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PSYCHOMETRIC CHARACTERISTICS OF SELF-EFFICACY AND OPTIMISM AND PESSIMISM MEASUREMENT SCALES IN ONLINE PRIVACY VIOLATION CONTEXT

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ABSTRACT

Self-efficacy, optimism and pessimism variables are to be included as antecedents in the model of individual resilience to privacy violation online. The Self-Efficacy, Optimism, and Pessimism scales borrowed from the literature were adapted for measuring personal attributes of an individual Internet user who experienced privacy violation incident online. The data were collected by the telephone survey of Internet users in Croatia aged 18 years or older reaching the net sample of over 1000 respondents. The sample structure was determined according to the Eurobarometer 91.1 and the sample was two-way stratified by region and settlement size. This paper assesses psychometric characteristics of three adapted scales to test their applicability in explaining the level of resilience after the privacy violation online incident. The Cronbach alpha coefficient and explorative and confirmative factor analysis were applied. The abbreviated versions of the original scales have satisfactory psychometric characteristics because research results indicate good reliability, discriminant and convergent validity and the expected dimensionality of the tested scales. The paper contributes to the existing body of knowledge by providing validated shortened measurement scales for including psychological and personal factors in the future inter- and cross-disciplinary studies.

KEY WORDS: self-efficacy, optimism, pessimism, privacy violation online, measurement scale, psychometric characteristics

1. INTRODUCTION

Individual privacy and resilience to privacy violation need to be explored in contemporary context of digital environment. The subjective perceptions of preserving privacy and individual resilience to privacy breaches shape individual behavior. Online actions and reactions have further implications to offline behavior in many social and economic aspects of life. The direction and intensity of individual responses to privacy violation online depend on the level of their online privacy concern (Anić et al., 2019), on the subjective evaluation of a privacy violation incident a person has gone through, and on the level of resilience to such a stressful event. To better understand the individual behavior of Internet users in this context, a model of individual (consumer) resilience to privacy online violation should be developed and tested (Budak et al., 2021). In the consumer resilience model, antecedents include, among other determinants, a range of personality variables. Namely, psychological factors affect the individual capacity to cope with and to adapt to a (negative) stressful event (Luthans et al., 2006), and there is a literature-based argument to include them in the research on individual resilience (Fredrickson, 2001; Joseph & Linley, 2006; Carver, Scheier, & Segerstrom, 2010).

However, as a necessary precondition to include self-efficacy, optimism and pessimism as psychological factors in the empirical research of individual resilience to online privacy violation, a reliable scale to measure the theoretical construct is required. The aim of this paper is to test the adapted self-efficacy, optimism, and pessimism measurement scales used in the construction of self-efficacy (SEF), optimism (OPT) and pessimism (PES) variables in the resilience to privacy violation online model. Specifically, the psychometric characteristics of the adapted scales are tested in terms of their reliability, discriminant and convergent validity, and the dimensionality.

The rest of the paper is organized as follows. Reasoning behind including the self-efficacy, optimism and pessimism as antecedents in the consumer resilience to online privacy violation model is elaborated in the next section. Survey data and methodology is described in section 3 and the results of testing the measurement scales are presented in section 4. The last section discusses the results in the context of future research of consumer resilience to privacy violation online.

2. PSYCHOLOGICAL FACTORS AFFECTING INDIVIDUAL RESILIENCE

Resilience is a multifaceted concept used in a wide variety of disciplines (Bhamra, Dani, & Burnard, 2011). There is an abundant literature exploring ecological resilience, natural disaster resilience, and community resilience to adverse situations (Brand & Jax, 2007; Martin-Breen & Andreis, 2011; Norris, Stevens, Pfefferbaum, Wyche & Pfefferbaum, 2008). Whether it considers the resilience of a society or an individual resilience to a stressful event, the psychological resilience plays a crucial role in the process of recovery (Luthans, Vogelgesang & Lester, 2006). An individual resilience is defined as the capacity of a person to recover from the adversity or as a process to cope with it (e.g., Bartone, 1989; Cicchetti & Garmezy, 1993; Dyer & McGuinness, 1996; Connor & Davidson, 2003; Visser, 2007; Kotzé & Nel, 2013). Smith et al. (2008) define resilience as a capacity of an individual to 'bounce back' and recover after the stressful situation. This resilience concept is often used in psychology, medical studies, criminology, and business economics (e.g., Rumgay, 2004; Gilgun, 2005; Deans & Garry, 2013).

Past research on individual resilience recognized personality variables as one of the explanatory factors of resilience in different contexts (Joseph and Linley, 2006; Herrman et al., 2011). The most important antecedents to personal resilience include different psychological factors such as self-esteem, personality traits, locus of control, optimism, and self-efficacy (e.g., Joseph & Linley, 2006; Nakaya, Oshio & Kaneko, 2006).

Therefore, in investigating psychological factors as antecedents in the model of consumer resilience to privacy violation in an online environment, self-efficacy emerges as a potentially significant variable (Gu & Day, 2007) that assesses optimistic self-beliefs that help in coping with a variety of stressors in life. In other words, following the Schwarzer and Jerusalem (1995) argument, we posit that a person dealing efficiently with unexpected events and capable to solve problem efficiently, might benefit from these abilities in coping with a privacy violation event more successfully. Self-efficacy is frequently included in the psychological and organizational studies because it is recognized that it improved our understanding of behavior both in theory and practice (Chen, Gully & Eden, 2001).

Optimism is a well-known and widely used psychological factor[1], meaning that person maintains positive expectancies for future events or outcomes (Carver, Scheier & Segerstrom, 2010). Carver and Scheier (2014) noted the importance of expectancies increases primarily when hurdles appear. In the individual resilience literature, it has been evidenced that victims maintaining optimism for the future and hope (Snyder, 2000) easily persist and accept difficulties. Optimism has been associated with self-reported well-being among long-term breast cancer survivors (Carver et al., 2005), psychological adjustment during a life transition (Brissette et al., 2002), and reduced traumatic syndrome after an earthquake (Ahmad et al., 2010). When encountering adversity, maintaining optimism for the future can provide the stamina to endure, but optimism alone is not sufficient to foster resilience.

In line with this definition, the optimism - pessimism concept is understood as a generalized expectation of positive or negative outcomes of activities oriented towards future events and expectation of the future results. On the other hand, some authors of this concept attempt to define it as a broader, positive or negative view of the world, applicable to current events and situations. Optimism and pessimism are relatively stable personality dimensions (Scheier & Carver, 1985). There is still no consensus about unidimensionality of optimism – pessimism and more studies are needed to resolve whether optimism is a bipolar dimension or optimism-pessimism are two separable dimensions (Carver & Scheier, 2014). The optimism-pessimism scale tested here originally assumes optimism and pessimism should be seen as two partially independent dimensions (Chang et al., 1994). Based on the results of the previous research for Croatia, Penezić (1999) shown that between the optimism and pessimism there is a high negative correlation, and these two constructs are basically two different dimensions, not two poles of the same dimension (Penezić, 2002) and must be encountered in parallel as antecedents of individual resilience.

[1] The review of abundant literature on optimism and pessimism goes beyond the scope of this research. For more details on including optimism-pessimism in the diverse research studies, see for example Chang (Ed.), 2001.

3. DATA AND METHODOLOGY

3.1. Survey data and methodology

This research is based on the survey data on Internet users in Croatia who reported to have experienced privacy violation online in a period of three years prior to the survey. The target population were Internet users in Croatia aged 18 years old or older. The sample structure was determined according to the Eurobarometer 91.1 (European Commission & European parliament, 2019). The sample was two-way stratified by region and settlement size.

The survey questionnaire, developed by the co-authors, had two filter conditions. Firstly, potential respondent had to be an Internet user; and, secondly, had to have experienced some kind of privacy violation on the Internet in the last three years.

The fieldwork was conducted using Computer Assisted Telephone Interviewing (CATI) in a period from January to February 2021. The questionnaire was programmed and tested before the pilot interviews. The response rate was 4.6% and the average final questionnaire length was 23.32 minutes. The net sample consists of 1000 Internet users who had experienced online privacy violation.

Sample characteristics in terms of gender, age, number of people living in the household of respondent, education and occupation of respondent, household income, region (counties and NUTS2 regions in Croatia), and settlement size of respondent's place of residence are presented in Appendix.

3.2. Measurement scales employed to measure self-efficacy, optimism and pessimism

Self-Efficacy scales used in the personality and psychological studies are mostly derived from the General Self-Efficacy Scale developed by Sherer et al. (1982). These measurements scales were adapted, and the new ones created to better measure general self-efficacy or to be adequate to measure self-efficacy in the specific context. For example, Chen, Gully and Eden (2001) developed the New General Self-Efficacy Scale based on Generalized Self-Efficacy scale developed by Schwarzer et al. (1997). Explaining the details of methodological developments of self-efficacy measurement scales and of the number of specific adaptations that followed are beyond the scope of our study. However, every methodological improvement or change in the measurement scale is that the adapted scales need to be validated.

In the resilience to privacy violation online context, the self-efficacy variable (SEF) is assessed by using the Generalized Self-Efficacy (GEF) from Schwarzer et al. (1997) as well.

In the original GEF scale ten items are evaluated by 4-point Likert scale ranging from 1=Not at all true, 2=Barely true, 3= Moderately true, to 4= Exactly true (Schwarzer et al., 1997). To measure self-efficacy (SEF) in the resilience to privacy violation online survey, the original GEF scale has been adapted by shortening to the following four items:

sef_1 It is easy for me to stick to my aims and accomplish my goals.

sef_2 Thanks to my resourcefulness, I know how to handle unforeseen situations.

sef_3 I can solve most problems if I invest the necessary effort.

sef_4 I can remain calm when facing difficulties because I can rely on my coping abilities.

Compared to the original GEF scale, the 5-point Likert scale was used. Answers to what extent respondent agrees with the statements ranged from 1 = Absolutely no, 2 = No, 3 = Neutral, 4 = Yes, to 5 = Absolutely yes.

To measure optimism (OPT) and pessimism (PES) variables we have borrowed the original Optimism-Pessimism (O-P) measurement scale developed by Chang (as described in Chang et al., 1997)[2], and containing six items to measure optimism and nine items to measure pessimism (at 5-point Likert scale).

The original O-P scale (Chang et al., 1997) is adapted for this research by shortening the number of items. Three items from the original optimism scale (opt 1-3) and three items from the original pessimism scale (pes 1-3) were used in the questionnaire, as shown in Table 1.

[2] In constructing the O-P measurement scale Chang et al. (1997) adapted and verified Life claims Orientation Test (LOT) by Scheier and Carver (1985) and Optimism-Pessimism Scale (OPS) by Dember et al. (1989).

Table 1. Description of items used to build latent constructs

Latent construct	Items	Description
Self-efficacy (SEF)	sef_1	It is easy for me to stick to my aims and accomplish my goals.
	sef_2	Thanks to my resourcefulness, I know how to handle unforeseen situations.
	sef_3	I can solve most problems if I invest the necessary effort.
	sef_4	I can remain calm when facing difficulties because I can rely on my coping abilities.
Optimism (OPT)	opt_1	I always look on the bright side of things.
	opt_2	I'm always optimistic about my future.
	opt_3	In general, things turn out all right in the end.
Pessimism (PES)	pes_1	Rarely do I expect good things to happen.
	pes_2	In general, things turn out all right in the end.
	pes_3	Rarely do I expect good things to happen.

Answers to what extent respondent agrees with the statements were given at 5-point Likert scale ranging from 1 = Absolutely no, 2 = No, 3 = Neutral, 4 = Yes, to 5 = Absolutely yes.

Downsizing the original scales to a relatively small number of items (4 statements for SEF, 3 for OPT and 3 for PES) is seen as a necessary adaptation for several reasons. Firstly, questions on SEF, OPT, and PES were part of the large survey that had to cover multiple variables, and given it was conducted by CATI method, the telephone interviews should not last for more than about 20 minutes. In shortening the original GEF and O-P scales, preference was given to items that would reflect the best self-efficacy variable and optimism-pessimism variables to be afterwards included in the consumers' resilience to online privacy violation model.

The adaptation of scales requires validation and testing their psychometric characteristics that is in the focus of this work.

3.3. Methods of testing the measurement scales

The reliability of the measurement scale is analyzed by Cronbach alpha coefficient (CA), Alpha-if-deleted indicator and by a range of correlation analyses. CA coefficient is used as a measure of scale reliability because it measures internal consistency, that is, how closely related a set of items are as a group. CA ranges from 0 to 1 where higher values of CA coefficient (closer to 1) indicate high covariations of all items in the measurement scale. The high values of CA coefficient means that every statement (item in the scale) measures the same latent variable i.e., the same basic concept (in our case, self-efficacy, optimism, and pessimism). The 'good' CA coefficient should be at least 0.65-0.8, and scores below 0.5 are generally not acceptable, in particular for one-dimensional scales (Kline, 1998). Item-test correlation indicates how strong is the correlation between every single item in relation to the rest of the items in the scale. The greater the value of the coefficient, the stronger is the correlation between the item and the total scale. Alpha-if-deleted coefficient is used for measuring the internal consistency of the scale. It denotes how the CA coefficient would change if an item would be removed from the scale. Namely, if the removal of one item would significantly increase CA coefficient, the exclusion of that particular item from the measurement scale is advised.

However, the high value of CA coefficient does not mean that the measurement scale is one-dimensional. The dimensionality of the scale is tested by exploratory and confirmatory factor analyses with measurement models where each manifest variable only loads on one latent variable, and with the assumption of the independence of measurement errors (Gerbing & Anderson, 1988; Kline, 1998).

Exploratory factor analysis (EFA) is a measurement technique used to examine the structural relations among variables. It is used when both observed and latent variables are assumed to be measured at the interval level. Confirmatory factor analysis (CFA) is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. Confirmatory factor analysis (CFA) therefore is used to test the assumed relations among manifest and latent variables (Hair, Black, Babin, Anderson & Tatham, 2006; Kline, 1998) and it is considered more rigorous test of convergent validity (Yoo, Donthu & Lee, 2000).

4. RESULTS

Descriptive statistics for all the items used to measure latent constructs in our analysis is presented in Table 2.

Table 2. Construct item descriptive statistics

Latent construct	Items	Inter-item correlation	Item-rest correlation	Cronbach alpha	Alpha-if-deleted
Optimism (OPT)	opt_1	0.5329	0.6801	0.8021	0.6953
	opt_2	0.4893	0.7151		0.6571
	opt_3	0.7013	0.5541		0.7944
Pessimism (PES)	pes_1	0.5062	0.6877	0.7971	0.6721
	pes_2	0.5976	0.6166		0.7481
	pes_3	0.5961	0.6178		0.7469
Self-efficacy (SEF)	sef_1	0.5234	0.5441	0.7912	0.7672
	sef_2	0.4644	0.6341		0.7223
	sef_3	0.4872	0.5987		0.7402
	sef_4	0.4707	0.6242		0.7273

EFA was conducted to test convergent validity of a measurement scales, as well as to preliminary test their dimensionality. Principal component was used as a method of factor extraction and Kaiser-Guttman rule was used as a method for determining the number of extracted factors. Kaiser-Guttman rule specify that factors with eigenvalues greater than 1 are retained. Table 4(A) shows EFA results.

Table 3. Exploratory factor analysis results

Panel A: Eigen values

Factor	Eigen values	Cumulative eigen values	Percentage of explained variance	Cumulative percentage of explained variance
1	3.8252	3.8252	0.8458	0.8458
2	1.2588	5.0840	0.2783	1.1241
3	0.1278	5.2118	0.0283	1.1523
4	0.0160	5.2278	0.0035	1.1559
5	-0.0432	5.1846	-0.0095	1.1463
6	-0.0798	5.1048	-0.0176	1.1287
7	-0.1227	4.9822	-0.0271	1.1016
8	-0.1337	4.8484	-0.0296	1.0720
9	-0.1527	4.6957	-0.0338	1.0382
10	-0.1729	4.5228	-0.0382	1.0000

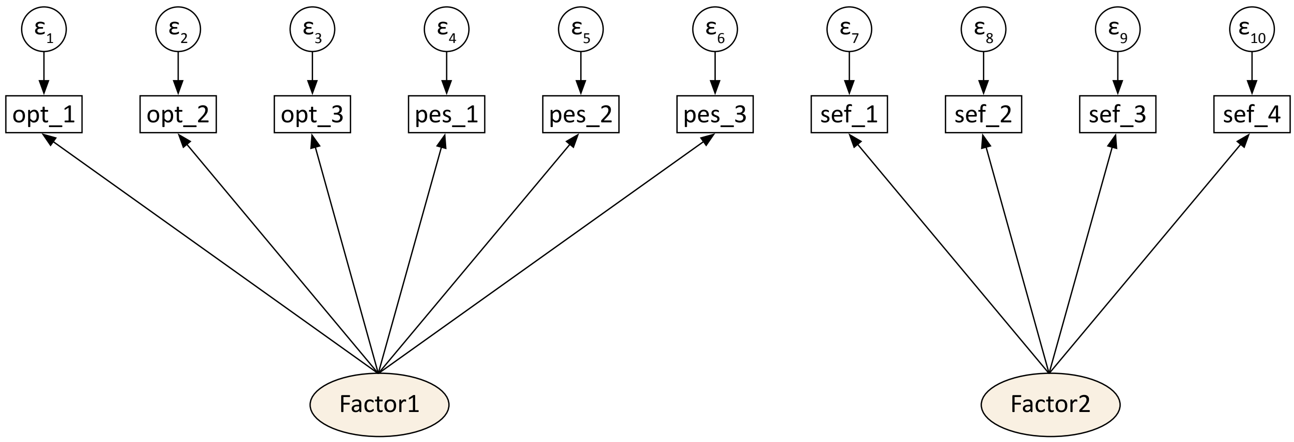
Panel B: Eigen vectors

Latent construct	Item	F1	F2	F3
Optimism (OPT)	opt_1	0.7312		
	opt_2	0.7322		
	opt_3	0.5706		
Pessimism (PES)	pes_1	-0.7962		
	pes_2	-0.6553		
	pes_3	-0.7055		
Self-efficacy (SEF)	sef_1		0.5985	
	sef_2		0.7032	
	sef_3		0.6502	
	sef_4		0.6814	

Notes: Principal factor method was used, and factors were rotated using orthogonal varimax rotation.

EFA results indicate that SEF measurement scale is unidimensional. All SEF items have high factor loadings on their respective factor (Table 4(B)). EFA results also indicate that SEF scale poses the attribute of convergent validity. Therefore, the initial set of four SEF items can be considered as one measurement scale for measuring self-efficacy. Empirical evidence does not support theoretical notion of OPT and PES as two separate measurement scales, but rather as opposite poles of the same measurement scale.

Figure 1. Confirmatory factor analysis model structure



Convergent validity was also assessed with confirmatory factor analysis (CFA), with two latent variables (constructs), one for SEF, and another for PES and OPT as elements of one measurement scale (Figure 1).

Table 4. Confirmatory factor analysis results

Item	Factor	Model estimates
opt_1	Factor1	1.000 (.)
opt_2	Factor1	1.038*** (0.038)
opt_3	Factor1	0.764*** (0.037)
pes_1	Factor1	-1.226*** (0.050)
pes_2	Factor1	-0.935*** (0.046)
pes_3	Factor1	-1.046*** (0.049)
sef_1	Factor2	1.000 (.)
sef_2	Factor2	1.143*** (0.067)
sef_3	Factor2	1.039*** (0.062)
sef_4	Factor2	1.179*** (0.069)
N		1,000
χ^2 statistic		292.17***
RMSEA		0.087
GFI		0.929
CFI		0.936

Note: (***) denotes significance level p<0.01. RMSEA = Root mean square error of approximation, GFI = Goodness of fit index, CFI = Comparative fit index.

Fit indices indicate acceptable level of fit of measurement model to empirical data. CFA results further confirm EFA results (in Table 5). All analyzed items load on their respective factors and all loadings are statistically significant. Both SEF scale and combined OPT-PES scale have acceptable level of convergent and discriminant validity. Results also indicate that both scales are unidimensional.

5. CONCLUSION

Psychological factors are increasingly used in business and economic research and dominantly as explanatory variables in consumer behavior research models. In assessing consumer resilience to privacy violation online, a new model is to be developed and empirically tested. A list of antecedents suggested in the literature, among others, includes self-efficacy, optimism, and pessimism variables (Budak et al., 2021). Adaptation of these measurement scales to the individual resilience to the privacy violation online research model requires careful examination of the appropriateness of the scales used. Therefore, this paper tested adapted self-efficacy and optimism-pessimism measurement scales.

Empirical results indicate that both SEF scale and combined OPT-PES scale exhibit the acceptable level of reliability, as well as convergent and discriminant validity. Dimensionality of SEF scale is in accordance with the literature. Results also indicate that OPT-PES scale is unidimensional scale with OPT and PES as opposite poles of one scale, rather than two separate scales. The contribution of this paper to the body of the empirical research is in practical implications for the researchers willing to apply these scales in business and interdisciplinary research of individual behavior. Compared to previous research, we offer a unique research approach to this new and unexplored aspect of consumer behavior in the digital environment. Including different measures of personal and psychological factors in the research fields other than psychology is essential for getting deeper insight in determinants of individual behavior in economics and business, political sciences, sociology, and other disciplines. The main contribution of the paper is that it offers adapted short measurement scales which could be used within wider research framework, e.g., as a part of larger surveys. The tested measurement scales possess appropriate psychometric characteristics and therefore could be used in the future empirical research together with other scales that measure different theoretical concepts in the online consumer behavior domain. In consumer behavior studies, self-efficacy, optimism, and pessimism could explain consumer characteristics and habits, as well as the type and range of consumer activities, in particular consumer behavior online. Specifically, we foresee the future use of two tested scales, SEF scale and combined OPT-PES in applicative research studies aiming to develop adequate consumer protection policies in the online environment. Adding the analyzed scales in assessing the consumer resilience to online privacy violation would contribute to the overall understanding of this complex phenomena in the digitalized environment.

