

It is necessary to measure values, which marketing actions contribute to an enterprise, in particular an indication of a level of a return on investment in services. Marketing managers of services should analyse financial results of marketing initiatives and their influence on effectiveness of company operations. It is essential to gain better knowledge, improve qualifications, directors' and marketing workers' skills, and also use, to a greater extent, services of external specialists, e.g. the Internet advertising, customer data processing, or market research.

Summing up, implementation of a service marketing strategy in foreign markets is a challenge for managers in the 21st century, because not only do they deal with so called difficult (thus specific) product, but also with dynamic changes, in terms of demand and consumption, new understanding of a role of marketing, as a concept of creating and supplying a customer with value and deepening digitalization of economic life. These phenomena, on the one hand, are pushing service entities into internationalization of their activities, on the other hand, they are a great marketing challenge.

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РОЛЬ СОЦІАЛЬНИХ МЕРЕЖ НА РИНКУ МОЛОДИХ СПОЖИВАЧІВ (ПРИКЛАД ПОЛЬЩІ ТА НІМЕЧЧИНИ)

ã de Пурбе П., Хмєлевські К., 2013

Представлено загальну характеристику Інтернету та соціальних мереж у Польщі та Німеччині з урахуванням групи молодих споживачів. Вихідними даними для цього дослідження є особливості молодих споживачів, зокрема їх роль на ринку. Показана роль Інтернету та соціальних мереж на ринку молодих споживачів.

Ключові слова: Інтернет, соціальні мережі, молоді споживачі.

THE ROLE OF SOCIAL MEDIA IN THE YOUNG CONSUMERS MARKET – CASE STUDY FOR POLAND AND GERMANY

ã de Pourbaix P., Chmielewski K., 2013

This text aims to present the general characteristics of the Internet and social media in Poland and Germany, taking into account the group of young consumers. Background to this observation are the characteristic of young consumers, in particular their role in the market. The purpose of the authors is also to show the role played by the Internet and social media in the market of young consumers.

Key words: Internet, social media, young consumers.

Problem formulation. The aim of this paper is to analyze the role of the Internet and social media in Poland and Germany with a special emphasis on young consumers. Moreover, the characteristics of the young consumers and their particular role in this market will be presented. Furthermore, the role of social media for consumers as well as companies will be discussed. The research method used in this paper is a meta-analysis of

Polish and German secondary data. Starting the 1990ties it became obvious that young people are an interesting, easy to cooperate, elastic, communicative and consequently, an important consumer group with a growing perspective. But which role do social media play in the young consumer market in Poland and Germany. The paper will try to show differences as well as similarities in neighboring countries which had due to history a completely different starting point when it comes to internet.

Article objectives and analysis of current research outputs and publications. Particularly important features of this group of subjects, i.e. young consumers age 15-24 years, are their cognitive skills, self-image, technology expertise and emotions. For them it is important to interact with their parents and with the further environment and peers. This group of consumers is characterized by a high activity in the market. This is based on the one hand of their high degree of social and emotional maturity, and on the other hand their immense financial means [1].

The internet is a medium which allows to access data from around the globe. In the beginning the price was horrendous but as the prices dropped, the speed of internet increased and nowadays nearly all aspects of the economy and society have been penetrated by it [2]. For the majority of the global population it is possible to get an internet connection through their home or through other means like at work or at internet cafes. This trend will only strengthen and already in 2012 e-commerce sales have broken the barrier of \$1 trillion per year [3].

Social media are only one of the few major drivers of the increase importance of the internet but for the young consumers they play a very important role. Not only that more and more people are part in one or even several social media networks but especially important for business is the fact that people and especial the younger ones are not prone to any marketing communications anymore. However, they are open to tips and advices from friends or to authentic communication with companies through company blogs, twitter or facebook [4].

Presentation of main materials. The history of the Internet reaches back to the 1960ies and is based on the development of electronic computers in the 1950ies. From then on, the development was rapid and effectively contributed to the behavioral changes of consumers as well as economic entities. Consequently, the Internet became the fundamental communication tool between humans and heavily influences worldwide the creation of company's marketing strategies. According to Bickerton et al. [5, p. 27] "In the case of the Internet, the behavior and preferences of the customers are even more important than in the traditional marketing environment, such as shops, TV commercials or newspapers. (...) The web has different rules. (...)"

