

ADVERTISING AS A TOOL OF MARKETING COMMUNICATION AND ITS CONSEQUENT IMPACT ON CONSUMERS

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Abstract

The article pays attention to marketing communication issue, specifically in advertising. The article summarizes theoretical background of advertising within evaluation of the topic direction. The main attention is focused on advertising problem as a marketing communication tool from the perspective of market participants providing their products and services. Through a realised survey of selected aspects we point out opinions of selected target groups in the application of selected market entity.

Key words: marketing communication, communication mix, advertising

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Introduction

Adverts are part of our daily lives whether you realise it or not. Every day we meet them at every turn and in different forms. Effective management of marketing communications firm has a significant impact on its operations in a highly competitive environment. Advertising as a tool of communication mix is a part of the corporate strategy as the long term. It is also addressed at the operational level – directly across the product life cycle. It is hardly conceivable that a firm whose objective is profitable and also long-term activity on the market should be achieved without the use of promoting their firm and products.

Theoretical background

Marketing communication can be described as an interactive dialogue between the organization and customer in the stages: prior to sale, during sale in course, use of the product and continue to the end-use product. It answers two basic questions: How the organization will find customers and how customers will find the organization. The main objectives of marketing communication include: build a product preference with potential customer, inform consumers about products or services and their benefits, differentiate their offering from competitors, to

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convince potential buyers to purchase the product or service, further remind them and not least to familiarise customers about philosophy and values of the firm (Vašítková, 2008).

The process of marketing communication takes place between the organization and its potential and existing costumers, sellers and buyers, also between the organization and various stakeholders. These groups include all entities that influence or vice versa are influenced by the organization. They are such: suppliers, business partners, employees, investors, media, shareholders, citizens associations, public authorities, NGOs (Johnová, 2008).

There are many definitions of advertising, but what they have in common is a communication between sponsor and to whom are the products or services offered through any medium with commercial aim (Vysekalová, 2011).

The objectives of advertising are closely linked with the strategy of the firm on which is based. They may be in the area of awareness about the firm, its knowledge, popularity, beliefs, intent, about its activities (Johnová, 2008).

Key targets of advertising based on the primary goal of advertising message and the role of advertising in the product life cycle can be defined as follows (Dudinská, 2000):

- Informative aims – advertising informs the public about a new product and its characteristics. The purpose of this ad is to raise demand and interest.
- Persuasive advertising succeeds in a period of increased competitive pressure, it means to convince customer to buy just our product.
- Reminder advertising – this advertising has to keep our product and our brand in the mind of customer before upcoming season.

Advertising can influence human behaviour only if it passes the adoption process (is perceived) and processing (is understood, organized). This means, that one can create an internal mental image of the message contained in advertising. Positive advertising affects a person only, when the picture is connecting the current message with past experience, past perceptions and has motivating quality. As a whole, this becomes an incentive to purchase a product, service etc. Advertising passes on this path through two processes of perception; sensory process (prepared by our sense organs) and cognitive process of perception (processing, organizing information, their inclusion in a particular category, enrichment of the existing system of knowledge) (Vysekalová, 2006).

Man is not only rational creature. Each half of the brain meets the other functions. The right side is focused on creativity and emotionality. Left side is more logical, analytical and intellectual. Current researches show that emotions affect cognitive processes such as attention, learning and memory. We know it is easy to remember pleasant, but also unpleasant situations and experiences. Emotions are involved as the storage, keeping and handling information. Emotional content of the advertising message is designed to attract the corresponding feelings and emotions, to activate the target group, to reach their desires and motives. It wants to act on those impulses that lead to hearing, to attract the interest of product or the final phase of its purchase (Mikeš, 2007).

Studies in developed economies show that the amount of funds used for marketing communication are growing. Management of most companies believes that the communication activity has an impact on customer's change of approach to the company, product, increase brand loyalty and helps to increase sales. It is inconceivable in many industries that company does not invest in communication at least as it is customary in the industry. Many institutions do not survive without marketing communication in the long run (Přikrylová, Jahodová, 2010).

