



18th International Congress of the International Association on Public and Nonprofit Marketing

**“CHALLENGES IN PUBLIC, NON-PROFIT AND
SOCIAL MARKETING”**



**Conference proceeding
Győr 2019**



WELCOME

Dear Colleagues,

We are very pleased to welcome you to the 18th International Congress on Public and Non-profit Marketing in Győr. The Department of Marketing and Management of the University of Győr is proud to host this event in 2019.

The last eighteen years have seen meaningful advances in the theory and practice of public and non-profit marketing. The researchers have introduced new conceptual models and approaches to influence behaviour that promotes environment, health and important public services.

Concerning the present economic, social and technological context, the conference motto: Challenges in Public, Non-Profit and Social Marketing.

We hope this event and the papers' discussion can contribute to the development of knowledge in this field.

Enjoy your stay in Győr.

**Sincerely,
On behalf of the Organizing Committee,
Ida Ercsey
Chairwoman of the 18th IAPNM Congress**

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18th International Congress on Public and Non-Profit Marketing

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PLENARY

Keynote speakers

Our keynote speakers bring a wide range of expertise and knowledge from public and nonprofit organizations, businesses and academic institutions.

Árpád Ferenc PAPP-VÁRY PhD



Árpád Ferenc PAPP-VÁRY is the dean of the Faculty of Tourism, Business and Communication at Budapest Metropolitan University, the biggest Hungarian private higher education institution. He is also the head of the Commerce and Marketing BSc programme, the Marketing MSc programme (running from 2019), and the Digital Marketing executive MBA postgraduate programme.

Besides university education, Árpád regularly holds training sessions and provides branding consultancy for companies and professionals. He is serving as Vice President of the Hungarian Marketing Association.

His teaching and research areas are country branding, city branding, personal branding, sports branding and branded entertainment. Árpád is the author of five books and several hundred publications, most of which are available online at www.papp-vary.hu.

THE LIMITS OF COUNTRY BRANDING – 25 CHALLENGES IN THE SPECIAL FIELD OF PUBLIC, NON-PROFIT AND SOCIAL MARKETING

Abstract

In the past two decades, ‘country image centres’ and ‘country brand councils’ have been created throughout Europe and the world. Their task is the same

everywhere: to position the country, distinguish it from ‘competitors’, create a uniform brand strategy, and coordinate the various messages about the country in a certain sense. Politicians also tend to mention country branding or nation branding, and the term appears in the news media and tabloid press more frequently.

In short, country branding is actually nothing else than the technical application of branding for countries in order to improve the reputation of the country, thus attracting more tourists and investors, improving export, etc. – in other words, resulting in greater competitiveness.

At the same time, country branding is probably the biggest challenge in public, non-profit and social marketing.

The topic is very exciting, but also extremely complex, and quite often divisive, generating emotions in many cases. It is no coincidence that the opposition of country branding is just as large as its support, and critical voices continue to strengthen. We present these aspects in our article as food for thought – not necessarily in order of importance.

Thus, a total of 25 critical remarks on country branding (that can also be interpreted as challenges in the special field of public, non-profit and social marketing) are discussed including the opinion that a good national image cannot be built according to a plan, with the precision of an engineer. It can only be earned, also because it is impossible to coordinate so many things at a time, not to mention that consistent branding is basically impracticable because of successive political cycles. The article also discusses that if a country has a ‘country image centre’ or ‘country brand council’, it does not necessarily mean that the country has a better brand image. The cause of the problem is often that many people still identify country branding with logo design and a catchy slogan, although country branding is much more than that. In addition, there is no country branding without a country strategy – in other words, there is no country brand building without country building. Last but not least, we should remind ourselves that countries are primarily not brands but countries.

KEY WORDS

Country branding, nation branding, country image, country reputation

Balint VASVARI

Balint has two decades of work experience ‘balancing on the edge’ between non-profit and for-profit operations, designing and co-ordinating various innovation projects. He spent his early career years as a research assistant in academic research than decided to pursue challenges closer to enterprises at INNONET, an innovation supporting non-profit company situated in the industrial park of Gyoer. Since 2010 he is responsible for the rapid prototyping / 3D printing services of the company. His interests include shared facilities design and operations, future markets for industrial e-waste processing technologies and graphics design.

