



SUMMER SEMINAR IN MARKETING

6th Summer Seminar in Marketing
Marketing and Consumer Behaviour:
Current Challenges

CONFERENCE ABSTRACTS

Faculty of Management
University of Warsaw

12-13 June, 2024

TABLE OF CONTENT

TECHNOLOGY AND DIGITAL MARKETING	2
Edyta Gołąb-Andrzejak , AI-powered Marketing: Opportunities, and Challenges for Marketers.....	3
Michał Ścibor-Rylski , Motivating the marketing research respondents to provide more elaborated answers	4
Danila Kryvets , Trends and Consumer Preferences in Choosing a Platform for Searching Gastronomic establishment in Warsaw's Ochota District.....	5
Dawid Gajda , Virtual reality technologies and customer experience	7
SOCIAL MEDIA AND INFLUENCER MARKETING	8
Magdalena Sawczuk , Towards new perspective of using social media: museums activity on LinkedIn.....	8
Paweł Wójcik , Consumer motivations related to attitudes towards influencers.....	9
Małgorzata Szwed , Physicians actions on social media and its' output on behavioral intention based on trust.....	10
Oluwadoyinsolami Deborah Olaosebikan , The role of Social Media on Consumer Behaviour: Exploring the dynamics of Emerging Social Media Platforms and the Interconnected Consumer Behaviour in the Digital Age.....	12
Elnur Nabivi , The Role of Social Media in Green Marketing: How Eco-Friendly Content Influences Brand Image and Consumer Engagement.....	14
NEW TRENDS AND CONCEPTS IN MARKETING	15
Liwia Delińska & Sylwia Badowska , Toward Charity Engemement of Generation Z. Empirical Research on the Polish Young Donators	15
Tomáš Kincl , Unraveling the Paradoxes of Consumer Engagement with CSR: A Millennial Perspective	17
Klaudia Macias , The Emotional Landscape of Reactions to Femvertising: Noble Endeavors or Strategic Maneuvering?	18
Mateusz Kiljańczyk , Cracking the Meme Code: Investigating Factors Influencing the Perception and Effectiveness of Internet Memes in Marketing Communication	20
ONLINE CONSUMER BEHAVIOUR	22
Rajesh Srivastava Srivastava , Is influencer marketing effective in building brand recall and improving purchase intentions among Gen Z on Instagram?.....	22
Ankita U. Parikh & Parag. Sunil Shukla , Can influencer marketing be the next buzz word for marketing.....	24
Marek Gnusowski & Kristina Heinonen , The role of digitalization in Power practices in business relationships of sales platforms and vendors.....	26

CSR & SUSTAINABILITY	28
Geeta Devi & Anupama Mahajan , Consumer Perspectives on Corporate Social Responsibility: Aligning Expectations with Motivational Values for Sustainable Business Practices.....	28
Amina Irfan , Green Marketing Strategies for Sustainable food items and consumer behavior: A Systematic Literature Review.....	30
Madalina Balau , Cross-Cultural Disparities in Consumer Use of EU Ecolabel	32
James Abugu , Green Purchase Intention Driven by Environmental Sustainability	34
Feyza Nur Ozkan & Aylin Ecem Gursen Gursen , Corporate Digital Responsibility in Company-Consumer Relationships: A Social Contract Theory Approach	36
Sneha Rajput & Tarika Singh Sikarwar , Sustainable Store Atmospheric Cues as Drivers of Impulse Buying Tendencies: An Empirical Analysis on Fast Fashion Retail Industry.....	38
CONSUMER BEHAVIOUR	39
Ankit Katrodia , A study to understand consumer buying behavior and purchase decision-making process	39
Souvik Roy Choudhury, Pooja Dhayal, & Upkar Singh ,_All my weapons are over, Brand Heroes to the escape	40
Wilbert Manyanga , Customer Satisfaction and Word of Mouth Intention as Mediators of the Effect of Customer Experience on Loyalty.....	42
Rashika Shukla , Navigating the Dynamics of Marketing and Consumer Behaviour: Addressing Contemporary Challenges in a Globalized Marketplace.....	43
MARKETING STRATEGY	45
Piotr Sołowiej , The role of strategic planning in creating the image of Academic Cities..	45
Aleksander Znosko-Czarnecki , Power practices in business relationships of sales platforms and vendors	46
Anna Oborska , Analysis of integrated marketing communications of food supplements in Latvia.....	47
Julia Fangrat , Creativity stimulating methods in management and marketing.....	49
Andrzej Zakręcki , How to implement 3D printed medical device to medicine market....	51

TECHNOLOGY AND DIGITAL MARKETING

Edyta Gołąb-Andrzejak

Gdańsk University of Technology, Poland

AI-powered Marketing: Opportunities, and Challenges for Marketers

Abstract

AI-based solutions have been deployed in various industries. Since the launch of ChatGPT based on generative AI in November 2022, discussion has heated up about the opportunities and, above all, the threats it poses to many industries and professions. One of the relevant areas is marketing. Therefore, this article sets out to determine the areas of marketing where AI-based tools may help. On this basis, potential opportunities and challenges (threats) arising from the implementation of AI-based solutions for marketing professionals are identified. The study is analytical and conceptual in nature and is based on an extensive analysis of available solutions addressed to selected marketing concepts.

The paper represents the initial, exploratory phase of a research project on the use of AI-based solutions. In subsequent stages, empirical research is planned, along with verification of the theoretical assumptions made regarding the effectiveness and efficiency of AI-assisted tools in business.

Michał Ścibor-Rylski

University of Warsaw, Poland

Motivating the marketing research respondents to provide more elaborated answers

Abstract

Modern online marketing research faces a challenge how to increase the respondents' productivity and encourage them to give more elaborated answers in the open-ended questions. It's relevant both for CAWI quantitative project and the qualitative approaches. The initial research in this area shows that the gamified tasks including storytelling enhancements might be a solution to the stated problem.

The research project was aimed at the verification of effectiveness of the gamified methods i.e. questions including a storytelling context, with the use of a bigger, quantitative sample of the regular marketing research respondents – participants of the professional research panel.

The research was conducted with the use of CAWI method on a nationwide sample of 300 people aged 18–40 in an experimental scheme with one control and one experimental group with gamified task. Participants' task was to watch a TV commercial and fill out a form with the open-ended evaluation of various aspects of the advertisement. The number of used words was used as the indicator of the respondents' engagement.

The results of the initial experiments in this field were replicated: application of the storytelling elements to the regular marketing research questions resulted in significantly more elaborated answers in comparison to traditional approach. However, this effect was valid only for the first impressions check and not for the more detailed evaluation of the commercial.

This research project proves that there are effective tools that can increase the engagement of the marketing research participants. It's a first step in the search for motivating techniques that can be used in different research approaches including online communities (Bulletin Board Discussions) and focus groups.

Danila Kryvets

University of Warsaw, Poland

Trends and Consumer Preferences in Choosing a Platform for Searching Gastronomic establishment in Warsaw's Ochota District

Abstract

In today's digital era, choosing a gastronomic venue has evolved significantly. However, existing research often overlooks the nuanced preferences of consumers across various platforms such as Google Maps, social media, and restaurant websites. Understanding these preferences is crucial for restaurant owners and marketers to tailor their strategies effectively.