This research has its limitations, primarily because the measurement scales were tested on the sample of one country in specific social and cultural setting and may not be generalized beyond the national context of Croatia. Therefore, the suggested line of the future research is the empirical validation in other countries with different socio-economic and cultural environments. Further constraint to the scope of the research is that scales were tested at the representative sample of adult consumers. Since children and teenagers 17 years old and younger are also active Internet users and online consumers from their early age, including them in the future studies would mitigate this shortcoming. Likewise, the level of self-efficacy, optimism and pessimism certainly changes over the course of ones' lifetime, which is nowadays even accelerated with rapid technological advancements. This research presents a one snapshot in time so future studies should also include the time component. Finally, although the notions of self-efficacy, optimism and pessimism terms appear in various domains, it was not possible to include all theoretical contributions related to them in this review.

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Appendix: Sample structure

Variable	Frequencies (N=1000)	Relative frequencies	St. Dev.	Min	Max
*Gender**					
Female	513	51 %	0.50	0	1
Male	487	49 %	0.50	0	1
*Age**		43.31	15.88	18	86
Age categories					
18-29	253	25 %	0.43	0	1
30-39	184	18 %	0.39	0	1
40-49	186	19 %	0.39	0	1
50-59	187	19 %	0.39	0	1
60+	190	19 %	0.39	0	1
*Number of people in household**		3.35	1.42	1	10
Education					
Primary or less	20	2 %	0.14	0	1
Secondary	518	52 %	0.50	0	1
Tertiary	426	43 %	0.49	0	1
PhD or post-grad	36	4 %	0.19	0	1
Occupation of respondent					
Self-employed	50	5 %	0.22	0	1
Manager	45	5 %	0.21	0	1
Professional	160	16 %	0.37	0	1
Technician/clerk	191	19 %	0.39	0	1
Worker	191	19 %	0.39	0	1
Retired	159	16 %	0.37	0	1
Student	111	11 %	0.31	0	1
Unemployed	93	9 %	0.29	0	1
Household income					
Up to 2.000 HRK	12	1 %	0.11	0	1
2.501-3.500 HRK	26	3 %	0.16	0	1
3.501-5.000 HRK	64	6 %	0.24	0	1
5.001-6.500 HRK	80	8 %	0.27	0	1
6.501-8.000 HRK	98	1 %	0.30	0	1
8.001-10.000 HRK	131	13 %	0.34	0	1
10.001-12.000 HRK	130	13 %	0.34	0	1
12.501-15.000 HRK	123	12 %	0.33	0	1

15.001-20.000 HRK	74	7 %	0.26	0	1
> 20.001 HRK	39	4 %	0.19	0	1
No answer	223	22 %	0.42	0	1
County of the respondent					
Zagrebacka	93	9 %	0.29	0	1
Krapinsko-zagorska	24	2 %	0.15	0	1
Sisacko-moslavacka	50	5 %	0.22	0	1
Karlovacka	34	3 %	0.18	0	1
Varazdinska	43	4 %	0.20	0	1
Koprivnicko-krizevacka	28	3 %	0.17	0	1
Bjelovarsko-bilogorska	26	3 %	0.16	0	1
Primorsko-goranska	89	9 %	0.28	0	1
Licko-senjska	8	1 %	0.09	0	1
Viroviticko-podravska	9	1 %	0.09	0	1
Pozesko-slavonska	14	1 %	0.12	0	1
Brodsko-posavska	19	2 %	0.14	0	1
Zadarska	44	4 %	0.21	0	1
Osjecko-baranjska	96	1 %	0.29	0	1
Sibensko-kninska	15	2 %	0.12	0	1
Vukovarsko-srijemska	15	2 %	0.12	0	1
Splitsko-dalmatinska	124	12 %	0.33	0	1
Istarska	48	5 %	0.21	0	1
Dubrovacko-neretvanska	25	3 %	0.16	0	1
Medimurska	33	3 %	0.18	0	1
City of Zagreb	163	16 %	0.37	0	1
*Region (NUTS 2) of respondent**					
Panonian Croatia	263	26 %	0.44	0	1
Adriatic Croatia	353	35 %	0.48	0	1
City of Zagreb	163	16 %	0.37	0	1
North Croatia	221	22 %	0.42	0	1
Settlement size					
10,000 or less	309	31 %	0.46	0	1
10,001–50,000	296	30 %	0.46	0	1
50,001–100,000	79	8 %	0.27	0	1
More than 100,000	316	32 %	0.47	0	1

Note: * Here we present averages rather than frequencies. 1 EUR ~ 7.5 HRK.

PSIHOMETRIJSKE KARAKTERISTIKE LJESTVICA ZA MJERENJE SAMO-EFIKASNOSTI, OPTIMIZMA I PESIMIZMA U KONTEKSTU POVREDE PRIVATNOSTI ONLINE

SAŽETAK

Uključivanje varijabli samoefikasnosti, optimizma i pesimizma kao determinanti u model individualne otpornosti povrede privatnosti online zahtjeva ispitivanje adekvatnosti mjernih ljestvica samo-efikasnosti, optimizma i pesimizma. Navedene mjerne ljestvice preuzete su iz literature i prilagođene za mjerenje osobnih obilježja Internet korisnika koji su doživjeli neku vrstu povrede privatnosti online. Podaci su prikupljeni telefonskom anketom korisnika Interneta u Hrvatskoj u dobi od 18 godina i starijih na neto uzorku od više od 1000 ispitanika. Struktura uzorka određena je prema Eurobarometru 91.1, a uzorak je dvostruko stratificiran prema regiji i veličini naselja. U ovom se radu ispituju psihometrijske karakteristike tri prilagođene mjerne ljestvice i testira njihova adekvatnost u objašnjavanju razine otpornosti nakon događaja povrede privatnosti online. Podaci su analizirani izračunom Cronbachovog alfa koeficijenta te eksplorativnom i konfirmativnom faktorskom analizom. Skraćene verzije izvornih mjernih ljestvica posjeduju zadovoljavajuće psihometrijske karakteristike budući da posjeduju svojstva pouzdanosti, diskriminantne i konvergentne valjanosti, te očekivane dimenzionalnosti. Rezultat rada su valjane skraćene mjerne ljestvice koje omogućuju uključivanje psiholoških i faktora osobnosti u buduća interdisciplinarna istraživanja, čime rad doprinosi postojećoj literaturi.

KLJUČNE RIJEČI: samoefikasnosti, optimizam-pesimizam, povreda privatnosti online, mjerna ljestica, psihometrijske karakteristike

PERSPECTIVE OF CONSUMERS AND SELLERS ABOUT THE IMPACT OF COVID-19 PANDEMIC ON E-COMMERCE

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ABSTRACT

The popularity of online sales is growing and it is becoming an unavoidable part of people's lives. The process of accepting this form of sales and its development was accelerated by the Covid-19 pandemic, which caused the closure of physical stores, so people were forced to buy products and to use services online. Conducted desk research enabled collection of secondary data sources, based on which (i) a theoretical framework of paper was created; (ii) research objectives and questions were set; (iii) instruments for collecting primary data were created. The main objective of this paper is to determine the impact of the Covid-19 pandemic on e-commerce. Firstly, from a consumers point of view, who had to adapt to the new situation and start buying products and services online, and secondly, from the sellers' perspective, who had to quickly adapt to new business conditions and shift their focus from physical to online sales. The paper provides an insight into the results of primary data collected by quantitative descriptive research using questionnaires as a collection instrument. Research results show whether there has been a change in consumer buying habits during the pandemic, and what adjustment has been represented by the sellers to meet volatile consumers needs during the pandemic.

KEY WORDS: Covid-19 pandemic, e-commerce, business model, consumers, sellers, online sales

1. INTRODUCTION

It is well known that the world is shaken by a crisis caused by the Covid-19 pandemic. Given the dramatic and exponential spread of the SARS-CoV-2 virus, many countries have introduced strong restrictive measures and closures. Travel restrictions, the inability to leave domicile countries, work from home, the closure of educational institutions at all levels and social distancing are just some of the measures that countries around the world have used to curb the spread of this disease and allow economic activities to take place in the most painless way. Given that business activities are faced with disruptions that have a major impact on the conduct of business, there is a need to set clear guidelines on how to respond to such changes.

Traditional ways of doing business have undergone a transformation in recent years and are under the influence of digital technologies. Their importance is increasingly emphasized in pandemic conditions, where technologies enable constant connection and uninterrupted two-way communication, uninterrupted or partial conduct of business activities (NetComm Suisse & UNCTAD, 2020) and the continuation of economic activities in general. As organizations within different industries struggle with continuous disruptions caused by the Covid-19 pandemic, the emphasis is placed on adapting or completely changing their business models (Bilińska-Reformat & Dewalska-Opitek, 2021). The pandemic has created inevitable changes in the way goods and services are delivered, has created changes in work habits, and its impact is strongly reflected in common consumption patterns (Tchetchik et al., 2021; Beckers et al., 2021) that have suddenly succumbed to change.

Organizations across different industrial areas are focusing their efforts on creating online shopping platforms (GlobalData, 2021; Tran, 2021; Lobdell, 2020) since consumers, in order to reduce contagion and social contacts, focus on distance shopping (Beckers et al., 2021; Grabara, 2021). As a result, business processes are becoming more dynamic, so organizations are faced with the identification of critical tasks that will enable the smooth running of business (Wang, Nguyen, et al., 2021). For example, the pandemic accelerated the process of adjusting real estate retail (Nanda et al., 2021), dramatically affects the environment of transport and distribution activities (Li, 2020) and influence the creation of the online offer (NetComm Suisse & UNCTAD, 2020) of essential products such as food (Dannenberg et al., 2020; Gao et al., 2020), baby products (Chehal et al., 2021), health products and protective equipment (Addo et al., 2020), cosmetics, educational facilities, clothing (Bilińska-Reformat & Dewalska-Opitek, 2021; Topolko Herceg, 2021) and similar products. In doing so, a strong emphasis was placed on the fast and free delivery (Wang, Nguyen, et al., 2021) of products and services.

The retail sector is certainly one of the most affected by the Covid-19 pandemic (Beckers et al., 2021). The processes of transition from physical to e-commerce required a deep revision of the business processes and activities of organizations operating in the said industry. The closures faced by the countries affected the normal course of retail activities, which consequently led to a decrease in sales of non-food products (Chang & Meyerhoefer, 2021) in the Euro area by 23.8% (in April 2020) compared to the same period a year earlier (Beckers et al., 2021).

1.1. E-commerce in Croatia

When analyzing situation in Croatia a few years ago, its membership in the European Union (EU) has contributed to recognizing the importance of participating in European supply chains (Bentyn et al., 2020; Kurnoga & Slišković, 2017). Such a situation has led to the use of advanced simulation techniques in logistics thus creating a precondition for the growth of e-commerce (Bentyn et al., 2020). In previous years, e-commerce in Croatia offered a small range of products and services online, while consumers were mostly proponents of the traditional way of shopping due to distrust of online payments and fear of providing personal data during online shopping (Kurnoga & Slišković, 2017). The research (Kurnoga & Slišković, 2017) showed that Croatia was ranked among the less developed countries in terms of internet use and online shopping compared to other 28 EU member states in 2016, while in the category of post-transition EU countries (11 observed members) was classified as developed country (the authors use three clusters in the analysis: most developed, developed and less developed countries). The results of a survey conducted in 2016 (Pečenec & Zoroja, 2018) show that consumers before the pandemic mostly bought online clothes and shoes (62%), while the least food and nutrition (4%). In the period before the pandemic, the growth rate of e-commerce in Croatia was 18% (according to data from 2017), the number of online consumers was 1.75 million, apropos 60% of internet users were e-users (Bentyn et al., 2020).

A survey conducted in 2007 (Bezić et al., 2009) shows that Croatian micro, small and medium enterprises were not inclined to apply information and communication technology in everyday business. This situation was a consequence of the unrecognized importance of technology and non-participation of sellers in the global market, and small advances in e-commerce were noticed a decade later. A 2018 survey (Zoroja et al., 2020) shows that Croatia is ranked in cluster 3 at EU level (out of a total of 4, where cluster 4 shows the leading countries in the field of e-commerce). The authors (Zoroja et al., 2020) observed seven variables related to enterprise turnover from e-commerce and web sales with different clients (B2C, B2G, B2B). The results indicated the need to take advantage of more benefits from e-commerce in Croatia, but also the need to improve sellers business using information and communication technology. It is important to emphasize that the total turnover of companies from e-commerce (excluding the financial sector, with 10 or more employees) in 2018 in Croatia amounted to 12% (Zoroja et al., 2020). Furthermore, the survey (Sadowski et al., 2021) conducted in 34 European countries in the period from 2010 to 2019 shows a low level of e-retail potential in Croatia.

With the appearance of the pandemic, purchasing priorities in Croatia have changed, and e-commerce has risen dramatically (Mitreva & Arsova, 2021; Nistor, 2021). The biggest jump in demand growth was recorded in the food and beverage categories, with consumers most often buying clothing, footwear, accessories, toys and equipment for children (Topolko Herceg, 2021). A survey conducted in April 2020 (Topolko Herceg, 2021) shows that during the pandemic, 60.7% of respondents shop online (results on a sample of 140 respondents). The importance of e-commerce in pandemic conditions is also shown by the research (Stamać Ožanić & Starman Frančić, 2021) on a sample of 500 respondents conducted in 2020. The results show that 80% of respondents made purchases online, with consumers mostly buying clothes and footwear, followed by cosmetics, food, hygiene products and furniture (Stamać Ožanić & Starman Frančić, 2021).

Given the closures and new measures aimed at reducing the spread of the SARS-CoV-2 virus, it is not surprising the sudden increase in online purchases in Croatia but also an increase in the delivery of products to the doorstep. It can be concluded that online supply and purchase increased significantly during the pandemic and that e-commerce will become increasingly important (Topolko Herceg, 2021) in disruptive conditions affecting the adaptation of business models on the sellers side, but also changes in consumer behavior. Given the uncertainty of the pandemic and the not negligible consequences it entails, the untapped potential of e-commerce and related activities will certainly gain in importance in the coming period, while enabling the sustainability of a business.

1.2. Identification of a research potential

Considering the importance and extent of the impact of the Covid-19 pandemic on the retail sector, it was selected as the subject of this study. The goal of the research is twofold. First, the research seeks to determine the impact of the Covid-19 pandemic on e-commerce from a consumer perspective. Given the comprehensiveness of the research and the link between consumers and sellers, the impact of the pandemic is being explored from the perspective of sellers as well. In order to achieve the research goal, the paper defines six research questions that are set according to secondary data research and are relevant to the research topic according to the authors' opinion.

The paper is structured as follows. After the introductory part, a literature review is given to see the dual impact of the Covid-19 pandemic: on one hand its impact on consumer behavior, and on the other hand, the impact on changes in delivery models of goods and services on the seller side. The theoretical background also shows the situation on the Croatian market before, during and after Covid-19 pandemic. Based on the literature review, the research questions that needed to be answered by conducted research were determined. After setting the theoretical framework, the research methodology was emphasized. According to the set methodology, the results of the research are presented from the perspective of consumers and from the sellers point of view, with a focus on e-commerce. Consequently, research limitations and future work are stated, while at the very end research implications and conclusions are defined.

2. THEORETICAL FOUNDATIONS

The impact of the Covid-19 pandemic on consumer behavior and sellers business was examined in accordance with the set research goal. In order to analyze the scope of the pandemic and determine the current state of retail activities under the effects of the pandemic, desk research of the scientific literature was conducted. For this paper, a research query was set with the following characteristics and limitations: "e-commerce" and "covid", where search was limited to title, abstract and keywords. Given the time occurrence of the pandemic, publication time is limited to the period from 2020 to the present, and the search is limited to articles, conference papers, and book chapters as document types. The research query was searched in the Scopus database, Web of Science (WoS) platform, ScienceDirect e-journal collection, publisher of academic journals and books Emerald Insight, and in Google Scholar. Research results indicate the popularity of the research topic, and the representation of the number of papers by the individual source is shown in Table 1.

Table 1. Research query and article selection criteria

	Source				
	Scopus	WoS	ScienceDirect	Emerald Insight	Google Scholar
Research query	**Number of papers per query**				
"e-commerce" AND „covid"	280	187	33	39	1200
	Criteria of selection				
≥ 10 citations	17	6			
* relevance			9	5	6
Total	43 selected papers				

Source: Conducted research

In addition to the representation of papers by individual sources, Table 1 shows the papers selection method in the research. Given the number of obtained results, as an additional selection criterion in Scopus and WoS, the citation of papers was chosen. In the remaining sources, the selection of papers was based on the criterion of relevance and opinion of the author on the suitability of each paper to the research topic. Consequently, a literature review was conducted on 43 selected papers (with minor inclusion of sources from websites). Based on a review of the literature, the following is an overview of key topics of the impact of the Covid-19 pandemic on e-commerce.

As mentioned earlier, the Covid-19 pandemic has prompted national governments to impose strict isolation, social distancing and temporary lockdown measures. Such sudden closures around the world have caused changes in consumer behavior (Chehal et al., 2021; Deloitte, 2020), but it also affected the adjustment of the way the seller usually sold and distributed goods. Travel restrictions prevented consumers from buying products or services unhindered (Beckers et al., 2021), leading to an increase in online purchases of certain goods (Addo et al., 2020; Davis et al., 2021). Accordingly, consumers had to focus their shopping habits on e-commerce (NetComm Suisse & UNCTAD, 2020) as such a way of buying posed a lower risk of infection (or temporarily the only available way of buying), while sellers had to react quickly and change their current business models which were no longer viable in the conditions of the Covid-19 pandemic (Bilińska-Reformat & Dewalska-Opitek, 2021). Given the changes in business practices caused by the pandemic, consumers expect the delivery of products and services to the doorstep, as soon as possible and with low delivery costs, while sellers are facing a sharp increase in activities aimed at delivering products and services (Viu-Roig & Alvarez-Palau, 2020; Baker et al., 2020; Srivatsa Srinivas & Marathe, 2021; Wang, Dang, et al., 2021).

„E-commerce enhanced well-being of consumers with its compelling advantages including lower cost structure, greater flexibility, broader scale and scale of services, greater transparency and faster transactions (Hao et al., 2020)". Various industries have relocated their businesses to virtual environments (Viu-Roig & Alvarez-Palau, 2020; Cheba et al., 2021), and emphasis has been placed on changes in consumption patterns caused by the pandemic (Beckers et al., 2021). Thus, for example, the purchase and consumption of food experienced a reversal (Chang & Meyerhoefer, 2021; Dannenberg et al., 2020; Topolko Herceg, 2021). Retail stores have moved their sales to the internet (Tran, 2021), consumption outside the home has moved to consume food at home (Deloitte, 2020) and fast home delivery (Wang, Nguyen, et al., 2021; Viu-Roig & Alvarez-Palau, 2020; NetComm Suisse & UNCTAD, 2020) has been the most important element in the context of e-commerce (Cavallo et al., 2020).

The pandemic has driven an increase in demand for e-commerce (Guthrie et al., 2021; Bajdor, 2021; Kawasaki et al., 2022), and e-commerce and various online services have gained thousands of new users and subscribers to services (GlobalData, 2021; Accenture, 2020). Due to limited interaction, travel bans and the closure of physical stores (Addo et al., 2020), consumers bought online at least once a week which led to an increase in sales at online retailers. The propensity for more frequent online shopping is more pronounced among the younger generation (Jaishu, 2020), however, the percentage of middle-aged consumers does not lag far behind the younger population (Koch et al., 2020; Naseri & Al, 2021). Such a market situation has affected changes in the strategic activities of retailers and the inevitable changes in business models (Bilińska-Reformat & Dewalska-Opitek, 2021), where it is important to emphasize that consumers in different age groups perceive risks differently when buying online (Makhitha & Ngobeni, 2021) which further affects the buying process.

Great importance in adapting business processes to the new pandemic situation has been placed on digital technologies (Dannenberg et al., 2020; Al-Khalidi, 2021; Runfola et al., 2021; Kim, 2020). They allow, for example, instant availability of products from different sellers, where sellers, among other things, can achieve lower operating costs (Nanda et al., 2021; Sun et al., 2021). In the conditions of the Covid-19 pandemic, consumers are focused on buying larger quantities of products (Tran, 2021) in order to reduce contacts with other consumers and contribute to slowing down the transmission of the virus (Chang & Meyerhoefer, 2021). Buying out of fear given the appearance of a pandemic and a possible shortage of supply of products and services is considered a panic purchase and affects the home stockpiling (Addo et al., 2020; Baker et al., 2020).

Given online consumption patterns, consumer protection in the online environment is becoming increasingly important (D'Adamo et al., 2021). Uncertainty during online shopping (e.g. inability to physically inspect products (Topolko Herceg, 2021), online security, reliability of online transactions (Dannenberg et al., 2020), sharing of personal data, protection of privacy, etc.) in the conditions of a pandemic it took on a different meaning. Due to skepticism, consumers focus on reading and writing reviews about the product they intend to buy or the service they have consumed (Tran, 2021; Topolko Herceg, 2021), with increasing emphasis on the protection of personal and transactional data (D'Adamo et al., 2021; Deloitte, 2020; Tran, 2021).

The competitiveness of the market offer in today's pandemic conditions will certainly depend on national strategic decisions (M.-H. Kim et al., 2020; Palau-Saumell et al., 2021), investments in digital capabilities of organizations (GlobalData, 2021), flexible and sustainable business models (Bilińska-Reformat & Dewalska-Opitek, 2021; Lin et al., 2020; Gu & Wang, 2020; Koscinski, 2020; Patma et al., 2020), agile performance in times of crisis (Frare & Beuren, 2021; Thilmany et al., 2021; Sodhi & Tang, 2021), strengthening e-commerce and comprehensive online product and service offerings. As retail is in transition, they face the opportunity of growth and expansion in domestic and international markets (NetComm Suisse & UNCTAD, 2020; Al-Khalidi, 2021).

3. RESEARCH

3.1. Research methodology

The problem this research focuses on is the impact of the Covid-19 pandemic on e-commerce. The impact of the pandemic on online sales is being investigated by consumers and sellers points of view, i.e. the research seeks to find out how consumers had to adapt to the new reality and how sellers responded to new conditions and needs of consumers who could not buy in physical stores during lockdown time.

