



The 4th SSIM International Conference
Marketing and Consumer Behaviour:
Current Challenges

CONFERENCE ABSTRACTS

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Session 1

E-commerce & M-commerce

“ACTUAL USE OF mCOMMERCE APPS – AN EMERGING MARKET PERSPECTIVE”
- Mornay Roberts-Lombard, PhD (University of Johannesburg)

“Value co-destruction: The case of online reviews” - Agnieszka Kacprzak, PhD (University of Warsaw), Lalin Aanik, PhD (University of Virginia), Katarzyna Dziewanowska, PhD (University of Warsaw) & Krzysztof Nowak, PhD (University of Warsaw)

“Co-evolution Digital Economy and Behavioural Economics” - Eissa Sinaei Parsa, MA (University of Warsaw)

Mornay Roberts-Lombard, PhD

mCommerce is marked as the single biggest driver of online expenditure growth in South Africa (Smith, 2017). Interestingly, most South Africans access the Internet via their mobile phones (Space Station, 2017) and prefer to utilise apps to shop (Business Tech, 2015). However, of those who do shop via their mobile phones, the category of clothing and accessories does not feature prominently (Erken, 2017; Goldstuck, 2014:27). With athleisure being a major trend impacting global and local growth in the fashion industry (Amed et al., 2017:12; Euromonitor International, 2017), it is imperative for South African fashion retailers selling athleisure apparel to understand the reasons for this low purchasing behaviour. This study provides insights into this phenomenon by determining the constructs that influence consumers' acceptance and use of mCommerce apps to purchase athleisure apparel in South Africa.

The target population of this study consisted of South African consumers who made an actual purchase of apparel clothing over a 12 month period. purchase were included in the study. Both quota and convenience sampling were used. A self-administered questionnaire was used to gather the data. Data analysis was conducted using the IBM Statistical Package for the Social Sciences (SPSS) programme, version 24. This programme applied various statistical procedures, including descriptive statistical analyses, and T-test analyses to test the hypotheses.

Similar studies in emerging African economies such as South Africa have not yet been conducted and therefore, this study adds to the existing body of knowledge. The separation of the actual use construct into five separate constructs represents a further contribution to the academic literature for the application of the UTAUT2 in emerging African economies such as South Africa. Habit, behavioural intention and facilitating conditions influence actual use, but these factors do not have an influence on all the 5 sub-constructs. The data gathered from this study sheds light on mCommerce and provides emerging economies such as South Africa, with a more in-depth understanding of the factors that drive consumers to purchase athleisure apparel.

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Business Tech. (2015). What's driving online shopping in SA? Available from: <https://businesstech.co.za/news/internet/82863/whats-driving-online-shopping-in-sa/>

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Space Station. (2017). How South Africans access the Internet. Available from: <http://www.thespacestation.co.za/how-south-africans-access-the-internet/>

Agnieszka Kacprzak, PhD; Lalin Aanik, PhD;
Katarzyna Dziewanowska, PhD & Krzysztof
Nowak, PhD

In this paper we combine two research streams: electronic word-of-mouth (eWOM) and theory of value co-creation. eWOM can be defined as a content created by consumers in form of consumption-related communication that uses digital tools and is primarily directed to other consumers. The majority of studies on eWOM is focused on pre-purchase consumption stage. Therefore, the research gap can be identified as a lack of investigations into the outcomes of consumers post-purchase engagement in eWOM. The theory of value co-creation provides an interesting perspective for examining this issue. It is based on the premise that value of any consumption experience emerges from the exchange among customers and companies. This exchange can lead to either positive (value co-creation) or negative (value co-destruction) outcome. We aim to determine in what circumstances exposure and creation of eWOM might result in value co-destruction for the actors involved.

We have conducted three studies: two survey studies and one online experiment. All studies were conducted via Amazon mTurk. In the first study we determined how often participants read online reviews after different types of consumption episodes and how likely they were to read reviews after experience of different valence. In the second study three motives of post-purchase exposure to eWOM were identified: community and experience, seeking other's opinions, and general curiosity. In the third study the question of what are the effects of post-purchase eWOM exposure on brand loyalty, satisfaction and recommendation was investigated. The product chosen for the experimental design was an iPhone. Compared to reading neutral information, participants who read negative reviews and rated these as more typical, decreased their brand loyalty and brand satisfaction.

