

HUNGARIAN TRADITIONAL CLOTHING, AS ON- AND OFFLINE MARKETING

Ildikó Tóth - Anikó Danyi-Boll

University of Debrecen, Faculty of Economics and Business

e-mail: dahabi87@gmail.com, boll.aniko@econ.unideb.hu

Abstract: *Several experts have already formulated the fact, that this time is the fourth industrial revolution, which affects our lives and it results in a change affecting all areas of life. It is not an exaggeration, that the new procedures and tools change as well – establishing working methods and consumption habits but also affecting our mentality greatly too. We can get the information in different way than a few decades ago, and we can also process more easily information. The development of technology, internet and marketing is getting faster and faster, and many effects of these changes can be felt in all areas of our lives.*

There are new trends, which can give new marketing related solutions for companies. These companies have to recognize the fact, that the marketing activity has to be integrated, most importantly, well thought out and also well versed in the case of traditional marketing tools and also online and social media tools. People spend most of their time online whit checking their social media sites.

How important is Hungarian tradition and the preservation of these traditions in the 21th century? Do traditions have any role in the life of the modern man today? What is the social, cultural and economic importance of tradition? This study presents the research result of the company, which started before the pandemic in 2019, furthermore it introduces with the help of the products of the company, and assists people in getting to know the Hungarian tradition and folk costumes too.

Can a company work without online presence nowadays? The internet and the social media sites give new possibilities, which can help to build the reputation, but they also contain risks.

How can a company work effectively on social media? The consistency and the definition of the targeted groups are important in online marketing. What is needed for excellent communication? The company has to know the purpose of the communication: whether it would like to keep contact with the existing partners or would like to make new connections?

Keywords: *consumption of Hungarian traditional customs, marketing, online marketing, social – media, consumer behavior*

JEL Code: M31

INTRODUCTION

The reason for this study is a business, which started in 2019 before the Covid – 19. The business has a Hungarian name: Ládafiám Kincsei, and it functionates online. One of the authors, as the pres. of a Hungarian folk dance group, met the interest of artisanship products. She recognized that there is demand for a company, which will promote tradition, heritage preservation and making of Hungarian folk dresses. Trends are changing in commerce, and there are some viewpoints in the foreground which did not get any attention before. Searches can prove, that the consumers privilege the local products in contrast to the cheap and low – class products from Far East. The trustfulness, permanency and sustainable products and short supply chain are more important nowadays (Digital Hungary, 2020). We can find out that consumers want handmade and individual products, which consumers can get closer to Hungarian traditions, folk costumes, and they can look unique while doing so. The market of culturally specific

products is blooming, and this trend will most likely raise in the future as well. The consumers have expectations in connection with the products. These expectations could be for example that the products must be unique and personalize adle. Besides the products should also reflect Hungarian traditions. The problem identification of this study was, that a company can or cannot work without an online presence. The internet and social media gives new opportunities for the companies and also for consumers, which can build the reputation but these opportunities hide some risks as well.

How can a company operate on social media? There are important factors: the consistency or defining the target groups.

What is wanted for excellent communication? The company has to know the purpose of the communication: the company wants to keep in contact with the customers or it wants to reach new partners.

There was an online questionnaire research to get to know the customers of Ládafiám Kincsei better. What do the visitors

of the social media platforms think about the social media site? What do the visitors think about Ládafiám Kincsei according to their experience? Can Ládafiám Kincsei compare to the competitors? What is their opinion about the expansion of the service? What would they like to have too on the social media? What do they miss from the online platforms?

The supposition of the study, that the older people, especially above fifty years old consumers would like to buy the products of the Ládafiám Kincsei brand, because there is the Hungarian tradition in focus. Therefore, the study presents the result of the questionnaire research, regarding to the above fifty years old consumers.

Our tradition - what develops in the course of our history - and our values - what are evolving constantly - can connect to the renewal. When we talk about the cultural identity, we also talk about our traditions: our social, economical and cultural tradition, which mean the historical continuity and national culture.

There is no national culture without the local and small communities, furthermore there is no communities without culture. Here is the local culture especially important in Hungary, that the local values and traditions could get back their roles. After all, a healthy society and local communities are the basis of a functional country.

The countryside development idea lives since the discovery of the folklore in 19th century, that the tradition and folk crafts have the retaining power in a countryside, where the local traditions are outstanding.

The folk handicraft, as an economic factor has significant factor in the provincial tourism, in the local economy. These due to the revaluation of the handmade products.

How can a company take advantage of online presence? What is needed to use the social media effectively? How can the online communication be appropriate?

