

Analysis of the possibility of improving the image of Prešov from the perspective of marketing strategy

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Abstract: The main goal of the marketing strategy is to increase the city's competitiveness and its image. Its job is to successfully sell the city, to distinguish the city from its competitors, to use a competitive advantage and to achieve the satisfaction of the target groups.

Key words: image; city; marketing strategy

JEL Classification: M30, M31

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Introduction

Marketing is an increasingly important activity of local economic policy. Territory marketing focuses on achieving the development goals of municipalities and regions by satisfying the needs of the population, local stakeholders, visitors and potential investors. The role of marketing is to systematically examine and analyse the needs of the target groups. It's not just "making an ad". It helps define areas that can be a competitive advantage and then reinforce them. Widespread marketing of the city is a tool for achieving its competitiveness, attracting bourgeois investment, increasing the attractiveness of its inhabitants, as well as a means to uncover its internal possibilities for renewal, reorganization and greater efficiency in its functioning. It creates the prerequisites for the effective linking of the private and the public sector to the satisfaction of common interests. Effective city marketing can help to improve the image of the city and increase its competitiveness. Marketing directly leads to the encouragement of better services for residents, business people and visitors. The marketing strategy is designed to increase the efficiency of the city marketing with an emphasis on meeting the priorities, objectives and measures the city wants to achieve. At the same time, it has to formulate its marketing and communication principles, priorities and marketing objectives in order to improve its competitiveness, increase the attractiveness of new foreign and domestic investors, attract new

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residents and visitors, improve the image of the city and improve the quality of the inhabitants' life. The proposed city marketing activities also take into account the democratization elements, they also strengthen the public participation, moreover take into account the needs of the population and the differentiated interests of specific target groups as well as the technical, material and personal background of the city in order to ensure the fulfilment of its strategic goals.

Theoretical background

Foret clarifies the word strategy that originally meant - to lead the war and military operations in order to achieve a victory, as follows: at the present time, under this notion we understand the activity of the enterprise, i.e. the people who are expected to reach these goals. The business management deals with the strategic planning. It formulates long-term - strategic goals and looks for procedures – for a strategy to achieve them. With regard to the concept of strategy, it is necessary to clarify the difference in the meaning of the concepts of strategy and tactics. The strategy answers the question "how, how do we want to achieve our goals," the tactics sets out concrete steps "how do we achieve it" (Foret, 2008, p.23).

Segmentation, Targeting, Positioning - According to Kotler and Armstrong:

- Markets are divided into customer groups - it is market segmentation - segmentation,
- Their selection, i.e. the selection of groups of customers whose business will provide a particular type of product or service is called the target market selection - targeting,
- And how to create a marketing offer that addresses a group of selected customers we call positioning.

In a detailed study of marketing, we learn that during its development this has gone through three stages:

1. Mass marketing presents marketing demand. The company produces one product and satisfies the mass market, presuming that this market is homogeneous and striving to acquire all buyers.
2. Marketing of diverse products assumes that the company produces several products that have different characteristics, quality, size, ... The aim is to expand the market offer and differentiate itself from the competition. The company realizes that the market is not homogeneous.
3. Targeted marketing means that the business focuses on one or more target markets and recognizes different market segments. It can also produce products and develop production programs that are tailored to a particular consumer. And just the implementation of targeted marketing requires, as Kotler and Armstrong, says:

a. segment the market, i.e. divide it into so-called market segments, which are homogeneous parts of the market, and which will become the target market for the enterprise,

b. define the target market,

c. choose a market position in the target market (Kita et al., 2002; Kotler, Armstrong, 2004).

3. Analysis of city marketing

Summary of the main analytical outputs of the processed documents in relation to the marketing strategy

The basis for formulating the design part should be the analysis of the current state of the city (macro environment, micro-environment and intermediate), marketing and marketing activities as well as SWOT analysis.

"Marketing" activities require permanent coordination not only within the city, but especially towards the external environment. City promotion activities should not be isolated and should be part of a comprehensive project approach, a specific strategy associated with a priority or a city goal. They are general information rather than marketing significance, in particular, there is no address for target groups located outside the city. Opportunities for changing the current state are mainly in the new system approach to management, coordination of city marketing, in the systematic building of communication channels to individual target groups, in enhancing the promotional and information content of messages so that they can be used for targeted activation of citizens, visitors and tourists, i.e. potential investors. Selecting new target groups requires processing of new databases and their permanent updating.

