



The 5th SSIM International Conference
Marketing and Consumer Behaviour:
Current Challenges

CONFERENCE ABSTRACTS

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Magda Stachowiak-Krzyżan

Background:

The fashion industry has been continuously growing over the last years, yet it is an industry that was greatly affected by the COVID-19 pandemic all over the world. The global pandemic and actions taken to contain the pandemic, including primarily legal restrictions on trade (closing shopping malls), introducing or recommending remote work and restrictions on the activity of societies (which resulted in limiting the mobility of people and their participation in many social, sports, cultural events) affected clothing industry a lot. This study identifies changes in the market environment variable -. pandemic COVID-19 and their impact on clothing consumption behavior.

Purpose:

The aim of the article is to identify changes that can be observed in the purchasing behavior of Polish consumers as a result of the COVID-19 pandemic on the fashion market.

Methodology and approach:

The article is of a research nature. The results presented in the article come from a study conducted in December 2020 (9 months after the state of the epidemic in Poland was announced), using an online research panel.

Findings and conclusions:

The conducted study showed significant changes in consumer behavior among fashion buyers in Poland, including, in particular, limiting visits to shopping centers, which was mainly caused by consumer concerns about the safety of visits to brick-and-mortar stores as a result of the prevailing COVID-19 pandemic . In addition, this fear and trade restrictions have changed buying habits, such as the way consumers shop - more and more people have decided to buy clothes and footwear online. There were also limitations in the frequency of purchases and in the amount of purchased items - clothing and footwear, as well as a change in the structure of these purchases (buying a smaller amount of elegant, formal clothing in favor of homewear clothing).

Implications:

The results shows consumer behavior characteristics after COVID-19 pandemics and provides implications for future fashion marketing and merchandising strategies. Therefore, the study's findings can be used as basic data in planning sales and communication strategy in fashion industry.

Shahriar Jeddy

Background:

In Iran, during recent years, there has been a quantitative and qualitative increase in online business sectors. However, despite the daily growth of virtual business networks, Iranian consumers lamentably did not trust such deals in a way that should be expected, rather still willing to purchase the products in person through traditional channels; the financial transaction values as well as the number of Internet users, reportedly were very lower in comparing with developed countries.

Purpose:

Thus, the research aimed to investigate and review what factors impeding trust for purchasing an online product. Given the objective, the study was an applied research descriptive method with an analytical approach. The Theory of Planned Behaviour (TPB) model was used for the analysis of data.

Methodology and approach:

Partial Least Squares (PLS) Structural Equation Modelling (SEM) was used. The population sample size for the study was 71 persons examined by an online survey through the selection of PNU (Payame Noor University) graduate students. The reliability of the questionnaire was examined by Cronbach's Alpha.

Findings and conclusions:

The findings revealed that there was a statistically positive significance between lack of integrity, lack of benevolence, lack of competency and intention to trust. In the meantime, intention to trust was statistically significant with the intention to purchase. Consequently, it was suggested that e-tailers should try to enhance the dimensions of their trustworthiness to e-clients.

Implications:

It is an applied research that could be useful for e-tailers to sell their products online in a better way.

Kelaniyage Shihan Dilruk Fernando

Background:

Back in the first quarter of 2020, the world was unprepared to cope with an unpredictable and sudden human health-related catastrophe. Nevertheless, human society is trying to cope with the ongoing Covid- 19 pandemic through different adaptations.

Purpose:

As a pilot study, this study aimed to understand the Polish respondents' mobile shopping behavior in terms of the number of transactions per month during the Covid-19 pandemic based on the respondents' gender and place of residence.

Methodology and approach:

The population of this pilot study was Polish respondents. The field survey method was applied to collect the primary data. Descriptive and inferential statistics include the matched-pair test, The Wilcoxon signed-rank test, and the chi-square test of independence applied for the primary data analysis. The alpha value was 0.01 for both tests, and the Shapiro-Wilk test ran to explore the normality of the relevant distributions.

Findings and conclusions:

According to the chi-square test of independence, gender and mobile shopping behavior are independent, place of residence and mobile shopping behavior are independent, women's place of residence and mobile shopping behavior are independent, and man's place of residence and mobile shopping behavior are independent. According to the matched-pair test, in large cities and medium cities shows that there is a significant difference in the average number of mobile shopping transactions per month before the epidemic and the average number of mobile shopping transactions per month during the epidemic. The Wilcoxon signed-rank test results show that in large and medium cities, there is a significant difference in the average number of mobile shopping transactions per month before the epidemic and the average number of mobile shopping transactions per month during the epidemic.

Implications:

The findings will be helpful to FMCG-related marketing decision-makers and mobile shopping-related app developers. However, the researcher would suggest conducting the same analysis with a larger sample size to generalize the phenomena.

Anatolijs Krivins

Background:

The public sector is often not perceived as a separate, special segment of buyers of goods, services and construction works. This can cause errors in communication and loss of possible profit. This problem is very important, because the public sector - 250 000 public authorities in the European Union spend around 14% of GDP on the purchases. In some sectors such as transport, waste management, energy, social protection, public authorities are the principal buyers.

Purpose:

The purpose of this article was to summarize the main differences between the public sector and other customers, to suggest possible ways to improve customer-supplier communication.

Methodology and approach:

The author analyzed the Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement and repealing Directive 2004/18/EC; Directive 2014/25/EU of the European Parliament and of the Council of 26 February 2014 on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC; Directive 2014/23/EU of the European Parliament and of the Council of 26 February 2014 on the award of concession contracts; as well as the national legislation of Germany, France, Poland, Latvia, Lithuania, Estonia and Finland. In addition, the study used content analysis and observations from personal practice.

Findings and conclusions:

An analysis of the directives of the European Union and the national legislation of seven countries allows us to draw conclusions about the features that determine the procurement activities of the public sector. The purpose of the public sector is to ensure openness of procurements; free competition of economic operators, and also equal and fair treatment thereof; effective use of the funds of the contracting authority, minimising the risk thereof as far as possible. These circumstances determine the main features, for example: the search for a customer, requirements for the contractor, the frequency of communication with the customer, evaluation criteria, the approval process, payment features, etc. The conducted research shows that in order to work with the public sector, a supplier must be financially stable, commercially successful, reliable, experienced, patient and emotionally stable. Although public sector clients are associated with bureaucracy, strict requirements and tight budgets, such cooperation can provide certain benefits.

