

RESEARCH REGARDING THE TOOLS AND CHANNELS OF COMMUNICATION USED BY LIVESTOCK ENTERPRISES IN TIMIS COUNTY

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Abstract: *In today's fast-paced business environment, communication channels are critical for success. Effective communication channels enable businesses to share information and ideas, make decisions, and coordinate activities. However, social media has revolutionized the way companies interact with their customers and conduct their business. It has become a powerful tool for companies to promote their brand, engage with customers, and gain valuable insights into consumer behavior. However, social media also has its downsides. In this article, we will explore the impact of social media on a company's life.*

Key words: *communication, social media tools and channels, livestock enterprises*

INTRODUCTION

Effective communication is one of the most important aspects of running a successful business [6,17]. There are a variety of communication tools that businesses [7,14] can use to improve their communication, both internally and externally.

On the other hand, social media has had a significant impact on the way companies conduct their business. While it has many benefits, companies need to be aware of the potential pitfalls and invest in a well-planned social media strategy to reap the rewards. One of the biggest benefits of social media for companies is that it provides a platform for them to engage with their customers and build relationships [9]. Social media platforms like Facebook, Twitter, Youtube, and Instagram allow companies to connect with their customers in real-time, respond to their queries and complaints, and build a loyal following. This can result in increased customer satisfaction, improved brand reputation, and ultimately, higher revenue.

Social media also enables companies to promote their products and services [16] to a much wider audience than traditional marketing methods. By creating engaging content and leveraging the power of social media algorithms, companies can reach potential customers in a more targeted way, resulting in increased brand awareness and sales.

However, social media also has its downsides. Companies need to be careful about what they post on social media [19], as any misstep can lead to negative publicity and damage to their brand. Additionally, social media can be a time-consuming endeavor, requiring dedicated resources and a well-planned strategy to be effective [3].

MATERIALS AND METHODS

Research methods revolve around bibliographic analysis and observation. We analyzed the companies whose main field of activity is agriculture [1], among them are: Comtim, Maxagro, Transavia, B-asf, Agroland, Collini, Merpano, Ovoest, Mimagi, Maragro, Cerealcom Timis S.A., Gagea SRL, Agricola. These are from the Western Region of Romania, more precisely from Timiș County. Timiș County is located in the western part of Romania and is one of the most developed counties in the country. His residence is the city of Timișoara, which is also the largest city in the county. Timisoara is an important economic center, also being famous for agriculture [13]. Also Agrotourism is

a fantastic way to get in touch with nature and learn about the farming industry in this area [2,8,12].

RESEARCH RESULTS

In the business world, communication channels refer to the mediums through which information is transmitted within an organization. Effective communication channels are essential for success in any business, as they ensure that information is transmitted accurately, timely and efficiently [10].

One of the most common communication channels in business is email. Email is fast, convenient, and cost-effective. It allows for the exchange of information and documents in real-time [5], and it is accessible from anywhere with an internet connection. However, email can also be impersonal, and it is easy for messages to be misinterpreted or ignored. Sending newsletters via email can be a significant benefit for a company. By creating an email list of subscribers who have opted in to receive your newsletters, companies are able to directly reach out to a targeted audience. This means that they can communicate with people who are already interested in their products or services, making it more likely that they will engage with their content. Additionally, email newsletters are a cost-effective way to stay in touch with company audience. Compared to traditional marketing methods, email marketing is relatively inexpensive and can be done on a regular basis. This means that the companies can keep their brand top-of-mind for their subscribers without breaking the bank. Furthermore, email newsletters can be an effective tool for building relationships with the customers. By providing them with valuable and engaging content, companies can establish their brand as a trusted source of information. This can lead to increased customer loyalty and repeat business.

Another communication channel is instant messaging. Instant messaging is ideal for quick, informal, and direct communication. It allows for real-time conversations, making it ideal for collaboration and decision-making. However, like email, it can be impersonal and lacks the context of face-to-face communication.

Video conferencing is another popular communication channel in business. It allows for virtual face-to-face meetings, which can be especially useful when working with remote teams. Video conferencing can be more personal than email or instant messaging, and it allows for real-time collaboration. However, it can be expensive and requires a stable internet connection.