LESSONS AND CHALLENGES OF NON-PROFIT MARKETING IN A B2B ENVIRONMENT

A significant amount of non-profit organizations focus their marketing efforts to raise awareness, motivate volunteers or support fundraising operations. Thus, often contributing to dealing with the core issues and challenges of our society. Their messages are transparent and easy to understand both locally and globally. But the domain of non-profit actors is much more diverse than this broad perception of non-profits. A lot of not-for-profit organizations are tailor made to solve very specific tasks, have a narrow, local focus and might even operate without interacting with the general public.

Yet, even these small and often nearly invisible NPOs communicate their intentions, „sell themselves” to stakeholders and „do marketing” day after day.

- What challenges do these organizations face while balancing their core mission against market processes in their communication?
- What lessons could be learnt from their experiences?

The aim of this presentation is to offer a practical glimpse of these issues through the eye of INNONET Centre of Innovation and Technology, an innovation fostering non-profit company with 20 years of experience residing in the industrial park of Gyoer.

PAPER PRESENTATION

AGOTA GIEDRĖ RAIŠIENĖ, WALTER WYMER, VALDA DIRGINČIENĖ: HOW SOCIAL ADVERTISING AFFECTS DRIVERS? EMOTIONAL VS. RATIONAL APPEAL'S INFLUENCE ON BELIEF CHANGE, BEHAVIORAL CHANGE INTENTIONS, AND WORD-OF-MOUTH INTENTIONS	10
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HOW SOCIAL ADVERTISING AFFECTS DRIVERS? EMOTIONAL VS. RATIONAL APPEAL'S INFLUENCE ON BELIEF CHANGE, BEHAVIORAL CHANGE INTENTIONS, AND WORD-OF-MOUTH INTENTIONS

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Abstract

Purpose – The aim of this work is to add to our knowledge of how to more effectively attain favorable marketing outcomes with respect to social marketing communications. This research sought to determine if the type of appeal (emotional versus rational) had a differential influence on changing audience beliefs, audience behavioral change intentions, and audience word-of-mouth intentions. The social marketing problem in this study was unsafe driving practices, specially speeding and driving while tired or sleepy.

Design/methodology/approach – Using a sample of 365 survey respondents in a repeated measures design, we examined the influence of appeal type (emotional/rational) on our outcome variables (audience beliefs, audience behavioral change intentions, and audience word-of-mouth intentions). We then examined the moderation effects of age and gender on the relationship between appeal type and our outcome variables. We also examined the influence of attitude toward the social marketing ad, the respondent's unsafe driving history, and the respondent's attention to the social marketing ad.

Findings – The rational social marketing appeal was significantly more effective than the emotional appeal in influencing favorable audience outcomes. With respect to the moderation effects of age and gender on the relationship between appeal type and our outcome variables, the results were not significant for audience belief change, but they were significant for audience behavior change intentions; gender (but not age) was significant for audience WOM intentions.

Practical implications – This research informs social marketing professionals with respect to the development of their communications to targeted audiences. When trying to influence audience beliefs, behavioral intentions, and WOM intentions; it may be beneficial to construct an appeal that is rational rather than emotional. Our findings have implications pertaining to the differential influence of an emotional versus a rational appeal on older and female audience members. This research informs social marketing professionals on the importance of gaining audience attention to the ad and evoking a favorable attitude toward the ad. The influence of

the social marketing ads appears to have a less influence of audience members in whom the greatest levels of the problematic behavior are manifested.

Originality/value – This research contributed to the social marketing communication research by examining the influence of appeal type on important and under-researched outcome variables. Ad execution variables were included, such as the audience's attention to the ad and their attitudes toward the ad. Finally, the effects of various audience characteristics were included in our model, specially age and gender and; most importantly for social marketers, the degree to which audience members engaged in the targeted antisocial behavior.

Keywords

Social marketing communications, Belief change, Behavior change, WOM, Unsafe driving

WINE TOURISM AND SUSTAINABILITY – A CASE STUDY

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Abstract

The wine tourism industry has a significant contribution to Portugal's socio-economic development. Considering the importance of sustainability for the wine tourism sector, companies are increasingly starting to set goals and objectives based on sustainable development. This study aims to present the case study of a large Portuguese company describing the way these organisations promote sustainability in the sector of wine tourism. The qualitative research method adopted was based in documentary analysis. Content analysis revealed that the mechanisms used to promote and implement sustainable practices were recognised by the community. In the practical domain, the study can stimulate companies to implement practices in order to promote sustainability and also to contribute for valuing the tourism associated to wine.

