

The Internet Marketing Strategy of an On-line Retailer

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ABSTRAKT

Předmětem mé bakalářské práce je studium internetové marketingové strategie on-line prodejce a následný marketingový výzkum jednoho z největších on-line prodejců v České republice, společnosti Alza.cz. Svou bakalářskou práci jsem rozdělil na teoretickou a praktickou část. V teoretické části se zabývám zejména nástroji, které se využívají při tvorbě on-line marketingové strategie. V praktické části poté pomocí dotazníkového šetření zkoumám reakce zákazníků na různé prvky on-line marketingové strategie, což může společnost využít pro její další formování. V závěrečné části také uvedu výsledky dotazníkového šetření, na jejichž základě doporučím možná zlepšení.

Klíčová slova:

internet, marketing, strategie, on-line prodejce, marketingový výzkum, dotazník, marketingový mix, komunikační mix, Alza.cz.

ABSTRACT

Subject of my bachelor thesis is a study of the Internet marketing strategy of an on-line retailer and marketing research of one of the biggest on-line retailers in the Czech Republic Alza.cz. I have divided my bachelor thesis into a theoretical and an analytical part. In the theoretical part I will mainly describe tools that are used for making the on-line marketing strategy. In the analytical part I have used a questionnaire survey to analyze reactions of customers to different tools of on-line promotional mix. The results of this can be used for further formation of on-line marketing strategy. In the final part I will also present the results of my questionnaire survey and I will recommend some improvements based on those results.

Keywords:

Internet, marketing, strategy, on-line retailer, marketing research, questionnaire, marketing mix, promotional mix, Alza.cz.

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INTRODUCTION

Nowadays, Internet is a part of our daily lives and a lot of people cannot imagine life without it. So it is natural that the Internet plays significant role in business, and retailers use it for their marketing activities. Retailers who are not on the Internet are dead retailers. But even if they have their own websites, there are still many other aspects they have to follow to have a successful on-line presentation. It depends on their on-line marketing strategy to influence their success in the business. They can have a perfect product but it is useless if they do not know how to sell it, how to address and attract customers or how to spread information and positive picture about the company to the world. Retailers have to know how to make marketing activities functional.

In my bachelor thesis I will be writing about the Internet marketing strategy of on-line retailer. The goal of my thesis is to describe the tools of Internet marketing strategy that can serve as a manual for on-line retailers to show them how to attract visitors for their on-line presentation and convert them into customers and also how to improve their results in on-line marketing.

My bachelor thesis is divided into a theoretical and an analytical part. The theoretical part is rather general and I will describe basics of the Internet and its importance in the marketing world. Then I will mention tools which play the crucial role in the on-line marketing strategy, such as on-line marketing mix or on-line promotional mix, and I will also focus on some other key concepts of Internet marketing strategy. Last chapter in my theoretical part introduces methods of marketing research that I will be using in the following analytical part. There, I will focus on one of the biggest on-line retailers Alza.cz whose marketing activities are nicely visible on the Internet. By using the questionnaire I will be analyzing aspects of on-line marketing strategy of Alza.cz and I recommend some improvements based on analyzed techniques that were not so effective.

I. THEORY

1 INTERNET AND MARKETING

Marketing tries to harmonize interests of several groups. In order to make it works we have to put in a synergy the interests of a customer, the interests of a retailer and the interests of a whole society. We have to make, support and analyze a strong reciprocal information flow. Communication is one of the key aspects and its functionality and fluency in marketing is of capital importance.

The Internet makes communication easier among its users. In marketing we usually work with every traditional means of communication such as mass media, press, spoken word, post or telephone. In the Internet context we have all these options such as traditional communication means but there is a huge advantage. We can use them more effectively and save time and money. It does not matter if we want to address and communicate with individuals or if we want to address hundreds of people that can communicate with us. The Internet offers all these possibilities. Moreover, thanks to the segmentation hundreds of people with the same interests can be addressed. We can say that modern and successful marketing has to know the Internet and use it. (Stuchlík 1998, 14)

1.1 Internet

The Internet is a network of networks. It is a global system that is spread all over the world and is linked through Satellite. It is a self running process with no owner. Nobody controls it and at a given time millions of people all over the world are connected. (Bangia 2006, 1)

So how can we define Internet? According to group of authors who are in the partnership with Microsoft: *“The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location”*. (Leiner et al. 2009) However, to fully understand the concept of the Internet, we have to start from the beginning.

1.2 History of the Internet

The origins of the Internet are dated in early 1960s. In those days it was a project that was undertaken by the U.S. military. That technology was used for military-based communication worldwide in case of nuclear assault. This can be considered as the main idea of the Internet. (Bangia 2006, 1) The official birth of the Internet was in 1969. However, the name Internet had not been introduced yet. The name of the groundbreaking

network that had been initially operated only on four computers was ARPANET. (Sedláček 2006, 18) ARPANET was established thanks to the research that was looking for a technology that could link computers in different places by using a newly founded technology called Packet Switching Technology. Thanks to that, several users could exchange their data at the same time and it also allowed the creation of nets that could automatically route data around downed circuit or computers. (Bangia 2006, 1)

The first Internet application was invented at the beginning of 1970. It was called e-mail and as well as the www service, which was established in 1991, it changed the Internet significantly. Between these two inventions the Internet was developed in the form as we know it today. That happened mainly thanks to the networks like BITNET, European EARN and FidoNet that were interconnected and also thanks to the spread of personal computers such as IBM PC and Apple Macintosh and the network of mobile phones. Until 1990 the Internet was used only on academic field but then it started to become commercial. The 1990s were the boom period for the Internet. It rapidly spread to public and was widely developed. At the beginning of a new millennium the Internet can be characterized as a necessary part of the business for majority of companies. (Sedláček 2006, 18) And that is the reason why retailers have to think about a good Internet marketing in order to increase their market advantage.

1.3 Internet marketing implementation

Utilization of the Internet represents a significant competitive advantage. In case of small and middle companies the potential of the marketing on the Internet is even rising because thanks to lower expenses spent on on-line marketing, companies can save their money for other activities. The traditional media such as TV or magazines are much more expensive. (Blažková 2005, 28) The content on the Internet is also accessible for 24 hours per day and it can be practically access from every place on the Earth. Customers can find plenty of information quickly and at one place. It is complex, which means there are several ways how to address the customer. We can change the content easily because of its dynamism. And we can also monitor, measure and gain better data. (Janouch 2010, 17)

The American Marketing Association uses the following definition of marketing: *“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”* (American Marketing Association, 2007) And if we merge the Internet

with marketing, we get: *“The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.”* (Chaffey 2006, 8) It means that the Internet marketing is about using a website of the company in combination with Internet promotional techniques. Many of these techniques are associated with on-line promotional mix with purpose to gain new visitors that can be later converted into customers and provide services to current customers that help to build long term relationships. Some of the techniques we can talk about are search engine marketing, e-mail marketing, interactive advertising or for example partnership arrangements with other websites. But for the biggest effect, we do not have to forget to interconnect these on-line techniques with techniques of traditional off-line marketing, especially with medias such as print, TV and direct mail. (Chaffey 2006, 9)

There are many differences between on-line and off-line marketing. As I have already mentioned the expenses are different. We do not need a physical place in case of on-line marketing. We need a virtual place that is cheaper. There are also different ways of how we deal with information, pictures, music and words. In the on-line marketing we put emphasis on providing information that can be structured by using a hypertext. The amount of information is not a problem because on the Internet we can offer more information practically for free. Also the way how we address the customer is different. In the traditional marketing we have only one way flow of information and there is a delay between the time when customer see an advertisement and the time of purchasing of the product or service, whereas on-line customers are active, they look for the information on the Internet and that also reduces the time of reaction which can be immediate. Internet marketing saves time, money and sources. We do not need to print the company's publications such as catalogues or brochures and we also do not need to store them. We can publish them electronically and thanks to that to address customers faster. The other advantage is that we can also update them very easily and we can save money also in many other aspects like making phone calls for free, sending e-mails for free or informing potential customers via the webpage. (Blažková 2005, 31-32)

2 ON-LINE MARKETING MIX

One of the most important things in the marketing strategy is to make decisions about marketing mix. The elements of that mix can be used in the tradition marketing as well as in the on-line marketing. All we have to do is to adapt these elements into the on-line environment. The marketing mix is better known as abbreviation 4 Ps. Specifically, we talk about Product, Price, Place and Promotion. The marketing mix is used as a crucial part of formulating and implementing of marketing strategy.

Later on, 4 Ps have been extended to 7 Ps. People, Process and Physical evidence were added because of the need to reflect a service delivery. However, many marketers are still using traditional 4 Ps because they say that the extra 3Ps are subsumed within the 4 Ps. (Chaffrey 2006, 215) Elements of the 7 Ps marketing mix in an Internet context are summarized in the picture bellow.

Using the Internet to vary the marketing mix						
Product <ul style="list-style-type: none"> • Quality • Image • Branding • Features • Variants • Mix • Support • Customer service • Use occasion • Availability • Warranties 	Promotion <ul style="list-style-type: none"> • Marketing communications • Personal promotion • Sales promotion • PR • Branding • Direct marketing 	Price <ul style="list-style-type: none"> • Positioning • List • Discounts • Credit • Payment methods • Free or value-added elements 	Place <ul style="list-style-type: none"> • Trade channels • Sales support • Channel number • Segmented channels 	People <ul style="list-style-type: none"> • Individuals on marketing activities • Individuals on customer contact • Recruitment • Culture/ image • Training and skills • Remuneration 	Process <ul style="list-style-type: none"> • Customer focus • Business-led • IT-supported • Design features • Research and development 	Physical evidence <ul style="list-style-type: none"> • Sales/staff contact experience of brand • Product packaging • Online experience

Figure 1. *The elements of the marketing mix.* (Chaffrey 2006, 215)

Nowadays, we can often hear about the modern concept of marketing mix which is called 4C. 4C model is more customer oriented and the Cs stand for: customer needs and wants (from the product), cost to the customer (price), convenience (relative to place) and communication (promotion). Information about the customer and the target group are very important for the retailers. They need to know who the customer is and what target group they want to address. Otherwise 4C conception will not be effective. If retailers are aware of their customer they can create specific on-line marketing mix. (Blažková 2005, 67-69)

2.1.1 Customer relationship management

One of the key aspects of successful business is building long-term relationships with customers and we can say the same when we are talking about on-line situation. In the middle of 90s relationship marketing, direct marketing and database marketing merged and created new marketing model called customer relationship management better known by its acronym CRM. (Chaffey 2006, 257) As indicated on the CRM forecast website: “CRM is a business strategy directed to understand, anticipate and respond to the needs of an enterprise's current and potential customers in order to grow the relationship value.” (CRM forecast) In the on-line environment we are talking about e-CRM or electronic customer relationship management. Combination of the on-line interactive environment with electronic mail provides a great environment for building customer relationships and thanks to databases we can easily store information about relationships that can be later used for personalizing services. (Chaffey 2006, 257)

2.2 On-line promotional mix

A promotional mix is a part of the marketing mix and in the Internet environment it is one of the most noticeable parts. The most common means of communication via the Internet are web pages and electronic mails. We can say that elements of promotional mix which are advertising, public relations, sales promotion and direct marketing are the tools of Internet marketing strategy. In the off-line promotional mix we also have a personal selling, which is the only element that we cannot use on the Internet because of the lack of face-to-face contact. Retailers use those techniques to communicate with customers. The on-line promotional mix helps them to remind, inform and persuade customers and to distinguish their products from the competitors. In the Internet context we can also add viral marketing as the other part of the on-line promotional mix. (Blažková 2005, 80-81)

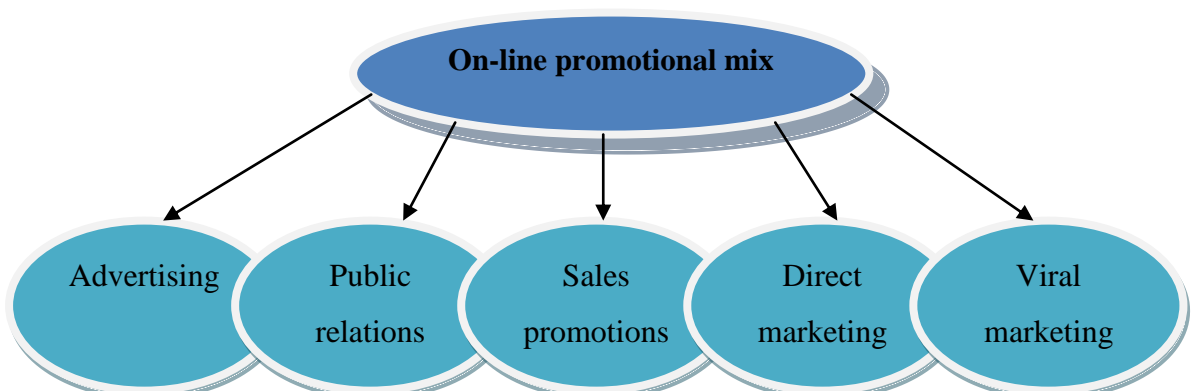


Figure 2. The elements of the on-line promotional mix. (Blažková 2005, 81)

2.2.1 On-line public relations

The main purpose of public relations on the Internet is the same as in the off-line marketing. It is to build a brand or brand awareness. Public relations extend opportunities of how customer can learn about us. A similar effect has also to participate in the social networks or advertising. If we spread the brand awareness on the Internet it would have also positive effect on search engines, because we would have increased popularity of our webpage and that helps to find our web more easily, i.e., we gain a higher position in search engines. (Janouch 2010, 261) According to Philip Kotler companies will start to shift more money from advertising to public relations. Because of rising fragmentation of costumers it is harder to address the mass market. If a potential costumer reads the other customer's short on-line review, it has much bigger value for him than, for example, a video commercial. (Kotler 2003, 145-146)

On-line public relations include company's web pages, press releases, on-line magazines and newspapers, on-line conferences and videoconferences, sponsoring and discussions in conferences and discussion forums. Retailers can have section for journalists on their www pages where they can find various press releases and other statements or retailers can send press releases directly to a journalist – today mostly via an e-mail. Retailers also have to be cautious about information they present on their website to keep a positive picture.

