

Opportunities for Digital Marketing in the Viticulture of Kosovo and Metohija

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Introduction

The culture of cultivating vineyards across the Balkan Peninsula and the Mediterranean Coast was transmitted by Thracians, Phoenicians and Greeks. Serbia is among the countries that have vineyards with the ideal conditions for the cultivation of quality wines. Wine experts consider that, depending on the composition of the land, terrain and climate – the Serbian vineyards are among the best in the world. The vineyard region is a broadly defined geographical area with similar climatic and soil conditions that affect organoleptic properties of wines produced on the territory of the country, and with a similar choice of varieties.

According to the written historical data, Orahovac vineyard was known for growing vines even in the Middle Ages. However, the archeological data found indicate that the vineyards existed even before the new era. Numerous archeological finds show that Metohija is one of the oldest wine regions. The cultivation of grapes has always been concentrated in the region of Metohija and Podrimlje, around Prizren, Velika Hoča, Orahovac, Suva Reka, Đakovica and Peć. Viticulture experienced its flourishing in medieval Serbia, during the Nemanjić dynasty. Many Serbian monasteries established their metohos in Metohija (**Fig. 1**) (the hilly region of Beli Drim was named Metohija), in which they produced grain, grapes, wine and other products for the needs of churches and monastery fraternity. The highest number of viticulture methods were in the area of Orahovac and Velika Hoča, in which they were produced the famous “Podrumsko crno vino” (engl. Cellar red wine).

Grapes, from which the wine is made, the winemaker produces as an artwork. He designs the taste and is focused on customers who estimate the overall quality of the wine (**Lapsey and Moulton, 2001**, p. 207). Wine has a great ritual significance in many of the world's largest religions and cultures, and it is an important part of the economy and trade. Wine is one of the oldest fermented products, and it is also a mass-produced, commercialized and studied product of fermentation (**Hutkins, 2006**, pp. 349–350). Metohija region covers the western and southwestern part of the province, which is surrounded by Mokra Gora from the north, Čakor and branches of Prokletije from the west, Kamnik from the southwest and by Shar mountain from the south. Only one vineyard region was established in the entire territory. This region is known as the Kosovar vineyard region. Within the region, there are two sub-regions: northern and southern. Within the northern sub-region there are vineyards of Pec and Istog. Within the southern sub-region there are the following vineyards: Šakovac, Orahovac, Prizren, Suhareč and Mališevo (**Fig. 2**).

Spreading

The South Metohija region extends on the terrain in the southwestern part of Kosovo and Metohija, which is on the territory of South Metohija.

Included Municipalities

The South-Metohija region includes the territory in the municipalities of Djakovica, Orahovac, Prizren and Suva Reka.

Area of the Region

The South-Metohija region occupies an area of 92110.99 ha, where it is the largest.

Spreading

Orahovac vineyard extends into the central part of Metohija from the Beli Drim to Orahovac.

Included Cadastral Municipality

Orahovac vineyard includes parts of the cadastral municipalities of: Kramovik, Petković, Koznik, Pusto Selo, Sanovac, Drenovac, Orahovac, Velika Hoča, Zočište, Opteruša, Zrze, Gedža, Radoste, Ratkovac, Bardosan, Marmule, Doblbare, Meća and Crmljane, as well as cadastral municipalities of Retimlje, Mala Hoča, Nogavac, Velika Kruša, Rogovo II, Poluža, Bratotin, Vranjak, Našpale, Gornje Potočane, Donje Potočane, Stopnić, Bela Crkva, Brnjača, Celina and Brestovac.

There are significant differences in climatic and soil conditions for vineyards or subregions. The largest part of the vineyard area is located around large processing facilities in Orahovac, Prizren, Mala Kruša and Suva Reka.



Fig. 1 The South Metohija region. *Source:* Wine Guide.

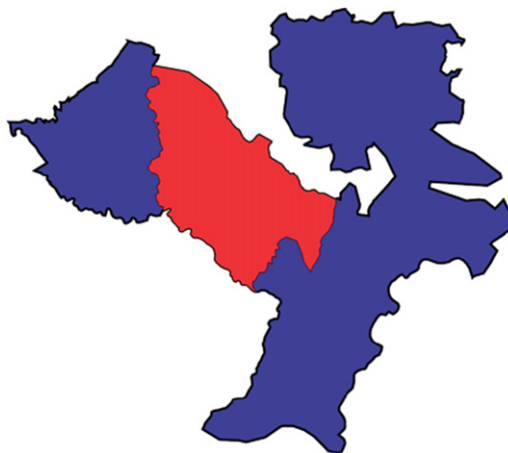


Fig. 2 The Orahovac vineyards. *Source:* Wine Guide.

Starting from Metohija, which is the cradle of Serbian viticulture, the cultivation of the wine was spreading and varieties were transferred to other areas of our country. The wine trade is regulated in the Charter of emperor Stefan Dušan (1355). There is the mention of the villages of Gornja and Donja Hoča (today known as Velika and Mala Hoča) near Orahovac. The production and quality of the wines were famous outside the border of this region. The fullness of this wine is best illustrated by the folk tradition that the wine of this region could be worn in a scarf. Wine intertwines with the history of man from the very beginning. Wine intertwines with the history of man from the very beginning.

At the end of the nineteenth century wine was affected by grape vine parasites – powdery mildew, downy mildew and phylloxera – which at the beginning of the 20th century infected the vineyards of Metohija. The first reconstruction of the destroyed vineyards started around 1920 in Metohija and the utilization of wine rootstock “*riparie portalis*” and “*rupertis du lot*” for grafting grape varieties. Some of these vineyards still exist. Among them, the main variety is Prokupac, and can also be found: smederevka, šasla, plovina, hamburg, afuz-ali, red and black drain, etc.

After the Second World War, viticulture in the Orahovac area was again experiencing its true bloom. Then, in the social and private sector, new vineyards were being erected and they were fundamentally changed a new assortment of varieties. They introduced new methods of cultivation and vineyard cultivation technologies. More and more varieties were produced for quality and top quality wines, such as: game, Italian Riesling, Burgundy, County Riesling, Sauvignon, Semillon, Merlot, Vranac, Cabernet Sauvignon, Cabernet Franc, etc. New substrates are introduced: kober 5BB, ŠxB41B, SO4, etc.

The holder of the grape production in the Orahovac vineyard was a socially-owned enterprise for the production and marketing of alcoholic beverages of PKB “ORVIN” in Orahovac, which had over 1000 ha of modern vineyards. It was equipped with the modern basements with a capacity of 4500 wagons, as well as with highly skilled personnel and workers in the field of viticulture and wine-growing. In these basements were produced table tops, quality and top quality wines, which carry all the quality

characteristics of cultivated varieties and specificities of this region. In these basements were produced table wine, quality and top quality wines, which contain all the quality characteristics of cultivated varieties and specificities of this region.

