

ELECTRONIC MEDIA MARKET EFFICIENCY: MARKETING COMMUNICATIONS AND PRODUCT PROMOTION METHODS IN INTERNET ENVIRONMENT

Natalya A. Kargapoltseva¹
 Inessa S. Karnaukh²
 Marina E. Kochneva³
 Natalia N. Uvarova⁴
 Elmira R. Khairullina⁵
 Liliya Yu. Makhotkina⁶
 Elena B. Pokaninova^{7*}

1. Doctor of Education, Professor of the Department of General and Professional Pedagogy, Orenburg State University, Orenburg, Russia.
2. PhD in Psychology, Associate Professor of the Information Library Center named after Academician L.I. Abalkin, Plekhanov Russian University of Economics, Moscow, Russia.
3. Senior Lecturer of the Department of Journalism, Russian State Social University, Moscow, Russia. PhD in Education, Associate Professor of the Department of Psychology and Education, Gzhel State University, Elektroizolyator, Russia.
4. Doctor of Education, Professor, Dean of Design Faculty and Programmed Engineering, Kazan National Research Technological University, Kazan, Russia.
5. Doctor of Technical Sciences, Professor of the Faculty and Programmed Engineering, Kazan National Research Technological University, Kazan, Russian Federation.
6. Doctor of Philosophy, Associate Professor of the Institute of Linguistics and Intercultural Communication, I.M. Sechenov First Moscow State Medical University (Sechenov University), Moscow, Russian Federation.

*Corresponding Author: E-mail: pokaninova@yandex.ru

ABSTRACT: The relevance of this article lies in the study of such social phenomenon as marketing communications. The rapid development of technology has an impact on all spheres of human life-activity. The main resource of economic development and growth is information. The purpose of the article is to study the peculiarities of the electronic media market and Internet communications. Research methods: As a research method, the study used questionnaire survey as a method of collecting primary information, which allows identifying various aspects related to marketing communications in the Internet environment. Research results: the article deals with the specifics of advertising and marketing communications in social networks. The novelty and originality of the research lies in the fact that for the first time the peculiarities of product promotion in the system of Internet-blogging and peculiarities of marketing communications in it were revealed. It has been established that bloggers value their reputation, so they conduct marketing activities with care, carefully selecting the product they advertise. It was found that starting a blog, informers did not initially have a goal to earn on it, and the frequency of posting advertising information depends on the popularity of the blogger and his/her personal preferences. It was first shown that most informants first test the product themselves before starting to advertise a product or service.

Keywords: Internet communications, internet marketing, media market, social networks, advertising.

INTRODUCTION

In today's world, any person is subject to intensive influence of the information environment due to wide access to the world Internet. To date, the Internet has become not only a popular source of information, but also an area of goods and services promotion. Therefore, organizations and companies need to actively respond to all the changes taking place in the digital space in order to improve, among other things, the effectiveness of marketing activities. The term Internet marketing usually is understood as a theory, methodology and organization of marketing communications in the Internet environment. Direct marketing, in turn, can be seen as direct communication with a carefully selected customer, often in the form of an individualized dialogue to get an immediate response (Evstafiev & Tkachenko, 1998; Evstafiev, & Yasonov, 1998).

The problem of studying Internet marketing communications is very relevant, especially in the last decade, due to the rapid growth in the popularity of the Internet, social networks and media platforms. In the last few years, the practice of conducting research focused on marketing communications in the Internet has been gradually increasing and is being spread among foreign and Russian scientists. Renowned scientists from various angles have studied communication problems. Cinema, advertising, television are considered to be elements of mass media, the purpose of which is not just to broadcast information, but to present it from the right angle, changing social reality. Thus, mass media are able to independently create a reality - economic, social, political, and cultural. (Ezhov et al, 2017; Masalimova et al, 2017; Veselov, 2002).

The Internet has penetrated into all spheres of human life, such as culture, trade, technology and others. The popularity of the Internet is due to its unlimited access to any type of information, as well as the ability to instantly send and receive messages. Newspapers, television, radio, magazines, outdoor advertising and the Internet are among the main means of advertising distribution. The cost of placement can be very high, while advertising is unidirectional communication, so there is no feedback, but there is the possibility of ignoring the advertising by the consumer (Kotler, 2007; Nguyen et al, 2019; Titov, 1996).