Business publications such as annual reports, company's newspapers and magazines are exploitable for PR, too. Virtual newspapers and magazines can be a very effective PR tool if they positively mention the retailer or their product or service. This is more effective than advertising but it is not very easy to achieve it.

The other technique how we can promote brand or company is thanks to a sponsorship. We can sponsor, for example, a non-profit website, some Internet research or other activity. However, we also have to be careful not to harm a positive picture of a company. (Blažková 2005, 90-91).

Another important element of PR is a link building. It is essential for a search engine optimization. Its purpose is to make the brand visible on third-party sites, which also increases an overall brand awareness. The better link building we have the better results in the search engine we get. If we have quality links into relevant content on our site it significantly improves the position of our company's webpage in results of search engines. Quality of link building depends on how many links are directed from third-party sites,

usually from those that are somehow related to our brand. (Chaffey 2006, 386) Products can be presented also in goods search engines. In the Czech Republic there are mainly zbozi.cz and heureka.cz.

2.2.2 On-line direct marketing

In the off-line marketing by direct marketing we understand activities when communication is realized directly between two subjects. In the Internet context it is: *“a digital marketing method that provides relevant marketing communications that are addressable to a specific individual with an email address, a mobile phone number or a Web browser cookie.”* (American Marketing Association) Addressed subjects have a possibility of immediate feedback or interaction. The techniques we use are the only differences. We mainly send messages via an e-mail (it is also called an e-mail marketing) instead of personal contact in the on-line marketing. However, websites also offer possibilities of direct marketing. For example, we can make phone calls or chats between a customer and a retailer. The participation of direct marketing in the overall Internet marketing is increasing because it is effective and relatively cheap. The web seminars which are called webinars are not so unique nowadays either.

The e-mail marketing is a very useful form of Internet marketing. It is a quite cheap form how to sell products or services or to build the long-term relationships with customers. However, there are also some disadvantages like that it requires huge effort from marketing point of view and there is a need to overcome a lot of legal and technical issues. The relevance of e-mail marketing is sometimes underestimated. It is mainly because people do not like unsolicited mail and retailers think that if they send some e-mail offers or newsletter, it will be perceived as spam. (Janouch 2010, 279) But as we can read in Internet Marketing: Strategy, Implementation and Practice book: *“Despite the increase in spam such that the vast majority of e-mails are spam or viruses (most estimates exceed 80%), e-mail can still drive good response levels. E-mail communications to customers through e-newsletters or periodic e-mail blasts are today a vital communications technique for companies.”* Research of the e-mail broadcaster and advertising network worldwide doubleclick.net shows that around 10% of people click through on the e-mail of those delivered. So the response rates are quite high. It means that many people like to inform themselves about the new products or special offers. (Chaffey 2006, 397)

2.2.3 On-line sales promotion

In the wider context a sales promotion is about a short-term stimulation in order to purchase products or services. On the Internet its utilization is even bigger because it can be also long-term. Retailers often use an on-line sales promotion as a mean for gaining repeated web attendance. The on-line sales promotion has several advantages like that we can offer discounts almost immediately, processing and evaluation are easier and quicker, we can do more operations in short period of time and the prices are lower.

There are two types of sales promotion:

1. Consumer sales promotion

This type of sales promotion is focused on a particular end-user. One of the aims is also to increase loyalty of customers to a particular virtual e-shop. The most common means are quantity discounts, collecting of bonus points which customer can later exchange for some products, sending some samples, free products, products with a concessionary price, presents, membership programs and web competitions.

2. Trade sales promotion

This type of sales promotion is focused on companies or retailers. In this case we can use discounts, free products or, for example, advertising goods. (Blažková 2005, 91-92)

2.2.4 On-line advertisement

An on-line advertisement differs from an off-line advertisement mainly because of interactivity and dynamical development, but its purpose is the same, i.e., to influence buyers' decision making. The users can access more information about the product or service or they can immediately order it by click on the web banner.

An each part of the webpage can be used for an advertisement. The most common is a banner form of on-line advertisement but as a space for advertisement we can use web background of any hypertext link or even the text itself. Simply said the on-line advertisement can be defined as every paid advertising space which occurs on www pages or an e-mail. Nowadays, very often we can also find some on-line video commercials that

are similar to commercials in TV and are played before the video for example on video-sharing websites. (Stuchlík 2002, 67)

Basic types of on-line advertisement:

1. E-mail advertisement

- a. The whole e-mail is an advertisement (company's newsletters)
- b. The advertisement is just a part of an e-mail (often e-mail footers)

2. Graphic advertisement

- a. Banners
- b. Other formats (not stripes like banners)
- c. Pop-up windows

3. Text advertisement

- a. Common text advertisement (non context)
- b. Context text advertisement (connected with key words, context of article, e.g. so called in-text advertising)
- c. Company's systems of text advertising (Seznam.cz, Centrum.cz) (Sedláček 2006, 217-218)

2.2.5 Viral marketing

A viral marketing was not invented alongside with the Internet. Thanks to a positive word of mouth response it was a part of the marketing for many years before the Internet. But Internet has brought meaning of viral marketing to another level, literally to the top of the current marketing methods and tools. (Stuchlík 2002, 151-152) Definition says: *"A marketing message is communicated from one person to another, facilitated by different media, such as word of mouth, e-mail or web sites. Implies rapid transmission of messages is intended."* (Chaffey 2006, 112)

Viral marketing can have many forms. It can be a video clip, a picture or for example a political message, but it must be so clever, shocking or highly informative that it makes people want to pass it on. A quick communication via the Internet is a key aspect for the viral marketing. The transfer of positive or negative word of mouth is much quicker than in the "real world".

We can divide it into a passive viral marketing when a retailer or a company rely only on a positive word of mouth, and an active viral marketing when a retailer or a company

tries to influence customer's brand awareness and increases sales thanks to the message they produce. (Stuchlík 2002, 152-153)

3 INTERNET MARKETING STRATEGY

Now, when we know about the essential elements of marketing mix we can start to focus on some more specific aspects of the Internet marketing strategy. According to the book *Internet Marketing: Strategy, Implementation and Practice*: “*Internet marketing strategy is needed to provide consistent direction for an organisation’s e-marketing activities so that they integrate with its other marketing activities and supports its objectives.*” There are many similar aspects with the traditional marketing strategy, such as:

- Shows a future direction to on-line marketing activities
- Include analysis of the company’s external environment and internal resources
- Determine on-line marketing objectives that support off-line marketing objectives
- Include strategic options to achieve on-line marketing objectives and create competitive advantage
- Involve marketing strategy options such as target markets, positioning and specification of the marketing mix
- Specify deployment of the resources and structure of the organization (Chaffey 2006, 152)

There is nothing as a model marketing strategy because an each retailer tailors their strategy to their own needs. It depends on their particular conditions and requirements. In this thesis we will be talking about steps that are the most common and can be considered as a backbone of Internet marketing strategy. In the process of creating the strategy there are several internal and external factors that can influence Internet marketing strategy. It is essential to know the needs of customers and retailer. Strategy of competitors and factors like a market structure, demand, current and new opportunities and threats has also significant influence on the Internet marketing strategy. It is also important to set goals that retailer wants to achieve by using the Internet marketing strategy, methods how to achieve it and a measuring scale of its success rate. The Internet marketing strategy can be divided into the Internet communication strategy and the Internet commercial strategy. (Blažková 2005, 117-118; Chaffey 2006, 153)

3.1 Internet communication strategy

Retailers use Internet communication strategy for entire on-line communication activities. In this part of strategy retailer has to set goals, methods of achieving the goals, time limits and a budget. It is also important to know the competitors' strategies, to do an analysis of competitors' on-line services, to define some techniques how to increase a website attendance, to find new customers and make them buy retailer's product or service. (Blažková 2005, 120)

3.1.1 Webpage

A basic form of on-line communication with customers is via web pages. A web presentation and communication with various target groups is very important for the retailer. And as I said before, fluency of the communication in marketing is of capital importance. Nowadays, absence of the webpage is a huge disadvantage which signalizes that a company is outdated. (Blažková 2005, 122) A good webpage has to be focused on its user. We have to understand the customer's needs. We have to know who the customer is, how they behave during doing the on-line shopping, and also how the marketplace works in this category. We have to be aware of our competitors and what their on-line strategies are. Analyzing and monitoring the customer's behavior, but also research of the on-line environment is needed to adapt our website. We need a feedback of our customers and in return for that we can offer them convenience, quick and problem-free running website and well structure. (Chaffey 2006, 302)

3.2 Internet commercial strategy

In the process of Internet commercial strategy retailers create a strategy how to effectively use an e-commerce on their websites. In other words, the retailers have to specify issues regarding on-line sales and purchase. It is wrong to think that having an on-line presentation of products and services is enough to have a successful Internet commercial strategy. We also have to think about the aspects like an infrastructure that guarantee that customers request will be fulfilled without any delay or other complications. It is also important to define the tools of on-line marketing mix that have been mentioned earlier. (Blažková 2005, 136) Now, I am going to name the most important parts of the Internet commercial strategy.

3.2.1 Segmentation

Market as a whole is very heterogeneous and is consisted of various purchasers with different wishes, means, addresses, relation to purchasing and methods of purchasing. Using market segmentation, retailer is dividing big heterogeneous markets into smaller segments that are easier to address. That can be done by means of products and services that correspond with particular needs of smaller segments. (Kotler 2008, 185)

“Market segmentation is the key of robust marketing strategy development. It involves more than simply grouping customers into segments. Identifying segments, targeting, positioning and developing a differential advantage over rivals is the foundation of marketing strategy.” (Dibb 2001)

In an Internet environment, retailers have to target those customer groupings that are most likely to access, choose and buy on-line such as the most profitable customers, larger companies, smaller companies, customers that are brand-loyal or customers that are difficult to reach using other media. (Chaffey 2006, 181-182)

3.2.2 Ensure methods in order to increase website attendance

The connection with on-line promotional mix is also nicely seen in this step when retailers have to deal with how they ensure methods in order to increase website attendance, how they attract target group and make them visit their virtual shop, how potential customers learn about e-shop, how they convert coincidental customers into regular customers and many other issues. That can be achieved with the elements of on-line marketing promotional mix such as the on-line advertisement, PR sent via an e-mail, the viral marketing but also thanks to web search engines, radio or TV commercials. An appropriate mix of several elements can be more effective than a concentration on individuals.