These wines have gained its reputation with its quality, not only for consumers throughout our country, but they have been highly appreciated and known abroad as well. However, today vine growers in this area are facing enormous problems in the production and marketing of wines. Recently, the hailstorm in the Orahovac area has destroyed about 50% of the grapes, and it will surely cause further increase in production, because it is necessary to extract the vineyards in order to protect them from rot.

Today, one of the more representative wines of this region has a storage capacity of 45,000 L of wine and an annual production of about 15–20,000 L. The winery also has other necessary equipment: crushers, pressing machines, vinificators, pumps, filters and its own laboratory. The winery provides technical assistance in the supply of equipment for use as well as advisory assistance in wine production to small winemakers from the Orahovac and Velika Hoča enclaves. However, the problem of wine placement still remains the imperative for the survival of this and all other wineries of this region.

Given the large number of brands, the selection and purchase of wine is a complex task for the consumer. The quality of the wine is not known until the bottle is opened and the content is tested. Therefore, the moment of selecting a particular wine from the perspective of what is happening in the consumer's mind and what is the main reason for buying a particular wine is a very important in the marketing of wine (Fernandes Ferreira Madureira and Simões de Sousa Nunes, 2013, pp. 75–77). It should be noted that the one-time purchase of a bottle of wine is not the ultimate goal of the manufacturer. Its aim is to obtain loyal customers (Hussain *et al.*, 2007, pp. 49–51).

Small Enterprises and Internet Advertising

The significance of promotion is great nowadays, because it has to radiate diversity and quality service that can compete with all global competitors. The Internet is one of the fastest growing media today. In most European countries, wine production is higher than consumption, which contributes to the imbalance between supply and demand. Companies that appear on the Internet are more seen by customers, they are better targeted, informed, sophisticated and they are better technologically adapted to the younger population (Sutherland and Sylvester, 2000, p. 239).

If we add this information to the primary goal of business communication, we will come to the comprehensive definition of well-known authors, (Kotler and Keller, 2012, p. 478): "Advertising is an audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses who wish to promote their products or services through various mass media, including printed media, Radio, Television, telephones, cable, satellite and wireless networks, electronic media, billboards, signs and posters." A little later, Kotler and Armstrong (2014, p. 454) represent a slightly different definition, which includes paid advertising components, "Advertising is the communication of the value of a company or brand through the use of paid media and for the purpose of informing, convincing and reminding consumers."

The number of Internet users worldwide and in Serbia is growing rapidly. More than 2.4 million citizens use the Internet on a daily or almost daily, which is 300,000 more in 2012 than in 2012, according to the Statistical Office of the Republic of Serbia (SORS). In Serbia, more than 59.9% of households have a computer, while the Internet connection has 55.8%. The number of households with a computer is 4.7 percentage points higher than last year, and the number of Internet connections increased by 8.3 percentage points.

Enterprises sometimes advertise a product or service, which increases consumer awareness of the company, creating an apparent picture of demand, and thus encourages traders to accumulate stocks or even discourage a certain segment of consumers from purchasing in order to maintain a certain reputation (Brierley, 1995).

When it comes to the enterprises in Serbia, more than 99.6% of them have an Internet connection, which is 1.9 percentage points more than in 2012, according to the Statistical Office of the Republic of Serbia (SORS). According to the survey on the use of information and communication technologies in Serbia, in 2013 the website had almost three quarters of the enterprises with an Internet connection (73.8%). The computer owns 59.9% of households, while the Internet connection owns 55.8%. The analysis of enterprises by size shows that all large and medium-sized enterprises have Internet access, while among small enterprises 99.5% have Internet access.

The definition of micro, small and medium-sized enterprises often changed in the past, so that in different countries there are different definitions and approaches (Kotler and Armstrong, 2014, p. 454). In addition to these two authors, the authors (Bridge *et al.*, 1998) point out that there is no unique, clear definition of small and medium-sized enterprises. Basically at the same time, there are three subgroups of small and medium-sized enterprises: micro, small and medium enterprises. Small enterprises in European Union countries account for 99% of all enterprises (European Commission, 2014).

With the increase of Internet users, the number of the Internet advertising also increases. The Internet offers the market and consumers the possibility of significantly greater interaction and individualization. Individualization refers to the fact that users have control over the flow of information, which leads to opportunities for advertising and promotions that are relevant to consumers. The interaction, which interweaves with individualization, provides the bidder with a choice of information that is significant for him, while the advertising establishes two-way communication with the consumer (Shimp, 2003, p. 394). Advertising on the Internet can be easy, only if we properly use the good and weak sides of that media. Internet advertising allows reaching more people on a global scale, better focus on target groups, lower costs, easier comparison of results, and easier adoption

Table 1 Number and annual growth of Internet users from 2005 to 2014

Year	Number of users	Rate of growth in %	World population	Population growth in %	Penetration(% of internet population)
2014	2,925,249,355	7.9	7,243,784,121	1.14	40.4
2013	2,712,239,573	8.0	7,162,119,430	1.16	37.9
2012	2,511,615,523	10.5	7,080,072,420	1.17	35.5
2011	2,272,463,038	11.7	6,997,998,760	1.18	32.5
2010	2,034,259,368	16.1	6,916,183,480	1.19	29.4
2009	1,752,333,178	12.2	6,834,721,930	1.20	25.6
2008	1,562,067,594	13.8	6,753,649,230	1.21	23.1
2007	1,373,040,542	18.6	6,673,105,940	1.21	20.6
2006	1,157,500,065	12.4	6,593,227,980	1.21	17.6
2005	1,029,717,906	13.1	6,514,094,610	1.22	15.8

of changes (Taylor, 2013, p. 11). At the same time, advertising on the Internet also shows certain weaknesses, such as overcrowding of pages with ads, short lifespan of advertisements, and lower rates of advertising of those ads on Television, because users should not see ads which are not interesting to them (Clow and Baack, 2007, p. 251).

The advantages of small enterprises in comparison with large enterprises and companies are presented below (Bridge *et al.*, 1998):

- Flexibility, which means they are able to respond quickly to new business opportunities, and timely transform innovative ideas into market products.
- Lack of bureaucracy, entrepreneurial managers responds quickly to new opportunities and they are willing to take the risk.
- Efficient and informal communication network that enables quick response in solving internal problems and providing opportunities to quickly adapt to changes in the surroundings.
- Good customer adaptation as well as a good knowledge of their needs and knowledge of problems in a particular working environment and offer them additional services.
- Support for large enterprises.
- Efficient production of goods and provision of services.
- Creating new jobs.
- Small quantities of supplies that are well adapted.
- Increasing efficiency, reducing costs.
- Better information gathering.
- Encouraging competition.
- Possibility of specializing in the market segment of certain products or services.
- Introduction of innovations.