Around 35% of the worldwide population has got access to the Internet [6]. In 2011, the number of Internet users in Poland was estimated at 24 million.

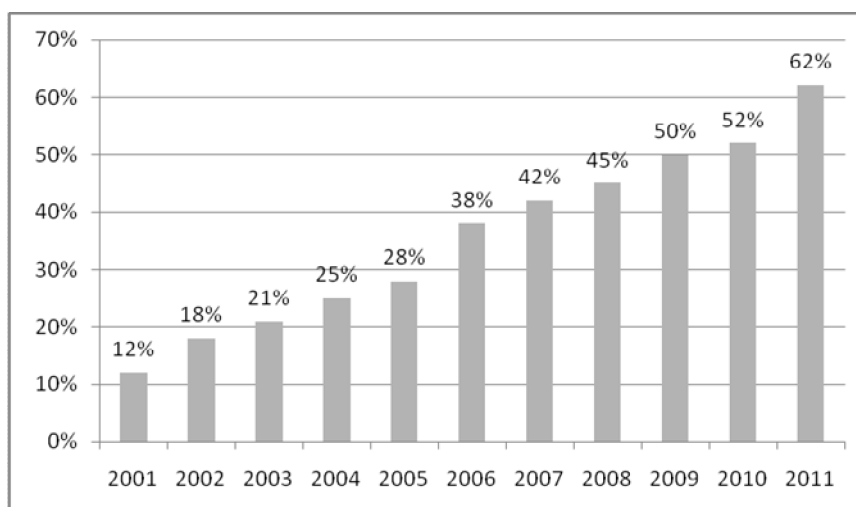


Figure 1. Internet penetration in Poland

Source: [7]

By analyzing the age structure of Internet users in Poland, it is worth noting the significant share of young people aged 15-24 years which account to almost 5.7 million people. In Germany this group of young people is made of around 9 million.

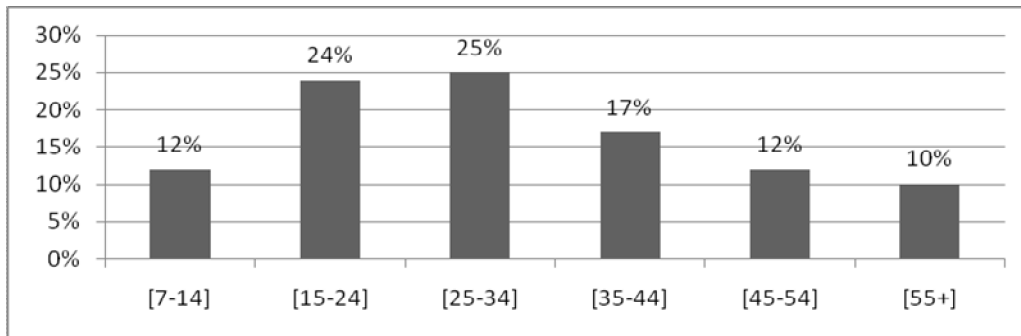


Figure 2. The age structure of Polish Internet users (January 2012)
Source: [8]

Another feature of the Internet users is their usage frequency. It turns out that young people are in the group of people (70%) who use the Internet daily or almost every day.