This study aims to explore the trends and preferences of consumers when selecting a platform for searching gastronomic sites. By examining the roles and consumer usage trends of Google Maps, social media, and restaurant websites, the research seeks to shed light on the changing landscape of consumer decision-making in the gastronomic domain.

The research uses both quantitative and qualitative analyses. A sample population of diverse demographics counting 45 representatives will be surveyed to gather insights about their platform and decision-making preferences. Also, 6 representatives are going to be interviewed to gather deeper and more holistic inside. The conceptual framework draws on theories of consumer behaviour, user experience and digital marketing to guide the analysis. Statistical methods, including clustering, will be utilized to identify significant factors influencing platform preference.

While Google Maps remains popular for its convenience and user-generated content, which is allowed by many connected Google services, social media platforms play a significant role in influencing dining choices through multiple visual content and peer recommendations of engaging influencers. Restaurant websites, although essential for providing detailed information, are often underutilized in the decision-making process. The hypothesis of this study holds that consumers when selecting a platform for searching gastronomic sites more commonly give

preference to such instruments as Google Maps and social media (such as Instagram or Facebook e.g.), while web pages are being used mainly to dig deeper into already discovered establishments.

This research contributes to academia and industry by providing valuable insights for diverse gastronomic business owners and marketers and providing a valuable scientific evaluation of scalable market and business trends. By understanding the shifting preferences of consumers across digital platforms, business owners can refine their online strategies to enhance visibility, engagement, and ultimately, patronage. Additionally, the study highlights the importance of holistic and scientific approaches to digital marketing, emphasizing the integration of Google Maps, social media, and web pages for a comprehensive online presence.

Dawid Gajda

University of Warsaw, Poland

Virtual reality technologies and customer experience

Abstract

This research project addresses the impact of technological solutions on the customer experience, focusing specifically on the varying levels of immersion offered by these technologies. Given the rapid evolution of such solutions and their potential to enhance customer experiences, there is a pressing need to understand how different levels of immersion affect consumer behavior and satisfaction. However, existing research lacks a direct comparison of the effects of different immersive technologies on customer experiences, highlighting a significant gap in knowledge. Purpose: The primary aim of this research project is to investigate how technological solutions with different levels of immersion influence the customer experience. Specifically, the study seeks to identify which experiential marketing modules are most affected by these solutions, how this influence translates into key marketing outcomes, and the factors that moderate the impact of these technological solutions on the customer experience.

This research project employs a two-phase approach. The first phase involves qualitative research through five focus group interviews, gathering insights from 29 participants. These insights inform the refinement of a scenario for the second phase, which consists of controlled experiments with one independent variable. The experiments aim to test the factors identified in the qualitative phase across multiple series.

SOCIAL MEDIA AND INFLUENCER MARKETING

Magdalena Sawczuk

Jagiellonian University in Kraków, Poland

Towards new perspective of using social media: museums activity on LinkedIn

Abstract

Changes in the social media landscape regard platforms used and available, functions of social media tools, and the characteristics of institutions that start their virtual participation. One of the essential changes regards how museums use and participate in social media. Although their activity mainly focuses on communication with the audience or other museums, some new approaches can also be observed and one of them is trying to use the LinkedIn platform, which is mainly connected to the "business-oriented" and employer branding perspective.

Thus, assuming that museums also have to apply business and management perspectives, the article aims to characterize the main paths and forms of the Polish museum's activity on LinkedIn.

A few research methods were selected to address research questions and realize the research aim. The main one was content analysis from social media platforms, supported by desk research. Moreover, two interviews were conducted after analyzing social media content. Data for the analysis were collected from the end of September till the first half of November 2023, and interviews were conducted in February and March 2024. The social media platform content analysis had qualitative (what type of communication and what reactions) and quantitative dimensions (how many museums are on LinkedIn, how many posts they created).

Paweł Wójcik

University of Warsaw, Poland

Consumer motivations related to attitudes towards influencers

Abstract

Over the last few years, there has been a sharp increase in the popularity of influencer marketing, i.e. a specific marketing tactic based on communicating the brand's image and convincing people to buy its products or services, with the help of opinion leaders operating in social media, called influencers. As a consequence, there is a growing need to know about the factors determining the effectiveness of this form of influence on consumers, which would allow this form of marketing to be used in a way that maximizes its effectiveness. Professional influencers are primarily looking for answers to questions such as: in relation to which group of consumers this form of influence can be effective and what characteristics of the sender (influencer), as well as the content they create, determine that they have an impact on the behavior of recipients.

Despite the fact that many studies have been conducted so far on the above issues, there is a lack of research whose results would show what type of consumer motivation is dominant in shaping their attitudes and behaviors towards influencers. Methodology

In our own study, carried out on a sample of 500 people, 10 statements were used to measure attitudes, which were indicators of different opinions about influencers. Consumer motivations were measured using the HEXAD Motivation Scale, which is most commonly used to measure motivation to play video games. However, due to its good psychometric properties, ease of use in survey-type quantitative research, and the fact that it measures general motivational categories, unrelated to specific products or services, it was decided to use the results of the HEXAD scale to describe consumer motivations influencing attitudes towards influencers.

The results of the study showed that attitudes towards influencers are primarily influenced by "Social" motivation, i.e. the desire to interact with other people and help them in various situations.

Małgorzata Szwed

University of Warsaw, Poland

Physicians' Actions on Social Media and Its' Impact on Behavioral Intention Based on Trust

Abstract

Social media has become an integral part of daily life for many people, including physicians. The use of social media by physicians has the potential to impact their patients' trust and behavioral intention. In this study, Author aims to explore the various actions taken by physicians on social media and how these actions influence the trust that patients place in their healthcare providers. Understanding the impact of physicians' social media presence on patient behavior is crucial for ensuring ethical and professional conduct in the digital age. This research will contribute valuable insights into the intersection of social media, healthcare, and patient trust.

Physicians are increasingly using social media platforms to interact with patients and disseminate medical information. However, the potential impact of physicians' social media activities on patients' behavioral intentions based on trust is not fully understood. Existing studies in this area have limitations, such as a lack of focus on specific physician actions and their direct influence on patient trust and behavior. Understanding the relationship between physicians' social media behaviors and patients' trust-based behavioral intentions is crucial for shaping guidelines and best practices in this emerging area. The aim of this research is to investigate specific physician actions on social media and their direct impact on patient trust and behavioral intentions. By conducting a detailed analysis of various types of social media activities, such as sharing medical information, responding to patient inquiries, and engaging in discussions about healthcare topics, Author seeks to uncover the influence of these actions on patient trust. Additionally, Author will explore how the level of trust in physicians cultivated through social media interactions correlates with patients' behavioral intentions, including adherence to medical advice, willingness to seek healthcare recommendations, and overall satisfaction with the healthcare experience. Through this study, Author aims to provide valuable insights that can inform the development of guidelines and best

practices for physicians' use of social media to ensure positive patient outcomes and trust in the healthcare industry.

Oluwadoyinsolami Deborah Olaosebikan

University of Humanities and Economics in Łódź, Poland

The role of Social Media on Consumer Behaviour: Exploring the dynamics of Emerging Social Media Platforms and the Interconnected Consumer Behaviour in the Digital Age

Abstract

Consumer behaviour in the digital age is heavily influenced by social media platforms, yet existing research often overlooks the new and emerging platforms as well as the interconnected nature of online and offline interactions. This study addresses this gap by investigating how emerging platforms shape consumer behaviour and the interconnectedness between online and offline realms, thus providing insights crucial for businesses and marketers navigating the digital landscape.