Retailers also have to measure website attendance and analyze information that helps to make good decisions in the future period of time. It is good to analyze a number of visitors on the weekend and a number of visitors during the week and then compare the results. The new visitors' results after releasing a commercial campaign can show the rate of success of this campaign. It is beneficial to know the length of customers' staying on the website and according to that we can measure attractiveness of our products, services or web information. And also we can measure what search engines are used by the customers to find the website and according to that to adjust our search engine optimization that will be discussed in the next chapter. (Blažková 2005, 137-138)

However, key factor is the content of the website, the text itself, i.e., writing of catchy and readable texts so called copywriting. All successful graphical advertisements need to have a good written text on the target page. The content is important not only for the website but also for the blogs, news, social networks, encyclopedias or discussion forums. (Janouch 2010, 109)

Search engine optimization

Search engines represent an important source of visitors, so it is very important to be seen in search results. Thanks to search engine optimization (SEO) we can improve our position in search results but due to the changing algorithms of search engines and factors important for high achievements in search results, it is a long-term process. The purpose of SEO is also to make visitors stay on the website, not just enter and leave immediately. It is important to look for the most often words that people type to search engines in order to find the website. Then we have to optimize the content of the website, create individual sites, adjust links with these words and include these words into the advertising campaigns. (Janouch 2010, 83-84)

3.2.3 Customer care

Customer care is an important aspect in every business. Customers do the shopping in the places where they feel comfortable and that is true also in the on-line environment. Retailers have to pay attention to build a customer confidence and keep the customers. They have to know their needs and offer quick solutions for every situation. Customer's satisfaction is influenced by many aspects such as visuals, a structure of information, an easy orientation or quick responds to customer's questions. Retailers also have to show the customers that they are interested in them and they want to keep them. By means of website, retailers have to be able to help the customers and lead them to find what they look for. The way how the retailer shows an interest in the customer, trying to communicate and have the current information about their wishes, behavior and habits, helps to keep the customer. It is not very easy in the Internet environment but the key is a high quality of services and customer care. It is also important to have a clear legal, logistic and IT protection. (Blažková 2005, 138-139)

3.2.4 Presentation of products/services

Retailers have to present their products and services in the interesting way to convince customers to buy on-line. They have to keep visitors attracted and make them stay on their website. In an Internet context the most common way how to achieve it is by means of interesting design of an e-shop, enough information and photos about a product or for example answers to frequently asked questions. All that aspects have to motivate customers to continue in purchasing. Nevertheless, because of the diversity of customers, there is also other important aspect called personalization, i.e., adaptation of the website content to customer's interests, needs and wishes that helps retailers to keep customers satisfied. (Blažková 2005, 139)

3.2.5 Affiliate programs

Affiliate programs are one of the means that help the retailers with promoting their website and simultaneously help them to earn money. It becomes very popular thanks to on-line retailers. The main advantage is that retailers as the advertisers do not pay until the product has been purchased, so they can earn money with almost no risk. We can say it is *“a commission-based arrangement where an e-retailer pays sites that link to it for sales, leads or less commonly visitors.”* (Chaffey 2006, 388) For retailers the affiliate program is about selling the products via third party websites. However, the selling to new customers is not only way that helps retailers with promoting their website, but they can also implement, for example, some kind of graphic advertisement such as banners into their affiliate programs. Nevertheless, it is important to have a catchy and relevant content and a banner has to be displayed on the webpage with similar interests. (Janouch 2010, 203)

4 MARKETING RESEARCH

A marketing research is a part of marketing management of the company. It serves as a foundation for marketing strategy. Without a good marketing research other marketing activities of the company are useless. (Blažková 2005, 42) One of the definitions says: *“Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.”* (American Marketing Association, 2004) Basically we can say that we use a marketing research for understanding the market, finding out customer's needs, wishes or behavior. (Blažková 2005, 42)

4.1 Process of on-line marketing research

A marketing research has three stages: a planning stage, a realization stage and a checking stage. During the first stage we have to set our marketing goals and collect some relevant information not conjectures that can be gained thanks to the situation analysis such as SWOT or Porter five forces analysis. (Horáková 2001) We also have to set a timetable and choose a suitable quantitative or qualitative method of analysis and thanks to that method to gain information from respondents. (Blažková 2005, 43) There can be a marketing plan as a result of the planning stage. The realization stage is about an implementation of marketing plan into practice. Last stage of marketing research is assessing results of marketing research. We have to check if the hypothesis or research questions was truthful or not and which marketing activities are functional and which are not. (Horáková 2001)

4.2 Methods of analysis

In the off-line marketing we use methods like a face-to-face interview, sending of written questionnaire via the post, a telephonic interview, an observation, experiments or tests. However, it usually takes a lot of time and there are higher expenses. On the Internet we can send questionnaire via an e-mail, social networks, use our web pages or videoconferencing that is much faster, more flexible and cheaper, and we can also edit the questionnaire during the process. However, a suitability of the on-line form of questionnaire depends on many factors such as a type of target group, a goal of the research or a difficulty of the questionnaire. (Blažková 2005, 43-45)

4.2.1 Questionnaire

A questionnaire is the most common method of quantitative research that helps us to confirm or disprove hypothesis, or to research questions. Thanks to the Internet we can address respondents and distribute the questionnaire in several ways such as via an e-mail, www pages, social networks, instant messengers or e.g. pop-up windows. (Sedláček 2006, 124-125) An on-line questionnaire can be programmed in some of the programming languages or we can use the 3rd party website which is specialized for creating the questionnaires. Many of them such as survio.com offer making of questionnaires for free and then it generates a unique link that can be shared over the Internet. There are also many other advantages like that the respondents can skip some questions based on previous answers or the order of the questions can be random or predetermined. (survio.com)

5 SUMMARY OF THE THEORETICAL PART

The goal of my thesis was to describe the tools of the Internet marketing strategy which can serve as a manual for on-line retailers to show them how to attract the visitors of their on-line presentation and convert them into the customers, and also how to improve their results in the on-line marketing. To create a suitable theoretical background that supports this goal, I was dealing with some basic aspects of the Internet marketing strategy which I had drawn mainly from the literature.

At the beginning I defined the two most important subjects, the Internet and the marketing, where I was focusing mainly on their interconnection. To have an overview of the tools that are used in the process of creating the Internet marketing strategy I described the important elements of on-line marketing mix and on-line promotional mix with a mention of customer relationship management. The knowledge of these tools helps us to understand the other aspects which are related to the Internet marketing strategy.

Except of the webpage that serves as the key communication channel for the on-line retailer, I also mentioned the important parts of Internet commercial strategy such as the segmentation of market into smaller groups, methods how to increase a website attendance with focus on a search engine optimization, a customer care, a way of presenting products or services and affiliate programs.

On account of the following analytical part which is related to my research I also introduced a marketing research, its process and methods of analysis where I emphasized the questionnaire as the essential part of my survey.

II. ANALYSIS

6 INTRODUCTION TO ANALYTICAL PART

In the practical part of my bachelor thesis I would like to analyze customers' reactions to different tools of on-line marketing strategy, especially the tools of promotional mix, that can serve as a foundation for marketing plan and then for implementing successful marketing strategy. For a better illustration I have chosen one of the Czech biggest on-line retailers Alza.cz that will be introduced at the beginning of the analytical part. My analysis is based on my questionnaire that was spread via the Internet. The analytical part contains information about the process, structure and evaluation. The most important results are presented in the graphs. Based on the results I would also like to suggest some more appropriate solutions in cases where the tools of on-line marketing strategy are not used very effectively.

7 INTRODUCTION OF ALZA.CZ



Figure 3. *Alza.cz logo.* (Alza.cz)

Alza.cz, a.s. is a Czech leading retailer of pc and electronics. The main idea of that company is to offer a wide portfolio of products and mainly to have majority of those products in stock. The products are available for an immediate offtake or an immediate expedition to customer. Alza.cz offers the goods mainly to end-costumers. The key selling channel is their e-shop, but they also have several brick-and-mortar stores that help with the distribution. For Czech and Slovak customers Alza.cz is a synonym for a specialist to advantageous and fast purchases of pc and electronics. They present themselves as the innovators in the on-line commerce in the Czech Republic and they highlight their individual customer care and willingness to comply with customer's requests. (Alza.cz)

7.1 Facts and figures

- The biggest retailer of computer technology and electronics in the Czech Republic
- The biggest e-shop in the Czech Republic
- 7,6 billion CZK turnover in 2012
- 2,5 million of orders handled in 2012
- 33 brick-and-mortar stores in the Czech Republic and Slovakia
- More than 12,000 sq m of storage area
- More than 1,364 world brands
- More than 36,000 types of goods (Alza.cz)

7.2 History

The company was founded in 1994 by Mr. Aleš Zavoral under the brand name of Alzasoft. Their goal was to offer IT goods more attractive for the price that was acceptable. The target market was mainly university students that were attracted by the advertising on

university's notice boards. Later on, Alzasoft started with first leaflet advertising where they were promoting goods that had been in stock. Four years later Alzasoft started to be more popular among customers from Prague, because of the opening of the first brick-and-mortar shop in Dělnická street that was focused mainly on IT experts. In 2000, after they multiple broadened their assortment of goods, the first on-line version of an e-shop was launched and they became one of the pioneers in the Czech Internet commerce. During the next two years the e-shop was completely remade. In 2004, Alzasoft transferred from the company owned by a single natural person into the joint-stock company that went alongside with changes in the customer care that had started to be a priority. Since 2006 they have been using a shorter name Alza.cz and also the Alza alien mascot appeared for the first time. In subsequent years they established new stores in the regional cities in the Czech Republic, expanding their storehouses and improving their services. Nowadays, Alza.cz is a market leader in the field of computer technology and electronics. (Alza.cz)

7.3 Marketing strategy

The marketing strategy of Alza is precisely prepared and it is not only the concern of the retailer but they also collaborate with suppliers and producers that are interested in promotion of their brand. In the process of making their marketing strategy they also cooperate with a professional marketing and creative agency, a market research and other tools. It is visible that the marketing strategy is not underestimated which supports also the fact that their campaigns are tailor-made for a particular product.

Except for the traditional marketing strategy that covers activities like making of events and special offers, presentation of products of their partners, sending merchandising to customers, TV commercials, advertising in press, campaigns in radio, billboards and other forms of outdoor advertising and event sponsoring, they focus also on the on-line marketing strategy.

The basic pillars of their Internet marketing strategy are the e-mail marketing campaigns for customers and partners, the creating of additional web pages called micro-sites, the banner campaigns and competitions for website customers. (Alza.cz)

7.3.1 Social responsibility

Alza.cz also put emphasis on public relations. They try to build positive brand awareness by press releases that are accessible in the special section of their website and where journalist or public can find important news about the company and share them further.

They also sponsor and make the events for public. But they try to be social responsible at first place.

Ecology is an important issue. They sort and recycle the waste consistently, support the environmental-friendly disposal of electrical waste and minimize the produced waste. They have a program called Green shopping. This program works on a principle that purchasing on-line is more environmentally friendly than purchasing in the brick-and-mortar shops supposing that the e-shop cooperates with haulage companies and provides high quality logistics. That means that one car can serve 100 customers, who do not have to go shopping by their own cars and thanks to that they have a lower carbon dioxide production and lower energy consumption.

Alza also contribute to several endowment funds that help people in need. It means the abandoned or tortured people, ill children, seriously ill people or people affected by the natural disasters. We can name for example Life for Children foundation or Association of deaf and hearing-impaired people in the CR. (Alza.cz)

8 ANALYSIS OF CUSTOMERS' REACTIONS TO DIFFERENT TOOLS OF ON-LINE MARKETING STRATEGY

One of the essential parts of making an on-line marketing strategy is a marketing research. To have a successful marketing strategy we have to know the information about our customers and their behavior. Alza.cz as a leading on-line selling retailer in field of computer technology and electronics puts emphasis on their on-line marketing strategy a lot. The marketing strategy has influenced their future and their further development. We can see it in their often promotional campaigns where they use various marketing tools such as a banner and an e-mail advertisement or various forms of public relation. The marketing research helps us to find out if those on-line marketing strategy tools are used suitably and it can serve as a foundation for implementing changes.

8.1 Determination of research questions

Based on theoretical knowledge I set three research questions which I would like to find the answers to in the results of my questionnaire survey.

1. Do the techniques of public relations have the biggest influence on customer's purchase decision making within the on-line promotion mix?
2. Is an on-line graphic advertisement a strong technique of an on-line promotional mix?
3. Is a viral advertisement the most effective technique for spreading the brand awareness?

8.2 Realization process

After studying a specialized literature dealing with the Internet marketing strategy I started to look for the suitable on-line retailer. I have chosen Alza.cz because I found it as the best example of how to use various tools of marketing strategy in the Internet environment. Then I learnt basics of making a questionnaire that served me as a technique of marketing research. According to information learned about techniques of the on-line marketing strategy from official documents I found on their website I made a questionnaire of 30 questions. The majority of those questions were closed with several options, three of them were semi-closed and one question was opened and people were asked to write an exact answer. For the developing of questionnaire I used website www.survio.com that I had

found as the most appropriate. Then I distributed the questionnaire via an e-mail, social networks and an instant messenger Skype.

In my research I used primary data that were gained thanks to respondents. The questionnaire was accessible for 7 days since 25/3/2013 till 1/6/2013. I used only an on-line version of the questionnaire to address people that had come into the contact with on-line marketing techniques more often and were more capable to assess them. An on-line version can be accessed on <http://www.surveio.com/survey/d/A6F6K9A9Q4G9A1L6O> and the printed version is attached in the appendix of the thesis. An on-line version of questionnaire helped me to address people from different places in the Czech Republic and it was also much faster and almost inexpensive. During the 7 days I had 246 respondents.

8.3 Structure

In the questionnaire the given questions focused on Alza.cz but there are also some general questions that try to find out how people react on different forms of advertising. It consisted of 3 identification questions concerning a gender, age and education of the respondents and there were also 27 meritorious questions where I was looking for the exact data concerning the subject of my research. I did not use any filtration question due to a longer length of the questionnaire, so I did not want to slow down the respondents by clicking through the questions. However, some of the questions concerning Alza.cz were optional for the respondents who did not know the company or had never been shopping there. I wanted to cover the whole spectrum of the on-line promotional mix so in the questionnaire there are questions concerning advertising, public relations, sales promotion, direct marketing and also the viral marketing. The respondents were asked about their attitude towards the different techniques of promotional mix, what the key factors for their purchase decision process have been, how they behave during the purchasing process, and their satisfaction with services of Alza.cz such as customer care or affiliate programs.

8.4 Evaluation of the questionnaire

For the evaluation of the responds in questionnaires I used structure of different tools and techniques of on-line marketing mix and I was assessing each element according to the answers in related questions. For the better clarity I used graphs. In the end I also suggested better solution in cases where tools of on-line marketing strategy were not used very effectively.

