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Silesian University of Technology, **Poland****Janusz Dworak**The WSB University, Gdańsk, **Poland****INTRODUCTION**

The modern marketing concentrates mainly on customer acquisition by means of advertisements broadcast on TV, radio or billboards where it: shows the qualities of a particular company or brand only; compares its products to anonymous goods within the same industry; surprises customers with phrases that go beyond accepted social norms; employs presupposition for the recipient to make him unconsciously assume that certain, not necessarily true statements and insinuations, constitute facts (Batko, 2005); applies implications in order to accept allusive meanings; uses rhetoric in order to express oneself efficiently by means of word selection or sentence structures (Bonecki 1977).

Nowadays, this traditional form of advertising is becoming less popular, as shopping has moved mainly to the Internet during the pandemic, and that is where customers are looking for product information. Even those who have not been using the Internet or used to do it only occasionally, use it now. In this difficult period, a large part of the society will notice the benefits of using such a form of buying goods. It could have been assumed that this type of behaviour would remain the generally accepted standard for establishing relationships with consumers. Therefore, the existing marketing concepts must be modified, so that they meet the requirements of consumers who are looking for reliable company and product information. There comes a change of the form from a typical advertisement to a reliable product presentation.

The Internet has already become well established in the public consciousness. Mobile applications are used for the purposes of official formalities as well as in many commercial transactions. *The content marketing* that is commonly used is a strategy based on creating and distributing valuable, relevant and consistent content, allowing acquisition and maintaining of an appropriately defined target group. It is oriented towards building sustainable and long-term producer-consumer relations through the involvement of both content promoters and its recipients.

THE CONCEPT OF CHANGING TRADITIONAL MARKETING INTO @MARKETING

The main change to be made in traditional marketing is the shift of interests from satisfying needs to meeting expectations of the following groups: customers towards producers, patients towards physicians; politicians towards citizens; scientists towards society; children towards parents. Therefore, @Marketing will be closely linked to the ability to create a dialogue between consumers and buyers of goods by providing them with as much relevant information as possible, in a relatively short period of time. Its preparation should be carried out by a professional *copywriter*, who will convince the customer to buy products using an attractive way of persuasion. An additional factor enhancing the effectiveness of @marketing may prove to be the change of context, i.e. the way objects are presented in various circumstances, which being the background (patriotic, social, political, ecological, religious, professional, family, school), will have the desired impact on the recipients. Reliable information created by @marketing should ensure that companies will no longer treat the buyer only as an object of manipulation, but will perceive him as an equal subject of all transactions.

Aim of this paper is to present a new concept for @marketing, based on innovative forms of product presentation. The problem was expressed by the following question: how to use artistic means of expression in @marketing presentations? The research made use of a literature search; interviews conducted in various academic circles, reasoning by analogy and observations of market changes during the pandemic. On the other hand, the concept of new forms of @marketing established based on the research conducted, was developed using abduction, and the research process consisted of the following stages:

- The first stage started with an emotional reaction triggered by the identification of unexpected phenomena which were the subject of further analysis;
- The second stage was the search for theoretical concepts to justify the interest in the new phenomenon;
- The third stage was the application of new ideas in practice;
- The fourth stage was an assessment consisting of comparing the results of the implemented change to the period before its introduction;
- The fifth stage was the acceptance of innovation, associated with the achievement of the expected effect.

The boundaries between the different stages are not sharp, as these processes interpenetrate each other and may occur simultaneously. Based on abductive reasoning, abstract reasoning was combined with the actual application of research results in practice simultaneously. The initiation of the procedure of abductive reasoning process was also associated with the presence of a "cognitively irritating" factor (Gabbay, Woods, 2005). It means that the subject

understands abductive reasoning when he or she is confronted with the problem of ignorance, i.e. when the subject is unable to achieve a certain goal using the cognitive methods that are available to him or her. "*Abductive hypotheses arise in us like a flash. They are like a sudden insight into the essence of a thing.*" (...) *Deduction proves that something has to be defined somehow, induction shows that something really works; abduction only suggests that something may be defined* (Peirce, 1935). Thus, abduction became a method allowing to: create a series of presumptions and conjectures; choose these elements for further analysis; generate concepts not only in the manner recommended by deduction or induction (Hintik, 1999). Therefore, the task of abduction was to capture the abundance of the phenomena observed in a single problem in order to take into account exceptional circumstances (Grobler, 2006).