Conducted desk research for the purpose of collecting relevant secondary data sources, enabled the development of a theoretical framework, as well as creation of research instruments for the collection of primary data sources by consumers and sellers. In order to collect primary data from consumers, a quantitative, descriptive research was conducted using a questionnaire created in LimeSurvey and shared on social media. According to that, the consumer sample is based on nonprobability sampling, a "snowballing" sample. The questionnaire was conducted in Croatia, in July 2021. A total of 299 respondents approached the questionnaire, but only 105 respondents fully answered all the questions and their answers were subjected to statistical analysis, which is presented below. Regarding the research conducted on sellers, quantitative, descriptive research was also conducted using a questionnaire as an instrument for collecting primary data. The questionnaire was created in LimeSurvey and was sent to the e-mail addresses of the administration. The e-mail was addressed to sales managers, so it was a nonprobability sample, a sample of experts. The questionnaire was sent to Croatian sellers in three waves, from May to July 2021. 43 experts accessed the questionnaire, but only 10 of them answered all the questions in the questionnaire and their answers were subjected to statistical analysis in the SPSS.

3.2. Research questions setting

Given the number of studies related to the Covid-19 pandemic and its impact on people in all areas of life, including the purchase and sale of products and services, this topic is the basis for further research steps. Based on the analyzed papers, research goals and questions were set, as well as questions in the questionnaire, which represents a primary data collection instrument. The representation of research questions by the individual source is shown below, in Table 2.

Table 2. Research questions setting based on literature review

Observed group	Research questions	Source
Consumers	RQ1	(Topolko Herceg, 2021; Hao et al., 2020; Gao et al., 2020; Davis et al., 2021; Dannenberg et al., 2020; Chang & Meyerhoefer, 2021; Bajdor, 2021; Wang, Dang, et al., 2021; Tran, 2021; Wang, Nguyen, et al., 2021)
	RQ2	(NetComm Suisse & UNCTAD, 2020; Tchetchik et al., 2021; Baker et al., 2020)
	RQ3	(Koch et al., 2020; Naseri & Al, 2021; Jaishu, 2020; Makhitha & Ngobeni, 2021)
Sellers	RQ4	(Lobdell, 2020; Koscinski, 2020; Nanda et al., 2021; Tran, 2021)
	RQ5	(GlobalData, 2021; Accenture, 2020, Cavallo et al., 2020)
	RQ6	(Deloitte, 2020; Kawasaki et al., 2022; Gu & Wang, 2020; Viu-Roig & Alvarez-Palau, 2020; Topolko Herceg, 2021; Thilmany et al., 2021; Cavallo et al., 2020; Chehal et al., 2021; Dannenberg et al., 2020; Lin et al., 2020)

Source: Conducted research

Table 2 shows the setting of research questions based on the conducted analysis of the existing literature. For the sake of comprehensiveness of the research, the research questions are divided into those related to consumers and those related to sellers. For each research question, a set of sources is presented above, as a basis for their creation. Based on the literature review, the following research questions were set:

Consumers

- **Research question 1 (RQ1):** What is the effect of the Covid-19 pandemic on the frequency of product purchases online compared to the period before the pandemic in Croatia?
- **Research question 2 (RQ2):** How did the Covid-19 pandemic affect the amount of money spent on an individual online purchase compared to the purchase before the pandemic in Croatia?
- **Research question 3 (RQ3):** Is there a significant difference in making an online purchase for the first time during the Covid-19 pandemic with respect to the age of the respondents in Croatia?

Sellers

- **Research question 4 (RQ4):** Whether the Covid-19 pandemic caused a significant increase in the number of new online sales systems with respect to store categories on Croatian market?
- **Research question 5 (RQ5):** Is there a significant difference in the increase in online product sales during a pandemic on the seller side on Croatian market?
- **Research question 6 (RQ6):** Did the Covid-19 pandemic caused the sale of products for which there was previously no interest in buying online on Croatian market?

3.3. Impact of the Covid-19 pandemic on online sales from a consumer perspective - display of results

As the questionnaire contained questions related to the demographic characteristics of the respondents, they are shown in Table 3. If the results of the respondents are observed according to demographic characteristics, potential limitations of the research conducted on consumers can be identified. First, a potentially too small sample to be able to draw relevant conclusions for the whole population, and then a distribution of the respondents themselves that does not allow for representative conclusions to be drawn based on the inequality of the variables represented. The distribution shows that the sample is dominated by female respondents (69.52%), aged 15 to 24 (63.81%), with a college degree (54.42%), and mostly from the group of students if the working status of the respondents is observed. Nevertheless, the research and the obtained results can certainly be a good foundation for future research.

Table 3. Demographic characteristics of consumers

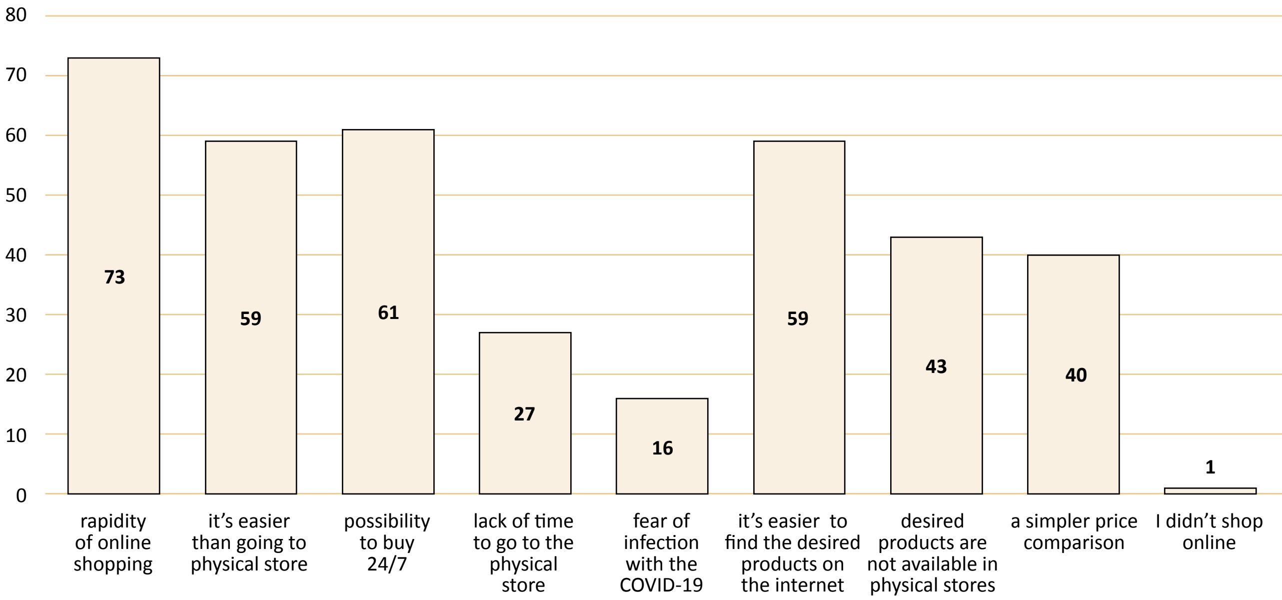
Demographic features	Variables	Number of respondents	Percentage (%)
Gender of respondents	Male	32	30,48
	Female	73	69,52
Age of respondents	15-24	67	63,81
	25-34	27	25,71
	35-44	4	7,62
	45-54	1	0,95
	55-64	4	7,62
	More than 65	4	1,90
Education degree	Unfinished primary school	0	0
	Completed primary school	0	0
	Completed two-year or three-year high school	2	1,90
	Completed a four-year high school	36	34,29
	Completed college	54	54,42
	Completed master's degree	12	11,43
	Completed doctorate	1	0,95
Employment status	Student	55	52,38
	Employed	46	43,81
	Housewife	0	0
	Unemployed	2	1,90
	Retired	1	0,95
	Other	1	27

Source: Conducted research

When respondents were asked if they ever bought the product online, 99.05% of them (104 out of 105) answered that they bought the product online. According to the results, 40.95% of respondents often buy products online. The same distribution of respondents sometimes buys products online, while 10.48% rarely buys products online, 6.67% very often, and 0.95% never buys products online. 81.90% of respondents started buying products online before the Covid-19 pandemic, and 17.14% of them during the pandemic, while 0.95% of respondents never bought products online. Based on this issue, changes in the habits of consumers who were forced to start shopping online due to the inability to shop in physical stores can be identified. The results show that respondents were more likely to search products online during the pandemic. Before the pandemic, respondents searched products online on average several times a year, while during the pandemic they searched products online on average several times a month.

When it comes to buying products online, average ratings also show how buying products online increased during the pandemic. Thus, on average, before the pandemic, respondents bought products online several times a year (mean score 2.23). According to the results from the questionnaire, they bought products several times a year during the pandemic, but with a slightly higher average score of 2.52. Respondents most often buy clothes, shoes and fashion accessories online (89 respondents), followed by electronic devices (36 respondents) and cosmetics (35 respondents). However, respondents also buy jewelry and watches (25 respondents), tools (17 respondents), books (17 respondents), furniture (12 respondents) and food products (7 respondents) online. When analyze what respondents first bought online during the pandemic, and previously bought exclusively the same product categories in physical stores, then these are the categories: clothing, footwear and fashion accessories (29 respondents), cosmetics (26 respondents), food products (14 respondents) and electronic devices (13 respondents).

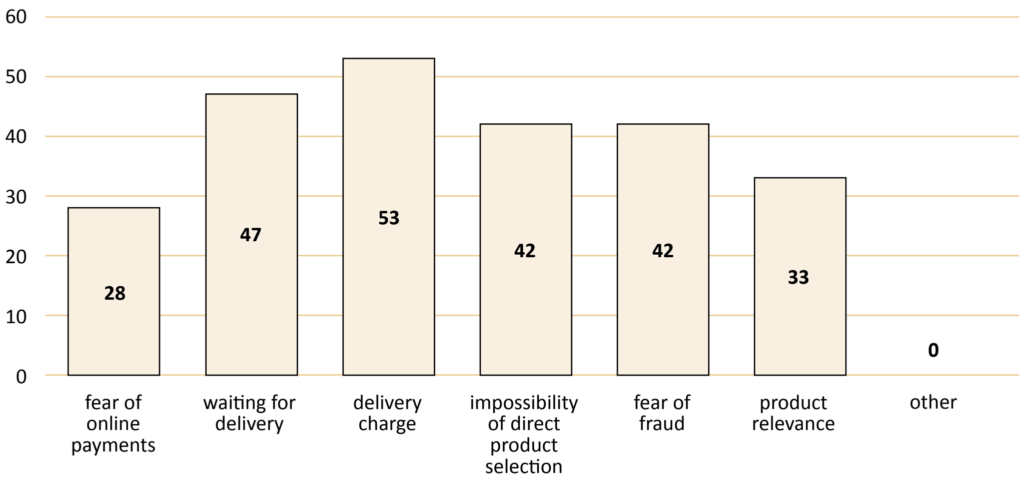
Picture 1. Reasons for online shopping



Source: Conducted research

When respondents were asked what was the reason for their online purchase (Picture 1), most respondents, 73 (69.52%), chose the rapidity of online shopping as the primary reason. After rapidity, 61 respondents (58.10%) chose the option to buy the product at any time (24/7), as the next reason to shop online. Easier to find the desired products on the Internet and a simpler way to buy than going to a physical store, are the next two reasons chosen by 59 respondents (56.19%). Another important reason for buying online is the fact that desired products are not available in physical stores - 43 respondents (40.95%) stated this reason. The lack of time to go to a physical store was chosen by 27 respondents, while only 16 respondents cited fear of being infected with the SARS-CoV-2 virus as a reason for online shopping. According to the results, it can be seen that consumers do not worry about being infected, but online shopping is simply more convenient and faster than physical shopping.

Picture 2. Reasons to prefer shopping in physical stores



Source: Conducted research

Looking at the results of why consumers prefer to buy products in physical stores, from Picture 2 it can be seen that the largest number of respondents, 53 (50.48%) of them prefer to buy certain products in physical stores to avoid charging for product delivery during an online purchase. The next reason is waiting for delivery, which was cited by 47 respondents (44.76%). 42 respondents or 40% of them chose the impossibility of direct product selection and fear of fraud as reasons to prefer shopping in physical stores. 33 respondents (31.43%) cited product relevance as a reason for physical purchase, and 28 respondents (26.67%) chose fear of online payment. According to these data, it is clear that the biggest complaint of online shopping is charging and waiting for product delivery. The inability to make an immediate selection is also an important reason that can be related to the relevance of the product. The more expensive the product is, the more consumers will want to see it live and perhaps try it out before buying. The fear of fraud and the fear of online payment significantly influence the purchase decision because a consumer, who cannot trust the seller, will most likely not buy the product online.

Using the Likert scale, the degree of agreement of the respondents with the statements related to online shopping was assessed. The degree of agreement is defined as follows: (1) Strongly Disagree; (2) Disagree; (3) Undecided; (4) Agree; (5) Strongly Agree; (9) I don't know / I don't want to answer. Table 4 shows that respondents, on average, agree the most with the statement that online shopping saves time (4.47). On average, respondents agree with the following statements: "Products ordered online are of the same quality as products purchased in a physical store" (4.27), "Products purchased online are delivered within the scheduled delivery time (4.20)", "The products I order online arrive completely correct and undamaged and meet my expectations" (4.20), "I am satisfied with the range of products offered in online stores" (4.17) and "The biggest disadvantages of online shopping are related to waiting for delivery and the inability to physically inspect/test the product" (4.14). On average, they least agree with the statement "During a pandemic, I buy products more often online compared to the period before the pandemic" (3.16). Therefore, as with the previous results, it can be concluded that the respondents bought more online during the pandemic, but that this increase may not be to the extent that was assumed and expected.

Table 4. The degree to which consumers agree with defined statements related to online sales

Statements	Level of agreement						Average
	1	2	3	4	5	9	
During a pandemic, I buy products more often online compared to the period before the pandemic.	20	13	32	16	18	6	**3.16**
I am satisfied with the range of products offered in online stores.	2	6	13	41	37	6	**4.17**
Online shopping is just as satisfying as shopping in physical stores.	7	8	27	32	26	5	**3.73**
Products purchased online are delivered within the scheduled delivery time.	3	2	18	35	42	5	**4.20**
The products I order online arrive completely correct and undamaged and meet my expectations.	1	3	18	41	36	6	**4.20**
The biggest disadvantages of online shopping are related to waiting for delivery and the inability to physically inspect/test the product.	2	3	24	30	41	5	**4.14**
Sometimes I give up on online shopping because I need to pay a larger amount of money for the desired product.	9	8	36	26	21	5	**3.54**
Buying products online is cheaper than buying in physical stores.	3	6	25	35	32	4	**3.94**
Products ordered online are of the same quality as products purchased in a physical store.	0	1	24	33	40	7	**4.27**
Shopping online saves time.	3	4	9	24	55	10	**4.47**

Source: Conducted research

Research results show that 91 respondents (86.67%) will continue to shop online and after the pandemic, three of them (2.86%) stated that they would not buy products online, while 11 (10.48%) respondents may continue to shop online and after a pandemic. The same distribution is evident in the question of whether respondents would recommend online shopping to friends and family. Those respondents who intend to continue shopping online would recommend online shopping to friends, while consumers who will not continue shopping online do not even want to recommend this form of shopping. Consumers, who may continue to shop online, are not sure if they would recommend online shopping to friends, so it can be concluded that they had negative experiences with online shopping in addition to the positive ones.

3.4. Impact of the Covid-19 pandemic on online sales from a seller perspective - display of results

In a sample of a total of ten sellers who fully answered all questions in the questionnaire, four of them fall into the category of clothing, footwear and fashion accessories, four into the category of furniture, kitchens, rooms and household accessories, and two of them are from the category of supermarkets or hypermarkets. Representatives of other categories did not participate in this research, which may be a limitation of the research conducted on sellers. When they were asked at what time they established online sales, five organizations in the sample answered that they started selling online before the pandemic, three organizations started selling their products during the pandemic, while two organizations do not sell products online. When asked how the pandemic affected sales, three experts said that there was an increase in sales for their organization, six of them said that there was a decrease in sales for their organization, while one expert did not want to comment or did not know what happened to the sale during the Covid-19 pandemic. When looking at the categories of products that consumers started buying online during the pandemic, then from the perspective of sellers these are most often: clothing, footwear and fashion accessories (4 answers), cosmetics (3 answers), food products (3 answers), furniture (3 answers), electronic devices (2 answers), etc.

When observing the importance of certain measures to reduce costs and survival of the organization during pandemic, according to the results in Table 5, it can be seen that the statement "Changing marketing strategy and targeted advertising to consumers through digital channels" received the highest average score (4.5) and it is extremely important for the respondents. Furthermore, for sellers it is important to support the health care system and adhere to the adopted measures (4.4), as is adding new digital sales channels (4.3) and establishing a loyalty program for consumers (3.9). Laying off part or a large number of employees to reduce costs on average is an unimportant measure to them (1.6). The degree of importance, shown in Table 5, is defined as follows: (1) Unimportant; (2) Slightly Important; (3) Moderately Important; (4) Important; (5) Very Important.

Table 5. The importance of measures to reduce costs and the survival of the organization during pandemic

Statements	1	2	3	4	5	Average
Laying off part or a large number of employees to reduce costs.	5	4	1	0	0	**1.6**
Providing support to the health system and adhering to the adopted measures.	0	0	2	2	6	**4.4**
Adding new digital sales channels.	0	0	1	5	4	**4.3**
Changing marketing strategy and targeted advertising to consumers through digital channels.	0	0	0	5	5	**4.5**
Establish a loyalty program for consumers.	0	0	2	7	1	**3.9**

Source: Conducted research

According to Table 6 and experts' opinions, organizations on average performed best in the area of consumer support and after-sales activities (average score 4.0), as well as in the use of digital marketing channels (3.9) and product availability and timely delivery (3.9). Consumer trust in the organization gained the weakest result (3.2). The degree of adaptation from Table 6 is defined as follows: (1) Extremely weak; (2) Weak; (3) Average; (4) Strong; (5) Extremely strong.

Table 6. Adaptation of sellers during a pandemic in certain areas

Statements	1	2	3	4	5	Average
Demand for your products.	0	0	6	4	0	**3.4**
Consumer trust in the organization.	0	1	6	3	0	**3.2**
Use of digital marketing channels.	0	0	2	7	1	**3.9**
Product availability and timely delivery.	0	1	4	0	5	**3.9**
Consumer support and after-sales activities.	0	0	3	4	3	**4.0**

Source: Conducted research

Table 7 shows the answers to the statements related to the attitudes of experts towards online shopping and their understanding of consumers. According to expert responses, potential consumers (on average) searched products on the website more often (mean rating 4.5) and bought them more often during the pandemic. They agree that consumers prefer to make purchases in physical stores (average 4.2) and that they have a fear that products purchased online will not be of the same quality as those purchased at a physical store. The degree of agreement from Table 7 is defined as follows: (1) Strongly Disagree; (2) Disagree; (3) Undecided; (4) Agree; (5) Strongly Agree; (9) I don't know / I don't want to answer.

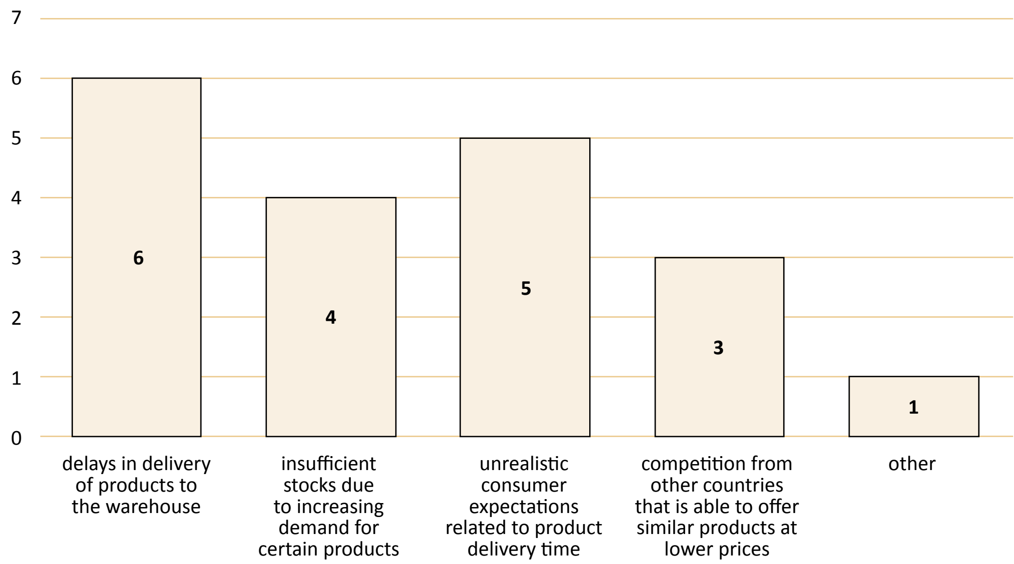
Table 7. The degree of agreement of experts with statements related to online sales

Statements	Level of agreement						Average
	1	2	3	4	5	9	
During the Covid-19 pandemic, potential consumers searched more frequently for products on our store's website.	1	0	1	3	4	1	**4.5**
After searching for the product on the website, consumers bought the product being searched.	0	0	5	3	0	2	**3.4**
The store's website is clear and easy to use.	0	1	1	2	4	2	**4.1**
Consumers prefer to make purchases in physical stores.	0	1	3	3	2	1	**4.2**
Consumers do not have confidence in buying products online.	1	0	5	3	0	1	**3.7**
Consumers fear that products purchased online will not be of the same quality as those purchased at a physical store.	0	2	2	2	3	1	**4.2**
Consumers during the Covid-19 pandemic have unrealistic expectations regarding product prices and feel that they are too expensive.	0	3	1	2	3	1	**4.1**

Source: Conducted research

From the perspective of experts, the biggest problems related to online sales that organizations face during the pandemic (shown in Picture 3) are delays in product delivery to the warehouse (6 responses), unrealistic consumer expectations related to product delivery time (5 responses), insufficient stocks due to increasing demand for certain products (4 responses) and competition from other countries that is able to offer similar products at lower prices (2 responses). One expert highlighted the limitations of the number of consumers in the physical store as the biggest problem in the category other, and it is necessary to emphasize that his store does not sell products online. In accordance with the above, it is evident that Croatian organizations, which offer their products physically and online, face various problems but still try to better meet the needs of consumers who will therefore continue to shop in their stores.