Implications:

The main conclusions of the study: the public sector requires special communication and special marketing. The main contribution to knowledge is that the author analyzes and generalizes a lot of different factors that affect the public sector. Research allows you to more effectively organize the activities of suppliers. The results obtained can be used in practice.

Joanna Chlebiej

Background:

Dietary supplements, although defined in Polish law as food products for particular nutritional uses, look like drugs and are often advertised in a way that suggests they are drugs. Such action, while lawful, can be confusing and even harmful to consumers.

Purpose:

The aim of the article was to identify psychological, linguistic and visual factors differentiating spots advertising OTC drugs, dietary supplements and food.

Methodology and approach:

The content analysis of 682 advertisements for OTC drugs, dietary supplements and food was carried out. These were advertisements broadcast on Polish TV between 1 August and 12 December 2019, excluding sponsorship advertisements, advertisements about competitions (20) and social advertisements sponsored by producers of the above-mentioned product groups (5). For each advertisement, it was specified which visual, auditory, linguistic or psychological elements were included in it. Then, a factor analysis was performed, which allowed for the selection of ads similar in terms of certain factors. These factors were divided into rational (such as the credibility of the data presented in the advertisement, credibility of the protagonist, etc.) and emotional (such as, for example, emotions in an advertisement, sound, etc.). An attempt was made to identify factors typical of advertisements for OTC drugs, dietary supplements and food.

Findings and conclusions:

Advertisements for OTC drugs and dietary supplements are more substantive than advertisements for food (rational advertising). Food advertisements, on the other hand, are more oriented towards belonging to the group's daily routine and the emotions that accompany it (satisfaction advertising and habit-forming advertising). Additionally, in advertisements for drugs (33% of advertisements) and dietary supplements (38.33% of advertisements), the rule of authority was used much more often than advertisements for food products (here it was usually a celebrity) - 9% of advertisements. In addition, it can be seen that the sounds and colors used in the advertising spots are matched to the emotions that appear in them. Depending on the advertised product group, different roles were also played by the setting of the action - e.g. in advertising food products, a home is a backdrop for family relaxation and rest, and in advertising medicines and dietary supplements it is a place where the characters try to solve everyday health problems.

Implications:

Until now, in the marketing literature, dietary supplements have been described together with OTC drugs and treated as OTC drugs. When conducting this study, I wanted to check whether this approach is appropriate, because in reality there are no significant differences in the advertising and perception of OTC drugs and dietary supplements, or perhaps when undertaking research on the marketing of pharmaceutical products, one should stick to the product definitions recommended by the Polish legislator, which also imposes certain restrictions and requirements on the ads for these two product categories. The legislator's requirements, according to Signal Detection Theory, may constitute some kind of noise, interference between signals (elements of rhetoric or psychology of advertising) affecting the perception of consumers of OTC drugs and dietary supplements. These noises and signals can have different effects on consumer perceptions - they can, for example, make the drug perceived as a drug that will help them with troublesome symptoms, they can also make a dietary supplement be perceived as a drug that helps to combat annoying symptoms, and even that the dietary supplement will be perceived as more reliable and effective in this situation than the drug. At the same time, it is worth noting that if there are no significant differences between the spots promoting OTC drugs and dietary supplements, for the benefit of citizens (their health, life, and home budget), legal steps should be taken to oblige manufacturers of OTC drugs and supplements diets to advertise their products in a way that is adequate to the properties that these products have.

Shuvam Chatterjee

Background:

The essence of marketing today for retail consumers is to produce a favorable sensory brand experience to gain competitive visibility. Olfactory marketing is a phenomenon that is in the current trend of usage by marketing experts to ensure that consumers are more involved in the purchase decision-making process.

Purpose:

Purchase decisions are the results of both conscious and semi-conscious consumer experiences. Marketers these days depend a lot on the use of multi-sensory metaphors to bring out these hidden emotions. This paper explores the underlying consumer attributes which play a significant role in their purchase decision making affecting their mood and behavior.

Methodology and approach:

The study introduces Zaltman Metaphor Elicitation Technique (ZMET) as a qualitative tool in a real-world supermarket setting to elicitate hidden understanding about a consumer's decision-making process by stimulating human senses and interpreting the attributes that ultimately contribute to consumer decision making. The researcher selects a well-known retail brand to understand and identify the hidden metaphors contributing to consumer satisfaction through retail atmospherics.

Findings and conclusions:

The study would bring out prominent network retail clusters and their supporting elements which ultimately contribute to consumer satisfaction during their purchasing process inside a retail store. The research would clearly assist retail managers to understand the supportive cluster elements which play a crucial role in consumers' subconscious decision making.

Implications:

The study would enable store managers to identify the relevant core elements hidden in the subconscious consumer minds which would facilitate enhanced customer satisfaction during designing their retail stores.

Anna Dziadkiewicz

Background:

The new group of tourists, representing generation Y and Z has different needs and expectations from tourism services than previous generations. This has been exacerbated by the isolation caused by the Covid-19 pandemic and macroeconomic uncertainty. Tailoring the tourism market to the new group of tourists seems to be the only way for tourism companies to survive in the market.

Purpose:

The aim of this article is to present the new groups of Generation Y and Z's tourists and to show how to design sustainable tourism services.

Methodology and approach:

The representatives of Generation Y and Z will be the study population. The selection of the sample will be convenient. The study will be qualitative in nature. Additionally, the research will include case studies, realised in tourism enterprises of SME sector, representing respectively accommodation, gastronomy, products & services.

Findings and conclusions:

Generation Y and Z's approach to leisure is significantly different from generations X and BB. The times of the pandemic have changed the outlook on leisure activities of Generation Y and Z tourists. The expectations and needs of generation Y and Z neutrally or even positively influence sustainability and the triple bottom line.