Today we can see advertisements on social networks, websites, blogs, even in games and mobile applications. Competent use of marketing technologies and selection of the correct strategy in the Internet space effectively helps manufacturers of goods and services to increase profitability of the enterprise or company every day (Toffler, & Imber, 2000; Azhimova & Bodriard, 2012; Tezer et al, 2019). Advertising on the Internet has many advantages over traditional advertising; in addition, the benefits of moving advertising messages on the Internet also include 24-hour availability of information. These effects also lead to reduced costs associated with the cost of interaction between the producer, customers, suppliers and intermediaries. It is interesting that there are no legal restrictions on advertising in Russia, which allows companies to promote goods and services that cannot be promoted in the media. Traditional advertising is unidirectional and does not imply feedback from the consumer, while Internet advertising has the property of interactivity, trying to involve a potential client in any interaction (Khabarov et al 2001; Krylov, 1996; Nevzlin, 1992; Rapp & Collins, 1997; Evans & Berman, 2002; Medzhinov, 2016)

Blogs are now one of the most popular types of Internet communication. Marketing on social networks is closely linked to such social phenomenon as blogging. Due to the

spread of this phenomenon, the authors themselves begin to act as opinion leaders, subjects capable of influencing their target audience and managing public opinion. They are not formal experts in a particular field, and do not possess certain skills, broadcast standards of beauty, fashion, or anything else and influence the choice and tastes of the consumer; having an impact on their audience, the author starts a productive commercial activity by placing advertising posts in his/her profile. In addition to the above-mentioned, the Internet has become a platform for various political forces to influence public opinion and attract the electorate (Mokshantsev, 2001: Bondarenko & Azizov, 2014: Khalilov, 2014: Danko et al, 2001)

The specifics of the video sphere, both foreign and Russian, imply some problems: the presence of a language barrier among users of different countries; an oversaturation of content created by users; disregard for linguistic norms, ignoring the rules of spelling and punctuation. The ethical problem is that popular and influential authors, having authority on a social network, can promote something that is not acceptable for some categories of users, so the issue of the responsibility of a blog author for information is very relevant (Kataev & Krinchiyan, 2015: Putilina et al, 2019:Tsabolova et al, 2019).

Research Objectives and Structure

We used a questionnaire method for the study. This method is more preferable for us because the method is universal and allows us to collect a large amount of data in a short period. The research was carried out in two stages: the first stage was the selection of authors according to certain criteria, as well as the analysis of their creative, visual and text content. In the second stage, the survey was conducted. The purpose of the first stage of the study was to analyze the profile of the site in the social network, to identify similarities and differences between the pages of informants (Vekshinsky & Tyvin, 2012: Kochetkova, 2015: Nebykov & Efimov, 2012: Cherdymova et al, 2017: Olkhovaya et al, 2019).

The main objectives of the study were:

To identify the specifics of a blogger's content engaged in Internet commerce.

To identify the target audience of the site.

To consider the type of interaction with the audience.

To identify whether there is advertising, advertising messages on the blogger's site and what kind of advertising is it.

To identify the specifics of embedding advertisements in blogger content.

To determine whether and how the advertising relates to the general content of the site.

To determine the most effective ways to advertise on the Internet.

Examples of questions used in the questionnaire:

Would you like to tell us about your profile on the Internet?

How did you start your commercial Internet activities?

What is the specificity of your content, your publications?

How did you come to publish your advertising posts?

Could you tell us how you started your online marketing activities?

Whom do you focus on when running your page?

Who is your target audience?

Do you lead pages on other social networks?

What are the main differences in marketing strategies between websites?
 Do you think there are specific characteristics of your audience?
 How often do you advertise?
 Do you have any preferences regarding the advertised product or service?
 Does it matter for you what to advertise or who to advertise?
 How does the advertised product or service relate to the overall published content?
 How does the publishing process work?
 Are there any trends in placing marketing information in the Internet space? Does your audience environment change over time?
 How do you integrate advertising into your online posts?
 What is the secret of an effective advertising post?

