Internet Technologies and Organizational Social Image: Interconnection and Real Potential

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Abstract--The purpose of the study is to analyze the impact of Internet technologies on the social image of organizations and identify the specifics of using Internet technologies as a necessary tool for forming the company's image. The following methods of research were used: structural analysis method and content analysis method, which allow us to determine the features of Internet technologies' use and determine the trend in the use of corporate sites. The article considers the specifics of using Internet technologies as a necessary tool for forming the company's image, analyzes corporate websites of companies, determines the specifics of using Internet technologies in this context, and studies the use of social networks by organizations. The novelty and originality of the research lies in the fact that the essence of the concept image is considered in relation to commercial organisation (purposefully formed image of the organization having the character of a stereotype; a set of associations and impressions, which is developed in the mass consciousness of people and is associated with a particular representation). For the first time, the key factors that form a positive image of organizations in the field of business using Internet technologies are highlighted: information disclosure; artistic design; intuitiveness and functionality; reliability and security. For the first time, modern Internet technologies are analyzed and their specificity is determined on the example of commercial organizations; certain trends are identified related to the use and content of corporate sites (site design, user interface usability, web site communicativeness); and the use of social networks. It is shown that the specifics of using Internet technologies by organizations in the banking sector is that these companies share channels of communication with the user: on the one hand, they actively promote their products and services in social media, and also work to attract new subscribers by publishing interesting posts, videos and tweets; on the other hand, they do not provide an opportunity for customers to evaluate their activities on the official corporate website. For the first time, it was determined that for the presentation of goods and services, organizations in the banking sector use interactive promo-units, as well as sections with promotions and special offers of the Bank. It is determined that almost all organizations in the banking sector have a press center; it is shown that its presence is an important criterion for evaluating the organization among clients and competitors. It is determined that the very name of this information service is the same on all the studied sites. It is revealed that commercial organizations selling

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household appliances actively use Internet technologies as a tool to increase loyalty and create a positive image among potential customers, partners and competitors. It is determined that these organizations in the field of business focus on corporate sites using online store technologies and on promotion in social media in order to create a communication space with users.

Keywords--*business organizations, commercial organizations, image, Internet technologies.*

I. INTRODUCTION

Now, a clear understanding of the term *image* has not been formed, while the term itself has become widely used. In modern world, in the theoretical and methodological literature and practice, the concept of *image* is interpreted so widely that some forms of its use often contradict each other (Perelygina, 2002; Petrova, 2004; Tomilova, 1998; Zavalova, Lomov & Ponomarenko, 1986; Chernik, 2002; Gorshkov, 1988). Currently, image is the subject of study of many branches of humanitarian knowledge: philosophy, Economics, psychology, sociology, political science, cultural studies, etc. (Gorchakova, 2007; Averchenko, 2001; Petrunin& Borisov, 2004; Doyle, 1999; Nefedova& Vlasova, 1997; Fartash & Davoudi, 2018; Makarova et al., 2019). Philosophical and cultural studies have shown that the basis for building an image is culture. If the image is a reflection of moral, cultural and social values, an expression of socially approved, positive qualities and properties that are inherent in the object, it is a spiritual and moral resource in everyday and professional activities (Kuznetsov, 2007; Cherdymova et al., 2019; Gorshkov, 1988; Shekshin, 2002; Tastan & Davoudi, 2015; Putilina et al., 2019; Tsabolova et al., 2019; Panasyuk, 2004; Kardiset al., 2019; Baranov et al., 2019). The research of modern economists focused on the practical sphere is devoted to the problems of monitoring and evaluating the economic image, managing economic characteristics and processes using the image, and the practice of forming both an economic and professional image. Meanwhile, it should be noted that most researchers define an *image* through the concept of a mental image that is formed in the mass consciousness. (Schwalbe, 1995; Stein, 2008; Kunitsyna, Kazarinova & Pogolsha, 2002; Narutto et al., 2019; Fartash & Davoudi, 2018; Doyle, 1999). Over the past few years, the Internet services market has started to develop and grow rapidly. This includes not only computer network access services, but also professional services related to technological solutions for creating a positive image of companies and solving marketing tasks on the Internet. However, to date, the sphere of Internet technologies and services has not been sufficiently studied, and the relative youth and high speed of development of this market have not allowed this type of economic activity to receive sufficient scientific study and justification.

