



# **Summer Seminar in Marketing 2016 Current Challenges**

**Proceedings**

**FACULTY OF MANAGEMENT**

**UNIVERSITY OF WARSAW**

**June 20, 2016**

**Khairi Ali Auso**

*Technical College of Administration-Duhok Polytechnic University-Kurdistan Region-Iraq*

**Marketing Innovation and its Role in Achieving Value to Customers**  
**An Exploratory Study in Number of Hotel Organizations of Duhok City**

**Abstract**

Emergence of the concept of Marketing Innovation and its values to customers continually repeated in the researches and business administration studies, and advertence increased of these two subjects as they considered large challenge to the various types of organizations. Because successful of the hotel organizations depends basically upon both these two concepts, the importance of research in this field is developed and following up their levels of development towards determination of the ways concerning future of the hotel organizations.

The objective of research is to answer the ideological as well as the practical questions regarding problem. In order to reach the objective and complete requirements of research, the researcher prepared the theoretical approach with the assistant of literary subject. A questionnaire was used and delivered to sample of number of hotel organizations managers in Duhok City to get the information.(75) copies of questionnaire were distributed, while the righteous copies were (67).Some statistical methods were used to analyze data and testing hypothesis.

The most important conclusions were that the studied organizations had decided that managerial responsibilities are the duties of males as they occupy higher rate. The organizations comprise structure of different ages and depend on those who have certificates which considered an important factor for developing the studied organizations and taking the right decisions. These organizations were able to achieve the Marketing Innovation on their various activities through which they reached the value of customers who are dealing with. The most important recommendations were the necessary for the studied organizations to focus on research and development and find an administration which can follow up the updated innovation in the area of Marketing Innovation and growing creativity spirit of workers through the training courses and using modern technologies.

**Katarzyna Koguciuk-Błaszczyk**

*Faculty of Management, University of Warsaw*

## **Study on the impact of cultural differences on consumer perceptions of print advertisements**

### **Abstract**

The analysis of companies and their strategy in the countries of the triad: Northern America – Western Europe – Japan/China remains the leading trend in comparative analysis in international marketing. The objective of our study is to investigate the impact of culture differences based on the print advertising perception of consumers from Poland and South Korea. These two countries have recently become the leaders of emerging markets and an important target of global marketing effort. However, relatively few cross-cultural studies have examined and compared print advertising in the Korean and Polish markets.

The main conceptual framework used is Hofstede typology of cultural values and Globe's nine cultural dimensions. Two cultural values - long term orientation and uncertainty avoidance - will be reflected in the advertising appeals intentionally created and adapted for hypothesis testing. The results of the experiment will reveal if specific cultural dimensions will be favorably evaluated by consumers as a function of the cultural orientation. Therefore, foreign marketers would benefit from a better understanding of Korean and Polish consumer behavior and its implications on global marketing strategy.

**Keywords :** cross-cultural studies, advertising, Poland, South Korea, consumer perception

**Katarzyna Dziewanowska**

*Faculty of Management, University of Warsaw*

## **Value Types in Higher Education – Students’ Perspective**

### **Abstract**

The purpose of the paper is to propose the service-dominant logic in marketing as a framework for analyzing the value co-creation process in the higher education sector and present the results of a quantitative study (a survey) conducted among business students from four Polish public universities. The results of the study led to identification of forty factors of importance, later classified into seven value types expected by business students from their universities: functional, relational, intrinsic, epistemic, conditional, extrinsic and emotional value, with the first three types of value being the most important from students’ perspective. These findings lead to several managerial implications regarding the teaching methods and academic curriculum design, which are presented in the final section of the paper.