Implications:

The research will provide tourism entrepreneurs with information on new groups of recipients of their services and identify sustainable solutions that can respond to the demand of new groups of tourists. The study will bridge the empirical gap.

Background:

Literature review is indispensable in research (Palmatier et al., 2018). One of the key techniques used in it is the bibliometric analysis (Chen, 2017), where one of the methods is science mapping (Aria & Cuccurullo, 2017). The classic approach that dominates today in this area consists in mapping areas, keywords, terms, authors or citations (León-Castro et al., 2021). Well-grounded science mapping approach has been applied in the literature reviews (e.g., Pertusa-Ortega et al., 2020), performing them is a painstaking task, especially if authors would like to draw precise conclusions about the studied literature and uncover potential research gaps.

Purpose:

The aim of this article is to identify to what extent a new approach to science mapping, variable mapping, takes the advantage over the classic science mapping approach in terms of research problem formulation and content/thematic analysis for literature reviews.

Methodology and approach:

To perform the analysis, we chose a set of 5 articles on customer ideation. Next, we performed the analysis of key words mapping results in VOSviewer science mapping software, compared with the variable map prepared manually on the same articles. 7 independent expert judges (management scientists on different level of expertise) assessed the usability of both at the stage of formulating the research problem and content/thematic analysis.

Findings and conclusions:

The results show the advantage of variable mapping in the formulation of the research problem and thematic/content analysis. First, the ability to identify a research gap is clearly visible, due to the transparent and comprehensive analysis of the relationships between the variables, not only keywords. Second, the analysis of relationships between variables enables the creation of a story with an indication of the directions of relationships between variables.

Implications:

Demonstrating the advantage of the new approach over the classic one may be a significant step towards developing a new approach to the synthesis of literature and its reviews. Variable mapping seems to allow scientists to build clear and effective models presenting the scientific achievements of a chosen research area in one simple map. Additionally, the development of the software enabling the automation of the variable mapping process on large data sets may be a breakthrough change in the field of conducting literature research.

James Abugu

Background:

Quest for ethical consumption.The need to engage in ethical food and drinks,sustainable transportation and ethical personal product to achieve sustainable marketing

Purpose:

The goal of the research project was to establish whether;ethical food and drinks,sustainable transportation and ethical personal product has positive significant impact on sustainable marketing

Methodology and approach:

Marketers and Consumers of sustainable products constituted the population of the study.Survey research design method was applied.Data collected for the study were presented in tables and analysed.The hypotheses for the study were tested with the aid of pearson correleration

Findings and conclusions:

The findings of th study include;

- 1.Ethical food and drinks has positive significant effect on sustainable marketing
- 2.Sustainable transportation has positive significant effect on sustainable marketing
- 3.Ethical personal product has positive significant effect on sustainable marketing

Implications:

Marketers should offer ethical products and services.ethical consumption should be encouraged for sustainability

Anna Jasiulewicz

Background:

The interest in pro-health products results from the increased awareness of the relationship between nutrition and health, the increase in the incidence of civilization diseases, rising costs of health care, aging of the society and the desire to improve quality of life. The aging of the society causes an increase in the segment of seniors interested in product innovations, which should have consequences in future designed marketing innovations, and above all in the marketing communication of enterprises.

Purpose:

The aim of the study is to present the issues of purchasing behavior of seniors on the functional foods market in order to identify important elements that should be taken into account when designing marketing communication with seniors.

Methodology and approach:

The literature was reviewed concerning such issues as: functional foods concepts, the impact of consumer innovation as well as nutritional neophilia and neophobia on purchasing decisions, and seniors' attitudes towards pro-health food. In the next stage, the own study was conducted in December 2020, using the CAWI method. Intentional sampling was used: the questionnaire was addressed to seniors over 60 years of age. Seventy respondents took part in the survey.

Findings and conclusions:

The results showed that although seniors have a low knowledge of the concept of functional food, they have awareness of its impact on the body. Pro-health values are an increasingly frequent motive for choosing this type of food, thanks to which seniors can eat in healthy and rational way. Seniors appreciate simple, well-known and healthy products, therefore the marketplace can be a place where they buy fresh and unprocessed foods, which are naturally healthy, while in supermarkets they can choose processed products, but also in line with the trend of functionality and a healthy lifestyle. Seniors are interested in relatively cheap and recommended products with proven health-promoting properties. According to seniors, the offer of pro-health products is sufficient, but there is too little information about it. No correlation was observed between the neophilic nutritional attitudes and innovativeness of the seniors and the greater frequency of purchasing functional products.

Implications:

There are still few Polish and foreign publications in which considerations about the behavior of seniors on the functional foods market were carried out. The results of the own research allowed to indicate which elements should be emphasized in the marketing communication of enterprises with seniors, which communication channels are the most important and which sources of information on functional food are most often used by seniors and perceived as credible. It was also indicated what future research directions should be taken into account.

Gunta Grinberga-Zalite

Background:

The remuneration of teachers is closely linked to the status of this profession in society. If remuneration is attractive enough, i.e. competitive with other most demanded and relatively well-paid professions, it attracts the best graduates to the profession. The prestige of the profession, working conditions and opportunities for professional development contribute to attracting and retaining good teachers. Currently, it is important to look for possibilities how to improve the motivation factors for young teachers in Latvia, which is discussed in this paper.

Purpose:

The purpose of the paper is to assess the financial and non-financial remuneration of teachers in general education institutions of Latvia and develop proposals for promotion of the prestige of teachers' profession.

Methodology and approach:

Monographic and descriptive, which allowed giving a detailed idea of the problem researched from the theoretical perspective based on an extensive review of the relevant scientific literature; Graphical – the application of it helped to clearly and effectively identify associations between and changes in the phenomena related to the research object;

Analysis and synthesis – separate elements of the research object were combined into a single system, thereby examining their interconnections.

A sociological research method – surveying – was employed to identify the opinions of teachers and principals/deputy principals about the factors influencing the prestige of teacher's profession.