In the process of abductive research, two perspectives were taken into account: logical, that is, reasoning involving the sense of conducted deliberations, as well as psychological, covering the questions in the form of the assessment of phenomena by people with innate intuitive abilities, manifested by associating facts from different fields of science and art. In such a procedure, it was necessary to assume that based on abstract associations resulting from the extensive amount of information, realistic ideas would be generated, which, when applied in practice, would bring numerous benefits to the company. That is what happens, for example, in archaeological research, when many hypotheses are made on the basis of the traces of material culture of extinct civilizations in order to further formulate the theory of their origin and fate on the most reliable basis (Shelley, 1996).

The paper focuses on the marketing content, without considering technical aspects related to the construction of the website. At the same time, the conclusions of the conducted analyses can be used to develop educational programmes which will include guidelines suggesting how to organise innovative forms of Internet sales under the new conditions.

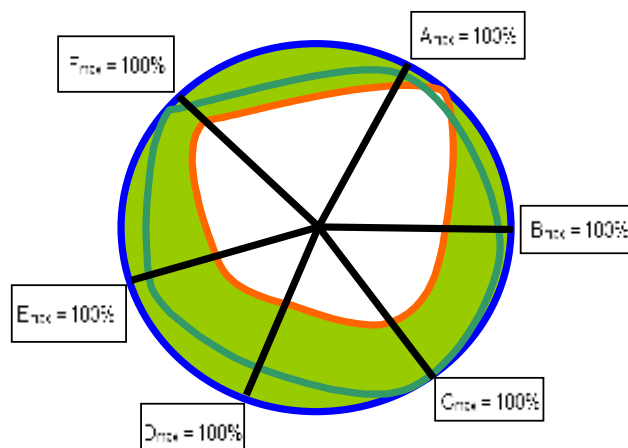
RESEARCH – CUSTOMERS' EXPECTATIONS TOWARDS THE INTERNET PRESENTATIONS

The research was conducted in the form of non-standardised interviews with students of management faculties. They were closely related to the field of "business management models", where new concepts of Internet marketing were being prepared. Approximately 150 people took part in the research which took place between the beginning of March and the end of May 2020 in the on-line mode. The central theme was to find the answer to the following research question: what new forms of product presentation on the Internet can replace traditional advertising. According to the discussions conducted¹, @marketing

¹ Numerous discussions and debates were based on the analysis of the customers' expectations in relation to the methods of presenting the product features on websites. This stage was followed by a process of sorting and classifying the responses into groups, which were assigned familiar concepts that fall within the scope of everyday use. These meanings were then defined in order to give them a scientific form and implement them into marketing activities.

should influence the customer through all the elements displayed on the website, because the process of transferring information and making purchase decisions by customers will determine several aspects that constitute the @marketing decalogue:

1. Visualisation is a general name for graphic methods of combining both abstract ideas and messages that are directly based on reality. It is widely used to present the results of scientific research, serves didactic purposes, and sometimes is treated as a means of artistic expression. Visualisation also comprises beautiful photographs which show the final version of a product or the effect of a service provided. When used in the Internet presentations, it can: activate the creative forces of the subconscious; influence the concentration of the mind; make information more attractive and draw customers' attention to details. Visualisation constitutes a tool supporting exemplification when by means of examples given in the form of graphs, drawings, diagrams, charts and schemes, it will provide the potential customer with more information jointly compared to the situation in which each was presented separately. Addressed to both professionals and recipients not having much in common with technique, it can be created using 3D graphics, presenting objects as a whole; in parts or sections. The presentation of medical tests results can serve as an example, as this form of presentation shows additional information best, and can contribute to creating a clear overview of the patient's state of health. Currently, a standard printout shows the individual test results in columns and enables only the analysis which of them fall within the standard and which are deviated. However, in order to obtain more information from the tests, it is necessary to use a radar chart (Fig. 1), on the axes of which the following values would be described:



Markings on the chart:

