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ONLINE COMMUNICATION IN THE BRICOLAGE MARKET

Qualitative
study

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Abstract

In the modern business online marketing communication has become an extremely important phenomenon through its scale and implications on life and society in general. This way the development of the Internet has known a significant worldwide increase in the recent years. Its importance is recognized even by the most approved personalities in literature (Kotler and Keller, 2008), the Internet offering organizations and consumers greater opportunities for interaction and individualization. This article is trying to outline the importance and role of the Internet in communication efforts undertaken by bricolage companies.

INTRODUCTION

In the relation system between the socio-economic environment and the market, the marketing efforts of modern enterprise can not be limited to the production and distribution of goods and services; it also involves a permanent and comprehensive communication with the external environment, with a market that requires careful information of potential consumers and intermediaries, specific actions to influence purchase behavior and consumption to support the sales process.

Due to the evolution of the Romanian society in recent years, the bricolage products market experienced a continuous development.

It is used increasingly more often the term of online marketing, but few of us really know what this means. Online marketing takes into consideration a set of processes that take place online and through them people are encouraged to make a decision of purchase, use, follow or compliance of a product or service.

While online marketing is rooted in the traditional marketing, it differs from it, particularly through interactivity. From the messages sent through traditional channels (television, radio, magazines, newspapers, public relations events, indoor and outdoor advertisements), marketing has moved to the cyberspace in an attempt to attract and retain new customers. Generally speaking, one can say that online marketing is the form of promotion and sale of services and products in the virtual market.

Any environment in which there is a large audience is of great value to marketers worldwide.

The Internet has been growing explosively in an exponential rhythm especially in the recent years; this is of great interest as an advertising medium. Moreover, online advertising costs are relatively low compared to those of traditional advertising media (TV, radio, billboards, magazines, etc.), due to technology development.(Nicola/Petre,2002)

The internet marketing is also called online advertising, eMarketing, which means promoting products or services on the Internet. The Internet has brought many unique benefits to this environment, including lower costs of information distribution, regardless of whether it is in the form of text, audio / video, etc. The interactive nature of Internet marketing, both in terms of instant response and interactive consumer or potential consumer faithful are unique qualities of the environment.(Kotler and Armstrong, 2008)

Internet marketing deals with the process of promoting an organization using online media, usually in order to increase sales and maximize profits. And it's very important not to confuse online marketing with putting a banner of an organization on another web page. Things are more complex, because effective online promotion

requires a comprehensive strategy that combines business model of a company and the sale must take place aided by the functionality of the website of this company, the design and interface of it focusing on their target market through proper choice of the type of online advertising, media and design.

THE ANALYSIS OF ONLINE PROMOTION OF PRODUCTS AND BRICOLAGE SERVICES METHODS

The Internet has a major impact on marketing tools, providing new opportunities that were not previously available through traditional marketing instruments. Each of the traditional communication channels has obvious advantages and continues to be used, but the Internet is a channel that is in constant development, enjoying a high attention and being used by over one-third of the world population. Knowing the different advantages and disadvantages between traditional and online marketing, a good marketer may be able to make the right decision when developing marketing strategy.

Currently, online marketing has taken over more and more of the budgets allocated to marketing efforts, traditional marketing promotion activities losing ground to online. The success gained by an organization in the offline world is radically different from that obtained in the online environment.

The advantages (Chitu,2007) present in the online environment are obvious: overcoming geographical boundaries, rapidity in communication, non-stop access to information and purchases, reduced costs of promotion, the possibility of establishing interpersonal relationships, ability to segment the market very well, getting easily feedback, high exposure and the list can go on.

Social media marketing means applying traditional rules of marketing on new means of interaction based on Internet. The clients are still people that advertising firms were aiming at using TV commercials, billboards or radio, but their behavior has changed, the main reason being these new "seats" available on the Internet.(Veronika Svatošová, 2012).Facebook, twitter, linkedin, youtube, slideshare, are some of those places where people, according to specific rules, often implied, based on a specific topic or general topics (my ex.:"life "- Facebook) and specific media (text, audio, video or a combination thereof).This first step is essential because the preferred target groups mainly use one or more web tools. Regarding behavior of bricolage brands in social media, an important indicator is the number of fans that each brand has him on Facebook or Twitter account.(Ghezzi and Gastaldi, 2016)

