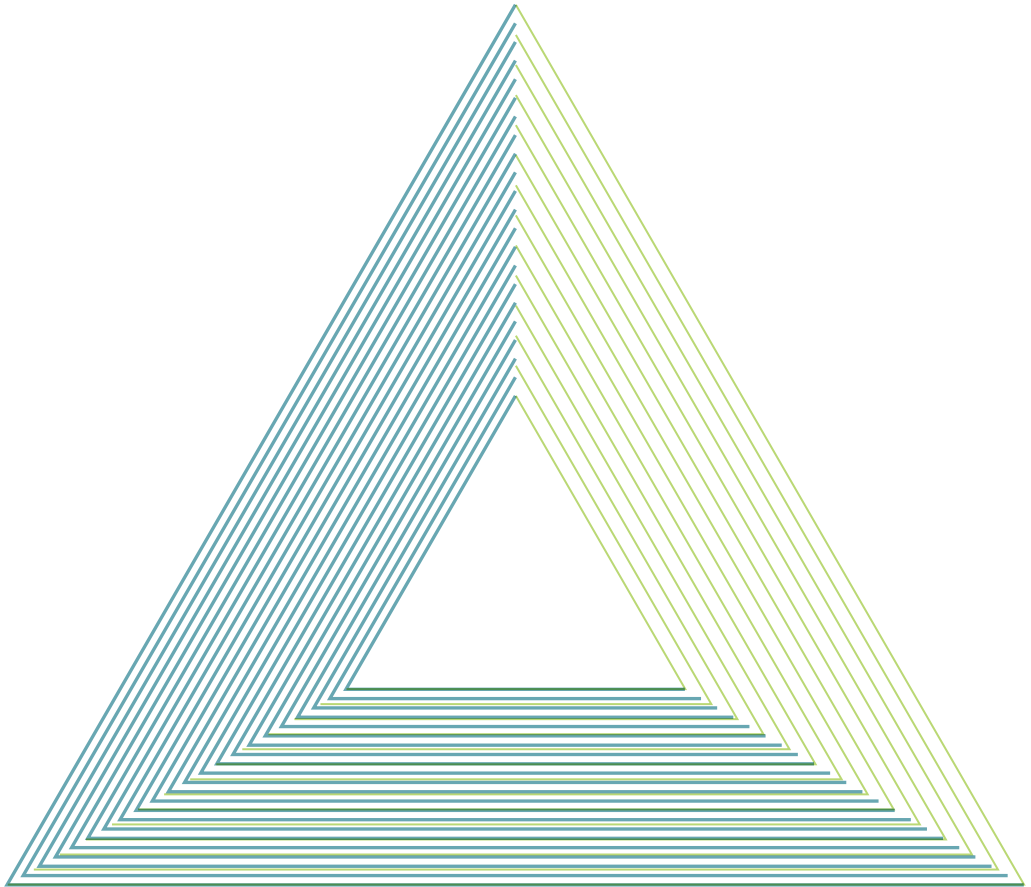


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SCIENCE

& INSPIRATIONS



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GREEN SOLUTIONS IN AUTOMOTIVE INDUSTRY

Green marketing is part of a marketer's decisions and attitudes. Green solutions in the production process support the idea of being eco-friendly. Being green is a big challenge in the strategic planning of the auto makers and therefore, they are expected to reduce CO₂ car emissions and be eco-friendly in their whole business cycle. There are many restrictions on cars and their production which car producers must follow. Some of these restrictions strictly regulate the domain of environmental standards. Nevertheless, the selected producers have sophisticated CSR (corporate social responsibility) programs in which extensive attention is paid to their green behavior. The aim of the paper is to show the importance of green solutions in company practices to achieve the position of the „green corporation” practicing green marketing. The discussion is supported by examples of green solutions in selected global players in the automotive industry. It also provides analysis of sustainability reports, green strategies and web sites of selected companies, to introduce major green solutions in practice. Green marketing uses a lot of techniques and marketing tools to communicate green activities with customers and other stakeholders.

Green marketing is an extension of the traditional marketing concept in terms of a company's social responsibility, long-term sustainability, environmental protection, the production and consumption of environmentally friendly products. Current knowledge in the field shows that most customers perceive the necessity of ecological behavior of any organization as well as individuals (Tiwari et al. 2011). The idea of environment protection is not new; the topic of environment has been present in holistic marketing concepts from the 70s of the 20th century. That view on the environmentalism was very limited and it was concentrated on predominantly local problems as pollution; from a customer base point of view, it was focused on intellectual elites and it served as defense of premium pricing (Peattie and Charter 2003). The concept of green marketing has changed the perception of companies as well as their customers (Arseculateratne and Yazdanifard 2014) and it is evident that both sides profit from it.

The beginning of 21st century has stated the subject matter as the problem of humanity and human survival, especially for young generations (Durmaz and Zengin 2011). People are more and more interested in sustainability and environmental protection, and the same companies are asked for it as well. The producers, espe-

cially global players, are often perceived as a source of the current environmental, economic, and social problems, therefore the customers demand to have the problems caused by car makers solved (Kramer and Porter 2011).

Car producers are often considered to be the main polluters and therefore, they plan enormous investments in green product-development. But in most cases, the green product itself is of main interest to the markets. The car makers must concentrate their attention on the complexity of all activities they do. They must act as green producers, accept green solutions in buying green resources, practice green production and logistics, and save natural resources anywhere, anytime.

The car industry is responsible for environmental pollution; millions of cars all over the world exhale dangerous substances. The industry constitutes an ecological burden in raw materials extraction, parts manufacturing, or energy-intensive production. Sakris (2010) emphasizes the impact cause by the disposal of old used cars, producer's attitudes to recycling cars used with the aim to eliminate the environmental pollution.

Table 1 presents the ecological burden in manufacturing industries and construction. CO₂ emissions are not connected only with car usage. It is necessary to focus attention on the elimination of CO₂ emissions from manufacturing as such.

Country name	2008	2009	2010	2011	2012	2013	2014
Czech Republic	14,87967	15,13429	12,65255	12,98678	12,57689	12,82989	14,02382
Denmark	9,541435	8,102345	8,470987	9,469427	9,964703	8,881409	9,968125
Finland	16,11807	13,66355	14,55133	15,52168	15,89418	15,29579	16,68508
France	14,58154	12,76206	13,45566	14,68191	14,62624	15,80424	15,69588
Germany	12,87551	12,05453	12,7927	13,11892	12,48288	12,13573	12,4421
Russian Federation	11,08615	11,53021	11,65986	11,45787	10,91616	11,64377	12,32122
Slovak Republic	22,50141	19,6319	19,58912	20,42618	21,99104	22,08936	24,61643
Switzerland	13,72093	12,85372	12,87703	13,14578	12,83317	12,80385	13,646
United Kingdom	9,800795	8,841331	9,079088	8,775771	8,300874	8,669453	9,596901
Netherlands	14,41962	13,80391	13,6385	14,38243	14,70136	14,28847	14,71619

TABLE 1: CO₂ EMISSIONS FROM MANUFACTURING INDUSTRIES AND CONSTRUCTION (% OF TOTAL FUEL COMBUSTION).

SOURCE: THE WORLD BANK (2017)

CO₂ emissions influence climate change and they are one of the most important targets for regulations. The often-regulated factors are:

- | CO₂ emissions,
- | production of electric energy,
- | water, air and ground pollution,
- | waste management and recycling.

The International Transport Forum of OECD defined 3 main market stimulation tools leading to sustainability: taxation, emissions standards and direct state support (OECD 2010). The best-known EU regulation is Euro VI, the latest emission standard covering all types of vehicles produced after August 2015 – passenger cars (category M), light commercial vehicles (category N1) and trucks, and buses (Cummins 2017).

Přikrylová and Jaderná (2016) presented the regulations in the Netherlands – *Bijtelling* and *BPM*, the regulations which affect the sales of all fleet cars of all manufacturers operating in the Netherlands. *Bijtelling* is a specific tax on fleet cars used for non-business purposes. *BPM* is paid when a car, motorcycle or light vehicle is registered in the Netherlands for the first time (Government of the Netherlands, 2017).

The regulations are not the only pressure on the car manufacturers. The European Commission supports the environmental protection in the document „Europe on the Move”. It encourages clean and sustainable mobility and it is focused on emission standards for commercial vehicles, smart charging, new technologies, and alternative fuels (European Commission 2017). In the year 2016, the European Strategy for Low-Emission Mobility was appointed with the main aim to „make an important contribution to modernizing the EU economy, helping to reduce emissions from the transport sector and meeting the EU’s commitments under the Paris Agreement”. (European Commission 2016, p. 13).

This document creates pressure on car manufacturers to introduce green solutions in their production processes as well as the final products. OECD (2010) expects a proactive approach of car manufacturers to the development of new green solutions with the complex use of the prescribed emission standards.

Green solutions in company practice mean technical solutions or activities aimed at reducing the impact of production on the environment. The most common green solutions in car production focus on:

- | Waste reduction.
- | Developing products that protect/ do not damage the environment.
- | Ecological solutions for the current products.
- | Transformation and improvement of the production process.
- | Development of a relationship with suppliers (sustainable processes and supply chain).
- | Controlling the product impact (whole production chain).
- | Using renewable energy sources. (Přikrylová, Jaderná, 2016)

Selected examples of green solutions are presented in the following cases of three major European car makers.

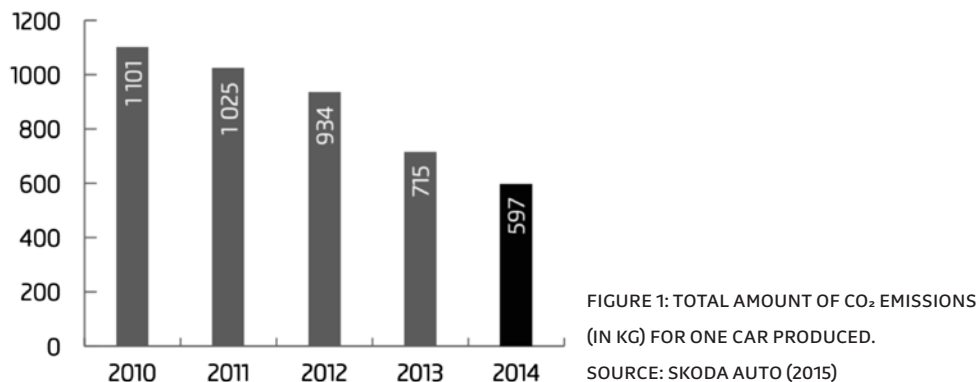
SKODA AUTO — SKODA AUTO supports sustainable development with the SKODA Green Future strategy. The aim of SKODA AUTO is to produce efficient cars, and to use natural resources responsibly throughout the company. In the context of these facts the Green Future strategy is focused on savings in manufacturing, on the development of green products, and on providing green services/CRS activities.

The Green Future strategy is divided into 3 main areas:

- | 1. Green Factory.
- | 2. Green Product.
- | 3. Green Retail.

The part of the Green Factory refers to energy savings; it recommends acting responsibly and saving water appropriately. It is focused on the impact of volatile organic compounds (VOCs), which are an ecological burden, as well as dangerous for human health. One of the car manufacturer's main goals are the reduction of CO₂ emissions linked to the production generating 539 thousand tons of CO₂ emissions every year, and to the production of CO₂ by a fleet of million ŠKODA Octavia in use. The part of the Green Factory presents the approach to the waste management, including waste sorting for further recycling in the whole production process.

The corroboration of the efficiency of the Green Future strategy and the green solutions can be seen in the decrease of total amount of CO₂ emissions in one car produced (see Figure 1). The difference between the total amount of emissions in 2010 and 2014 is about 504 kg, decreasing from 1101 to 597 kg CO₂ emissions for one car produced.



SKODA AUTO produces and offers environmental-friendly products. As a result of green products, the value of CO₂ emissions is continuously decreasing and the recycling of used cars is increasing. New cars are min. from 85% recyclable. SKODA AUTO offers the models G-TECH or GreenLine; subsequently the company gives advice to drivers on how to save fuel and minimize exhaust gases if they improve their driving style. This type of cooperation with drivers can decrease fuel consumption and greenhouse gas emissions by ten per cent.

Apart from the green products and responsible production, the interest of SKODA AUTO is focused on green dealerships. Over 3300 authorized services all over the world have obtained a new modern design with advice on how to reduce energy consumption (Internal materials of SKODA AUTO); the company offers training programs in ecofriendly service for all dealerships. The company's CSR activity in eco-behavior is supported for example by the project „One tree planted for each car sold in the Czech Republic“.

SKODA AUTO proclaims its green attitude in „Extended producer responsibility“. The environment protection does not end with the sale of the car or in ecofriend-

ly service. If the owner of an old car likes to behave eco-friendly, he/she can ask an authorized SKODA AUTO dealer for help and leave the car for free environmental friendly recycling, where there is reassurance that a maximum of the material is going to be re-used.

All models of SKODA AUTO are certified in accordance with the European directive 2005/64/EC, which states that just less than 5% of the car's weight is unusable for the current recycling technologies and can end up in landfills.

Volkswagen Group (VW) — The Volkswagen group reports sustainable development of the Group. Individual brands have their own attitude but include the basic guidelines of the Group. Volkswagen aims to fulfill several problems as:

- | To save all-natural resources, especially to preserve water, soil and air quality, as well as to save energy and raw materials.
- | To employ a holistic approach by researching, developing and democratizing environmentally friendly innovations, significantly reducing environmental impacts in all the business activities.
- | To reduce the environmental impacts of the entire product life cycle by setting ambitious goals and acting as a driving force in both the production phase (supply chain) and use phase of products.
- | To communicate measures, achievements and projects as transparently as possible.
- | To achieve support by top rankings in environmental awards.

The Volkswagen group's future program (Together – Strategy 2025) presents the direction towards achieving the marked goals. The Group takes the responsibility for environmental issues and intends to become a role model in all things related to the environment. It is focused on the emissions reduction and the resource utilization in its product portfolio, its locations, and plants. Its targets are to reduce the carbon footprint, the pollutant emissions and the resource consumption.

The main target is the green product. VW invested 11,5 billion Euro in the research and development of products with the aim to improve functionality, quality, safety, and to decrease the ecological burden. The new cars of all the Group's brands made in 2016, emitted 120 CO₂/km on average.

The strategy is anchored in conventional drive, hybrid cars, and electric cars. It supports the United Nations' Sustainable Development Goals. The Group improves the gas engine with fitting petrol engines with gasoline particulate filters, diesel engines with the latest and most efficient SCR catalytic converters. Volkswagen offers full electric cars – E-up! and E-load! – with the run-out distance of 160 km and E-Golf with the maximum run-out of 300 km (Volkswagen AG 2016).

Table 2 presents the Eco-friendly drivetrain technologies in the Volkswagen Group (VW PC, Audi, SKODA, SEAT, VW light commercial vehicles, Audi light commercial vehicles excl. luxury brands) globally, and in Western Europe: BEL, DNK, DEU, FIN, FRA, GRC, GBR, IRL, ISL, ITA, LUX, NLD, NOR, AUT, PRT, SWE, CHE, ESP, rest of W. Europe). The total amount of eco-friendly drives is 127.72 globally – 1,27% and 73,509 eco-friendly drives in Western Europe (2,16%). It seems to be positive for Western Eu-

rope, but the decreasing amount of eco-friendly drives between 2015 and 2016 is not convincing.

The interest of customers for eco-friendly drives is not rising constantly, the production of cars of all-electric drives decreased. The Governments of countries in the Western Europe would like to substitute the gas drives for eco-friendly drives, but it is necessary to follow the demand and interest of customers.

Vehicles produced		2015	2016
Globally	Gas drives (natural gas and LPG)	86,781 (0.90%)	72,955 (0.73%)
	Hybrid drives	39,107 (0.40%)	39,037 (0.39%)
	All-electric drives	17,076 (0.18%)	15,729 (0.16%)
	Eco-friendly drives (total)	142,949 (1.48%)	127,721 (1.27%)
Western Europe	Gas drives (natural gas and LPG)	34,678 (1.04%)	30,807 (0.90%)
	Hybrid drives	33,759 (1.01%)	33,222 (0.97%)
	All-electric drives	12,987 (0.39%)	9,480 (0.28%)
	Eco-friendly drives (total)	81,424 (2.43%)	73,509 (2.16%)

TABLE 2: ECO-FRIENDLY DRIVETRAIN TECHNOLOGIES IN THE VOLKSWAGEN GROUP. SOURCE: VOLKSWAGEN AG (2016)

VW solves environmental problems in the entire production life cycle – from the raw materials extraction, through the material processing, manufacturing in the suppliers' establishments, and own final production to the product use and recycling. It applies the Life Cycle Assessment for evaluation of new cars, drives, components and materials to improve the environmental effectiveness of the car in the life cycle.

The aim of the Volkswagen group is to minimize an amount of the material input for car manufacturing and use recyclable and renewable materials. The result should be a decrease in energy and water consumption, reduction of waste and CO₂ and VOS emissions of one car by 25% compared to 2010. This goal was achieved in 2016.

The program Think Blue Factory (2010) is focused on ecologic sustainable production. In 2025, it is expected that the production of cars and their parts to be 45% eco-friendlier compared to 2010 (Günneel 2017).

The company logistics optimizes the supply chains and decreases CO₂ emissions. It strives to optimize the delivery frequency and use eco-friendly transport (preferably naval).

As often as possible, the Group saves energy using renewable resources. The good practices in water management took shape in the water consumption which decreased from 4.1 m³ (2015) to 3.9 m³ in 2016, per car produced.

Similarly, to SKODA's GreenFuture strategy, Volkswagen takes care of the whole life of the car and its final recycling. The company is aware of the high importance of the driver's appropriate behavior. That is the reason why it is offering special driving courses with the objective to teach drivers to drive in an ecologic way. A part of the company's social responsibility is the focus on the elimination of noise in cities

by developing new technologies with the aim to produce quieter vehicles (Volkswagen AG 2016).

Renault — Renault was the first car manufacturer with a public environmental strategy to minimize the global carbon footprint. The strategy encompasses Renault's ambitious environmental policy. The company understands the ecological burden in every phase of the product life cycle and thus all employees in the company are informed about the ecological policy and all environmental activities are consistent with it. In view of this policy the company became more efficient and competitive.

Renault's strategy has reduced the environmental footprint in all product life-cycle stages for nearly 20 years. Environmental aspects keep designers drawing their first sketches, suppliers delivering eco-friendly parts, and keep production clean. The company plans to improve the process of reducing the production facilities' environmental impact, and to receive the ISO 14001 certificate.

More than 81% of the greenhouse gases in the product life cycle are emitted during the utilization phase. Renault cuts the fuel consumption of cars and teaches car users to drive more economically and ecologically. The brand has introduced the ECO2 Driving program helping drivers to reduce their eco-impact. It is based on driving aids such as R-ling connected services plus driver training. It is possible to reduce fuel consumption and CO₂ emissions by about 25%.

Because of the increasing demand for EV's, Renault offers a full range of electric cars. According to Renault, electric power is the most environmentally sound automotive solution (Group Renault 2017a).

Similarly to Volkswagen Group and SKODA AUTO, Renault achieves a recycling rate of 95%. Materials and parts can be reused in the automotive industry. Renault designs vehicles containing fewer materials – fewer natural resources in vehicle production. More than 30% have been recycled. The company proposes a „second life“ of parts and vehicles by collecting the parts and transforming waste into usable materials. Renault reuses materials through a short-loop recycle process, which means recycling raw materials (steel, copper, textiles, noryl and polypropylene) within the automotive industry (Group Renault 2017b).

The improvement of the production process is open for the employees. They are trained in environmental protection and they adopt this concept as a part of their everyday private and work life. All production projects in all production places have their environmental managers or specialists for the coordination of environmental protection and for keeping all guidelines working.

Renault introduced (as VW Group) an LCA analysis (Life-Cycle Analysis) that stands for international methodology and meeting the ISO 14040 standards. The methodology measures the environmental footprint of products and services in the entire life cycle (from extraction of raw materials, manufacturing, use and end-of-life recycling).

Figure 2 indicates the application of the method in analysis between New Twingo vs Twingo II. This method is appropriate to identify possible future improvements.