Findings and conclusions:

The public has a wrong opinion about the lowest monthly salary rate of a teacher because the teacher full-time equivalent specified in the relevant legal acts is 30 working hours per week. This factor prevents the teacher profession from becoming an attractive career choice and lowers the prestige of the teacher profession in society. However, there are various opportunities how to overcome the biases that exist in society by improving the understanding of the current remuneration system.

Implications:

In Latvia, the mechanisms for increasing the performance of teachers and their awareness of their profession prestige are not sufficiently motivating and should be improved to contribute to attracting young teachers to schools.

Iuliia Gernego, Tetiana Shkoda

Background:

A lot of previous arguments on creating value for customers have focused on providing useful products and services that customers consider worthy of their time, energy and money. However, non-financial or non-material measures have not been examined enough to reach a comprehensive understanding of additional value that may be provided due to increased business social responsibility.

Purpose:

Thus, the broad objective of this study is to conduct the survey of social responsible business initiatives, concerning their influence on utility formation, possibility to provide additional value in both financial and non-financial form.

Methodology and approach:

The survey will be conducted within the following steps: 1) adaptation of the authorial model of the process of creating added value in the social sphere to the social responsible business needs; 2) conducting the survey of social responsible business initiatives in Ukraine and Poland; 3) providing of interim findings on the role of business social responsibility in creating additional value for customers.

Findings and conclusions:

The result section indicates the hypothesis that business social responsibility has growing importance for customers nowadays. Thereby, business social responsibility has potential to boost business attractiveness and thus to boost the process of additional value creation.

Implications:

The researches provides the adaptation of the authorial model of the process of creating added value in the social sphere to the social responsible business needs (methodology development) and social responsible business initiatives description (practice).

Musa Abdullahi

Background:

The influx of substandard products in the market despite the role of standard organization of Nigeria which affect the standard products to be marketed. the gap is no proper differential marketing strategies to promote standard products. while marketers and government develop a proper methods to curtail.

Purpose:

To investigate, whether, standard organization of Nigeria contribute in production of quality products as well as promotion of standard products

Methodology and approach:

marketers and consumers of durables good in Zamfara state constitute the population of the study while convenience sampling method was adopted. the questionnaire was the study instrument and the hypotheses test analysis was conceive.

Findings and conclusions:

the study concluded that seizure and confiscation of products has positive impact on reduction of substandard products, whereas SON'S assistance on production of quality product standard and promotion of products at all levels and the marketing companies should equally promote only standards products.

Implications:

The research positively contributed in highlighting the public in differentiating between standard and substandard products, also marketing companies, and standards organization of Nigeria, understand the implications of substandard products.

Muhammad Tahir Jan

Background:

The focus of this study is to investigate the impact of informativeness, entertainment, and perceived relevance on customers' purchase intention in Malaysia, specifically, those customers who are the buyers of cosmetic products.

Purpose:

The main purpose of this research is to understand the impact of three social media marketing related factors, namely, informativeness, entertainment, and perceived relevance on consumers' purchase intention of cosmetic products in Malaysia.

Methodology and approach:

A quantitative approach is adopted with a total of 196 participants. Data was collected through convenience sampling technique by using a self-administrated questionnaire. Social media platforms, especially, Facebook and WhatsApp were used for efficient data collection. Major analyses include, descriptive analysis, reliability tests, exploratory factor analysis, and multi regression analysis.

Findings and conclusions:

Results revealed that all the envisaged factors (informativeness, entertainment, perceived relevance) significantly and positively influence customers' purchase intention of cosmetic products.

Implications:

Cosmetic product companies using social media marketing may benefit from the findings of the present study. Perhaps, these companies should focus on designing their social media marketing messages enriched with informativeness, but at the same time filled with entertainment for the viewers to keep them engaged with the message. Similarly, customers prefer those social media marketing which they deemed relevant, as it influences customer's intention to purchase, positively.

Wilbert Manyanga

Background:

World over, the advancements in the internet have opened up the way business is being conducted, social media being one of the advancements which has altered the way companies view and interconnect with their customers. Social media has given customers the power to analyse services before they decide on acquiring the product or service. Social media marketing has given individuals and brands a chance to communicate without the need for physical meetings. As a result of increased competition, companies are now looking to social media as a proactive tactic to attract and retain customers, develop brand, market products, and increase their sales volumes.

Purpose:

The broad objective of the research is to examine effect of social media marketing on brand loyalty in Zimbabwe's hospitality sector. The specific objectives are: To determine the effect of social media, media sharing networks and consumer review networks on brand loyalty

Methodology and approach:

A positivism research philosophy was adopted, culminating into a quantitative methodology enshrined in the explanatory research design. The study utilised a convenience sample of 223 clients from hotel in Harare, Zimbabwe. Regression analysis, T-Test, ANOVA test and analysis of beta coefficients was performed to get research findings.

Findings and conclusions:

The results of the study showed that brand loyalty was influenced by social media, media sharing networks and consumer review networks as path coefficients were positive and statistically significant. Thus, all study hypotheses gained empirical support. The study concluded that there is a positive relationship between social media and brand loyalty. Media sharing networks and consumer review networks both shows a positive effect on brand loyalty.

Implications:

It was recommended that hotels should ensure that their social media platforms, media sharing networks and consumer review networks are updated so that consumers have fresh content and ensure consumer can post consumer generated reviews and comments to ensure brand loyalty.

Agnieszka Puć

Background:

Today, many transactions are concluded online. This leads to the question whether this form will replace stationary stores in the near future. Economic factors, such as the costs of stationary screens and disruptions, strongly support the online form.

Purpose:

The aim of the study was to examine consumer opinions on the transformation of distribution processes from stationary to online form. Information was also collected on the preferences of the form of purchases from groups of goods.

Methodology and approach:

The study was conducted in November 2021 on a group of 160 students from Rzeszow University of Technology in the field of study: Finance and Accounting through the online survey questionnaire. The selection of the test sample was non-random. The research was primary, the nature of the information was quantitative. The sample selection was non-exhaustive. The study was conducted once.

