



Summer Seminar in Marketing 2015 Current Challenges

Proceedings

FACULTY OF MANAGEMENT

UNIVERSITY OF WARSAW

July 1, 2015

Grzegorz Karasiewicz

Faculty of Management, University of Warsaw

**Internationalization and Performance of Emerging-Market Companies:
Evidence from Poland**

ABSTRACT

The purpose of this paper is to determine the nature of the relationship between internationalization and performance among Polish companies. It is based on a sample of over 300 Polish companies listed on Warsaw Stock Exchange, studied over two years (625 observations were used for statistical processing). Multiple regression analyses was applied to test three hypotheses. The dependent variable is company performance and the independent variable is the degree of company internationalization. A number of control variables were also incorporated in the regression models. The statistically significant results of the multiple regression analyses show that Polish companies experience a negative linear relationship between their degree of internationalization and performance for two variants of the dependent variable, and a non-linear, U-shaped relationship for one dependent variable.

Pusanisa Thechatakerng

Faculty of Business Administration, Maejo University,
Samsai, Chiangmai 50290 Thailand

Whachiraporn Boonpradub

Faculty of Communication, Journalism, and Marketing
Massey University, Auckland, New Zealand

**Tourism Marketing Management in Chiangmai, Thailand: Tourist behavior &
the 7Ps**

ABSTRACT

Orn-Tai Sub-district, San Kamphaeng District and Tha Nuea Sub-district, Mae On District, Chiangmai are variety tourism resource community. However, these districts are not well-known as tourism destination, although local government agency have tried to support in term of community tourism resource development. Then, the marketing mix become an important tool to accelerate tourism market. This paper aims to focus on characteristics of tourists and the impact of 7p's on tourist decision making to visit two sub-districts. Questionnaire was collected through 400 tourists to analyze tourists characteristics and tourism marketing mix. The finding indicates that marketing factors impact on tourist decision making to visit Orn-Tai Sub-district at a high level, especially in personal service of community, and the physical characteristics of the community, while Tha Nuea Sub-district the physical characteristics of the community, and personal service in community were at the high level factors to impact tourist decision making. Furthermore, the results show mostly of tourists' behaviour in Orn-Tai and Tha-Nuea spent half day tour by driving their private car and taking information from friends with the reason to visit of the interesting of tourist place. In overall, tourists meet their satisfaction with half day visit but some products such as one-day tour or longer visit need to be improved in term of tourism activity and tourism station point to visit. Therefore some recommendations have been given for government agency, community management team, policy makers for future improvement and to position the place as tourist destination.

Anna Kuźmińska

Faculty of Management, University of Warsaw

The effects of the single and chronic activation of the concept of money on interpersonal trust

ABSTRACT

The effects of money activation on interpersonal trust were investigated in three experiments and one study of the European Social Survey data (ESS Round 6, 2012). Study 1 (N = 57) revealed that participants primed with money declared lower general social trust than did participants in a control condition. In Study 2, we used ESS data to compare two groups of business professionals (N = 922) and found that finance professionals (whose jobs are related to chronic money activation) declared lower level of social trust than did administration professionals. In Study 3 (N = 74), participants who were given the task of counting money placed chairs further apart for a conversation with an unknown student (replication of Vohs et al., 2008). Subsequently, they declared lower levels of trust towards their interaction partner. Finally, in Study 4 (N = 54) we investigated whether money priming would affect participants' behavior in the Trust Game (Berg et al., 1995). Contrary to our expectations, we found that participants in the money condition invested significantly more than participants in the control condition. This can be explained by either an increase in the market-pricing mode related to one's desire to maximize own outcomes (Fiske, 1992; Mead & Stuppy, 2014) or an elevation in the risk taking behavior.