In 1995 access to the Internet had only 1% of the world's population, while nowadays access has about 40% of the world's population. The number of users increased from more than 10 times between 1999 and 2013. Billions of beneficiaries were reached in 2005 and the second billion in 2010. By the end of 2014, Internet access had 3 billion people (Internet Users, 2014).

The rapid advancement of the Internet is reflected in the following numbers. The number of the Internet users reached the first billion in 2005, the second billion in 2010 and the third billion in 2014 (Internet Live Stats – Internet Users, 2016). It is stated in some institutions reports that by 2020, the number of Internet users via mobile devices and tablets will increase to 7.6 billion (International Telecommunication Union, 2014). If these forecasts are made, the number of Internet users will be above the current world population in less than 5 years (Table 1).

More than 3 billion people worldwide are online daily in search for products, entertainment and friends. This brought drastic changes in consumer behavior and in the ways in which organizations perform marketing activities and consumers activities of business marketing (Chaffey and Ellis-Chadwick, 2016). The modern marketing communication approach therefore requires a good knowledge and understanding of the consumers' needs and their habits, as well as understanding of the ways they want to communicate with the organization and the content they want to see (Stone and Woodcock, 2014).

Famous authors, Chaffey and Ellis-Chadwick (2016), are named an approach that enables communication with consumers in the digital world, digital marketing. Digital marketing can be seen as a kind of digital equivalent of the combined marketing communications, which includes all elements of classical marketing. The authors Kotler and Armstrong (2014) emphasize the need for classical advertising on the pages and the demand for communication with clients via e-mail, the use of websites and multimedia presentations of companies, products and services for building relationships and interacting with clients through social media.

Some authors point out that the use of digital technologies for marketing purposes is no longer a choice, but the only way for companies to maintain a competitive advantage, Gartner pointed out already in 2012, when on the basis of several studies he predicted that by 2017, the marketing director will invest more in Technology as IT director (McLellan, 2012). This is confirmed by recent research, which shows that 98% of retailers agree not to talk about digital marketing, but marketing in the digital world

(Gartner, 2015). In addition, experts estimate that marketing has become one of the most technologically dependent business functions (Brinker and McLellan, 2014).

Disadvantages of small businesses compared with large companies are shown below (Bridge *et al.*, 1998):

- Small enterprises run by the owners themselves, who, despite the average higher education, do not have marketing skills. There is also the absence of functional managers and rare creation of specialized departments. This can be a problem, as a leading company usually performs all the work they do in a large company specializing in specific areas, such as financial director, production director, and marketing director.
- Lack of people with appropriate education and work experience is one of the biggest obstacles for the growth and development of small enterprises. Difficulties in hiring skilled workers usually occur because small enterprises generally pay lower wages than large companies and provide fewer extra special benefits, give less social security and job security, and offer few opportunities for advancement.
- Poor use of human resources in the company can be caused by financial concerns for the survival of small enterprises, which do not encourage the creation of training and employee development opportunities.
- Great difficulties in obtaining financial resources, such as loans from banks and other institutions necessary for growth. Some entrepreneurs are sometimes able to cope with the growing challenges of the company. Innovation can be a big financial risk. Small businesses quickly become victims of financial indiscipline because they do not have much capital. Given the limited funding and reserves associated with low borrowing capacity, small enterprises are very vulnerable during the economic downturn.
- Poor conditions with their suppliers for alternative and lesser purchases on the market e.g., lower prices, delivery deadlines, and other terms. At the same time, small enterprises largely depend on their suppliers, among other things, because they can not produce many components and perform all services necessary for their activities.
- Small enterprises are more likely to achieve high economic efficiency, because they can not take advantage of the big company's privileges, which, for example, have a discount for the purchase of large quantities, using a sophisticated marketing and distribution system.
- Obstacles and difficulties in acquisition and exploitation of modern technologies. It is often done with inappropriate or incomplete information. In order not to increase the cost of doing business, it is often saved on the information systems.
- Lack of time or resources to identify and use external sources of scientific and technological knowledge.
- Small enterprises are usually limited to one product or a very narrow range of products and services.
- Problems with patent systems. They can not afford the time or costs that this process requires.
- They can not often deal with complex rules.
- Poor state support and support for small businesses.

Small enterprises with their characteristics are designed and are in a good position to adapt to the needs of consumers and to the new technologies. Compared to larger companies, their flexibility has resulted in easier and faster adaptation for less administrations and hierarchies (Payne, 2005).

In a small company, where the budget for advertising is lower, there are wonderful opportunities for online advertising. Famous author wrote at the time of advanced advertising in traditional media: "If you are in doubt, do it yourself. Be brave! You can not?! Advertisement [...]! Just try! After 4-5 messages, you will see: Advertising is paid off at once!"

As the famous author [Neti \(2011\)](#) presented in his works – about 75% of small enterprises have their own web pages on social networks, of which 69% are regularly updated their website, and 54% monitor consumer responses.

In the European Union countries, small and medium-sized enterprises account for 99% of the total number of enterprises, of which 20% are involved in export activities. Therefore, the internationalization of business for most small enterprises is essential for the survival of the enterprises themselves ([Pleitner, 1997](#); [Daily et al., 2000](#)).

Advantages of Online Advertising

[Zeff and Aronson \(1999, p. 13\)](#) have presented four main advantages of the Internet over other media:

- Targeted communication.
- User monitoring.
- Presence and flexibility.
- Interactivity.

In relation to [Zeff and Aronson \(1999, p. 13\)](#), in the literature it can be found that the advantages of the Internet are more analyzed and that other advantages are also added:

- Internet advertising is effective for direct marketing as well as for branding.
- Internet advertising is easy to measure.
- Internet advertising can be improved.
- Internet advertising is "laser" accurate.
- Internet advertising can be monitored and predicted.

- Internet advertising is relatively cheap.
- Internet advertising gives fast and lasting results.
- Internet advertising can be a type of automation.

Disadvantages of Online Advertising

Besides of advantages, we must be aware of some of the disadvantages that the Internet brings us as a medium of advertising. [Clow and Baack \(2007, p. 251\)](#) point to 4 weaknesses.

- Saturation.
- Short lifetime of the ad.
- Limited range.
- Low interruption rate.