LITERATURE REVIEW

The marketing defined by Zoltán Veres and Zoltán Szilágyi: "The marketing is born, where the need appear; we would like to satisfy it with the help of marketing, for which we need a product (or service), for which we can get the consideration, for which we need a Sales Channel between the customer and seller and for which we have to influence the sales" (Veres - Szilágyi, 2007).

There are a lot of changes since 2007, when Veres and Szilágyi described the concept of the marketing. When we check the on - and offline marketing tools on the World Wide Web, we can experience this, there the change is constant and we cannot make a final list about the tools. Those who meet marketing tools every day, they can know ATL and BTL tools. There is TTL tools more widespread, which means marketing crossing the line. "As a result of market developments, there is an all - embracing category for customers looking for efficient and cost - effective communication and integrated marketing communication tools or specialized technical interpretation of inter - agency coordination" (Bauer - Horváth, 2013). It contains both ATL and BTL tools, which should be applied

in a coordinated way, that they can strengthen each other and they can work well together. In order to successfully transfer the message, it is deductible from the coordinated use that it corresponds to the integrated marketing communication (IMC). At the same time the TTL tools can prove, that the traditional ATL and BTL tools cannot be isolated. As a result of the digitalization and the development of modern technology, the appearance on the internet is playing an even more important role. Therefore, the ensuring an online presence is essential for a new brand or for keeping the market leading position.

The appearance of the internet has created great opportunities for both consumers and businesses. The companies have to achieve the traditional marketing point of view: if they not only would like to use it to increase the commerce, also they would like to use to assess and meet new customer's need.

"We mean the form of the marketing activity related to interactive business work under notion of online marketing, which communicates individuals and groups in a specific way in network information systems and electronic media, and it supports global sales through online and offline tools. The E - marketing or electronic marketing is alternative concept, it is wider and it includes the application of the internet, the interactive digital TV, the mobile communication and other technologies, for example database marketing and electronic CRM (customer relationship management) for purpose of marketing" (Veres-Szilágyi, 2007). „The key question is not whether internet technology needs to be developed - companies have no choice, if they would like to stay competitive - but how can to do it" (Porter, 2001).

The internet is popularity and full of opportunities for online marketing thank to the fact, that they are the least expensive tools, furthermore there are minimal geographical constraint. The communication is more and more unimpeded and faster because anyone becomes available anywhere and anytime due to the internet and the globalization. To name a few: social media, website, affiliate marketing.

The drafting of social media by Andreas Kaplan and Michael Haenlein "Social media, defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content" (Kaplan - Haenlein, 2010.) According to another source: a form of online media, where the contents are primarily uploaded by users. The internet users are not just consumer of content, they can and are producing most content. There are several kinds of social media, for example forums and blogs, but there are "wikis" (digital encyclopedias), podcasts, furthermore photo and video sharing sites too. (Máté B.,2020) According to a digital encyclopedia it can be summarized as follows: a set of media which users fill with content. Anyone can use social media because this is a community where everybody can have a dialogue with each other without control. The purpose of these communications are connections and keeping in touch. A social media site is an online space, which can evolve dynamically, and it is

extremely diverse. The social media could be social site, blog, forum, etc. (Eszes, 2013).

The technical and the technological progress develop at a very fast pace, and there is no place in our life which would not be affected. It is particularly important for Ládafiám Kincsei to keep up with technical innovations, because it would help the operations.

The development of the internet and the smart phones is almost untraceable at this point, but it could ensure opportunities for online presence, communication, furthermore the development can make these faster. The company can communicate flexibly with the customers and with the suppliers by the internet, without geographical constraints.

MATERIALS AND METHODS

The customers of Ládafiám Kincsei and the visitors of the Facebook page of Ládafiám Kincsei answered the online research, furthermore the questionnaire has been shared on thematic groups on Facebook. So the research could also reach people who did not know about this company and the products before. As a result, 261 people filled out the questionnaire, which is not accurately representative, but the research continues for the development of the company.

The website of Ládafiám Kincsei was made on 26th July 2019., there can be found the basic information about the company and the products. The website was made with an online, easy to use and free site, by www.webnode.hu. The "Webnode" is a great help for beginners, because they can use available templates, therefore they can create an easily and user friendly website. However, each item can be customized, so the website becomes unique instead of a mass product. This is the easiest way to make a website right now. The "Webnode" is a very simple and easy to handle site. It was created in 2008, since then it helped more than 40 million users launch their own websites. (Webnode, 2020)

Hungary is a world – renowned country in the field of preservation of traditions, despite this it can be said, that the craft creators have livelihood problems and their handmade works do not have enough prestige, social recognition. Furthermore, the teaching of aftergrowth is a huge problem.

