

## **Some Categories Forming the Mutual Basis of Economics and Business Administration**

József Vörös

*The presentation focuses on the interface among the three main functional areas, namely marketing, operations and finance. The main decision areas are considered where the interest of the three functional areas is frequently different, although partly the source of competitiveness is the ability of the harmonic collaboration of the three functional fields. Some up-to-date concepts on competitiveness is discussed also, and a small case study is used to illustrate the theoretical background.*

*Keywords: Marketing-operations-finance interface, competitiveness*

### **Szerző:**

Vörös József, az MTA levelező tagja, egyetemi tanár, Pécsi Tudományegyetem Közgazdaságtudományi Kar, Gazdaságmódszertani Intézet (Pécs)

### **Author:**

József Vörös, member of the Hungarian Academy of Sciences, professor, University of Pécs, Faculty of Business and Economics, Institute of Management Science, (Hungary, Pécs)

## **Social stratification and social class**

Ákos Kozák – Edit Veres

*The study provides insight into the latest research examining the social classes. We devised a new way of measuring class by the different kinds of economic, cultural and social resources or 'capitals' that people possess. The research is considered to be unique on the basis of the size and the methodology. The results can be interesting for science and business sectors, since the measuring methodology provides an unusually deep analysis.*

*Keywords: social stratification, class system, class analysis*

### **Szerzők:**

Kozák Ákos, PhD, egyetemi docens, Budapesti Gazdasági Főiskola, Kereskedelmi, Vendéglátóipari és Idegenforgalmi Kar, Kereskedelmi Intézet Tanszék (Budapest)  
Veres Edit, tanársegéd, Miskolci Egyetem, Bölcsészettudományi Kar, Politikatudományi Intézet, (Miskolc)

### **Authors:**

Ákos Kozák, PhD, associate professor, University of Applied Sciences, College of Commerce, Catering and Tourism, Institute of Commerce and Marketing (Hungary, Budapest)  
Edit Veres, assistant lecturer, University of Miskolc, Faculty Of Arts, Department for Political Science (Hungary, Miskolc)

## **Selfie & ussie: reputation, control, digital identity**

Katalin Fehér

*Sharing of selfie pictures via smart phone applications, social networks, brand communication have become an unavoidable trend in new media. The question is how the selfie and multi-player ussie contribute to the value of the brand, how can be effective as a marketing tool, how to control the delivered messages in online networks, in viral marketing and in meme factories. The presentation defines the term „selfie” based on self-portrait genre and digital-visual representations tools. It gives answers for questions via short case studies and content analysis. The aim is to provide analytical aspects for marketing and selfie ussie solutions, to point out the common and different patterns, first steps in selfie research, and also a selfie antirend. The background of this presentation is research on digital identity subjects of identification and reputation.*

*Keywords: control, digital identity, reputation, selfie*

### **Szerző:**

Fehér Katalin, PhD, tudományos főmunkatárs, Budapesti Gazdasági Főiskola Kutatóközpont (Budapest)

### **Author:**

Fehér Katalin, PhD, senior lecturer, Taylor's University School of Communications (Kuala Lumpur)

## **Does the creation value co-create value in the cultural industry?**

Ida Ercsey

*A number of studies in the marketing literature have focused on the customer perceived value but these did not pay attention to investigate the cultural services. The main objective of our exploratory research is to reveal the relationship between the perceived value and the purchase and the consumption of the cultural services. First, we study the concept of the perceived value evaluating two approaches to the conceptualization of the perceived value. We follow the approach of the multi-item measures for the development of the customer perceived value. In order to respect this methodology we carried out a qualitative study (six mini focus groups) and a survey were conducted among young cultural users in a Hungarian Region. The most important conclusions of our quantitative study are that the customers have a global evaluation of the perceived value of the cultural services, and the functional aspect appears clearly against the emotional and social ones. We found that functional and emotional dimensions of the cultural services have positive effect on the consumers' global perceived value. We delineate the further research for the examination of value and the deeper analyses of creation value that based on co-creation value according to service dominant logic. Finally, we formulate conclusions.*

*Keywords: perceived value, functional, emotional and social dimensions, co-create value*

### **Szerző:**

Ercsey Ida, PhD, egyetemi docens, Széchenyi István Egyetem (Győr)

### **Author:**

Ida Ercsey, PhD, associate professor, Széchenyi István University (Hungary, Győr)

# **Examining influencing factors of music festival attendance focusing on the role of brand**

Klára Kazár

*Music festivals became a popular form of entertaining, especially among youngsters. A reason for the examination is the fast growth of the festivals' market, and festivals have economic, social, touristic and cultural positive effects. One of the most important questions for festival management is the reason for festival choice, which can be expressed in visitors' (customers') re-attending intentions (loyalty) as well.*

*The question in this study what the influencing factors are in festival choice. Studies relating the topic show several factors from the self-expression through the love towards music to the environment of festivals. The brand of festivals is highlighted among the factors in several studies; therefore this paper focuses – next to the influencing factors – the role of branding in festival choice. Finding answers to these questions, a focus group interview was conducted to explore deeper connections.*

*Kulcsszavak: music festival, brand, loyalty*

## **Szerző:**

Kazár Klára, tanársegéd, Szegedi Tudományegyetem, Gazdaságtudományi Kar (Szeged).

## **Author:**

Klára Kazár, lecturer, University of Szeged, Faculty of Economics and Business Administration (Hungary, Szeged)

## **A special type of group consumption: Brand-community**

Szabolcs Prónay Dr. – Erzsébet Hetesi Dr.

*In the postmodern society new consuming patterns emerged, paving the way for consumption research. Consumption research in general, and consumer behavior research in particular are based on the assumption that consumption is more than just functional problem solving and products and brands have significant meaning, therefore they can be utilized as symbols in the cultural ecosystem. However the meaning of a specific brand can be confusing because it would presume a shared knowledge among customers about the brand as a symbol. In our paper we review the contradicting findings in the literature about the symbolic meaning of a brand, and we suppose a new reference point in order to dissolve the above mentioned conflict. According to our understanding the symbolic meaning of a brand shall be examined specifically at brand communities and not in general. We conducted qualitative research among hungarian young people. Our findings show that buying and wearing specific brands are not only provide acceptance in a reference group but are essentials in avoiding labelled as outsider.*

*Keywords: consumer behavior, sociology of consumption, brand decision, brand communities*

### **Szerzők:**

Dr. Prónay Szabolcs, PhD, egyetemi adjunktus, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

Dr. Hetesi Erzsébet, PhD, egyetemi docens, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

### **Authors:**

Szabolcs Prónay, PhD, assistant professor, Institute of Business Studies, Faculty of Economics and Business Administration, University of Szeged (Hungary, Szeged)

Erzsébet Hetesi, PhD habil, associate professor, Institute of Business Studies, Faculty of Economics and Business Administration, University of Szeged (Hungary, Szeged)

# **The novatory strategies of food retail trade networks in Hungary, in 2014**

László Kopcsay Dr.

*The domestic food retail trade was changed basically after 1990, when the regime was changed in Hungary. This changing period passed off extremely fast, it started at the middle of the '90s and it lasted about one and half decade, it ended by the outbreak of the economic crisis in 2008. Since that time until nowadays a provisional period has started, in which we can already see the beginning of a new, consolidated time. By the reconstruction of the strategies of the networks we have to consider first of all the change of the customers' behaviour. Beside this we have to respect the competition, which becomes more serious because of the fullness of the market, the severity of the law, and the penetration of the online trade.*

*The new situation calls for more efficient logistic, more intensiv marketing communication, long-run supplier partnerships and successful brand politics. In the new business philosophy the goal is not the raising of the turnover, but the increase of the customer loyalty.*

*The study shows how the networks try to meet these new challenges.*

*Keywords: food retail trade, retail networks, retail brands, conscious customers, customer loyalty*

## **Szerző:**

Dr. Kopcsay László, egyetemi docens, BGF Külkereskedelmi Kar Kereskedelem és Marketing Intézet (Budapest)

## **Author:**

László, Kopcsay, PhD, associate professor, Budapest Business School, College of International Management and Business, Institute of Commerce and Marketing (Hungary, Budapest)

# **The scope of small and medium-sized enterprises (SMEs) - how do Hungarian SMEs identify and characterize their marketing activity?**

Mirkó Gáti

*The article presents the unique and disparate self-understanding patterns of smaller firms, through the identification and characterization of small and medium-sized enterprises (SMEs). The essence of this differentiation between SMEs and bigger firms – besides the number of employees, revenue and balance sheet total – is to explore the unique characteristics of SMEs that establish the disparate interpretation of departments (e.g. marketing) under specific company size. The article examines why and how is the marketing function different in SME environment than it is interpreted in the classical marketing literature, in a – mostly – bigger company context. The study content analyses 122 summarized essays from semi-structured in-depth interviews, which are conducted among SME managers, owners or people in charge of marketing.*

*Keywords: small and medium-sized enterprises (SMEs), SME marketing, SME marketing-mix*

## **Szerző:**

Gáti Mirkó, doktorjelölt, tudományos segédmunkatárs, Budapesti Corvinus Egyetem, Marketing és Média Intézet, Marketingkutatás és Fogyasztói Magatartás Tanszék (Budapest).

## **Author:**

Mirkó Gáti, doctoral candidate, assistant research fellow, Corvinus University of Budapest, Institute of Marketing and Media, Department of Marketing Research and Consumer Behavior (Hungary, Budapest).



