

⁴ *Kultura*. [online]. Available from: <<http://www.studiummba.cz/slovník-pojmu/kultura/>> [2013-10-11].

⁵ *Culture – term*. [online]. Available from: <<http://zsv-maturita.blogspot.cz/2011/05/8-pojem-kulturachapani-klutury-v.html>> [2013-10-11].

⁶ BONNARD, A.: *Řecká civilisace, sv. 1*. Moskva, 1954, p. 42.

2 Changes in the behaviour of consumers in the market economy

Due to globalisation the Czech and the global market have been experiencing keen competition. In the Czech Republic, it was strongly evidenced at the turn of 20th century. The internationalisation of the domestic market as a part of globalisation substantially increased competition within the newly developing market environment. It brought new sales and purchasing technologies and influenced consumer behaviour both from the point of view of consumption and its composition and from the point of view of purchasing, eating and consumption choices. In general, the internationalisation of the domestic market represented for people – consumers a progress and brought many new features – both positive and negative – into the culture of individual and mass eating.

During the last twenty years the purchasing, consumption and eating habits of consumers have changed substantially due to many internal and external factors. The major changes – with respect to changes in trade/business structure – came to pass in the 1990's. The innovation processes in the internal trade⁷ system and opening the market to foreign business entities that used new technologies and their experiences in marketing, greatly influenced the turning point in shopping and nutrition.

The development of large shopping centres on the outskirts of and inside cities and towns (in locations where old residential and industrial buildings had stood) led to a gradual metamorphosis in the majority of customers' shopping and eating habits, especially of the young generation.

Commercial companies operating retail and catering units tried to bring the customer into the shopping centres with their wide and deep range of goods and services. Here it is easy and simple for a potential customer to buy everything they need including catering services, in particular fast food for the whole family. A great attraction was the prices, usually lower than in smaller shops in the middle of small town

⁷ HRUBÁ, D., REGNEROVÁ, M.: *Výbrané kapitoly obchodních dovedností I*. Praha : FEM CULS, 2003, p. 25.

estates or rural settlements and where neither restaurant nor fast food services had been provided.

A further innovative element in the catering culture was extending the range of fast food services not only in shopping centres, but also in the highly-frequented sites in urban settlements and on major motorways including providing fast refreshments to motorists and in particular modern catering and delivery services to order (by phone, e-mail), which are becoming increasingly popular, among both private clients as well as at corporate and institutional events. The great advantage of this method of procuring food or refreshments is the ease of use and time it takes, as the customer doesn't have to leave their home, office or business to get what they need.

From the actual customer's standpoint, there are merits in terms of time, which can be devoted to children, family, leisure activities, hobbies or work, but there are also some negative aspects, because the culture of dining as a family is dying out i.e. when preparing the food, sitting at the table or meeting family members. From the perspective of purchasing catering services, there is a loss of control over the quality of the ingredients used to make the meals.

2.1 Are we eating healthier than before 1989?

The answer to this question is not a simple one, it affects the lives of every individual, and it concerns the external and internal living conditions and touches upon human culture as a whole, including the culture of dining. Human consumer behaviour, that of the end consumers, is not just their behaviour associated with the direct purchase of goods or catering services, which resolves (or fails to resolve) the difference between the current status and the desired one, but is also includes the "space" in which certain considerations play out, such as seeking, evaluating and choosing from the options and, in the end, a decision to achieve a certain equilibrium - the human tendency to maintain a constant internal environment compared to the external - the changing surroundings.⁸ All of these human activities can, to a certain extent, be more or less influenced, be that in a positive

⁸ KOUDELKA, J.: *Spotřební chování a marketing*. Praha : Grada Publishing, 1997, p. 58.

or negative sense. Even in a market environment, part of the influences acting on consumer behaviour, including a specific customer – the consumer’s nutrition - is based on their innate predispositions. They include values, family traditions, habits, the image of the body - the perceived importance of the body, religion, etc. (the ‘black box’ of every individual that has long-term inertia and changes very slowly). The second part is the result of life in human society.⁹ This part of consumer behaviour, the purchasing, consuming, eating and also work and cultural habits, are determined by the conditions in the society: the economic, social and environmental. Generally, in terms of eating culture in a functioning market, are these conditions, in terms of lifestyle, quality of life, diet, consumption (excessive consumption) more favourable? The surprising data from the Czech Statistical Office publication “61 Years of the Czech Consumer: Food Consumption 1950 - 2010”¹⁰ may help with the answer to this question. The publication contains information on the developments in the consumption of food, non-alcoholic and alcoholic beverages and cigarettes for an average inhabitant of the Czech Republic.¹¹ For instance it is possible to ascertain the amounts of certain foods, beverages and cigarettes that are consumed by a citizen of the republic over the past 61 years.

2.2 Consumption in selected commodities in 1989 and 2012

In 1989 the average Czech:¹² ate **97.4** kg of meat, of which **49.9** kg of pork, **30** kg of beef, the rest **14.5** kg was (poultry, fish, etc.), drank **94.1** l of milk, consumed **9.4** kg of butter and **7.8** kg of cheese, **82** kg of potatoes, **56** kg of bread, **68** kg of fresh vegetables, drank **151** l of beer, **13** l of wine, **46** l of soft drinks, **8.2** l of pure alcohol, drank **1.94** kg of coffee and smoked **1776** cigarettes.

In 2012: they ate nearly one-fifth less meat, i.e. about **78** kg, slightly

⁹ Statistika&My 06/2012, pp. 05: *60 Years of the Czech Diner*. [online]. Available from: <[http://www.czso.cz/csu/2012edicniplan.nsf/t/140025BFC D/\\$File/1804120604_05.pdf](http://www.czso.cz/csu/2012edicniplan.nsf/t/140025BFC D/$File/1804120604_05.pdf)> [2013-10-02].

¹⁰ presented by KOBES, Z., 2013, CSO in Prague.

¹¹ KERTES, M: *Nezdařená revoluce v jídle*. In Lidové noviny, 7.9.2013, Vol. XXVI, no. 209, p. 33-34.

¹² KERTES, M: *Nezdařená revoluce v jídle*. In Lidové noviny, 7.9.2013, Vol. XXVI, no. 209, p. 33-34.

less pork, almost 3 times less beef (9.1 kg), and 2x more poultry than in 1989, about one-quarter less milk, i.e. about **70 l**, 40 % more cheese, i.e. almost **11 kg**, there was significantly reduced consumption of bread and eggs (by a quarter) and pasta consumption rose by 2x, beer consumption decreased slightly, 30 % more wine was drunk, i.e. **16.9 l**, pure alcohol rose by almost **10 l**, coffee consumption rose by a fifth, i.e. **2.33 kg** and **2000** cigarettes were smoked.

Table 1 Selected data in kg or l comparison of per capita consumption from 1989 and 2012

	Meat total	of which beef	of which poultry and fish	Milk	Cheese	Coffee	Pure alcohol	Cigarettes
1989	97.4	30.0	14.5	94.1	7.8	1.94	8.2	1776
2012	78.0	9.1	about 2x more	70	11.0	2.33	10.0	2000

Source: CSO data - The Failed Food Revolution. Lidové noviny 7.9.2013 and own processing.

The data clearly show that eating and drinking habits are not healthier than 23 years ago. One issue is the fall in beef consumption, which plays an important role in nutrition, just as undesirable is the virtual elimination of veal from consumption. The benefit for healthy nutrition of a doubling in the consumption of poultry is debatable with regards to the questionable quality of poultry, which is imported to the CR and makes up a large proportion of consumption. The main problem, however, remains the high increase in the use of additives in food and beverages (the “E numbers”), and the overall decrease in their quality in the context of trade pricing policy.¹³ When comparing eating habits, alcohol remains a separate chapter. Its consumption remained practically the same after 1989, in 1991 and 2011 it decreased, but 2005 was a record-breaking year in which the most alcohol ever was drunk in the CR. In 2012, when converted to pure alcohol units, consumption increased compared to 1989. Despite a massive anti-smoking campaign and a ban on smoking in many public places, consumption increased from 1776 in 1989 to 2000 cigarettes today. In addition to cigarettes, there are also drugs.

¹³ KOBERNA, M., 2013, member of the management of the Federation of the Food and Drink Industries of the CR.

2.3 Additives in food and beverages

Modern times have brought additives - the “E Numbers” into food. The information on the packaging presents many of these food additives, most often as an E with a numerical index or the full name. Manufacturers use around 300 of them and about 3,000 flavours and aromas. They are preservatives, antioxidants, dyes, artificial sweeteners, emulsifiers and others.¹⁴ Some experts say that “E numbers” are dangerous, others disagree. Who is right? They prolong the food’s shelf life, make it look and taste good and increase its attractiveness. Additives are also blamed for allergies and there is a suspicion they may be carcinogenic. The most suspicious appear to be artificial sweeteners (aspartame and saccharin), amaranth E123 - banned in the US, in the CR it may only be used in foodstuffs that are rarely consumed such as liqueurs - the red dye erythrosine E127 may only be added to cocktail cherries. Cheap food in particular is full of additives so that it is more attractive. For example this concerns the suspiciously cheap and colourful soft drinks and ice-creams. Phosphates help salamis or fish fingers gain in weight as they retain water in the meat. Also the information “flavour” and “flavoured” on food packaging may be misleading. Strawberry flavour means that the food has been given an artificial flavour, flavoured means that it contains real strawberries. One food additive certainly won’t harm anybody, long-term consumption of many different chemicals, however, can. They affect the kidneys, have a negative impact on the nerves and the control of the internal organs, they impair digestion.¹⁵ The list of shortcomings goes on.

3 The Eating Culture in the Market Environment

This can include a broad range of issues from the actual purchase to the biological waste created by eating. Because the article is entitled *The Culture of Nutrition in the Light and Shadow of the Market*, an attempt will be made to find these two parallels in the culture of eating.

¹⁴ SYROVÝ, V.: *Tajemství výrobců potravin*. Published by Ing. Vít Syrový, 2011.

¹⁵ KERTES, M: *Nezdařená revoluce v jídle*. In Lidové noviny, 7.9.2013, Vol. XXVI, no. 209, p. 33-34.

3.1 The Culture of Nutrition in the Light of the Market

This part can include all the benefits that the market has brought into our eating habits, thus enriching the culture of nutrition.

Firstly it concerns extending the breadth and depth of the range of goods. This does not just concern food goods, as it is necessary to include non-food items that belong to the culture of nutrition, specifically the culture of dining, dining culture includes: tablecloths, serviettes, cutlery, serving utensils (plates, cups, bowls, glasses) and others.

Secondly there is the improvement of the options for dining out:

Dining at restaurants and its expansion both in the number of establishments (quantity) and the quality (ingredients, technology, environment, non-smoking areas, etc.) plus the wide selection of Czech and foreign cuisine,

Dining in fast food establishments with a wide range of hot and cold meals (both healthy and unhealthy) including delivery, recently expanded to include a range of vegetarian meals.

Thirdly: the introduction of modern catering and delivery services to order, delivering “warm” meals to the office or home.

Fourthly: broadening the range of goods and their availability for specific groups of consumers with the illness diabetes mellitus, consumers with gluten intolerance and the range of health foods (for example supplements, organic food, probiotics, etc.).

3.2 The Culture of Nutrition in the Shadow of the Market

This part can include everything that is negative and that the market has brought into our eating culture; that is bad for our health.

This includes purchasing large quantities of food leading to overeating (excessive consumption), which leads to obesity (News from CT24 20.10.2013) which affects every third adult and every fifth child in the CR.

At fast food outlets, this concerns offering large quantities of the ever popular (especially among children), but high-fat hamburgers and sandwiches made of white bread that are often consumed whilst walking, thus lacking the peace and calm that is an inherent part of the culture of dining.

The culture of eating is also undermined by certain types of food waste. Tesco announced that in the UK, its bakery products, bread, and packaged vegetables (salads) form its most frequent waste. A large part of these commodities are destroyed by the outlet, the rest is thrown into the waste bin by the household (Economics CT24 22.10.2013), it is similar in the CR.

Another negative aspect the market has brought into eating is the offer by manufacturers, sellers and dealers of food and beverages with a large additives content plus greater consumption of alcohol and cigarettes, as well as drugs.

For companies operating in the internal trade system, in particular in the hospitality subsystem providing catering services, there is plenty of room for applying corporate social responsibility (CSR) with regards to the customers - guests, and thus to contribute to and take part in the culture of nutrition in the CR.

Conclusion

To conclude: although the culture of nutrition has clearly improved in the CR over the past 20 years of a competitive market environment, when reading and comparing the statistical data, it cannot be clearly stated that eating and drinking are healthier in a market system than it was before 1989. At the same time average life expectancy is constantly increasing. The experts normally have an explanation for this: it's not the modern lifestyle, the quality of life or healthier eating habits; rather it is a progress in medicine.

For the majority of the population eating habits have certainly not improved, as stated by nutritional advisor Petr Fořt. Ten percent of the population are trying to eat and live healthily, the rest overeat, smoke, deal with stress through alcohol, consume large quantities of food saturated in chemicals and are constantly swallowing pills. The average Czech takes two and a half pills a day, since 1989 the consumption of drugs has risen by at least twice. We may well have a better environment, a better diet, a modern lifestyle, but we don't live healthier. As for the next generation: if this continues, despite

all the medical treatment, they will envy their predecessors that they managed to live to seventy.¹⁶

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These projects involved questionnaires about consumer preferences when purchasing the foodstuffs presented here, their results were also partially used in the specified paper.

¹⁶ KERTES, M: *Nezdařená revoluce v jídle*. In Lidové noviny, 7.9.2013, Vol. XXVI, no. 209, p. 33-34.

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VALUE ORIENTATION OF FEMALE CONSUMERS IN RELATION TO PURCHASING BEHAVIOUR

Alena Kusá

Abstract

Research of consumer behaviour, preferences and decision-making is one of the most dynamic areas of marketing. The latest findings in theory of consumer behaviour address the quantification of importance of emotions in purchase decision process. In this paper, we present a new point of view by focusing on a specific target group - the female consumers. Women as consumers have a significant influence on purchase decisions in households and therefore marketing strategies designed to attract them require sophisticated and innovative approach. Our study highlights partial research results of the impact of women's value orientation on their decision-making for a specific type of purchase as well as the impact of marketing communication on this decision.

Key words:

Buying behaviour. Female consumers. Value orientation. Lifestyle. Psychographic factors. Credibility of information sources. Marketing communication.

Introduction to consumer behaviour

Research of consumer behaviour recently became a dynamic discipline insofar as the results help to understand customer needs, to uncover potential trends in development of individual markets and consequently lead to evolution of marketing strategies. However, researching consumer behaviour presents certain difficulties as per the high number of variables and their proneness to interact and influence each other, which is sometimes impossible to observe. Dynamism of this field is defined by dual views on the researched issues. One can observe an unceasing reoccurrence of new stumbling points usually related to human psychological processes. Two main streams which are currently seeking solutions to these problems are mainly involved

in development of neuromarketing (a modern tool for understanding consumer behaviour) as well as more traditional research strategies. On the other hand, in common practice, one is confronted with constantly changing trends whether as a result of economic climate or global and demographic changes. Unceasing formation of new segments and their subsequent fragmentation changes views of marketing researchers on customary formulas for effectiveness and success in business.¹

Women as a target group - research studies

Despite the fact that multiple research studies confirmed significant differences in purchasing behaviour between genders, there are very few studies which focus on one gender only. For example, Bakewell a Mitchell² characterised new shopping styles specific to women in the USA: perfectionism, sale hunt and strict loyalty. Their shopping habits are not only different from those of men but are also new from generational perspective. A research study by Granot, Green and Brashear³ draws attention to stronger emotional relationship of female consumers towards creating a brand-loyalty based on complete set of interactive - In store elements. Similarly to Granot et al., Tai⁴ confirmed these new specific shopping styles. She compared buying decision process of working women from Shanghai and Hong Kong. Besides new shopping styles (environmental consciousness; health awareness, comfort, time consciousness and reliability on mass-announcement

¹ KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*. 1st edition. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, Fakulta masmediálnej komunikácie, 2012, p. 8.

² BAKEWELL, C., MITCHELL, V.W.: *Generation Y female consumer decision-making styles*. 2006. [online]. Available from: <<http://argo.cvtisr.sk:2143/pqcentral/docview/210905773/fulltextPDF?source=fedsrch&accountid=59680>>

³ GRANOT, E., GREENE, H, BRASHEAR, T.: *Female consumers: Decision-making in brand-driven retail.8.2010*. [online]. Available from: <<http://argo.cvtisr.sk:2057/science/article/pii/S0148296310000883>>

⁴ TAI, S.: *Shopping styles of working Chinese females*. 2005, Vol.12, No. 3. [online]. Available from: <<http://argo.cvtisr.sk:2057/science/article/pii/S0969698904000475>>

devices) she also corroborated cultural differences between two similar demographic groups. Despite the fact that male-shopping has lately been in the ascendant, perception of male motivation and buying behaviour falls prey to old stereotypes such as having clear practical shopping goals and desire not to waste too much time. Whereas women are more reflexive as well as more likely to rely on interaction and personal contacts.⁵ Several other facts which are based on sense of belonging to a community arise from these assumptions. For example, women are known to show more loyalty towards local stores than men.⁶ As a matter of fact, similar differences were noted in regards to waiting time in stores. Men have more negative attitude towards waiting time which as such influences the holistic assessment of a retail premise. Women perceive waiting much less negatively. When asked to estimate time spent queuing, their estimates were fairly inaccurate and often the estimated time was lower than the actual time spent waiting. Also, from a psychographic point of view, women have stronger relationship with fashion and are more likely to succumb to impulse buying.

Despite the fact that an indirect correlation between satisfaction with shopping process and satisfaction with one's body was established, this fact in itself does not negatively affect women's investment in clothing. In fact, negative experience of shopping process related to self-esteem issues does not discourage women from shopping. On the contrary, it fuels a need to search further in promise of improving one's look. Two most prominent trends in consumer behaviour are aging of population and growing financial power of women. In relation to this phenomenon, the questions are how will individual product groups evolve across segments, with which brands will women age and what will be their attitude towards communication legacies. Another recent

⁵ CHEBAT, J., THERRIEN, K.: *Lost in a mall, the effects of gender, familiarity with the shopping mall and the shopping values on shoppers' wayfinding processes*. 2005. [online]. Available from: <<http://argo.cvtisr.sk:2057/science/article/pii/S0148296304001997>>

⁶ NOBLE, S., GRIFFITH, D., ADJEI, M.: *Drivers of local merchant loyalty: Understanding the influence of gender and shopping motives*. 2006. [online]. Available from: <<http://argo.cvtisr.sk:2057/science/article/pii/S0022435906000364>>

discovery in theory of consumer behaviour is qualification of importance of emotions in buyer's decision-making process. These two trends are tightly interconnected. Information about how women decide and what factors influence their shopping decisions are crucial for innovation and development of communication campaigns, and marketing strategies in the future. Women consumers have great influence on shopping within household and therefore require sophisticated and innovative approach of marketing solutions. Importance of this target group reaches beyond current statistical point of view on consumer behaviour and segmentation. Majority of research studies concerning consumer behaviour and typology focuses on the whole population as per demographic makeup. However, the presumption is that study of female consumer behaviour as an individual target group may uncover more accurate information conducive to development of more effective marketing strategies and campaigns.⁷

Aims and Methodology

Aim of this paper is to bring attention to the partial research findings of female consumer segment and correlation of their value orientation with focus on lifestyle and with it intertwined specific type of purchase (fashion or occasion products) as well as influence of marketing communication on their purchase decisions.

Target group of this research paper are women living in Slovakia ranging from 15 to 79 years of age. The sample is derived from main target group - the population of Slovakia (as gathered by Statics Centre of Slovak Republic in the census of 2010). Stratification indicators are age, region, size of abode, education and household income. In selection of optimal sample size, the following parameters were employed: with interval of reliability 95 % the variation of recorded data with sample of 1000 respondents is +/- 3 %. The parameters are

⁷ TIGGEMANN, M., LACEY, C.: *Shopping for clothes: Body satisfaction, appearance investment, and functions of clothing among female shoppers*. 2009. [online]. Available from: <<http://argo.cvtisr.sk:2057/science/article/pii/S1740144509000643>>

standardly set by *GfK Slovakia* agency as per omnibus research. Ensuring correct size and even stratification of sample will allow us to generalise to the whole population of Slovak Republic.

Table 1 Characteristics and Methods of Primary Research

Type of Research	<ul style="list-style-type: none"> • Quatitative stratified sample
Target group	<ul style="list-style-type: none"> • Population of Slovak Republic - age range 15 -79
Sample Size	<ul style="list-style-type: none"> • 1 057 respondents - women
Sreatified Sample	<ul style="list-style-type: none"> • Stratified selction ; Indicators of selection: gender, age, income, education, region, size of abode
Method	<ul style="list-style-type: none"> • Omnibus research – personal inquiry
Field-based date collection	<ul style="list-style-type: none"> • undertaken by research company <i>GfK Slovakia</i>
Data Analysis	<ul style="list-style-type: none"> • Multidimensional Statistic- factual analysis, HP analysis, trail statistic

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 43.

Practical research results

The complex research results of female consumer behaviour were more extensive in the original study. Within structure they pointed out analysis of factors which influence buying behaviour in specific types of purchase from perspective of demographics, psychographics and credibility of information sources, as well as quantification of women's share in decision-making in household related purchases. The ultimate outcome was the creation of exact models of purchase behaviour specifying causality of relationships within specific shopping styles from perspective of their existence, importance and quantification. Based on these models were recommended effective tools of marketing communication for female-consumer target group in relation to their habitual purchases of quick-turnaround products, fashion and occasion products and to their purchases of long-term-investment products. For the purposes of this paper, the partial results will be represented by following findings:

Psychographic factors affecting purchasing behaviour

In order to be able to determine psychographic factors influencing lifestyle of women and their purchasing behaviour in various life cycles, it was necessary to identify their values or the meaning of certain life-determining principles. 19 evaluative statements which take into account global trends and diversity of attitudes towards philosophy of life - whether in terms of family life or individual perspective- were examined. Ordinal measuring scale was designed in ascendance: 1 representing the least important effect and 10 representing the most important effect. Table 2 below, shows ranking of evaluation statements from the most to the least important.

Table 2 Evaluative statements within lifestyle orientation of respondents

Evaluative statements	Average Value	Standard deviation	Median
Staying fit and in a good condition	8,14	2,9900	9
Staying natural	8,07	2,4800	9
Being a good housewife	8,04	2,9800	9
Having time for oneself	8,00	2,2150	9
Being sociable	7,96	2,3240	8
Marinating independence	7,79	2,3100	8
Sorting out matters quickly	7,60	2,3700	8
Maintaining/Upholding traditions	7,47	2,9900	8
Being attractive	7,44	2,6400	8
Spiritual growth	7,40	2,9100	8
Being popular in one's social circles	7,39	2,1600	8
Being erudite	7,35	2,2700	8
Being creative	7,22	2,5200	8
Staying young at heart	7,13	2,1800	8
Being in harmony with nature	7,07	2,0400	8
Being up-to-date about current events	7,05	2,3900	8
Discovering new horizons	7,03	2,0800	7
Continually educate oneself	6,67	2,4400	7
Having a great career	6,03	2,7900	7

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 75.

As deduced from the average answers, female consumers value the most 'Staying fit and in good condition'. Following right after are values of 'staying natural' and 'being a good housewife'. Particularly notable is a trend which seemed to have emerged only in recent years - 'having some time for oneself'. Contrastingly, the lowest rated values were those usually specific to younger women such as 'having a great career', 'continually educate oneself' or 'discovering new horizons'. For purposes of narrowing down data dimension while maintaining the quality of information, a factor analysis was employed. The factor analysis allowed us to assess the structure of relationship and correlation among individual statements regarding lifestyle orientation of female consumers. Four fundamental psychographic factors (Section E) representing basic differences in terms of lifestyle preferences were identified.

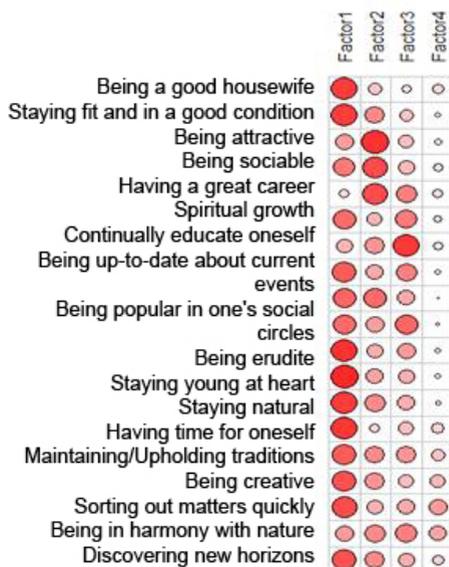


Chart 1 Visualisation of factors with their correlation in terms of lifestyle preference of female consumers

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 76.

Based on the results of the factor analysis, strong positive correlations have been observed between factors 1 and 3. Thus, 4 unique factors representing fundamental lifestyle orientations of female consumers in Slovakia were created on basis of these correlations and logically derived relationships.

Table 3 Unique psychographic factors in terms of lifestyle orientation of female - consumers

	Specific factors
Factor E1	Values and naturalness
Factor E2	Ambition and success
Factor E3	Education and knowledge
Factor E4	Discoveries and 'green'

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 76.

Factor E1 Values and naturalness describes a certain compromise in terms of harmonisation of one's needs and the needs of others. The fulfilment of this type of woman rests in somewhat smaller career ambitions, coordination between self-recognition as mother - housewife and orientation on one's self. This factor also strongly emphasises naturalness, relationship with nature and cultivating one's spiritual self. Interestingly, even when the number of factors in factor analysis was increased, this articulation maintained strong positive dependency. Essentially, the more women considered important to "be a good housewife and maintain traditions", the more they considered important to "stay natural" and "stay young at heart" and "be in harmony with nature".

Factor E2 Ambition and success characterises a certain need of a woman to be positively evaluated by her environment. "Being attractive, sociable and popular in one's social circle" strongly correlates with being career-oriented. These factors have the lowest correlation with lifestyle orientation of "being a good housewife and maintain traditions".

Factor E3 Education and knowledge portrays women who put emphasis on education. “Continually educate oneself”, “being erudite”, “being up-to-date about current events” also strongly correlates with “discovering new horizons”.

Factor E4 Discoveries and “green” does not have strong correlations however these statistics are still important. “Being in harmony with nature”, “discover new horizons”, or “getting everything sorted quickly” can indicate certain perception of the environment from a perspective of an introvert. This assumption was confirmed by the strongest correlation in terms of factor ‘being popular within one’s social group’ from the whole analysis.

Analysis of credibility of information sources for purchase-related decision-making

Consumer decision-making process involves two types of search for information before the shopping itself takes place. Traditionally, the first type- internal- is based on previous experiences and is of cognitive nature. If the internal research is not sufficient and satisfactory, the consumer resorts to external research by which he or she tries to find information which would allow him or her to make a better purchase-decision and thus increase the probability of satisfaction with shopping results. External search for information is strongly influenced by a relationship between perceived value of gained information and time which the consumer is willing to spend searching. The level of intensity of research is directly dependent on the level of interest in the product. In the extent of utilisation of information sources, all consumers have different expectations and preferences. These depend not only on accessibility of information but also on level of credibility. In terms of accessibility, commercial sources represent easy access, however in current overcrowded commercial space suffer decrease in credibility. On the other hand, personal sources/recommendations represent very high level of credibility.

Credibility of information sources is tightly intertwined with what information from which sources do we ultimately let ourselves to be influenced by. The aim of section D in the questionnaire was to find out the level of credibility our respondents assign to individual

external information sources. Examined sources of information encompassed personal as well as commercial sources which can be accessed publically or privately. Section D was composed of 12 questions answered by ordinal evaluative scale of 1-5 with assigned evaluative values as follows: 1 - I absolutely do not trust; 2 - I rather do not trust; 3 - I don't know; 4 - I rather trust; 5 - I absolutely trust. Table 4 demonstrates ranking of evaluation statements from section D of the questionnaire from the most to the least trusted sources.

Table 4 Evaluative statements for credibility of information sources

Evaluative statements	Average Value	Standard deviation	Median
Family	4,35	0,6790	5
Friends	4,31	0,6986	4
Products presentation, Samples	3,89	1,0878	4
Shopping assistants, brochures	3,84	1,0442	4
Magazines, newspapers	3,24	1,0637	4
Internet	3,18	1,1845	4
Customers forum	3,00	1,1518	3
TV commercial	2,96	1,9200	2
Blogs	2,89	1,1069	3
Out-of-home adv.	2,84	1,1809	2
Facebook, social networks	2,59	1,1773	3
Direct marketing	2,39	1,8900	2

Source: KUSÁ, A., HRABAČKOVÁ, V.: Ženy – spotrebiteľky (Predikčné modely nákupného správania), 2012, p. 72.