SWOT analysis of PR city Prešov

Strengths

- Daily updated city web portal
- Presentation of the city and its life via the Internet, electronic and print media
- Local TV broadcasting
- Publishing publications about the city
- Shooting a movie about the city
- Publishing promotional materials about the city
- Presentation of the city in co-operation with other cities
- Organizing benefit concerts
- Organizing tours of local folklore groups
- Organizing events
- Organizing fairs
- Organizing commercial concerts of popular and classical music
- Supporting sport, cultural and charity events
- Creating a city logo
- Active contact with the coastal cities abroad
- Improving e-services for citizens

Weaknesses

- Not taking advantage of the opportunity to publish for regional and national media
- Low participation of journalists in city-organized press
- Low interview offer for regional and national media
- Organizing public talks with prominent natives and other public figures in the city
- Low beneficial activity of the Council of City Entrepreneurs and its share in the development of city partnership with business entities and non-profit organizations
- Collection and archiving of articles, spots, information about the city and its representatives in electronic and print media - their updating

Opportunities

- Improving the possibilities of communicating with the legislature and the state executing party as well as political parties
- Improving communication with embassies in the Slovak Republic and abroad
- Application of the Act on CR Support in the Slovak Republic under the conditions of the region
- Deepen the co-operation of cities in joint marketing

Threats

- Inadequate assistance from the state in the lagging region of the SR

- Non using the EU aid for cross-border regions
- Reluctance of city partners to create functional partnerships, or their passivity

The analysis shows that:

- The city organizes a wide variety of social, cultural, sporting and other events in the city, particularly for its residents and visitors;
- The city's promotional and information activities are rich. They are involved in organizing the city and collectives, Community centres, TV, local newspaper and others;
- The promotional activities of the city - its participation in exhibitions and fairs, the production of printed and audio-visual material, the indirect aim of which is to contribute to the effective development of not only the city but also destinations by increasing the number of visitors and the expansion of services, which in the future will have an economic effect;
- Advances the use of multimedia technologies - installed locally (interactive kiosk) for the purpose of providing personified information to visitors and tourists;
- With the development of democracy, the demands and expectations of citizens are gradually increasing. There is a strong pressure on citizens to improve the quality of life, and the demand for new public and non-public goods is growing. There is a growing demand to meet the specific needs of the target groups, particularly in the area of social assistance, as well as the speed of decision-making of the self-government.

Data and Methodology

To analyse the emotional (emotional) dimension of the image of Prešov, we used the semantic differential method. We used the combined numerical-graphical form of the scale. We asked the respondent a complex question, in which they evaluated the attributes of Prešov on the basis of feelings and subjective perception, whether on their own experience or on the basis of mediated information (without ever personally visiting the city of Prešov). The resulting values are above the neutral centre value 3 with a positive trend towards their positive evaluation. However, if we compare the values, we can say that the worst-rated attributes of Prešov were city security (final value 2.45) and quality of services in the city (final value 2.44). The most positive evaluations were given by the hospitable and cardiac inhabitants of Prešov (value 1.84) (Graph 1). On a more detailed analysis, we found that the ratings of respondents who had never visited Prešov had a more pronounced tendency towards a negative assessment of the city than those who had a personal experience with the city (Figure 2). The greatest discrepancy was seen in the subjective evaluation of the "beauty" of the city. Here it was shown that respondents who in Prešov never rated the city the worst among all the monitored groups (the average value was 2.73), and it was best rated by a group of respondents who had visited the city in the last two years 2-4 times (resulting value of 1.57). A similar tendency of worse evaluation for respondents who have never been seen in Prešov during the evaluation of people living in Prešov, who they consider to be less sympathetic, hospitable and hardworking than those who have personal experience with them (average values are down by about 0.5). The quality of service attributes was almost 4.5 times the average (2.88) for a group of respondents who were in Prešov more than 5 times. The only attribute where everyone was almost sure was city security (value 2.4).

Results and discussion

New model of marketing mix is proposed as follows:

known	unknown
nice	ugly
rising	falling
Energetic	no nightlife
safe	dangerous
Attractive	Not much to look at
Interesting for visitors	Uninteresting for visitors
With rich traditions	No such traditions
With good services	No good services
Friendly citizens	Unfriendly citizens
Hospitable citizens	Inhospitable citizens
hard-working citizens	Lazy citizens

Figure 1. Proposed marketing mix

Conclusion

Site marketing is applied in a narrower form. Attention is focused "inward", above all, on informing and communicating with citizens of the city. There is little balance in the promotion and presentation of the city outside, the building of relationships not only with the city's inhabitants but with the public outside the city, which is also reflected in the use of the tools of the entire marketing mix. By achieving a balance, it should become an effective tool for a positive change, source of the ever-growing competitiveness of the city.

The majority of respondents perceived Prešov as a city in the "East", with insufficient transport infrastructure, lower quality services and a lower level of safety, but on the other hand with a wide variety of cultural possibilities, with sympathetic, hospitable, good-hearted but slightly lazy inhabitants. On the basis of the facts, the outer image of the city of Prešov appears to be inconsistent, a little pronounced, scattered, poorly supported, and its perceptions also to a large extent spatially differentiated. We are told that the lower level of promotion results in lower awareness of Prešov. Despite the fact that Prešov has good prerequisites for the creation of a significant and positively broadcast image, it does not use all the means to create it to such an extent as to ensure the broadcasting of the broadcast image in the form of a perceived external image.

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