

ONLINE VS TRADITIONAL; MARKETING CHALLENGE IN THE TELECOM MARKET IN BOSNIA AND HERZEGOVINA

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ABSTRACT

Understanding consumer behavior in media advertising enables companies to effectively direct marketing activities toward the target market. Today, companies are expected to continually communicate with current and potential customers. Although online advertising methods are a relatively new concept compared to the established traditional ways of advertising, integrated marketing communication consists of messages sent to consumers using a set of various marketing instruments. The results of our research have shown that the users of telecommunication services in Bosnia and Herzegovina (BiH) pay more attention to the marketing messages sent over the online media. Social networks are the marketing communication medium preferred by most of the telecomm users in BiH, followed by television, billboards, text messages, company web page, web advertisements, newspapers, e-mail, and the radio. The results presented in this paper consider consumers' behavior in one of the most dynamic BiH sectors, and provide an insight in the specific media channel of marketing communication.

Key words: Consumer preferences, Integrated marketing communication, Traditional media, Online media, Telecommunication market in BiH

JEL: M37, O14

INTRODUCTION

Information technologies and telecommunications have become an irreplaceable part of our life while the role of online marketing is becoming irreplaceable in modern business. At the same time, the development of

technological capabilities of mobile devices and software find its applications in virtually all fields of social and business sectors. Integrated marketing communication is trying to encompass all communication instruments in order for the audience to receive a consistent message contributing to the achievement of company goals. Communication tools in integrated marketing communication consist of both traditional and online media. Carlén & Lindkvist (2013) give a flexible definition of digital media, stating that the main characteristic of digital media is the transmission of digitized content over the Internet or computer networks. Marketing, as one of corporate basic functions, needs to be aware of current developments, have access to buyers, know how to send a message to costumers, know how to collect and analyze data, and keep in touch with its consumers. Tracking the marketing development through history, we can conclude that marketing has always followed the development of technology and used it to communicate with consumers (radio, television, landline, etc.), while companies today increasingly use online marketing, i.e. a set of digital media to communicate with consumers. Although numerous advantages of using online marketing are often quoted today, offline marketing channels also have their advantages. Although there are a lot of forms of online business, this paper solely refers to the company business with customers in the telecommunication market in Bosnia and Herzegovina (BiH).

At the same time, companies face numerous challenges today: development of technology, spreading and influence of social media, a shorter product shelf life, and sharp competition. Information asymmetry is no longer on the company's side anymore, while an increasingly stronger consumer position leads to a situation

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in which if a company is to be competitive, it has to keep up with the current trends, policies, and the total social development. Today's companies should use a mix of digital and traditional media to communicate with target groups in which the share of different media and the marketing communication strategy depend mainly on consumers (Finne & Grönroos, 2017).

The research in this study is focused on analyzing consumer behavior, i.e. the preferences of telecommunication service users in the territory of BiH. More precisely, the objectives of this research are to: (i) analyze modern trends of online marketing, such as the web, smart phones, social media, etc. and their influence on the company's marketing communication; (ii) analyze traditional offline marketing channels, and (iii) analyze the preferences of telecommunication service users for traditional or online marketing channels.

1. LITERATURE REVIEW

1.1. Integrated marketing communication

Although elaborated relatively well in various literature, integrated marketing communication as a research area is still a part of the active debate on the overall business performance. As a result, integrated marketing communication has evolved into a strategic tool enabling the companies to achieve their communication goals with respect to the effective implementation of the branding process. Some of the factors that have affected the development of the theory and practice of integrated marketing communication are: (1) intensive growth and development of new electronic media, (2) diverse ways of communication and numerous communication options and goals, (3) speed, span, and reach of electronic communication have caused companies to adopt a global perspective, and (4) constant changes in the environment, particularly from the aspect of marketing advertising (Madhavaram, et al., 2013).

