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Perspectives of Internet Marketing in BiH

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Abstract

Internet marketing relates to the use of internet and other digital technologies along with traditional methods in the aim of realizing the marketing goals. A term wider than internet marketing is the interactive marketing. It denotes the application of information network and devices plugged in to that network to the purpose of interaction between organizations and those who use their services. The goal of this paper is to see the significance of internet marketing in relation to use of computers with polled subjects in BiH who are the users of products and services.

Keywords: Internet marketing, IT literacy, technologies, market

Introduction

In the contemporary society, marketing has become one of the most important activities for an organization to focus on, in order to secure success in business. Nowadays it is not enough to have a good product or good service. Any organization wishing to be successful in business should secure that public (customers, suppliers, investors) is aware of its existence. Internet offers a wide spectrum of offered tools that enable realization of marketing activities in a relatively beneficial and simple way. Certain marketing activities are made easier through use of internet, such as: market research, customer behavior analysis, managing marketing mix, measurement of marketing activities results.

Internet marketing relates to the use of internet and other digital technologies along with traditional methods in the aim of realizing the marketing goals. A term wider than internet marketing is the interactive marketing. It denotes the application of information network and devices plugged in to that network to the purpose of interaction between organizations and those who use their services. Interaction means activities and processes conducted by the organization for communication with customers, creation and delivery of products that provide value to the customers during exchange.

Application of interactive marketing in the work of state institutions in BiH is underdeveloped, i.e. it does not follow the world's trends. This lag behind world's trends is becoming a growing problem for every institution in BiH.

The goal of this paper is to see the significance of internet marketing in relation to use of computers with polled subjects in BiH who are the users of products and services.

Terminology Overview

Marketing is a word of Anglo-Saxon origin, and the word *market* is in its root, which means a point of trade. A direct interpretation of the word *marketing* would be "creating a market" or "putting on a market". The word marketing may have the following meanings: "demand", "market chances", "business on a market", etc., but in our area the original term got accustomed. The term marketing is often connected with advertising, although advertising is only a part of the spectrum of activities enclosed by marketing.

"From the moment marketing became dominant business concept, the marketing theory started to develop vigorously. Large number of new theoretical concepts emerged. Some of the most significant concepts that have been developing over the past decades were the Marketing planning understands activities of the marketers on selecting the targeted markets, positioning on a market, product development, prices, distribution channels, physical

distribution, communication and promotion.

“The end goal of marketing concept is to help organizations in achieving their goals. In cases of private firms, the main goal is profit; in case of non-profit and public organizations, their goal is survival and attracting sufficient amount of money that enables them to work. With profit organizations, the key is not in targeting profit by itself, but to reach it as a result of good business.”¹

In the 21st century we are witnessing significant changes of economic environment, emerged under the influence of globalization, large technological changes, decreasing business expenses and enlarging the product life span. At the start of the 21st century, the ‘live’ word and electronic word profiled as the two most powerful forms of marketing. One of important goals of every company is to create a long-term relation with consumers.

“In the circumstances of globalization of world’s market, there is a phenomenon of a global consumer. Global consumer is educated, informed and ‘picky’, almost spoiled, since global competitors are fighting over him in the conditions of horizontal and vertical competitiveness and in the same category of products, hence the consumer is enabled to select, trade, perceive the quality and value the choice. The consumer is becoming more and more global in the trends of globalization of world’s market, therefore global solutions of protection policy for (global) consumer are desirable.”²

Internet marketing is a new field of scientific research. "With global digital economy, marketing plays a different role from the one in the *offline* world. Marketing is now based on a relationship with users through a network and is capable for new technologies and IT literate population. Marketing in digital economy has to adopt the standpoint that is targeting and is strategic, and not limited and (merely) tactical.”³

Activities of internet marketing are directed to the construction and maintenance of relations with consumers by means of *online* activities.⁴ The end result of internet marketing, in that sense, should be satisfying the goals of both the consumers and the company. Unlike classical marketing and its limited availability in time, internet marketing is available 24 hrs a day, seven days a week (24/7).

The use of internet for business purposes started in the USA. The initiators were the existing traders who already were in business in a classical way. The precondition for development of internet business was high level of interconnection of actors in a trade.

