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THE ROLE OF THE ONLINE ADVERTISEMENT FOR THE CONTEMPORARY ENTERPRISE

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Abstract: Many practitioners in the field of the Internet are regarding it a kind of art. Perhaps on that reason is it so hard to find the unequivocal answer to the question what the Internet is? From a technical point of view it is a global computer network making up from various, smaller and bigger, of the network and isolated computers. This net is connected with the help of telephone lines, radio, link satellite and fibre-optic. This web is winding almost entire contemporary world. An about 960 million of persons is using the Internet in entire world (2005). For this community an Internet is a new, fascinating medium, thanks him we have the unrestricted access to many pieces of information. A network is the biggest global market which so far existed where small-sized enterprises can compete with themselves with large corporations. And where the words "the market" and "the competition" are appearing, it must appear also the word "the advertisement". The advertisement exists from beginnings of the mankind. In ancient times people already recommended their products wanting to sell them. They used the shout or simple posters mainly. Together with the development of the civilization an advertising developed. Great changes came in modern times when, a press, a radio and television arose. They started diverging from advertising products sold by oneself on their own initiative. In the today teams of people are working at so that while watching TV we keep an eye on advertising blocks. However such a model of the advertisement started stirring up controversy a lot. We understand the necessity for her but its importunity is annoying us because the advertisement is pushing into all areas of reality, even between stages shown on television of films. For this reason they started searching for running different centers in to the customer, all the way to the moment when an Internet appeared. The Internet offered the advertisement not only a mass audience and the possibility of the influence on him with the help of the text, sound and the image. Traditional mediums already earlier enabled it. Based on the one-way model of announcing, however they aren't able to draw for the recipient into interactions. The advertisement passed down behind their mediation usually gets through to potential customers then when for you they are entertained with something completely not bound with the subject of the commercial.
Key words: Internet, online advertisement, network, banner, medium, "pull"-type, "push"-type.

1. INTRODUCTION

The number of netizens in Poland constantly is increasing. They are already making the 19.8% of the population of inhabitants of our country in the age of 15 years

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old and more.[2] What is that fast height dictated with? Undoubtedly an interest in the Internet is growing thanks to the rapid development of the network. Thanks to that we can observe more and more connecting private persons and the institution from the village. In spite of it is still this group isn't too numerous, but is growing systematically and fast. Noticeable growth is distinct also amongst internet women. Also is changing a way of the access to network services - to date a place of employment or a place of abode were a predominating place, in which we used the Internet (with the help of modems). At present proportion the ones turned - a number of connecting users having at home constants connection to the Internet through cable or radio is still increasing. The large role of the Internet for the more and more people is becoming very important. It became the best and fastest way of getting and the interchange of the current information and communication.

The most out of Polish netizens are living in cities (higher up 500 thousands of inhabitants, the 20.5%). The interest of using the net on villages is still so little (16.8% of all users of the network). What are the main reasons of the non-using the Internet? The main lack is not possibilities to access to the network (36.5% of recommendations). In the second order (33.4% of recommendations) as the cause respondents are giving the lack of the computer, which the costs of purchase often exceed financial possibilities of the average Polish family. A percentage of persons which aren't feeling the need to use this way of communication and obtaining information is over the 15%.

Most often, (54.5% of recommendations), Polish are connecting with the Internet from the house, but also from the work (37.8%), from the school or the college (28.2%), in online cafés - 24.5%, at familiar, families - the 18.3%, the lack of the permanent location, the portable access - 0.7%, different - 3.3%. The majority of netizens uses the net every day - it declared the 35% of respondents. Little over the 23% examined only several times during the week. Cable nets gave the chance of the faster and cheaper access to the Internet therefore so there are still more users are using the net at home. It is possible to assume that the number of such users still will be rising. Sides of portals, offering the enormous dose to the information from every field are web pages most often frequented - messages, wire services, a weather or catalogues are only some of them.