A considerable number of researches (Carlson, Grove & Dorsch, 2003; Naik & Raman, 2003; Reid, 2003; Finne & Grönroos, 2009, 2017, etc.) support the idea of integrated marketing

communication and have clearly identified various benefits brought by integrated marketing communication to companies. Naik & Raman (2003) state that integrated marketing communication helps companies in building the brand equity through the synergy achieved by using integrated marketing communication. Similarly, Reid (2003) shows that integrated marketing communication is positively connected with the performances achieved by the brand itself. Carlson, Gove & Dorsch (2003) point out that a successful integrated marketing communication produces desired consumer responses, makes companies effective and/or efficient in communication with the target audience, and positively affects company's financial result through a higher brand equity. Finne & Grönroos (2009, 2017) support customer-integrated marketing communication (CIMC), because marketing messages from different sources are in fact integrated in the consumer's mind. It depends on the consumers themselves whether the messages will be integrated, viewed separately or have no meaning at all. The CIMC model requires marketers to gain as much as possible individualized insight into the consumers' lives. According to the authors, this model, based on the *communication-in-use* concept, is a sort of turnaround in integrated marketing communication.

1.2. Marketing communication media

The media classification can differ according to different criteria. Communication tools in integrated marketing communication include both traditional (offline) and digital (online) media. Referring to Fuxman, et al. (2014), this paper classifies marketing communication media right into traditional and online media. Online advertising or interactive advertising is a "two-way communication method", whereas traditional marketing media are mostly a "one-way communication method" (Fuxman, et al., 2014). According to these authors, the availability of broadband connection and the Internet, and new generations of mobile phones have caused consumers to increasingly collect information about products and services through web browsing.

Sawhney, et al. (2005) point out that companies have increasingly recognized the power of the

Internet as a platform for co-creating value with end users, focusing on the question “*How has the Internet impacted the process of collaborative innovation?*” The authors list the capabilities of the Internet as a platform for customer engagement: interactivity, enhanced reach, persistence, consistency, speed, and flexibility, and suggest that firms can use these Internet capabilities to engage customers in the co-creation process through a variety of Internet-based mechanisms. Additionally, Van Meer (2006) focused on banks and other financial institutions, and the research in his paper is based on the *clickstream* data collected from a web-banking site of a financial institution in the Netherlands. The research results have shown that ordinary visitors and users of banking services differ in the development of Internet capabilities. Further, the *clickstream* analysis has proved to be an effective tool for obtaining a clear picture on users’ online habits, both at individual and group levels (Van Meer, 2006).

On the other hand, Owen & Humphrey (2009) argue that social media will not take over the overall marketing communication and will not replace some of the existing media, such as television, but they believe that social media are a trend that might cease to exist soon. According to the authors, many instances of applications based on social media that are currently in the early stages of development are considered unethical and negative to society. The authors state in their paper that the evolution of social media largely depends on the availability of the underlying infrastructure: technological, competitive/commercial, political, and social.

1.2.1. Traditional media

The effectiveness of television advertising is often questioned today for several reasons; (i) the availability of devices such as DVR, TiVo or real-time recording, allowing consumers to skip commercial content (fast forwarding), (ii) consumers prefer television programs without many marketing messages or they simply change the channel during commercials, (iii) the share of marketing content in the total television program has increased in the last 50 years, which leads to consumers’ tiredness, (iv) consumers often simultaneously watch different television programs and do something else at the same time (multitasking consumers),

so they do not pay attention at all to marketing messages (Talafuse & Brizek, 2014). However, Zigmond & Stipp (2010) state that multitasking consumers can also be an opportunity for marketers. Owing to Smart TV technology, consumers watching television often use the Internet as well. Having online access while watching television enables consumers to easily access brands, interact, and review a product as well as make online purchases. Advancement of technology has changed the way television operates, so a lot of digital content enables a form of interaction in television advertising. Smart TV devices increasingly enable two-way communication and interaction. This is why many authors state that this quite a traditional marketing medium is slowly transforming from one-way communication to a two-way channel. Yet, Talafuse & Brizek (2014) state that television advertising increases the sale by increasing brand awareness.

A research of consumer behavior while watching television has revealed that consumers remember the messages aired during their favorite television program (Poltrack & Bowen, 2011) more. As a medium, television allows a possibility to access different age groups and groups with different purchasing power. The authors also mention that television is still the most used medium among the population over 18 years of age, while women spend 5 hours and 42 minutes on average watching television, which is more than for any other medium.