## **How SMEs allocate their strategic resources to boost firm performance in crisis?**

Gábor Nagy – József Berács Dr.

*In their paper the authors investigate which strategic resources affect SME performance in economic crisis. They furthermore investigate if SMEs that perform an optimal resource allocation would be better off in retaining and acquiring customers than those SMEs that put less emphasis on optimal resource allocation. Results from the regression analyses show that SMEs that put more emphasis on innovation and competitor orientation in crisis are able to acquire new customers, while those SMEs that focus more on customer orientation are more successful in retaining current customers. On the other hand, brand building in crisis does not pay off and it negatively affects both retaining and acquiring customers. Furthermore, results show that optimal resource allocation has a significant effect on SME performance and those firms that lack behind SMEs that were able to allocate their resources based on environmental contingencies (brought by crisis) would perform weaker in both retaining and acquiring customers.*

*Keywords: economic crisis, SMEs, strategic adaptation, resource allocation, retaining customers, acquiring new customers*

### **Szerzők:**

Nagy Gábor, doktorjelölt, Budapesti Corvinus Egyetem, Gazdálkodástudományi Kar, (Budapest)

Dr. Berács József, PhD, egyetemi tanár, Budapesti Corvinus Egyetem, Gazdálkodástudományi Kar, (Budapest)

### **Authors:**

Gábor Nagy, doctoral candidate, Corvinus University of Budapest, Faculty of Business Administration (Hungary, Budapest)

József Berács, PhD, professor, Corvinus University of Budapest, Faculty of Business Administration (Hungary, Budapest)

## **Co-creation measurement possibilities**

Noémi Hajdú Dr. – Adrienn Papp

*A company can successfully operate in the market if it can reform, has the ability to the innovation, so the innovation has become a key factor of success. Come the individual to the front, the more and more common appearance of the individual's needs make the companies to regard for their customers, partners as a variety of information and knowledge bases. In the recent years appeared the co-creation philosophy, concept, which focuses on the common value co-creation. The essence of common value co-creation is to involve the customers and stakeholders to the value creating process, providing experience to the participants, strengthening to the customer-partner contacts, and to the innovation. The co-creation process is nothing than a customer – focused problem – solving process which is an integral part of the innovation process controlled by the user (user – driven). Our aim is basically a market – orientated innovation and co – creation controlling.*

*Keywords: co-creation, innovation, controlling*

### **Szerzők:**

Dr. Hajdú Noémi, PhD, egyetemi tanársegéd, Miskolci Egyetem, Marketing Intézet (Miskolc)  
Papp Adrienn, PhD hallgató, Miskolci Egyetem – Marketing Intézet (Miskolc)

### **Authors:**

Dr. Noemi Hajdú, PhD, assistant lecturer, University of Miskolc, Faculty of Economics, Marketing Institute (Hungary, Miskolc)  
Adrienn Papp, PhD student, University of Miskolc, Faculty of Economics, Marketing Institute (Hungary, Miskolc)

# Measuring the Integration of Multiple Channels as Dynamic Capabilities

Irma Agárdi

*Building upon the dynamic capability approach, the paper describes the necessary capabilities to integrate multiple channels that were identified in previous qualitative research. A multi-item scale was developed to quantify innovative and integrative capabilities and their relationship to performance measures. Empirical research was conducted to test the multi-item scale with a sample including 116 companies. The results suggest that both constructs perform well to capture innovative and integrative capabilities of the firm and capabilities are reinforcing each other. Finally, the empirical research found that innovative capabilities contribute to higher performance in terms customer satisfaction, customer loyalty and sales volume.*

*Keywords: integration of multiple channels, innovative and integrative capabilities*

## **Szerző:**

Agárdi Irma, PhD, egyetemi docens, Budapesti Corvinus Egyetem, Marketing és Média Intézet (Budapest)

## **Author:**

Irma Agárdi, PhD, associate professor, Corvinus University of Budapest, Marketing and Media Institute (Hungary, Budapest)

# **Innovation Impacts of Cooperation Competence - Marketing Tasks**

István Piskóti

*This study presents that the market success of businesses depends on their innovation performance in the current, increasingly intensive, quickly changing and efficiency-oriented competitive environment. Furthermore, apart from corporate technological competences, the management of relationship networks, co-operating partners, co-operation content and intensity strongly determine the innovation effectiveness. The empirical research into Hungarian corporate practices verifies the positive impact of relationship and network competences. However, this research also highlights the weaknesses of these factors and offers development opportunities and actions to businesses and governmental and regional development organisations. The presentation of the mutual advantages and strategic efforts of the university-business collaboration (UBC) and the limited effectiveness of the cooperation practices need significant relationship marketing support in the future, from both sides.*

*Keywords: innovation success, relationship/network marketing, university industry collaboration, strategy,*

## **Szerző:**

Dr. Piskóti István, PhD, intézetigazgató, Miskolci Egyetem, Marketing Intézet (Miskolc)

## **Author:**

István Piskóti Dr., PhD, Head of Marketing Institute, University of Miskolc, Institute of Marketing (Hungary, Miskolc)

## **Researchers' attitudes towards utilization of scientific results**

Sándor Huszár –Szabolcs Prónay –Norbert Buzás

*In the recent decades universities have paid more attention to the commercialization activities of scientific results. Although the role of scientists in the process is crucial, there are only a few studies focusing on their motivations and expectations, while applying business orientation at universities may have negative impact on basic research or even on the education. In order to develop an effective university policy fostering commercialization of scientific results, the researchers' concerns and fears should be understood preliminarily according to our opinion. In the light of the situation above, we investigate the attitudes of researchers in connection with commercialization in general, paying particular attention to patenting and focusing on the technology transfer offices (TTOs).*

*In this study we have conducted semi-structured interviews with researchers at scientifically respected universities in Hungary in order to explore their motivations and attitudes about commercialization. Based on the 14 interviews that have been already conducted the scientific curiosity and the will to create something applicable for society are the most important motivational factors while the potential reputational gain and financial incentives play less role in their motivation. Furthermore the complicated patenting process perceived by scientists, the risk of unsuccessful commercialization and the negative experiences may lead to loss in motivation, which could affect their future decisions.*

*Keywords: motivation, attitudes, technology transfer, expectations, patents*

### **Szerzők:**

Huszár Sándor, PhD hallgató, Interdiszciplináris Tudásmenedzsment Kutatóközpont, Szegedi Tudományegyetem (Szeged)

Prónay Szabolcs, PhD, egyetemi adjunktus, Gazdaságtudományi Kar, Szegedi Tudományegyetem (Szeged)

Buzás Norbert, PhD, kutatócsoport vezető, Interdiszciplináris Tudásmenedzsment Kutatóközpont, Szegedi Tudományegyetem (Szeged)

### **Authors:**

Sándor Huszár, PhD student, Knowledge Management Research Center, University of Szeged (Hungary, Szeged)

Szabolcs Prónay, PhD, assistant professor, Faculty of Economics and Business Administration, University of Szeged (Hungary, Szeged)

Norbert Buzás, PhD, MBA, head of research center, Knowledge Management Research Center, University of Szeged (Hungary, Szeged)

**The quality of quality certification services**  
**Analyze of product certification services from the aspect of factors**  
**influencing partnership relation between service providers and clients**

Nóra Gröger – Mária Vágási

*After highlighting the specific role of certification services the paper presents the factors of service quality and market competitiveness of product certification services based on results of an exploratory survey oriented on client expectations and satisfaction. Research results are interpreted from the aspects of services' and marketing development at service providers, as well. In the treated case of food industry's FMCG products the paper distinguishes the basic (standard, expected) elements and the differentiating tools of product certification service supplying that influence the customer decision regarding the supplier selection, the switching behavior, and the divided supplier-customer relationship.*

*Keywords: B2B partnership, customer satisfaction, product certification services, service quality, switching behavior*

**Szerzők:**

Gröger Nóra, marketingvezető, SGS Hungária Kft.; PhD hallgató, BME Gazdálkodás és Szervezéstudományi Doktori Iskola (Budapest)

Vágási Mária, PhD, Dr. habil., tudományos témavezető, BME, Gazdálkodás és Szervezéstudományi Doktori Iskola (Budapest)

**Authors:**

Nóra Gröger, Marketing manager, SGS Hungária Kft.; PhD student, BME Doctoral School in Business and Management (Hungary, Budapest)

Mária Vágási, BME Doctoral School in Business and Management, Budapest University of Technology and Economics, (Hungary, Budapest)

# **Channels of business relationships: what is the role of the information technology?**

Viktor Berki – Erzsébet Hetesi – Balázs Révész

Research in the last few decades seem to verify, that business relationships have particular role in ensuring the business partner's long-term successfulness, especially considering today's accelerated business environment. The research series that we started ten years ago, has the aim to analyze the effect of relationship marketing tools on the business successfulness. Connecting to this topic, in our present paper we analyzed the influence of the used communication methods during business partner interactions, especially concerning the personal and the information technology based communication and channels of business relationships. The results of the interviews show that besides the traditionally analyzed factors like satisfaction, trust, commitment the methods of the communication also influence the quality of the relationship, so particular attention should be given to this field as well.