The primary aim of this research is to explore the dynamics of emerging social media platforms and their influences on consumer behaviour in the digital age. It also aims to investigate and understand the interconnectedness between online and offline consumer behaviour influenced by social media platforms.

This study employs a mixed-methods approach, combining exploratory and descriptive research designs. Purposive sampling is utilized to select a diverse sample of participants with experiences related to emerging social media platforms. Data is collected through a comprehensive questionnaire, including Likert-scale items and open-ended questions. Statistical analysis, such as descriptive statistics and exploratory factor analysis, will be employed to analyze the data.

Preliminary analysis reveals significant influences of emerging social media platforms on consumer behaviour, with diverse preferences. The interconnected nature of online and offline interactions underscores the need for a holistic understanding of consumer behaviour in the digital age. Further analysis will be employed to fully interpret and contextualize these findings.

This study contributes to knowledge by addressing gaps in understanding the role of emerging social media platforms in shaping consumer behaviour. By exploring the interconnected dynamics between consumers and these platforms, it provides valuable insights for businesses and marketers navigating the digital landscape. As a result, strategies and practices in marketing and consumer engagement may need to be adapted to account for the evolving dynamics of consumer behaviour influenced by emerging social media platforms.

Elnur Nabivi

University of Warsaw, Poland

The Role of Social Media in Green Marketing: How Eco-Friendly Content Influences Brand Image and Consumer Engagement

Abstract

Integrating environmental concerns into promotion strategies has become an essential part of corporate sustainability initiatives. However, the effectiveness of these strategies in interacting with consumers through social media is not fully understood. This research aims to address this gap by exploring how specific characteristics of social media posts influence consumer engagement with green marketing content.

This research explores specific characteristics of social media posts in the context of green marketing, with a focus on informativeness, entertainment, and perceived relevance levels. It examines how these distinct attributes of social media content impact brand attitude, purchase intentions, and recommendations.

An experimental survey study using a between-subject design was conducted with a representative sample of 2035 participants. This study additionally includes a cross-national comparison between Poland and the United States, representing developed (USA) and emerging (Poland) markets.

Results show that participants exposed to green marketing-related posts report higher levels of informativeness, entertainment, perceived relevance, brand attitude, purchase intention, and recommendation compared to those exposed to non-green marketing posts. Furthermore, the analysis reveals that the impact of eco-friendly content on participant engagement varies between Polish and US consumers.

This research highlights the role of social media as a powerful tool in promoting sustainable initiatives and practices. The study also emphasizes the need for tailored strategies that address different market contexts. Additionally, the findings highlight the need for further research to understand how cultural differences influence consumer responses to green marketing initiatives through social media channels.

NEW TRENDS AND CONCEPTS IN MARKETING

Liwia Delińska

University of Gdańsk, Poland

Sylwia Badowska

University of Gdańsk, Poland

Toward Charity Engagement of Generation Z. Empirical Research on the Polish Young Donators

Abstract

One of the domains of non-profit organizations is to provide help and support to various entities in need. However, the involvement of these institutions is limited by insufficient human and financial capacities (Charycka et al., 2022). Aid organisations have been forced to successively expand the group of donors for whom environmental, economic and social issues are at the heart of the matter. This is how the digital natives are presented in the literature. So, the challenge for non-profit organizations is attracting and retaining a new generation of younger philanthropic donors (Parker et al., 2024.). As previous research indicates, the attitudes towards charity of Generation Z are influenced by social media (Konstantinou and Jones, 2022). Therefore, the question arises whether this group of audience can be a breakthrough resource for non-profit organizations that improves their potential?

This study aims to identify the patterns and motivations behind charity practices among Generation Z, providing insights into how digital platforms can effectively engage this key demographic in philanthropic activities. The research questions of the study are as follows: Do Generation Z representatives engage with charity in practice? What is the role of social media in shaping attitudes towards charity in this generation? How can NGOs engage the younger generation in donating? What are the preferences of the technological formats of financial engagement?

The study was performed on a group of generation Z representatives who were between 19 and 25 years old and were involved in charity activities in last year. To

achieve the study's objectives, a quantitative method was used (CAWI). The sample selection in the study was purposeful and quota-based. The Mann-Whitney U Test was used in data analysis.

This pilot study leverages a questionnaire to gather data on why and how individuals engage in charity, considering factors such as pleasure, duty, and external pressures. Further, the survey collected data on the frequency of financial donations through various channels such as traditional and online platforms. It also assessed the amount of money typically donated and how these patterns of giving correlate with demographic variables such as income and gender. The findings are expected to provide insights into how social media might enhance or impede charitable giving. The study has not been completed yet, so it is impossible to present final conclusions at this time

The findings fill a cognitive gap in the formation of philanthropy behaviours among Generation Z and have applications for solutions used by philanthropic institutions seeking donors among the younger generation. Moreover, the results of this study will contribute to a better understanding of the mechanisms and motivations behind charitable giving, highlighting the roles of social influence, and economic capability.

Tomáš Kincl

Prague University of Economics and Business, Czech Republic

Unraveling the Paradoxes of Consumer Engagement with CSR: A Millennial Perspective

Abstract

This research investigates millennials' evolving perceptions of Corporate Social Responsibility (CSR), highlighting the paradox between its widespread acknowledgment and the need for genuine consumer engagement. Despite CSR's integration into corporate legitimacy and stakeholder expectations, a discrepancy exists between the professed importance of CSR and consumers' real understanding and involvement, leading to paradoxical perceptions and actions.

The study identifies and analyzes the main paradoxes in how millennials perceive CSR, focusing on authenticity, communication, legitimacy, trust, and the pay-off of CSR initiatives.

Utilizing a mixed-methods approach, the research engaged millennials through questionnaires and focus groups to explore their perceptions of CSR. This method was chosen to overcome the limitations of questionnaires alone, allowing for a deeper investigation into the inconsistent and ambivalent responses that indicate the paradoxical nature of CSR perception among this demographic.

The findings reveal significant paradoxes in millennials' perceptions of CSR: authenticity versus communication, legitimacy versus trust, and the expectation of CSR pay-off versus actual consumer behavior. These paradoxes reflect a complex interplay between consumers' CSR expectations and their actions, suggesting a disconnection between the idealistic views of CSR and the pragmatic realities of consumer behavior.

This study underscores the critical challenge of bridging the gap between CSR communication and genuine consumer engagement. It suggests a need for more authentic and transparent CSR practices that resonate with millennials' values and expectations. As such, it calls for a reevaluation of CSR strategies to foster a more meaningful connection with this influential consumer demographic, moving beyond mere communication to authentic experiences and trust-building.

Klaudia Macias

University of Warsaw, Poland

The Emotional Landscape of Reactions to Femvertising: Noble Endeavors or Strategic Maneuvering?

Abstract

Over the decades, a trend in marketing communication challenging traditional gender roles, incorporating feminist values, and promoting women's empowerment has emerged, known as femvertising. Its aim is not only to reach consumers with products or services but also to leave an emotional impact on them. Nevertheless, there is a growing level of skepticism among consumers regarding the authenticity of the intentions behind femvertising campaigns.