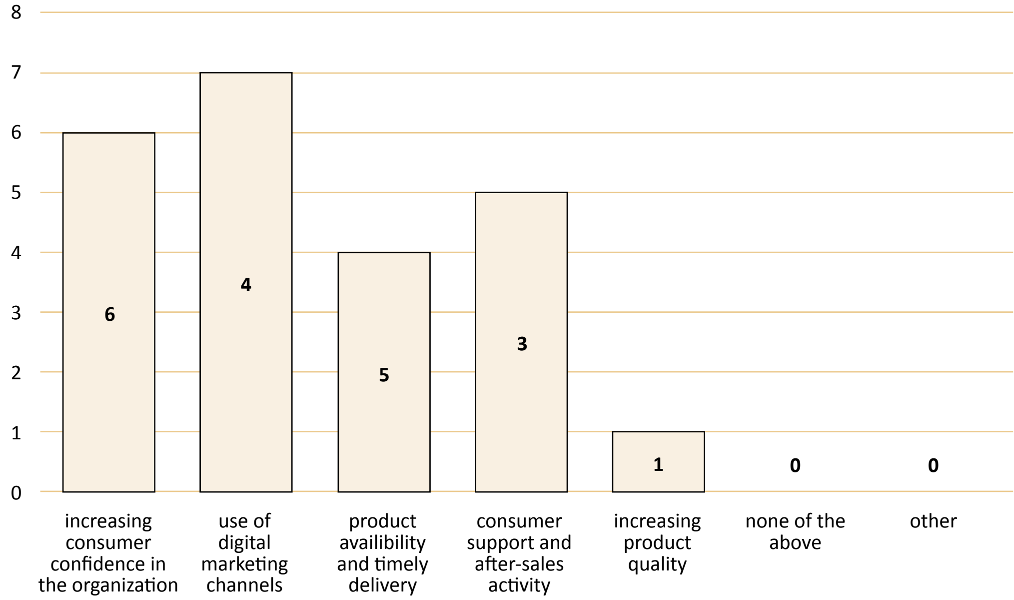
Picture 3. The biggest problems sellers face during the pandemic



Source: Conducted research

When asked in which areas organizations will invest the most after the end of the Covid-19 pandemic to become more competitive in the market, the sample experts stated that they would invest in the use of digital marketing channels to attract and retain consumers (7 respondents). Six of them will invest in increasing consumer confidence in the organization itself, while five pointed out that they will invest in better consumer support and after-sales activities. Four of them plan to invest in increasing product availability and timely delivery, while one respondent highlighted investing in increasing the quality of their products. Based on this data, it can be seen that most organizations (sellers) will invest in attracting and retaining consumers through increasing trust and using digital channels to make it easier for consumers to decide to buy online (visible in Picture 4).

Picture 4. Plan of investments after the end of the Covid-19 pandemic to make sellers more competitive in the market



Source: Conducted research

The last research question in the set of questions related to sellers referred to the topic of consumer buying habits after the end of the pandemic, and according to the independent assessment of sellers. Seven of them responded that they believe most consumers will continue to buy products online after the end of the pandemic, while three of them could not say what would happen. Important to point out is the fact that none of the experts in the sample stated that they believe consumers will not continue to shop online after the end of the pandemic, so they still see a future in online shopping, which can certainly be an incentive for sellers to continue developing their own e-commerce.

3.5. Research conclusions

According to the obtained results, the main conclusions of conducted research, both on consumers and sellers, with a focus on research questions are as follows. The Covid-19 pandemic has a positive impact on the frequency of product purchases online compared to the period before the pandemic in Croatia. Results of research conducted on consumers show that during a pandemic they made their purchases online much more often than they did before, which is also confirmed by the average grades given to the key statements of conducted research. Furthemore, the Covid-19 pandemic positively affects the amount of money spent on an individual online purchase compared to the purchase before the pandemic. Consumers expressed that their spending and consumption during the pandemic, when it came to online shopping, was significantly higher than before the pandemic. Based on given data, authors can conclude that there is a significant difference in making an online purchase for the first time during the Covid-19 pandemic with respect to the age of respondents. This can imply that age, not only in general but also during a pandemic, has a big influence on online purchasing decision making. Perhaps because of the small sample of sellers, authors could not draw a concrete conclusion whether the Covid-19 pandemic caused a significant increase in the number of new online sales systems with respect to store categories on Croatian market. However, current results show that pandemic did not increase the number of new online sales systems. Based on that, it can be concluded that variables store category and establishment of an online sales system during a pandemic are independent. From the results of the research question “Is there a significant difference in the increase in online product sales during a pandemic on the seller side on Croatian market?”, it is evident that the variables of pandemic occurrence and increase in online sales are mutually independent and there is no difference between the level of online sales before and during the pandemic. Such results can be explained by the fact that consumers during Covid-19 pandemic buy products more often in foreign online stores, as well as a small sample of stores (sellers) represented in the study. Research results show that the Covid-19 pandemic did not cause the sale of products for which there was previously no interest in buying online on the Croatian market. Such a situation can be explained by the fact that before the pandemic consumers bought products online that sellers identified as sold for the first time during the Covid-19 pandemic. In addition, the reason for this result can be a small sample of sellers.

4. RESEARCH LIMITATIONS AND FUTURE WORK

The main limitations of the conducted research are visible primarily from the sample itself. For both questionnaires, the limitation is a small number of respondents, so the relevance of the sample and its mapping to the entire population of consumers or sellers is questionable. On the consumer side, the distribution of respondents with regard to the observed demographic characteristics (gender, age, level of education and employment status) can be considered as a research limitation. On the seller side, in addition to the previously mentioned small sample, as a research limitation can be considered distribution of the sample according to the category of products they sell, since only three categories are represented in the sample: clothing, footwear and fashion accessories; furniture, kitchens, rooms and household accessories; and supermarkets or hypermarkets. This represents a limitation given that the research results would be better quality if there were more categories of stores distributed in approximately the same proportion. Furthermore, a limitation in both questionnaires may be the choice of instrument for collecting primary data, as well as the structure of questions in the measurement instrument. The questions were asked in a way that did not give respondents space to write down their own opinions based on which might gain a different insight into the problems and obstacles that sellers face in a competitive online environment, and on the other hand, to be identified problems that consumers face when coping in "new normal".

For future research, it is necessary to take into account mentioned limitations and remove them if possible, in order to obtain results that are more representative and that give a better insight into current conditions. Firstly, future work will expand the research sample on the sellers side in order to determine the real consequences of the pandemic on their business and necessary adjustments. Afterwards, the consumer sample will be expanded and will include respondents of different demographic characteristics to obtain more complete results that can only then be generalized to the entire population.

5. RESEARCH IMPLICATIONS

The findings of this research can be relevant for the academic community, but also for the practical implications. They can be the basis for further upgrading of the research in the domain of impact of Covid-19 pandemic on consumer behavior but also in the domain of sellers adjustments in the unpredictable market conditions. Since a research approach includes both sides of the sales process (consumer-seller), research results can be used for a comprehensive analysis of pandemic consequences on habitual ways of buying and delivering goods and services. Consequently, the role of this article is unquestionable for the scientific community and for organizations that practice sales, in order to develop in the future and create or maintain their competitive advantages. In any case, both questionnaires can be useful for organizations operating in an online environment, providing them with insight into certain market adjustments with the purpose of satisfying consumers and achieving their own business success.

6. CONCLUSION

This paper provides insight into the theoretical framework of the impact of Covid-19 pandemic on online sales created based on the existing literature covered by conducted desk research. Collected secondary data sources, except for the theoretical framework, were the basis for defining research problems, setting research objectives, setting research questions and creating instruments for collecting primary data. The paper presents the results of quantitative descriptive research conducted on both consumers and sellers.

Based on research conducted on consumers, several important conclusions can be drawn. The first and most important relates to the frequency of online purchases during a pandemic compared to the period before, as research has shown that the pandemic has indeed "forced" consumers who used to shop online to do so more often, while consumers who have never bought online during a pandemic were forced to do so for the first time. Research results also showed that most respondents intend to buy products online even after the pandemic, so it can be concluded that the pandemic has accelerated the development of online shopping and there is certainly a need for it to continue to develop in the future.

The results of a questionnaire conducted on sellers show that most stores (organizations) in Croatia had already established systems for selling products online before the pandemic, so these stores were ready to increase online sales. Thus, organizations did not have to create an online sales system at once, but there was a need to improve existing business models, which is certainly simpler than creating a completely new one. The biggest problems faced by sellers during the pandemic were not the sale of products online, for which most were prepared, but delays in delivering products to their warehouses and insufficient stocks because the pandemic caused an increase in demand for certain products. This in turn has further led to the inability to sell such products to consumers online. The research shows that sellers, as well as consumers, believe that after the pandemic, products will continue to be bought online, which will cause further development of organizations and the development of their business models.

Considering all the above mentioned research limitations, research results conducted on consumers and sellers show that online sales are becoming increasingly popular. On the one hand, they are adopted by many organizations, while on the other hand, they are beginning to be used by consumers of different demographic characteristics who see the many advantages of this way of selling. Therefore, it can be concluded that this form of sales will continue to develop in the future and could become equal to sales in physical stores.

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UTJECAJ PANDEMIJE COVID-19 NA ONLINE PRODAJU IZ PERSPEKTIVE HRVATSKIH POTROŠAČA I PRODAVAČA

SAŽETAK

Prodaja putem interneta danas je sve popularnija i postaje nezaobilazan dio ljudskih života. Proces prihvaćanja ovog oblika prodaje i njezin razvoj ubrzala je pandemija Covid-19 koja je uzrokovala zatvaranje fizičkih prodavaonica, stoga su ljudi bili primorani kupovati proizvode i koristiti usluge putem interneta. Provedeno istraživanje za stolom omogućilo je prikupljanje sekundarnih izvora podataka na temelju kojih je (i) kreiran teorijski okvir rada; (ii) su postavljeni istraživački ciljevi i pitanja; (iii) su kreirani instrumenti prikupljanja primarnih podataka. Glavni cilj ovog rada je utvrditi utjecaj pandemije Covid-19 na e-trgovinu. Prvo, sa stajališta potrošača koji su se morali prilagoditi novonastaloj situaciji i početi kupovati proizvode i usluge putem interneta, i drugo, iz perspektive prodavača koji su se morali brzo prilagoditi novim uvjetima poslovanja i preusmjeriti fokus s fizičke na online prodaju. Rad daje uvid u rezultate primarnih podataka prikupljenih kvantitativnim opisnim istraživanjima pomoću anketnih upitnika kao instrumenta prikupljanja. Rezultati provedenih istraživanja pokazuju utjecaj pandemije na moguće promjene u kupovnim navikama potrošača te kakvu su prilagodbu prodavači izvršili kako bi tijekom pandemije zadovoljili potrebe potrošača.

KLJUČNE RIJEČI: pandemija Covid-19, e-trgovina, poslovni model, potrošači, prodavači, online prodaja

POVJERENJE JAVNOSTI U HRVATSKU VOJSKU

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SAŽETAK[1]

Povjerenje u nacionalne institucije jedan je od ključnih elemenata u djelovanju institucija Republike Hrvatske. Hrvatska vojska kao institucija jamac je sigurnosti Republike Hrvatske i svih građana i uživa povjerenje javnosti od osnutka, kada je pokazala snagu i odlučnost u Domovinskom ratu, i u mirnodopskim uvjetima. U radu se istražuje razina povjerenja hrvatskih građana u vojsku u odnosu na druge institucije i ispituje se povezanost povjerenja i razumijevanja sustava i zadovoljstva građana djelovanjem Oružanih snaga Republike Hrvatske. Rad se temelji na istraživanju provedenom u lipnju 2020. godine na uzorku od 884 ispitanika. Nalazi ukazuju da je Hrvatska vojska u vrhu institucija kojoj hrvatska javnost vjeruje i da informiranost i zadovoljstvo djelovanjem OSRH doprinosi izgradnji povjerenja.

KLJUČNE RIJEČI: povjerenje, javnost, institucije Republike Hrvatske, Hrvatska vojska

1. UVOD

Prema Nikodemu i Črpiću (2011, str. 1) razina povjerenja koju građani iskazuju u osnovne institucije i organizacije društva jedan je od ključnih sociokulturnih potencijala svakog društva. Razina povjerenja građana u institucije očituje se u razumijevaju institucija, dok se kvaliteta institucije procjenjuje kroz nekoliko različitih elemenata među kojima su čestitost, solidarnost, otvorenost, pouzdanost, sposobnost, integritet i razina kompetencija. Navedeni čimbenici podižu kvalitetu institucije, razinu povjerenja i razvijaju građansku prihvaćenost dajući moć određenoj instituciji.

Svaka institucija obvezna je graditi povjerenje građana kako ne bi došlo do disfunkcije institucije. Institucije moraju odavati sliku iskrenosti, znanja, vještina, djelovanja u sladu s određenim standardima, ravnomjernog postupanja prema svim društvenim interesima, pružanja brige za dobrobit građana (Musa, 2017, str. 49). Institucije kroz različite pristupe nastoje stvoriti pozitivnu percepciju te razviti i očuvati povjerenje. Franc, Maglić i Sučić (2020, str. 394) ukazuju da, prema teorijskim očekivanjima, o percipiranoj učinkovitosti i djelotvornosti institucija ovisi povjerenje građana u institucije.

Dosadašnja istraživanja ukazuju da Hrvatska vojska uživa povjerenje građana. Temeljne zadaće Hrvatske vojske su: Obrana Republike Hrvatske i saveznika, Doprinos međunarodnoj sigurnosti i Potpora civilnim institucijama (Dugoročan plan razvoja OSRH Republike Hrvatske za razdoblje od 2015 do 2024, str. 11). Ministarstvo obrane komunicira s javnosti i pruža informacije o ciljevima i zadaćama koji su prihvaćeni u strateškim dokumentima, o aktivnostima OSRH u ratnim i mirnodopskim uvjetima, planovima, međunarodnoj strategiji, djelatnoj vojnoj službi, dobrovoljnom vojnom osposobljavanju itd. Cilj aktivnosti odnosa s javnošću je održavanje pozitivne percepcije javnosti o aktivnostima Ministarstva obrane i Hrvatske vojske (Godišnje izvješće o obrani za 2020, 2021, str. 115). U cilju povećanja sigurnosti, stvaranja veza između građana i vojske, pružanja potpora lokalnoj zajednici, promoviranja vojne službe i vrijednosti Domovinskog rata postrojbe Hrvatske vojske vraćene su u gradove.

Ispitivanje stavova i povjerenja domaće i međunarodne javnosti prema nacionalnim institucijama često su predmet istraživanja i interesa stručnjaka i znanstvenika. Manji broj autora bavi se istraživanjem slijedećih dimenzija: povjerenja u institucije i zadovoljstva načinom funkcioniranja i djelovanja institucija. Polazeći od tog pristupa u radu se ispituje doprinosi li razumijevanje sustava i zadovoljstvo djelovanjem OSRH povjerenju javnosti u Hrvatsku vojsku kao instituciju.

[1] Rad je nastao u sklopu istraživanja za potrebe izrade diplomskog rada studentice Marije Ružić na diplomskom stručnom studiju Upravljanje odnosima s javnošću, obranjenog 30. rujna 2021.

2. PRETHODNA ISTRAŽIVANJA

U Hrvatskoj se povjerenje u institucije prati kontinuirano. Mnogi autori bave se analizom povjerenja u institucije države. Primjerice Franc, Sučić i Maglić (2020, 386-400) na temelju podataka iz EIV-a analiziraju odražavaju li se povjerenje i zadovoljstvo građana funkcioniranjem političkog sustava na glasanje i sklonost prosvjednom sudjelovanju. Balaban i Rimac (1998, str. 665-672) analiziraju povjerenje u sljedeće hrvatske institucije: državne ustanove, Crkvu, medije, sindikate, nove pokrete i neke međunarodne organizacije. Trzun (2012, str. 38-44) na osnovu istraživanja objavljenih u sklopu projekta „Hrvatska vojska – hrvatsko društvo" analizira sliku Hrvatske vojske u domaćoj javnosti, i mogućnosti promjene te slike kako bi se vojska približila javnosti. Matika (2009, str. 357-365) istražuje razinu potpore hrvatskih građana i časnika Hrvatske vojske u sudjelovanju OSRH u međunarodnim vojnim misijama.

Provedena su brojna istraživanja, u nacionalnim i međunarodnim okvirima, (ne)povjerena javnosti u institucije. Dosadašnji nalazi ukazuju da relativno najviše povjerenja građani imaju u Hrvatsku vojsku, obrazovni sustav, crkvu i policiju, a najmanje u političke stranke.

Ispitivanja povjerenja građana u institucije u Hrvatskoj iz 1997. godine ukazuju da uz Crkvu, koja je prema mišljenju ispitanika najuglednija institucija, veoma veliko povjerenje građana uživaju vojska, škola i policija (Balaban & Rimac, 1998, str. 671). Rezultati istraživanja Instituta društvenih znanosti Ivo Pilar iz 2008. godine ukazuju da hrvatska javnost ima uglavnom pozitivan stav prema Hrvatskoj vojsci i visoko povjerenje u domaće oružane snage (66,8%), da vojska dijeli drugo mjesto s crkvom, te da najviše povjerenja javnost ima u obrazovni sustav. Slijede institucija Predsjednika RH i policija (Trzun, 2012, str. 44).

Prema istraživanju Pilarovog barometra hrvatskog društva provedenom u proljeće 2016. godine, vojska uživa najveće povjerenje građana, a slijede školstvo i zdravstvo. Najmanje povjerenja javnost ima u političke stranke, Hrvatski sabor i Vladu RH (Pilarov barometar hrvatskog društva, 2016). Da OSRH uživaju najviše institucionalnog povjerenja potvrdili su i nalazi istraživanja koje je proveo Katolički bogoslovni fakultet 2017./2018. godine u sklopu međunarodnog istraživanja sustava vrijednosti i percepcije i primjene vrijednosnih orijentacija pod nazivom European Values Study (EVS). Rezultati za 2018. godinu pokazuju da 61% hrvatskih građana ima povjerenje u vojsku, 51% u odgojno-obrazovni sustav, 46% u policiju, 38% u crkvu, a na samom dnu ljestvice su političke stranke s 4% (Domitrović, Ivanešić & Žagmešter, 2020, str. 95).

Ispitivanje javnog mnijenja u članicama EU-a u jesen 2018. godine (Standardi Eurobarometar) pokazalo je da Hrvati (63%) i Europljani (73%) imaju veliko povjerenje u vojsku i da policija uživa veće povjerenje građana na razini EU28 nego u Hrvatskoj. Javnoj upravi vjeruje polovica Europljana, a svega 27% Hrvata. Nepovjerenje u političke stranke prisutno je u Hrvatskoj i članicama EU-a (Nacionalni izvještaj „Javno mnijenje u Europskoj uniji, 2018).

Mladi u Hrvatskoj, prema dosadašnjim istraživanjima, iskazuju više institucionalnog nepovjerenja. Trzun (2012, str. 43) je analizom stavova javnosti spram Hrvatske vojske utvrdio da su ispitanici stariji od pedeset godina skloniji pozitivnom pogledu na OSRH i da u većoj mjeri iskazuju povjerenje vojsci (75,9%) u odnosu na ispitanike mlađe od trideset godina (60,4%). Empirijsko istraživanje stavova mladih u Hrvatskoj u sklopu projekta FES Youth Studies Southeast Europe 2018 ukazuje da većinsko povjerenje mladih ne uživa nijedna institucija i da ispitanici najviše vjeruju vojsci i policiji (48% ima povjerenje u Hrvatsku vojsku, a 41% u policiju). Religijske institucije i volonterski pokreti uživaju povjerenje oko 30% mladih, dok najmanje povjerenja uživaju političke stranke, Hrvatski sabor, Vlada i lokalna vlast (uz pravosuđe) (Gvozdenović, Ilišin, Adamović, Potočnik, Baketa & Kovačić, 2019, str. 49). Prema Franc i Međugorac (2015, str. 60) pokazatelji niskog povjerenja mladih u političke institucije posljedica su ponajprije nezadovoljavajućeg rada institucija u Hrvatskoj.

3. METODOLOGIJA ISTRAŽIVANJA

Ispitivanja stavova javnosti ukazuju kako uglavnom prevladava pozitivan stav prema Hrvatskoj vojsci koja visoku razinu povjerenja zadržava već godinama. U radu se istražuje uživa li Hrvatska vojska povjerenje građana u 2020. godini i kakav je stupanj povjerenja u Hrvatsku vojsku u odnosu na druge nacionalne institucije. Jedan od ključnih ciljeva rada je ispitati povezanost povjerenja hrvatskih građana u OSRH i razumijevanja sustava i zadovoljstva djelovanjem OSRH.

Slijedom navedenog postavljene su sljedeće hipoteze:

H1: Razina povjerenja u Hrvatsku vojsku veća je nego u druge institucije Hrvatske države.

H2: Informiranost i razumijevanje sustava i zadovoljstvo djelovanjem OSRH doprinosi povjerenju građana u Hrvatsku vojsku .

Provedeno je empirijsko istraživanje, metodom ispitivanja, a podaci su prikupljeni korištenjem *online* anketnog upitnika. Anketni upitnik distribuiran je putem društvenih mreža Facebook i Instagram. Osnovni skup ispitanika sačinjavaju građani Republike Hrvatske. Upitnik sadrži ukupno 17 pitanja i sastoji se od sljedećih skupina pitanja: prva skupina odnosi se na demografske podatke, druga skupina na povjerenje u institucije gdje su ispitanici na Likertovoj ljestvici izrazili svoje stavove (1 – potpuno nepovjerenje; 5 – potpuno povjerenje), dok se treća skupina odnosi na razumijevanje i zadovoljstvo djelovanjem OSRH, gdje su ispitanici također na Likertovoj ljestvici izrazili svoje stavove (1 – iznimno loše; 5 – iznimno dobro). Podatci su se prikupljali u razdoblju od 10. lipnja do 25. lipnja 2020. godine. U obradi je korištena deskriptivna statistika.

Anketnom upitniku pristupilo je 884 ispitanika, od kojih je 62,9% muškaraca, a 37,1% žena. Najzastupljeniji su ispitanici u dobi od 21 do 40 godina (66,1%). Slijede ispitanici u dobnoj skupini od 41 do 60 godina (24,2%), zatim u dobi od 15 do 20 godina (8,6%), dok svega 1,2% čine ispitanici od 61 do 90 godina.

4. REZULTATI ISTRAŽIVANJA

Nalazi istraživanja upućuju da je Hrvatska vojska na prvom mjestu državnih institucija kojima domaća javnost vjeruje. Čak 76,3% ispitanika ima „potpuno povjerenje" i „povjerenje" u Hrvatsku vojsku. Na drugom mjestu je policija prema kojoj 57,0% građana gaji povjerenje, a treće mjesto dijele crkva i obrazovni sustav.