Furthermore, the media such as radio, newspapers, magazines, billboards, etc. are considered traditional because they are used for mass media advertising, which is oriented toward the entire market and enables a one-way approach to marketing communication-advertising for example does not enable interaction between the company and the consumer. Also, traditional media do not enable companies to send individualized marketing messages. Finally, although a considerable number of researchers believe in the decline of traditional media, the transformation and improvement of those media are inevitable. One of the reasons is ever more certain possibility of integrating traditional and online marketing media, i.e. the integration of traditional media with new technologies.

1.2.2. Online media

Investments in online advertising keep increasing and are accompanied by the development of various creative models of communication between the company and the end user. Changes in the market along with Internet expansion and development have tilted information asymmetry in favor of consumers, i.e. strengthened the consumer position, which considerably affected the traditional word-of-mouth marketing rules. Breazeale (2009) implies that the word of mouth has a bigger role in the digital environment, where it is often called word of mouse or eWOM (electronic word-of-mouth). The spreading of online media-digital channels has increased the power of the consumer and companies have acquired a simple channel because the message they send easily reaches a large number of people. Breazeale (2009) believes that this change affects both companies and marketers, so companies have been increasingly trying to control eWOM. Companies gain eWOM advantages by controlled sending of positive messages to consumers over the Internet. Practically, eWOM is known as for example. "like", "share" or "comment" and many researchers stress that eWOM is the key factor for successful online marketing (Hennig-Thurau, et al., 2004; Campbell, et al., 2011; José-Cabezudo & Camarero-Izquierdo, 2012). There are many ways of spreading eWOM over the Internet (social media, e-mail, blogs, forums, virally, etc.). Ellis-Chadwick & Doherty (2012) have shown that interaction is the most effective tactics for spreading eWOM and, along with Melville, Pavlov & Plice (2008), also state that viral messages are one of the most effective interactive marketing tools.

With respect to online consumer behavior, most of the researches focus on the question how a company can use its web page to collect data about its customers. Among others, Pires, Staton & Rita (2006) confirm that the company can use the data collected through its own web page to strengthen a long-term relationship with the consumers by using personalized marketing. In order for the company to collect the data, the consumers have to log in to visit the company web page. It is easy to collect the main data about the traffic on a web page, including clickstream data (the number of

mouse clicks on the web page) and the average time spent on the web page or its section. This type of data allows the companies to track the visitor's navigation through the web page structure, their response to some web page structures and content, what attracts them, etc. Today, Web 2.0 brings many innovations when it comes to web interaction with the user and entirely changes the way of tracking consumer behavior on the Internet. Yet, having analyzed the use of web page, Buckling & Sismeiro (2009) believe that some key information is missing to conduct a quality research. As an example, they mention that the traffic data for a web page do not account for the initial reason to visit the web page or the type of information the visitor needed.

Regardless of the complexity of e-mail marketing, according to Carlén & Lindkvist (2013), this tool, if used properly, doubles the return on investment of online marketing compared to other online marketing activities. Nevertheless, e-mail marketing is a complex marketing tool. In order to use e-mail marketing, company has to find a way to obtain e-mail addresses of its customers. Strauss (2014) explains two most important tactics used in e-mail marketing: opt-in and opt-out. Opt-out is the tactics companies use to send e-mails without user's permission and makes it difficult for the user to block the e-mail (unsubscribe). A risk of using this strategy is that the user can filter such e-mail messages as spam (unsolicited e-mail), which will eliminate the probability to send an e-mail to the user again. Opt-in strategy means that the company asks the user's permission to e-mail information and makes the unsubscribe option easily accessible. Strauss (2014) believes that the opt-in strategy is appropriate when company's goal is to build and maintain a close relationship with its clients. Ellis-Chadwick & Doherty (2012) gave a list of recommendations for effective e-mail marketing. The main recommendations refer to: length of e-mail, frequency of sending e-mail, subject line, and number of hyperlinks. The length and frequency of sending e-mails have to be ideal. Messages can often start to irritate the customer; however, too long intervals between the sent messages may cause the consumer to lose interest. The e-mail content has to be connected with the "conversation topic" (the

subject of communication), and the message has to be clear, simple, and concrete. Preferably, an e-mail has hyperlinks and encourages interaction in order to increase customer's engagement and participation. The greatest drawback of e-mail marketing is the fact that the customers feel swamped with messages, so they read only three-mails they consider important. Due to this problem, the subject line and the e-mail structure have the key role in e-mail marketing.