- $A_{max}, B_{max}, C_{max}, D_{max}, E_{max}, F_{max} = 100\%$ – maximum values of the standard
- minimum values of the standard calculated from the formula: $W_{\%min} = W_{min}/W_{max} \cdot 100\%$
- the value of the analysed indicator calculated from the formula: $W_{\%B} = W_{bad}/W_{max} \cdot 100\%$

Fig. 1 Values of indicators in relation to the upper value of the standard
Source: Own elaboration

- a maximum value of the standard by means of a circle (blue colour), which would be defined as 100% for all the indicators;
- a minimum value of the standard, which may be defined as a percentage of the maximum value (on the chart, it is a closed curve marked in red, additionally showing the width of the range and the possibility of fluctuations in the values of the indicators analysed),
- the actual value of the analysed indicators, also expressed as a percentage of the maximum value (on the chart, it is a closed curve marked in green, showing the patient's state of health).

The set of maximum values of selected indicators (A_{max} , B_{max} , C_{max} , ..., F_{max}), constitutes a visible reference point for visualisation of relations between remaining data. Quick preparation of such a presentation is not a problem at present, and its advantage is the fact that the scope of the standards range is presented by means of conventional signs, which will make it possible to present the patient's state of health in a transparent way, both in static and dynamic approach (there is a possibility to take into account studies from previous years). Moreover, the chart makes it possible to: insert additional information by the thickness of the line; mark the changes that have occurred as a result of the therapy and thus demonstrate the effectiveness of the undertaken actions which ensured the return of the indicator to the designated range. The state of health will be considered as good when the $W_{\%n}$ indicators describing it will be between the maximum value $W_{\%max}$ and the minimum value $W_{\%min}$ ($W_{\%min} \leq W_{\%n} \leq W_{\%max}$). Such an image will allow the patient to analyse many pieces of information at the same time. The context of the assessment can be changed as required. If the 100% is assumed to be the minimum values of the indicators of the standard, a circle is obtained. There will be two curves on the outside of the circle describing the maximum values of the standard. For the third possible variant, the reference points (100%) are deemed to be the values that characterise the patient (they will form a circle outside of which there will be a curve corresponding to the maximum values of the standard, and a curve corresponding to the minimum values of the standard inside the circle).

2. Stylisation (imitation, copying, simulation, likening, modelling), refers to the conscious and deliberate introduction of a particular style of elements characteristic of a different period, or even different epoch, into the presentation (*product*). The sender of the text (producer) may strive for a faithful reproduction of a certain style or limit himself to use its selected elements. Such forms of the Internet presentation as photographs, texts and illustrations can be stylised not only to encourage the customer to buy a basic good, but also to present a variety of accessories that may arouse his interest. Internet marketing can use the stylisation by: introducing elements characteristic of a given epoch into the presentation of products; referring to values specific to particular professional or environmental varieties. Text stylisation may be humorous, including

pronunciation, the inflection of words, syntax, or vocabulary and phraseology. Thus, a successful @marketing stylisation will be combined with identified customer expectations and logically planned presentation aimed at making the best possible impression on customers.

3. Arrangement (placement, setting) involves all the creative and technical activities related to the product presentation with the aim of giving it a new artistic expression, which can serve as a strong marketing tool. It can help to stand out in the market by presenting the customer with the company's potential and its production capacity. For example, interior design shows the fitness of products for the spatial possibilities by presenting their functionality, aesthetics and use, employing the right patterns and colours. Harmonisation is directly related to the arrangement. It can be treated as the adaptation of various elements contributing to increasing the attractiveness of the designed presentation as a whole together with the elements of extravagance, simultaneously providing the products with functionality and utility. Indeed, the stylisation and arrangement in marketing are not about reproducing someone else's designs, but rather about being inspired by them to create innovative concepts.

4. Animation is the art of creating moving images using a computer. Animation may include the changes of position, shape, size, appearance, colour, texture and intensity of light sources of objects created by a graphic designer. In this context, it is important to take into account the interaction between the objects, where the emphasis will be put on the customer's reaction to the product; showing the quantitative relationships between the presented objects and illustrating the changes taking place in time and space.