However, the lack of cooperation and dialogue causes quarrels, so people and organizations who are professionals and dedicated to folk art, and people in economic and social sectors voices echo in vain, that there is value, strength and reserve in this activity. (Beszprémy, 2013)

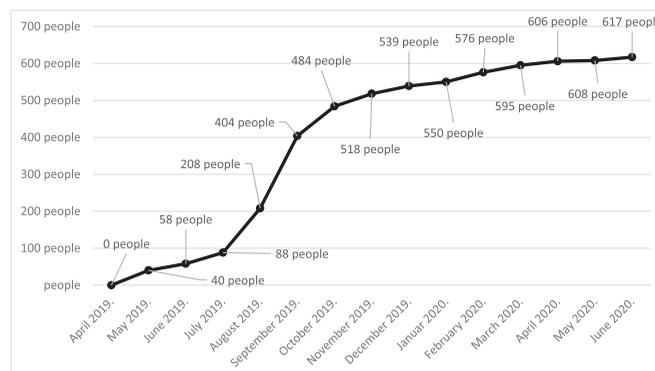
RESULT

The direct sales method was chosen, so products of Ládafiám Kincsei can go directly to the customers without the involvement of distributor or retailer.

The Facebook page has become available to everyone as of 24th April 2019. at the same time, an Instagram profile was created. The page has been shared in thematic groups on Facebook, for example folk costumes groups, where people can buy and sell the products, therefore the number

of followers rose rapidly. The page had 637 followers in June of 2020, and 617 people just clicked the like button. The increase of the number of page fans of Ládafiám Kincsei is shown on the Figure 1..

Figure 1. Increase of the number of page fans of Ládafiám Kincsei



Source: own editing

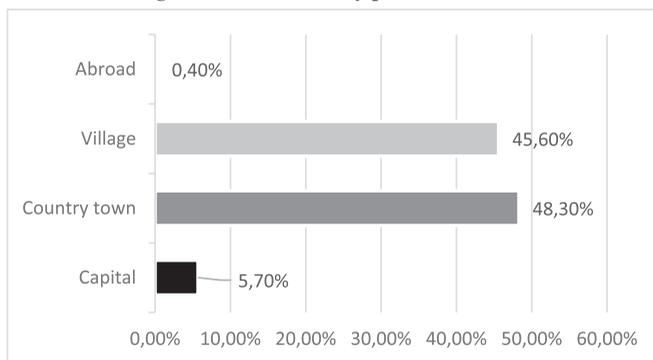
It can be seen from the 1. diagram, that the number of the page fans continued to grow in the first months. There were no likes on the page in April 2019., because the page was not available, it became public in the end of April 2019. The page achieved significant growth in May 2019., as it rose by followers. The number of the fans show continuous increase till June 2020. The most of new followers joined the page in August 2019.: 196 people clicked the like button. This rise is most likely due to the beginning of school and folk events, because people search thematic sites, where they can buy new elegant clothes or folk customs for these school and folk events. The least people joined to the Facebook page on April 2020.: only 2 followers clicked the like button. This minimal growth effect of the COVID – 19: all events have been cancelled, the institutions (for example community centers) have been closed, therefore people had to stay at home and had to live in quarantine. The consequence of this is that people did not order new customs and clothes, and more attention was paid to the online world.

Ládafiám Kincsei could not appear on any events or festivals as a result of the pandemic in 2020., hopefully this will be possible in 2021 or 2022. There are more thematic festivals in Jász – Nagykun – Szolnok County, where Ládafiám Kincsei, where a folk costume maker can introduce itself and make itself known. For example, there is the "Hungarian Market" in Jászberény, which is a farmers market and a craft fair. The vendors offer Hungarian products from Hungarian grower and craftsman/craftswoman. (Programturizmus, 2020) There is another festival from the county, which fits to the profile: for the fifth time organized in 2019 the Jam cooking Festival in Kétpó. This festival is not just about the jam, besides that it also aims to cultivate traditions. (Fesztiválportál, 2020) The Türi Fair is known nationwide, because fables have been written about the greatness and significance, and folk song was written about its tents. The festival pays attention to the Hungarian traditions, it presents forgotten crafts, and more thanks to 300 vendors who offer their handcrafted products. (Irány Mezőtúr, 2020)

Furthermore, it should be mentioned the shepherd festivals in Túrkeve or in Karcag, but there is also a gulyás – and Crêpe festival in Szolnok. The appearance of Ládafiám Kincsei harmonizes with the festivals and it fits into the line of craft vendors.