The primary objective of this research is to explore the emotions and reactions evoked in representatives of Gen Z Polish consumers by femvertising, including a body-positivity message. Furthermore, this study investigates the perceived authenticity of femvertisements and the nature of the intentions of companies that employ this marketing communication strategy.

This study employs a qualitative method in the form of in-depth interviews (IDIs) conducted in-person. A semi-structured interview scenario was divided into specific thematic blocks: perception of the representation of women in current advertisements, emotions and reactions to a real example of body-positivity femvertisement, reflection on the reasons for creating such advertisements and the intentions of the company, and finally the outlook for the development of gender representation in advertising. The psychodrawing projection technique was utilized to enable participants to express their emotions.

This study allows for gaining insights into Gen Z Polish consumers' opinions on body-positivity femvertisements and identifying the categories that influence their perception. Furthermore, this study's findings indicate the emotions elicited by femvertising and their sources, as well as provide an understanding of participants' reflections on the reasons and intentions of companies creating femvertisements.

This study enables a deeper understanding of consumer emotions and reactions to unconventional portrayals of women in advertising, as well as their thoughts on the authenticity of femvertising. It facilitates the identification of perceived benefits and risks associated with the use of this marketing communication trend for both business and society. Furthermore, this study allows for the refinement of an experimental scenario utilizing biometric measurements and emotion detection technology to better explore the emotions evoked by femvertising.

Mateusz Kiljańczyk

University of Warsaw, Poland

Cracking the Meme Code: Investigating Factors Influencing the Perception and Effectiveness of Internet Memes in Marketing Communication

Abstract

The research undertaken addressed the use of internet memes in marketing communication. The literature recognizes both the attractiveness of this marketing communication tool and the fact that its effectiveness and perception may be influenced by various factors. Current state of knowledge regarding these factors still deserves expansion, as more comprehensive understanding of it is crucial for marketers to fully utilize the potential of this marketing communication tool.

The study aimed to answer two research questions. The first concerned whether internet memes used in marketing communication are perceived differently from regular internet memes. The second concerned the factors influencing the effectiveness of internet memes as a marketing communication tool.

To answer the research questions, a survey study was conducted with a sample of 136 individuals. The survey consisted of two parts and was conducted in person during classes of students majoring in Management, Sociology, and Applied Sociology and Social Anthropology. In the first part, the cross-modality matching scaling method was used, where participants were asked to evaluate the 'meme-ness' of presented graphics by drawing line segments of appropriate lengths, comparing them to a reference graphic, for which a line segment was already drawn on the distributed paper sheets. Among the evaluated graphics were four versions of a meme prepared by the study's author, differing in the level of corporate interference. In the second part of the study, participants were directed to a Google Forms questionnaire, where they answered questions that made up scales for the effectiveness of marketing messages, interest in internet memes, and an anti-marketing attitude. A series of statistical tests were performed to verify the research hypotheses, namely one-way ANOVA with a Bonferroni post-hoc test, an independent sample t-test, calculation of Pearson's linear correlation coefficient

along with its statistical significance test, and a test for statistical significance of interaction in the regression equation.

The study partially confirmed the hypothesis assuming that as the company's interference with the original meme increases, the 'memeness' of marketing memes decreases. It also completely confirmed the hypothesis that the effectiveness of marketing memes decreases as their 'memeness' decreases. However, the hypotheses that assumed a stronger occurrence of these effects among consumers interested in Internet memes were not confirmed. Hypotheses according to which these effects were supposed to occur more strongly among consumers with anti-marketing attitudes were also not confirmed.

Researchers should be particularly interested in the relationship identified in the conducted study between 'memeness' and the effectiveness of marketing memes, as it opens up the field for interesting research aimed at determining the factors influencing 'memeness'. The study can also be treated as an example of effective use of the cross-modality matching method in the field of marketing memes research. From a practical point of view, the results of the conducted study may provide another argument in favor of explicit brand exposure in marketing memes.

ONLINE CONSUMER BEHAVIOUR

Rajesh Srivastava

NLDIMSR University of Mumbai, India

Is influencer marketing effective in building brand recall and improving purchase intentions among Gen Z on Instagram?

Abstract

Influencer marketing is a business expansion tactic that leverages well-known individuals' product endorsements and suggestions to advance brands. It entails identifying influencers, determining campaign goals, allocating funds, creating outreach, and improving tactics.

Social media is greatly impacted by influencer marketing since it produces relatable content, interacts with followers, and draws large followers through interaction and communication. The major purpose of this research is to examine the significance of influencer marketing in terms of the current evolution of marketing communications.

To assess the current scenarios of influencer marketing the research has used a primary data collection method by assessing the way people have perceived this marketing method. To conduct this survey questionnaires will be structured and these will be provided to the digital marketers so that their opinions on receiving responses through influencer marketing can be received. Those data can be analysed with statistical survey analysis so that new insights will be added to the research.

The research will assess findings regarding how influencer marketing has helped businesses in leveraging market retention as well as helped to emphasise its function in the market. From the findings, a conclusion will be derived regarding the way influencer marketing has helped in business expansion by covering the target group of consumers.

The understanding of this research will bring implications for future studies of marketing research where learners will be able to comprehend the way influencer marketing can bring benefits in terms of business growth and expansion.

Keywords: Influencer marketing, marketing communications, product endorsement, brand and market retention

Ankita U. Parikh

Parul University, India

Parag. Sunil Shukla

The Maharaja Sayaji Rao University of Baroda Vadodara, India

Can influencer marketing be the next buzz word for marketing

Abstract

Influencer marketing is a business expansion tactic that leverages well-known individuals' product endorsements and suggestions to advance brands. It entails identifying influencers, determining campaign goals, allocating funds, creating outreach, and improving tactics.

Social media is greatly impacted by influencer marketing since it produces relatable content, interacts with followers, and draws large followers through interaction and communication. The major purpose of this research is to examine the significance of influencer marketing in terms of the current evolution of marketing communications.

To assess the current scenarios of influencer marketing the research has used a primary data collection method by assessing the way people have perceived this marketing method. To conduct this survey questionnaires will be structured and these will be provided to the digital marketers so that their opinions on receiving responses through influencer marketing can be received. Those data can be analysed with statistical survey analysis so that new insights will be added to the research.

The research will assess findings regarding how influencer marketing has helped businesses in leveraging market retention as well as helped to emphasise its function in the market. From the findings, a conclusion will be derived regarding the way influencer marketing has helped in business expansion by covering the target group of consumers.

The understanding of this research will bring implications for future studies of marketing research where learners will be able to comprehend the way influencer marketing can bring benefits in terms of business growth and expansion.

Keywords: influencer marketing, marketing communications, product endorsement, brand and market retention

Marek Gnusowski

Poznan University of Economics and Business, Poland

Kristina Heinonen

Hanken School of Economics, Finland

The role of digitalization in redesigning captive services systems

Abstract

Technology advancements have resulted in many improvements and changed markets and society at large. Next to the advancements, downsides have appeared and one of these is the unequal possibilities of consumers to benefit from them. This study explores the role of digitalization in redesigning captive services systems. Captive services systems are service environments where customers have limited or no choice of alternative providers, such as legal services, hospitals, or public transport. These systems often face challenges such as low customer satisfaction, high operational costs and limited innovation.