**Keywords:** Value, university, higher education, students, Poland

**Martin Hudec**

*University of Economics in Bratislava, Faculty of Commerce, Department of Marketing*

## **The Ravishing Essence of the 21st Century Marketing**

### **Abstract**

Since the beginning of the twenty-first century marketing has been undergoing significant changes. The conventional procedures and methods have been unable to establish a more personal contact with customers, which are giving rise to new marketing techniques and trends, in order to understand that the key to success is just a thorough knowledge of customer needs. Currently, we are hearing in connection with marketing words like innovation, movement, or change. Under these changes we usually see an immense amount of new trends that marketing influences. On the other hand, some premises also repeat in cycles, whereas most often it is a return to the customer, in one way or another. The aim of this research paper is to analyze and compare the new trends in modern marketing, with emphasis on their implicit characteristics and use in practice, since however, it is very difficult to attract customers, who are on a daily basis overwhelmed by quantum of information as well as advertisements, literally all around them. Modern marketing should not be seen narrowly as a challenge to constantly finding smarter ways to sell products or services. Many people confuse marketing with one of its sub-functions such as advertising and sales. Authentic marketing is not a hard sell of what a company makes, but to know what to produce. It is the art of identifying and understanding customer needs and creating solutions that deliver satisfaction, profits, and benefits to customers, shareholders and manufacturers.

*JEL classification:* M10; M31; M50

*Keywords:* Modern Marketing, Marketing Trends, Technology

**Agnieszka Kacprzak**

*Faculty of Management, University of Warsaw*

## **The characteristics of mobile online consumers in Poland**

### **Abstract**

**Aim:** The aim of the article is to conduct an analysis of factors influencing the consumers' frequency of buying through mobile devices. The demographic (gender, age, size of place of residence, income) and psychographic variables (experiential shopping orientation, trust, innovation seeking, desire for unique products, bargain seeking, spending self-control and cognitive style of thinking) will be taken into account as the predictors of openness or reluctance to mobile shopping.

**Background:** Introduction of the third generation of mobile technology (3G) significantly influenced the development of m-commerce. Purchases via mobile phones or tablets have become very convenient but many consumers are still not using the full potential of this form of shopping. Therefore it's crucial to identify what kind of consumers are eager to use m-retail and which market segments are skeptical.

**Methods:** The results of quantitative study conducted among Polish Internet users will be investigated. Data come from 1003 computer-assisted web interviews (CAWI) carried out on the representative sample of Polish Internet users in December 2015.

**Results:** The findings suggest that 40% of the research participants have an experience of buying via mobile devices. More open to participate in m-commerce are consumers who are male, young, living in the big cities and with high income. As far as psychographic variables are concerned the frequency of m-purchases is correlated with experiential shopping orientation (seeking strong emotions and flow while shopping), innovation seeking, high level of trust in other people, desire for unique products and bargain seeking. Surprisingly, there were no relationship between spending self-control and cognitive style of thinking and frequency of m-purchases.

**Conclusions:** From the perspective of e-retailers developing this new sales channel is crucial for the creation of profit and the further growth. In this respect, it is worthwhile to have knowledge about who are the consumers using m-retail and what benefits can be offered in order to increase their satisfaction with this form of shopping. The research results suggest that they are seeking rather hedonic than utilitarian value in using mobile devices and therefore the mobile sites and applications should provide this kind of benefits.

**Keywords:** mobile purchase, m-commerce, mobile retailing, consumer behavior, Poland, demographic variables, psychographic variables

**Darshana Karna, Il-Sang Ko**

*Chonnam National University*

**The Role of We-Intention and Self-Motivation in Social Collaboration:  
Knowledge-Sharing Perspective in the Digital World**

**Abstract**

This research focuses on extending the antecedents of individual motivation and their impact on participation in social collaboration. We explore the factors that motivate people to participate actively in social collaboration. We examine the relative impacts of we-intention (WI), moral trust (MT), and self-motivation (SM) to participate in social collaboration (PSC) for knowledge-sharing activities (KS) on a digital platform. A total of 239 valid questionnaires, collected from social collaborators, were analyzed. Our target was those enthusiastically participating, commenting, and posting questions on social networking sites in Nepal. The research model and variables presented were tested and verified by SPSS 20 AMOS. The results indicated that PSC facilitates KS attitude. The standardized path coefficient for PSC to KS was 0.75, suggesting that social collaborators' participation has a strong positive effect on KS purpose. The standardized path coefficients for WI to MT, WI to PSC, WI to SM, MT to PSC, and SM to PSC were 0.55, 0.72, 0.49, 0.42, and 0.67, respectively. We conclude that KS is an important goal of participating in social collaboration.

