

Research issues reputation of Slovak companies in the form of blogs in e-business processes on a virtual Slovak market

PhDr. Martin Mudrik, PhD.
*University of Prešov in Prešov,
Department of marketing and international trade
Konštantínova 16, 080 01 Prešov, Slovakia
martin.mudrik.1982@gmail.com*

Mgr. Jakub Horváth
horvath.jak@gmail.com

© eXclusive JOURNAL

Abstract

Marketing affects every aspect of company life. In management it is essential to understanding business management, that marketing participation in management processes is essential. There are many companies that are still at sharply increased marketing functions implemented marketing concept just outside. The role of marketing in the company's planning and fulfillment of conception, pricing, promotion and distribution of ideas, goods and services, which leads to the realization of a mutual meeting the needs of individuals and organizations. Poorly chosen or no marketing strategy can mean the demise of his company. This problem plagued now in Slovakian business sector most small and medium enterprises. This is logical, because smaller businesses have a limited number of workers, many of them don't have marketing department and realize marketing strategies intuitive. This is an unfortunate solution many times.

Key word Company, marketing, internet

JEL Classification: C22; C51; M31

Acknowledgement: This article is published as one of the outputs of the Slovak research grant project VEGA 1/0857/15, granted by Slovak Scientific Grant Agency VEGA.

1. The role of marketing in the company

The fact to what extent the company is able to get closer to your customers, determines its position in the market and from that, linked to the rise or fall. Kotler (2007) considers the claim that "the aim of marketing is to know customers and their needs so well that the products and services it sold itself." If we understand marketing as tools to help better meet customer needs, this idea is very apposite and logical.

Another very important aim to make a reasonable profit in a market economy, it is flowing out of funding for further development of the company. Through purposeful management of the marketing process, the company aims to achieve a level of demand that will allow it to meet the targets it has set. It is possible to claim that marketing management is a result of the demand management (Cibáková 2008).

Many authors report in Control Theory opinion of Peter Drucker that "as a marketing activity to meet the needs through the market is so fundamental that it can not be considered a separate management function. It is the general view of any business sense in terms of its final result, that is for consumers who decide on the company's profit "and considered marketing as a ubiquitous motivator of behavior. Marketing management systems are considered an important and integral management area. So characterized management systems highlight the importance of marketing for the company development. From this perspective, marketing directs the development of the company is designed to suit customer wishes (Čimo; Mariáš 1996).

2. Advertising on the internet

Development of Internet advertising recorded since the mid-nineties, numerous changes. Unprecedented rise in worldwide use of the Internet in the last decade of the last century has been accompanied by an immediate effort to use the Internet environment for the promotion and visibility.

According Janouch (2011) there are hundreds of options for where to place the ad, as well as various forms of advertising. In general, it is always necessary to consider, which is the aim. Whether it be driving traffic, branding or direct product sales. Another form we choose for end customers and another for customers of company. It is necessary to reflect on what market segment is our goal - who our customers are, what their behavior, which portals they visit, what they are looking, they are more active or passive, watch TV, and so on. Then it is necessary to develop a budget and determine how they will measure the fulfillment of its objectives. Tests are conducted using quantitative and qualitative indicators which are difficult to measure. Among the common indicators include the number of people who saw the ad, click through rates, the rate and number of conversations and many other indicators.

At the turn of the millennium occurs in Internet advertising to a certain disillusionment. In advertising campaigns with image ads they have invested a lot of money, but usually not quite successfully. Advertising campaigns were expensive and minimum efficiency. After a stellar entering the advertising space on the internet looking sober and explore tools for better planning advertising campaigns and to effectively evaluate the effectiveness of online advertising (Kent 2006).

As well as the Internet considered the fastest-changing media and the Internet advertising market, says Janouch (2011), is one of the most variable and flexible responsive not only to the demand of the beneficiaries but also the needs of advertisers. For more effective planning of advertising campaigns the Internet community begins to address the possibilities for greater targeting of advertising messages according to specific user demand and more detailed monitoring of their conduct immediately after seeing the advertising notices. With the advent of pay per click begins the advertiser pays for the actual outcome of the advertising campaign, that is for the number of visitors who actually responded to the ad. Once it is created and optimized website, it is necessary to embark on advertising. It is a logical step for which there are several reasons:

- advertising on the Internet is a relative cheap,
- it can be precisely targeted.
- in contrast to other media it is well measurable.

- it is interactive, ie. allows, in certain cases, feedback,
- operates continuously - 7 days a week, 24 hours a day.

3. Blogs

Blogs are a simple web applications, people use them to publish their personal views. People who read these articles are welcome to comment and share what we created online WOM (word of mouth), which means a shift information or story orally from one person to another. In today's digital age it can be considered for the use of social networking sites, chat rooms and other communication tools. Bloggers today are an important part of public relations, to which companies cooperate with journalists like. Slovak digital advertising agency TRIAD Advertising has at www.blog.triad.sk company blogs where they can contribute to enhancing brand reputation, to catch up customers as well as an increase in traffic (Králiček; Král 2011).

We agree with the author Janouch (2011), the blog is not just that we write an article and waiting for your comments. We have to be active. To the people who write comments, we must act so that we answer their questions, apologize for the errors in the article and also answer on comments. This will give you the required incentives and we encourage more activity and people. Even seemingly insignificant remarks have weight. In terms of language, it is necessary to reflect the blog, how people speak. In the article is not only appropriate to use common words, but make use of the wealth of languages and special terms which customers in the certain area usually know and use.