8.4.1 Segmentation questions

There were 246 respondents to my questionnaire. Specifically, 37.4% of them were men and 62.6% were women. The most common age of respondents was between 18 and 26 years (60.98%), then between 27 and 35 years (25.2%) and between 36 and 44 years (13.82%). The most often achieved education was secondary education including GCSE exam that had 73.17%. These data partly correspond with an average user of the Internet in the Czech Republic who has secondary education with GSCE exams and is the most common between 25 and 34 years. (Internet Info) The younger people were more willing to complete a questionnaire also because they were more familiar with an Internet focused topic and the basic knowledge of the topic was needed. Almost all of the respondents have already had experience with an on-line shopping. 52.03% of people often buy on-line and 47.15% of people buy on-line occasionally. It means that people who were answering were suitable for that questionnaire because they had general knowledge about the topic.

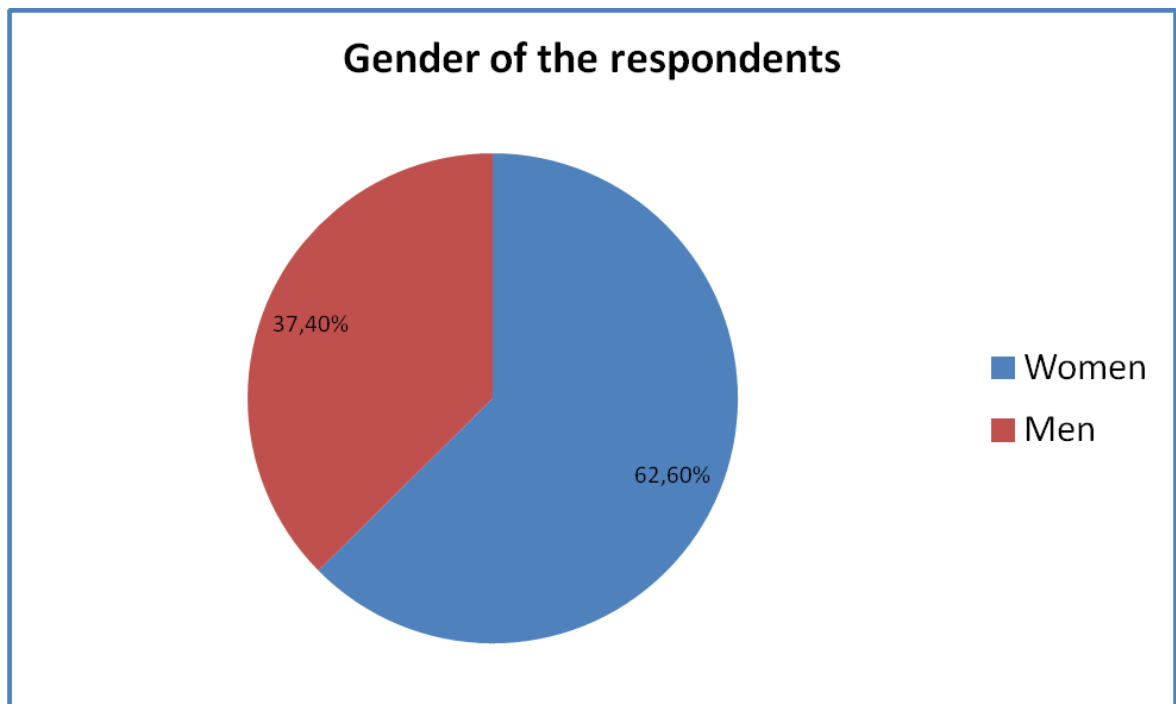


Figure 4. *Gender of the respondents.* (self-created)

8.4.2 Alza.cz awareness

The key question for next continuation in the questionnaire was if the respondents had ever bought something in the Alza.cz e-shop. 47.97% majority said that they occasionally shopped in the Alza.cz e-shop, 3.25% said that they regularly shopped there, 3.25%

answered that they had been shopping only in their brick-and-mortar shop, 41.46% had never shopped in none of their shops and 4.07% did not know. However, it is obvious that most of the respondents were aware of Alza.cz because in the question about the way of getting to know Alza.cz just 1.63% of respondents answered that they did not know Alza.cz.

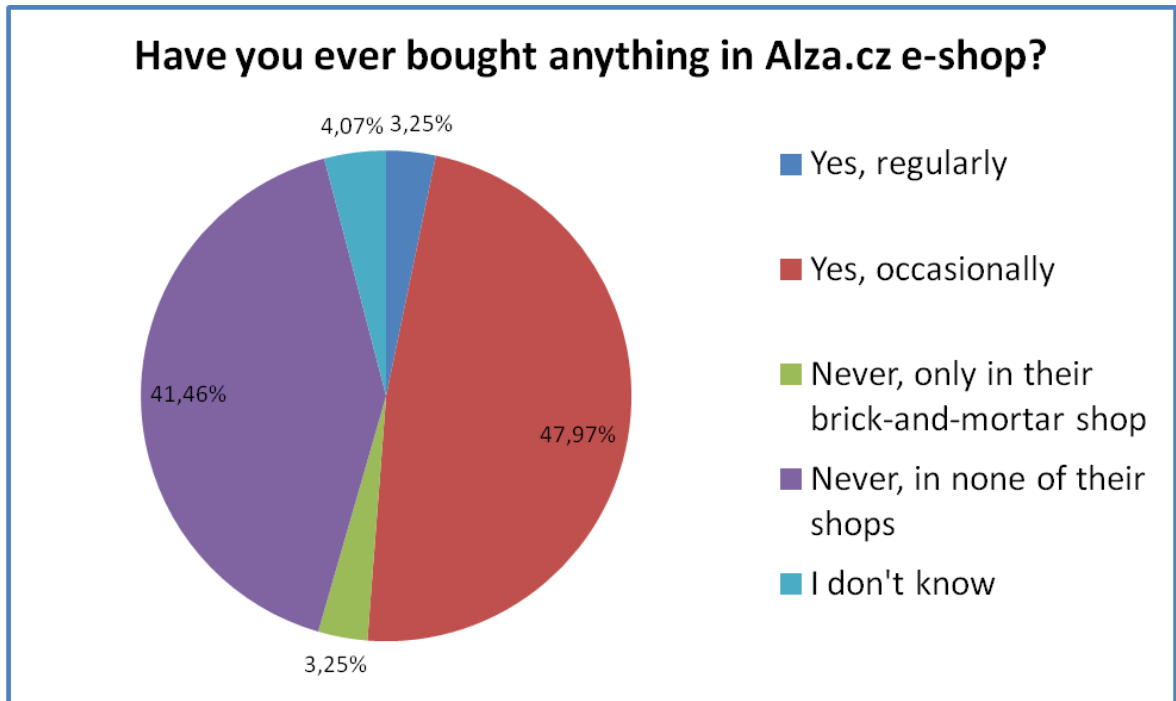


Figure 5. *People who have ever bought something in Alza.cz e-shop.* (self-created)

8.4.3 Public relations

Growing importance of public relations is seen in the question about the factor that had the biggest influence on their purchase decision making, a reputation of the e-shop and a recommendation by acquaintances were highly valued here. According to the respondents only a price was more important and was considered as a main factor, mostly because of the economical situation when people are rather trying to save money, and the availability of the product, because people do not want to wait for weeks for the product delivery. We can see that Alza.cz pays attention to the public relation because in the question about the way of getting to know Alza.cz the third largest option was said to be by recommendation by acquaintances.

In the question where respondents have to compare the techniques of on-line promotional mix and to determine what technique has the biggest influence on their

purchase decision making, the PR techniques as a recommendation by acquaintances and a review in on-line magazine had the highest priority.

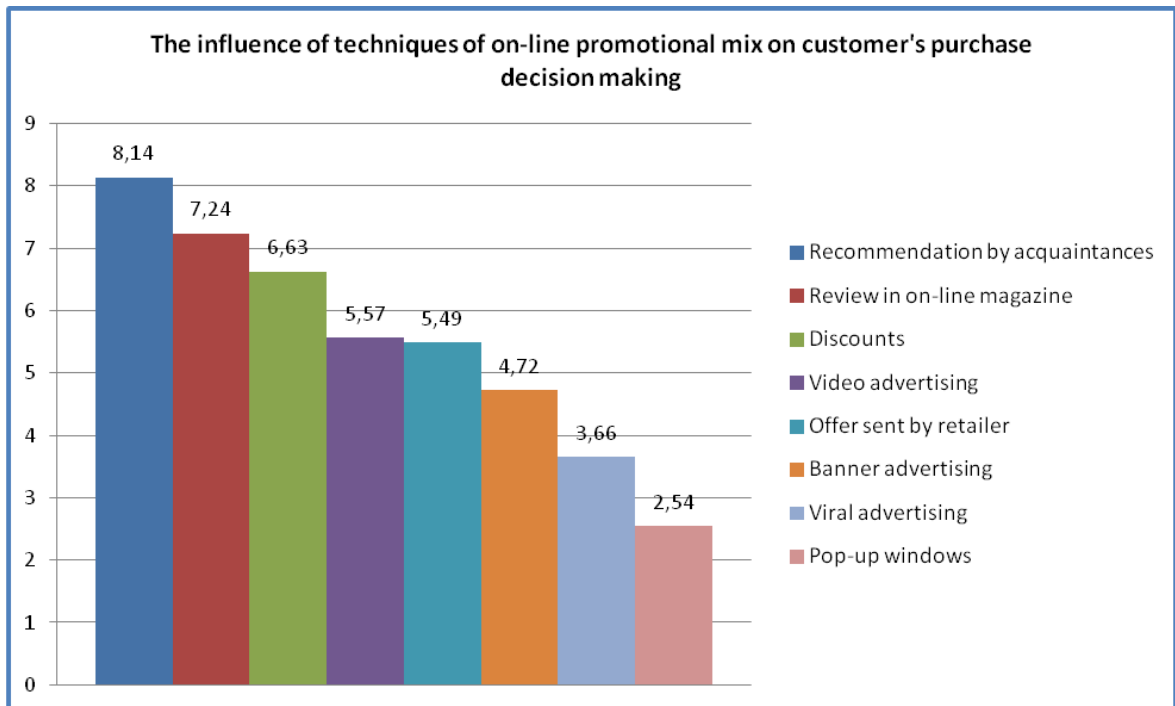


Figure 6. The influence of techniques of on-line promotional mix on customer's purchase decision making. (self-created)

The respondents also confirmed the presumption that public relation is one of the most effective tools of on-line promotional mix. 56.09% of respondents gave medium or large weight to the recommendation by acquaintances, only 8.13% did not give any weight to it. The rest of the respondents were not able to answer objectively. I have also discovered that 72.36% of respondents looked for addition information on the 3rd party websites or ask their acquaintances.

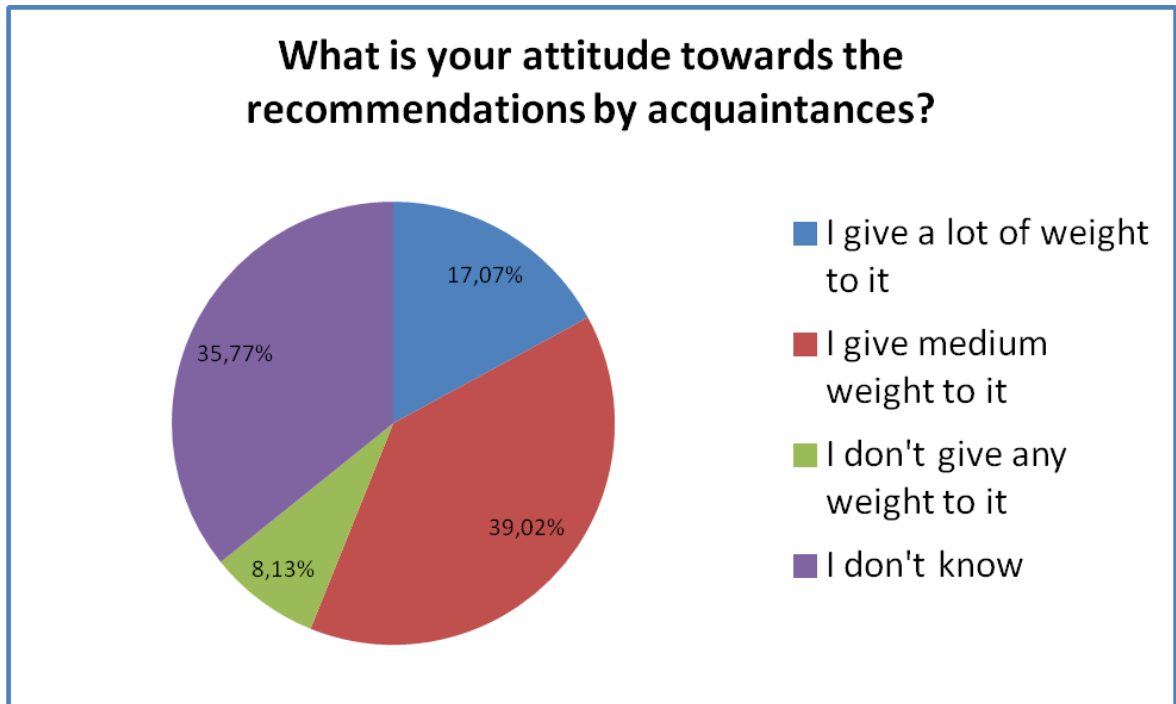


Figure 7. *People's attitude towards the recommendations by acquaintances.* (self-created)

A part of my questionnaire was focused on how people are aware of public events that Alza.cz makes or sponsors. It was quite surprising that 96.75% of people did not know about any of those events or projects sponsored by Alza.cz. It would be advisable to reinforce sponsoring activities to increase Alza.cz brand awareness. But it is also important to concentrate on suitable events, because 74.79% of respondents answered that supporting the project which is against their moral principles would influence their purchase behavior. 25.2% of those responders answered that it would influence their attitude towards the brand significantly.