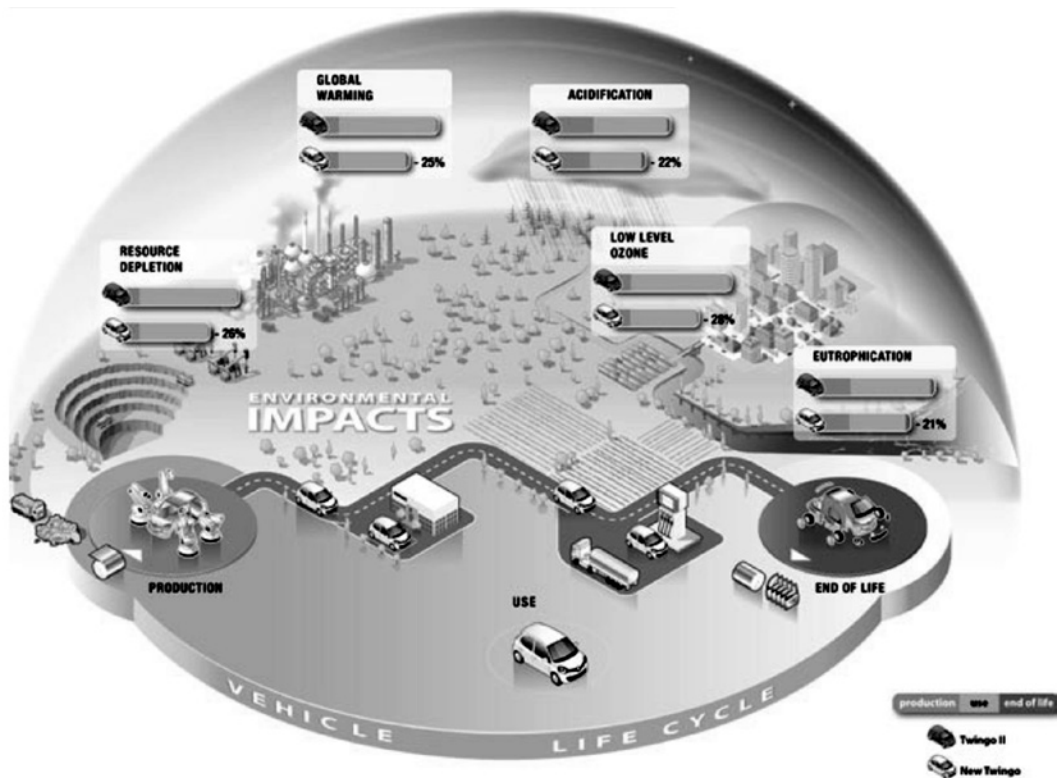


FIGURE 2: LIFE-CYCLE ANALYSIS – NEW TWINGO VS. TWINGO II. SOURCE: GROUP RENAULT (2017A)

Renault declares as results 17% reduction in carbon footprint in five years in 2015 (compared to 2010). It corresponds to the greenhouse gas emissions generated by the whole life cycle of vehicles and by all activities (design, production, transport, parts and vehicle sales, and all the company's support functions) of the company. Renault plans on continuing to eliminate environmental impacts and to shrink the carbon footprint of vehicles for next generations.

Conclusions — Green marketing plays an important part in communication with customers. They like to feel that companies, primarily in automotive industry, are interested in environmental protection. The automotive industry is one of the most dominant pollutants. Green marketing supports the positioning of green producers. Car producers publish sustainability reports, green strategies, strategies of corporate social responsibility. They communicate the green approach towards their customers and other stakeholders through online marketing. Car producers support the position of green producers in many ways.

The desperate need for environmental protection has been adopted by society, as well as governments and businesses. European Commission and national governments introduce regulations to shrink the footprint of car production and the use of cars. Car manufacturers react with employing new green solutions in the en-

tire product life-cycle. They declare and implement environmental attitudes in their long-term business strategies.

Car producers are solving the problems of energy intensity and water consumption. They substitute natural resources with renewable or recyclable sources. They must consider CO₂ and VOC emissions in manufacturing, and during the life of the car. They are focused on the reduction in carbon footprint, and the recycling rate. Materials and parts can be reused in the automotive industry.

Furthermore, car producers are interested in eco-retail and an ecofriendly use of car. They offer ecofriendly service and provide for free, environmental friendly recycling of old cars. Dealerships have new, modern designs in line with the reduction of energy consumption. Car makers are focused on the elimination of noise in cities by developing new technologies with the aim to produce quieter vehicles. Trying to reduce emissions, authorized dealers of brands offer special driving courses to teach drivers how to drive in an eco-way.

One of the very popular topics in the automotive industry is the electric car. All car manufacturers plan to add them in their portfolio or to substitute the conventional engine with an electric one within the next 10 years. Electrification of cars is subsidized by some states but it is questionable if the electric cars are really ecofriendly from the very beginning of their production, the sources of electric energy during their life, and especially the way of their disposal. But this topic is to be researched in the future.

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Klíčové slová | Key Words — car industry, green solutions, pollution, environment | *automobilový průmysl, zelená řešení, znečištění, životní prostředí*

JEL klasifikácia | JEL classification — L62, M11, M31

Résumé — Zelené řešení v automobilovém průmyslu

Článek uvádí příklady zelených řešení vybraných globálních hráčů v automobilovém průmyslu. Být zelený je velká výzva v rámci strategického plánování výrobců aut a proto se snaží snižovat emise a být ekologicky zodpovědní v rámci všech procesů. Výrobci aut musí následovat mnoho omezení uvalených na auta i jejich produkci. Některá omezení jsou striktně regulována standardy ochrany životního prostředí. Sami automobiloví producenti mají své strategie tzv. CSR (corporate social responsibility – společenská odpovědnost firem), ve kterých věnují velkou pozornost zelenému chování.

Kontakt na autorov | Address — Ing. Eva Jaderná, Ph.D. ŠKODA AUTO Vysoká škola o.p.s., Katedra marketingu a managementu, Na Karmeli 1457, 293 01 Mladá Boleslav, Česká republika, e-mail: eva.jaderna@savs.cz
doc. Ing. Jana Příkrylová, Ph.D. ŠKODA AUTO Vysoká škola o.p.s., Katedra marketingu a managementu, Na Karmeli 1457, 293 01 Mladá Boleslav, Česká republika, e-mail: jana.prikrylova@savs.cz

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POROVNANIE SLOVENSKEJ A ARABSKEJ KULTÚRY II. ŠŤASTIE, SLOBODA, DÔVERA, NÁBOŽENSTVO.

V predchádzajúcom čísle sme publikovali prvý z troch článkov, ktoré sú zamerané na porovnanie hodnôt, názorov a postojov medzi slovenskými respondentmi a respondentmi z arabských krajín. V ňom sme uviedli význam takéhoto prieskumu pre marketing, opísali sme spôsob oslovenia aj štruktúru vzorky a porovnali sme životné hodnoty medzi oboma skupinami respondentov. Na hlbšie porovnávanie odpovedí (podľa krajiny pôvodu) sme sa už nezamerali vzhľadom k tomu, že nebol vyvážený a dostatočný počet respondentov z jednotlivých arabských krajín. V tomto príspevku prezentujeme vnímanie hodnôt ako sú šťastie, sloboda, dôvera alebo viera.

V marci 2017 sme uskutočnili kvantitatívny prieskum – štandardizované online dopytovanie prostredníctvom emailu a sociálnych sietí. Podarilo sa nám získať 42 odpovedí od respondentov pochádzajúcich z arabských krajín. Respondentov z arabských krajín sme kontaktovali na základe pracovných kontaktov prostredníctvom e-mailu a sociálnych sietí a časť odpovedí sme získali od ľudí nachádzajúcich sa v integračnom programe pre utečencov v Rakúsku. Najviac respondentov pochádzalo z Egypta (38,0%) a zo Sýrie (26,0%) a ostatní respondenti pochádzali z Maroka, Tuniska a Iraku. Aby sme nemali príliš nevyváženú vzorku, tak ani vzorka slovenských respondentov nebola rozsiahla a dosiahla počet 61. Keďže nebolo v našich silách zabezpečiť reprezentatívnosť vzorky, treba túto štúdiu a jej výsledky chápať s určitým nadsledom.

Hodnoty a ich skúmanie — Hodnoty boli ústredným pojmom v sociálnych vedách od ich vzniku, boli rozhodujúce pre vysvetlenie správania jednotlivcov aj skupín, zohrávali dôležitú úlohu nielen v sociológii, ale aj v psychológii, antropológii a príbuzných disciplínach (Schwartz 2012, s. 3). Hodnoty sa používajú na charakteristiku kultúrnych skupín, spoločností a jednotlivcov, na sledovanie zmien v priebehu času a na vysvetlenie podstaty motivačných postojov a správania (Schwartz 2012, s. 2). V psychike človeka utvárajú hodnoty hierarchicky usporiadaný systém, ktorý môže, ale nemusí byť v súlade s hodnotovým systémom skupiny alebo spoločenstva, v ktorých žije. Hodnotový systém predstavuje určitú implicitnú alebo explicitnú koncepciu hodnotových prianí a snažení sa jednotlivca, ktorá ovplyvňuje výber konania, jeho foriem, prostriedkov a cieľov (Szarková 2009, s. 203).

Hodnoty sú jedným zo zásadných faktorov determinujúcich kultúrny charakter jednotlivých krajín a národov. Prostredníctvom zmien v hodnotových orientáciách možno sledovať dôležité sociálne zmeny v spoločnosti, čo bol tiež jeden z dôvodov, prečo sa na hodnoty začali zameriavať aj kontinuálne medzinárodné výskumy (Anýžová 2014, s. 549). K významným osobnostiam, ktoré prispeli ku kontinuálnemu medzinárodnému skúmaniu hodnôt, patrí Ronald Inglehart. Pomohol založiť prieskumy Eurobarometer a riadi výskum svetových hodnôt – The World Values Survey (WVS) – realizovaný v 97 krajinách, ktorý skúma zmeny v presvedčeniach a názoroch v spoločnosti a ich dopad na sociálne a politické zmeny (University of Michigan 2017).

WVS je najväčší nekomerčný, medzinárodný, pravidelne sa opakujúci prieskum názorov a hodnôt, ktorý sa v súčasnosti realizuje a je to jediná akademická štúdia, ktorá pokrýva celé spektrum globálnych zmien, od veľmi chudobných až po veľmi bohaté krajiny a dotýka sa všetkých významných svetových kultúrnych zón. Získané údaje pomáhajú pochopiť zmeny v presvedčeniach, hodnotách a motiváciách ľudí na celom svete (World Values Survey 2017). Z analýz údajov z WVS dospel Inglehart k záveru (World Values Survey 2017), že na svete existujú dve základné hodnotové dimenzie, a to:

- | Tradičné hodnoty vs. svetské, racionálne.

- | Hodnoty prežitia vs. sebavyjadrenia.

Tradičné hodnoty zdôrazňujú dôležitosť náboženstva, väzieb medzi rodičmi a deťmi, úctu k autorite a tradičné rodinné hodnoty. Ľudia, ktorí prijímajú tieto hodnoty, odmietajú rozvod, potraty, eutanáziu a samovraždu. Tieto spoločnosti majú vysokú úroveň národnej hrdosti a sklony k nacionalizmu.

Sekulárne-racionálne hodnoty majú opačné preferencie k tradičným hodnotám. Tieto spoločnosti pripisujú menší dôraz na náboženstvo, tradičné rodinné hodnoty a autoritu. Rozvod, potraty, eutanázia a samovražda sú považované za relatívne prijateľné.

Hodnoty prežitia kladú dôraz na ekonomickú a fyzickú bezpečnosť. To je spojené s pomerne etnocentrickým postojom a nízkou úrovňou dôvery a tolerance.

Hodnoty sebavyjadrenia dávajú veľký dôraz na ochranu životného prostredia, rastúcu toleranciu cudzincov, homosexuálov, rodovú rovnosť a rastúci dopyt po účasti na rozhodovaní v hospodárskom a politickom živote.

Inglehart sa zaoberal aj otázkou premien hodnotových preferencií v časovom horizonte. Zistil, že s meniacimi sa ekonomickými, technologickými a sociálnymi podmienkami, dochádza k posunu v hodnotových preferenciách, to znamená, že hodnotové priority každého človeka odrážajú jeho sociálne a ekonomické prostredie. Týka sa to napríklad aj rozdielov v hodnotových preferenciách medzi jednotlivými generáciami ľudí, ktorí žijú v hospodársky vyspelých krajinách. Výskumom dospel aj k zaujímavému názoru, že v chudobných krajinách, kde nedošlo v posledných rokoch k ekonomickému rastu, nenastali žiadne medzigeneračné posuny v hodnotových preferenciách.

Aj v Európe sa realizuje kontinuálny prieskum špecializujúci sa na hodnoty. Je to European Values Study (EVS), ktorý začal v roku 1981 a opakuje sa každých 9 rokov. Tento rok prebehne piata vlna v spolupráci s WVS. Základným cieľom výskumu

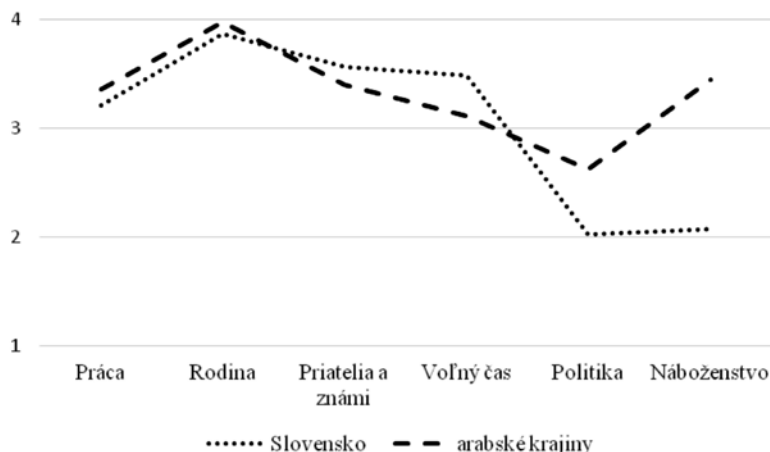
je umožniť medzinárodné porovnanie hodnôt a postojov a ich zmien v európskych krajinách. Medzi témy obsiahnuté vo výskume patria: práca, životné ciele, rodinný život, náboženstvo, súčasné sociálne problémy, pocity šťastia, dobrovoľnícke aktivity, sociálny odstup, záujem o politiku a politickú aktivitu, národná identita, solidari- ta, vzťah k prisťahovalcom, k regiónu, ku krajine, k EÚ (European Values Study 2017).

Hodnoty v slovenskej a arabskej kultúre — Zaujímalo nás, do akej miery sú dôležité (4 = veľmi dôležité, 3 = skôr dôležité, 2 = nie veľmi dôležité, 1 = vôbec nie dôležité) pre obe skúmané kultúry nasledujúce témy: práca, rodina, priatelia a známi, voľný čas, politika a náboženstvo. V Tabuľke 1 a Grafe 1 sú znázornené výsledné priemery.

vybrané témy	Slovensko	arabské krajiny	rozdiel
Práca	3.21	3.36	0.15
Rodina	3.87	3.98	0.11
Priatelia a známi	3.57	3.4	-0.17
Voľný čas	3.49	3.12	-0.37
Politika	2.02	2.62	0.60
Náboženstvo	2.07	3.45	1.38

TABUĽKA 1: POROVNANIE PRIEMEROV DÔLEŽITOSTI VYBRANÝCH OBLASTÍ. ZDROJ: VLASTNÉ SPRACOVANIE

Z výsledkov vyplýva, že práca, rodina, priatelia a známi sú pre obe kultúry rovnako dôležité (použili sme Kruskal-Wallisov test). Respondenti ich zaradili medzi „skôr dôležité“ až „dôležité“. Štatisticky významné rozdiely na hladine významnos- ti $\alpha=0,05$ sme zaznamenali pri témach náboženstvo, politika a voľný čas. Voľný čas je dôležitejší pre Slovákov, politika a náboženstvo sú zase významnejšie pre respon- dentov pochádzajúcich z arabských krajín. Politika je pre Slovákov nie veľmi dôleži- tá, ale pre respondentov pochádzajúcich z arabských krajín sa hodnoty približovali viac k odpovediam skôr dôležitá. Náboženstvo predstavovalo najvýraznejší rozdiel zo všetkých vybraných tém. Slováci považujú náboženstvo za nie veľmi dôležité a nao- pak, respondenti pochádzajúci z arabských krajín, za skôr dôležité až veľmi dôležité.



GRAF 1: POROVNANIE PRIEMEROV DÔLEŽITOSTI VYBRANÝCH OBLASTÍ. ZDROJ: VLASTNÉ SPRACOVANIE

V ďalšej otázke mali respondenti vyjadriť, aký majú v súčasnosti pocit šťastia (1 = vôbec nie šťastný, 2 = nie veľmi šťastný, 3 = celkom šťastný, 4 = veľmi šťastný), ak posúdia všetky okolnosti vo svojom živote.



GRAF 2: POCIT ŠŤASTIA. ZDROJ: VLASTNÉ SPRACOVANIE

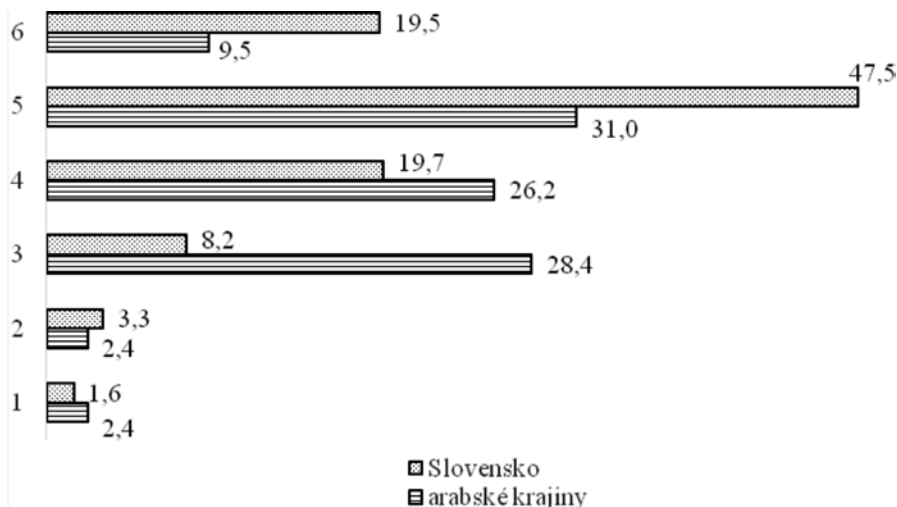
Ako možno vidieť v Grafe 2, najviac respondentov zo Slovákov aj respondentov pochádzajúcich z arabských krajín označilo, že sa cítia byť celkom šťastní. Túto možnosť si vybral takmer rovnaký podiel predstaviteľov obidvoch kultúr, 54,7% Slovákov a 54,8% respondentov pochádzajúcich z arabských krajín. Podobný podiel respondentov sa cíti byť veľmi šťastný, 36,1% Slovákov a 31% respondentov pochádzajúcich z arabských krajín. Odpoveď nie veľmi šťastný vybralo 4,9% Slovákov a 14,% respondentov pochádzajúcich z arabských krajín. Možnosť vôbec nie šťastný neoznačil žiadny respondent pochádzajúci z arabských krajín a zo Slovenska ju vybralo 1,6% Slovákov. Z údajov sme vypočítali aj priemery a ich hodnoty sa medzi respondentmi pochádzajúcimi z arabských krajín (3,28) a Slováckmi (3,17) v priemere významne neodlišujú. Môžeme konštatovať, že zástupcovia obidvoch kultúr sú približne rovnako celkom šťastní.

S pocitom šťastia úzko súvisí spokojnosť so životom. Pýtali sme sa, keď vezmú do úvahy všetky okolnosti, ako sú v súčasnosti spokojní so svojím životom. Stupeň spokojnosti resp. nespokojnosti mohli označiť na 6-stupňovej škále, kde 1 = nespokojný a 6 = spokojný.

Nespokojných so svojím životom je 1,6% Slovákov a 2,4% respondentov pochádzajúcich z arabských krajín, ktorí si vybrali stupeň 1 (Graf 3). Stupeň 2 označilo 3,3% Slovákov a 2,4% respondentov pochádzajúcich z arabských krajín. Veľký rozdiel sme zaznamenali na strednej hodnote 3, ktorú označilo len 8,2% Slovákov a výrazne vyšší podiel respondentov pochádzajúcich z arabských krajín, 28,4%. Stupeň spokojnosti 4 označilo 19,7% Slovákov a 26,2% respondentov pochádzajúcich z arabských krajín. Bližšie k spokojnosti, ktorý predstavoval stupeň 5, si vybralo 47,5% Slovákov a 31% respondentov pochádzajúcich z arabských krajín, čo predstavuje najvyšší počet odpovedí spomedzi slovenských respondentov aj respondentov pochádzajúcich z arabských

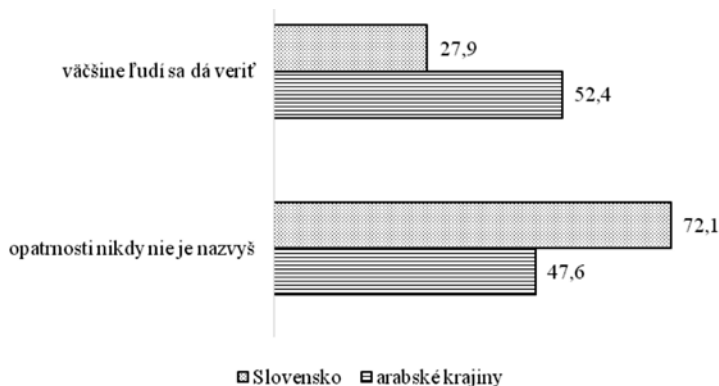
krajín. Najspokojnejších so svojím životom sa cíti byť 19,5% Slovákov a len 9,5% respondentov pochádzajúcich z arabských krajín.