In general, it is evident that female consumers show greatest trust in reference groups such as family and friends where the average answer was often close to number 5 (I absolutely trust). On the contrary, the least trustworthy - or rather untrustworthy- were direct marketing tools. Interestingly, the internet in general represented rather credible source of information while customer forums and blogs scored much less on credibility scale. This may be related to the fact that internet based customer forums are not yet standardly used in terms of shopping for consumer goods, but rather in terms of services such as accommodation, holidays, restaurant services, etc. For purposes of further data utilisation while maintaining quality of information,

a factor analysis consisting of merging homogenous information sources was employed. This analysis identified five unique factors as an optimal number for purposes of further investigation. Subsequently, connections among individual information sources were determined.

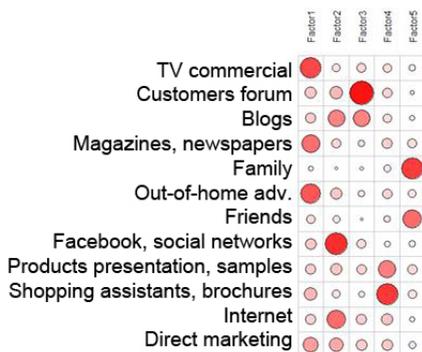


Chart 2 Visualisation of factors with their correlations in terms of credibility of the information sources.

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 73.

The graph shows strong positive correlations (red dot) and just one negative correlation (blue dot). Based on results of factor analysis the unique factors representing homogenous groups of information sources were created.

Table 5 Unique factors and the results of factor analysis for information sources

	Unique factors
Factor D1	Advert
Factor D2	Internet and social networks
Factor D3	Independent sources and consumer forums
Factor D4	In store tools
Factor D5	WOM

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 73.

Factor D1 Advert comprises classic tools of communication mix: TV advert, advertising in print, or outside advertising. This factor may be defined as passive perception of communication legacy via public media.

Factor D2 Internet and social networks characterises online space where communication legacy is taken in passively as well as actively (rather in non-public environment).

Factor D3 Independent sources and consumer forums represent communication tool which emits from interaction between a need to search for information and voluntary offering of evaluation and references whether by laics or professionals.

Factor D4 In store tools comprise of communication tools influencing consumer decisions directly in store.

Factor D5 Wom represents recommendation by word of mouth. This means female consumers usually decide based on recommendation of a close person from their primary reference group.

Recommended tools of marketing communication for specific type of purchase

The relationship between mental processes and external marketing stimuli leads to consumer reaction which is the main reason for research of consumer behaviour. Based on the analysis of psychographic factors representing value-orientation of female consumers and the influence of credibility of marketing communication tools on decision-making, a type of purchase was selected - fashion and occasion products. In terms of this type of purchase, shopping styles were generated using another factor analysis. These styles create 6 unique factors in section B and correlated with value-orientation of female consumer and choice of marketing communication tool.

Table 6 portrays wider interconnectedness of individual shopping styles and greater affinity of the target groups. The table lists appropriate tools of marketing communication to be used with aforementioned type of purchase in order of effectiveness. The first tool listed is the most effective in relation to credibility. The same order is applied to value-orientation and lifestyle of female consumers.

Table 6 Key recommendations for marketing communication within scope of purchase of fashion and occasion products

Purchasing styles within shopping of fashion and occasion products	Suitable marketing tools ranked according to effectiveness	Prevalent lifestyle orientation
Factor B1 self-indulgence and demandingness	Internet, Facebook and other social networks	Continually pursue education, be erudite
	Customer forums and blogs	
	In-store tools	Be attractive, social, popular and have amazing career
Factor B2 Communication and impulses	TV advertising, newspaper advertising, outside advertising, billboards and citylights	Be attractive, social, popular and have amazing career
	Internet, Facebook and other social networks	Stay fit, young at heart, natural. Be a good housewife and uphold traditions.
	Wom and In-store tools	
Factor B3 Loyalty and brand	In-store tools	Be attractive, social, popular and have amazing career
Factor B4 Style and Fashion	Internet, Facebook and other social networks	Be attractive, social, popular and have amazing career
	TV advertising, newspaper advertising, outside advertising, billboards and citylights	Continually pursue education, be erudite
	Customer forums and blogs	
Factor B5 Caution and Thriftiness	TV advertising, newspaper advertising, outside advertising, billboards and citylights	Stay fit, young at heart, natural. Be a good housewife and uphold traditions.
	Wom	
	In-store tools	

Factor B6 Practicality and simplicity	TV advertising, newspaper advertising, outside advertising, billboards and citylights	Continually pursue education, be erudite
		Be in harmony with nature and discover new horizons

Source: KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky (Predikčné modely nákupného správania)*, 2012, p. 93.

Conclusion

The influence of psychographic factors based on evaluative statements of female consumers regarding their life-priorities represent just a small part of a complex research. The results of this research led towards determination of correlations and causality among demographic factors, psychographic factors, credibility of marketing communication and individual shopping styles. Thus, they allowed us to form models for individual shopping styles of a specific target group - female consumers.

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WHY DOES GENERATION Y READ THE GUARDIAN?

Viktória Mirvajová

Abstract

The study considers elite British daily newspaper The Guardian as a favourite newspaper of (mainly) British young generation. It points to four basic reasons, why The Guardian is considered as a newspaper of students and other members of young intellectual group. Content, political affiliation, constant technological progress and its public relations are the reasons. The study does not consider only journalistic content of The Guardian but it analyses it as a brand with image which has been built for many years. Although the opinion that daily newspaper The Guardian is a paper of young has been known for several years, the author of the study focuses on actual young generation called as Generation Y.

Key words:

Brand. Content. Generation Y. Medium. Political affiliation. Public relations. Technological progress. The Guardian.

1 “Guardian” of the Brits for Almost 200 Years

One of the well-known newspaper titles in Great Britain is The Guardian. This periodical may be characterized as a representative of so called elite press.

Elite press is issued for elites, for people with crucial positions in all spheres – politics, economics and culture. Elite newspapers try to inform educated member of society about important home and foreign issues in serious way. The reader of elite press looks for edification, information, not just for escape, entertainment and relax.¹

Periodical with long-time tradition was founded in 1821 by John Edward Taylor, in Manchester under the name The Manchester Guardian with three day periodicity. *“The first issue of the paper appeared on 5 May 1821, and included international and national as*

¹ VOJTEK, J.: *Prehľad dejín anglického a amerického novinárstva*. Trnava : FMK UCM, 2006, p. 12.

well as local news. By the 1830s the Manchester Guardian had become the best-selling newspaper in Manchester.² Periodicity changed in 1836 – to be issued every second day and in 1855 The Guardian became daily newspaper. It acquired its current name in 1959, when office moved from Manchester to London. The Guardian is considered to be „*the only significant newspaper which has grown from regional to national.*”³ British professor of journalism Carole Fleming describes The Guardian as: „*A serious broadsheet newspaper, it is unique among British newspapers because it is owned by The Scott Trust, rather than a media tycoon or shareholders... Among national broadsheet newspapers, it has a high proportion of 18–24-year old readers, particularly students, and this may contribute to its reputation as a haven for ineffectual left-wing liberals.*”⁴

Crucial fact for study is the general assertion that British daily newspaper The Guardian is the periodical of students, thus of some kind of intellectual group. Following lines explain why exactly this newspaper, not only in its printed form, is popular with current young generation, which is generally labelled as a Generation Y.

2 This is Generation Y

To label current generation of young people, demographers and sociologists use term Generation Y. Identical or similar terms labelling current generation are Generation WHY, Millennials, I Generation, Net Generation and other. These terms also penetrate into other areas including media and marketing.

Generation Y term includes people born between 1980 and 1996, but this delimitation varies from author to author. Generation Y children are aware of equality of opinions. Already in their childhood, they had

² *The Guardian (Manchester Guardian) Archive: Administrative History* [online]. Available from: <http://www.library.manchester.ac.uk/searchresources/guidetospecialcollections/atoz/guardianarchive/_files/gdn1.pdf> [02.10.2013].

³ VOJTEK, J.: *Prehľad dejín anglického a amerického novinárstva*. Trnava : FMK UCM, 2006, p. 204.

⁴ FLEMING, C.: *Introduction to Journalism*. London : Sage, 2006, p. 10.

opportunity to travel, get to know various sports, arts, music, etc. As a result of this, Generation Y is more critical, cynical, and it is much harder to interest or stun their members with something.⁵

Peter Sheahan, who analyses Generation Y on deeper level, talks about people born from 1978 to 1994. It is generation marked by rapid technological advancement and significant positive and negative events that happened in the world during this period (e.g. September 11, 2011). He deems Generation Y to be the smartest of all. *“They know the way things go down, and are no longer naive about the working of the world and intentions of businesses and organisations. Why? The internet, of course, and a whole host of other influences.”*⁶ There are also negative opinions about this generation. According to them, new kind of education and smartness of Generation Y members may grow into feeling of knowing it all.

Another typical trait of described generation is pragmatism. *„They are concerned only with what is relevant. If something has no practical application or value, then it is discarded.”*⁷ We can say that this trait of Generation Y is connected mainly with information era, in which they live and with fact that selection of important and less important facts is necessary. According to P Sheahan, this young generation has few more traits that may be indicated as positive. *„They are creative, innovative and resourceful. They have to be. Competition is fierce, so Generation Y needs to be able to spot an opportunity when it arises. The pressure to succeed has gotten so high that we have created a generation of hypersensitive people who are constantly on the lookout for the next opportunity.”*⁸ On the grounds of basic, and for this study relevant traits we can postulate their other negative traits – lack of time, relying on internet and other modern technologies and constant desire for something newer or better.

⁵ VAN DEN BERGH, J. : *How Cool Brands Stay Hot: Branding to Generation Y*. London : Kogan Page, 2011, p. 7.

⁶ SHEAHAN, P.: *Generation Y: Thriving (and Surviving) with Generation Y at Work*. Victoria : Hardie Grant Books, 2005, p. 7.

⁷ SHEAHAN, P.: *Generation Y: Thriving (and Surviving) with Generation Y at Work*. Victoria : Hardie Grant Books, 2005, p. 12.

⁸ Ibidem, p. 13.

3 Why is The Guardian Favourite Periodical of Generation Y

On the basis of postulated main traits of generation labelled as Generation Y, we can assume how periodical of this generation should look like. If we look at the daily newspaper The Guardian from more complex perspective, considering it as a brand with long-time built image and perceive not only journalistic content, we are able to point out several principal reasons why almost two hundred years old daily newspaper is favoured by current young generation. We may consider main reasons to be political affiliation or general opinion about political leaning of The Guardian, its content, technical improvements, and also usage of various tools within public relations.

3.1 Political Affiliation

In present day, general opinion about The Guardian to be left-wing oriented and liberal daily newspaper persists. Actually, founder of The Guardian, John Edward Taylor intended to create liberal periodical since the very beginning. „*Taylor was a successful Manchester cotton merchant, who wanted a newspaper to promote political reform. He was supported in this venture by a number of Manchester commercial men, who shared Taylor’s moderate liberal opinions*“⁹

We shall not dwell on historical events, when this periodical supported certain political party. Present state is crucial for this study. „*One of the central tenets of the Scott Trust is to secure the Guardian in perpetuity as a “quality national newspaper without party affiliation, remaining faithful to its liberal tradition.” People often assume the Guardian is linked inextricably to the Labour party, but it has in fact supported all three main political parties during its history.*“¹⁰

Discussion about political affiliation of periodical was keen mainly in

⁹ *The Guardian (Manchester Guardian) Archive: Administrative History* [online]. Available from: <http://www.library.manchester.ac.uk/searchresources/guidetospecialcollections/atoz/guardianarchive/_files/gdn1.pdf> [02.10.2013].

¹⁰ *Political affiliation* [online]. Available from: <<http://www.theguardian.com/environment/2008/nov/17/political-affiliation-guardian-observer>> [04.10.2013].

2008, after The Guardian published articles paradoxically supporting opinions of new conservatives. According to The Guardian's editor in chief Alan Rusbridger, it is always better for newspaper to say what it believes in and approach the actions of politicians critically instead of being a blind follower of one political party; he also dismissed strong loyalty towards Labourists. „*This ability to have the freedom to choose whom to support is a core strength of the Guardian. It would be terrible if were to say there were no circumstances in which we would support the Conservative party. That would suggest our mind is closed.*“¹¹

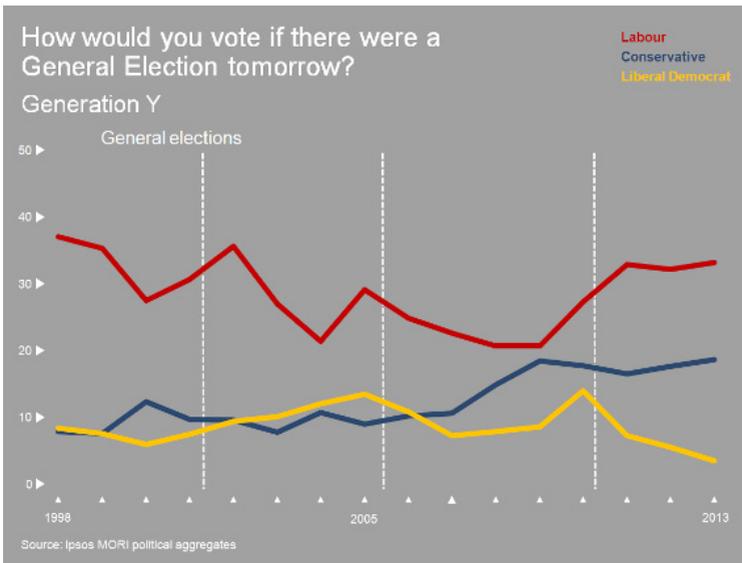


Chart 1 Political preferences of Generation Y in Great Britain in 1998 - 2013

Source: *Voting Intention*. In: *ipsos-mori-generations.com* [04.10.2013]. Available from: <<http://www.ipsos-mori-generations.com/voting-intention>>.

Periodical's open-mindedness in political opinions has influenced acquisition of readers of young generation. Pursuant to survey of Bri-

¹¹ *Political affiliation* [online]. Available from: <<http://www.theguardian.com/environment/2008/nov/17/political-affiliation-guardian-observer>> [04.10.2013].

tish agency Ipsos Mori, preferences of young generation slightly changed over the course of last 15 years. Even though majority of Generation Y supports Labour Party, number of Conservative supporters increased during the last four years (Chart 1).

Why, in the matter of political questions, does the Generation Y identify itself with The Guardian? Simple answer to this question is based on two essential facts. First is the high number of Labour Party voters in this generation and still persisting opinion about The Guardian leaning to this side. On the other hand, identification with conservative opinions, of which number of supporters among young raised, helps building the image of periodical. Another fact is common characteristics of Generation Y and The Guardian in connection with expressing opinions. Generation Y clearly states its own opinion but also accepts other opinions and, according to words of editor in chief, so does The Guardian.

3.2 Content

It is not necessary to perfectly analyse Generation Y to evaluate which topics published in printed or electronic form of periodical are compelling for people in the age of 20 – 30. As mentioned in the beginning of the study, members of young generation have overview of world functioning, which forces them to stay in touch with world events. Daily newspaper The Guardian is popular in Great Britain and also abroad for its complex domestic and foreign news service, investigative journalism, and also for analyses and commentaries. „*The Guardian has historically been praised for its investigative journalism, its dispassionate discussion of issues, its literary and artistic coverage and criticism, and its foreign correspondence.*“¹² Seeing that the medium maintains this status, it is able to satisfy its young reader who is marked by events with huge impact on subsequent development of society, which makes him more curious about domestic and abroad events. Member of Generation Y has at the same time traditional interests such as art, culture, or sport, which also

¹² CUNNINGHAM, J. et al.: *The Guardian*. 2013. [online]. Available from: <<http://www.britannica.com/EBchecked/topic/247912/The-Guardian>> [2013-10-03].

have solid coverage in The Guardian. If we look at internet homepage of periodical, we can see that main sections of internet version are News, Sport, Comment, Culture, Business & Money, Life & Style, Environment, and Tech. Apart from main sections, Generation Y member is undoubtedly interested in section devoted to environment, since this generation, compared to its predecessors, is much more environmentally responsible, but he is also interested in Tech section due to strong marking of generation by technological advancement. One of the mentioned traits of Generation Y is the fact that young people constantly long for change, a lot of them are in the age when they prepare for their first jobs, or they are seek one, hence they deem economic sections important. Internet version of periodical even has a Students section, which contains news concerned only with study and student life.

3.3 Technological Progress

According to survey (National Readership Survey) about readability of British printed and electronic periodicals, conducted by Institute of Practitioners in Advertising (IPA), Newspaper Publishers Association (NPA) and Periodical Publishers Association (PPA), The Guardian is the mostly read serious medium in Great Britain (counting number or readers of guardian.co.uk and printed The Guardian excluding its Sunday edition The Observer). Survey shows that in the April 2012, printed and online version were read by 8.949 million readers, from that 4.076 million were readers of printed version and 6.410 million were readers of the website.¹³

Thanks to its online products, The Guardian is regularly awarded in annual contest of British newspapers: Newspaper Awards. Periodical won in the category Digital News Service of the Year also in the 2013.,, *“Still leading the way in innovation and interaction and the benchmark for all digital news services” said one judge. On the mobile front, The Guardian delivered the best UK newspaper implementation yet of*

¹³ *Digital and newspaper readerships combined: figures for major UK newspaper and magazine* [online]. Available from: <<http://www.theguardian.com/news/datablog/2012/sep/12/digital-newspaper-readerships-national-survey#data>> [04.10.2013]

responsive design.”¹⁴ The Guardian digitally develops, it regularly and for the long time comes with digital innovations. In the 2009 – 2010 it introduced iPhone and iPod Touch applications. Later on they were accompanied by other platforms and applications for Kindle, iPad, Android, Blackberry or by new digital editions for USA and Australia. Periodical communicates with its readers by the means of popular social networks such as Facebook, Twitter, Instagram, Tumblr, etc.¹⁵ Mostly present young generation is addicted to modern information technologies. „*They have grown up during the Information Age, in a world where technology (and technological aptitude) is a way of life. This generation uses high technology for everything from taking a picture to connecting with friends to researching facts and figures and finding their favourite songs.*“¹⁶ Every modern publisher should realize this fact. The Guardian achieved it, since it belongs to the top in the offerings of digital products, it enjoys favour of generation addicted to it.

3.4 Activities Supporting Public Relations

Internet and printed version of The Guardian also contain a lot of non-journalistic content and its publishing is accompanied by various activities supporting its good standing with readers. A great deal of these activities is designated for young readers. Apart from traditional service such as advertisements with job offers compelling to young generation, The Guardian has its own dating site. More original activities that are aimed at Generation Y are projects Guardian University Awards, Guardian Masterclasses, and Guardian Open Weekend festival. These activities may be included within PR activities of the publisher. „*Public relations or PR is an organizational activity involved with fostering goodwill between a company and its various*

¹⁴ CULLEN, G. et al.: *The Winners: The 2013 Newspaper Awards* [online]. Available from: <<http://www.newspaperawards.co.uk/docs/winners13-out-LR.pdf>> [06.10.2013].

¹⁵ *History of The Guardian: A Brief History of The Guardian Newspaper* [online]. Available from: <<http://www.theguardian.com/gnm-archive/2002/jun/06/1>> [06.10.2013].

¹⁶ BALL, K. – GOTSILL, G.: *Surviving the Baby Boomer Exodus*. Boston : Cengage Learning, 2011, p. 31.

*publics. (e.g. employees, suppliers, consumers, government agencies, stockholders, etc.).*¹⁷

In the case of aforementioned activities of The Guardian, we speak about maintaining good relations mainly with readers but also with general public. Guardian University Awards is also an attempt to keep good reputation on academic grounds. Contest is addressed to students and pedagogues and it seeks interesting projects within university education. This way, medium strengthens awareness among students and academic staff. This also represents new dimension of PR. „*Public relations has increasingly become a tool in shaping public policy and in instigating public debate, thereby playing an active role in shaping society, and ultimately, culture.*“¹⁸ Another activity of newspaper that supports education is Guardian Masterclasses. They are lectures of experts about afore agreed topics (e.g. how to use Twitter correctly) given directly in the head office. Within the project, newspaper staff also offers courses. „*Masterclasses offer a broad range of short and long courses across a variety of disciplines from creative writing, journalism, photography and design, film and digital media, music and cultural appreciation.*“¹⁹ Last of the activities that draw attention to periodical is its own festival called Guardian Open Weekend festival. It takes place on King’s Place in London, where office of periodical resides. During the weekend, it opens its doors of its office to public, editors discuss with readers. Doors open day also has accompanying events. „*The speakers included painters, politicians, physicists, rock stars, novelists, explorers, actors, footballers and philosophers. There were 188 events, and still the queues were long. You could take a boat trip on the canal, commission a T-shirt from a graffiti artist, eat mackerel and chips “curated” by a local chef, or browse second-hand books on a barge.*“²⁰ Name “festival” alone evokes event that is mostly

¹⁷ SHIMP, T. A. – ANDREWS, J. C.: *Advertising Promotion and Other Aspects of Integrated Marketing Communications*. Ninth edition. Boston : Cengage Learning, 2013, p. 8.

¹⁸ L’ETANG, J.: *Public relations Concepts, Practice and Critique*. London : Sage, 2008, p. 212.

¹⁹ *About Masterclasses*. [online]. Available from: <<http://www.theguardian.com/guardian-masterclasses/about-masterclasses>> [06. 10. 2013]

²⁰ DE LISLE, T.: *Can The Guardian Survive?* [online]. Available from:

attended by young people. Although doors open day of the periodical is not aimed only on youth, it is undoubtedly interesting for them by its programme conception. On the basis of specific examples of The Guardian's PR, it is clear that periodical strives to be close to young people not only by the means of its form and content but also by some additional value.

Conclusion

Marketing director of Budweiser Ricardo Marques said that at the present day there is no more important mission for a brand than to draw attention of Generation Y. And several marketing experts agree with him.²¹ The Guardian understood this challenge. Examples named in the study prove that British periodical by intelligent manner draws attention of young generation. I do not claim that The Guardian is exclusive periodical of Generation Y and it is published only for them, but number of readers of this age group (mainly online products readers) is significant. Study offers simplified view on connection of Generation Y with traditional British elitist daily newspaper on the grounds of specific examples related to tradition on which this daily newspaper was founded, content of periodical, political affiliation, continuous improvement within electronic sphere, but also on the grounds of PR activities and projects that The Guardian aims at young generation. I try to point out on the specific examples how modern newspaper of young modern intelligent man should work. I point out that newspaper with long-time tradition exists in present day informational society and, in the case of Great Britain, in oversaturated media market. Typical member of Generation Y is someone, who is open-minded, is not careless about cultural events, is curious, always longing for change, dependant on modern technologies, and so is his newspaper.

<<http://moreintelligentlife.com/content/ideas/tim-de-lisle/can-guardian-survive?page=full>> [06.10.2013].

²¹ VAN DEN BERGH, J. *How Cool Brands Stay Hot: Branding to Generation Y*, p. 1.

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Our life increasingly splits into two parallel worlds. There is our daily physical presence and our digital alter ego, summary of all available information about us, our companies, our digital identity as well. This picture becomes surprisingly colourful, with the increase in volume and diversity of information. It also becomes extremely valuable. Digital identity presents some endless opportunities. How do the companies deal with it? At present, the majority of brands lack effective digital identity. Their involvement in social networks is generally non-conceptual, it looks more like social make-up, which is covered by actual appearance of company. That leads to lower relevancy and thus little interest as well.

The section will focus on the communication aspects as follows

• **Trusted brand building**

Investors and consumers keep turning to social networks as LinkedIn, Google Profiles a Facebook to find out something about people or organizations before they start any business with them. Having digital identity is what facilitates confidence building.

• **Knowledge of the market and its opportunities**

Platform of digital identity provides not only some necessary on-line presence and enhancing shareholder value to the company, but it also allows the on-line monitoring of mainstream groups that affect business in various fields.

• **Ease of supervision-on line reputation**

Linking digital identities within the company allows managing an effective collective on-line brand reputation. This also creates more space to engage some investors, employees, but customers too. It also creates this space for building the image of accountability and credibility.





CV AS AN IDENTITY OF A MARKETING GRADUATE

Zuzana Danechová – Alena Kusá

Abstract

Every year we face alarming statistics identifying high number of unemployed graduates. Internet portals offering summaries of supply and demand on the labour market identify graduates as a ‘risk group disadvantaged compared to other groups as per their substantial lack of work experience’¹. Overload of recruitment officers and a large number of job-seekers force graduates ‘to sell themselves’ before an invitation for a job interview. Analysing the attitude of recruiters, this article aims to answer to what extent is a CV design crucial to gaining a marketing-related position and whether a Word Document is indeed an apt form of presentation for a marketing graduate.

Key words:

Creativity. CV. Curriculum vitae. Design of CV. Human resources consultant. Marketing graduate.

Status: Marketing graduate

For several years, *Profesia* agency has been working on ranking Slovak institutions of higher education and universities based on employability of their graduates. To compare the situation on the labour market we draw upon the result of analysis published on the official website of *Profesia* - profesia.sk in years 2009 and 2012. The first statistic comparing chances of graduates from various institutions in the job-seeking process, is based on a database of the aforementioned portal Profesia.sk. It draws from résumés registered on the portal during the period 2007-2009 period. The indicator of employability on labour market was the success-rate of a specific CV in being selected for an interview by registered employers. Only the institutions or specific faculties with minimum of 100 registered graduates were included in

¹ *Aké sú šance absolventov na trhu práce počas krízy?* [online]. Available from: <<http://www.profesia.sk/cms/newsletter/december-2009/ake-su-sance-absolventov-na-trhu-prace-pocas-krizy/42309>> [1. 11. 2013].

the analysis for the period. As a result, the final ranking excluded institutions, absolvents of which do not utilise Profsia.sk when searching for employment.²

According to these statistics, graduates of the Faculty of Mass-media Communication (University of SS. Cyril and Methodius, Trnava) ranked 9th with interest index of the market 47.6%. A high demand for graduates of Faculty of Mass-media Communication significantly improved the overall ranking of the University of SS. Cyril and Methodius placing it on the 4th position with interest index of 35.89%. However, in the results for 2012, the Faculty of Mass-media Communication did not appear in the TOP 20 Faculties. This outcome may be interpreted in two ways:

- There has been significant lack of interest for graduates of the concerned faculty.
- Graduates of this faculty are capable of finding employment on their own (e.g. by direct contact with a potential employer) and therefore do not require use of job portals such as Profesia.sk.

The statistics also inform of number of 'views' per CV of particular specialisations. Computing graduates with an average of 8 views per CV placed first on the list. To compare, graduates of social sciences ranked 3rd with an average rate of 5 views per CV, right behind economics graduates.³

The question is **how to maximise the chances of a marketing graduate to be invited for an interview by a potential employer solely based on their CV?** In this report, we interviewed three recruiters, each employed by a different recruitment agency, who offered us a deeper insight into position of a marketing graduate on the current market and corroborated on which form of CV is most likely to succeed.

² *Aké šance majú absolventi vysokých škôl?* [online]. Available from: <<http://www.profesia.sk/cms/newsletter/jun-2013/ake-sance-maju-absolventi-vysokych-skol/44329>> [12.10. 2013].

³ *Aké šance majú absolventi vysokých škôl?* [online]. Available from: <<http://www.profesia.sk/cms/newsletter/jun-2013/ake-sance-maju-absolventi-vysokych-skol/44329>> [12.10. 2013].

1 Tool: Résumé

As this report is focuses on CV of a marketing professional - graduate of higher education institution majoring in Marketing Communication, it is important to outline a general definition of CV. ‘Résumé is an apt summary of acquired education, working experience and further skills and abilities.’⁴ Résumé, commonly known as curriculum vitae (CV), is a document containing summary of personal details, educational qualifications, relevant work experience and other skills. It is written for the purposes of finding employment and usually serves as the first point of contact between a candidate and a potential employer.⁵

1.1 Form

An internet portal europrofit.sk recommends (besides other services) a standard CV format: Standardly, it is recommended for a CV not to exceed the length of one A4 page. Although, it is clear that a CV of an older, more experienced candidate will include more information **than a CV of a recent graduate**. A recommended letter size and font is 12, Times New Roman, respectively. Probably the most important rule in composing a CV or other official document is using correct language. If you are not sure about correctness of certain words or phrases, avoid their use.⁶

1.2 Content

In terms of content, personal details are a fundamental part of CV as potential employers use these details to contact candidates. It is important to indicate your full name, title, address and phone number. Nowadays, e-mail address is also commonly included in this section. Age, marital status and date of birth are not compulsory- they may or may not be included.

⁴ *Čo je životopis a ako ho správne napísať?* [online]. Available from: <<http://www.kurzy-online.sk/praca/zivotopis/>> [30.10. 2013].

⁵ *O tom, či sa dostanete na pracovný pohovor rozhoduje kvalita vášho životopisu.* [online]. Available from: <<http://www.europrofit.sk/lifestyle/41247-o-tom-ci-sa-dostanete-na-pracovny-pohovor-rozhoduje-aj-kvalita-vasho-zivotopisu->> [12.10. 2013].

