ONLINE MARKETING COMMUNICATION TRENDS IN SLOVAK HOTEL INDUSTRY

Margareta Nadanyiova,¹ Jana Majerova,² Lubica Gajanova³

¹*University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 010 26 Zilina, Slovak Republic, margareta.nadanyiova@fpedas.uniza.sk*

²*University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 010 26 Zilina, Slovak Republic, jana.majerova@fpedas.uniza.sk*

³*University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 010 26 Zilina, Slovak Republic, lubica.gajanova@fpedas.uniza.sk*

Abstract

Research purpose. Traditionally used communication mix as a part of company's marketing strategy, including advertising, sales promotion, personal sales and public relations, is gradually changing and expanding. Thanks to the development of new information-communication technologies, all these tools are constantly being transformed into the conditions of the Internet. This fact also affects consumer's lifestyle, and thus, their buying behaviour. As a large part of consumers are almost always online via fixed internet, WIFI or within data, companies in various sectors, especially in service sector such as hotel industry, have a better opportunity to reach a specific target group with online marketing communication. The main goal of the article is to provide a literature review on online marketing communication from the viewpoint of several foreign and domestic authors, analyse its trends in hotel industry and propose measures for the efficient online marketing communication in Slovak hotels.

Design/Methodology/Approach. To achieve the main goal of the article, general scientific methods as well as statistical methods such as descriptive statistics were used. The primary data were obtained from the questionnaire survey focused on the determination of the online marketing communication trends in the hotel industry by Slovak consumers. The size of the basic set was determined by using demographic statistics of the Statistical Office of the Slovak Republic and was consisted of inhabitants living in the Slovak Republic older than 15 years. In total, 390 respondents participated in the marketing survey. The survey took the form of computer-assisted web interviewing respecting the ICC/ESOMAR (International code on Market, Opinion and Social Research and Data Analytics). For the processing of the survey data, the quantitative assessment method was applied. The secondary data included domestic and foreign scientific works, statistical databases and annual companies reports.

Findings. Gradual changes in society, including the advent of new communication technologies, have an impact on the changing attitudes and behaviour of consumers, especially represented by the new generations, who prefer communication with companies in the online environment. However, there is still a large number of companies in Slovakia, including the hotel industry, that underestimate the power of online marketing communication, and their activity in the online environment such as social media is often inadequate. Based on the analysis and results of the questionnaire survey, it is thus clear that implementation of online marketing communication in business strategy of Slovak hotels brings many benefits, including brand building, improving relationships with customers and increasing their brand loyalty.

Originality/Value/Practical implications. Finally, measures for the efficient implementation of online marketing communication in the specific Slovak conditions are proposed, and opportunities for future research are recommended.

Keywords: Online marketing communication; hotel industry; brand loyalty; consumers; company

JEL codes: M30; M31

Introduction

Sharing advertisement content via only traditional tools of marketing communication (such as advertising, sales promotion, personal sales and public relations), are no longer attractive for consumers. Consumers' buying behaviour and their decision making is affected not only by the development of information-communication technologies, but also ranking of values, changing lifestyle and leisure activities (Frey, 2011). Consumers are asking for the greater personal approach and dialog in communication (Nica & Taylor, 2017; Rypakova *et al.*, 2015). In this reason, online marketing as a progressive form of marketing communication represents an efficient way to build a strong and popular brand with a growing number of loyal customers (Moravcikova & Krizanova, 2019; Moravcikova & Kicova, 2018).

Currently, online marketing communication forms a significant part of the marketing communication in almost every company. It is particularly useful and visible in areas where advanced information technology is more widely used. It represents a process of identifying customers' needs and requirements in order to provide them with a product satisfying their needs. Thanks to online marketing communication, companies have the possibility of special care for each customer and the possibility of individualization of the product in all sectors, while it is especially obvious in services sector including hotel industry.

Nowadays, there are many new online marketing trends and strategies that are gradually evolving under the conditions of the high-tech industry (Reicher, 2018). Many companies successfully use them in their marketing communications (Kicova *et al.*, 2018).

One of the latest trends is to use artificial intelligence to analyse consumer behaviour, that takes the psychological aspects into account such as consumer's lifestyle, his social standing as well as his activities, interests and opinions. Next, it helps to gather information from social networks and to understand how consumers are searching for the products they desire (Wirth, 2018).

Another trend represents the personalization of products, that not only increases profit but also improves customer relationships and increases their loyalty. Currently, companies focus on creating personalized video, so called vlog. Conversely, the e-mail sending and telemarketing is beginning to decline. The popularity of social networks among consumers is steadily increasing, as is the number of companies using their services (Shareef *et al.*, 2019).

Literature review

Many foreign and domestic (Slovak) authors have dealt with the issue of online marketing communication.

Foret (2011) states that current society is characterized primarily by dynamics, gradual integration and constant expansion, while justifying the development by the development of information and communication technologies. According to him, the internet plays a dominant role, given that companies and customers are penetrating the issues of e-business, sales or purchasing, as well as online marketing. Prikrylova and Jahodova (2010) agree with this opinion; according to them, among all the media, no other has had such a major impact on the business world as the internet. Over the years, this global computer network and communication platform has become an important communication tool of the companies in all industries, government institutions, organizations, interest groups and individuals.

Janouch (2019) claims that traditional media have placed people in the role of passive consumers of products, opinions or entertainment. However, the online environment is directly inviting conversations, and companies are starting to adapt. Also, Mikulas (2017) highlighted the online marketing that it is among the most popular forms of marketing communication, and its use is still growing very fast. Similarly, Shankar and Batra (2009) have examined the rapidly growing importance of marketing communications through the online medium in their research.

Prikrylova and Jahodova (2010) state that online marketing communication represents a progressive tool with versatile use. It provides an effective and prompt communication by adapting the content to the target group.

It is clear, that recently, the importance of online marketing communication has been growing more and more. Thanks to this development, the new online PR tool was created in accordance with new trends, using all the opportunities and modern medias to reach different target groups (Oksiutycz & Kunene, 2018).

According to Scott (2010), online marketing communication is a useful tool for more efficient customer relationship management. He also examined the effectiveness of SEO in search engines. His research also brings much useful advice for using social media and networks, instructions on how to communicate directly with customers with the help of the Internet, increase the level of sales and improve the brand loyalty.

Quite valuable is also the contribution of Gurau (2008), who dealt with the internet as a part of integrated marketing communication. He proposed the communication model for aligning the company's communication strategy with the company's philosophy and target groups.

In terms of liability, according to Jensen (2008), company should be responsible for its online communication strategy. It is necessary to take attention especially on the online interactive communication and customers relationship. Similarly, Radionova-Girsa (2019) focused her research on the determination how business-to-person communication affects long-term customer's relationships and their loyalty. The research results can help to understand the customer and his reactions to the particular online communication tools.

Janouch (2010) defines the advantages of online marketing compared to offline marketing:

- Monitoring and measurement – companies have much more data available
- Continuously operation
- Individual access to each customer
- Dynamic content – the offer can change at any time depending on the needs of customers

It is obvious, that online marketing is very useful, it helps to identify individual customers' requirements, provide them with a tailor-made product and well targeted communication, and thus gain their loyalty. Online marketing communications offers a variety of forms that differ in their goals. According to Prikrylova and Jahodova (2010), online communication tools include:

- Optimized website
- Online PR campaigns
- Google business profile
- Search Engine Optimization
- PPC Advertising
- Online Advertising campaigns
- Blog
- Email marketing
- Social networks
- Banners
- Viral marketing (Prikrylova & Jahodova, 2010).

As is clear from the above, the issue of online marketing communication is still actual. Several authors have also researched its impact on the brand as well as brand loyalty.

Wang (2011) has aimed his research on the impact of online communication on the consumer brand relationship quality perception, including brand loyalty. Similarly, El Gazzar and Mourad (2012) examined how online marketing communication affects the brand image of universities. They found out the strong correlation between the online marketing communication strategy and the brand image of the university that was reflected in positive brand loyalty. In contrast, the wrongly chosen online marketing communication can be quite contra productive. In this context, Bambauer-Sachse and Mangold (2011) examined negative impacts of online marketing communication on brand.

According to Ion and Cismaru (2018), companies are focused to constantly change their communication strategy in order to be in the trend with the social and technological development. In their study, they aimed on organizational and social factors that influence online communication strategy of brands and the brand loyalty.

Oksiutycz and Kunene (2018) focused on how the online corporate communication influence brand reputation amongst the target group – Millennials – and its impact on company image. They found out that Millennials get most of the information about the brand just through online communication, and this fact also influence their brand loyalty.

Moravcikova and Krizanova (2017) identified strategies of the transmedia storytelling concept (in comparison of various media online and offline platforms) in the context of branding, which should result in increasing brand value and gaining brand loyalty.

The transformation of consumers and audience media attitude and buying behaviour can be described as such an output of the evolution of the technology and the fall of communication barriers between companies and their target. It is not otherwise in the case with luxury goods, where marketers and communication managers are facing new challenges, to increase brand loyalty with online communication tools (Mosca & Casalegno, 2016).

In the case of hotel industry, it can be said, that information technologies created new medium in the relationship with selling hotel services. Thanks to the digital technology, customers can receive quality information on the products and brands more easily. Optimization of marketing communication has become a main goal for hotel industry, for example, by using the mobile apps (Parvez *et. al*, 2018).

The necessary and effective marketing communication tool in hotel industry also represents social media. In their research, Jung *et al.* (2013) found that online social networks provided opportunities to improve the relationship with customers and increase their brand loyalty while they identified recommendations for hotel marketing practitioners with regard to addressing consumers' needs.

Based on the above mentioned, we can say, thanks to the development of new information technologies representing online marketing communication an efficient tool for brand promotion (Kicova *et al.*, 2019), and its mostly positive impact on brand loyalty is also evident in global and as well as in particular sectors (Janoskova *et al.*, 2019).

Research methodology

The main goal of the article is to provide a literature review on online marketing communication from the viewpoint of several foreign and domestic authors, analyse its trends in hotel industry and propose measures for the efficient online marketing communication in Slovak hotels. Based on the analysis and results of the questionnaire survey, benefits of online marketing communication implemented in the business strategy of Slovak hotels are identified, including brand building, improving relationships with customers and increasing their brand loyalty. Finally, measures for the efficient implementation of online marketing communication in hotel industry in the specific Slovak conditions are proposed.

To achieve the main goal of the article, general scientific methods as well as statistical methods such as descriptive statistics were used. The secondary data include domestic and foreign scientific works, statistical data and annual companies' reports. The primary data were obtained from the questionnaire survey focused on the determination of the online marketing communication trends in hotel industry by Slovak consumers.

In order to calculate the minimum sample size of respondents, we used the freely available Sample Size Calculator of the research software Creative Research Systems. The size of the basic set was determined by using demographic statistics of the Statistical Office of the Slovak Republic. The selection of the respondents in the sample set took place at random and as mentioned, was based on the number of Slovak inhabitants older than 15 (4,594,153) because of their legal working subjectivity. The level of significance was set at 0.05, which corresponds to a probability of assertion of 95% with a permissible error of the estimate of 5%. It follows from the above, that the size of the minimum sample was 384 respondents. In total, 390 respondents participated in the marketing survey, that is, the requirement of a

minimum sample size was met and the respondents' answers to individual questions asked during the surveys on the basis of determined reliability coefficients with a permissible error estimate can be considered relevant.

The questionnaire consists of three parts. The first part covered the general socio-demographic profile of respondents. The second part was focused on the detection of which marketing communication tool do consumers use when looking for accommodation. The last part dealt with the consumer's perception of online marketing communication in hotel industry. The survey was conducted during the second half 2019. The survey took the form of computer-assisted web interviews respecting the ICC/ESOMAR (International code on Market, Opinion and Social Research and Data Analytics). For processing of the survey data, quantitative assessment method was applied.

Through scientific methods, such as excerption, description, comparative analysis, deduction and induction, we extracted the data obtained from the questionnaire survey into the desired information needed to meet the information needs we set. When presenting the results of the questionnaire survey, we used quantitative assessment method, that is, data were processed empirically as absolute numbers and percentages according to generational groups – Baby Boomers, Generations X, Y and Z.

Research results

In the research, we focused on the determination of online marketing communication trends in the hotel industry by the Slovak consumers.

Except for the last period due to the COVID-19, we can state, that the demand for accommodation services in Slovakia is strong, especially during the summer and winter seasons. Price is one of the decisive factors in the process of buying decision of Slovak consumers, and due this fact, the current trend includes accommodation and discount portals (e.g., Booking, Airbnb, Trivago, Zlavomat, etc.), which have a large impact on the demand for accommodation. We can also observe the increasing interest in quality services (at optimum price) and the sharing of feedback by Slovak consumers regarding their satisfaction with the hotel services. In this reason, Slovak consumers have become accustomed to searching for information about accommodation facilities through online tools and, over time, trust these much more than ever. Companies in all fields, including the hotel industry, find that customer satisfaction is a key factor in business growth, branding and customer loyalty, and for this reason, online marketing communications have become an important means of promotion.

Of the total number of 390 respondents who participated in the questionnaire survey, 248 (63.6%) were female and 142 (36.4%) male. Regarding the age of respondents, they were divided in generational categories as follows:

- Baby Boomers (aged 55–73 years) – 32 respondents (8%)
- Generation X (aged 40–54 years) – 68 respondents (17%)
- Generation Y (aged 24–39 years) – 162 respondents (42%)
- Generation Z (aged less than 24 years) – 128 respondents (33%)

The survey results show that regardless of which generation the respondents belonged to, the majority (321 respondents – 82%) use the internet to find and buy accommodation and only a small group of respondents (69 respondents – 18%) do not use it.

Respondents most frequently look for accommodation through accommodation portals (Generation Y – 48%; Generation Z – 44%; Generation X – 42%, Baby Boomers – 25%), search engines (Generation X – 38%; Baby Boomers – 32%; Generation Y – 30%; Generation Z – 18%) and accommodation websites (Baby Boomers – 32%; Generation X – 15%; Generation Y – 13%, Generation Z – 8%). Unlike the others, generation Z frequently look for accommodation through social networks (37 respondents – 29%).

Except for Generation X (41 respondents – 60%), respondents almost never clicked on the paid advertising links about accommodation displayed in the search engines.

Majority of respondents, regardless of age (312 respondents – 80%), indicated that they have a negative attitude to sending newsletters about hotel services via e-mail.

Active communication through social networks of the hotel is important especially for Generation Z (116 respondents – 91%) and Generation Y (131 respondents – 78%). The reason was mostly feedback, fast handling of accommodation requirements, possibility to get important information quickly, fast and more personal communication, news about accommodation, accommodation reviews, building relationship with the customer and so on. For social network communication, most of the respondents indicated Facebook (Generation X – 82%; Baby Boomers – 74%; Generation Y – 65%; Generation Z – 58%) and Instagram (Generation Z – 41%; Generation Y – 32%; Generation X – 10%; Baby Boomers – 5%).

The questionnaire survey also showed that most of Generation X (51 respondents – 75%), Generation Y (100 respondents – 62%) and Generation Z (77 respondents – 60%) noticed the ads of accommodation on social networks. However, regardless of which generation the respondents belonged to, 40% respondents indicated this fact did influence their buying decision making.

When investigating how the use of online marketing communication tools affects customer relationship with the hotel as well as the brand, most respondents (312 respondents – 85%) indicated that they prefer a hotel that uses online marketing communications (especially generations X, Y and Z), and they regularly returned to such a hotel (148 respondents – 38%).

Conclusions

Based on the analysis and results of the questionnaire survey, measures for the efficient implementation of online marketing communication in the specific Slovak conditions are proposed.

Of the world's population, up to 4.2 billion people use the Internet. Of these, on average, one in five people has a social network account and spends about two hours a day on it. This is the reason why companies including hotels have decided to promote their brands online. In Slovakia, 80% of households have the Internet, while digital literacy is constantly growing. Thus, it is obvious, that social networks are a part of lifestyle of many consumers (Hitka *et al.*, 2017). They spend a lot of time there and it is, therefore, a great place where hotels can spread their content. In Slovakia, the most used social networks in the case of influencer marketing include Facebook, Instagram and YouTube. Currently, there are more than one billion active users on Instagram. Brand engagement rate is 10 times higher on Instagram than on other social networks. It is also a great social network to reach young audiences, because 71% users are younger than 35 years. Up to 60% of registered users log in to their account every day, most of them are 18–29 years old. An average user spends about 53 minutes of his online time on Instagram (Sykorova, 2019). Facebook is used by 2.6 billion active users worldwide, from which 1.73 billion people on average log into Facebook daily and are considered as daily active users. A huge growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for the marketing efforts of the brand. Therefore, Facebook is the third most visited website outranked only by Google and YouTube (Noyes, 2020). According to Pew Research, a 2019 study survey showed that among the U.S. adults who use Facebook, 74% visit the site at least once a day (Gramlich, 2019). YouTube is the second most used search engine in the world (after Google) with more than 1.9 billion active users. On average, 80% users are aged 18–49 years; they mainly use mobile browsing and the average time per opening is more than 40 minutes. 60% users prefer online video over live TV. Total number of active users per day is more than 30 million, including YouTube TV paying subscribers of 1 million. The number of videos watched per day is up to 5 billion. On YouTube, there are 50 million users who create content, and more than 400 hours of video content is uploaded every minute (Jurickova, 2019). Also, according to the result of our questionnaire survey, most respondents actively perceive ads posted via social networks. And 40% of respondents even stated that such advertising motivated them to make a purchase. For many consumers, the active communication of hotels via social networks is a sign of their reputation and of building customer relations. The social networks that attracted consumers most were Facebook and Instagram. Consumers enjoy watching posts, photos, videos, competing, commenting and sharing. These activities should be the basis of the activities of hotels on social networks. However, it is important to develop regular activity. Consumers also often like to express their opinions. It is essential that the hotel responds to these views, whether positive or negative. The consumer must have the impression that his voice is heard and that everything

is done to meet his requirements. As social networks are constantly evolving and new features are being added, we encourage accommodation to respond flexibly to these changes and stick to current trends on these platforms. The current popular tools are social stories on Facebook and Instagram. Stories are mostly posts or photos, but they only appear to the users for a short time. The younger respondents like these new trends and use them to share their own content. Posting short stories that can communicate important information easily and briefly to users can be one form of communication that could attract new users' attention and deepen the relationship between both parties.

Accommodation and discount portals are among the popular ways consumers use to find and purchase accommodation. Their attractiveness lies in the simplicity and clarity of the offers displayed. The main benefits of finding services through accommodation portals are the ability to compare multiple accommodations in one place based on reviews, photos and prices. This information is very important for consumers and has a great influence on their buying behaviour. Concentration of offers in one place and clear processing significantly reduce search time, which is nowadays a decisive factor for consumers. Registration on these portals offers consumers better deals, such as additional discounts on stays, later check-out and so on. Many portals reward their members for the number of orders they have made. Since the offers of accommodations are visible to a large number of visitors, they will get to people's awareness much faster. In addition, most portals provide their partners with statistical information, such as visit-to-purchase ratio. They display offers posted on portals as well as on other websites. It is therefore attractive for the accommodation to register at the accommodation and discount portals, and to offer its services there as well.

For hotels, websites are an essential and very useful communication tool. Results of the questionnaire survey have shown that many consumers use websites to create an opinion about accommodation. In order for visitors to make a reservation, the website should not miss photos of the accommodation, basic information such as address, telephone and e-mail contact, social networks' profiles where the accommodation is active. It is attractive for guests to post reviews of the services provided in a dedicated section of the website. Customers are given the opportunity to express their opinion, and the accommodation gets space to deal with the customer. New visitors have the opportunity to see the solution of the particular situation by the hotel, which can positively influence their decision-making process. If the hotel has been awarded for its services or has a long history in the market, it is useful to present this information on a website where it is visible to the visitors. It is also advisable for the hotel to respond to ongoing events in its vicinity. One way is to create a blog section on a website. The role of blogs is to increase brand awareness and brand loyalty. Hotel representative can post on a variety of topics, such as attractions close to the hotel or various inspirations for their visitors. The blog can be created as part of a website from which it can be easily accessed by those interested in accommodation. It should also be linked to social networks where these blog posts can be shared.

The efficient application of online marketing communication in hotel industry (as well as in other fields) may strengthen the competitive position of the company and bring other advantages, such as:

- Increase in website traffic and fans on the social networks
- Increase the number of customers and thus sales
- Increase consumer awareness
- Strengthen the market position
- Strengthen the brand value
- Improve brand image
- Achieve customer loyalty and thus increase the brand loyalty

It is clear that our examination of the online marketing communication trends in Slovak hotel industry has several limitations that create interesting opportunities for future research in deeper qualitative and quantitative level. The next investigation could be aimed at improving knowledge of the modern online marketing communication tools and comparison of their impact on brand loyalty in particular industries. Another possibility includes determination of how other progressive marketing communication tools affect the brand loyalty.

Acknowledgements

This article is a partial output of the science project VEGA 1/0718/18: The impact of psychographic aspects of pricing on the marketing strategy of companies across products and markets.

References

- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45.
- El Gazzar, N., & Mourad, M. (2012). The Effect of Online Communication on Corporate Brand Image. *International Journal of Online Marketing*, 2(1), 1–15.
- Foret, M. (2011). Marketing communication. 3rd edition. Brno: Computer Press.
- Frey, P. (2011). *Marketing communication: New trends*. Praha: Management Press.
- Gramlich, J. (2019). *10 facts about Americans and Facebook*. Available at: <https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/> (accessed 20 March 2020)
- Gurau, G. (2008). Integrated online marketing communication: implementation and management. *Journal of Communication Management*, 12(2), 169–184.
- Hitka, M., Lorincova, S., & Lizbetinova, L. (2017). Comparison of Using Social Networks for Seeking Employment in Italy and Slovakia. In *Vision 2020: Sustainable Economic Development, Innovation Management, and Global Growth*. Conference proceedings, 1579–1586.
- Ion, M. T., & Cismaru, D. M. (2018). Key factors that influence the online communication strategy of Romanian brands. In *6th International Academic Conference on Strategica - Challenging the Status Quo in Management and Economics*. Conference proceedings, 923–932.
- Janoskova, K., Kral, P., & Kramarova, K. (2019). Product quality as a prerequisite for customer satisfaction and brand loyalty. *Podniková ekonomika a manažment*, (3), 28–34.
- Janouch, V. (2010). *Internet Marketing: Promote on the Web and Social Networks*. Brno: Computer Press, 2010.
- Jensen, M. B. (2008). Online marketing communication potential. *European Journal of Marketing*, 42(3-4), 502–525.
- Jung, T. H., Ineson, E. M. & Green, E. (2013). Online social networking: Relationship marketing in UK hotels. *Journal of Marketing Management*, 29(3-4), 393–420.
- Jurickova, J. (2019). *33 fascinujúcich zaujímavostí o YouTube*. Available at: <https://blog.mindshare.sk/2019/08/08/socialne-media/33-fascinujucich-zaujímavosti-o-youtube/> (accessed 20 March 2020)
- Kicova, E., Bartosova, V., & Moravcikova, D. (2018). SEO as a Powerful Brand Building Tool in Online Environment. In *8th ESE International Conference on Sports, Health and Management (ESE-SHM 2018)*. Conference proceedings, 210–214.
- Kicova, E., Ponnisciakova, O., & Lizbetinova, L. (2019). Building a brand of non-profit organizations in Slovakia. *Podniková ekonomika a manažment*, (3), 21–27.
- Mikulas, P. (2017). *Forms of digital and mobile marketing*. Nitra: Constantine the Philosopher University in Nitra.
- Moravcikova, D., & Krizanova, A. (2017). The future of online and offline marketing communication – transmedia storytelling in the branding process. *International Scientific Conference on Marketing Identity: Online Rules*. Conference proceedings, 164–175.
- Moravcikova, D., & Kivova, E. (2018). Brand as a strategic marketing tool of a company in conditions of globalization. In *International scientific conference Globalization and its socio-economic consequences 2018*. Conference proceedings, 755–762.
- Moravcikova, D., & Krizanova, A. (2019). Brand valuation with the use of a licensed analogue method and the possibility of its use creating the value of the enterprise in conditions of Slovak republic. In *8th International Scientific Symposium on Economy of Eastern Croatia - Vision and Growth*. Conference proceedings, 1211–1224.
- Nica, E., & Taylor, L. (2017). New media technologies, digital sharing, and the neoliberal economy. *Ekonomicko-manazerske spektrum*, 11(2), 103–110.

