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DEVELOPMENT OF THE ADVERTISEMENT'S FORMS USED IN THE POLISH INTERNET PORTALS

Summary: the following paper concerns the mechanism of the development of advertisement's forms used in the most popular Polish portals. Thanks to the portals it is possible to obtain the knowledge concerning the flexibility of forming particular forms in the portals and their adaptation to the needs of advertisers and the users of the internet. The variety of forms is also the support element for the synergetic effect of the promotional mix used by the companies which advertise and use it in the process of reaching the potential customers.

Key words: marketing, promotion, advertisement, internet

1. The process of company's communication with the environment

The process of company's communication with the environment requires a number of activities which allow to inform potential customers about the offer. For the managers the most difficult is taking decision concerning the choice of the medium for the most effective advertisement: newspaper, radio, television or internet. The communication process creates the set of the following elements[1]:

– Sender – a person, company, institution which directs the informational message to the receiver;
– Coding – the metamorphosing of the symbolic signs, pictures, words into the messages which consist of the needed content.
– Message – the content for the receiver;
– Medium of the message – the communication channel used for the message transmitting chosen as the most effective as far as influencing on the receivers is concerned;
– Receiver – a person, company, institution receiving the message;
– Decoding – thanks to this process the receiver obtains the understanding of the coded in the transmission symbols and signs; the receiver interprets the message contained in the words, pictures and markers;
– Answer – the reaction of the receiver after receiving the message, the most desired by the sender;
– Feedback loop – it is this part of the receiver's answer and action which reaches the receiver in the form suggested in the transmission;
– Information noise – the unpredicted and undesired interferences in the communication process; because of them some parts of the transmission is not received according to the destiny and plan.

The knowledge about the perception processes used for the effective promotion influence in the turn of the XIX and XX centuries was based on the simple formula: SLB – Stay, Look, Buy. Nowadays the requirements are much compounded. The formulas and models are the following:

– AIDA – Attention or Awareness, Interest, Desire, Action – it means: pay attention, call out the interest and the willingness of possessing and follow out the purchase;
– AIDCAS – the form enriched by Conviction and Satisfaction; it means: pay attention, call out the interest and the willingness of possessing and convince with the use of arguments about satisfaction which will be assured by the purchase;

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[1] Sztucki T., Promocja – sztuka pozyskiwania nabywców, PWN, Warszawa 1995, pp. 44

- DIPADA – Definition, Identification, Proof, Acceptance, Desire, Action which means defining the needs of the customer, showing the proposition of it's beneficial fulfilment, causing the need of possessing and inspiration for the purchase;
- DAGMAR – Defining Advertising Goals for Measured Advertising Results which means: the defining of the aims of the advertisement for the measuring its effectiveness and defining the aims of the promotion.

The examples above show that the communication process bases on the perceiving a product or service and invoking the reaction – the purchase.

2. The genesis of the internet web

The internet is a number of the local nets (LAN) linked in one common web. The word written with the use of the capital letter (Internet) means the worldwide computer web which is the linkage of thousands of local webs from the whole world. Its foundations were put in the beginning of the sixties when the American company RAND Corporation conducted the research concerning the possibilities of commanding and communication in the conditions of the nuclear war. On the base of its reports the research of constructing the computer webs was conducted. It concerned such a web which could exist in spite of the some parts destructed for example by the nuclear attack.

The first prototypes of the webs were created between 1966 – 1967, and in 1969 they linked four American academic centres. Then the technical details started to be prepared. In 1973 the web came out the territory of America and the first two computers were added in Europe. In 1974 Ray Tomlinson created the software for the transmitting the electronic messages in the Internet and then the first e-mail was sent.

