

Beáta Rizovová, Veronika Gašparíková, Ludmila Nagyová

Perception of advertisement in Visegrad Four countries

Postrzeżenie reklamy w krajach Grupy Wyszehradzkiej

Znaczenie komunikacji marketingowej ciągle wzrasta. Prowadzonych jest wiele debat na temat integracji narzędzi komunikacyjnych, które mogą pomóc osiągnąć lepsze rezultaty zwłaszcza, gdy firmy starają się działać na arenie międzynarodowej. Prezentowana praca zawiera wyniki badań prowadzonych w krajach Grupy Wyszehradzkiej, które miały na celu znalezienie różnic wśród młodych ludzi w zakresie percepcji reklamy. Nie stwierdzono istotnych statystycznie różnic w zakresie efektywności reklamy internetowej, jednak pierwsze miejsce pod względem dokonywania zakupów elektronicznych ze względu na reklamę internetową w zajęli polscy respondenci.

Introduction

The importance of communication and continuous usage of new marketing communication features is still increasing in current dynamic market conditions in Slovakia and within the whole world.

¹Nowadays, when integrated marketing communication and communication reaching synergy is emphasized the concept that "media" include all the communication tools that create an effective mix is preferred. Thus, communication medium is also the event, sponsorship, direct mail, promotional item tasting, competition, customer or business magazine, trade and service personnel, exhibitions and fairs, all company identification symbols etc., not to mention all new tools from the area of information technology.

Media market and its development is characterized by continuous growth of media channels and even more varied range of titles, whether print, electronic or others. New advertising and communication media are very dynamic and require innovation and originality in approaches and process of media mix planning. Medium is a communication channel through which advertising message is extended, carried and transmitted. Into the category of "medium" some authors in communication theory include only mass media thus classic and modern advertising media such as: television, radio, print, cinema, posters, Internet.

¹ LABSKÁ H., TAJTÁKOVÁ M., LOYDLOVÁ M., MIKLOŠÍK A. 2008. *Marketingová komunikácia II.* 2008.

TABLE 1. CHARACTERISTICS OF ADVERTISEMENT MEDIA

TABELA 1. CHARAKTERYSTYKA MEDIÓW REKLAMY

ASSESSMENT CRITERIA	NEWSPAPERS	MAGAZINES	TV	RADIO
Function of media	Actual information, news	Information, fun, education	Actual information, fun, education	Actual information, fun, education
Situation (meetings between the advertisement object and advertisement message)	Domestic atmosphere, workplace, mornings	Domestic atmosphere, evenings, weekends	Domestic atmosphere, evenings	Domestic atmosphere, workplace, out of home, all day
Options of presentation	text and picture, no moves	Picture (color as well) and text, no moves	Moving picture, color as well, acoustics	Only acoustics (speech, music, sounds)
Time frequency	Daily	Weekly, monthly	Daily within a specified time	daily
Time factor	Possibility of repeating	Possibility of repeating, different phases of usage	single track, time limitation	Single receive, time limitation
Possibilities of usage	Unlimited	Unlimited	Legislative limitations	Different limitations, Limited capacity
Penetration and access of people	From moderate to high impact, crossings with other newspapers	High impact, big crossing	High impact (cumulated effect)	impact in the restricted area, possibility of crossings
Possibilities of choice	selection under regional criteria, on the basis of analyzing the structure of readers there is a reach of wide audience, regional deployment	Selection of magazines according to goal group, over regional deployment	Real selection is possible only according to regional criteria	Selection under regional criteria
Philosophy	Informative and argumentation advertisement	Argumentative advertisement, emotional	Argumentative advertisement, emotional	Rational advertising messages,

		appeals	appeals	emotional appeals (only additional media)
Costs	Medium even high costs on 10000 clients	Relatively low costs on 10000 clients	average costs on 10000 contacts	Low on 1000 contacts
Importance of media within communication mix	mediation of the current advertising messages, product introduction to market	Detailed arguments, image creation	Introduction advertisement, news announcement, product demonstration	Quick demonstration of product, introduction advertisement
The status of media	Basic	basic	basic	additional

Source: Kretter et al. 2008. Marketing.

Žródó: Kretteri in. 2008. Marketing

Internet advertisement

Using the Internet is extremely important to access current information for young people, which is reflected as a constantly evolving trend of the communication mix.

Currently new technologies that allow inspection of new products on the website are constantly developed. The customer has the opportunity to zoom in the goods or turn it as it is for example with cars, motorcycles, handbags. Thus people get more attractive and interesting innovative products from online environment. Their activities are focused on different actions; they can compare different ads and offers that they are affected by.