Key words: activation of the concept of money, trust, trust game, finance professionals

Pusanisa Thechatakerng

Faculty of Business Administration, Maejo University,
Sansai, Chiangmai 50290 Thailand

Entrepreneurship Development of Women in Rural Thailand Organic Product Enterprise

ABSTRACT

Tepsadej District, an enriched of natural resource place can be developed as a new tourist destination. This can lead to develop entrepreneurship to serve the future tourist. It is believed that economics of country is driving by entrepreneurs. The development of women to be entrepreneur is a part of driving local's economy as well. So, this research aims to study demographics and the development of women entrepreneurs in organic products by focus on human capital screening, matching business, and business focus group discussion. Besides, 21 of target group are collected data through focus group technique. The results show that mostly of entrepreneurs were volunteerism, commitment, diligent and able taking responsibility in their job. However, the study demonstrated that they were lack of business knowledge and ability to reach financial sources, nevertheless women can use their own saving or community fund as primary financial resource. For the assessing of business matching by using micro and macro screening table as well as existing environmental resource, the results demonstrate that women trend to establish organic coffee shop, organic tea and coffee farm and organic vegetable garden. Furthermore, after focus group method, the finding explains that to be women entrepreneurs, they need to be incubated in business management especially marketing management; creative thinking & product development, pricing, channel distribution and IMC tool. In addition, the support from government agency is also necessary.

Subject Description: Entrepreneur M 130, New Firms; Startups M13, Marketing M 31, Business Administration M1

Keywords: Entrepreneur, organic coffee, product, marketing, Chiangmai, Thailand

Alla Talal Yassin

UOITC, Iraq- Baghdad

**Tendency in marketplace through "Success to the Successful" archetype SDM:
A Case Study in UOITC University**

ABSTRACT

In today's marketplace university competitive has become critical for success. Most universities have to cope with the competitive in supply and demand.

This paper examines the behaviour of UOIT University over time using "Success to the Successful" archetype through SDM for setting situations. UOITC is one of the specialist universities in IT in Iraq. A simulation model was created in order to examine the behaviour of the university tendency and the marketplace over time.

The researcher wants to determine the behaviour of the tendency by using system dynamics (SD). The results of simulation showed that the long run behaviour of the university is significantly different, depending on the marketplace and the necessarily.

Keywords: archetype , SDM , simulation , marketplace

Narintip Thaitamakul

Faculty of Business Administration, Maejo University,
Sansai, Chiangmai 50290, Thailand

Pusanisa Thechatakerng

Faculty of Business Administration, Maejo University,
Sansai, Chiangmai 50290 Thailand

Creativity based Product Design of Ethnic Entrepreneurs in Thailand

ABSTRACT

Ethnic entrepreneurs, hill tribe people in Northern Thailand, making handicraft in a way of prevent the origin of their own culture. To be success entrepreneurs, creativity plays an important role in new ideas for innovative product design and new product development. This study, then aims to examine the characteristics of ethnic entrepreneur, a so called Karen silverware entrepreneurs, and creativity based design of entrepreneurs in silverware businesses. This research, then tries to answer 2 research questions; 1) How the characteristics of ethnic entrepreneurs are? And 2) what are the factors of creativity drive entrepreneurs design their silverware products. 20 ethnic entrepreneurs who are professional in silver handicraft products are conducted by interviewing. The results indicate the necessity to pay greater attention to characteristics influence the six distinctions. The study also explains the experience from family sustained creativity of six distinct such as internal environment, knowledge, intellectual and thinking style consistent with the nature of creativity.

Subject Description: Marketing M 31, Entrepreneur M13, New Firm, Start ups M 130

Keywords: creativity, design, innovation, silverware, product, ethnic entrepreneur

Miglė Černikováitė

Mykolas Romeris University

Misleading Advertising Influence On Customer Behaviour In Lithuania

ABSTRACT

The market saturation, often demands from companies heavily invest to marketing and advertising. Despite advertising value for all market participants, some advertisers' are reaching the consumers in misleading way: reflects incorrectly characteristics indicate false prices, provide substandard reality, subjective comparisons. Misleading advertising research and prevention is very important and necessary to ensure not only the protection of consumers, but also for the moral growth of Lithuanian companies.

The aim of this paper is to analyze the misleading advertising effects on customers' behavior in Lithuania, based on survey of cases in Lithuania vs. France.

To achieve the goal, the following objectives are set:

1. Examine the theory of misleading advertising and its links to customer behavior.
2. Discuss the concepts of legal regulation of misleading advertising
3. Perform the comparative research study analysis of misleading advertising in Lithuania and France.