Keywords

Sustainable tourism, wine tourism, sustainability, Douro region.

THE STUDY-ABROAD PROCESS OF INTERNATIONAL STUDENTS – TOWARDS A CONCEPTUAL MODEL

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Abstract

There is a growing body of literature that recognises the importance of internationalisation in higher education. Studies of international students show the importance of their main motivations for choosing a higher education institution (HEI), and highlight that it is crucial to get to know their satisfaction with the service that the HEI can provide. Therefore, international students' opinion is widely studied from the viewpoint of HEI service quality. However, little is known about the whole study-abroad process of international students and non-school related factors are rarely researched. This paper seeks to remedy this literature gap by analysing the literature of international students' expectations, satisfaction, loyalty and word-of-mouth (WOM), and proposes a conceptual model that describes the whole study-abroad process of international students. The paper undertakes to discuss factors related to and irrelevant of the HEI itself, as both could constitute crucial factors in the satisfaction and loyalty of international students. Moreover, the paper aims to define and investigate the expectations, satisfaction and loyalty of international students. Findings show that the literature lacks those studies which are relevant to the non-school elements of student satisfaction, even though they could play a critical role in students' overall perceptions. Based on a thorough literature review, definitions of the studied terms are determined to be used in the context of higher education, and a conceptual model of international students' study-abroad process is drawn.

Keywords

Higher education, expectations, satisfaction, loyalty, WOM

“HE ENTRUSTED ME AND I WOULD DO IT” – PATIENTS’ PREFERENCES AND EXPERIENCES OF AUTONOMY IN HEALTHCARE

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Abstract

Patients who actively participate in the delivery of medical services are increasingly considered to be important actors in improving the quality of health care and in the process of value co-creation. This is particularly important for chronic conditions such as insulin-treated diabetes, which requires the consideration of individual situations and long-term therapeutic adherence. This study presents the results of 12 in-depth interviews on consumer autonomy (especially its decision-making dimension) and doctor-patient relationship, as part of the initial empirical phase of an ongoing interdisciplinary research. According to our results, in addition to the paternalist physician-patient relationship, there are also empowered patients in Hungary who are able and willing to participate in decisions and there are doctors who are willing to support it, and trust between the actors of the encounter is of significance in satisfaction with decisions independently from the method used for making them. There is a need and willingness in the examined segment to apply self-management and new treatment methods. The need for consumer autonomy is therefore real and current, which is worth examining in this country and in this sector.

Keywords

Consumer autonomy, healthcare, diabetes, empowerment

THE PERFORMING ARTS EXPERIENCE: REFLECTIONS ABOUT THE OPERA ATTENDEES

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Abstract

Experiential marketing helps make a memorable experience for the consumer. Consumer characteristics enable to perceive stimulus differently. This study investigates the differences in the evaluation of artscape —the application of servicescapes in the performing arts— according to opera attendees' experience with the cultural organization. Literature framework fails to confirm differences between experienced and inexperienced visitors. However, the level of commitment with the artistic organization contributes to build a deeper relationship. On the basis of 867 Spanish opera attendees' responses, a one-way ANOVA technique has been used to analyze the proposed hypotheses, adopting a holistic perspective of the artscape which includes not only its tangible, physical dimensions but also the social ones. Significant, different evaluations of the artscape show that the attendees' experience is important as the basis for an adequate segmentation. The greater the extent of the contractual relationship and contact with the opera house, the better the evaluation of the physical and social artscape. This paper helps to fill a research gap in the area of servicescape applications in the nonprofit performing arts. In addition, it provides deeper knowledge about the servicescape experience.

Keywords

Artscape, non-profit opera, experiential marketing, frequency, subscription program

THE SOCIAL JUDGEMENT AND THE MEDIA PORTRAYAL OF HOMOSEXUAL MEN IN HUNGARY

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Abstract

The present study analyzes the social judgement and the difficulties of the life of LGBTQ (lesbian, gay, bisexual, transgender and queer) community, within this especially those of homosexual men. The first part of the study discusses the social judgement and the media portrayal of homosexuality in given countries, and then it summarizes research data from Hungary. The second part concludes those findings of a complex, primary research which are related to the topic.

