

THE MARKETING OF THE CRAFT PRODUCTS IN ALBANIA, THE EFFECT OF WEB MARKETING

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Abstract

This article deals with the contribution of web marketing to the selling of craft products in Albania and hypothesizes that web marketing has an impact on their selling. An analysis of the data in the sample of the Albanian artisans is used to address the research question regarding the relationship between two concepts. This research will confirm the positive or negative relationship between dependent variable web marketing and the independent variable, the selling of craft products. This article also deals with one of the problems for web marketing practice – its value, or more specifically, the contribution of web marketing to overall selling of the craft products in Albania. Some artisans invest significant expenditure in web marketing. Often web marketing professionals want to prove how much value web marketing has to an artisan, for example how much web marketing increases profits, contribute to market share, and support customer satisfaction. This article attempts to examine the effect of web marketing on the selling of craft products in Albania. So the research question is: “Can web marketing have an impact and improve the selling of the craft products in Albania?” Research into measures of web marketing and the selling of the craft products and their relationship reflects this important issue. In this article, we question the possibility of linking web marketing activities to the selling of the craft products.

Introduction

The collection of data passed in two stages. In the first phase created a general view of industry or handicraft products sector, while the second phase was studied in depth on different aspects of this sector mainly related to the web marketing. The need for measuring and evaluating web marketing effectiveness has grown in the past years. The goal of web marketing is to help an artisan to achieve its business objectives goal. Getting a clear understanding of an organization’s business goals is the first step of web marketing activities to set measurable objectives for a communication program. If web marketing managers

don't understand business goals, they can't achieve effectiveness. Difficulties in link web marketing to the selling of the craft products can be found in the position of web marketing managers in the business of the artisans because web marketing managers don't take part in setting artisans' objectives.

Purpose of the research

The main thrust of the paper concerns web marketing factors affecting the selling of the craft products, which can be viewed as factors related to managing and implementing web marketing. Primary data was collected mainly through a questionnaire prepared in advance that was completed through individual interviews conducted at points of sale of handicraft products, souvenirs shops and contact artisans or small craft undertakings. It is also realized a number of in-depth interviews with masters of the craft works, worker specializing in preservation and promotion of Albanian cultural heritage which could be introduced and a good portion of the products of genuine craft and non-leading organizations aimed at promoting the development of this sector.

Hypothesis

The dominant proposition of this paper is that web marketing may be playing a greater role in terms of emphasis at the selling of the craft products. Empirical evidence supporting this enhanced role at the level of the selling of the craft products will be presented. Accordingly, we make the following research hypothesis:

H: There is an association and positive relationship between web marketing and the selling of the craft products in Albania.

Variables

For the purposes of our research, the following measures for constructs were developed, drawing from the conceptual work in web marketing and context of the selling of the craft products.

Web Marketing description

The web marketing scale captures the following statements: the primary function of web marketing is to increase the artisan's reputation. Web marketing construct consists of interval scale questions. Answers were given on a Likert-scale format (7= I strongly agree and 1= I strongly disagree).

The selling of the craft products' description

The level of the selling of the craft products can be operationalized in different ways. Many authors are agreeing that web marketing has an impact on selling of the craft products. We used a multi-item measure of eleven items to investigate the level of the selling of the craft products along financial, market and other types. The level of the selling of the products construct consists of interval scale questions. Answers were given on a Likert-scale format (7= I strongly agree and 1= I strongly disagree).

Data gathering and characteristics of the sample

The main research instrument for empirical investigation, e.g. a questionnaire, was developed on the derived theoretical basis. The covering letters with questionnaires were mailed to the artisans. The survey was conducted in December 2011. A total of 97 useful responses were received and that gave the response rate of 61 %. The results present in this article are related to the sample of 72 respondents. The collected empirical data were processed with Statistical Package for the Social Sciences (SPSS), where the emphasis was given to descriptive statistical analysis. The relevant data were provided directly by the artisans.