Institucije kojima građani izražavaju „potpuno nepovjerenje" i „nepovjerenje" su političke stranke (76,8%) pravosudni sustav (64,5%), Hrvatski sabor (64,7%) i institucija Predsjednika RH (63,6%).

Tablica 1. Razina povjerenja u OSRH u odnosu na druge državne institucije (%)

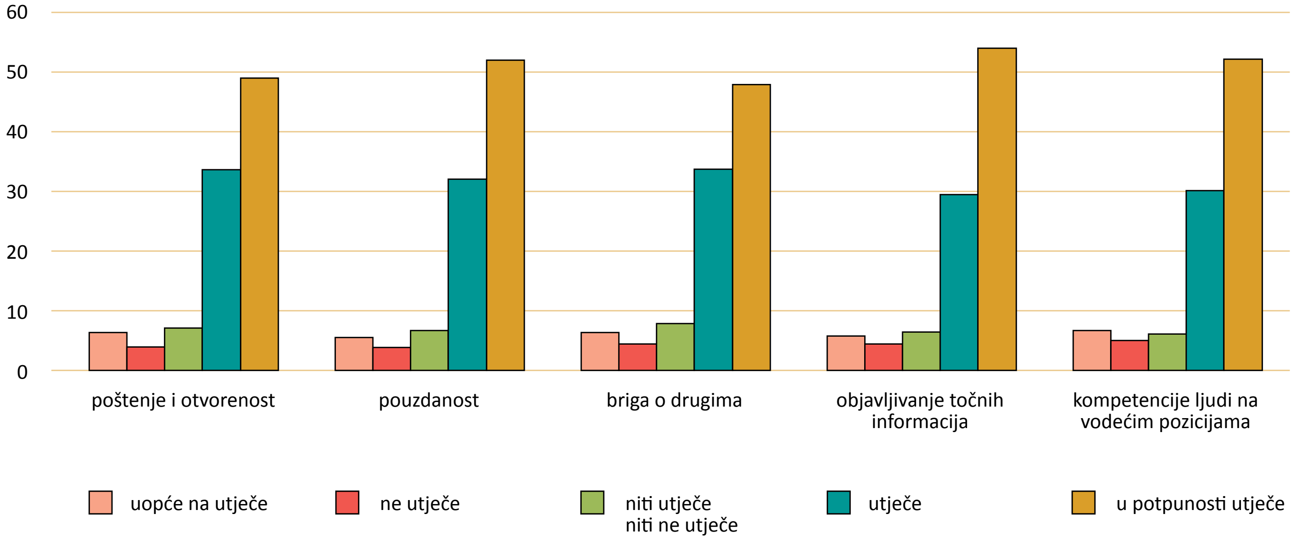
	Potpuno povjerenje	Povjerenje	Niti ima niti nema povjerenje	Nepovjerenje	Potpuno nepovjerenje
Hrvatski sabor	1,24	10,75	23,30	32,47	32,24
Predsjednik RH	1,13	11,43	23,87	24,89	38,69
Vlada RH	3,17	16,86	22,29	29,53	28,17
Crkva	12,22	23,42	23,30	14,25	26,81
Vojska	43,67	32,58	13,69	3,96	6,11
Policija	19,68	37,33	22,96	11,08	8,94
Sindikati	1,58	11,20	34,62	26,81	25,79
Nevladine udruge	1,70	10,41	33,15	22,63	32,13
Političke stranke	0,23	2,83	20,14	33,48	43,33
Sudstvo (pravosudni sustav)	0,57	9,96	25,00	28,05	36,43
Školstvo (obrazovni sustav)	5,09	30,66	36,09	16,52	11,65

Izvor: Autori prema rezultatima istraživanja

Razina povjerenja značajno je povezana s kvalitetom institucije koja se procjenjuje na temelju više elemenata. Elementi koje javnost cijeni i koji utječu na povjerenje u državne institucije oslikavaju stanje u Hrvatskoj.

Više od 4/5 ispitanika smatra da pouzdanost „u potpunosti utječe" i „utječe" na stupanj povjerenja u institucije, tek s gotovo neznatnom razlikom slijedi objavljivanje točnih informacija, poštenje i otvorenost, razina kompetencija ljudi na vodećim pozicijama i solidarnost/briga o drugima. Zanimljivo je da više od polovice ispitanika smatra kako su elementi na kojima se gradi „potpuno povjerenje" u institucije: objavljivanje točnih informacija (53,96), sposobnost ljudi na vodećim pozicijama (52,15%) i pouzdanost (51,92%), dok nešto manje od polovice navodi brigu o drugima (47,85%) te čestitost i otvorenost (48,98%).

Grafikon 1. Čimbenici koji utječu na povjerenje u institucije



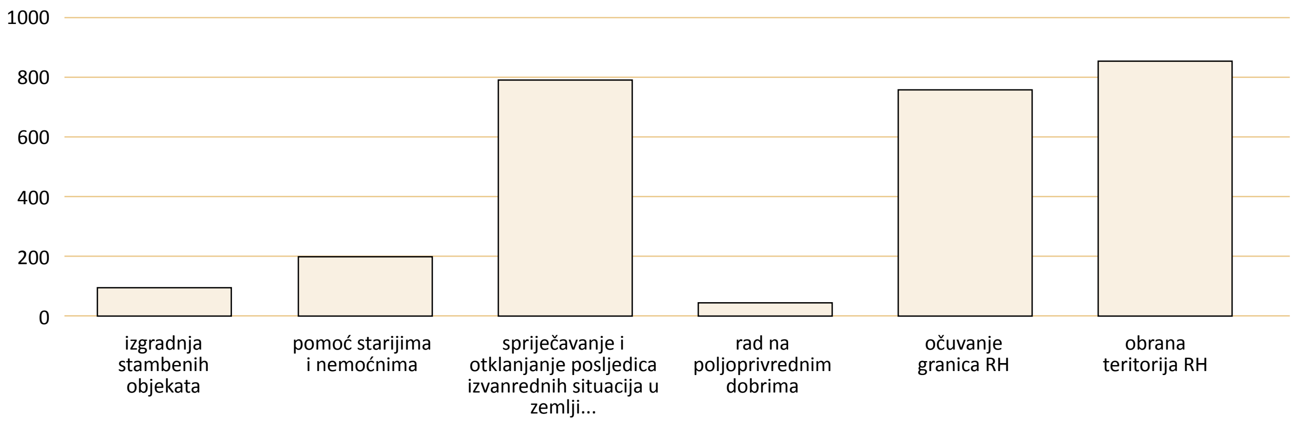
Izvor: Autori prema rezultatima istraživanja

Izraženije povjerenje OSRH u odnosu na druge institucije povezano je s informiranošću, razumijevanjem i zadovoljstvom funkcioniranjem i djelovanjem OSRH.

Kada je riječ o informiranosti, rezultati ukazuju na to da su gotovo svi ispitanici (92,9%) upoznati s ustrojem OSRH i s činjenicom da se Hrvatska vojska oprema proizvodima domaće proizvodnje (81,7%), dok više od polovice ispitanika zna da su OSRH članica UN-a, NATO-a i EU-a (57,6%), da kao članovi UN-a sudjeluju kao mirotvorci (56,6%), da Hrvatska vojska zapošljava vrhunske sportaše kao ugovorne pričuvnike (53,2%), a 48,1% upoznato je s postupkom pristupanja u djelatnu vojnu službu.

Veliku potporu građani očekuju od angažiranja Hrvatske vojske u tradicionalnim i netradicionalnim zadaćama. Više od 70% ispitanika daje podršku vraćaju Hrvatske vojske u gradove. Većina ispitanika smatra da je uloga OSRH izuzetno važna u obrani teritorija RH (95,9%), očuvanju granica (85,4%) i pružanja pomoći civilnim institucijama i građanima prilikom sprječavanja i otklanjanja posljedica izvanrednih situacija u zemlji do kojih dolazi uslijed različitih prirodnih i tehničkih nesreća (88,8%).

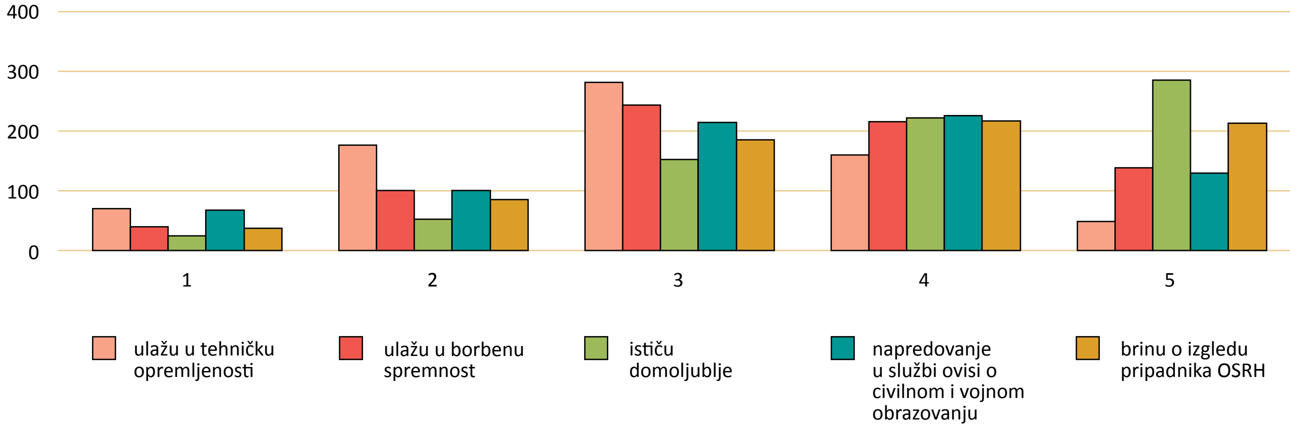
Grafikon 2. Potpore aktivnostima Oružanih snaga Republike Hrvatske



Izvor: Autori prema rezultatima istraživanja

Većina građana zadovoljna je djelovanjem OSRH. Više od 2/3 ispitanika (68,56%) smatra da dobro i iznimno dobro OSRH ističu domoljublje/nacionalni identitet, a 58,03% da vode brigu o izgledu svojih pripadnika. Gotovo polovica ispitanika ocjenjuje s odličnom i vrlo dobrom ocjenom napredovanje u službi, ovisno o civilnom ili vojnom obrazovanju, (48,1%) i ulaganje u borbenu spremnost (47,96). Iako je gotovo trećina ispitanika zadovoljna ulaganjem u tehničku opremljenost, podjednak udio iskazuje nezadovoljstvo vezano uz ovo pitanje.

Grafikon 3. Ocjena djelovanja Oružanih snaga Republike Hrvatske (1 – iznimno loše do 5 –iznimno dobro)



Izvor: Autori prema rezultatima istraživanja

Zanimljivo je da otprilike trećina ispitanika nema jasno formiran stav vezano za ulaganja OSRH u tehničku opremljenost i borbenu spremnost, i da gotovo 30% ispitanika iskazuje neodređenost u vezi s ulogom obrazovanja u napredovanju u vojnoj službi.

5. ZAKLJUČAK

Ispitivanje povjerenja hrvatske javnosti u institucije tijekom pandemije COVID-19 pokazalo je da najviše institucionalnog povjerenja uživa Hrvatska vojska, slijedi policija, crkva i obrazovni sustav dok nisko povjerenje građani imaju u političke stranke, pravosudni sustav, Hrvatski sabor, Vladu i instituciju Predsjednika RH. Rezultati se nadovezuju na prethodna istraživanja koja su pokazala slične nalaze. Povjerenju građana u Hrvatsku vojsku doprinijela je visoka razina razumijevanja sustava i informiranosti javnosti o zadaćama i aktivnostima OSRH. Veće povjerenje u OSRH kao instituciju praćeno je zadovoljstvom funkcioniranjem i djelovanjem hrvatske vojske.

Većina građana zadovoljna je funkcioniranjem Hrvatske vojske, upoznata je s djelovanjem vojske, daje potporu i očekuje angažiranje vojske u tradicionalnim i netradicionalnim zadaćama. Angažiranjem Hrvatske vojske u tradicionalnim zadaćama i u potpori/pomoći civilnim institucijama u kriznim i izvanrednim stanjima potvrđena je njezina funkcionalnost kao ključne institucije koja osigurava stabilnost Republike Hrvatske i učinkovito odgovara na sve izazove.

Međutim, indikativno je da gotovo 1/3 ispitanika nema stav o djelotvornosti Hrvatske vojske, što ukazuje na potrebu bolje, jasne i kontinuirane komunikacije s javnošću. Rezultati istraživanja mogu poslužiti svima koji sudjeluju u komunikaciji s javnošću i kreiranju pozitivne percepcije Hrvatske vojske kao učinkovite vojne organizacije.

Ispitivanje povjerenja javnosti u Hrvatsku vojsku provedeno je u 2020. godini koja je obilježena pandemijom bolesti COVID-19 i potresima u Zagrebu i okolici. Prema nalazima Reeskens i ost. (2021) vrijednosti i mišljenja javnosti najvećim dijelom reagiraju na krizu COVID-19, što potvrđuju istraživanja i drugih autora (Esaiasson, Sohlberg, Ghersetti & Johansson, 2021; Roccato, Colloca, Cavazza & Russo, 2021; Wright, Burton, McKinlay, Steptoe & Fancourt, 2021; Catur, Nurhandi & Dwi, 2020; Reeskens, Muis, Sieben, Vandecasteele, Luijkx & Halman, 2021; Guglielmi, Dotti Sani, Molteni, Biolcati, Chiesi, Ladini, Maraffi, Pedrazzani & Vezzoni, 2020). Stoga bi trebalo provesti istraživanje povjerenja u institucije, posebice u hrvatske oružane snage po završetku pandemije COVID-19. Buduća istraživanja trebala bi obuhvatiti različite segmente populacije i analizirati njihovo (ne)povjerenje u Hrvatsku vojsku, kao i utjecaj čimbenika koji doprinose izgradnji povjerenja u OSRH kao institucije.

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PUBLIC TRUST IN CROATIAN ARMY

ABSTRACT

Public trust in national institutions is one of the key elements in the institutional operation of the Republic of Croatia. The Croatian Army as an institution is the provider of the security of the Republic of Croatia and all its citizens and has enjoyed the public trust since its founding, when it showed strength and determination during the Homeland War as well as in peacetime. The paper investigates the level of trust of Croatian citizens in the army in relation to other institutions and analyses the relation between the trust and the understanding of the system and citizens' satisfaction with the activities of the Armed Forces of the Republic of Croatia. The paper is based on a survey conducted in June 2020 on a sample of 884 respondents. The findings indicate that the Croatian Army is one of the institutions that Croatian public trusts the most and that awareness and satisfaction with the activities of the Armed Forces of the Republic of Croatia contributes to building of public trust.

KEY WORDS: trust, public, institutions of the Republic of Croatia, Croatian Army

UPRAVLJANJE DRUŠTVENIM MREŽAMA U SEKTORU KULTURE, PRIMJER ANSAMBLA LADO I ETNOGRAFSKOG MUZEJA U ZAGREBU

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SAŽETAK

Načini na koje hrvatska tradicijska kultura uspješno pronalazi put do svojih javnosti uvelike ovise o nekolicini ustanova u kulturi koje se njome bave iz različitih perspektiva. Iako očuvanje folklornog nasljeđa zahvaljujemo lokalnim amaterskim umjetničkim skupinama i udrugama koje čuvaju svoje običaje od zaborava, institucionalizirano bavljenje tradicijom trebalo bi osigurati jamstvo dugotrajnog, sistematičnog i kontinuiranog čuvanja i predstavljanja bogate hrvatske baštine. Zato je osobito važno, u današnjem vremenu galopirajućeg razvoja informacijskih, komunikacijskih i tehnoloških procesa, uspješno komunicirati djelovanje ustanova koje se bave različitim aspektima čuvanja i predstavljanja baštine. Ovaj rad analizira upravljanje društvenim mrežama dviju takvih ustanova od nacionalnog značaja, jednu muzejsku i jednu umjetničko izvedbenu. Riječ o Etnografskom muzeju u Zagrebu i Ansamblu narodnih plesova i pjesama Hrvatske Lado. Na primjerima triju projekata svake ustanove, analizirano je upravljanje službenim Facebook profilima kroz kvantitativne i kvalitativne metode istraživanja, s namjerom da se dobije što precizniji uvid u načine, taktike, a onda i rezultate upravljanja društvenim mrežama analiziranih ustanova. Iako su rezultati istraživanja i komparativne analize ukazali na prostor za poboljšanje uredničkog rukopisa na društvenim mrežama Etnografskog muzeja i Ansambla Lado, ustanovljena je i svojevrsna povezanost s komunikacijskim trendovima te metodama adaptacije pratiteljima službenih Facebook profila institucija, a koje su usklađenije s psihologijom suvremenog konzumenta narodne umjetnosti. Zaključno, na temelju ovog istraživanja ustanovama se otvara prostor za moguća poboljšanja upravljanja društvenim mrežama, sve s ciljem potencijalnog dugoročnog održavanja interesa ciljanih javnosti za tradicijsku kulturu kao neotuđivog dijela hrvatskog kulturološkog identiteta.

KLJUČNE RIJEČI: tradicijska kultura, komunikacija, društvene mreže, baština

1. UVOD

Uloga upravljanja društvenim mrežama od iznimne je važnost u današnjem vremenu galopirajućeg razvoja informacijske i komunikacijske znanosti, što otvara prostor za oblikovanje i plasiranje poruka ustanova u kulturi poput muzeja i nacionalnog profesionalnog folklornog ansambla. Kako komuniciraju, kojim tehnikama se ustanove koriste u upravljanju svojim službenim Facebook profilima te kako svoje značajne projekte predstavljaju na društvenoj platformi, zadatak je analize ovoga rada. Zbog toga, ovaj rad otvara mogući prostor za daljnja istraživanja u svrhu unaprjeđenja komunikacije ustanova tradicijske kulture. Okosnica za pripremu i istraživanje znanstvenog problema ovog rada teorijske su spoznaje o etnografskim temama, s osobitim naglaskom na izvedbenu folklornu umjetnost i etnografsku građu te s druge strane radovi istraživača koji su u svom znanstvenom fokusu imali upravljanje društvenim mrežama u kulturi i umjetnosti te u nevladinim i neprofitnim organizacijama. S obzirom na to da umjetnost, a osobito ona tradicijska, s jedne strane nema adekvatnu medijsku popraćenost te da teme iz područja folkloristike i hrvatske narodne baštine nisu nikada bile značajno zastupljene u tzv. *mainstream* medijima, a s druge strane upravo narodna umjetnost čini dio nacionalnog identiteta i baza je za kvalitetnu izgradnju državnog imidža, postavlja se pitanje može li se bolje i učinkovitije komunicirati narodna baština na društvenim mrežama. Uz to, istraživanje je usmjereno na problematiku kako upoznati hrvatsku javnost s prebogatim nasljeđem koje amaterski i hobistički čuvaju mnogobrojna kulturno umjetnička društva, a profesionalno ustanove osnovane od države koje se time bave iz znanstvene, muzejske ili izvedbene perspektive.

Doprinos je rada u utvrđivanju preporuka za poboljšanje strateške komunikacije dviju nacionalnih ustanova koje prikupljaju, čuvaju i predstavljaju tradicijsku kulturu na najvišoj razini. Iako je potrebna cijela sustavna infrastruktura i nacionalna podrška u pristupanju brendiranja nacionalnog identiteta temeljenog upravo na tradicijskom nasljeđu, veliki korak u tome mogu napraviti upravo Etnografski muzej u Zagrebu te Ansambl narodnih plesova i pjesama Hrvatske LADO kao dvije profesionalne predstavnice hrvatske tradicijske kulture.

2. CILJEVI, PREDMET I METODOLOGIJA ISTRAŽIVANJA

Profesionalno prikupljanje, čuvanje i predstavljanje hrvatske tradicijske kulture postoji desetljećima. Osim kulturno umjetničkih društava i udruga koje godinama u cijeloj Hrvatskoj, ali i izvan nje, njeguju baštinu, kako je već navedeno, postoji niz ustanova osnovanih od gradova, županije i/ili države kojima je cilj i namjera skrbiti o narodnoj umjetnosti iz različitih aspekata. Problemsko istraživanje ovog rada usmjereno je upravo na analizu upravljanja društvenim mrežama profesionalnih, odnosno javnih ustanova iz područja tradicijske kulture u cilju jasnijeg uvida u doseg i kvalitetu komunikacije s ciljanim javnostima te uspješnosti u predstavljanju hrvatske tradicijske kulture unutar svojega djelovanja.

Kao odabrani primjeri za analizu, uzete su dvije ustanove koje su svojim matičnim poslanjem najviše usmjerene prema široj javnosti i koje imaju za cilj predstavljanje folklorne umjetnosti što većem broju ljudi, svaka iz svog rakursa djelovanja. U fokusu istraživanja su zato Etnografski muzej u Zagrebu, kao najveći takav muzej u Hrvatskoj te Ansambl narodnih plesova i pjesama Hrvatske koji održi gotovo stotinu različitih izvedbi godišnje u domovini i inozemstvu predstavljajući tradicijske pjesme, plesove, glazbu i ruho, kao jedina takva profesionalna i nacionalna ustanova u kulturi u državi.

Analizirana su po tri projekta iz svake ustanove, a koja su obilježila aktualnu povijest ovih institucija - tri izložbe u Etnografskom muzeju (˝Perje, jabuke i zrno soli˝ - božićni nakit iz fundusa Etnografskog muzeja u Zagrebu, ˝O životinjama i ljudima˝ te ˝Svijet igračaka˝) i tri velika koncerta Ansambla Lado (˝Ruku pod ruku˝ – Lado i Kolo, ˝Ispod duba stoljetnoga˝ - Lado u Areni Zagreb, ˝Ideju regruti˝ - Lado u pulskoj Areni), a kako bi se dobio uvid u komunikacijski pristup ustanova na svojim službenim Facebook profilima i njegovu učinkovitost u komunikaciji značajnih projekata baštine, a time i uvid u potencijalnu učinkovitost jačanja svijesti kod šire javnosti o hrvatskoj tradicijskoj kulturi. Cilj istraživanja jest utvrditi prostor za poboljšanje strategije komuniciranja na društvenim mrežama s javnosti nacionalnih ustanova čija se djelatnost odnosi na prikupljanje, očuvanje i predstavljanje tradicijske kulture i umjetnosti s namjerom jačanja medijske vidljivosti hrvatske baštine kao dijela nacionalnog identiteta.