In the contemporary world the internet is used as the most common form of communication between consumers and companies. It is a modern and fast way of information exchange, enabling companies interaction with global market by e-mail, distribution lists, discussion groups and forums.

Researching Computer Literacy

For the purpose of this paper, we conducted a survey in 10

municipalities in BiH (Banja Luka, Prnjavor, Modrica, Prijedor, Brcko, Bijeljina, Sarajevo, Bileca, Trebinje, Mostar), in order to determine the state of computer literacy on a polled territory. The age structure of polled persons was in the range from 15 to 75 years.

Analyzing the data obtained in a survey of BiH citizens, the following was determined.

The distribution within the age structure was as follows: share of surveyed subjects of 15 to 18 years of age was 11,14%, 19 to 35 was 29,41%, 36 to 45 was 16,74%, 46 to 55 was 18,54%, 56 to 65 was 11,92%, and over 65 – 12,26%, as presented in figure 1.

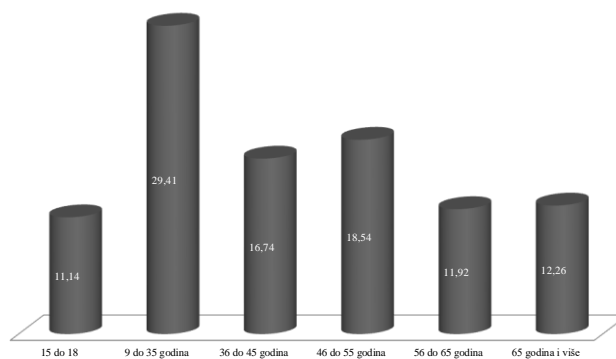


Fig.1: Computer literacy and age structure

It appeared that from the total number of polled, 65, 16% own a computer in their household, while 34, 84% do not own; figure 2.

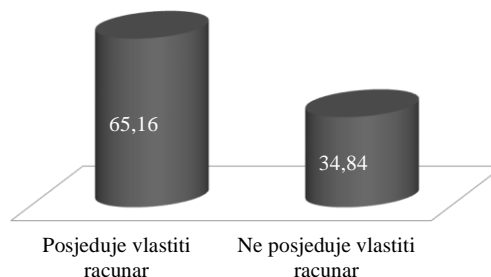


Fig.2: Owning a personal computer among the polled subjects

Within a household, 48,51% use the computer every day, while 51,49% do not use the computer daily. At a workplace, 84% of polled use computer on daily basis, while 16% do not, as presented on figure 3.

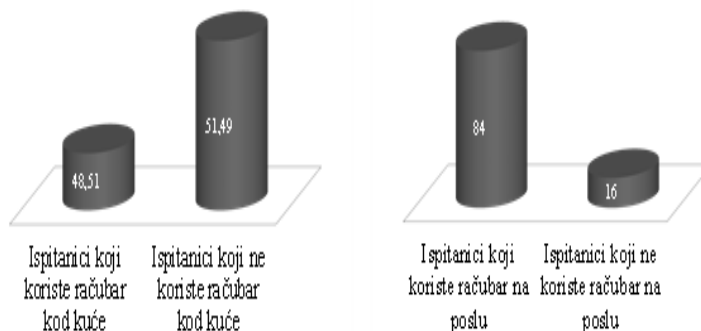


Fig.3: The use of computer at home and at work

¹ Kotler, P., *Upravljanje marketingom*, Mate, Zagreb, 2000.

² Milanović-Golubović, V., *Marketing menadžment*, Megatrend, Beograd, 2004.

³ Ružić, D., Biloš, A., Trkalj, D., *E-marketing*, Ekonomski fakultet u Osijeku, Osijek, 2014.

⁴ *Online* activities are the activities that take place over the internet in real time.

Researching The Approach Of Internet Marketing In BiH

For the purpose of this work there was a survey over a random sample of 100 subjects on BiH territory, to determine the access to consumers through internet marketing.

All polled subjects were employed, and the research was

conducted in the period 1 April to 1 June 2017, using a standardized questionnaire.