On the other hand, social media, virtual communities or online communities are groups of people who communicate in different ways by using blogs, comments, phones, messages and share content (photos, audio, and video recordings) for business, social, or educational purposes (Safko, 2010). According to Hoffman & Fodor (2010), companies mostly focus on traditional marketing objectives such as direct sales, cost reduction, and increasing market share, trying to achieve them through social media. These are the main objectives for all profit-oriented businesses. Researches have shown that social media help reduce costs and increase the effectiveness of marketing activities. Hoffman & Fodor (2010) believe that the social media environment provides marketers with unique opportunities to build close relationships with customers and understand their inherent values, with social media as an effective marketing medium for maintaining and raising awareness of a brand, interaction with customers, and word-of-mouth marketing. Similar finding of importance of social networking in consumer's decision to select specific mobile carrier in transitional countries we found in Zaimovic (2015). Prahalad & Ramaswamy (2004), like Heinonen (2011), have shown in their researches that social media have a considerable role in understanding consumer needs. According to Hanna, Rohm & Crittenden (2011), social media have become an effective channel through which companies can respond to new consumer demands, one of which is "participation."

Heinonen (2011) identified the consumers' motivations for using social media. Her researches have shown that the main motivation driving people to use social media is, in fact, a combination of interaction, entertainment, and

information. "Not surprisingly, social connection and a need to communicate were mentioned repeatedly" (Heinonen, 2011, p. 359). Her research, like an earlier research conducted by Prahalad & Ramaswamy (2004), has shown that the possibility of consumer participation in the social media processes (co-creation) has a significant role in motivating consumers to use social media. Sharing own experience and knowledge with the company and other consumers affects the process of making purchasing decisions. Prahalad & Ramaswamy (2004) mention "dialogue" as an important element in the co-creation process. Continuing further, Hanna, Rohm & Crittenden (2011) focused their work on the connection between co-creation and an increased consumer role in the brand co-creation. They have reached the conclusion in their studies that social media have transformed the Internet from a medium for information transmission to a medium that influences co-creation processes. The dramatic growth of many social media, such as Facebook, Twitter, and YouTube, has led to a situation in which all companies (big, medium, small) are present in social media and are bound to incorporate social media into their marketing strategies. Kaplan & Haenlein (2010) also stress that social media are important not only for multinational companies but also for small and medium companies, nonprofit organizations, and governments. They have shown in their research that social media enable companies to access end users at considerably low costs compared to the use of traditional media.

Viral marketing is part of social media/networks that considerably departs from other tools used in social media and is largely connected with the word-of-mouth marketing (Liu-Thompkins, 2012). Both the viral and the word-of-mouth marketing largely operate on the same principle. People use the sharing option in social media to share content if the content is somehow related to them or influences them, or they simply want to be the first among their social media friends who shared a piece of information or an idea. Rose (2012) believes this is exactly the reason why people share stories in the real life as well. Accordingly, emotions are consumer's most frequent reason to share content. Liu-Thompkins (2012) states that the "seeding" strategy is vital because, as a channel, it is based

on eWOM and defines the “seeders” as those who share a message while launching it. Liu-Thompkins (2012), like Watts & Peretti (2007), suggests that a positive outcome is more likely if more seeds are used to start a viral campaign and, as the quality of the message improves, the strategy will require fewer seeds.

1.3. Consumer behavior

Modern companies begin all business activities by understanding and anticipating consumers' habits, needs, and desires and end with the delivery of an expected value, i.e. consumers' satisfaction (Živković, 2011). Accelerated development of technology, particularly the Internet, has led to considerable changes in the marketing strategy. Owing to information technologies, consumers are well informed and can easily compare offers from other companies. According to Consoli & Musso (2010), the marketing of information age is based on a relationship between companies and consumers, noting that customers have become more demanding. In order to respond to this market change, marketers have become more accessible, sensitive, and innovative in the creating and distributing products and services in the market. Four forces have affected the new digital age: (1) digitalization and connectivity, (2) Internet development, (3) new forms of mediation (adapted to consumers), and (4) adaptation to consumers' desires.