Dedeman occupies the top position among bricolage retailers, is the only bricolage retailer that owns an

online store to promote products and services. This online store was designed to sell DIY products also to the new generation that does not go to the store and offers famous brands products such as appliances or decorations that can be purchased online. For now, this store is a support for traditional units, but the company Dedeman considers it a future project. At www.dedeman.ro, using a remarketing tag (remarketing tag) and the conversion code received from Google AdWords cookies are collected. An internet cookie is a small file consisting of letters and numbers that will be stored on your computer or other mobile terminal equipment of a user who is accessing the Internet. Cookies allow the website the opportunity to provide personalized user information. Cookies provide a good user experience and navigation and support the Dedeman's efforts to provide relevant advertisements based on user preferences. The Remarketing tag collects cookies for Google to display ads on Google Display Network websites and Google Search. When users visit a website page that contains a remarketing tag, the cookie browser you use is added to a remarketing lists. A remarketing list is a collection of user cookies generated from one or more tags to remarketing. Google AdWords uses cookies to display sponsored ads on Google Display Network websites and Google Search to users who have visited site pages.

On the product page of the Dedeman online store one can find detailed information about the product. These include: full name, description, price, pictures, technical specifications, technical documentation (data sheets, installation instructions, user manuals, technical agreements) available to be downloaded in pdf format and guest opinions on the product. Also on the product page you can find more details about stock availability, the store where products are available at a certain price, estimated delivery time, delivery arrangements available and information security, and to be able to see the prices of products you need to select a Dedeman store.

In the online store and through the website Dedeman features multiple services that are offered to consumers are present, such as free advice offered to customers, customer support, delivery of goods, return products, financing solutions, services renting power tools , mixing paint, rental tools.

Dedeman provides free technical advice on products purchased by customers. If clients are undecided in choosing a product or do not know what they need the staff is ready to respond promptly to questions about products. Customer support service is available to customers to help them when they need information or when encountering various problems.

Another service offered by the centers of bricolage

for customers is goods delivery to doorstep, the delivery is made to the store where they purchased the items. Payment for transport of goods is based on the value of the commodity, product type and distance and delivery time.

Bricolage retailers offer customers financial services, they provide their customers the possibility of purchasing goods in installments by consumer loans offered in partnership with the largest operators of lending in Romania: BRD Finance, Cetelem, TBI Credit IFN, UniCredit, Garanti Bank, ERB retail Services, Transilvania Bank, Raiffeisen Credit Eu.

Another service offered to customers targets the return of the products according to their policy and legislation. The products may be returned to any store in the country if the products returned meet the conditions of return. Customers must have in their possession the original invoice or cash register receipt on which bought merchandise from one of the stores, warranty or authenticity.

Designing bathrooms and kitchens, a special program created by the company to help customers with their remodeling plans - In a 3D simulation software a Dedeman specialist will design the bathroom that customers want to decorate with the ceramic tiles they like.

For customers who do not want to wait for delivery of goods, Dedeman offers to them the service "Reserve in store". Using these service customers can reserve Dedeman products in the online shop in the city where they placed the order and can pick them up after payment of the goods.

The advantages of this service are:

- The choice of products is made in front of your computer
- Customers do not have to wait for the preparation and delivery of goods
- Upon arrival at the store products are prepared
- Customers can pick up products the same day they placed the order

WAYS TO PROMOTE THROUGH SOCIAL MEDIA

Social networks are seen mainly as a way of socializing, information on certain topics or subjects of interest, but also as a way to promote, signaling the presence of a group of friends or professional in a community business or a group of people who have similar interests or hobbies. Moreover, social networks are beginning to be seen by marketing experts as a suitable environment for promoting and online advertising. Facebook, one of the main social networking sites, is regarded by people as something friendly online interacting environment, converse, exchange photos and share opinions and experiences.

Facebook

Facebook tends to do more compared to other social networks and not just allow people to connect with

friends or distribute things, but also has the ability to connect people with brands or companies. (Naveen, Maheshwari and Jyoti, 2016)

Through business friendly websites, Facebook allows product or services promotion in a friendly way, people (fans page) choose what brands they like and from whom they will receive update notifications. Facebook is the leader in terms of number of users of the platform, with over 8 million users only in Romania. Most people who use Facebook log in at least once a day. A Facebook page could be more important than a website because most "fans" (customers) will visit Facebook at least once a day. Most likely, customers do not visit the company's website daily, this is a very important advantage because customers are informed of what happens in the new company, and Facebook is the perfect tool for this. (Pletikosa and Michahelles, 2008)

Companies on the bricolage market have a well-defined promoting strategy on Facebook and interact with their fans daily, keeping them abreast of the latest announcements or products. The bricolage retailer Dedeman holds supremacy in terms of the number of fans on Facebook.

