

An empirical study of public perceptions on ambient media

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Abstract: This paper examines the issue of ambient media in the framework of marketing communication on the level of perception by general public. The article states detailed results of broadband research on the topic of Perception of ambient media by general public in the context of communicate efficiency, which has been done by mobile platform in over 80 countries all over the world. The results seem to be the reflection of current situation in the field of individual marketing communication tools and the media which are dealing with still growing “blindness” of the recipients. Commercial and non-commercial subjects are forced to seek new opportunities to communicate with their target group and therefore the right solution could be the usage of ambient media. Authors base their results on the replies of recipients and he demonstrates the value of usage ambient media, and also they show the opportunity to increase the competitiveness of a company, a brand or a product right by means of ambient media use.

Keywords: ambient media, ambient marketing, guerilla marketing, creative communication

1. Introduction to the issue

Ambient media represents alternative carriers of adverts, most often of indoor or outdoor character, which differs from usual campaigns by its originality, usage of different than usual formats or sizes, but also by their placement on unusual or non-traditional places. Ambient marketing is therefore classified as new types of out of home adverts (outdoor advertising or adverts out of home, focused on catching recipient’s attention outside his or her home environment).

Basic solution of a problem is the fact that the data which could prove or disprove generally perceived value of ambient marketing, or more precisely media, are not stored. This study’s target is to verify the positivity of recipients’ perception and the efficiency of conversion from the point of view of the customer on the bases of recipient’s preferences about perceiving ambient media, or more precisely installations.

2. Relation between guerrilla marketing and ambient marketing (ambient media) – definition of the terms, basic theoretical solutions

Guerrilla marketing belongs to the most visible, controversial and discussed new forms of marketing and marketing communication. Many theorists and also practitioners perceive guerrilla marketing differently. On one hand it is considered as modern, progressive and effective form of marketing and marketing communication, on the other hand it is considered as unethical, illegal and very aggressive marketing tool. In the eyes of laic general public, guerrilla marketing is perceived in positive light as funny, amusing, shocking advertisement and in the negative light as unfair, illegal or even unlawful marketing tool. The aim of this study is to prove that it is necessary to perceive guerrilla marketing much more complex, because it consists of wide range of different guerrilla marketing tools, which have their own specific characteristics and functions.

Guerrilla marketing (guerrilla is Spanish for partisan war, partisan unit) is sometimes called also partisan marketing. The term guerrilla originates in military terminology and it is described as partisan methods when leading a war or partisan unit, or more precisely small organized military group that must face numerous or materially larger group. The success of these units is based on surprising fighting strategies and unexpected, irregular attacks instead of classical opened fight in which they would not be able to stand a chance to succeed. The philosophy of this military tactic was gradually implemented also in the marketing environment or marketing communication and it started to be called guerrilla marketing [1].

Guerrilla marketing is most often defined as “unconventional marketing campaign, goal of which is to reach maximal effect with minimal sources” [2].

The term guerrilla marketing was at the beginning referred to as mostly aggressive, offensive, provocative and controversial campaign, aim of which was to attack their competition. Therefore, many people consider guerrilla marketing as unethical or even illegal or unlawful, which is rather skewed point of view. Even though some forms of guerrilla marketing or more precisely some of the guerrilla campaigns really waver on the edge of ethics, legality or they even cross the line, in most cases there are fully legal, quality and efficient marketing solution guerrilla marketing forms.

Guerrilla marketing gradually developed and it is constantly formed nowadays and therefore it is necessary to perceive it as a complex system using different tools, variable approach to different marketing activities and communication process. Many guerrilla campaigns are often one-time, unrepeatable, suggested only for a solution of particular marketing issue in practice and therefore the term guerrilla marketing cannot be generalised or defined. Guerrilla marketing is suitable for companies that have the courage to use unconventional, original solutions (instead of classical, proven) and for companies that are willing to invest not financial resources, but rather a lot of their time and energy.