Potential uses of blogs in marketing by Scott (2010, p. 60):

- following up on blogs we can monitor what people think about the company or product,
- engaging in these discussions, sometimes this way can the outset to catch the emerging problems, possibly we can inspire some issues for users of products and services,
- cooperation with bloggers active in the segment,
- influencing debates with founding and writing your own blog.

4. Data and methodology

Within the investigated issue it was conducted a survey of responses on questions asked from potential, as well as real customers of various Slovak companies, using modern tools of promotion. The data were collected in March and April 2016 through a questionnaire filled in electronic form. The survey covered 159 respondents who are the customers of Slovak companies, using modern tools of promotion and were influenced to buy just by these instruments. The largest representation of respondents had age group 18-25 years. The oldest respondent was 60 years old.

To evaluate the data collected was used tabular editor Excel from Microsoft. Data were evaluated by the method of charts and descriptive methods.

5. Results and discussion

The survey results are presented in the following. Other than those described form is used and a clear form of graphs.

Hypotesis: *We assume that there are differences in the rate of interest on blogs, based on gender of surveyed respondents.*

To evaluate this survey was used analysis of variance that explains whether there are statistical differences in the perception of and interest on blogs on a group of variables that represents the gender of the respondents. The following table shows that there is at least one mean value which is significantly different. Thus the outcome of this analysis is that the interest on blogs does not differ by gender. This means that interest in blogging may also have women as well as men, the differences could be significant in subjects about which discusses individual blogs.

Table 1 Analysis of variance (the rate of interest on blogs based on gender)

Variable	Analysis of variance							
	Marked effects are significant on the level $p < ,05000$							
	SČ effect	SV effect	PČ effect	SČ mistake	SV mistake	PČ mistake	F	P
The rate of interest on blogs	4,58568	1	4,58568	188,257	157	1,19909	3,824307	0,052289

(Source: Own elaboration)

In the analysis of variance it has significant influence fact, that the data used in the analysis have normal distribution, which shows the subsequent probability graph for the both groups of variables, while the number 1 is male and 2 is the female respondents.

After identifying normality was conducted Levene's test of homogeneity of variance, which is intended to accept or reject the hypothesis about the identity of variance. A very important indicator of the value F, which is the value of the tested statistic and p-value that is compared with the level of the tested statistic. Conducted test shows that the variances are not homogeneous and Levene's test rejects the hypothesis of identity variance. We also confirmed that the value of $p = 0.014210 < 0.05$.

Table 2 Levene's test (a measure of interest in blogs based on gender)

Variable	Levene's test of homogeneity of variance							
	Marked effects are significant on the level $p < ,05000$							
	SČ effect	SV effect	PČ effect	SČ mistake	SV mistake	PČ mistake	F	p
Interest on blogs	2,11237	1	2,112371	53,9398	157	0,343566	6,14837	0,01421

(Source: Own elaboration)

After making the Levene's test of homogeneity of variance was performed and Kruskal - Wallis ANOVA, which represents a sort of extension of the Mann - Whitney test and the role of this test is to determine whether in the studied sample exists differences in medians, that are statistically significant. Results of Kruskal Wallis ANOVA, that is also called the Wilcoxon's test double-selected can be viewed below. The results were tested for the level of 0.05 and the table shows that the difference between each pair of medians, which was calculated from the studied sample can only be the result of random selection and thus it can be said that the result is not statistically significant between variables, and there is no connection. This test once again confirmed the interest in blogs on the internet does not differ according to gender.

Table 3 Kruskal-Wallis ANOVA (rate of interest on blogs based on gender)

Dependent: Interest on blogs	Kruskal-Wallis ANOVA based on the order; Interest on blogs			
	Independent (group) variable: Gender			
Kruskal-Wallisův test: $H(1, N=159) = 2,885528$ $p = ,0894$				
	Code	Count of valid	The sum of the order	Average order
1	1	51	4524,000	88,70588
2	2	108	8196,000	75,88889

(Source: Own elaboration)

6. Conclusions

In this article, we looked at a modern tool of promotion because the internet has become a primary marketing battleground between competing companies that try create awareness of their product or service and then sell. A clear advantage of these tools is their broad portfolio, lower costs with greater impact, which can be quickly and easily checked.

Survey showed that interest on blogs do not differentiate by gender.

„This article is published as one of the outputs of the Slovak research grant project VEGA 1/0857/15, granted by Slovak Scientific Grant Agency VEGA.“

References

- Cibáková, V. et al. 2008. *Marketing služieb*. 1. vyd. Bratislava: Iura edition. ISBN 978-80-8078-210-8.
- Čimo, J. a M. Mariaš., 1996. *Riadenie marketingových aktivít*. Bratislava: Sprint. ISBN 80-88848-06-7.
- Janouch, V., 2011. *Internetový marketing. Prosad'te se na webu a sociálnych sítich*. Brno: Computer Press. ISBN 978-80-251-2795-9.
- Karlíček, M. a P. Král, 2011. *Marketingová komunikace. Jak komunikovat na našem trhu*. Praha: Grada Publishing. ISBN 978-80-247-3541-2.
- Kent, P., 2006. *Pay Per Click Search Engine Marketing for Dummies*. Indianapolis: Wiley Publishing. ISBN-13: 978-0-471-75494-7.
- Kotler, P. a G. Armstrong, 2006. *Marketing*. Praha: Grada Publishing. ISBN 80247-0513-3.
- Kotler, P. a K. L. Keller, 2007. *Marketing management*. 12. vydanie. Praha: Grada Publishing. ISBN 978-80-247-1359-5.
- Scott, D., 2010. *Nové pravidlá marketingu & PR*. Bratislava: Eastone Books. ISBN 978-80-8109-149-0.