Na základe vypočítaných priemerov sme zistili, že Slováci sú so svojím životom v priemere spokojní na 4,67 a respondenti pochádzajúci z arabských krajín na 4,1. Kruskal Wallisov test ukázal, že existujú štatisticky významné rozdiely v spokojnosti so svojím životom a na hladine významnosti $\alpha=0,05$ môžeme tvrdiť, že Slováci sú so svojím životom spokojnejší než respondenti pochádzajúci z arabských krajín.



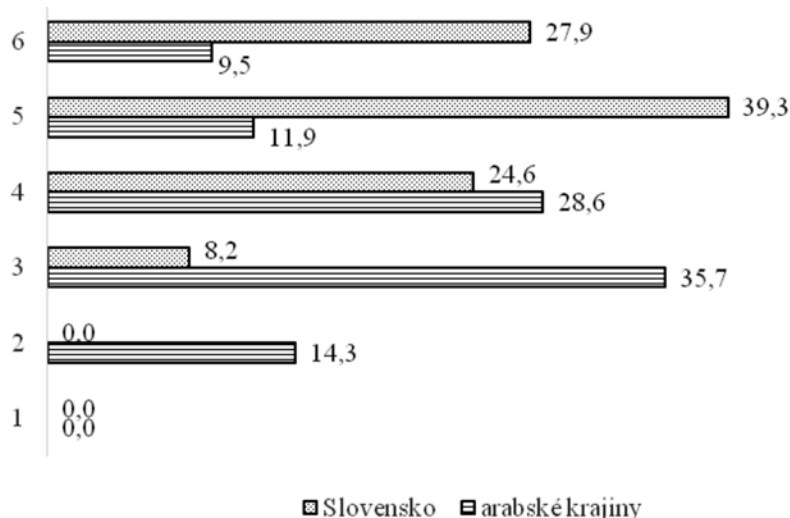
GRAF 3: SPOKOJNOSŤ SO ŽIVOTOM. ZDROJ: VLASTNÉ SPRACOVANIE

Ďalšou otázkou sme sa chceli dozvedieť, do akej miery Slováci a respondenti pochádzajúci z arabských krajín dôverujú iným ľuďom. Pýtali sme sa, či si myslia, že vo všeobecnosti sa dá väčšine ľudí veriť, alebo či v styku s inými treba byť veľmi opatrný (Graf 4). Nedôverčivejší sú Slováci, až 72,1% označilo, že opatrnosti v styku s druhými ľuďmi nie je nikdy nazvyš, naopak túto možnosť označila menej ako polovica (47,6%) respondentov pochádzajúcich z arabských krajín. Viac ako štvrtina (27,9%) Slovákov si myslí, že väčšine ľuďom sa dá veriť, naproti tomu respondenti pochádzajúci z arabských krajín iným ľuďom viac dôverujú, nakoľko si to myslí viac ako polovica z nich, 52,4%.



GRAF 4: DÔVERA K INÝM ĽUĐOM. ZDROJ: VLASTNÉ SPRACOVANIE

Zisťovali sme tiež, akú veľkú možnosť majú slobodne sa rozhodovať a usmerňovať svoj život. Uviedli sme výrok: „Niektorí ľudia majú pocit, že sa slobodne rozhodujú a majú život vo vlastných rukách a iní zase, že svoj život a to, čo sa s nimi stane, nemôžu nijako ovplyvniť“. Respondenti mohli odpovedať na 6-stupňovej škále, akú majú možnosť slobodne sa rozhodovať a usmerňovať svoj život, pričom 1 predstavovala vôbec žiadnu a 6 veľmi veľkú (Graf 5).

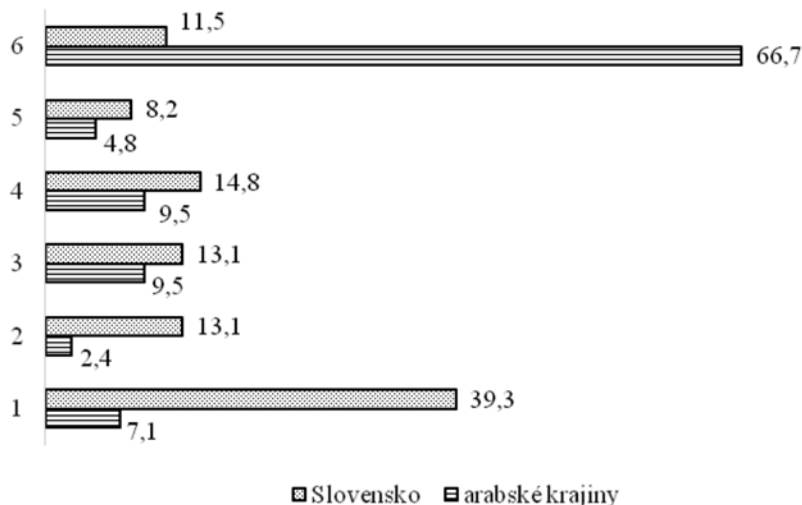


GRAF 5: MOŽNOSŤ SLOBODNE SA ROZHODOVAŤ. ZDROJ: VLASTNÉ SPRACOVANIE

Vôbec žiadnu možnosť slobodne sa rozhodovať neuviedol žiadny respondent ani zo Slovákov ani z respondentov pochádzajúcich z arabských krajín. Nižší stupeň slobodného rozhodovania, stupeň 2 neoznačil žiadny Slovak a naopak 14,3% respondentov pochádzajúcich z arabských krajín nemá pocit, že sa vo svojom živote môže slobodne rozhodovať a usmerňovať svoj život. Výrazný rozdiel bol aj pri stupni 3, čo predstavovalo strednú hodnotu, ktorú označilo až 35,7% respondentov pochádzajúcich z arabských krajín, čo tvorí najväčšia časť odpovedí od týchto respondentov a zo Slovákov ju označilo len 8,2%. Vyšší stupeň slobody rozhodovania označil podobný počet Slovákov (24,6%) a respondentov pochádzajúcich z arabských krajín (28,6%). Zaujímavý bol aj výrazný rozdiel ohľadne označenia na stupnici 5. Až 39,3% Slovákov, čo predstavovalo najviac odpovedí zo Slovákov, má pocit, že má možnosť slobodne sa rozhodovať a naopak si to myslí len 11,9% respondentov pochádzajúcich z arabských krajín. Najvyšší stupeň slobodného rozhodovania a usmerňovania svojho života označilo 27,9% Slovákov a menšia časť respondentov pochádzajúcich z arabských krajín, len 9,5%.

Na základe vypočítaných priemerov sme zistili, že u Slovákov má priemerná sloboda rozhodovania hodnotu 4,87 a u respondentov pochádzajúcich z arabských krajín 3,67. Kruskal-Wallisov test ukázal, že existujú štatisticky významné rozdiely v slobode rozhodovania a na hladine významnosti $\alpha=0,05$ môžeme tvrdiť, že Slováci majú väčší pocit možnosti sa slobodne rozhodovať a usmerňovať svoje život než respondenti pochádzajúci z arabských krajín.

Zamerali sme sa aj na dôležitosť náboženstva v živote. Stupeň dôležitosti mohli ohodnotiť na 6-stupňovej škále, kde 1 predstavovala vôbec nie je dôležité a 6 je veľmi dôležité (Graf 6).



GRAF 6: DÔLEŽITOSŤ NÁBOŽENSTVA. ZDROJ: VLASTNÉ SPRACOVANIE

Pri tejto otázke sme zaznamenali najvýraznejšie rozdiely. Najväčší podiel Slovákov (39,3%) uviedol, že náboženstvo v ich živote nie je vôbec dôležité, pričom u respondentov pochádzajúcich z arabských krajín to bolo 7,1%. A naopak najväčšia časť respondentov pochádzajúcich z arabských krajín uviedla, že náboženstvo je v ich živote veľmi dôležité, až 66,7% a Slovákov bolo 11,5%. Stupeň 2 a 3 označil rovnaký podiel Slovákov (13,1%) a stupeň 3 a 4 zase respondentov pochádzajúcich z arabských krajín (9,5%). Len 7,1% respondentov pochádzajúcich z arabských krajín nepovažuje náboženstvo v živote za dôležité (označili stupeň 1) a stupeň 2 len 2,4% z nich, čo predstavuje najmenšiu percentuálnu časť opýtaných. Stupeň 5 označilo 8,2% Slovákov a 4,8% respondentov pochádzajúcich z arabských krajín.

Vypočítaný priemer mal u Slovákov hodnotu 2,74 a u respondentov pochádzajúcich z arabských krajín 5,02. Tieto rozdiely sú štatisticky významné (Kruskal-Wallisov test), a teda môžeme tvrdiť, že náboženstvo je pre respondentov pochádzajúcich z arabských krajín v živote dôležitejšie než pre Slovákov. Toto zistenie potvrdzuje výsledok z prvej prezentovanej otázky, pri ktorej však bola použitá iná škála.

Nasledujúca otázka sa opäť týkala náboženstva a pýtali sme sa, či si myslia, že náboženstvo dokáže dať veriacim silu a pohodu.

	Slovensko	arabské krajiny
Áno	70,5	92,9
Nie	9,8	0,0
Neviem	19,7	7,1

TABUĽKA 2: NÁBOŽENSTVO DÁVA SILU (%). ZDROJ: VLASTNÉ SPRACOVANIE

Napriek tomu, že Slováci skôr nepovažujú náboženstvo vo svojom živote za dôležité, väčšina (70,5%) z nich si myslí, že náboženstvo dokáže dať veriacim silu a pohodu. Túto odpoveď označilo aj najviac respondentov pochádzajúcich z arabských krajín, až 92,9%. Takmer pätina (19,7%) Slovákov a 7,1% respondentov pochádzajúcich z arabských krajín nevie, či je to tak. Nikto z respondentov pochádzajúcich z arabských krajín si nemyslí, že by náboženstvo nedokázalo dať veriacim silu a pohodu a naopak 9,8% Slovákov označilo túto možnosť.

Záver — Z výsledkov prieskum vyplýva, že práca, rodina, priatelia a známi sú pre obe kultúry rovnako dôležité, voľný čas je však dôležitejší pre Slovákov a politika a náboženstvo sú zase významnejšie pre respondentov pochádzajúcich z arabských krajín. Náboženstvo predstavovalo najvýraznejší rozdiel zo všetkých vybraných tém. Slováci považujú náboženstvo za nie veľmi dôležité a naopak respondenti pochádzajúci z arabských krajín za skôr dôležité až veľmi dôležité. Obidve kultúry uznávajú, aj keď respondenti pochádzajúci z arabských krajín vo väčšej miere, že náboženstvo dokáže dať veriacim silu a pohodu. Ďalšie odlišnosti medzi obidvomi skúmanými kultúrami boli v dôvere voči iným ľuďom a v slobode pri rozhodovaní, kde sa ukázalo, že Slováci sú menej dôverčiví a majú zase väčší pocit možnosti sa slobodne rozhodovať a usmerňovať svoj život. Slováci aj respondenti pochádzajúci z arabských krajín sa významne neodlišujú v pocite šťastia, no pri porovnávaní spokojnosti so životom, sú Slováci spokojnejší než respondenti pochádzajúci z arabských krajín. Táto nezrovnalosť dokazuje, že aj keď pocit šťastia a spokojnosť so životom úzko súvisia, predsa len odzrkadľujú odlišné poňatie, či obsah.

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Kľúčové slová | Key Words — štúdie hodnôt, šťastie, sloboda, dôvera, náboženstvo | *values study, happiness, freedom, trust, religion*

JEL klasifikácia | JEL classification — M31

Résumé ——— Comparison of Slovak and Arabic culture II. Happiness, freedom, trust, religion.

Thanks to the changes in the orientation of the values we can observe important social transformations in society. That's one of the reasons why also the continual international research started to focus on these values (for example World Values Survey or European Values Study). Our survey reveals, that work, family, friends and acquaintances are equally important for both cultures. Leisure time is more important for the Slovaks. Respondents from Arabic countries, on the other hand, find politics and religion more important. The biggest difference in all themes was represented by religion. The Slovaks find religion as not very important. Unlike the respondents from Arabic countries, who find it important or even very important. Both cultures admit, even though the respondents from Arabic countries in a larger degree, that religious people can get comfort and strength from their religion. Other differences between these two surveyed cultures were in the trust towards another people and in the freedom of decision-making. It turned out that the Slovaks are less trustful and feel like they have a bigger possibility of decision-making and controlling their life. The Slovaks and the respondents from Arabic countries have more or less the same feeling of happiness. But the Slovaks are more satisfied with their life than the respondents from Arabic countries. This inconsistency shows, that even though the feeling of happiness and satisfaction with life are very similar, they reflect a different conception or content.

Kontakt na autorov | Address ——— Ing. Dana Vokounová, PhD., Ekonomická univerzita v Bratislave, Obchodná fakulta, Katedra marketingu, Dolnozemska cesta 1, 852 35 Bratislava 5, e-mail: dana.vokounova@euba.sk

Ing. Silvia Hanková, Ekonomická univerzita v Bratislave, Obchodná fakulta, Katedra marketingu, Dolnozemska cesta 1, 852 35 Bratislava, e-mail: silvia.hankova@yahoo.com

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EVERYDAY INTERNET USE.

HOW DO END USERS USE THE MOBILE INTERNET?

The smartphone is the most personal of all devices and for many of its users has long become the most important access to the internet. The usage is characterized by many short and targeted accesses. Many of these so-called mobile moments are context-related and therefore fundamentally different from the stationary online usage. As the smartphone accompanies its user throughout the day, it is always within reach and becomes a personal assistant for him. It provides access to a variety of apps that take on everyday functions and interact with the increasingly connected world.

1 Key factors in the increased use of social media — Four key factors explain the abrupt change in behavior and the resulting increase in Web 2.0 offerings. On the one hand, two technical changes offer new possibilities. A better availability of technologies provides the basic prerequisite for user integration. The second technical factor is the improved infrastructure, ie the proliferation of internet broadband access, which enables the rapid transmission of videos and photos. On the other hand, a fundamentally changed user behavior has been identified, since many can be technically more adept at growing up in the computer and internet age. Another factor is mobile internet use (Bruhn 2014, p. 1038).

1.1 Changing needs and usage behavior — In terms of the media, social media has a significant impact on the communication model of traditional mass media. Conventional mass communication is characterized by a clear separation between communicator and recipient (Rothe 2006, p. 80). A role change is not provided. However, with the increasing popularity of the internet and the establishment of social media, the strict distribution of roles between the sender and the recipient has changed: previously separate communication technologies, such as language, text, video and audio, have merged. On the one hand, this leads to a dissolution of the boundaries between mass and individual communication and, on the other hand, to an interconnectedness of communication roles between communicator and recipient. Users are now able to create and circulate their own content. So, you can take on the station role that has always held the medium itself. This qualifies the transmitter-receiver model of the classical mass media. Above all, the elements of interaction

and participation are now in the foreground of communication and are expected by customers.

Web 2.0 and social media allow the once passive recipient to create his own world by generating media content himself. These content, known as user-generated content, is a reflection of society and often in competition with the traditional mass media. User-generated content can be divided by definition into the following criteria (Michelis 2009):

- | Voluntary: The process of content creation must take place outside professional routines and be intrinsically motivated - that is, voluntarily, without outside incentives and out of work itself.
- | Creativity: A certain amount of creative self-achievement and creativeness should characterize the work result.
- | Publicity: The work results must be accessible to the public.

User-generated content means that the visitors to a platform are involved in building the content to a very substantial extent. Many people who do not or only briefly know each other work on common statements, structures and appearances (Ebersbach, Glaser and Heigl 2011, p. 206). The combination of user-generated content and the direct response options within social media makes many-to-many communication possible for the first time. The need for user-generated content is increasing dynamically. The mutual active exchange of information is becoming more and more important (Bruhn 2014, p. 1038).

1.2 Improved availability of technologies — This means, for example, web service APIs, AJAX, RSS or the basic technologies for creating blogs and wikis that make it easier to use the offers. APIs (Application Programming Interfaces) are interfaces for application programming and therefore one of the technical foundations of Web 2.0. They ensure that a website can independently get content from another page. These technologies enable faster and easier use of new internet offerings by consumers and providers (Bruhn 2014, p. 1038).

1.3 Technical infrastructure — The widespread and cost-effective availability of broadband internet access makes this type of communication accessible to a broad segment of the population (Kaplan and Haenlein 2010, p. 60). The pioneers of the web partly failed because the framework conditions for the web were not right until the beginning of the new millennium. Above all, this affected the broad masses, ie the customers and employees of a company, since the first DSL connections were reserved primarily for companies and organizations. Companies could provide content such as elaborate catalogs in PDF format or videos, but customers could only retrieve them via their analog modem at 56 kilobits per second. Since the analog ports were billed based on time or amount of data, the end user considered whether to download large files (Hettler 2010, p. 3). Only through the increased data transfer rates, many web applications and thus also the wide field of social media make sense to use. With the advent of DSL and affordable rates, the web has become accessible to the masses. The internet usage costs have also dropped significantly over time and have thus

increased the attractiveness of the Web in the eyes of users (Bruhn 2014, p. 1038). Another driver for Web 2.0 is the sharp drop in storage media prices. All accumulating data must be stored. The ever-increasing volumes of hard drives at ever lower prices are particularly important for vendors such as YouTube, as they can work with high and fast storage volumes on a low-cost basis and offer free storage space to the user (de Buhr and Tweraser 2010, p. 73). Falling prices for storage have favored the high and growing penetration of digital cameras. Almost ten years ago, analogue video cameras were the standard. These not only had the disadvantage that they are big and heavy, but also the video editing was reserved only for experts. Today, modern smartphones already have integrated cameras that can record videos in HD quality. Applications for image editing can be downloaded directly to the phone. Modern digital cameras offer a video function and also better lenses than a smartphone camera. With these means of production, every user can become a producer and create high-quality content himself (de Buhr and Tweraser 2010, p. 73).

1.4 Mobile internet use — A trend that has become increasingly important in recent years is mobile internet use (Bruhn 2014, p. 1039). Mobile internet means the provision of an internet connection on mobile devices. Only very few consumers surf exclusively on a fixed PC at home in the network. If they do not use a laptop, they are still almost all mobile. Meanwhile, almost every mobile phone owner has a smartphone - and surfs mobile on the net. Tablets are finding their way into the living rooms and establishing themselves as work equipment and entertainment medium (Wiedemann and Noack 2015, p. 236). The increasing proliferation of mobile, internet-enabled devices - from laptops to tablet PCs and smartphones to smartwatches - is an important driver of mobile marketing (Kreutzer, Rumler and Wille-Baumkauff 2015, p. 231). What is important in all these developments is that the increasing use of mobile devices, such as tablet PCs and smartphones, does not replace access to the internet at home, but rather enables new usage situations (Kreutzer 2014, p. 4).

2 Possibilities of mobile internet use — Mobile is more than just a device class, a way of using it, or a form of access, it is a paradigm shift in internet usage and the next step in evolution in digital evolution. The smartphone has freed the internet from the computer room and carried it out into the physical world. But not only the smartphone, but also the tablet and the notebook can be used mobile. It should be noted, however, that smartphone and tablet technically have much in common, but are used by their users fundamentally different. Laptop and stationary PC are usually used when we work or want to deal with us without time pressure. When it comes to acute information search, however, the smartphone turns out to be increasingly the medium of choice. While the smartphone is used as a constant and personal companion in everyday life, the tablet is more likely to be used in situations comparable to laptop use, for example on the sofa or while traveling by train (Rieber 2017, p. 2). In this increasingly networked world, the smartphone plays a key role for its users. It serves as an identification, as a data collector and as a control unit and enables a two-way interaction between the user and his networked environment.

In addition to smartphones, tablets and laptops, objects such as heaters, clocks and cars are also increasingly using digital components with WiFi, Bluetooth or mobile SIM cards. This allows them to exchange information with other objects to provide smart all-in-one solutions. This new reality is referred to as the internet of things and represents another step in the evolution of digital transformation. While the internet has been primarily used by end users, it now becomes the infrastructure for a connected world (Rieber 2017, p. 18). An example for the internet of things is the fitness arm band. Fitness bracelets are equipped with sensors that collect data such as the pulse rate or meters that have been run for applications on the smartphone.

Applications or short apps are an integral part of our current understanding of smartphones. In contrast to websites that are based on the HTML standard and can theoretically be displayed on every device via browsers, mobile apps must be developed specifically for the respective operating system of the smartphone. Apps have access to almost all functions of the device and allow an optimized user experience for each operating system (Rieber 2017, p. 8). The main advantage of an app is that it works even without an active internet connection, if no current data is needed for operation. Although apps, just like a program on a PC, are functional even without an active internet connection, today many apps require at least occasionally an internet connection, whether via WLAN, UMTS or LTE. There are now free Wi-Fi accesses in many public places, and the prices of internet flat rates for mobile phones have become very affordable in recent years. It could be formulated slovenly: Today the mobile internet is (almost) everywhere (Lammenett 2017, p. 399).

The alternative to an app is a web-based internet application that runs in the browser of the smartphone. As a rule, every smartphone has a preinstalled browser. The user only has to enter the URL (internet address) of the application. Of course, this requires a permanent internet connection. In contrast to a "native" app, a web-based internet application must be fully loaded at the moment of the call via an active internet connection, which is a disadvantage if the connection is poor (Lammenett 2017, p. 400).