In addition to the abovementioned disadvantages, the following shortcomings may also be mentioned:

- Uneven measurement, measured results and campaign efficiency can be different, which makes it impossible to compare data;
- Insufficient information control, because we know that a large amount of online information can be inaccurate or out of date; companies must ensure that their ads are always interesting and current; otherwise they may lose their users;
- Costs that are on a simple internet site and communication channels are relatively low, in more complex solutions can be significantly higher because they require higher maintenance costs;
- Service speed can also be reported as a problem; powerful graphics and applications that a user loads into a computer can lead to slow flow of information, which can dissuade users from browsing the web site;
- The problem is mistrust of users; most users still do not trust electronic business and the Internet does not feel very safe to them;
- A major advertiser problem is a variety of messaging software, which prevents certain ads from appearing on the Internet.

Definition of Online Advertising

[Kotler \(2003, p. 250\)](#) defines advertising as well as any paid form of impersonal presentation and of promotion of ideas, goods or services from a known purchaser. It is a paid form, which means that there must be a place and time for an advertised paid space. As impersonal form, advertising covers mass media (e.g., TV, radio, newspapers) that allow the transmission of messages to a large group of individuals at the same time. Due to the impersonal nature of advertising, advertisers can not receive immediate feedback from the recipients of the message. Advertisers must, before sending the message, predict that recipients will understand and respond to it ([Belch and Belch, 2003, p. 16](#)). [Richards and Curran \(2002\)](#) define the notion of advertising as a paid form of communication, the purpose of which is to persuade the recipient to take action now or in the future.

[Zeff and Aronson \(1999, pp. 11–12\)](#) define advertising as an attempt to expand the information in order to influence the transaction between buyer and seller. Internet advertising allows you to display your ads that are tailored to individual users according to their interests. Internet advertising is therefore a convergence between traditional advertising and direct marketing. Internet advertising can be defined as any form of communication that meets the definition of advertising and which can be found on the Internet ([McMillan, 2004](#)). At the beginning of the 20th century, it was very important to notify customers with the arrival of new types of products. Today, advertising is an important part of economic activity in all developed economies. In the advertising function, the main goal is to attract the attention of users through any media ([Postma, 1999, p. 24](#)).

World's Online Advertising Usage

Today, online advertising is one of the biggest drivers of the European digital economy, promoting industry development and economic growth through accelerated development and innovation. During 2014, 46 billion euros were invested in online advertising, of which 30.4% (30.7 billion euros) went to European publisher's funds. According to IAB data, revenues from Internet advertising in the US in 2013 amounted to 42.8 billion dollars, thus exceeding the revenue from TV advertising, which reached 40.1 billion dollars. In the last quarter of 2013, revenues from the Internet advertising amounted to 12.1 billion dollars, which is 14% more than in the third quarter of the same year, when they amounted to 10.6 billion dollars. Compared to 2012, revenue from Internet advertising grew by 17%.

Internet advertising revenues in 2013 amounted to \$ 12.8 billion, representing 30% of total revenues, which increased by 7% compared to 2012. In this category of Internet ads, banners dominate, which yield 19% of revenues, followed by video ads with 7%, enriched ads with 3%, and sponsorships with 2%. Advertising on search engines still generates the highest revenue, which accounts for 43% of total digital advertising revenue. In 2013, they amounted to \$ 18.4 billion or 9% more than in 2012 ([Digital Ad Spending Worldwide to Hit, \\$137.53 Billion in, 2014, 2014](#)).

The forecasts indicate that spending on Internet advertising in 2014 amounted to \$ 137.53 billion globally, which means that there was an increase in costs of 14.8% compared to 2013 when they amounted to \$ 119.84 billion ([Digital Ad Spending Worldwide to Hit, \\$137.53 Billion in, 2014, 2014](#)) ([Fig. 3](#)).

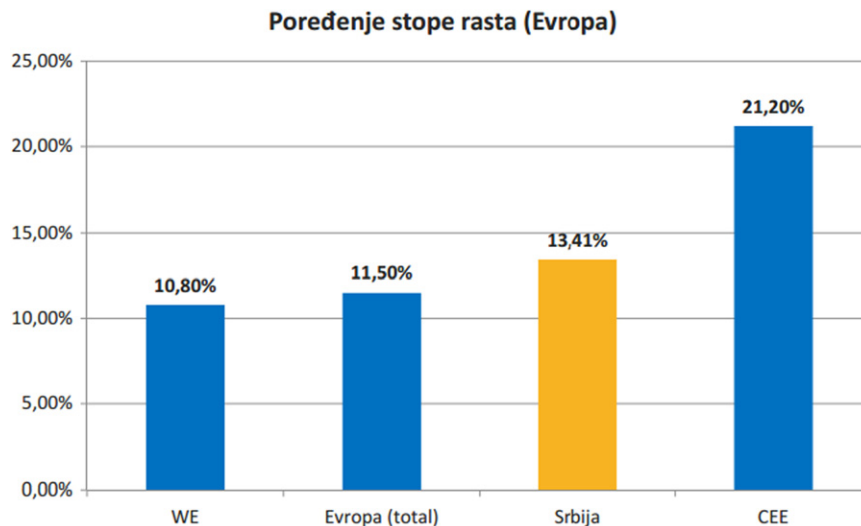


Fig. 3 Serbia within the EU (2012–2013).

In 2013, the largest share in advertising expenditure, which was 40.1%, was still intended for advertising on television. This is followed by mobile advertising with 21%. In 2014, it was mostly spent on internet advertising, which is \$ 55.7 billion dedicated to advertising on the search engines, then on showing ads with \$ 51.8 billion. The data showed that the share of spending on internet advertising would increase to 27.1% by 2016 (Lunden, 2014).

Key data and trends:

- The total value of the digital and interactive advertising market in 2013 was estimated at € 16,320,000, including advertising on mobile devices.
- The growth of the total market value was estimated at 13.41%, which means that the positive trend of double-digit growth was maintained.
- The largest growth in the previous year was due to social networking, or social media marketing (27%).
- The mobile advertising market in 2013 recorded an increase of 150%, which means that the total value of this market segment was € 380,000.
- The total value of the market continues to be the largest contributor to display advertising (50.68%) with a total net value of € 8.230.000.

Internet Advertising Forms

The first forms of internet advertising were the websites themselves. As the Internet soon became crowded with advertising sites, they were no longer enough to attract users. Advertisers needed a tool that would bring more users to the site. The first advertising models were banner and button (Zeff and Aronson, 1999, p. 23). Advertisers are constantly developing new ad formats to attract their desired customers. There are many different forms of internet advertising. Research shows that these are most common: advertising banners, pop-ups, sponsored ads, text ads, comprehensive ads, but also floating ads, wallpaper changes, online games, ad breaks, video ads and screen savers.