Keywords

Lifestyle, homosexuality, LGBT, media, society, consumer behavior

TOURISM FOR ALL OR ACCESSIBLE TOURISM

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Abstract

In the last decades, it has become clear/evident at international level that dealing with people with disabilities is not just a social or health issue, but a human rights issue as well. The main point of the change of attitude is that people with different types of disability have the same human rights as any other citizen.

In recent years people with disabilities have played increasingly important role in tourism, too. The World Tourism Organization (UNWTO) chose themes in 2014 (Community Building) and in 2016 (Tourism for All), in connection with the World Tourism Day and several conferences focusing on people with disabilities. Nowadays, more than 1 billion people live with some kind of disabilities and their number will increase in the coming years, due to the growing average age.

In our presentation, concerning handicap accessible tourism we want to show how important handicap accessibility is, which looks like a special area, but in reality it is not. Although the implementation of handicap accessibility in the segments of transport or tourism is an indispensable necessity for the involvement of disabled people, we have show in our lecture that it is a much larger segment simultaneously providing opportunities for improving the quality of life in parallel with several target groups and ultimately gives comfort for the whole society.

In recent years steps have been made in the field of accessibility, development, but in this respect Hungary is still lagging behind. It will take several years to reach the level of Western European or Northern European countries in terms of being socially responsible and infrastructure-oriented.

Handicap accessible tourism is important to everyone, and it is in the interest of tourism service to win a market that is much larger than we can think first.

In the light of the above, the presentation highlights the concepts and importance of accessibility, the actors of accessible tourism, its potential and beneficiaries.

Keywords

Disabled people, accessible tourism,

SELF-DETERMINATION, CLEAN CONSCIENCE, OR SOCIAL PRESSURE? UNDERLYING MOTIVATIONS FOR ORGANIC CONSUMPTION AMONG YOUNG CONSUMERS

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Abstract

The present world has led consumers to become increasingly concerned about the environment. Such concerns have also begun to be displayed in their attitudes, with individuals increasingly interested in environmentally friendly products. Anyway, behavioural patterns are not univocally consistent with attitudes. This conflict is widely known as the 'attitude-behaviour gap'. In order to shed light on this issue, it is commonly accepted the study of motivations for predicting intentions to engage in pro-environmental behaviours. Following this vein, the present study aims at analysing the underlying motivations that stimulate young adults to organic food consumption. For that purpose, it was conducted a survey study with a total sample of 378 college students. Afterwards, once executed a cluster analysis, three differentiated groups were highlighted, namely amotivated, socially-influenced, self-determined, and conscience-affected. Findings reveal a social concern showing that motivations of the young generation for organic consumption appear to be erratic. Lastly, a final discussion is carried out gathering some interest considerations as direct reflection of results and further lines of future research are indicated.

Keywords

Organic food consumption, intrinsic motivations, extrinsic motivations, young consumers, cluster analysis

NONPROFIT BRANDING: A BIBLIOMETRIC ANALYSIS

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Abstract

Due to the growing importance that the brand literature in the nonprofit sector has conquered, this objective of the study is to examine the articles that dealt with this theme over 18 years, developing an overview and a better understanding of the subject. For this purpose, we used the Scopus base in the search for studies that deal, regardless of the approach, with brand in the nonprofit context. Subsequently, through a systematic review, a database with 70 articles was generated, and, 66 articles were submitted to a bibliometric analysis. As a result, we identified five main research areas (Analysis of brand concepts, Brand relationship, Brand orientation, Communication Strategies and Social Media), being analyzed and discussed, seeking to identify the relationships between the works of each area. In addition, we present the limitations of the works and thus verify that, although it is a growing literature, the complexity of the nonprofit sector offers a number of opportunities for future research, which are pointed out at the end of the study.

Keywords

Brand, nonprofit sector, bibliometric analysis, brand management

WINE TOURISM IN HUNGARY - WINE AND DESTINATION PREFERENCES OF WINE TOUR PARTICIPANTS

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Abstract

Wine tourism is evolving in Hungary. Tourism organizations, wine associations and wineries have recognized the importance of wine tourism and therefore try to offer complex programs for their consumers. Though wineries are aware of the relevance of wine tourism in general, wine-region cooperation can be a subject of improvement. Recently, several studies have investigated the characteristics of wine regions and their efforts towards developing their destination management. However, very little in this body of literature is based on empirical research investigating wine destination preferences of wine consumers.