3 Application area of the mobile internet — Most online activities, which are carried out at a very high frequency, have been at the core of internet use for many years. These include key activities such as sending and receiving e-mails, as well as using instant messaging services. In the category information search, the use of search engines like Google comes first. The following is an overview of the most common online activities are given. Sending and receiving e-mails – e-mail programs are programs used to receive, read, write and send e-mails. The ease of use has made e-mail a global standard in electronic communications. E-mail providers offer their own apps to retrieve the e-mails.

Use of search engines – search engines are the central point of contact for all information seekers on the internet. Technically, search engines are programs that search the internet based on a user's search query and display the corresponding hits in a list. General search engines are suitable for searching the entire internet. After entering a search term, a search engine will provide a list of references to potentially

relevant documents, usually with a title and a short excerpt from the document. Well-known search engines like Google offer apps that the user can put on the home screen.

Online banking - online banking describes the processing of banking transactions via the Internet. Banks offer websites or portals where you can manage your checking account online. Some banks also offer special online banking programs. In this case, the user must install the appropriate program on his computer. Managing the account from the comfort of your own home is only possible through the program. For most banks, online banking is handled via the normal internet browser. Simply go to the website of the house bank and register for online banking. Modern browser-based internet banking systems are characterized by portal functions, accessibility, various security mechanisms, notification options, mobile TAN procedures and freely selectable login names.

Reading online news - an online newspaper is an online publication of a newspaper published on the World Wide Web. Internet newspapers are often linked to a print newspaper, but usually have their own editorial staff. Some articles will only appear in one of the two versions or in different versions. In contrast to print newspapers, online newspapers are able to supplement their articles with multimedia content (eg video and audio contributions). There are also various interactive options such as searchability and comment ability, but also techniques for internal and external networking of articles as well as permanent updatability. Other advantages include that online newspapers with regionally limited content, unlike local newspapers, are not subject to any restrictions and are available worldwide.

Online shopping/price comparisons - online shopping is already part of everyday life for most people. Actually, the term "online shop" does not mean anything other than electronic commerce. Instead of selling goods in a retail store, it is offered on the internet in specially designed shop systems. On platforms such as amazon, interested parties can conveniently buy goods at the click of a mouse and pay via payment systems such as paypal. Often, online shops are also used for price comparisons.

Instant messaging (eg WhatsApp) - instant messaging makes it possible to communicate with other participants online in real time using a software called instant messenger. Short text messages are sent via a server to the recipient, to which he can respond immediately. This way you can also exchange files. Most instant messenger programs display which statuses (online, not available, absent, do not disturb, offline, etc.) the communication partners currently have.

Social media (eg Facebook) - social media communication takes place on online-based platforms and marks both the communication social media users and their interconnectedness. The social exchange between the users takes place on the social media platforms. Social media enable the storage, processing and transmission of information of all kinds (text, image, moving image, language), regardless of location, time and space, between individuals who are in any way related to one another. They thus realize the connection and networking of these individuals to a group and give each group member the opportunity to actively shape the exchange process.

Watching videos - an online video is a movie that can be viewed in digitized form on a web page. Search engines, video sharing platforms, and social networks

can give online videos a huge reach. Users can create their own profiles on the internet video portal and upload their own video clips with a description (short text, tags). Other users can rate and comment on them. The descriptive tags of the videos allow the user to watch similar clips after the end of a video.

Online music services – an online music service, or music portal, is an online service that allows users to download songs or stream them.

Play online games – online games are computer games played online over the internet. There are browser-based online games that rely on pure HTML code or require additional browser plug-ins or an app.

4 Survey — As described in the beginning, the study is based on the question of how internet usage looks in everyday life. The studies were conducted in January 2018 using an online questionnaire. The target group were internet users of all ages who were invited to participate via social media. In addition to the overall evaluation, the evaluation also includes the results of the subgroups '14-39 years' and 'over 40 years'. Here it becomes clear how differently the mobile internet is used.

Interview participants (n): 117

Survey: online questionnaire

Period of investigation: January 2018

The first question is to clarify which media are generally used for information gathering.

	Total	14-39 Years	Over 40 Years
TV	82,91%	77,78%	88,89%
Smart-TV	29,06%	34,92%	22,22%
Radio	76,07%	74,60%	77,78%
Newspaper	47,01%	33,33%	62,96%
Magazine	30,77%	28,57%	33,33%
Laptop	71,79%	71,43%	72,22%
Smartphone	91,45%	95,24%	87,04%
Tablet	58,97%	52,38%	66,67%
eReader	7,69%	7,94%	7,41%
Wearables	12,82%	15,87%	9,26%
Others	1,71%	1,59%	1,85%

FIGURE 1: WHICH OF THE FOLLOWING MEDIA DO YOU USE (MULTIPLE ANSWERS POSSIBLE)? SOURCE: AUTHOR

The most widely used digital device is the smartphone with a share of 91,45 percent. The laptop ranks second with 71,79 percent, closely followed by the tablet with 58,97 percent. Nearly 30 percent use a smart TV, with which they can stream programs directly from the internet. Wearables are with 12,82 percent still a marginal phenomenon.

There is a significant difference in the use of the daily newspaper. Here, 62,96 percent of over-40s face 33,33 percent of 14-39-year-old. When using the smartphone, there are only marginal differences with 95,24 percent in the younger to 87,04 percent in the older group. When using laptops, both groups are on the same level.

	Total	14-39 Years	Over 40 Years
Several times a day	93,16%	100,00%	85,19%
Once a day	2,56%	0,00%	5,56%
5-6 times a week	1,71%	0,00%	3,70%
3-4 times a week	0,85%	0,00%	1,85%
1-2 times a week	1,71%	0,00%	3,70%
Less common	0,00%	0,00%	0,00%
Others	0,00%	0,00%	0,00%

FIGURE 2: HOW OFTEN DO YOU USE MOBILE DEVICES TO GO ONLINE? SOURCE: AUTHOR

The mobile devices accompany most of the interviewees through everyday life. If you own a smartphone or tablet, you usually use it intensively. 93,16 percent of respondents use their mobile devices several times a day to access the internet. Another 2,56 percent go online once a day.

When comparing age groups, it is noticeable that 14-39-year-olds use the mobile internet one hundred percent several times a day. The age group over 40 years uses it only to 85,14 percent several times a day.

	Total	14-39 Years	Over 40 Years
Send and receive e-mails	92,31%	90,48%	94,44%
Use of search engines	87,18%	88,89%	85,19%
Online banking	77,78%	79,37%	75,93%
Read online news	71,79%	74,60%	68,52%
Online shopping / price comparisons	77,78%	82,54%	72,22%
Instant messaging	80,34%	87,30%	72,22%
Social networks	72,65%	85,71%	57,41%
Play online games	20,51%	25,40%	14,81%
Watch movies / videos	49,57%	61,90%	35,19%
Online music services	47,86%	55,56%	38,89%
Others	1,71%	1,59%	1,85%

FIGURE 3: WHICH OF THE FOLLOWING INTERNET ACTIVITIES YOU PRACTICE AT LEAST OCCASIONALLY (MULTIPLE ANSWERS POSSIBLE)? SOURCE: AUTHOR

The spectrum of internet applications used is very broad and ranges from pure information applications to transactions such as shopping or online banking. Frequently used activities with digital terminals are in particular the writing and sending of e-mails (92,31 percent), the use of search engines (87,18 percent), instant messaging (80,34 percent) and online shopping (77,78 percent).

In contrast to the stationary use of the internet, users in the mobile internet use little video (49,57 percent) and music services (46,86 percent). Online games (20,51 percent) plays only one in five.

In comparing of the two groups, it is noticeable that especially the use of social networks and video streaming are significantly different. The group of 14-39-year-old uses these two services much more often. When using the other services, it is noticeable that they are used more by the younger group. The exception here is the retrieval of e-mails. Here, the older group retains the upper hand.

5 Summary — Due to the sample size of 117 participants, the survey is not representative. But it gives an insight into the daily use of the mobile internet. Trends are clearly visible. A general trend can be observed and best described on the basis of the smartphone: Numerous services that had nothing to do with each other some time ago, had their own functional logics and thus always forced the user to a certain learning performance, are today united in small devices we all carry in our pants pocket. The mobile internet provides us with information anytime, anywhere. It is about internet use, which does not take place at home on the home PC or on the laptop in a company, but is used on the go, especially through internet-enabled mobile phones, smartphones and tablets. Mobile broadband usage has been growing steadily since the introduction of smartphones. The mobile internet is almost self-evident today and increasingly integrated into our everyday lives. Frequently used activities with digital terminals are in particular the writing and sending of e-mails, the use of search engines and online shopping and instant messaging. The mobile devices accompany most of the interviewees through everyday life. If you own a smartphone or tablet, you usually use it intensively. The majority of respondents use their mobile devices several times a day to access the internet. The most common digital device is the smartphone. The laptop is in second place, closely followed by the tablet. One third of the respondents use a smart TV that allows them to stream programs directly from the internet. Wearables are still a marginal phenomenon.

But the smartphone is not the only relevant device: Even radios, smart TVs and laptops are widespread. Media usage on the internet is an attractive option, but only one among many. Media are still used to a considerable extent via the classic channels that are deeply rooted in people's everyday lives. The laptop ranks second behind the smartphone as a digital device, closely followed by the tablet. A standard TV uses 82,61 percent, and just under 30 percent use a smart TV, with which they can stream programs directly from the internet. The radio still uses 75,65 percent of respondents.

Of course, the sustainability of a company depends on a whole range of different conditions. One of the biggest challenges is the digital transformation. In structural change towards information and network economics, traditional means of communication must be questioned. This is especially true because the "Millennials" are advancing both as employees and as customers. They were born in the period from about 1980 to 2000. This generation is also called "Generation Y" and is considered well educated, often with a college degree. It is characterized by a technophile lifestyle. In particular, it is the first generation to have grown up in an environment of the internet and mobile communications. They use the mobile internet one hundred percent several times a day. At the same times they use less the print media and the regular television program. This requires a new, digital approach to this customer group.

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Kľúčové slová | Key Words — social media marketing, social networks, Web 2.0, mobile internet, Millennials, Generation Y | *marketing sociálnych médií, sociálne siete, Web 2.0, mobilný internet, mileniáni, generácia Y*

JEL klasifikácia | JEL classification — M30

Résumé — **Každodenné používanie internetu. Ako koncoví užívatelia používajú mobilný internet?**

Smartfón je najosobnejší zo všetkých zariadení a pre mnohých jeho používateľov sa už dlho stáva najdôležitejším prístupom na internet. Použitie je charakterizované množstvom krátkych a cielených prístupov. Mnohé z takzvaných mobilných momentov súvisia s kontextom a preto sa zásadne odlišujú od stacionárneho online prístupu. Keďže smartfón sprevádza svojho používateľa po celý deň, je vždy v dosahu a stáva sa pre neho osobným asistentom. Poskytuje prístup k rôznym aplikáciám, ktoré preberajú každodenné funkcie a komunikujú s čoraz viac prepojeným svetom.

Kontakt na autorov | Address — Dr. Marcus Diedrich, Diedrichs Creativ-Bad GmbH, Lehmbachstraße 1, 59969 Hallenberg, Germany, e-mail: info@marcusdiedrich.de

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INTERPRETATION OF MARKETING THEORY IN ISLAMIC CONTEXT

The interpretation of economic questions represented by Islamic religion, especially due to the global political situation of our era, stands for an extremely popular topic in the international academic life. One of its spheres is the research of Islamic marketing, that presents a new approach to marketing. The thesis below contains the comparative analysis of the traditional marketing mix and the Islamic marketing. Islamic Marketing is the study of marketing phenomena in relation to Islamic principles and practices or within the context of Muslim societies. The Islamic Marketing is religion-based marketing in which marketing activities are guided within the framework of Islamic Shariah.

Introduction — One of the most discussed questions of present era is the Islamic religion and the other smaller or bigger religions, respectively, the coexistence of their followers. This has become an essential matter in many spheres, for example due to the migration crisis, the human rights or the culminating extension of globalization, as well as in the sphere of business life. This all, however, does not appear in the political, judicial or financial spheres only, it rather presents a topic covering life-affairs in full extension, that affects every aspect from the smallest segments to the most extended branches.

On one hand, because of investments and tourism there are more and more Muslims appearing in Europe, and therefore the knowledge of their addressing, cultural and ethic expectations can mean an advantage opposing to those countries which do not put this question into consideration so much. On the other hand, through the even currently happening refugee crisis masses of Muslim consumers have arrived to all over Europe, whose market awareness, demands, advertisements and messages which can address them, in many cases are built on different basis, than that of the native population, but it can differ even formally so Muslim immigrants living in the given country since some generations, too. Therefore, each economic field whether it is about from the beauty care through tourism to the bank sector, shall find out itself that under what extent its functioning, promotion and structure is supposed to adapt to the new expectations, the requirements of consumers and investors with the Muslim background.

The sphere of marketing stands for a good example, where the appearance and spread of the so called Islamic marketing has introduced a new aspect for researchers dealing with the topic, professional as well as businessmen.

Therefore the aim of the script is the introduction of marketing activities connected with Islam, as well as its comparison with the methods of traditionally considered marketing, with its features and other features. Although it is obvious that the growing interest in Islam and marketing covers a number of reasons, which mostly has its source in reaching each Muslim country's market, as well as making efforts for it, the script's intention is not to deal with this aspect, but the background of marketing theory.

Synthesis and methodology — The first chapter of the script intends to present the general characteristics of Islamic marketing, its origin, importance, in order to make this new direction generally applicable within the sphere. Following this a partial presentation of traditionally considered marketing mix is explained, using the aspects of 7P at first. The third more extended part of the script traces the differences and similarities between the Islamic marketing and traditional marketing mix according to the first two chapters. The whole material is enclosed with a short conclusion and suggestions for further research topics.

It is essential to note right now, that although the Islamic marketing stands for a direction within the marketing in some terms, while the 4P as well as the 7P and the traditional marketing regards the complete sphere, i.e. reinterpreting the classic example, „we are comparing a beetle with an insect“, so a subterritory with a complete sector, the script's goal among others is to release this paradox. It is also important to mention about the script, that it has been provided as a summarizing essay with the usage of reachable literature.

Conventional marketing Mix — The marketing mix is the tactical or operational part of a marketing plan. The marketing mix is also called the 4Ps and the 7Ps. The 4Ps are price, place, product and promotion. The services marketing mix is also called the 7Ps and includes the addition of process, people and physical evidence (Kotler and Armstrong 2010).

The 7 Ps of marketing — The 7 Ps are a set of recognized marketing tactics, which you can use in any combination to satisfy customers in your target market. The 7 Ps are controllable, but subject to your internal and external marketing environments. Combining these different marketing tactics to meet your customers' needs and wants is known as using a „tactical marketing mix“ (Business Queensland 2017).

- | **1. Product** — The Product should fit the task consumers want it for, it should work and it should be what the consumers are expecting to get.
- | **2. Price** — The Product should always be seen as representing good value for money. This does not necessarily mean it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually happy to pay a little more for something that works really well for them.

- | **3. Place** — The product should be available from where your target consumer finds it easiest to shop. This may be High Street, Mail Order or the more current option via e-commerce or an online shop.
- | **4. Promotion** — Advertising, PR, Sales Promotion, Personal Selling and, in more recent times, Social Media are all key communication tools for an organization. These tools should be used to put across the organization's message to the correct audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions.
- | **5. People** — All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.
- | **6. Physical environment** — The environment is where the customer and the seller step into interaction, where the customers are served. It includes furnishing and the built-up or natural environment as well.



FIGURE 1: 7P MARKETING MIX. SOURCE: MARKETINGMIX.CO.UK (2017)

| **7. Process** ——— Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. (professionalacademy.com 2017)

Islamic marketing mix ——— Islamic Marketing is a very new field in Marketing. Islamic ethics within economics as well is not new, with the Prophet being known as the Truthful one (Al-Amin) and himself a trader. Transactions and trade (Muamalat and Tijarah) are also not new in the Islamic tradition and are much related with the revenue and costing aspects of the process of marketing too. Here the attention is towards fair pricing, removing of uncertainty, gambling, interest and activities considered haram (Ramadan 2009, Islamicmarketing 2017).

The relevant questions were rated to multicultural or ethnic marketing categories earlier, however, in recent half decade it has been made clear, that these two conceptions do not reflect correctly the shades connected with Muslim consumers and markets, the characteristics of marketing activities necessary to reach these markets (Abdullah 2015).

Actually the modern Muslim world has unique features: the so called Islamic brand joins the branches, including fashion, cosmetics, entertainment, tourism, education, pharmacy and professional services (Wilson 2014).

The importance of Islamic marketing is also raised by the fact, that the markets of Muslim countries with remarkable population, like Saudi Arabia, Iran or Egypt, do not belong to the developed countries in European and American terms only, but they also have stressed significance for improving economies as well, like the BRICS (Brazil, Russia, India, China and South Africa) and the MINT (Mexico, Indonesia, Nigeria, Turkey).

It is important to stress on the markets of countries belonging to the Muslim world, that at the dawn of globalization there were few brands reachable in each sphere, respectively, it was a typical feature, that the consumers were supplied by local companies. Therefore, the sellers were marked by short-term mentality and efforts for the maximalization of profit, the idea of a conscious marketing construction was not present. At the same time the build-up of a brand did not play in strategic roles either, the completion of each advertisement was supposed to be more like a plan of tactics (Wilson 2014).

However, this all with the strengthening of globalization evokes a new direction, which is worthy of dividing it into two parts. From one side, the actors of markets of Muslim countries, with the spread of information about the pursuit of foreign marketing, have began to recognize the advantages of marketing construction and the benefits of marketing in general. In this reflection more and more companies have tried to break out of the trap of OEM (Original Equipment Manufacturer) status, and they wished to take control over the final sale as well, together with the production and delivery. From the other side, an international know-how has arrived to various markets thanks to globalization, so next to the defined countries, Muslim-directed companies have started to develop on international level, making the portfolios of each countries' products and services more colorful, making the lo-

cal competition more vibrant, evoking the battle for the consumers. It has also been a revolutionary idea, that the marketing experts are able to answer the opportunities and dangers covered by globalization (Temporal 2011).

The Islamic marketing in general — One of the most important peculiarities of Islamic marketing is its relation to its Muslim consumers: we can state, that the ambitious Islamic marketing is an ideology, according to which the professionalism cannot be judged by the products and services only. „the Islam claims, that individuals both in their professional life and private life must practice, what they preach.“ (Wilson 2014).

This powerful religious effect on marketing as well as on the commercial lives of Muslim markets and companies is approachable in more points. For example, regarding the grocery products it is important to know whether they categorize it according to halal, i.e. to availability for the religious orders, therefore the merchants, services wishing to approach the Muslim consumers must add special remarkability to reach a qualification (Salam 2017).

Before we would get on to the specifications of the Islamic marketing field it is essential to emphasize that the studied fields themselves do not necessarily agree with the branches of traditional marketing developed through decades either. Sula and Kertajaya in their work from 2006 introduce four such fields which instead of the traditional marketing tools, or rather they are able to define the pursuit of Islamic marketing more precisely. These are spiritual, ethical, realistic and human tools (Sula and Kertajaya 2006).

This evokes a question, to what extension the methods and principles applied in the scientific research of the sphere and the commercial pursuit, for example the 7P, are able to cover the spheres of Islamic marketing. According to related researches, however, it does not represent a problem, rather the completion of the 7P – or any other applied mix – is necessary. This is presented by Damirchi's study, according to which the product – i.e. the „product“ part of 7P – is applicable the same way, but requires to be completed with the Islam's spiritual and ethical demands (Damirchi 2017). For example the product cannot cause bemusement of mind, the product must be transportable, it is needed to provide information about the added value, which influences the product value, to support the consumer's decisions and so on (Damirchi 2017). In case of advertisements, promotions – „promotions“ it is important to fit the criteria as well, where, for example it is forbidden to use pressure or to deceive families and consumers. These examples are a few only, a more detailed division according to 7P is found in the chapter dealing with the comparison of the Islamic and traditional marketing.

We cannot classify the Islamic marketing as a sphere originated from Islamic religion, as next to the pursuit of Muslim markets the Muslim and non-Muslim mundane actors of the market form it with their activities as well. It is being formed as part of a natural phenomenon, where the marketing grows between the evolutionary and revolutionary mind and its practical phases, in order to preserve its relevance and effectivity in the new environment.

Differences and similarities — Up to now the existence of Islamic marketing is an issue that is being discussed by researchers, experts and other scholars, especially in non-Muslim countries. Many of them use the argument that Islamic marketing is important in contemporary commercial activities, but the conception of 7P in marketing should be built up with the Islamic principles (Hashim and Hamzah 2013). According to the latter suggestion, hereunder the Islamic marketing and the traditional marketing are compared on the basis of 7P aspects:

1. Pragmatism and product — Wilson (2012) determined pragmatism with its studies about its applicable theories in the real world or its truth and meaning. The aim of the products is providing the clients essential benefits and services with high values (Lovelock 2011). This conception of product and pragmatism mean coordination with the Islam teachings, therefore there is no significant difference here.