261 people filled out the online questionnaire, of which 242 women and 19 men answered the questions. It can be concluded from these numbers, that women like to answer questionnaires and share their views. 37,7% of the participating people, i.e. 99 person have already bought a product from Ládafiám Kincsei, and 162 person (62,1%) did not order any. The most people, 74 people (28,3%) answered to the questionnaire from age group of 36 – 45 years. 19,9% of respondents, 52 – 52 people answered from age groups of 18 – 25 years and 26 – 35 years. There are 32 participating people (12,3%) from the age group of 46 – 65 years and 56 – 65 years, who answered the questions of the research. As expected people under 18 years gave answers to the questionnaire, the research could reach 19 young people (7,3%). Unfortunately, people over 65 years old did not take part on this research. It follows, that online presence is not typical in this age group. The habitation is important in terms of preserving traditions. The distribution by place of residence is on the Figure 2..

Figure 2. Distribution by place of residence



Source: own editing

It can be read from the figure, that the most responders, 126 people (48,3%) live in a country town somewhere in Hungary. The second category is a village, which 119 people marked, i.e. 45,6%, as their place of residence. 15 people answered, i.e. 5,7%, from the capital, and 1 person marked the place of residence abroad. The expectation was not met in case of place of residence, according to which the most of participating people live in a village, where people pay more attention to the Hungarian traditions and folk dance, as a result they could meet with people or products of Ládafiám Kincsei in an on – or offline area.

One of the assumptions of the research was, that people over 50 years old prefer to order the products of Ládafiám Kincsei. Of the 261 people, 54 came out in total from this age group: 32 people are in group 46 – 65 years, and also 32 people in group of 56 – 65 years old, and people over 65 years of age did not participate in this research. The most people, 74 head, i.e. 28,3% of respondents are from group of 36 – 45 years, furthermore 52 – 52 people filled out the online questionnaire

from groups of 18 – 25 years and 26 – 35 years. Important to highlight it, that under 18 years old could the research accost and it is a good result, that 19 young people send their own respond. They are very active online, especially on the social media platforms, but the tradition is not so simple topic for this age group. It can be established, that the suggestion is incorrect, because based on the demographic data, the products are not bought by the age group over 50 years.

REFERENCES

- Veres Z. – Szilágyi Z. (2007): A marketing alapjai, Perfekt Zrt., Budapest
- Bauer A. – Horváth D. (2013): Marketingkommunikáció - Stratégia, új média, fogyasztói részvétel, Akadémiai Kiadó Zrt., Budapest
- Michael E. Porter (2001): Strategy and the Internet, <https://hbr.org/2001/03/strategy-and-the-internet>, letöltve: 2020. szeptember 18.
- Kaplan Andreas M.; Michael Haenlein (2010) “Users of the world, unite! The challenges and opportunities of Social Media”
- Máté B. (2020): Közösségi média; <https://www.matebalazs.hu/kozosségi-media.html>; letöltve: 2020. június 23.
- Eszes I. (2013): Digitális marketing https://www.tankonyvtar.hu/hu/tartalom/tamop412A/0007_e4_digitalis_marketing_scorm/a_kozosségi_media_fogalma_w0NOGk1cQOIR2A0n.html, letöltve: 2020. szeptember 22.
- Webnode (2020): A Webnode – ról, <https://www.webnode.hu/rolunk/>, letöltve: 2020. augusztus 17.
- Beszprémy Katalin (2013): Mesterségem címere– a használható hagyomány, a népi kézművesség stratégiája I., Nemzeti Agrárszaktanácsadási, Képzési és Vidékfejlesztési Intézet
- Programturizmus (2020): magyarok Vására Jászberény 2020. Termelői piac és kézműves vásár; <https://www.programturizmus.hu/ajanlat-magyarok-vasara-jaszbereny.html>, letöltve: 2020. augusztus 17.
- Fesztiválportál (2020): Alföldi LekvÁrfőző Fesztivál 2020 Kétpó; <https://www.fesztivalportal.hu/gasztronomiai-fesztival/alfoldi-lekvarfozo-fesztival-ketpo#feszt>, letöltve: 2020. augusztus 17.
- Irány Mezőtúr (2020): Turi Vásár; <http://www.iranymezotur.hu/index.php/programok/turi-vasar>, letöltve: 2020. augusztus 17.
- Digital Hungary (2020): Trendivé váltak a kézműves és fenntartható termékek, <https://www.digitalhungary.hu/marketing/Trendive-valtak-a-kezmuves-es-fenntarthato-termek/9787/>, letöltve: 2020. augusztus 17.