Findings and conclusions:

Most of our respondents prefer online shopping mainly because of the possibility of buying anytime. However, there are some things like groceries that are still bought traditionally more often. Some respondents prefer a hybrid form of shopping consisting in physical checking of the purchased goods in a brick-and-mortar store with the subsequent intention of purchasing its counterpart in an online store. Among respondents more than half believe that the online form will replace traditional stores and it is hard to miss that online shopping is booming these days.

Implications:

Sellers should take into account the preferences of customers in creating their distribution network. The popularity of the online form forces stationary sellers to expand their offer with online sales. However, brick-and-mortar stores are still of great importance in the markets of certain goods, such as groceries, and only the skillful combination of both of these forms is able to guarantee the most effective sales.

Alla Talal Yassin

Background:

The use of Business Model Canvas is now an established strategy to engage and maintain entrepreneurship. The purpose of the present study was to inspect the effect of distribution channel (which is one of the BMC items) on revenue Model and the relationship between customer relationship , value proposition, target customer and distribution channel together .

Purpose:

More specifically, this study analyzed 10 BMC analyzed by the trainers during a course in February 2022 using a content analysis methodology. The results demonstrated that A distribution channel is a chain of businesses that reaches the final consumer, multiple strategies including customer relationship, value proposition, target customer were used to contained responsible The content of distribution channel posts underline the revenue Model

Methodology and approach:

Further research should examine how every BMC items behavior affect on each other . Distribution channels was include wholesalers, retailers, distributors, and even the internet

Findings and conclusions:

Based on the study, Notably, over 30% of the entrepreneurship, examining the content of distribution channel on BMC without provide valuable insights into how information effect on the related items.

Implications:

A Content Analysis for entrepreneurship using BMC

Daniel Dan

Background:

There are certain words or concepts that when met in feedback related to our products or services make us react. Interesting how answers are given in positive and negative reviews, but they differ greatly in both cases. It is important to know when to react and how. Some limitations are given by the study case, the complexity of human behavior and cultural background of the people who provided background.

Purpose:

The goal is to know when to react and how to react when dealing with negative (but also positive) feedback that can be influential and even crucial for further purchases.

Methodology and approach:

The dataset is represented by hotel reviews contemplating positive and negative feedback. Data is scraped/crawled from the internet and stored on a local computer. Sentiment analysis is applied on a timeline to detect the negative/positive flow. In correlation to specific reviews, answers are provided. A correlation between the feedback-answer pair is performed and analyzed. The R ecosystem is used for the analysis. Bot feedback is evaluated and discarded.

Findings and conclusions:

Automatic sentiment analysis is performed and through machine learning we manage to find the most negative and positive aspects of a feedback. Nevertheless, feedback is given in cases where answers are not that severe or when they are very pleasant. Cultural background is important in feedback as some populations would not use harsh wordings but still manage to transmit discontent. Findings show that there is a sweet spot when answers are given in correspondence to specific feedback.

Implications:

One major takeaway is how Natural Language Processing can automatize greatly several tasks as it can process huge quantities of data in order to extract information in a short time. Another takeaway is that this procedure can be used by managers or marketing analysts in order to improve communication without the need to read thousands of reviews, avoid pitfalls and deal with answers to feedback. The research also underlines how Marketing can benefit from Machine Learning with this specific case. A specific operational path is provided on how marketers can apply the procedures and extract valuable information. As a result of this work marketers might add an automatized tool to their analysis toolbox

Georgios Tamiolakis, Georgios Baltas, Grigorios Painesis

Background:

From an evolutionary perspective, the pursuit of social status is a fundamental human motive, which very often leads/drives people to the consumption of luxurious goods; but does this actually improve an individual's quality of life?

Purpose:

This study explores the path from the underlying mechanism of seeking to gain status (status-seeking behavior) to the conspicuous consumption of prestigious products/services and ultimately to the overall impact on an individual's subjective well-being.

Methodology and approach:

To investigate our research hypotheses we developed and empirically tested our conceptual model, by conducting an online consumer survey. We recruited a large U.S.-based sample of 1000+ participants from Amazon Mechanical Turk (MTurk). In the data analysis-process, the most modern multivariate modeling techniques such as SEM (Structural Equation Modeling) - undertaken using AMOS- and multigroup analysis are used.

Findings and conclusions:

We found that the influence of status seeking behavior on an individual's subjective well-being is going through status consumption, only in the case of dominance-based strategy.

Furthermore, we identify two distinct buying patterns that underlie the more generic conspicuous consumption of luxuries - namely, bandwagon and snobbish consumption. We find that bandwagon status consumption has a positive effect on a well-being. Surprisingly, our findings suggest that snobbish buying behavior has a negative effect on well-being.

Implications:

It is evident that the social aspect of consumption and the importance of goods in forming and symbolizing relationships play a significant role in our well-being. Although a prestige-based strategy has a direct positive effect on a person's evaluation of life satisfaction and emotions, the route of dominance has a negative direct effect on the latter. It appears that the social aspects of consumption are more important drivers of well-being.

Elnur Nabivi

Background:

In line with consumers' growing concern for the environment, green marketing has become an essential tool for sustainable business strategy. Moreover, given the unprecedented reach of social networks, companies embrace green marketing practices in their social media strategies to achieve better business performance.

Purpose:

This study aims to explore types of green marketing-related content created by companies on social media that are engaging for customers.

Methodology and approach:

The research method that was employed is qualitative content analysis. In this context, 1-year historical data of the selected FMCG corporate accounts were collected and coded.

Findings and conclusions:

As a first step, the collected data were coded in accordance with whether it is related to green marketing or not. In the following step, a new classification was created based on topics shared by chosen accounts and the main sustainability issues. With the help of this classification, each green marketing-related post on social media was classified according to its main topic. The engagement rate of these topics was calculated, and engagement differences among these categories were analyzed. In addition, differences and similarities in green marketing-related content on Facebook and Twitter were also compared.

Implications:

This study gives clear directions to the growing interest in green marketing in companies' social media communication. The findings from this study suggest that the engagement will be higher when companies take into account the environmental concerns associated with their products and production processes.