*Keywords: business marketing, personal relationships, information technology, relationship marketing*

## **Szerzők:**

Berki Viktor, PhD hallgató, Szegedi Tudományegyetem, Gazdaságtudományi Kar (Szeged)

Dr. Hetesi Erzsébet, PhD, egyetemi docens, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

Dr. Révész Balázs, PhD, egyetemi docens, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

## **Authors:**

Viktor Berki, PhD student, Faculty of Economics and Business Administrations, University of Szeged (Hungary, Szeged)

Erzsébet Hetesi, PhD habil, associate professor, Institute of Business Studies, Faculty of Economics and Business Administrations, University of Szeged (Hungary, Szeged)

Balázs Révész, PhD, associate professor, Institute of Business Studies, Faculty of Economics and Business Administrations, University of Szeged (Hungary, Szeged)

# **The individual motivations for volunteering and their marketing connection**

Erzsébet Hetesi Dr. – Andrea Csovcsics

*In this study we analyse the motivations of the individual volunteering and its marketing consequences. First this article presents the theoretical background, after we give an insight to those empirical researching results what we have based our own primary research model. The purpose of our research is to examine that along what dimensions the motivation of individual volunteers can be described in Hungary, and what tendencies can be discovered in their development.*

*According to our results of qualitative and quantitative methods the individual motivations are well segmented by gender and age. On the well segmented voluntary-based market the selection of attractive target audience and the development of marketing strategies are more simple too.*

*Keywords: volunteering, individual motivations, marketing strategies*

## **Szerzők:**

Dr. Hetesi Erzsébet, PhD habil, egyetemi docens, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)  
Csovcsics Andrea, tanársegéd, PhD hallgató, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

## **Authors:**

Erzsébet Hetesi, PhD habil, associate professor, University of Szeged, Faculty of Economics and Business Administration, Institute of Business Studies (Hungary, Szeged)  
Andrea Csovcsics, assistant lecturer and PhD student, University of Szeged, Faculty of Economics and Business Administration, Institute of Business Studies (Hungary, Szeged)



# **The voluntary simplifiers' consumer behaviour - The case of eco-villages**

Katalin Dudás – Tímea Szakó

*This paper introduces voluntary simplifier consumers who freely limit their consumption; freely purchase less than the average consumers. They refuse the logic of the consumer society, and choose an anticonsumer lifestyle that features environmental, social and economic sustainability. According to the international literature the concept of voluntary simplicity will be defined; the types/stages, main motives and influence factors of this frugal lifestyle will be presented.*

*While the segment of voluntary simplifiers is still very small in Hungary, it is difficult to find the representatives of it. The second part of this paper examines the so-called ecovillages. The main question: to what extent can their population be defined as voluntary simplifiers, according to the principles of the villages? The method of this exploratory research is internet content analysis, and webpages of 5 Hungarian ecovillages have been analysed. The findings show that the lifestyle of an ecovillage meets the requirements of voluntary simplicity, so the population of it can be considered appropriate sample.*

*Key words: sustainable consumption, environmentally conscious consumer behaviour, voluntary simplifiers*

## **Szerzők:**

Dudás Katalin, PhD, adjunktus, Pécsi Tudományegyetem, Közgazdaságtudományi Kar, Gazdálkodástudományi Intézet (Pécs)  
Szakó Tímea, PhD hallgató, Pécsi Tudományegyetem, Közgazdaságtudományi Kar, Gazdálkodástudományi Intézet (Pécs)

## **Authors:**

Katalin Dudás, PhD, senior lecturer, University of Pécs, Faculty of Business and Economics, Department of Business and Management (Hungary, Pécs)  
Tímea Szakó, PhD student, University of Pécs, Faculty of Business and Economics, Department of Business and Management (Hungary, Pécs)

## **Give a little, gain a lot: volunteerism in Hungary**

Ágnes Hofmeister-Tóth – Kata Kasza-Kelemen – Marianna Piskóti

*Volunteerism plays a key role in strengthening social cohesion and in engaging citizens in environmental issues. Volunteerism proved to be an appropriate tool to involve people as participants in developments initiated by social and environmental policy as an active contribution to the creation of a sustainable future. This study examines the role of volunteerism in our society and describes the main changes of past years in Hungary. Additionally, our quantitative research investigated personal values and norms, environmental concerns, awareness and proenvironmental behaviour. This comprehensive approach provided more information about how volunteering can help to make people more sensitive to sustainable development and describes current practices. Data collection was achieved online in April, 2012. Total sample size was 954 respondents representative of regular Internet users in Hungary with regard to gender, age, qualifications, regions, and type of settlement.*

*Keywords: volunteerism, altruism, personal values, environmental consciousness*

### **Szerzők:**

Hofmeister-Tóth Ágnes, CSc, egyetemi tanár, Budapesti Corvinus Egyetem (Hungary, Budapest)

Kasza-Kelemen Kata, tudományos segédmunkatárs, Budapesti Corvinus Egyetem (Hungary, Budapest)

Piskóti Marianna, tanársegéd, Budapesti Corvinus Egyetem (Hungary, Budapest)

### **Authors:**

Ágnes, Hofmeister-Tóth, CSc, professor, Corvinus University of Budapest (Hungary, Budapest)

Kata, Kasza-Kelemen, assistant research fellow, Corvinus University of Budapest (Hungary, Budapest)

Marianna, Piskóti, assistant lecturer, Corvinus University of Budapest (Hungary, Budapest)

## **Show it now! Possibilities of activating Volunteers at EYOF 2017**

Boglárka Dr. Eisingerné Balassa dr. – Gábora Bernadett

*The first hungarian olimpicevent will be held in 2017, namely Győr organises the European Youth Olympic Festival (EYOF). There are many opportunities and break points through the upcoming event, which we worth account with.*

*This research deals with the identity of a city, sportmarketing and some marketing communication questions. Through former precedents we see, the cultural and sportevents has a developing impact on the economy. We collected the expected impacts on the local image, community, economy and policy. This article pays attention on the actual challenges of the organization, and contain our suggestions to activate local volunteers.*

*Our goal is exploring the potential opportunities for Győr with the olimpicevent and offering practicable solutions for the organizers.*

*Keywords: volunteering, guerilla marketing, EYOF*

### **Szerzők:**

Dr. Eisingerné dr. Balassa Boglárka, PhD, egyetemi adjunktus, Széchenyi István Egyetem, Kautz Gyula Gazdaságtudományi Kar, Marketing és Menedzsment Tanszék (Győr).

Gábora Bernadett, egyetemi hallgató, Széchenyi István Egyetem, Kautz Gyula Gazdaságtudományi Kar, Marketing MSc (Győr).

### **Authors:**

Boglárka Eisingerné Balassa, PhD, senior lecturer, Széchenyi István University, Kautz Gyula Faculty of Economics (Hungary, Győr).

Bernadett Gábora, student, Széchenyi István University, Kautz Gyula Faculty of Economics (Hungary, Győr).

## **Sustainability challenges and social marketing**

László Dinya

*Many expert's opinion is that the 21-th century is a deciding line in the history of mankind – even some of them (like Kurzweil 2005) say that the singularity will come around 2060 which will be the end of the human history in today's sense. Our vision of world was „linear” until the latest time - just we came to the point now that we have dropped into the „exponential” world: every change is accelerating by an exponential speed! Let's see just the increasing population, the use of natural resources and the environmental pollution, the climate change (increasing average temperature) and the technological development too. Concerning the last one there are calculations that we will face a rapid technological development being equal to the last 20 hundred years one – that's why our successors will look at us (having the contemporary modern technology) as we look at our ancestors in the stone-age! It will be the result of the accelerating development of bio-, info- and nanotechnology and their convergence and the before mentioned exponential speed. Our successors will see us as people from the stone-age not just from technological point of view but based on our life-style and range of values (social culture) too because this has led to our unsustainable recent life-style. The necessary transformation of our “rules of game” means an innovative paradigmatic change and a challenge for the social marketing. We have elaborated its implementation possibilities during the preparation of territorial development concept in Heves County and we'd like to introduce the results achieved in this project.*

*Keywords: sustainability challenges, local community development*

### **Szerző:**

Dr. Dinya László, CSc, egyetemi tanár, Szegedi Tudományegyetem, Gazdaságtudományi Kar (Szeged)

### **Author:**

László Dinya, CSc, professor, University of Szeged, Faculty of Economics and Business Administration (Hungary, Szeged)

# The Newest Trend of Supporting Classical Music

Katalin Ásványi

*The international literature rates supporting the arts, also within classical music to companies' philanthropic activities, however, many people consider it as a marketing tool. Companies can be assigned to four groups based on the drivers of their supports: grabbers, media actors, committed or altruistic*

*This study aims to analyse the domestic companies' support activities to classical music, for which we look for answers to the following research questions with Q-methodology:*

- 1. What are the drivers of corporate support for classical music?*
- 2. What business and social benefits does supporting classical music generate for the companies?*

*The resulting three factors proves that corporate support for classical music shows a new direction in which the use of supporting classical music solely for marketing purposes is overshadowed. The trend is increasingly shifting towards a more strategic approach, taking into account the business and social benefits.*

*Keywords: philanthropy, Q-methodology, corporate attitude*

## **Szerző:**

Ásványi Katalin, PhD, adjunktus, Budapesti Corvinus Egyetem, Gazdálkodástudományi Kar (Budapest).