According to Finne & Grönroos (2017), customer-integrated marketing communication – the CIMC model – requires marketing managers to more understand consumer behavior, their ecosystem, and logics. In the past, companies used to send mass-media marketing messages over traditional media (magazines, billboards, television, etc.), whereas today they have an option to send individualized marketing messages particularly targeting one group of users or even an individual customer. The development of technology and the Internet is a factor with the highest impact on the consumer behavior in the 21st century. New technologies, such as applications for tracking and measuring user activity, and a simple management of large databases result in an increase in the collection of individual data on consumer behavior (Saarijärvi et al., 2014).

In a research on consumer behavior conducted in the field of branding in automotive industry, Prasad & (2009) have shown that there is a synergy effect between online and offline media of marketing communication and that it is possible to measure it.

2. RESEARCH FRAMEWORK

Consumer preferences for different media marketing communication are a frequent topic in marketing research because a lot of marketers have shifted from traditional marketing to online marketing or they have considerably increased investments in online marketing in relation to traditional marketing. The research of consumer preferences is limited by the fact that the preferences are not static (Chao, Corus & Li, 2012). For the purpose of this research, the notion of “user preferences” is defined as the marketing media channels preferred by the users and used by them to receive and understand the marketing messages sent by telecom operators in BiH.

Online marketing has become highly important for companies and marketers to respond to customers' demands. Online technologies, such as the Internet (web), smart phone, social media, and CRM systems strongly affect the modern marketing. However, the advantages of traditional (offline) marketing methods have proved to be important. This is why marketers in the industries that require the use of both online and offline marketing, such as telecommunication companies, have to use an optimal combination, depending on the target group. At the same time, the development of information technology has additionally strengthened the consumer role in company operations, in which a highly important role in the market where trends change very rapidly also belongs to the communication between the company and the customer. Most of the similar researches (Hanna, et al., 2011; Chang, et al., 2004; Wang, et al., 2013; Lesidrenska & Dicke, 2012, Talafuse & Brizek, 2014) are based on the analysis of individual marketing media channels, describing advantages and disadvantages of the selected channel.

However, this paper focuses on the research of both online and offline marketing channels in the telecommunication market in BiH, addressing

one of the key questions of the modern marketing communication and advertising, "Which media will be used by a strategy of integrated marketing communication and how to optimally utilize advantages of all media?" (such as Carlén & Lindkvist, 2013). One of the assumptions in this paper is that the companies in the telecommunication market in BiH must not disregard some of the marketing media. To solve this problem, it is necessary to apply a situational approach, i.e. the selected medium has to depend on the target group selected for establishing communication. Based on such defined problem, the central research question of this paper is whether there is a difference between the preferences of telecommunication service users in BiH for traditional or online media of marketing communication. This question also inspired the main objective of this research which is to determine consumer preference between online and offline media advertising and show whether marketing messages, sent through different marketing channels, will attract attention at all, which should be the key for starting any communication.

As for the target population in this research, the total target population consists of telecommunication service users in BiH and, having in mind the data from the BiH Regulatory Agency for Communications, the minimum sample size of 385 respondents is calculated using the confidence level (%) = 95, $\alpha = .05$, confidence interval, and margin of error (%) = 5. Out of the total of 415 questionnaires collected, 391 are deemed usable (N = 391). Online and offline surveys were conducted in order for the sample not to consist of the online population only. Of the total sample, 46% of the respondents use the Internet more than 21 hours a week, and only 2.3% of the respondents do not use the Internet.

The questionnaire was composed of seven questions relevant for this research, starting with Internet usage at a weekly level, followed by the question, "How often do you pay attention to marketing messages of the telecom operators delivered over: television, the radio, newspapers, billboards, company web page, web advertisements/newsletters, e-mail, text messages through GSM network, and social media?" as the most important question for

testing the hypothesis. It consists of user preferences for nine different media with five choices on a Likert scale. Based on the observed variables and the media classification, two latent variables are created: "traditional media" and "online media". After additional survey validation, the sample was reduced to 391, which was used for all estimations. The final sample consisted of 42.31% of men and 57.69% of women. The statistical analysis included: Cronbach α , a Paired-Samples T-test, and a Repeated Measures ANOVA test. The Cronbach α was used to test the validity and reliability, i.e. for evaluating the internal consistency of the variables. The model was evaluated separately for the group of traditional media (variables) and for the group of online media (variables). DeVellis (2012) states that if Cronbach Alpha exceeds 0.7, the model is deemed acceptable.