Over the last decade, the economic world with the emergence of behavioral economics, and the digital economy on two sides and simultaneously have revolutionized (Stiglitz, 2004). On the digital economy side, it has transformed our lives and societies with unprecedented speed and scale, delivering immense opportunities as well as disruptive innovation.

By understanding digital economy opportunities and challenges, we can make significant contributions to realizing the sustainable development and market efficiency goals (Brynjolfsson & McAfee, 2014). On the behavioral economic side, according to research findings in cognitive sciences, cognitive biases are the core root of behavioral economics (Camerer, Loewenstein, & Rabin, 2004).

Therefore, in the new context, behavioral economics has integrated with the digital economy, and this coevolution is continuing. And in the new context, some questions are raised:

Which one can make smarter? Buyers (Customer) or Sellers (Agencies)?

In other words, how are the new trends of changing cognitive biases in the new context?

Following the functionalist paradigm of organization studies in an attempt to provide explanations and solutions that can be useful for organizational practice, the purpose of this study is to improve the understanding of the influence of co-evolution in a new context on cognitive biases.

The current research will be conducted in the following setting: The first step, will be academic literature studies cognitive biases. In the second step, which will be part of qualitative research methodology with phenomenology method and the final step, which is part quantitative approach with survey method.

Session 2

Consumer behaviour in emerging markets

“An empirical analysis of young consumers’ attitude towards consumer-packaged goods on social media and traditional communication platforms in South Africa” - ENITAN OLUMIDE OLUTADE, PhD (North-West University)

“Evaluating the consumer adoption of wearable devices in an emerging market in Eastern Europe and a developed Western Europe” - Olha Pityk, MSc & Lynn L. K. Lim, PhD (University of Applied Sciences and Arts Northwestern Switzerland)

“INTEGRATED MARKETING COMMUNICATION MIX AND BRAND PERFORMANCE OF SMALL AND MEDIUM SCALE BAKERY FIRMS IN NORTH-CENTRAL NIGERIA” - Friday Alapa INALEGWU, PhD (Kogi State University)

“Customer Loyalty in convenience stores owned by foreign nationals in South Africa: A qualitative studies” - Zwelibanzis Sam Webber, PhD (Nelson Mandela University)

“Understanding proximity mobile payments adoption: A perceived risk perspective”
- Michael Humbani, PhD (University of Pretoria)

The advent of social media aids access to information on a diverse range of brands. Social media is exhibiting a tremendous influence on young consumers to switch from traditional media to the social media platform, which in itself is more enduring for these young cohorts. Generation Y is also likely to form a favourable attitude towards a brand on the social media platform. These young cohorts are turning away from traditional media and are increasingly exploring social media platforms to gather and share content, videos, pictures, opinions, and they tend to broadcast information relating to brands and products. The purpose of this study was to examine young consumers' attitude towards consumer-packaged goods organisations who participate on social media platforms, compared to those whom continue to only exploit traditional media. This empirical paper is based on both secondary and primary data. The study adopted a cross-sectional time horizon and the responses of 401 respondents were incorporated. Data collection was via a printed questionnaire and also an online survey among the undergraduate students of the North-West University, South Africa. The study explored hypotheses with a cross tabulation analysis. The results of the inferential statistics adopted in this study revealed that young consumers' attitude is more favourable to organisations whom engage with Gen Y consumers on social media compare to organisations whom are engrossed in traditional media platforms. Therefore, this study recommends that brand managers should ensure that their brands are active and engaging Gen Y on social media platforms. Lastly, the study contributes to the body of knowledge by identifying hidden factors influencing young consumers' attitudes on social media towards consumer-packaged goods organisations.

Wearable technology enables consumers to obtain biometric readings and use various smart functions, comparable to those of a smartphone, on a miniaturized electronic device worn on the body. Although its adoption by consumers is rapid, it is still confronted with some barriers. Our research advanced the understanding of wrist-wearable technology acceptance by examining the factors that influence the intention to use this technology. The wrist-wearable devices named in this research included fitness trackers and smartwatches. These devices were selected because of their popularity and yet they are not massively adopted by consumers. Moreover, the COVID-19 pandemic has driven the debated potential to integrate wrist-wearable devices as an option to identify early symptoms of infection.