## **Author:**

Katalin Ásványi, PhD, senior lecturer, Corvinus University of Budapest, Faculty of Business Administration (Hungary, Budapest).

# **The effects of using green appeals in advertising**

Zsófia Kenesei – Mária Bernschütz

*The paper presents a research that explores the effects of green appeals in advertisements. Green marketing is a viable alternative for a lot of companies. The reason for that is that consumers' attitude towards the company is positively affected by green claims. On the contrary if companies act against green claims the advertisement can cause damage in their image. Our research focuses on the measurement of such behavior. We use experiments, where we measure the effect of three kinds of company advertisement and three types of company performance.*

*Keywords: green marketing, experiment, advertising*

## **Szerzők:**

Bernschütz Mária, PhD, főiskolai docens, Edutus Főiskola, Kereskedelem és Marketing Tanszék (Budapest)

Kenesei Zsófia, PhD, egyetemi docens, Budapesti Corvinus Egyetem, Marketing és Média Intézet (Budapest)

## **Authors:**

Mária Bernschütz, PhD, college associate professor, Edutus College, Kereskedelem és Marketing Tanszék (Hungary, Budapest)

Zsófia Kenesei, PhD, egyetemi docens, Corvinus University of Budapest, Commerce and Marketing Department (Hungary, Budapest)

# **Young opinion leaders within the family – scale testing on the field of on environmental consciousness**

Ágnes Neulinger – Marianna Piskóti

*Opinion-leaders are very knowledgeable in different product- or behavior-specific fields, while being socially connected and can be characterized by having outer-directed personality traits. Furthermore, opinion leaders regularly share their knowledge with other people and attempt to influence their attitudes and behaviour. The influence of opinion leaders can be evaluated within the context of the family, which allows us to study intra-personal interactions in an intimate environment. The learning process of environmental consciousness starts from the family through socialization. In addition, the impact of re-socialization can also be studied in this field. This study uses different samples of university students utilizing an adapted version of the opinion-leadership scale, which was tested with a clear focus on environmental consciousness. Due to the fact that standard scales in this field are not available, this scale testing represents an opportunity to develop a clear contribution to the existing literature.*

*Keywords: opinion leaders, young adults, family, environmental consciousness*

## **Szerzők:**

Neulinger Ágnes, egyetemi docens, intézetvezető, Budapesti Corvinus Egyetem, Marketingkutatás és Fogyasztói Magatartás Tanszék (Budapest)

Piskóti Marianna, tanársegéd, Budapesti Corvinus Egyetem, Marketingkutatás és Fogyasztói Magatartás Tanszék (Budapest)

## **Authors:**

Agnes Neulinger, associate professor, Head of Department, Department of Marketing Research and Consumer Behaviour, Corvinus University of Budapest (Hungary, Budapest)

Marianna Piskóti, assistant lecturer, Department of Marketing Research and Consumer Behaviour, Corvinus University of Budapest (Hungary, Budapest)

## **Communication challenges of civils**

Rita Gulyásné dr. Kerekes

*As being one of the participants of non-profit marketing, civil organisations face communication challenges similar to those of profit-oriented sectors, but to solve these problems they have got by far more moderate resources and are out of managerial skills in most cases.*

*After elaborating the theoretical frames of social marketing, based on the results of an empirical research – a series of deep interviews-, this study strives to give a useful overview and tool for civil organisations to organise their communication activities even more efficient and more impressive.*

*In the meantime, we have to identify who our target audiences are, what the main communication contents are, what our potential means are and what is more, we have to examine whether we can or should speak about integrated communication in the cases of different target audiences and whether the communication contents should differ or not.*

*Though finding sources eats up human resources at most organisations, communication toward the supported issue and the target audience is as important as persuasion of the staff and the volunteers.*

*Keywords: nonprofit, civil, marketingcommunication*

### **Szerző:**

Gulyásné dr. Kerekes Rita, PhD. egyetemi docens, Miskolci Egyetem Gazdaságtudományi Kar, Marketing Intézet (Miskolc)

### **Author:**

Rita Gulyásné dr. Kerekes, associate professor, University of Miskolc, Faculty of Economics, Institute of Marketing (Hungary, Miskolc)



## **The voices of the ‘Fisher King’ – Experiences of seniors at religious events**

Ariel Mitev – Anna Irimiás –Gábor Michalkó

*The older people are presented as active tourists (especially in the countries with higher life standards), but we can't overlook the fact that is not always the case. There is only a limited chance for those dealing with poverty and health issues. The religious tourism provides a great opportunity to overcome these problems (at least partially) and can involve the older people living in poverty and with poor health.*

*The main objective of the research was to explore the experiences of old people in religious tourism. The snowball sample was of 345 respondents who travelled to religious events and/or participated at pilgrimages in the previous three years. The structured interview questions of the questionnaire were analyzed which aimed to provide a deep insight on tourists' perception of their well-being at a religious site. 21% of the respondents were 60 and older, but the opinions of the younger were also useful to cover the different aspects of being old.*

*The aim of the present paper is to bridge this research gap through the analysis of seniors' narratives and fragments of stories applying the legend of the Fisher King that, in our understanding, well reflects the problems of late life. It is acknowledged that the simplistic categorization of the “old” according to the age group is very restrictive and seniors represent a heterogeneous group with different priorities, wishes and needs. The legend of the Fisher King is considered to be helpful to address the key issues that emerged from the narratives.*

*Keywords: aging research, religious tourism, consumer experience*

### **Szerzők:**

Mitev Ariel, PhD, egyetemi docens, Budapesti Corvinus Egyetem (Budapest)

Irimiás Anna, PhD, főiskolai docens, Kodolányi János Főiskola (Székesfehérvár)

Michalkó Gábor, MTA doktora, tudományos tanácsadó, MTA CSFK Földrajztudományi Intézet (Budapest)

### **Authors:**

Ariel Mitev, PhD, associate professor, Corvinus University of Budapest (Hungary, Budapest)

Anna Irimiás, PhD, associate professor, Kodolányi János University of Applied Sciences (Hungary, Székesfehérvár)

Gábor Michalkó, DSc, scientific advisor, Geographical Institute, MTA Research Centre for Astronomy and Earth Sciences (Hungary, Budapest)

# **Pénzintézeti percepciók a közép-magyarországi és az észak-magyarországi fogyasztók körében**

László Molnár Dr. – Richárd Kása Dr.

*Within the framework of LOST in Services research project we deal with methodological and application issues of reorganisation of financial institutions – in a wider sense service – supply chain processes. One of the most important questions of the complex targets of the project is how consumers perceive financial processes and projects focusing their development, what attitudes evolve in them for their effects? During our research – among others – large sample questionnaire was carried out among Central-Hungarian and North-Hungarian consumers. Results confirmed our hypothesis according to which human factor is the most important influential factor of the consumer perception whose development or “switching off” (development of information technologies) can be either suitable for future financial institutions. During the research we provided practical research results to decrease perceptual entropy and in this way to methods serving the rationalization of financial processes.*

*Keywords: consumer perceptions, financial institutions, empirical research, LOST in Services*

## **Szerzők:**

Dr. Molnár László, PhD, egyetemi adjunktus, Miskolci Egyetem (Miskolc)

Dr. Kása Richárd, PhD, tudományos munkatárs, Budapesti Gazdasági Főiskola (Budapest)

## **Authors:**

Dr. László Molnár, PhD, assistant professor, University of Miskolc (Hungary, Miskolc)

Dr. Richárd Kása, PhD, research fellow, Budapest Business School (Hungary, Budapest)

# **The Necessity of Reformation in the Marketing Activity of Domestic Wineries**

Gedeon Totth – Dávid Harsányi

*In Hungary, with the development of the wine market we can observe a constant improvement of wine culture as well. The increasing scale of quality products, the growing environment of selective consumption (Horeca premises, events) go hand in hand with the buyers' greater wine awareness. We can clearly state that wine consumption became very fashionable in Hungary, which also put expectations on a higher level.*

*However, there is still no intergrated and conceptional community wine marketing strategy behind those favorable trends; the majority of wineries does not perform a conscious marketing activity that could accelerate further development. Besides the central strategy, a local cooperation in wine regions and activities of various market participants (wine shops, event organisers) could help vineyards as well. This, on the other hand, can not substitute the independent, conscious marketing work, that we put in the focus of this paper.*

*During our previous surveys we examined the marketing orientation of wineries, putting the spotlight on the judgment of marketing activities, on the application of the market's information sources, and on determining the target audience. The study was based on the results of the 2012 data collection which involved more than 40 winemakers. The present paper can be considered the sequence of the previous one, given that we review the further fields of the research, such as the aspects of competitiveness, sales and communication. By the help of this bigger picture we can outline an information basis that can possibly move wineries in the right direction.*

*Wine marketing is full of challenges, given that it is usually a special field in both the activities of vineyards and the system of marketing. With the present paper we make an effort to converge these two fields, reveal the shortcomings and point out the opportunities - which hopefully will help the development of this sector.*

*Keywords: wine marketing, marketing orientation, wineries*

## **Szerzők:**

Totth Gedeon, CSc, Budapesti Gazdasági Főiskola, Külkereskedelmi Kar, Marketing Intézeti Tanszék (Budapest)

Harsányi Dávid, PhD, Budapesti Gazdasági Főiskola, Külkereskedelmi Kar, Marketing Intézeti Tanszék (Budapest)