A Paired-Samples T-test was used to establish whether there is a statistically significant difference between the preferences for traditional and online marketing media. A one-way analysis of variance (ANOVA) – Repeated Measures was used to assess the relationship among the preferences for various media, i.e. whether there is at least one pair of marketing media with different average values – mean (preferences for nine media). An additional analysis of mean values and Paired-Samples T-tests was used to establish whether there is a statistically significant difference in the preferences for all nine marketing media covered by this research.

3. RESULTS

Evaluation of the model reliability and validity was done using a Cronbach alpha test, while the coefficient for the traditional media ($\alpha = 0.771$; $\alpha > 0.7$) and for the online media ($\alpha = 0.826$; $\alpha > 0.7$), has shown a high level of consistency. Further, the research question was tested using a Paired-samples T-test, with the mean average for the online media calculated by using proxy question in the questionnaire. The respondents evaluated how often they pay attention to the marketing messages of telecom operators sent over: television, radio, newspapers, billboards, company web page, web advertisements/banners, e-mail, text messages, and social media. In order to conduct a Paired-samples

T-test and establish a statistically significant difference between the preferences for online and traditional media, the nine listed variables (media) were transformed into two latent variables. The "Traditional media" consisted of the following observed variables: Television, Radio, Newspapers, Billboards, TxtMsgs over GSM network, while the variable "Online media" consisted of Web Page, Web Advertisements, Email, Social Med. The average value calculated for the online media was $1 = 2.4789$ ($N=391$) and for the traditional media $2 = 2.2946$ ($N=391$).

The average value of preferences for online marketing media was compared with the average value of the preferences for the traditional marketing media to establish which type of the media is preferred in the telecommunication market. A T-test was used to compare the average value of the preferences for the traditional and the online marketing

media. The analysis of the Paired-samples T-test has identified a statistically significant difference between the preferences for the traditional and the online marketing media, with the confidence level of .05, (Table 1), which confirms that there is a difference in the preferences of telecommunication service users in BiH for the traditional or the online media marketing communication.

The research has shown that telecommunication service users in BiH prefer the online media ($M=2.4789$; $SD=0.95123$) over the traditional media ($M=2.2946$; $SD=0.74939$).

The one-way analysis of variance (ANOVA) – Repeated Measures is a test used to evaluate the relation among the preferences for different media. In order to conduct that statistical test, a new factor titled "Marketing Media" was created with nine levels, each of which represents the preferences for a single medium.

Table 1. Comparison of the preferences for the traditional and the online marketing media (Paired-samples T-test)

		Mean	N	Std. Deviation	Std. Error Mean				
Pair 1	Online media	2.4789	391	.95123	.04811				
	Traditional media	2.2946	391	.74939	.03790				
			N	Correlation	Sig.				
Pair 1	Online media& Traditional media		391	.483	.000				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Online media& Traditional media	.18427	.88164	.04459	.09661	.27193	4.133	390	.000

Table 2. Results of the one-way repeated measures ANOVA test for the preferences for different marketing media Within-Subjects effects

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
"Marketing Media"	Sphericity Assumed	491.912	8	61.489	79.433	.000	.169
	Greenhouse-Geisser	491.912	5.810	84.669	79.433	.000	.169
	Huynh-Feldt	491.912	5.908	83.268	79.433	.000	.169
	Lower-bound	491.912	1.000	491.912	79.433	.000	.169
Error (Marketing Media)	Sphericity Assumed	2415.199	3120	.774			
	Greenhouse-Geisser	2415.199	2265.830	1.066			
	Huynh-Feldt	2415.199	2303.962	1.048			
	Lower-bound	2415.199	390.000	6.193			

Between-Subjects effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	19874.899	1	19874.899	4228.725	.000	.916
Error	1832.990	390	4.700			

According to Greenhouse-Geisser, the ANOVA test is statistically significant (), i.e. at least one pair of the marketing media does not have the same preference. An additional analysis was necessary to establish whether there was a statistically significant difference among the preferences for all nine marketing media covered in

this research. A total of 36 Paired-samples of T-tests, as an additional analysis, was conducted to demonstrate which of the marketing media have the same or different preference, meaning that during the testing, if $p > .05$, we accept the null hypothesis that there is no difference in the preference for the two types of marketing media.