Currently, the specifics of using Internet technologies as one of the key factors of image formation have not yet received the appropriate research and development. Sources related to a given problem can be divided into several main groups: the first group includes General theoretical studies of image; the second group includes theoretical and practical studies of organizations' image and the third group includes work on marketing, advertising and Internet use (Alekseev, 1997; Vashik, 1999; Uspensky, 2003; Perelygina, 2002; Orekhovskaya et al., 2019).

Thus, the image of an organization in the field of business is not only a representation of it, but it is also a kind of tool that solves a number of strategic tasks of the organization. In General, the image is a very complex and multifaceted phenomenon, in which completely heterogeneous factors of its formation are intertwined. On the one hand, the impact on a person is carried out through a number of channels, and on the other - a person is

used to operating with multi-layer structures, each of which can coexist in human perception (Pocheptsov, 2004). The Internet affects both the rapid development of the information community, and changes in methods and approaches in business management and marketing. First, Internet technologies provide information and communication interaction between companies and their consumers, and are actively used in the preparation and dissemination of mass information.

II.   RESEARCH METHODOLOGY

Russian banks were selected to study the specifics of using Internet technologies by commercial organizations that provide banking services. The selection of these companies was conducted using tools and services on the Internet. The *Yandex* search system was used, since it is the most popular tool for finding the necessary information among Internet users. The study of the specifics of using Internet technologies as a necessary tool for forming the company's image was carried out using the methods of structural analysis and content analysis. The identifies the following tasks: to define the specific of Internet technologies' use in this context; to analyze corporate websites of companies in the field of banking services; to select company in the field of banking services, the results of which fully coincide with the criteria of the corporate website's analysis; to study the use of social networking by banking organizations; to determine the tendency of using corporate websites in the sphere of banking services.

As part of the study of using Internet technologies' specifics commercial organizations that provide services in the field of selling household and digital appliances large stores in Russia were selected. The objectives of the study were analysis of corporate websites of companies in the field of selling household appliances according to the presented criteria; determination of the specifics of the online store site and the frequency of social media services' use. To analyze the design of a corporate site and the usability of user interfaces, attention is paid to important elements of the effectiveness of any site. However, the evaluation of the site design is largely pretty subjective, but to give some quantitative and therefore objective assessment, it was decided to not stop on understanding the General imaging website, but only on some elements of its interface: the choice of city on the main page of the site; language versions; the presence of interactive advertising slogans of the organization; the presence of sign boards, promotions, special offers, products and services on the home page; a selection module and products and services' filter module; availability of a list and maps of sales offices; the presence of the designers and calculators of value; availability of a mobile version of the site or mobile application; presence of icons of commercial organizations groups in social media. To analyze the web site's communication, attention is drawn to important elements: the presence of the user's personal account; the availability of online service systems; the availability of reviews about the company, products and services; service, maintenance, Internet consultant; the availability of communication space between users. To analyze the forum, attention is drawn to important elements: integration with social networks, the ability to authorize the user through a social media account; the presence of social media buttons that allow the user to evaluate and recommend the service in social networks; the presence of a press center, blogs; subscription to the newsletter.

III. RESULTS

At the first stage of the study, we analyzed such an image-building tool as a corporate website. The main components of a successful corporate website are defined. During processing and grouping of all words, it was found that among the content about the Bank on corporate websites of organizations in the banking sector

there are 22% of the words *Bank* and *Russian,*11% of the words *financial* and *business,* 8% of the words *group,* 5% of the words *rating, major*, *banking, services.* The results show that at 100% of the surveyed corporate websites of commercial organizations the user is able to select the city and the region in which it is located, and at 86% sites has the possibility to choose the language version of the website. Thus, corporate websites of banks are aimed at full coverage of the Russian audience, which can be confirmed by the conclusions of the study above-mentioned; since these banks position themselves as a Russian Bank, (the conclusion is made based on the frequency of use of words).