The most well-known portals are Onet.pl which the 43.3% of respondents is using and the wp.pl (Virtual Poland), with the 24.5% visiting netizens. Clearly rose a percentage of persons doing shopping in the web. In the period examining the shopping in the web caused six preceding months over the 15% examined. In the case the 30% was it is a single purchase. Every third person out of buying through the Internet did it 2 times and every fourth made a purchase at least fourfold (26.1%). They have most often spent for the shopping from 200 up to 500 zlotys (21.8% of recommendations). We have most often bought books (35.2%), CDs (21.4%), and accessories, the computer hardware and the software. Over the 90% examined which decided on the purchase of some good in the web was satisfied from this decision. As the best things of buying such a form respondents replaced the comfort of the purchase (delivery to the house), and its speed. If netizens aren't deciding on the shopping through the Internet, it therefore don't have

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[2] The examination was carried out in days from 5th October to 8th November 2005 with CATI method (computer assisted telephone interview) - the telephone intelligence service aided by a computer was carried out 6285 interviews. The full interview was being carried out exclusively with persons above 15 years which used from the Internet in the sequence of the last month. Including N=1373 of full interviews was carried (www.e-click.pl).

confidence to such a way of getting the estate. Every third netizen read in the sequence of 6 last months online editions of magazines or daily newspapers (33%). Amongst persons reading newspapers on-line definitely it is most popular online spending the "Gazeta Wyborcza" (gazeta.pl).

2. PERSPECTIVES OF THE DEVELOPMENT OF THE INTERNET AND ITS INFLUENCE OVER THE ECONOMIC DEVELOPMENT

The Internet is the fastest developing and evolving medium of our times. The next issue is an exchange of files - particularly music and video.[3] Thanks to working out very effective algorithms of the compression of sound and the image (mp3, divx), sending the information of this type via the network became possible, and even income. It also largely influenced over the development of the illegal turnover with such data. At present, large record concerns, are trying at all costs to limit this practice.[4]

We are already only for the step from the situation, when instead of to turn on the radio to listen to the favourite music or watch a film on TV, we will be starting the suitable program in order behind the little payment to choose the repertoire interesting us, rather than so for us traditional mediums are serving which. This situation will become even more probable in the moment of popularizing plug-in computers (Network Computer) which won't have own carriers of the memory mass and software will be taking the whole down from the Network.[5]

It is very hard to determine how the Internet will look after a few or a dozen years. Probably there will be worked out a new technological, aspiring to the soil of standards answers, however they are being disregarded by the majority of providing producers of the equipment software what he is dressing that they are diverging into the oblivion. The network is marked by a ceaseless changeability, closely bound with its users and nothing is pointing at so that this situation has time to change in the most recent or even longer period.[6] The mankind has always aspired and he is aspiring to getting like the best, freshest and fullest information. Without it, not only the Internet would stop existing, but also a lot of from traditional mediums.[7]

3. PERCEIVING THE ADVERTISING THROUGH THE PRISM OF THE INTERNET AS THE NEW MEDIUM

The Internet is a very universal medium. Its history more than once already proved it. Also an advertisement widely comprehended is an one among many of applying it. However this medium enough considerably differs from traditional centers taken in the advertisement. Traditional it is medium is the type "push". With this name traditional advertising mediums are being determined, so as the press, the radio or television. Internet however, is recognised as the medium of the type "pull".[8]

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[3] Borowska/Salomon, 2000, pp.171-180.
[4] Caples J., 2000, pp.167-169.
[5] Maciejowski T., The company …, 2004, p.58.
[6] Maciejowski T., The tool …, 2004, pp.89-93.
[7] Salomon A., Chosen aspects …, 2001, p.79.
[8] Salomon A., 2005, pp.123-128.

So what does the difference consist in? Above all on it, that mediums of the type "push" (ang. to thrust) have the task of reporting, "to stuff" it, surrounding its recipient from everywhere are trying to attract the attention with diverse techniques and treatments - with sound, the moving image, controversial passwords or untypical printing techniques. Such an advertisement is trying also to have an influence on emotions of recipients. Very advertising forms at using the method "push" are distribute to their recipients so to speak without their participation - are being acquired in the passive way. Choosing the channel on television or we don't have a radio station after all of influence on it, whether and what advertisement will just turn up to the antenna.[9]

Differently the matter looks in the case of the online commercial. In order fully to make oneself acquainted with the form a chosen website is presenting which watching must make the activity to which he is giving its assent setting about to it - alone is deciding what he will be examining. Behind itself a need to create every now and then is carrying it more aggressive forms of having an influence to the recipient, for so that he pays attention on proposals introduced to him.