To identify cross-cultural differences in the consumers' perceptions towards wrist wearables adoption, our research applied the extended Unified Theory of Acceptance and Use of Technology (UTAUT2) in addition to the construct of consumer innovativeness. Furthermore, we identified and explained cross-cultural differences in the consumers' perceptions. We interviewed twenty-two participants in Ukraine and Western Europe. These participants were users and non-users of wrist-wearable technology.

Our findings showed that the participants attach a greater importance to the factors of performance expectancy, social influence and habit. These findings suggested that wrist-wearable technology is perceived as a utilitarian tool, with the aspects of hedonic motivation being recognized in most cases and in some usage experience. Compared to the participants from Western Europe, the Ukrainian participants are impacted more by the factors of social influence and brand when deciding to adopt a wrist-wearable device. Our study provided some insights to technology developers and marketers since adoption of wrist-wearables by consumers still encounters barriers. It brought value to the understanding of key motives and inhibitors influencing wristwear acceptance.

Purpose: Previous arguments that marketing communication influences firm performance have focused on financial and sales measures. However, non-financial measures have not been examined to reach a comprehensive understanding of this relationship for small and medium scale enterprises especially in a developing economy like Nigeria. Thus, the broad objective of this study is to ascertain the extent of relationship that exists between integrated marketing communication mix and brand performance of small and medium scale bakery firms in North Central, Nigeria. Specifically, it seeks to examine the relationships between advertising and brand awareness, and between sales promotion and brand loyalty.

Methodology/Approach: The descriptive survey design was adopted. Applying the Taro Yamane's formula, the survey involved 304 SMEs (bakery firms) and 400 customers from a population of 1,266 bakery firms in North Central Nigeria that are members of Master Bakers' and Caterers Association and 900,000 bread customers respectively. The Spearman's Rank Order Correlation was used to analyse the data.

Findings/Recommendations: The result indicates that there are significant positive relationships between advertising and brand awareness ($r_s=0.829$, $p<0.00$), and between sales promotion and brand loyalty ($r_s=0.889$, $p<0.00$). Hence, the study concludes that there is positive relationship between integrated marketing communication mix and brand performance. Therefore, the study recommends that bakery firms should invest more in social media and Google advertising to build brand awareness in a competitive business environment. They should also engage in unique promotional activities with added value to boost patronage and thus enhance brand loyalty.

The purpose of this paper is to investigate customer loyalty in township convenience stores also known as spaza shops. The discussion moves from the premise that this area of study has not been fully explored, prompting the researcher to adopt a qualitative study that will provide a deeper understanding on how customer loyalty is managed and strengthened in convenience stores owned by foreign nationals.

A qualitative study based on a case study will be undertaken for this study. A case study is appropriate because customer loyalty is unique and complex in convenience stores owned by foreign nationals. The study population will be foreign shop owners.

A purposive sampling procedure will be used. Interviewees will be chosen based on their experiences as well as the researcher's knowledge. Multiple case study of 4 interviews at different locations. Description themes will be used for data analysis. Practical managerial implications of the study should lead to new and different ways of marketing approaches to entice and build relationships with customers and owners from different backgrounds. The study will add value to the ongoing debate on customer loyalty strategies and their suitability under different circumstances.

Michael Humbani, PhD

Consumers are ready for proximity mobile payments (PMP). However, there is still a gap between readiness and what is actually happening in South Africa. Service providers fail to translate this potential into profit, hindered by the risks that consumers perceive PMP to have. The purpose of this study was to investigate quantitatively the perceived risk dimensions and possible inhibitors of PMP adoption using perceived risk theory. Researchers have largely failed to focus specifically on PMP as a sub-dimension of mobile payments. Research on the perceived risks of PMP is also limited, especially in the context of South Africa. Using a convenience sample, data was collected from South African smartphone users, from whom 284 valid online surveys were obtained. The standard regression analysis revealed that financial-security and performance risk are predictors of PMP adoption, and that product risk is not a predictor of PMP adoption. This study provides tangible solutions to service providers and marketers to guide app development and communication with consumers. A contribution is also made to the limited empirical research on PMP risk's influence on adoption during crisis times.