The Facebook page is an effective tool that Dedeman uses to interact with those that are already their customers, but can attract new customers by intelligently presenting products and services they offer.

By promoting posts and the choice of the right ad based on the audience, the retailer may share the latest promotions and campaigns offered, may attract potential customers and may retain those clients they already have. When promoting a certain product or service on Facebook it is also desired for the public to take a particular action, for example to buy a specific product, fill out a contact form to subscribe to a newsletter.

Dedeman follows the trend which currently involves using an interactive content with an emphasis on the visual rather than text, be it images, or videos. Interactive content on Facebook means GIF photos as well as carousel messages.

Social Media creates and dissolves relationships, employment or dismissal decisions are made, inferiority or superiority complexes are created and important hours of our life are lost there. Therefore, increasingly more companies are trying in their communication campaigns to dilute the border imposed by the monitor or the display of a smartphone and bring social networking to the streets, on sidewalks and in stores.

The social character of these networks only reaches its culmination when the online and offline software are no longer two distinct sides of our lives, but when they combine and complete each other. As I said, this idea is the basis of many communication campaigns conducted in social media lately, so I selected for analysis and

reflection three such campaigns, very different, brand and implementation, but which rely all on this concept, to integrate as smoothly and efficiently the online in offline.

McCann Erickson advertising agency has launched a campaign with a similar campaign positioning "Make a change in your life". The orientation towards the couple becomes increasingly visible in the means of promotion by highlighting the "cheesy" text as statements made by love. After that, with the national holiday: Valentine's Day, love declarations were translated into verses as they are today. The primary targeted audience consists of couples aged between 27 and 40 years.

This is suggested by the text of the advertisement, which through its form and by its translation in form of a declaration of love aimed at addressing a younger audience. Although most decisions on construction and layout of the home are taken in the couple, there is a limit regarding the status of those actions.

For example, it is more likely for a young couple to build a new house or to arrange an old one. Promotion was conducted both online (Facebook, Twitter, Youtube) and in the media: print, radio and TV.

The main objectives of the company are: customer satisfaction by providing the best service and expanding its image abroad. Regarding the publicity campaign it can be said that the goals are similar. Customer satisfaction is an essential goal of any company in any industry on the market. Replacing the rational approach with an emotional one establishes another objective, namely: raising awareness. Through appealing to emotion the "barrier" of previous commercials loaded with a monotonous language and cold is broken changing this way the perception of advertising message boosting the need to purchase. Being the only company in Romania which initiated such advertising strategy it is likely for its image to expand abroad and make the objective achievable.

Meeting the objectives was achieved not necessarily due to the placement but simply because of the advertising means of information (Newsletters, pamphlets) and con-Venable prices comparing to those of competitors. In an article published on the website www.iqads.ro we can notice the reactions to various categories of the advertising campaign "Rediscover love renovating". The majority of people are amused by the advertising messages not giving a major importance to the displayed prices. There are many conservative people upon which this campaign may not have any effect.

The launch of the "Discover the poet in you" 6 application on Facebook allows all participants to compose lyrics from which the most "inspired" will be posted later in Dedeman commercials and awarded with various gifts, the selected texts are "filtered" by a copywriter agency before publication.

Through this app the company aims to attract new target audiences, aspect that is limited through the midst media used.

Praktiker Romania has launched a campaign conducted by Lowe & Partners and will have extensive exposure across all communication channels: TV, OOH, print, radio, instore, online and social media on Praktiker Romania's Facebook page ([www.facebook.com / PraktikerRomania](http://www.facebook.com/PraktikerRomania)). Here Praktiker challenges its fans to a lucky game. Praktiker is the initiator of the game and fans can give away a fortune through a series of messages they send to lucky friends. Promoting the campaign through PR was provided by GolinHarris team and developing the online campaign was successfully made by team Hyperactive.

Lowe & Partners has prepared all the superstitious, lucky or unlucky, a campaign in which everyone wins. Celebrating 10 years in Romania, Praktiker wants to reward loyal customers with lots of prizes, from discount vouchers, smartphones to cars. In order to be successful at Praktiker, you do not need any four-leaf clover, horseshoe or chimney sweep, but only to shop for over 100 lei between 6 and 26 September.