Methods of analysis: Lithuanian and foreign scientific literature analysis; structuring information, a summary of the comparison; questionnaire survey method; comparative analysis, depiction research.

Misleading advertising is such an advertising, which in any ways, including its presentation method materially distorts or could materially distort the persons to whom it is addressed or whom it reaches and which, by its deceptive nature, is likely to affect their economic behavior or which, for those reasons, affects or is likely to harm another person's ability to compete. Misleading advertising is regulated through Advertising Law and EC Directives and main reason prohibiting misleading and comparative advertising, because it may affect thousands of businesses worldwide. The distortion of businesses economic decision-making also gives rise to distortions of competition. In addition, misleading and comparative advertising practices have a knock-on effect on customers as they have to pay more for products and services. Misleading advertising regulation should include the obligation to introduce the possibility of legal action against non-compliant advertising, granting courts powers to order cessation or prohibition of such advertising and enabling them to require the advertiser to furnish evidence as to the accuracy of factual claims in advertising

Summer Seminar in Marketing 2015 Warsaw, Poland

The research analysis revealed that Lithuanians often recognize misleading advertising and identify the company's unethical behaviour quickly than in France. In both countries the consumers will not buy from the company if it propagates misleading information and they will not recommend to their friends, but seldom appeal with complains, especially in Lithuania. Therefore is a need to spread of adequate and legitimate information concerned with products and services, especially while shopping online.

Keywords: Consumer Research, Customer, Relationship, Misleading, Advertising

JEL classification: M300 Marketing and Advertising, M37 Advertising.

Hande Bilsel Engin

Bahcesehir University

Department of Communication, Istanbul, Turkey

Festivalization Of Shopping In The Postmodern City Of Istanbul

ABSTRACT

This paper deals with the festivalization and ritualization of consumer lifestyles in Istanbul, in particular with regard to its shopping festivals for the years 2011-2012. Having been a port and manufacturing city for many years, with a large proportion of lowly educated people, the city's first goal has been for many years to ameliorate the cultural climate of the city to the benefit of its residents. Since 1990's which is the time foreign capital flooded into the city and its culture and thereafter especially the year 2000 however, this inclination more and more received a market-oriented emphasis. The city became a target of satellite city, mall and branded festival contractors. As of these times shopping has been one of our most popular leisure activities after socializing with friends and watching TV. More and more, the products and brands we shop for, display, exchange and consume as well shopping scapes helps us to relate to one another and to reproduce the structure of society through a massive festivalization and ritualization of this activity.

In this paper, I will try to examine the way how these shopping festivals with shopping practices and rituals both reflect and constitute the social worlds in which they are embedded. I will begin with a discussion of the differing meanings that "acquiring stuff" may have and of the rituals of interaction related to "attending to shopping festivals until midnight" as a psycho-cultural practice. I will also examine the rise and boom of consumer culture in Turkey, particularly Istanbul shopping scene, and its effects upon shopping practices and rituals. In terms of methodology, I am going to make use of ethnography, participant observation and informal conversations to get to the heartbeat of the casual, care-free shopper right at the center of consumption scapes and processes whereby their shopping rituals and the meanings they relate to objects will be analyzed.

Key Words: Shopping, Consumer Research, Consumption

Topic Group: Marketing, Consumer Behaviour

Prashant Trivedi

Lucknow University, Uttar Pradesh, India

Role of Marketing in Promotion of Sustainability among Indian Consumers

ABSTRACT

Purpose – Marketing is viewed as responsible for increasing consumerism and overuse of limited resources. Endeavours to promote sustainable consumption are need of the hour and an answer to growing concern towards it is required. Marketing can be used as a tool to promote sustainability and increase responsible consumption. Many products which have energy saving potential can be successfully promoted through marketing activities and their penetration among various consumers can be done. Many consumers are aware about the issue and through constant marketing efforts green products and sustainable consumption will reach to a new level and through marketing activities sustainability can be promoted. Role of contextual factors like value for money, features and selling point communication can play a crucial role in increasing the purchase of green products. There are several researches going on in this area but still there is need of more researches focusing on consumers in India and this paper will be a small contribution to existing area of knowledge and will focus on discovering the role which marketing can play in promoting sustainability among consumers in India. The factors which are responsible for sustainable consumption will be explored and we will also try to build a conceptual model which may help marketers in promoting green products and also lay a platform from which further researches in the area can be done.