² TNS company conducted in 2010 regular research focused on the utilization of the Internet in Slovakia. The study was conducted within an omnibus survey through personal interviews by trained interviewers from TNS SK Ltd. Data collection took place in March 2010 on a representative sample of 1031 respondents. The sample of respondents interviewed is representative in terms of gender, age, education, region and size of place. The main findings: Trend of Internet use is growing in Slovakia. While last year Internet was actively used by more than half (54.3%) of the population of Slovakia, in March this year there were three fifths of respondents (59.4%). Three fifths of respondents (59.3%) have their own home Internet connection. Compared to the same period last year, this proportion increased by almost 9%. From those who do not yet have Internet connection at home, almost one quarter plans to establish a connection to the Internet over the next year.

² 17.05.2010: http://www.tns-global.sk/docs/Ponuka_Slovensko_a_internet_2010.pdf

The issue of advertisement perception may differ from country to country due to cultural differences characteristic for every country. This aspect was taken into account when processing this paper. The presented survey was conducted in the Visegrad countries. V4 was not created to compete with the existing European institutions not even to isolate because from other countries but the aim was to make the best possible integration into EU structures, in order to preserve its historical and cultural identity and cohesion and also promote regional cooperation. Its paramount concern is to increase stability and democracy for all parts of Europe and the promotion of joint efforts within a specific regional grouping.

Top 10 advertisers and top 10 product categories within V4 countries

Following tables 2, 3, 4, 5 give review of top ten advertisers and top ten product categories provide in each of V4 country according to amount of advertising expenditures.

³TABLE 2. TOP 10 ADVERTISERS AND TOP 10 PRODUCT CATEGORIES IN CZECH REPUBLIC IN mil. €
TABELA 2. TOP 10 REKLAMODAWCÓW I TOP 10 KATEGORII PRODUKTÓW W REPUBLICE CZESKIEJ W MIL. €

Top 10 advertisers	Amount (mil. euro)	Top 10 product categories	Amount (v mil. euro)
RINGIER	61,9	PRINT AND BOOKS	274,4
PROCTER & GAMBLE	57,6	TELECOMMUNICATIONS, INTERNET	162,5
MAFRA	52	AUTOMOBILES	159,8
UNILEVER	50,4	DRINKS	129,3
HENKEL	42,6	BANCS	116,2
VODAFONE	39,3	COSMETICS	103
TELEFÓNICA O2	34,1	MEDICINE	84,1
VOLKSWAGEN	32,7	FOOD	81,5
VLTAVA LABE PRESS	32,1	SWEET AND SALT PRODUCTS	79,4
RECKITT BENCKISER	31,9	ELECTRONICS	68,1

Source: TNS Media Intelligence, 2009

Źródło: TNS Media Intelligence, 2009

According to the amount of advertising expenditures belong among the largest Czech advertisers, Ringier, Procter & Gamble, Unilever and Mafra those invested in media campaigns more than 50 million €. Product categories in which it was incurred more than 150 million € are Print, Internet and Telecommunications and Automobile brands (Table 2).

³ Note: For pricing current price lists of controlled media were used. Exchange rate from 15.5. 2009: 1€ = 27,028 Kč

⁴TABLE 3. TOP 10 ADVERTISERS AND TOP 10 PRODUCT CATEGORIES IN HUNGARY IN mil. €
TABELA 3. TOP 10 REKLAMODAWCÓW I TOP 10 KATEGORII PRODUKTÓW NA WĘGRZECH W MIL. €

Top 10 advertisers	Amount (mil. €)	Top 10 product categories	Amount (mil. €)
UNILEVER	67,7	BANC AND INSURANSE COMPANIES	233,9
PROCTER & GAMBLE	57,6	FOOD	224,4
T-MOBILE	40,0	TRADE, WHOLESALE TRADE, SHOPPING CENTERS	188,4
HENKEL	38,5	TELECOMMUNICATION	187,2
BAYER	37,3	COSMETICS	186,5
PANNON GSM	36,9	CARS	182,3
VODAFONE	30,4	MEDICINE	167,0
DANONE	29,5	FREE TIME	114,8
L'OREAL	27,9	MEDIA, BOOKS, CD, DVD	95,8
RECKITT BENCKISER	26,9	DRINKS	88,6

Source: TNS Media Intelligence, 2009

Źródło: TNS Media Intelligence, 2009

A similar situation as in the Czech Republic is also in Hungary where the most important advertisers according to the amount of the financial expenditures are companies Unilever and Procter & Gamble. Product categories represented by the businesses those spent more than 200 million € for promotion are banks and insurance companies and food industry firms (Table 3).