One of the characteristic signs of guerrilla marketing is that it is low-cost. It is often referred to as financially undemanding marketing. This is the reason why mostly small and medium companies use it in cases when they are short of financial resources to be able to compete with big corporations. Guerrilla marketing is a suitable tool for companies also in situations when their financial resources are so limited that they would not be able to win against considerable competitive superiority in the market in the frame of classical marketing tools and marketing communication. Potential of guerrilla marketing is, however, used nowadays also by big companies, multinational companies or global brands that invest considerable

amounts of money into this type of marketing. Therefore we cannot clearly claim that every guerrilla marketing is cheap or financially undemanding. The main advantage of guerrilla marketing is still its efficiency in terms of reaching noticeable profit with the help of strategic planning and considered using of sources [3].

The consumers are facing big amount of advertising appeals every day and as a result, they stop noticing classical advertising influence or method. This fact is important also for marketers, advertising agencies and companies, who notice this consumer behaviour and more and more reach for new, unconventional forms of marketing and marketing communication, part of which is also guerrilla marketing. Guerrilla marketing works mainly with psychology, which it uses as a tool for market analysis and mainly analysis of customer target group (their behaviour). Task of guerrilla marketing is to catch attention of consumers by something non-traditional, interesting, current, funny, original, unexpected, even shocking, something which defies the average. These campaigns not only catch consumer's attention, they also remember it better and if the campaign is interesting enough, they also tell their friends and family about it and this way the message is spread spontaneously. If a guerrilla campaign wants to have the ambition to spread among consumers, it needs to have an original, interesting and creative message that exceeds the commercial message. Recipients do not spread the message because of information about a product or a brand, but mainly because of a non-traditional campaign that they have seen or they have directly participated in. Guerrilla campaigns are therefore in many cases created in a way that the recipients do not realise that it is a commercial message until later. The advantage of guerrilla marketing is the fact that it catches attention and in some cases it is followed by secondary publicity. Commercial message is not only spread by consumers but in some cases it is noticed also by mass media (and if the campaign is interesting enough for them, they spread it as well), which considerably increases the effect of guerrilla campaign.

Guerrilla marketing searches for possibilities of using new methods, alternative styles, non-traditional advertising channels and new media or communication means. If we talk about guerrilla events of advertising character, for example in a form of original, creative campaigns that use non-traditional formats, places or new media and technological innovations, we use the term guerrilla advertising or so called guerrilla communication. In this context we can also talk about the term Ambient marketing, or more precisely Ambient media.

Ambient marketing is a form of guerrilla marketing, which has many different names in practice, for example ambient marketing, or more precisely ambient media, ambient advertising, guerrilla advertising, guerrilla communication or new media, alternative media or new places.

Ambient marketing represents alternative advertising tools, mostly of indoor and outdoor character, which differ from regular campaigns by their originality, usage of other than standard formats or dimensions, but also by their presence on non-traditional, unusual places. Ambient marketing is therefore classified as a new kind of out-of-home advertising (outdoor advertising that focuses on catching recipient's attention outside of their home environment) [4]. Ambient marketing often uses elements of humour, surprise, amusement and also can interactively drag consumers directly into the content of commercial communication. This way ambient marketing becomes interesting attraction for consumers and information about unusual campaign they were part of can be spread spontaneously (for example they tell their friends and acquaintances or they create photographical or video record which they post on the Internet) [5]. Many ambient marketing

campaigns can support also other forms and tools of marketing communication, such as for example viral marketing, word of mouth marketing or buzz marketing. As main reasons for formation of ambient marketing we consider descending impact of advertising campaigns and traditional above-linked media, low costs on production and execution, but also the ability to catch attention, result of which is often no charge PR.

The formation of ambient marketing dates back to the 90s of the 20th century, where it started to be used in the UK. The beginning of using of the term ambient media is connected mainly with advertising agency Concord, specialized in creating of outdoor advertising campaigns, which started to call these quickly growing forms of unusual outdoor advertising since 1995. Nowadays ambient marketing belongs to the favourite forms of guerrilla marketing which is used worldwide.