Elizabeth Kempen

Background:

The severity of COVID-19 persuaded consumers to shop for apparel online, making it one of the most online shopped categories in South Africa in 2020. It has been suggested that the online shopping trend will continue beyond COVID-19 and that the habit of visiting bricks and mortar retailers for apparel shopping will no longer be the preferred apparel shopping channel. The problem is that, beyond COVID-19 it is not certain if apparel shoppers from an emerging market context such as South Africa will be inclined to continue online apparel shopping or if they will prefer to return instore apparel purchasing environments. Furthermore, although it is predicted that consumers have changed their purchasing behaviour, it remains unclear if this behaviour shift will remain true to apparel shopping and if the behaviour shift to online shopping was only a solution to the COVID-19 situation and thus short lived?

Purpose:

The purpose of this study was to explore and describe consumers' behaviour towards their preferred apparel shopping channel during the pandemic, their experience of online apparel shopping and future apparel shopping channel behavioural intentions.

Methodology and approach:

An exploratory-descriptive qualitative study was designed during which purposeful and convenience sampling was used to recruit participants, who regularly purchased clothing and appointed at a local academic institution in South Africa, to participate in the study. Synchronous individual online interviews, conducted and recorded over TEAMS, were used to gather data. Data was collected from 20 participants during which thematic saturation was achieved followed by the inductive approach to data analysis to find salient themes emerging from the data. Ethics clearance was obtained prior to the commencement of the study (2018/CAES/144 Amended 2021). Trustworthiness criteria was applied to address the rigor and quality of the data.

Findings and conclusions:

The findings suggest that although COVID-19 brought about a switch to online apparel shopping for occasional online shoppers, others who were already avant online apparel shoppers remained true to this channel, whereas online shopping laggards remained reluctant to switch to online shopping even during COVID-19. For many of the participants bricks and mortar remained their preferred shopping channel even when pandemic and lockdown restrictions were in place in South Africa. For many occasional online shoppers the online channels provided a solution to shop for apparel during COVID-19 pandemic. However, bad online experiences (e.g. incorrect sizing, unclear pictures, design impression not the same on arrival and more) and the preference for the tactile and fit experience the retail environment offered, remained more important and the reason why these consumers preferred to support bricks and mortar apparel retail environments post COVID-19. The findings also suggest that COVID-19 did not alter the apparel shopping behaviour of the avant online apparel shoppers (which are either full on online apparel shoppers or pre-post apparel shoppers who use online shopping to purchase apparel they have either seen instore and then purchase online or purchase instore after browsing online) and online shopping laggards.

Implications:

Although it is suggested that the online apparel shopping channel has gained momentum through COVID-19, it may, for some consumer in an emerging market context, only have brought about a temporary solution to apparel shopping. The possibility remains that consumers may either abandon online shopping going forward or become more prevalent omni-channel shopping supporters which allows them to switch between channels as the need arises. The findings from this study contributes to body of knowledge on the online apparel shopping behaviour of consumers in an emerging market context which may be different to that of developing countries. Therefore, retailers may need to pay attention to the concerns these consumers have about online apparel shopping if the intention is to grow the online apparel market for emerging economies and provide a successful omni-channel approach to product offerings.

Shantanu Watane

Background:

In India, the world's largest middle-class customers exist, and more than 500 plus companies dominate the consumer market. In branding positioning and marketing of these products, Public Relations is playing a key role.

Purpose:

The purpose of this study is to shed light on the public relations methods used by various companies in India to effectively promote goods and services.

Methodology and approach:

This paper is based on a descriptive research design, and data from 100 cases would be used to examine current trends in the public relations sector. The study of branding, media planning, image building, and campaign planning strategies is the core of this paper. To comprehend the public relations activities, both quantitative and qualitative analysis methodologies will be used.

Findings and conclusions:

A comprehensive examination of 100 cases conducted by Perfect Public Relations reveals that those who adopt RACE formula developed by Ivy Ledbetter Lee they are more successful than others. The ongoing and continuous evaluation helps in the improvement of the PR image.

Implications:

The formulations provided in this research will be useful for public relations practitioners in India, particularly in Maharashtra state cities such as Pune, Mumbai, and Aurangabad.

Vijaykumar Dharurkar

Background:

During Corona pandemic the entire social life was affected, and the production and distribution link required special boost and health PR has successfully launched various schemes to connect people with health services developed by government and NGO's. This paper has underlined India's successful social marketing to promote health for all and eradicating adverse effect of corona pandemic.

Purpose:

The purpose of this present paper is to highlight India's success stories in promoting health for all during corona pandemic period. The grand success of mass vaccination was achieved through people's involvement, government persecution and social transformation by articulating new ideas through social service campaigns.

Methodology and approach:

The subject being new, exploratory research design has been adopted for this study. 100 citizens of 35 to 65 age groups were orally interviewed to determine the success of safety communication during the three waves of corona pandemic. In this work, designing of messages, their effective penetration, feedback mechanism, use of new apps and electronic feedback, telemedicine and methods regarding care of patients in isolation will also be studied. Important cases of successful combating against corona will be examined and communication barriers and remedies have been developed. Media linkage and coordination will be focused.

Findings and conclusions:

The major finding of this paper draws attention towards effective media planning and coordination between government and NGO's can be treated as key point in the success of strategic planning. Hence, India could attend target of 190 crore vaccinations which is world's largest record. Thus, the success of social health marketing is based on model ACT model i.e. Act, Commination and Transform. The successful planning and implementation of health packages has improved India's GDP by 8.4 percent.

Implications:

Thus, the communication strategy and use of new information technology and social media has accelerated the promotion of social health marketing. The Quantitative and qualitative data assessment has proved the all-round and holistic success of the campaign.

Nor Irvoni Mohd Ishar

Background:

The Covid-19 Pandemic has changed the marketing landscape for the hospitality industry. Within this context, specifically for a three-star hotel, understanding the effective use of technological capabilities to create awareness can be very rewarding.

Purpose:

This study seeks to investigate the technological elements that may influence customer awareness of a three-star hotel.

Methodology and approach:

This study uses the simple random sampling technique. A sample of 310 customers from the hotel's database were approached to participate in the study. The final usable responses collected are 68.4% (212 respondents).