Slovak advertisers, who spent on advertising campaigns most financial means are telecommunications companies Orange and T-Mobile. Logically, therefore, the first position in product categories belong to telecommunication companies which together with Internet companies spent on advertising 281, 6 million €. These are followed by banking, automobile companies and businesses producing nonalcoholic drinks (Table 4).

In Poland, as well as in previous V4 countries the largest advertisers are Unilever (156.2 million €) and Procter & Gamble (115.3 million €). Among the top 10 product categories companies of food industry and telecommunications lead. These enterprises expended more than 500 million € for promotion (Table 5).

⁴ Note: For pricing current price lists of controlled media were used. Exchange rate from 15.5. 2009: 1€ = 289,4 HUF

⁵TABLE 4. TOP 10 ADVERTISERS AND TOP 10 PRODUCT CATEGORIES IN SLOVAK REPUBLIC IN mil. €
TABELA 4. TOP 10 REKLAMODAWCÓW I TOP 10 KATEGORII PRODUKTÓW W REPUBLICIE SŁOWACJI W MIL. €

Top 10 advertisers	Amount (mil. €)	Top 10 product categories	Amount (mil. €)
ORANGE	96,0	TELECOMMUNICATIONS, INTERNET	281,6
T-MOBILE	83,3	BANCS	146,7
HENKEL	57,9	AUTOMOBILES	124,1
PROCTER & GAMBLE	57,2	DRINKS	111,0
RECKITT BENCKISER	50,4	COSMETICS	105,0
UNILEVER	45,3	CONFECTIONERY AND SALTY PRODUCTS	76,9
TELEFÓNICA O2	43,6	MEDICINE	66,4
L'OREAL	43,0	FOOD	62,2
T-COM	41,5	PARFUMES	61,1
NESTLÉ	33,4	DETERGENTS AND SOFTENERS	55,0

Source: TNS Media Intelligence, 2009

Źródło: TNS Media Intelligence, 2009

⁶TABLE 5. TOP 10 ADVERTISERS AND TOP 10 PRODUCT CATEGORIES IN POLAND IN MIL. €
TABELA 5. TOP 10 REKLAMODAWCÓW I TOP 10 KATEGORII PRODUKTÓW W POLSCE W MIL. €

Top 10 advertisers	Amount (mil. €)	Top 10 product categories	Amount (mil. €)
UNILEVER	156,2	FOOD	580,4
PROCTER & GAMBLE	115,3	TELECOMMUNICATION	524,8
POLSKA TELEFONIA CYFROWA	99,9	COSMETICS	435,1
POLKOMTEL	93,8	BANCS	392,8
PTK CENTERTEL	92,9	TRADE, WHOLESALE TRADE, SHOPPING CENTERS	353,6
L'OREAL	81,8	MEDICINE	346,5
NESTLÉ	74,2	MEDIA, BOOKS, CD, DVD	303,3
DANONE	51,7	CARS	299,4
US PHARMACIA	51,6	DRINKS	208,5
P4	42,6	FREE TIME	167,2

Source: TNS Media Intelligence, 2009

Źródło: TNS Media Intelligence, 2009

⁵ Note: For pricing current price lists of controlled media were used. Exchange rate from 15.5. 2009: 1€ = 30,126 Sk

⁶ Note: For pricing current price lists of controlled media were used. Exchange rate from 15.5. 2009: 1€ = 4, 4796 zł.

Own survey

For processing the problem of advertisement perception the questionnaire research was held within respondents at the age from 15 – 25 from V4 countries – Slovak Republic, Czech Republic, Poland and Hungary. 250 respondents from each country participated in this research. In this paper we state chosen parts of research those relate to perception of individual types of advertisement and impact of these advertisements on purchasing behavior of respondents from mentioned countries.