2. Pertinence and promotion — In case of the second P we must build in the phrases of sensitivity and promotion. Wilson (2012) describes the relevance and applicability of Islamic marketing in the traditional marketing study-plan of English commercial schools. The logic of integrating the availability and promotion is that the conception stresses the spread of suitable information for the clients. At the same time the clients are being taught about the practical benefit of a purchase of the products or services and their advantages. This conception is simultaneous with the teaching of Islam, according to which the products must communicate within the ethical limits, as the Islam forbids the practice of exaggerating promises in order to avoid the clients' disappointment (Trim 2008, Arham 2010).

3. Palliation and the price — In case of the third P the relationship between the palliation and the price may be reasonable, as palliation presents the minimalization of difficulties between marketing managers and clients (Wilson 2012). Meanwhile the price does not define the company's profit only, but also the Islamic marketing recognizes those expenses of clients, which may represent a higher amount, than the price paid to the seller (Lovelock 2011). Palliation is a form of this case: to assure discounts budget reduction arrangements to the clients in order to release the load of purchase when it is being effected by economy and inflation of expenses. Therefore, the integration of these phrases are also in coordination with the teachings of Islam, according to which prophet Mohamed sells his products, on the basis of selling volume and determining a price which can be acceptable by the market (Trim 2008).

4. Peer-Support and people — The integration of peer-support and the people belong to the fourth P. It ensures consistent and mutual efforts between marketing managers in order to construct positive relationships both with inner and external individuals involved, that is also possible to coordinate with the Islam theses (Hashim and Hamzah 2013).

5. Pedagogy and physical environment ——— In case of the fifth P the pedagogy and the physical environment should be built in as a common conception. Pedagogy stands for the realization and subscription to clear educational conception, methods and practices (Wilson 2012). Meanwhile, the physical environment is defined as the creation of a service environment, which evokes the client's attention on the company-profit relationship. In case of prophet Mohammed the name itself meant guarantee for quality, honesty and integrity (Arham 2010).

6. Persistence and process ——— In case of the sixth P the integration of persistence and process seem relevant in the Islamic marketing, as persistence is defined as consistent work without problems and difficulties (Wilson 2012). At the same time the process refers to the best practices on providing products and services to the clients with the aim to make them happy and satisfied (Lovelock 2011). This is in harmony with the teachings of Islam, which prescribes to make a mutual agreement during the selling and buying process, and the absence of the agreement's conditions makes the delivery unacceptable (Hashim and Hamzah 2013).

7. Patience and place ——— Last but not least, the seventh P, which involves patience and the conception of unity, assures, that the marketing managers must express an honest and ethic behavior at spreading their products and services (Hashim and Hamzah 2013). For a company to achieve an advantage in competition in a certain industrial branch, they must understand the needs and demands of clients. Marketing may support the company in its work, respectively in surviving in this complex, changing and stormy environment. Essentially, the main aim of marketing is to maintain the satisfaction of clients, and together with it to make a profit for the company.

Regarding the Muslim consumers, it is essential to mention, that they prefer the purchase of Islamic products and services. Therefore, the companies aiming at Muslim consumers must be able to differentiate their marketing strategies, which include products originated from traditional marketing as well. The differentiation must be described in a clear way (Shamsudin and Rahman 2014).

Conclusion ——— As it turns out of the above described, the basis of Islamic economy and marketing are highly determined by religious studies, as the actions of the world of business, so as the marketing are supposed to be in conformity with the Islamic doctrines. However, from the comparison it is clearly visible too, that the traditional marketing mix elements as the Islamic marketing mix principles, in the future will probably infiltrate into the traditional marketing concept. The Islamic marketing supplements and brings these statements to perfection, supporting the orientation to the Muslim consumer behavior. Besides, it defines the marketing mix according to the consumer behavior and demonstrates it from its practical side. It leads pragmatism to product policy, in which the usefulness, favorability of the product is pointed out furthermore, it judges the advantages added to product services important.

The condemnation of exaggerated promises and the consumer's ramping is significant as well as the introduction of the physical environment as service environment.

Besides the numerous similarities it is essential to emphasize, that the Islam has brought such elements to marketing mix as spirituality, ethics or humanism, which in the world of profit maximize was hardly or not at all present. Therefore, the main question of this thesis, which is the comparison of traditional and Islamic marketing, as well as its justification for existence is worth to close by claiming, that however the Islam marketing can be understood in comparison with the traditional marketing, it is more appropriate to define as its further development, which on one hand supports the involvement of Muslim trades and customers, on the other hand, with the integration of new components allows the extending and perfecting of traditional marketing mix.

Recommendation to further research topics — Regarding the above described, three research topics have arisen, whose survey can be broadened by the source material with its great amount according to the topics touched upon.

Firstly, it is worth to examine, whether the Islam studies related to Muslim trades can be repeated in cases of other religions or regions. In this way, for instance can through the teaching of Hinduism or Sikhism the relevant Hindu and other trades be reached, or by any chance, can some specific branches of teaching of Buddhism help to conquer the trades of principally Buddhistic countries.

Secondly, the novelties brought in by the Islam marketing can be an interesting field of research, too, to examine the possible results of spirituality or ethics from the point of view of the Quran regarding the trades of non-Muslim countries.

Finally, from the historical point of view, it would be interesting to look through, according to which marketing mix, 4C or 7C the adaptation to the Islam marketing can be carried out the most. In such case, it can help to understand the usage of which mix is the most up to date if we put the Muslim trades into consideration as well.

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Kľúčové slová | Key Words — marketing mix, Islamic marketing, 7P, Islam | *marketingový mix, islamský marketing, 7P, Islam*

JEL klasifikácia | JEL classification — M31

Résumé — Interpretácia marketingovej teórie v islamskom kontexte

Vysvetlenie ekonomických názorov islamského náboženstva je v súčasnosti veľmi populárnou témou v medzinárodnom vedeckom živote, práve kvôli globálnej politickej situácii našej doby. Do tejto oblasti patrí aj skúmanie islamského marketingu, ktoré predstavuje nové prístupy k chápaniu marketingu. Islamský marketing sa zaoberá marketingovými javmi v súvislosti s islamskými princípmi a moslimskými spoločnosťami. Táto práca zahŕňa porovnávaciu analýzu tradičného a islamského marketingového mixu. Základom Islamu je náboženstvo, t. j. marketingovými činnosťami sa zaoberá iba v rámci Shariah

Kontakt na autorov | Address — Mgr. Veronika Ferenczová, PhD student, UJS – Univerzita Jána Selyeho, Ekonomická fakulta, Hradná 21, 945 01 Komárno, e-mail: Veronika.ferenczova@azet.sk, 4228@student.ujs.sk

prof. Dr. Józsa László CSC., UJS – Univerzita Jána Selyeho, Ekonomická fakulta, Hradná 21, 945 01 Komárno, e-mail: jozsas@ujssk

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MARKETING BEHIND ICO PART II.

The goal of this article is: "To explain, how is the Crypto World working Today, why is this such a hot topic at the moment and how the companies are using marketing before and during the emission of new crypto currency or new token. The method used for writing this article was mainly internet research, listening of different presentations of experts in this field and discussions with people that are trading crypto currencies, or they already did some ICO. This is totally new market that some people compare with Jungle or Clondyke as the situation and the rules are still changing here. This field has their own language with their terminology that sounds new and unfamiliar for newcomers, but it has their logic and it is possible to learn it fast. Only a group of people understand this problematic right and there is still many questions also from people that are doing with cryptocurrencies some time. If the readers of this article that never worked with crypto before will understand at least the basics of crypto problematics after the reading of this article, the goal of this article will be reached.

Benefits and the problems with ICOs — There are three key benefits of an ICO:

- | 1. Ease/speed. There is a lack of regulation in the space, making it administratively straightforward and a relatively fast way to crowdfund a project.
- | 2. Reach. ICO crowdfunding enjoys global participation due to the borderless nature of cryptocurrencies.
- | 3. Distribution. ICOs solve the problem of initial coin distribution. Supply of the new currency goes to whoever has paid money for the project's development.

Many successful blockchain technologies have been funded through ICOs, including Ethereum, Bitshares, NXT, Lisk and Factom, and many investors in ICOs have made significant returns.

ICOs are controversial, mainly due to a number of scams and failures that have occurred. There are two problems inherent to ICOs:

- | 1. The need for trust. Blockchains remove the need for trust in transactions, and yet investors need to trust that the creators of blockchains are not scammers. A new company can announce that it is running an ICO and can make grand claims about its vision and technology. The company can then raise money and disappear into the night. A recent example of this was Edon.
- | 2. Unknown technological flaws. The most high profile failure to date (by a country mile) was the DAO. After raising the equivalent of 150m USD in its ICO, a flaw in the contract allowed a hacker to withdraw a third of the value

of the company, leading to a month of turmoil and eventually the Ethereum hard-fork. (Morris 2016)

To solve this is a task for marketing.

White paper — White paper is the key for a successful ICO. A white paper is an informational document issued by a company to promote or highlight the features of a solution, product or service. White papers are sales and marketing documents used to entice or persuade potential customers to learn more about or purchase a particular product, service, technology or methodology. White papers are designed to be used as a marketing tool before a sale, and not as a user manual or other technical document developed to provide support to the user after making a purchase.

The purpose of a white paper is to promote a certain product, service, technology or methodology, that startup want to do and for what they need to raise a money in ICO. The purpose is also to influence current and prospective customer's decisions. Many white papers are designed for B2B (business to business) marketing purposes, such as between a professional investors as are venture funds, private equity funds, etc. The white paper is used to inform and persuade the other company that a certain offering (such as a product or technology) is superior for solving a particular business problem or addressing a certain challenge.

In relation to B2B marketing, there are three main types of white papers: backrounders, which explain the technical features of a particular offering; numbered lists, which highlight tips or points regarding an offering; and problem/solution white papers, which introduce an improved solution to a common business or technical challenge.

While white papers are useful marketing tools, they differ from other marketing materials such as brochures. Where brochures and other materials might be flashy and include obvious sales pitches, a white paper is intended to provide persuasive and factual evidence that a particular offering is a superior method of approaching or solving a problem or challenge. In general, white papers are at least 2,500 words in length and are written in a more academic (and less flashy) style than other marketing materials.

ICO white papers include not only start-up product/service plan, but also a description of how the emission and the distribution of tokens will look like. There also use to be a shorter version of white paper called: one pager, where the most important information are compressed to one page.

Bounty campaigns — It's common to use bounty programs as a way to incentivize people in the community to help out with smaller tasks in exchange for tokens during or before the token sale. Campaign types:

- | Bitcointalk Signatures
- | Whitepaper Translations
- | Articles and Blog Posts
- | Twitter Posts or Follows
- | Facebook Posts or Likes
- | Bugs, etc.

To make a successful ICO means lot of marketing and PR work. Many companies are hiring PR agencies, as is eg. Wachsmann PR (wachsmannpr.com 2017), that is totally specialized on ICOs Worldwide, or have their own PR departments, bloggers, social network and e-commerce specialists or heiters. Marketing is usually made online and is focused on Communities. The marketers are trying to focus on the communities and they are using:

- | 1. Forums, eg:
 - | BitcoinTalk
 - | CryptocurrencyTalk

- | 2. Chats and social networks, eg:
 - | CoinFund Slack – #crowdsales
 - | Cryptopia Slack – #ico-analysis
 - | Reddit channels
 - | Facebook Channels and crypto communities
 - | Telegram Channels
 - | G+ accounts
 - | Twitter

Chatting is very important part of ICO marketing. People that are interested in cryptocurrencies usually follows some channels or communities on these social networks. There are general channels about crypto on each social network and than specific community channels about some crypto problems or in connection with some cryptocurrency. If someone is going to make an ICO, to have their own channel on each from these social networks is a must. Than is important to get on your channels as much followers, as is possible. Than non-stop communication and reactions on all posts in these communities are needed. So who want to have and successful ICO, they need to have 24//7 employees that are only communicating with the all channel members and potential investors over the chats. People who want to invest to ICO are very carefully watching, how many followers do the ICO organizer have on their social network channels and if the people that are following these channels are authorities in some crypto communities. More followers and as much crypto authorities (bloggers, books authors, well-known analytics, etc.) between followers, are needed.

3. Conferences — Many Blockchain and cryptocurrency conferences are organized each month all over the world or online, where the companies can promote their ICOs, of course, for not a small fees. Eg.:

- | Token Summit – Conference on the emerging token-based economy – NYC, NY
- | Consensus – Blockchain technology conference – NYC, NY
- | Devcon – Devcon (Ethereum Foundation) – Cancun, MX
- | EDCON – European Ethereum Development Conference – Paris, France
- | Online conference 15.-16.11. <http://blockchain.withthebest.com/>

- | India - Bangalore 16.11. <https://www.goeventz.com/event/world-iot-summit-2017-bangalore/48010>, <https://www.goeventz.com/event/ux-designcon-and-designathon-2017/52159>
 - | Indonesia - Jakarta 23.11. <https://www.eventbrite.com/e/paid-event-investor-forum-2017-tickets-38699687808?aff=ebdssbcitybrowse>
 - | India - Mumbai: 24.11. <https://www.goeventz.com/event/blockchain-summit-mumbai/52841>
 - | Hungary - Budapest 28.11. <http://blockchain.infinetgroup.eu/>
 - | Singapore 29.-30.11 <https://blockshowasia.com/>
 - | Korea - Seoul 30.11.-1.12. <http://www.insidefintechconference.com/seoul/2017>
 - | Thailand - Bangkok - 4.12. <https://blockchainworldconferences.com/>
 - | China - Peking - 6.12. <http://forums.theasianbanker.com/china-private-wealth-2017>
 - | India - Pune - 14.12. http://www.unicomlearning.com/2017/Blockchain_Summit_Pune/
 - | India - new Delhi - 16.-17.12. <http://blockchaincon.io/>
 - | Vietnam - Hanoi - 12.1. <http://forums.theasianbanker.com/thefofvietnam2018>
 - | Thailand-Malaysia-Singapore - 15.-19.1. <https://coinsbank.com/cruise-asia#section-about>
 - | Thailand - Phuket 17.1. <https://coinsbank.com/thai/>
 - | Singapore 13.-15.3. <https://asia.money2020.com/>
 - | Singapore 22.3. <http://www.datacloudasia.com/>
- and many others.

4. Meetups — There are evening meetups almost in each capital or bigger city sometimes more times during the week, that are organized by local fans, heckers or Blockchain communities. There are different meetups, depends on the cryptocurrency that is supported, e.g.:

- | Ethereum Meetups
- | Bitcoin Meetups
- | Blockchain Meetups
- | NEO meetups, etc.

5. Community Organizations —

- | Chamber of Digital Commerce - @chamberdigital
- | Hyperledger
- | National Blockchain associations, etc.

These organizations are trying to build a knowledge base about cryptocurrencies, they are trying to educate communities but also a general public about cryptocurrencies, they are organizing meetups, events, seminars, conferences with blockchain issue.

6. Listings — This is one of the most important tasks in ICO marketing if the start-up wants to be successful. The ICO has to be listed on as many pages as it is possible.

There is plenty ICO catalogues and pages that are evaluating ICOs. These ICO tracking pages has their own analytics that are evaluating white papers, community, history of the company, ICO team and some other factors and base on that, they are giving investing advices to potential investors. The list of some ICO listing pages is here:

| Smith & Crown - <https://www.smithandcrown.com> | ICO Bazaar - <https://icobazaar.com> | ICO Rating - <http://icorating.com> | TokenMarket - <https://tokenmarket.net> | ICO Alert - <https://www.icoalert.com> | ICO Crypto Reddit - <https://www.reddit.com/r/icocrypto/> | CryptoCompare - <https://www.cryptocompare.com> | ICO Countdown - <http://www.icocountdown.com> | ICO List - <https://www.ico-list.com> | CoinList - <https://coinlist.co> | ICO Calendar - <https://github.com/Scanate/UltimateICOCalendar> | Token Investor - <https://tokeninvestor.com> | Token Sale Calendar - <http://www.tokensalecalendar.com> | imToken ICO Dapp - <https://ico.token.im> | CoinSchedule - <https://www.coinschedule.com> | CyberFund - <https://cyber.fund> | ICO Timeline - <https://icotimeline.com> | ICO Tracker - <https://icotracker.net> | Token Report - <http://tokenreport.com> | Fund Yourself Now - <https://www.fundyourselfnow.com>

Search by Name									
Assessed projects									
STARTUP NAME	HYPE-SCORE	RISK-SCORE	INVESTMENT POTENTIAL	IN-DEPTH RATING	START ICO	END ICO	LINKS		
 Indahash	HIGH	LOW	NA	TBA	08.11.2017	30.12.2017	Website Twitter Facebook LinkedIn Medium YouTube Telegram Reddit Slack Discord		
 DMarket	VERY HIGH	VERY LOW	HIGH	TBA	14.11.2017	28.11.2017	Website Twitter Facebook LinkedIn Medium YouTube Telegram Reddit Slack Discord		
 REGA	MEDIUM	LOW	TBA	STABLE+	15.09.2017	20.12.2017	Website Twitter Facebook LinkedIn Medium YouTube Telegram Reddit Slack Discord		
 United Traders	HIGH	LOW	TBA	TBA	01.10.2017	24.12.2017	Website Twitter Facebook LinkedIn Medium YouTube Telegram Reddit Slack Discord		
 WorldCore	MEDIUM	LOW	TBA	STABLE	14.10.2017	15.12.2017	Website Twitter Facebook LinkedIn Medium YouTube Telegram Reddit Slack Discord		
 MiniApps	MEDIUM	MEDIUM	TBA	STABLE+	18.10.2017	18.12.2017	Website Twitter Facebook LinkedIn Medium YouTube Telegram Reddit Slack Discord		

FIGURE 3: ICO REVIEWS. SOURCE: ICORATING.COM (2017)

7. Podcasts — There are some crypto podcasts where is definitely needed to be, so the investors can watch and listen interviews with the representatives of your startup and can hear the reasons why they have invest to your ICO. To see the real face will make the ICO more trustful. Some podcast channels are here:

| Coin Interview - https://www.youtube.com/channel/UCOu5mkF_NczLQzICINvzr9w
 | Lets Talk Bitcoin - <https://letstalkbitcoin.com>
 | Unchained - <https://itunes.apple.com/us/podcast/unchained-big-ideas-from-worlds-blockchain-cryptocurrency/id1123922160?mt=2&i=1000384504169>

| Blockchain Innovations - <https://itunes.apple.com/us/podcast/blockchain-innovation-interviewing-brightest-minds/id1238906492?mt=2>
 | Epicenter - https://www.youtube.com/channel/UCH-OT48JrvvmKDX41aWB_Vg

8. Press — As in normal business World, also in Crypto World exists online newspapers or magazines, that are writing many interesting articles about Crypto World, new currencies, legislative in this field, etc. It is definitely needed to have advertisement or PR article on as much Press media, as it is possible. Than the numbers from ALEXA Rank (alexa.com 2017) - how many times was our article read, are watched.

The list of some magazines and newspapers is here:

| Cryptocurrency: Coindesk - <https://www.coindesk.com> | CoinTelegraph - <https://cointelegraph.com> | Bitcoin Magazine - <https://bitcoinmagazine.com> | CoinJournal - <https://coinjournal.net> | CoinReport - <https://coinreport.net> | BlockchainNews - <http://www.the-blockchain.com> | CoinSpeaker - <https://www.coinspeaker.com> | CoinFox - <http://www.coinfox.info> | CoinIdol - <https://coinidol.com> | TheMerkle - <https://themerke.com> | CryptoSmile - <http://www.cryptosmile.com> | Newbium - <https://coins.newbium.com> | Forklog - <http://forklog.net> | AllCoinsNews - <http://allcoinsnews.com> | NewsBTC - <http://www.newsbtc.com> | CryptoCoinNews - <https://www.cryptocoinsnews.com> | Bitcoin.com News - <https://news.bitcoin.com> | BlockchainTechNews - <https://www.blockchaintechnews.com>
 | General: Reuters - <https://www.reuters.com> | Forbes - <https://www.forbes.com> | TechCrunch - <https://techcrunch.com> | Yahoo Finance - <https://finance.yahoo.com> | Product Hunt - <https://www.producthunt.com> | Nasdaq - <http://www.nasdaq.com>

PUSH notification messages are also very common in use here, for a marketing purposes.

9. Advertisements — Different banners could be also on this crypto pages: CoinMarketCap - <https://coinmarketcap.com> | CoinFox - <http://www.coinfox.info> | CoinDesk-Financial sponsored content - <https://www.coindesk.com> | CoinGecko - <https://www.coingecko.com/en> | CryptoMinded - Currated list of cryptocurrency sites - <https://cryptominded.com>

Here is the example of promo banners from Coinmarketcap.com:



FIGURE 4: ICO PROMO BANNERS. SOURCE: COINMARKETCAP.COM (2017)

At the end — The ICOs market is extremely changeable and what works for ICOs a few months ago, do not need to work now.