5. Anticipation, which is the ability to anticipate and to perform or accept a certain view beforehand. In terms of film terminology, it will be a type of a montage trick, consisting in introducing into the course of the film's action an element announcing the events that are to take place only later – revealing fully its proper meaning in the light of later events. In praxeology (the theory of efficient operation), anticipation also means all the activities preventing undesirable events in advance. Anticipatory measures should be taken if the company intends to introduce an innovative product in the near future, and wants to obtain additional information from customers as to its attractiveness.

6. Perception is a method of reasoning based both on logic, which suggests rational solutions, and on personal emotions that assess the product according to criteria that are known only to the buyer of goods. Perception is directly connected with influencing the customer's senses, who must first see, hear, smell or touch the product. This process is something acquired and learned by everyone during their life. It makes the assessment of the product's suitability for further consumption (use) arise as a result of extremely subjective feelings.

Being aware of this, marketing managers should be prone to look for ways to orient their customers' perception towards the positive qualities of the product, since negative perceptions create prejudices. So far, the strength of advertising has been based on its suggestiveness, and the sympathy of customers could have been gained relatively easily by telling them compliments, e.g. that they would be exceptional if they bought the advertised product. On the other hand, when presenting the newest products to the potential customers, the company would expect their suggestions concerning the appearance, shape or additional features of the goods.

7. Attitude results from cultivating stereotypes. It means acting in a "simplified" reality, based on false knowledge referring to objects, persons, social groups or institutions, established by experience and tradition. It is a force that is quite often ignored in marketing, however, it determines making decisions that prevent the purchase of an innovative product. A small change in attitude may have a significant impact. The customer's attitude depends on whether the seller respects values (friendship, honesty, gratitude, pride, financial independence, trust and security) that her or she regards as important. If not, internal opposition and resistance to purchasing may arise. A change in the customer's attitude towards the products offered will be achievable through numerous price reductions. For example, assuming that customers will always be interested in various forms of promotion, they can be offered a "loyal customer account" to which they will transfer a certain amount of money every month to cover future purchases. The transferred funds will make it possible to obtain a few percent discount on the purchased goods within the agreed period. Thereby, the producer will gain the working capital and loyal customers in the first period, and consumers will pay less for their purchases.

8. Associations defined as characteristics closely linked to the product which do not stem directly from its specificity but are the result of the social context of consumption (Dodni, Zinkhan, 1990 and Keller 1993). While speaking about functional associations, one should first of all point out their utilitarian category, satisfying the basic needs of the customer – that is, maximising the utility (Lievens, Highhouse, 2003). Symbols are also important, as they represent the essence of the company's image in the eyes of buyers (Solomon, 1983). Their meaning results from the fact that customers focus on a meaning that goes beyond the physical properties of the product, and the fact of their possession communicates their real or desired properties to the environment (social status, age, gender, lifestyle, membership of specific social groups). Characteristic associations are primarily thanks to designers and in some categories of products they may constitute significant attributes of their identification. These processes should be carried out in a planned manner that allows to overcome the schematic perception of the product in physical and functional terms, which will facilitate the process of anthropomorphism and transformation of meanings

encoded in the presentation. These qualities constitute a common platform for an abstract agreement between the producer and the customer. Associations may be a subjective thought process of the customer, resulting from his knowledge, experiences and expertise. Generally, this process can be controlled by launching an additional blog by the company, which will serve as a platform for exchanging information that is relevant in the customer's point of view. For example:

- a coffee producer may become an authority in creating women's fashion. Then the associations of women looking for stylish clothes can also relate to a coffee brand;
- a shampoo producer that is associated with medical discoveries, can win more customers compared to typical TV commercials.

9. Safety, meaning the awareness that the product used will function in a manner compliant with the accepted standards and that its operation under normal conditions will not cause any risk to health or life. For example, when assessing the safety of a product, the customer usually takes into account the following aspects: physical characteristics, composition, packaging, installation and commissioning instructions, maintenance or impact on other products.

10. Criteria, namely factors which serve as a basis for assessing a product in terms of its characteristics. @marketing criteria will be abstract expressions such as: comfortable car; loyal customer or excellent shampoo. They will be the source of promotion only if their definition is articulated with the use of reliable information. The assessment criteria represent a precise agreement between the producer and the consumer on how to verify the suitability of the goods purchased. What should be essential in this agreement is that the consumer knows exactly what criteria are used by the producer to manufacture the products, which ensures his positive attitude towards the company.