U tu svrhu postavljene su sljedeće hipoteze:

H1: Službeni Facebook profili Etnografskog muzeja u Zagrebu i Ansambla Lado glavni su izvori informiranja posjetitelja i publike o aktivnostima ovih ustanova.

H2: Stajalište pratitelja službenih Facebook profila Etnografskog muzeja i Ansambla Lado o upravljanju sadržajem uglavnom je pozitivno.

H3: Etnografski muzej u Zagrebu i Ansambl Lado upravljanjem sadržajem na službenim Facebook profilima razvija interakciju s pratiteljima.

Istraživanje je provedeno primjenom kvantitativnih i kvalitativnih metoda, a podijeljeno je na nekoliko razina. Analizom sadržaja obrađena je aktivnost ustanova na službenim Facebook profilima vezana uz navedena tri projekta. Tijekom srpnja 2018. godine, metodom anketiranja ispitani su posjetitelji Etnografskog muzeja u Zagrebu i publika Ansambla Lado s ciljem analize percepcije publike o komunikaciji ove dvije ustanove i njihovih projekata na službenim Facebook profilima. Upitnik je sadržavao pitanja vezana uz provjeru upoznatosti s projektima te komunikaciji na društvenim mrežama. Anketnim upitnikom usmjerenim prema Facebook pratiteljima službenih profila Etnografskog muzeja i Ansambla Lado ispitala se percepcija o dosegu odnosa s javnošću navedenih ustanova u komunikaciji analiziranih projekata. Pitanja su obuhvatila socio-demografska obilježja ispitanika, dojam o komunikaciji na društvenim mrežama, analizu načina na koji su saznali za svaki pojedinačni projekt te se ispitivao generalni dojam o komunikaciji na službenim Facebook profilima obiju ustanova.

3. ODNOSI S MEDIJIMA U KULTURI

Odnosi s medijima predstavljaju jedan segment odnosa s javnošću (Johnston, 2012, str. 1). Ishodi odnosa s medijima često su vidljivi bilo da su otisnuti, objavljeni na internetu ili objavljeni putem radija ili televizije. Postizanje i upravljanje medijskom pokrivenošću nije jedini aspekt odnosa s medijima. Ista autorica pojašnjava kako odnosi s medijima predstavljaju najpoznatiji aspekt odnosa s javnošću. Tumači kako se ponekad na odnose s medijima gleda kao na tzv. „meki" segment odnosa s javnošću jer nije složen kao upravljanje problemima, a niti hitan kao upravljanje krizama niti osoban kao upravljanje odnosima s javnošću ili specijaliziran kao upravljanje financijama. No, odnosi s medijima igraju ulogu u svakom od ovih područja, zaključuje Johnston.

Postoji mnogo različitih funkcija medija i različite podjele tih funkcija. Neke očite funkcije medija prije svega se odnose na informiranje i zabavljanje gledatelja te putem tih funkcija mediji utječu na kulturni razvoj kako individua, tako i društva u cjelini. Jedna od funkcije medija jest ona prema Fouireu (2004, str. 267) u kojoj mediji imaju informativnu, korelacijsku, kontinuiranu, zabavnu i funkciju mobilizacije.

Učestala je pogreška izjednačavanja pojma odnosi s medijima i pojma odnosa s javnošću. Naime, odnosi s medijima predstavljaju uži pojam od odnosa s javnošću, a prema jednoj od definicija predstavljaju „djelatnost koju ljudi obavljaju najčešće profesionalno za neko poduzeće ili za kakvu instituciju, organizaciju, pokret, pojedinca pa, čak, i za ideju" (Jakovljević, 2011, str. 349). Istražujući pristupe medijima u sferi umjetničkog djelovanja, analizirajući Dubrovačke ljetne igre kao studiju slučaja autori tumače, kako organizacije u kulturi, ali i ostale organizacije s malim brojem zaposlenika, moraju odnosima s medijima pristupati holistički (Obradović & Medo Bogdanović, 2010, str. 90). To bi značilo, pojašnjavaju autori, da takav pristup podrazumijeva isprepletanje marketinga, promidžbe, odnosa s javnošću, društveno odgovornog poslovanja i aktivizma. Svrha takvog integriranog pristupa komuniciranja s ciljanim javnostima posredstvom medija jest izgraditi dugoročno kvalitetne odnose s korisnicima, stjecanje njihova povjerenja i jačanje ugleda organizacije.

Takav multifunkcionalan pristup odnosima s medijima dodatno pojašnjava Slađana Stamenković (2015, str. 854) koja piše kako suvremena istraživanja novinarstva uglavnom povezuju kompleksne, heterogene odnose s medijskim praksama na mikronivoima ukazujući na fluidnost polja novinarstva koje se konstatira na različitim nivoima i u različitim kontekstima u kojima se prožimaju i prelamaju globalni procesi i lokalne prakse. Uz to, autorica dodaje kako heterogeni društveni procesi, svojstveni informacijskom dobu, uvjetuju preobražaje novinarstva u najmanje tri međusobno povezana aspekta: profesionalnom, društvenom i ekonomskom. Uz to, neki autori, poput Dunje Dulčić, predviđaju medijima još značajniju ulogu u kreiranju društvenih procesa. Tako Dulčić (2015, str. 96) zaključuje kako je izvjesno da društvene promjene koje su na djelu, oblikuju nove društvene odnose, u kojima će zacijelo slobodni mediji imati ne samo funkciju faktora poticaja društvenih promjena, već će sudjelovati i u redizajniranoj strukturi društvene moći.

Pokušavajući bolje rastumačiti suvremeni kontekst odnosa s medijima, teško je zaobići neke od najrelevantnijih autora na tom području. Kunczik i Zipfel (2006, str. 28) bavili su se kompleksnim razvojem medija i pokušali determinirati specifične značajke novih medija poput interaktivnosti, za koju smatraju da je najistaknutije obilježje mnogih multimedijalnih aplikacija kod kojih korisnik može na mnoge načine intervenirati, pa se sadržaji tek na njegov zahtjev prikazuju ili generiraju u određenom obliku. Navode kako je s tim u vezi i elementarna promjena u poimanju masovnih medija. Naime, kada se promatraju klasični masovni mediji – tisak, radio i televiziju, onda oni imaju određeni ritam ažuriranja (tisak) ili su vremenski usko povezani korisnicima (radio i TV). Tome usprkos, naglašavaju kako još uvijek određena naklada dnevnih novina, kao i večernji dnevnik, dolaze do korisnika u identičnom obliku.

Korelacija medija kao mogućeg samostalnog umjetničkog izraza (Vuksanović, 2013, str. 272), otvara pitanje mogu li mediji biti umjetnost *per se*. Je li riječ o novoj umjetničkoj vrsti ili je riječ o novom mediju djelovanja i njegovim podvrstama? Vuksanović navodi kako se nalazimo u svojevrsnom krugu zaključivanja: suvremena umjetnost se, jednim dijelom, definira kao ona pojava što je pod utjecajem novih medija, dok u isto vrijeme njena relacija prema medijskom svijetu u kojem djeluje ovdje i sada, mijenja ˝auratski˝ definiran pojam. Zaključuje ipak kako u svijetu novih medija, ona i jest i nije umjetnost – zapravo je i umjetnost i nešto drugo, te između nje i tog drugog postoji napetost, ali i uzajamno posredovanje.

Dodatno pojašnjavajući uspješnu komunikaciju ustanova u kulturi, Kaiser (2008, str. 11) naglašava kako je važno imati jednog glasnogovornika koji će istupati u medijima i predstavljati umjetničku organizaciju. Autor navodi kako je važno uvijek istupati s pozitivnim porukama i nekom zanimljivom pričom koja bi medijima mogla biti intrigantna. Sukladno tome, može se zaključiti da priredbe u kulturi treba pratiti novinar koji poznaje dobro sadržaj i može ponuditi neku vrstu i kritičkog osvrta, što otvara mogućnost organizaciji u kulturi stvaranje i njegovanje odnosa s novinarem i otvoreni dijalog koji će ponuditi sve informacije pravovremeno i pravovaljano.

Tezu da su odnosi s medijima gotovo neodvojivi od učinaka marketinga, potvrđuje i Tomašević (2015, str. 70), pojašnjavajući kako za razliku od ostalih sektora, mediji i sami predstavljaju sastavnicu sektora kreativne industrije, odnosno kreativnost je spona koja povezuje djelatnosti iz sektora kreativne industrije i same medije, zaključuje autorica.

4. UTJECAJ NOVIH MEDIJA I DRUŠTVENIH MREŽA NA SEKTOR KULTURE

Odnose s javnošću uvelike je promijenio internet. Pojavom prvih računala, a kasnije mobilnih telefona, komunikacija je naglo promijenila svoje dotadašnje značajke. Transformacija u digitalni svijet komunikacije utjecala je na sve pa tako nije zaobišla ni praksu odnosa s javnošću. Lakši i jednostavniji pristup internetu bilo kada i bilo gdje olakšao je rad stručnjacima odnosa s javnošću. Na taj način sve informacije mogu se pohraniti, obraditi i proslijediti u jako kratkom roku, a cijene se stalno spuštaju. Uz to, kako navodi Tomić, internet je otvorio sasvim nova vrata dvosmjernoj, ali i masovnoj komunikaciji. Samim time postavljeni su neki novi kriteriji i pravci u kojima bi se komunikacijska djelatnost trebala razvijati. Sve je postalo puno dostupnije, ali se sve počelo i puno brže odvijati (Tomić, 2016, str. 734). Jedan od prvih elektroničkih alata za komunikaciju koji se koristio, a koristi se još i danas u odnosima s javnošću svakako je elektronska pošta, pojašnjava isti autor. Elektroničkom poštom komunikacija je brža, a može biti i trenutačna ako su najmanje dva sudionika razgovora u isto vrijeme na elektroničkoj pošti (Tomić, 2016, str. 1206).

Kao nastavak razvijanja novog oblika komunikacije pojavili su se društveni mediji, koji predstavljaju oblik elektroničke komunikacije s odabranom zajednicom unutar koje se dijele različite informacije. Društveni mediji inicijalno su zamišljeni za osobnu uporabu, za stvaranje i dijeljenje sadržaja i za interakciju s drugim osobama koje se koriste istim društvenim medijima. Međutim, Tomić pojašnjava da su stručnjaci za odnose s javnošću prepoznali važnost društvenih medija pa ih tako ubrzo krenuli koristiti kao svojevrstan alat putem kojega su mogli plasirati poruke i na taj način brže doprijeti do ciljane publike (2016, str. 735). Iako nije prva društvena platforma koja je bila napravljena, Facebook je još uvijek najpopularnija društvena mreža. Prema podacima Clement (Statista.com, 18. 8. 2019.) iz listopada 2018. godine zabilježeno je preko dva bilijuna mjesečno aktivnih korisnika. Upravo zbog svoje rasprostranjenosti, stručnjaci za odnose s javnošću primijetili su potencijal koji se može iskoristiti te su počeli koristiti Facebook kao jedan od internetskih alata (Tomić, 2016, str. 738).

Zakupljivanje oglasnog prostora u tradicionalnim medijima, kao što su televizija i tisak, opada. S druge strane oglasni prostor na internetu sve je traženiji. Uz to, oglašavanje na internetu je jeftinije, odnosno isplativije od tradicionalnih vrsta oglašavanja, što je svakako dodatna prednost. Oglasni prostor plaća se manje, a potencijalni je doseg do ciljane skupine veći. Društvene mreže, poput Facebooka i Instagrama, doveli su internetsko oglašavanje na novu razinu. Stručnjaci za odnose s javnošću prepoznali su upravo takve platforme kao alat preko kojega mogu doprijeti do ciljane publike besplatno. Na taj način mogu predstaviti svoje proizvode ili tvrtke kao pristupačnije javnosti te je posve jednostavno predstaviti npr. novi proizvod upravo ciljanoj javnosti. Djelovanjem putem društvenih mreža, odnosi s javnošću bili su primorani prisvojiti nove tehnike i metode. Ovisno o društvenoj mreži, adaptiraju način objavljivanja informacije i cjelokupnog sadržaja. Nužni kriteriji su kratkoća i jasnoća, ali i istinitost.

Stručnjaci su danas svjesni, tvrdi Tomić (2016, str. 740), da se oglašavanje na internetu ne može zaobići, ali se isto tako ne mogu zaobići niti društvene mreže. Dvije trećine sveukupne svjetske populacije posjećuje Internet i društvene mreže. Društveni mediji i društvene mreže promijenili su način komunikacije, ali i selekcije istih. Djelatnicima odnosa s javnošću društvene mreže i Internet omogućili su novu razinu komunikacije na globalnoj razini koja je postala puno jednostavnija. Autor pojašnjava kako stručnjaci odnosa s javnošću moraju imati barem neko znanje o medijima kako bi se njima mogli i koristiti, a danas se smatra kako je upravo to glavna prepreka spajanju novih medija i odnosa s javnošću u potpunosti. No prednost novih medija je ta što su preko njih korisnici dobili priliku puno jednostavnije dati povratnu informaciju. Na taj način dobili su aktivnu ulogu i u stvaranju sadržaja te tako nestaje jednosmjerni oblik komunikacije i zamjenjuje ga dvosmjernim, odnosno masovnim.

To naravno nosi i negativne strane sa sobom, a jedna od njih je i ta da se upravo zbog toga što svatko može kreirati sadržaj javlja pitanje kredibiliteta. Tomić pojašnjava kako ljudi ne moraju pisati istinu, a mi ne možemo znati je li točno ono što su oni napisali. Na to posebno moramo obratiti pozornost, naglašava Tomić (2016, str. 743), jer upravo takve stvari mogu i nama, našem proizvodu ili tvrtki srušiti pozitivnu sliku u javnosti. Sve veću popularnost danas bilježi društvena platforma Instagram, namijenjena dijeljenju fotografija i videozapisa, pokrenuta 2010. godine (Bajs, 2018, str. 21). Sukladno istraživanju iz listopada 2018. godine, prema Clement (Statista.com, 18.8.2019.) Instagram ima oko bilijun aktivnih korisnika, a najveći postotak su mladi između 18 i 24 godine. Na Instagramu postoji opcija otvorenog ili zatvorenog profila, ovisno o tome s kime korisnik želi dijeliti sadržaj. Također, postoje i opcije poslovnog profila, ali u tom je slučaju nužno da profil bude otključan, odnosno otvoren. Sve društvene mreže stalno unaprjeđuju svoje funkcije, te dodaju nove opcije za korištenje. Zadnje opcije uvedene na gotovo sve društvene mreže su takozvane priče i video prijenosi uživo. Priče su kratke objave slika ili videozapisa koje su vidljive 24 sata, a nakon toga postoji opcija zadržavanja vidljivosti istih na profilu sve do trenutka uklanjanja. Na istom principu funkcioniraju i video prijenosi uživo, jedina dodatna inačica je ta da se njih može komentirati odmah dok traje video prijenos i komentari, a komentari su vidljivi svima koji u tom trenutku također gledaju prijenos. Ovisno o tome je li korisnički profil otvoren ili zatvoren, korisnik bira s kime će podijeliti priče i videozapise uživo. Sve društvene mreže koriste se kao alati u odnosima s javnošću, a do nedavno službeno oglašavanje odvijalo se jedino preko plaćenih oglasa.

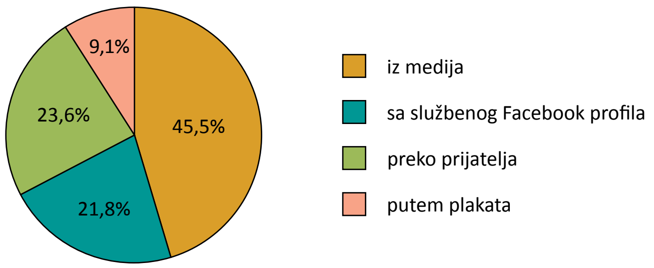
5. ANALIZA REZULTATA ISTRAŽIVANJA

U analizi rezultata istraživanja donosi se analiza stajališta pratitelja službenih profila odabranih ustanova o komunikaciji navedenih institucija na Facebooku. Analiza donosi odgovore na različita pitanja o dojmu pratitelja vezan uz stil, način i ton komunikacije.

5.1. Analiza stajališta pratitelja službenih Facebook profila ustanova

Za potrebe postavljenih hipoteza bilo je nužno provjeriti mišljenje publike, odnosno ispitati stajališta zainteresirane javnosti o komunikaciji ustanova na njihovim službenim Facebook profilima. Ispitano je stotinu i dvoje (102) ispitanika, konkretno pratitelja društvenih mreža Etnografskog muzeja u Zagrebu i Ansambla Lado. Više od 90% ispitanika zaposleno je, većina žena, u dobnoj skupini između 36-45 te većina ispitanika (87,5%) ima završen fakultet.

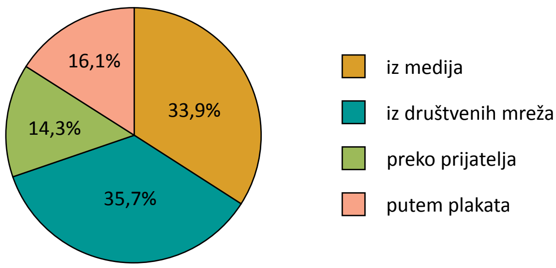
Slika 1. Izvori iz kojih ispitanici najviše saznaju o događanjima Etnografskog muzeja u Zagrebu



Izvor: rad autora

Ispitanici su u istraživanju potvrdili kako većinu informacija o aktivnostima Etnografskog muzeja saznaju iz medija, tek manji postotak (21,8%) sa službenog Facebook profila.

Slika 2. Izvori iz kojih ispitanici najviše saznaju o događajima Ansambla Lado

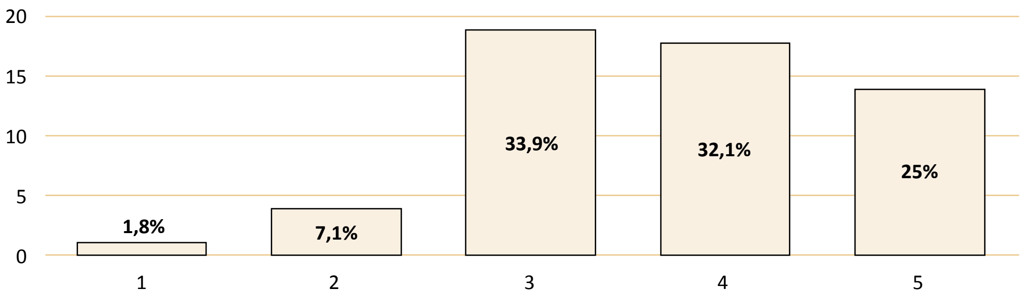


Izvor: rad autora

Ispitanici su u istraživanju potvrdili kako većinu informacija o aktivnostima Ansambla Lado saznaju sa službenog Facebook profila (35,7%), a 33,9% (21,8%) dolazi do informacija iz medija.

U sklopu seta pitanja o komunikaciji na društvenim mrežama, ispitanici su izražavali svoje mišljenje o komunikaciji na Facebook profilima ustanova u kulturi, kao i u popratnom sadržaju objava.

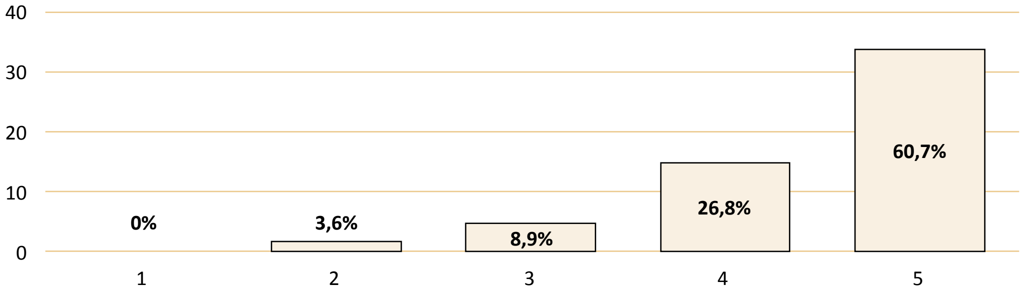
Slika 3. Ocjena komunikacije Etnografskog muzeja u Zagrebu na njihovom službenom Facebook profilu



Izvor: rad autora

Kod ocjenjivanja komunikacije na službenom Facebook profilu Etnografskog muzeja ispitanici su uglavnom dodjeljivali ocjenu dobar (3) od maksimalne moguće izvrstan (5).

Slika 4. Ocjena komunikacije Ansambla Lado na njihovom službenom Facebook profilu



Izvor: rad autora

Kod ocjenjivanja komunikacije na službenom Facebook profilu Ansambla Lado, ispitanici su većinski (60,7%) dodjeljivali najbolju ocjenu, izvrstan (5).

Kako bi se napravila što jasnija analiza službenih Facebook profila ustanova, definirani su parametri vrednovanja koji su analizirani. U analizu su ušli svi statusi koji su se odnosili na projekte koje ovaj rad tematizira. Pod određenim parametrima, analizirane su različite kategorije, što je razvidno iz Tablice 1.

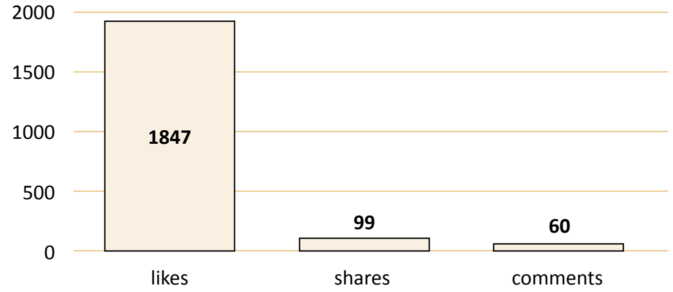
Tablica 1. Parametri vrednovanja objava na Facebook profilima analiziranih ustanova

Parametri vrednovanja	Kategorije
Aktivnosti pratitelja	1. Sviđanje 2. Dijeljenje 3. Komentiranje
Dužina objave	1. Do 80 znakova 2. Od 81 do 500 znakova 3. Više od 500 znakova
Vrsta objavljenog sadržaja	1. Fotografije 2. Video 3. Tekst 4. Poveznica 5. Podijeljeni video
Sadržaj koji je privukao najviše pozornosti	1. Fotografije 2. Video 3. Tekst 4. Poveznica 5. Podijeljeni video
Ton objave	1. Formalan 2. Neformalan 3. Dijeljenje sadržaja
Namjena objave	1. Informativni 2. Izvještajni 3. Promocijski
Interaktivnost objave	1. Poziv na interakciju 2. Nema poziva na interakciju
Stil objave	1. Topao/osoban 2. Informativan 3. Plijeni pažnju 4. Šaljiv 5. Štur/hladan

Izvor: rad autora

Analizirane su objave na službenom Facebook profilu Ansambla Lado vezane uz navedena tri projekta.