## **Authors:**

Gedeon Totth, CSc, college professor, head of department, Budapest Business School, College of International Management and Business, Department of Marketing (Hungary, Budapest)

Dávid Harsányi, PhD, college associate professor, Budapest Business School, College of International Management and Business, Department of Marketing (Hungary, Budapest)

# **Investigating the role of children in case of sweet consumption and purchase, revealing the potential persuasion strategies**

Éva Pólya

*Depending on the situation children take part in family purchase decision making processes in different roles. Children have more say in the matter of purchase decisions; because of fair democracy all family member can give voice to his opinion. By setting free all influence parents prove that the child is also member of the family, he has his rights. The role of children is peculiar: most of their purchases consist of these products, but they also have a great influencing power during common purchases. In this paper I investigate several aspects of sweet purchases and consumption within the age group of 8-14 and I try to highlight different persuading strategies used by children during the purchase decision making process.*

*Kulcsszavak: sweet consumption, children, persuasion strategies*

## **Szerző:**

Pólya Éva, PhD, főiskolai docens, Szolnoki Főiskola, Kereskedelem és Marketing Tanszék (Szolnok)

## **Author:**

Éva Pólya, PhD, assistant professor, College of Szolnok, Commerce and Marketing Department (Hungary, Szolnok)

# **Understanding the concepts of effectiveness and efficiency of the online vs. offline campaigns**

Tamás Gyulavári – József Hubert

*The increasing importance of online marketing led to higher proportion of online marketing expenditure and at the same time growing demand for measurement methods and metrics in case of the new channel can be detected. However, due to the technical differences the implementation of well-established offline procedures and metrics of performance measurement has many limitations in online environment.*

*The aim of the study is to investigate and compare the differences and similarities of measurement of effectiveness and efficiency in case of offline and online communication campaigns.*

*Keywords: efficiency, effectiveness, online marketing, marketing metrics*

## **Szerzők:**

Dr. Gyulavári Tamás, PhD, egyetemi docens, Budapesti Corvinus Egyetem (Budapest)  
Hubert József, PhD hallgató, Budapesti Corvinus Egyetem (Budapest)

## **Authors:**

Tamás Gyulavári, PhD, associate professor, Corvinus University of Budapest (Budapest, Hungary)  
József Hubert, PhD student, Corvinus University of Budapest (Budapest, Hungary)

# **Connection to nature and environmental attitudes, an investigation into the measurement of environmental identity**

Marianna Piskóti

*A human relationship with the natural world is a prerequisite for the emergence of environmentally friendly behaviour. Feeling closer to nature and having a vivid environmental identity strengthens empathy towards nature and the desire to help in order to preserve it. Those individuals who feel connected to nature tend to be more concerned about environmental problems. Those who hold a weaker environmental identity only worry about environmental problems which have a direct effect on the individual.*

*The question of consciousness when examining the connection to nature is important to focus on. If this connection is a conscious phenomenon, it can be measured with explicit measures, while when the relation between human and nature is unconscious, the application of implicit measures are necessary.*

*This study aims to compare the explicit and implicit measurements of environmental connection. As an implicit measurement Schultz's Nature adaptation of Implicit Association Test was used, and was assessed against Clayton's Environmental Identity Scale. Additionally the study presents the relationship between environmental identity and environmental attitudes and the development of environmentally friendly behaviour.*

*Keywords: environmentally conscious consumer behaviour, environmental identity, Implicit Association Test*

## **Szerző:**

Piskóti Marianna, tanársegéd, Budapesti Corvinus Egyetem (Budapest).

## **Author:**

Marianna Piskóti, assistant lecturer, Corvinus University of Budapest (Hungary, Budapest).

# The actual problems of fattened goose liver consumption

Edina Lendvai – Anita Czibolya

The goose liver is a special product produced by the force-fattened geese. Thousands of years of history in the manufacturing process is, which has grown to be a key sector for Hungary. First, get to know the producers side during our research on the goose filling with past and present – this serves as a basis of structured interviews with 10 workers in the sector administrator. On the other side, we investigated with a questionnaire the consumers' habit and opinion – relation with goose liver. The first set of questions directed specifically to consumer habits, including how often the product is consumed and why. The second set of questions to assess their workflow and other topic-related knowledge directed. Finally we could establish that this type of hungaricum is very important for Hungary because of the export and to be the basis of many farmers.

*Keywords: structured interview, survey with questionnaire, consumer preferences, animal welfare*

## **Szerzők:**

Dr Lendvai Edina, PhD, Szegedi Tudományegyetem, Mérnöki Kar, Ökonómiai és Vidékfejlesztési Intézet (Szeged)

Czibolya Anita, gazdasági és vidékfejlesztési agrármérnök, Szegedi Tudományegyetem, Mérnöki Kar (Szeged)

## **Authors:**

Edina Lendvai, PhD, associate professor, University of Szeged, Faculty of Engineering, Institute Economy and Rural Development (Hungary, Szeged)

Anita Czibolya, Economic and Rural Development Agricultural Engineer, University of Szeged, Faculty of Engineering, Institute Economy and Rural Development (Hungary, Szeged)

## Potential causes of changement in consumer preferences

Zoltán Veres – Petra Platz – Balázs Péter Hámornik –Emma Lógó –Tamás Tarján

*By our paper we aimed at identification and grouping of those factors causing changement in consumer preferences. We suppose that contextual disfunctions of transitive preferences can be traced back to psychological, physiological and environmental reasons. Primary axiom of our actual marketing research is that the underlying preference system being connected to the attributes of goods does not work in all circumstances: revealed preferences by purchase are extremely context-based. Our further assumption is that most of the preference-turns does not occur in an intended, conscious way. Frequently emerging post-purchase disappointment is a proof on it. Deeply understanding the discrepancies the frequence of inconsistencies in the preference system could be reduced by working out such selling techniques which take them into account. This all can moderate post-purchase negative evaluations due to preference-turn.*

*Keywords: preferences; consumer behaviour; marketing research*

### **Szerzők:**

Veres Zoltán, CSc, egyetemi tanár, Pannon Egyetem (Veszprém)

Platz Petra, gazdasági tanár, Széchenyi István Egyetem (Győr)

Hámornik Balázs Péter, egyetemi tanársegéd, Budapesti Műszaki és Gazdaságtudományi Egyetem (Budapest)

Lógó Emma, PhD, egyetemi tanársegéd, Budapesti Műszaki és Gazdaságtudományi Egyetem (Budapest)

Tarján Tamás, CSc, tudományos főmunkatárs, Budapesti Gazdasági Főiskola, (Budapest,

### **Authors:**

Zoltán Veres, CSc, professor, Pannon University (Veszprém, Hungary)

Petra Platz, economic teacher, Széchenyi István University, (Győr, Hungary)

Balázs Péter Hámornik, assistant lecturer, Budapest University of Technology and Economics (Budapest, Hungary)

Emma Lógó, PhD, assistant lecturer, Budapest University of Technology and Economics (Budapest, Hungary)

Tamás Tarján, CSc, senior research fellow, Budapest Business School (Budapest, Hungary)



## **Hungarians beyond the border**

Annamária Sasné Grósz – Ákos Urbán

*According to researchers, in the 21st century everyone will belong to some type of minority. It follows that segmentation should be emphasized more than in the past. One possible way to analyse consumer clusters is segmentation by cultural values and ethnic identity.*

*Our study examines the national identity of the Hungarian minority's next adult generation in Felvidék, what may become a basis of a minority-oriented marketing. We examined the identity and its effects on consumer behaviour with questionnaire which was filled by 271 Hungarian students in Felvidék.*

*According to the answers we could formulate clusters in which we classified the respondents based on their identity. We may use the results for interpreting groups as a segment and forming of marketing-mix fits to their national identity consciousness.*

*Keywords: national minority, identity, Upper Hungary, minority oriented marketing*

### **Szerzők:**

Sasné Grósz Annamária, PhD, adjunktus, Pannon Egyetem (Veszprém)

Urbán Ákos, hallgató, Pannon Egyetem (Veszprém).

### **Authors:**

Annamária Sasné Grósz, PhD, senior lecturer, University of Pannonia (Hungary, Veszprém)

Ákos Urbán, student, University of Pannonia (Hungary, Veszprém).

