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**“Marketing and Consumer Behaviour:
Current Challenges”**

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1. MARKETING IN EMERGING MARKETS

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Exploring the Relationship between attitude and experience towards Luxury Brands Consumption: An Evidence from India

Purpose

Luxury is a relative term that could refer to almost anything or nothing depending on whom you ask. Traditionally, luxury goods have been defined as goods for which the mere use or display of a particular branded product brings prestige to the owner, apart from any functional utility. In reality, the concept of luxury is incredibly fluid, and changes dramatically across time, culture and demographics. This study explores the attitudes and experiences of university students towards luxury consumption. A study of student consumption behavior is significant as they represent a young, educated and aspirational segment of the population whose tastes and preferences shall shape marketing strategies for a long time to come.

Design/methodology/approach

The study is set in India, which is arguably the world's fastest growing major economy and has a very young population: two critical success factors for the development of luxury retail sector in any country. The survey was conducted among the university students in Chandigarh and its satellite cities located in the relatively prosperous northwest region of India. In this research, two existing scales on luxury consumption are applied to capture the relationship between attitude and experience towards luxury brands consumption. The focus product selected to represent luxury consumption was the luxury wrist watch.

Findings

This research reveals a strong positive relationship between consumer attitude and brand experience in the context of luxury consumption in India. As per this study, the important dimensions which comprise consumers' attitude towards luxury are involvement, aesthetics, quality and price/exclusivity as these factors explained higher variance in structural equation modelling. *Involvement* portrays the pleasure and deep interest of consumers in luxury products. *Aesthetics* look at luxury as a world of full of beauty; similarly the *quality* dimension reinforces the perception that luxury products are better quality products. *Price* is another important dimension as it emerges as an indicator of wealth and prestige. In the case of luxury brands, a higher price makes consumers feel superior. On the other hand, mental reservations/conspicuousness and personal distance/uneasiness have been accorded a lower level of importance; this shows that the respondents were relatively comfortable with luxury consumption, which is a positive sign for luxury marketers. An important interpretation of this is that luxury marketers need to keep a tab on consumer experiences with their brands. They also need to consider that the positive attitude of the present brand owner can be instrumental in shaping the attitudes of other aspiring consumers; which is very critical in an emerging market.

Practical Implications

The study is useful for researchers, academicians, marketers and retailers of luxury brands as it gives a fresh insight to understand the consumer behavior of a young segment towards luxury brands consumption. The fact that the respondents were students and had a positive luxury brand experience and a positive attitude towards luxury consumption shows that the future of the luxury market is very bright in India.

Keywords: Luxury brand consumption, Consumer Behavior, Attitude, Experience, University Students

Yauheniya Sazonenka, Yusuf Ibne Towhid & Dariusz Siemieniako

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A strategic planning approach of the company joining non-profit and commercial activities – a case study from Bangladesh

Nowadays in the world where almost everything can be commercialized doing business became a complicated process involving accumulation of knowledge, experience, information, human resources, technology, etc., and their adaptation for the needs of an organisation. Companies to achieve their goals need to take into consideration all spheres of their operation: target customers, key partners, suppliers, employees, government, their interest, motives, ways of thinking, goals, loyalty level toward the company; as well should be a clear vision what impact is being made on the environment, wealth of the population and general contribution to the world's development. Generally during the process of the strategic planning of a company the focus is made on one of the two key targets: maximizing profits or increasing the wealth (or quality of life) of people. Although in the world exist companies that combine within their activities both missions: profitmaking and contributing to the improvement of the living conditions of society.

The main aim of this work is to show the specificity of strategic planning process for the companies joining both commercial and non-profit activities. The research is prepared on the basis of case study of Aarong company from Bangladesh that produces unique handmade traditional Bengali clothing and accessories and at the same time the key employees of the company are women in the need of help. By giving this kind of job Aarong supports the most vulnerable group of population in Bangladesh – rural women – because traditionally they are not educated, have lack of professional skills and because of the pressure of the society and traditions they are not equal members of the labour market. At the same time, to have stable funding for these initiatives help of sponsors is not enough – Aarong needs to take care about the commercialization of the products prepared by the women.

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Among the key findings from the analysis of performance of Aarong company referred to strategic planning could be named that (1) the target audience is wider because it includes not only direct users of company's products or parties directly involved in the business process but also population affected by Aarong's programmes; (2) to achieve the double-sided vision for both profit maximization and contribution to the society a company needs to establish goals and take actions in both of these spheres; (3) the format of a strategy's presentation should be universal because it is addressed to the people with different background and education level. That is why one-page strategic planning can be treated as a tool for communication between the company and its key stakeholders because it has compressed format, visualization and easy to understand language, and as well covers all the essential messages a company wants to share.

Keywords: strategic planning, one-page strategic plan, social responsible business, marketing strategy, non-profit

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Common rituals of members of Legia Warszawa football club brand community

Since the end of the twentieth century, brand community and its effective management have been of interest both to the academic circles and practitioners, considering especially the huge development of brand communities managed by companies on social networks. However, it seems problematic to comprehend what the brand community really is. What is more, marketing experts don't seem to understand what drives the success of brand communities and how to measure their effectiveness.

The concept of community has been defined in many different ways. According to Rheingold (1993) it is a group of people who have been related to one another for a long time and whose individual feelings are expressed through networks. On the other hand though, Jones (2000) defines community as a group of people which communicates with one another through computers (CMC). The "community" concept in the subject literature is used interchangeably with "group" (McAlexander, Schouten, Koenig 2002).

