



SZKOŁA GŁÓWNA HANDLOWA W WARSZAWIE
WARSAW SCHOOL OF ECONOMICS

Kolegium Gospodarki Światowej

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Bodźce marketingowe jako determinanty intencji zakupu produktów spożywczych oznaczonych markami detalistów

Streszczenie pracy doktorskiej napisanej
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i Marketingu
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Streszczenie w języku angielskim

Along with the increasing importance of retailer brands and diversity of marketing strategies used by them, the body of literature on retailer brands has been growing in the recent decades. Despite great attention devoted to i.a. marketing strategies of retailer brands, few studies take into account the influence of marketing stimuli count among more than two elements of marketing-mix (product, price, promotion, place) on retailer brands` purchase intention. Consumers` socio-demographic characteristics, including age, and their influence on retailer brands` purchase intention is also a subject of many studies, however their authors come to different conclusions. There is also a deficit of empirical research on the influence of marketing stimuli counted to more than two elements of marketing-mix on retailer brands` purchase intention, taking into account consumers` age as a moderator variable. Furthermore, most of studies were conducted on foreign markets before the year 2000, whereas in the subject-matter literature both cultural factors affecting consumer behavior and changes in this behavior along with growing number of factors influencing that behavior are emphasized in the recent years.

In response to the identified research gaps, the subject of this doctoral thesis is to explore the strength and direction of the influence of marketing stimuli representing three elements of marketing-mix (product, price and promotion) on retailer brands` purchase intention, taking into account consumers` age as a moderator variable. With reference to the purposes of this research, two main hypotheses accompanied by sub-hypotheses were formulated. The first main hypothesis concerns diversity of brand`s influence on purchase intentions depending on brand`s type on the grounds of its holder (retailer brand, manufacturer brand). The second hypothesis concerns age as a factor which-moderates the influence of marketing stimuli on retailers` brands purchase intention. In this research yoghurts were included as a product category which is commonly known by consumers at different ages.

In order to verify research hypotheses, quantitative empirical research was conducted. 1025 respondents aged between 18 and 65 years, residents of Warsaw metropolitan area, took part in the study. The collected data was statistically analyzed with the use of two estimation methods – CONJOINT procedure available in syntax in SPSS and hierarchical multiple regression.

According to this research, marketing stimuli which have influence on purchase intentions of yoghurts branded with a retailer brand are sequentially: brand, flavor, price, fat

content, price promotions, Internet promotion, added content of bacteria and supporting charity campaigns by brand's holder.

According to this study, brand's type on the grounds of its holder (retailer brand, manufacturer brand), and product price diversify the purchase intentions of consumers at different ages. Consumers at the age of 18-34 declare higher purchase intentions toward yoghurts branded with manufacturers' brands than consumers at the age of 35-65 years. Furthermore it has been found out that price increases have stronger negative influence on purchase intentions of consumers at the age of 18-34 years than those at the age of 35-65 years. However this study failed to confirm that advertising in store flyers, supporting charity campaigns by brand's holder, Internet promotion and price promotions diversify yoghurts' purchase intentions among consumer at different ages.

The dissertation is comprised of introduction, four chapters, summary and attachments. The first chapter is devoted to retailers brands' characteristics and their evolution. Furthermore, retailer brands' types according to different authors classification are discussed, as well as authorial classification of those brands is propounded. Consumer behavior of retailer brands' buyers is introduced in the second chapter. In this chapter selected models of consumer behavior, factors determining it as well as classifications of those factors, including author's typology, are considered. Moreover, literature review of factors determining purchase intentions of retailer brands is presented and a model of factors influencing purchase decisions of retailers' brands is propounded. In the third chapter the conception of research methods used in the study is presented, whilst in chapter four – results of empirical research. In the summary, main conclusions referring to the literature review and results of the study, its limitations and recommendations for further research, as well as implications for practice are discussed. The attachments include: additional statistical estimation that served for experimental design and selection of statistical models used for hypotheses verification, and survey questionnaire along with product profiles evaluated by respondents.