Facebook is one of the most popular social media platforms in the world, and it can be an effective tool for businesses to reach their target audience [23]. 75 of the analyzed companies have a Facebook page or account (Figure 1).

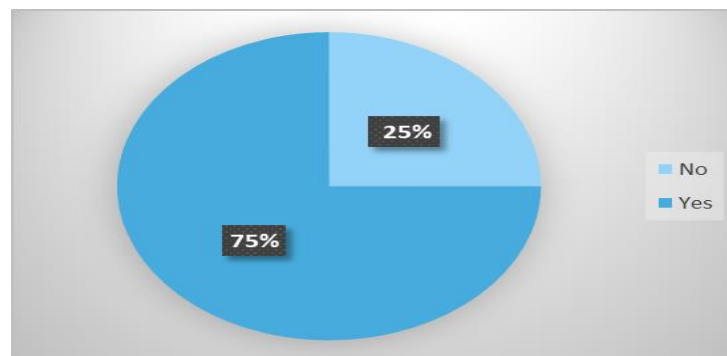


Figure 1. Companies with Facebook account

Source: Own calculations

As far as the advantages of Facebook are concerned, they include: increased visibility (by creating a Facebook page for a business, companies can increase their online presence and make it easier for people to find them [18]. When people like or share their posts, their friends and followers will see them, which can lead to increased brand awareness); targeted advertising (Facebook's advertising platform allows to target specific demographics, interests, and behaviors, which can help reach the right people with the message); customer engagement (Facebook allows to interact with customers in real-time. Companies can respond to comments and messages quickly, which can help to build trust and loyalty with their audience. However, there are also some disadvantages to using Facebook for business purposes: algorithm changes (Facebook's algorithm is constantly changing, which can affect the reach of posts. This means that even if companies have a large following, not all of their followers will see their content; time-consuming (maintaining a Facebook page can be time-consuming, especially if the companies are creating original content and responding to comments and messages [11]. This can be a challenge for small businesses with limited resources; negative feedback (because Facebook allows users to leave reviews and comments, it is possible for negative feedback to be publicly visible. This can be damaging to your brand if not handled properly [23].

Instagram is a photo and video-sharing app that can be used to showcase products or services visually. It is a great platform to connect with younger audiences and build brand awareness [24]. However, it is primarily a visual platform, so it may not be as effective for businesses that do not have a visually appealing product. Regarding the Instagram account, only 33% of companies have an account on this platform (Figure 2) and also on Tikk-Tok (Figure 3).

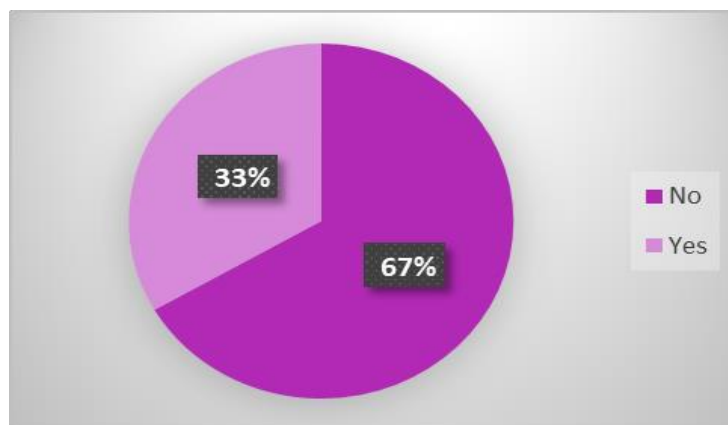


Figure 2. Companies with Instagram account

Source: Own calculations

TikTok is a short-form video sharing app that has gained immense popularity over the past few years. It is a great platform for businesses that want to reach a younger audience and create engaging content. However, it may not be suitable for businesses that do not have the resources to create high-quality videos [26].