Therefore, the creative concept developed by Lowe & Partners has resorted to a personification of luck in chimney cleaners, considered "responsible" for making the day good for those who cross their way. Thus, customers did not have to meet a chimney sweep, because they win guaranteed prizes throughout the store network - over 149,000 of super prizes: 10 Skoda Citigo, 135 Samsung tablets 270 smartphones from Vodafone and vouchers for discount shopping.

Twitter

The tweets platform, the main rival of Facebook has become an optimal tool for users. Given the trends, it is likely to assume the appearance of an incredible means of promotion for businesses intending to use it as a channel of communication with the public and clients.

Of all the social media channels, Twitter proves that it has all the necessary qualities, methods of promotion, Twitter developing into an obligatory online marketing plan.

If its main opponent took a longer time to assert the forefront Twitter enjoyed immediate success.

The principle on which the rival network works is gathering as many likes and friends. But to follow users' posts on Facebook, you need to mutually accept friend requests.

On the Microblogging platform on the other hand, the presence in the lists of Twitter followers is not mandatory. Specifically, active participants are free to choose whom to follow, without the need for a service like return or "confirm". On the other hand, messages that bricolage retailers are trying to promote, can be tracked so "admirers" and the passive audience that has no obligation to accept

friend requests. In this way, a business account, like a personal one, can accumulate followers and among foreign readers, who are not enrolled in the category of Twitter followers. (Gongxun. Hadi, , Kianoosh, Boroojeni, . Nejadpak, 2016)

Apart from the uniqueness to 140 characters truly innovative and affordable are the hashtags. Any news and information, if accompanied by the hashtag, spreads quickly, aiming to direct public interest in a certain topic. It's about interesting topics, accompanied by a specific symbol "#" for entry into discussion, exchange of opinions or comments. Posts accompanied by the hashtag sites prove particularly useful to be spotted among the millions of daily posts. Adopting a Twitter promoting strategy does not necessarily mean success and business success online. But Twitter meets a narrower circle of fans, but that has greater value, demonstrating superiority. Therefore, an account on the microblogging platform and the proper management of posts gives an extra chance to users who want to make their activities known in short time among foreign readers, who are not enrolled in the category of Twitter followers.

The Twitter platform is considered by bricolage retailers a "gold mine" for advertising starting from the reality that there are many people with an account on Twitter, the social network becomes a potential advertising tool, allowing increased turnover. Dedeman in 140 characters takes off significantly, to divert traffic to websites that want promotion. All due to limiting messages which often contain links to the Dedeman online store, and to the site presenting the services or products. Users searching for details, are encouraged to click, which does not happen with fans or with friends on Facebook, rather tempted to ignore the links.

Posting videos can be an important source of growth and reputation of website traffic. It is necessary for generating video-rich content to open a special channel on specialized sites such as Youtube.

Praktiker believes that any company that wants to promote itself needs to focus increasingly on YouTube as trends in terms of promoting the Internet are increasingly emphasized, and YouTube is becoming more popular. Thus, a short analysis can be seen that most DIY retailers have a promotional channel on **YouToube**.

A good idea is for bricolage retailers to exploit the benefits of YouTube and other platforms and social networks. An example would be creating a video campaign on YouTube to promote an event created on Facebook. Or advertisement YouTube can be promoted on Twitter, Facebook and / or Google +, and if companies will take into account the potential for viral, share sites, like websites and tweets can convert views into a conversion rate will increases exponentially.

Advertising through YouTube can bring customers to the promoted website or can bring direct

customers interested in the product or services in the advertising.

Another way to promote used by major players in the bricolage is pay-per-click, PPC or Pay per click that requires that companies ads can show in relevant search, but the beneficiary will be charged only when users will click the advertisement which belongs to them.

Google AdWords

Promotion through PPC Google AdWords campaigns can help bricolage companies not only to reach the first page of Google (AdWords campaigns on the searchengine) search engine in a very short time, but also on partners sites (Google Display Network) and Google properties (Google Gmail, Youtube, Google Finance, Google Book Search, etc.) through AdWords Display network campaigns.

AdWords charges beneficiaries either per click or per thousand posts (the latter is available only to promote partner sites, for example, displaying a banner in various sites).