However, based on the subjective point of view, the brand community will be defined in this article as "a group of people who are strongly committed to the brand and who are active both online and offline". ((Muniz, O'Guinn, 2001; Jeppesen, Frederiksen, 2006).

Thus, giving a full definition based on the adopted assumption, *the brand community is a specialized, geographically unconnected community, based on a structural set of social bonds among brand enthusiasts. It is specialized because in its centre there are branded goods and services. As in other communities, it is characterised by shared awareness, rituals and traditions and a sense of moral responsibility. However, each of these values is situated in a commercial and mass ethos and has its own specific expression. Brand communities participate in the largest social brand structure and play an important role in the brand's heritage* (A. M. Muniz, T. C. O'Guinn 2001; Bagozzi, 2000).

It's worth noting that the community has no geographical restrictions, although sometimes it was associated with a territorially restricted environment. This innovative approach means that the community is understood as a group of people with **similar identities and goals**, and not, e.g. a similar place of work or place of residence which uses cultural ideology to publicize its bonds.

Explaining the **brand community nature**, we should note three pillars on which the community is based. These pillars form the model of ŚRO, where Ś means consequences of kind, **R** means Rituals and traditions and **O** means Sense of moral responsibility.

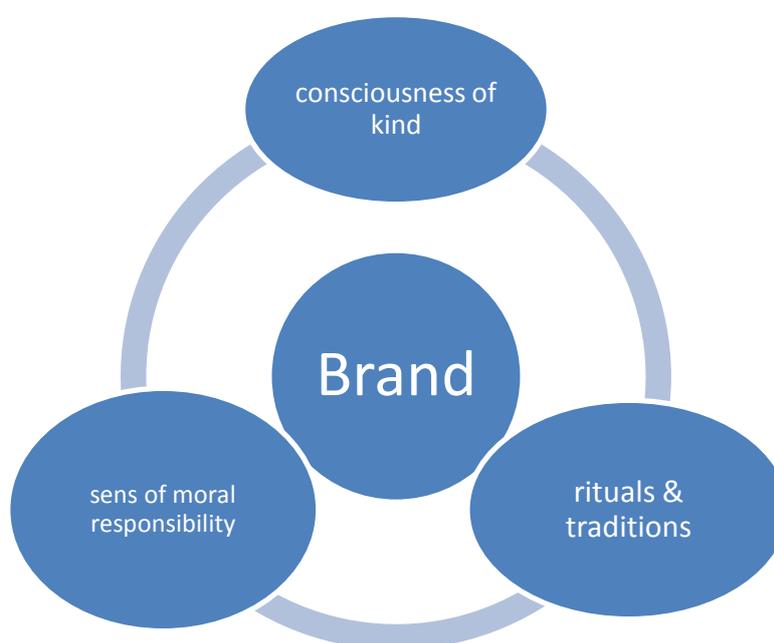


Figure 1. Model of pillars of the “SRO” brand community

Source: Own research based on A. M. Muniz, T. C. O'Guinn, Brand Community, “Journal of Consumer Research”, 3/2001, s. 412.

This study presents the results of qualitative research carried out on a group of Legia Warszawa football fans. This article discusses one pillar that forms the brand community, i.e. common rituals. It shows how rituals are important for the group members and what could happen if they gave up their ceremonies. The research was carried out in the period from February to May 2018 on a deliberately selected group of Legia Warszawa football fans. The method of individual interview as well as dyad and triad were used in it. The presented results are only a part of a large research project carried out on this sample of respondents.

Van Thanh Phan

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Innovation status in Vietnam: Case Study of Vietnamese SME's

Innovation has been considered not only an important factor for creating and maintaining the competitiveness of nations but also a key determinant of enterprises performance in over the world. Besides this, the best way to help these enterprises to maintain sustainable development as well as create competitive advantage is improving their innovation thinking. Innovation is nothing new however in case of developing countries like Vietnamese economy in changing time of shifting towards a mid-income country it becomes key important factor to speed up the economy's development. Besides this, Vietnam is recognized as one of the fastest growing economies with an impressive averaged GDP growth rate per year which has dominated by efforts of small and medium enterprises (SMEs). It can be said that SMEs has played an important role in Vietnamese economy. As mentioned above, only by improving Vietnamese SMEs' innovative thinking especially in domestic innovation capacities can help creating and maintaining Vietnamese economy's competitiveness. There is now a growing awareness on Innovation in Vietnam, there have been a lot of initiatives to improve Vietnam's innovation status such as government policies, proactive innovative activities of Vietnamese enterprises and innovation training programs conducted by government agencies and Vietnamese universities. However, few theoretical and empirical contributions could be found in Vietnam. So far, there have been very few academic publications on Vietnamese SMEs' innovation, and none of them provides a clear picture of the practices of innovation in Vietnamese SMEs. Based on current literature on innovation at the firm level and the data have been reported by Vietnamese government. This paper aims to explore the role of innovation of SMEs in the context of Vietnam – a transitional economy and analyze the current status of Innovation of Vietnamese SMEs.