⁶ Ibidem

Another significant section is “Education”. “The highest obtained qualification should be listed first detailing year of graduation, degree title, specialisation, and form of final examination. Information about elementary education is to be indicated only if a candidate does not possess any other educational qualifications.”⁷

The next section which is usually the most esteemed and critical in eyes of employers summarises details of current employment and past working experience. Work experience should be listed retrospectively, from the most recent to the oldest position. Usually, details such as year, name of employer and title of position held are indicated along each position. Work description is to be described aptly with emphasis on duties which are relevant to the desired post. In the remaining sections of a CV, candidate informs of his or hers further skills or knowledge such as language skills, training received or type of driving licence.⁸

Nowadays, there are number of websites offering ready-to-use CV formats which simply need to be filled in and sent to employers. Few years ago, Europass was one of the highest trends of such structured CV formats. However, according to HR professionals this format is not so popular with themselves as well as employers as it does not provide any information regarding candidate’s character.

⁷ *O tom, či sa dostanete na pracovný pohovor rozhoduje kvalita vášho životopisu.* [online]. Available from: <<http://www.europrofit.sk/lifestyle/41247-o-tom-ci-sa-dostanete-na-pracovny-pohovor-rozhoduje-aj-kvalita-vasho-zivotopisu->> [12.10. 2013].

⁸ Akademický informačný systém, www.ais2.ucm.sk, 1.11.2013

Picture 1: Example of a structured format CV - Europass

Source: www.europass.eu.sk

CV of a Marketing Professional

The question to be asked in terms of common practice is whether the abovementioned definition and CV structure is to be adopted by a marketing graduate. Does this form of résumé help the applicant to stand out from hundreds of graduates on the labour market? Does it adequately represent one's qualities and is it likely to win the applicant a job interview?

Currently, there are 248 full-time students and 247 distance-learning students enrolled on postgraduate-level programme at the Faculty of Mass-media Communication at the University of SS. Cyril and Methodiu in Trnava.⁹ With such high number of absolvents who graduate from the programme each year, the chance of getting a job interview does not only depend on their skills and experience but also on quality of their CV. As stated by a recruitment officer Beáta Lenčéšova (*Start People*) on the agency's official website: 'Within the bounds of recruitment process, passing primary selection is the most important part. Whether or not the candidate will be invited for an interview is decided on bases of both the CV's formal (visual) presentation and the content (although the accent is put on content and relevance of given CV). **Only profiles of candidates which appear**

⁹ *Typy pre vašu kariéru*. [online]. Available from: <<http://www.startpeople.sk/sk/hladate-pracu/tipy-pre-vasu-karieru/rady-personalistky>> [12.10. 2013].

to be most relevant to the criteria outlined in the post advertised will succeed in the selection process.¹⁰

Issues tied to CV design in narrower context of candidates for marketing related posts were further investigated via online interviews with three recruitment officers from three different recruitment agencies currently active on the Slovak market.

- **Synergie Slovakia, s.r.o.**¹¹
p. Barbara Kotlářová
Consultant
- **Manpower Slovenská republika**¹²
p. Alžbeta Jaššová
Consultant Permanent Placement
- **Hudson Global, Inc.**¹³
p. Jana Balážová
Consultant



Picture 2: Logos of involved recruitment agencies

Source: Personal elaboration.

These structured, online interviews were realised during time span from 8 to 13 October 2013. Selected agency representatives received open ended interview questions (which were carefully premeditated to

¹⁰ KOTLÁŘOVÁ, B.: Odpovede na otázky – životopis kandidátov v oblasti marketingu. Personal communication. 13-10-2013. E-mail: z.danechova@gmail.com

¹¹ JAŠŠOVÁ, A.: Dizajn životopisu absolventa marketingu. Personal communication. 11.10.2013. E-mail: z.danechova@gmail.com

¹² JAŠŠOVÁ, A.: Dizajn životopisu absolventa marketingu. Personal communication. 11.10.2013. E-mail: z.danechova@gmail.com

¹³ BALÁŽOVÁ, J.: CV marketéra. Personal communication. 9-10-2013. E-mail: z.danechova@gmail.com

suit the outlined purpose) and, subsequently, returned their elaborate answers to the researchers. The aim of the interviews was to gain an opinion of active recruitment officers on CVs of marketing graduates and identify the level of importance of CV's design and creativity. The questions asked are noted in the table below.

Table 1 Questions of CV Assessment

Questions	
1.	Does CV design play conclusive role in the decision process?
2.	Can CV design spark interest of the recruitment officer in the candidate despite less interesting content?
3.	Do you expect the CVs of marketing graduates to be more creative than those of other candidates?
4.	Is it appreciated or absolutely necessary?
5.	When choosing candidates for 'creative posts', would you favour a candidate with a creative CV?
6.	Would you consider a statement 'Above all, be different' to be true?
7.	Would you consider the classic MS Word version to be obsolete?

Source: Personal elaboration.

1.3 Results of Findings

The results of findings elaborate on attitude of Slovak recruitment officers towards graduates applying for marketing-related posts. Firstly, Balážová (*Hudson*) defines the importance of CV as a whole: While reviewing a CV we form a profile of the candidate based on both factors - facts (content) and form (structure, design, use of tables, graphs, etc.). It is important to realise that one's CV is like a business card which reveals not only skills but also personality traits. Based on a CV, every recruitment officer is able to determine whether the person concerned is responsible or a so-called "slacker"; what is applicant's level of creativity - whether he/she prefers to follow prevalent rules or regulations or takes risks; how well can the candidate sell him/herself; how efficient or detail-oriented is he or she; etc. ¹⁴

- **Does CV design play conclusive role in the decision process?**

"People, coming into first contact with anything and anybody, are always affected by the visual aspect. Logically, it is so when a CV is submitted for consideration. A CV is an entry ticket to selection pro-

¹⁴ BALÁŽOVÁ, J.: CV marketéra. Personal communication. 9-10-2013. E-mail: z.danechova@gmail.com

cess.”claims Balážová (*Hudson*). Subsequently, she elaborates: “The answer is clear: Yes, CV design plays role in whether or not the candidate will be selected for an interview.”

On the other hand, the representative of the company *Manpower*, Alžbeta Jaššová articulates her regard of the matter as follows: “**CV design can spark interest, help the applicant stand out; however, if the CV does not contain relevant experience, it is of little importance.** Quality of the CV is defined by quality of its content. In terms of design, perhaps the structure is the most important aspect. The best CV is the one with apt skills as well as with clear, lucid structure and good writing. When choosing the right person for the job, relevant experiences are the number one factor in decision-making process.”

Barbara Kotlárová (representative of HR & recruitment agency *Synergie*) is of similar opinion: “**Design is not the only factor influencing the final decision of whether the candidate will be invited for an interview or not.** In any case, a CV should be clearly structured and transparent because quality information can get easily overlooked on a chaotic and disorganised CV. Even more so, if you take into consideration that, on average, recruitment officers devote only 5 to 7 seconds to review one CV.”

During the selection process, recruitment officers must be aware what is the goal of the process. Recruiter’s aim is to satisfy a need of his other client. If the company is looking for a person, it means it has a need that needs to be addressed and met to prevent problems this need might represent. Subsequently, the company seeks solution in external environment - among possible candidates. Recruitment officer is an intermediary of the candidates, and therefore tries to find a person best suited for the job. Hence, success of a candidate does not only rely on design but also on the holistic impression implied by his/her CV.

- **Can CV design spark an interest of the recruitment officer in the candidate despite its less interesting content?**

“It really depends on **the post in question**. If it is a post of a graphic designer, we will definitely give CV design more consideration than with other positions. If the candidate does not necessarily meet all

the criteria but his/her CV is creative and resourceful, there is a greater chance he or she will be contacted by the recruitment officer.” expresses Kotlářová. ‘If it’s something different, original it will attract recruiter’s attention. However, **if we simplified the issue purely to question of design that would give a fallacious idea of the selection process.** Not every “design” is the same and it is not the only criterion in decision-making. Generally, attention can be attracted in many ways. Some attempts can make you laugh, some shock or astonish in terms of professional approach of the candidate. It is therefore important to treat each CV individually, keeping in mind the post for which it was created.” adds representative of *Hudson*. The variety of opinion is often caused by the wide variety of profiles of clients of individual agencies. It is not surprising that Jaššová (*Manpower*) advocates a different opinion: ‘I think that **whatever the design, in the end it is always skill and experience** (project-based, volunteering or extracurricular) **that makes the final call.**”

“The advantage of a CV with a more interesting design than content is that even though the candidate does not necessarily meet the basic criteria, recruitment officer is more likely to look for other, more suitable work opportunities from his or her own initiative. For example, thanks to a creative design, the recruiter may realise that a particular candidate would be more suitable for a different, perhaps a junior position, or will remember him/her later when trying to fill another post.” points out Balážová.

- **Do you expect CVs of marketing graduates to be more creative than those of other candidates?**

Synergie representative Kotlářová corroborates: “Yes, we do expect that. Numbers of candidates for marketing posts are significantly higher than for any other posts. Creative approach is especially expected from fresh graduates as they usually do not have that much work experience. That means, they do not have much to differentiate themselves from others in terms of content. CV is the key element of their ‘marketing strategy’. On the other hand, one must be careful not to overdo it.”

“Definitely yes!” affirms Balážová (*Hudson*). “I believe it is absolutely necessary, it is common sense: **If I do not have sufficient experience and knowledge that could help me succeed, I have to be more creative.** Employers value talent, potential and effort of young people. It is therefore appropriate to submit own projects and products applicant has created during their studies along with the CV.” Jaššová (*Manpower*) also shares this opinion: “In selection process of a marketing candidate **we expect to see a list of posters, slogans, projects, PR articles, campaigns or websites the applicant worked on during their studies.**” “Everything counts, but there are two rules. First - less is sometimes more. Second - never lie on your CV.” summarises Balážová.

The answer to the question of **whether or not creativity is a welcomed or indispensable part of a CV of a marketing professional** is therefore straightforward. “If an applicant wants to be invited for an interview and does not yet possess required experiences, it is essential to reflect his/her creativity attitude on CV.”¹⁵

- **When choosing candidates for “creative” posts, would you favour a candidate with a more creative CV?**

If the CV reflects right degree of creativity and has all that it needs, I do not see a reason why such candidate would not be favoured. Simple fact that the candidate was creative and spent time and energy composing his or her CV demonstrates responsible approach and effort. That is why I would be inclined to get to know such candidate more personally during an interview or, alternatively, contacted him or her by phone.”¹⁶

Kotlářová agrees and supports her statement with an example: “A few years ago we were looking for a candidate for our team for a post of marketing specialist (part-time). In a period of 2 weeks we received more than 60 résumés. In terms of profile, the candidates were very

¹⁵ KOTLÁŘOVÁ, B.: Odpovede na otázky – životopis kandidátov v oblasti marketingu. Personal communication. 13-10-2013. E-mail: z.danechova@gmail.com

¹⁶ BALÁŽOVÁ, J.: CV marketéra. Personal communication. 9-10-2013. E-mail: z.danechova@gmail.com

similar - majority were recent marketing graduates. Clearly, invited for interview were those who submitted an interesting CV - whether in terms of work experience or creative form. However, I have to add that CV was not the only selection factor - candidates had to complete a practical assignment as well.”

Nevertheless, students should be careful about how they apply their creativity. “If a marketing student uses his/her creativity only in terms of CV design, I cannot say he/she would be automatically given preference. Students could sometimes concentrate a little bit more on alternative forms of channelling their creativity; for example, in a way they approach or contact a company, how they introduce themselves, persuade... Creative CV - if not overdone - is a pleasant completing element which helps to form an image of an applicant.¹⁷”

- **Would you consider a statement “Above all, be different!” to be true?**

“Speaking of *all* graduates, “*Be different!*” should be everybody’s motto - if one is able to offer something more than just an academic title - a CV should reflect it.’ claims Jaššová (*Manpower*). “**Nowadays, this motto became a rule.** Also, it does not solely apply to CVs designed for marketing posts. If a person does not work on his/her image via personal marketing, he/she will not be *seen* by others. Even if a person is a specialist - the best and brightest far and near - but does not know how to present it; he or she in point of fact is not a specialist.” elaborates Balážová.

Kotlářová presents a similar opinion: “Let’s say a recruitment officer receives 50 CVs and all of them are marketing graduates - the officer must base his/her decision on one thing or another. **It is impossible to invite everybody.**”

Lastly, we tried to find out how recruitment officers perceive standard structured CV formats. For this reason we inquired **whether or not recruiters consider the classic MS Word version to be obsolete.**

“In my opinion, a regular structured CV format will prevail to be rele-

¹⁷ JAŠŠOVÁ, A.: Dizajn životopisu absolventa marketingu. Personal communication. 11.10.2013. E-mail: z.danechova@gmail.com

vant to many posts for a long time. Even if the trend is shifting from Word to PDF format - which definitely comes across as more professional. However, even Word format can be creative, so I wouldn't condemn it." states Kotlárová (*Synergie*).¹⁸ "Classic CV format is certainly not obsolete. It is evident that new CV formats are emerging every day but in my opinion, there is nothing wrong with a basic Word format. Again, it's about attitude and how a candidate can make it work for him/herself."¹⁸

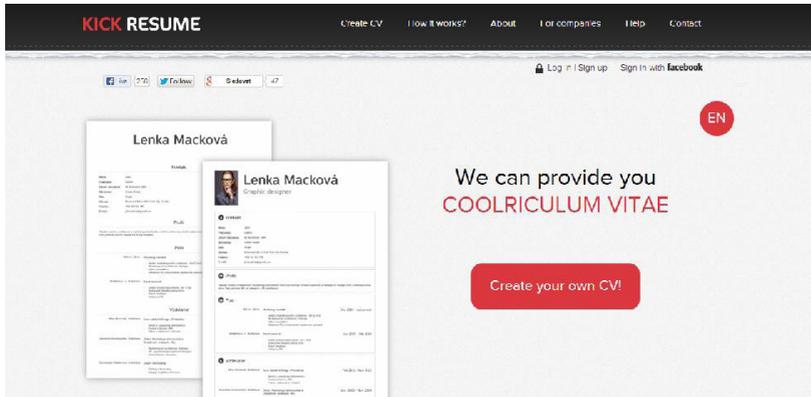
"For people in their twenties, sending something in a Word format is really falling out of use. PDF is the most common form. Otherwise, Word is still a common practice among professionals. Nonetheless, in terms of marketing industry, I presume a CV (whether in Word, PDF or other format) is not first but perhaps second or third factor influencing the selection process." sums up Jaššová (*Manpower*).

Practical tips

As evident from the interviews, creative attitude and design hold an important place in the CV of a marketing professional - in fact, *not only* marketing professionals. More and more young people of all backgrounds and professional aspirations who want to present their skills and knowledge differently, create various imaginative and resourceful CVs. As mentioned before, internet offers countless possibilities to find and download structured CV formats - on similar basis emerged innumerable portals offering *creative* CV formats. Any search engine can take one to a paid or free service advertising possibilities of creating more original CVs as, for example, advertised in slogan: "*We can provide you COOLRICULUM VITAE.*"¹⁹

¹⁸ BALÁŽOVÁ, J.: CV marketéra. Personal communication. 9-10-2013. E-mail: z.danechova@gmail.com

¹⁹ JAŠŠOVÁ, A.: Dizajn životopisu absolventa marketingu. Personal communication. 11.10.2013. E-mail: z.danechova@gmail.com



Picture 3: Website of the project: Kick Resume

Source: www.kickresume.com

Notwithstanding, as agreed all three of the interviewed recruitment officers, “too much” can sometimes harm you - especially if a marketing graduate does not have the interview directly with a director of marketing department of the company or with a person primarily concerned with design. If a recruitment agency is working as an intermediary and carries out interviews based on premeditated criteria, undue - overblown - creativity does not always have to be appreciated. As an example, please see pictures 3,4 and 5 which represent CVs that might “overshoot the mark” if not used solely in situations where a high degree of creativity is required.

LONG STORY SHORT

1962 1995 2002 2007 2011 2012

1962 Born in Cantonment, Okla. (I can't remember anything about that city)

1995 High School (I failed at math)

2002 University (I failed to be the first African American)

2007 Graduation, movie, and 10101.32 miles after a head-bonk (I passed my year own phone I passed to my brother)

2011 Graphic design (My dream has become true)

2012 I want to join your team

MY SKILLS

0 Job
0 Needs Based
0 Family School
0 Camping, Travel
0 Network
0 Fun Learning
0 Not Knowledge

Bar chart showing skill levels for ID, Ai, Ps, Pr, and Apple.

GET IN TOUCH!

046 659 2217

@johnforezdesign@gmail.com

IN TO THE WORLD 24/10/1980

1983 NURSERY
1986 ADULTUM
1986 NURSERY SCHOOL

2000 HIGH SCHOOL
1994 MIDDLE SCHOOL
1991 NURSERY SCHOOL

2001 WEB DESIGN SCHOOL
2001 FREELANCE
2003 WEB DESIGNER

2009 ART DIRECTOR
2005 WEB DESIGNER

CREATIVE DIRECTOR
DESIGN IS IN US

SKILLS

STUART MAYHEW
ASSOCIATE CREATIVE DIRECTOR

37 years old
SEATTLE
720 938 3955

9 MAIN APPLICATIONS
2,080

37% SKILLS

WEBDESIGN - ILLUSTRATION
MOBILE DESIGN - ICON DESIGN
MOTION DESIGN - CUSTOM TOYS

TOOLS: FIREWORKS, PHOTO SHOP, ILLUSTRATOR, AFTER EFFECTS, FLASH

EXPERIENCE: REYMANN AGENCY, CUBE X AGENCY, SHINING R A A

EDUCATION: PROFESSIONAL PARTICIPANT, COMMUNICATION VISUELLE

CONTACT @NERISSON.FR

My name is *Jim*

JIMMY RAHERIARISOA

ARTIDIRECTOR
GRAPHIC DESIGNER - BASED IN Strasbourg

SKILLS: WEBDESIGN - ILLUSTRATION, MOBILE DESIGN - ICON DESIGN, MOTION DESIGN - CUSTOM TOYS

TOOLS: FIREWORKS, PHOTO SHOP, ILLUSTRATOR, AFTER EFFECTS, FLASH

EXPERIENCE: REYMANN AGENCY, CUBE X AGENCY, SHINING R A A

EDUCATION: PROFESSIONAL PARTICIPANT, COMMUNICATION VISUELLE

CONTACT @NERISSON.FR

Pictures 3,4,5: Creative forms of CV

Source: <http://www.endy.sk/znacka/zivotopis/>

Conclusion

In conclusion, it is evident that design and creative approach are factors which can influence the ability of a marketing graduate to get an interview. Similarly, it is essential to devote appropriate time to composing one's CV because, in the end, a good or bad CV can have a life-changing effect. Balážová (*Hudson*) points out: "It is really necessary to find time to compose a good CV and make sure we know what is the aim of that CV. How do we want to be perceived? Do we want to be just one of many, do we want to attract attention to ourselves? What makes us different? If the candidate does not know the answers to these questions, recruitment officer will hardly be able to see them in their CV." Nowadays, one should not underestimate the importance of social networks as a part of one's identity. That is to say, "marketing graduates often present their skills through active use of social networks; and not only them - HR departments and recruitment agencies as well, which makes use of social networks an excellent way to establish contact with an employer."²⁰

²⁰ JAŠŠOVÁ, A.: Dizajn životopisu absolventa marketingu. Personal communication. 11.10.2013. E-mail: z.danechova@gmail.com

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DIGITAL IDENTITY CREATION AS THE BASIS FOR E-MARKETING CAMPAIGNS

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Abstract

Organizations competing in today's economic situation have to reflect the requirements and opportunities of the digital economy (called new economy, digital economy or digital age as well). Even in turbulent times there is no room for cutting marketing budgets, however we see the opportunity of changing the orientation of marketing managers towards the tools of electronic marketing. These are often more efficient and flexible while still offering the possibility to retain or even improve market positions. The aim of this article is, based on the analysis of the current global situation and trends, point out the opportunities that organizations have regarding the market possibilities, propose the categorization of available e-marketing tools and analyze the options for their implementation.

Key words:

Digital economy, Digital identity, E-marketing, Mobile marketing, Social media

Introduction

Nowadays organizations are facing many changes which cover the unpredictable changes in the economics conditions, changing user behavior and many technological innovations. Solík describes this situation as so called technological determinism. He describes this term with these characteristics:¹

- Changes in the society are determined by technologies.
- Technology determinists understand the birth of any technological breakthroughs as more or less unplanned product of scientific development.

¹ SOLÍK, M. Inovácie v oblasti mobilných technológií – riziká pre kognitívne procesy? In *Megatrendy a médiá 2013*. Trnava : Fakulta masmediálnej komunikácie UCM V Trnave, 2013, p. 261.

- Technology is considered having strong and direct impact on social life (mobile).

These changes appear so quickly that the company has to be flexible and innovative to retain its market positions. Despite these trends being perceived as threats by some companies, for most businesses they offer new possibilities and challenges². In this situation companies are able to find customers quickly, communicate with them instantly via electronic means and create products together. These are important changes which marketing managers have to acknowledge and actively develop their marketing programs to remain competitive. In this article we are focusing at providing evidence for established digital identity being the basis for marketing in today's environment. In addition we are introducing own classification of the e-marketing tools available and offer advices regarding their optimal implementation.

1 Challenges of Marketing in New Economy

European companies are operating on the common European market. This market has many characteristics of the global market and its development in recent decades enabled the companies to expand their activities and open new markets with less effort³. Čihovská characterizes the common European market as market, which enables the economic entities operating on that market, to benefit from unification of all conditions of access to the markets of the participating member states⁴. She further states, that countries of the European Union are currently at the stage of the most advanced form of economic integration, both in economic and monetary union. Organizations in this market should

² MIKUŠOVÁ, M. *The Creation of the Performance Measurement System - House Model*. In Management and Service Science Book Series: International Proceedings of Economics Development and Research. 2011, vol. 8, p. 48-52.

³ HORVÁTHOVÁ, P., DAVIDOVÁ, M.: *Application of Talent Management with the Use of Information and Communications Technology in the Czech Republic and Other Developing, Emerging and Transitions Economies*. In World Academy of Science, Engineering and Technology, 2011, vol. 80, p. 458-465.

⁴ ČIHOVSKÁ, V. et al.: *Marketingové prostredie jednotného európskeho trhu*. Bratislava : Vydavateľstvo EKONÓM, 2010, p. 15.

therefore focus on so-called European marketing. This marketing approach is inherently based on the foundations of international marketing and global marketing principles. European marketing (or euromarketing) then Čihovský defined as “a set of theoretical and practical principles of business activities in a specific internal market of the European Union”⁵. Global markets are being more and more saturated and characterized by intensive competitive battle. This is even more intensified through these factors⁶:

- Globalization of the economy and hence market globalization of many markets,
- Proclaimed support for labor mobility and
- Development and promotion of knowledge-based economy.

From a terminological point of view, the term new economy is widely accepted to describe current trends in the economic environment as well as the broader relationships. Francová and Oreský define new economy as the consistent application of scientific and technological revolution in all human activities. This applies for example to the following areas⁷:

- Use of information technology,
- Changes in the organization of business,
- Competitiveness,
- Constant innovation and adaptability,
- Changing market structures,
- State regulation,
- Education, and the like.

Implementation of marketing must respect the principles of behavior and managing marketing activities in the specific conditions of the economic environment. The current period can be described as turbulent. Kotler and Caslione formulated three biggest mistakes in

⁵ ČIHOVSKÁ, V., ČIHOVSKÝ, M. *Európsky marketing*. Bratislava : Sprint dva, 2011, p. 150.

⁶ KLUČKA, J. *Aplikácia marketingu na FŠ Žilinskej univerzity – vybrané otázky*. [online]. Available from: <http://fsi.uniza.sk/kkm/old/zamestnanci/klucka/aplikacia_marketingu.doc> [2013-10-11].

⁷ FRANCOVÁ, Z., ORESKÝ, M. *Vztáhový marketing: od teoretických východisk po uplatnenie v praxi*. Bratislava : Vydavateľstvo EKONÓM, 2009, p.182.

marketing, which are typically being repeated by many organizations:⁸

1. Efforts to attract new customers rather than securing the nature of the product – organizations should avoid negligent and untimely communication that will bring a wave of discontent among the loyal customers.⁹
2. Reducing costs of marketing – automatic reaction of most organizations in times of turbulence or economic downturn. If an organization reduces marketing costs, the competitors slowly obtain its market share.
3. The importance of information – information is available nonstop in today's world. Published report will be available to almost everyone, including customers. During the downturn in the market, especially when there is chaos and turbulence, customers and shareholders are aware if the company fails. Ignore this fact is dangerous, but much worse is not providing up to date information.

As we proved the decision to decrease the marketing budget is one of the three worst possible decisions. However we see the opportunity of changing the orientation of marketing managers towards the tools of electronic marketing. These are often more efficient and flexible while still offering the possibility to retain or even improve market positions. This is indirectly recognized by Kotler as well, who in his other publication introduced the term digital economics, which stands for the term new economy. Kotler analyzes so called four forces, forming the digital (or Internet) age. These can also be designated as boundaries within which to implement electronic marketing activities¹⁰:

1. Digitization and connectivity – a lot of equipment and systems worked with analogue information in the past. Today, phones, watches, musical recordings or almost any controls are fully digital and communicate with each other through standardized communication interfaces.
2. Explosion of Internet – penetration of the Internet in the last decade

⁸ KOTLER, P., CASLIONE, J. A.: *Manažment a marketing firiem v turbulentných časoch*. Bratislava : Eastone Books, 2010.

⁹ VILAMOVÁ, Š. et al. Selected specific aspects of marketing analyses and management in the conditions of metallurgy firms. In *Metal 2011: 20th anniversary international conference on metallurgy and materials*. 2011, p. 1281.

¹⁰ KOTLER, P. et al.: *Moderní marketing*. Praha : Grada, 2007.

has been continuously growing in both developing and developed economies, with growth amounted to hundreds of thousands of percent over the period of 2000 – 2012, depending on the region. Internet penetration is highest in North America – 78.6 %, Australia – 67.6 % and Europe – 63.2 %, the lowest in Africa – 15.6 %.¹¹

3. European Commission study showed that the growth of Internet penetration of 10 % causes the growth of the national economy by 1-1.5 %.¹²
4. New forms of businesses – the emergence of new Internet companies have forced companies to review the way markets operate. New hybrid companies, combining stores with Internet sales, are often more powerful than purely online businesses.
5. Customization and customerization - these are different terms which interrelate. In summary, organizations outsource the creation of marketing offer to their individual customers who are transforming from the role of passive consumers into active coworkers (so called marketing collaboration or collaborative marketing). In doing so, they have the ability to customize the final product so the products supply is changing from mass production to customization.

Further in this article we will provide our own view on the application of e-marketing tools and propose their own classification system.

2 E-marketing as the Approach for Maximizing the Marketing Efficiency

Based on existing definitions and the practical applications e-marketing is seen primarily as part of the communication activities of the company. This view is in some respects limiting and it is not always possible and appropriate to insist on such limiting categorization. Based on our study of relevant sources and experience from empirical

¹¹ INTERNET WORLD STATS. *Internet Usage Statistics*. [online]. Available from: <<http://www.internetworldstats.com/stats.htm>> [2012-11-25].

¹² SITA. *Vyššia penetrácia internetu podporuje hospodársky rast*. [online]. Available from: <<http://www.zive.sk/vyssia-penetracia-internetu-podporuje-hospodar-sky-rast/sc-4-a-303999/default.aspx>> [2012-12-10].

studies performed, we propose the following definition: E-marketing is a set of marketing tools, methods and techniques to be implemented using the electronic environment, electronic means of communication and the electronic presence of the target audience. We think it is necessary to point out a commonly used term online marketing, which is generally accepted as the synonym for the term e-marketing by both lay and professional public. Our view of the relationship between these two concepts is based on the perception of online marketing as part of the e-marketing, especially because the e-marketers use the entire electronic infrastructure within which not all used elements may possess the online nature. Nowadays, with the development of massive penetration and gradual migration of all systems (internal and external) to the online environment, including the intensification of the use of cloud-based applications in the corporate environment, the difference between the contents of these concepts is minimized. Other terms closely linked with the term e-marketing are digital marketing, marketing on the Internet or Internet Marketing. These terms, despite minority differences, we consider as synonymous to online marketing. Janouch looks on Internet marketing from the process perspective. This process, due to our opinion, is practically applicable to governing the complex activities of e-marketing. The process involves five steps:¹³

1. Decision – goals, objectives, responsibilities.
2. Allocation of resources – financial, human, technological, etc.
3. Implementation – environment (websites, blogs, forums, social networks etc.) and tools (advertising, sales promotion, public relations etc.)
4. Monitoring and measurement.
5. Analysis and improvement.

The implementation phase consists of two basic components - the environment and the tools. The amount and variability of e-marketing tools requires to establish new categorization. In terms of the type of media use, we can propose the categorization into the following groups:

¹³ JANOUCH, V.: *Internetový marketing - Prosaďte se na webu a sociálních sítích*. Brno : Computer Press, 2010.

