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NEW TRENDS IN MARKETING COMMUNICATION^{*}

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Abstract. Article tests the current possibilities offered by the new marketing tools in the application of the selected organization. The first chapter of article defining the basic concepts related to the theory about the new trends in terms of online marketing communication. The analytical part focuses on the evaluation conducted a survey in which we follow the reactions of respondents carried out in form of online marketing and testing the impact of these factors in creating a positive image of the organization. To obtain the necessary information and data article uses the method of exploration, through questionnaires, which principle is based on data by subjective responses of the respondents. The survey, which was attended by a total of 209 respondents, was conducted through a questionnaire.

Keywords: new trends in marketing, internet marketing, marketing communication.

Introduction

Interest in the issue of internet marketing by organizations, trade workers and marketing departments, web designers, but also PR managers or consultants do not fall. New capabilities in this area, surge in popularity of social networks and new services available, all this makes the need to constantly monitor new and modern trends in the field. Internet or online marketing is no longer a marginal issue, but becomes part of the corporate identity of organizations and gaining a dominant position. Gradual migration of marketing activities in the Internet environment, so extending the range involved in this interesting field and increasingly affecting the perception of the image of organizations by their customers. Social media and Internet marketing tools have revolutionized the use of marketing tools in the online environment as a tools to promote and support the sale of the products and services.

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The theoretical definition of the term online marketing

The concept of online marketing we can define very simply as the use of internet to achieve marketing goals. The term e-marketing is used as a synonym for internet marketing, but it also includes Mobil marketing. In this more broadly debate we can describe the e-marketing as use of the internet and other information and communication technologies to achieve marketing objectives (Sedlacek, 2006).

«The advancement of information technologies and mass media greatly accelerates the rate of information exchange within the society and the planet as a whole. This radically aggravates the features of saturated markets. Information exchange between different market participants, cultures and subcultures often enriches the tastes of consumers, brings them to ever higher refinement and accelerates the rate of their changing» (Medvedeva, 2008).

Author Kotler (2007) says about e-marketing in the context of its position in the internet age, which passed from the life cycle of excessive vitality, investment, failure, decline to stable maturity. Customers still more seeking products, services and prices on the internet environment.

«The prediction of an explosion of online shopping became a marriage between information technology experts and marketing professionals. Most would believe the information technology researchers were studying the Internet technology and its advantages, while the marketers were focused on the consumer's use of the technology. As technology advanced, more marketing activities emerged to market goods and services via the Internet» (Corley II, 2013).

Internet has contributed significantly to this, what the literature says mass customization (customer has to set up the product from standard components) or mass personalization (the customer is approached individually, but offered to him is a standard product). Internet allows you to pay attention not only to customers with the most value for the company, but also increasingly to smaller customers, customers who bring us lower price (Janouch, 2009).

«Internet has the ability to inexpensively store vast amounts of information at different virtual locations and the availability of powerful and inexpensive means of searching, organizing, and disseminating such information. Internet could instantly change and provide information real time and on-line. With the ability to provide perceptual experiences, internet retail is far superior to the catalog retail. Internet has relatively low entry and establishment costs for sellers» (Wang, 2004).

Communication in the Internet environment is characterized by a number of important positive characteristics. Among them, particularly the possibility of accurate targeting, personalization, interactivity, and multimedia content usability, easy measurability of effectiveness and relatively low costs (Karlíček 2011).

Methods

To obtain the necessary information and data we used the method of exploration, through questionnaires, which principle is based on data by subjective responses of the

respondents, they represented www.noxadev.sk website visitors, Facebook group visitors, newsletter subscribers and other visitors of construction company web sites. The object of this analytic chapter was Construction Company, Noxa Development, Ltd. in Bratislava and by this we analyze online marketing communication tools tools in the form of corporate presentation websites on the internet. Based on the objectives of analysis and research, we formulated the basic hypothesis: We assume interdependence between effective online marketing and influence on building a positive image of the organization. The survey involved 209 respondents.

Analysis of survey results

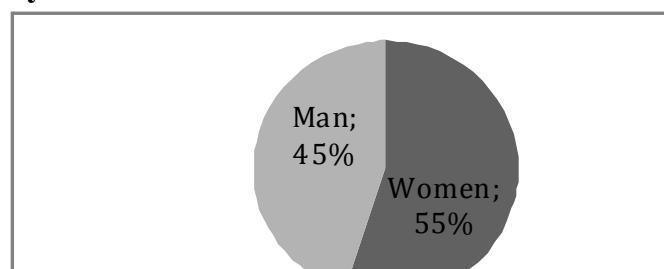


Figure 1: Representation of respondents by gender

The above results show that our research sample consisted of respondents to a greater extent in women 54.55% (114) represented. The men participated in the survey 45.45% (95) representation (Figure 1).