Keywords: Innovation, Vietnamese SMEs, Innovation Status in Vietnam, Vietnam

Andranik Muradyan

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Assessment of the attractiveness of foreign markets on the example of Armenia

From international marketing point of view, it is important to assess the attractiveness of the target country that carries interest for foreign investors. It is worth analysing all the possible opportunities and threats that may arise in each geographic market. It is also needed to assess country's strengths and weaknesses and understand how these characteristic features can affect the company's growth perspectives. Each country has a specific political environment, socio-demographic features, economic situation, technological conditions, cultural identity, unique natural environment and legal rules. At the same time, there are regional and global geopolitical tendencies, common political structures, common economic conventions and elements of global culture. The specificity of the above-mentioned factors shapes a unique business environment, that affects marketing strategies of entities who are planning to internationalize.

This article is based on theories and recommendations of well-known authors such as (D. Górecka, M. Szałucka, Adam J. Koch, Lloyd C. Russow, Sam C. Okoroafo, G. Karasiewicz, M. Lemanowicz, FR Root, N. Papadopoulos). It will present a proposal of several criteria for assessing the attractiveness of foreign markets. These criteria will be selected because of their reliability and acceptability by various global institutions. Then, based on these indicators, the attractiveness of the Armenian market will be evaluated.

Tense relations of EU and USA with Russia and Iran, negatively affected activities of business entities situated in those countries. Mutual sanctions significantly reduced cooperation and created new barriers of entry for foreign investors. As a result, companies from US and EU as well as Russia and Iran are looking for ways to circumvent these restrictions and barriers of entry. One of the most optimal solutions can be the use of Armenia and its potential. Being a member of the Eurasian Economic Union and one of the good neighbours of Iran, Armenia continues to build strong relations with USA and EU countries.

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Therefore, Armenia can become a platform for dialogue between businesses from these countries. It can help them to build new business relationships and avoid restrictions imposed by mutual sanctions. Due to the mentioned geopolitical and economic situation, Armenian market was selected for the investor attractiveness analysis.

To Conclude, this article will result in determining indicators that will help investors understand the following questions: Whether Armenian market has an attractive potential for foreign investors? If so, then how much security will investors from EU and countries have on their investment? and what steps will Armenian government take to ensure benefits and protection to foreign investors in order to increase the attractiveness of its market.

Keywords: Evaluation of foreign markets, assessment criteria, Armenia, geopolitical and economic problems, avoiding barriers.

Ola Madallah Aljaafreh

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The role of women for sustainable agriculture in Hungary

This study provides important information on the agricultural sector in Hungary and the role of women in sustainable agriculture, while attempting to provide an objective analysis of the labor force in the agricultural sector to further enhance the role of women in Hungary, the study was based on statistical information from Eurostat, OECD and State Institute of Statistics (SIS) in Hungary.

Keywords: Sustainable agriculture, Rural Women, Hungary

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A research on the combination of cultural art performance industry and tourism industry in Beijing

Based on characteristics of cultural industry and Consumer Culture Theory(CCT) , the paper discusses how to combine culture and tourism art performance industry better with suggested approaches, taking Beijing as an example. The discussion is important in the emerging market like China , especially in Beijing, the capital of China, an international city, host of 2008 Olympic games.

China, a country with 5000 thousand history, is now undertaking a booming cultural industry development with the background of consumption upgrading after over 30 year's fast economic development. Art performance in tourism field, which as a part of cultural industry, become an prominent phenomenon in China in many touristic sites as well as in cities. Beijing, as the national cultural center, enjoys the privilege of many theater goer market segments including tourists from both domestic and international, business travelers, government consumption and from local leisure market. How to make use the resources of rich art performance industry and talents in Beijing with tourism sector, the discussion however in this field is scarce.

The research mainly adopt qualitative approach by analyze blogs and micro-blogs both within China and globally from demand side and the on-site investigation and in-depth interviews with managers from tourism art performance industry. Suggestions for sustainable development from the perspective of cultural management innovation has been raised with two areas: internal art performance value chain process and external elements including environment and policy support. The research makes contribution for CCT discussion for a discussion in emerging market in China ,for the same reason, the discussion also makes contribution for art performance studies.

Keywords: art performance, cultural management innovation, Beijing.

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Retail store attributes as a non-verbal communication influencer on the purchase intention of the consumers – an empirical study on the supermarkets in Chennai City

The Indian retail market comprises of a dynamic combination of demanding consumers, rising levels of consumption and a growing population base. The buying decision of a consumer goes through different stages, which are always influenced by behavioural forces. It is necessary for the retailers to make their physical in-store environment as pleasant as possible in order to satisfy consumer needs and provide them with an enjoyable experience. Once customers are inside a store, numerous elements affect their perceptions, they are: lighting, flooring, aroma, music, colours, textures, wall displays etc. Zentes, Morschett, and Schramm-Klein (2007) advocate that the shoppers experience the store atmosphere primarily through their sensory channels including sight, sound, scent, touch and taste. Purchase intention is the preference of consumer to buy the product or service. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Keller, 2001).

This study has been intended to look into the combined influence of the retail store attributes such as interior and exterior store atmospherics, store layout, depth and width of merchandise, store staff, price and promotional activities, social status and customer service that make an influence on the customers and have an impact on their purchase intentions. In today's society consumers are experiencing more time pressures and expect a break out from the hectic and stressful days.

A conceptual framework is designed based on the literature. The framework provides the foundation for the study. The questionnaire used is self-structured. The primary data was collected using mall intercept method. The sample size is 300. The respondents were selected

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based on judgement and convenience. Data collection was done by visiting the stores multiple times at various timings incorporating more and less crowded conditions. The research instrument is factor analysed and the validity is checked using Confirmatory Factor Analysis. Structure Equation Modelling is used to test the hypothesis.