The purpose of this study is to explore how digitalization can redesign captive services systems, by enabling new forms of service co-creation between providers, customers and other stakeholders.

The study adopts a conceptual approach based on a review of relevant literature and a framework of services marketing logic, which views service as an exchange of value propositions between actors in a service ecosystem. We adopt a literature review methodology to synthesize the existing knowledge on these concepts and to identify the gaps and opportunities for future research. We also provide illustrative examples of how digitalization can improve the performance and outcomes of captive services systems in different sectors.

Our main findings are that digitalization can enable more personalized, convenient and engaging service experiences for customers in captive services systems, as well as more efficient, innovative and sustainable service operations for providers. Moreover, digitalization can foster more collaborative and participatory forms of

service co-creation, where customers and other stakeholders can contribute to the design, delivery and evaluation of services, leading to enhanced value propositions and customer experiences.

The study contributes to the service marketing literature by providing a comprehensive and integrative perspective on the role of digitalization in redesigning captive services systems. The implications of our study are both theoretical and practical. On the theoretical level, we offer a comprehensive and integrative framework that can guide future research on digitalization and captive services systems. On the practical level, we provide insights and recommendations for managers and policymakers on how to harness the potential of digital technologies to create more value for customers and society.

CSR & SUSTAINABILITY

Geeta Devi

University of Delhi, India

Anupama Mahajan

Bharati College, India & University of Delhi, India

Consumer Perspectives on Corporate Social Responsibility: Aligning Expectations with Motivational Values for Sustainable Business Practices

Abstract

The research focus on highlighting the influence of personal motivations, among consumers particularly by both self-enhancement and self-transcendence values, in shaping their expectations towards Corporate Social Responsibility (CSR).

This study was conducted to examine how personal values and issue involvement influence consumer's expectations towards corporate social responsibility (CSR), with the specific foci on economic, legal, ethical, and philanthropic dimensions. The purpose of the study is to elucidate distinctions between the two consumer segments based on values: consumers with self-centred values (self-enhancement value orientation) and consumers with altruistic values (self-transcendent value orientation).

A structured and non-disguised questionnaire was designed to collect the required data systematically. Information regarding CSR expectations related economic, legal, ethical, and philanthropic aspects, along with consumer motivational values focusing on self-enhancement and self-transcendence, was sought from the participants. A total of 304 responses were garnered from individuals representing diverse backgrounds. The sample pool consisted of 63 percent male and 37 percent female respondents. Notably, most of the respondents fall under the age range of under 25 years and 25–44 years, which is about 49 percent and 43 percent

respectively. Subsequently, the collected data were analysed in depth using descriptive statistics and factor analysis techniques.

The results of the study showed that while legal expectations ranked highest among the four dimensions, followed by ethical-philanthropic expectations, consumers perceived these dimensions to be interconnected. Economic expectations were deemed least significant. Moreover, self-enhancement values emerged as a significant predictor of the economic dimension of CSR, while self-transcendence values were identified as significant predictors of the ethical-philanthropic dimension.

The study's findings suggest that fulfilling ethical and philanthropic expectations can contribute to the bottom line of companies without diminishing profits. It serves as a means of simultaneously increasing profitability while making positive contributions to societal welfare.

Amina Irfan

University of Łódź, Poland

Green Marketing Strategies for Sustainable food items and consumer behavior: A Systematic Literature Review

Abstract

Numerous studies have reviewed the knowledge of green marketing and consumer behavior research for organic food products. However, the interaction between green marketing strategies and consumer behavior regarding sustainable food products has been largely neglected despite increased environmental awareness and a growing focus on sustainable consumption.

This research aims to fill this gap by investigating research papers on green marketing strategies and their influence on consumer behavior, particularly for sustainable food items, for the last ten years. Through a review of empirical studies from 2014 to 2024, incorporating major global events like the COVID-19 pandemic and global food crises, this study investigates green marketing strategies and their impact on consumer behavior, particularly for sustainable food products. A systematic literature review is conducted by extracting data from four electronic databases (EBSCO HOST, Science Direct, Scopus, and Willey Online) using keywords: green marketing, sustainable marketing, sustainable food, green food, and consumer behavior. We analyze 47 peer-reviewed empirical studies published over the last ten years to understand various green marketing strategies for sustainable food products and how they influence consumer behavior.

This study contains a comprehensive overview of research methods, theories, and variables used in this context. The findings suggest that green marketing strategies such as eco-labels, sustainable labels, and sustainability packaging are extensively studied by researchers, reflecting their impact on consumers' buying decisions, intentions, attitudes, and behaviors toward sustainable food consumption. On the other hand, GMS, like Corporate Social Responsibility (CSR) initiatives, pricing strategies, advertising by sustainable mobile apps, QR codes, and influencers'

endorsement, are less studied by researchers; however, they also play a significant role in shaping consumer preferences for sustainable food choices.

This study contributed to the existing body of literature by providing a comprehensive overview of empirical studies from the last decade, shedding light on the evolving trends and preferences in green marketing and sustainable food consumption. This review also has important implications for marketers and policymakers in understanding various green marketing strategies used particularly for sustainable food products across the globe and their impact on consumer behavior, thereby guiding the development of more targeted and impactful marketing campaigns for sustainable food products.

Madalina Balau

Danubius University of Galati, Romania

Cross-Cultural Disparities in Consumer Use of EU Ecolabel

Abstract

In order to achieve the goal of sustainable production and consumption, consumers play an important role, because through their purchasing behaviours they “vote with their money” in favour or against sustainable products. To empower consumers to choose sustainable options, verified eco-labels can provide a trusted source of information about a product’s environmental impact. Despite existing since 1992, the EU Ecolabel faces the challenge of a significant gap between positive attitudes expressed by consumers in terms of interest and awareness and their actual purchasing behavior.

This article aims to analyze the cross-cultural disparities between consumers of the EU member states in the use of the EU Ecolabel in their decisions.

First, a cluster analysis was conducted with data from the EU Ecolabel Eurobarometer and three clusters have been observed: a group highly trusting the Ecolabel, a moderately trusting group, and a large group in Northern European Union countries with a relative reluctance towards the EU Ecolabel. To substantiate these initial findings, a detailed comparison was performed between different demographic groups within the same country and between countries and the group differences were assessed for statistical significance.

Consumers from the Mediterranean and Balkan region trust more the EU Ecolabel, but are also more concerned about misleading environmental claims from companies. They place more importance on the brand in their purchase decision and declare to be concerned to a higher degree about the environmental impact, in their purchase. Consumers from the Northern cluster are more skeptical towards trusting the Ecolabel and they have fewer concerns that companies might provide misleading information. Quite surprisingly the consumers in the latter group

consider the environmental impact a less important criterion in their purchases and also place less emphasis on the brand.

This study highlights the 'green divide' between consumer attitudes and the use of Ecolabels, revealing cultural variations within the EU. The results suggest the need for a nuanced approach to Ecolabel communication strategy, adapted to the specific needs and priorities of different regions.

James Abugu

University of Nigeria Nsukka, Nigeria

Green Purchase Intention Driven by Environmental Sustainability

Abstract

Research efforts especially in most developing nations has been concentrated on the determinants of buyers' purchase action using such variables as economic, cultural and psychological factors with very few research on correlating the green purchase determinants with environmental sustainability. Green product, green process, and green supplier are significantly related to environmental sustainability and are the integral parts of green purchase.