One of the main characteristics of a successful corporate site is the presence of interactive promo units on the home page: 93% of the reviewed sites adhere to this concept. Moreover, in order to visually present information and attract the user's attention to the main products and services, 80% of banking organizations place banners on the home page of the site for special offers of products and services, as well as promotions and various discounts for customers. Due to the presence of modules for calculating credit or selecting necessary services on the analyzed sites, users can quickly and interactively solve issues related to the calculation and selection of banking services. However, only 40% of sites provide users with this option online. The next criterion for evaluating corporate sites was the availability of a mobile version of the site or mobile app. One of the banking organizations studied has both a mobile version of the site and a mobile app. In General, only 33% of banks use mobile device technologies, focusing primarily on providing online services through them.

The process of forming the image of organizations in the field of business also depends on effective communication with potential customers. The specificity of using Internet technologies is that banks share channels of communication with the user: on the one hand, they actively promote products and services in social media, as well as work to attract new subscribers by publishing interesting posts, videos and records, on the other hand, they do not provide customers with an opportunity to evaluate their activities on the official corporate website. Interactive promo units, as well as sections with promotions and special offers of the Bank are used for the presentation of goods and services. Almost all organizations in the banking sector have a press center on the official website, which allows us to conclude that its presence is an important criterion for evaluating the organization among customers and competitors. The very name of this information service is the same on all the sites studied. The results of the study show that 100% of the studied sites of online stores selling household appliances provide users with the opportunity to choose the city and region, but also in contrast to the sites of banking organizations, these sites have only a Russian version. Thus, these sites are aimed only at Russian users of Internet, positioning themselves as the leading Russian electronics stores. The most effective way to present products on the site are promo units and banners. On these sites, the number of banners is determined by the need to sell specific products. In addition, on the websites of online stores, a necessary evaluation criterion is the presence of a product catalog with the ability to filter products by specified categories and parameters. Brief and detailed information about the product, the appearance and cost of the product presented in the store on the Internet largely determines the image of the company providing such services. For the user's convenience, the store on the Internet in 80% of the studied sites has a non-linear catalog structure, thus ensuring that the same product is found in several groups at the same time.

Another criterion for evaluating Internet sites is the availability of a mobile version of the site or mobile app. According to the results of the study, 89% of companies have special mobile applications that allow the user to select products, inform them about the main technical data and product characteristics, and provide the

opportunity to place an order via a mobile device. The main advantage of such applications is, first, not only the ability to conclude a transaction online, but also to pay for the selected products by entering personal Bankcard data. The vast majority of commercial sites studied (98%) allow new users to register on the site and get advanced features. The use of social media by companies selling household appliances can contribute to gaining loyal customers and increased users of the website. Thus, for an online store, creating communities in a social network is an effective way to attract an audience to their site. This is primarily because there are a large number of active users in social networks. After analyzing groups in social networks of these organizations, one can formulate the main goals and objectives for which companies in this area use this Internet technology. Feedback from users allows the organization to learn about people's attitude to brands; in addition, comments allow the company to learn the reaction of users to the introduction of new features, products and other novelties on the site. In addition, direct communication with customers helps online stores to respond to customers' opinions on time and correctly, quickly eliminate shortcomings and adjust subsequent developments. Social media helps the store on the Internet attract new users, thanks to the avalanche like mechanism, i.e. a link to the online store group appears on the page of each newly joined user. Social media increases brand awareness. To do this, moderators of the online store need to post interesting content (text, video, audio, or graphic material) in the group every day, because social network users react to such things and exchange links to the product description they like. The attractiveness of the online store is increased by such sections as new items, sales hits, and recommended products. Availability of the shopping cart on the site. The link to the shopping cart must be located on all pages of the online store, in the sites we study; it is located in the upper right corner (100%). User reviews help you choose a product and make a final decision about the purchase, so the presence of reviews of the product significantly increases the credibility of this online store, because it is clear that customers go to the site and actually make purchases, leaving reviews. Different payment methods must be provided. Abundant placement of contacts on the site, the buyer should be able to contact the store Manager, delivery service, the most convenient way for him, for example, by filling out the feedback form.