The main objective of this study is to characterize wine tourism preferences of Hungarian wine consumers based on their wine and wine destination preferences. Our analysis is based on the sample of 8552 respondents of the 2018 Great Wine Test database, which is based on an online survey conducted in Hungary using convenience sampling.

The results of our research suggest that those who take part in domestic wine travels are typically more sophisticated wine consumers based on their wine consumption habits. We found that in this segment the choice of destination for wine tourism is mostly associated with the wine consumption preferences. In this study, we describe this segment in detail using demographic characteristics and wine consumption habits, and finally draw implications for wine tourism marketing.

Keywords

Wine tourism, destination, wine preference

POSITIVE SIDE OF THE HEALTH MARKET – CREATION VALUE IN THE HEALTH RELATED SERVICES

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Abstract

The aim of this study was to examine the services what influence people' health in a positive way in the health market. The market for services that positively affect health includes services for which we can speak of a positive health effect, but the supply is not provided by the health care system (sport services, wellness, fitness, and spa services).

Using a secondary analysis, we first introduce the importance, supply and demand side of a given service market in an international and domestic perspective. In discussing the theoretical background of the research topic, we present the concept of value creation, value components and the relationship with health to create a service value. An online empirical research with a sample of 468 respondents (54 % females and 46 % males) was conducted in 2019. Factor analysis was conducted to explore the factors of consumer's behavior in co-creation value of sport and health services. Six factors were identified. In order to determine the relationship between co-creation behavior and its consequences we applied multiple regression analysis. Our result show that there is a significant association between four factors of the consumers behavior in co-creation value and the value of given health services. Besides, we found significant relationship between more factors of the consumer's behavior in co-creation value and the satisfaction with their life and health. This study is useful for supporting consumer value-creating behavior in sport and health services.

Keywords

Sport and health service, co-creation behavior, perceived value

THE EXAMINATION OF QUALITY OF LIFE IN THE CONTEXT OF TRANSFORMATIVE SERVICES

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Abstract

This study presents a theoretical overview about the examination of quality of life in the context of transformative services. Transformative service research (TSR) represent a research that focuses on creating “uplifting changes” aimed at improving the lives of individuals, families, communities, society and the ecosystem. In TSR the indicators of increasing and decreasing well-being are investigated. Researchers have emphasized on assessing different aspects of well-being, such as physical health, mental health, financial well-being. Furthermore, both objective and subjective factors were measured in the relationship between the transformative services and well-being outcomes. According to the international literature can be distinguished two types of well-being: eudaimonic and hedonic. Author has discussed the upcoming concepts quality of life and well-being. The previous international and Hungarian results in different transformative service researches are evaluated. Finally, the purposes for further research are formulated.

Keywords

Transformative services, well-being, quality of life

TOWARDS A EUROPEAN DEFENCE UNION? A NEW PHASE IN THE EUROPEAN UNION'S DEFENCE COOPERATION AND THE HUNGARIAN PUBLIC OPINION

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Abstract

Defence cooperation in the European Union got a new impetus in 2016. Since the adoption of the EU Global Strategy, Member States have reinforced and deepened their defence policy collaboration in several areas. However, it will depend on the implementation and Member States' commitment to the recently launched initiatives what long-term impact of these tools on the European capability landscape, national military capacities and the European defence industrial base can be expected.

The launch of the Permanent Structured Cooperation (PESCO), the Coordinated Annual Review on Defence (CARD) and the European Defence Fund (EDF), the three major recent initiatives can be considered as qualitative steps forward in European defence cooperation. However, from time to time strong advocates can be heard to argue in favor of moving further towards a deeper integration in security and defence matters at European level. The ideas of a European army or a European Defence Union show that the Common Security and Defence Policy (CSDP) is still considered by many as an open-ended project which can be further strengthened.

In light of the latest initiatives in European defence cooperation it is an interesting question how the Hungarian public looks at these developments. We have examined this issue through a representative survey done in 2017.

According to the results of the survey, the Hungarian public, similarly to the public opinion at European level, is in favor of stronger European defence cooperation. However, a deeper integration requiring more commitment in the field of defence already divides the public, approximately half of the interviewed were in favor, while the other half against it. Conclusion can be also drawn from the survey that the knowledge of the respondents about the EU's security and defence cooperation is rather generic, as well as that the marketing of this EU policy domain is not appropriate – but more research would be needed to further investigate the deeper reasons and correlations.