- Banner and e-mail advertising,
- Marketing in search engines,
- Social media marketing and
- Mobile marketing.

The purpose of categorization is to group related instruments that share common characteristics in groups with as little mutual overlap. Given the nature of these instruments, however, the overlap cannot be eliminated completely. Therefore, for the purpose of this article we introduce our own classification, which is based on the nature of the activities undertaken. In this regard, we distinguish two basic groups:

1. Activities and marketing tools related to the preparation and electronic presence and
2. Activities and marketing tools, related to the acquisition of visitors and reaching target audiences through presentation tools and applications.

Proposed classification tools of e-marketing is supported by the three-step process in online marketing, which has been introduced by Levinson:¹⁴

1. Start a quality product or service.
2. Create an interesting website.
3. Distribute e-mails with hyperlinks to your site.

As we proved the absolute basics for the e-marketing campaigns is the product and the so called digital identity. Within the scope of this article we define digital identity as the combination of various forms of electronic presentation building together a unified system of electronic presence of an organization. From this perspective digital identity is created from:

- Electronic presence and
- Digital campaigns.

However in the strict sense digital identity and electronic presence can be regarded as synonymous terms. We will deal with the fundamentals of building the electronic presence as primary determinant of digital identity in the following chapter.

¹⁴ LEVINSON, J. C.: *Guerilla marketing: Nejúčinnější a finančně nenáročný marketing*. Brno : Computer Press, 2011.

3 Electronic Presence as the Basis for E-Marketing Campaigns

The basic prerequisite for the possibility to reach customer and in a broader sense the target audience on the Internet and mobile devices is the creation of the digital identity (and electronic presence in the strict sense). Electronic presence can be defined as a form of text, video or audio (and combinations thereof) presentation of the organization or the product, which is electronically processed and available to users via electronic distribution resource planning systems, most often using the Internet. At present, the organizations are facing the opportunity to use mainly the following forms:

- Organization's website,
- Product websites,
- Profiles on social networks,
- Native mobile applications,
- Other operating web portals and solutions (eg blogs, forums etc.).

A common feature of these presentations is that they are accessible via the Internet or even in offline mode (mobile application, after its previous download to mobile device). The preparation of these presentations requires a systematic approach and knowledge of the rules and recommendations of the best electronic presentation settlements. Ideally, if the organization is able to create a combination of several forms of presence in order to maximize the target effect and allow the potential customer of the products to easily access the information and give him the possibility to contact the company within few clicks. Having different forms of presence is a crucial prerequisite for the use of other instruments of e-marketing and guerilla marketing. As stated by Patalas, the basis of everything is that the customer is able to find you.¹⁵

Creating and Maintaining the Elementary Web Presence

The basis for all other activities in the electronic environment is the website. If the organization fails to deliver a well-made web site, the

¹⁵ PATALAS, T.: *Guerillový marketing - Jak s malým rozpočtem dosáhnout velkého úspěchu*. Praha : Grada Publishing, 2009.

other e-marketing activities cease to have effect, as many of them are directly or indirectly based on the organization's website. The users comes to the website usually to seek information that will help them meet their needs. As reported by Miklošik, when defining customer needs we should beware of so called marketing myopia. Customer usually does not come to the website with the need to purchase but with the need for additional information or moving to the next step in the process of purchasing decisions (Miklošik, 2008). Given the complexity of creation of effective web sites, we decided to summarize the key rules and recommendations in this area. It is not the ambition of this subchapter to comprehensively address the methodology of web hosting, maintenance, copywriting or related marketing activities. The three areas are:

- Design and usability – website shall be in accordance with the latest trends to look up simple, although the background is typically a complex system, which processes and distributes the information.
- Professional management – organizations often devote efforts to the project of a new website or its new version. After deployment and transfer to the following maintenance phase, however, the process lags behind the standards. There are several reasons for this situation. It is typically caused by loss of concentration, fragmentation of activities if the responsible personnel, unclear responsibilities or low expertise and skills. From the perspective of developing a quality web site it is essential that the website is continuously updated. It is necessary to monitor the quality of copywriting, optimize the newly published sites for search engines and other important issues.
- Creating product pages – if the product portfolio of the organization is broad, appropriate strategy should be the creation of product pages. They are consequently very useful in communication and marketing campaigns. Alternatively we recommend creating a third level domain, where specific content appears or the registration of special campaign domain names, which can host own content or be redirected to a specific sub-page on the main website of the organization.

These principles should be applied in the design and implementation of other web solutions such as product pages, blogs and various other web portal solutions. In general, the quantity and quality of content that the organization creates directly affects the interference with potential customers. To optimize the positive digital identity effects of the organization it is advisable to operate several solutions and actively create content on other web portals. In terms of content, it is important to mention another phenomenon of e-marketing, which is user-generated content – UGC). UGC comprises different types of posts, articles, audio and video inputs, which prepare and share the users of web solutions. It is necessary to enable the users and visitors to create their own content and to upload this properly into the structure of the website. Creation of such content has undeniable benefits, which may be mentioned as following:

- Rapidly increasing the amount of unique content that is appealing to the target audience of the web solution,
- Cost considerations – production of such content is much cheaper than creating content in-house,
- Impact on users – the authenticity of the content causes that it is perceived as highly relevant content, users often follow the recommendations of other visitors, their ideas and inspire by their experience (i.e. product reviews, experience with the use of product or service etc.).

Social Media in E-Marketing

Social networking or social media are the phenomenon of last several years. They can be defined as a virtual space for meetings, communications and other interactions of people who are related to one another through friendships or other forms of common characteristics, hobbies or self-realization. Thanks to the rapid concentration of users and their active usage social media represent great potential for organizations that want effectively hit the target group that is present on social networks. In relation to the rapid development of social media the concept of so called bottom wave has emerged. Charlene Li and Josh Bernoff, authors of the concept, define bottom wave as a new social phenomenon, which has enabled a shift in the prior

functioning of our world. Social networking sites allow customers to gain control over the products of organizations. By their means a huge number of people may virtually in a moment receive information from other consumers and also respond immediately to anything – and that both positive and negative. As they further note, a lot of companies considers this being a form of a new threat. It should, however, be perceived from another angle and used as an opportunity.¹⁶ Velšic defines social networking as a related group of people maintaining common communication by various means. In a narrow, modern and highly overriding perception a social network is a service on the Internet that allows registered members to create personal (or corporate) public or semi-public profiles, interact, share information, photos, videos, chat and perform other activities. Sometimes Internet discussion forums where users exchange views and knowledge on selected topics are considered as social networks as well.¹⁷ Boyd and Ellison point to social networking services that allow individuals:¹⁸

- Create public or semi-public profile within a closed system,
- Create a list of other users with whom they are connected,
- See and explore connections created by other users within the system.

Given the large number of projects and their diversification the following categorization of social networks in terms of their usage can be compiled:

- Information and communication – users are actively seeking and sharing information, they are often linked with organizations and companies which use them to actively communicate with customers,
- Career – oriented at professional growth of users, used to share professional experience, common presentation of projects, communication within the company and with external environment,
- Education – students are grouped within educational projects,

¹⁶ LI, C., BERNOFF, J. : *Spodná vlna*. Bratislava : Eastone Books, 2010.

¹⁷ VELŠIC, M.: *Sociálne siete na Slovensku*. [online]. Available from: <<http://www.scribd.com/doc/86332262/Socialne-siete-na-Slovensku>> [2013-10-01].

¹⁸ 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. 210-230.

institutions, linking students and teachers and provide space for the exchange of documents, information, experience, enable organization of training courses, presentations and the like,

- Interest – oriented at knowledge sharing and exchange of information on specific interests, presentation of results, organizing meetings etc.

In terms of targeting, profiling and means of access to social networking service we distinguish these categories:¹⁹

- Profile-oriented – they are organized around a user profile, such as Facebook or MySpace,
- Content-focused – user profile has a secondary role and the focus is on content – Flickr photo sharing, video sharing on YouTube or Last.fm for music sharing,
- Virtual – based on online virtual environment (virtual world) where the individual is represented by his avatar, such as Second Life or World of Warcraft,
- Microblogging – they allow users to publish short messages, such as Twitter or Jaiku,
- White-label networks – they allow users to create their own version, a mini community, i.e. PeopleAggregator or Ning.

Native Mobile Applications

With the development of smart phone technologies mobile devices became available to masses and increased the penetration rapidly. Users are changing the way they access the Internet, social media and applications and they perform many search requests from smart phone or tablet. Mobile marketing, or m-marketing, can be defined as all marketing activities, which are oriented to the active use of mobile devices (usually smartphones and tablets). Prerequisites of the intensive use of mobile marketing tools can be summarized as following:

- High penetration of mobile devices,
- High percentage of smart phones,
- Active use of the Internet (data services) and

¹⁹ DIGIZEN: *Young People and Social Networking Services*. [online]. Available from: <<http://www.digizen.org/socialnetworking/sn.aspx>> [2013-10-01].

- Technical skills and exploit opportunities such as camera phones, GPS, software and accessories to your phone.

We are sure that using the potential of mobile marketing is crucial in today's e-marketing. To use this opportunity there are two important things to know:

1. Which devices are using my potential customers and
2. How do I make the application for these devices.

We will deal with these issues in the following part of the article. There are several operating systems which are relevant on the market and several important mobile devices manufacturers. In 2Q2013 the share of mobile operating systems on the U.S. market was as following: 52% Android, 40% iOS, 3% BlackBerry, 2% Windows Phone and 2% others.²⁰ The two market leaders got stronger at the expense of Blackberry, which lost its positions. We think that from these 4 operating systems, Windows Phone has the biggest potential to increase its market share due to the introduction of Windows 8 and Windows RT.

Despite Apple being the operating systems market follower, from the point of view of manufacturers of the devices, Apple is the clear market leader (chart 1).

²⁰ NIELSEN. *Who's winning the U.S. smartphone market*. [online]. Available from: <<http://www.nielsen.com/us/en/newswire/2013/whos-winning-the-u-s-smartphone-market-.html>> [2013-10-07].

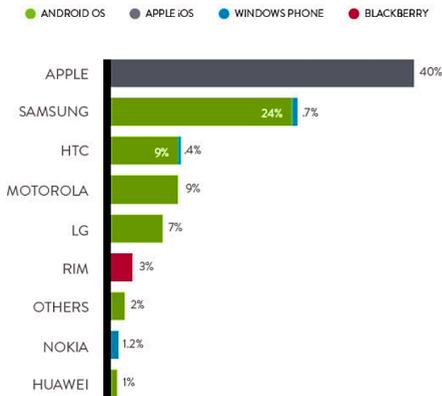


Chart 1 Shares of mobile manufacturers 2Q2013

Source: NIELSEN. 2013. *Who's winning the U.S. smartphone market. [2013-10-07]. Available from: <<http://www.nielsen.com/us/en/newswire/2013/whos-winning-the-u-s-smartphone-market-.html>>.*

When making the decision of which platform to choose first, it is good to know these facts:

- Apple users are much more active when using their devices (browsing the Internet, downloading and using applications),
- Android user group is more heterogeneous compared to Apple,
- Despite Windows platform having low penetration, if you want to be innovative, think of making application for it,
- Tablets are increasing their penetration massively and according to forecasts they will be growing at least until 2015.

Quality mobile marketing should respects the so called MAGIC, PAIR and 5M:²¹

- MAGIC: Mobile, Anytime, Global, Integrated and Customized,
- PAIR: Personal, Available, Immediate and Real time and
- 5M: Movement, Moment, Me, Money, Machines.

We can recommend two different ways of how to present your own mobile application:

- Custom application development, typically with capacities

²¹ MSOLUTIONS. *Mobilný marketing*. [online]. Available from: <<http://www.msolutions.sk/mmarketing.htm>> [2012-06-20].

of specialized IT companies,

- Use of existing platforms, where the application is compiled without programming.

When developing custom applications organization must be aware of the complexity of the process, which is similar to the development of any other IT solutions. Interesting possibility of getting to own mobile application is to use the tools available to market, which create and compile the application. These are tools or publishing platform, which allow the insertion of static content to create interactive layers, and then export it to the resulting application. Such solutions usually cover the entire publishing process and can represent an optimal and cost-effective way to shorten the development cycle. Regardless of which option the organization selects, it is desirable that it comes to the mobile market with its own applications which are a very important part of the organization's digital identity.

Conclusion

The topic of creating digital identity is relatively complex and in our contribution we did not aim at providing complete list of tools and recommendations regarding their application. What we wanted to show is the importance of the existence of digital identity and provide basic framework for its creation. Applying the "static" digital identity is the first important step. However it has to be followed by the second step. This will include the realization of e-marketing campaigns, based on buzz marketing, inbound marketing etc. These activities include i.e. call to action schemes, search engine marketing, lead nurturing, e-mail marketing, lead intelligence and application of various analytical and monitoring tools. Those are in any case out of scope of this article.

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ON GLOBAL TRENDS IN MARKETING ADVERTISING – FROM BILLBOARDS TO DIGITAL MEDIA

Marek Prymon

Abstract

It is commonly believed that marketing communication inevitably goes towards modern media. There are some reasons for optimism here: ideas like real time marketing (RTM) or successes with „instant” introduction of brands in the market, using social portals. However there is a reason to doubt about one way direction of the development of communication, since each of advertising tools represents both advantages and disadvantages. Also at global level all kinds of differences between countries and societies makes globalisation of communication a very complicated and complex process. The purpose of the paper is an attempt to find some general trends in the use of advertising media at global level and to identify factors explaining the observed trends. Analysis of trends is based on statistical data, both global and regional. As a result of studies, some conclusions concerned with the future of new media, especially on-line advertising as confronted with traditional media, are presented.

Key words:

Billboards. Creative constrains. CPM. Marketing communication. On-line-media. Print advertising.

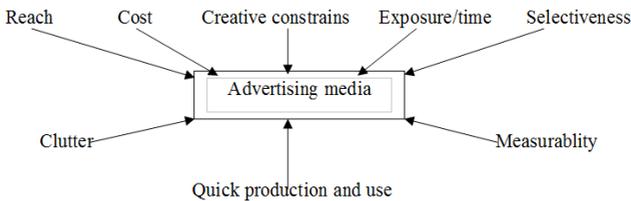
1 Factors influencing the use of communicational tools

Text. Evaluation of trends in worldly communication requires the use of concepts about how to interpret growing popularity of some media, and declining popularity of others. Because communication tools are employed to serve practical needs, interpretation of trends should be based on practical characteristics of particular media.

An assumption in diagnosing the trends is that, in general, what is becoming popular communication tool (in long range at least) is also useful one. No doubt that there is some simplification here. The use of communication tools can not be free of the effects of sheep run or

some fashions.

There is a some commonly accepted knowledge about criteria for evaluation of advertising media. There could be six groups of criteria. The first group contains general criteria used to select media: the reach, costs (like CPM), and frequency¹. Other popular criteria are: creative constraints, quick production and use². Also frequently used criteria are the length of time of exposition and selectiveness³. The pressure towards media effectiveness lead to using measurability as a criterion. Originally, measurability was concerned with advertising goals as one SMART elements. Objectives should be: specific,measurable,actionable, realistic and time specific⁴. Less frequently used is criterion of clutter (of ads in a medium). Bovee and Arens wrote that 25% of TV broadcasting is nonprogramming material, what is real weakness of media. Yeshin indicates clutter as potential disadvantage of all basic media⁵.



Picture 1: General criteria of evaluation of advertising media

Source: Based on BOVEE and ARENS 1985, COHEN, 1988, BRANNAN, 1998, FILL, 2002, NYLEN, 1985, SMITH and TAYLOR, 2002 and YESHIN, 1998.

¹ FILL,C.: *Marketing Communications.Context,Strategies and Applications*, Harlow : Prentice Hall, 2002, p. 643.

² See NYLEN, D.W.: *Advertising : Planning, Implementation and Control*. Cincinnati : South Western Publishing, 1975, p. 262, LANCASTER,G, MASSINGHAM, I.: *Essentials of Marketing*, Maidenhead : McGraw Hill, 1985, p. 285, BOVEE,C.L., ARENS, W. L.: *Contemporary Marketing*, Homewood : Irwin, 1986, p. 380.

³ WRZOSEK, W. Et al.: *Marketing*. Warszawa : PWE, 1996, p. 477.

⁴ SMITH, P. R.,TAYLOR J.: *Marketing Communication. An Integrated Approach*, London : Kogan Page, 2002, p. 303.

⁵ YESHIN,T.: *Integrated Marketing Communication. The Holistic Approach*. Oxford : Butterworth-Heinemann, 1998, p. 119-143.

Other less frequently used is „as a criterion is level of credibility. This can be important criterion since as it is believed, people generally, view advertising with healthy scepticism⁶.

In the light of the criteria listed at picture 1, one can say that no of media is really better than other. For instance, taking into account the time of exposure, „little” specialty advertising can be better than in many ways perfect TV advertising.

The second group of criteria would be „ internal” criteria, typical of particular media .This criterion is partly concerned with the above creativity constrains: demonstration ,elegance, features, excitement, beauty, imagination, one-to-one, humor, tradition, snob appeal, intimacy, impact, information⁷.

The third group of criteria contains theoretical models concerned with consumer behavior and communicational processes, including models of consumers’ reaction on advertising (for instance, model AIDA or Hierarchy of effects models, models of communication process).

The fourth group contains marketing strategy related criteria, including market segmentation and product characteristics .

The fifth group contains local infrastructure and facilities concerned with the use of media given market (for instance an access to internet, local laws etc.). This criteria are of utmost importance in international marketing.

The last group is concerned with various aspects of local culture (for instance life styles).

⁶ BRANNAN, T.: *A Practical Guide to Integrated Marketing Communication.Planning and Developing Strategy*, London : Kogan Page, 1998, p. 47.

⁷ COHEN, D.: *Advertising*, Boston : Scott Foresman and Co,1988, p. 360.

2 Changes of the global structure of advertising media

Table 1 Global changes in structure of advertising spending 2000-2011, share in %

Media	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TV	35,4	36,0	37,6	37,7	38,4	37,8	37,5	37,2	37,7	39,0	40,2	39,2
Print	46,5	45,9	44,4	43,6	42,2	41,3	39,6	37,6	35,0	32,0	31,3	29,7
Radio	9,3	9,2	9,2	9,2	9,0	8,8	8,3	8,1	7,7	7,4	7,2	7,1
Out-of home	5,5	5,8	5,8	5,9	5,9	5,9	6,0	6,3	6,3	6,2	6,7	7,2
On-line	3,1	3,1	2,9	3,2	4,5	6,2	8,6	10,8	13,1	15,4	15,6	16,1
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Source Calculated on the basis: Magnaglobal 2011, Forecast [online]. Available from: <<http://www.ifra.net./magnaglobal-advertising-forecast-2011>> [14.12.2010], and On-line advertising spending 2011. [online]. Available from: <<http://www.emarketer.com>> [20.09.2013].

What is the most distinct observation concerned with changes at the table 1 is, no doubt, growing popularity of internet as a medium. However, what is more interesting is growing importance of all remaining media, except for print media. What is still visible is the leading role of TV. Data show the strongest position of TV ads in total advertising spending (share of 39,2 %). Next comes, as still strong, print advertising (29,7%), as a medium that is getting stronger is on-line advertising (16,1%) and of of minor role are out-of-home and radio (7,2 % and 7,1 % respectively). Time period used in the research is not too long, however in the light of technological changes it is not necessary to explore old times. However, it is interesting to observe that the structure of spending even in long time period covers some continuum (see table 2)

Table 2 Global changes in the structure of advertising spending 1970-1985, shares in %

Media	1970	1975	1980	1985
Print	44,7	44,5	43,6	41,1
TV	25,2	24,5	27,4	27,9
Radio	9,1	9,2	9,1	8,8
Out door	1,6	1,6	1,4	1,3
Direct mail	19,4	19,2	18,3	20,9

Source: Calculated on the base: DDB Needham, *Worldwide Media Trends, 1987*, In PRIDE, W. M., FERREL, ,O. C.: *Marketing. Concepts and Strategies*. Boston : Houghton Mufflin, 1991, p. 474.

The role of radio had some forty years ago, pretty much the same role as in recent years (the share between 9,3 and 8,8, %), print was the strongest medium of all (share between 44,7 and 41,1 %0), TV was still before the time of expansion (share of 27,9 %). What was remarkable however was important role of direct mail. Shares of direct mail ranged between 19,3 % and 20,9 %, what may suggest that it was internet (especially e-mails) that today substitutes direct mail. Looking at characteristics of both direct mail and internet, including e-mails, one can find similarities between two media, like: reach, selectiveness, quick production and use. In a paper global trends in advertising are identified on the bases of long term changes of roles of the media. An analysis of shares of particular media (in total advertising spendings) is commented changes using the general advertising evaluation criteria included in first chapter.

2.1 Trend I - Continued dominance of TV advertising

Strong position of TV media necessitates the question: what is the power of TV? Even if they predict that in a few years (after 2017) internet will be as popular as TV as medium, the question about the advantage of TV remains. In the period 2000-2012 the share of TV rose from 32,0 to 39,2%, so the change is 122,5 %. In part, the change is due to growing popularity of TV in emerging economies. In India, in 2001 less than one third of households had TV set. Today it is near half⁸. However, also in the richest countries the position of TV is dominant and is getting stronger. An average American watched 280 minutes of TV each day in 2009, which is three minutes a day more than year before⁹. Kervin stresses as big advantage of TV is transmitting some events- football matches, soap operas and programs like „Idol”. Such programmes attract huge audiences so they offer big reach. Hypothetical explanation for dominance of TV in media is on the one side infrastructure, the very huge usage rate of TV in households and on the other, what is more important, good context for presentation of ads on TV.

⁸ KERVIN, A.K.: *10 Trends That Are Shaping Global Media*, Advertising Age, December 6, 2010.

⁹ Ibidem

Also what is remarkable, is that it is especially paid TV, that gains popularity as a medium. In the period 2000-2009 the growth rate was 222,3 % , and as for broadcast TV it was only 108,8 %. This should advocate the conclusion that good context (attractive programs) is an advantage of TV advertising.

2.2 Trend II - Dynamic growth of on-line media

The growth of on-line advertising is really fascinating. In the period 2000 –2012 the rate of growth of internet advertising was 580,6 %. Potential of internet in global markets is concerned with still low level of accessibility of internet not only in the third world. However in matured countries with „old” tradition of the use of internet and big rate of the use of internet, like in the USA, the role of TV remains strong. Furthermore in USA where accessibility of internet is high, the use of on-line advertising is not higher than global average. In 2011 the share of on-line advertising in USA was 15,4 %.

What is interesting, however, are some tendencies within the framework of the medium. As indicates e-Marketer, in the structure of on-line advertising spending in USA in 2011 dominant role played „Search”¹⁰. Its share amounted to 47,2 % and the next position belonged to „Display” – 38%. Minor role played: „Classified 8 %, and „Lead generation” 5 %. For mobile ads and e-mails the share was less than 1,0 %¹¹. The leading role of „Search” is a result of both selectiveness of medium and creativity potential. Minor role of mobile ads is probably the result of the lowest creativity potential.

What is the strength of most on-line advertising is quick production and use. D. Ohrt proposes that launching new brand, using Facebook, Twitter and You Tube may require, as short time as 24 hours, as opposite to six months required traditionally¹². No doubt, it is exaggeration since the very speed is not the only criterion, anyway it illustrates advantages of new media.

¹⁰ *On-line advertising spending 2011*. [online]. Available from: <<http://www.emarketer.com/Article/US-Online-Advertising-Spending-Surpass-Print>> [20.09.2013].

¹¹ Ibidem

¹² OHRT, D.: *Can You Launch a Brand in 24 Hours?*, Advertising Age, October 11, 2013.

Comparing both „Search” and „Mobile” one can conclude that the two media represent some similar disadvantages. They require receiver’s introductory interest in an offer. John Fanning asked the question: who is going to explore the web to find about the frozen peas?¹³ It is difficult to attract attention of consumers who are indifferent.

Probably the greatest attention is turned today to social media ads. So far, their role is not impressive. Zenith Optimedia calculates that paid for ads, appearing in social media accounted in 2011 for only 14,4 % of global on-line display ads¹⁴.

There are some constrains upon the potential of social media. IPSOS made in 2013 research on the importance of social media for people at the age 18-64 in 24 countries, and indicates that only 32 % people in the USA confessed that those media are important to them¹⁵. Much more acceptance for social media was gained in less developed countries: in Turkey 64 %, Brazil 63 %, Indonesia 62 %. In France that share was only 17 % and in Japan 24 %.

If transmission of information on products and brands is vital for advertisers, it occurs, that only 18 % American confessed that they forwarded the link concerned article about any product or brands to other people. For Japan it was only 2 %.

Much more influential upon internet users’ attitudes are contests sponsored by companies. As much as 44 % of Americans entered such contest, as compared with 54 % Canadians, and only 6 % of Japanese¹⁶.

In the case of on-line advertising there appears new advertising evaluation criterion, it is interactiveness. Before era of internet, interactiveness and elasticity were advantages of personal selling . Now, good use of on-line advertising allows to substitute personal selling. Of all universal criteria, on-line advertising can offer also

¹³ SMITH, P. R., TAYLOR, J.: *Marketing Communication. An Integrated Approach*, London : Kogan Page, 2002, p. 299.

¹⁴ Zenith Optimedia 2011. [online]. Available from: <[http:// www.marketing proofs.com](http://www.marketingproofs.com)> [15.10.2013].

¹⁵ *IPSOS Open Thinking Exchange, 2013: 1 in 10 Online Americans Recently Share A Brand’s Video*. [online]. Available from: <<http://www.marketingcharts.com/wp/interacative/>> [12.11.2013].

¹⁶ *Ibidem*

unique value - measurability.

Future potential for on-line is to the high extent concerned with in, so far, low accessibility of internet in BRICS countries. In India in 2012, penetration rate of internet is 11,4 % of population and in South Africa 17,4%. In China and Russia the medium is more popular, but accessibility of internet is so far lower that 50 %. In some less developed countries internet is not still popular, but it is celular phones that are intensively used¹⁷. For instance, in China, only 36 % of people have an access to internet, but as many as 93 % of them (excluding small children) have mobile phones. In Brazil the rate is 84 % have mobile phones and for Russia 88 %¹⁸. It gives some rise to mobile advertising.

On-line advertising subjects to some specific problems concerned with competitors and unfriendly „stakeholders”. Fill listed following potential forms of cyberattacks: cyber squatting, anticorporate sites, distributed denial of service, firewall attacks, IP and Web spoofing, direct/indirect site attacks, misuse of e-mails and password captures¹⁹. Comparisons of trends concerned with TV and on-line media may provoke conclusion that future belongs to the latter. In the light of dynamic growth of on-line media, which is reflected in exponential function, there are predicitions that internet in a few years will reach to position of TV media. However today’s position of TV in the USA, despite huge popularity of internet, may indicate that when in BRIC and other countries internet will reach American level, the general speed of the growth of on-line media will be hampered. No doubt that big uncertainty may bring new technologies which will eliminate clear demarkation between TV and internet. Also steady innovation concerned with netbooks, e-readers, tablets and related products will drive the growth of internet use²⁰.

¹⁷ *Internet Usage Statistics, Internet World Stats 2012*. [online]. Available from: <<http://techbeat.com>> [12.11.2013].

¹⁸ *Cell Phone Usage, PEW Research Centre, 2012*. [online]. Available from: <<http://journalistresources.org./studies/society/internet>> [16.07.2012].

¹⁹ FILL, C.: *Marketing Communications. Context, Strategies and Applications*, Harlow : Prentice Hall, 2002, p. 643.

²⁰ KERVIN, A.K.: *10 Trends That Are Shaping Global Media*. Advertising Age, December 6, 2010.

What is the source of problems for TV, in the light of competition from the side of internet, is that TV loses its unique specific „exclusive“ advantages of TV (colour, move and so on). One of remaining advantage of TV can be impact. Impact is probably accomplished with some level of credibility, as far as TV is, to some extent, „an official“ medium. Bovee and Arens call this characteristic-believability²¹. It is also life styles of consumers that help TV advertising to continue its position.

Finally, it should be added that one of solutions to save broadcasting stations, is developing new forms of cooperation with digital media. For instance BBC is going to produce special „BBCtranding“ to be distributed between 4.8 million Twitter followers of BBC International, containing trending news- after a brief presentation from the sponsor²².

2.3 Trend III - Decline of the role of print media

Very visible tendency is decline in the use of print media. In the period in the period 2000-2012, share of print media declined from 59,5 % to 27 %. In part the decline was due to declining circulation of newspapers. eMarketer evaluates that in the period 2008-2012 circulation of newspaper dropped in North America 13 %, in Western Europe 24,8 %, in Eastern Europe 27,4 %. In other region there is some increase: in the Middle East and Africa 10,8 %, in Asia 9,8 %, in Latin America 9,1 % and in Australia 1%²³. In general, however, the decline in print advertising goes much faster than decline in circulation. This decline has taken place everywhere except for Latin America, where print media revenues increased by 37,6 % in the period 2008-2013. It is logical that decline of print media is in part due to growth in on-line advertising. What can contribute to the declining role of newspapers is also that CPM (costs per thousands average impressions) is in

²¹ BOVEE, C. L., ARENS, W. L.: *Contemporary Advertising*. Homewood : Irwin, 1986, p. 382.