The results show that the customers who shop at supermarkets in Chennai city, India, have high expectations and are influenced towards the retail attributes of the stores. This influence on the other hand has an impact on their purchase intentions.

Keywords: Retail Atmospherics, Purchase Intention, Supermarkets, Shopping Behaviour

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The effect of Gaza Strip Blockade on Consumer Behaviour : critique study

Gaza strip suffering from successive shocks which affect economic development and growth, Gaza strip possess multifactorial causation which lead to economic collapse and deterioration, one of those factors is Gaza blockade, which considered as the main cause for increase costs of production and lead to weaken the economic growth, and lowering the GDP, and as a result changing in consumer behavior.

The underlying causes for the fluctuation of the cost of production is increase of transportations cost of raw materials from Ashdod port to Kerem Shalom border crossing, and increasing of costs of shipment and loading, meanwhile, duplication of taxes from Israeli, PNA and de facto government in Gaza.

For all the aforementioned reasons the cost of the production significantly increased for both agricultural and industrial production. Which is leading to produces high cost of products and lowering the purchasing power and enforce the consumer to seek for cheaper choices, which may influences the food and nutrition security and quality of life.

Upon that its recommended to lowering Israeli taxes on goods, avoid taxes duplication and establishing well-designed port administrated by UN agencies and authorities, meanwhile, enhance the resilience of consumer and improve accessibility for the goods.

Keywords: Gaza strip, Blockade, Costs, Consumer Behavior

2. ONLINE CONSUMER BEHAVIOUR AND E-COMMERCE

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The digital strategy of X-bear

Recent rise of digital and internet technology trend has changed the marketing strategy of the beverage industry drastically. This trend has also set its foot deeply in Taiwan as the social media and online platforms are becoming popular. As digital marketing sets a high threshold of competition for new comers in industry, it also affects those already in market. Creative thinking and force multipliers are known to be key players of this industry. The purpose of this study is to investigate the digital marketing strategy of a beverage company that gained its name by the advertisement projections of the famous Taipei 101 and media. X-Bear is a beverage brand that has risen in recent years and features energy drinks as core products that targets the general population. X-Bear invests a large sum on advertisements through digital marketing strategies such as social media, blogs and mobile games. Although being involved in digital marketing, it also utilizes traditional approaches such as sponsoring sports competitions, concerts and also posters on buildings and buses. A qualitative research was designed to evaluate the digital marketing strategy of X-bear, which includes collection of relevant data, content analysis and interviews. Research design mainly includes interviews of various beverage company executives who make marketing decisions. By interviewing the top executives, their management style was evaluated in the given research as well as their decision making strategies. The research focuses on key factors of good performance of companies in this modern internet era of highly competitive digital markets. After complete analysis of both interviews and marketing contents, the research concluded that the digital marketing strategies helped the mentioned company in their marketing approaches. Although the traditional approach of marketing such as media and posters is still an inseparable part of

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the marketing world, it has become rather obsolete in recent years. Whereas, social media advertisements are gaining a larger share in the digital marketing trend. The study also came across finding that the key player of X-Bear's rise was its advertisement projection on Taiwan's famous landmark "Taipei 101". Such advertisement techniques can be classified as creative in the recent trend. The bolder strategies gives a digital advantage to X-Bear in digital competition. The research design and result analysis of this research can be set as a benchmark and guide for further research on digital marketing and media application.

Keywords: digital marketing, social media marketing, decision making

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Online buying intention: A comparative analysis of consumers from Germany and Turkey

An online purchase decision confronts consumers with some risks. Literature on consumer behavior suggests that perception of risk acts as barrier on online shopping. Many studies indicate different factors that affect the impact of perceived risk on online purchase behavior. Frequency of purchase, level of involvement in the purchase decision and satisfaction with previous purchase experience are among the most important factors. Furthermore customer perceived risk differed by cultures. The aim of this study is to determine the impact of perception of risk on consumers' online buying intention. Data has been collected by survey and convenience sampling has been used. Sample size for Turkish market consists of 280 consumers and for German market consists of 123 consumers. Scales used in this research has been adopted from literature and has been measured by 5 item Likert scales. In this research different analysis methods such as descriptive statistics, exploratory factor analysis, confirmatory factor analysis and Independent Samples t Test has been used. The *hypothesis* of the research has *been supported*. *The results indicate that there is a significant difference between German and Turkish consumers regarding to perception of risk.*

Keywords: Online Shopping Intention, Perception of Risk, Cultural differences

Sylwia Badowska & Liwia Delińska

University of Gdańsk, Poland

Motivators of changing the online and offline shopping paths among generation Y

During analysing the behaviour of modern consumers, nowadays it is difficult to separate online and offline shopping behaviour. The traditional division into retailing (i.e. brick-and-mortar shops, B&M stores) and internet stores (i.e. e-commerce) is blurring. The modern consumers want to have an unlimited access to go through the shopping process. Thus, the trends indicate a combination of electronic and physical consumer paths. Today, the phenomena of ROPO (Research Online, Purchase Offline), SOPO (See Offline, Purchase Online), ROTOPO (Research Online, Test Offline, Purchase Online) and showrooming are an inseparable element of the decision making process. It is worth getting to know the scale of those phenomenon observed among young consumers and recognizing motivations leading to exchanging the shopping channel during the consumption patterns.