Ambient marketing is suitable mainly for attracting younger target groups of consumers aged from 16 to 35, who spend less and less time at home and it is therefore hard to catch their attention by classical media and traditional advertising campaigns [6]. The target of ambient marketing is to attract these young consumers by means of non-traditional campaigns, placed at places where these people are present, for example clubs, bars, discos, shopping centres, cinemas, universities, airports, public transportations, parks, sport centres, public toilets, etc. Ambient marketing uses at the same time also public space – usual elements of city space which ambient marketing transform into creative advertising tools, such as: waste bins, mail boxes, sewer covers, lamps and public lighting, zebra crossings, benches, pavements, parking spots, statues, front facades of buildings, fountains, but also city public transportation, transportation means, city lights, elevators, escalators, etc. Ambient marketing campaigns often use also new types of media and new technologies, for example holograms, laser projections, 3D projections, kinetic adverts, adverts using touch or movement sensors, etc. [7], [8], [9].

When using guerrilla technics, long-term and tactic planning of marketing activities in terms of other marketing fields, it is more suitable to use the term guerrilla marketing. Guerrilla marketing becomes part of not only advertising and marketing communication, but it can also reach in different fields of marketing mix. Guerrilla strategies can be applied in communication, but also in product, price or distributor policy of companies. Even when application of guerrilla marketing influences all the parts of marketing mix, major part (around 70 %) concerns guerrilla communication [10]. Therefore, we can understand guerrilla marketing in wider context, not only as a campaign, strategy or tactics, but also as a complex of different forms, tools, which have their specific characteristics and possibilities of using in the market. Guerrilla marketing uses different methods and processes, which it applies to different market conditions and for many companies, it even became their philosophy.

3. Basic goals, methods and tactics of guerrilla marketing

It is very difficult to define basic goals of guerrilla marketing, because in practice guerrilla marketing is used as independent and the only marketing, or more precisely marketing-communicative tool only very rarely. The most often guerrilla campaigns are organized as supporting activities that are supposed to make regular campaigns or more precisely marketing-communication tools stronger. It is logical that guerrilla campaigns therefore adapt to the main goals of regular campaigns or more precisely marketing activities, to be able to reach mutual synergic effect. Except for this, in practice there are many types, forms and tools of guerrilla marketing, which have their specific characteristics, functions and goals [11].

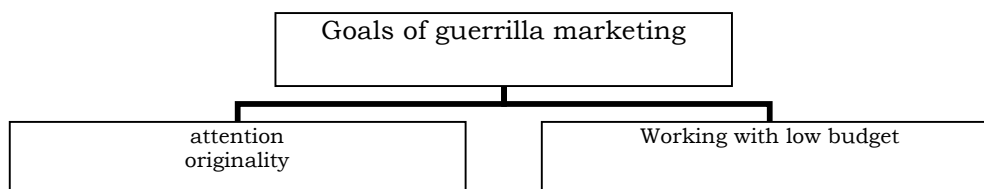
If we still wanted to generalize main goals of guerrilla marketing which are common for different types of guerrilla campaigns, they would be:

a) Originality – original campaigns are able not only to attract consumers' attention, but at the same time the promoted brands and products stay much longer in consumers' memory. The goal of every guerrilla campaign should therefore be the originality, unconventionality, creativity, but also the effort to use innovative and revolutionary methods, new media, technologies and interactive communication tools.

b) Attention – the basic goal of guerrilla marketing is to attract attention not only among the target group of consumers but also among the general public and media, which can guarantee that the advertising message will spread even without spending big amount of finances. Therefore many guerrilla campaigns are shocking, controversial and do not hesitate to break ethical or legislative rules only to draw attention to a company, brand, product or particular service. In this case it is not important only to attract consumers' attention, but by means of guerrilla campaign also to keep their interest.

c) Working with low budget – characteristic recognition sign of different forms of guerrilla marketing is low budget on creating guerrilla campaign, which nevertheless have maximum impact. Particularly these low expenses are often a reason for choosing this marketing-communication tool and it becomes also its basic goal.

Basic goals of guerrilla marketing were characterized by V. Lendel [12] in his study, what we can see in this scheme (see Figure 1)



- High attention
- Addressing new target groups
- Addressing do far resistant target groups
- Reactivation of former customers

Figure 1. Goals of guerrilla marketing

It is not enough to use creativity, original idea, attracting attention and working with low budget for guerrilla campaign to be successful. Many creative guerrilla campaigns can be interesting, funny and humorous, but their prime function is to sell the brand, service or drag attention to particular company or brand. If guerrilla marketing lacks clear marketing plan, exactly defined methods, processes and goals, it can easily happen, that the campaign is non-functional, does not fulfil the expectations of the client, which is serious marketing mistake. The fundamental question arises – what method to choose when proposing and realising guerrilla campaign?