Users' Attitudes Towards Online Advertising

Users' attitudes towards online advertising have become a topic of discussion since the mid-1990 (Nasir, Ozturan and Kiran, 2011, p. 61). A study of users' attitudes toward advertising is important because advertising affects the user's attention and responses to specific ads (Alwitt and Prabhaker, 1992, p. 31). Today, most sites are flooded with internet ads, while advertisers have many forms of internet advertising, and are constantly developing new forms and methods of advertising. Site saturation with adverts, the number of existing and new opportunities for expansion and promotion of goods or services offered by the Internet, as well as the forecast that Internet advertising will continue to develop in the future - indicate the need to examine the user's attitude towards online advertising and towards different forms of online advertising (Burns, 2003, p. 18). Famous authors Rodgers and Thorson (2000, p. 43) consider that the user has a great importance in advertising. In order to examine for what purpose people use the Internet and which factors attract users and encourage them to return, they have developed a so-called model of Interactive advertising (Fig. 4).

products and services, but also very tedious. More than half of the respondents said that their ads were annoying and that they appeared too frequently when they search the Internet. The most popular forms of internet advertising are banners and sponsored links, which shows that users prefer those types of ads that do not interrupt them and do not interfere with the internet search aggressively. Research shows that the most popular forms of advertising among the users in the Republic of Serbia are web banner ads, followed by a video.

There is also an interesting study conducted by the enterprise Insights One, which, in addition to statistics about the types of ads that are striking to users, shows surprising facts about how users respond on striking ads. Even 60% of users are logged out of receiving promotional mail, 45% ignore e-mails, 36% leave the site, 14% no longer use the advertised product, 13% stop using or buying products from the advertised company (*The Peril of Terrible Ads: Certain Display Ads Draw Ire*, 2013).

To summarize, it can be concluded that the results of individual research in a given period may vary. Some research shows that users consider online advertisements as informative and important, and have a positive attitude about them, while others show a generally negative attitude towards online advertising itself. While a clear conclusion can not be made on the basis of these studies, a self-study on how users perceive the Internet and their views on the forms of online advertising is presented in the text below.

Empirical Research

Analysis of the Research Result

Below is a presentation of the empirical research, which was conducted using the method of quantitative research, i.e., Internet interviewing. The aim of this type of research is to use the questionnaire in order to find out what is the attitude of the users in Serbia towards Internet advertising. We set hypothesis – *H1: Users generally have a negative attitude towards internet advertising.*

The results of the current research generally differ. Some research show that users generally have a positive attitude towards internet advertising (e.g., *Ducoffe, 1996; Previte, 1999*), while others have a negative attitude (e.g., *Li et al., 2002; Rettie et al., 2003*). As the results of recent research have repeatedly cited the negative attitude of users towards online advertising and because it is possible to notice the saturation of some internet sites with such advertisements, we anticipate that users have a generally negative attitude towards internet advertising.

This research will also reveal what are the factors that help the user when choosing and buying a particular type of wine. At the end of the research common opportunities, weaknesses, opportunities and threats of winemakers in Kosovo and Metohia were summed up through a SWOT analysis.

Sample description

The research was conducted from 01/03/2017 to 01/04/2017. Potential respondents were invited to collaborate via social networks and e-mail and were selected randomly. The poll clicked by 342 users. Of all those who started filling in the questionnaire, the questionnaire was completed by 146 users, while the 57 completed questionnaire only partially. One of the main reasons for a somewhat high number of partially filled questionnaires is probably the occasional irregular work of the 1KA tool in a particular search engine. Due to unknowingly the completion of the questionnaire was interrupted in different steps. The interviewees could not continue filling in because they were again overruled at the beginning of the questionnaire. In the further analysis only the questionnaire filled in is complete. Of all those who started completing the questionnaire, in whole the questionnaire filled 146 users, while 57 questionnaires filled in only partially.

One of the main reasons for, to a certain extent, high number of partially completed questionnaires is probably the occasional irregular work of the 1KA tool in a particular browser. Due to an unknown reason, the questionnaire was interrupted in various steps. The respondents could not continue to fulfill them, as they were again redirected to the beginning of the questionnaire. Only fully completed questionnaires are included in the further analysis.

From the [Table 2](#) it can be seen that out of 146 users, who fully responded to the questionnaire, 65.75% of them were women and 34.25% – men. The largest part of the interviewed users, which is 35.62%, is grouped among people between 30 to 40 years. The second largest age group is comprised of users from 20 to 30 years (26.71%), followed by the age group from 40 to 50 years with 18.49%. A smaller proportion of users, 15.07%, are classified as an age group of 50 years and over, and at least those are up to 20 years old (4.1%). The second largest age group is comprised of users from 20 to 30 years (26.71%), followed by the age group from 40 to 50 years with 18.49%. A smaller proportion of users, 15.07%, is classified as an age group of 50 years and over, and at least those are up to 20 years old (4.1%).

With regard to their education, most users have a completed high school or secondary vocational school (56.85%), and is followed by those with school of higher education (41.78%). The smallest part consists of users with elementary school and less (1.37%). The majority of the surveyed users that is 83.56%, are labor-active, 2.74% are labor-inactive (pensioners, etc.), while 13.70% are unemployed. One third of the respondents (32.19%) have an average net income of 55,001 to 75,000 dinars, followed by those with income of 35,001 to 55,000 dinars (31.51%), followed by those with income of 25,001 to 35,000 dinars (22.60%), while without personal income there is 13.70% of respondents.

As regards the use of the Internet ([Table 3](#)), the majority of users (69.18%) use the Internet several times a day, 16.44% once a day, 11.64% several times a week, 2.74% users several times a month. Of those who use the Internet at least once a day or more,

Table 2 Demographic significance of surveyed Internet users

<i>Demographic variations</i>	<i>Number of users</i>	<i>Percentage (%)</i>
<i>Gender:</i>		
Male	50	34.25
Female	96	65.75
<i>Age:</i>		
Up to 20 years	6	4.1
20–30 years	39	26.71
30–40 years	52	35.62
40–50 years	27	18.49
50 years or more	22	15.07
<i>Education:</i>		
Elementary school or less	2	1.37
High school/secondary vocational school	83	56.85
School of higher education	61	41.78
<i>Employment:</i>		
employed	122	83.56
Inactive, retired, unemployed	4	2.74
	20	13.70
<i>Average, personal, monthly net income</i>		
<i>Income (in dinars):</i>		
25,000 or less	12	8.22
25,001–35,000	33	22.60
35,001–55,000	46	31.51
55,001–75,000	47	32.19
75,000 or more	8	5.48
Without personal income	20	13.70

34.25% of the users use the Internet on average by 1 to 2 hours per day, less than 1 h of Internet use 16.44%, 2 to 3 h use 21.23% of users, 3 to 4 h and more than 5 h 10.96% of users, and 6.16% of those who use the Internet in average for 4 to 5 h a day.