Based on the survey it was ascertained that 85% of the polled subjects use internet daily for business purposes, 8% use internet periodically for business purposes, 5% of polled use internet rarely for business, and 2% do not use internet for business purpose at all, as shown in the figure 4.

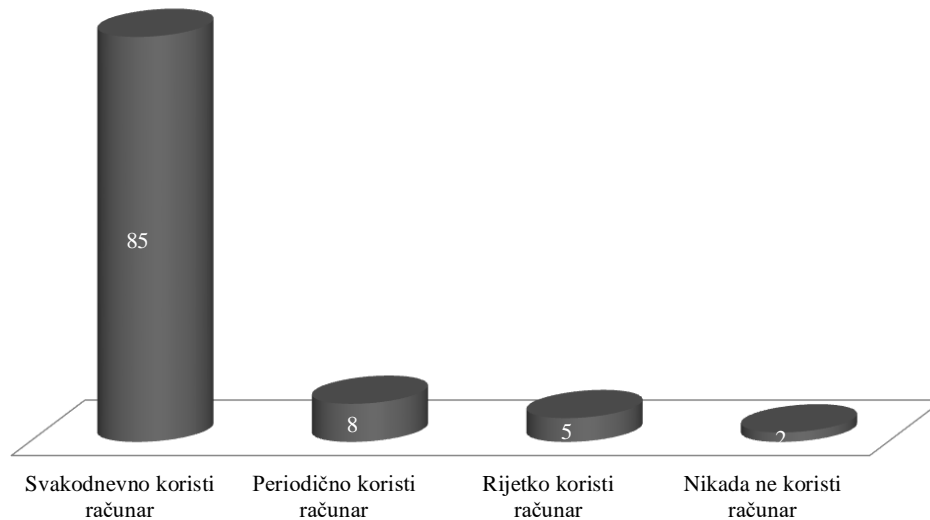


Fig.4. Employed population and business use of internet

From the aforementioned it can be said that most employed population in the field of accounting have daily contacts with the internet. It can be expected in the coming period for internet to become the unavoidable means of business communication.

Looking at the research results, it can be said that 85% of polled use the system of electronic receipt of information, while 15% do not use the electronic reception of information about products and services.

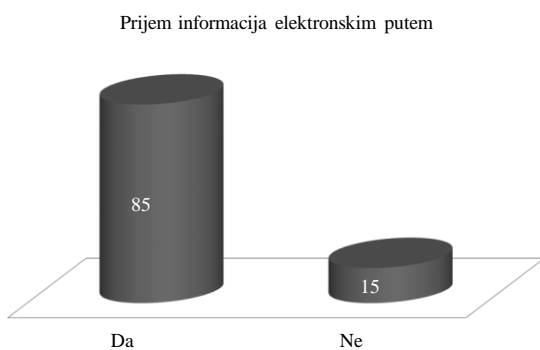


Fig. 5: Receiving information on products and services by electronic means among employed population

Conclusion

Numerous research show that people are reluctant to changes, even if those changes can change and improve the living and working conditions. The fact is that people are insecure about their knowledge and abilities, so this reluctance towards new functionalities is coming from fear of failure.

Nevertheless, in the 21st century people are faced with frequent changes and must adjust to the principle of life-long learning, since they are aware that if they fail to adjust to the changes timely, they will lose competitiveness on a

labor market.

Modern companies attempt to achieve advantage on a market, hence they try to offer a product that will differentiate by quality and price from competitor's products of the same kind.

In the period of accelerated technological advance, globalization and other dynamic changes brought with the 21st century, the BiH citizens are relatively poorly literate in IT sector.

On the other hand, we can conclude that the employed ones, who were captured by the survey, are computer literate and use e-mail, and are potential consumers of products and services that can be served them by means of internet marketing.

One of the advantages of development of internet communication is the emergence and development of internet social networks. Social networks offer free online communication with other users, placing various multimedia contents, writing blogs, playing games and other activities.

The most popular social networks on the internet are: Facebook, Twitter, LinkedIN, Pinterest, Google+ and Tumblr.

System of mass e-mailing is an efficient means of informing the users about all the changes in the sphere of products and services, discounts, new possibilities and similar.

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