**Keywords:** Social collaboration, We-intention, Moral trust, Self-motivation, and Knowledge sharing

**Sunghwan Kim**

*Kyungpook National University*

## **The Signaling Effects of Opportunistic Marketers' and Agents' Reputation On the Chance of Agency Contract**

### **Abstract**

In this paper, we study the rational behaviors of firms in responses to the market strategy of competing firms for higher profits in the dynamic economy. We develop theoretical models about the effects of reputation of the firms as principals on their own payoffs and the behaviors of their agents and competing firms in a market with various types of market players with different strategies, based on the reputation theory model of Alexeev and Kim (2004), and four types of rationally behaving agents which are to maximize their chance of winning agency contract at a cheaper cost over periods, experiencing the decision of principals as a signal about their type to the market. We have found that a firm is more likely to have a contract with opportunistic agents which might cause problems later in the monopolistic market than in the competitive market, where two firms play opposite strategies in the competitive market and that in the competitive market, a firm is more likely to provide agency contract for opportunistic agents as the competition in the market intensifies.

**Keywords:** Reputation, Marketing Firms, Agency Contract, Market Strategy, Game Model, Multi-period Model



**Lucia Kočišová**

*Comenius University in Bratislava, Faculty of Management*

## **New Bank Marketing Trends**

### **Abstract**

The paper is focusing on defining new interesting trends developed in the field of bank marketing. During the recent years banks learned that effective communication and impact of fast-evolving technologies will require adaptation of their verified techniques. The needs of their loyal customers needed to be satisfied and the only logical result was massive transfer of services into the digital interface. Internet banking is taken as something natural because of these aspects. And this represents new opportunities to find how financial sector can better satisfy already very complicated needs of customers and to create effective competitive advantages in comparison to their competitor.

In this paper we will try to present foundations for different components operating in this sector, such as banks, investment funds, insurance companies and real estate focusing mainly on European environment. This might prove difficult particularly because of different nature of services offered. Banks and insurance companies have stable position on market and the contact between the representative of company and customer is granting swift transmission of important messages. On contrary funds do not excel in attracting new potential attention, regardless of the outcome. That is why we will focus on analysis of current situation of few selected examples from each group mentioned above. Afterwards we will objectively compare them with state in the past. From this analysis we can extract important information that will help us to make clear suggestions or to state concrete challenges for the future effective development. The research will be conducted in conditions of European Union. There will be selected representative countries according the objective development of the economy especially for providing opportunities for the creation of universal mode and progress in bank marketing.

**Keywords:** bank, marketing, new trends, European Union

**Katarzyna Krot**

*Faculty of Management, Białystok Technical University*

### **The impact of organizational trust on innovative climate**

Trust seems to be a crucial factor in the most organizational relationships. Trust is needed in risky situations, including undoubtedly the process of creating and implementing innovations. The aim of the presentation is showing the research assumptions and results of analyzing the impact of organizational trust on the innovative climate. Firstly theoretical assumptions, methodology of research, including research hypotheses and understanding of trust and organizational climate for innovation will be explained. It is necessary to underline that a holistic approach to the organizational trust (vertical, horizontal and institutional) allowed to in-depth examination of relationship between trust and innovative climate. Secondly I would like to present my own results, including the identification of dimensions of trust and innovative climate and the strength of the impact of trust on the dimensions of the climate.

**Marcin Nowakowski**

*Faculty of Management, University of Warsaw*

**Market determinants of retail fuel price dispersion in Poland – research proposal**

**Abstract**

Situation in which different sellers present on the market offer the same good at different price levels is called price dispersion. Price dispersion, therefore, differs from the price differentiation, also known as price discrimination, in which case the same seller offers a given good at various price levels depending on e.g. segment of buyers. Much of the theoretical literature combines the price dispersion to spatial differences in between sellers and the search cost, thus price dispersion may be considered in the context of the following theoretical approaches:

- Market structure and the intensity of competition – with the dominant position of one supplier allowing him to execute near monopoly power and reduces the need for price competition.
- Heterogeneity of the seller's offer – with good sold at different price levels due to a variety of available auxiliary amenities.
- Differences in the search cost – with bounded rationality of buyers searching for information on prices and suppliers differentiating the level of prices on the market.

The main objective of the study and the proposed research is to determine which market factors and how affect the price levels and their dispersion on the retail fuel market in Poland. The presented research problem is explained through following research questions: How do the sellers determine the level of retail fuel prices? Which market factors affect the retail fuel price level and its dispersion? What impact on retail fuel price level and its dispersion have individual resources and market offer of the seller, his business model, market concentration, competitive environment, and other factors?