The artisans included in the sample are distributed in several towns of Albania, which are Tirana, Shkoder, Kruja, Gjirokastra and Saranda. To see the problem of marketing of these products, the challenges faced every day, knowledge about intellectual property concepts and their application was selected a sample of shops trading in these products that were mostly small businesses classified as souvenir shops and artistic products and some other stores retail trading in these categories of products.

Research instrument

Both the constructs, web marketing factors and the level of selling of the crafts were measured on the Likert scale. The respondents had to indicate their agreement with the statements on the 7-point Likert (1 strongly disagree to 7 strongly agree) scales.

One of the objectives of the paper is concerned about the correlation between different statement of web marketing and the selling of the craft products. Accordingly, we make the hypothesis as follows:

Null hypothesis H0: There is no correlation between web marketing and the selling of the craft products in Albania.

Alternative hypothesis H1: There is a correlation between web marketing and the selling of the craft products in Albania.

Results

Table 1. Relationship between web marketing and SMEs effectiveness

Independent variable (x)	Dependent variable (y)	R ²	Adjusted R ²	Model	(Sign.) α
Web Marketing	The selling of the craft products	0.11	0.140	Lin: $y=2.250+0.245x$	0,000

Conclusion

We assume that, in addition to web marketing impact on the the selling of the craft products, other unexplained effects which are not the subject of this research may have an impact on the selling of the craft products in Albania. Many authors have studied the impact of different constructs on the selling of the craft products. However, we can conclude that the percentage of explained variance (12%) of web marketing in the selling of the craft products is high if excluding other influences.

Although the empirical results do not provide a high level of support to the conclusion, we believe that the positive relationship between web marketing and the selling of the craft products can be still accepted on the basis of the available data.

We argued and documented empirically that the web marketing had a significant impact on the selling of the craft products. Additionally, each artisan may choose to have a unique web marketing strategy but it should consider its unique characteristics when

developing successful web marketing programs. We identified these characteristics as web marketing factors which can affect the the selling of the craft products.

Results of the study of the interviewed sample showed that most traders and artisans and craft souvenirs are over the age of 40. Their education varies with a large percentage with higher school education, but also those with higher education constitute a significant part. Few artisans who have elementary education and they are mostly aged over 50, which have inherited the art of making craft products from their predecessors and make a living with them.

It seems clear that establishing a business producing and selling handicraft products is made possible in most cases after 2000. Until 90' most master workers were "Artistic Enterprise".

The random legal form of these artisans is 'natural' and rarely these are organized into a limited liability company and not seen a further development of activity in the partnership or "joint venture". This shows that the craft sector has not yet received a proper form of business and has failed to develop a legal organization with all relevant rights and obligations. In most cases the activity is a family heritage being presented in the form of family business, as a result of family members being employed. In addition the average number of employees varies between two and three workers. Rarely face an enhanced activity on more workers. It should be noted that in the number of employers are included also the retailers aides and not only master artisan.

Countries with the most evident culture to produce artistic craft, which have kept the tradition, resulting in important centers of development are Kruja with its famous market, Shkodra a cradle of ancient culture, Berat, Gjirokastra. With the migration of the population over the past decade Tirana has become the center of the presentation of craft products. It should be emphasized that most of the dealers are supplied by such cities, but lately it is being felt the impact of imported products from abroad (mainly neighboring Greece) to craft souvenirs.

With no less significance and it is problematic to say that the occupation of craft products from the Chinese market is dominating the albanian market. Feature of these imported products is the low cost of purchase and the many colors that represent a beautiful view of "lying". We emphasize "lying" because apparently are quite beautiful colored eye-catching but not genuine products of inherited folk crafts of our country. It is because of this reason that Albanian artisans feel quite threatened by imported goods "craft" but which in itself are manufactured in a factory. Although 45% of respondents have commented that do

not feel threatened by mime strength of these products is growing by huge steps taking the market by products of genuine mastery and the legacy of the Albanian people. In most cases we are dealing with a talent inherited generation after generation, talent that is not adapted to the evolution of time and preferences of potential consumers of these products.