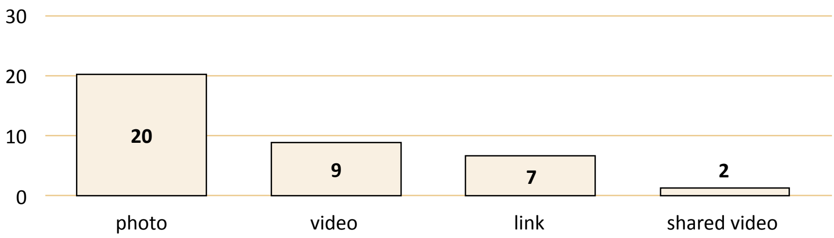
Slika 5. Najčešći oblik aktivnosti pratitelja Facebook profila Ansambla Lado



Izvor: rad autora

Najčešći oblik aktivnosti pratitelja službenog profila Ansambla Lado su oznake sviđanja (lajkovi), njih čak 18.418.

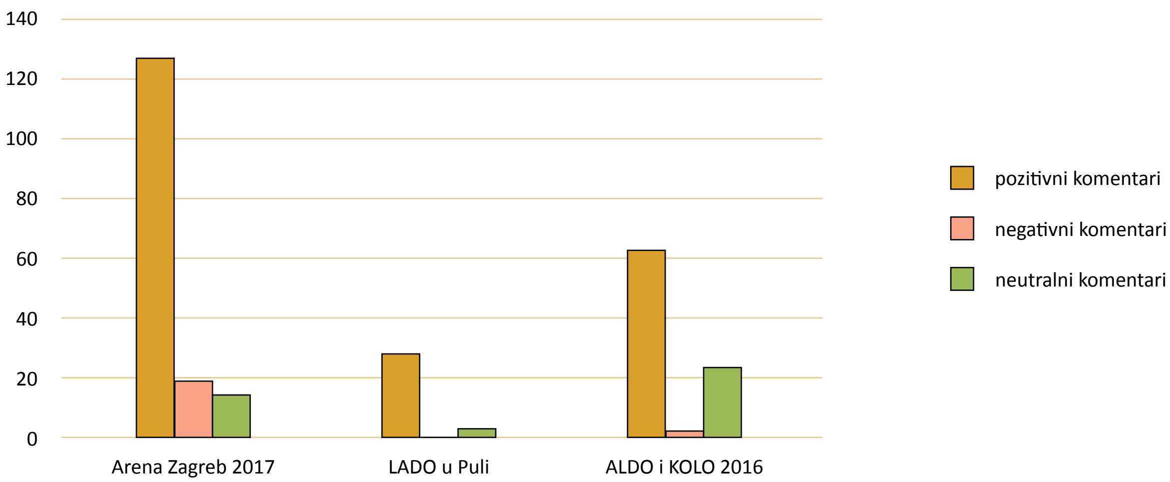
Slika 6. Broj objava prema vrsti sadržaja



Izvor: rad autora

Na službenom Facebook profilu Ansambla Lado najzastupljenije su fotografije, kojih je bilo 20, dok video-materijala svega 9.

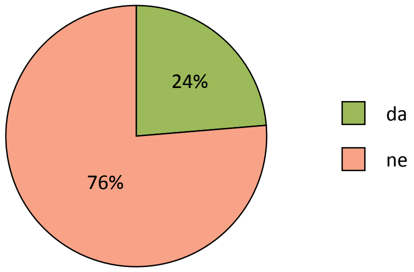
Slika 7. Komentari pratitelja većinom su pozitivni



Izvor: rad autora

Komentari ispod objava vezanih uz projekte Ansambla Lado dominantno su pozitivni, svega je nekoliko komenatara bilo negativno i to vezano uz Ladov koncert u Areni Zagreb.

Slika 8. Učestalost poziva pratitelja na neki oblik interakcije

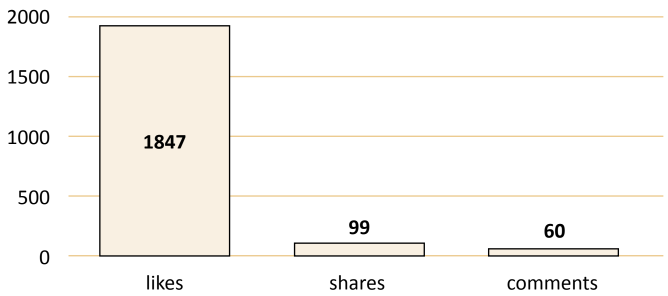


Izvor: rad autora

U većini slučajeva objave na službenom Facebook profilu Ansambla Lado ne pozivaju na neki oblik interakcije, što znači da ne postavljaju pitanja niti otvaraju komunikaciju. Takvih objava je čak 76%.

Analizirane su objave Etnografskog muzeja na službenom Facebook profilu vezane uz tri već spomenuta projekta.

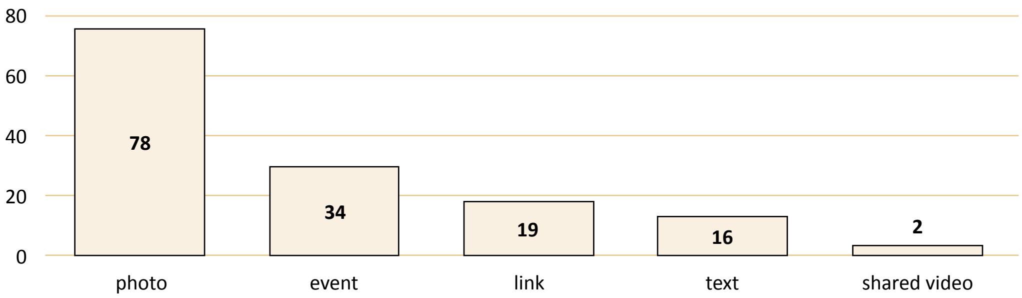
Slika 9. Najčešći oblik aktivnosti pratitelja Facebook profila Etnografskog muzeja



Izvor: rad autora

Najizraženiji oblik aktivnosti pratitelja Etnografskog muzeja su oznake sviđanja (lajkovi), njih čak 1847.

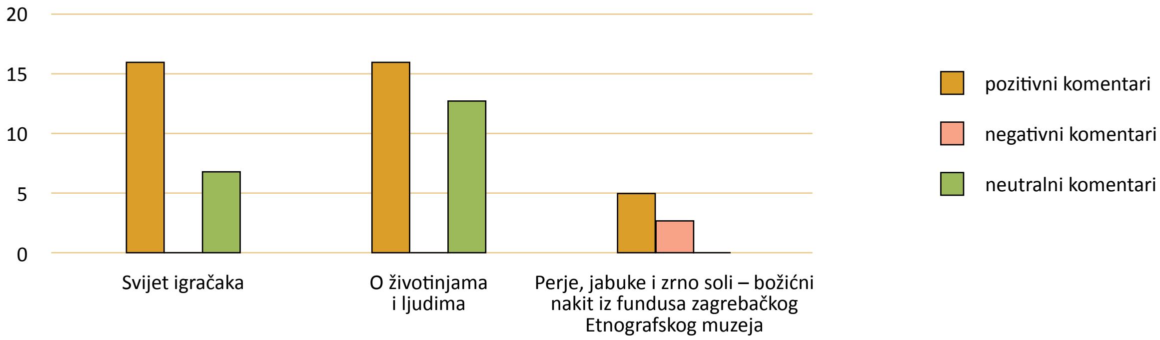
Slika 10. Broj objava prema vrsti sadržaja



Izvor: rad autora

Uz objave na službenom Facebook profilu Etnografskog muzeja, najviše su korištene fotografije, njih 78, a onda i kreiranje događanja, čak 34.

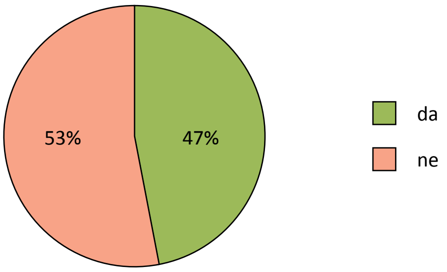
Slika 11. Najviše je pozitivnih komentara pratitelja



Izvor: rad autora

Dominantni komentari na službenom Facebook profilu Etnografskog muzeja vezani uz analizirane projekta pozitivnog su karaktera.

Slika 12. Učestalost poziva pratitelja na neki oblik interakcije



Izvor: rad autora

Više od polovice (53%) objava na službenom Facebook profilu Etnografskog muzeja ne poziva pratitelje na interakciju.

6. RASPRAVA

Pregledom rezultata istraživanja te analizom šest projekata dviju ustanova u kulturi, razvidne su mogućnosti poboljšanja koje se poklapaju za obje institucije, iako je rezultat istraživanja u nekim segmentima drugačiji za pojedinu ustanovu. Sumirajući rezultate provedenih istraživanja, kristaliziralo se nekoliko konkretnih stavaka za poboljšanje komunikacije.

Kada se govori o stilu komunikacije na društvenim mrežama, to ne podrazumijeva samo tekstualnu dosljednost, ton objave ili gramatičku točnost, već i cijeli niz popratnih sadržaja koje bi trebali pozivati na interakciju, a što, između ostalog, uključuje vizualna rješenja, fotografije, grafikone i video-materijale, koji su danas najdominantnija vrsta objave koja plijeni pažnju, što potvrđuju i rezultati ovog istraživanja. U obje ustanove, u tom smislu, postoji prostor za poboljšanje, iako je istraživanje pokazalo kako je Ansambl Lado dosljedniji u uredničkom i redaktorskom pristupu objavljivanja sadržaja na društvenim mrežama, s obzirom na to da su objave na Facebook profilu uvijek slične duljine, a svaku prati fotografija, grafika, video ili neki drugi sadržaj. S druge strane, komunikaciju na Facebook profilu Etnografskog muzeja odlikuju često preduge objave s previše fotografija, gdjekad i loše kvalitete i bez poziva na interakciju.

U obje ustanove nema ustaljenog kontinuiteta objavljivanja sadržaja, što je također jedan od elemenata koji bi se trebao determinirati u svrhu navikavanja pratitelja na sadržaj u određenom periodu. Uz to, svakako je važno kontinuirano pratiti trendove u stilovima komuniciranja te ponuditi pratiteljima aktualne forme koje su komplementarne s djelatnosti i tonom komunikacije svake ustanove, poput boomeranga i sličnih aktualnosti na društvenim mrežama.

Kod obje ustanove vidljiv je manjak poziva na komunikaciju u njihovim objavama na Facebook profilima. Ansambl Lado odgovara na većinu komentara, međutim, kao i Etnografski muzej, nema dovoljno objava koje induciraju povećavanje interakcije s korisnicima, što se pokazalo kao iznimno korisno u privlačenju novih pratitelja i jačanju vidljivosti projekata i matičnih ustanova. Osim postavljanja pitanja unutar same objave, to mogu biti i različite forme nagradnih natječaja, kraće ankete i slično. Analizom aktivnosti na službenim profilima ustanova na Facebooku, također se dolazi do zaključka da je Ansambl Lado konzistentniji u tonu i načinu komunikacije, uređivačkoj politici, kao i kvaliteti popratnog sadržaja u objavama, o čemu većinski svjedoče ispitanici u anketnom upitniku.

Iako na Facebooku obje ustanove nastoje kontinuirano izvještavati o aktivnostima, objave su često duge, a popratne fotografije gdjekad loših kadrova i kvalitete ili ih ima previše u jednoj objavi, a bez da za to ima valjanog uredničkog razloga. Video materijal je dominantan komunikacijski alat danas, o čemu svjedoči i distribucija takvog materijala na službenim Facebook profilima ustanova, odnosno količina oznaka sviđanja (lajkova) i dijeljenja takvog sadržaja od strane pratitelja. Naime, oznake sviđanja (lajkovi) i dijeljenja na Facebook kanalima Etnografskog muzeja i Ansambla Lado značajno se povećavaju kada se uz objavu pripoji i video-materijal. Takav sadržaj korisnici često i komentiraju, što svakako pridonosi jačanju vidljivost na toj platformi za obje ustanove.

Različitim metodološkim i analitičkim postupcima odgovoreno je na problemska pitanja ovoga rada te su se djelomično ili u potpunosti potvrdile zadane hipoteze. Publika koja prati komunikaciju analiziranih ustanova na društvenim mrežama, osobito one Ansambla Lado, većinom je izražavala pohvale, pri tom se referirajući uglavnom na neposrednost i brzinu u vraćanju informacije, kao i na informativnost, interaktivnost, korisnost i zabavnost objavljenih sadržaja.

Analizom aktivnosti na službenim profilima ustanova na Facebooku, također se dolazi do zaključka da je Ansambl Lado konzistentniji u tonu i načinu komunikacije, uređivačkoj politici, kao i kvaliteti popratnog sadržaja u objavama, o čemu većinski svjedoče ispitanici u anketnom upitniku.

U ovom radu analizirane su dvije ustanove u kulturi, različitog pristupa njegovanju istog umjetničkog pravca, a s namjerom da se detektira mogući prostor za poboljšanje cjelokupne komunikacije, ne samo ustanova tradicijske kulture, već posredno i hrvatske baštinske kulture u cjelini. Iz svega navedenog može se zaključiti kako su zadane hipoteze ovog rada djelomično potvrđene, što omogućuje determiniranje konkretnih smjernica za jačanje vidljivosti komunikacije i odnosa s javnošću ustanova u kulturi i njihovih projekata. S druge strane, unutar specifičnih okolnosti u kojima djeluju ovakve ustanove, poput nedostatnih sredstava i potpora čiji rezultati natječaja često prekasno budu objavljeni pa se od projekata odustaje u zadnji trenutak, preko manjka umjetničke ili produkcijske radne snage i manjka znanja o upravljanju društvenim mrežama, kao i nedostatak profesionalnih komunikatora u tom sektoru, pa sve do izostanka nacionalne strategije u predstavljanju tradicijske kulture, može se ipak zaključiti da ustanove djeluju unutar svojih mogućnosti pa čak i kada se govori o segmentu upravljanja društvenim mrežama. Provedena analiza potvrđuje važnost edukacija iz područja komuniciranja, odnosa s javnošću i novih tehnologija, a kako bi se i umjetnost koja je inspirirana korijenom, ishodištem, izvorom i duhom jednog naroda, što uspješnije mogla predstaviti sve zahtjevnijoj psihologiji suvremenog konzumenta kulture.

7. ZAKLJUČAK

U ovom radu analizirane su dvije ustanove u kulturi, različitog pristupa njegovanju istog umjetničkog pravca, a s namjerom da se detektira mogući prostor za poboljšanje cjelokupne komunikacije, ne samo ustanova tradicijske kulture, već posredno i hrvatske baštinske kulture u cjelini. Zadane hipoteze ovog rada djelomično su potvrđene, što omogućuje determiniranje konkretnih smjernica za jačanje vidljivosti komunikacije i odnosa s javnošću ustanova u kulturi i njihovih projekata na društvenim mrežama.

H1: Službeni Facebook profili Etnografskog muzeja u Zagrebu i Ansambla Lado glavni su izvori informiranja posjetitelja i publike o aktivnostima ovih ustanova.

Navedena hipoteza može se potvrditi na primjeru Ansambla Lado, međutim rezultati istraživanja potvrdili su kako se posjetitelji Etnografskog muzeja o muzejskim aktivnostima najviše informiraju iz medija.

H2: Stav pratitelja službenih Facebook profila Etnografskog muzeja i Ansambla Lado o upravljanju sadržajem uglavnom je pozitivan.

Druga hipoteza uspješno je potvrđena s obzirom na to da je većina ispitanika sadržaj na društvenim mrežama ustanova dominantno ocijenila vrlo dobrom i odličnom ocjenom.

H3: Etnografski muzej u Zagrebu i Ansambl Lado upravljanjem sadržajem na službenim Facebook profilima razvijaju interakciju s pratiteljima.

Posljednja hipoteza je opovrgnuta s obzirom da većina analiziranih objava ustanova ne poziva na interakciju, a dominantna reakcija na objave su oznake sviđanja (lajkovi).

Iako je istraživanje u ovom radu potvrdilo kako ispitanici obje ustanove ocjenjuju komunikaciju na njihovim službenim Facebook profilima dobrom, vrlo dobrom ili izvrsnom, u procesu upravljanja društvenim mrežama postoje koraci koje je potrebno unaprijediti. S obzirom na to da pozicioniranost na tržištu kulture zahtjeva ulaganje u različite aspekte poslovanja, kako u kvalitetu umjetničke izvedbe, tako i u komunikaciju sa svim javnostima i sudionicima, nužan je strateški pristup u oblikovanju odnosa s javnošću. Analizirajući percepciju pratitelja službenih Facebook profila ustanova lako se može zaključiti kako su interaktivnost, multimedijalnost i aktualnost u stvaranju sadržaja glavne odrednice uspješnog upravljanja društvenim mrežama. S obzirom na to da su platforme poput Facebooka, Instagrama, Twittera, Tik Toka i Snapchata preuzele u velikoj mjeri i informativnu ulogu preuzimajući tako poziciju novinskih portala ili internetskih stranica, razvidna je važnost i uloga promišljene, strukturirane i strateške komunikacije u takvim medijima. Sektoru kulture u takvom medijskom prostoru otvara se dodatna mogućnost za neposredan kontakt s publikom, kao i mogućnosti stvaranja kreativnog sadržaja za dijeljenje sa svojim pratiteljima, posjetiteljima i publikom.

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SOCIAL MEDIA MANAGEMENT IN THE CULTURE SECTOR, EXAMPLE OF THE LADO ENSEMBLE AND THE ETNOGRAPHIC MUSEUM IN ZAGREB

ABSTRACT

The ways in which Croatian traditional culture successfully finds its way to its publics largely depend on several cultural institutions that deal with it from different perspectives. Although the preservation of folklore heritage is thanks to local amateur art groups and associations that keep their customs from oblivion, institutionalized tradition should ensure the guarantee of long-term, systematic and continuous preservation and presentation of the rich Croatian heritage. That is why it is especially important, in today's time of galloping development of information, communication and technological processes, to successfully communicate the activities of institutions dealing with various aspects of heritage preservation and presentation. This paper analyzes the management of social networks of two such institutions of national importance, one museum and one artistic performance. A word about the Ethnographic Museum in Zagreb and the National Folk Dance and Song Ensemble of Croatia Lado. On the examples of three projects of each institution, the community management of official Facebook profiles was analyzed through quantitative and qualitative research methods, with the intention of gaining as accurate an insight into the ways, tactics, and then the results of community management of analyzed institutions. Although the results of the research and comparative analysis indicated room for improving the editorial manuscript on the social networks of the Ethnographic Museum and the Lado Ensemble, a kind of connection was established with communication trends and methods of adaptation to followers of official Facebook profiles of institutions. In conclusion, based on this research, institutions are opening up space for possible improvements in the community management, all with the aim of potentially long-term maintenance of public interest in traditional culture as an inalienable part of Croatian cultural identity.

KEY WORDS: traditional culture, communication, social networks, heritage

THE USAGE OF POP CULTURE ELEMENTS IN MARKETING COMMUNICATIONS

PRETHODNO PRIOPĆENJE / PRELIMINARY COMMUNICATION **UDK: 658.8:316.7** **JEL: M31**

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ABSTRACT

The strong effect of marketing communications on people's personalities, opinions, preferences and decisions has so far been widely studied. If marketing can sway people's opinions and influence their character and affinities, and if pop culture is a part of those characters and affinities, it must be of interest to many to see how exactly marketing and pop culture correlate and how the general population perceives them when they are combined, for example in marketing campaigns that contain pop-cultural elements. This is explored in a quantitative study with a questionnaire that shows multiple marketing communications examples that contain pop culture elements or references and compares them to their similar versions that don't contain such elements. The goal of the research was to determine whether consumers perceive various forms of marketing communications more positively when they contain elements of popular culture, as opposed to marketing communications that do not contain or refer to such elements. This was tested through paired comparisons of six different marketing communication examples in the form of users showing preference towards one version of the example or the other, and options of equal preference or dislike available as well. In 5 out of 6 examples analyzed, consumers preferred the pop-cultural versions of marketing communications. These results, which clearly lean in favor of using elements of pop culture, can be useful to marketing strategists and practitioners when considering the inclusion of pop culture in their marketing communication efforts.

KEY WORDS: popular culture, marketing communications, ad liking, ad preference

1. INTRODUCTION

Popular culture is present in people's everyday lives, whether they are aware of it or not. It encompasses numerous aspects of their lives, from books, movies and music to brands, objects and events. Considering its impact and importance to the general population, it is only logical to assume that this meaningful cultural phenomenon will be influenced and used to a benefit, not only by individuals on various occasions but by companies as well.

Popular culture can be easily defined as a change in traditional culture or usual methods of cultural expression, in such a way that the new form creates massive public discourse and achieves mainstream status (Danesi, 2008, pp. 18-21).

As humans have always achieved satisfaction through constant progress and change, popular culture reflects that characteristic and is always adapting to new trends, events and information, to satisfy the largest possible number of people's needs when they are exposed to pop culture in whichever shape (Labaš & Mihovilović, 2011, pp. 95-100).

Sources of popular culture are numerous, with massive media and the internet, more specifically social media, being the most prevalent. Many other sources are also worthy of mention: memes, celebrities, books, music, film, television, theatre, sport, radio and video games. But it is interesting to note how popular culture can be a product of advertising itself. Proof of this are brands that have become household names, such as Gillette, Tesla or Rolex (Delaney, 2007).