The main purpose of the study is to establish the effect of green purchasing by shoppers on environmental sustainability.

Survey research design was used for the study. The population comprised of shoppers who purchase green items regularly at four popular malls within Enugu State Capital Territory; namely Shoprite, Spar, Roban Store and Four Market Square. SPSS Version 25 was used to analyse the data collected from the respondents. Pearson Correlation analysis was used to test the study hypotheses to establish the efficacy of the positive significant effect of the predictors of green purchase intention on environmental sustainability.

Green product has significant positive effect on environmental sustainability. There is significant positive relationship between green processing and environmental sustainability. Green Supplier exert significant positive effect on environmental sustainability. The study therefore concluded that green purchase has significant positive relationship with environmental sustainability.

Green purchase assists in reducing energy and water usage, environmental pollution, waste, cost of production, transportation and disposal.

Green purchase lead to long term efficiency and benefits, as it relates to quality of green life, environment, energy and economic wellbeing. Organisations that offer

green items are in better position to enjoy customer loyalty, business growth and environment sustainability.

Keywords: green purchase intention, green product, green process, green supplier, effect, environmental sustainability.

Feyza Nur Ozkan

Istanbul University, Turkey

Aylin Ecem Gursen

Galatasaray University, Turkey

Corporate Digital Responsibility in Company – Consumer Relationships: A Social Contract Theory Approach

Abstract

Digitalization and the ethical concerns it has raised have put responsible marketing activities on the corporate agenda. In this respect, Corporate Digital Responsibility (CDR) is emerging as a significant concept in academia and industry. CDR represents companies' responsible use of digital technologies, considering not only its benefits but also possible adverse outcomes to other parties. It guides business activities related to digital technology and data use, aiming to protect all parties involved in the marketing environment. CDR practices of companies from a consumer perspective include ethical and fair treatment of consumers, focusing on consumer well-being, and protecting consumer privacy.

Considering data privacy and security are consumers' primary matters of concern about digitalization, understanding consumers' privacy expectations and managing their privacy concerns is vital for companies to protect digital supply chains. In this vein, this study investigates corporate digital responsibility from a social contract perspective. The social contract represents a formal or informal agreement between an institution or government in power and society. This study also aimed to provide a conceptual framework for sustainable and ethical company-consumer relationships in today's digital age.

This study is conceptual in nature. It integrates corporate digital responsibility and social contract theory by analyzing related literature in this field. Thus, we proposed a conceptual framework and identified mutually valuable and sustainable solutions for consumers and companies in this study. We also identified potential research areas and marketing strategies related to CDR.

Corporate digital responsibility has great importance in consumer–company relationships. It creates a win–win relationship between all parties in the marketing environment, and the social contract theory provides a framework for this relationship.

This study provides novel insights into business ethics and consumer–company relationship with the social contract approach to corporate digital responsibility. CDR is a relatively new concept in literature. Although the social contract is a widely used theory in social sciences literature, its use in marketing and consumer studies is limited. Thus, integrating these concepts is expected to provide significant insights to both marketing professionals and business ethics literature. We also believe this study can contribute to responsible marketing literature by reconciling digitalization and sustainability fields.

Shena Rajput

Prestige Institute of Management and Research, Gwalior, India

Tarika Singh Sikarwar

Prestige Institute of Management and Research, Gwalior, India

Sustainable Store Atmospheric Cues as Drivers of Impulse Buying Tendencies: An Empirical Analysis on Fast Fashion Retail Industry

Abstract

The retail industry (particularly physical stores) has undergone a transformative change due to the pandemic. Post-pandemic Consumers' general perspective on shopping in malls/hypermarkets witnessed a resilient change. The time demanded for being more sustainable.

The current study focused on the "New Retail Normal" identifying the effect of store atmosphere dimensions (store atmospheric) on store image and store satisfaction (SS) simultaneously, followed by the relationship between impulse buying with store image and SS. The theoretical framework is analyzed for the 'new retail normal' industry.

A total of 518 filled-in questionnaires were gathered utilizing a standardized online survey, using a representative sampling method. A path analysis was conducted using partial least squares-structural equation modeling (PLS-SEM).

The results of a path analysis revealed that store layout, visual merchandising (VM), and service quality inference (SQI) contribute more towards store image. In contrast, store safety (STSF), hygiene, and ambiance (AMB) were more inclined toward SS. Further, among store image and SS, SS leads to higher impulse buying tendencies as compared to store image. Store image also affects SS along with impulse buying tendencies.

The study contributes towards managerial implication as well. Visualization of sustainable store atmospheric from the aspect of store image and store satisfaction is overlooked in many studies. This article contributes significantly to a new set of dimensions explaining sustainable store atmospheric.

Keywords: New Retail Normal, Sustainable practices, Store atmospheric, Store image, Store satisfaction, Impulse buying tendencies

CONSUMER BEHAVIOUR

Ankit Katrodia

North-West University, Republic of South Africa

A study to understand consumer buying behavior and purchase decision-making process

Abstract

The purpose of the study is to contribute to a comprehension of the trends and impacts of the consumer buying behavior on decision-making process. The outcomes record changes in consumer behavior patterns in the context of India. The questionnaire survey in the selected country will be considered to identify how consumers altered decision making process. By employing Partial Least Squares – Structural Equation Modelling, the role of influencing psychological factors, social factors, cultural factors and economic factors on consumer behavior will be investigated. The findings will demonstrate not only significant differences but also similarities in consumer buying behavior. The empirical investigation supports and expands consumer behavior literature in relation to changes in consumer behavior from an Indian perspective and sheds insights to academicians and practitioners, in specific for retailers as well as marketers for implementing suitable strategies.

This research will be conducted in Gujarat, India.

Objectives and need for the study.

- (i) Unraveling the intricacies of consumer buying behavior and the thought processes behind their choices.
- (ii) To examine the criteria for choosing a structured retail format for shopping.
- (iii) To investigate the prevalence of consumers' dominance in shopping for diverse needs

Souvik Roy Choudhury

Central University of Jammu, India

Pooja Dhayal Dhayal

Central University of Jammu, India

Upkar Singh

Indian Institute of Management Jammu, India

All my weapons are over, Brand Heroes to the escape

Abstract

Brand Heroes is a new construct in the academic literature and the conceptual definition is similar to that of Market Mavens and Opinion Leaders but it is distinct from both of them. At the same point of time, brand love and brand hate, the drivers of Brand polarization can both be experienced. Drawing on the S-O-R theory, this study uses both the constructs, viz; Brand Love and Brand Hate as the mediating variables and Purchase Intention as the dependent variable and Brand Heroes as the independent variable with consumer trust moderating the relationship between Brand Heroes and Brand Love, Brand Heroes and Brand Hate, Brand Love and Purchase Intention, Brand Hate and Purchase Intention in model 1. In addition to that, the direct hypotheses is being tested from Brand Heroes to purchase Intention and the mediating hypothesis of Brand Love and Brand Hate deciphering the mediating relationship between Brand Heroes and Purchase Intention. In the model 2, the same variables are used with only Repurchase Intention replacing Purchase Intention so additional moderating hypotheses tested for this model, viz; consumer trust moderating the association between Brand Love and Repurchase Intention, Brand Hate and Repurchase Intention and a positively related relationship between Brand Heroes and Repurchase Intention and the mediating relationship between Brand Heroes and Repurchase Intention via Brand Hate and Brand Love were tested. Measurement items are adapted from pre-existing scales found in the marketing literature. The face validity of the items is evaluated by the senior professors of prestigious universities in India. In addition to the reliability, convergent validity, Discriminant validity, advanced analysis like IPMA, CVPAT, PLS predict have been performed. The data was collected from the northern region of