²² *BBC Global News, Latest Twitter Partner Starts Series of Original In-Tweet Reports*. Advertising Age, October 23, 2013.

²³ *Worldwide Ad Growth Buoyed by Digital and Mobile Adoption*. [online]. Available from: <<http://www.emarketer.com/Article/Worldwide-Ad-Growth-Buoyed-by-Digital-mobile-Adoption/1010244>> [12.10.2013].

newspapers five times more expensive than on-line displays²⁴.

Despite the decline, print media are still number two media. So it is interesting what is the advantage of print media now.

Comparison between advertising in newspapers and magazines shows different potential of two media. One of the advantages of newspapers is that they will serve local campaigns by retailers. It should be noted that the medium offers some level of measurability (inserts with coupons). Also, what matters, is probably quick use of the medium.

Magazines traditionally offered both brand engagement and better selectiveness than newspapers. However with respect to selectiveness, magazines are more directly exposed to rivalry from internet advertising.

Some advantage of ads in magazine could be good context. Advertisers claim that „readers often treat magazines’ print like content already”²⁵. Also what makes magazines different from TV ads is longer time of exposure or longevity.

As was mentioned, for both media the biggest rivalry comes from digital media. Even if the very content of newspapers is valued by readers, there is a kind of cannibalization from the side of subscription of texts by tablet owners. The Hearst’s company in the USA has now about 1 mln subscribers²⁶.

Also what can be supportive for print media, especially for newspapers is just life style and since then the reach of print media. People still are reading. Research conducted in 2013 by World Association of Newspapers and News Publishers shows that more than half of world’s adults read a daily newspaper, 2,5 mld people is doing so in the print and 0,6 mld in digital²⁷.

²⁴ *Magnaglobal advertising forecast*. [online]. Available from: <<http://www.neoadvertising.com/ch/wp-content/uploads/2011/06/2011-MAGANGLOBAL-Advertising-Forecast-Abbreviated.pdf>> [12.10.2013].

²⁵ *Publishers Confront Digital at Conference Magazines Are the Original Native Ads*. Advertising Age, October 24, 2013.

²⁶ *Ibidem*

²⁷ *Worldwide Ad Growth Buyed by Digital and Mobile Adoption*. [online]. Available from: <<http://www.emarketer.com/Article/Worldwide-Ad-Growth-Buyed-by-Digital-mobile-Adoption/1010244>> [12.10.2013].

2.4 Trend IV - Growth of out - of - home advertising

This group contains mostly cinema and billboards, but in broader sense it includes variety of tools like signages, ambient media etc. In the period 2000-2011 share of out- of -home advertising rose at the rate 130,9 %.

Even if the role of out-of-home media still is low, mounting only to 7,2 % of total media, it would not be justifiable to disregard this media. Cinema advertising subjects to slow growth but the growth in the second group (billboards) is impressive. It is digital out-of home advertising that subjected to tremendous growth in the period 2004-2012 as much as 600 % , the growth rate similar to this of on-line advertising.

What is advantage of digital billboards is that are they can capture the attention. The general problems however are just measurability of effects of billboards and the lack of selectiveness.

Taking into account current role of out of home ads and the role of internet advertising, it looks as if there was low competition between the media. In fact future role of out-of home may highly depend on life styles. Both TV and internet are influential tools as long as people prefer to stay at home. Change of life styles may pave the way to the different media that operate outside, including digital billboards.

2.5 Trend V - Minor role of radio ads

If the decline of shares of print ads is commonly observed, it is also radio that started to lose its position. In 2011 share of radio was only 76,3 % of its share in 2000. The decline is probably concerned with high creativity constraints of radio advertising as compared with TV or internet.

Magnaglobal indicates that in the past what was advantage of radio was offering free access to variety of music. Today, however, it is much easier for people to possess own „stocks” of music²⁸. Some external factors could be favourable for radio. First of all good reach, quick use ,and also infrastructure (accessability all over the world) are advantages of radio as a medium. What now what also would advocate

²⁸ *Magnaglobal 2011. Forecast.* [online]. Available from: <<http://www.ifra.net/magnaglobal-advertising-forecast-2011>> [14.12.2010].

some role of radio is some behavioral segmentation. It is opportunity to reach people in the move ,and in situations were visual media cannot turn attention,or when people simply do not want to see anything. So favorable factor for the growth of radio advertising is growing number of people who spend their time when driving cars. What was advantage of car radios was an access to information programs for drivers. Magnaglobal indicates, however, that in an addition to the fact that radio music is not necessarily the main source of music, also traffic informations are accessible using GPS based services²⁹.The reason for the radio ads to exist is also low cost, as compared with cost of TV ads. Magnablodal evalutes that radio ads are five time less expensive than TV ads in terms of CPM ³⁰.

3 Old and new advertising evaluation criteria

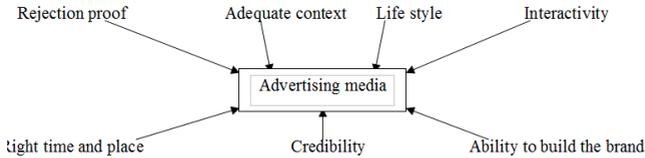
The evolution of media has created the need to enlarge the list of criteria to diagnose and select tools of advertsing (see picture 2) It seems that those new criteria would involve the so called „rejection proof“. Since the stream of ads is getting more and more intense, there are reasons for people to reject them. Advertising inserts or part of newspapers containing classified adds, can be totally ignored by readers. Ads on video movies used to be passed forward, e-mails subject to antispam programs. As a result ,any planning of ads should be evaluated with the respect of rejection proof.

The next criterion is „adequate context“. Product placement is frequently used because it provides good context.

Third criterion is media’s accordance with life style. Changing life styles and especially what people do, create right space for the use adequate advertising. Fourth criterion is interactivity. Historically taking, the whole advertising was not interactive. It was more personal selling and some kinds of sales promotion that delivered interactions between company and customers. Today it is becoming the stronghold of new media that they provide multi directions of communication.

²⁹ Ibidem

³⁰ Ibidem



Picture 2: Modern criteria for advertising evaluation

Source: Author's own proposal

Fifth criterion is direct measurability. The requirement of measurability used to be one of the principles for good advertising. However the measure was concerned primarily with measuring advertising goals. Nowadays it is possible to ask for direct measure of final advertising effects.

The sixth criterion is providing adequate time and place. Since consumers do have their expectations concerned with informations covered by ads, it is extremely important to offer information where and when it is expected. Rivalry of many ads and scepticism about the truth in advertising should turn attention to the eighth criterion - credibility.

The last criterion is ability of building the brand. Building the brand used „always“ to be one of advertising functions, however, nowadays the flow of ads that can reach customers, provokes the question: if media provide capability to build successful brands or they are capable of only reaching consumers.

Conclusion

The process of globalisation should not lead to unification of media. Specific characteristics of media will secure the role of different advertising tools. Regional differences in the world will require differentiation of advertising. Saturation of markets with particular media gives the rise to never ending evolution of advertising. Development of media creates the need for better evaluation and selection of media. This evaluation requires revision of the traditional criteria and adding some new ones.

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How to be in business in a way that wider range of people benefit from production results? This is the question as old as business itself. At present, more and more companies acquire the principles of corporate responsibility concept. Demand for the evidence of such enterprises grows proportionally with it. These questions are asked by the customers, employees, government, communities and stakeholders as well. The section called „CSR Identity“ creates the space for presentation of scientific-research activities results in the area of corporate responsibility - concept that helps to integrate some environmental, social and ethical criteria into management decisions. It will try to find the answers to some important questions, specifically, how can the principles of this concept be implemented not only by large multinational companies, but by small and medium-sized enterprises and thus facilitate the sustainable development of society. There is majority of these companies in Slovakia. The section will deal with the topic of effective communication of individual activities CSR and CSR reporting.





CSR APPLICATION IN ONLINE BANKING

Václav Kupec

Abstract

Current trends of the economic cycle significantly transform dogmatic behaviour of economic subjects. This also concerns the banking sector that essentially forms the macro and microenvironment of all participants. Traditional approaches to selected clients withal stops to be sufficient both with regard to their demands and in relation to competitive pressures. The combination of these apparently negative factors simultaneously also allows to use the innovative banking options. It is possible to eliminate the significant effects of the economic downturn on individual customers by application of social responsibility of financial corporations. The aim of this study is therefore to design a process that online analyzes the internal information of client operations for managing of CSR consulting activities in the banking sector. This work is not only approached by studying recent theories, but also by analytical monitoring of banking turnovers of selected clients. A proposal of a theoretical approach is therefore to be considered among the results. A one which will allows the financial institutions to direct assets and liabilities of risk clients. The inclusion of the mentioned social activities into daily activities can also be labelled as the implementation of socially responsible behaviour in bank strategies.

Key words:

Banking. Consultancy. CSR. Monitoring. Online.

Introduction

Current situation of the economic cycle puts high demands on suppliers¹ and consumers of goods or services. It is not different in the banking sector, where conflicts of supply and demand happen permanently and

¹ There is presently high burden on the business sector in the Czech Republic that is caused by mandatory spending. This fact is for example mentioned by Chlubna (CHLUBNA, V.: Ekonomicko-motivační aspekty v rámci zákonného úrazového pojištění zaměstnanců. In: *Trendy a inovatívne prístupů v podnikových procesoch*. Košice : TU, 2012, p. 1.).

very aggressively with regard to the fact that this is a trade in a capital - that is one of the factors of production. Set conditions like this force financial institutions to use a methods known as hard sell sales, without being concerned about the true nature of the client's needs. This is determined by the time of implementation, when short-term goals and profits are favoured instead of long-term strategies and yields. But turbulent times in all their dimensions also impact the clients of banks, when some of them can get into personal financial problems. Interest of the banks should thus be support of long-term financial solvency of clients instead of their short-term trading extraction. So that positive or responsible managed the client portfolio balance should be the primary aim of monetary organizations. There is a possibility to utilize the approach called corporate social responsibility.

Literature review

According to Kunz - Srp the definition of CSR (Corporate Social Responsibility) is terminologically complicated with regard to the diverse conception and voluntary implementation of CSR activities.² These activities should therefore be examined from the selected perspectives of individual fields where CSR theories are applied, whereas the mentioned aspects may also contribute to narrower literature recherche of the analyzed conception. The basic definition of CSR published by the EU in the Green Paper of 2001 can be used in domestic context: “*Corporate social responsibility (hereinafter CSR) is a voluntary integration of social and environmental viewpoints into everyday business operations and interactions with business stakeholders.*”³

Further quoted social area is primary under examination because of need for this paper. Their theoretical analyses are extended by Hopkins' opinions, which incorporate the economic subset in the social set of

² PAVLÍK, M., BĚLČÍK, M. a kol.: *Společenská odpovědnost organizace*. Praha : Grada Publishing, 2010, p. 18.

³ Ibidem, p. 19.

CSR.⁴ From the territorial anchorage through sector definition we can now precede to the presentation of the CSR opinions in a particular discipline, which is banking. As Collardi indicates, companies (in the analyzed case: the banks) must conduct all its activities, including the CSR activities.⁵ In addition, the author in detail adverts to the differences of bank CSR: “*One of the most reputable qualities of private banks is discretion, so that CSR activities should remain hidden.*”⁶ Corporate social responsibility of banks then contains the traditional elements of CSR, but its application requires a specific approach.

In literature analysis, it is possible to mention additional Svoboda’s ideas. He draws attention to the potential risks when the inappropriate application of CSR methods can become a cheap marketing trick in the public mind.⁷ In the context of the chosen field, but also of Collardi’s theses on using the CSR options sparingly,⁸ it is clear that not only the implementation of them but also the presentation is in financial spheres needed to manage carefully. Among such forms of publicity it is then possible to include an increased interest in CSR active company for example on the stock exchanges, just as Pavlík – Bělčík discuss this phenomenon.⁹ Especially in banking services based on trust it is therefore need to cultivate the functioning of CSR. Banking is an important part of society, because as Somashekar indicates, commercial banking (except the other kinds) contributes to the development of states.¹⁰ “*Banking has a very long tradition. It originated in Italy in the second half of the 13th century (the Renaissance period) and its development is very closely linked with*

⁴ HOPKINS, M.: *Corporate Social Responsibility and International Development*. London : Routledge, 2007, p. 2.

⁵ COLLARDI, B., F., J.: *Private Banking: Building a Culture of Excellence*. Singapore : John Wiley & Sons Singapore, 2012, p. 138.

⁶ Ibidem, p. 139.

⁷ SVOBODA, V.: *Public relations*. Praha : Grada Publishing, 2009, p. 66.

⁸ COLLARDI, B., F., J.: *Private Banking: Building a Culture of Excellence*. Singapore : John Wiley & Sons Singapore, 2012, p. 139.

⁹ PAVLÍK, M., BĚLČÍK, M. a kol.: *Společenská odpovědnost organizace*. Praha : Grada Publishing, 2010, p. 65.

¹⁰ SOMASHEKAR, N., T.: *Banking*. New Delhi : New Age International, 2008, p. 4.

trade."¹¹ For these reasons it can be expected from such stakeholder's implementation the CSR approaches into their business strategies - elaborated in detail in the short term and tactically outlined in the long term. Application of CSR methods in the financial sector is no longer a necessity, but becomes commonplace. Except the traditional approaches to CSR, which for example Schwartz¹² discusses, it can be also proposed innovative approaches to these activities, as indicated below.

Material and Methodology

Banks, among other things, very carefully monitor, analyze and evaluate the behaviour of their clients. According to their consumer demand they then prepare offer of financial products and services. This offer, in line with the basic Ptatscheková – Dittrichová's theories, can be divided into active (credit) commerce and passive (deposit) commerce (and neutral commerce), so depending on how these activities are reflected in the trade balance of bank.¹³ For the analysis of the intersection of demand and supply financial companies use monitoring of customer behaviour, that at the same time can be used for the purpose of implementation of CSR activities.. The research material for the present discussion is therefore client behaviour.

This just can be analyzed, for example, by online research methods, just as Kupec discusses this issue.¹⁴ The main idea of the proposed process consists in connection of research and internal records, while there is an online observation of client transactions, which is database-recorded. By using statistical modelling techniques it is possible to

¹¹ POLOUČEK, S. a kol.: *Bankovníctví*. Praha : C. H. Beck, 2006, p. 38.

¹² SCHWARTZ, M., S.: *Corporate Social Responsibility: An Ethical Approach*. Toronto : Broadview Press, 2011, p. 121.

¹³ PTATSCHEKOVÁ, J., DITTRICHOVÁ, J.: *Dvacet let české koruny na pozadí vývoje obchodního bankovníctví v České republice*. Praha : Grada Publishing, 2013, p. 44.

¹⁴ KUPEC, V.: *Úloha marketingového výzkumu v procesu řízení firmy*. [Disertační práce]. Trnava : FMK UCM, 2010, p. 65.

subsequently predict from this information customer behaviour.¹⁵ The results are used to satisfy the consumer needs for financial services or products of banks. Client data, by method of research online noted above, but can also contain significant signs of financial problems of individual customers. And this is a suitable area for the application of methods CSR.

In fact the interests of financial institutions do not have to be only primary effort to trade with clients. In terms of corporate social responsibility approaches banks can secondarily care about the financial health of their clients. So the bank within implementation of CSR can by its monitoring activities detect abnormal financial turnovers of clients in time (projected to starting a debt trap, secondary insolvency, etc.) and provide them adequate internal consultancy that could expertly solve help solve these problems. The whole model gives priority to long-term cooperation with the customer over the extracting him in the short-term. The sense of the project then consist in that financially stable client appropriately takes advantage of products and services of bank and is better able to meet his engagements.

In this conception the social activities of the CSR in banking industry are actually ranked in the daily activities of selected companies. The proposal also implies that the effort to invest part of the accumulated profits back to customers, or more precisely to areas where they can benefit. Educational importance of sketched system, that plays significant role, is able to improve the financial literacy of customers. So the aim of this paper is to propose methods of monitoring system that online analyzes internal information of client operations for managing of CSR consulting activities in the banking sector. A theoretical method (mainly a method of process, software and statistics) will be proposed during this analysis. Use of this method transforms, applies and verifies possibilities of the proposed CSR model in real life.

¹⁵ KUPEC, V.: *Úloha marketingového výzkumu v procesu řízení firmy*. [Disertační práce]. Trnava : FMK UCM, 2010, p. 66.

Results

Above-mentioned methodology can be converted into the final design, when corporate social responsibility is applied in online banking. Overriding monitoring of client information can be practised in internal databases by individual operations of all customers. In this case, it may be a connection to the DWH (Data Warehouse) and CRM (Customer Relationship Management). From these information repositories it is possible to gain relevant and current data either based on online availability, where the client turnovers are analyzed almost in real-time, or from batch processing system, when it is possible to monitor these activities gradually, with some time delay (which is even more effective).

Data base formed like this is the ideal basis for evaluating the behaviour of selected clients. The analysis can be practised individually, segmentally or collectively by the tactical task of financial companies. The selected group of consumers for investigating CSR approaches can be used to apply time series. Any data can be statistically evaluated and mutual connections and trends can be searched in them. For example, if regression analysis is used in the adjusted process, it will be possible to predict customer behaviour. By formed methods like this, it is possible to derive appropriate abnormalities from a healthy financial behaviour of the client. Individual settings and sensitivity of trends then would be based on long-term observations of clients.

If emerging financial problems were to be discovered at individual clients, it is possible to prepare an individual care associated with financial advisory so that their financial problems were eliminated. This specific service can be compared to care for creditworthy clients, therefore it should be highly professional, knowledgeable and naturally discreet. Connection of observations of client behaviour, analyzing the collected information and providing expert advice can be labelled as the application of active CSR - in view of the above-mentioned banking terminology, when loan products helping temporarily to balance the lack of consumer funds are considered to be the active products.

During the processing of the presented paper another findings appears,

in the form of application possibility of also passive CSR - again, from perspective of banking products. Passive products are investment ones. In case that a client has a large amount of available financial capital (which can be identified above-mentioned techniques, namely the methods of regression counts), it is possible to address him, not with financial advisory introduced in the previous paragraph, but with investment advisory aimed at promoting CSR within financial company. So the client can invest in prepared financial products that enable to apply CSR at less creditworthy clients. Also funding of proposed model is assured.

Discussion

The results can now be confronted with the literature, whereas it is possible to discuss the particular approaches. Primarily, it is possible to propound an elementary thesis by duo Birchler – Bütler that refers economics is all about information,¹⁶ which can be interpreted as a confirmation of the proposed direction of the use of information in the banking environment. Further, it is also need to analyse the idea proposing analytics of client data. Verification of the proposed approach can yet be found for example in Krajíček's teaching, who in economic processing prefers information from client transactions arising spontaneously to information gathered from questionnaire surveys with regard to the subjectivity of interviewers.¹⁷ So default theme can be used.

Verification of the design of online classification process of client behavior using statistical approaches can be seen especially at Anderson's team, which draws attention to the currently high access ability of statistical information, which only successful managers are able to use them effectively.¹⁸ But it can be stated that this custom

¹⁶ BIRCHLER, U., BÜTLER, M.: *Information Economics*. Oxon : Routledge, 2007, p. 1.

¹⁷ KRAJÍČEK, J.: *Marketing v peněžnictví*. Brno : Masarykova univerzita v Brně, 2005, p. 28.

¹⁸ ANDERSON, D. R. a kol.: *Statistics for business and economics*. Mason : Thomson Higher Education, 2009, p. 3.

does not only pertain to client information. Hindls et al. subsequently analyze the above-mentioned technique: “*Everyone who faces the problem of analyzing certain economic phenomenon, sooner or later inevitably meets the phenomenon of time series, i. e. a sequence of values of observed economic indicator, which are arranged in time.*”¹⁹ So cited thought confirms the branch direction and also used techniques of descriptive statistics.

In the context of the business orientation of banking institutions it is also necessary to present Mayer’s theory, which indicates that in a global environment successful companies are companies, which in the planning process can include future development in their current activities.²⁰ The authors Kusá – Bellová subsequently describe evaluating the information as an essential part of a successful business.²¹ Mentioned process can secondarily be motivated by the results of Kupec’s research: product prediction based on monitoring of client information can be realized with error rate less than 10 % in approximately 80 % of the observed cases (the research was conducted on a sample of 148 clients)²², which enables to address a number of clients who could utilize model of passive / active CRM.

The main idea, which should be highlighted and which is very essential in the proposed concept of application CSR in online banking, is giving priority to long-term strategic goals instead of the short-term goals by company’s management. Namely if a client receives professional care in presented system, it will be possible to financially rehabilitate and preserve him as a potential client for other banking business in the middle and long term. In case of bankrupt of the client (resp. at his short-time commercial extraction) it would not be possible. As Matúš confirms quality information fixed in decision making of company

¹⁹ HINDLS, R. a kol.: *Statistka pro ekonomy*. Praha : Profesional Publishing, 2006, p. 245.

²⁰ MAYER, F.: *Marketing, Future Scenario Planning* Carlsberg Brewery. Santa Cruz : Grin, 2003, p. 14.

²¹ KUSÁ, A., BELLOVÁ, S.: *Aktuálne otázky a problémy komunikácie bank vo vzťahu k mladým spotrebiteľom*. In: *Communication Today*. Trnava : FMK UCM, 2012, p. 107.

²² KUPEC, V.: *Úloha marketingového výzkumu v procese řízení firmy*. [Disertační práce]. Trnava : FMK UCM, 2010, p. 118.

strategies strongly influence factory strategies.²³ To behave today with view of tomorrow is also one of the purposes of corporate social responsibility.

Conclusion

A theoretical setup of a system process was approached in the submitted proposal based on a literature research in the field. The system process is used to analyze internal information online coming from client operations aiming to manage CSR advisory activities within banking sector. Innovative approaches of socially-responsible companies dealing with unsatisfactory financial standing are among the notions rising from the text being presented. The behaviour these customers can be well monitored informatively analyzed and statistically evaluated on the basis of financial turnovers on their bank accounts. And this enables to predict appropriate consumer abnormalities from set standards. Such a method subsequently enables banking companies to prepare for the incriminated client such as specific advice that will help him effectively eliminate him financial problems. The inclusion of presented social activities in the daily operations of financial institutions can yet be classified as the implementation of socially responsible behaviour into long-term strategies of the banking sector.

²³ MATÚŠ, J.: *Vybrané problémy súčasného marketingu*. Trnava : FMK UCM v Trnave, 2007, p. 25.

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CSR APPLICATION IN THE REAL CORPORATE PRACTICE

Anna Diačiková

Abstract

This paper deals with the application of the corporate social responsibility in the Slovak business to business company, which operates in a highly competitive international market. Contribution contains specific parameters and examples of pillars - economic, social and environmental - forming a model of corporate responsibility. Referred is a brief description of a successful company and its principles, which underpin the competitiveness of the company, and which products can be met around the world.

Key words:

Company. Competitiveness. Corporate social responsibility. CSR. Long-term business. Sustainable development. Partnership.

Introduction

In the world dominated the view that it is not the government and states that determine the state of society in general, but that this role is slowly but surely taken over by large corporations. This new situation has many serious consequences, e.g., that the companies must consider a much broader context than previously. As the weakening role of the state and its structures, and vice versa increasing influence of global companies, created for prior owners and managers, that have been previously used to think in essence only in economic categories, the need to address issues of philosophical, ethical, sociological and ecological aspects.¹

The first CSR reports global companies have already started to issue in 1996, when they were at the beginning of 267 mostly U.S. companies. Companies have increasingly begun to realize their

¹ KOTLER, P., LEE, N.: *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. New York : John Wiley & Sons, 2005, p. 34.

multidimensional responsibility and statistics says that in 2006 it were already 2,235 companies and the trend is growing. To the concept of CSR in Slovakia shall be reported e.g. companies: Slovnaft, Holcim, Heineken, Chemosvit, US Steel, Orange, Philip Morris, Tesco, VÚB, Citigroup, Slovak Telekom, T-Mobile and others.

The specific expressions of corporate social responsibility is usually speaks at three levels:

- economic
- social
- environment.

Economic pillar deals with measures which are taken to deny corruption , promote transparency, implementation of the principles of good corporate management, strengthening intellectual property protection, improvement and enhancement of security products and services, through improved relations with investors and customers. On the *social pillar* are projected all corporate philanthropy and volunteerism, donation of time and expertise to non-profit organizations, but also improve employment policies, promoting health and safety of employees, expanding the possibilities of training and re-employment of citizens from minority or disadvantaged groups, guaranteeing equality opportunities for men and women, but also a clear rejection of child labor. The third area - *Environment pillar* - find activities, which the company introduced ecological production, investing in technology, dedicated to protecting natural resources, or trying to boost environmental corporate culture.

Corporate Social Responsibility means for the entrepreneur possibility to get with a responsible approach the long-term competitive advantage and continuity in its business activities. CSR is a concept to achieve:

- long-term competitive advantage
- services and products valued customers
- training new staff
- development of new products and services
- profitability.²

² KOTLER, P., LEE, N.: *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. New York : John Wiley & Sons, 2005, p. 45.

In Bratislava on 27 - 31 May 2013 was held the largest event with the topic of responsible business in Central and Eastern Europe named CEE CSR Summit 2013, where it was also found that CSR has boomed despite claims Nobel laureate in economics Milton Friedman who claimed that corporate social responsibility does not exist. Experience shows that it is wrong.³

The aim of this paper is based on the actual practice of B2B company highlights the specific activity of CSR in the Chemosvit Group.

Chemosvit, which is among the most significant companies in the region, are aware of their responsibility not only for the development of the company, but also of the region and its cultural and social life. They support projects in education, health care, sports and culture. And not because it is in fashion. It is a part of a tradition that we want to continue. Company wants to build on the firm grounds established by the company, owned by the family of Tomas Bata Senior, in 1934. Bata's ways of doing business, his humanitarian approach, support of schools, sports and culture, as well as his social awareness (T. Bata: *We build people who build factories*), have been proven in practice and over many years all over the world and stand as a good example for the current generation and modern corporate management.

1 Profile of the Chemosvit Group

Chemosvit is a customer-driven company that has always encouraged the development of new products and technologies.

Chemosvit Group consists of a group of companies involved in the production, converting and sales of flexible films intended for packaging and for the electro-technical industry, production and sales of plastics, recycled plastics, polypropylene yarn, machinery and packaging machines. Furthermore, their business line includes: technical service, power production and distribution, forwarding, transport and hotel services. Nowadays key activities are shown in

³ *Účel firiem musíme znovu premysliet*. [online]. Available from: <<http://www.euractiv.sk/csr-spolocenska-zodpovednost/clanok/ucel-firiem-musime-znovu-premysliet-021146>> [20.10.2013].

Chart 1. Manufacturing sites are located in Slovakia, the Ukraine and Finland. Number of employees is 2,300.

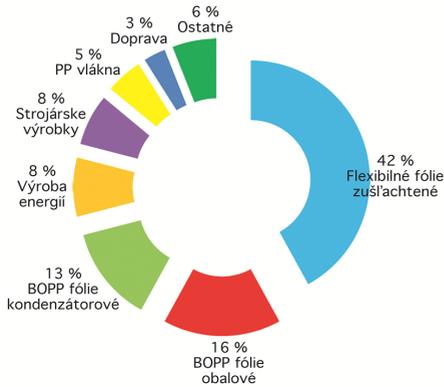


Chart 1 Product portfolio in Chemosvit

Source: LACH, M. - DIAČIKOVÁ, A.: *Budovanie konkurencieschopnej firmy. In Medzinárodná vedecká konferencia Ekonomika, financie a manažment podniku – rok 2013. Bratislava Fakulta podnikového manažmentu, EU v Bratislave 2. – 3. 10. 2013 (in print).*

Group of Companies Chemosvit is today a modern, competitive and flexible company continued to develop basic business principles of its founder Bata company of Zlin , which in 1934 brought under Tatry investment capital and business plan. After a promising first years of development was halted by devastating war. After a difficult post-war years, but in an entirely new conditions, the company stood to their own feet and started a new intensive development. The company responsible economy weathered the difficult 90th years of the 20th century. In order to say today that companies in the group are strong, flexible and competitive, they had to go through a long, often difficult and arduous journey. After privatization 20 years ago has set motivating vision with the very strong emotion “To build a modern company of european level”. Slogan, which penetrated into the whole all processes of company, is “We can meaningful way benefit from difficult challenges.”

2 Case study of CSR in Chemosvit Group - Pillars, principles and activities of the Chemosvit Group in social responsibility

Chemosvit Group integrates social and environmental aspects into its business practice, because increasingly its customers prefer products and services from socially and environmentally friendly companies and also because this is what it find a matter-of-course. With this, Chemosvit Group add value to its business.