# Characteristics and importance of patient segments in social marketing

Beáta Kincsesné Vajda

*Social marketing is the application of marketing techniques for programs that are designed to influence the voluntary behavior of a target group, thereby improving their personal well-being and that of the society to which they belong as well. Such practice has forms that are mediated by interpersonal communication, such as that of health workers, as they are recognized as reliable sources of information, carried out through compliance or adherence programs. However, for such a program to be successful, it is worth exploring the characteristics of the target group.*

*In order to provide an example for that, I have conducted a questionnaire research (N = 448), using the scale of sense of coherence (SOC -13) and a general version of Health Belief Model scale created on the basis of its theoretical framework for health behavior measurement intended to explore respondents' health style (cognitions and behavior-related health patterns). Based on the results of a cluster analysis, three segments may be differentiated: 'attempters', 'conscious forward-thinkers' and 'incapables'. This study summarizes the main characteristics of these segments, especially in the perspective of social marketing.*

*Keywords: health behavior, segmentation, social marketing*

## **Szerző:**

Kincsesné Vajda Beáta, PhD, adjunktus, Szegedi Tudományegyetem Gazdaságtudományi Kar (Szeged)

## **Author:**

Beáta Kincsesné Vajda, PhD, assistant professor, University of Szeged Faculty of Economics and Business Administration (Hungary, Szeged)

## **The underlying dimensions of food consumption: connections between eating and body attitudes**

Sára Szabó – Orsolya Szigeti – Mihály Soós – Zoltán Szakály

*The objective of our research was to examine the health status and health behaviour of the Hungarian population in relation of food consumption by identifying relationships between the underlying factors. In our research we used the objective factors from secondary data concerning nutritional status and body image as a framework for the interpretation of the examined relationship of eating attitudes and body attitudes.*

*We chose survey as our test method, it was carried out on a national representative sample of 1000 people. After the examination of the factor structure of the two attitude measuring questionnaire, five consumer group has been identified by the cluster analysis. The five clusters are: Uncontrolled impulse eaters, Dissatisfied tense, Uninterested, Overweight impulse eaters and Conscious consumers.*

*This segmentation based on eating attitudes and body attitudes could serve as a guidance for health marketing experts and the manufacturers of health protective food to determine and address their target group.*

*Keywords: body attitude, eating attitude, health, segmentation*

### **Szerzők:**

Szabó Sára, PhD hallgató, Kaposvári Egyetem, Gazdaságtudományi Kar, Marketing és Kereskedelem Tanszék (Kaposvár)

Soós Mihály, tanársegéd, Debreceni Egyetem, Gazdálkodástudományi és Vidékfejlesztési Kar, Kereskedelem és Marketing Intézet (Debrecen)

Szakály Zoltán, egyetemi tanár, Debreceni Egyetem, Gazdálkodástudományi és Vidékfejlesztési Kar, Kereskedelem és Marketing Intézet (Debrecen)

Szigeti Orsolya, egyetemi docens, Kaposvári Egyetem, Gazdaságtudományi Kar, Marketing és Kereskedelem Tanszék (Kaposvár)

### **Authors:**

Sára Szabó, PhD student, Department of Marketing and Trade, Faculty of Economic Science, Kaposvár University, (Hungary, Kaposvár)

Mihály Soós, assistant lecturer, Institute of Marketing and Commerce, Faculty of Applied Economics and Rural Development, University of Debrecen (Hungary, Debrecen)

Zoltán Szakály, professor, Institute of Marketing and Commerce, Faculty of Applied Economics and Rural Development, University of Debrecen (Hungary, Debrecen)

Orsolya Szigeti, associate professor, Department of Marketing and Trade, Faculty of Economic Science, Kaposvár University, (Hungary, Kaposvár)

# Consumers' preferences and attitudes of traditional and regional foods

Helga Jasák –András Fehér – Zoltán Szakály

*The treasures of agriculture and food industry in Hungary are collected in the “HÍR-collection” and “Hungarikum Collection”. The aims of these collections to identify and collect the specific products of agriculture and food industry to protect our national values. The ambition of the Hungarian government are clear. But the question is: what is the judgment and reputation of the traditional and regional products according to the consumers. We have made a national questionnaire-survey in co-operation with 1000 consumer to answer the previous question.*

*To summarize our statements we have noticed an information gap between the consumers and the examined product groups which we should surmount with community marketing activity in order to strengthening the consumer's patriotism. It could be a solution of the price sensitivity which is the most important problem of the traditional and regional products' consuming.*

*Keywords: traditional and regional products, Hungarikum, consumer preferences*

## **Szerzők:**

Jasák Helga, PhD hallgató, Debreceni Egyetem, Gazdálkodástudományi és Vidékfejlesztési Kar, Marketing és Kereskedelem Intézet (Debrecen)

Fehér András, PhD hallgató, Debreceni Egyetem, Gazdálkodástudományi és Vidékfejlesztési Kar, Marketing és Kereskedelem Intézet (Debrecen)

Prof. Dr. Szakály Zoltán, egyetemi tanár, intézetvezető, Debreceni Egyetem, Gazdálkodástudományi és Vidékfejlesztési Kar, Marketing és Kereskedelem Intézet (Debrecen)

## **Authors:**

Helga Jasák, PhD student, University of Debrecen, Faculty of Applied Economics and Rural Development, Institute of Marketing and Commerce (Hungary, Debrecen)

András Fehér, PhD student, University of Debrecen, Faculty of Applied Economics and Rural Development, Institute of Marketing and Commerce (Hungary, Debrecen)

Prof. Dr. Zoltán Szakály, professor, head of institute, University of Debrecen, Faculty of Applied Economics and Rural Development, Institute of Marketing and Commerce (Hungary, Debrecen)

## **the consumer is different...again**

Dr. Mária Törőcsik

*Researchers always marvel about people's behaviour, style, decisions mainly when they are not sure about the interpretation or it is difficult to understand them. Now it is the time – again – to think about the motivations and the drivers of behaviour because new patterns appear in case of people's decision-making. It seems important to summarize the effects of those elements of today's circumstances which shape customer and consumer decisions. The initial point of the study's way of thinking is that from the regime change in Hungary on – from time to time – people experience the opportunity of free choice in case of shopping on different ways showing different and changing rate of emotional elements. The last element of consumer's phases based on this phenomenon was crisis-learned consumer and it changed to grown smarter consumer. The much-cited megatrends' effects appear today – these megatrends result new circumstances and new way of thinking. It has effects on those members of the Hungarian society who are able to live on a higher level than the needs. Thus, there are lots of reasons why the consumers are critic, evaluative, condemnatory and they are led by each other – so companies should be glad if consumers do not hurt them.*

*Keywords: consumer behaviour, shopping decisions, the effects of comprehensive trend processes, grown smarter consumer, consumer criticism*

### **Szerző:**

Dr. Törőcsik Mária CSc, egyetemi tanár, Pécsi Tudományegyetem Közgazdaságtudományi Kar (Pécs)

### **Author:**

Mária Törőcsik PhD, professor, University of Pécs, Faculty of Business and Economics (Hungary, Pécs)

## **Hungarian students in an international environment – Success criteria**

Annamária Sasné Grósz – Dávid Máté Hargitai

*In today's global business environment, according to the success of students in job search plays an important role the preparedness to work in an international environment. As marketing educators we consider our task helping our students to build their „selfbrand”, and part of the education may be the examination of the expected work-performance in an international environment.*

*In the present study, we examined students' preparedness for the dimensions underlying the multicultural effectiveness. In contrast to the overall personality tests in the multi-cultural personality test (MPQ), that we used, was developed to examine those traits that are essential to the success of multicultural cooperation.*

*By examining the cultural empathy, openness, emotional stability, social initiative and flexibility areas, the results can be used in the selection of candidate students in case of international contests, student exchange programs; and increasing the efficiency of work in a multicultural environment training.*

*Keywords: international studies, multicultural effectiveness, multicultural personality test*

### **Szerzők:**

Sasné Grósz Annamária, PhD, adjunktus, Pannon Egyetem University of Pannonia (Veszprém)

Hargitai Dávid Máté, PhD hallgató, Pannon Egyetem, GSDI (Veszprém)

### **Authors:**

Annamária Sasné Grósz, PhD, senior lecturer, University of Pannonia (Hungary, Veszprém)

Dávid Máté Hargitai, PhD student, University of Pannonia, GSDI (Hungary, Veszprém)

## **Directional case studies on duty of the practice-oriented education**

Rita Gulyásné dr. Kerekes – Noémi Hajdú Dr.

*Applying and solving case studies - individually or in small groups- in our practice of BA and MA education is common to make the seminars even more colourful and practice-oriented.*

*On the other hand, attainment of the mark is partly connected to analysing different enterprise cases, situations and problems from the viewpoint of the given subject.*

*At this case study solving, students choose an organisation, a product or a brand and introduce it through situation analysis, then they make suggestions to each other and to the teacher and represent their adaptation skills for the theoretical knowledge learnt in the frames of a written essay and/or an oral presentation.*

*The practice, however, shows even more often that among students there are favourite enterprises which generally belong to the bigger ones or to those organisations that are geographically nearer, or which has got some kinds of family bounds so getting to information is easy.*

*To open out the bottleneck, we guide students toward different enterprises, utilising our relationships and formulate special tasks as tasks of commission.*

*This study is about its processes, successes and pitfalls and about the application possibilities of this method in the case of different subjects. We present how the partners can become interested in this cooperation and what possibilities are hidden for the students, as well.*

*Kulcsszavak: marketing education, case studies*

### **Szerzők:**

Gulyásné dr. Kerekes Rita PhD, egyetemi docens, Miskolci Egyetem Gazdaságtudományi Kar, Marketing Intézet (Miskolc)

Dr. Hajdú Noémi PhD, egyetemi tanársegéd, Miskolci Egyetem Gazdaságtudományi Kar, Marketing Intézet (Miskolc)

### **Authors:**

Rita Gulyásné dr. Kerekes, PhD, associate professor, University of Miskolc, Faculty of Economics, Institute of Marketing (Hungary, Miskolc)

Noémi Dr. Hajdú, PhD, assistant lecturer, University of Miskolc, Faculty of Economics, Institute of Marketing (Hungary, Miskolc)

# Testing the Signaling Hypothesis in Higher Education Marketing

Marietta Kiss –András István Kun

*In the literature of information asymmetry research on the field of marketing has been published since the 1970s. Several authors revealed the signaling function of the quantity and specificity of the information in marketing communication activities mainly in case of experience goods, i.e. sellers of better quality products and services communicate a higher quantity of and more specific pieces of information voluntarily because this causes less risk for them than for their weaker competitors. This paper examines this phenomenon in the market of higher education institutions. Our analysis compares the quantity of information available in open online sources about U.S. based universities on the top of higher education rankings (thought as being better) versus the significantly lower ranked ones (thought as being worse). Our results are also tested by a small group classroom experiment. Our findings show that the institutions with more available information are tend to be the higher quality ones. According to the lessons of our classroom experiment, students evaluate more precisely those institutions publishing more accurate information about themselves, i.e. presence of more accurate information do not distort the evaluation positively that confirms the assumption that higher quality institutions worth publishing more while lower quality institutions worth publishing less pieces of accurate information about themselves.*

*Keywords: signaling, information asymmetry, higher education marketing, higher education rankings*

## **Szerzők:**

Kiss Marietta, PhD, egyetemi adjunktus, Debreceni Egyetem, Közgazdaság- és Gazdaságtudományi Kar (Debrecen).