Findings and conclusions:

Results indicated that all the three variables investigated played a significant role in influencing customer awareness. Of the three predictors, responsive hotel website (RHW) has the strongest role in creating awareness, followed by online review (OR), and online pricing (OP).

Implications:

It is hope that the findings of this study can be used as guidelines to create awareness by hotel owners of similar settings in Malaysia.

Klaudia Macias

Background:

Although a lot of research has been done on the topic of the perception of advertisements objectifying women, research on feminist advertising is still lacking. There is no analysis of the role of emotions in relation to attitude to advertisements, and thus the perception of the brand. Moreover, existing research does not sufficiently explain the reasons for the different reactions in women towards femvertising.

Purpose:

The research aims to understand the role of portraying the female body in advertising and its impact on the perception of advertising. Furthermore, the study investigates the influence of the level of hostile sexism and the level of enjoyment of sexualization on the attitude towards advertisements and brand perception.

Methodology and approach

The research method employed in the study was a quantitative survey on a sample of Polish women. The study used a non probability sampling method - convenience sampling. The study analyzes the relationship between the level of hostile sexism, the level of enjoyment of sexualisation and responses towards sexual-stimuli intensity in advertisements, as measured by affect, attitude towards the advertisement, and perception of the brand. Furthermore, the study investigates the effect of attitudes towards the advertisement on the perception of the brand.

Yauheniya Barkun

Background:

Growing competition for highly-skilled employees and specifically talents, as well as increased human mobility, motivate governments all over the world to implement a regional branding component to their strategies. Though numerous examples exist in practice, theoretical background still concentrates rather either at corporate talent management or at the talent management onto the national level; regional aspect of talent attraction is under researched.

Purpose:

The aim of current study is to identify factors that attract talents to the regions.

Methodology and approach:

Current study focuses on the international PhD students studying at Polish universities. The study is of quantitative nature, and CAWI technique was applied. The factors that were estimated by talents were designed based on the approach offered by Silvanto and Ryan (2014;2018) and are divided into employment and economic opportunities, networking, diversity, quality of life and regional brand.

Findings and conclusions:

The study allows, first of all, to identify what factors are the most crucial for attracting international talents to the regions, and, furthermore, to interrelate what talent profiles are attracted by different regions in Poland.

Implications:

Current study contributes to the existing place branding literature by providing the data regarding the factors that attract international talents to the regions. In addition, it discovers the perceptions of talents themselves, while previous studies focus on the regional characteristics.

Filip Targowski, Filip Wójcik

Background:

Humanity came to the point where it began to realize its impact on the planet and took steps to minimize the damages. One of the ways to do that is reducing carbon emissions that can be achieved by car usage limitations. The effective way to accomplish that goal is to stimulate shared mobility usage, that comprises solutions like car sharing, carpooling, ride hailing, etc. The problem with these services is their relatively small popularity. The solution for increasing users' engagement could be gamification.

Purpose:

As research on gamification has been growing rapidly during the last decade, the literature reviews concerning its use in sustainability remains weakly explored. The goal of the research was to collect and analyse articles concerning intersection of shared mobility and gamification.

Methodology and approach:

The review process was carried out in five phases. Firstly, the search of the literature was conducted in two databases in November 2021 (Web of Science and SCOPUS) according to relevant keywords, the total result comprised of 64 articles (within this 19 duplicates). Secondly, articles were screened and selected for further, in-depth analysis. Thirdly, the inclusion / exclusion criteria was applied, leaving 8 relevant papers. Fourthly, selected articles were categorized and analysed. Lastly, the findings were described.

Findings and conclusions:

As it comes to theory basis, it can be surprising that half of the articles did not base on any of the known theories. Apart from literature reviews, they did not focus on the theoretical part. The most often mentioned theory was Self-Determination Theory. Very important part of the review was to check which mechanisms appear in which articles and what mechanism (or group of them) were used most often in shared mobility solutions. Points were the only mechanism present in all the examined articles. The second most popular were badges and leaderboards, followed by visualised progression and narration. Even though some gamification mechanisms are used in shared mobility applications, it seems that they are used rather intuitively. There is a research gap regarding the aspect of measuring the effectiveness of particular mechanisms on stimulation of users' engagement.

Implications:

The original research organizes the knowledge on the use of gamification mechanisms in shared mobility. It recognizes the most popular mechanisms used in shared mobility, but also indicates that further research should focus more on measuring the influence of gamification mechanisms on customer satisfaction and customer engagement.

Kamila Szymańska

Background:

The market behavior of consumers of generation Z is the result of functioning simultaneously in two worlds - virtual and real, which closely coexist. The literature emphasizes that their purchase preferences and final decisions are largely supported by social media and the presence of influencers, but at the same time they have a feeling of loneliness in making purchases. At the same time, one gets the impression that the importance of loved ones, acquaintances and strangers, as well as salespeople and stylists in the shopping experience, especially in the area of the fashion market, is too little discussed, and their importance seems to be perceived only implicitly but not empirically validated.

Purpose:

The research findings presented here are part of a major research project on the context of purchase by Generation Z consumers regarding the importance of customer value and experience marketing. The aim of the research was, among other things, to determine the importance of social and symbolic-expressive values in purchases of clothing and footwear products, while the purpose of the article is to indicate the social dimension of such purchases by consumers of generation Z.

Methodology and approach:

Own research was conducted among consumers of generation Z who were students at public universities in Lodz during the research period. It was assumed that they are people entering independent life, beginning to manage their own financial resources, and at the same time strictly planning their professional and social future. The research was carried out in 2018-2020 in the Department of Marketing at the Faculty of Management of the University of Lodz (one-person project, with occasional support from auxiliary interviewers) - at the first stage of the research, individual interviews were conducted with 31 students of various universities, and on the basis of these interviews, an auditorium questionnaire was subsequently prepared and conducted among students. In total, in the second stage, statements included in 3666 correctly completed questionnaires were accepted for analysis. The analysis of the research results was conducted using SPSS software.