2.1 Economic pillar

- provides the company with resources for permanently sustainable development
- a system of quality management as per the international standard ISO 9001:2008
- a system of product safety management as per the international standard ISO 22000:2005
- a system of management and control of effective allocating and use of available sources
- permanent improvement of the effectiveness of internal processes ensured by process management
- organisation of training and seminars for the Group's customers
- transparent selection of suppliers of machinery equipment, technological solutions, raw materials, products and services
- correct and transparent relations with financial institutions
- support and appreciation of inventions and other forms of intellectual property protection, pursuant to organisational standards and legislation
- special international standards for specific products:
 - BRC/IoP: 2011 – standard for packaging and packaging materials
 - KLAP 2010 – Silver certificate of the company complex logistics audit of 2010
 - Oeko-Tex Standard and Bluesign system partner for polypropylene fibres
 - EFQM (European Foundation for Quality Management) Excellence Model (National Quality Award 2013) which helps

business to: gain competitive advantage, improve its business performance, increase its productivity and profitability, streamline its operations, raise its employee engagement, raise its customer satisfaction, embed continuous improvement, enhance its brand reputation

- Ehtical audit 2012 – certified member of the Sedex international system (Supplier Ethical Data Exchange), which is an electronic system for the exchange of information within supply - demand chain of the ethics and social responsibility business and it serves to create an image of the company.

2.2 Social pillar

- human dimension of the company
- a system of occupational safety and health protection management as per the British International Standard BSi OHSAS 18 001:2007
- a Collective Agreement made between the employer and employees, covering internal legislation in the field of labour relations, occupational safety, health care of employees, salaries and the creation and use of a social fund. Any employee can draw an amount specified one year in advance from the social fund, the so-called selection block, after specifying their target use, e.g. recreation, cultural, social, or sports events, work travel expenses, pharmaceutical and medical products, etc.
- through the Chemosvit Foundation, the company:
- supports the development and protection of spiritual and cultural values, in particular in the High Tatras region
- offers individual aid to current and former employees of Chemosvit who have found themselves in difficult living conditions and social needs
- supports schools, health, social and educational institutions, talented and handicapped children and youth in the High Tatras region
- supports and develops sports and physical activities of children and youth in the region
- the companies of the Chemosvit Group also support organisations and individuals directly, not only through the Foundation

- the company has been awarded the VIA BONA prize, the Family-Friendly Employer, from the SR Ministry of Work, Social Affairs and Family three times (the max. number), in particular for their original social programme
- the company arranges top quality training for their employees in the fields of quality management systems, environmental management, product safety (hygiene), occupational safety and health protection, EU legislation and regulations, language courses, training in management, human resources, economics, finance, long-term development, strategy, marketing, IT technology, purchasing, sales and project management
- financial and material remuneration for first-aid service and blood donors
- financial and material aid for the fire brigade
- the company pays financial benefits and appreciates employees on their work and life anniversaries
- the company employs only people over 18 years of age
- the company provides all-day catering services for advantageous prices
- the company regularly organises a Pensioner's Day, where former employees meet their former colleagues
- doing activities to improve quality of man's life according to well-being: learning, work, housing, family life, social participation, leisure, health, security, environment, financial security.

2.3 Environmental pillar

- provides the company with the attribute of a serious and reliable company
- a system of environmental protection management as per the international Standard ISO 14001:2004
- the company has significantly reduced the production of greenhouse gasses by introducing ecological-friendly manufacturing programmes, totally, or gradually shutting down non-ecological production and can boast a small carbon footprint
- the companies of the Chemosvit Group use plastic waste from the main production and make it into secondary material for

the production of agglomerate and regranulate. Then, these intermediate products become the source material for injection moulding, e.g. plastics for construction works, anti-flood boards, etc.

- the fact that manufacturing processes of the companies of Chemosvit Group are ecological-friendly, is shown by:
 - protected bird of prey Falco Tinnunculus that nests in the company area
 - fish, like brown trout (Salmon Trutta), grayling (Thymallus Thymallus), Siberian sculpin (Cottus Poecilopus), brook minnow (Phoxinus Phoxinus), lamprey (Eudontomyzon Planeri), and other protected fish that need top-quality clean water for living, which live in the Poprad river flowing through the company area
 - other animals that have returned to live here, e.g. mallard, river otter...
 - the growing numbers of the above animals is the evidence of sufficient food sources and good conditions for living and reproduction. This statement is really incredible considering Chemosvit was a chemical factory ten years ago
- as concerns the environment, a very interesting fact is that this 20 km long part of the Poprad river, flowing through the National Park in the High Tatras and ending near the town of Poprad, belongs to the protected system of important biotopes of the European Union, NATURA 2000. NATURA 2000 is the name of the family of protected territories in the EU member states focusing on preserving natural heritage that is important not only for the respective member state, but, in particular, for the whole EU. This family of preserved territories shall provide protection to various scarce and endangered species of wild plants, animals and natural biotopes found on the territories of the EU states. NATURA 2000 shall secure favourable conditions for the population of selected species of plants, animals and biotopes, but does not prevent economic activities in these regions, unless they disturb these favourable conditions
- from 2006, Chemosvit have been a holder of the Award from the SR Minister of the Environment for their contribution to

environmental protection

- Chemosvit participate in the international programme of Responsible Care, the aim of which is to continuously improve the environment, health and safety of production.⁴

Conclusion

In Chemosvit the shareholders, managers and staff are confident and identified with socially responsible business that is part of their daily activities. Therefore, even under competitive means.

- setting up internal processes and management system for monitoring and improving the quality of supplier - customer chain
- long-term business and long-term market position
- motivating internal environment within the meaning of the concept of well-being (quality of life index) - building long-term relationships within the company
- people's enthusiasm, loyalty, identification of employees with its corporate identity and brand → a satisfied employee is an important part of innovative processes
- innovation, actively creating demand and identify new markets and opportunities → Information management and knowledge system
- relationships with our partners along the lines of win – win
- socially responsible and ethical business
- actively creating the future
- building of innovative environment = long-term building of the company.⁵

Customers wish to be supplied by a reliable producer with credibility. Suppliers wish to sell to customers who purchase regularly and pay on time. The community around the firm relies on the company respecting principles of social and environmental responsibility. And employees

⁴ *Corporate Social Responsibility*. [online]. Available from: <http://www.chemosvit.sk/pdf/SZF_sk.pdf> [4.12.2013].

⁵ LACH, M. – DIAČIKOVÁ, A.: *Budovanie konkurencieschopnej firmy*.

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wish to work for a company they can be proud of and know which values are recognised and enhanced.

If we label somebody as a 'reliable businessman', we imply economic success, social and environmental awareness, satisfied clients, employees, partners, suppliers and related subjects. This assumes long-term investment in the overall progress of the company.

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CSR OF SME'S IN CULTURE

Ondřej Pešek – Jan Mísař – Vilém Kunz

Abstract

The main goal of this paper is to analyze how business entities operating in culture approach Corporate social responsibility, while focusing on small and medium-sized enterprises. In the text there is briefly described the concept of CSR, differentiation of these activities among SME's and analyses of two empirical surveys, done among these enterprises. The first survey was done as a pilot research in town Pacov in May 2012. The following research in Jindřichův Hradec took place in October 2012. Although CSR is mostly publicized in connection with large companies, it has been in recent years - as shown by many studies - on the rise even among small and medium-sized companies. Yet to SMEs is paid far less attention than to large and multinational companies. The role of SMEs is very often overlooked. This is mainly due to a comparison with large companies that have higher profits and provide more jobs. However, if we look at SMEs as whole, not just individual companies, they start to gain importance dramatically. The sector of culture is relatively unknown and therefore it is necessary to analyze and evaluate the situation. The aim of this paper is to analyze approach to CSR by small and medium-sized enterprises operating in culture.

Key words:

Art. CSR. Culture. Empiric research.

Introduction

The aim of this paper is to analyze approach to CSR by small and medium-sized enterprises operating in culture. The interest in corporate social responsibility is growing each year, which is mainly initiated by the European Union, which seeks to extend this concept to all companies on the territory of its member states. Due to this pressure is growing an interest of governments and companies themselves.

Although CSR is mostly publicized in connection with large companies, it has been in recent years - as shown by many studies - on the rise even among small and medium-sized companies. Yet to SMEs is paid far

less attention than to large and multinational companies. The sector of culture is therefore a relatively unknown and therefore it is necessary to analyze and evaluate the situation.

For this purpose, the first pilot survey was conducted among SMEs in Pacov, focused on the social responsibility of these entities. The best solution for this kind of research proved to be qualitative research, done through personal interviews. After analyzing data from the pilot survey, another four have been concluded in the following cities: Jindřichův Hradec, Kutná Hora, Stříbro and Broumov.

The Concept of CSR

Corporate Social Responsibility (CSR) is a complex concept, from which also derive partial concepts that are focused on a particular area of corporate social responsibility. The relatively large width of the concept of CSR, as well as its spontaneous development, entails very high terminological inconsistency.

Consequently, there is a wide range of definitions and approaches for defining of corporate social responsibility, but these are often quite vague, which gives considerable space to a relatively wide range of applications. An important feature of the definitions of CSR is that they are universal, thereby defining the framework and basic principles for all types of businesses, regardless of their line of business and size, including representatives of small and medium-sized enterprises.

To define social responsibility are trying number of international and national organizations and movements, which often seek to promote CSR ideas, not only among business representatives. As such example we can mention these international organizations: Business for Social Responsibility, World Business Council for Sustainable Development, the organization of the Prince of Wales International Business Leaders Forum linked to the transatlantic institutions such as the World Bank, the UN and ILO. In Europe CSR is supported by the EU institutions and its national network of partners.

A lot of Czech experts, dealing with the issue of corporate social responsibility, has attempted in recent years to characterize it. We have listed below some of their interesting perspectives on CSR:

- „Corporate Responsibility is lately seen as one of the objectives of corporate governance. It deals with the impact of the negotiations on the environment and society as a whole and understands the business as an entity that has certain responsibilities in the society in which it operates“¹;
- „CSR is a modern business concept that expresses the orientation on long-term goals and interferes with all of the company. A socially responsible company in its operation not only strives to fulfill the traditional economic goals, but also the fulfillment of social and environmental aspects of its activities“²;
- „Companies, that adopt CSR principles as their own, deliberately set high ethical standards, seek to minimize negative impacts on the environment, caring for our employees, maintaining good relationships with them and help to promote the region in which they operate“³;
- „Corporate social responsibility is a superstructure to company liability, as their managers and employees behave in such a way that not only meet the economic mission of the company itself, but also contributes to meeting the needs and objectives of all stakeholders“⁴;

Advantages of CSR

In connection with the growing attention to the concept of CSR, emerge arguments “for and against” corporate social responsibility. However, we feel it is important to emphasize that the arguments for authorizing and promoting concept, as well as its dynamic development in the everyday practice of the business sector, greatly outnumber and out-

¹ KUNZ, V.: *Společenská odpovědnost firem*. Praha : Grada Publishing, 2012, p. 11.

² KULDOVÁ, L.: *Společenská odpovědnost firem – Etické podnikání a sociální odpovědnost v praxi*. Praha : OPS, 2010, p. 18.

³ TETŘEVOVÁ, L.: *Corporate Social Responsibility in the Czech Gambling Industry. In Economics and Management*. 2011, p. 614.

⁴ KUNZ, V., KAŠPAROVÁ, K.: *Moderní přístupy ke společenské odpovědnosti firem a CSR reportování*. Praha : Grada Publishing, 2013.

weight arguments against this concept. It is, of course, caused by a number of factors that influence and shape the very concept of CSR⁵. The most important of these are considered as:

- The increasing power of globalization and the growing number of multinational companies affecting the business environment, quality of life and the environment, not only at national but also at international level. Therefore, it is necessary not only to create but also to ensure respect for fundamental internationally applicable standards.
- Increased awareness and sophistication of customers in today's knowledge society, who have come to expect from companies much more than just to offer products with the functional characteristics and value.
- Increasing pressure on socially responsible behavior from all stakeholders, not just from customers, but also by local community, banks, investors, government bodies, employees and others.
- The growing need to create a stable environment without lies, corruption, fraud and postponed payments. We are seeing a general decline in confidence in society, which leads to the fact that fewer and fewer people trust politicians, governments, the media, and unfortunately companies themselves. The loss of confidence in the business sector can be certainly very significantly contributed to what has happened during recent years, such as a series of accounting scandals in number of large companies. Therefore, the society expects from companies far greater transparency and information on all matters relating not only to the functioning of companies, but also the impact of their activities on society itself.

It appears increasingly clear that socially responsible behaviour has not only social benefits, but also brings a multitude of benefits to companies themselves. While these benefits and profits for social firms have often non-financial forms and their effect is not applied immediately, it does not mean that they are less important.

A lot of authors highlight in particular the following important benefits for companies implementing the ideas of the concept of CSR in their daily practice:

⁵ KUNZ, V., KAŠPAROVÁ, K.: *Moderní přístupy ke společenské odpovědnosti firem a CSR reportování*. Praha : Grada Publishing, 2013.

- CSR contributes to creating a good business climate. Employees feel more loyalty towards the company, increasing their confidence in decision making, motivation and productivity. Socially responsible companies are valued by employers with a better foothold in the labour market, where they are more likely to attract and also retain high quality employees.
- Granting an access to new capital and creating greater attractiveness to investors. It appears that investors appreciate socially responsible corporate behaviour. In addition, a number of stock market indices try to take into account CSR such as the Dow Jones Sustainability Group Index, FTSE4Good Index, BITC Corporate Responsibility Index.
- Improved reputation and getting positive image in the eyes of the general public. Every organization should especially seek to increase reputation in the local community or to gain affection from their immediate surroundings.
- Achieving higher prestige by business partners and be able to attract new partners. Due to socially responsible behaviour, the company has a much greater chance of getting interesting and important business partners and consequently also sustaining these relationships.
- Differentiation from competitors - Applying the principles of socially responsible behaviour in everyday business practice can bring companies an important competitive advantage.
- Increasing sales and customer loyalty to socially responsible companies - Socially responsible corporate behaviour reinforces the value of the brand as well as brand awareness in the society and it is expected that the following companies will be rewarded with even greater customer interest.
- Implementation of CSR in everyday business practice and allows companies to improve risk control, respectively risk reduction both in environmental, economic or social area.

CSR and SMEs

Although the rise of CSR (placing ideas and principles of the modern concept into everyday business practice) is particularly due to large and multinational companies, it is obvious, that if the potential of social responsibility should be fully realized, it can not stay only as a “privilege” of large companies, but must become a matter of the whole business sector⁶.

To wider acceptance of social responsibility among business representatives, it will undoubtedly help to inform as many businesses about the essential tools and approaches to this concept. The Czech government should promote strenuously and systematically socially responsible behaviour, so it can become an integral part of the business practice of small and medium-sized enterprises.

The importance of SMEs for the whole Czech economy is very crucial as it significantly affects both current and future competitiveness of our economy - economic growth, employment and sustainable development. Due to their size, they can occupy the market segments that are for large companies not lucrative. It might be through discovering entirely new opportunities or simply using already known approach but in a different area. SMEs account for about 99% (depending on the sector) of all businesses in the Czech Republic and consist of 61% of total employment⁷. Similarly, as it is in other EU countries.

According to the survey conducted by Business Leaders Forum in 2006, focusing on SMEs in the Czech Republic, it turns out that 44% of surveyed companies are aware of the concept of CSR. However, only 20% have on this subject some documents and the same percentage employs an expert on this topic. Furthermore, it appears that the vast majority of companies runs at least one CSR activity that is mostly related to its employees, as part of professional development and building an ethical environment. Firms prefer professional growth of its employees, which in turn reflects in the growth of the knowledge society.

⁶ BUCO, B. V.: *Firms must give back to community even during crisis*. BusinessWorld, 2008.

⁷ VEBER, J. SRPOVÁ, J.: *Podnikání malé a střední firmy*. Praha : Grada Publishing, 2008.

New ways to further develop CSR

One of the major challenges in the Czech Republic remains not only informing about the basic principles, tools and approaches to CSR issues, but also to highlighting the main advantages for the companies that are interested in implementing CSR principles.

Raising awareness of the concept and its principles as well as its enforcement in practice, should be lead on all fronts. Information about CSR must be available to all interested parties (not only representatives of the business sector in the country), including employees, customers, suppliers, investors and the general public. It is therefore necessary to continue to promote transparency and innovation in the concept of corporate social responsibility and at the same time develop a conceptual environment in the Czech society through a debate about the role of CSR.

Examples of socially responsible activities should be collected and subsequently presented from companies in the Czech Republic - and not only from the large and multinational companies operating in the country. The aim of these activities should be made to the specific benefits of CSR and help in convincing not only companies, but also all other stakeholders on the need for their greater involvement in this area. Very important is also the role of institutions focused on CSR and business ethics. To stimulate interest in the issue of social responsibility in the Czech Republic, as well as presenting positive examples of companies that are already actively involved in the field of CSR, can be greatly contributed by media.

The Czech Republic, unlike many countries in the European Union, has not yet approved any national strategy to promote CSR. One of the reasons for the absence of a single central formal support from the state is also fragmentation of a CSR agenda among the various ministries, especially due to the complexity of CSR, which affects a number of areas (environment, finance, employment and social affairs, health). For a quite long time has been discussed the question of which ministries should be for this issue primarily responsible and it would also become the main driving force in the creation of the National Action Plan for CSR, to the submission and implementation of the European Commission repeatedly called on all Member States in 2011.

At the end of 2012 was coordinator of the National CSR Strategy established the Ministry of Industry and Trade and immediately began intensive work on the National Action Plan on CSR, which should contribute to the expansion of CSR in the country. The intention of the Ministry of Industry and Trade is to complete an action plan in autumn 2013 and then submit it to the Czech government.

Empiric research

In May 2012 was conducted a pilot research in Pacov and its surroundings aimed at consumers. At the same time there was conducted a separate survey among companies operating in the field of culture, related to the topic of corporate social responsibility. This qualitative research was conducted through a structured interview.

Consequently, further research was conducted in October 2012, this time in Jindřichův Hradec, where were in the same way approached 34 companies. Of this number, we managed to arrange a meeting with 14 subjects. The findings were very important for structuring future research, as it brought - the first ever in the Czech Republic - a view on this business area. Since then the research was expanded into following cities: Kutná Hora, Stříbro and Broumov.

The Aim of Research

The aim of the research was to determine the approach of small and medium-sized businesses operating in the field of culture to CSR. Another objective was to obtain data for the formulation of research questions and hypotheses finalizing the next series of studies.

Given that most researches focus on large and multinational companies, the SME sector is neglected. Moreover, in the field of culture has no been any similar research conducted, at least not in the Czech Republic. Therefore, it is first necessary to obtain information about the current status of the issue and on the basis establish assessment criteria and recommendations.

The whole process of choosing the form of inquiry and the formulation

of research questions was preceded by an analysis of secondary data. Several surveys were collected dealing with similar topics, which were then analyzed and the working hypotheses were formulated.

The expected specific feature of these companies is that due to their nature and position on the market they may not only be the creators of CSR, but rather also be the recipient of another company's CSR activities.

Structure

Since the research was to be conducted through personal interviews, it proved to be best option to use structured interview with the semi-open questions. Respondent therefore has a choice of possible answers, but there is a possibility to formulate his own in case no given option suits him.

In the first stage were prepared questions in the questionnaire which were later revised several times and filtered. The result was a series of questions exploring the full spectrum of CSR, but still maintaining maximum brevity and accuracy. The main areas of research are social, environmental and economic activities.

The questions were constructed so that they can be responded without knowing any difficult terminology. Each question first offered range of responses that were supposed to help the respondent to get oriented in that matter and be able to address the situation.

Discussion – The Pilot Survey in Pacov

Research sample consisted of 13 small and medium-sized enterprises among which included a recording studio, pottery, bookstore, acting corps.

The majority - 8 companies (61.53%) - said that they had met the concept of social responsibility and somehow tries to implement it. Only 3 companies replied that they do not know anything about it. The two companies reportedly intuitively know what it is and try to behave this way. 92% of subjects developed its activities towards the environment

which mainly means conservation and reducing energy consumption. On their staff is focused 9 (69%) of the companies. Main activities are especially allowance for meals and opportunities for individual development. To receive of CSR from another entity acknowledged 4 subjects, all of these companies also develop themselves their own CSR activities. In all cases it was financial and non-financial donations at the same time. Donations provide only three subjects, one of whom confessed donations in the amount of 107,000 CZK last year. Non-financial donations, in the form of own goods or property, apply 4 subjects. Furthermore, it became clear that companies that stated that did not practice CSR, in fact, developed a number of activities in this area. This trend can be observed in other studies, so this is no surprising finding but at the same time is also necessary for confirming this fact for this sector. One company is registered to ISO 14000 application form, i.e. a directive aimed at minimizing the impact on the environment. To no surprise is that the company is engaged to all CSR activities. In terms of regional support and cooperation with the NGO sector is also reflected the global trend, which shows the underestimation of the area. Only 5 companies are involved in these areas. The companies also reported that large barriers in the development of CSR activities are finance and know-how, which again confirms the findings of other research on SMEs. Finance issue be can resolved by choosing appropriate and inexpensive activities. SMEs can not assume that they will develop equally costly projects such as large companies, which are often an inspiration, due to publicity they receive. In addition, many companies already practice some activities, so the total cost would not be so high.

Discussion – Overall results

The total of 44 SMEs, so far, participated in our research, among which include for example: observatory, art galleries, culture centers, theater companies, choirs, ateliers, restorers etc. Most of the companies (28) responded that they have not heard or just barely heard the term „Corporate Social Responsibility“. Only 16 enterprises knew what this term represents. It proved to be a difficult question as some respondents

– at first- held their answers back and looked for alternative –or indirect- ways to give an answer. Although, some respondents claimed to be aware what this term means, further questioning revealed, that they are not able to describe it or give us their own thoughts on this subject. Therefore, the level of knowledge about this subject is rather superficial and very inconsistent. Only very few companies are not involved in environmental activities. Other companies prefer recycling and energy saving over more active approach. They take it as a simple and convenient way to contribute to something good. They see energy saving in the first place as a way of saving their own costs, rather than as a targeted effort to minimize the impact on the natural environment. Half of the companies is trying to somehow support (or encourage) their staff. Most of them focus on facilitating flexible working hours and encouraging further education – mostly language or professional education. Another popular tool is providing vouchers and gifts for life occasions. Last but not least are also provided transport allowances. Among other interesting activities - that are found only in small quantities - are: discount for members of the family, wellness programs, corporate kindergarten.

To receiving CSR from another entity registered 15 subjects, all of these companies also develop themselves their own CSR activities. It can not be said that one of the forms of support prevailed over the other. The amount of financial and non-financial forms is almost balanced, with many (9) of the subjects receiving both forms. Entities often mistakenly confuse sponsorship and donations. Many entities that currently are not already receiving financial support from another company, said that in the past someone had supported them this way, but in the wake of the global financial crisis, these donors and sponsors ceased to support them. In addition, there is a trend that large firms can better establish their own foundation, which is then financed by these funds. Entities often have to settle for a non-financial support, which often takes form of old equipment. In this case, however, may also arise paradoxical situation where the subject is thus regularly supplied, although not needing nor using these resources, but out of fear that the next time would get nothing at all, they remain quiet. This furniture must then be stored somewhere, so due this gift their costs are risen. Furthermore, it became clear that companies that stated that did not practice CSR,

in fact, developed a number of activities in this area. This trend can be observed in other studies, so this is no surprising finding but at the same time is also necessary for confirming this fact for this sector. Entities most preferred activities aimed to promote the region and cooperation with the local community. As the most appropriate form of support, seems to be non-financial donations (less than 75% of respondents) in the form of: own products (e.g. raffle, schools), bestowing business premises, organizing cultural activities (dances, competitions). Of course financial form is also used, although, to a much lesser extent (almost 20%). These activities tend to be focused on one time events that do not required a lot of planning. The most imaginative activity can certainly include supporting local animal shelter, which was mentioned by several entities.

Most of the companies could not explain what or who is behind these activities. All companies that said they knew the concept of CSR, were able to answer this question. In this case, they almost always named as the reason the owner / manager of the company and the second most common was “external pressure” that subjects could not quite define. Apparently this behavior is nowadays expected and great amount of pressure comes from customers and government authorities (councils). The companies also indicated that large barrier in the development of CSR activities are finance and know-how, which again confirms the findings of other researches on SMEs. Also there is a fear of underestimation of these activities and the potential of triggering an obligation to continue these activities, although it was not the original intention. Businesses showed interest in cooperating with other businesses for the purpose of CSR activities. Enterprises that have indicated that they do not have the funding for their own activities would be willing to organize and deliver, if they found a partner willing to finance them. The condition would be to focus on supporting the region.

Conclusion

Small and medium-sized enterprises have within them great potential for CSR. Support for CSR from the European Union certainly helps to improve the attractiveness of these activities in the eyes of

companies. The current state of the companies of this size shows that socially responsible activities are carried out in the Czech Republic only intuitively and are not sufficiently systematically implemented. They are often not informed about the benefits and instructions on the implementation of the business to the employees, resulting not from a lack of interest in this issue, but because of absence of the concept. Companies are also not yet aware of the competitive advantages and how they strengthen their position in the market and in particular what their presentation to the outside bears.

In social activities plays a major role in an individual approach, espoused values and personal foundation of every employee or businessman. Their ethical values have a significant influence on what kind of corporate culture will the company have and how it is perceived. Cultural sector, according to initial findings, is not much different from other businesses sectors. The structure of these activities seems to be the same, i.e. mainly focused on staff development and environmental protection. A certain specific feature is that these companies are receiving CSR activities from other organizations. The survey also proved that these companies are trying to behave socially responsibly. Enterprises operating in the field of culture are interested in CSR and it will be very beneficial to analyze them furthermore.

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CUSTOMER GROUP CELIACS AND SOCIAL RESPONSIBILITY

Olga Regnerová – Aleš Hes

Abstract

Diseases of intestine that is not able to cope with the protein gluten, or gluten, is the most commonly known under the term celiac disease or a gluten allergy or dermatitis. During. In essence, a chronic autoimmune disease of the intestine mucosa and requires the diet foods that contain gluten or only in small concentrations. Gluten is yet part of series of common foods, such as wheat or rye flour. At risk are individuals who can generate greater amounts of antibodies against enzymes and proteins that are part of gluten. Social responsibility of internal trade business units as market players to a final consumer, including consumers with gluten-free diet should be a priority for their business because a final consumer consumes products and services of companies and he creates conditions for further reproduction process throughout the logistics chain from agricultural production to a seller.

Key words:

Company. Consumer-celiac. Corporate social responsibility. Domestic trade. Gluten. Gluten free diet. Market.

Introduction

The health status of each individual is linked with a number of determinations that are made both biological (genetic) and social factors. They are especially four basic factors: biological and genetic conditions, health care system, prevention and lifestyle. These factors contribute to the quality of life of every individual. It is subject to a number of other factors such as economic, social, environmental (environmental level) and working conditions. There are general determinants that significantly affecting the quality of life of specific customer groups of consumers with gluten intolerance:

- biological and genetic predispositions,
- health care system, including prevention (medicine),

- lifestyle, including diet,
- environmental influences.

The determinant for the purposes of this article is analysed related to lifestyle, especially diet (gluten free diet). Consumers can themselves influence their behaviour as consumers in the decision-making process of purchase. Customer group of consumers with gluten intolerance, it is the best understood as a determinant of quality of life. Other determinants are objective, scientifically researched and their effect on quality of life of an individual is difficult or little influenced.

1 Customer group with a gluten-free diet

The Czech Republic according to the Czech Statistical Office on 30 September 2012 had 10,513,209 inhabitants. The number of people with gluten intolerance is probably only about 0.5 to 1.2 %, in numerical terms by about 50 000-100 000 people. Of these, only about 15 % is treated, the other are not yet diagnosed yet. Causes of the disease may be different, for example, it is the context of the celiac disease and rickets in children. Celiac disease in children may also manifest lack of concentration, problems with teeth and problems with growth and development.

The disease can occur in childhood but also in adulthood. The youngest patients are small children around the age of six months, and problems occur when they switch to a diet containing gluten. There can be more trigger factors may, such as viral infections, sudden change in your life, stress, trauma, childbirth, surgery etc.

Number of people with this disease is still increasing, it cannot be cured completely. The biggest problem is particularly timely and correct diagnosis of the disease (CT24 Studio 6, 12.03.2013). Changing lifestyle including proper diet can lead to improvement of application and status in the labour collective and social life.

1.1 Gluten-free diet

Intolerance to gluten is most commonly known as celiac disease (or gluten allergy or dermatitis During). An organism of a patient is

affected by incorrect responses of the body's digestive system or the proteins contained in flour - gluten, which occurs due to damage cells of an intestine. It is a congenital defect, and it cannot be cured yet, so that the symptoms were completely removed. It is therefore a lifelong disease with which each individual must cope. After removing gluten from the diet the intestinal mucosa regenerates and symptoms basically disappear.