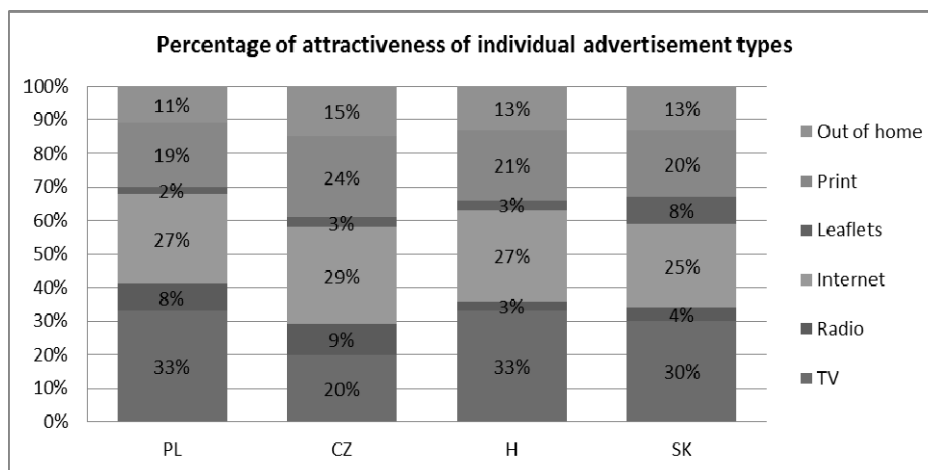
According to the evaluation of individual questions attention was focused on the length of time over 3 hours spent either by watching or listening the media. Therefore, it can be stated that 28% of respondents within V4 countries spend more than three hours daily by watching TV programs, but 10% of respondents do not watch TV programs ever. Regarding listening to the radio the situation is different; only 13% of respondents listen to radio more than three hours daily and 25% do not listen at all. Based on the evaluation of responses we think that 32% of respondents spend more than 3 hours daily by using an Internet and 3% of respondents are constantly increasing the intensity of Internet use.

Advertising messages communicated by individual advertising media may be perceived by respondents as more or less interesting. Among respondents from the V4 countries, there is no statistically significant difference in this perception. The most interesting are in respondents' opinion advertisements broadcasted on television, Internet and print advertising. Radio, leaflets and advertisements out of home do not take so much interest of respondents (Chart 1).

Respondents from individual V4 countries consider being the most attractive advertisement broadcasted on TV, this is followed by Internet advertisement, print, billboards, radio and leaflets advertisement. This perception is the same in every country of Visegrad Four, there is no statistically significant difference among mentioned countries.

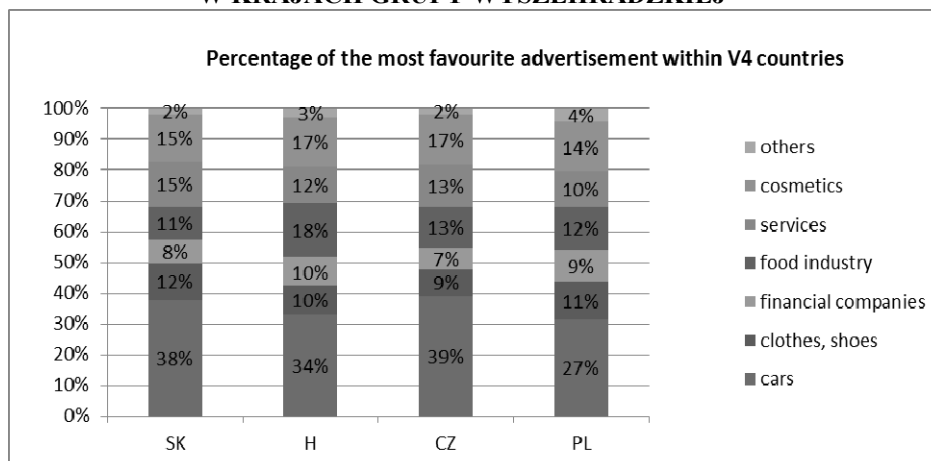
Which are the most favorite kinds of advertisement according to respondents is described in chart 2. Among the V4 countries there were no statistically significant differences; Hungarian, Slovak, Polish and Czech people find car advertisements to be the most attractive and interesting. These are followed by cosmetic, food industry product and service advertisements.

CHART 1. PERCENTAGE OF ATTRACTIVENESS OF INDIVIDUAL ADVERTISEMENT TYPES
WYKRES 1. PROCENT ATRAKCYJNOŚCI POSZCZEGÓLNYCH TYPÓW REKLAMY



Source: Own processing
 Źródło: badania własne

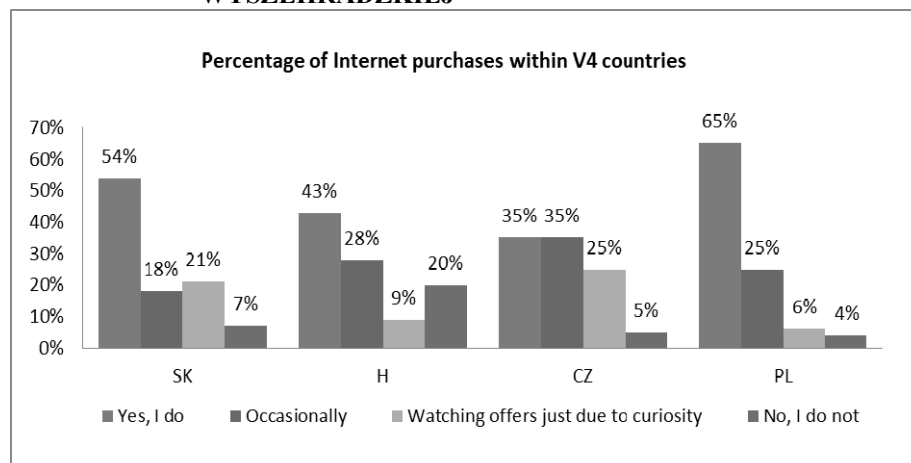
CHART 2. PERCENTAGES OF THE MOST FAVOURITE ADVERTISEMENTS WITHIN V4 COUNTRIES
WYKRES 2. UDZIAŁ PROCENTOWY ULUBIONYCH REKLAM W KRAJACH GRUPY WYSZEHRADZKIEJ