Kun András István, PhD, egyetemi docens, Debreceni Egyetem, Közgazdaság- és Gazdaságtudományi Kar (Debrecen).

## **Authors:**

Marietta Kiss, PhD, assistant professor, University of Debrecen, Faculty of Economics and Business Administration (Hungary, Debrecen).

András István Kun, PhD, associate professor, University of Debrecen, Faculty of Economics and Business Administration (Hungary, Debrecen).



# **Enrollment open days in higher education marketing – evidences from a survey series**

András István Kun – Bernadett Svantner

*Among marketing activities of higher education institutions the role of enrolment open days is significant. It is a frequently and widely used by both international and Hungarian higher education institutions. At the same time this tool of educational marketing is underresearched in the marketing literature. This study introduces the results of a research based on a 6 years long survey that was aimed to highlight at least a part of the role open days are playing in enrolment. The survey was built on questionnaires that had been spread among visitors of open days at the Faculty of Economics and Business Administration, University of Debrecen, Hungary, between 2008 and 2014, twice in a year. Groups of questionnaire items collected information of the following topics: demographics, educational background, motivations, requirements and wants in connection with the higher education institution and the open day itself. We also analysed the time patterns of the results and drew the conclusions: how could the open days contribute to the enrolment marketing of higher educations, who are and who are not the targetable audience of this marketing instrument.*

*Keywords: education marketing, higher education, open days*

## **Szerzők:**

Kun András István, PhD, egyetemi adjunktus, Debreceni Egyetem Közgazdaság- és Gazdaságtudományi Kar (Debrecen).  
Svantner Bernadett, MSc, gyakornok, National Instruments Hungary Kft. (Debrecen).

## **Authors:**

András István Kun, PhD, assistant professor, University of Debrecen, Faculty of Economics and Business Administration (Hungary, Debrecen)  
Bernadett Svantner, MSc, trainee, National Instruments Hungary Kft. (Hungary, Debrecen)

## **The feelings and the brain – Focus on the neuromarketing research**

Ákos Varga – Judit Simon – Dóra Horváth – Attila Pintér

*Since the emotions could be interpreted as reactions to stimuli, thus to understand and model the different reactions to marketing stimuli have always been challenges to marketing research. The improvement of applicable technology led to the strengthening of neuromarketing, as the new research method to discover consumer preferences, demands and to define the features of success or failures of advertising messages.*

*This paper is a short literature review, which provides the baseline for our further primary research. We present the short history of neuromarketing, its place within the scientific areas, the most important applied tools and its future.*

*Keywords: marketing research, neuromarketing, emotions, neuroimaging*

### **Szerzők:**

Varga Ákos, PhD, adjunktus, Budapesti Corvinus Egyetem (Budapest)

Simon Judit, CSc, Dr habil, intézetigazgató, egyetemi tanár, Budapesti Corvinus Egyetem (Budapest)

Horváth Dóra, PhD, egyetemi docens, Budapesti Corvinus Egyetem (Budapest)

Pintér Attila, MSc, adjunktus, Kaposvári Egyetem (Kaposvár)

### **Authors:**

Ákos Varga, PhD, assistant professor, Corvinus University of Budapest (Hungary, Budapest)

Judit Simon, CSc, Dr. habil, Head of the Institute of Marketing and Media, Corvinus University of Budapest (Hungary, Budapest)

Dóra Horváth, PhD, associate professor, Corvinus University of Budapest (Hungary, Budapest)

Attila Pintér, MSc, assistant professor, Kaposvár University (Hungary, Kaposvár)

## **Attitudes influencing survey response rate**

Krisztián Szűcs

*Traditional market research techniques face with significant challenges as people change between communication platforms and technology influences their everyday life.*

*There is a dramatic change in survey techniques because face-to-face conversations need more efforts than before but clients do not want to recognise that.*

*An interesting approach would be to examine consumer attitudes influencing response rate in order to identify target groups who are willing to cooperate more easily.*

*In a recent study we analysed the correlation between response rate and (environmental) consciousness and now we can extend the number of these influencing factors.*

*Keywords: market research, questionnaire, response rate, attitudes*

### **Szerző:**

Szűcs Krisztián, PhD, Pécsi Tudományegyetem, Közgazdaságtudományi Kar (Pécs)

### **Author:**

Krisztián Szűcs, PhD, University of Pécs, Faculty of Business and Economics (Hungary, Pécs)

## **Examination of financial literacy and attitude**

Péter Kovács PhD – Balázs Révész PhD – Gáborné Ország

*The citizens' low level of financial literacy and practical financial knowledge were pointed out by the financial crises which prompted the governments, financial institutes, research groups to examine and develop the financial literacy in different target groups. Our team started to research and to improve the high school students' financial literacy, knowledge and attitude. In this study we summarize the methodological background and framework of our model.*

*Keywords: financial literacy, Econventio index, financial attitude index, research methodology*

### **Szerzők:**

Dr. Kovács Péter, PhD, egyetemi docens, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

Dr. Révész Balázs, PhD, egyetemi docens, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Üzleti Tudományok Intézete (Szeged)

Ország Gáborné, adjunktus, Budapesti Gazdasági Főiskola, Pénzügyi és Számviteli Kar, Módszertani Intézeti Tanszéki Osztály (Budapest)

### **Authors:**

Péter Kovács, PhD, associate professor, Institute of Business Studies, Faculty of Economics and Business Administration, University of Szeged (Hungary, Szeged)

Balázs Révész, PhD, associate professor, Institute of Business Studies, Faculty of Economics and Business Administration, University of Szeged (Hungary, Szeged)

Gáborné Ország, senior lecturer, Budapest Business School, College of Finance and Accountancy, Methodology Department (Hungary, Budapest)

## **Healthy lifestyle versus alcohol consumption - the result of an empirical study at the University in Vienna (WU1) and in Győr (SZE2) II.**

Péter Huszka – Edit Süle

*In our accelerated world the alcohol consumption habits of people are changing. From time to time new trends seem to be, that people start to follow them. In Hungary and in Austria a healthy lifestyle is a trend that is gradually coming into vogue. Is this the case?*

*I questioned 150-150 students on the aim of his finding out on the universities for this. The task of present research that a discovery research examines whether there is a difference between the Wirtschafsuniversität Vienna and in Hungary (Győr), Széchenyi István University students in the conduct of health behaviour, drinking habits.*

*Keywords: healthylifestyle, consumptionfrequency, nutrition, foodstuff, consumers' customs*

### **Szerzők:**

Dr. habil. Huszka Péter PhD, egyetemi docens, Széchenyi István Egyetem, Kautz Gyula Gazdaságtudományi Kar, Marketing és Menedzsment Tanszék (Győr)

Dr. Süle Edit, PhD, egyetemi adjunktus, Széchenyi István Egyetem, Kautz Gyula Gazdaságtudományi Kar, Marketing és Menedzsment Tanszék (Győr)

### **Authors:**

Dr. habil. Péter Huszka PhD, associate professor, Department of Marketing and Management, Kautz Gyula Faculty of Economics, Széchenyi István University (Hungary, Győr)

Dr. Edit Süle PhD, assistant professor, Department of Marketing and Management, Kautz Gyula Faculty of Economics, Széchenyi István University (Hungary, Győr)

## **Rebuilt reputation**

Márta Konczosné Dr. Szombathelyi dr. habil PhD

*Topic of this paper is studying the measurable consequences of the reputation's loss and examination of the potential competitive advantage keeping and regeneration of the reputation. Intangible assets (such as reputation) are becoming increasingly important, whereas tangible assets decline in value. The growing importance of the Public Relations industry is a global phenomenon. Changes occurring in reputation are shared immediately on the World Wide Web, by media professionals and by common social media users. The reputation's crisis most often causes measurable damage.*

*First aim of this study is to understand the reputation and its role, secondly, to explore the causes of the loss of reputation, the consequences of the possible ways of handling the crisis and exploring the reasons for its necessity.*

*The methods based on the one hand on international and domestic literature: studying the concept and measurability of fame, furthermore the loss and renewal case studies.*

*As results of the research we gain comparative data obtained from the best-known reputation loss and regeneration modes, which are useful for experiences of reputation management.*

*Kulcsszavak: reputation(management). loss and renewal reputation, crises strategies*

### **Szerző:**

Dr. Konczosné dr. PhD habil Szombathelyi Márta, habilitált egyetemi docens, Széchenyi István Egyetem, Kautz Gyula Gazdaságtudományi Kar, Marketing és Menedzsment Tanszék, (Győr)

### **Author:**

Márta Konczosné Szombathelyi PhD, associate professor, Széchenyi István University, Faculty of Economics, Marketing & Management Department (Hungary, Győr)

# **An analysis of factors affecting online shopping behaviour: the role of electronic word-of-mouth**

Ákos Nagy – Ildikó Kemény – Krisztián Szűcs Dr. – Judit Simon Dr.