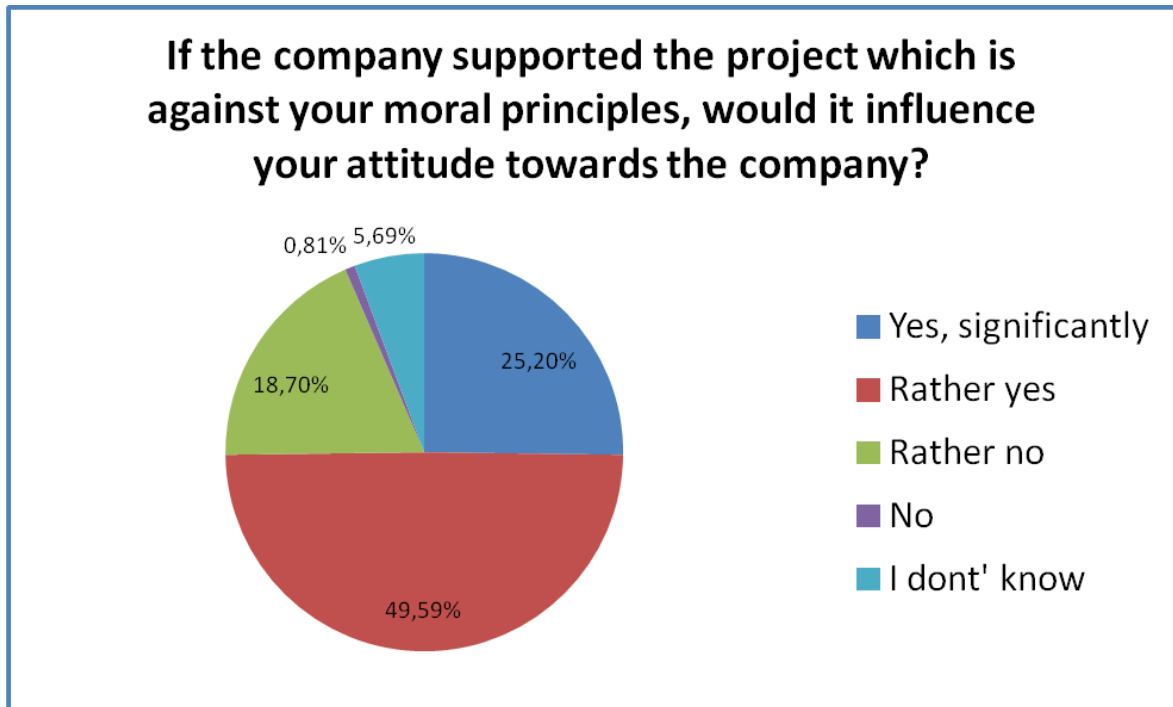


Figure 8. *People's attitude towards the company's sponsored project which is against moral principles. (self-created)*

Customer care

Customer care is one of the aspects that are prioritized in Alza.cz. In my survey I wanted to know if customers are satisfied with the care provided by the company. The respondents who were able to answer the question if they are satisfied with the care provided by Alza.cz employees, 85.45% answered yes and 9.1% answered no. Satisfaction of 5.45% of customers was at medium level.

In the question of how much design and structure of the Alza.cz e-shop compensate direct interaction with live retailers, respondents who could objectively assess, 11.84% answered that it fully compensate, 48.68% answered rather yes, 32.89% chose medium and 4.07% think that it rather not compensate direct interaction.

The respondents also had to assess several services of Alza.cz. They had to grade services like the shipment, complaints, availability of goods, swiftness of order settlement, information during the order, truthfulness of the information on the website, overall satisfaction with their shopping. The results were rather positive and grades worse than 2 were rather exceptional. A larger presence of the grade 3 was seen only in case of complaints (33.33%) and the truthfulness of the information (22.73%). That supports the

statement of Alza.cz that since 2004 one of their main targets has been an absolute satisfaction of customer. (Alza.cz)

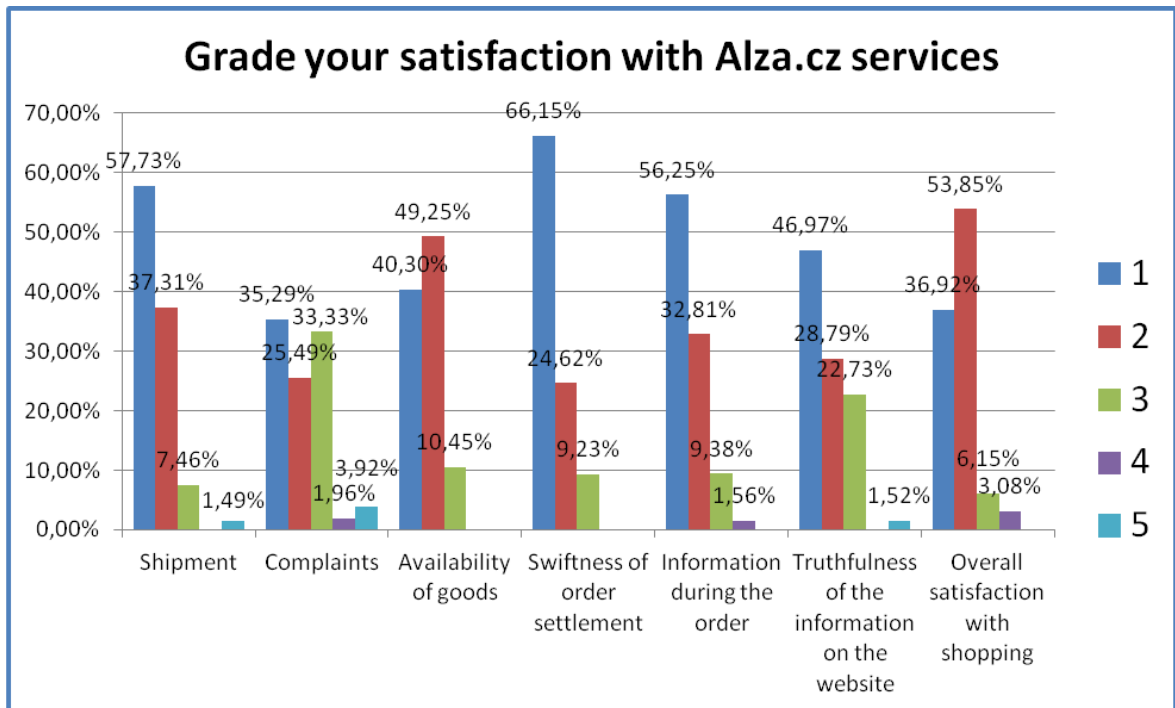


Figure 9. People’s satisfaction with Alza.cz services. (self-created)

8.4.4 Direct marketing

There was also a question concerning a form of on-line direct marketing, called e-mail marketing. People were asked if they voluntarily receive newsletters from Alza.cz into their mailboxes. 21.95% of them answered that they had received advertising e-mail from Alza.cz, 30.89% had received advertising e-mails only from another retailers, 44.72% answered that they had not received any newsletters and 2.44% answered that they did not know. It indicates that many people do not perceive these e-mails as spam.

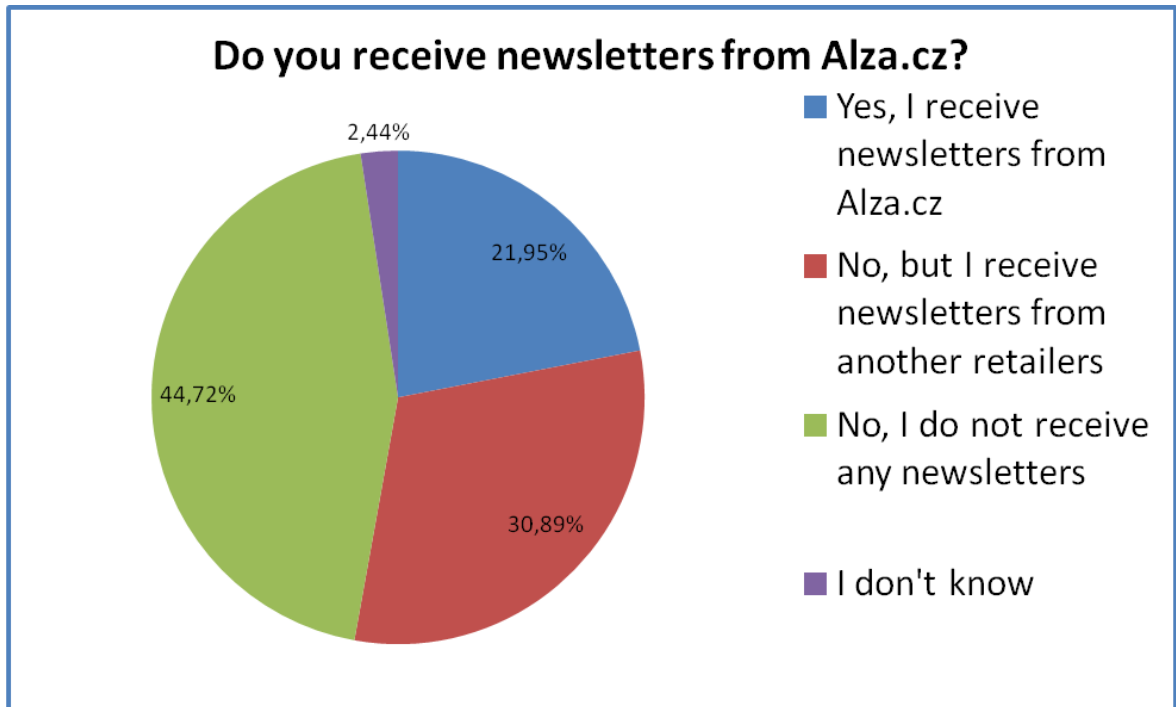


Figure 10. Amount of people who receive newsletters from Alza.cz. (self-created)

The other forms of on-line direct marketing such as the Skype conferencing during an on-line shopping are not spread in the Czech Republic and none of the respondents have used this during the on-line shopping. However, 11.83% of people would like to use it if there is a possibility.

8.4.5 Sales promotion

The question about benefits that respondents have ever used was focused on the on-line sales promotion. The respondents could choose more options and they answered that they had mostly used free shipping if they would spent over a certain amount of money (quotient of 66.67%) and discounts received on an e-mail (quotient of 42.28%). That reflect that these two forms of sales promotion are most suitable and people are used to use it. A collecting of bonus points (quotient of 21.14%), quantity discounts (quotient of 19.51%) and attendance in membership program (quotient of 10.57%) are used less.

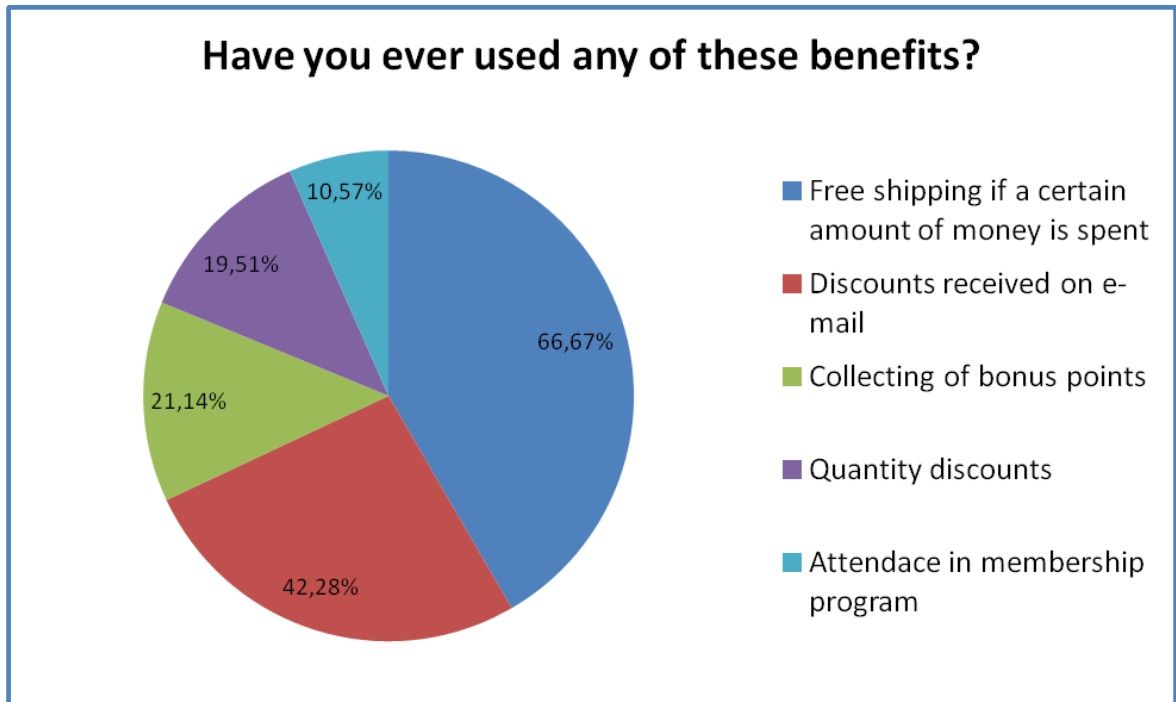


Figure 11. The *benefits used by customers*. (self-created)

8.4.6 Advertising

The question about the way of getting to know Alza.cz was important because thanks to that we would know what the strong points of their marketing strategy are. According to my survey 45.53% of respondents get to know Alza.cz thanks to a TV commercial, 35.77% thanks to an on-line commercial and 12.2% thanks to a recommendation by acquaintances. The rest of the options such as a press advertising or radio advertising were without any vote. It means that Alza.cz focuses on traditional TV media a lot in their advertising campaigns but the cheaper on-line advertising has also a big influence on people.