India from states of Delhi, Jammu & Kashmir and Himachal Pradesh. Structural equation modelling procedure is applied for the purpose of analysis using PLS-SEM software. The research model was tested empirically using a sample of 389 respondents using systematic random sampling. Luxury brands sector was chosen as the industry for this study. The originality of the paper lies in the usage of Process function in SmartPLS 4, version 4.1.0.0. In addition to that, PLS-SEM and model comparison using CVPAT, PLS predict, Bayesian Information Criteria and Akaike weights are also used and the first of its kind paper to provide an empirical investigation using the construct, "Brand Heroes". The study extends the S-O-R theory using the two frameworks studied. Although the research is innovative but still it is lacking in some aspects. A longitudinal study in place of cross-section one and using Age, Gender as moderating variables can beget new and unique outcomes. A conceptual framework consisting of "Opinion Leaders", "Market Mavens" and "Brand Heroes" and its impact on Purchase and Re-purchase intention can be deciphered by the future researchers. By using, IPMA, the most important path among the three towards the dependent construct, "Purchase Intention" and "Re-purchase Intention, both can be found out. In the present VUCA world, Brand managers will find invaluable insights from the result of the study which can help them reframe their strategies to better equip themselves and distinguish themselves from their competitors.

Keywords: Brand Heroes, Brand Love, Brand Hate, Consumer Trust

Wilbert Manyanga

Midlands State University, Zimbabwe

Customer Satisfaction and Word of Mouth Intention as Mediators of the Effect of Customer Experience on Loyalty

Abstract

There is low level of customer loyalty in the banking industry particularly in emerging markets. Previous studies usually consider loyalty as a mediator instead of dependent variable. Also, word of mouth intention is normally considered as a dependent variable. This study introduced customer satisfaction and word of mouth intention as mediators of the customer experience–loyalty relationship.

This study seeks to test the mediating effect of customer satisfaction and word of mouth intention on the customer experience–loyalty relationship in the banking sector in emerging markets.

A positivist research philosophy was adopted. A cross–sectional survey design was used to collect data from 650 bank customers using a structured interviewer–administered questionnaire. Bank customers were randomly selected by intercepting them as they left the banking halls. The conceptual framework consists of customer experience, customer satisfaction, word of mouth intention and customer loyalty. Structural equation modelling was used to test research hypotheses.

Results indicate that customer experience positively influences customer satisfaction, word of mouth intention and customer loyalty. Results also show that customer satisfaction and word of mouth intention partially mediate the relationship between customer experience and loyalty. Results imply that customer satisfaction and word of mouth intention play an important part in the relationship between customer experience and loyalty.

The study introduced customer satisfaction and word of mouth intention as mediators of the customer experience–loyalty relationship. Therefore, future researchers and practitioners should consider customer satisfaction and word of mouth intention as important factors that affect customer experience and loyalty relationship.

Rashika Shukla

Maharana Pratap Engineering College Kanpur, Uttar Pradesh, India

Navigating the Dynamics of Marketing and Consumer Behaviour: Addressing Contemporary Challenges in a Globalized Marketplace

Abstract

In today's rapidly evolving marketing landscape, understanding consumer behavior in the context of digitalization is crucial for organizations seeking to remain competitive. However, existing research often overlooks the nuanced ways in which digital technologies influence consumer decision-making processes, particularly in emerging markets. This study aims to address this gap by investigating the impact of digitalization on consumer behavior in the context of emerging economies, with a focus on India.

The primary aim of this research project is to examine how digitalization shapes consumer behavior patterns in India and to identify key factors driving these changes. By shedding light on the complex interplay between digital technologies and consumer decision-making processes, this study seeks to provide valuable insights for marketers operating in the Indian market.

This study adopts a mixed-methods approach, combining quantitative surveys with qualitative interviews to gain a comprehensive understanding of the impact of digitalization on consumer behavior in India. The sample population consists of urban consumers across diverse demographic segments, selected through stratified random sampling. Drawing on a theoretical framework grounded in consumer behavior theories and digital marketing literature, the research design incorporates both deductive and inductive approaches to data analysis.

Preliminary findings suggest that digitalization has profoundly influenced consumer behavior in India, leading to shifts in information seeking, purchase decision-making, and brand engagement processes. Specifically, the widespread adoption of smartphones and social media platforms has empowered Indian consumers with greater access to information, enhanced convenience, and increased connectivity.

These findings underscore the need for marketers to adapt their strategies to leverage digital channels effectively and engage with consumers in meaningful ways.

The main contribution of this research lies in its elucidation of the complex dynamics between digitalization and consumer behavior in emerging markets like India. By highlighting the transformative effects of digital technologies on consumer decision-making processes, this study offers actionable insights for marketers, policymakers, and industry practitioners. Ultimately, the findings of this research have significant implications for shaping marketing strategies, fostering innovation, and driving business growth in the digital age.

MARKETING STRATEGY

Piotr Sołowiej

Maria Curie–Skłodowska University in Lublin, Poland

The role of strategic planning in creating the image of Academic Cities

Abstract

The study of academicity corresponds to the growing interest in cities as centres of knowledge and is based on the concept of cooperation between local government and partners of relevance to the city, such as higher education institutions. Thanks to their status and prestige, higher education institutions are part of the brand, creating an opportunity to use it in building the image of cities. Authorities at all levels of local government are prepared to create a system of incentives likely to keep the best graduates in the region, especially when they represent professions that are in short supply. When it comes to the expectations of higher education institutions towards local government, they concern support in financing the teaching potential, the expansion of existing research infrastructure and assistance in the process of establishing and maintaining ties with other scientific centres. A number of studies on regional development have been published in the field of social sciences, but there are few publications that can recognise the problem of the purposeful and planned use of academic heritage in long-term marketing strategies of medium-sized cities in Europe. The theoretical part of the presentation will be prepared based on critical studies of scientific literature. The empirical part will include case studies of selected European cities: Lublin (Poland), Malaga (Spain) and Linköping (Sweden). The aim of the presentation will be to identify the instruments of academic support used by selected municipal governments within EUniverCities network and to formulate key recommendations on the possibilities of increasing the marketing potential of local government units in the new strategic planning framework.

Aleksander Znosko-Czarnecki

Kozminski University, Poland

Power practices in business relationships of sales platforms and vendors

Abstract

This research is motivated by unequal power dynamics in sales platform–vendor relationships. Existing knowledge doesn't address how power-related business practices (of both platforms and vendors) affect the value distribution (benefits and costs) in these relationships. This study is important because understanding these practices can help create fairer and more balanced partnerships.

The article aims to identify and analyze the power-related business practices used by sales platforms and vendors. It further explores how these practices influence the value each party obtains from the relationship.