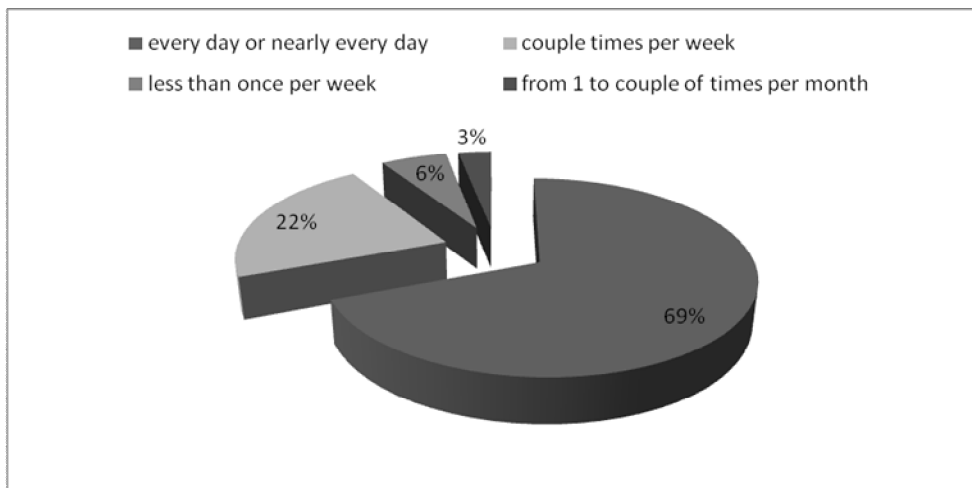


Figure 3. Frequency of Internet use in Poland
Source: [8]

In Germany, the percentage of Internet user (privately or work wise) increased from 37% in 2001 to 75.6% in 2012 [9]. This accounts to around 53.2 million people age 14 and above [10].

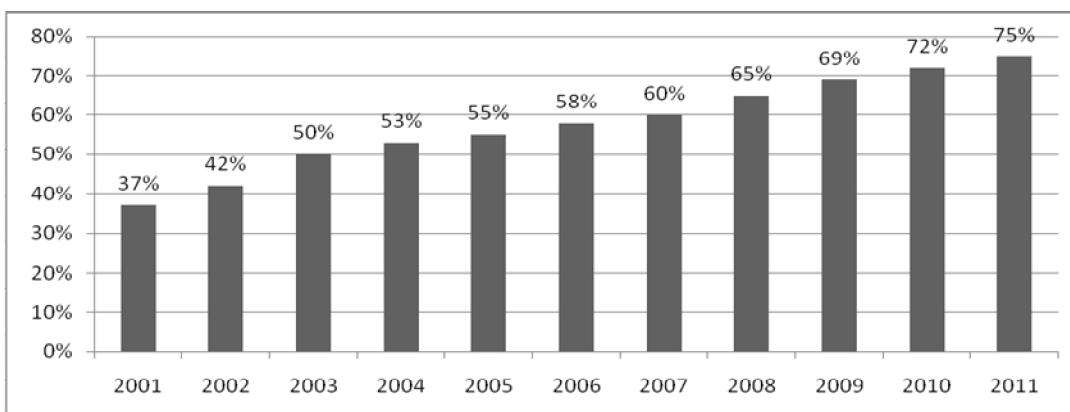


Figure 4. Internet penetration in Germany
Source: [9]

When looking at the gender for the Internet users, it can be observed that there is a significant gender gap. 81.0% of men use the Internet but only 70.5% of women. The age structure of the German Internet users shows a high saturation level for younger people and still room for growth in the age groups of 60-69 years old and 70+.

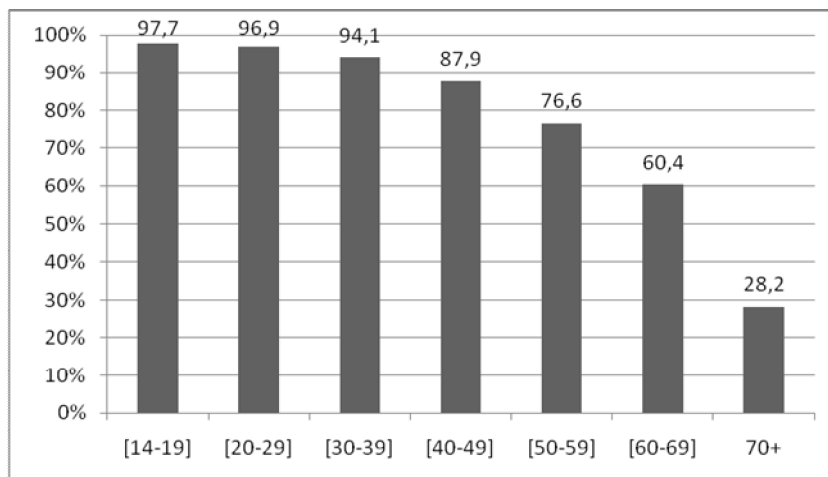


Figure 5. The age structure of German Internet users (2012)
Source: [11]

Another feature of the German Internet users is their usage frequency of the Internet. 65% of them use it every day.