The first part of the work presents trends in retail. The second part of the work presents the results of authors' original research, which pay attention to the motivation of young consumers that combining and exchanging shopping channels.

The purpose of this paper is to investigate whether the generation Y changes shopping channels in their decision path. Linking the online and offline channel in consumer journey has been evaluated. The following motivational aspects of the purchase as: price, time and the opportunity to experience the product (possibility of trying on, touching or watching) were analysed.

In this study, the selective quota sampling procedure was used. The study covers students of the Faculty of Management at the University of Gdansk in May-June 2017. Paper questionnaires were distributed and a total of 235 questionnaires were collected.

The results show that both saving time and money are the prerequisites for online shopping. More than one third of the study participants link online and offline channels in purchase path using SOPO effect. Almost half of the respondents decides to select product at brick-and-mortar shops, even if they made a purchase offline.

Online and offline retails have to adapt to new forms of shopping that have become popular among younger consumers. It is reasonable to conclude that multichannel and omnichannel are a challenge for enterprises targeting their offer to consumers belonging to the Y generation.

Keywords: generation Y, purchasing process, omnichannel, e-commerce, online

Mohammad Shafiq Obeidat

American University in Dubai, UAE

The influence of consumer decision-making styles towards purchasing behavior: A case study of online shopping in UAE

Owing to the incredible growth in the UAE, globalization, interactive media, and above all the philosophy of UAE of embracing a geocentric approach, the significance of online shopping is growing because of its easiness, convenience, and speed. So the research objective of this paper is how the consumers of the UAE behave while shopping online. Decision-making styles of the consumers considered in this study are a quality conscious consumer, brand conscious consumer, and price conscious consumer towards online shopping.

Keywords: decision-making styles, online shopping, purchasing behavior

Agnieszka Kacprzak

University of Warsaw, Poland

Shopping online at work – a research proposal

The aim of the research project is to analyze online consumer behavior performed with the use of Internet access at work. Due to increasing phenomenon of *overflow*, defined as the need to deal with the excess of products, technologies, duties, information and relationships within a limited time span (Löfgren and Czarniawska, 2012), more and more employees use their working time for private purposes, including online shopping activity (Kacprzak and Pawłowska, 2017). This specific type of time theft with the use of the new technologies is known under the name of *cyberloafing*. Previous research results show that 80% of office workers are involved in this type of activity, which brings the US economy losses of 178 billion dollars per year (Garrett and Danziger, 2008, Vitak et al., 2011).

Specific research goals are as follows:

1. Determination of the amount of time and time distribution of consumer activity in the Internet among the examined group of workers.
2. Analysis of the motivations of online consumer behavior undertaken at the workplace based on the type of performed activities.
3. Investigating the relationship between online consumer behavior at the workplace and the characteristics of employees.
4. Analysis of the relations between the remaining online activity of employees (e.g. social media) and their consumer activity on the Internet.

The study is based on behavioral field evidence in form of data from computer activity monitoring system obtained from the large public institution based in the northern Poland. The advantage of using this type of data is providing results based on real-world evidence rather than consumer declarations which might not have much in common with reality.

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Additionally, the results of a quantitative survey (PAPI) diagnosing psychographic characteristics of monitored employees will be used. The employed statistical methods include structural modeling and time series analysis.

Keywords: online shopping, cyberloafing, overflow, consumer motivation, shopping at work

Barbara Drapała

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A creative corporate communication in social media – how to effectively build relationships and acquire qualitative resumes form young generations

The purpose of the article was to show differences in the values of different generations active in the labor market and to match communication to individual groups in order to be able to build a relationships and recruit employees. Nowadays companies have an increasing problem with reaching young people and hiring them. This is due to misunderstanding of individual generations and their needs as well as the manner in which they use social media. The article presents the results of an analysis consisting of two parts. The first part deal with the analysis of mechanisms, type of content and reception of activities applied by selected brands in social media. On this basis, there are specific attributes of the content (length, visual attractiveness, punctuation, spelling, format, readability, reliability, general value, consistency of communication) and the correlation with the users' involvement and the collected resumes by the company. The second part based on a survey using a seven-point Likert scale to verify what, according to the respondents, affect the attractiveness of the convention, and therefore recruitment announcements. The questionnaire was distributed among people active on the labor market and representing different generations (Generation Z, Generation Y, Generation X and Baby Boomers). Findings indicate young generations (Generation Y and Generation Z) they pay attention to other elements of recruitment adverts, benefits and form than older generations (Baby boomers and Generation X). This is due to from the fact that these generations were entering the labor market in another economic period, that they were brought up in a different spirit and that they function differently in the world around them. The analysis shows what type of content should be used in recruitment activities and employer branding, in order to build relationships with specific generations and obtain qualitative resumes. Research limitations is the second part based only on declarative data and there are different people than those who participated in the recruitment from the first part are examined. However, the sample is

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representative for individual generations. In subsequent studies, the author would like to use the eye tracker to check which elements of recruitment advertisements in fact pay attention to candidates from specific generations.