Review of the results and testing of hypotheses

In the second set of questions, users rated 16 claims on the five-step Likert scale, which are related towards user's reactions and attitudes towards Internet advertising and internet advertisements in general. These are the following statements:

Internet advertising is a good form of information

- (1) Internet advertising is mandatory
- (2) There are too many ads on the Internet
- (3) Internet advertising seems deceptive to me
- (4) I am generally fond of internet advertising
- (5) Internet ads are informative.
- (6) Internet ads are useful and fun
- (7) Internet ads are a waste of time
- (8) Internet ads are hindering.
- (9) Internet advertising helps me with purchasing decisions
- (10) I like the web site without ads
- (11) When I see an internet ad, I look closely at it
- (12) When I see an internet ad, I click on it to find more information
- (13) An internet ad often takes me to buy an advertised product/service
- (14) I usually ignore an Internet ad

The results of the research are shown in **Fig. 5**.

The results of the research showed that out of the 146 respondents, 110 users (75.34%) think that Internet advertising is a good source of information, 83 users (56.85%) also think that Internet ads are informative. On the other hand, 88 users (60.27%) usually ignore Internet ads, 92 users (63.01%) think that there are too many ads, 99 users (67.81%) prefer websites that do not show ads. According to 70 users (47.95%) advertising is mandatory. The claim that Internet advertising helps them with the

Table 3 Internet activity of examined Internet users

Using the Internet	Number of users	Percentage (%)
<i>Frequency of using the Internet:</i>		
Several times a day	101	69.18
Once a day	24	16.44
Several times a week	17	11.64
Several times a month	4	2.74
Less than 1 time per month	0	0
<i>Average number of hours per day</i>		
Less than 1 h	24	16.44
1–2 h	50	34.25
2–3 h	31	21.23
3–4 h	16	10.96
4–5 h	9	6.16
More than 5 h	16	10.96
<i>The needs of the Internet:</i>		
Searching for information	59	40.41
Monitoring news	41	28.08
Job	20	13.70
Fun	13	8.90
Communication	6	4.11
Purchasing	4	2.74
Other	3	2.06

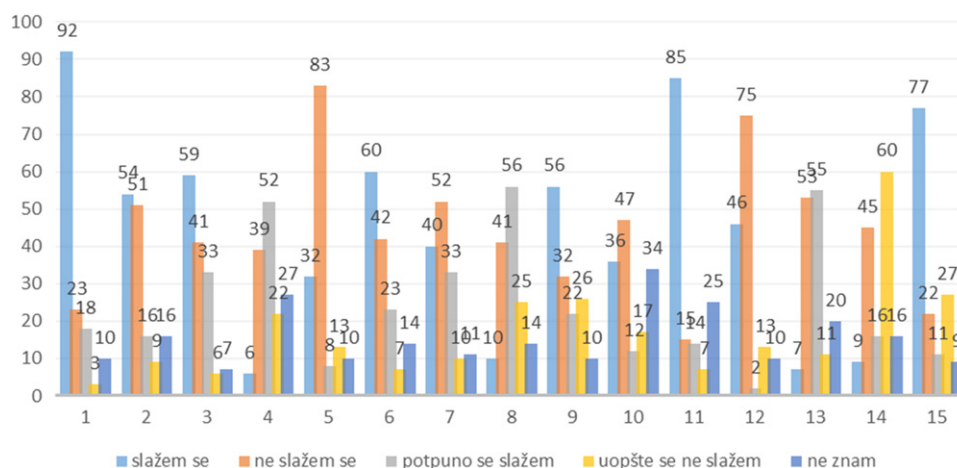


Fig. 5 Reactions and attitudes of users toward Internet advertising and Internet ads in general.

purchase decision is supported by 40 users (27.40%), while 59 users (40.41%) disagree. 78 users (56.15%) find out that the Internet ads are disturbing.

Before starting to examine the main hypothesis, that is, what are the attitudes of users regarding Internet advertising in general, the direction of the claim first should be consolidated, because in some claims the reverse Likert scale is used. Coefficients of asymmetry and alignment indicate that the data sharing is not normal, for this reason was used the Kolmogorov–Smirnovovim and Shapiro–Wilkovim test in order to check the normality of data division. In this case, the null hypothesis states that data is normally distributed. If the P value is smaller than the characteristic rate of 0.05 then the null hypothesis is rejected, and if the P value is greater than the characteristic rate of 0.05 then the null hypothesis can not be rejected. Since both P-values are less than 0.05, this means that data are not normally distributed, so we use the appropriate mean value below. Before calculating the mean value, the variables were adequately decoded. Rating 0 in this example represents a negative attitude. Those ratings are combined with rating 2 (I totally disagree), and 4 (I do not agree). Rating 1 represents a positive attitude. Those ratings are a combined with

Table 4 Mean values for generalized claims about internet advertising and internet ads

Number	General claims about internet ads and internet advertising	Number		Median	Modus
		Valid	Hindering		
1.	Internet advertising is a good form of information	136	10	1000	1.00
2.	Internet advertising is mandatory	130	16	1000	1.00
3.	Too many ads on the internet *	139	7	0000	0.00
4.	Internet advertising seems to me deceptive *	119	27	1000	1.00
5.	I'm generally in favor of internet advertising	136	10	0000	0.00
6.	Internet ads are informative	132	14	1000	1.00
7.	Internet ads are useful and fun	135	11	0000	0.00
8.	Internet ads are a waste of time *	132	14	1000	1.00
9.	Internet ads are hindering *	136	10	0000	0.00
10.	Internet advertising helps me with purchasing decisions	112	34	0000	0.00
11.	I prefer the websites without ads *	121	25	0000	0.00
12.	When I notice an internet ad, I look closely at it	136	10	0000	0.00
13.	When I see an internet ad, I click on it to find the information	126	20	0000	0.00
14.	An internet ad often takes me to buy an advertised product / service	130	16	0000	0.00
15.	I usually ignore an online ad *	137	9	0000	0.00

Appendix: * For these statements was used reverse Likert scale. Rating 0 represents a negative attitude, and the rating1 is a positive one.

rating 1 (I agree) and 3 (I completely agree). Rating 5 (I do not know) was in this case eliminated because it is neither a positive nor negative attitude.

From the [Table 4](#) it can be seen that 10 claims are negative (66.67% – in the table colored in blue) and only 5 claims (33.33%) are positive. Since users generally show negative attitudes, we can confirm a hypothesis that users generally have a negative attitude towards Internet advertising.