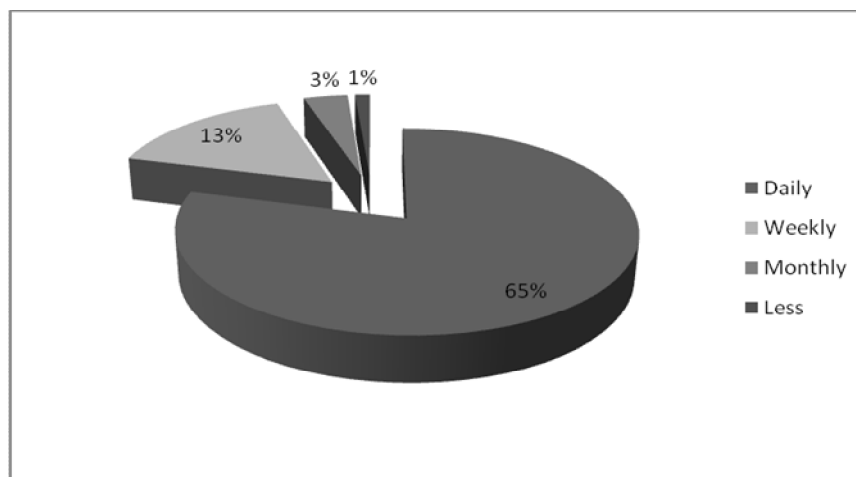


Figure 6. Frequency of Internet use in Germany
Source: [11]

The importance of the Internet in Germany can be seen from the fact that it is forecasted that in 2013, companies Internet advertising budgets (4.57 billion Euro) will be bigger than for television (4.27 billion Euro), just behind newspaper advertising (5.3 billion Euro) [12].

Especially with the smartphone revolution (new devices with mobile data flat rates with cheaper tariffs as well as tablet computers), more and more people have access to the Internet via various electronic devices. The average German consumer accesses the Internet in 21.3% of the cases with mobile devices which correspond with an average mobile usage time of 25 up to 38 minutes every day [13].

The term social media was first used by H. Rheingold in 1993 [14, p.253]. Social media are platforms of content exchange for “virtual communities” which can be defined as communication channels enabling interaction between the users of the network by the usage of such technologies as: blog, forums and discussion groups, VoIP, e-mails, microblogs, wiki, podcasts, audio and video casts, and instant

messaging. Examples of social media services are: Nk.pl, StudiVZ, Google+, Myspace, Flickr, Twitter, or XING. Internet services based on the community idea provide in particular:

- consumer comments in the form of recommendations and reviews
- submission of opinions, comments, suggestions, complaints
- dialogues with other users via corporate blogs, instant messaging, etc.
- product evaluation and creation of popularity rankings
- creation of a collective knowledge base on the basis of the Wikipedia mechanisms
- Internet users participate in online surveys including satisfaction surveys of user friendliness of webpages as well as research linked with the further development direction of the services [14, p.100]

In Poland social networking sites become increasingly popular. The first social networking site in Poland was NaszaKlasa.pl. Today, Facebook is the leader. In the period December 2009 – December 2010 it recorded a nearly 70% increase in the user base and an almost 6.5 million growth in absolute numbers [15].