Session 3

Sustainability & Green Consumer Behaviour

“IMPACT OF PRO-ENVIRONMENTAL BEHAVIOUR ON SOCIETAL SUSTAINABILITY”

- James Abugu, PhD (University of Nigeria Nsukka)

“Environmental knowledge, attitude, values and personality as the main determinants of consumer green behavior among Generation Z” - Katarzyna Rozenkowska, MBA (University of Warsaw)

“Green Marketing on Social Media: A Systematic Literature Review and Future Research Directions” - Elnur Nabivi, MSc (University of Warsaw)

“Gamification on improving Corporate Social Responsibility communication”
- Filip Wójcik, MA (University of Warsaw)

“Perceptual experiences on the sustainability of small-scale running events; a qualitative study of Mavrovouni Skydra Hill Race” - Sofia Gkarane, MA (University of Macedonia)

James Abugu, PhD

This study interrogates the nature of pro-environmental behaviour impact on societal sustainability. Surrounding landscape has relationship with human behaviour. The after effects and increased environmental awareness amongst societies world-wide greatly propels the use of green products. Establishing factors affecting pro-environmental behaviour is necessary, especially when engaged in the formulation of effective policies required towards improving attitudinal change needed to protect the natural environment. Sustainable future environment needed change in behaviour. Lot and prevalent environmental problems are human behaviour derived. Managing inform of protecting and restoring the environment waste poses great challenges throughout the world. Understanding the pro-environmental behaviour in the society and establishing the determinants provide cue towards smoothing environmental sustainability. The specific objectives of the study are: to assess the effect of green managerial innovation on the reputation of manufacturing firms and to establish the extent of the relationship between eco design and waste minimization in manufacturing firms. The population of the study comprises 2196 staff selected from the five manufacturing firms in Nigeria. The data was analyzed with simple percentage analysis, while the study hypotheses were tested with Simple Linear regression at 0.05 alpha level. The research made the following findings: that green managerial innovation has a positive significant effect on a firm's reputation and that eco design has a positive significant effect on waste minimization. The study concluded that pro-environmental behaviour contributes to sustainable consumption practices. It was recommended among others, that since green innovation and wastes minimization has been indicated to be an important strategy for manufacturing firms to gain significant sustainable advantages like customers patronage, firms should pay more attention in green management innovation and waste minimization to excel in innovating their products and processes in their bid to lead the market.

Katarzyna Rozenkowska, MBA

The main objective of the research was to study the influence of such constructs as environmental knowledge (EK), attitude towards the environment (ATE), values and personality type on consumer green behavior (CGB) among Generation Z representatives.

The study was conducted with the employment of a quantitative method on Polish consumers (n=555) between the age of 15 and 24. The Knowledge-Attitude-Behavior model and theories of Reasoned Action and Planned Behavior laid the main background for the study and were additionally extended by the concept of values and the Ten Item Personality Inventory (TIPI). The developed theoretical framework which included a moderated mediation model allowed to arrive with results revealing: which values and personality type mostly influence green behaviors; to what extent attitudes and motivations translate onto actual pro-environmental action; and the general approach of Generation Z towards the natural environment.

Over the past decades, green marketing has become an essential tool for sustainable business strategy. Moreover, given the unprecedented reach of social networks, brands embrace green marketing practices in their social media strategies to achieve better business performance. Green marketing refers to the development and marketing of products that are considered environmentally safe. This research attempt to review and assess relevant articles examining green marketing activities through social networks. In order to do this, a systematic literature review was conducted, and 31 peer-reviewed research papers published since 2010 were identified. The content analysis of the extracted articles has led to the identification of four main thematic foci: general marketing strategies of brands, brand promotion strategies, determinants of consumer's green purchasing behavior, and raising environmental awareness. Specifically, the results reveal that scholars predominantly focus on brands' general marketing strategies and environmental awareness topics—there is less interest in analyzing brand promotion strategies. This research provides an overview of the current state of knowledge and outlines a comprehensive theoretical framework. Based on the review, a number of research gaps were identified, and in line with the research gaps, several questions were determined. Lastly, a research plan for future study is proposed and discussed.