Technically speaking, we can talk about three basic phases – unequivocal assignment, creative thinking, courage. [13]:

a) Unequivocal assignment: First step to make guerrilla campaign really successful is the unequivocal assignment, in frame of which it is necessary to exactly define: What we want to reach by this campaign (what goals we have to reach – for instance sell a product / service, strengthen product image, weaken marketing and marketing-communication activities of competition, ...), who our

target group is (consumers, who we want to address by our guerrilla campaign) and who our competition in the market is (what marketing and marketing-communication activities they realized, are realizing and are going to realize). On the bases of this we have to search for possibilities of how to attract attention of our target group and which of guerrilla marketing tools can be used in our situation the most optimal. We have to consider carefully also certain risks, which can be connected to usage of guerrilla marketing in practice (for example if the campaign is ethical, does not break any laws or does not offend or belittle particular group of consumers ...), so that our guerrilla campaign does not turn against us in the future, for example in the form of legal prosecutions, sanctions, fines or damaging of company's reputation and creating negative image of a brand. Choosing the right place and timing of guerrilla campaign is also very important, or more precisely where the campaign will take place, when it is suitable to start it and how long it should last. From the point of view of place and time, it is appropriate to choose place and time which the competition will expect the least. After finishing guerrilla campaign, it is necessary to evaluate its progress, determine what effect it had or if it fulfilled the goals, so that we can avoid found mistakes and imperfections of the campaign in the future.

b) Creative thinking: When proposing guerrilla campaign, it is necessary to free yourself from conventions, traditional campaigns and marketing methods usually used by competitive companies, as these adverts are common and uninteresting for a consumer. Solution of guerrilla campaign must be original, effective, but also easily realized in practice and financially undemanding,

c) Courage: Usage of guerrilla marketing in practice requires also certain amount of courage, because original, non-traditional campaigns are logically not verified in practice and therefore they are always connected to certain risks. Even though guerrilla marketing is based on psychology and analysis of consumer behaviour, by which it can be assumed the efficiency of the campaign, pushing through the new, revolutionary idea is usually difficult mainly with companies which think conservatively and which keep more traditional marketing processes. However, well-planned guerrilla campaign can become functional communicative tool which is able not only to attract attention of consumers and media but at the same time generate a big profit as well.

Tactics of guerrilla campaign is based on planning of basic steps and processes creating complex guerrilla strategy. Guerrilla tactics is related partly to choice of certain guerrilla tool (where we have to know its possibilities and limits), but it adapts also to marketing and marketing-communicative mix, which can be completed by guerrilla campaign, so that the total effect is improved. Planning of guerrilla campaign tactics is therefore dependent on several factors and many circumstances. Several authors [14], [15] agree on the fact that basic tactics of guerrilla marketing consist of three basic components:

- a) Hit on unusual place
- b) Focus on exactly selected targets
- c) Immediately draw back

However, if we look at this tactics from several points of view, we would come to a conclusion that it contains few phases, which are oriented from choosing the right place and target group over optimal guerrilla campaign choice to its implementing and total evaluation of campaign efficiency.

In the framework of the first phase it is important to map the overall situation in the market – activities of competition, their weaknesses and from that arising niche. On the bases of this it is necessary to make a choice of carefully selected places of an attack, which the competition will not expect. Next step is the analysis of the target group of customers, who we want to address by this guerrilla campaign.

The second phase relates to the choice of suitable guerrilla tool, which should fulfil our well in advance set goals and to the preparation of guerrilla marketing

campaign. If we want guerrilla marketing campaign to be successful, it is necessary to match it with marketing or marketing-communication activities of a company, so that individual elements can mutually compensate, support and create one harmonious complex.

The third phase means guerrilla attack on exactly aimed places and targets. Especially important is the attack on the weaknesses of competition which can surprise and which they do not expect.