External Evaluation of Small Enterprises for the Production of Wine on the Territory of Orahovac and Velika Hoča

Due to the mild climate, as well as the southern exposure of the terrain around Velika Hoča and favorable soil, and the God-given landscape – is ideal for growing vines and producing excellent wines. This is why vineyards are widespread in large areas. The income from viticulture and wine trade was quite high, so emperor Dušan introduced the customs duty (in 14th century). Almost all the owners in the village had their own cellars (winery) for cultivating grapes, and the arrival of a large number of those who were in the vineyards and produced wine made it possible to raise many residences, cottages and other facilities (Monastery of Dečani, Devič of richer individuals).

Today, there is an active Dečanska vinica (winery), where the monks of the monastery of Dečani make an excellent metohistic wine, and also have private vineyards.

Winery antić-orahovac

- Winery Antić owns 90 acres,
- 50,000 to 55,000 kg of grapes are purchased annually,
- 30,000 to 35,000 L of wine are produced annually,
- 90% are redeemed by Albanians and the remaining 10% of Serbs and others,
- 2/3 black and 1/3 white wine
- the capacity of 35,000 L of wine each year.

Problems in business:

- Double VAT, double excise,
- Kosovo redeemers carry out extortion in price and the money is paid only in May of next year. This could lead to our country being overwhelmed by the fact that this Serbian winemaker is giving money to the producers immediately after the purchase. For this reason Albanians prefer to sell it to a Serbian producer.
- In 2015 the price of grapes purchase was 26–30 cents for the Vranac, which is the most purchased, because it is good for mixing, purchasing, etc.
- The selling price of white and black wine in the plastic bottle is 150–190 dinars per litre,
- The selling price is 4–4.5 Euros for a glass bottle of 0.75 L for black and white wine (38 cents a bottle, cork 50 cents, 10–12 cents labels and transport whose price depends on the destination).

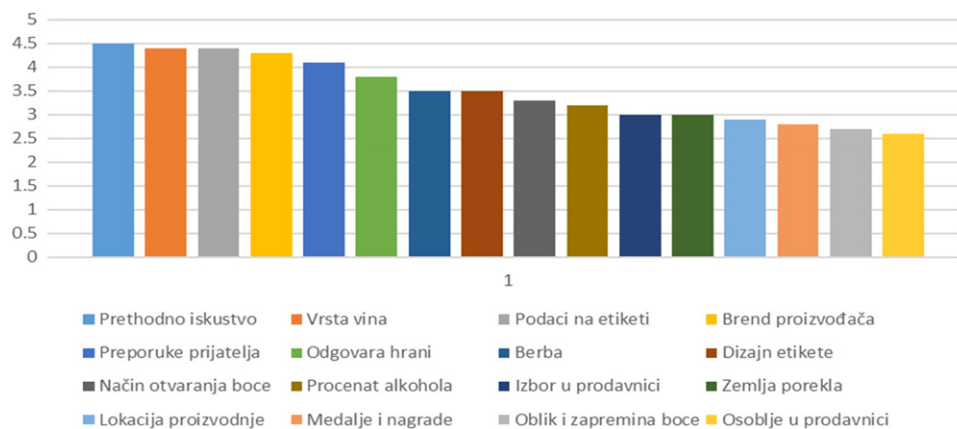


Fig. 6 Significance of different factors in purchasing and selection of wine. Appendix: * 1 means “Not important at all”, 2 means “not important”, 3 represents “not important or unobserved”, 4 means “It’s important” and 5 “very important.”

- The export is mostly done in plastic bottles and glass in small quantities of 20–40 bottles in buses and vans, but not in tanks due to problems on the road by the Kosovo police, sanitary inspection, etc.
- Company “Navip” from Serbia has offered to redeem all wine production, but at 55 cents per liter, but Mr. Antić rejected because it was unprofitable for him.

Winery petrović

- Wine production and wine tourism have 15 sleeping beds that are mostly issued to foreigners because this is a suitable destination for the development of wine tourism.
- The area of the winery Petrović is 2.5 hectares of vineyards,
- Annually produces 50,000 L of wine, šira, grape juice, spirits, grape brandy Lozovača, grape marc Komovica, liqueur....
- 30% of white and 70% of black wine is produced.
- It is exported to Serbia, Montenegro and the Republika Srpska.
- There is a problem with the border, (excise, VAT with double taxation).
- Spirit (rakija) is harder to export than wine
- The export is mostly done in plastic bottles.

According to the manufacturers’ experience – 15,000 Euros is necessary for a hectare of vineyards and another 20,000 euros for a wine cellar, pressing machines, crushers and other equipment.

Winery vinica- the church of Sveti Stefan

Field conditions

The Kosovo government gives 1000 euros per hectare of vineyards annually, while the Serbian government has given loans with incentives and donations in presses, crushers, vats, etc. For now, no incentives have been made for wine production and export, and it should be done, especially in these circumstances where our people live.

Checking the Importance of Various Factors in Purchasing and Selection of Wine

In the previous Fig. 6, it can be clearly seen that the users are paying great attention to the previous experience, the type of wine, the vintage, the brand, while the shape and volume of the bottle and the shop staff are factors that the examined users do not consider decisive when choosing and buying bottles of wine.

All the analyzed wineries gave a much greater emphasis to technical and technological development during the business expansion period, which was not followed by the appropriate marketing activity in order to win and better positioning in the market.

The impression is that this segment was left to the stigma and inertia of the development of the entire sector, which was especially evident in terms of difficulty in the placement, increasing inventory and billing issues.

Previous research has shown that enterprises can increase their marketing activities through Internet advertising without big additional costs and thus mitigate the negative specificities of the living and business environment in Kosovo and Metohija. Based on the SWOT analysis, it can be concluded that even if there are certain weaknesses and threats to the wine production in Kosovo and Metohija, they can gradually be overcome by harnessing opportunities and chances. In this respect, they should also be put

together on the market and use Internet advertising, which, given the specific business conditions, can significantly assist in the placement and sale of wines