ICO is bubbling. The Economist piece, published in April of 2017, notes: “[n]early 250m USD has already been invested in [ICOs], of which 107m USD alone has flowed in this year,” (Smith and Crown 2017)

That ICOs would eventually get ahead of themselves and bubble like so many young technology niches was predicted at least since last October. How long the good times will last isn’t obvious. But the correction will come, as always, and when it does, we’ll see which cryptos have a real shot. But now, if we have a chance, we should use the opportunity, that ICOs are giving us these days.

END OF PART II.

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Kľúčové slová | Key Words — ICO, cryptocurrency, social networks, communities, TGE, tokens, crowdsale | ICO, kryptomena, sociálne siete, komunity, TGE, tokeny, predaj davu

JEL klasifikácia | JEL classification — M39

Résumé — **Marketing na pozadí ICO. Časť II.**

Príspevok vysvetľuje, čo to je ICO – Initial Coin Offering, teda predaj tokenov pri emitovaní novej kryptomeny, založenej na tzv. blockchain technológii, a prečo je o neho taký záujem. Taktiež pojednáva o marketingových praktikách potrebných na prilákanie ná-

kupcov tokenov v ICO. Marketing pre ICO prebieha prevažne v kryptokomunitách pomocou diskusných fór a sociálnych sietí a koná sa globálne. Cieľom marketingových kampaní je získanie čím väčšieho počtu nákupcov z tzv. Crowdu – davu, ktorí svojim nákupom tokenov prispievajú na rozbeh nového startupového projektu využívajúceho blockchain a na ňom postavenú novovytvorenú kryptomenu. Pri samotnom ICO sa zbierajú (raisujú, z ang. raising) iné kryptomeny, prevažne Bitcoin a Ethereum. Väčšina ICO projektov je postavená práve na programovacom jazyku Solidity, ktorý bol vyvinutý tvorcom Etherea, ale nie je to vždy tak. Marketingové kampane prebiehajú skoro všetky v anglickom jazyku, ale využívajú sa sekundárne aj preklady do iných svetových jazykov. Základom marketingovej kampane je tzv. Whitepaper, ktorý podrobne opisuje pripravovaný projekt a celú štruktúru chystaného ICO. Taktiež významnú úlohu zohrávajú influenceri, teda vedúce kapacity v danom odbore, zväčša tvorcovia mien, diskutéri, uznávaní analytici atď.

Kontakt na autorov | Address ——— Mgr. Jozef Metke, Wolkrova 41, 85101 Bratislava, jozef.metke@gmail.com

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SALESFORCE: THE AUTOMATED AND DIGITALIZED FRONTEND OF MARKETING

There aren't marketing without sales. Selling requires persistence to perform a number of tedious, time-consuming, and repetitive tasks ranging from scheduling appointments, sending follow-up emails, to permanent adjustment of sales offers. Mass-digitalization, social media, smartphones in terms of hardware and various software tools and applications, including lotus notes, CRM and lately chatbots, have made the issue burning.

A number of tasks assisting the sales process can be automated. Automated emails, phone call logging, note taking, lead management, preparing adaptive offers and presentations all assist sales to be even more productive and to deliver greater yields. Technology has streamlined the sales process to the degree, where sales training, product and strategy updates, meetings with colleagues as well as appointments with clients have moved at least partly digital.

Rather than being skilled face-to-face communicators, heavy telephone users and mail generators, salespeople are destined to adopt new technological paradigm. Salespeople are forced to change the way they operate and be digital savvy. Traditional salesforce presentation skills (whether self-, product- or company-presentation) need to be coupled with ability to convey just as powerful lasting first impression online. Traditional listening skills are to be complemented with ability to read between lines and process large amounts of text. Building trust and "intimacy" with virtual customers is yet a different kettle of fish than engaging in chit-chat at social gatherings, boozy client lunches, or making statements at meeting rooms presentations.

Many organizations are adopting Bring Your Own Device (BYOD) philosophy, especially for their sales representatives (which are company's employees or commission-based free lancers). The utilization of personal mobile devices, which individual salespeople are already comfortable with, can further enhance their productivity and redirect efforts from peripheral tasks. Technology has enabled to track salespeople performance in real time, providing companies with instant access to salespeople's digital devices, tracking salesperson's physical location, mapping and visualizing company car trips as additional indicators to obvious performance measures such as sales volumes or conversion rates.

A common fear of current trends is that sales will be fully automated, and thus salespeople will be soon replaced. Actually, the opposite is true: customers are crying out for personal one-on-one communication as never before. Greater collaboration, customization and co-creation are paramount to the B2B sales as well as in consum-

er sectors. Pushy hard sell is on its way to the historical archives of sales techniques. Selling digital products requires constant support and involvement from a network of vendors and providers. Human salespeople are irreplaceable in conveying the benefits of more complex (smart, digital, autonomous or automated) products as some clients are lagging behind in digital technology adoption. Salespeople become the educators to their clients, discussants to their needs, strategic or operational.

Global digital revolution is set to displace some tasks and workers. Estimates believe that up to 20 % of salespeople's tasks may be further automated, which would increase dramatically time available for actual selling (studies report about a third of working time salespeople spend on selling now). Door-to-door sales and multilevel selling schemes are moving online. B2B sales managers grow their teams by adding new specialized jobs such as software engineers, digital officers and sales data analysts. Individual sales reps use a variety of digital and social platforms to be where their clients are. Sales as a profession (whether retail or wholesale) may expect to grow their importance and remuneration in the next decade.

Résumé — Prodejci: Automatizovaná a digitalizovaná tvář marketingu

Jedna z oblíbených marketingových akademických diskusí typu Kolumbovo vejce se vede o to, zda marketing (resp. marketingová komunikace) více potřebuje prodej, nebo zda prodej více potřebuje marketing. Obě tyto domény však procházejí současnou technologickou revolucí současně. Tak jako automatizace a digitalizace klade nové nároky na marketing a marketingovou komunikaci, mění se i požadavky kladené na pracovníky prodeje. Prodejci se musí naučit aktivně využívat nové technologie, automatizovat části prodejní cyklu, využívat nové komunikační kanály se zákazníky a aspirovat na to stát se technologickými nomády. Význam, společenská prestiž i finanční odměna profese prodejce však budou v digitalizovaném světě spíše vzrůstat.

Kontakt na autorov | Address — doc. Ing. Pavel Štrach, Ph.D., Ph.D., ŠKODA AUTO Vysoká škola o.p.s., Katedra marketingu a managementu, Na Karmeli 1457, 293 01 Mladá Boleslav, Česká republika, e-mail: pavel.strach@savs.cz

ČEŠI A REKLAMA 2018

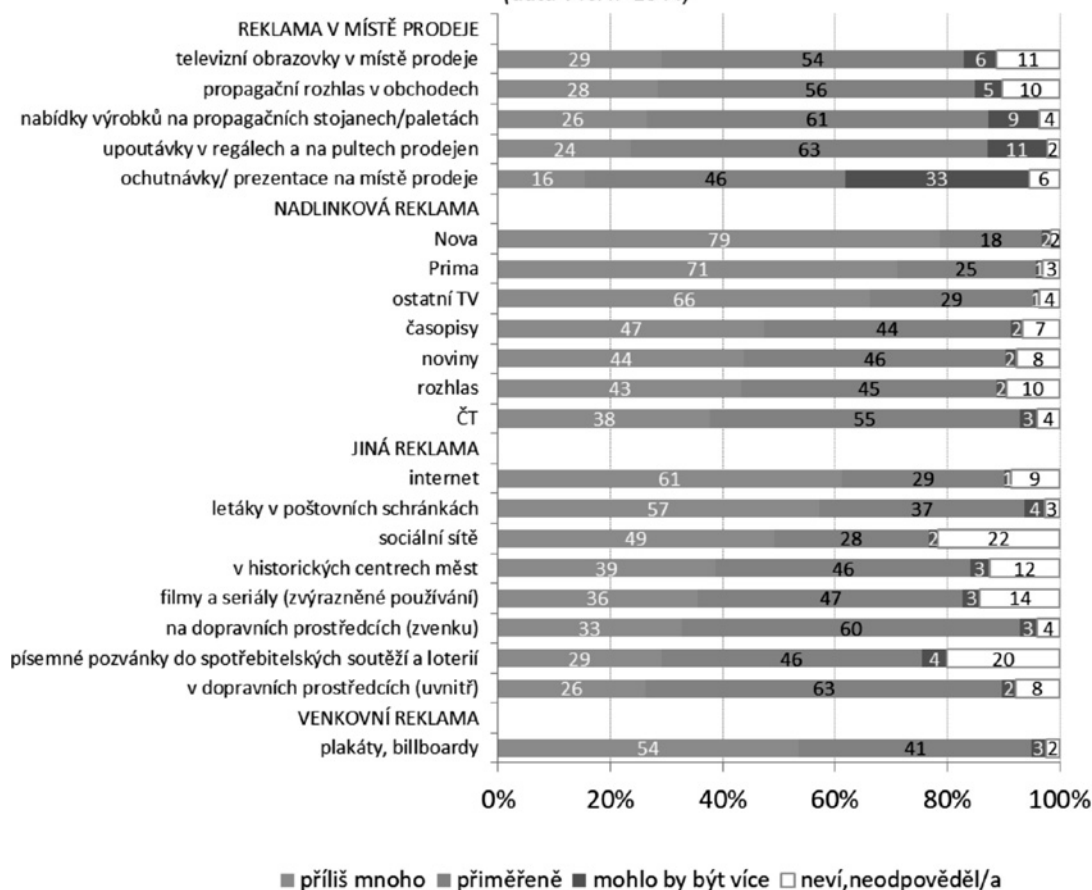
Česká marketingová společnost vydala tlačovou informaci, která obsahuje výsledky pravidelného prieskumu zameraného na postoje českej verejnosti k reklame. Z metodiky prieskumu vyplýva, že cieľovou skupinou bola všeobecná populácia Českej republiky vo veku nad 15 rokov, metódou zberu údajov bol CAPI Omnibus, dáta sa zbierali v čase 19. 1. – 29. 1. 2018. Realizoval sa kvótový výber so stanovením kvót pohlavie, vek, vzdelanie, veľkosť miesta bydliska, región. Vzorku tvorilo 1044 respondentov. Zadávatelom výskumu bola Česká marketingová společnost (ČMS), Magistrát Hlavního města Prahy, Fakulta podnikohospodářská Vysoké školy ekonomické v Praze (FPH VŠE), POPAI CE a České sdružení pro značkové výrobky (ČSZV). Prieskum realizovala výskumná agentúra ppm factum research.

Autorka a zakladatelka výskumu Jitka Vysekalová, prezidentka ČMS sa k tomu vyjadrila: „Výzkum navazuje na šetření, které od roku 1993 prováděla agentura Marktest, a. s. a ve kterém pokračuje v posledních letech agentura ppm factum research. Doposud bylo realizováno celkem 35 reprezentativních výzkumů, jejichž výsledky tvoří ucelenou vývojovou řadu a mapují postoje Čechů k fenoménu reklamy z různých úhlů pohledu. To čtvrtstoletí v podtitulku a uváděných 35 šetření není „překlep“, ale skutečnost, že v prvních letech byl výzkum realizován vícero ročně. Očekávali jsme rychlý vývoj oboru i postojů k němu. Základní výzkumné otázky zůstávají stejné, ale postupně zařazujeme aktuální témata odpovídající vývoji a významu reklamy nejen jako součásti marketingového mixu, ale důležitého společenského jevu. V letošním roce se k zadavatelům tohoto unikátního šetření přidal i Magistrát hlavního města Prahy, pro který jsou zajímavé hlavně výsledky z pohledu Pražanů a obyvatel ostatních regionů. Jana Berková, ředitelka odboru komunikace a marketingu MHMP vidí využití výsledků především z oblasti postojů k reklamám a sdělením, kterými město/obec oslovuje své občany a analýze specifických postojů obyvatel Prahy k jednotlivým tématům.“

Podívejme se na aktuální výsledky — Kde jsou lidé reklamou nejvíce přesyceni? — Nejvíce jsou lidé přesyceni reklamou v komerčních televizích, kde vadí hlavně přerušování pořadů reklamními bloky, které navíc mnohdy běží na více TV stanicích současně. Následuje reklama na internetu, letáky v poštovních schránkách a billboardy, které zaznamenaly největší nárůst přesycenosti od minulého roku (ze 48% na 54%). Strmě vzrůstá přesycenost reklamou na sociálních sítích. Nejčastěji se v tomto směru vyjadřují starší lidé s nižšími příjmy. Z regionálního pohledu vidíme rozdílné postoje obyvatel Prahy, kterým více vadí reklama na internetu, plakáty a billboardy a reklama umístěná v historickém centru města. Naopak jim, ještě méně než ostatním, vadí všechny typy reklamy na místě prodeje. Přesycenost ale neznamená, že nás neovlivňuje, jak uvidíme v dalším textu. Nejméně „vadí“ či naopak je žádána reklama na místě prodeje.

PŘESYČENÍ REKLAMOU

(data v %, n=1044)



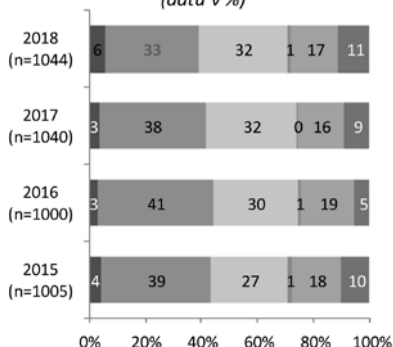
Daniel Jesenský, prezident POPAI CE k tomu říká: „Dlouhodobě nejvyšší míra tolerance a nízká míra přesycení reklamy v in-store, a to i přesto, že je jí v místech prodeje často velmi mnoho, vyplývá ze skutečnosti, že zákazníci tento typ reklamy nevnímají přímo jako reklamu, ale jako běžnou součást prodejního prostředí. POP komunikace je navíc přítomna právě v okamžiku, kdy zákazníci mohou informace z této reklamy využít k bezprostřední inspiraci a ke svému okamžitému nákupnímu rozhodování. V době s nízkou mírou plánování a vysokou mírou impulzivitu, slouží POP média jako součást jejich navigace k možným potřebám. Reklama v místě prodeje pak funguje jako nákupní asistent, relevantní pomocník, který inspiruje a připomene potřeby a příležitosti, kvůli kterým zákazníci mohou vystavené produkty potřebovat.“

Je reklama zdrojem informací pro nákupní rozhodování? — David Říha z Katedry marketingu FPH VŠE Praha, která se na výzkumu posílí již druhým rokem, uvádí, že „reklama je zdrojem informací asi pro třetinu české populace, častěji přiznávají pomoc reklamy ženy, mladá věková skupina a lidé, kteří tráví více času na internetu. Pomoc reklamy při rozhodování o nákupu nebo využití služby méně

Deklarovaná pomoc:

VÝVOJ

(data v %)



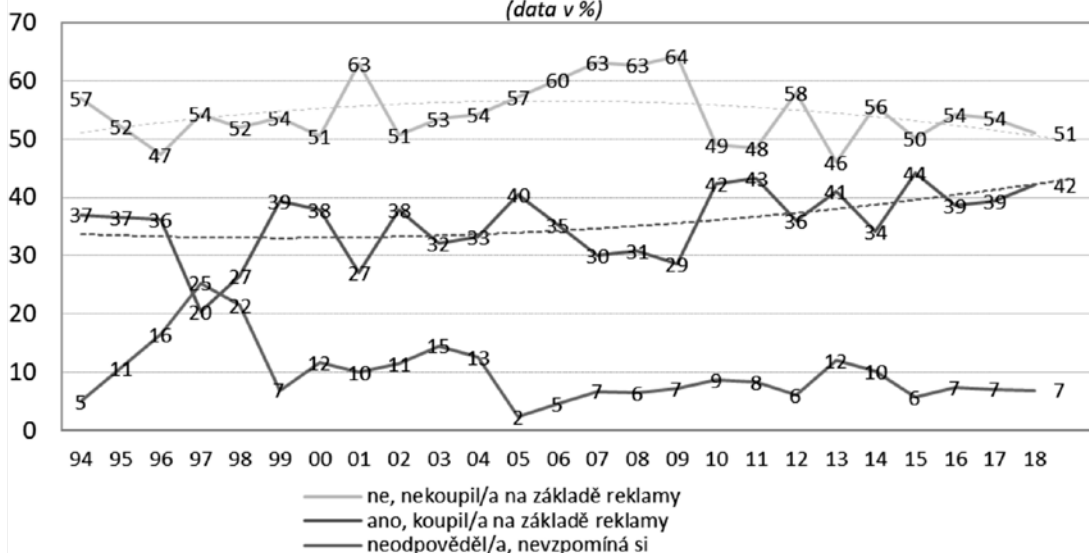
často uvádějí obyvatelé Prahy. V posledním roce se zvýšil podíl těch, kteří s tímto výrokem zcela souhlasí na úkor „spíše souhlasících“. Celkově však nedochází k výraznějším změnám.“

Jak dále uvidíme, procento těch, kteří uvádějí pomoc reklamy při nákupu (i když došlo k mírnému poklesu) odpovídá přibližně těm, kteří nákup na základě reklamy, uvádějí. Odpovídá tomu i ta část populace, která uvádí, že při nákupech často vyhledává zboží, které zná z reklamy (39%).

Nakupujeme podle reklamy? — Jitka Vysekalová říká: „Nákup na základě reklamy, či přesněji ochota přiznat takový nákup, se od roku 1994, jak vidíme z grafu, (hodnoty odpovědi „ano, koupil/a/ jsem na základě reklamy“) pohybují v průměru mezi 30-40% (nejvíce to bylo 44%). V posledních letech se poměry mírně přiblížily a hodnoty jen jemně oscilují. V letošním roce došlo k dalšímu sblížení a podíl těch, kteří nákup na základě reklamy uvádějí, byl 42%. Zajímavé v této souvislosti je, odkud jsme informace, které náš nákup ovlivnily, získali.“

Nákup na základě reklamy: VÝVOJ

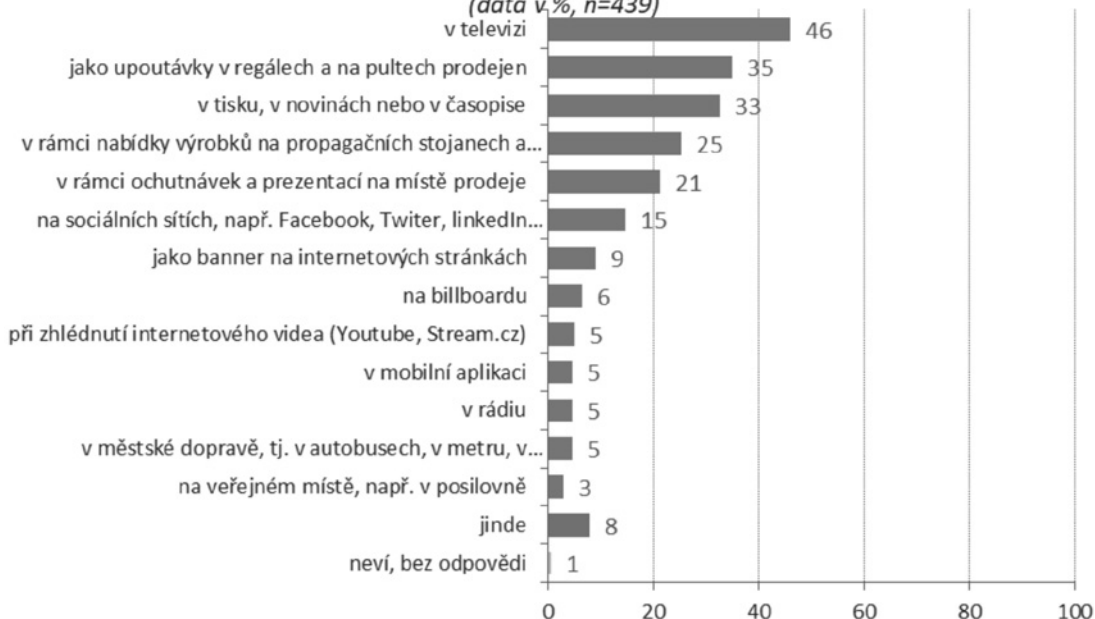
(data v %)



Kde jsme reklamu vedoucí k nákupu zaznamenali? — Jak jsme předeslali, samotné přesycení reklamou v některém médiu ještě nemusí znamenat, že tyto informace nevyužíváme. Nejvyšší procento těch, kteří přiznávají nákup na základě reklamy, ovlivnila právě reklama televizní. Nepřekvapuje, že na předních místech je reklama na místě prodeje, tedy na místě, kde se člověk o nákupu rozhoduje, kde do rozhodování zapojuje více smyslů.

„ti, kteří koupili nějaký výrobek / službu na základě reklamy“

(data v.%, n=439)



Daniel Jesenský, prezident POPAI CE k tomu říká: „POP komunikace se dlouhodobě těší také největší důvěře. To souvisí především s tím, že bývá umístěna přímo u produktu, který zákazník reálně vidí, může se ho dotknout a bezprostředně posoudit jeho vlastnosti. V ATL reklamě jsou často produkty kreativně ztvárněny a je bráno v úvahu, že bývají zobrazovány v nadnesené formě, která nemusí odpovídat realitě. Zákazník pak k takové komunikaci může přiznávat menší důvěru“.