For the purpose of empirical verification of presented research problem and, therefore specific theories explaining the price dispersion in the market, the author will apply quantitative research methodology. The study will use data on retail fuel prices at the pump (dependent variable) and information relating to the characteristics of gasoline stations (including market offer, competitive environment etc.) for which these prices were valid. Data related to characteristics of gasoline stations will be sourced from information available online as well as personal observation aimed at supplementing the first source. Data on daily retail fuel prices at the pump are obtained from two types of sources a) Crowdsourcing websites specialized in informing motorists about the fuel prices valid at specific gasoline stations, and b) Pump price data obtained directly from the gasoline station operators.

On the basis of pump price reports, a data panel will be designed, which will then be subject to econometric analysis. Based on the analysis results, the study will attempt to answer the research questions. These will serve to draw conclusions and provide recommendations for the direction of further research.

**Key words:** Price dispersion, retail fuels, sellers offer

**František Olšovský**

*Comenius University in Bratislava, Faculty of Management*

## **Net disposable income as a factor of Slovak consumer attitudes towards brands**

### **Abstract**

Understanding of consumer buying behavior is for marketing manager essential but complex matter in both – theoretical and practical points of view. Theoretical background in the issue of consumer behavior is vivid especially if it gets on consumer attitudes towards brands. Many research conclusions lead managers to the useful cognition: consumer behavior is except of its complexity very evolving phenomenon too.

In article is net income considered as a key factor in testing towards consumer behavior in Slovakia. Comparison method was used for describing the role of net disposable income in case of Slovak consumer behavior. Theory was confronted with primary research conducted from January to April 2013 in Slovak Republic. Representative research covered proportionally subgroups relevant to the Slovak population in terms of age, income, gender and education. 1200 respondents were interviewed and income was categorized into 8 groups from below 331€ to over 2661€. Interviewing was used as a method and questionnaire as instrument for testing 3 open questions concerning brand recognition, where the spontaneous knowledge of Slovak and foreign brands was tested. After that, 27 statements in form of Likert Scales were asked. Statements covered attitudes toward brand and price, country of origin, ability to deal with information and the quality of product. Collected data were statistically evaluated by using of chi-square test which allowed testing of factor – net disposable income on selected statements. After that data were processed in cluster analysis for segment identification. Results are presented in dendrogram graph.

Individual segments can be described as follows: First segment is dominant, covers 39% of Slovak population. Consumers are common in the highest orientation on Slovak products and are willing to search information about product origin. The behavior to foot ware, textile and consumer goods is indifferent, but in food category, they are oriented on Slovak origin. They know about the origin of their favorite brands. Cluster 2 represents 28% of consumers with indifferent attitudes towards: willingness to collect information about origin of product and food category. They also do not care where it is preferred brand produced. Their behavior is reserved to the foot ware and textile and consumer products, with supporting the purchase of foreign brands. For them it is not relevant to buy Slovak products. Cluster 3 represents 17% respondents, they are most indifferent to the tested statements. For them is neither necessary to support Slovak products, nor collect additional information about product origin, they are not informed about origin of their favorite brand and do not feel important to buy Slovak food. But they are not accepting to buy foreign foot ware, textile and consumer goods. Cluster 4 covers 16% respondents. They are indifferent only to buy Slovak products generally. They want to look for information about origin of the product prefer to buy foreign consumer goods, foot ware and textile, but local Slovak food and agree, that they do not know what is the source country of their favorite brand.

**Keywords:** consumer behavior, net disposable income, brand, segmentation, marketing

**Dariusz Siemieniako**

*Faculty of Management, Bialystok University of Technology, Poland*

**Marcin Gębarowski**

*Faculty of Management, Rzeszow University of Technology, Poland*

**Developers of shopping centre projects trade fair activities oriented at  
customers' experiences**

**Abstract**

The literature on trade fairs has not so far adopted an experiential perspective. So, there is a research gap, resulting from the lack of research on the evolution of the experiences, building through the trade fair performances in the long-term development project. Therefore, the purpose of the presentation is to partially fill this gap by the identification of the trade fair activities oriented at customers' experiences of retail real estate developers at different stages of the shopping centre project life cycle.