Swot Analysis

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> ● Continuously high quality wine quality ● Long tradition of production ● Modern wine facilities and equipment ● High representation of young vineyard seedlings ● Using modern technology ● A wide range of products ● The winemaker belongs to the younger generation of winemakers ● Noteworthy results in wine exhibitions and fairs ● Recognition of the visual identity of the product ● Possibility of independent organization and management of tasting ● Continuous education 	<ul style="list-style-type: none"> ● Insufficiently emphasized promotion that is not adapted to the production expansion ● There are no employees who are specialist in marketing and promotion ● Double VAT, double excise, ● Kosovo buyers are blackmailing and the money is paid only in May next year. High selling wine prices ● Insufficient product information ● Product unavailability to potential customers ● Export is done mostly in plastic bottles and glass bottles in small quantities of 20–40 bottles in vans, buses, but not in tanks due to the problems on the road by the Kosovo police, sanitary inspection, etc.
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> ● Favorable agroecological conditions for the production of quality raw materials ● Development of specific technologies for the production of wines of indigenous grape varieties ● Preservation of the environment and the possibility of ecological production ● Recognition in the domestic market ● Makes it easier to enter foreign markets ● Joining winemakers in the sales segment and the expansion of the direct retail network ● Joint appearance on the market ● Use of the Internet and social networks in promotion of wine 	<ul style="list-style-type: none"> ● Capital intensive production and high dependence on the capital market ● Slower turnover (the coefficient of turnover is less than 1) ● Wine prices in catering facilities are not accessible to a wide range of citizens ● Drop in purchasing power, both domestic and foreign markets ● Large producers that have more capital and have a better marketing approach ● International competition with better infrastructure and institutional support

Conclusion

The purpose of this paper is to study the application of new forms of Internet marketing in terms of solving problems of placement of wine of small and medium-sized enterprises, and to investigate and determine the attitude of users in Serbia towards Internet advertising. Nowadays, the survival of a company directly depends on advertising on the web because in this way potential customers can notice them and to get acquainted with their offer at the moment when the company needs it.

People are looking for information about products or services on the Internet, and therefore it is extremely important for small businesses to be present on the Internet.

There should be no sudden change in advertising. Gradually and in small steps, you get the proper ads and the right customers at a reasonable price. The results of the study suggest that European wine production is decreasing and in this way follows the reduction of consumption due to changes in the way of life and the impact of anti-alcohol campaigns. The results of the research in small and medium-sized enterprises in Metohija indicate that the winemakers have huge problems with the placement of wine due to a specific living and business environment, but the owners of the wineries are not fully and sufficiently acquainted with the advantages of the Internet marketing, but also because of poor internet connection they are not able to use these comparative advantages. The results of the survey indicate that online advertising for small enterprises is the most appropriate advertising. It supports a narrowly targeted audience and it has an extremely fast response, which allows continuous, easy adjustment and especially low cost. That is what is needed for small enterprises. Online advertising allows the existence and survival of the rapid growth of the company, and compared with the payment of sales promoters, or preparation and execution of the campaigns, it is far cheaper, faster and more accurate way to target customers.

The greatest potential and challenge for the placement of wines are social media, especially the social network Facebook. What is obvious is that traders will face more competition in the wine market, as wine production from around the world is expected to increase, as well as the introduction of a set of laws on the prevention of alcohol abuse. This gives extra weight to this kind of research among producers and consumers and contributes significantly to increasing enterprise performance and customer satisfaction.

The fact is that society has just passed the threshold of digital transformation and, in this direction before companies in Serbia are new challenges. In the future inexorably comes to linking new technologies and new tools, such as connecting the coffee machines and washing machines to the Internet. There is the period in which advertising will almost completely take care of a multitude of computer algorithms. Internationalization allows us to reach a larger reach and to create a larger market, where online advertising of many audiences is achieved.

In the analysis of users' attitudes towards internet advertising, presented research results in the world generally differ. Some studies have shown that users have a positive attitude towards internet advertising (e.g., [Ducoffe, 1996](#); [Previte, 1999](#)), while others show negative attitudes (e.g., [Li et al., 2002](#); [Rettie et al., 2003](#)). Most of the research (e.g., [Ducoffe, 1996](#); [Brackett and Carr, 2001](#); [Burns, 2003](#)) as the most important factors that will influence the formation of the point of view about Internet advertising or towards the formation of a view on online ads, emphasizes three factors, which are informativity, entertainment and aggressiveness.

Interactivity and credibility factors were also mentioned (e.g., [Brackett and Carr, 2001](#); [Wang et al., 2009](#)). [Burns \(2003\)](#) showed in his study that users have different attitudes towards different forms of online advertising. In other words, some forms of online ads are more attractive to users than others. Online advertising is an opportunity that is available to every Internet user for the development of a web browser, but that does not mean that every online advertising user is competitive. It is therefore important to distinguish the benefits and to identify the weaknesses of online advertising business and to take into account its benefits.

Knowledge of certain forms of online advertising affects the viewpoint of users on this form of advertisement. Advertising should attract the attention of the target audience and fulfill the planned objectives. If we want to be contacted by customers, we must be ready for a quick response and quality expert support, advice, things that can be directed, and in the end to solve problems. Users have a more positive attitude towards advanced forms of online ads than on others. [Burns \(2003\)](#) found that users perceived more advanced forms of advertising as entertaining, but at the same time- disturbing. For example, floating ads have proven to be the most fun but also the most annoying form of advertising. The research results show that video ads are the most popular among users in the region. In Serbia, the largest share of advertising costs is still entrusted to television, which is unsustainable for most small enterprises. Therefore, small enterprises are increasingly relying on online pay-per-click advertising, which provides small initial investment and a gradual increase in advertising costs. This is especially important because companies have programs that are strictly focused, because it is absurd to direct ads to the masses.

Large media such as television, radio and print media are not profitable for the company. In this way, you target thousands of clients for just a few responses and you pay are paying too much for that. This can be afforded by large companies that offer consumer goods and well-known brands. On the contrary, online advertising allows low initial costs with narrow targeting to enable us to maintain financial sustainability. Small businesses generally deal with small margins and a limited sales volume, which requires thoughtful consumption for marketing purposes. This can be afforded by large companies which offer consumer goods and well-known brands. In contrast, online advertising allows low initial costs with narrow targeting to enable us to maintain financial sustainability. Small enterprises generally deal with small margins and a limited sales volume, which requires thoughtful consumption for marketing purposes.

Trends in Europe show growth in video advertising. Researchers predict the continued growth of mobile advertising and advertising via social networks. These are advertising potentials. Understanding the success factors of online advertising for entrepreneurs can be of great help if they are aware of the potential effects of individual factors and how to use them.

This is a period in which, according to the forecasts of the research company Gartner, the director of marketing, will invest more in IT, a period in which ICT can not replace marketing experts, but they will have to acquire new skills and to adapt existing business models and to improve IT cooperation. The impact of ICT on marketing communications will be visible, and from year to year, it will be greater. Based on current experience and research, it can be said that online advertising, in combination with personal communication, has been best shown so far because they are complemented very much.

Therefore, it can be concluded that customers can be met via the Internet and confirm our bid, and companies must strive to be at the right time in the right place and offer them what they need, quickly and efficiently, for mutual satisfaction. Although it is difficult for owners of small and medium-sized enterprises in Metohija region to use these sophisticated technologies and advertising tools, it is necessary to include principles and methods of internet marketing in order to solve the problem of placing and selling wine.

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