*Due to the continuous development of e-commerce in the past 10 years many exciting research fields appeared in marketing. In this constantly changing, multi-channel environment, consumers' decision making process and post purchase interactions are getting more and more complex. Our research aims at examining online word-of-mouth's role in the consumer decision making process, particularly exploring the effects and relationships of tie strength and homophily to the opinion adoption momentum.*

*Our model is based upon an extant literature review, major findings and relationships are studied in order to understand them under the prevailing national specificities.*

*Keywords: e-wom adoption, e-commerce, e-service quality*

## **Szerzők:**

Nagy Ákos, tanársegéd, Pécsi Tudományegyetem Közgazdaságtudományi Kar (Pécs)  
Kemény Ildikó, tudományos segédmunkatárs, Budapesti Corvinus Egyetem (Budapest)  
Dr. Szűcs Krisztián, PhD, adjunktus, Pécsi Tudományegyetem Közgazdaságtudományi Kar (Pécs)  
Dr. Simon Judit, CSc, egyetemi tanár, Budapesti Corvinus Egyetem (Budapest)

## **Authors:**

Ákos Nagy, assistant lecturer, University of Pécs, Faculty of Business and Economics, (Hungary, Pécs)  
Ildikó Kemény, assistant research fellow, Corvinus University of Budapest (Hungary, Budapest)  
Krisztián Szűcs, PhD, associate professor, University of Pécs; Faculty of Business and Economics, (Hungary, Pécs)  
Judit Simon, CSc, professor, Corvinus University of Budapest (Hungary, Budapest)

# Shall I Say it or Show it? Changing Visual and Verbal Information Processing Styles in a 10-year Perspective

András Bauer – Dóra Horváth – Ariel Mitev

*Internet communication has become more widespread during the last decade; companies and users have reacted in the same way by making and using more content. Technology advances supported the emergence of services, such as YouTube leading to a sizeable amount of visual consumption. And while overall video consumption is growing rapidly, younger generations' digital media consumption is growing even faster.*

*The high level of internet use has an impact on how consumers process information. A shift towards more visual stimuli influences what and how is perceived and processed. In our study we compare the visual and verbal processing styles of young adults. We refer to a previous study done in 2001 within a similar sample, marketing students of the same school. That study has shown a gender effect in the style of processing information. Since a new generation – millennials - is in the life stage of the previous one, we repeated this study based on the SOP scale (Childers et al., 1985) and include added measure about internet use. We postulate that due to heavy internet use the overall level of verbal/visual is going to shift toward visual processing, but gender differences will remain.*

*Keywords: visual and verbal information processing, pictorial stimuli, visualization*

## **Szerzők:**

Bauer András, DSc, tanszékvezető egyetemi docens, BCE, Marketing és Média Intézet, (Budapest)

Horváth Dóra, PhD, tanszékvezető egyetemi docens, BCE, Marketing és Média Intézet, (Budapest)

Mitev Ariel Zoltán, PhD, egyetemi docens, BCE, Marketing és Média Intézet, (Budapest)

## **Authors:**

András Bauer, DSc, associate professor and head of department, BCE, Institute of Marketing and Media (Hungary, Budapest)

Dóra Horváth, PhD, associate professor and head of department, BCE, Institute of Marketing and Media (Hungary, Budapest)

Ariel Zoltan Mitev, PhD, associate professor, BCE, Institute of Marketing and Media (Hungary, Budapest)



## **Would You Recommend It? - Changes of On-line and Off-line Recommendation Intentions in E-Commerce**

Ildikó Kemény – Judit Simon dr. – Zsolt Ugray

*Lots of studies in the marketing literature have focused on the understanding and measuring of electronic service quality (e-sq), online consumer satisfaction, and effects of word of mouth (WOM and e-WOM). Most of these studies neglected to take into account the heterogeneity of e-commerce. The aim of this study is to analyze the relationship between e-sq, satisfaction and WOM for service buyers and products buyers separately. Our results show that in the case of product buyers, e-sq does not have a significant effect on WOM, and there is no relationship between satisfaction and e-WOM for both categories.*

*Keywords: recommendation intentions, e-recommendation intentions, electronic service quality perception, variance based analyses*

### **Szerzők:**

Kemény Ildikó, tudományos segédmunkatárs, Budapesti Corvinus Egyetem (Budapest)  
Simon Judit, CSc, egyetemi tanár, Budapesti Corvinus Egyetem (Budapest)  
Ugray Zsolt, PhD, egyetemi docens, Utah-i Állami Egyetem, (Utah, USA)

### **Authors:**

Ildikó Kemény, assistant research fellow, Corvinus University of Budapest (Hungary, Budapest)  
Judit dr. Simon, CSc, professor, Corvinus University of Budapest (Hungary, Budapest)  
Zsolt Ugray, PhD, associate professor, Utah State University, (Utah, USA)

# Consumers against companies? - Negative electronic WOM in virtual commerce communities

Éva Markos-Kujbus – Tamás Csordás – Tünde Kiss

Electronic word-of-mouth (e-wom) as a marketing communications tool facilitates for organizations to influence their customers. However, by enabling users to consult, actively share and discuss opinions and experience related to products and services it can also contribute to a grassroot information dissemination process and hence strengthen users' bargaining positions and their position as information sources.

In our exploratory research we examine the influence of negative e-wom in virtual commerce communities: we offer a typology of negative opinions and analyze their effects on potential consumers. According to our findings, most negative reviews were of poor quality. These user comments were often not reflecting actual user experience, being commonly biased or prejudiced. Committed users were found to show support for renowned products in the sample when these faced negative reviews.

*Keywords: negative electronic word-of-mouth; consumer empowerment; virtual commerce communities; social media*

## **Szerzők:**

Markos-Kujbus Éva, doktorjelölt, tudományos segédmunkatárs, Budapesti Corvinus Egyetem, Marketing és Média Intézet; Média, Marketingkommunikáció és Telekommunikáció Tanszék (Budapest).

Csordás Tamás, doktorjelölt, tudományos segédmunkatárs, Budapesti Corvinus Egyetem, Marketing és Média Intézet; Média, Marketingkommunikáció és Telekommunikáció Tanszék (Budapest).

Kiss Tünde, MA hallgató, Budapesti Corvinus Egyetem, Marketing és Média Intézet; Média, Marketingkommunikáció és Telekommunikáció Tanszék (Budapest).

## **Authors:**

Éva Markos-Kujbus, PhD candidate, Assistant Research Fellow, Corvinus University of Budapest, Institute of Marketing and Media, Department of Media, Marketing Communications and Telecommunication (Hungary, Budapest).

Tamás Csordás, PhD candidate, Assistant Research Fellow, Corvinus University of Budapest, Institute of Marketing and Media, Department of Media, Marketing Communications and Telecommunication (Hungary, Budapest).

Tünde Kiss, MA student, Corvinus University of Budapest, Institute of Marketing and Media, Department of Media, Marketing Communications and Telecommunication (Hungary, Budapest).

# **Influencing factors of technological competences among elder consumers**

Krisztina Kolos –Zsófia Kenesei –Ágnes Somosi

*The past decade there has been a considerable growth of articles investigating the issue of aging. In earlier studies the main focus was on discussing the behavioral differences of elder and younger consumers, and based on these results interpreting the consequences of aging. The past few years however there has been a clear shift in the literature that investigates the behavior of elder consumers with regards to context and time (life-course paradigm). In current marketing theory a single overarching theory that would explain the phenomenon of ageing, does not yet exist. Researchers rely on several theories quite often within the cognitive paradigm (such as the resource deficit paradigm). In our paper beside discussing the relevant concepts, we present the results of an empirical study that investigated the attitude of elder people toward technology with the use of in depth interviews. The 60 interviews were analyzed with NVIVO.*

*Kulcsszavak: aging, technology, use of internet*

## **Szerzők:**

Dr. Kolos Krisztina, egyetemi docens, Budapesti Corvinus Egyetem, Marketing és Média Intézet (Budapest)

Dr. Kenesei Zsófia egyetemi docens, Budapesti Corvinus Egyetem, Marketing és Média Intézet (Budapest)

Somosi Ágnes, PhD hallgató, Budapesti Corvinus Egyetem, Marketing és Média Intézet (Budapest)

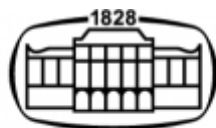
## **Authors:**

Krisztina Kolos, PhD, associate professor, Corvinus University of Budapest, Institute of Marketing and Media (Hungary, Budapest)

Zsófia Kenesei, PhD, associate professor, Corvinus University of Budapest, Institute of Marketing and Media (Hungary, Budapest)

Ágnes Somosi, PhD student, Corvinus University of Budapest, Institute of Marketing and Media (Hungary, Budapest)

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