Corporate social responsibility (CSR) is not only a growing trend, but it is becoming part of our day-to-day reality [1]. The process of CSR implementation is complex and usually difficult, especially the communication of CSR seems to challenge corporations to a large extent [2]. One of the ways to do that is by implementing gamification, what has already been tested e.g. [3].

CSR communication has been assumed to provide an effective post-crisis strategy to mitigate the negative impact of crisis on the corporation and thereby the realization of the benefits of CSR [4] can be very valuable for companies considering current situation caused by COVID-19 pandemic.

Within self-determination theory, three basic psychological and intrinsic needs are postulated: the need for competence, the need for autonomy, and the need for social relatedness [5].

In their paper [6] authors matched the needs mentioned above with proper game mechanisms that best fulfill those needs. This work focuses on which group of mechanisms addressing particular need could mostly affect consumer loyalty, improve the perception of the problem and engage the participants.

As it comes to methodology, it is similar to authors [7] that conducted 3 different questionnaires, but every survey was concerning different sustainability topic. The research could help to understand how this kind of CSR communication can be gamified effectively.

After the literature review, it can be seen that there are still many blank points in the gamification of CSR communication area. The following Research Questions (RQs) were prepared to fill some of them:

RQ1: What impact has gamification on the survey customer loyalty?

RQ2: What impact has gamification on the survey participations' perception of the problem?

RQ3: What impact has gamification on the survey participations' engagement?

[1] Lin, Yu-Cheng, Roni Padliansyah, and Tzu-Chiang Lin. "The relationship and development trend of corporate social responsibility (CSR) literature." *Management Decision* (2019).

[2] Schmeltz, L. (2012). Consumer-oriented CSR communication: focusing on ability or morality?. *Corporate Communications: An International Journal*.

[3] Bhattacharya, Sonali, and Aradhana Gandhi. "Engaging the Head, Heart and Hand of the Millennial Workforce." *Psychological Studies* (2020): 1-16.

[4] Jagušt, Tomislav, Ivica Botički, and Hyo-Jeong So. "Examining competitive, collaborative and adaptive gamification in young learners' math learning." *Computers & education* 125 (2018): 444-457.

[5] Ryan, R. M. (1995). Psychological needs and the facilitation of integrative processes. *Journal of personality*, 63(3), 397-427

[6] Sailer, M., Hense, J. U., Mayr, S. K., & Mandl, H. (2017). How gamification motivates: An experimental study of the effects of specific game design elements on psychological need satisfaction. *Computers in Human Behavior*, 69, 371-380.

[7] Maltseva, Kateryna, Christian Fieseler, and Hannah Trittin-Ulbrich. "The challenges of gamifying CSR communication." *Corporate communications: An international journal* (2019).

Small-scale sport events like local marathons can potentially generate a sustainable impact for the host community, in which small and medium enterprises are often the most common businesses. Therefore, sport event organizers should involve local professionals in their decision-making process, to reassure a commercially successful event. Yet, few studies have reported the perceptions of local professionals in the context of sustainability of small-scale sport events. This exploratory study aims to address this gap by examining the economic, social and environmental impact of a small-scale running event on local professionals' life. To investigate the way in which professionals perceive sustainability challenges of Mavrovouni Skydra Hill Race small-scale event, semi-structured interviews were held in the region of Mavrovouni Skydra, a small village in northern Greece. Twenty local professionals of Mavrovouni participated in the qualitative research. Results indicate that local professionals recognize the positive economic effect on their businesses and the positive impact on their social life. However, issues arise when it comes to their intentions to support event planning or other similar actions. From a practical perspective, this study allows tourism managers to understand the characteristics and needs of the local community and to design their event strategy accordingly. Its contribution to the existing literature relates to event sustainability issues from a local-stakeholder approach.