On pages of websites an interactivity (i.e. a possibility of action) is a characteristic feature of the printed advertisement requiring the reaction on the part of the user to presented content. It is about the rear important merit of this medium the process of the communication is happening far more active than it is taking place in the case of traditional mediums.[10]

What the advertisement would be, if it was no possibilities to measure its effectiveness? It is necessary to rate the next advantage of the online advertisement. The WWW service permits an advertising campaign accurate tracing of the course, including with the number of persons which visited the given side, how long a commercial was shown, which areas they came from, how much of them ignored a commercial (banner etc.), and a lot of different information. All the most important data are accessible on the spot. A campaign doesn't need to be summarized.[11]

Very big advantage of the online advertisement for one, and with marginal matter for another is its range. The network is a medium extending to entire world and so there is also a reach of advertisements printed in it theoretically. This fact can be important for large corporations which services have international character and they are being visited by netizens from different states, however the entrepreneur about the local range won't use rather such a convenience.

On-line advertising has even more limited access, than it is taking place in the case of traditional medium. Step of the development technological of individual societies is diversified very much - some users are using the Internet in the limited way. It is also very hard to reach some social groups. New technologies are rather a domain of young, developed people which efficiently are managing with the operation of the computer or of different inventions enabling the access to the network (as for example mobile phones).

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[9] Salomon A., 2004, p.165.
[10] Salomon A., The online advertisement …, 2002, p.98.
[11] Salomon A., The role of the computer …, 2001, p.134.

The Internet is still reaching a lot of narrower group of people than the radio, television or the press, however looking at his rapid development it is possible to prophesy that these differences will slowly be fading away. Everything is causes treating this new medium as supplementing an advertising campaigns carried with the help of traditional medium.

4. CONCLUDING REMARKS

Appearance of the new medium in the advertisement, fortunately didn't provoke the new way of creating advertising forms. However we should realize that the Internet is ruling oneself with one's laws and if the advertiser wants to achieve the purpose set for oneself (independently whether this impelling to the purchase, increasing the current sale or reminding of the being of the brand will be) must know the specificity of every medium used in the campaign. After the Internet has become known in the advertising business, it appears the necessity of refreshing the alteration of advertising strategies. Thanks to applying websites as the advertising medium we have new possibilities, which in the coincidence of applying traditional methods would pull expensivenesses behind themselves or would be simply unfeasible. Connecting the text with the image can be an example here (if is animated) and of sounds and interactive elements in one advertising form. Before we enter any action, describing its purpose is a basic step. We are not having to limit ourselves only on one subject, we can choose a few of them and use under lasting of advertising campaign. This stage is extremely important in preparation of an advertising campaign. Sometimes building the brand it is possible as part of one campaign to assign differing cells to different commercials, e.g. apart from creating the image of the company or the brand also promoting concrete products or services.

The first advertising banners put on web pages were treated exclusively as the addition as supplementing traditional advertisements. At present advertisements on-line are an inseparable companion marking every information got from the network, but in campaigns is slowly and systematically growing. No advertisement can be dropped "into the vacuum". Advertiser dropping his form must be convinced of the fact that it will hit to right addressees - of target group closely selected, otherwise can take into account grave losses, causing even unpredictable situations bankruptcy of the company. No advertiser should start an advertising campaign without carrying the profound market research. It is possible to make it (in the limited rank) on one's own - by putting on company web pages the different kind of questionnaire, formulas, probes, dubious lists. People using these conveniences are exactly a target group, on the opinion for which for us he is depending.

In case of the online commercial far it is easier to selecting the right target group, distinguishing the group of potential customers which will become interested with advertised stuff, reaching them and impelling to make a decision about the purchase. Here is a serious virtue of the online advertisement - it is enabling the accurate access to the group chosen by the advertiser of customers, e.g. thanks to putting advertisements on websites specializing in given field (vortals). Such sides are being visited mainly by regular readers, members of the selected target group, rather than through accidental netizens. For the person dealing usually with problems concerning the Internet and network communities choosing the right circle of addressees of printed advertisements WWW, won't be making the more considerable problem.

Taking the advertising action in the Internet, first of all we should think whether generally speaking such action is making sense. I mean the subject of the commercial. For the example - with pointless idea for me e.g. advertising in the web the powdered milk is revealed. Or else whether it will be easy to find the right recipient of such a form and what's more to interest it for them and to impel to the purchase? It is a very important point in the planning which can spare for the advertiser of many expenses, if in time he decides on choice of the righter advertising medium. It is the most important question: does the Internet advertisement bring to the company the benefits.

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