Findings and conclusions:

By far the greatest influence on clothing and footwear purchases by respondents from generation Z is exerted by individuals and persons coming mainly from secondary social groups (except mothers), and these are persons rather closest to them. Relatively rarely indicated the importance of strangers (from different environments) or people directly unknown, while at the same time nearly 30% of respondents declared independence in this regard. Quite a significant tendency is the tendency to advise others on buying fashion products, which may indicate the occurrence of the mechanism of gratitude or / and a sense of high competence in this area. At the same time, it is worth noting that respondents from generation Z are aware of the importance of clothes and shoes in building an image in the eyes of the environment and themselves, and admit that they themselves often rely on this aspect when assessing people in the process of interpreting the first impression.

Implications:

The article shows the verified role of representatives of social groups in making purchasing decisions by consumers from generation Z. Much is said about their susceptibility to social influence from friends or publicly available opinions from various sources, although according to the results of the research it is not always so obvious. The results of the research can also be useful for companies offering fashion products and stores, who should offer space and opportunity to make purchases especially among their closest people.

Katarzyna Sanak-Kosmowska

Background:

Cancel culture or call-out culture is a contemporary phrase used to refer to a form of ostracism in which someone is thrust out of social or professional circles – whether it be online, on social media or in person. But does it refer to brands as well? Is the brand's boycott or brand cancellation a current trend and a hot topic of discussion or is it a real change in consumer behavior? The article focuses on a literature analysis, including bibliometric and a hashtag analysis.

Purpose:

The aim of the article is to understand whether the "cancel brand" culture is just a phenomenon or a real change in consumer behavior. The article explores this topic both from the academic and consumer perspectives, focusing on a literature and hashtags analysis.

Methodology and approach:

The empirical part of the article is based on an analysis of the literature on the subject devoted to brand boycotts and cancel brand culture. In this way, the most important trends in the academic perspective were identified. Then Twitter entries concerning the explored topic were analyzed. The analysis was prepared with the use of tools: VOS Viewer and RStudio packages.

Findings and conclusions:

Despite the fact that the subject of consumer boycotts has already been extensively analysed, the specificity of the "brand cancel" phenomenon is still not widely described. The article identifies areas of academic research devoted to this subject and compares them with trends in consumer discussions on Twitter. The paper answers whether "brand cancel" is only a fleeting phenomenon, or whether it is a real threat to brands, and consumers have become consistent in their decisions about cancellation.

Implications:

This is one of the first papers in consumer behavior to explore this phenomenon from an academic perspective and has practical implications for brands. Particular attention is devoted to two issues: the specificity of the social media environment and the generation differences in the area of consumer behavior.

Anupama Mahajan

Background:

The abnormal rise in the cases of mental health and psychological disorders related to the unproductive and overuse of social media networking sites amongst youth in India and also the reduction in their social interactions fuelled up by the pandemic motivated the researchers to take up this research as it can put a longterm impact on the psychology and productivity of the youth if not addressed on time.

Purpose:

To assess the impacts of social media due to unproductive overuse and to suggest interventional strategies

Methodology and approach:

Both Primary and secondary data have been accumulated for analysis. For primary research, our sample includes Gen Z and millennials in the age-group of 18 to 30 in India. The sample subjects has been selected through purposive sampling. The survey instrument focused on their use of social networking sites besides how it affected their mindfulness. Simple percentages have been used to analyse the data and arrive at results due to paucity of time.

Secondary data was collected from Statista, ResearchGate, Elsevier, UNICEF, CrossRef and Academia to establish facts.

Findings and conclusions:

Majority of the respondents believed that unproductive overuse has impacted their mindfulness negatively. Fear of Missing out (FOMO) emerged out to be the major reasons for unproductive overuse and Envy as the major reason for unproductive competitiveness leading to anxiety and unmindful behaviour.

Implications:

The steps suggested are to proactively collaborate, sponsor awareness events, provide anonymous drop boxes, address in the academic institute district's computer use policy, and advance action team planning. A code of conduct should be followed to make sure that social media is being used appropriately and productively. Encouraging class meetings, put network security limits in place, and foster a culture of responsibility and accountability may prove to be highly beneficial. Academic institutes should work together proactively with teachers, administrators, the educational community and students to address the negative impacts of social media networking sites. The government can also form policies on data usage by forming data slabs and by restricting the the internet usage on unproductive sites by making these sites costlier. Sensitization and awareness drives for parents and youngsters and last but not the least, youngsters should be exposed to spiritualism, mindfulness, meditation and simple living so as to make them more resilient and compassionate and ready to deal with their complex future with sanity and grace. Policy Counselors and instructors may treat social media addiction by concentrating interventions on fear of missing out and providing mindfulness training to teenagers to diminish social comparison and, as a consequence, social media addiction, resulting in their psychological well-being. If applied in letter and spirit, these recommendations would help in changing the future fo the nations by making the youth more responsible, mindful, aware, balanced and productive.

Svetlana Polovko

Background:

The study considers the issue of strengthening the sustainable development of regions through the solving various social problems using social innovations. Social innovations are an effective tool for interaction between various market agents to solve urgent problems, as well as stimulate the redistribution of resources between the public and private sectors.

Purpose:

The purpose of the study is to identify the key factors for the development of regions, and present the most effective types of social innovation to enhance the development of regions.

Methodology and approach:

A sociological study of the development of the social innovation ecosystem was conducted according to the developed toolkit: in-depth interviews with social innovators, including social entrepreneurs, in the regions of Latvia (n = 28) in March–April 2022

Findings and conclusions:

The article draws attention to the results of the implementation of social innovation projects, to the extent to which they meet expectations. Several groups of projects were identified according to the degree of compliance of the results with expectations, starting from cases where the achievements exceeded all expectations, and ending with situations where the planned results were not obtained. Summarizing the results obtained in the study, we note that the innovative development of territories is due to the action of both economic and non-economic factors, among the latter are social ones, which involve, for example, the institutionalization of social entrepreneurship, as well as cooperation between entities involved in the development and implementation of social innovations.

Implications:

The study provides a new approach to the classification of social innovations, reveals the specifics of their application in the context of regional development.



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