Session 4

Advertising

“How do university students perceive visual smog in historic city centers?”
- Lucie Kaňovská & David Havir (Brno University of Technology)

“What will happen to Offline Shopping? The effects of controlled external triggers on the decision-making process of consumers and purchase behavior of fast-moving consumer goods” - Lucas Burckel, MSc & Lynn L. K. Lim, PhD (University of Applied Sciences and Arts Northwestern Switzerland)

“Elements of advertising psychology in spots promoting OTC drugs, dietary supplements and food - a comparative analysis” - Joanna Chlebiej, MA (University of Warsaw)

Purpose. In recent years, visual smog (also referred to as visual pollution) has been increasingly discussed, whether it is an interview in the media or is used by architects dealing with urban planning, or graphic designers and other experts in the field of visual communication. Visual smog consists in overlapping public space, not only urban, but also other landscapes, with a cloak of advertising that is not adapted to its surroundings. The situation of visual smog is already being solved in many world cities, but more and more attention is being paid to it in some Czech cities, such as Prague, Znojmo or Brno. The aim of the paper is to find out how university students perceive visual smog in historic city centers.

Methodology. To better understand the issue, 449 university students from Brno University of Technology were contacted to find out the perception of visual smog. An online questionnaire survey focused on university students took place in March 2021. Young people were asked about their perception of visual smog in general and also within the city of Brno, which has a beautiful historic center and is the second largest city in the Czech Republic.

Results. The findings show that the two biggest problems, respondents stated that visual smog reduces / destroys the uniqueness of a place and distorts the values of the architectural beauty of cities. Almost 80% of them agree with the initiative of cities to prepare manuals on how to visually present with respect to the values of the historic city, and instructions on how to know the regulations and obtain the necessary permits.

Practical implications. The information found clearly shows that university students are very sensitive to their surroundings and realize that the number of advertisements is often large, so that it reduces the importance of the place, but also prevents faster orientation in urban areas. The respondents themselves were able to clearly state the places in the historical center of Brno where the biggest problem is and also came up with interesting suggestions on how to "fight" this problem, which can be beneficial for further use and solution of this topic.

In the past decade, online sales have played a significant role in the way consumers purchase. Even though the online sales have become essential, the vast majority of retail sales still happens offline. Our research analyzed how controlled external triggers influence the decision-making process of consumers in the offline purchase of fast-moving consumer goods (FMCG) in France and Switzerland. Globalization has led to stronger competition in the FMCG segment. The shelves are full of products that are almost similar but that come from different brands. Marketers seek for the best strategy that push consumers to purchase and recommend their brands to others. Hence, we investigated how marketers can affect both the consumer's planned and unplanned purchases and their effects on decision-making. We conducted semi-structured interviews with three groups of participants from both countries. Respondents were either FMCG consumers from France or Switzerland, retailers or industry experts. Factors such as controlled external triggers, buying behavior and international decision-making process were analyzed. Controlled external triggers showed different effects, whether the purchase was planned or unplanned. This observation suggested that the level of planification is worth considering when analyzing the effects of triggers on the decision-making process of consumers. The impact of culture showed no significant influence on how the decision-making process of French and Swiss consumers is affected after the exposition to marketing triggers inside or outside the stores. These findings contribute to both theoretical and practical knowledge about international decision-making theories by distinguishing consumer buying behavior from the decision-making process and by identifying how both are interlinked after the consumer's exposure to marketing triggers.

The aim of the study was to identify the elements of advertising psychology that differentiate advertising spots promoting OTC drugs, dietary supplements and food. This identification was made by means of a quantitative analysis of individual elements of the psychology of advertising, mentioned in the literature on the subject. Based on the literature review, a list of elements that can be used in advertising has been created in order to influence the customers perception, this behavior, and especially the purchasing decisions made by them. This list was used as a research tool for the quantitative analysis of video spots promoting OTC drugs, dietary supplements and food.

This study was conducted because according to law, dietary supplement are similar to drugs in its pharmaceutical form, but is defined as "a foodstuff which purpose is to supplement a normal diet" (Act of August 25, 2006 on food safety and nutrition). Meanwhile, based on the results of presented study, it can be seen that due to the presence of characteristic elements of advertising psychology, spots promoting dietary supplements often differ from spots promoting food. However, it is difficult to notice a clear difference between the spots promoting dietary supplements and the spots promoting OTC drugs.