A theory imposes itself: if so many aspects of a person's life can become popular culture, then popular culture can be considered subject to "exploitation" for the benefit of various business entities. This is simply so because once something becomes a part of popular culture, it satisfies the cultural needs of a very large number of people, and if a brand or its product were to "attach" itself to the phenomenon by referencing it or incorporating it into the product somehow, then the brand or product would have a positive connotation with those who strongly relate to the element of popular culture.

In-depth studies of this kind of effect that pop culture can have on marketing are lacking, as most literature out there pertains to the opposite; the effect of marketing on popular culture. The analysis of influence of popular culture on marketing world can be initialized with one elementary question: do consumers like ads and other types of marketing better if those are filled with pop-cultural elements or references?

It should be noted that attempts to infuse a brand, product or marketing campaign with pop-cultural elements will most likely not be effective in a desirable way and result in more liking by consumers if multiple other aspects of the opportunity and process are not observed and analysed. A business must follow trends on social media or news outlets and be up to date with various events that are of the majority's interest, then curate the found opportunities and see which can be moulded into the marketing strategy in such a way that it makes sense for the brand. The communication of the brand must remain suitable and identifiable, and the message conscious and relatable. The campaign that incorporates elements of pop culture needs to be sensible, timed just right, interesting and it needs to stand out from all the other brands and messages that are referencing the same pop-cultural event (Stokes, 2018).

The campaign still needs to adhere to common rules of marketing: it needs to consider the target audience, stay on budget, respect the sensitive time limit, select optimal communication channels and it must be published only after having, at least partially, examined the competition's activity on the same matter. After the campaign is done, its success will be measured through several previously defined goals and KPIs, as with any other marketing activity unrelated to pop culture (Barak, 2017).

In that respect, this study is of limited scope: it assumes correct handling of all aforementioned aspects and rather focuses on the effect the sole presence of popular culture in marketing can have on the likeability of the communicated message. The simple paired comparison allows for a direct comparison of perceived likeability of each marketing example, whereas bias by other factors has been limited, as the examples are similar to miniscule details except the very presence of pop culture elements. The results can be considered important to the industry as they help reach a consensus on whether it is useful and beneficial to marketers to go through all the trouble to incorporate pop culture references in their marketing efforts.

2. PREVIOUS RESEARCH

A study from 2016 showed that out of 345 marketing campaigns that were examined, 28% of them that referenced pop culture in some way were highly positioned when ranked by success. Those same campaigns achieve better results than those that attempted to elicit a strong emotional reaction with the targeted subject (Libert, 2016).

Another study found that, along with the perception of brand, price and quality, a brand's participation in pop culture makes up for about 25% of the effect on gaining and maintaining consumers' attention. Furthermore, it also has the same importance in influencing the consumers' very intention of making a purchase (Sharpe, 2021).

Fiberlink LLC, the company now owned by IBM, studied the performance of a marketing campaign they used to promote their webinars. This campaign was different from the others because it incorporated explicit references to Game of Thrones, one of the more popular fictional TV shows, and Guardians of The Galaxy, a box office smash hit. The marketing campaign generated 20% more leads in the form of actual webinar attendees. Web content consumption grew by 10% and newsletter and e-book subscriptions went up by 3% (Hogg, 2015).

Memes, as a form of popular culture, are an endless source of inspiration for brands. In 2017, the ever-present fashion house Gucci decided they wanted to be in on the joke and launched a meme-centred marketing campaign called "#TFWGucci", with "TFW" standing for "That face when (...)". It's a popular expression that is often accompanied by a relatable image referencing a funny situation. Along with it, they launched a "starter pack" meme campaign. On Instagram, these campaigns had a total reach of 120 million users. The engagement rate was 0,5%, which is commendable considering the reach results. Two posts from the campaigns are still their most liked posts of all time on the Instagram profile. The public discourse they provoked, especially on Twitter, is still unmatched by any of their other campaigns (Dhillon, 2017).

Franck, the Croatian food company that gets most of its revenue from selling coffee and tea, saw a marketing opportunity in 2018, during the FIFA World Cup. Croatia found itself at the centre of the world's attention after it had passed into the semi-finals of this pop-cultural event, where it would play against England, a country that notably loves tea. Franck posted a video in which they prepared a package to be sent to Prince Harry: a box of chamomile tea for him, as Franck is sure he will need it to "calm down". The rest of the job was quickly taken over by media as 53 different outlets reported on the joke. 215,000 users were reached on social media and 18,000 interactions were achieved. Franck's study claims the free publicity had a counter value of over 400,000 HRK, with 910 HRK spent on advertising (Bruketa&Žinić, 2018).

3. METHODOLOGY

This study was carried out in the form of a quantitative survey using a questionnaire built in Google Forms. Formatting and adjusting the survey and its content lasted about three weeks, whereas collecting entries from respondents lasted three days. In those three days, 188 respondents filled out the final version of the questionnaire. Respondents were found by sharing the Google Forms link to the questionnaire through social media (Facebook, Instagram, Reddit) and instant messaging applications (WhatsApp, Viber, Messenger).

The first part of the survey consisted of several demographic questions: gender, age, status and income. The second part collected data about the respondents' voluntary exposure to media and its perceived effect on thoughts, wishes and intentions. The respondents were also asked to estimate how many hours daily they voluntarily expose themselves to informative or entertaining media. Furthermore, they were surveyed about their opinions on celebrities, art, memes, and their effect on consumers.

The third and the main part of the survey used images of two versions for each of the six marketing communications examples to examine the consumers' supposed preference of communication that contains elements of pop culture over the version of communication that doesn't contain such elements. For each example, the respondents were given the option to choose which version of it they like more. In these paired comparisons, the options to indicate equal preference or dislike were available as well.

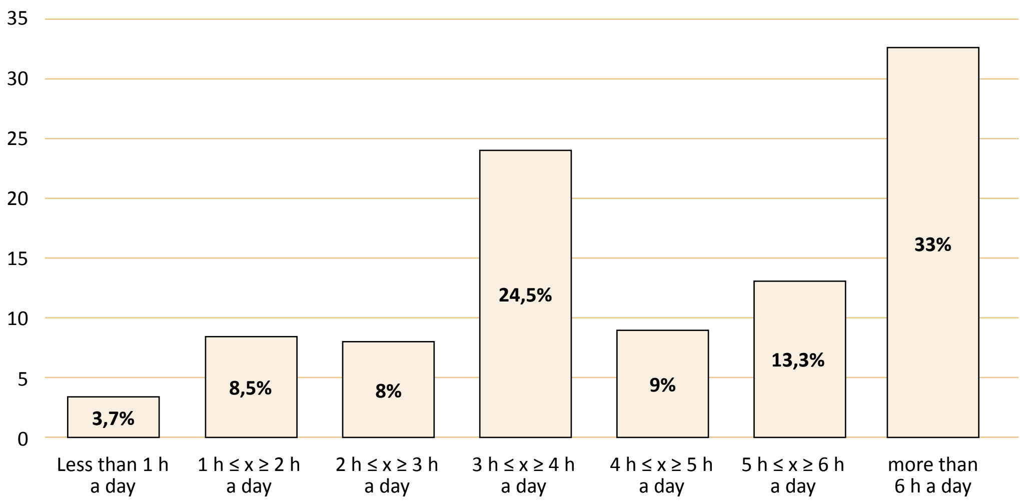
4. FINDINGS

The questionnaire was filled out by 188 respondents, of which 62.8% were men and 36.7% were women. The prevalent age group was 22-25 and it made up for 42.6% of all respondents. Next were age groups 26-29 (20.2%) and 18-21 (16%). Generally, 80.9% of respondents were under the age of 30, while the remaining 19.1% were 30 years old or more. Most respondents were employed (48.9%), whereas students made up for 36.2% of respondents. There were 6,4% of unemployed respondents and 4.8% of them were elementary school pupils. Only 3.7% of respondents chose the option "Other" or preferred not to respond to this question.

The graph below shows the extent to which respondents are voluntarily exposed to informative and entertainment media.

Graph 1. Voluntary exposure to media

By your estimate, on average, how many hours daily are you voluntarily exposed to informative or entertainment media (internet, social media, television, radio, ...)?



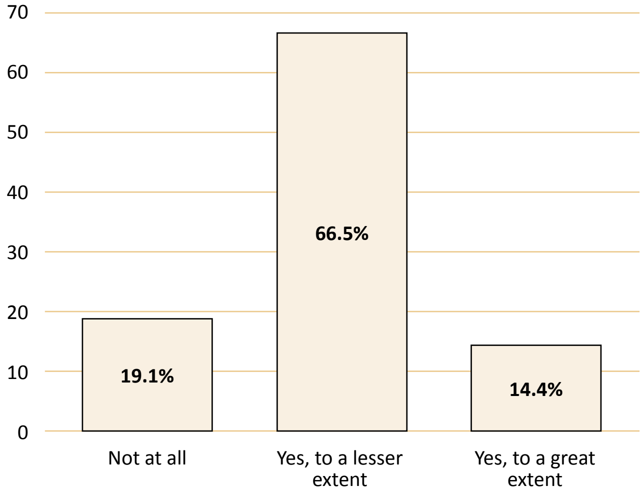
Source: Authors

An exact third of respondents (33%) said that they voluntarily expose themselves to six or more hours of media content daily. Furthermore, 79.8% of them are exposed to more than three hours of media content daily.

The next graph illustrates the perceived effect of advertising, media and popular culture on people's identity, ideas, wished, thoughts, believes and intentions.

Graph 2. Perceived effect of advertising

Do you think advertising, media and popular culture affect your identity, ideas, wishes, thoughts, beliefs or intentions?



Source: Authors

The vast majority of respondents (80.9%) are aware of marketing activities affecting their thoughts, intentions, beliefs and even identity, and most of them believe this is happening "to a lesser extent".

Regarding the effect of marketing communications and celebrities with pop-cultural status on the intention of making a purchase, the respondents were conflicted. Just a little more than half of them (51.1%) said they are not affected in that way, whereas 48.9% admitted they are. Another notable statistic here is that 61.2% of respondents said they consider elements of pop culture they like an actual part of their identity.

The third part of the survey finally collected the respondents' opinions on actual marketing communication examples. For each of the six examples, a preferred version of communication execution was chosen, while options of equal liking or dislike towards both versions were also available.

The order in which the versions were displayed was random to make sure it didn't affect respondents' liking. One half of the respondents were first shown a version of the communication without elements of pop culture, and the other half a version with elements of pop culture. It should be noted that, in the survey itself, the questions were formulated so that the respondent chose the "first" or "second" version, and not the version with or without an element of pop culture.

Table 1. Results of preference tests (Domaćica packaging, restaurant menu, Christmas post)

Choose the marketing communication version you like more.			
		I like the first version more 30 (16%)	I like the second version more 97 (51,6%)
		I like both versions equally 47 (25%)	I don't like either version 14 (7,4%)
		I like the first version more 106 (56,4%)	I like the second version more 50 (26,6%)
		I like both versions equally 25 (13,3%)	I don't like either version 7 (3,7%)

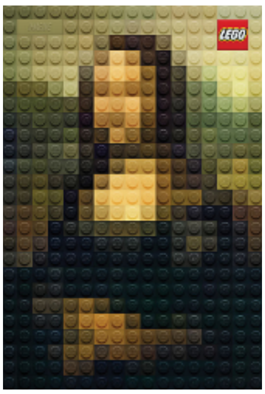
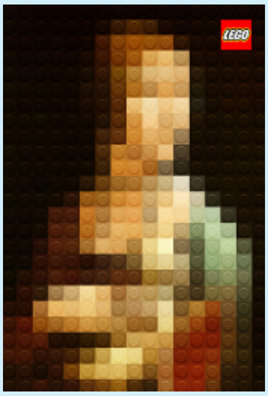
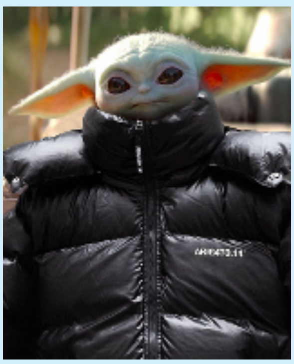
		I like the first version more 56 (29,8%)	I like the second version more 84 (44,7%)
		I like both versions equally 16 (8,5%)	I don't like either version 32 (17%)

Source: Authors

Images:https://www.kras.hr/bih/proizvodi/keksi-vafli-i-cajna-peciva/domacica/domacica-benefit, https://www.facebook.com/RestaurantKopun, https://twitter.com/netflix/

Images with the light blue backgrounds are the marketing communications versions that contain pop culture elements.

Table 2. Results of preference tests (Google Doodle, LEGO ads, Axel Arigato ads)

Choose the marketing communication version you like more.			
		I like the first version more 27 (14,4%)	I like the second version more 124 (66%)
		I like both versions equally 24 (12,8%)	I don't like either version 13 (6,9%)
		I like the first version more 127 (67,6%)	I like the second version more 8 (4,3%)
		I like both versions equally 34 (18,1%)	I don't like either version 19 (10,1%)
		I like the first version more 63 (33,5%)	I like the second version more 70 (37,2%)
		I like both versions equally 8 (4,3%)	I don't like either version 47 (25%)

Source: Authors

Images: https://www.cnet.com/news/google-doodle-scares-up-addictive-multiplayer-game-great-ghoul-duel-for-halloween/, http://www.fubiz.net/2014/05/21/lego-masters-of-painting/, https://www.instagram.com/axelarigato/

Images with the light blue backgrounds are the marketing communications versions that contain pop culture elements.

Even a cursory glance at the results of preference tests reveals that consumers prefer marketing communication containing elements of pop culture. The only significant deviation from this norm is the first example in which the respondents did not show positive impressions towards the version of the packaging with the photo and signature of the Croatian national team member Ivan Rakitic. The majority of respondents (51.6%) said that they still prefer packaging that does not contain his character, and only 16% of them showed a preference for packaging supported by Ivan Rakitic. A quarter of respondents were undecided, and 7.4% of respondents showed negative impressions towards both packages.

The majority of respondents (56.4%) indicated that they prefer the restaurant menu which features recognizable elements from the TV series Game of Thrones, the dragon and the logo. Only 26.6% of respondents were not so impressed by this version and chose the usual menu as their favorite, and 17% of respondents remained undecided.

In the third example, 44.7% of respondents chose the post version with the element of pop culture, Mariah Carey and her song "All I Want For Christmas Is You", and 29.8% preferred the post without Mariah. A total of 25.5% of respondents remained undecided, in a negative or neutral sense.

In the fourth and fifth examples, with the Google Doodle logo and LEGO ads with art paintings, respondents again clearly opted for the versions with elements of popular culture. Those versions of marketing communications received about two thirds of the votes.

The last example received closer results, with 37.2% of respondents preferring the ad version with Baby Yoda from the series The Mandalorian, and 33.5% choosing the ad without this element of pop culture. A quarter of respondents said they did not like either version.

5. CONCLUSION

Pop culture is a socio-psychological phenomenon that is, at least as a term, known to everyone, but maybe it is still not studied enough. By looking at the examples from previous studies and those explored in this study, it is apparent that pop culture is very widespread and that it can bring benefits to marketing efforts of advertisers across all industries.

The results of the study clearly lean towards pop culture having a potentially significant positive effect in marketing communication efforts, as respondents seem to prefer communication with pop-cultural elements in all but one of the provided examples. So, in 5 out of 6 examples, consumers have shown to be in favour of the versions of market communications that refer to pop culture or directly incorporate elements of pop culture. The paired comparison method gives insight for a clearly positive correlation between popular culture and likeability in marketing communications.

Still, the presence of a pop-cultural element in a marketing campaign, brand or product is not a guarantee of success by itself, as many other factors are at play here, such as time, tone, message content, correlation between brand identity and the pop-cultural element and so on. A set of correct decisions during the creation and launching of a product or campaign can achieve palpably better results if it refers to or incorporates pop culture in a relevant way, as demonstrated, in part, in this study.

Apart from the convenience sampling and a relatively small sample size, this study has another important limitation. It must be emphasized that the liking of marketing communications can be affected by countless other factors which have not been studied and controlled here, as that would mean going way out of the scope of this study. That is why the examples in the survey are different in form, channel of communication, product category, tone and type of pop culture being referenced, among other characteristics, to make sure no single factor affected multiple or all examples to sway the respondents' opinions one way or the other.

Several questions present themselves, given the results of this research, for example:

- If consumers dislike an advertised product, are they still more likely to perceive an ad positively if it contains or refers to pop culture phenomena?
- Which forms of pop culture references and implementations are most liked by consumers?

It would also be interesting to analyse further how much consumers liking or disliking the pop culture element affects their perception of the brand and advertised product or service. Lastly, more detailed research would be useful of pop-culture-riddled marketing communications with various other factors changing, such as design, packaging, formatting, etc., to see if and to what extent the pop culture elements themselves are a powerful factor to sway the consumers' perception and liking in one way or the other, or if it is still up to too many other factors.

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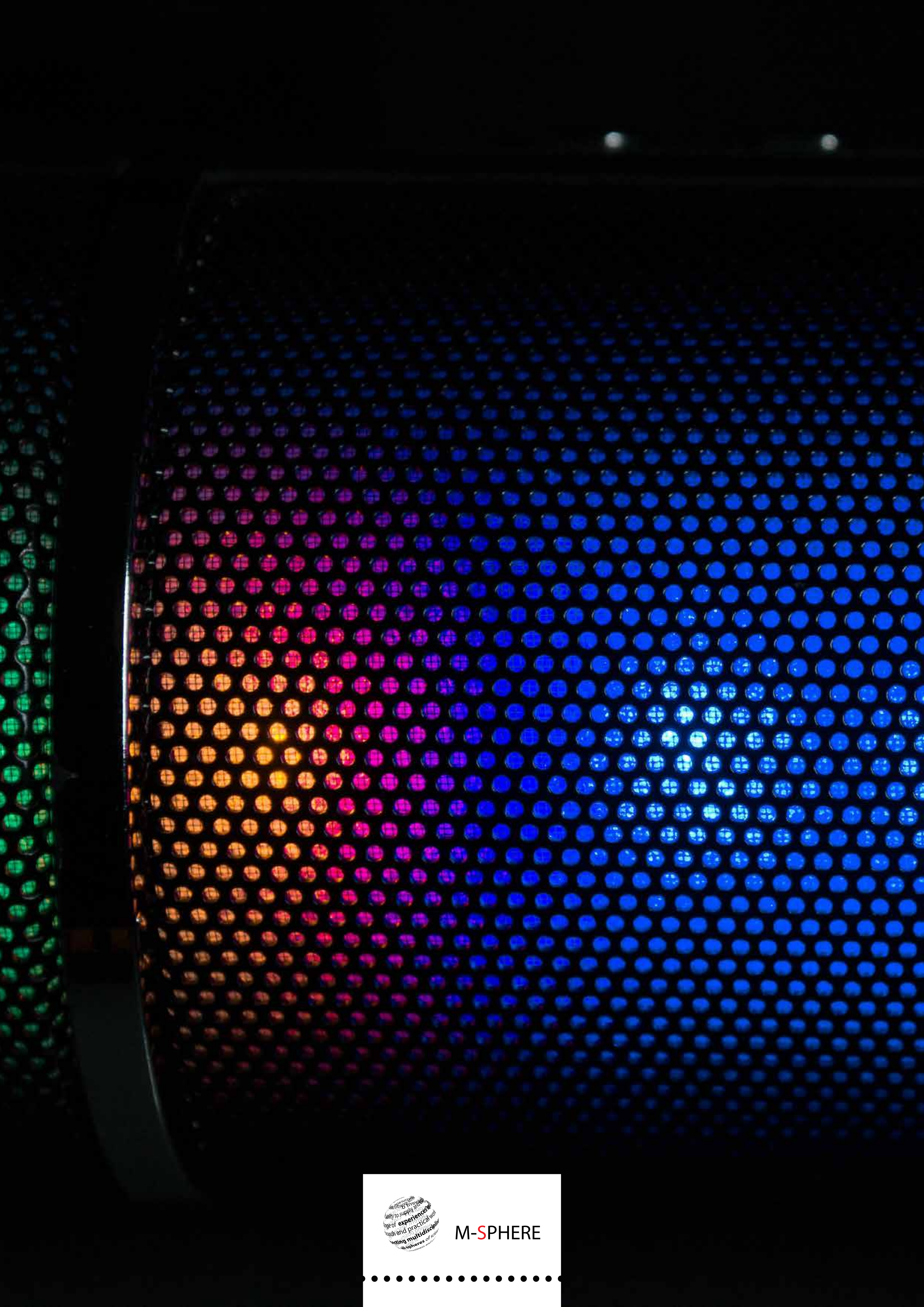
KORIŠTENJE ELEMENATA POP KULTURE U TRŽIŠNIM KOMUNIKACIJAMA

SAŽETAK

Snažan učinak tržišnih komunikacija na osobnosti, mišljenja, preferencije i odluke ljudi do sada je ekstenzivno proučavan. Ako marketing može promijeniti mišljenje ljudi i utjecati na njihov karakter i afinitete, te ako je pop kultura dio tih karaktera i afiniteta, interesantno je istražiti u kakvoj su točno korelaciji marketing i pop kultura i kako ih opća populacija percipira kada se kombiniraju, primjerice, u marketinškim kampanjama koje sadrže pop-kulturne elemente. Upravo time bavi se ova kvantitativna studija s upitnikom koji prikazuje više primjera tržišne komunikacije koji sadrže elemente pop kulture ili reference te ih uspoređuje s njihovim sličnim verzijama koje ne sadrže takve elemente. Cilj istraživanja bio je utvrditi percipiraju li potrošači različite oblike tržišnih komunikacija pozitivnije kada sadrže elemente popularne kulture, za razliku od tržišnih komunikacija koje takve elemente ne sadrže ili se na njih ne referiraju. To je testirano metodom uspoređivanja u parovima; za šest različitih primjera tržišne komunikacije ispitanici su trebali iskazati sklonost jednoj ili drugoj verziji, a bile su dostupne i opcije jednake preferencije ili nesviđanja. U pet od šest analiziranih primjera potrošači su preferirali verzije tržišnih komunikacija koje sadrže pop-kulturne elemente. Ovi rezultati, koji jasno idu u prilog korištenju elemenata pop kulture, mogu biti korisni marketinškim stratezima i praktičarima kada razmatraju uključivanje pop kulture u svoje komunikacijske napore.

KLJUČNE RIJEČI: popularna kultura, tržišne komunikacije, sviđanje oglasa, preferencija oglasa



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