CHARACTERISTICS OF @MARKETING RESEARCH

Until now, presentation of research results in marketing was basically limited to their presentation using circle, bar diagrams or radar charts. The information obtained concerned the past, which could be extrapolated assuming that the conditions of the processes taking place would remain unchanged. In the era of the knowledge society who attach great weight to the precise measurement of various phenomena, @marketing will also have to face this challenge. The conceptualised problem should be operationalised, which means expressed as a number or as a percentage. For example, the measurement of the abstract concept of "attractive website" began with the development of a model with 8 columns, and the maximum number of points will be calculated from the formula: *(maximum number of points obtained for each question) x (number of questions)*. This number (500 points) can be assigned a value of 100%. Whereas the respondent filling in the questionnaire will be asked to mark the

columns that correspond to the assessment of the examined phenomenon, so the number of points collected by him will fluctuate between (0 to Model), which is (0 to 500), which is illustrated in Table 1.

Table 1 Assessment of the degree of customer loyalty using a questionnaire

Column 1.	Column 2.	Column 3.	Column 4.	Column 5.	Column 6.	Column 7.	Column 8.
No.	Specification	I do not know	Never	Occasionally	Often	Very often	Always (Model)
	Number of points	0.	10.	20.	30.	40.	50.
1.	Visualisation of a company X on the Internet meets my expectations.						
<i>Question: what changes should be made to the visualisation of the company X to make the Internet presentation meet your expectations? Please justify the answer:.....</i>							
2.	Stylisation of the company X meets my expectations						
<i>Question: what form of the company X's stylisation would meet your expectations? Please justify the answer:.....</i>							
3.	The arrangement proposed by the company X meets my expectations						
<i>Question: what form of arrangement of products offered on the Internet would meet your expectations? Please justify the answer:.....</i>							
4.	The animation proposed by the company X meets my expectations						
<i>Question: what form of animation of the company X's products would meet your expectations? Please justify the answer:.....</i>							
5.	The way the company announces the release of a new product X meets my expectations.						
<i>Question: what should be changed in order to effectively announce the launch of product X on the market? Please justify the answer:.....</i>							
6.	I perceive the company X as successful on the website.						
<i>Question: what should be changed to make the company X better perceived by customers? Please justify the answer:.....</i>							
7.	I have a positive attitude towards purchasing the company X's product via the Internet.						
<i>Question: what should be done to change the attitude towards the company's image on the Internet to be more positive. Please justify the answer:</i>							
8.	I have positive associations with the company X that presents itself on the website.						
<i>Question - what should be changed in order to bring positive associations with the company X presenting its products on websites? Please justify the answer :</i>							
9.	The company X' s products are safe to use.						
<i>Question - what should be changed to increase safety during the operation of the purchased equipment of the company X? Please justify the answer :</i>							
10.	I have been acquainted with the criteria for assessing the company X's products.						
<i>Question: What criteria would you use to assess the company X's products? Please justify the answer:.....</i>							
<i>For example: if the respondent receives 250 points, which equals 50%, it can be assumed that he or she is only "half" loyal and that all the efforts should be made to bring the responses closer to the expected model, i.e. up to 500 points or 100%.</i>							

Source: own elaboration

After conducting a research in a given group, it will be possible to calculate the points appropriately, depending on the number of respondents. It will allow to determine the distance between the research results and the adopted model. This type of information will be an inspiration for introducing changes in the areas that received the least number of positive responses. Additional questions included in the questionnaires will stimulate the respondents to provide thoughtful and spontaneous answers, which in turn may be a source of further innovations in the Internet presentations. In addition, the numerical results of research on abstract concepts such as an attractive website may be described by means of statistics.

A NEW FORM OF SEGMENTATION IN @MARKETING

Traditional methods of customer segmentation in @marketing will no longer be so useful for conducting analyses, including the division of customers into homogeneous groups, as they bring relatively little information on how to make purchases. A model set of variables has been used so far to identify a potential buyer based on:

- "geographical origin" such as place of residence (size of a city, village). From the practical point of view, it is a useless operation, since by increasing the rate of prosperity, level of education, ease of movement and popularisation of the model of consumption, the differences between people who had chosen a particular place of residence have been blurred;
- demographic features (age, gender, marital status). In modern marketing, they are also becoming less and less important as people live longer, while membership of a group of women or men is defined not only in biological but also in social terms. In addition, partnerships substitute for sanctified marriages;
- economic characteristics (occupation, income per capita, household income, sources of income). They change over time as a result of the duties performed, and working in the same place and at the same position ceased to set the standard of living for individual citizens long ago,
- social features such as: social class, reference group, lifestyle, family life stage, etc.