Patří reklama k modernímu životu nebo jen podporuje zbytečný konzum? —

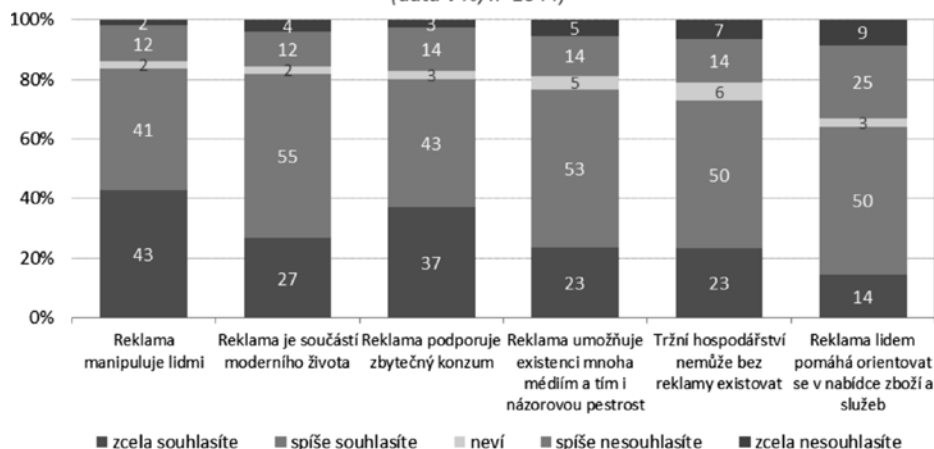
David Říha: „Ambivalence přetrvává. Na jedné straně reklama jako velký manipulátor vedoucí lidi ke zbytečnému konzumu, ale na druhé straně je vnímána jako součást moderního života i význam pro existenci mnoha médií.“ Od loňského šetření se zvýšil počet těch, kteří jsou přesvědčeni, že reklama nás vede ke zbytečným nákupům. Pozitivní atributy reklamy jako je orientace v nabídce zboží častěji uvádějí ženy a částí uživatelé internetu. Obyvatelé Prahy výrazně více souhlasí s tím, že reklama manipuluje lidmi a je nedůvěryhodná. Ale také si ale mnohem více uvědomují, že je součástí moderního života, umožňuje názorovou pestrost a tržní hospodářství bez ní nemůže existovat.“

Chceme prostřednictvím reklamy informace od města/obce? —

To, že město či obec informuje své občany prostřednictvím reklamy si více či méně uvědomuje a uvádí 44% občanů. Od reklam zajišťovaných městem/obcí lidé očekávají především pozvánky na konkrétní akce a informace o poskytovaných službách, zcela nezajímavé jsou tyto informace jen pro 18% populace. Obyvatelé Prahy preferují informace o poskytovaných službách jako je např. parkování, informace o dopravě atd.

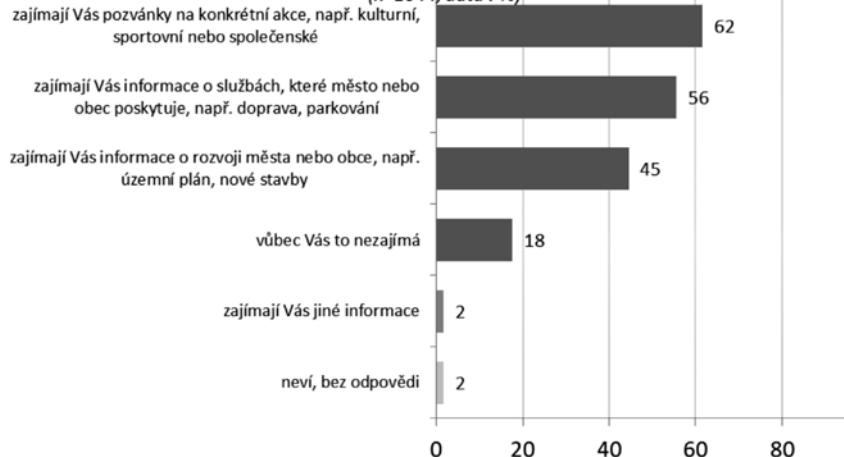
SPOLEČENSKÁ ROLE REKLAMY

(data v %, n=1044)



OSOBNÍ POSTOJ K REKLAMÁM ZAJIŠŤOVANÝMI MĚSTEM / OBCÍ

(n=1044, data v %)



Kontroverzní témata v reklamě – vadí nám erotické motivy? —

Jitka Vysekalo-
vává: „Mezi citlivá témata patří postoje k reklamě na cigarety, alkohol, nezdravé potraviny a volně prodejné léky, které sledujeme již řadu let. Vzhledem k aktuální diskuzi ve společnosti jsme v roce 2015 rozšířili tento „seznam“ o názory na náboženská témata v reklamě. Ta se zařadila mezi ty častěji odmítané. Naprosto zakázat by si lidé nejčastěji přáli reklamu na cigarety. Protože nedocházelo v posledním období k výraznějším změnám, zeptali jsme se v letošním roce jen na názory na využívání erotických a sexuálních motivů v reklamě.

Stále jsme v tomto směru tolerantní. Pobouření vyjadřuje a naprostý zákaz vyžaduje jen 8% populace, vadí dalším 14ti procentům. Cca jedné třetině se líbí, pokud má vztah k propagovanému výrobku a 12% má takovou reklamu rádo v každém případě. Nejvíce tolerance projevují muži, mladí lidé a obyvatelé Prahy.

Můžeme lidi rozdělit podle postojů k reklamě? —

Miloslav Fous, ředitel výzkumu agentury ppm factum uvádí 4 základní segmenty, na základě kterých

VHODNOST EROTICKÝCH MOTIVŮ V REKLAMÁCH

(data v %, n=1044)



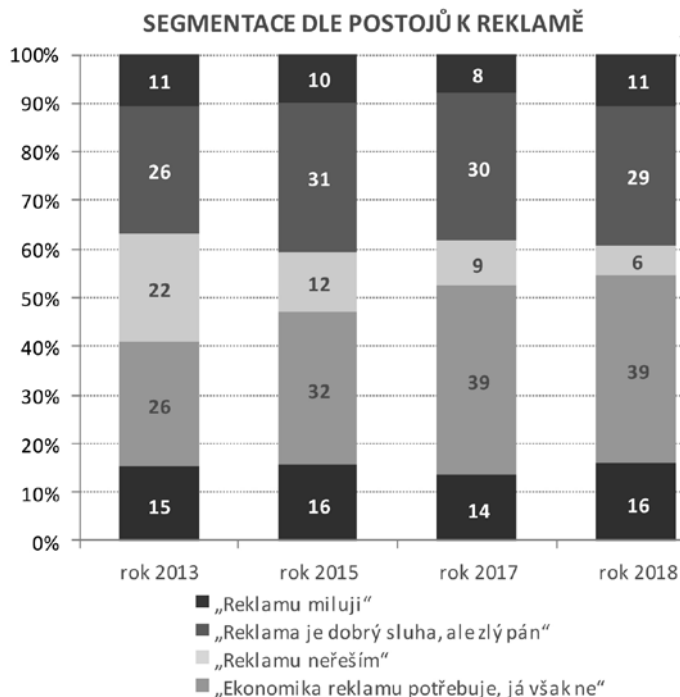
- Tyto reklamy se Vám líbí
- Líbí se Vám, jen když se hodí k nabízenému výrobku
- Příliš se Vám nelíbí, ale nevadí Vám
- Tento problém Vás vůbec nezajímá, nemáte potřebu se k tomu vyjádřit
- Vůbec se Vám nelíbí, vadí Vám
- Vůbec se Vám nelíbí, pobuřují Vás, měly by být zakázané

livých médiích, deklarované pomoci reklamy při nákupním rozhodování, „přiznání“ nákupu na základě reklamy, negativních či pozitivních postojů k jednotlivým zkoumaným aspektům reklamy, postoje ke kontroverzním či citlivým tématům, názory na zábavnost a důvěryhodnost reklamy a dalších faktů, zjištěných z tohoto výzkumu.

Reklama je součástí našeho života a je důležité vědět „jak funguje“, jak se mění postoje k ní. Současný spotřebitel má k dispozici mnoho informačních zdrojů a reklama je jedním z nich. I proto má pro poznání tohoto jevu smysl dlouhodobý výzkum, jehož výsledky předkládáme.

můžeme českou populaci ve vztahu k reklamě charakterizovat. Říká: „V segmentaci z tohoto pohledu dochází ke změnám. Ubývá indiferentních lidí, těch, kteří „reklamu neřeší“ a z pohledu posledních pěti let přibývají ti, kteří jsou přesvědčeni, že oni reklamu nepotřebují i když uznávají její význam pro ekonomiku. Podíl „milovníků reklamy“ se pohybuje kolem 10%.“

Jednotlivé segmenty jsou charakterizovány na základě postojů k množství reklamy v jednotlivých



REKLAMU MILUJI
více ženy, ve věku 15 – 29 let, svobodné, studenti, bez příjmu

REKLAMA JE DOBRÝ SLUHA, ALE ZLÝ PÁN
více obyvatel menších měst do 20.000 obyvatel, s osobním příjmem 10.000 – 14.999,- Kč

REKLAMU NEŘEŠÍM
více lidí ve věku 15 – 29 let, žijící v 4 členné domácnosti

EKONOMIKA REKLAMU POTŘEBUJE, JÁ VŠAK NE
více živnostníci a podnikatelé, z větších a velkých měst, žijící v domácnostech s 5 a více členy, výrazněji častěji odmítající sdílet příjem

NESNÁŠÍM REKLAMU
více lidí ve věku nad 60 let, s hrubým příjmem domácnosti do 20.000,- Kč, Moravskoslezský kraj, důchodci, ovdovělí, žijící sami

JESENSKÝ, DANIEL A KOL., 2018.

MARKETINGOVÁ KOMUNIKACE V MÍSTĚ PRODEJE. POP, POS, IN-STORE, SHOPPER MARKETING.

**PRAHA: GRADA PUBLISHING, 2018.
504 S. ISBN 978-80-271-0252-5.**

Ze zkušeností soudím, že jen málokdy se čtenář setkává s novými knižními odbornými tituly, které jsou tak intenzívně provázány s výsledky marketingového výzkumu, jako tomu je v případě nové publikace Marketingová komunikace v místě prodeje. POP, POS, In-store, Shopper marketing.

Kolektiv – autor D. Jesenský a 12 spoluautorů – přináší v tomto obsáhlém titulu (504 stran) ucelený soubor názorů na aktuální otázky tvorby strategií a prostředků marketingové komunikace na místě prodeje, upozorňuje na výzkumné metody vedoucí ke zvýšení efektivnosti lokální komunikace, prezentuje řadu případových studií, které mohou být dobrým vzorem a vodítkem k vlastní aplikaci. Právě široký okruh spolupracovníků umožňuje analyzovat složitou tematiku komunikace na místě prodeje z mnoha specifických pohledů, uplatňovat netradiční přístupy k řešení komunikační specifiky obchodního prostoru.

„Ve vysoce konkurenčním prostředí a na extrémně saturovaném trhu ovládaném dynamicky se měnícími zákazníky je třeba se zabývat stále většími detaily ve všech oblastech moderního marketingu.“ Proto autoři chtějí přinést „nabídku komplexního a podloženého vědění pro tvorbu účinné a efektivní marketingové komunikace v místě prodeje.“ Nesporně se jim to v 7 obsáhlých kapitolách podařilo.

V první kapitole uvádějí do problematiky souhrnem názorů na sociálně ekonomické aspekty prodeje a nakupování, roli marketingové komunikace na místě prodeje jako rádce, kompasu i zdroje přesvědčování. Navazují významnou tematikou strategie plánování a organizace in-store komunikačních kampaní, včetně úvodu do psychologie nákupního chování a možností jeho ovlivnění. Větší pozornost je zde věnována impulzivnímu chování. Zdůrazňují model čtyř základních prvků: exponovat-vyrušit-zaujmout-koupit a upozorňují na některé aspekty lidské psychiky, jejichž pochopení je významné pro efektivnost cílených podnětů a jejich transformaci do vlastního chování. Zároveň demonstrují zákonitosti efektivnosti dislokace POP médií v prodejním prostoru, zabývají se komunikačními impulzy – jejich typickými charakteristikami a dalšími prvky, které mohou umocnit či zeslabit jejich efektivnost.

Šestá kapitola se soustřeďuje na výzkumy nákupního chování a předpoklady účinnosti POP komunikace. Právě v této souvislosti je vhodné připomenout princip

integrované komunikace, který prolíná celou publikací. Na příkladu matice Shopper Marketing Sudoku Ipsos Marketing 2012 (str. 366) je demonstrován tento integrovaný přístup, který dovoluje zjistit prostřednictvím odpovědí na 9 otázek (Who?, What?, When?, Place, Planogram, Point of View, Product, Place, Promo) zda předchozí komunikace přinesla požadované výsledky a jak lze tyto procesy zefektivnit. Přibližují základní metodiku marketingového výzkumu v in-store, charakterizují základní kvantitativní a kvalitativní postupy, podrobněji seznamují s geotrackingem, eye trackingem, aplikovanou biometrií a neuromarketingem, využitím mobilních zařízení zákazníků a souborů prodejních dat.

Poslední kapitola pak přibližuje moderní technologie v POP komunikaci formou přehledu 20 technologií – již běžně používaných, nebo startujících své tažení v obchodním prostoru. Závěr publikace je věnován přehledu struktury celku marketingových komunikací a podrobné typologii POP médií.

Tato kniha zdařile završuje dosavadní publicistické úsilí vedoucího i řady členů autorského kolektivu. Oceňuji komplexnost a systematickosti prezentovaných dat o chování spotřebitele v prodejním prostoru, snahu vytvořit ucelený výklad systému fungování strategií a prostředků v tomto specifickém segmentu marketingové komunikace včetně možností měření jejich efektivnosti. Nepochybně najde své čtenáře v řadách marketérů – praktiků v této sféře, i studentů středních a vysokých škol, kteří dokáží náležitě ocenit komplexnost zvoleného přístupu.

FTOREK, JOZEF, 2017. MANIPULACE A PROPAGANDA NA POZADÍ SOUČASNÉ INFORMAČNÍ VÁLKY.

PRAHA: GRADA PUBLISHING, 2017.

197 S. ISBN 978-80-271-0605-9.

Recenzovanú knihu napísal renomovaný český autor, ktorý sa dlhodobo zaoberá problematikou public relations, odhaľuje vzťahy medzi mediálnou komunikáciou a politikou a hľadá ich spojenie a súvislosti s teóriou elity v spoločnosti. Je okrem iných aktivít i autorom kníh *Public relations jako ovlivňování mínění: jak ovlivňovat a nenechat se zmanipulovat* (Grada, 2007, 2009, 2012) a *Public relations a politika: kdo a jak řídí naše osudy s naším souhlasem* (Grada 2010) .

Recenzovaná kniha je informačne nesmierne bohatá, obdivuhodne odvážna, autorsky a tematicky pôvodná, s viditeľným uplatňovaním kritického myslenia a snahou citlivo oddeľovať pravdu od lži. V jej *Předmluvě* autor priznáva že, v tejto knihe dosť prevzal aj z vyššie uvedených kníh a jedným dôvodom je, že súčasná politická komunikácia euroatlantickej elity pracuje podľa stále rovnakej schémy. Hovorí o tom nasledovne: „Mění se pouze prostředí, vůči němuž se uplatňuje identická šablóna včetně týchž opakujících se chyb. Toto tvrzení je výsledkem prostého pozorování způsobu, jakým propagandistický aparát establishmentu prezentuje témata a události v současnosti a jakým je prezentoval i v nedávne minulosti.“ (s. 12).

Autor knihu člení do dvanástich kapitol nerovnakého rozsahu, ale aktuálneho a veľmi zaujímavého obsahu. V nasledujúcich riadkoch sa budeme snažiť priblížiť čitateľom obsah vybraných kapitol tejto, neobvykle otvorenej knihy, prostredníctvom nevšednej optiky autorovej interpretácie súčasného diania doma a vo svete.

Hneď v úvodnom texte s názvom *Místo úvodu – kauza Radar – ohlédnutí*, komentuje okolnosti plánovaného vybudovania raketovej a radarovej základne na území Českej republiky, ako rozsiahleho protiraketového systému Spojených štátov amerických v Európe a vo svete. Kriticky popisuje reakciu väčšiny domácich médií hlavného prúdu – mainstreamu k danej situácii. Veľmi otvorene píše: „Nekritický a minimálně angažovaný přístup mnoha žurnalistů k otázkám vysoké společenské závažnosti ovlivňuje vedle jejich ekonomické závislosti na vlastníku média nebo jím dosazeném šéfredaktorovi i přirozená servilita – otrocká mentalita, ideologická předpojatost, limitované vzdělání a tím i limitované chápání současného světa.“ (s. 16). Vyjadruje názor, že v uvedenej situácii média evidentne zlyhali v úlohe „strážneho psa demokracie“ – advokáta verejného záujmu a odmieta politickú rétoriku svojej vtedajšej vlády a drahé kampane najatých „špecialistov Píár“, bez vedomia a súhlasu verejnosti. Faktom je, že umiestnenie výkonného radaru armády USA, plánované vo východnej Európe, v brdských lesoch, v centrálnej časti Česka, niekoľko desiatok kilometrov od

hlavného mesta ČR Prahy sa nezrealizovalo a USA svoj vojensko – strategický záujem nakoniec prehodnotili. Autor potom pripomína permanentne prítomnú a opakovanú otázku: „Kto jsou ti, kteří se s větším, nebo menším úspěchem snaží rozhodovat o tom, co si máme myslet, koho máme zbožňovat nebo nenávidět? Jak to dělají, že i jinak docela rozumní lidé často a najednou zcela iracionálně a pudově souhlasí s politikou, která jde plně proti jejich občanským, politickým i ekonomickým záujmům.“ (s. 21).

Prvá kapitola knihy s názvom *Argumentační manipulace a propagační rétorika* podáva vymedzenie a prehľad tradičných, časom preverených, funkčných, či menej funkčných techník argumentačnej a rétorickej manipulácie.

Autor vybral najčastejšie techniky, s ktorými sa možno v komunikácii s verejnosťou stretnúť. Sú to podľa neho tieto:

- | *Argument ad personam* – technikou sa útočí, zosmiešňuje a verbálne uráža osoba súpera, poukazujúc na jeho zníženú dôveryhodnosť, neschopnosť či nedokonalosť.
- | *Reductio ad absurdum, ad Hitlerum, Stalinum, Putinum...* – nezaoberá sa vlastným argumentom a jeho validitou, ale charakterom človeka alebo politickej praxe, nejako s nim spojenej.
- | *Paluba víťazov* – technika pracuje s prirodzenou túžbou väčšiny ľudí byť na strane víťazov, vyhnúť sa prípadnej izolácii, či eliminácii.
- | *Večné opakovanie* – technika používa princíp stáleho opakovania konkrétnej myšlienky, či sloganu, podľa hesla Josepha Goebbelsa „Stokrát opakovaná lož sa stáva pravdou.“
- | *Citácia autority* – predstavuje priamu citáciu, alebo odvolanie sa na predošlý podobný výrok, myšlienku rešpektovanej osoby, či autority s cieľom získať podporu pre vlastné tvrdenie v procese ovplyvňovania mienky – formovanie súhlasu.
- | *Čierna, alebo biela* – technika obmedzuje voľbu len na dve možnosti.
- | *Obyčajný človek* – technika predstavuje štylizáciu politikov, alebo vrcholových manažérov do roly „normálneho, občajného človeka, zamestnanca“. Môžu byť pri tom prítomné kamery, fotoaparáty, hovorová reč, predstieranie nevedomosti a neistoty v praktickom živote.
- | *Obetný baránok* – technika spočíva v prenesení verejnej pozornosti, zodpovednosti a viny na konkrétnych jednotlivcov, alebo skupiny. Funguje ako ventil, ktorý zmierňuje spoločenské napätie demonštratívnym potrestaním, odplatou, či pomstou.
- | *Spin (alebo spin doctoring)* – to je manipulácia, falošnosť. Rétorické a terminologické zlahčovanie zlých správ, alebo použitie slov s rozdielnym významom a emotívnym nábojom, ktoré majú zásadný vplyv na znenie konkrétnej informácie.

Druhá kapitola knihy má názov *Propaganda: užitočná, odporná, stále prítomná*. Autor v nej svojím odborným výkladom, prehľadne, zrozumiteľne objašňuje čo je propaganda. Píše o „otcovi“ PR – Edwardovi L. Bernaysovi, synovcovi Sigmunda Freuda,

ktorý v knihe *Propaganda* (1928) položil jej základy, pretrvávajúce i dodnes v súčasných vzťahoch s verejnosťou. Prakticky ide o to, že „... vedomá a inteligentní manipulácie názorů a organizovaných zvyků veřejnosti(masy) je významnou součástí fungování demokratické společnosti. Ti, kdo ovládají tyto „neviditelné“ společenské mechanismy, zakládají, podle něho skrytou vládu.“ (s. 27).