I was also asking people about different types of on-line advertising. Generally, we can say that it is not easy to make an advertisement that is perceived positively. Many traditional forms of on-line advertising are perceived as disturbing elements. 20.33% of respondents use software that blocks on-line advertises and 82.93% of respondents are trying to ignore the message of advertisements.

Graphical advertising

In my questionnaire I was comparing two main types of on-line graphical advertisements: the banners and the pop-up windows. According to the respondents pop-up windows are viewed as the least popular form of on-line advertising. 82.11% of respondents answered

that they had perceived that form of advertisement negatively and its presence irritated them. 13.82% of respondents had perceived it rather negatively, 2.44% neutrally and 1.63% were not able to evaluate it.

The results of banner advertising were much better. 36.59% perceived its presence negatively, which means it does not bother them. 27.64% of people saw it rather negatively, 23.58% negatively and 6.5% were not able to evaluate it. However, unlike the pop-up windows, we can see that there were also some positive responses like 4.07% of respondents perceived it rather positively and 1.63% positively.

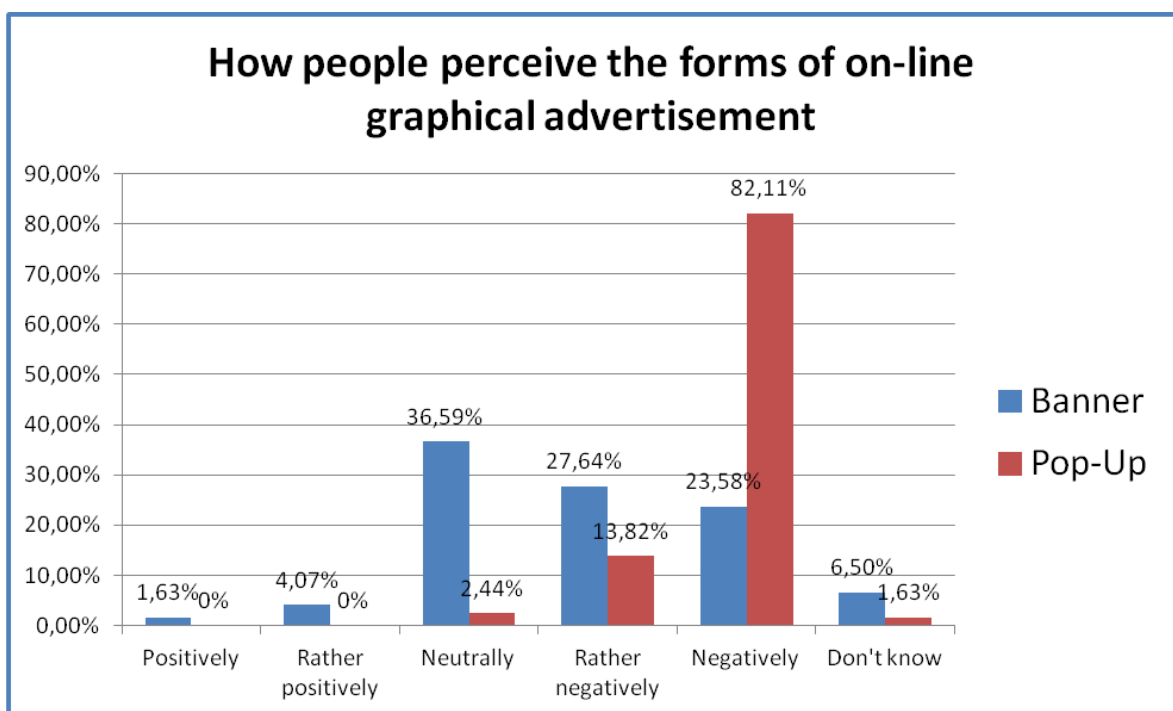


Figure 12. *How people perceive the forms of on-line graphical advertisement.* (self-created)

Text advertising

I was also asking the respondents about their attitude towards the text advertising. Specifically, I was asking about a form of contextual advertising called in-text advertising when the text bubble appears while hovering a cursor over the keyword. That kind of advertising appeared to be the least irritating form of researched types of advertising. 34.15% of respondents perceived its presence neutrally, 28.46% rather negatively, 18.70% negatively, 11.38% positively, 6.5% did not know and 0.81% positively. In this part of

questionnaire where the respondents were evaluating their attitude towards the forms of advertising, the in-text advertising had the most positive results.

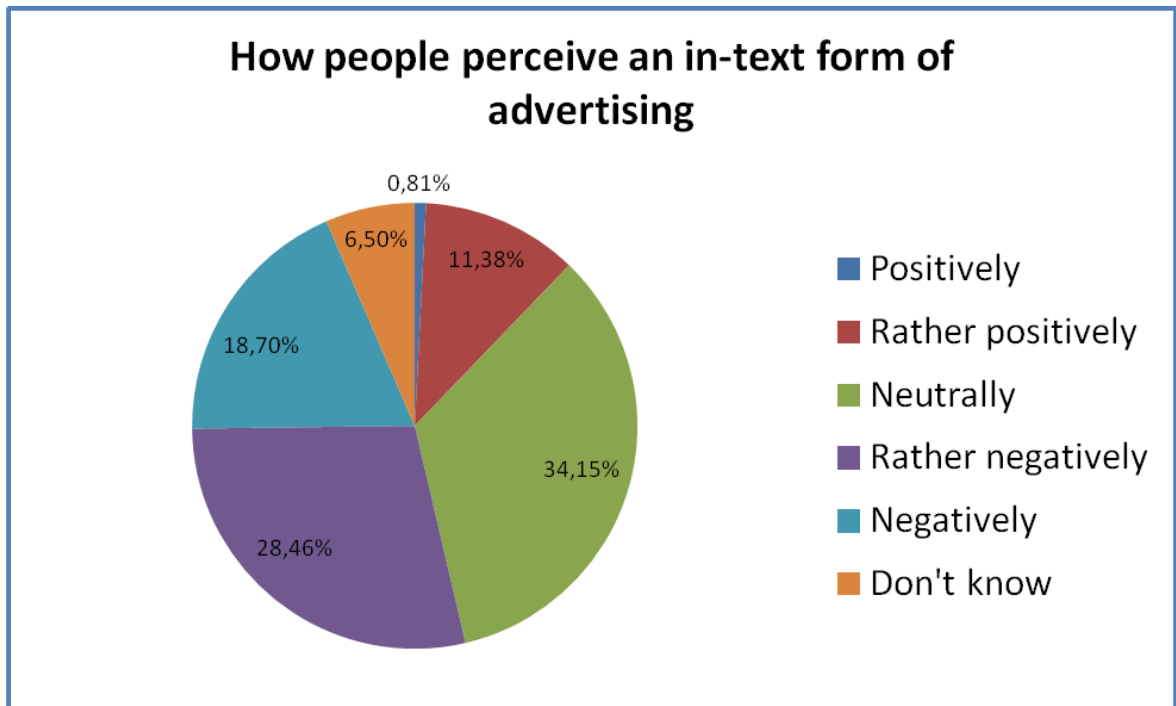


Figure 13. *How people perceive an in-text form of advertising.* (self-created)

Video advertising

Not very flattering were the results of the question where the respondents were asked about their attitude towards a video commercial spot that is played before the video for example on youtube.com. 77.24% of respondents expressed themselves negatively, 12.2% rather negatively, 8.13% neutrally, 1.63% rather positively and 0.81% positively. 97.56% majority of respondents also said that they tried to skip the commercial spot as soon as possible. However, in figure 6 we can see that according to the respondents it is the fourth most effective tool of on-line promotional mix. It means that even if it is not a very popular form of advertising, it is quite effective.

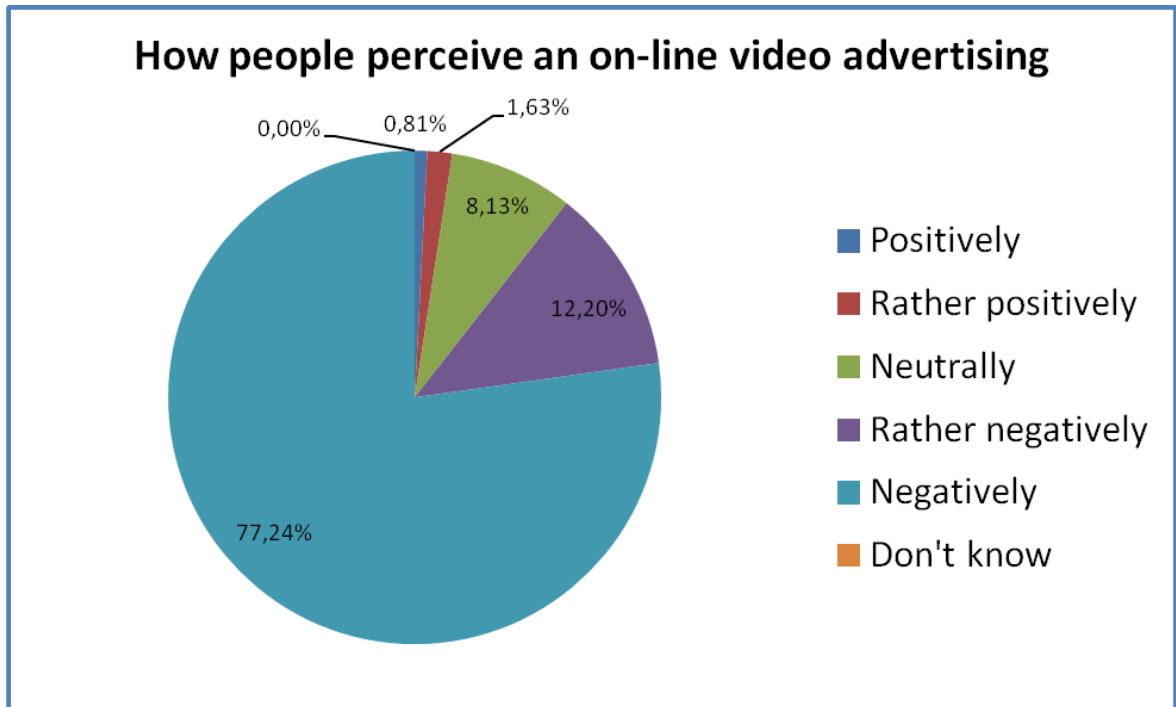


Figure 14. *How people perceive an on-line video advertising.* (self-created)

8.4.7 Social networks

As I have found in my research 82.93% of respondents have a profile on some of the social networks such as Facebook or Twitter. It confirms that these new media represent a potent environment for on-line marketing activities. However, Facebook was used as one of the sources of respondents so that fact could influence results.

People also get used to take advantage of social networks to inform themselves about offers from their favorite retailers. 39.84% of respondents answered that they followed news on commercial sites or profiles via social networks, 41.6% answered that they did not follow news on any sites or profiles and 1.63% answered that they did not know.