Table 3. Paired-Samples T-tests for comparison of mean values of all nine observed media

Media Type	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
				Lower	Upper			
Television								
Radio	.724	1.021	.052	.622	.825	14.024	390	.000
Newspapers	.535	.994	.050	.436	.633	10.634	390	.000
Billboards	.008	.996	.050	-.091	.107	.152	390	.879
Company web page	-.077	1.312	.066	-.207	.054	-1.156	390	.248
Web advertisements - banners	.248	1.312	.066	.118	.378	3.740	390	.000
Email	.555	1.417	.072	.414	.696	7.747	390	.000
Txt Msgs	-.092	1.272	.064	-.219	.034	-1.432	390	.153
Social media	-.524	1.343	.068	-.658	-.391	-7.719	390	.000
Radio								
Newspapers	-.189	.997	.050	-.288	-.090	-3.752	390	.000
Billboards	-.716	1.088	.055	-.824	-.608	-13.017	390	.000
Company web page	-.801	1.411	.071	-.941	-.660	-11.218	390	.000
Web advertisements - banners	-.476	1.351	.068	-.610	-.341	-6.964	390	.000
Email	-.169	1.323	.067	-.300	-.037	-2.522	390	.012
Txt Msgs	-.816	1.398	.071	-.955	-.677	-11.536	390	.000
Social media	-1.248	1.463	.074	-1.394	-1.103	-16.867	390	.000
Newspapers								
Billboards	-.527	.922	.047	-.619	-.435	-11.300	390	.000
Company web page	-.611	1.233	.062	-.734	-.489	-9.803	390	.000
Web advertisements - banners	-.286	1.269	.064	-.413	-.160	-4.464	390	.000
Email	.020	1.320	.067	-.111	.152	.306	390	.759
Txt Msgs	-.627	1.281	.065	-.754	-.499	-9.676	390	.000
Social media	-1.059	1.381	.070	-1.196	-.922	-15.162	390	.000

Billboard	Company web page	-.084	1.190	.060	-.203	.034	-1.403	390	.162
	Web advertisements - banners	.240	1.210	.061	.120	.361	3.927	390	.000
	Email	.547	1.325	.067	.416	.679	8.167	390	.000
	Txt Msgs	-.100	1.264	.064	-.225	.026	-1.560	390	.119
	Social media	-.532	1.318	.067	-.663	-.401	-7.982	390	.000
Web page	Web advertisements - banners	.325	.920	.047	.233	.416	6.985	390	.000
	Email	.632	1.264	.064	.506	.757	9.883	390	.000
	Txt Msgs	-.015	1.394	.070	-.154	.123	-.218	390	.828
	Social media	-.448	1.046	.053	-.552	-.344	-8.461	390	.000
Web advertisements	Email	.307	1.178	.060	.190	.424	5.152	390	.000
	Txt Msgs	-.340	1.394	.070	-.479	-.202	-4.825	390	.000
	Social media	-.772	1.061	.054	-.878	-.667	-14.399	390	.000
E-mail	Txt Msgs	-.647	1.286	.065	-.775	-.519	-9.947	390	.000
	Social media	-1.079	1.235	.062	-1.202	-.957	-17.285	390	.000
Txt Msgs	Social media	-.432	1.283	.065	-.560	-.305	-6.662	390	.000

Using the average values for the preferences for nine marketing media and the earlier post hoc analysis (36 Paired-samples T-tests: where all possible pairs of the listed media are correlated), it is possible to make a ranking list of the marketing media by the level of preference of the telecommunication service users. The Paired-samples T-tests have shown which pairs are statistically significant, i.e. which media are given different preferences. The pairs for which the null hypothesis on the equal average values (M-mean average) is not rejected are ($p = 0.05$):

1. Television – Billboards; $t(390) = 0.152, p < 0.879$
2. Television – Company web page; $t(390) = -1.156, p < 0.248$
3. Television – Txt Msgs; $t(390) = -1.432, p < 0.153$
4. Newspapers – e-mail; $t(390) = 0.306, p < 0.759$
5. Billboard – Company web page; $t(390) = -1.403, p < 0.162$
6. Billboard – Txt Msgs; $t(390) = -1.56, p < 0.119$
7. Company web page – Txt Msgs; $t(390) = -0.218, p < 0.828$.