The specific methods aren't provided in the summary. However, the research utilizes a theoretical framework built on power dynamics and business practices in buyer–seller relationships. The analysis involves case studies, literature analysis and own conclusions which aim is to identify and categorize the power practices used by both platforms and vendors.

The final part of the full article presents the identified power practices used by each party (platforms and vendors) and presents an analysis of how these practices affect the value each gets from the relationship.

This research contributes to:

Identifying specific power practices used by sales platforms and vendors.

Understanding how these practices affect the value distribution in platform–vendor relationships.

Informing strategies to create fairer and more balanced partnerships in the sales platform ecosystem.

Anna Oborska

Latvia University of Life Sciences and Technologies, Latvia

Analysis of integrated marketing communications of food supplements in Latvia

Abstract

This master's thesis examines how Latvian food supplement marketers use integrated marketing communication (IMC) techniques, finding an important gap between marketing approaches and regulatory standards. This gap causes regulatory noncompliance and false health claims, stressing the need for data-driven research to base the communications on. This research evaluates food supplement marketing in Latvia, identifies risks, and suggests solutions to increase promotional success and consumer safety.

The research examines Latvia's food supplement industry using integrated marketing communications. Research methodology comprises a series of case studies, series of in depth interviews with industry professionals, Latvian consumer survey as well as legal and ethical assessments of advertising. The study found discrepancies between IMC procedures and legal requirements, exposing consumers at risk of deceptive marketing. Marketers and policymakers are affected by this predicament since certain companies exploit regulatory loopholes while others comply. Negative experiences and questionable health claims foster consumer distrust.

This research concludes that Latvian FS marketers needs clear, scientifically backed marketing strategy and more consumer education to overcome the gap between new marketing tools and approaches and regulatory rules. The study recommends more responsible marketing from the businesses side and tougher restrictions to protect consumers and foster fair competition from the government side.

Proposals drawn from this research include:

1. Proposal to The Association of Influencers – to hold annual educational sessions on food supplement marketing, emphasizing ethical and legal guidelines

to promote greater responsibility and compliance with ethical standards. Influencer campaigns should be audited every six months to ensure compliance with these principles, with consequences for noncompliance.

2. Proposal to FS sellers/brand owners – to use informal sources of information and comply with legislation when communicating about FS. QR codes on product packaging that link to product details in the official FS database could boost transparency and consumer trust.

3. Proposals to State Veterinary Service (SVS) and State Medicines Agency (SAM): to develop legal frameworks that can adapt to the fast-changing marketing environment. This includes tougher, clearer laws to safeguard consumer rights and guarantee fair business practices. Creating a list of maximum doses for vitamins, minerals, and herbal extracts deemed medications would streamline FS registration and reduce administrative burden.

4. Research proposes that the Consumer Rights Protection Centre (CRPC) continuously monitors online information accuracy and intervenes to avoid deceptive data dissemination. A list of websites to be checked semi-annually with sanctions for disseminating fraudulent claims might be created. In conjunction with the SVS, a readily identifiable certification sign on non-pharmacy online food supplement sales platforms is suggested to speed up consumer and regulatory verification. Unauthorized internet merchants in Latvia should be penalized.

Julia Fangrat

University of Warsaw, Poland

Creativity stimulating methods in management and marketing

Abstract

Currently, there is an expectation, that a manager and marketer need to be creative person. For this reason, the methods for stimulation of creativity gained a growing interest. According to Harvard Business Essentials creativity consists of 3 parts: knowledge, motivation and creative thinking skills [1]. There are many methods to stimulate creativity, simple and complex, old and contemporary, little known and popular. This work aims to briefly discuss these methods and present some of them in more details. Contemporary methods of stimulating and supporting creativity include simple (do not require special preparation of participants) and complex methods (multi-stage, require special preparation of the creative group). Moreover, the most popular and actual is the Design Thinking method. This method is known and used in companies for instance: Procter & Gamble, Apple, Netflix.

In the authors research on creativity of employees of cultural institutions [2] very diverse employees were studied, with varying positions, and different nature of work – from solo musicians, chamber or orchestral musicians, teachers, conductors, composers, editors to broadly understood “organizers”, animators of cultural life. The main questions to answer were how do find new ideas, what (or who) inspires them, for example: just living, from people whom we get to know and talk, from musical sources, traveling through festivals, reading professional literature, listening to various recordings, going to master classes. Other respondents believed that taking notes during business meetings is useful, because then later on after analyzing the notes and thinking about the conversation, one just starts to “connect the dots” and come up with different ideas. Some of interview participants draw inspiration from other people's activities, Internet, books. Also, physical activity e. g. walking is good, when one can think of new ideas, which come up all the time. Finally, the overall situation, for instance the pandemic has forced them to a slightly different mode of work, because the concert halls have been closed. Summing up – some of interviewed

musicians get ideas from other sectors for example business or science, but most of them benefit at meetings and talking with interesting persons.

What stimulates creativity at work? Responders listed: watching movies, reading books, travelling, getting stimuli from the environment and people, getting to know the world, minimization of bureaucracy, good dosing of requirements set for oneself and others, positive approach to the activities performed, belief in the possibility of success, good atmosphere, sense of security, desire to do something interesting, rest, fresh eyes (e. g. time distance), open mind, readiness for experiments and flexibility in the game. Also encouraging people to look at how they work, how they think, what people do in other sectors. It is inspiring to observe how others act, how they think and ask them questions. And finally, getting closer to the point – you will get to know ways to stimulate creativity.

References:

(1) Harvard Business Essentials, 2005

(2) J. Fangrat, *Kreatywność pracowników instytucji kultury na wybranych przykładach (Creativity of employees of cultural institutions on selected examples)*, Uniwersytet Warszawski, 2020 – in Polish

Andrzej Zakręcki

AGH University of Science and Technology in Kraków, Poland

How to implement 3D printed medical device to medicine market

Abstract

The integration of 3D printed medical devices into the healthcare sector presents a promising avenue for personalized medicine, yet the transition from prototype to market faces considerable regulatory and commercial hurdles. Current market adoption is slow due to stringent regulatory requirements and lack of established guidelines for mass production and quality control, underscoring the need for streamlined pathways to market entry.

This study aims to evaluate effective strategies for the integration of 3D printed medical devices into the medicine market, focusing on overcoming regulatory and commercialization challenges.

We conducted a mixed-methods study involving qualitative interviews with key stakeholders in the regulatory, manufacturing, and healthcare sectors, combined with a quantitative analysis of market data from devices successfully launched in the past five years. A conceptual framework was developed to assess the impact of regulatory pathways on market success. Statistical analysis was applied to identify significant predictors of market penetration rates for these devices.

Our research indicates that streamlined regulatory pathways significantly enhance the speed of market entry for 3D printed medical devices. Key factors contributing to successful market integration include early-stage stakeholder engagement, pilot testing within regulatory sandboxes, and public-private partnerships that focus on standard setting. However, gaps in long-term clinical data and standardization of manufacturing processes remain as barriers.

The findings suggest that regulatory bodies and manufacturers should focus on developing specific guidelines and standards for 3D printed medical devices to facilitate quicker and safer market entry. Adoption of regulatory sandboxes could serve as a practical approach to foster innovation while ensuring patient safety. This study contributes to a better understanding of the commercialization process for medical innovations, guiding improvements in regulatory practices and market strategies.