Podľa Bernaysa je to relatívne malá skupina ľudí (niekoľko inteligentov-intelligent few) so znalosťami psychológie, duševných procesov a sociálnych potrieb ľudí, ktorá ťahá za nitky a určuje verejnú mienku. Pojem propaganda, v praxi sprofanovaný, najmä po skončení 1. svetovej vojny, kedy bol spájaný s manipuláciou a lžou v kontexte vojny a smrti, Bernays v závere svojej knihy postupne nahradil pojmom – *public relations* (vzťahy s verejnosťou).

V kapitole sú v súvislostiach s propagandou prehľadne komentované názory vybraných ďalších autorov (Niccoló Machiavelli, Alex Carey, Jacques Ellul, Charles W. Mills), ktorí o nej písali. Autor upozorňuje i na zjavné súvislosti propagandy a vzdelávacieho procesu, tzv. didaktickej propagandy a spomenul spojitost propagandy s aktivitami katolíckej cirkvi pri potláčaní reformácie a kacírstva v 17. storočí.

Veľkú časť pozornosti v kapitole venoval autor analýze osobnosti „pána myšlienok“ Tretej ríše – Josepha Goebbelsa (1933-1945). Uvádza, že druhý muž ríše dobre poznal a vážil si knihy Edwarda Bernaysa. Inšpiroval sa nimi pri „konečnom riešení židovskej otázky“, pri formovaní a šírení totalitnej ideológie nacizmu, spolu s „vodcom“ Adolfom Hitlerom. Obaja si úlohu propagandy veľmi dobre uvedomovali a zameriavali sa predovšetkým na ľudské inštinkty a emócie a to najmä prostredníctvom rétoriky a filmového média. Múzou tejto doby bola i herečka a slávna režisérka Tretej ríše, Leni Riefenstahlová (*Triumf vôle* (*Triumph des Willens*, 1935) a *Olympia* (1938)). Nacistická optika sa však v plnej miere ukázala najmä pri produkcii filmov v Nemecku z obdobia nacizmu, ako boli napr. dokument *Večný Žid* (*Der Ewige Jude* (1940)), celovečerný film *Žid Süß* (*Jud Süß* (1940)), alebo veľkofilm *Kolberg* (1945). Filmy boli ukázkovým príkladom efektívnej manipulatívnej propagandy nemeckej ríše, prezentovania antisemitských postojov, stereotypov a predsudkov. Autor podrobným prerozprávaním obsahu a deja uvedených filmov, prehľbil autentičnosť prezentovaných informácií o filmoch v kapitole. Pri úvahe o vzťahoch a prepojení manipulácie, propagandy a public relations vychádza z histórie uvedených javov, teoretických prístupov v nich a konaných praktických krokov. Pripúšťa i zhody i rozdiely medzi nimi, snaží sa problém nezjednodušovať. Nakoniec sumarizuje: „Prostě řečeno, propaganda je propagandou tehdy, když se nám to hodí, nebo když se nám něco nelíbí (názor, myšlenka či prezentace). Když je sdělení přijatelné nebo neutrální, jedná se o public relations. To je alespoň přístup běžně a oficiálně uplatňovaný mnoha specialisty public relations, zejména z prostředí agentur PR.“ (s. 43). A osobné autorovo vymedzenie znie: „... lze z čistě odborného hlediska konstatovat, že propaganda je do značné míry historicky podmíněný termín, jehož ústřední význam a smysl stále více přebírá označení public relations (PR), a to v dobrém i zlém.“ (s. 44). Kapitoly dopĺňajú reálne, veľmi presne odkazmi zdokumentované príklady uplatňovania propagandy v armáde USA, ako manipulatívnej praxe ovplyvňovania mienky v čase vrcholiacej vojenskej kampane v Afganistane a Iraku (2005). Dnes je už známe, že v tej vojne išlo aj o veľký biznis

v oblasti komunikácie s verejnosťou. „Válka v Iraku priniesla britské firme zakázku snů: za propagandu a výrobu falešných videj dostala 13 miliard.“ (s. 46, viď poznámka č. 39).

V ďalšej kapitole *Moderní společnost, propaganda a „vztahy s veřejností“* autor premyslene hľadá a nachádza korene vzťahu propagandy a vzťahov s verejnosťou, počnúc históriou ľudstva po mýľniky ľudskej histórie, akým určite bola 1. svetová vojna.

V kapitole *„Umenie je propaganda.“* George Orwell, charakterizuje dve Orwellove knihy: *„Farma zvierat (Animal farm, 1945)“*, viď dodnes veľmi populárny výrok „Všetky zvieratá sú si rovné, ale niektoré sú si rovnejšie“ a román *„1984“* (Nineteen Eighty-Four, 1949) v ktorom rezonuje i dnes populárna myšlienka: „Kto kontroluje minulosť, kontroluje budúcnosť: kto kontroluje súčasnosť, kontroluje minulosť.“ Autor uzatvára: „Ústrední myšlienka románu 1984 je platná a aktuální v každej dobe a režimu bez ohľadu na jeho dominantní ideologiu a politiku vzťahů s veřejností“ (s. 58). Popularita a večná aktuálnosť myšlienok Orwella sa stále potvrdzuje. Zdá sa, že umenie je zdrojom ovplyvňovania mienky bez ohľadu na popularitu a kvalitu.

Zaujímavá je tu podkapitola s ironizujúcim názvom *Válka je mír, humanitární bombardování a vedlejší škody*, kde autor nekompromisne konštatuje, že slovník vojnovej propagandy bol obohatený o termín, ktorý je ako vystrihnutý z absurdných divadelných hier Václava Havla, disidenta a potom prezidenta Československej republiky a Česka. Autor kriticky komentuje vojnovú rétoriku Václava Havla, podľa neho zabalenú do pseudohumanistických fráz, vrátane hesla zamatovej revolúcie z roku 1989. Píše: „Výraz „humanitární bombardování“ je odvozován z jeho vyjádření během aliančního bombardování tehdejší Jugoslavie (Srbska a Černé hory) letouny NATO v roce 1999. Václav Havel vlastní autorství výrazu, který je mu připisován, vždy rezolutně odmítal.“ (s. 58-59). Aká je teda pravda?

V rozhovore pre francúzsky list *Le Monde* z apríla 1999 sa Václav Havel vyjadril nasledovne: „Domnívam se, že během zásahu NATO v Kosovu existuje jeden činitel, o kterém nikdo nemůže pochybovat: nálety, bomby nejsou vyvolány hmotným zájmem. Jejich povaha je výlučně humanitární: to co je ve hře, jsou principy, lidská práva, jímž je dána taková priorita, která překračuje i státní suverenitu. A to poskytuje útoku na Jugoslávskou federaci legitimitu i bez mandátu Spojených národů.“ (s. 59, viď poznámka č. 48).

Takže tak. Výrazy „humanitárne bombardovanie“ a „vedľajšie škody“ (collateral damage), Pentagonom označené nezamýšľané usmrtenie civilistov, sú skutočne na vážne zamyslenie.

„Umění řídit je umění komunikovat.“ – Elita, komunikace a kontrola to je názov nasledujúcej kapitoly knihy. Autor v nej s veľkým prehľadom objasňuje podstatu, funkcie a ciele elity v ľudskej spoločnosti. Vychádza z jej klasických vymedzení, až po charakteristiku súčasnej globálnej mocenskej elity sveta. Opiera sa o názory významných svetových a českých autorov. Analyzuje ich názory, konfrontuje a porovnáva a na konkrétnych prípadoch presvedčivo ilustruje zásadnú úlohu elít v rozhodovaní a postojoch svetovej verejnosti k rôznym otázkam ľudskej existencie, napr. k tzv. mexickej prasačej, neskôr pandemickej chrípke (2009). Vlády krajín sveta vtedy po obrovskom mediálnom ťažení nakúpili vakcíny a o rok neskôr kompetentní epidemiológovia vy-

hlásili, že pandémia prasačej chrípky je podvod storočia. „Vše měly mít na svědomí farmaceutické firmy, které na strachu světové veřejnosti z nové a nebezpečné nemoci vydělávaly obrovské finanční sumy.“ (s. 78). Nemalú pozornosť autor venuje tzv. *think tankom* (myšlienkový rezervoár-mozgovňa), ktoré sú transparentnejšie v procese ovplyvňovania verejnej mienky. „Think tanky žijí a existují z příspěvků a vůle svých sponzorů nebo zřizovatelů. Dominantní dárce si vydržováním nebo sponzorováním takových institutů udržují vliv a kontrolu ve společenské debatě v oblasti svého politického a ekonomického zájmu...“ (s. 85). Svoj odborný prehľad a profesijnú informovanosť autor preukazuje uvádzanými informáciami z neskoršie odhalených prípadov politickej propagandy a informačnej manipulácie vo svete, napr. o neexistujúcom spojení medzi irackým režimom a teroristickým útokom z 11.9.2001 na New York a Washington, ktorý podľa americkej vlády vykonala medzinárodná teroristická organizácia Al-Káida. Irak na útoku proti USA nemal žiaden podiel. Autor tiež informoval o tzv. *Koalicii ochotných* (Coalition of the Willing), (2003) proti Iraku, vedenou vládou USA, ktorej súčasťou bola aj Česká republika podpisom Václava Havla na kvázi PR dokumente, bez konzulácie s vládou a parlamentom, ktorý podpísalo osem popredných európskych politikov a štátnikov, čím vyjadrilo svoj súhlas s prípadnou vojenskou intervenciou proti Iraku (s. 92-94). Autor v kapitole presvedčivo s príkladom popísal aj techniku „vrtieť psom“, známu v slovníku public relations ako „... veľmi dobre promyšlenou a manipulativní praxi vztahů s veřejností, ovlivňování mínění.“ (s. 95). Uvádzaná je často ako priamo synonymum politickej propagandy – manipulácie. Aj v čase sexuálneho škandálu amerického prezidenta Billa Clintona so stážistkou v Bielom dome Monikou Lewinskou, bola snaha prezidenta prekryť škandal s paralelne načasovanými vojenskými akciami vlády.

Autor sa zamýšľa aj o spôsoboch vytvárania a prezentovania verejnej mienky, ktorá sa môže stať súčasťou sofistikovanej mocenskej hry elít. „Výzkumy veřejného mínění totiž nutně neslouží jen k zjišťování stavu veřejného mínění, ale často přímo k jeho ovlivňování a vytváření.“ (s. 99). V politickom živote sa stáva, že v konkrétnej praxi výskumov verejnej mienky sa obchádza etika a prejavuje sa korupcia.

V ďalších kapitolách knihy s názvami *Informační manipulace a regulace*, *Informační monopol*, *Mediální realita a výroba* autor fundovane s kritickým prehľadom pojednáva o informačnej politike, o jej regulácii v spoločnosti, o úlohe mediálnej kontroly, napr. nastoľovaním tém a mediálnou prezentáciou reality verejnosti o existujúcom informačnom monopole vo svete.

Je dávno známe že „... masová média hrají v moderní společnosti významnou roli tím, že hromadně spoluformují veřejné mínění. Velkému množství lidí zprostředkovávají stejné informace.“ (s. 105). Príklady pre potvrdenie svojich názorov autor nachádza vo výbere v domácej a v často neprehľadnej svetovej masmediálnej realite, ktorú však podrobne sleduje a pomenúva jej vrcholy i pády. Dôkazom je i táto kniha, ktorá môže čitateľovi, súčasnými masmédiami prezentované informácie o svete, podať v úplne nových „očiťovárjúcich“ súvislostiach!

Autor realisticky popisuje nástup novej mediálnej reality, no má voči nemu i výhrady. „Nástup digitalizace a internet zásadně změnil podobu mediální krajiny, především pak způsob dosavadního fungování tradičních médií na poli výroby a dis-

tribuce vlastního mediálního obsahu.“ (s. 129). Najpopulárnejšiu zo sociálnych sietí, „sieť sietí“ Facebook, v ktorej je tradičná a kolektívna mediálna realita nahradená realitou konkrétnej sociálnej skupiny priateľov, autor hodnotí realisticky a stručne predstavuje jeho plusy a mínusy.

Všetko prebieha „... v dôsledku umělé inteligence, pokročilého softwaru, operátorů nových médií.“ (s. 130). Záver recenzovanej knihy tvoria kapitoly: *Labutí píseň hlavního proudu*, *„Konspirační teorie“ a vztahy s veřejností*, *Politický extremismus a elita*, *Manipulace a propaganda v čase války*. Každá kapitola by vydala za samostatnú monografiu!

Autor tu píše o stratégiách a taktike informačných zdrojov, ktoré sú hlavnou aktivitou špecialistov PR. Ide o „... vlastní vytváření zpráv o událostech vytvořených, inscenovaných specialisty PR nejčastěji pro, zástupce médií a jejich redakce.“ (s. 138). Často sú to pseudoudalosti, ktoré autor nazýva sofistikovanou formou propagácie, ktorú média akceptujú a prezentujú ako informáciu-správu-udalosť (s. 138). Pseudoudalosti riadia aktívne PR a najväčší význam pre ne predstavujú konkrétnym obsahom naplnené kategórie, uplatňované v praxi: aktuálnosť, blízkosť, spoločenský význam, nosný príbeh alebo konkrétny osud, škandál a konflikt (s. 140-141). Protipólom aktívnych PR sú reaktívne PR, typické pre komunikáciu v krízovej situácii.

Autor stručne informuje o ekonomických vplyvoch na mediálnu oblasť, o politických tlakoch, prejavujúcich sa cenzúrou, ako formou politickej regulácie a kontroly mediálneho obsahu informácií. Píše o vplyve legislatívy a lobingu na mediálnu oblasť a dokumentuje to reálnymi príkladmi z praxe.

O konšpiračnej teórii v praxi komunikácie s verejnosťou autor píše ako o predovšetkým kategorickom zaklínadle – samotnou konšpiračnou teóriou. Tá podľa neho znamená, alebo má znamenať najmä automatické odmietnutie tvrdenia, ktoré je, alebo má byť považované za smiešne, paranoidné, alebo úplne neopodstatnené (s. 152). Je často súčasťou populistickej politiky. Autor uzatvára problém takto: „Současná popularita konspiračních teorií je pak především odrazem rostoucí nedůvěry části veřejnosti v politiku liberální demokracie pozdního kapitalismu i k oficiálním autoritám obecně ...“ (s. 154). Aj udalosti z 11.9.2001 v New Yorku a Washingtone komentuje autor po rokoch ako príklad konšpiračnej teórie s otáznikmi a s mnohými odkazmi aj na iné, ďalšie elektronické zdroje. Autor sa veľmi kriticky vyjadruje o manipulovaní s pojmom „politický extrémizmus“, pretože má nejednoznačný obsah a odlišné chápanie a v spoločenskej diskusii je známy pomerne krátko. Uvádza: „Politický extremismus a jeho diskurz, moderovaný mocenskou elitou, pak může představovat dílčí ideologický konstrukt public relations.“ (s. 166).

Veľký priestor venuje autor objasňovaniu využívania a používania manipulácie a propagandy vo vojnových konfliktoch a vojnách vo svete, ktoré viac menej stále trvajú i v čase mieru. Svoje pôvodné názory podporuje veľkým množstvom odkazov na príslušnú zahraničnú literatúru, ale i svojimi poznámkami pod textom.

Svoju knihu v kapitole *Místo závěru – media, autorita a důvěra* autor ukončuje pomerne skepticky, celkovo, ale aj v súvislosti s public relations. Konštatuje evidentnú stratu dôvery v tradičné média. „Možným způsobem, jak zastavit zřetelný úpadek vlivu tradičních médií jako komunikačního kanálu PR, je zásadní změna zavedení redakční práce s informacemi (včetně akceptování online alternativy).“ (s. 191). Vie, že

tradičné médiá sú pre tínedžerov neatraktívne, ich hlavným médiom je Facebook. A tak veľmi otvorene priznáva: *„Facebook a jemu podobné podnikateľské projekty digitálnej – informačnej sféry jsou predátory, kteří pomalu, ale jistě likvidují původní faunu, tradiční media.“* (s. 192). Tieto nové médiá prevzali rolu ústredného distribučného kanála, šíriaceho ich obsah, redakčné texty a videa zatiaľ v poskytnutom, neplatenom a neohraničenom priestore.

Snahy politikov – tzv. servisnej elity, technologicky a legislatívne regulovať siete na internete sa aj napriek niektorým škandálom, zatiaľ nepodarili.

Recenzovaná kniha je doložená dobrým výberom odbornej literatúry, vrátane odtajnených elektronických zdrojov. Kniha má teoretický charakter s viditeľným presahom do praxe v problematike public relations. Aktuálna téma, zaujímavý obsah, presné spracovanie informácií, autorova precízna práca s nimi, jeho stylistická obratnosť a odvaha hľadať pravdu a nebáť sa ju pomenovať. Tieto skutočnosti umožňujú odporučiť túto knihu mnohým, ktorých táto téma zaujíma, z nich najmä novinárom, manažérom vzťahov s verejnosťou, učiteľom a študentom, teda všetkým tým, ktorým nie je ľahostajná pretrvávajúca realita mediálnej manipulácie a propagandy v súčasnej spoločnosti.

DICTIONARY OF USEFUL MARKETING TERMS

insurance | **poistenie** — The company has taken out insurance to protect itself against the unauthorized activities of its employees. | *Spoločnosť uzavrela poistenie, aby sa ochránila pred neoprávnenými aktivitami svojich zamestnancov.*

insure | **poistiť** — It is advisable to insure your property against theft and damage. | *Odporúča sa poistiť si svoj majetok proti krádeži a poškodeniu.*

intangible | **nehmotný** — Jim has that intangible quality we may call charisma. | *Jim má nehmotnú vlastnosť, ktorú môžeme nazvať charizma.*

intangible assets | **nehmotné aktíva** — Intangible assets, such as reputation or intellectual property, are not physical in nature. | *Nehmotné aktíva, ako dobré meno alebo duševné vlastníctvo, nie sú fyzickej povahy.*

integrate | **integrovať** — It is not easy to integrate yourself into a culture that is different from your own. | *Nie je jednoduché integrovať sa do kultúry, ktorá je odlišná od vašej vlastnej.*

integrated marketing | **integrovaný marketing** — Integrated marketing emphasizes the importance of a consistent, continuous, multi-dimensional brand experience for consumers. | *Integrovaný marketing zdôrazňuje dôležitosť konzistentnej, nepretržitej a mnohorožmernej skúsenosti spotrebiteľov so značkou.*

integrated marketing communications | **integrovaná marketingová komunikácia** — Integrated marketing communications is a concept that makes sure that all promotional tools work together in harmony. | *Integrovaná marketingová komunikácia je koncept, ktorý zabezpečuje, že všetky propagačné nástroje sú v súlade.*

integration | **integrácia** — Multinational companies wish to reduce the differences between local markets, with the aim of greater global integration. | *Národné spoločnosti chcú znížiť rozdiely medzi miestnymi tržmi s cieľom dosiahnuť väčšiu celosvetovú integráciu.*

intellectual property | **duševné vlastníctvo** — The World Intellectual Property Organization (WIPO) is responsible for promoting the protection of intellectual property rights. | *Svetová organizácia duševného vlastníctva (WIPO) je zodpovedná za propagáciu ochrany práv duševného vlastníctva.*

intention | **zámer, účel, úmysel** — Jane has no intention of changing her plans to fit in with her boyfriend's wish. | *Jane nemá v úmysle meniť svoje plány aby sa prispôbila želaniu svojho priateľa.*

intentional | **zámerný** — Did you leave her name out by accident or was it intentional? | *Vynechali ste jej meno náhodou alebo to bolo úmyselné?*

interactive | **interaktívny** — Nowadays, many educational programs are interactive. | *V súčasnosti sú mnohé vzdelávacie programy interaktívne.*

interactive marketing | **interaktívny marketing** — Interactive marketing uses a personalized approach which makes website viewers feel they are in close contact with the website owner. | *Interaktívny marketing využíva personalizovaný prístup, ktorý vyvoláva u návštevníkov webových stránok pocit, že sú v úzkom kontakte s vlastníkom webových stránok.*

interactive media | **interaktívne médiá** — Interactive media is an expanding multidisciplinary industry that combines the creative and the technical skills to build the tools that people depend on every day. | *Interaktívne médiá je rozširujúce sa multidisciplinárne odvetvie, ktoré kombinuje tvorivé a technické zručnosti s cieľom vybudovať nástroje, od ktorých ľudia každý deň závisia.*

intercompany comparison | **porovnanie medzi spoločnosťami** — An intercompany comparison was carried out to see how much they spent on promotional activities and advertising. | *Vykonal sa porovnanie medzi spoločnosťami, aby sa zistilo, koľko peňazí vynaložili na propagačné aktivity a reklamu.*

interconnect | **prepojiť** — The problems of poverty and unemployment are interconnected. | *Problémy chudoby a nezamestnanosti sú prepojené.*

interest | **záujem** — He has had an interest in advertising. | *Zaujíma sa o reklamu.*

interest charges | **úroky** — A full understanding of interest charges will enable you to make the best decision. | *Dokonalé pochopenie úrokov vám umožní rozhodnúť sa najlepšie.*

internal | **interný** — One of the top priorities of the European Commission is its internal market. | *Jednou z hlavných priorít Európskej komisie je jej vnútorný trh.*

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