The last phase presents quick withdrawal to the back where the general evaluation of the whole guerrilla campaign happen (efficiency of the campaign, fulfilling of set goals, imperfections of the campaign, etc.), but also planning of next guerrilla attacks. This process can be repeated in this way constantly (see Figure 2)

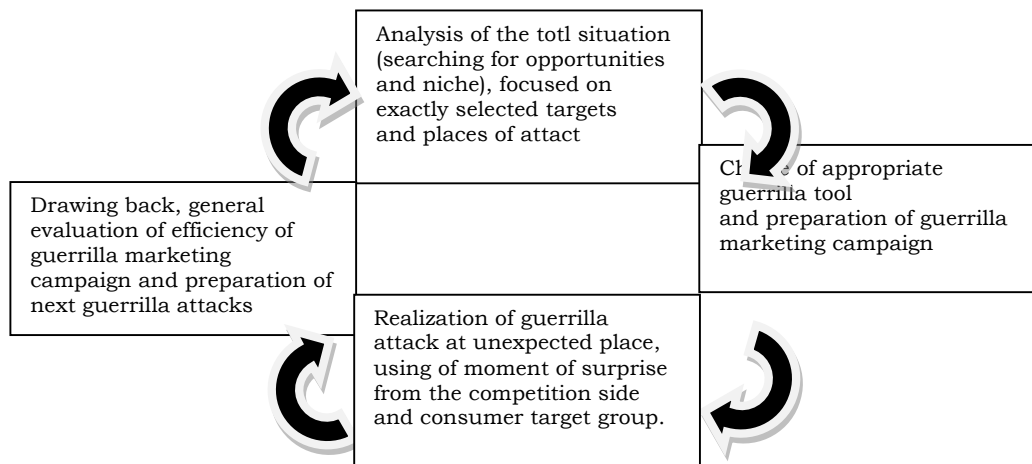


Figure 2. Guerrilla marketing - repetitive process

5. Ambient media as a separate communication tool

As a rule in the classical literature there is not much said about ambient media. First references, which are, however, not official, can be found in the end of the nineties in England. If we search official definitions and cohesive categorization of ambient media, we can find frequented reference to Jay Conrad Lewinson, who considers ambient media as guerilla marketing and he says that they are: “*Non-conventional marketing campaign, whose aim is to achieve maximum effect with minimal amount of sources.*”[16] Peter Fray says: “Deep-rooted definition of ambient media does not exist, media are as a rule understood[17] as Prikrylova and Jahodova mention: “*Ambient media represent unusual ways of how to get into the centre of attention of consumers. They are usually non-traditional advertising tools, for example virtual postcards, handles of shopping carts, conveyor belts of cashier desks in shopping malls, seats or escalators in underground and also unusual ways of advertising using temporary and variable effect (laser projection of logotypes on well-known buildings or places in a landscape or using of brand perfumes in theatres or shopping malls)*” [18]. As it has been quoted above, they are usually perceived as “non-traditional, unusual, new, etc.” All of the authors agree on one point, where they rightly claim that ambient media belong to the category “out of home” advertising tools. Rarely we can meet with opinion that they are outdoor media, but it is only exception, when outdoor media are mistaken for out-of-home media. (outdoor media are part of out-of-home media).

Ambient media are characterized by 4I, as follows:

- Innovation
- Intelligence
- Interest
- Intimation

[19]

Globally speaking this is an innovative, efficient, conspicuous and inventive advertisement of commercial or non-commercial character, which evokes the so called "wow" effect. Ambient media might as well be constructed in a way that the claim that it carries is shown in an intelligent way with an assumption that the recipient understands the claim and is drug into the action. It shows that the consumer is interested in a brand, product or service, which is shown via the ambient media. And the ambient media side effect could be a fact, that ambient media are displayed and distributed on social networks. brand experiences may have a role to play in the company's–customers' relationship on an online, digital environment that social media may create and enforce [20].