Question. 1: «How would you rate the overall level of Noxa Development Company, Ltd. Web sites (Noxadev.sk)?»

Table 1: Overall level of websites

Overall level	Number	Cumulative frequency	Relative frequency	Cumulative Relative frequency
Very high	39	39	18,66%	18,66%
Rather high	116	155	55,50%	74,16%
Average	53	208	25,36%	99,52%
Rather low	1	209	0,48%	100,00%
Very low	0	209	0,00%	100,00%
Together	209	209	100,00%	100,00%

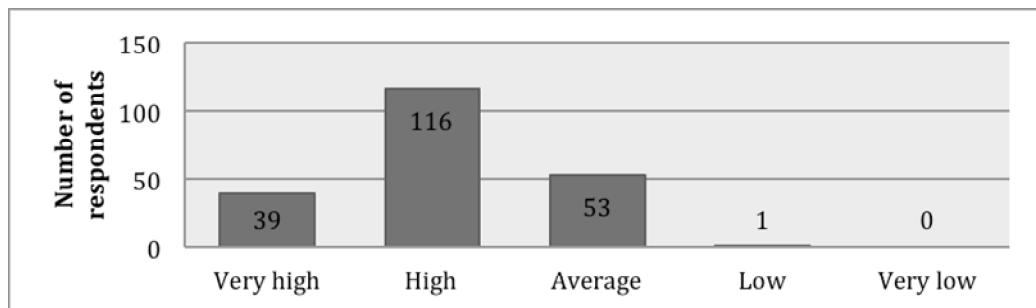


Figure 2: Overall level of assessment websites

The official internet presentation of the construction company evaluated respondents overwhelmingly in positive way. The level of the website sees 18.66% (39) of respondents as «very high», according to a further 55.59% (116) respondents, the overall level of the websites is «rather high». Statement «average» internet presence rated 25.36% (53) visitors. Of the total number of respondents on this issue expressed the opinion «rather low» only one respondent, which is 0.48%. Neither respondent evaluated level website as «very low» (Table 1, Figure 2).

Question. 2: «What is your overall satisfaction with the content of websites Noxadev.sk?»

Table 2: Satisfaction with the content of websites

Satisfaction with the content	Number	Cumulative frequency	Relative frequency	Cumulative Relative frequency
Very satisfied	42	42	20,10%	20,10%
Rather satisfied	107	149	51,20%	71,29%
I do not know	57	206	27,27%	98,56%
Rather dissatisfied	3	209	1,44%	100,00%
Very dissatisfied	0	209	0,00%	100,00%
Together	209	209	100,00%	100,00%

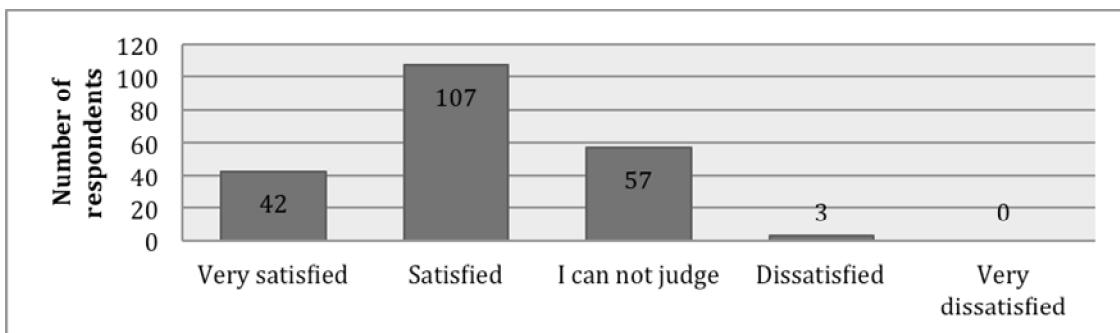


Figure 3: Satisfaction with the content of websites

Assessed internet website consists of a total of 87 sub-pages, each of which has its own unique and original content. That fact is 20.10% (42) of visitors very satisfied. «Rather satisfied» with the content of websites, according to the chart, more than half of those surveyed respondents - 51.20% (107). The option «I do not know» opted total 27.27% (57) surveyed respondents. As «rather dissatisfied» is identified only 1.44% (3) of the website visitors. Answer "very dissatisfied" did not record any response questionnaire, it does not designate a respondent (Table 2, Figure 3).

Question. 3: «What is your overall satisfaction with the graphic design of websites Noxadev.sk?»