Table 1

Ranking of the sites by monthly range (June 2012)

	Name	Users	Penetration
		(real users)	
1	facebook.com	13 737 745	70.24%
2	Grupa Nk.pl	10 317 129	52.75%
3	Grupa Onet.pl – Community	6 870 355	35.13%
4	Grupa Interia.pl – Community	6 595 535	33.72%
5	Grupa Google – Community	6 584 077	33.66%

Source: [15]

Internet users slowly but effectively discover the technical possibilities and importance of social media. 65% of Internet users declare that they create own content which they publish later amongst others in social media. Simultaneously according to the Think Kong agency and research service StudentsWatch.pl., 85% of the Internet users declare that they share the content that they found in the Internet. Internet users are also active in evaluating and commenting on content through social networking sites and forums. Daily approximately 6% of the Internet users do this, 26% a few times during the week. Only every seventh Internet user is not doing it at all. Internet users also recommend products and services which they by the use of social networking sites, forums and blogs. 62% of all Internet users is doing it at least once a month. Almost 5% of the Internet users recommend a service or product every day [16].

According to the research company comScore, the use of social media is now the most popular form of Internet activity among young people. For every five minutes of Internet surfing, almost one minute is used in the form of keeping in touch with friends via Facebook, tweeting on Twitter, or check-ins on Foursquare. 82% of Internet users are social media users. These data is not surprising, if you look at the level of social media penetration among Internet users. From the crowd of nearly 1.5 billion network users, 1.2 billion (82%) use social networking sites and microblogs. Such a percentage is stable since 2007. At that time social media consumed “only” 6% of the time spend online. Nowadays, as already mentioned above, this number is somewhere around 20% [17].

Poles use social networking sites mainly to keep in touch with friends – 86%, only 13% of them use them to acquire new friends, 8% wants to play online games, and only 4% use social media for business purposes. As many as 65% of the Internet users declare that they create their own content, which they publish for example on social networking sites. At the same time 85% of the web users admit that they share the content found on the Internet with their friends [18]. In Poland, social networking sites can be divided into three categories: worldwide giants (MySpace, YouTube, Facebook, Google+), domestic counterparts of foreign services (Nk.pl, Fotka.pl) and innovative sites (concentrated on selected groups with various types of services, e.g. 28dni.pl).

According to the German Social Media Consumer Report 2012/2013 92.6% of the German Internet user have at least one social network account. The average Internet user is registered with three social media platforms.

In order to realize which important aspect social media already have in a German citizen's life, you have to take a look how long actually people are spending on such services. In July 2010, the total usage time of Facebook users summed up to around 33 million hours. Individual it is on average just under three hours per month [19].

However, most German companies still do not know how to deal with this development and how to use these social changes for their advantage even when 88.7% of them have an active profile in a social network [20]. Therefore, it is not surprising that in a survey 89% of German managers state that the most important entrepreneurial challenges over the next years will be social media [14]. Numbers back up the importance of social media: on average this medium influences the purchase decision by nearly 8 percent. In the development of the brand customer relationship it accounts for around 6 percent and when looking at communication in private life, social media is only second to the telephone [14].

When looking at the most important social media networks, Facebook is by far the largest one with 72.1% of Germans using this service, followed by YouTube with 38.7%.

Table 2

Germanys' Social Media Top 5

	Name	Users	Penetration
		(real users)	
1	Facebook	72.1%	77.0%
2	YouTube	38.7%	41.6%
3	StayFriends	20.6%	13.2%
4	Wer-kennt-wen	19.5%	33.4%
5	Google+	19.4%	49.8%

Source: [14]

For the German young consumers, Internet access is nearly as important as good grades, 86% vs. 93% [21]. On average in this group, 75% possess their own stationary or laptop computer. However, it should be indicated that the computer as well as the Internet, mostly serve as a communication device with friends or as a tool for doing homework. 98% of the young consumers use the net regularly. This number is only slightly less (96%) for the youngest, age 10-12 [21]. However, the youngest group do not surf daily, whereas 71% of the 13-15 old ones do it, and the number increases to 88% for the 16 -18 years old ones. This age group also spends more time surfing in the Internet than doing other things such as reading, sports or even watching TV. The things which the young consumers do while being online are nearly in equal measure looking for information concerning school and education (76%), watching movies and videos (73%), chatting with friends (65%) and listening to music (63%). These activities are followed by writing e-mails (52%) and online games (48%).