Keywords: social media, corporate communication, employer branding, recruitment, generation

Magda Stachowiak

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Communication activities of fast fashion clothing brands in social media in shaping purchasing behavior of the Generation Z

At the time of strong media expansion, the importance of social media is gaining importance, both in the private space of Internet users as well as in the business dimension. The growing popularity of social media among consumers has caused immediate interest in this medium among companies from various fields of the economy. The Internet has changed the approach to marketing communication, gave companies the opportunity to contact directly with their recipients who are active users of social media sites. It is observed that more and more clothing brands appreciate social media, its functionalities and tools, which can be used in social marketing activities. The development of social media has affected not only the way people communicate and how they spend free time, but also the purchasing behavior of Internet users. The expansion and dissemination of social media as well as the growing digitization of Polish society have become the cause of increasing importance of social media as sources of information in the decision-making process of consumers (Kos-Łabędowicz, 2015; Bartosik-Purgat, 2016). Social media are an integral part of the buying decisions and shopping experience (Izba Gospodarki Elektronicznej, 2017). Reports show that social media influence consumer behavior both in a virtual environment (including: e-commerce shopping and shopping via m-commerce mobile applications) and outside it (traditional shopping in shopping center). Information obtained from social media influence consumer behavior: 44% of social media users due to opinions from social media bought a product that they had not previously planned, 40% of users changed their preferences and decision regarding the purchase of a particular brand product based on information in social media (Izba Gospodarki Elektronicznej, 2016). The importance of social media is growing as a source of information and product recommendations. Opinions and information about purchases are shared in social media by 61% of their users (Izba Gospodarki Elektronicznej, 2016). Furthermore, 76% of users of social media declare that their friends' positive opinions affect their purchasing decisions, and 56% of social media users use them as a place of consultation and a place to

obtain information about a product or brand considered for purchase (Izba Gospodarki Elektronicznej, 2016).

The purpose of this article is to identify the role of social media used by fast fashion clothing brands at every stage of young consumer buying decision process. To achieve the main purpose it was required to conduct empirical research. Among the methods of data collection both quantitative and qualitative methods were included. Two studies were conducted. The first study was executed by the technique of questionnaire-based direct interview based on the method of quota sampling. The second study was executed by the technique of focus group interview.

The results confirm that social media influence on young consumers' buying behaviour. Content in social media creates new needs, affects the purchase of unscheduled products, speeds up and facilitates the shopping process.

Keywords: social media, young consumers, generation Z, consumer behaviour, fashion industry

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E-WOM on Social Media – An Empirical Investigation in the Emerging Market Context

Introduction: The evolution of marketing ecosystem is characterized by a shift from face-to-face marketing to the use of digital platforms. The social and interactive elements of electronic media have drastically changed the manner in which customer relationships are viewed today. The power that once lay in the hands of marketers has now shifted towards the consumer. Consumers trust other consumers, and thus e-WOM has come to become the most valuable forms of all marketing today. The basic idea of this study stems from the research priority areas highlighted by the Marketing Science Institute (MSI). The MSI has repeatedly highlighted customer engagement as an area demanding more research through their research priorities (MSI, Research Priorities, 2010 – 12, 2014 – 16, 2016 – 18). Various scholars (Dessart et. al., 2016; Islam & Rahman, 2016) have also called for more research to focus on the construct of customer engagement. Further, MSI under one of its Research Priority Area (2016 – 18) for the same period identified: “What is the role of trust and authenticity in digital environments?”, as another area requiring further consideration. The aim of present study is thus, to integrate the above priority areas and underline how marketers can leverage the social media as a platform to drive impactful outcomes – eWOM in the context of the present study.

Methods: The study focuses on social media as its contextual periphery. Of all the social media channels available, facebook and twitter were selected as the representative social media channels for the purpose of this study. Further the following top five industry categories were identified: e-commerce, electronics, telecom, FMCG and automobile. The respondents were required to be a member of any social media community belonging to these industries on either facebook or twitter. Data were collected using measurement instruments adapted from previous studies. The final model was tested using SPSS – AMOS on a sample size of 315 and results presented.

Results: The study offers insights to marketers who are looking towards managing e-WOM through virtual communities. It brings to the fore an important feature of social media channels – the virtual community. Also, the study through its empirical investigation establishes the role and importance of virtual communities, satisfaction and trust generated therein on impacting eWOM for the brands (both within and outside the community). The results of the study shall add to the existing repository of research on e-WOM. It presents a comparative assessment as to which of the often cited antecedents to e-WOM plays a greater role in its nomological framework.

Keywords: Social media, e-WOM, trust, satisfaction, virtual community, emerging market

3. NEW TRENDS IN MARKETING AND CONSUMER BEHAVIOUR

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Challenges to managing marketing teams in the virtual workplace

Virtual workplaces are adopted increasingly by organizations that wish to attract the right kind of talents and in many cases for the purpose of carrying out specific kinds of projects which might require increasingly dynamic capabilities. Although has increasingly one into favour with organizational policy makers and strategists, there is a consensus in by scholars that there is no golden bullet for solving the need of organizations as per the kind of work arrangement they would favour, and it is agreed that there are challenges facing this non traditional work arrangement which provides employees greater freedom in choosing where and how they want to work, increasing autonomy and flexibility. Marketing organizations have with the advent of ICT increasingly changed their strategies for attracting talents as well as how they reach out to their target audience for optimum effect. There has been attempts to identify the challenges facing marketing teams in general and factors that ensure the success of projects in marketing, there is however a need to identify challenges of management of marketing teams who partly or fully carry out their functions in the virtual workplace setting. Qualitative research is carried out through semi-structured online interviews of randomly selected managers of marketing organizations or individuals who manage marketing functions for their identified organizations. The general challenges extracted from their responses were structurally coded to allow for clear sorting of the level of importance of these challenges, furthermore ideological insights were provided of strategies which could be helpful for practitioners to mitigate and manage these challenges. Overall this paper seeks to make

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tangible contribution to literature on virtual work, change resistance, strategic and marketing management. Managers would also be able to easily identify the challenges they face in dealing with their teams and meeting organizational goals and objectives.

