

The importance and impact of blogs on online marketing

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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. Blogs are social media that are owned by companies. Therefore, online identity building via blogs is important from the long term point of view. Blogs allow to distribute more complex content following the needs of potential buyers to obtain information on companies' products.

Keywords: company; marketing; blog

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Introduction

E-marketing is here because of the Internet. This is a very simple explanation, however. The Internet has been here for a long time, but the beginnings of a real marketing on the Internet can be traced to late nineties. Advertising on the Internet has existed since 1994 and some marketers began to realize back then that the Internet's potential is great. Technical possibilities and in particular limited access to the Internet was holding e-marketing back. However, the situation started to improve and companies have begun to present their products/ services and even themselves online. Web pages started replacing printed brochures, catalogs and then they finally started selling. Over time, web pages began to develop and improve thanks to multimedia, newsletters, banner ads and the like. E-marketing was born the second companies started to research customer preferences, their views, comments on the product and the like. Internet then became a tool that transformed marketing (Janouch 2011).

1. Literature review

Prior to the Internet there existed information asymmetry between customers and sellers. The reason for this phenomenon was the fact that all the necessary information about products were held by sellers, taking their own decisions about whether to provide customers with such information in the buying process (Scott 2014). Internet has reduced this asymmetry and allowed those interested in the product to search for information in different places, while being limited only by the size of the Internet as a whole. Companies that were able to understand the information needs of their customers and that also included blogs into their marketing strategy can now provide comprehensive information aimed at acquiring customers at the stage of brand awareness phase and lead them to the phase of decision-making - while their product is one of the available options. A number of authors concentrate on these issues, such as Gerrikagoitia et al. (2015), Dorcak et al. (2014), Constantinides (2014), Peter et al. (2014), Apăvăloaie (2014), Rahimniaa – Hassanzadehb (2013), Tiago – Tiago (2012).

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.

According to Cibáková (2008) 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.

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).

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.

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 (Janouch 2011).

Author Kotler (2006) says that 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.

As well as the Internet considered the fastest-changing media and the Internet advertising market 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 (Janouch 2011):

- 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.

According to Sterne (2010) and Scott (2013), blog belongs to social media. Social media are online tools that allow users to create content and distribute it via the Internet (Sterne 2010). A blog is a personal journal in which posts are added in chronological order. This feature of blogs changed with the advent of social media arrival to the business itself. The result is that many businesses today use blogs to distribute information relating to their activities (Handley 2014). Blog is a digital heartbeat of each brand (Young 2013), an important tool for brands' marketing (Ryan and Jones, 2012) that represents new opportunity of bidirectional communication with customers (Wuebben 2011). It offers the ability to consistently attract readers' attention with new contributions and a fresh batch of information (Cho 2012) and gives people a reason to return (Jefferson and Tanton 2013) by trying to meet their expectations (Griffin 2013). According to Handley and Chapman (2012) a blog is the first place that a potential customer visits. With so many easy software that is simple to use for the end user, it is not difficult to operate a professional-looking blog that allows you to quickly create content in real time (Scott 2013), and whose management is much easier when compared to the website (Wright-Porto 2011). Furthermore, most of the software needed to blogging (such as WordPress) is available free of charge (Maya 2010).

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 (Králíček and 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 be 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.

2. 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 September and October 2017 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.