The same applies to non-profit segment. *"It is becoming obvious that if the non-profit sector areas (charitative, ecological, transport, security, sport and cultural institutions, ethnic minorities, blood donation etc.) are to be in the awareness of the wider public, the emphasis must be put on the effectiveness of communication (marketing) activities of non-profit non-governmental organizations"* [21]. Ambient media are not subjects of research studies very often, however, they can be very efficient communication channel for commercial or non-commercial activities. The proof can be found also in research from 2006, which was taken by Daniela Krautsack (founder of Cows in Jackets) for ESOMAR. It states that: *"Using new forms of media allows the creation of a relationship and emotional interaction with the consumer."* And further she adds that *"Consumers like the way the well-placed creative campaign improves their urban environment."* [22], which fully meets the requirements of using the ambient media. The research has taken place in 20 big cities all over the world by means of conducted street interviews and expert interviews and it shows that it is perfect to create simple claims that are directly connected to the product or the brand and this claim should be funny / witty with the target of becoming competitive in given environment. It is always better to make the recipient interact with the brand or the product and reduce the usual "bothering" of the consumer by traditional claims. On the contrary, the consumer must be actively drug into the advertising claim and therefore the recipient will also perceive the brand positively.

6. Research

In May 2014, worldwide research has taken place on the topic of perceiving ambient media by general public with the target to find attitudes and perception of ambient media in environment of commercial and non-commercial marketing communication and its relationship to the classical media. The target of the research from the point of view of recipients was to include as wide spectrum of recipients as possible from geographically, psychologically and sociographical different groups, in order to include as wide opinion spectrum as possible. Prior to this test there was a so called pretest which referred to possible differences in

question interpretation in English language. During this pretest the method of reverse translation was used, so that the relevance of questions was proved in the framework of this research.

7. Targets and methods

The prime target was to find the awareness about ambient media, then its general perception, perception of product, service or brands which are used in ambient media and the influence of this usage on image and sale conversion. Furthermore it is comparing with traditional tools and last but not least those are own attitudes to the topic. Very important part was also the fact about naming ambient media and knowledge of this naming among target group at all. Used method was quantitative research by the means of traditional questionnaire, which was based on closed questions with the possibility to show the extent of agreement or disagreement with each particular question. Only peripherally an opened question was used, which is, however, from the point of view of evaluation of the questionnaire problematic. Given research was done with means of a mobile platform, where the only requirement for participation in particular research was owning a smartphone and installation of a questionnaire platform application. This selection was chosen because with recipients equipped this way there is the assumption of at least minimal purchasing power. Assumed number of recipients was 2000 – 2500 and respondents were motivated by financial reward of 0.1 USD. The reason why the remunerated questionnaire was chosen it the fact that in case when respondent answers with counter value to his replies (preferably financial, as it was in this case), the answers are more relevant. In total it was collected 2501 replies and after excluding extreme values from the questioned file, 2394 respondents and their answers were used.

8. Statistical methods

In the framework of evaluating the research it has been used several statistical methods, on the bases of which the research results were obtained. As the main method was used chi-quadrat and its division according to likelihood, when the questionnaire research was set in a way so that it was possible to use chi-quadrat in all the questions, except the opened question. Individual questions, except for opened questions had the answers marked in Likert scale 1 – 5, or more precisely after counting in the answer where the respondent was not able to answer – 1 – 6.

Furthermore, in the framework of evaluation, the indicator of the median value and scattering were used for overall statistics in particular ordinal scattering – dorvar, that is discreet ordinal variation with its additional standardized form (ASF). Modus was as well used as the most frequent value which was answered by respondents for each question.

Although the sample of the respondents was rather wide, sometimes it was necessary to use extraordinary procedure because of the lack of representation of respondents in particular category. The used method was Monte Carlo which simulated the test of dependency more times (precisely 5000 times in a row).

From the beginning the target of the whole research was to collect questions into two units, constructs, where one of these constructs talks about benefits of ambient media and the second about persuasiveness of ambient media, or more precisely we can talk about customer conversion.

9. Structure of the target group

CONTINENT	code	frequency
Asia	1	151
Europe	2	772
North America	3	1363
The rest	4	108
SEX	code	frequency
Man	1	1296
Woman	0	1098
AGE	code	frequency
<15	1	114
15-24	2	1204
25-39	3	841
40-54	4	199
55-65	5	26
65+	6	10

Table 1. Structure of the target group of the research

Structure of the target group is demonstrated in the table shown above, where during questioning and obtaining the data, the group can be divided also according to particular country and annual salary in USD. However, these two aspects are only marginal and therefore redundant for the use of this study.