The authors were chosen multimethod qualitative research concerning retail real estate developers' activity at trade fairs in Europe, including participant observation (mystery visitor) and a case study. The approach adopted by the authors of the paper can be called triangulation, since many qualitative research methods were applied in different periods of the research.

The findings show that shopping centre development projects' life cycle can be divided into the following stages: initiation, planning, preparatory execution, real execution and closure. In each of these stages the role of customers' experiences is different, and the extent of trade fair activities oriented at customers' experiences also differs. Special attention in the area of creating experiences requires second and third stages, when the booths should be places of integration, using sensory marketing, where exhibitors influence all the senses of visitors in a coherent manner.

It is worth to conclude that the presentation tries to fill the research gap, because so far scientists have occasionally addressed the experiences created during trade fairs. But the exploration of the phenomenon of using trade fairs to stimulate the visitors' senses requires the realization of further studies.

**Keywords:** customers' experiences, sensory marketing, project management, retail real estate, trade fairs.

**Urszula Świerczyńska-Kaczor**

*Faculty of Law, Administration and Management, Jan Kochanowski University in Kielce*

## **Beyond financing the project – the crowdfunding as a marketing tool in film industry**

### **Abstract**

This presentation aims to contribute to better understanding the crowdfunding phenomenon in the film industry. Although the cultural and media sector takes a large share of the growing crowdfunding market, there is still little scientific knowledge to understand the crowdfunding marketing role.

The presentation focuses on discussing and exploring different marketing functions of reward-based crowdfunding during the life-cycle of a film project. The presentation is structured as follows: the first part delivers an outlook of different examples of film and art projects financed by the equity-based, the reward-based, the donation-based and the lending-based crowdfunding. The second part of the presentation emphasizes the promotional and marketing research role of a crowdfunding company's profile. This part outlines the changes to the objectives of the crowdfunding profile: from promoting the project to promoting the finished film and building the relationship with the prospective audience. The third part of presentation refers to the question: how to build the reward structure in order to enhance the relationship with funders. To illustrate this topic, an analysis of reward structure for successful Polish film projects is presented, and then the dimensions of reward option are discussed. The presentation concludes with the findings and points to future research.

**Lucia Vilčeková**

*Comenius University in Bratislava, Faculty of Management*

### **Media Credibility Perception of Millennials in Slovakia**

#### **Abstract**

The media credibility construct is a complex and multidimensional concept. Source, receiver and message – they all interact in the assessment of credibility of media. It is clear that information providers should pay attention to aspects of the source of the information if they want to ensure that users see their information as credible and therefore useful. Hence, the perception of credibility varies according to age. Young consumers are a particularly interesting group to consider with regard to credibility. The generation born around 1980 is different from any before in its relationship to information technology, and also in its relationship to information sources. Millennials are identified as those born from 1980 or 1981 to the year 2000 and they are seen as a generation with significant purchasing power and influence. Therefore they are the target group of our research. A survey with 190 respondents - Millennials, was conducted to determine how they perceive the credibility of various media types. To measure the perception of media credibility, 12 characteristics like objectiveness, activity, intelligence, professionalism, etc. were examined. The characteristics were in form of adjectives and the respondents were asked to choose where their position lies, on a 7 point scale between two bipolar words. The results of the study revealed general moderate credibility of newspapers and television. The most credible medium for the Millennials is the Internet, especially because of its activity, ability to act fast, independence and objectivity. On the other hand, this cohort sees both television and newspapers as better presented than the Internet. The worst rated feature for television and newspapers was their passivity and political background. When examining statistically significant difference in overall perception, based on the results from the Wilcoxon signed-rank test we can conclude that the difference in perception of television, newspapers and the Internet was unlikely to occur by chance and the Millennials perceive the Internet significantly more credible than television and newspapers.

Communication professionals have been facing various challenges and one of them is how to win the audience. Past studies suggest that credibility could be the key. Therefore, credibility can be suggested as one of the key factors driving the traffic of individuals to certain media. By gaining a better understanding of how Millennials perceive credibility, companies can more appropriately plan and execute successful media campaigns directed to this very important public.

**Keywords:** media, credibility, Millennials