Keywords: Virtual workplaces, Marketing teams, Management and Challenges

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The employee on the contemporary labor market in the marketing perspective

In contemporary labor market there is a lot of new phenomena. According to some researchers, long-term employment contracts will soon disappear. As a result an employee on the labor market should function as a micro-entrepreneur. Thus, he must generate a new type of behavior typical for a marketing perspective that can be called Employment Market Orientation. It consists of career exploration, future time perspective, career planning, vocational self-concept crystallization and career strategy implementation.

The author's own research shows that thanks to this employee builds the employability and marketability and ultimately reducing the job insecurity. It can therefore be assumed that there is a new area of using the marketing approach - employee on the labor market.

Keywords: personal marketing, self-marketing, contemporary labor market, employability, marketability

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Stevia a bio-sweetener scope in EU as a commercial product

Stevia is also known as a sweet herb of Paraguay and it belong to the family Arsteria, the stevia is known for the sweetness which is 100-300 times sweeter then sucrose, Europe have a huge demand potentials for this natural sweetener because of increasing diabetic and obese population and mostly consume sugar in food and beverages in this article an effort is made to discuss the plant profile and to discuss and to compile information on safety issues and approval made by the European Union to use stevia glycoside in food products produce and consumed with in EU countries.

Keywords: Stevia, Sucrose, Commercial, EU, Sugar

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If volunteers of “Great Orchestra of Christmas Charity” and “Noble Box” non-profit organizations are loyal? The philosophy of dialogue perspective

Public benefit organizations are undoubtedly interesting in terms of research, both taking into account their specificity and the great strength of relations occurring between the organization and stakeholders. Clients of public benefit organizations are, apart from donors and volunteers of the service recipient, which the organization helps by providing specific services and giving material items. The activities of these organizations focus on solving social problems and raise funds for the activities from donors and volunteers (free work for the organization) support. Building loyalty, taking into account the key role of donations, becomes a key factor in the public benefit organization. It is worth noting that loyalty towards non-profit organizations differs from loyalty in relation to enterprises operating in a commercial way, affecting the consumer in a different way (public benefit organizations do not offer a product / service instead, if so, these are symbolic things). An innovative approach to the phenomenon of loyalty of volunteers towards non-profit organizations is the perspective of the philosophy of dialogue (Buber, Levinas, Tischner), which shows aspects of creating loyalty in a new research light. The philosophy of dialogue is concentration on the other person and relationship with him. The term second person takes on various terms among representatives of the philosophy of dialogue. Buber uses the concept of “You”, Levinas – “Other” (others, others), while at Tischner we meet the term “Asked – Asker”. Levinas reveals the other man as superior to us, for which we become responsible, while Tischner points to the convergence of the hierarchy of values which he calls the common backing. The background for clients of public benefit organizations is their shared values, interests, similar experience baggage. This

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responsibility towards the other, shared facilities may be just one of the reasons for the volunteers' loyalty to public benefit organizations. The aim of the article is to identify the conditions for creating volunteer loyalty towards public benefit organizations, with particular emphasis on the Great Orchestra of Christmas Charity and the Noble Box. For the purpose of this article, it is planned to conduct quantitative research on the volunteers of the above-mentioned organizations, in order to confirm the research theories regarding the relationship between the broadly understood responsibility for the other person and the formation of loyalty. The research will aim to answer the question: what factors precede the volunteer's loyalty to public benefit organizations? The conducted research may be an indication for public benefit organizations in the scope of the possibility of improving relationships with volunteers and increasing the involvement of volunteers in helping organizations.

Keywords: loyalty, loyalty factors, volunteers, non-profit organization, philosophy of dialogue

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Gamification as an effective method in the modern market research

Gamification is defined as the use of game mechanics to increase the recipient's engagement. It's used in various fields: education, parenting or employee management.

Gamification is also one of the most rapidly growing trends in marketing worldwide. Using the game mechanics to increase consumer's engagement is commonly used in nearly all product categories. People enjoy playing games and companies use it to attract and involve the consumers in their brands' activities.

Gamification is still underdeveloped in the field of the marketing research and its effectiveness needs systematic verification in the experimental research. The researchers indicate the positive effect of gamified research on the respondent's engagement and openness – inducing the “hot state” by using games helps to explore the true motivations and retrace the real behavior. This text has three objectives:

- To present the current state of knowledge about the effectiveness of gamification in market research. Several experiments carried out by Jon Puleston prove that the use of gamified tasks is more effective and involving than the standard way of asking questions in the market research questionnaires.
- To share the concepts of games used in qualitative projects. I work for Kantar and in my team we use and design games to support qualitative processes. I'll discuss the role of gamified approach in the warm-up during focus group discussions, in brand audits and finally, in the decision-making process research and seeking for different touchpoints.
- To report the results of two experiments carried out to verify the hypothesis about the effectiveness of the chosen gamification techniques: using the extended personification together with the narrative role-playing mechanisms and adding the wider context or

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different game elements to the questions verifying the creativity. The hypothesis was confirmed – gamified market research increases the respondents' productivity in comparison with the standard tasks and also with the use of the well-known projective techniques.