The main drawback of advertising can be characterized as Kotler mentioned (2005), that traditional advertising is a key element of marketing mix. Its main drawback is the fact that in many cases it is a monologue. Nowadays it is very important to develop a persuasive communication system which enables the exchange of information with current and potential customers.

Methods

The main objective of the realised project research was to verify the existence of the mutual relationship of advertising and other marketing mix components of the observed society, through the satisfaction of respondent with these components as well as advertising of given brand affects respondents to purchase its products.

The research task was performed during the month of March 2012. Acquisition of the necessary data was carried out by exploratory method through questionnaires. The method is based on collecting data through the subjective statements of surveyed respondents, which in this case represented a random selection of respondents in the Košice region. The condition of involvement in the project research was the need of Coca-Cola trademark knowledge. Number of interviewed respondents was 400, of which 152 respondents participated directly in the survey.

The questionnaire was given to respondents by personal questioning and was sent electronically to the e-mail addresses of respondents. The results were evaluated with program Microsoft Office Excel 2007 and with a tool for processing and statistics Statistica 10.

In the context of gender analysis was used χ^2 Pearson Chi – square (Chíkvadrát test) statistical method. There was used T-value (T-test) in analyzing of satisfaction factors with the economic activity of survey participants.

Gender	Frequency	Cumulative frequency	Percent	Cumulative percent
Men	58	58	38,15789	38,1579
Women	94	152	61,84211	100,0000
Missing	0	152	0,00000	100,0000

Table 1. Structure of respondents by gender

Source: Own processing

Age	Frequency	Cumulative frequency	Percent	Cumulative percent
18-30	109	109	71,71053	71,7105
31-40	26	135	17,10526	88,8158
41-50	17	152	11,18421	100,0000
Missing	0	152	0,00000	100,0000

Table 2. Age structure of respondents

Source: Own processing

Results of significance analysis of gender, age and economic activity of respondents

There is no statistical significance ($0,332 > 0,05$) between gender of respondents and popularity of Coca-Cola advertising. Coca-Cola advertising has about the same popularity for men and women. 49 (32,24 %) of respondents have no sympathy towards The Coca-Cola Company advertising. It is 4% of men and 20% of women from the total survey sample as can be seen in Table No.3

Popularity of CC Co. advertising	Men	Women	Line frequency
Yes	33	46	79
Percent %	21,71%	30,26%	51,97%
Don't know	6	18	24
Percent %	3,95%	11,84%	15,79%
No	19	30	49
Percent %	12,50%	19,74%	32,24%
Frequency	58	94	152
Percent %	38,16%	61,84%	100,00%

2,206; p (significance) = 0,332

Table 3. Pearson Chi-square – popularity of The Coca-Cola Company advertising

Source: Own processing

Mutual comparison of gender and question no.18 how often respondents buy products of The Coca-Cola Company showed that there is no statistical significance ($0,972 > 0,05$) between them. Random products of The Coca-Cola Company purchase women and men in similar quantities. Most women buy their products i.e.33 (22%) of respondents, but also men 21(14%) of respondents as can be seen in Table No.4

There is statistical significance ($0,00649 < 0,05$) between the economic activity of respondents and the question of how often respondents purchase The Coca-Cola Company products.

Most of The Coca-Cola Company products buy employees 25 (16,5 %) and students 19 (12,5 %). Accidentally purchase these products also employees 24 (15,8 %) and students 25 (16,5 %). The other frequencies of purchase are roughly in the same percentage rate, but the results show no significance for The Coca-Cola Company, see Table No.5

	Men	Women	Line frequency
Rarely	10	14	24
Percent %	6,58%	9,21%	15,79%
Often	21	33	54
Percent %	13,82%	21,71%	35,53%
Random	21	38	59