Session 5

New trends in Marketing & Consumer Behaviour

“New trends and new challenges in Consumer Behaviour and Consumer Rights Protection” - Anatolijs Krivinsh, PhD (Daugavpils University)

“Static vs. Dynamic approach to the power in B2B relationships – conceptual paper”
- Paweł Kaliszewski, MA (Białystok University of Technology)

“Consumer as a source of design solutions in new product development process”
- Beata Piątkowska, MA (University of Warsaw)

Anatolijs Krivinsh, PhD

Introduction: The research “New trends and new challenges in Consumer Behaviour and Consumer Rights Protection” examines the importance of Supervision and Control of Consumer Rights Protection in the time of a pandemic. When entering into contractual obligations with the trader or the service provider, the consumer shall be provided an opportunity to fully exercise his choice and will, purchasing exactly the type of goods or receiving exactly the service the consumer wishes. It is the duty of the trader or the service provider to respect such will. The purpose of the work is to analyse some challenges and some opportunities from the perspective of the principle of free competition.

Methods: The methods of the present research were: discourse analysis, literature review, logical and descriptive methods.

Results: Having done the analysis of the EU directives and regulations (Directive 2008/48/EC; Council Directive 93/13/EEC; Directive 1999/44/EC; Directive 2002/65/EC; Council Directive 2000/43/EC; Council Directive 2004/113/EC; Directive 2008/122/EC of the European Parliament and of the Council of 14 January 2009 on the protection of consumers in respect of certain aspects of timeshare, long-term holiday product, resale and exchange contracts; Directive 2011/83/EU; Directive 2013/11/EU of the European Parliament and of the Council of 21 May 2013 on alternative dispute resolution for consumer disputes and amending Regulation (EC) No 2006/2004 and Directive 2009/22/EC)), as well as normative regulation of several countries, the author made a conclusion, that pandemic epoch contains considerable threats to the principle of free competition in speare of Consumer Rights.

During a pandemic, the risk of these situations increases: unsafe goods, or goods that do not conform to the provisions of the contract, or unsafe services or services that do not conform to the provisions of the contract are sold to the consumer; the payment for the purchase or the weight or measure is not correctly determined and no opportunity is provided to check it; upon purchase of goods or receipt of a service, freedom of choice and the expressed will of the consumer are not observed; no opportunity is provided to a consumer to exercise the right of withdrawal; a document that confirms the transaction is not issued; the principle of equality of the contracting parties is not observed and the terms of the contract are unfair; contractual obligations are not adequately performed; the possibility to receive comprehensive and complete information regarding the goods, or the service or the price of the service is not ensured.

The results of the research can be used by theoreticians and practitioners.

Nowadays, business is evolving faster and faster. Enterprises are looking for different ways to grow by acquiring additional resources. Hence arises the need to look for other companies that have the resources or information, which could share with the other party achieving a defined benefit. To create opportunities for exchange, companies establish cooperation, relations and alliances. An important issue to consider in business relationships is power and power asymmetry. The comparison to who has more power, what it comes from and how it can be used by people managing enterprises can be related only to the potential if the given power is not used. Mostly, the power is used by the stronger companies, having better position in the network or supply chain. This leads to an asymmetry of power between partners. This theoretical study focuses on the concept of power as one of main concept in inter-organizational relationships.

The aim of the paper is to identify various approaches to defining power in business relationships and to identify methods of researching power in changing organizational relationships. The research method used in this article was the analysis of the literature of the subject.

The definitions and classifications of power used in this article were based on two main concepts. Firstly the concept of power sources who proposed 5 power sources (J.R.P French, B.Raven, 1959): coercive, rewarding, legitimate, expert and referent. Secondly, the concept based on structural power (T.Oukes, A v. Raesfeld, A.Groen, 2019) distinguishing 3 elements: control over resources, position in network and formal – hierarchical right.

The outcomes of the research shows the potential and importance of dynamic approach in power asymmetry management. Another findings reveals the advantages as well as the impact of power countervailing practices from the both sides of the business relation.

Consumers are becoming companies' suppliers of products or services ideas. Nowadays, with the use of the Internet consumers may become co-creators of companies' market offer. One of the form of co-creation is crowdsourcing. Companies use an online one-to-all communication, for instance open calls, to encourage consumers to solve companies' problems. In response, consumers use their own resources, like time, knowledge, effort to supply companies with ideas.

Large companies, e.g. Dell, Unilever, Lego use crowdsourcing in new product development process. However it is still little known whether other companies operating in Poland use it and how. The first step of the research is a netnographic study among companies that offer consumer goods on polish market. The aim of the this part of the research is to investigate crowdsourcing activities. In order to focus on design solution supplied by customer the netnographic study will be conducted among companies that take part in design contests. The second stage of the reasearch project is survey among polish consumers in order to investigate how different types of crowdsourcing activities modify the relation between consumers and companies.