PPC means paid traffic to the websites of companies that can convert traffic into sales. A PPC campaign is not only aimed to attract attention, the brand also aims to become known, although these benefits are also present. A PPC campaign is recommended when the potential customer needs must be satisfied, client who is looking for a product with an offer which corresponds to his search.(Thomaidou Leymonis., Liakopoulos, and Vazirgiannis.

CONCLUSIONS

This paper tries to illustrate the method of communication adopted by companies operating in the bricolage market with both current customers and with prospective customers.

Bricolage companies have realized that success in business, in the current Romanian market economy, there is no question whether to disclose or not, but important is what we have to say, how and how often.

The Internet has brought about endless opportunities for any business, all areas currently facing dramatic changes. The development dynamics made online marketing practices become an extremely spread element among bricolage retailers strategy. This, as well as high connectivity needs of a business, represent the key factors for which these activities have become indispensable to any successful business.

The advantages of a presence in the online environment are obvious: overcoming geographical boundaries, non-stop access to information and purchases, speed of communicating, low cost promotion, ease of segmenting the target market, the possibility of establishing inter-personal easily

obtain feedback, increased exposure and more.

The Internet has a major impact on marketing tools, offering many opportunities that were not previously available through traditional marketing instruments. Each of the traditional channels of communication has obvious advantages and continues to be used, but the Internet is a channel that is in constant development, enjoying a high attention and being used by over one-third of the world population. In the current context, any company that wants to succeed must be concerned with creating a strong presence online.

Durable promoting: attendance at a trade fair or a business presentation loses its impact after it ends; an advertisement in a newspaper or in a magazine business loses its power to generate sales as soon as a new number appears; internet promotion, however, is timeless. Outside of some data and sometimes prices, most of the content of a site remains current for long periods.

Time saving: One of the significant advantages of online promotion is to save time required for advising clients in connection with the uses and benefits of the products, and managing sales. Visitors can access a page with frequently asked questions, helping themselves, or can buy online without staff involvement. Whether 10 or 1,000 people visit the site, each of them has access to advice or can shopping online at the same time.

Online advertising is the fastest and most efficient way to achieve a determined segment of consumers (covering some consumer segments that can not be achieved through traditional media), results in increased brand awareness and strengthening brand image and influence increased sales.

Interactivity is the word defining the online community (much faster feedback and the ability to identify more easily preferences, interests, behavior change)Dedeman occupies the top position among bricolage retailers, is the only retailer that owns an online store to promote its products and DIY services. Companies should see the company Dedeman, the leader of the bricolage market as an example.

Online environment and brand power are interdependent, the brand is obliged to keep the pace with technology and be present on the market while consumers can be found. The online experience of a bricolage brand is its web site and the contact with the brand through social media, while in the offline the brand is represented by more than product attributes. More than in the case of web sites, social media has the potential to create relationships with customers, interact with them and make them loyalty, reason for which the behavior of the brand in social media is followed, 90% of the brands analyzed have a presence in social media, 78% of which are active in this environment.

Brands must be humanized in social media in order to be able to establish contacts with the target

audience. Bricolage companies should focus on trust and the first step is to create brand loyalty. Social media is not a traditional environment, being a channel of communication more similar to the telephone than to TV. This study sought to examine the extent to which the page representatives of top brands use such strategies to humanize, not just communicating promotional messages, but other type of interaction too. Successful companies that have been awarded for their work in social media alternate these types of messages, encouraging interaction and offering the brand some humanized attributes.

Social media places the person and the information and the message as central elements together with what is communicated, because the individual is given the opportunity to communicate freely and open in the online public space, which leads to rapid development of these networks. This environment is in constant development due to the freedom of expression and free access to these platforms. Communication is the pull type, in this case customers themselves searching and selecting companies and products they are interested in and willing to establish a relationship with. Companies are using social media marketing pull practices because customers are those who seek little interest. They choose which companies they want to be members of, and in order to attract their fans, social media activity must convey brand personality, in which customers can find themselves.

Creating relationships between customers and brand is achieved when organizations work together and the relationship between the two parties evolved with the number of interactions. In addition, the knowledge of one another grows through each transaction, dialogue, feedback, user registration, and each visit made on the organization's website. Not all the brands that have an online presence succeeded and establish a relationship with the target market.

The key to success in social media is based on well-developed strategies, on information with the potential of going viral and a set of practices used by top companies that were the basis of the study. These are not sufficient and should be adapted at brand level, but without doubt they are applicable and recommended to any brand.

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