Table 3: Satisfaction with the graphic design of websites

Satisfaction with the graphic design	Number	Cumulative frequency	Relative frequency	Cumulative Relative frequency
Very satisfied	61	61	29,19%	29,19%
Rather satisfied	116	177	55,50%	84,69%

I do not know	23	200	11,00%	95,69%
Rather dissatisfied	7	207	3,35%	99,04%
Very dissatisfied	2	209	0,96%	100,00%
Together	209	209	100,00%	100,00%



Figure 4: Satisfaction with the graphic design of websites

Graphic design of construction company Noxa Development Ltd. websites the respondents reported a positive response. Satisfaction with the situation expressed by 29.19% (61) of respondents who expressed their views as «very satisfied». Most people visiting the site, a total of 55.50% (116) is inclined to the view «rather satisfied» and vice versa 3.35% (7) of respondents expressed their opinion as «rather dissatisfied». «Very dissatisfied» were given to the graphic design of websites only 2 respondents, representing 0.96% (2). Respondents, who could not take a position to this question constituted the remaining 11.00% (23) (Table 3, Figure 4).

Question. 4: «It is in your opinion website Noxadev.sk understandable enough?»

Table 4: Clarity of websites

Clarity	Number	Cumulative frequency	Relative frequency	Cumulative Relative frequency
Definitely yes	101	101	48,33%	48,33%
Rather yes	84	185	40,19%	88,52%
I do not know	20	205	9,57%	98,09%
Rather not	3	208	1,44%	99,52%
Definitely not	1	209	0,48%	100,00%
Together	209	209	100,00%	100,00%

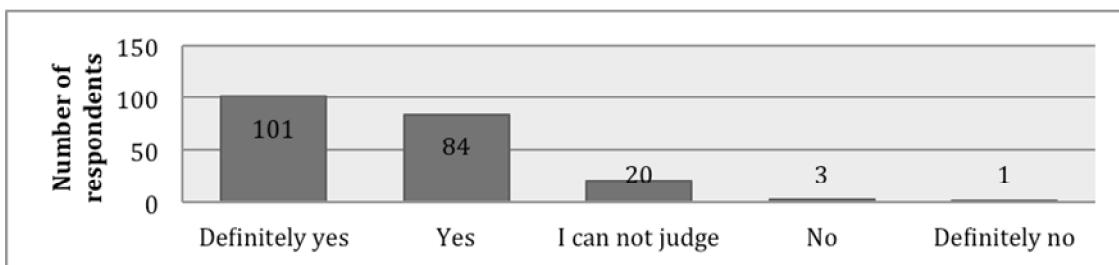


Figure 5: Clarity of websites

General structure and navigation, or simple and intuitive website - all this should have a clear web. Clarity of sites we evaluate was reflected also in visitors, where only 48.33% (101) of respondents means «definitely yes» to question whether the site is adequately understood and 40.19% (84) visitors answered «rather yes». The option «I do not know» opted 9.57% (20) surveyed respondents. Conversely rated as an obscure website with the answer «rather not» total 1.44% (3) visitors and answer «definitely not» a respondent is presented as a percentage of the value is 0.48% (1) (Table 4, Figure 5).

Question. 5: «Does the Noxa Development Company Ltd. give about themselves and their activities sufficient current information?»

Table 5: Clarity of websites

Timeliness	Number	Cumulative frequency	Relative frequency	Cumulative Relative frequency
Definitely yes	69	69	33,01%	33,01%
Rather yes	88	157	42,11%	75,12%
I do not know	45	202	21,53%	96,65%
Rather not	5	207	2,39%	99,04%
Definitely not	2	209	0,96%	100,00%
Together	209	209	100,00%	100,00%

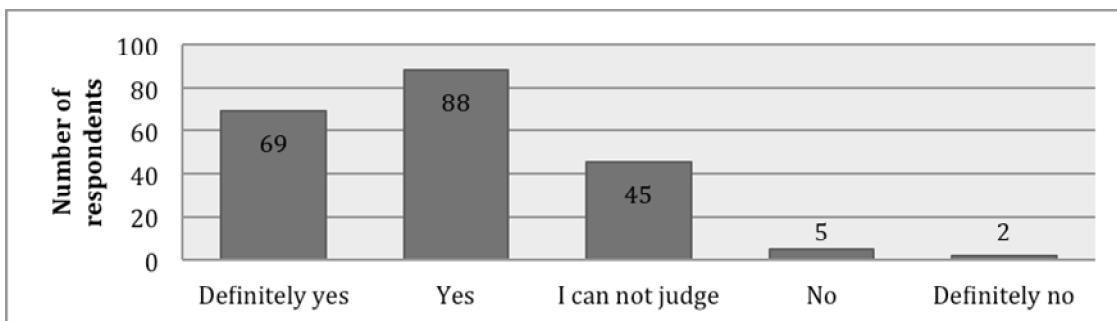


Figure 6: Timeliness of websites

By 33.01% (69) of respondents, Noxa Development Company Ltd. is active on the Internet and gives visitors plenty of current information, as confirmed by a further 42.11% (88) questioned their response «rather yes». On the other hand negatively evaluate the timeliness of the website and other online communications views «rather not» 2.39% (5) respondents and as «definitely not» fully assess this area of 0.96% (2) of the respondents (Table 5, Figure 6).