Thus, commercial organizations that sell household appliances actively use Internet technologies, which are a tool for increasing loyalty and creating a positive image among potential customers, partners and competitors. These organizations in the field of business focus on corporate websites using online store technologies and on promotion in social media in order to create a communication space with users.

IV. DISCUSSIONS

Attention to image has been updated in recent years due to the increased problem of choice faced by people: the choice of goods and services; political parties and public organizations; leaders and managers; and competition in various markets: consumer, political, and others. The image becomes a full-fledged information product, and not just an image based only on emotional perception; with the increasing importance of information components in the life of society, future civilizations are already called information-based, the requirements for the formation of an image from the individual to the image of social systems of any scale are increased. The image of organizations in the field of business should correspond to the actual image and be directed to a certain group of potential consumers, while it should be flexible and dynamic. It should be noted that with the same quality of products from different companies, the competition between organizations in the field of business is not so much between types of goods or services as between the company's image.

Thus, a organizations in the field of business that does not have its own image or has a bad image will not be able to succeed in the market, so only a skillfully developed and gradually introduced a positive image, supported by product quality and service level, will allow a commercial organisation to take a leading position in the market. As a rule, there are four important components for creating a positive perception of the organization: creating a base, forming an external, internal and emotional image. Each of these components is intended for to solve three main tasks aimed at creating the company's image: increasing the level of competence for effective work with potential customers; maintaining and managing the company's image, thanks to which customers believe in the company; establishing an emotional connection with the client and society.

Since the Internet has unique characteristics that differ significantly from those of traditional marketing tools, the use of Internet technologies to create the image of organizations in the field of business can be most effective. The key factors that create a positive image of a commercial organisation using Internet technologies are information disclosure; artistic design; intuitiveness and functionality; reliability and security.

Thus, considering the concept of the *image* from different key positions, identifying a multiplicity of approaches and classifications inherent in its creation and manifestation, based on the conclusion of a wide range of researchers of the concept of the *image* we can summarize that the image of the organization in the sphere of business is understood as a purposefully formed image of the organization having the character of a stereotype; a set of associations and impressions, which consists in the mass consciousness of people and is associated with a particular view about this company.

V. CONCLUSION

The current time is determined by the acceleration of economic and socio-cultural dynamics, the emergence of new forms and ways of human existence in the virtual space, and this is largely facilitated and significantly influenced by new media.

Almost all types of human life activity, needs, services and products of organizations in the field of business are represented in the new space of modern society - the Internet. Today, there is an intensive development of new technologies under the influence of the global Internet. Technologies based on the Internet have become actively involved in the life of society and for a relatively short period of its existence have been involved in all its spheres. Internet technologies are not only means of communication and tools for storing information, but also become unique socio-cultural and economic phenomena that require additional study. In General, Internet technologies are tools of the global space that provide new opportunities for integrating the activities of organizations in the field of business. Thus, the main tool for improving the market position of commercial organizations is working on corporate identity-image. in this regard, the market of Internet services related to technological solutions for creating a positive image of organizations in the business sphere and solving a number of marketing tasks on the Internet has begun to develop and grow quite actively. The image of organizations in the business sector is an empirically measurable category that is purposefully formed using various Internet technologies. Currently, the specifics of using Internet technologies as one of the key factors of image formation have not received sufficient scientific theoretical and practical development.

The Internet has become the main medium of human existence for a large part of society. In this regard, marketing services of organizations in the field of business choose this channel for conducting advertising

campaigns aimed at forming the image of a commercial organization. This direction in the modern concept of interaction marketing is called Internet marketing, i.e. the combination of the theory and methodology of marketing organization in the hypermedia environment of the Internet.

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