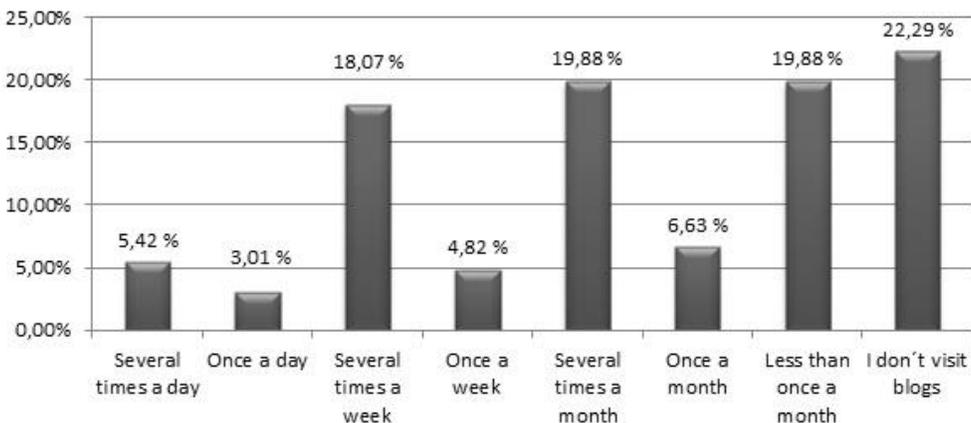
3. Results and discussion

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

Hypothesis: *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.

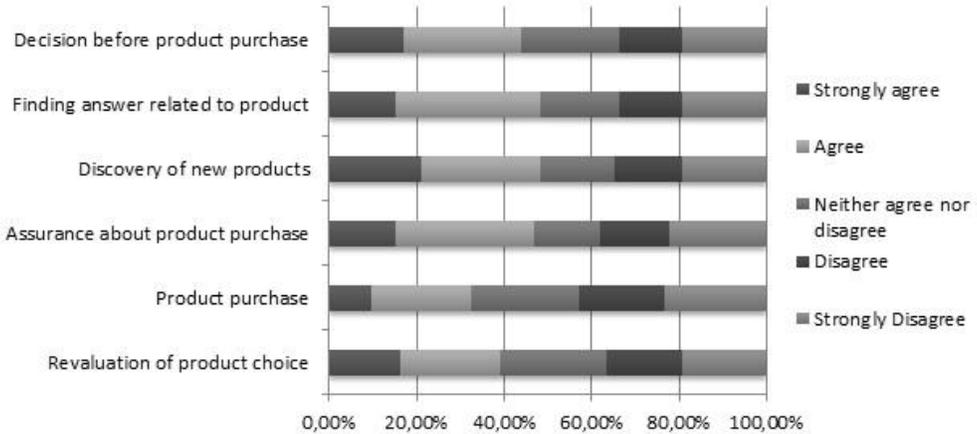
Chart 1 Frequency of user's blog visits



(Source: own elaboration)

The primary concern was to find out how often the users visit blogs. The results of these findings are shown in the Chart 1. Based on these results it can be said that only 22,29% of the respondents does not visit blogs at all. But what is important is that up to 57,83% of them visit blog monthly in some frequency. 5,42% of the respondents visit blogs several times a day, while a further 3,01% of respondents visit the blog at least once a day. With regard to weekly visits 18,07% of the respondents visit blogs several times per week, while 4,82% of the respondents visit the blog at least once a week. 19,88% of the users visit blogs several times a month. These results indicate that by publishing the content that coincides with the information needs of the respondents, it is possible to generate regular website traffic.

Chart 2 Did blog help you with any of the following?



In addition to the visits frequency the aim was to find out how blogs help respondents in the purchasing process. The results are shown in the Chart 2. As we can see, a blog forms an important part of the buying cycle of the interviewed people. 16,27% of respondents reconsidered their product selection based on a blog together with 22,89% of respondents who chose the option agree. 15,06% of respondents were assured of their decision upon reading a blog and 31,93% of respondents chose the option agree. A blog certainly helped 21,08% of respondents in discovering new products with other 31,93% of respondents who answered agree. The purchase of the product based on a blog was the case of 16,87%, followed by 27,10% of respondents who said agree. The actual purchase based on the blog was the case of 9,64% of respondents, with 22,89% of respondents choosing agree.

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 Wilcox’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	51	4524,000	88,70588	
2	108	8196,000	75,88889	

(Source: own elaboration)

4. 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.

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