The test has revealed that other pairs of variables are statistically significant with the

confidence level of .05, so the null hypothesis of equality of average values (M-mean average) for them is rejected. In other words, there is a statistically significant difference in the preferences for other 29 pairs of marketing media. Based on the conducted tests and the average values, it is possible to rank the marketing media according to the preferences of telecommunication service users.

The analysis of the research results has shown that Social Media ($M=3.05$) are the marketing communication medium most preferred by telecommunication service users in BiH, i.e. that the users pay most attention to the marketing messages delivered through social media. Television ($M=2.53$), Posters-Billboards ($M=2.52$), Text Messages (Txt Msgs) ($M=2.62$) and Company web page ($M=2.61$) ranked second because the analysis has not rejected the null hypothesis on equal average values for these marketing communication media. Third place belongs to Web Advertisements ($M=2.28$). Newspapers ($M=1.99$) and E-mail ($M=1.97$) ranked fourth because the research results have not revealed which of the two media is preferred. The least preferred

marketing communication medium is Radio (M=1.81), meaning that telecommunication service users in BiH pay least attention to the marketing messages from the telecom operators transmitted over the radio.

4. CONCLUSION

Modern companies increasingly use interactive marketing utilizing development of new technologies and focusing on exploiting consumer's preferences, needs and habits. Still, sending marketing messages to large extent depends on the user media preferences, and according to a number of marketing experts, traditional media will fade away being slowly replaced by online marketing communication. Although the trend is there, such scenario is, however, hardly viable. The idea of "online society" is still farfetched and human interaction will still remain in cross-section of traditional and online. In analyzing available literature, we found a number of authors emphasizing that traditional media will only go through an evolution stage, i.e. becoming more digital; like Smart TVs, Internet radio, scanning of poster QR barcodes that refer customers to online content, touch screen billboards, glass projections, etc. Increasingly, it is up to companies to focus on integrated marketing communication and the need to re-conceptualize the entire process of marketing communication – shifting from focusing on individual channels to overall marketing communication mix.

This paper concerns BiH telecommunication market which, by many elements, does not lag behind much in relation to other countries in the region. Overall informatization of BiH has slightly fallen behind the neighboring countries in the last several years, but our analysis for the Western countries has revealed that the trends are similar. Like in most developing countries, companies in BiH increasingly invest in online activities (online communication), whereas investments in advertising over traditional media have stagnated. This is also confirmed by our research and although in relative stagnation, investments in advertising over traditional media are still almost twice larger compared to online media. Our research has shown that television is still highly represented medium (M=2.53) as well as Billboards

(M=2.52). However, if the growing trend for online media continues, the investments in online advertising will exceed investments in traditional media. From the consumer perspective, telecommunication service users in BiH generally pay more attention to the company messages transmitted over the online media (M=2.48). However, the role of the traditional media cannot be disregarded (M=2.3). There is a statistically significant difference in the preferences, but looking at the mean values from the perspective of marketing managers, the difference is not big enough to abandon the traditional media. Marketing managers should conduct market segmentation and on the basis of the obtained data differ between addressing to various audiences and using the principles of integrated marketing communication. According to the conducted research, the media most preferred by today telecom users are social media channels.

The scientific contribution of this paper reflects in the accumulation of knowledge about customer behavior and facilitates companies in choosing the type of marketing media with specific target group. As for such researches, one of the limitations of this paper is that consumer preferences are not static but they change over time. The future researches should include a larger number of respondents to analyze various demographic groups within the consumers in the telecommunication market, i.e. it should be oriented toward specific segments of the telecommunication market. Also, the future researches should focus on the impact of online and offline media on decision making in the purchase/use of services among telecommunication service users in BiH and influence of particular media on consumer decision making.

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