Question. 6: «Corporate image is a summary of the ideas, opinions and impressions that people have about the firm. What image in your opinion have Noxa Development Company, Ltd.?»

Table 6: Corporate image of Noxa Development, Ltd

Corporate image	Number	Cumulative frequency	Relative frequency	Cumulative Relative frequency
Definitely positive	39	39	18,66%	18,66%

Rather positive	114	153	54,55%	73,21%
I do not know	51	204	24,40%	97,61%
Rather negative	3	207	1,44%	99,04%
Definitely negative	2	209	0,96%	100,00%
Together	209	209	100,00%	100,00%

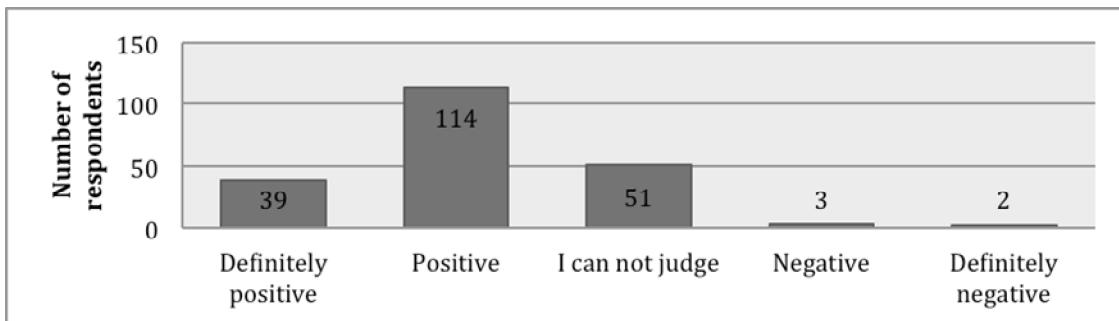


Figure 7: Corporate image of Noxa Development, Ltd.

The answer «definitely positive» is presented quite 18.66% (39) of respondents as a «rather positive» presented 54.55% (114) of respondents, representing the largest group. The other 24.40% (51) of respondents could not answer this question. On the contrary as «rather negative» marked the company's corporate image building total 1.44% (3) and as «definitely negative» of the remaining 0.96% (2) (Table 6, Figure 7).

Pearson correlation

For statistical evaluation and verification of the stated hypotheses, we used Pearson's correlation, which deals with the degree of linearity of the dependence between variables. The correlation coefficient can take values from interval $<-1..1>$.

Table 8: Pearson correlation

Area	Overall level	Content	Graphic	Clarity	Timeliness
Correlation	0,334	0,412	0,522	0,480	0,404
Number (N)	209	209	209	209	209

To verify the set of hypotheses, we chose the question number 6, which related to image of building company, and then we analyze it in relation to the following questions, which dealt with the quality of individual areas of business activity in the online environment. As can be seen from the results in a table of correlation values in different areas varied at fixed intervals, which means that among the issues analyzed there is a correlation, so we can confirm the hypothesis. The results of our survey indicate that there is dependence between the active involvement of organizations in the online environment and creating a positive image of them (Table 8).

Conclusion

Online marketing as a new trend in marketing communication and its efforts to create a positive image shows us that this form of marketing business involves

considerable potential. The overall results of our survey, we can conclude that website visitors and other activities of Noxa Development Company Ltd. the expression on their subjective perceptions of a range of responses collected mainly positive or positive response, which tells us that the behavior of the studied company is correct and meets the needs of customers in the online environment, which is reflected in their overall satisfaction. In the current highly competitive times the image is a concept that plays a very important role in the success of each company, that it should monitor, analyze and respond dynamically to the way the public looks at them and how they are perceived.

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НОВЫЕ ТЕНДЕНЦИИ В МАРКЕТИНГОВЫХ КОММУНИКАЦИЯХ

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Аннотация. В статье представлен обзор текущих возможностей, предлагаемых новыми маркетинговыми инструментами в отношении конкретной организации. В начале статьи определяются основные понятия, связанные с новыми теоретическими тенденциями в плане коммуникаций Интернет-маркетинга. Аналитическая часть посвящена оценке проведённого опроса, в котором авторы изучали реакцию респондентов через форму интернет-маркетинга и тестирования влияния этих факторов в создании позитивного имиджа организации. Для получения необходимой информации и данных, в статье используется метод исследования с помощью вопросников, которые основаны на данных субъективной реакции респондентов. Опрос, в котором приняли участие в общей сложности 209 респондентов, был проведен с помощью специальных вопросников.

Ключевые слова: новые тенденции в области маркетинга, интернет-маркетинг, маркетинговые коммуникации.