In the questionnaire, during obtaining opinion attitudes, visual material was used as well, which was made on the bases of simplicity and clarity principles. The basic element for choosing the visual material was the fact for the respondent to definitely identify “the principle” of particular ambient media and relation to particular execution to the advertising claim. Considering the used way of questioning via mobile phones, the mentioned examples were presented in one visual collage.

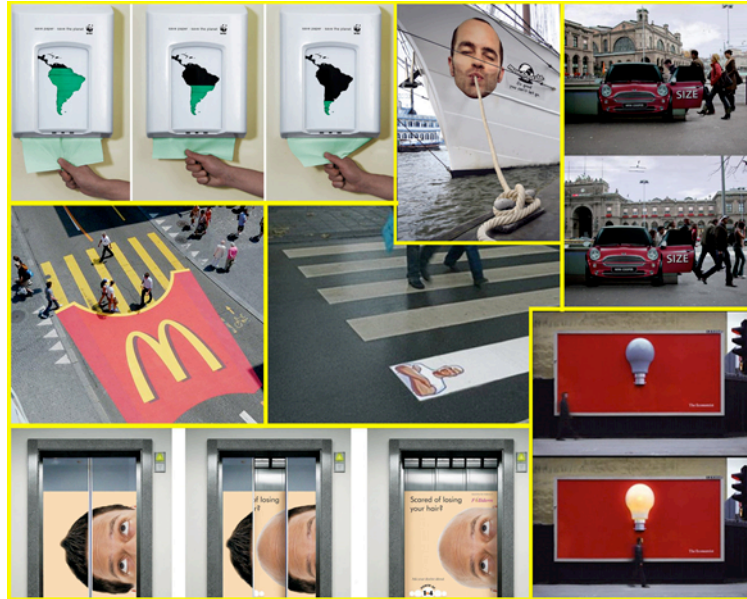


Figure. 3. Tested images

10. Results

Knowledge of ambient media

On the bases of performed results from the testing of collected data, following information was discovered.

	Number of respondents (2500-106=2394)
q.1	Did you know the term Ambient media before you began to fill in this questionnaire?
q.2	Would you like to see the ambient media as pictured above more often?
q.3	I appreciate “creative” processing in the pictures above.
q.4	If a company uses the ambient media such as the above pictured ones, to me its image improves.
q.5	I buy only branded goods / services.
q.6	I pay more attention to unconventionally created advertising “spaces” than to conventional ones
q.7	When the advert is nice and looks good, it does not matter what product it highlights.
q.8	It is important what product / service the advert promotes, what the advertising communicates.
q.9	It is important how the advert is visually processed.
q.10	The ambient media (see top picture) enhance my greater confidence in the advertised product/service.
q.11	Ambient media (see top picture) evoke the feeling that the advertised products are of higher quality
q.12	Products of companies that have used the ambient media (see top picture) are extraordinary.
q.13	Advertised message can be remembered more easily from ambient medium than from the convenient one.
q.14	Television advertising is easy to remember even after watching it for the first time.
q.15	Have you ever encountered the ambient medium in your real life?

Table 2. Formulation of research questions

	0	1	2	3	4	5	6	Dorvar
q.1	1744	650						0,396
q.2		1415	425	332	64	77	81	0,979
q.3		1690	432	138	53	51	30	0,718
q.4		1125	655	385	97	94	38	1,094
q.5		383	499	718	364	390	40	1,453
q.6		842	608	603	145	126	70	1,24
q.7		466	549	579	432	331	37	1,487
q.8		958	825	390	109	68	44	1,045
q.9		1095	811	316	91	47	34	0,957
q.10		703	707	637	160	131	56	1,223
q.11		718	670	603	195	159	49	1,291
q.12		552	641	758	217	153	73	1,253
q.13		1032	704	419	120	67	52	1,079
q.14		682	699	512	270	190	41	1,36
q.15	1418	976						0,483

Table 3. Layout of respondents' replies and DORVAR

In the table shown above there is marked the frequency of individual answers. In questions q. 1 and q.2 only answers 0 and 1 were possible, which is expressed by the bipolar reply YES / NO. In other questions, Likert scale is offered 1 – 6, where 1 – 5 match the scale I agree – I quite agree – I neither agree nor disagree – I rather disagree – I disagree. Where choice number 6 equals I cannot answer.