Source: Own processing
 Źródło: badania własne

Following chart 3 give a review of percentages Internet purchases in Visegrad Four countries. There is a statistically significant difference between individual countries in making purchases using Internet but the level of dependence is very low. More than half of Polish (65%) expressed they use to buy products through Internet. They are followed by Slovak (54%) and Czech respondents (38%). Only 4% of Polish people do not use Internet for buying things at all, in Hungary this level is higher (20%). Almost one quarter of respondents in Slovakia and Czech Republic watch Internet offers but only because of their curiosity. This level is much lower in Hungary and Poland.

CHART 3. PERCENTAGES OF INTERNET PURCHASES DUE TO ADVERTISEMENT WITHIN V4 COUNTRIES
WYKRES 3. UDZIAŁ PROCENTOWY ZAKUPÓW INTERNETOWYCH W WYNIKU REKLAMY W KRAJACH GRUPY WYSZEHRADZKIEJ



Source: Own processing
Źródło: badania własne

Conclusions

The above-mentioned dilemmas in the field of advertisement perception by people within Visegrad Four countries can determine the actual amount of advertisement and type of media that will find right customer in optimal way. There are almost no statistically significant differences among Polish, Czech, Slovak and Hungarian young people in surveyed areas. They find the most attractive advertisement broadcasted on

TV, this is followed by Internet advertisement, print, billboards, radio and leaflets advertisement. The most favorite kinds of advertisement according to respondents are car advertisements. These are followed by cosmetic, food industry product and service advertisements. Statistically important differences were found in field of making electronic purchases due to Internet advertisement. That can be called effective online advertisement. The highest percentage was measured among the Polish who were followed by Slovak and Hungarian. Czech young people do this just occasionally or they look advertised offers just because of curiosity.

Similarity within V4 countries does not have only historical and cultural background but it also demonstrates in way how young people perceive the advertisement. This can be very helpful for companies those operate internationally within these countries because they do not have to change their marketing communication strategies.

Literature:

1. 17.05.2010. Online [23.03.2011]. Available on internet: < http://www.tns-global.sk/docs/Ponuka_Slovensko_a_internet_2010.pdf>
2. Analýza reklamného a mediálneho trhu 2008 - 2009. 2010. Online [23.03.2011]. Available on internet: < http://www.tns-global.sk/docs/prezentacia2009_FINAL.pdf>
3. LABSKÁ H., TAJTÁKOVÁ M., LOYDLOVÁ M., MIKLOŠÍK A.: Marketingová komunikácia II, 1.vydanie, Bratislava : Vydavateľstvo EKONÓM Bratislava, 2008, 10-16 s., 154 s., ISBN 978-80-225- 2485-8
4. KRETTNER A., a kol: Marketing: 3.vydanie, Nitra: Slovenská poľnohospodárska univerzita, 2008, 107-110 s., 264s., ISBN 978-80-552-0134-4

Summary

The importance of marketing communication is still increasing. There are a lot of debates about integration of communication tools that can help to achieve more effective results mostly when companies try to operate internationally. The presented paper provides results of survey conducted within Visegrad Four countries that was aimed to find out differences among young people in the field of advertisement perception. There were almost no statistically significant differences just in the area of Internet advertisement effectiveness where the first position of making electronic purchases due to Internet advertisement is held by Polish respondents.

Information about authors

Ing. Veronika Gašpariková
Slovak University of Agriculture
Faculty of Economics and Management
Department of Marketing
Tr. A. Hlinku 2, 949 76 Nitra, Slovakia
gasparikova.v@gmail.com

prof. Ing. Ľudmila Nagyová, PhD.
Slovak University of Agriculture
Faculty of Economics and Management
Department of Marketing
Tr. A. Hlinku 2, 949 76 Nitra, Slovakia
ludmila.nagyova@fem.uniag.sk