Product Promotion Peculiarities in Internet Environment

Bloggers interact with their subscribers a lot, so they know their target audience very well. Basically, the core of the target audience are girls aged 14-35 years who are interested in psychology, relationships, cosmetics, makeup, who want to keep abreast of upcoming events in the city (or country, world). The peculiarities of the target audience are related to the subject of the blogger's profile (someone focuses on the publications of cosmetics reviews, and someone writes notes about travel and events from life). Some informants (17%) note that the secondary target audience may also be men, despite the specific female theme of the post. The majority of informants (88%) responds that Instagram is their main blogging field, as it is the most user-friendly in terms of interface and way of interaction with subscribers. Other social networks used by informants were V Kontakte (82%), Telegram (79%) and YouTube (79%). They have their own peculiarities, for example, Telegram - initially a messenger, but it allows creating channels where mostly text material is published, as opposed to Instagram under consideration. Marketing communications in it are limited to mutual RR. The choice of a social network is conditioned by the specifics of the content being published: a blogger specializing in cooking recipes and cuisine chooses besides the main site - YouTube also (98%). The conversation about the differences in social networks and the specifics of marketing activities in each of them smoothly moved into the conversation about the distinctive features of marketing in Instagram. Informants note (100%) that this is a very convenient network not only for a blogger, but also for an ordinary user, allowing posting photos, signing them, communicating and commenting on others' photos. The service, as we know, allows publishing photos in one's profile, as well as post a story - photo or short videos that disappear after 24 hours. Bloggers (98%) actively use stories for advertising. For example, those who focus not only on the posts, but also on the beauty-posts, publish advertisements for cosmetics (54%), handmade soap (23%), as well as local beauty salons or manicure studios (13%).

Some informants note (13%) that today there is a tendency for Instagram to be overloaded with advertising information, so it is important to ask about the frequency with which bloggers embed commercial publication marketing posts. In general, respondents note (76%) that they try not to abuse advertising, because the main profile of the blog - to tell about his/her way of life, embedding advertising messages in the subject of the blog. Some admit (54%) that offers of cooperation come quite often, because the more subscribers, the more effective the advertising on this page, and therefore they often publish advertising material in their blog. As for preferences about the product or

service advertised, all informants (100%) pay attention to what they advertise. First they look at the product, try it, test it, if they are satisfied with it, then, accordingly, they advertise it. Absolutely for all informants (100%) the quality of the product or service they are going to advertise is important. This is because, as noted above, the audience in the Internet environment is demanding, so one should be careful in choosing the product to advertise, because by advertising a poor product, a blogger can easily lose the trust of subscribers. Some (23%) note that in their blog there is only advertising that relates to the subject of the blog, and proposals for advertising that is not related to the specifics of the blog, are rejected immediately (Kudinov & Ivanov, 2012; Olkhovaya et al, 2019; Tchaga, 2014).

Bloggers note (97%) that the trust of subscribers and the fact that his/her opinion is authoritative for them imposes a certain responsibility, which affects the nature of advertising information in the profile. For someone, a blog is a job and the main income is advertising (79%), but for another, on the contrary, the original purpose - to interact with subscribers, to look for similar interests (21%). Depending on this, the nature and frequency of advertising posts changes. Those in the first category publish advertising posts several times a week; sometimes it turns out that every day. Bloggers in the second category publish much less frequently. When asked how the advertised product or service relates to the general Internet content, most informants (81%) responded that the subject of advertising should relate at least a little to what is published. Only a small part (11%) said that not always the advertised product related to the specifics of the blog, as sometimes there were proposals for advertising those products that were not directly related to the blog, but the target audience, subscribers would be interested. For example, a photographer's blog is not associated with any beauty advice, reviews of cosmetics firms, self-care, but, since the target audience of such a blog are girls, the blogger places in his/her profile advertising information related to this topic, because he/she believes that the subscribers will be interested. Other bloggers note that the subject matter of the Internet is quite broad, so most proposals for advertising any products are suitable for general content (Tchagan, 2014; Zlobina & Zavrashina, 2015).