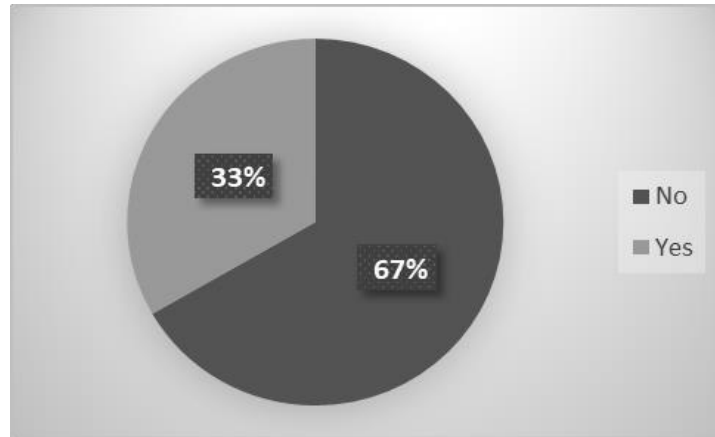


Figure 3. Companies with Tik-Tok account

Source: Own calculations

YouTube is the largest video sharing platform and is an excellent platform for businesses that want to share tutorials, product reviews, or educational content. It is an excellent way to build brand authority and establish a connection with the audience. However, creating high-quality videos can be time-consuming and expensive. As can be seen in the Figure 4., 58% of them have a YouTube account [21].

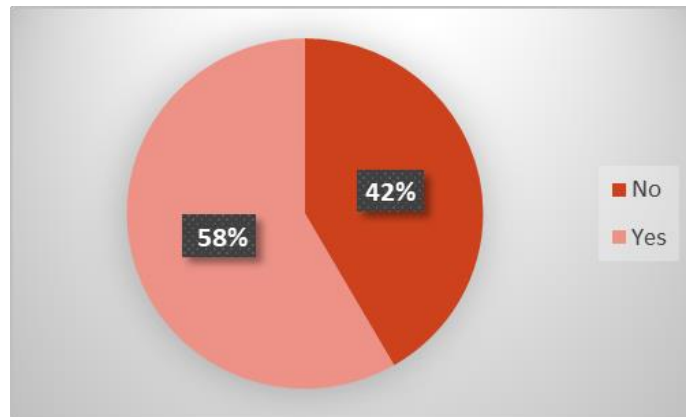


Figure 4. Companies with Youtube account

Source: Own calculations

Twitter is a microblogging platform that allows businesses to connect with their audience and share short updates. It is a good platform for businesses that want to share news, updates, or quick tips [22]. However, due to the character limit, it may not be suitable for businesses that want to share detailed information. Regarding the Twitter platform, only 17% have such an account.

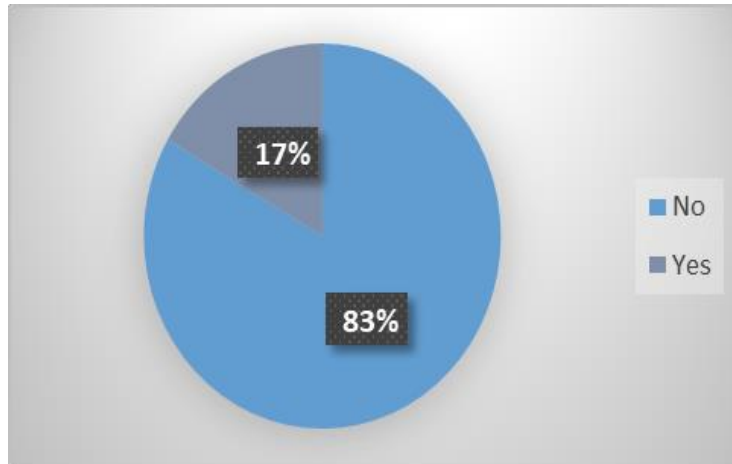


Figure 5. Companies with Twitter account

Source: Own calculations

LinkedIn is a professional networking platform that is ideal for B2B businesses. It is an excellent platform to connect with other businesses, find potential clients, and establish professional relationships [25] but, it may not be suitable for businesses that target a younger audience or B2C businesses. As you can see in Figure 6, as with Instagram and Tik Tok, only 33% have a LinkedIn account.