Similarly, the behavioural criteria describing the reasons why consumers make purchases, which are based on the fact that people learn to behave based on their own observations and life experiences, do not make it possible to unambiguously answer the question: "why do buyers buy a specific product?" Segmentation based on psychographic features, taking into account the division of the market by social class, lifestyle, hobbies, personality traits, is also an anachronism, as it has little in common with consumer preferences in terms of choice of food, clothing, home furnishings, leisure activities or shopping.

Therefore, a properly separated market segment should focus largely on sensory characteristics, in other words the natural way of responding to stimuli. The separate groups of customers will comprise:

- The visualisers who attach a great importance to order, are annoyed by the mess but well remember colours and drawings from folders and advertising publications. They are characterised by the fact that they use vocabulary rich in expressions referring to sight, and memorise information more effectively using diagrams, maps, drawings and charts. The strongest point of visualisers is reading. While they go shopping, they must try the clothes on and see if they suit them. The same applies to the decor of the flat, office, car, etc.
- The audiles who as customers are eager to talk and engage in vivid discussions, because then they best remember the received information. They remember what and how something was said by particular people, as if they were recording it on their inner tape recorder. Therefore, they remember for a long time and are able to repeat exactly what someone once said. They enjoy learning by listening to a lecture, for example, or by reading aloud.
- Kinaesthetic learner, the so-called "tactile learners", being the customers, in order to get information about the product, usually use the sense of touch. They are characterised by excessive gesticulation and high mobility of the whole body. They have a strong intuition and remember especially what they have experienced in life. Kinaesthetic learners value convenience, comfort, space and like to be in close contact with people, for example the person they are talking to. They speak using the language of emotions, often exaggerating the words.

By adopting this method of segmentation in @marketing, it will be possible to adapt the forms of presentations to the innate abilities of the customers, offering appropriate information in various tabs. Those will be colourful illustrations for the visualisers, recorded comments for the audiles, and films showing the process of production or operation of the product for the kinaesthetic learners.

SUMMARY

@Marketing cannot be just a modification of traditional advertising methods. In the new conditions, a product presentation should be expanded by innovative forms such as narration, photography and computer graphics. In the company, it will be to formulate a strategy for online activities based on scientific concepts resulting from numerous studies conducted by scientific institutes. On the other hand, the diagnosed premises concerning the customers' expectations for the manner in which online presentations are offered, will allow to develop credible and reliable information about the product. Therefore, the modern @branding means building a recognisable brand image, through articulated values in a manner that would be surprising and original for the customer.

Customer sensitivity defined as "the ability to react quickly to external stimuli and the ease of experiencing impressions" (Skorupka, Auderska, Łempicka, 1974), has reached a certain level of indifference, causing the advertisements –

not always or increasingly rarely – to be unnoticed or even consciously ignored by customers. Therefore, it would be advisable to focus attention on the possibilities of the Internet by broadening customer interest in a given product. Therefore, there is a need to develop comprehensive projects for planning online presentation projects as soon as possible. It should be preceded by detailed analyses carried out by IT specialists and marketing experts.

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Abstract: Marketing concentrates mainly on customer acquisition by means of advertisements broadcast in mass media and on billboards. The change to be made in traditional marketing is the shift of interests from satisfying needs to meeting expectations. @Marketing may serve as a tool for that. The aim of this paper is to present a new concept for @marketing, based on innovative forms of product presentation. The paper focuses on the marketing content, without consideration of technical aspects. Research has been carried out in the field of customers' expectations towards online presentations. In the new conditions, a product presentation should be expanded by innovative forms such as narration, photography and computer graphics. Therefore, there is a need to develop comprehensive projects for planning online presentations as soon as possible. It should be preceded by detailed analyses carried out by IT specialists and marketing experts.

Keywords: marketing, advertising, interview, questionnaire