Usually these products are intended for local residents and for tourists. But a product can not be sold itself. Notions such as marketing and promotion of craft products, market research, trade marketing, protection of copyright, intellectual property creation. Even though these words may be recognized by artisans as part of the vocabulary of the Albanian language, in most cases they remain just words. Promotion of handicraft products not used by the majority of respondents and that small part of the 12% who used in most cases meant a spot in a press advertisement or other media.

A very important phenomenon was that the artisans or traders of these products had no knowledge of existing or potential customers. This is because market research when applied meant the requests made by the consumers. No form of correct market research is applied.

An important place on the progress of this sector must take the state to support programs or creating the appropriate legal infrastructure. About 91% of respondents had even minimal information about the implication of the state in this sector. Recent albanian government effort to help the artisans is the creation of a special law, but that is still in a draft stage.

It is very important to note that artisanal products are still not treated properly. The value of handmade products abroad is considered quite large and financially compared with Albanian products. 64% of the group say that the prices applied for craft products are quite low and the report quality price is not satisfactory, so that high quality craft products lost value because of lower prices (61%).

Which is the future of these products?

About 55% of respondents are not confident about the future of their activity even though a large percentage of them (94%) want to expand activities in the years ahead. Challenges and problems highlighted during the interview had to do with protecting their products and greater support from Albanian government.

There may be a concern that used measures for web marketing will not represent the whole spectrum of web marketing activity.

A qualitative research with web marketing professionals and academicians would be helpful to develop a theoretical framework for finding the most effective measure for web marketing concept.

How to make sure your rich media ad is performing

Digital ads are a pull. The user is in control, and interactivity with digital ads is important. Users are more likely to interact with rich media ads because they have animation, video, sound, and interactive options that appeal to them. Advertisers can use this technology to convey emotion within their ad messaging. As an advertiser, your goal is to motivate users to purchase your product. Here are some pointers to consider when you're measuring your progress.

Only track what's important

The agency and client should agree on the goals and set key performance indicators (KPIs) before a campaign begins. KPIs are metric building blocks that allow you to gauge the effectiveness of your campaign. How else can you determine if your ads are successful or not?

Integrate your metrics

However, before you can set KPIs you'll need to understand the basic building blocks these metrics come from. In order to measure the effectiveness of rich media advertising we usually look at two components -- media metrics and web metrics (site traffic referred by online media). This is based on the assumption that a user click routes you to a client's website.

Raw media metrics are usually provided through your ad server (Dart, EyeWonder, or Pointroll) and include rich media impressions, rich media interactions, delivered traffic, actions, and leads. Raw web metrics (site traffic referred by online media) are usually provided by either Google Analytics or Omniture and include visits, single page visits, page views, visits shorter than one minute, visits longer than 10 minutes, online sales from new customers, and order value from new customers.

Look at basic metric building blocks

When analyzing display web marketing, begin by looking at rich media impressions. These impressions, which are passive, tell you how many people are exposed to your rich media ads. When a rich media ad is served, it is counted as a rich media impression.

Since you have a rich media ad, take a look at rich media interactions. They tell you how many users played with your ad -- from mousing over it, to playing with the ad buttons. The rich media interaction rate equals interactions divided by impressions. According to Dart, the 2009 industry average was 2.54 percent.

The purpose of someone seeing your ad is to entice them to visit your website. In order to visit your website, a customer interaction such as a click is usually needed. The click sends a customer to a company website. Once a customer arrives at the designated website, it is considered delivered traffic. Delivered traffic can be defined as a user click that results in a website visit after exposure to an ad.

How is your ad performing? Is the ad getting customers to visit your site? A quick media metric to use is delivered traffic rate (DTR). DTR is total delivered traffic divided by impressions served. If your DTR is 2 percent or more, you have been effective at getting people to your website. A 2 percent DTR indicates the robustness of your ad and is a general rule of thumb.

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