1.2 Specifics of production

Products designed for gluten-free diets are very demanding in terms of a processing and a production. Why? Gluten is one of the most abundant cereal starches, which is located in a large quantity of a food. It is a food - products from a bakery industry to an industry greasy. They must be prepared under very different technological conditions and under completely other operating costs than the production of conventional foods that contain gluten. The aim is to reach manufacturers in the production of similar sensory properties as the classical food to consumers without gluten-free diet.

Because a number of consumers with gluten-free diet increase it is also an effort by manufacturers of those products that they are available in a wide assortment sufficient. It also increases a number of suppliers and importers who supply these foods offer a network of retail outlets including e-commerce. Food Research Institute Prague compiled a database of products and manufacturers (suppliers) that supply these foods for a gluten-free diet to the Czech market.

1.3 Foods for particular nutritional uses

On 1st January 2012 it entered into force the Regulation (EC) No 41/2009 of 20 January 2009 concerning the composition and labelling of foodstuffs for people intolerant to gluten. It establishes uniform European rules on the composition and labelling of foodstuffs for the gluten content.

Different people with gluten intolerance can tolerate small amounts of gluten in different ways. The aim of the regulation is to allow the range of products with different low gluten content so that consumers find in the market (including imports from European countries) food

available to their needs and level of sensitivity. Regulation (EC) No 41/2009 Population of the Czech Republic Population of the Czech Republic identifies two basic categories of foodstuffs suitable for people intolerant to gluten, which are subject to different requirements for the content and labelling of gluten:

- food bearing the claim “gluten-free”: content of gluten is max 20 mg / kg.
- foods marked by “very low gluten”: content of gluten is max 100 mg / kg.
- Regulation (EC) No 41/2009 also sets in foods for particular nutritional uses different requirements for labelling and gluten depending on used raw material:
- The term “very low gluten” is reserved for specially prepared food from ingredients made from wheat, rye, barley, oats or their crossbred varieties, which were generally reduced gluten by technological processing. The above indications may not be used for foods that do not contain any ingredients from wheat, barley, oats, rye or their hybrids. Gluten content must not exceed 100 mg / kg in a food which it is sold to a final consumer.
- Only if gluten content does not exceed 20 mg / kg it can be signed “gluten-free”. The same rules also apply to foods that contain ingredients as wheat, barley, rye and oats and ingredients with special gluten.
- The term “gluten-free” is primarily intended for foods that contain wheat, barley, rye, oats or their crossbred varieties and they contain other ingredients substituting wheat, barley, rye and oats (naturally gluten-free raw materials). Gluten content must not exceed 20 mg / kg in a food in the state in which it is sold to the final consumer.
- The above indications laid down in Regulation (EC) No 41/2009 - “gluten-free”, “very low gluten” and they also have a well-defined notation:
 - it must be placed near the name under which that food is sold,
 - it cannot be replaced by alternative semantically equivalent terms (“gluten-free baguette”).

Alternative indications regarding the gluten content or suitability

of foods for people intolerant to gluten may be placed in voluntary data beyond the requirements of applicable law, provided that they are accompanied by a label designed by Regulation (EC) No 41/2009 (the term “gluten-free” and “very low gluten”) and provided that a consumer is not misled.

Specific requirements for oats intended for the production of foodstuffs intended for celiacs: most celiacs (but not all) intolerant to gluten can include in their diet oats, without experiencing adverse effects on their health. The question of the suitability of barley in the diet in celiac disease is a subject of ongoing study and investigation of scientists. A major problem is a contamination of oats with wheat, rye or barley, which may occur during harvest, transport, storage and processing. Regulation (EC) No 41/2009 therefore permits to use in the manufacture of foods for particular nutritional uses intended for people intolerant to gluten-free oats, but lays down specific requirements for oats intended for a manufacture of foodstuffs for people intolerant to gluten: oats intended for the manufacture of foods for particular nutritional uses intended for celiacs must be specially manufactured, prepared or processed to avoid contamination with wheat, barley, rye or their hybrids. Gluten content must not exceed 20 mg / kg.

2 The survey offers food for customers with gluten intolerance in retail

It was carried out a research as a part of teaching doctrine Business. A research was conducted menu of gluten-free foods in the selected operating unit retail: hypermarket, supermarket and superett (discount-oriented), one shop Valet (groceries or specialist retailers) and an online store. The survey was programmed in two phases during 2012 and the first half of 2013:

First phase: in certain types of retail outlets in the form of field research in relation to the monitoring of factor:

- breadth and depth range,
- merchandising,
- brands and manufacturers,

- food price level,
- area availability at retail.

Second phase: a survey of needs - consumer preferences among consumers who actually need these foods in relation to their purchasing decisions and buying power (questionnaire survey „Consumer preference when buying food for consumers with gluten intolerance” made in the first half of 2013). Respondents - celiacs were chosen through a random selection being asked whether they are willing to answer the research questions in the survey. File characteristics of respondents by sex and age are given in Table 2.

It was compiled the following methodological steps:

- Study of the available literature and scientific articles related to this topic (offers gluten-free foods and buying behavior of consumers when they purchase).
- Processing literature review form description and a link to a scholarly text.
- Evaluation of the results of the primary field survey and questionnaire.
- The design proposal (recommendation) mechanism sales of gluten-free food retail operating units in terms of their position in the region, accessibility and social responsibility in the monitored factors in synergy to consumer preferences of specific groups of consumers using logical reasoning and partial synthesis of the results of the survey.

3 Implementation of a survey

Each of these operating units was monitored from the range of goods suitable for a group of consumers with gluten-free diet for six selected species: bread, fresh pastry - sweet or salty biscuits, flour, instant products and sausages.

Studied areas for each product were these: the width and depth of assortment, merchandising (presentation of goods on the sales floor), brand name(s) and price level including the conversion price in CZK/kg in selected retail units. Based on the results, it was possible to

characterize the current situation in the respective operating units in the sale of selected products for the customer group with a gluten-free diet.

The survey was carried out in 223 retail operating units (except the online store) and in 63 randomly selected urban and rural settlements on the territory of the Czech Republic. The present investigation - field survey followed a survey “Consumer preference when buying food for consumers with gluten-free diet”, respondents were celiacs or parent - child Celiacs in the number 137, who were willing to answer questions on the questionnaire, respondents were pleasantly surprised by a number of unique interest interviewers in exploring the issue of food - gluten-free diet. It was further treated with 20 essays on “Food imports into the Czech Republic and food exports from the Czech Republic for a gluten-free diet.”

3.1 Brief survey results

Based on the results of the survey it can be said that gluten-free foods for the retail dealer is a household term. With a few exceptions, these foods are a part of their range of goods offered, even though they represent less significant part of the goods sold. From the obtained results it is possible to confirm a link between the type of operating units and individual factors surveyed, broadly speaking, a smaller unit offers (except specialized) smaller volume of the offered range of products for the gluten-free diet less. All other examined factors generally given only replicate the specifics that are valid for the type of operating units, both in width and depth offered assortment, presentation, merchandising and brands. But price of gluten-free products is very different.

The following table indicates prices of food for a gluten-free diet, according to the average prices of the six kinds of assortment of gluten-free food and prizes in various types of selected retail operating units. If we know a price of regular (conventional) foods, it is clear that the price of gluten-free food is in the category 2 to 8 times higher.

Table 1 Average prices of selected products for a gluten-free diet in CZK/1kg

Product	Avr. price [CZK]	Hyperm.	Superm.	Superreta	Shop valet	e-shop
Bread	240	224	264	310	230	173
Fresh bread	285	306	265	423	184	249
Cookies	362	318	318	408	401	368
Flour	84	77	93	109	80	61
Instant products	300	234	119	102	450	596
Sausage	322	290	341	199	456	X

Source: Survey (data) and the actual processing.

For consumers with gluten intolerance disease a gluten-free food purchase is considerable expense. Some health insurance companies provide contributions to the diet, such as the General Health Insurance Company, but the contribution is determined by the insured NGA under the age of 26 years and a maximum amount is 6,000 CZK per year, it is 500 CZK per month. According to websites of the following insurance companies they contribute to food for a gluten-free diet as follows: Czech health insurance industry provides a contribution of up to 1,500 CZK 18 years. Also, the Trade Union Health Insurance of Employees of Banks, insurance companies and construction introduced financial support for people with celiac disease, Fraternal Treasury, Health Insurance (500 CZK) and Employment Insurance Skoda. Other insurance companies still do not contribute. Because foods for a gluten-free diet is severely affecting a health status of specific customer groups of consumers, there is considerable scope for social responsibility program of health insurance to this group of citizens.

3.2 Social Responsibility and food for celiacs

Respecting the concept (principle) “Triple - Bottom - Line” it can be a social responsibility of business firms to look at three levels (spheres): economic, social and environmental, socially responsible company that has fully respect. As for companies that are involved in a meeting needs of whole entire logistics chain from a primary production to a sale of products for celiacs, then in economic terms they must necessarily respect a main goal of business - a profit. Further they must respect innovations especially in production technology, operational costs of production, proper packaging and information -

labelling of foods for a gluten-free diet, competitiveness, sustainable development, transparency in business and trade relations, investment in development, including employment and general perspective certainly fight against corruption. Social plane of socially responsible business companies involved in satisfying customer needs monitored group of consumers is not only an adequate supply of good quality food for a gluten-free diet, but also in the availability of these foods in terms of the price range in terms of individual settlements and regions. This area of a social responsibility of business is particularly socially sensitive at present, as 82 % of citizens in the Czech Republic buy according to price. (CR - Radiožurnál October 1, 2013).

If we look at the data in Table 2, we can see that celiacs - respondents are predominantly younger age (78 % in 40 years) and that there is 4 times more women than men. It proves an importance of social responsibility to prospective customer groups (women and men in the economically active age).

Table 2 Respondents - celiac by sex and age

Sex/											
Age	ALL	%	0-20	%	20-40	%	40-60	%	60-80	%	80+
Man	27	19,71	3	2,19	17	12,41	6	4,38	1	0,73	0
Women	110	80,29	12	8,76	75	54,74	22	16,06	1	0,73	0
Total	137	100	15	10,95	92	67,15	28	20,44	2	1,46	0

Source: Own survey.

The third sector – level of environmental responsible business is linked to the social level. An environmental sphere of responsible business lies in trying to prevent or eliminate negative impacts of company activities on the environment within the company itself, but also due to an external environment that a company affects in some way (traffic load, emissions, waste and noise). Environmentally friendly way of business, reducing energy consumption, environmentally sound waste management, no pollute area and further conditions reduce a company costs in the long term.. This level of social responsibility brings positive elements in lifestyle and thus indirectly affects the life of celiac patients monitored customer groups. Diet is one of the important determinants of quality of life of every individual is closely linked to lifestyle, the quality of the environment in which we live.

Conclusion

Some of the companies that enter into the logistics chain in the manufacture, importation, distribution and sale of food for a gluten-free diet significantly do not show social responsibility. A similar problem can be observed in a catering hospitality in the subsystem. Some experiences from the survey suggest that when dining at some restaurants, it is problematic to combine foods from the menu to suit the customer with a gluten-free diet. Responsibility from companies that provide catering services would be offering such food for a gluten-free diet.

Companies interested are worried about economic failures when they sell these products. It is difficult to estimate how many customers will come and how many gluten-free foods or meals they can sell. The economics of business establishments and catering facilities outweighs the societal mission - to satisfy a consumer with products requiring special diets - gluten-free diet. It is necessary to discuss it in an open forum with a participation of all stakeholders. The results of a questionnaire survey demonstrate needs of cooperation of all stakeholders: Coeliac Association, specialists - doctors, specialists in primary, manufacturing companies, distribution and sale companies and, of course, the consumers with gluten-free diet.

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GREEN MARKETING AND ITS IMPACTS ON CONSUMERS' GREEN PURCHASING BEHAVIOUR

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Abstract

A socially responsible company is not only oriented to maximize its profit, but an integral part of its philosophy is a social and environmental orientation and itself social and environmental interests of the society. Consumers' satisfaction and over-all educational process in these areas nowadays are seen as the important step to company success. Based on this, following paper deals with fundamentals of the conception of green marketing, which represents environmentally-oriented approach (eco-approach) and responsible management process. It points out the fact, that the market of "green consumers" has been growing in size as well in its importance, emphasizes factors that affect consumers' purchasing behavior, and defines green marketing mix and environmental labeling (seen as the main tool of green marketing). The term – green marketing – itself, has been popular since early 1990s (nowadays as the conception of corporate thinking is getting more and more popular and important), but environmental aspects of activities of enterprises was firstly discussed much earlier within so-called ecological marketing or environmental marketing. These terms are full substitutes of currently preferred green marketing.

Key words:

Consumer. Eco-labeling. Green marketing. Green marketing mix. Product.

1 The Nature of Green Marketing

Recently, more and more companies, which are not oriented only to maximize their profits, have appeared on the market. They have realized that their business success is based on their ability to meet needs of the internal and external environment and that their individual aims should include environmental and social aspects of their business activities. Viewing profit as a short-term related aim in case of a socially responsible company has been moving to long-term and not only profit

related aims but also environmental aims (they support a company's ability to generate profit in the long-term and participate in sustainable development of the whole society). This shift in company's thinking is known as an orientation on *three "P": People-Profit-Planet*, which means taking into account not only a company's profit orientation but also its environmental and social responsibility.

The natural environment is a part of company's marketing environment and thus it is logical that its protection should be an integral part of current marketing approach named as "*green*." Companies have rushed to environmentally production, market environmentally acceptable products, in generally to environmentally acceptable behavior lately. Green marketing in its core represents holistic managerial approach and does not refer solely to promotion and selling of products with environmental characteristics. As well, green marketing involves more than just building a positive corporate image. This way of perception, the definition of *Peattie* confirms. He emphasizes the holistic perception of green marketing and he defines it as: "*holistic management process tailored to identifying, anticipating, and satisfying requirements of various stakeholders in profitable and sustainable way.*"¹ These facts also the definitions of green marketing presented at the web sites of *The American Marketing Association* emphasize. Its *retailing definition* says that green marketing is "*the marketing of products that are presumed to be environmentally safe.*" From the *social point of view* green marketing represents "*the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality*" and finally the *environments definition* says that it is "*the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.*"² This organization as well as the first represented the official definition of green marketing in 1975 at its workshop, despite the fact that at that time the term "*ecological marketing*" was preferred. The ecological marketing was defined as:

¹ PEATTIE, K.: *Environmental Marketing Management: Meeting the Green Challenge*. London : Pitman Publ., 1995.

² AMERICAN MARKETING ASSOCIATION – DICTIONARY. [online]. Available from: <http://www.marketingpower.com/_layouts/dictionary.aspx> [2013-10-10].

*“the study of the positive and negative aspects of marketing activities no pollution, energy depletion and nonenergy resource depletion.”*³ In connection with the main aim of marketing – to facilitate to satisfy consumer’s needs, Polonsky defines green marketing as: *“all activities designed to generate and facilitate any exchanges indented to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”*⁴

Nowadays there are many definitions of green marketing preferred among researchers or marketing practitioners, but any of them is not universally accepted. However, together point out a holistic and responsible approach, which consists of identifying, anticipation and searching for opportunities to meet needs of stakeholders (in generally) without any negatively impacts on the society and environment.

2 Green Marketing Mix

Marketing mix is usually referred to the set of actions, techniques, and tools, which company uses to promote products, services, or brands in the relevant market. It consists of controllable elements commonly named as (McCarthy’s) *4Ps* (in case that we are talking about basic marketing mix): *product, price, place (distribution), promotion*, or *7Ps* (if we are talking about extended marketing mix to address a different nature of services as intangible products): *product, price, place, physical evidence, people, and process*. Its basic task and main principles are staying the same as well in the case of green marketing – they are combined to find a right combination, which serves customers’ needs, while generating optimum income for a company (customers’ satisfaction is a presupposition of a corporate profits). Moreover, environmental aspects of mix are highlighted.

³ POLONSKY, M. J.: *An Introduction to Green Marketing*. In Electronic Green Journal, 1994, vol. 1, 2, 2 p. [online]. Available from: <<http://www.greenprof.org/wp-content/uploads/2010/06/An-Introduction-to-Green-Marketing.pdf>> [2013-10-18].

⁴ Ibidem

2.1 Product

Many surveys point out that consumers (both individual and industrial) are really interested in green goods, in their features, in their impacts on the nature and if “green technologies” (or eco-technologies) have been used or applied during their production. As well, they point out that more and more consumers prefer buying green goods from the “traditional” ones. On the other side, more and more companies offer products or services with environmental features to get a competitive advantage over competitors that offer non-environmentally (non-green) responsible options. Nevertheless, this does not mean, that such kind of company actually behaves as a “green.”

Baker defines two basic groups of attributes, which are linked with selling of green products and offering green services and continuing activities:⁵

1. *Group* – social and ecological impacts of goods (e. g. effectiveness of energy consuming, safety of use, safety for environment, recyclability etc). Especially product’s recyclability “creates” an interesting green perspective for a product management. However, it requires applying at least some or all so-called 5R:
 - *repairing* (product should be design such a way, that in case of any troubles, it will be easy to fix and consumer will not to have to buy a new one), *reconditioning*, *reusing* (parts of product should be use more than one, e.g. returnable packaging), *recycling* (reprocessing of some or all parts of used product and subsequent production of same or other products),
 - *remanufacturing*.
2. *Group* – attributes linked with production processes and attributes of a company, which produces these products.

⁵ BAKER, M. J.: *The Marketing Book*. 5th edition. Burlington : Butterworth – Heinemann, 2003, p. 747.

2.2 Price

Green marketing approach logically influences a company's pricing policy. Usually it is pushing corporate costs higher because of the development of new sustainable sources, materials and technologies, which put a pressure on product prices. However, increasing in costs is usually compensated by the fact, that company can save money because of reduction in material usage of that type of material, energy, next by a reduction of packaging, reduction of recycling costs, costs of waste disposal etc. The higher product price reflects (or should reflect) new added value of this product and its green aspect. Then a green friendly consumer, who is educated about new product functions and its green aspect, is usually willing to pay a higher price for that type of product. In this connection, let us emphasize a necessity of educational process and important educational and information role of producer himself in this process.

2.3 Distribution

Distribution related to the conception of green marketing is considered from two basic aspects. The first one is interested in environmental aspects of distribution mix (distribution channels) as ways how a product or service is delivered to final customers (both individual and industrial). It is emphasized especially a fuel consumption during transport and exhaust emissions of transport vehicles. The second type points at a reverse distribution (reverse logistics). Just activities in reverse distribution often reflect a real company's interest in green marketing and its social responsibility. Companies, which think this way, do not care only how to get goods to customers, but also think how to get damaged, used/unused, outdated, or unsold products back to a factory (producer) and search for the best ways to handle with them (from ecologic and social responsibility point of view). In this connection, an information duty is important to mention. A company should inform its customers what can they do with damaged, unused, outdated or unsold products and if and how they can be recycled. Again – the educational function of green marketing is emphasized.

2.4 Marketing Communication

Marketing communication or promotion is seen as the most visible element of marketing mix. As well, the other marketing mix tools it represents a way in which a company tries to achieve its own marketing goals. Marketing communication with its promotional mix (advertising, direct marketing, personal selling, and PR and sales promotion) represents specific ways how to inform, persuade, and remind the market of an organization or its products and services. Basically, marketing communication is an attempt to influence customers' feelings, beliefs and behavior, meaning purchasing behavior, in a positive way. It is a critical ingredient of many marketing strategies and very important functions plays also in a case of green marketing.

Marketing communication and its channels distribute information on green aspects of company's goods and its overall green policy and it is able to point out ways how company deals with environmental and social issues. As well, it is a good way in which company can engage its environment, especially customers, into an educational process aimed at solving social and environmental problems.

In connection with a dissemination of intentional information and conception of green marketing, functions of marketing communication can be abused. Many companies, using green principles of marketing communication – green marketing communication, promote themselves as green oriented companies and declare green features of their products, but the reality differs from their statements. Nowadays it is a very common situation, mainly in connection with advertising, and it is called as “*greenwashing*”. It just has result in distrust people, which may subsequently reflect in distrust of the overall conception of green marketing.

According to *Baker*, instructions for proper green marketing communication consist in observing following points:⁶

- a company should ensure itself if a promoted goods (products or services) and their features have a real environment impact,
- a company should properly inform about green features of promoted goods,
- a company should distribute relevant information in such a way

⁶ BAKER, M. J.: *The Marketing Book*. 5th edition. Burlington: Butterworth – Heinemann, 2003, p. 748.

that customers are able to make their own opinions and arguments of a company to compare,

- a company should use an acceptable terminology in communication with customers and any unknown, especially technical terms, should explain in acceptable way,
- a company should be interested in explaining all advantages and benefits of its green goods because customers may have limited understanding of environmental issues.

It is clear and undoubtedly, that in case of green marketing approach, marketing communication and its communication mix play very important role. However, on the other side, it is important to take into account that any company should treat with them very carefully, mainly in connection with any social and environmental issues.

3 Environmental Labeling

Environmental labeling represents a process of product labeling using wide range of environmental labels, which guarantee that producers operate in ecologically sustainable and environmentally friendly manners and their products meet specific environmental requirements and standards. Environmental labeling thereby performs very important information function for customers, who care about ecology, natural environment, and its protections.

The term eco-labeling is regarded as its synonymous and many practitioners do not differentiate between them. Nevertheless, based on *UNOPS – Guide to Environmental Labels 2009*, UNOPS differentiates environmental and eco-labels. They state, that there are several environmental labels, yet only some of them meet conditions for eco-labels. Based on Guide, an eco-label is defined as: “*a label, which identifies overall environmental preference of a product or service based on life-cycle considerations*”.⁷ Labeling process is mainly voluntary, but each company interested in environmental labeling of its products has to meet given standards – certification standards.

⁷ UNOPS. [online]. Available from: <http://www.greeningtheblue.org/sites/default/files/Env%20Labels%20Guide_final_0.pdf> [2013-10-18].

The certification can be performed both by public and private institutions. As the result is the existence of a large number of environmental labels, many times also inconsistency among them and puzzled customer. For example, *The Global Ecolabeling Network*, non-profit organization, has been trying to solve this situation – it brings together chosen programs of environmental labeling worldwide.

Woolverton and *Dimitri* provide an interesting classification of environmental product labels of food products proving food safety and meeting social objectives. Their classification is provided in the following table.

Table 1 Classification of environmental product labels

PRODUCT/MATERIALS PROCUREMENT	PRODUCT PRODUCTION	PRODUCT CHARACTERISTICS
<ul style="list-style-type: none"> • Fair Trade Certified • Dolphin-safe • RainForest Alliance Certified • WalMart Sustainability Index 	<ul style="list-style-type: none"> • Certified Organic • Free Range • Locally Grown • Grass Fed • Farm Raised • Certified Humane Raised and Handled • Naturally Raised • Bird Friendly • Carbon Dioxide Emission Labels 	<ul style="list-style-type: none"> • Non-GMO • Natural • No Trans Fat • Made With Whole Grains • Low Fat • Contains Antioxidants • Green • Antibiotic Free • 100% Vegan

Source: WOOLVERTON, A., DIMITRI, C.: Green marketing: Are environmental and social objectives compatible with profit maximalization? Available on: <http://www.doc88.com/p911603926764.html> [cit.2013-10-12].

In our country (Slovakia), product environmental labeling is voluntary and it is viewed as a tool of green marketing approach. Chosen environmental labels are presented in the following picture and the labeling is guaranteed by private as well public organizations. For instance the labels no. 8. and 9. are guaranteed by *The Ministry of Environment of the Slovak Republic* and the labels are known as “*European Flower*” and “*Environmentally Friendly Product*”.



Picture 1: Environmental Labels

Source: internet.

4 Green Consumer and Its Purchasing Behavior

Green consumer (both individual and industrial) based on *Business Dictionary* can be simply defined as: “a subject, which is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product (or supplier) to another even if it entails higher costs”.⁸ The consumers, who think in this way create a specific market segment – segment of green consumers. This segment, as many others has own specific features and behavior of such kind of consumers is influenced by many factors. One type of factors represent “traditional” quality and performance features (e.g. demographic, socio-demographic, psychographic), the second type represents factors, which are closed to consumer’s ecological awareness, environmental aspects of a product and environmental behavior of its producer (overall green marketing mix). All these factors are usually used, when segment of green customers is profiling. In 2009, very interesting segmentation study on identifying green customers was presented. *Paço et. al.* segmented customers into three main segments using demographic, psychographic and behavior criteria as based segmentation variables: *the uncommitted*, *the green activists* and *the undefined*. In connection with green behavior of tested group, they were interested in the following variables, which we can consider as main features of green

⁸ BUSINESS DICTIONARY. [online]. Available from: <<http://www.businessdictionary.com>> [2013-10-18].

consumers:⁹

1. *Environmentally friendly purchasing behavior* – green consumers behave responsibly during shopping and prefer products, which are environmentally friendly.
2. *Environmental activism* – green consumers are interested in all activities that refer to the environmental protection.
3. *Knowledge about the environment* – green consumers are sophisticated and are interested in new information, which refers to environment protection.
4. *Environmental concern* – green consumers have fear of environmental pollution and try to fight against it.
5. *Recycling* – green consumers separate waste and support other subjects to behave in the same way.
6. *Perceived consumer effectiveness*.
7. *Resource saving* – green consumers try to save energy and other natural sources. As well, they try to reduce waste and negative impact of their activities on the environment, generally.
8. *Economic factor* – green consumers are willing to accept higher prices for green products and services and they are willing to pay higher (or extra) taxes to protect environment.
9. *Skepticism towards environmental claims* – green consumers do not believe solely in green promotional statements of a company, green consumers want to certain about them.

Of course, there are many other studies on green consumers' segmentation – their number is growing as consumers and corporations have become increasingly concerned about the environmental and social issues. As another example, we can mention a psychographic segmentation made by *Natural Marketing Institute* (in conditions of U.S. market). The Institute divides consumers into 5 groups, wherein each group is characterized by specific attitude to environmental issues: *LOHAS* (Lifestyles of Health and Sustainability), *Naturalists*, *Drifters*, *Conventionals*, and *Unconcerneds*.¹⁰

⁹ PAÇO, A.M.F. et al.: *Identifying the green consumer: A segmentation study*. In *Journal of Targeting, Measurement and Analysis for Marketing*, 2009, vol. 17, 1, 22 p. [online]. Available from: <<http://www.palgrave-journals.com/jt/journal/v17/n1/full/jt200828a.pdf>> [2013-10-18].

¹⁰ OTTMAN, J.: *The new rules of green marketing: Strategies, tools and*

Conclusion

The environmental issues have received a great deal in the area of marketing and green marketing approach has become a new marketing philosophy of many companies. All companies, which try to apply this approach into their business activities should realize, that green marketing is a broader concept starting with using environmental friendly sources, environmental production, through eco-products and services, packaging, distribution and green promotion and ending by educational activities. We can talk only than about truly green marketing conception, which is profitable for a company and for the whole society.

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LEGAL ASPECTS OF CORPORATE SOCIAL RESPONSIBILITY IN CONDITIONS OF THE EUROPEAN UNION AND THE SLOVAK REPUBLIC

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Abstract

Traditional capitalist perception of realization of business activity considers for its main objective achievement of rapid return of made investments and high profits. The existing paradigm, characterizing the current social structure, is beginning to change gradually also under the impression of deteriorating social situation and the rise of negative social phenomena. When adopting new strategic documents comes in companies at the forefront the requirement for sustainability and long-term prospects for innovative ideas and impact of the entity itself on the economic market with regard to the development of the whole society. At the same time there comes to a much wider definition of corporate responsibility not only with regard to the application of the moral and ethical principles in business but also in the overall positive impact of the business entity on the surrounding society or the environment. Essential theme of the scientific contribution lies not only in finding theoretical background for the concept of corporate social responsibility, but in the primary effort through critical analysis to present its legal anchoring at national and European level.

Key words:

Business entity. Competitiveness. Corporate social responsibility. Sustainable development. The European Union.

Introduction

The necessity of a change of mindset in business, in the single European market, often requires redefining the existing rules or adoption of completely new instruments, which are used to achieve higher efficiency of human resource management system. From the long term perspective is not possible for companies without the necessary reflection, permanently perform in a high level of profitability in the

social environment, which is characterized by the occurrence of serious adverse phenomena with significant social impact. It is especially in a situation where they are regularly the originator alone. Consumers and the general public therefore invite organizations to take appropriate share of responsibility for their actions with regard to the reported adverse impact on society and the environment. The effort to balance economic, social and environmental interests becomes decisive for the business sector in the coming period. To the foreground come mostly relationships between stakeholders in specific sectors and existing forms of their in-house policy in planning, realization and control of the performed activity. For beneficial for the public can be considered separately those business strategies, which in addition promote economic growth of the company, contribute to the improvement of working conditions for employees or the current state of the outside marketing environment. Implemented measures may also lead to an increase of public awareness about the benefits and possible risks associated with the production of goods or the provision of services. Compliance with the principles of corporate social responsibility (hereinafter referred to as “CSR”) provides organizations with the opportunity to achieve outlined considerations.