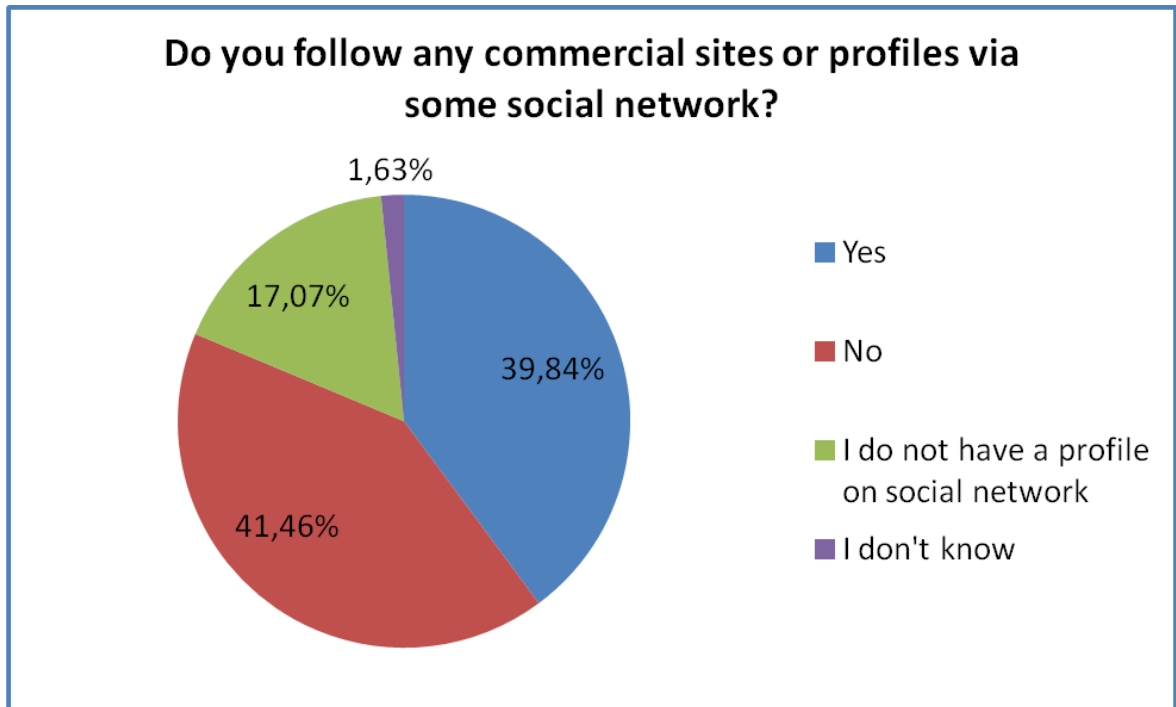


Figure 15. *Commercial sites or profiles on social networks followed by people.* (self-created)

8.4.8 Viral marketing

Viral marketing is often labeled as the top marketing method, but according to the questionnaire the viral campaign has not had a desired effect every time it is released. I have chosen five of the recent viral advertises such as the jump of Felix Baumgartner from the stratosphere, a crazy cyclist going more than 100km/h on the Czech highway, Zadar and ski jumpers, Prague's hero Superváclav and Nicky Tučková and her song Rich Boy. The respondents were asked to write if they knew the viral advertising and if they knew what product or service it promoted. The viral advertisements which had been connected with a name of the company or product since the beginning, such as Red Bull Stratos where a man was jumping from the edge of space or the Czech commercials with T-mobile ski jumpers, were the most successful because nobody was hiding that it is a form of advertisement. 30.89% of respondents knew jump of Felix Baumgartner from the stratosphere and 68.42% of those respondents associated it correctly with the Red Bull company. 69.1% of respondents knew Czech commercials with Zadar and ski jumpers that were made by a mobile operator T-Mobile and 90.59% associated it correctly. However, the virals whose advertising intention was initially hidden are not so effective. Video of the cyclist who was going more than 100km/h on the Czech highway D1 was noticed by

21.95% of respondents but only 7.4% of them knew that it was an advertising of the website videoflot.com. Prague's hero Superváclav was registered by 13% of respondents and 15.38% of them were familiarized with promoted website superstranka.cz. The most recent viral advertising in a form of a video clip "Rich Boy" by the female singer Nicky Tučková with really poor English was viewed by 37.4% of respondents and only 10.87% of them knew that it was a form of advertising of website chytryhonza.cz that offers the financial consultancy.

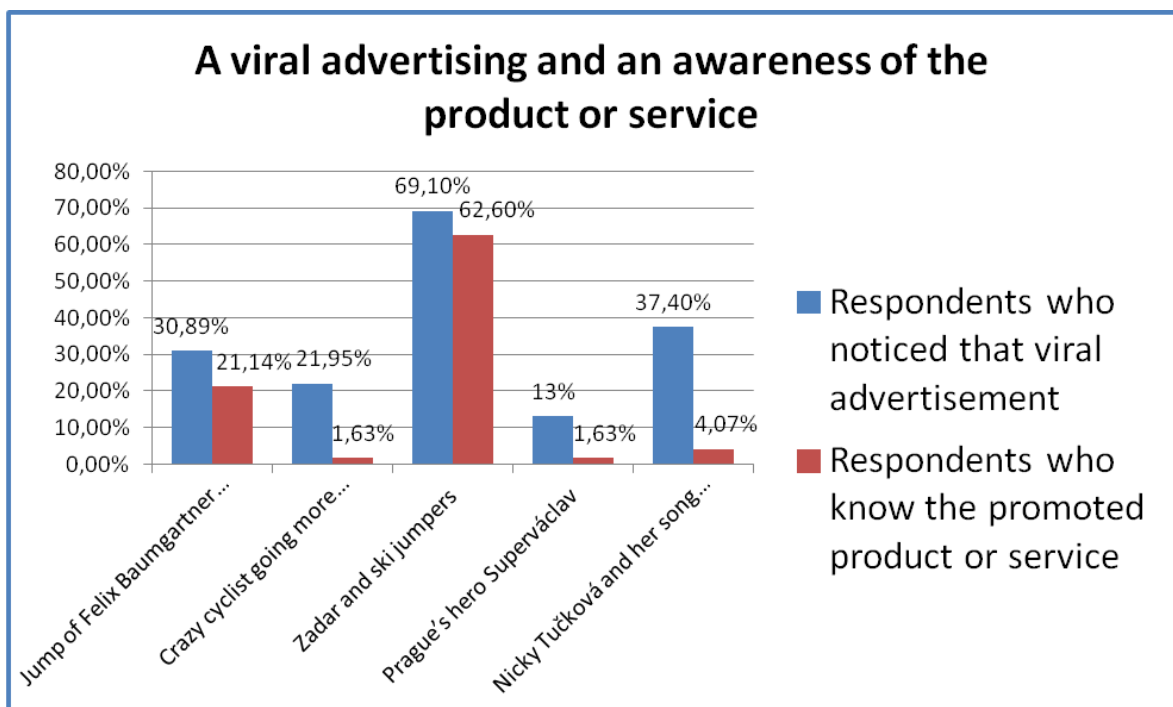


Figure 16. *A viral advertising and an awareness of the product or service.* (self-created)

So in cases of virals whose advertising intention was initially hidden I would say that the advertising effect is not very big. People are usually aware of the video but not about the product or service that is promoted. The part when company reveals that advertising intention usually is not so visible so people do not know about it.

8.4.9 Webpage

A webpage as one of the main tools of Internet communication strategy is really important for on-line retailers. In my questionnaire I was asking people if they had ever bought something in Alza.cz e-shop to grade their satisfaction with aspects of website like a clear arrangement, quick accessibility, design and sufficiency of information and photography. In

this question grade 2 was the most frequent and the results were rather positive. The biggest diversity is seen in question about the design where 32.05% of respondents graded it also with number 3. However, different people have different taste so it is impossible to appeal to everybody.

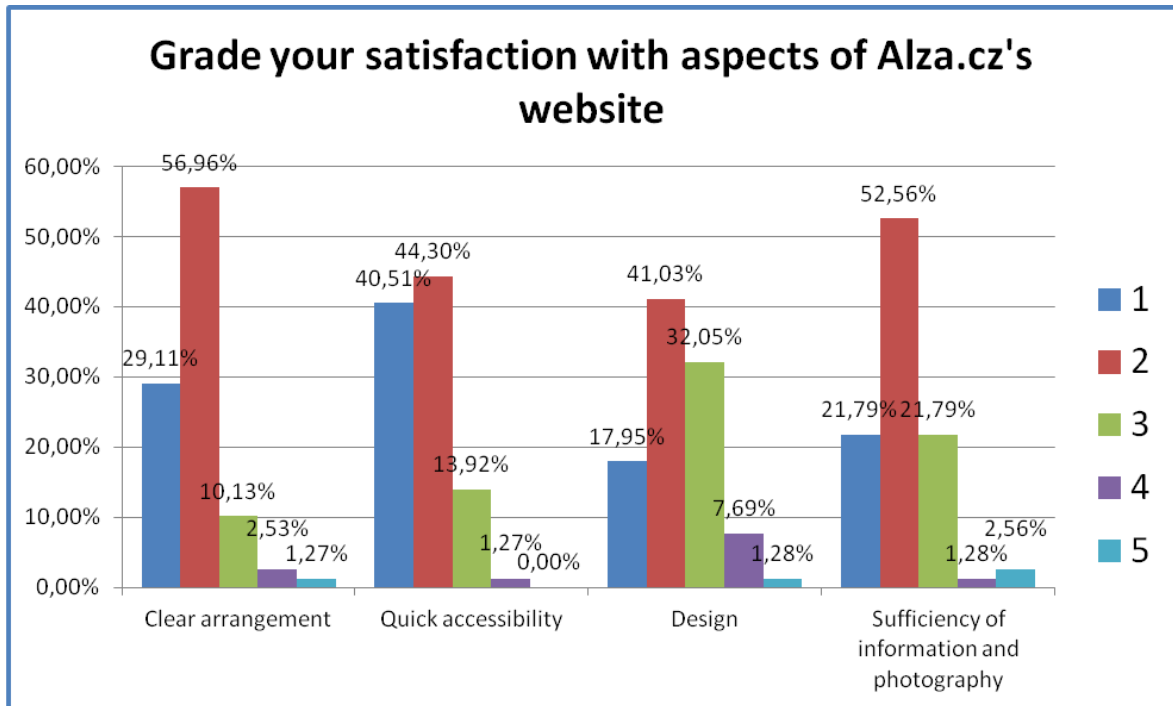


Figure 17. *The satisfaction with aspects of Alza.cz's website.* (self-created)

8.4.10 Affiliate program

According to the respondents none of them have ever used affiliate program of Alza.cz that is called commission boxes. Commission box is an advertising element that we can add to our website and if someone accesses Alza.cz e-shop via that commission box and order something, we get a commission. (Alza.cz) However, the requirement of a website disable most of the people from using it. 92.68% of respondents have also never heard about this program. A form of affiliate program that can be more open for public would be probably a better solution.

8.5 Answers to research questions

At the beginning of my questionnaire survey I set three research questions. Thanks to the respondents I got the data and according to them I can answer these questions.

The first question was: *“Do the techniques of public relations have the biggest influence on customer's purchase decision making within the on-line promotion mix?”* and

the answer was affirmative. As we can see in the figure 6 the respondents were comparing techniques of on-line promotional mix and they had to determine what technique has the biggest influence on their purchase decision making. I covered techniques of all elements of on-line promotional mix such as advertising (banners, videos, pop-up windows), sales promotion (discounts), public relations (recommendation by acquaintances, review in on-line magazine), direct marketing (offers sent by retailer) and viral marketing (viral advertising). Both techniques of public relations were at the top of this chart. The recommendation by acquaintances was leading and the review in the on-line magazine was slightly behind. Based on this, my answer to the first research question is yes, techniques of public relations have the biggest influence on customer's purchase decision making. I would also like to agree with Philip Kotler's statement that in the future companies will start to shift more money from advertising to public relations. (Kotler 2003, 145)

Second question was: *"Is an on-line graphic advertisement a strong technique of an on-line promotional mix?"* and the answer was negative. Several questions in my questionnaire were about expressing respondents' attitude towards different types of on-line advertisement. Two basic types of on-line graphic advertisement are banners and pop-up windows. The results in the figure 12 were rather negative. The pop-up windows result as the worst type of on-line advertising and the average results of banner advertising were rather negative. Almost 83% of people also responded that they tried to ignore the message of advertisements. And in the overall evaluation of influence of techniques in the figure 6 the pop-up windows also end up in the last place and the banners were on the 6th place from a total of 8. Those results indicate that the graphic advertisement is not a strong technique of an on-line promotional mix.

The last question was: *"Is a viral advertisement the most effective technique for spreading the brand awareness?"* and the answer was affirmative. In the figure 6 that was measuring the influence of techniques of on-line promotional mix on customer's purchase decision making, the viral advertising ended up last but one. That indicates that it is not very effective. However, this option was difficult to evaluate objectively, because as I found in my more detailed research in the figure 16 where I was analyzing the viral advertising and the awareness of the product or service, the majority of people did not know that some of the viral spots were actually advertisements. It is true that this kind of advertising had the biggest viewer ratings, however, most people did not associate it with the product or service if the advertising intention was hidden. On the other hand, if nobody

was hiding its advertizing intentions such as in the case of jump of Felix Baumgartner from the stratosphere or Zadar and ski jumpers the advertizing effect was huge. So my answer is that if promoted product or service is clearly visible during the viral advertising, so yes, it is the most powerful tool for spreading the brand awareness. However, as we can see in the figure 6 it probably does not influence customer's purchase decision making very much.

8.6 Recommendations

Based on my questionnaire survey I have not found any big deficiencies in Alza.cz on-line marketing strategy. After all it is one of the most successful on-line retailers in the Czech Republic. However, there are some aspects that could deserve more attention.

According to my questionnaire a brand awareness of Alza.cz in the Czech Republic is excellent. Only 1.63% of respondents did not know about the company. However, if they would like to address the 1.63% minority or foreign customers it would be good to focus more on aspects of public relation mainly the sponsoring. Almost nobody in my questionnaire knew about any sponsoring events or projects. The sponsoring of events that interfere also in foreign countries such as for example sport events can be a good mean how to spread brand awareness abroad.