Design/methodology/approach – On the basis of literature review, variables affecting consumer behaviour of Indian consumers for green products were explored and identified. Variables like demography, psychography, awareness, trust on green claims are taken as input variables and contextual factors like functional benefit, value for money and selling point communication are taken as intervening variables and a model is suggested for final choice of green products. Their relation and role was studied and discussed with the focus on impact of marketing endeavours in forming opinion for products with potential of sustainability. How consumers can be attracted towards sustainability and their view point will be understood.

Findings – The findings in form of conceptual model indicate that the role of marketing in Green Purchase decisions is crucial as customer expect good value for money one shall find the price of the green product feasible, The selling point communication is also very important as at the time of purchase it can act as a classroom for consumer to learn and inquire about the green products and clear their doubts about the product and they can also get a comparison with the non green substitute may which further drives them to green

Summer Seminar in Marketing 2015 Warsaw, Poland

purchase. The functional benefits and design of the product should be at par with customer expectations thus thorough marketing efforts are required in designing the green product. In light of these findings we can say that marketing efforts in right direction are helpful in promoting sustainability among Indian consumers and companies should do proper marketing efforts to promote green products.

Keywords: Green Purchase behaviour, Sustainability, Value, Contextual factors.

Ammar Arshad

Haseeb Younus

Muhammad Zeeshan Mirza

FAST- National University of Computers and Emerging Sciences, Islamabad, Pakistan

Effect of Customer Online Reviews on Purchase Intentions

ABSTRACT

With the increase in availability and cheap costs of internet more and more people have started using online shopping as compared to the typical shopping trends of going to the shop and buying the items in person. This increase in the usage of online buying has boosted the importance of online reviews many folds. This study examines the effects of customer online reviews on purchase intentions. We analyse whether an increase in internet traffic over the years has increased the trend of online reviews or not. In our study we run different tests on our data collected through a designed questionnaire. The results from the data are then analysed and interpreted in order to make some useful information out of them. Finally the suggestions include the highlighting of usefulness of the research paper's finding for the specific industry/market so that the study can deem useful towards the betterment of the firms sales and other relevant aspects.

Ebru Onurlubas

Senem Demirkiran

Cem Turan

Trakya University Edirne

**A Study On Uncoordinated Buying Behaviors Of Woman Consumers: The
Example Of Keşan District Of Edirne Province**

ABSTRACT

The case of enhanced product range due to global markets, technology and so on increased the uncoordinated buying behaviors of woman consumers. Through this study, uncoordinated buying behaviors of woman consumers and the factors which affect the uncoordinated buying behaviors of woman consumers was aimed to be examined. In this study, 150 women will be conducted a poll in Keşan district of Edirne province. As a result of the poll which was conducted, frequency tables will be formed and Chi Square analysis will be done. According to the Chi Square analysis, the correlation of the factors which affect the buying behaviors of woman consumers will be determined.

Keywords: Consumers marketing consumption shopping

Shpetim Çerri;

Dorisa Hoxholli

Purpose: Today places, cities, regions or countries continuously try to create their unique image in order to increase their attractiveness and the number of visitors. They use a variety of marketing tools to build awareness and to be competitive in terms of attractiveness and distinctiveness. Gaining insights into visitors' perceptions about the image they have created is of great importance for cities or regions. Trying to build an image is only one part of the story, while knowing what kind of image has really been created is the most imperative issue.

Design/methodology/approach: This research employs a correspondence analysis approach to build a perceptual map of images of main Albanian cities. Data were collected from a sample of 570 respondents of Albanian and foreign nationality, during summer 2014.

Findings: Data analysis concluded in constructing a perceptual map for the images of main Albanian cities. Every city has a unique position relative to map's dimensions. Knowing what they represent or stand for help these cities in utilizing proper marketing tools to promote themselves and/or to create the desired image towards actual and potential visitors. This study also helps policy makers or interested parties to better understand the role of marketing in creating and nurturing the desired image for a place, city or region.

Keywords: Image, cities, multidimensional scaling