The majority (60%) of the 10-12 years old have already an own e-mail address. Within the age group 16-18, nearly everyone (98%) has got one. 74% of the young consumers use actively online social networks. On average they are members in two online communities but the spectrum is huge. There are at least 20 communities which are used by at least one percent of the young consumers [21].

In 2008, one of the worldwide largest advertising agencies Euro RSCG began to study consumers in the Internet. The people, including the Polish one, were asked about their expectations concerning companies. 89% of the respondents answered that they expect more openness and dialogue. Social media certainly favor such communication. Many global brands capitalized on the new realities and redefine the way of communicating with consumers. In the 2009 ranking of the most social networking brands, not only brands associated with the technology business celebrated their triumph (Apple or PlayStation) but also brands which are associated with consumers everyday life (Disney, MTV, Nike, Starbucks) [22].

According to the report “Know: the consumer in social media” Poles accept the presence of brands in social media. Nearly a quarter of the respondents add the profile of a brand or company to their group of friends, even more they interact with them. The reasons why Facebook users in Poland are becoming fans, represents figure 7.

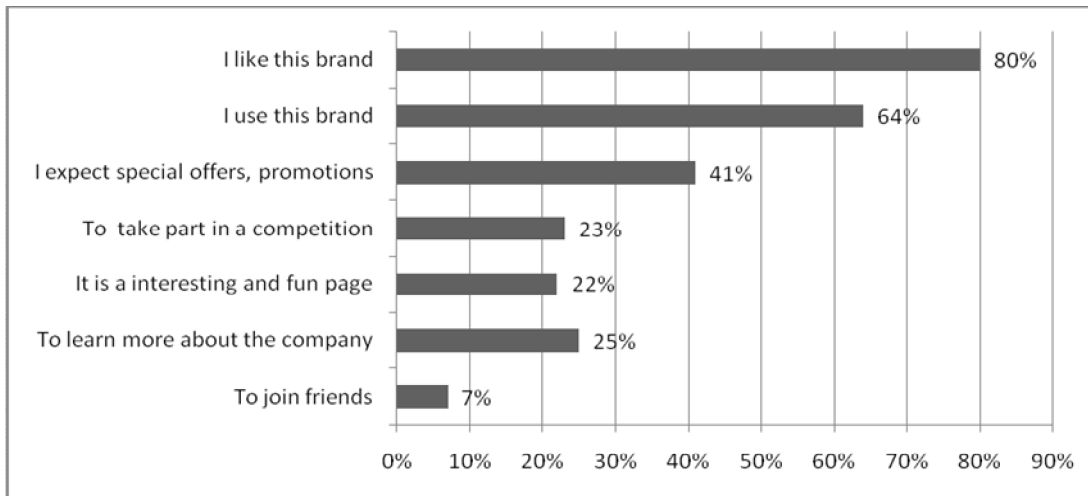


Figure 7. The reasons why Facebook users become fans (Poland)
Source: [23]

The most popular services among companies are Facebook, YouTube and LinkedIn. Facebook is used by 86% of respondents, videos on YouTube are uploaded by 38% of respondents and on LinkedIn 30% is represented. In the future 21% of them are planning to be present on Google+, and 20% think about creating a corporate blog [24, p.11].

On Facebook around 71,000 companies are represented. According to the report Social Media 2012, in the fourth quarter of 2011 3.5 million Facebook users (the most popular website among marketers) were at least once engage with a company profile (i.e. fan page), clicking on the "Like" button, commenting or adding own posts. 80% of the users were active on no more than 5 pages, which mean that about 700,000 Poles are involved in many fan pages. On Facebook there are already around 3,500 Polish hotels, motels and B&Bs present, over 3,000 beauty salons and spas, more than 2,000 restaurants, around 1,500 cafes and pubs as well as pages of e-commerce businesses, and 478 colleges.