Customer care is one of the Alza's priorities and also in the questionnaire the results were rather positive. There were only a few aspects that had slightly worse results like truthfulness of the information on the website. That can be caused because of the prices that are presented without VAT. It means that they look lower than they really are. It is maybe a good marketing trick but it also has an effect on customer's satisfaction. Also design of the website itself was seen by respondents as little better than average, however, as I said it is almost impossible to appeal to everybody. I will recommend to keep up with the time and improve the design regularly to look always modern. Rather average results had also warranty claims. However, Alza tries to improve it with services like that customers can take care of complaints on-line or they can prolong the guarantee period. (Alza.cz)

Alza.cz regularly offers web competitions to reinforce their sales promotion, however, according to my questionnaire people are mainly used to utilize the possibility of free shipping if they spend over a certain amount of money. For some of the customers the amount of money spend by shipping is one of the key aspects when they are shopping on-line. Alza.cz offers that service but the amount of money is much higher than in case of

competitors. Maybe it would be suitable to decrease the amount from 15,000 CZK to something more affordable. (Alza.cz)

Advertising campaigns of Alza.cz are very frequent. According to the respondents they got to know with Alza.cz mainly thanks to TV commercial or an on-line advertising, however, nobody answered that they got to know with Alza.cz thanks to the press or the radio. It would be better to focus more on those types of media to address wider scale of people. In an Internet context based on the results of questionnaire I would recommend to focus more on the text advertising and to reduce the pop-up advertisement.

An affiliate program of Alza.cz is not used very often because of the requirement of the ownership of a website. There would be advisable to make the affiliate program that is more open to public. It could be for example discounts for customers that were referred in registration as those who recommended the Alza.cz e-shop.

My last recommendation concerns the social networks and the viral marketing. I have never found any of Alza.cz attempts to make an active viral advertisement and it could be very beneficial for them. Nowadays, when majority of people regularly use the social networks it is the right time to focus on that type of advertising.

CONCLUSION

Internet marketing strategy plays a crucial role in the life of on-line retailers. There are plenty of aspects, techniques and tools that have to be used properly. The importance of them can vary but their main strength is in their interconnection. The Internet marketing strategy is a creative activity that draws data from a marketing research. However, that data only indicate the direction of the strategy, we cannot rely on them completely. Nowadays, the most of the businesses operate on-line so it is harder to gain a competitive advantage but it is also more important.

The goal of my thesis was to describe the tools of the Internet marketing strategy that could serve as a manual for on-line retailers to show them how to attract visitors for their on-line presentation and convert them into customers and also how to improve their results in the on-line marketing.

In my practical part I determined a term like marketing and the Internet and also described importance of both. Then I focused on crucial tools of Internet marketing strategy that was on-line marketing mix and on-line promotional mix. Then I started to describe the aspects of Internet marketing strategy itself and I introduced methods of marketing research that I was using in the analytical part.

The analytical part was about my research where I wanted to find out how the customers react to different tools of on-line marketing strategy and based on this I could determine the strengths and weaknesses of the on-line marketing strategy of the Alza.cz that served as a sample retailer for my research. According to the results of my questionnaire I positively answered 2 of my research questions that were: *“Do the techniques of public relations have the biggest influence on customer’s purchase decision making within the on-line promotion mix?”* and *“Is a viral advertisement the most effective technique for spreading the brand awareness?”* And I answered negatively the question: *“Is an on-line graphic advertisement a strong technique of an on-line promotional mix?”* In the last part of my bachelor thesis I have made some recommendations about the aspects of on-line marketing strategy that could be done better. The biggest deficiencies were concerning the sponsoring, the advertising in press and radio and the affiliate program.

Based on the theoretical information and marketing research that examined theory in practice I would say that the goal of my thesis was fulfilled. The on-line retailers can use the information and compare them with the results of my research where they can see their

effects on the customers. They can also implement some of the techniques into their own Internet marketing strategy which could improve their business results.

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APPENDICES

P I The questionnaire

APPENDIX P I: THE QUESTIONNAIRE

Reakce zákazníků na nástroje online komunikačního mixu

Reakce zákazníků na nástroje online komunikačního mixu

Dobrý den,

obracím se na Vás s žádostí o vyplnění dotazníkového šetření, které se týká nástrojů internetové marketingové strategie, část dotazníku se zabývá společností Alza.cz, další část otázek je obecných. Dotazník je součástí mé bakalářské práce na téma Internetová marketingová strategie online prodejce. Dotazník je zcela anonymní a vyplňování Vám zabere jen pár minut.

Děkuji

Jakub Kouřil

1. Nakupoval/a jste někdy prostřednictvím internetového obchodu?

- Ano, často
- Ano, ale zřídka
- Ne
- Nevím

2. Nakupoval/a jste někdy v internetovém obchodě Alza.cz?

- Ano, pravidelně
- Ano, občas
- Ne, pouze v jejich kamenné prodejně
- Ne, v žádné z jejich prodejen
- Nevím

3. Odkud jste se o internetovém obchodu Alza.cz dozvěděl/a?

- Reklama v TV
- Doporučení známých
- Reklama na internetu
- Tištěná reklama (inzerát v tisku, leták, outdoorová reklama)
- Reklama v rozhlase
- Neznám jej
- Jinak (prosím, uveďte jak ve vlastní odpovědi)

4. Jaký faktor pro Vás hraje nejdůležitější roli při nakupování online? (označte maximálně 3)

- Cena
- Dostupnost výrobku
- Akce, sleva
- Doporučení známých
- Reklamní kampaň
- Péče o zákazníka
- Renomé internetového prodejce
- Jiný (prosím, uveďte jaký ve vlastní odpovědi)

5. Dostal/a jste někdy od známých kladné či záporné reference na nějakého internetového prodejce (jako je Alza.cz, Mall.cz nebo např. Kasa.cz), jak jste na ně reagoval/a?

- Přikládal/a jsem jim velkou váhu
- Přikládal/a jsem jim střední váhu
- Nepřikládal/a jsem jim žádnou váhu
- Nedokážu posoudit

6. Pokud se chystáte nakoupit v internetovém obchodě, zjišťujete si informace o obchodu i z jiných zdrojů, nebo si vystačíte s informacemi obsaženými na stránkách e-shopu?

- Ano, zjišťuji si informace i dále na internetu, nebo od známých
- Ne, stačí mi informace uvedené na stránkách e-shopu
- Nedokážu posoudit

7. Pokud by online prodejce podporoval projekt, který by byl proti vašim morálním zásadám, ovlivnilo by to nějak váš postoj vůči němu?

- Ano, výrazně
- Spíše ano
- Spíše ne
- Ne
- Nevím

8. Dokázali byste si vzpomenout na některou událost, nebo projekt, který společnost Alza sponzorovala?

- Ne
- Ano (uveďte prosím)

9. Jste spokojeni s přístupem pracovníků firmy Alza.cz k Vám jako online zákazníkům? (např. při emailové komunikaci)
- Ano
 - Spíše ano
 - Středně
 - Spíše ne
 - Ne
 - Nedokážu posoudit
10. Do jaké míry si myslíte, že vzhled a struktura internetového obchodu Alza.cz nahrazuje přímou interakci s živým prodejcem? V potaz vezměte prosím aspekty jako rychlost dohledání všech potřebných informací, rychlost odpovědí zákaznické linky, možnost nákupu po telefonu atp.
- Plně
 - Spíše ano
 - Středně
 - Spíše ne
 - Vůbec
 - Nedokážu posoudit
11. Přijímáte do vaší emailové schránky dobrovolně novinkové emaily od Alza.cz?
- Ano, přijímám reklamní emaily od Alza.cz
 - Ne, ale přijímám reklamní emaily od jiných prodejců
 - Ne, dobrovolně neodebírám žádné novinkové emaily
 - Nevím
12. Využíváte nebo jste někdy využil/a u online prodejců nějakých benefitů? Pokud ano, označte prosím jakých.
- Množstevní slevy
 - Slevové akce přijaté na email
 - Možnost přepravy zdarma při nákupu nad určitou cenu
 - Sběr bonusových bodů
 - Účast na členském programu
13. Využíváte pro online nákupy internetových katalogů jako je např. heureka.cz nebo zbozi.cz?
- Ano
 - Ne
 - Nevím

14. Využíváte nebo jste využíval/a u Alza.cz tzv. affiliate program provozních boxů?

- Ano
- Ne, ale slyšel/a jsem o něm
- Ne, nikdy sem o tom neslyšel/a

15. Využil/a jste někdy během nakupování na internetu možnost konference nebo videokonference např. pomocí programu Skype?

- Ano
- Ne, ale tuhle možnost bych uvítal/a
- Ne

16. Jaký je Váš postoj k internetové bannerové reklamě (reklamní proužky)? Jak na Vás působí?

- Pozitivně (její přítomnost vítám)
- Spíše pozitivně
- Neutrálně (její přítomnost mi nijak nevadí)
- Spíše negativně
- Negativně (její přítomnost mě obtěžuje)
- Nedokážu posoudit

17. Jaký je Váš postoj k internetové reklamě pomocí tzv. pop-up vyskakovacích oken? Jak na Vás působí?

- Pozitivně (její přítomnost vítám)
- Spíše pozitivně
- Neutrálně (její přítomnost mi nijak nevadí)
- Spíše negativně
- Negativně (její přítomnost mě obtěžuje)
- Nedokážu posoudit

18. Jaký je Váš postoj k internetové intextové reklamě, kde se reklamní bublina zobrazí po najetí kurzorem na zvýrazněné klíčové slovo? Jak na Vás působí?

- Pozitivně (její přítomnost vítám)
- Spíše pozitivně
- Neutrálně (její přítomnost mi nijak nevadí)
- Spíše negativně
- Negativně (její přítomnost mě obtěžuje)
- Nedokážu posoudit

19. Jak vnímáte sdělení grafických a textových reklam?

- Většinou je čtu
- Spíše se je snažím ignorovat
- Nedokážu posoudit

20. Jaký je Váš postoj k reklamnímu spotu přehrávaným před videem např. na youtube? Jak na Vás působí?

- Pozitivně (jeho přítomnost vítám)
- Spíše pozitivně
- Neutrálně (jeho přítomnost mi nijak nevadí)
- Spíše negativně
- Negativně (jeho přítomnost mě obtěžuje)
- Nedokážu posoudit

21. Přehrávaný reklamní spot většinou:

- Nechám dohrát dokonce
- Zruším ihned, jak mi to přehrávač dovolí
- Nedokážu posoudit

22. Využíváte ve svém prohlížeči nějakou aplikaci pro blokaci reklam jako je např. Adblock?

- Ano
- Ne
- Nevím

23. V případě, že máte profil na některé ze sociálních sítí (např. Facebook, Twitter nebo Google Plus), využíváte možnosti sledování a odběru novinek u komerčních profilů/stránek? (např. u obchodů, módních značek, telefonních operátorů, magazínů...)

- Ano
- Ne
- Nemám profil na sociální síti
- Nevím

24. Zaznamenal/a jste některou z těchto virálních reklam (reklama fungující na principu spontánního šíření reklamního sdělení mezi lidmi)? Pokud ano, dokážete napsat, který produkt propagovala?

	Znáte reklamu? (Ano/Ne)	Propagovaný produkt
Skok Felixe Baumgartnera ze stratosféry	<input type="text"/>	<input type="text"/>
Šílený cyklista na D1 uhánějící přes 100km/h	<input type="text"/>	<input type="text"/>
Zadar a skokani na lyžích	<input type="text"/>	<input type="text"/>
Pražský hrdina Superváclav	<input type="text"/>	<input type="text"/>
Nicky Tučková a její píseň Rich Boy	<input type="text"/>	<input type="text"/>

25. Pokuste se určit, která z těchto technik komunikačního mixu má největší vliv na vaše nákupní rozhodování. Možnost označující techniku s největším vlivem umístěte nahoře a dále řadte sestupně (technika, která Vás nejméně ovlivňuje by se tudíž měla nacházet jako poslední).

	Pořadí
Recenze v online magazínu	<input type="text"/>
Doporučení od známých	<input type="text"/>
Bannerová reklama	<input type="text"/>
Reklamní spot	<input type="text"/>
Nabídka zasláná přímo prodejcem	<input type="text"/>
Slevová akce	<input type="text"/>
Pop-up reklama (vyskakovací okna)	<input type="text"/>
Virální reklama	<input type="text"/>

26. Oznámujte aspekty webové stránky Alza.cz od 1 do 5 jako ve škole (v případě, že webové stránky Alza.cz neznáte, otázku přeskočte).

	1	2	3	4	5
Přehlednost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rychlá dostupnost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dostatek informací a fotografií	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Oznámujte Vaši spokojenost se službami Alza.cz od 1 do 5 jako ve škole (v případě, že jste na Alza.cz ještě nenakupoval/a, otázku přeskočte).

	1	2	3	4	5
Přeprava (rychlost dodání, způsob dopravy a stav po převzetí)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reklamacie (spokojenost s jejím průběhem)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dostupnost zboží	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rychlost vyřízení objednávky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informace v průběhu objednávky (je na skladě, je na cestě)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pravdivost informací na stránkách	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celková spokojenost s nákupem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Jaké je Vaše pohlaví?

- Muž
 Žena

29. Kolik je Vám let?

- Méně než 18
 18-26
 27-35
 36-44
 45-53
 54 a více

30. Jaké je Vaše nejvyšší dosažené vzdělání?

- Základní
 Středoškolské bez maturity
 Středoškolské s maturitou
 Vyšší odborné
 Vysokoškolské bakalářské
 Vysokoškolské magisterské
 Vyšší vysokoškolská kvalifikace

Děkují mnohokrát za Vaše odpovědi a čas věnovaný vyplnění tohoto dotazníku.