Keywords: gamification in market research, qualitative market research

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Gender as a factor in the physician and patient relationship: from service quality perspective

Research hasn't yet adequately explored the potential interplay between physician gender and patient's expectation and perception of the service. Although various research has covered the measurement of service quality in the hospital industry, the gender perspective hasn't been touched significantly. How customers react towards the gender of the physician and the level of comfort they feel during the service encounter need to be studied. This study aims to explore the how gender matters in the customer's choice of service provider's and its effect in the perception of service quality. For this reason, a review of literature was conducted on the issues of gender role in patient-physician relationship, service quality dimensions in hospital industry, and customer's perception. Consequently, it was found that gender is one of the factors that influence patient's perception of doctor's competence. The gender of the physician could influence the communication level in medical encounters. And gender-based stereotypes in the service encounter could affect the patient-physician communication. Communication style of male and female differ during the medical service encounter. The difference is believed to be due to behavioural trait difference between male and female. Female physicians show interest in socializing and building a relationship with their patients. They are more likely to share emotions and information, lead patients to a discussion, encourage them to express themselves, talk more, engage in a participatory decision making, and building a partnership with patients. While male physicians were goal-oriented and tend to spend more time on discussing medical related treatment issues as pros and cons of the treatment. Moreover, it was discussed that traditions, religion, culture and past experience serve as a foundation for customers to form preference of the physician sex. The relationship between the physician and the patient is shaped by many factors lying on both the patient's

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and the doctor's side. These factors include: the assessment of a physician's competence, psychological comfort level of the patient, empathy, the understanding capacity of the doctor, attention and kindness displayed by the doctor, privacy, confidentiality, as well as integrity. All these factors fall under the service dimension that is essential in measuring the quality of service.

Keywords: Gender, Physician, Patient, Service quality

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Who Are They? Segmentation of Polish Business Students

The purpose of the paper is to apply the concept of value co-creation into higher education sector. Value co-creation as a concept was introduced by Prahalad and Ramaswamy (2000, 2004), however its popularity has significantly increased with the emergence of the service-dominant logic (SDL), a theoretical framework proposed and developed by Vargo and Lusch (2004, 2008, 2014, 2016), that put value co-creation as foundational concept. So far, multiple definitions, models and measurement scales of value co-creation process have been proposed (e.g. Prahalad and Ramaswamy, 2004;), fewer of them actually empirically verified (e.g. Albinsson, Perera and Sautter, 2016; Mazur and Zaborek, 2014, Yi and Gong, 2013). The objective of the study presented in this paper is to identify value co-creation dimensions in this higher education and to propose value co-creation styles among Polish students.

The research methodology used in the study involves both qualitative and quantitative methods. Focus group interviews with students from 6 higher education institutions were conducted, as well as a survey on a sample of 1027 students from 3 purposefully selected universities.

Data gathered in the study allowed to identify the dimensions of value co-creation process that comprise: dialogue, access to information, control, interactions, involvement, intellectual experience, usefulness of knowledge, people and feelings. Theoretical framework proposing a model with 3 first order constructs (co-production, intellectual dimension and relational dimension) and 7 second order constructs (dialogue, access to information, control, intellectual stimulation, involvement, relations with students and interactions) was positively verified in both exploratory and confirmatory factor analysis. A segmentation procedure lead to the emergence of 5 segments of students that varied in their approach to participation in each of value co-creation dimensions: the Minimalists, the Maximalists, the Formalists, the

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Networking-Oriented and the Intellectuals. As further analysis proved, representatives of different segments were significantly different in terms of their demographic characteristics as well as behavior and attitudes to elements of the university offer.

Keywords: value, co-creation, students, Poland, segmentation

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Determinants of consumer behavior in aesthetic medicine services

Aesthetic medicine is constantly developing branch of medical science in Poland. Especially female but also male are still looking for more and more treatments that makes them look young and keep a slim silhouette. Most of the treatments doesn't exclude of daily life. Patients can come back to work after the medical interventions. Thanks to that market of aesthetic medicine are still rising. The most important aspect in aesthetic medicine is quality of the services, which includes image of the clinic, communication with the patient, convenient location, easily to get more information about treatment, personnel competitions and empathy, and also quality of products and medical devices. This study based on individual questionnaire. Scientific research was carry out in Klinika Medycyny Estetycznej dr Sebastian Kuczyński in Poznań in March 2018. The results: one hundred patients took part in the survey – 94 females and 6 males. Research result shows the 34% patients decided to use the services of aesthetic medicine for the first time between 31 and 40 years old, and 32% respondents between 21 and 30 years old. While only 2% consumers decides before 18 years old. Moreover one of the questions concerned the criteria faced by patients choosing an aesthetic medicine institution. 30,60% of the respondents indicated the recommendation of a friend or family member and 16,90% choose qualified personnel. The advertisement in the newspaper turned out to be the least important factor – 0,40%. Another question concerned the significance of the factors affecting the decision to use aesthetic medicine services. The most important factor turned out the improvement of the image – 4,18, right after it, improving the quality of life – 3,89. While the least important factor was the influence of celebrities and bloggers – 1,43. The results of this research are just a beginning of further explored study, which aim will be defining consumer behaviors.

Keywords: aesthetic medicine, consumer behavior, consumer loyalty, anti – aging