These data look very promising but the Interactive Market Research Institute indicates that only 18% of Facebook users are able to identify the name of the last brand they “liked” and over the half is not able to state anything about their last “liked” page. The study shows that for the majority of customer the initial act of “linking” a brand fan page is not specifically involving. The “liking” of a page is very often an impulse action which the consumer has to pay when she wants to play a game or participate in a promotion and does not remain in the memory for a long time [25].

In social media, marketers prefer to publish information about contests: 75% of the companies are doing that. Equally they are willing to share multimedia (65%). Slightly fewer (37%) of companies provide applications to users. However, it should be stressed out, that most companies do not have a separate strategy for social media activities. 15% have no strategy at all, 43% state that these actions are part of the overall marketing strategy and are designed to support traditional activities. Only 17% of companies have a strategy for social media [24, p. 20-21].

Conclusions and perspectives for further research. Social media have become an integral part of the lives of young people and slowly begin to replace traditional media. The main reason is the nature of the media, where users count on constant engagement, create their own content, and share them. Brands need to adopt in this communication style. Internet users are willingly to comment and give their opinions through online forums, blogs, social networking sites as well as microblogs, which are becoming more and more popular. Internet users dedicate them more and more time.

The biggest interest generates Facebook, which is currently the undisputed leader in terms of active users. Young consumers accept the presence of brands in social media, willingly add a brand or company to their group of friends (fan pages). More and more people are interacting with them – they take part in competitions, answer questions, and let the companies get to know them better. Internet users do it mainly out of sympathy with the product but also to achieve certain benefits. Other reasons are the direct invitation from a company or brand, in addition to curiosity. Young consumers often consciously expect non-standard offers or promotions, along with unique content.

When looking at Poland and Germany, the differences between them are small. Both countries have a high percentage of Internet as well as social media users. Among the young consumer, the usage characteristics are similar. The Internet and social media are mostly used in order to communicate and stay in touch with friends and class mates. The leaders in social media services are also very comparable: Facebook is the unquestionable leader, followed by domestic “copies” of it and Google services.

The change of companies marketing strategies and communication approach is therefore inevitable. The potential of this channel marketers appreciate but also consumers, who realize which force they have in their hands.

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ПЕРСПЕКТИВИ ІННОВАЦІЙНОГО РОЗВИТКУ ГАЛУЗЕЙ УКРАЇНИ У ПРОЦЕСІ ІНТЕРНАЦІОНАЛІЗАЦІЇ ЕКОНОМІКИ

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Значні можливості ефективного використання потенціалу вугледобувних підприємств України стримуються недовикористанням інноваційних розробок. Спрямованість зовнішньої політики України на вступ до Європейського Союзу вимагає певних пріоритетів розвитку промисловості країни та її галузей на основі інноваційного потенціалу. Виявлені тенденції інноваційної діяльності в країнах ЄС уможливили позиціонувати Україну у цьому процесі. В роботі реалізована наукова ідея про використання оцінки впливу природних факторів на результати діяльності підприємств як інструмента управління дифузією інновацій у вугільну промисловість країни. Це дає можливість оцінити перспективність залучення інновацій.

Ключові слова: інтернаціоналізація економіки, галузі України, інноваційний розвиток.

PERSPECTIVES OF INNOVATION DEVELOPMENT OF UKRAINIAN INDUSTRIAL BRANCHES IN ECONOMY INTERNATIONALISATION PROCESS

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Effective usage of considerable potential of Ukrainian mining enterprises is being hampered because innovative ideas are not implemented. As Ukrainian international policy is EU oriented, the country's industries should be developed on the basis of innovative potential priority. Based on the established tendencies of innovative activity in the EU countries, the position of Ukraine in this process was determined. A scientific idea of using assessment of impact of natural factors on the enterprise's performance as an instrument of implementing innovation diffusion into mining industry of the country is realized in the paper. This enables determination of perspectives of attracting innovations.

Key words: internationalization of the economy, industry of Ukraine, innovative development.

Problem formulation and analysis of current research output and publications. A country's social and economic growth can be achieved largely due to active implementation of innovative ideas into scientific potential of enterprises.

Numerous studies determined (The official site of the President of Ukraine) the following characteristics of scientific and technical development of Ukraine on the present stage: