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Abstract of Diploma Thesis

**Economic evaluation of online and offline marketing for
a selected telecommunication company in Kazakhstan**

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Summary:

This Diploma thesis is focused on the evaluation and analysis of online and offline marketing in a field of telecommunication services in Kazakhstan. This work let the reader to get the basic knowledge online and offline marketing. Diploma thesis is divided into theoretical and practical parts. The first part begins from the basic knowledge about online and traditional marketing, their instruments, indicators for evaluating of their effectiveness. The descriptive method was used to provide detailed study of the literature and appropriate Internet resources. The second part of the Diploma thesis incorporates evaluation of current online and offline marketing activities of the company. Kcell company is an organization located in Kazakhstan that ensuring telecommunications services.

The author contributes by offering some proposals for improving online marketing of the company.

Keywords:

Online marketing, internet marketing, media advertising, e-business, e-commerce, e-marketing, traditional marketing.

Objectives and methodology:

The main goal of the Diploma thesis is to compare the internet marketing and traditional marketing, defining their effectiveness on economic performance of the Kcell company.

To find out the measures for improving use of Internet technologies in marketing activities of the Kcell company. Scientific literature of the authors and theoretical knowledge are the foundation for the required information search within the field of online and offline marketing tools for analyzing of the company. Diploma thesis consist of theoretical and practical parts. The theoretical part of the Diploma thesis begins from introduction to online and offline marketing. The descriptive method was used to provide detailed study of the literature and appropriate Internet resources. The second part of the Diploma thesis incorporates the characteristics of the company, and analysis that was based on the several methodological tools. The methodology of practical part also incorporates the processing of data from annual reports of Kcell telecommunication company. The practical part is also incorporates comparative and descriptive methods, analysis of an external and internal environment as PEST, SWOT and Marketing mix analysis. The quantitative method as a

main tool was used and presented as a research in a form of a questionnaire. The questionnaire consisted of 15 questions, eleven of these questions were aimed to identify evaluation of online and offline marketing methods and techniques, their influence on consumers buying behavior. The questionnaire was allocated among users of telecommunication services in Kazakhstan through Google forms.

Theoretical part:

In the theoretical part of the Diploma thesis were used these key concept as:

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return". Needs, wants, and demands form the core concept of the marketing. Marketing is also can be defined as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Traditional marketing is type of marketing, which includes the combination of traditional concepts, principles, and methodological developments. Traditional marketing uses the traditional process of marketing management in which the main role is the positioning and segmentation of product

Internet marketing is the activities that ensure the necessities, the wants and needs of consumers by using electronic means of communications on the basis of satisfaction of demand. Many authors define the online marketing as the efforts to market products and services and build customer relationships over the Internet

Thus, it can be concluded that at the moment the Internet marketing is a complex of actions of traditional marketing used on the Internet.

Practical part:

To study the effectiveness of online and offline marketing were provided various analyses. The financial analysis showed that 2016 was a challenging year for the Kcell company, the macroeconomic environment deteriorated, the national currency (tenge) moved to free float, and price competition in the sector became unprecedented. The main financial results of the Kcell company showed decline of key financial indicators in general. The

deterioration in financial performance caused by macroeconomic problems in the country, high competition in the telecommunications market, and sharp outflow of customers. Despite this, Kcell company reconfirmed its position as Kazakhstan's number one mobile telecommunications operator in terms both of revenues and subscriber numbers on telecommunication market and the efficiency and profitability of the marketing campaigns remains at the level and able to generate a steady income.

The questionnaire was one of the main step of the research. Regarding to online and offline marketing tools, the questionnaire results showed, that the effectiveness of both tools are almost the same. Regarding to the answers of respondents it's possible to conclude that the most influential method of advertising are TV advertising and online advertising. The level of influence of these methods are nearly the same. The results of the questionnaire can help to reconsider their views on distribution of marketing expenses. Analysis of the effectiveness of the advertising policy of the company allows to conclude that the organization of marketing campaign is rather effective. Even though the company uses the most costly advertising methods, but the results of questionnaire showed that these techniques are most effective and maximally affects the consumer.

Conclusion:

The research was carried out with the aim to learn more about various types of online and offline marketing and the ways of evaluating their effectiveness, as well as study current online and offline marketing activities in telecommunication company in order to explain how to evaluate and improve these marketing campaigns in order to enhance the economic performance of the Kcell company.

Generally, in the process of the thesis writing, the author of the Diploma thesis was inspired and interested by the actuality of the research topic, that encourage the author didn't loose the interest in the whole process of the thesis writing. Despite the fact that, in some moments it was quite challenging, the author acquired a lot of useful and important knowledge if a field of online and offline marketing.

One of the most interesting parts of this thesis, the author had highlighted the conduction and analysing of the questionnaire. This part of the Diploma thesis showed the impact of different types of marketing on the behavior and confidence of consumers. For conduction and studying of the questionnaire took a long time, however, this part of the thesis was one

of the most important for a general understanding of the effectiveness of online and offline marketing. However, the author has analyzed the telecommunication company Kcell, which allowed the author to understand the current situation in the company and offer some solutions to existing problems in marketing.

At the conclusion author would like to say that she is really satisfied with the results and information and knowledge obtained from the research, which will be very useful for her further profession. Furthermore, the results of this study will be helpful for people who interested in online and offline marketing and company participated in the research.

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