Session 6

Social media

“Role of Influencers in buying behavior of Consumers” - Shikha Sharma, PhD (Amity University) & Anupama Mahajan, PhD (University of Delhi)

“Media marketing activities of VOD platforms (available in Poland) in social media” - Ksenia Wróblewska, MA (University of Warsaw)

“Would you pay an Insta-doctor a visit? Social media personal brands and consumer perception” - Małgorzata Szwed, MA (University of Warsaw)

Of late, Influencer marketing has become the buzzword that has transformed the way the marketing is being done these days, quite different from the traditional ways; that have triggered the research interest in this area. Hence, the present paper has been conceived to understand the technique of influencer marketing and assess its impact on consumers buying behavior and to identify the gaps. The research paper uses secondary sources such as search engine- Google, GoogleScholar, Elsevier, Refseek, Educationalresourcesinformationcentre, Microsoft academic, Google Books, iSeek, Research gate, Virtual learning resources centre, and Academic Info for the conceptual and theoretical analysis. For this purpose, we have reviewed and analysed 50 to present evidence that are able to provide an overview of the main themes and proclivity covered by existing and relevant studies. Most of the articles indicate that influencers put a positive impact on the consumer buying behavior of the consumers provided they are authentic and trustworthy. There is a need to extend research with respondents from older generations, on varied types of industries and products and especially in emerging economies where digitalisation is in progress.

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On-demand platforms (video-on-demand, VOD) available in Poland are active in the field of media marketing (hereinafter MM), especially on social media. The published content, through its style and tone of voice, is targeted at a precise type of audience, sometimes promoting specific social trends in watching movies and series (e.g. binge-watching). The presentation aims to introduce the preliminary results of a pilot study aimed at analyzing MM activities carried out by VOD platforms available in Poland. Social media platforms that will be analyzed for the study are Twitter, Facebook, and Instagram. The results will focus on the quantitative and qualitative analysis of the content published by VOD platforms selected for the research (two platforms of foreign origin and two of Polish). The analysis will cover posts published within one month. The study aims to answer the following research questions:

- Are VOD platforms active in terms of MM on social media?
- Who are the main recipients of marketing content published on social media?
- What are the posts about, what is the dominant topic?
- What content/product is being promoted: new premiers, original series/movies, classical hits...?

The presented results are the first, pilot approach to the actual research conducted for a doctoral dissertation entitled: "The Polish market of VOD platforms in the perspective of media marketing - conceptualization and empirical verification". The results will allow the author to verify the correctness of the initial research assumptions (regarding social media) and allow to answer the research questions presented above.

Development of technology and the broad availability of the internet provide constant access to social media for users. These platforms are used to communicate with friends as well as to follow other users and brands. Also, physicians have public social media profiles on which they publish both professional and personal content. The objective of the paper is to identify factors that influence customers' perception of physicians on social media. Therefore, the aim of this study is (1) to examine social media users' perception of physicians' social media account importance and (2) to identify factors related to personal brand that are influential when choosing a doctor to visit. Two research questions are posed to address the above-mentioned research gap and the purpose of the study:

RQ1: How important is a physician's social media profile from a consumer perspective?

RQ2: What factors related to personal brand on social media are important to consumers if they choose to visit a physician?

To obtain the purpose qualitative research method was adopted that involved 12 semi-structured interviews with people who follow physicians' profiles on social media. Only two social media platforms were considered in the study - Facebook and Instagram.

The results reveal the importance of the availability of other people's opinions about doctor, as well as the feeling that consumers know the doctor before visit. 7 of the respondents declared that they would choose a doctor who is active and has a social media account, 2 people said that they would be guided primarily by the available opinions on the znanylekarz.pl platform. 3 of respondents said that the presence of a doctor on social media is not an encouraging factor, 2 of them would choose a doctor whom they do not even know from social media and do not know anything about him/her. Scope of research focused on consumers' perception of physicians' social media presence is a novel. The results suggest directions for further research in field of professionals' personal branding on social media.



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