After testing a product or service, bloggers approach the process of creating an advertising publication in a responsible manner, selecting a photo that fits the overall style, and then the process of writing text starts. Bloggers note (98%) that this is a particularly important step, as text is the basis for publishing. An example is a bookstore advertisement: a blogger buys a book, reads it, reviews it, tells the readers his or her emotions after reading it and indicates where the book was purchased. Some bloggers (23%) note that they rarely publish an actual photo, i.e. a photo taken at a definite moment, it is important that the advertising publication fit into the general context of the posts. When asked whether there are any trends in the placement of marketing information in Instagram, all informants (100%) responded that there were, due to frequent updates of the social network itself, the introduction of new techniques, opportunities. Thus, marketing communications among bloggers are of different nature, but several features are revealed, of which: a strict focus on the reader, on the subscriber. Bloggers, building marketing communications and creating advertising content, focus primarily on quality. Characteristics and interests of the target audience for the blogger in choosing ways of marketing communications and advertising projects are of paramount importance; there is a tendency for mutual PR, in which bloggers advertise each other without fear of competition; bloggers try not to burden their readers with advertising information, as it may result in the loss of subscribers: they first of all read the

blogger as a person, not as an advertising platform; bloggers try to embed marketing information in the context of their posts at the lowest possible noticeability in the process of telling the story of their lives; bloggers do not always advertise what is directly related to the subject of their blog, but they do choose the product they advertise; Internet theory offers great opportunities for the blogger and his/her profile, as it has a wide range of current topics and, as a result, the field for marketing activities has great horizons (Chagan, 2014).

As a result of the interview, several features of commercial blogging and marketing communications in it were revealed: the blog's Internet theory is quite extensive and includes several information units, such as announcements of upcoming events, beauty tips, reviews of novelties in cosmetics and self-care, small articles about oneself and one's life, tips on photo posing, photo processing, thematic posts. Since most blog readers are girls, blog posts related to beauty and self-care are especially popular; for a blogger, the most important elements of a blog are, firstly, interesting visual content, and secondly, informative text information that can attract and retain the reader; for a blogger, a common style in blog design is important. Beginning with the style of processing photos, up to the style of writing text; bloggers value their reputation, so they conduct marketing activities carefully, carefully selecting the product advertised; starting their blog, informants did not have the original purpose of earning money on it; now well-known throughout Russia and even the world companies and firms use advertising among bloggers. This is due to the high efficiency of Internet marketing, in particular, advertising with bloggers; other bloggers also use advertising services among bloggers. This phenomenon is called "mutual PR; bloggers call Instagram's site the most convenient for blogging, because of its versatility and wide opportunities that open up to it as a blogger and as the one who places advertisements; the frequency of advertising information depends on the popularity of the blogger and his/her personal preferences. For the most part, bloggers try not to burden their blog with advertisements; most informants test themselves first before advertising a product or service. If the quality of the product is satisfactory to the blogger, he/she will advise his/her subscribers; bloggers mostly post advertisements related to the topic of the blog, or that may be of interest to the target audience.

CONCLUSIONS

Mobile Internet as a channel for marketing activities is used, firstly, for blogging, which allows a dialogue with customers, secondly, to create accounts in various social networks, which allows the publication of advertising content, and thirdly, for research, references, comments. Mobile Internet also provides an opportunity of photo and video hosting of advertising information. The use of additional platforms in the field of mobile Internet is used by companies and manufacturers to improve the quality and scale of the audience covered. In the Russian Internet space, there is a shift towards multi-content blogs, i.e. blogs that do not belong to a certain thematic section, such as a fitness blog or a beauty blog, but contain a broader content focus. The research problem. As the Internet spreads, advertising is taking up more space in our lives and penetrating into all spheres. There is an alternative or supplement to traditional marketing - Internet marketing, advertising information in addition to the Internet penetrates all social networks, including the Internet. Bloggers of this social network have started using their profiles for commercial purposes, in particular, for the distribution of advertising. The phenomenon

of advertising distribution among popular bloggers is poorly studied and requires closer and more detailed consideration.

Thus, the topic of marketing communications on the Internet, particularly in the social network Instagram among blogs related to the subject of a blog is quite extensive and requires more detailed and in-depth consideration. The Internet is a huge field for studying certain social phenomena or processes. Every year new techniques, methods or tools of Internet marketing appear and are introduced, which are successfully used by many entrepreneurs and organizations. The task here is to track these changes, process and analyze the available information to prepare and justify marketing decisions.

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