The last column shows the ordinal scattering of respondents' answers (DORVAR), where the green marking means little scattering in the scale and red – big scattering in the scale. This shows how much the respondents were consistent in relation to other respondents in particular questions.

	CONTIN.	GENDER	AGE	INCOME	BRAND (Q.5)
q.1	2,2E-16	2,475E-10	0,2076	0,03526	4,988E-10
q.2	0,0002	0,007833	0,0016	0,08078	2,944E-12
q.3	0,0124	0,00006898	0,0003999	0,5843	0,000001203
q.4	0,0002	0,00009645	0,0014	0,007399	2,2E-16
q.5	5,424E-11	1,231E-12	0,001343	0,02237	
q.6	0,001816	0,000008999	0,02619	0,008598	2,2E-16
q.7	5,189E-07	0,00004534	0,005999	0,6842	2,2E-16
q.8	0,002599	0,0002218	0,08898	0,07179	4,594E-11
q.9	0,0024	0,0002395	0,3657	0,5757	0,000005236
q.10	0,000004354	0,001214	0,0003999	0,06299	2,2E-16
q.11	0,03166	0,008039	0,0002	0,07958	2,2E-16
q.12	0,00608	0,1441	0,04579	0,1994	2,2E-16
q.13	0,0016	0,004076	0,008198	0,5727	0,000001267
q.14	0,2685	0,8064	0,0007998	0,1383	2,2E-16
q.15	0,000005492	0,00005868	0,1584	0,1065	0,02457

Table 4. The overall summary of dependencies of the research fields to demographical, geographical and socio-economic indicators in relation to brand products.

The table shown above presents the relations among demographical, geological and socio-economic indicators in relation to asked questions. Furthermore, the “brand” factor is added. This factor shows how much they are influenced to buy brand products. The green squares are the ones with no dependency proven and therefore given indicator is not relevant. Generally, performed test shows that the age does not influence the fact if respondents knew or did not know the term ambient media before they took part in the questionnaire research (q. 1). Neither have they been affected by the content of a message or visual adaptation (q. 8 and q. 9). Also the dependency in relation to the fact if they have ever seen ambient media in real life have not been proven. Furthermore the independence is shown in the relation to annual income and the wish to see ambient media more often and the same thing works in case of evaluating the creative attitude when creating ambient media (q. 2, q. 3). In the most areas of research, there is very strong the aspect of income (q. 2, q. 3, q. 7 – 15). It is also possible to talk about the fact that perceiving the extraordinary and memorability in the traditional mediatype – TV, depends on the sex. (q. 12, q. 14). The dependency connected to mediatype is possible to see also according to the geographical division of respondents. In all of the areas of research, the dependency has been found from the point of view of relation to brand products and services.

11. Discussion

Recipients and too much information in the advertising messages create clear block for perceiving and accepting of the message from classical media. And even though classical media are and will be less and less efficient, it will be necessary to use non-traditional tools in the future. A pioneer in this field could be electronic media, particularly the Internet and Internet marketing, where the variability of tools or formats is extraordinarily waste and functional. Unfortunately, in case of offline tools and in particular ambient media, it is very problematic to ensure this variability because of several reasons. Primarily we are talking about the fact that the ordering party is not used to invest money in ambient installations, also brands are not familiar with it and even some advertising agencies are not experienced enough with problematic issues that ambient media carry, such as production of ambient media, where the production can be or very expensive or even impossible to implement. If we take ambient media from the point of view of out-of-home tools, we can also talk about the issue of measurability of these tools, which is similarly problematic as in case of standard out-of-home media.

12. Summary

On the bases of given research, the positive relation of recipients to the ambient media and their applicability in marketing communication system was truly proved. At the same time it was demonstrated that the opinions are similar in various civilizations. General perception can be generalized except for the indicator of annual salary, where the amount of financial income influences personal opinions. In the future there arises question from the point of view of customers of what opinion and attitude to ambient media they have and if they are able to accept results of given survey and on the bases of which use ambient media more often.

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