The name Internet was used in 1974 by Vint Cerf and Bob Kahn in the paper "Transmission, Control, Protocol". The gradual evolution of the web (for example the conversion for more efficient protocols) caused overtaking of the supervision under the development of the web by the NSF (National Science Foundation) in the late eighties and in the nineties. The project caused a great interest among the university circles not only in the States but in the whole world. To the effect of simplifying the scientific information exchange the webs stylised on ARPA were created in the eighties (ex. BITNET, EARN and CSNET which later were opened on the Internet)[1]. World Wide Web (called "WWW" or the worldwide spider's web) is the set of functioning in the Internet computers which operate the special hypertext's functions. In contradistinction to the ordinary text, the hypertext does not need lineal reading from the top to the bottom but it allows a reader to get acquainted with interesting text in not linear way by showing specified words or graphic elements which leads towards the immediate show of extra information upon the chosen position. The WWW pages are also called the content that's why their authors are called creators of the content. Speaking the WWW language, clicking the mouse on the chosen reference mark (i.e. indication) by the user allows to get the desired information. The functioning of the WWW is leant on the infrastructure which is provided by the Internet. The WWW technology offers the access to the multimedia content by the mean of the Internet with the use of hypertext (it makes possible to send files, remote logging on and sending the electronic mails). Because of the fact that WWW is the best known "service" of the Internet many people uses these terms interchangeably which is not precise as it shows the following description.

3. The development of the Internet in Poland

The access to the Internet is more and more popular in Poland – especially among working, active and valuing their time people. It means that the firms can reach the customers who can be their potential clients with financial abilities. For a long time pupils and students were the users of the

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[1] Wielka Interaktywna Encyklopedia Multimedialna

Internet. They used the Internet for fun (searching information about amusement or using it for communication with other users). Nowadays the users look for contacts with other firms or for information about new products. They also make deals with its use.

Since a long time firms have been registered their domains and create their own WWW pages. Unfortunately though little cost of the maintenance the pages disappear from the Internet. For instance searching for domestic appliances with the use of infoseeks it is possible to find plenty of addresses in which about 20% are inactive. It means that traditional WWW pages did not fulfil the customers' expectations. 16% of the internauts have the higher education, 22% consists of learning people (students and students of at after maturity exam studies). During last years the proportion of using the Internet by women and men was changing. In the middle of 2005 among internauts there were twice more men then women (65,4% and 34,6%). Now the proportion is 55% and 45%.

There is the majority of internauts in the Mazovia Voivodship (21%), in the Silesia (15%), in the Little Poland (9%), in the Lower Silesia (8%), in the Great Poland (8%). So the Internet is the medium of big agglomerations and territories of well developed telecommunication infrastructure.

In the middle of 2005 the average month number of openings in the Polish Internet was about 7,5 – 8 billion. The Polish internauts spend relatively little time in the Internet (average – 3,9 hours weekly). Comparing the Hungarians they spend 5,3 hours, Swedes – 7,7 hours, Italians – 8,6 hours, Spanish – 11,2 hours. Unfortunately the short time of using the Internet is not the only adverse for the market information. The results of the research conducted by the CEBOS at the beginning of March are more pessimistic. They show that over 63% Poles do not use and do not intend to use the Internet (unfortunately only about 9% of Poles declares future use).

The interesting fact is that the Gemius firm conducted the segmentation research of the internet users. In the web we can meet the internauts who take the advantage of using it comprehensively (Laypersons, Discoverers, Computer Maniacs), and the internauts who use the web in the clearly defined purpose: for communication (Chatterers), for fun (Amusers) or for practical purposes (Pragmatists).

Apart from that also the aspect of the level of progression in the new technologies use is worth mentioning. Such an approach allows to distinct the following three groups: Beginners (Laics, Amusers), internauts who use the internet more consciously (Chatterers, Discoverers) and the Computer Experts (Pragmatists, Computer Maniacs).

The marked off groups differ from each other as far as the number is concerned. The participation of the groups in the population is the following: Laics (28,5%) and Pragmatists (24,1%). The Computer Maniacs is the group which is the smallest represented (3,7%). While analysing the activity of the internet users segments (measured for example by the number of openings of the internet or the time spent in it) the proportions change.

The Computer Maniacs are the smallest but the most active group. The Laics who make ¼ of all internet users generate the slight movement in the Polish internet[1].

The static pages which are the part of the bigger internet service have to be completely prepared by the designer. The final form and functions of such a service have to be known and prepared in the early stage of designing. The static pages www which mainly use the HTML language appeared to be too simple, less functional and having too many technical limits for the designers of advanced internet services. It does not change the fact that the HTML is still the basic element of the internet pages building.

For such the diverse end-users of the internet the diverse advertisement forms should be introduced. At the beginning the forms of the advertisements were static. The pages presented a firm,

[1] http://www.webdiary.pl/news+art.id+576.htm

products or allowed sending information by the use of the simple application form. There was not possibility of buying a vacuum cleaner. The customer could see a product and go to another city (if it was not a problem) to buy it. The internet did not play its role. It also was difficult to find a firm (even if the link was on the page) among the hundreds of them. It is possible to say that www pages performed a role of notices among thousands others in the same category of adverts[1].

Nowadays the internet puts on the dynamic advertisements which attract the attention of the potential customers.

4. The forms of the internet advertisement in the Polish portals

Nowadays in Poland there are two directly competing internet portals: the Onet and the Wirtualna Polska. In the popularity rank the Onet portal is before the Wirtualna Polska in the aspect of spontaneous familiarity of the mark – in October 51% of the respondents mentioned the Onet, and 41,3% - the WP. But the WP is the leader as far as the supportive familiarity is concerned (77,2% and the Onet 70,5%). The October research conducted by the OBOP shows that the Onet is indicated by the respondents as the most often used portal during the previous month (55,3%, and the WP – 40,7%).

The second pair of competing portals is: the Interia and the Arena. As far as the spontaneous familiarity is concerned they both have similar level of the spontaneous familiarity – about 12%. The Arena was better as to the supportive familiarity – 31,2%, and the Interia – 27,5%[2].

The internet is the mediating technology which allows for the interactive contact. It enables the internauts the exchange of the electronic messages in the real time. Because of the fact that it is the cheap standard of the global range and gives the possibility of the time moderation the user can send numerous messages to numerous receivers at any time. The effect of the infinite virtual capacity creates the possibility of sending numerous messages with the expanded content. Every user can send messages to many receivers at the same time. The possibility of the multidirectional content transmission is not the radio or TV owners' monopoly[3].

In order to show the range of the advertisement's forms applied by the Polish portals the following example of the Wirtualna Polska is shown below. In the portals' offer there are the following forms of the advertisements:

- the sponsored article – it can appear in any web site of the Wirtualna Polska which topically suits the article's content, while the web site provides for such a form of transfer (for example the Wirtualna Polska catalogue does not place articles);
- the auto-renewing – it is taking the current content of the page and its indexing, the current information from the page will be immediately available for all users of the Searcher;
- the advertisement banner – it is the graphical advertisement element which is put centrally in the upper part of the page;
- the unrolling banner which "unrolls" while putting the cursor on it by the user; from the basic size it changes into the much bigger advertisement (for the banner from 468x60 into 468x180); after taking the cursor beside the banner the advertisement rolls to the initial size;
- the mid-text banner – it is the graphical advertisement element situated in the middle of the page, in the chosen web site of the WP;
- the advertisement billboard – it is the graphical advertisement element placed centrally in the upper part of the page;

[1] http://ebiznes.wp.pl/index.html?wid=990374
[2] por. www.biznesnet.pl
[3] Afuach A., Tucci Ch.L., Biznes internetowy, strategie i modele, Wydawnictwo AE, Kraków 2003, str. 48

- the advertisement box – it is the area which is situated in the right or left part of the page containing the text, the reference marks or the graphical advertisement element;
- the advertisement box in the searcher – it is displayed on www pages of the results of searching in the web site szukaj.wp.pl for the specific key words and in the defined topical categories of the WP Catalogue – in the web site katalog.wp.pl; every box is the text advertisement and its standard width is 160 pixels and unified design; the box has the title, description (two lines of the text) and the address of the promoted www page;
- the brandmark – it is the graphical advertisement element similar to pop-up but it is not limited by the window of the standard searcher; it can have different shapes within the area; it has to have the X mark which closes the advertisement;
- the commercial break – it is the form of advertising which in the first phase is downloaded only with the beam of the heading in which it is issued; in the second phase the advertisement disappears and the rest of the web site is downloaded;
- the sponsored chat – it is within the chat WP web site and it is possible to carry out the commercial chat with the guest invited by the client; the earlier booking is essential; the chat is carried out in the form of the text;
- the service of adding and modification in the catalogue – thanks to it is possible to add a page to the Catalogue or modify the content of the text just existing in the Catalogue;
- the favourite ad – it is the form which allows to separate the advertised transmission from the content of the page in the higher level than other popular forms of advertising (equally with the pop-under);
- the default phrase – when you enter the main page of the Wirtualna Polska in the search window the phrase "implicitly written" comes into slight; after clicking the icon "search" the page with the results of searching of the phrase where the advertiser has the first exposed position shows;
- the interstitial – it is the full screen animation in the Flash format which uses also sound effects; the advertisement shows itself just after downloading of the page or even before its running; the creation has to have the cross "X" to close the presentation;
- the flying cursor – it is fixing the logo or other graphic form, for example the miniature of the promoted product, to the cursor; in this way the object moves according to the cursor on the page;
- the sponsored link – it is the service which allows to situate the customer's page always in the upper part of the results of searching on over 120 popular web sites or in the chosen category of the WP's Catalogue;
- the mailing – it is sent only to the free WP accounts users who declared the willingness of receiving the e-mail adverts;
- the pop-up and pop-under – it is the graphical advertisement element which comes out in the separate window of the internet searcher after the user enters the web site or the page in the WP portal;
- the advertisement attributed to words – the chosen form of the advertisement can be displayed only in case of searching the specified key words by the user;
- the scroll banner – it is the moving advertisement in the gif or jpg format which moves together with scrolling up and down the page of the web site; in this way the advertisement is always visible for the visitor of the web site no matter on what part of the page the visitor is; the advertisement should contain the cross for sending it in the standard place of the advertisement form;
- the scroller – it is the advertisement in the form of scrolling belt on the very down part of the window of the viewer; it can contain the text, graphical, animated and even interactive elements; despite the eventual scrolling the page the belt stays in the same place;

- the skyscraper – it is the graphical advertisement element in the form of vertical banner placed on top of one of the side page columns;
- the service sponsoring and placing the logo of the sponsor in the page heading beside the name of the web site, the permanent sponsored box on all web site's pages – on top of the right column; the content of the box is negotiated – for example information about the sponsor, placing the sponsored articles or PR information or preparing the competition;
- the toplayer – it is the animation in the Flash format which uses the moving graphical elements in any configurations and the sound effects; the issuing time of each parts of the advertisement and the frequency of displays for the singular user are settled individually for the campaign's needs;
- the watermark – while entering a web site the users have still contact with the advertisement shown in the background of the read text which guarantees high effectiveness.

The development of the shown forms is connected with the development of the computer graphics and the wide spectrum of solutions which is allowed by the computer technology. It also is the answer for the diverse advertisers' needs. The prices of these forms oscillate between tens (ex. the sponsored link) and thousands zlotys (the sponsored chat) and because of the still high number of the receivers they do not belong to over high and their effectiveness in the different internauts' segments can be recognised as high. However the internet advertisement is still the supportive advertising of the TV and it is highly used mainly by telecommunication, insurance and computer firms. The synergy of the promotion activity in that scope puts the internet as the media on the farther place despite the big possibilities standing in front of that medium.

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LIFESTYLE AS AN ELEMENT OF MARKET RESEARCH REGARDING ENTERPRISES

Abstract: The paper describes the role of lifestyles in market research. The author draws attention to the social nature of lifestyles resulting from its cultural, social and economic context which develops the theory of the establishment of lifestyles in the area of consumption in developed industrial societies. It also outlines the division of lifestyles in the European market. This paper also focuses on chosen methods of research with regard to lifestyles and the associated style of consumption.

Key words: consumption, lifestyle, consumption style, consumption behaviour

1. Concept of lifestyle

The concept of lifestyle has existed in sociology for a long time. Max Weber and George Simmel were the first to develop this theory. Max Weber diagnosed lifestyles as a symbolically important choice of behaviour and moral code, which designates the position according to social prestige (mainly indicated by consumption). A given lifestyle is firstly an indicator of social status in the modern society, followed by that of professional status, but above all, an indicator of class and social level. A lifestyle is the requirement of a status group with regard to recognizing individuals as members of the group in question. These requirements can be symbolic in the defined forms of