- Noyes, D. (2020), The Top 20 Valuable Facebook Statistics – Updated May 2020, available at: <https://zephoria.com/top-15-valuable-facebook-statistics/> (accessed 15 May 2020)
- Oksiutycz, A., & Kunene, S. (2018). Contribution of online corporate communication to brand reputation among Millennials in the Vaal Region. *Communicatio-South African Journal for Communication Theory and Research*, 43(3-4), 74–94.
- Parvez, S. J., Moyeenudin, H. M., Arin, S., Anandan, R. & Janahan, S. K. (2018). Digital marketing in hotel industry. *International journal of Engineering & Technology*, 7(2.21), 288–290.
- Prikrylova, J., & Jahodova, H. (2010). *Modern marketing communication*. Praha: Grada Publishing.
- Radionova-Girsa, E. (2019). B2P Marketing: Online communication challenge. In *11th International Scientific Conference on New Challenges of Economic and Business Development - Incentives for Sustainable Economic Growth*. Conference proceedings, 694–700.
- Reicher, R. Z. (2018). Hungarian millennials' attitudes on being online. *Forum Scientiae Oeconomia*, 6(1), 5–18.
- Rypakova, M., et al. (2015). Online customer behaviour. In *International Scientific Conference on Marketing Identity: Digital Life*. Conference proceedings, 233–246.
- Scott, D. M. (2010). *The New Rules of Marketing and PR*. John Wiley & Sons.
- Shankar, V., & Batra, R. (2009). The Growing Influence of Online Marketing Communications. *Journal of Interactive Marketing*, 23(4), 285–287.
- Shareef, M. A., et al. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, (46), 58–69.
- Sykorova, P. (2019), 26 zaujímavých instagramových štatistik, available at: <https://harton.sk/26-zaujimavych-instagramovych-statistik/> (accessed 20 March 2020)
- Wang, H. J. (2011). The Impact of Online Brand Communications on Consumer-brand Relationship quality Perception. In *International Conference on Future Information Engineering (ICFIE 2011)*. Conference proceedings, 217–222.
- Wirth, N. (2018). Hello marketing, what can artificial intelligence help you with? *International Journal of Market Research*, 60(5), 435–438.