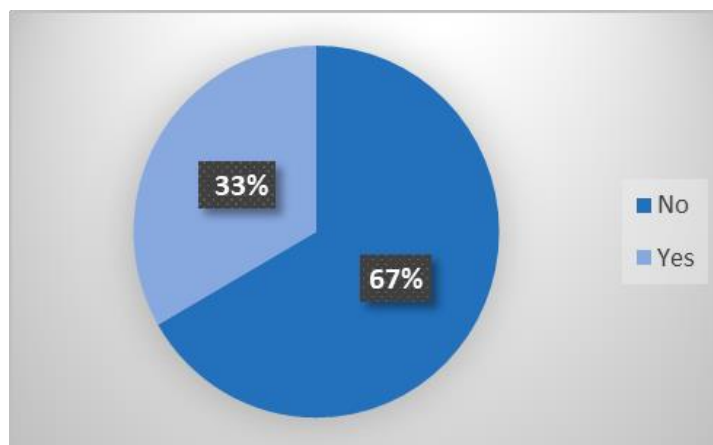


Figure 6. Companies with LinkedIn account

Source: Own calculations

Also in today's digital age, having a website for a business is no longer an option, it is a necessity [20]. A website serves as the online face of a business, providing a platform for the customers to interact and access the products or services 24/7. First and foremost, a website allows you to reach a wider audience than traditional marketing methods. With the increasing number of people using the internet to search for products and services, having a website ensures that the business is visible to potential customers [4,15].

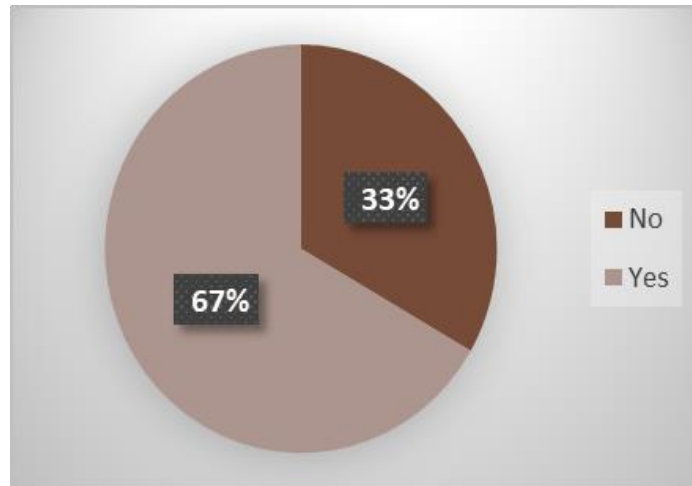


Figure 7. Companies wich have an website

Source: Own calculations

CONCLUSIONS

In conclusion, there are several communication channels and tools in business, and each has its advantages and disadvantages. Choosing the right communication channel depends on the nature of the message, the intended audience, and the desired outcome. Understanding the strengths and weaknesses of each communication channel can help businesses make more informed decisions about how to communicate effectively. The key is to find the tools that work best for the company and its specific needs.

Consumers are now more informed and tech-savvy than ever before. They expect to be able to communicate with businesses through social media channels, and they expect businesses to respond quickly and effectively to their inquiries and concerns.

Social media platforms like Facebook, Twitter, Instagram, and LinkedIn etc. have provided businesses with an opportunity to engage with customers in real-time and on a more personal level. Through these channels, businesses can not only communicate with their customers but also build brand awareness, promote products and services, and gain valuable insights into consumer behavior and preferences, thus companies should consider creating and maintaining an account on several social media platforms simultaneously.

While social media can be a powerful tool for companies looking to engage with customers and promote their brand, it also has some potential disadvantages. One major issue is the risk of negative publicity. Social media provides a forum for customers to complain about products or services in a very public way, potentially damaging the company's reputation. Additionally, social media can be a time-consuming and resource-intensive endeavor. Companies need to dedicate staff and resources to monitoring and managing their social media presence, which can be a significant investment. Finally, social media can be a very crowded space, making it difficult for companies to stand out and get noticed amidst all the noise. All of these factors should be considered carefully when deciding whether or not to use social media as part of a company's marketing strategy.

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