Percent %	13,82%	25,00%	38,82%
Don't know	2	4	6
Percent %	1,32%	2,63%	3,95%
Not buying CC	4	5	9
Percent 1%	2,63%	3,29%	5,92%
Frequency	58	94	152
Percent %	38,16%	61,84%	100,00%

0,519; p (significance) = 0,972

Table 4. Pearson Chi-square – frequency of Coca-Cola products purchase

Source: Own processing

	Unemployed	Entrepreneur	Student	Employee	Line frequency
Rarely	0	4	16	4	24
Percent %	0,00%	2,63%	10,53%	2,63%	15,79%
Often	4	6	19	25	54
Percent %	2,63%	3,95%	12,50%	16,45%	35,53%
Random	6	4	25	24	59
Percent %	3,95%	2,63%	16,45%	15,79%	38,82%
Don't know	2	0	2	2	6
Percent %	1,32%	0,00%	1,32%	1,32%	3,95%
Not buying CC	0	4	2	3	9
Percent	0,00%	2,63%	1,32%	1,97%	5,92%
Frequency	12	18	64	58	152
Percent %	7,89%	11,84%	42,11%	38,16%	100,00%

27, 528; p (significance) = 0,00649

Table 5. Pearson Chi-square – frequency of purchase and economic activity

Source: Own processing

Survey of selected satisfaction factors with the institution of Coca-Cola and marketing mix using T-value test

There was not demonstrated a significant statistical difference in any of the items, which means that similar numbers of both women and men hold similar views on the satisfaction of those items that have been purposely designed as 4P: product, price, place, promotion.

Respondents rated satisfaction with quality products, point of sale products, design of advertising as well as awareness of the current offer of The Coca-Cola Company products with level 4, which is the second highest. It is the most favourable indicator for the company. The only item that showed a lower rating was satisfaction with price of products. Overall, the results show that Coca-Cola has well thought marketing mix, see Table 6.

	Men	Women	T-value	p
Quality of products	3,724138	3,691489	0,146383	0,883816
Price of products	2,931034	2,925532	0,038104	0,969656
Point of sale products	3,741379	3,595745	0,608921	0,543498
Design of advertising	4,120690	3,872340	1,220898	0,224040
Awareness of the current offer	3,810345	3,478723	1,970574	0,0490021

Table 6. T- test. Consumers' satisfaction with marketing mix

Source: Own processing

Summary

Since we are living at the time where every day we meet with lots of information, we learned to select it and to perceive only information necessary for us. Therefore the firm must be able to find the right way to provide their information. They should not be intrusive, but at the same time they should attract and not vanish in the amount of everyday information.

It will be increasingly challenging and difficult for marketers to ensure effective marketing communication in the future. A huge number of communication channels make it possible that each client has a wide range of opportunities to communicate with others and to influence their concept of brand and purchase decisions. The growing differentiation media also bring on increasing importance of advertising in on-line environment, which brings for the current marketers still missing measurable tools of their marketing solutions and their possible operational changes.

Marketers working with Coca-Cola brand respond to this trend by focusing on today's fastest growing medium, which is the Internet. The implementation of interactive web presentations and related competitions encouraging active communication on social media like Facebook and more popular Twitter in abroad form a complex that creates a new and for the future important communication channel.

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REKLAMA JAKO NARZĘDZIE KOMUNIKACJI MARKETINGOWEJ, A NASTĘPNIK WPLYWU NA KONSUMENTÓW

Abstrakt:

Artykuł zwraca uwagę na problem komunikacji marketingowej, w szczególności w reklamie. W artykule przedstawiono teoretyczne reklamy w ocenie kierunku tematu. Główną uwagę zwrócono na zagadnienia reklamy jako narzędzia komunikacji

marketingowej z punktu widzenia uczestników rynku dostarczających swoje produkty i usługi. Poprzez realizowane badania wybranych aspektów zwracamy uwagę opinii wybranych grup docelowych w zakresie stosowania wybranego podmiotu na rynku.

Výskumný projekt

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