The issue of corporate social responsibility at the level of the European Union is not a question of the latest legislative initiatives. Its more significant integration to the European legal documents can be observed since 2001. A key impetus for the current fundamental shift in the acceptance of CSR in a variety of legal sectors can be identified mainly due to the practical impacts of the current economic crisis. Persisting global financial crisis has shown fundamental unsustainability of the current governance model for most of the companies, which is based on a strong orientation and motivation to achieve high profits for its shareholders, accompanied with unilateral investments with high risk and externalization of costs (the Shareholder - Value - Paradigm¹). Increasingly, therefore, we can follow the diversion of corporate governance from the above paradigm aiming at maximizing the com-

¹ The basic objective of the company is to achieve a high value of shares. For more – FRITZSCHE, F.: *Das Shareholder – Value – Paradigma im Licht der Bilanzskandale in den USA?* Munich : GRIN Verlag, 2003, p. 21.

pany profits and a gradual shift towards a sustainable concept in the form of so-called *democratization and humanization* of management of the company.² Justification of a new concept finally builds on years of experience, which has shown that if the decision-making and control powers are entrusted exclusively to the sphere of influence of shareholders of companies, there comes to the development of excessive pressure on management in terms of achieving short-term targets, oriented mainly to profitable financial strategies.³

Legal Dimension of Corporate Social Responsibility

Legally relevant definition of corporate social responsibility varies, depending on the individual member states of the European Union and various scientific disciplines. In general, however, we can say that the very definition of CSR, within the meaning of suggested, is undergoing a gradual evolution with a view to its final unification at the EU level.

In the past, the European Commission subsumed under corporate social responsibility *“concept, under which companies voluntarily integrated into their business operations and relations with stakeholders, social and environmental aspects.”*⁴ Social responsibility of entities was at the same time in practice often reduced only to realization of certain

² The term democratization and humanization of society is used in an environment of European social partners as an informal metaphor of a stronger involvement of employee representatives in the management of the company, it is not a term with a legally stable contents. For more – DOLOBÁČ, M. a kol.: *Výbrané otázky sociálneho práva Európskej únie*. Košice : Univerzita Pavla Jozefa Šafárika v Košiciach, 2012, p. 223.

³ EURÓPSKA KOMISIA: *Zelená kniha. Rámec správy a riadenia spoločnosti EÚ*. KOM (2011) 164 v konečnom znení. [online]. Available from: <http://ec.europa.eu/internal_market/company/docs/modern/com2011-164_sk.pdf> [14.9.2013].

⁴ THE EUROPEAN COMMISSION: *Green Paper. Promoting a European Framework for Corporate Social Responsibility*. KOM (2001) 366 final. [online]. Available from: <http://eur-lex.europa.eu/LexUriServ/site/en/com/2001/com2001_0366en01.pdf> [17.9.2013].

measures, which led to the protection of the environment or more appropriate setting of social policy of the employer in relation to the public. Paradoxically was CSR oriented basically only to those, the most visible and the most interesting media manifestations, which normally did not present for businesses greater economic burden and did not link to the other social trends, particularly in the context of modern understanding of fundamental human rights and freedoms. Although the company often presented their corporate social responsible actions (business) in supporting various charities or protection of endangered species, it regularly violated the rights granted to their employees in the third world in the production of their own products⁵.

Similarly the growing competitive competition gradually forced companies to look for, on the one hand, new opportunities to improve one's position in the market with regard to the increase in sales of products; on the other hand, it became necessary in order to maintain skilled workforce. Anyway, we must also perceive a shift of the European political representation, which is originally from rightist leaning more to the left, while there dominate the political parties with a strong social emphasis, which constitutes one of the pillars of corporate social responsibility. Given the above, therefore, the European Commission in recent policy document understands CSR as *"the responsibility of enterprises for their impacts on the public."*⁶ Respecting applicable legislation and collective agreements between the social partners sees the Commission already as a precondition for fulfilling this responsibility.

In comparison of both of the above definitions, we can conclude disproportion between the ranges of their own content. While in the case of the original concept were clearly defined scopes of CSR and their fulfillment was seen as the realization of corporate social responsibility, in the case of the second definition the European

⁵ E.g. shoes, clothes.

⁶ EURÓPSKA KOMISIA: *Oznámenie Komisie Európskemu parlamentu, Rade, Európskemu hospodárskemu a sociálnemu výboru a Výboru regiónov: Obnovená stratégia EÚ pre sociálnu zodpovednosť podnikov na obdobie rokov 2011 – 2014*. KOM (2011) 681 v konečnom znení. [online]. Available from: <<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:SK:PDF>> [18.9.2013].

Commission presupposes the existence of CSR already in the very moment of conforming behavior of social partners in accordance with the laws of the Slovak Republic. Although there was a formal extension of the field of application of CSR also on the previously excluded legal relationships (e.g. in protecting fundamental human rights and freedoms), in fact there was reduced the quality and nature of the needs of realization activities of businesses in achieving socially responsible business. For the future the entities are no longer bound to implement measures beyond the statutory minimum standard in the form of e.g. certification of management systems according to ISO, it is sufficient when they comply only with the statutory range without the need for additional activities.

Legal Basis for CSR and Its Future at the EU level

Legal basis for CSR is derived from the publication of so-called Green Paper by the European Commission in 2001, entitled Promoting a European Framework for Corporate Social Responsibility, which brought for the first time into the European legal environment, term corporate social responsible business. We consider Green paper for the legal basis for responsibility in business in the EU conditions.⁷ It deals mainly with the use of the positive experience of companies in CSR, supports and develops innovative approaches and possibilities of measurement, evaluation and control of CSR.

Even though following the adoption of the Green Paper, the European Commission made a number of policy initiatives⁸ that continued to out

⁷ The first initiative with regard to corporate social responsibility can be identified as early as in 1995. On the initiative of the European Commission president Jacques Delors was based organization CSR Europe. It is the largest European business network of corporate social responsible companies with about eighty international corporations and more than thirty national partner organizations that are members. The network covers a total of about 4000 companies. Its mission is to promote social responsibility in business, in the exchange of experience and education in this area.

⁸ In 2002 was established European Multistakeholder Forum on CSR in order to achieve interconnection of all stakeholders (organizations of employees,

of legal development of corporate social responsibility, another legal milestone at the level of the European Union has become the adoption of the Single Market Act⁹. The Single Market Act represents the result of multilateral consultations with regard to the implementation of four fundamental freedoms¹⁰ of the European Union in the context of creating a single European market. At the same time brings the measures to be in accordance with the original concept of the Lisbon Treaty and the new Treaty on the Functioning of the European Union to ensure sustainable growth of the European Economic Area in relation to the objectives of the current strategic document Europe 2020. Proposed twelve key measures in various fields¹¹ have to eliminate existing shortcomings of the single market and give it the opportunity to develop its full potential. Equally allows citizens to have control over their common living space and offer greater opportunities for

employers and NGOs) for achieving a common approach to the issue of regulation of CSR. With the establishment of the European Alliance on Corporate Social Responsibility in 2006, the European Commission sought to create better conditions and environment for socially responsible companies. General European understanding and agreement on the meaning of CSR herein led to the concept of integrating social and environmental concerns in their business operations and relations with stakeholders on a voluntary basis. The European Union has also participated in the promotion of CSR also by project *Accelerating of corporate social responsibility in new Europe, respectively accelerating the implementation of CSR in new EU Member States (Accelerating CSR in New Europe)*. One of the latest initiatives of the European Commission is an adoption of the program Enterprise 2020 in line with the requirements of the current strategic document Europe 2020. Enterprise 2020 was approved by all members of CSR Europe and its multinational partner organizations in 2010. The initiative Enterprise 2020 should help to address societal challenges through the active cooperation and to shape the business contribution to the strategy Europe 2020.

⁹ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Single Market Act - Twelve levers to boost growth and strengthen confidence - “Working together to create new growth”. COM (2011) 206 final.

¹⁰ Freedom of movement of people, capital, goods and services.

¹¹ E.g. approach to consumers, in the provision of digital services and others.

success to initiatives of public and private entities. The primary task of the Act is to strengthen public confidence in their internal market and in order to present consumers with all the benefits that conceals. In particular, it must be noted that, despite the outlined changes in the definition of corporate social responsibility from the European Commission, is the Single Market Act and later received Renewed EU strategy for CSR for the period 2011 - 2014 oriented mainly to the commercial and law dimensions of CSR. So it is proposed to create different grant mechanisms and funds or improvement of information obligations in environmental aspects of the business than concentrating on strict observance of human rights of citizens in the context of e.g. corresponding working conditions. Pursuant to the paragraph 2.8 of the Single Market Act, entitled *Social entrepreneurship*, is therefore expected the adoption of legislation, by which will be created European framework, facilitating development of solidary investment funds, which will enable expansion of the impact of national initiatives and open up more opportunities for the Single Market. The aim is of course to develop social economy as a tool for active inclusion of social responsibility into the management and organizational structures of enterprises in the European Union.

Renewed strategy¹², also with regard to the retrospective application of corporate social responsibility within the EU in the past, moreover defines new programs and measures designed to ensure more significant enforcement of CSR at the level of small and medium-sized enterprises. The basic areas for further development of social responsibility of businesses until 2014 include:

- dissemination of good practices of CSR,
- increasing public confidence in companies and their activities,
- improvement of self-regulation and co-regulation processes,
- regular publication of information on the application of social and environmental policies by companies,
- strengthen the consideration of CSR in the market,

¹² Communication from the Commission to the European Parliament, to the Council, the European Economic and Social Committee and the Committee of the Regions: A renewed EU strategy for CSR for the period of 2011 - 2014. COM (2011) 681 final.

- a thorough integration of CSR into education, training and research,
- better adaptation of European and global approaches to CSR.

From the list of measures we can conclude that even newly set strategy until 2014 may not result in expected results in terms of strengthening the social dimension of the European economy through CSR. The biggest problem becomes just existing voluntary nature of corporate social responsibility, which prevents its stronger enforcement within the business processes under threat of imposition of sanctions. Although such a model fully corresponds to the European open method of coordination¹³, which is also based on the dissemination of good practices and positive experiences from the member states of the European Union, similarly as CSR, also it fails when trying to introduce new regulations in other areas of economic and legal environment. Empirical evidence can be, for example concept called flexicurity, which is promoted by the European Commission in the area of regulation of labor relations and seeks to ensure adequate flexibility of labor law institutes, while maintaining or increasing employment protection of employees. The concept of flexicurity in itself equally implements elements of corporate social responsibility, as it consistently follows the efforts to improve working conditions of employees in terms of introducing common social standards for all workers in the European Union. Analogically as in the case of CSR neither the concept of flexicurity did not record any groundbreaking achievements in this area and at the European labor market still comes

¹³ The open coordination method is a means of soft law (voluntary instrument of intergovernmental cooperation), which is designed to contribute to the dissemination of best practices and experience of European countries, which belong under the common interest (is heading to the so-called Open innovation). The open coordination method consists of several phases - determination of certain policy objectives, plans and guidelines for their implementation; member states shall incorporate the guidelines into national and regional policies; agreeing on specific criteria and indicators for analysis and monitoring of implementation of guidelines and measures; evaluation of the obtained values. In the beginning the open method of coordination covered only employment and economic policy, gradually has spread to investment, research, human resources, social inclusion.

to violations of fundamental labor standards that ensure decent work or to their avoidance, as we are witnessing also in the Slovak Republic.¹⁴ The essential problem of the proposed measures until 2014 at the same time lies in their significant universality, where indeed formulated basic assumptions are, but which are in practice, without the existence of binding content not followed by corresponding practical steps. For the future appears as a better way the consideration of corporate social responsibility in particular relevant European legislation (directives and regulations), which regulates legal relations of establishment and enforcement of business within the European Union. In response to this we can mention the forthcoming revision of all guidelines and regulations affecting the performance of transnational business through European trading companies (European Public Limited Companies - SE, a European Cooperative Society - SCE or prepared proposal for a regulation on the Statute for a European Private Company - SPE).¹⁵ Revision of guidelines should affect mainly adjustments of employees' involvement in managing European transnational forms of business, which is one of the fundamental pillars of corporate social responsibility with reference to the social economy. More significant expansion of CSR, through the regulation of commercial law relationship, could among other things, also help to more substantial humanization of social life. On the other hand, we have to point out certain inconsistency. Enforcement of certain elements of corporate responsibility to the various European legal sources (such as the aforementioned participation of employees' in corporate governance) has resulted in to denial of voluntary principle within CSR. Despite

¹⁴ OLŠOVSKÁ, A.: *Jednostranné právne úkony v pracovnom práve*. Bratislava : VEDA, 2010, p. 45.

¹⁵ Council Regulation (EC) no. 2157/2001 on the Statute for a European company; Council Directive. 2001/86/EC supplementing the Statute for a European company in connection with the involvement of employees on governance; Council Regulation (EC) no. 1435/2003, Council Directive (EC) no. 2003/72/EC supplementing the Statute for a European Cooperative Society with regard to the involvement of employees on governance and the original Council Regulation (EEC) No. 2137/85/EHS on the European Economic Interest Grouping (EEIG), the proposal of Regulation on the Statute for a European private company (2008/0130C - COM (2008) 2099, 2098).

existing voluntary basis of CSR are some of the pillars parts of much national and European legislation.

To the possibility of significant enforcement of CSR within the business processes naturally interferes also financial condition of small and medium-sized enterprises¹⁶ itself. Many proposed measures within corporate social responsibility are in fact primarily linked to the implementation of the “above standard” steps, which require increased financial costs (assuming quality exceeding the basic legal standard). Small and medium-sized enterprises are at the same time not usually able, with respect to their own capital, to implement CSR into their structures only for lack of funds. Although the proposed changes of grants and financial mechanisms may help to spread CSR, their sustainability after finishing estimated subsidy is questionable.

CSR in Conditions of the Slovak Republic

Despite the fact that the concept of corporate social responsibility is in the original Member States of the European Union already relatively well established institute, in conditions of the Slovak Republic is with a reference to the historical and economic development of the country developed only in a very limited way. The public regularly interprets the term CSR as philanthropy. The primary determinant lies not only in the economic issue related to the lack of available sources, which enable different approach to solving incurred situations, but also in existing inadequate understanding of the importance of customer (consumer) for the economic success of the company. Therefore, socially responsible business traditionally appears primarily in companies with foreign capital, which assume the adoption of management models from the parent company (possibly with the help of their capital), which are well established in other countries. CSR has limited scope in the Slovak Republic also with regard to the different areas in which states its application. Generally focuses exclusively on environmental and consumer issues or issues of working conditions of employees.

¹⁶ According to the SBA (Small Business Act) there are businesses employing up to 250.

As in the case of practical implementation of the concept itself nor its legal basis do not represent more significant shift in the application of CSR in the Slovak Republic. The National Strategy for Sustainable Development, approved by resolution of the Slovak Republic under No. 978/2001 Coll., can be considered for the basic document on CSR. The National Strategy for Sustainable Development defines the key strategic objectives and criteria for assessing sustainable development in the Slovak Republic. Following the national strategy was adopted also Action Plan for Sustainable Development in SR for years 2005 - 2010, while currently is being prepared its revision for the next programming period. Specific problem of the original and the new action plan is the fact that for its realization have not been allocated specific funds and the proposed measures should have been realized only under the budget chapter of individual ministries, to which professionally belong. In practice it means that for support of CSR need not to be allocated any grants, since departments use allocations rather to ensure their functioning, than to promote voluntary corporate social responsibility. Outlined legal framework marginally complements adopted National Reform Programme of the Slovak Republic for 2011 - 2014, which on the one hand, specifies the basic objectives of sustainable development in accordance with efforts to maintain stable macroeconomic upturn, on the other hand states priorities of social inclusion and environmental sustainability in the context of recommendations from the 6th integrated guideline of the Strategy Europe 2020.

Non-conceptually and fragmented as the legal embedment of corporate social responsibility finally seems also division of competences among the competent central government authorities. Original authority that should provide standardization and coordination of actions in the field of CSR until March 2011 was the Government Council of the Slovak Republic for Sustainable Development. By resolution of the Government of the Slovak Republic No. 135/2011, all of its competences passed to newly created Ministerial Council, which represents an interministerial consultative, advisory, initiative and coordinating authority of the Government of the Slovak Republic (led by the Prime Minister of the Slovak Republic). CSR agenda is also to some extent covered also by the Government Council of the Slovak Republic for Human Rights, National Minorities and Gender Equality,

which since March 2011 took over the competences of the Government Council of the Slovak Republic for NGOs, the Government Council for Seniors, the Government Council for people with Disabilities, the Government Council for Gender equality and the Committee of Ministers for children.¹⁷

In terms of differentiation of professional competence of individual ministries then some measures in the area of CSR also fall under the Ministry of Labour, Social Affairs and Family (social inclusion and social exclusion, working conditions of employees), respectively under the Ministry of Environment in addressing various environmental issues and popularisation of environmental responsibility.

Despite the existence of several state bodies with responsibility for corporate social responsibility, the key actors in promotion of CSR are considered non-governmental organizations, which mostly independently develop information regarding the promotion of CSR activities, organize seminars and conferences, give awards, coordinatively and methodologically support companies in implementing CSR or publish relevant publications. The most significant are for example Centre for Philanthropy, PANET, Integra Foundation, the Pontis Foundation and the Institute for Economic and Social Reforms. The most significant achievement within the activities of non-governmental organizations can be also considered the establishment of the Business Leaders Forum, which brings together companies subscribing to the principle of CSR. The founding members of the Association signed a Memorandum of corporate social responsibility, thus declared their interest to voluntarily integrate set of principles reflecting social, ethical and environmental aspects of business into their corporate strategy and also inspire other agencies operating in Slovakia to socially responsible actions.¹⁸

¹⁷ FIFEKOVÁ, E. – KARABÍNOŠ, S. – LÁBAJ, M.: *Úspešnosť Slovenska vo vytváraní podmienok pre spoločensky zodpovedné podnikanie*. 2011. [online]. Available from: <<http://www.employment.gov.sk/sprava-o-vytvarani-pomienok-pre-szp-na-slovensku.pdf>> [26.9.2013].

¹⁸ GALLOVÁ KRIGLEROVÁ, E. a kol.: *Východisková štúdia o uplatňovaní spoločensky zodpovedného podnikania na Slovensku*. Bratislava : Regionálne centrum Rozvojového programu OSN pre Európu a Spoločenstvo nezávislých štátov, 2007, p. 13.

Conclusion

Implementation of the principles of social responsibility into practical exercise of business activities of entities of economic market represents long process that is not only determined by the potential economic costs, but especially by the complicatedness and by the complexity of regulation at the national and European level. P r o g r e s s i v e unification of European social, economic and legal processes influences also the nature of corporate social responsibility, which paradoxically gets under double pressure. On the one hand, European institutions and national legislators in their policies seek to reinforce the principles of self-regulation processes with regard to CSR, for example the disclosure of social and environmental information, or support education and research. On the other hand, there is a strong demand for the constitution of new legislation, also with the introduction of certain control mechanisms, especially for performing procurement or creation of sectoral platforms for companies for the possibility of monitoring and evaluating the progress of integration of CSR into specific areas of interest. In particular, the main effort appears in the proposals of legislative solutions of transnational forms of businesses or in the protection of the human rights and freedoms with reference to existing legal relevant documents OECD, the United Nations (Global Compact), ILO, etc.

Essential part of the whole process of support and development of CSR are also growing public expectations in its practical realization. Adherence to the principles of corporate responsibility is becoming popular especially in the context of a growing trend of customers noticing not only the quality of presented products and services, but also the conditions of their production and service in order to preserve environment, respect fundamental workers' rights and ethical standards. The emphasis is on transparency, fairness and impartiality in the administration and management of the financial, personnel, or security policy of the company. The objective is to ensure continuous growth and progress, capable to efficiently meet existing needs without compromising the ability of future generations to benefit from public goods. The important thing here is that the social responsibility

of businesses will not be present only in formal actions, which have only declaratory character.

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THE IMPORTANCE OF LINKING CORPORATE SOCIAL RESPONSIBILITY WITH MARKETING BASED ON CUSTOMER VALUE

Jarmila Šalgovičová – Silvia Klinčeková

Abstract

The conference topic deals with the importance of corporate social responsibility links with marketing based on customer value. The introductory chapter is devoted to individual factors which influence corporate social responsibility and the value of marketing. It further describes the latest trends and challenges of the corporate social responsibility. It contains recommendations for market leaders, which can be implemented in practice. The objective of this paper is to bring a new perspective to the issue of corporate social responsibility, and emphasize the importance of value marketing.

Key words:

Added value. Corporate social responsibility. Customer. Identity. Loyalty. Perceived value. Satisfaction. Value. Value marketing.

1 The essence of social responsibility and value marketing and its prospect for 21st century

CSR - Corporate Social Responsibility (CSR) should be considered as an integral part of a business practiced in the last decade. This strategy helps to implement a variety of social, economic, environmental and any other values in companies. These strategies are going beyond the usual business activities and are based on the principle of voluntariness and willingness.

Socially responsible companies are acting with respect to the needs of its internal and external environment. It ensures improvement in the condition which is beyond the commercial way of thinking. They try to promote specific positive attitudes, values, practices, or other programs of business strategy. CSR is a trend and also a challenge, which represents the change in orientation of corporate objectives

from short-term to long-term.¹

With the current market situation, it is necessary to deliver value to the customers and work with a number of benefits, the so-called main attributes, value marketing. There are different interpretations of the concept of value marketing. For the purposes of this paper we present the definition from **Verhorfa, P. C.** and **Lemon K. H.**, who defined value marketing as: „a set of processes for creating, communicating, and delivering value to customer, build strong customer relationships.“²

Customer value is connected to a particular product, and or service and is considered to be a received value which is related to the seller as a contribution to the company.³

The actual economic and market situation have passed, also in condition of Slovak republic by transformation, which has a direct impact on social responsibility and value marketing. This fact leads not only to enhance the perceived value by customers, but also to better responsibility for their company's business and any other activities.

1.1 Factors which include transformation are following:

- Hypercompetition and oversaturation of the market: greatly outweighs the demand, and therefore, more and more companies realize that it is necessary to implement value marketing and to act based on the practice of social responsibility.
- Change in customer behaviour: currently customers are more demanding, and well informed. They often know more about a product than the seller does. The important role also plays the actual quick way of life.
- Globalization vs. deglobalization: a process that is visible in all fields (economics, communication, politics, etc.). The local traditions and regional differences leads to a homogeneous world

¹ JURIŠOVÁ, V.: Filozofia Tripple-Bottom-Line. In MATÚŠ, J., LUSZCZAK, M. (eds.): *Interakcia masmediálnej a marketingovej komunikácie*. Trnava : FMK UCM v Trnave, 2010, p. 117.

² VERHORF P.C., LEMON, K.H.: Successful customer value management: Key lessons and emerging trends. In *European Management Journal*. Glasgow, UK : Elsevier, 2012, p. 10.

³ LOŠŤÁKOVÁ, H.: *Diferencované řízení vztahů se zákazníky. Moderní strategie růstu výkonnosti podniku*. Praha : Grada Publishing, 2009, p. 55.

culture and identity. The experts point out intense conversion from globalization to deglobalization, which we will be part of it in the following period of time.

- Computerization and internetisation: active use of new information and communication technologies and ways of searching for information.
- Social changes: leads to the preferences of a customer and the value system of corporate social responsibility, it becomes a challenge and establishes new trends in fields of CSR and value marketing. These facts are further elaborated in part 2.1 Trends and challenges in 2013.

These factors affect corporate social responsibility and value marketing. It is important to realize that between CSR and value marketing there is a positive relationship.

1.2 Corporate social responsibility vs. value marketing

The professional marketing literature suggests that CSR activities help to achieve the philosophy and objective of value marketing. We might agree with the opinion based on scientifically proven facts, that in a certain level of customer awareness, they can consider the facts if the company makes business according to the rules of corporate social responsibility. Customers can be willing to pay more if the product has higher value and if they know that the company is actively involved in various CSR activities. In this case, CSR can be considered as a strategic investment which helps to increase customer value, and thus also contributes to the economic success of the company, measured by revenues and profits. One of characteristic features of CSR is values in a broader context. They are characterized by a shift in orientation to values such as the protection of the interests and needs.

Leads to the achievement of the following components:

- Benefits: can contribute to building confidence and growth in the value of a company's products. The result can be a loyal and satisfied customer.
- Advantages: is associated with the introduction of various certificates and ISO standards which help to develop the product and bring higher quality for the customer. Companies have

become more competitive which is a great advantage in a dynamic growing market.

- Added value: increasing the attractiveness of company products and services. It is one of the options on how to keep customers. As part of corporate social responsibility we can talk about financial, social, environmental and ethical factors. For example, the quality and safety of products and its services.
- Perceived value: it is influenced by the price that the buyer is willing to pay for the product. A customer has an internal need to own a product if it is important, valuable and if it can bring the desired value. This phenomenon is created in the mind of every customer as perceived value.

Among of key value for CSR include: respect for people, to own employees, to customers, to the environment and sustainable development values.

The result of the following business activities are to achieve satisfied customers. It depends on customer's expectations in relation to the product and what value it will bring to the customer.

The companies which want to be successful in the market place, they must try to ensure that their customers are happy. Happy customers can buy repeatedly and with their own positive experience they can re-send to the other potential buyers.

We can consider that today's market situation is characterized by the active struggle for a loyal customer. To get loyal and satisfied customers it is necessary that companies will carry out the business activities in a strategic way. The option how to fill such a strategy clearly belongs to support the activities of corporate social responsibility and value marketing. These lead to build the positive customer awareness.

1.3 Trends and challenges in 2013

Looking at the future, it is necessary to point to new approaches that appear in the corporate social responsibility and value marketing. This is the result of development of the whole post-modern society, new business models and revolutionary approaches.

The biggest trends and challenges in 2013 include the following:

- Responsibility: it is a natural aspect that helps to the value of

creation, which introduced into the whole corporate culture and communication with the target audience. The companies which execute their business activities in a responsible way and with respect are considered to be more credible.

- Increasing integration between corporate philanthropy, volunteering and sustainability: more and more companies are implementing these functions in various business activities and tasks. To deliver measurable results in the positive image of company and value identity of company.
- The challenge for bigger responsibility, transparency, values and their measurability: proper communication has a positive impact on corporate identity, in its procedures and programs. It is important that each output was measured which maintain transparency of activities.
- Shared value creation: is a trend towards better integration of thinking and part of corporate social responsibility. The experts predict that this trend will continue in the upcoming years.
- Focused more on the future: present a growing interest about future orientation of corporate social responsibility. Due to better economic improvements in many parts of the world, part of the attention is starting to focus on innovative ideas which deliver growth, stability and value.
- Monitoring of social media and professional blogs: the biggest change is the fact that social media is not used in the corporate social responsibility but that their use is successfully applied in different age groups. We can conclude that social media is not just used among teenagers and young people. It helps to strengthen communication. Social media and professional blogs to open the path of communication which is direct and valuable.

These trends and challenges bring changes in corporate social responsibility, which companies faced on the dynamic growing market. These innovative thoughts of leaders bring new solutions that may be applicable to various business activities.

1.4 Recommendations for market leaders

The activities of corporate social responsibility have the potential to

create several different forms of values for customers. This perceived value express the relationship between CSR and actual market situation.

In this part of this paper we will point out several recommendations which help to increase the effectiveness of corporate social responsibility. We speak about the following recommendations:

- Diversification of portfolio CSR: customer value is potentially present in the activities of the CSR which are connected with philanthropy, donations and other business practices. For this reason, the companies should focus more on value obtained with a portfolio of CSR activities.
- Prefer products related to CSR: customers are willing to give the priority to those products that are supported by practices of corporate social responsibility. In this case, the companies would not be skeptical and they should not focus on making a profit because the real potential is in self-oriented value.
- Understand the target audience: to know what is the type of our customers has proved to be one of the key aspects. It is important to evaluate the business core of CSR. There are two types of customers (enhancement vs. self-transcendent). The first type has a rather selfish view of the world and prefer mostly profit aspects. Meantime, self-transcendent cares about the welfare of others, prefers ethical and volunteer activities within CSR identity. For these reasons, managers should concentrate to expand the portfolio of CSR activities that could be supported also by self enhancement type of customer.
- Ensure coherence of activities included in the portfolio of CSR: the effort is to build a strong and recognizable brand CSR. The recent studies show that the companies which deal with CSR branding has a higher level of awareness among the customers.
- Build a long-term and consistent commitments to each activities of CSR: in addition to the value perception it is necessary to provide various corporate activities, which have a direct impact on a customer's perception. Therefore, managers should ensure to invest in valunteer activities and maintain their consistency during a long period of time.

- Doing marketing activities as to achieve an increase value: present relevant reason for the adoption of new social norms that contribute to the improvement of customer value.
- Find a suitable level of CSR investment: investing in CSR activities may have a negative effect on the financial performance of the company. Therefore, the companies should focus on investing in CSR activities that can provide and create value.⁴

By linking CSR as value marketing companies can gain a clear competitive advantage in the market place. Utilizing various social, environment activities the companies provide efficient and cost-effective investments to maintain current and gain potential customers.

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