Keywords

CSDP, PESCO, public opinion

THE ROLE OF THE 'HUNGARY IN BLOOM' AND THE ENTENTE FLORALE EUROPE COMPETITIONS IN DESTINATION MARKETING – A STUDY CASE OF VESZPRÉM CITY

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Abstract

The Virágos Magyarország a.k.a. 'Hungary in Bloom' competition is a blooming contest of Hungarian cities and villages. The contest celebrated its 25th anniversary in 2017. In that jubilee year Veszprém was the award-winner in the Cities category among 300 participants. The award-winner 'City of Queens' had the right to represent Hungary in the Entente Florale Europe international contest of high prestige.

The international jury visited the 'Climate Star' and 'Eco City' awarded Veszprém in the summer of 2018. The evaluators were guided through several spots of the city by local tourism, landscape planning and environmental protection experts. Besides environmental education and consciousness, the jury members were observing and assessing the cultural heritage (built environment) and the opportunities of tourism and leisure of the city. The prize giving ceremony was held in Tullamore, Ireland in September 2018, where Veszprém was announced to be awarded with the 'Entente Florale Europe Gold' prize and with the 'President's Award for the Restoration of a Public Open Space 2018' for the project 'Cloisters and Gardens below Veszprém Castle'.

The Entente Florale Europe international contest has been drawing attention to the importance of the green environment - in residential, urban and industrial areas - to the quality of living in participating communities for three decades. Another important goal of the competition is to raise and establish committed civic and community participation. The contest indirectly supports building communication channels between communities on a European basis, enabling professionals to exchange information and knowledge, and develop long term partnerships. The greener environment, the improvement of the city image complemented with the outstanding international prestige of the competition has a stimulating effect on tourism.

This paper is analyzing national and international sources, moreover it is based on a research underpinned by the results of structured interviews with local responsables of the assessed fields of the jury visit. The reasearch examines, how destination marketing, city image and tourism is affected by the preparation and participation in the 'Hungary in Bloom' and the Entente Florale Europe competitions. The research refers to the landscape development future plans of Veszprém and introduces best practices for those settlements, which are considering entering the contests. Based on the judgement of the international jury – thanks to the

deliberate city development concept – buildings are in good condition, street furniture and well-kept parks are contributing to a harmonic atmosphere in Veszprém. Our research confirms the statement of the jury, that is to say, not only the attractive townscape, but the new assessment criteria of the contest, - e.g. family friendly and accessible infrastructure developments, multilingual and digital tourist information availability (website, apps) – are able to influence tourist satisfaction.

Keywords

'Hungary in Bloom' Competition, Entente Florale Europe, environment, Veszprém, destination marketing

BRAND ORIENTATION OF SOCIAL ORGANIZATIONS AND ITS RELATIONSHIP WITH THE ATTITUDE TOWARD CHARITY AND DONATION INTENTION

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Abstract

This study aimed to verify the effects that the factors that constitute the brand orientation exert on the attitude toward charity and donation intention. For this purpose, we developed and tested a model capable of indicating the relationship between the dimensions of brand orientation of Social Organizations (orchestration, interaction and affect) with the attitude toward charity and donation intention. The target population is comprised of Brazilians who know about Social Organizations. The data was collected through an online questionnaire. A sample of 340 respondents was obtained. The proposed model was analyzed through Structural Equations Modeling (SEM), with partial least squares (PLS) measurement. The results support the hypothesis that the attitude toward charity has a significant influence on the intention of Brazilians to donate to Social Organizations and that the interaction dimension positively influences the attitude toward charity and the donation intention of these individuals, while the dimension of orchestration only influences the attitude toward charity, and the dimension affects only donation intention. We conclude that the development of marketing activities related to the brand is a strategic tool that gives Social Organizations a competitive advantage, providing a better dialogue with their target audience and motivating attitude toward charity and donation intention, which can result in greater fundraising and more support from society.

Keywords:

Brand Orientation; Social Organizations; Donation Intention; Attitude toward Charity

THE KEY ROLE OF SOCIAL MARKETING IN HEALTH SECTOR. THE CASE OF MULTIDRUG-RESISTANT BACTERIA

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Abstract

The emergence and spread of antimicrobial resistance (AMR) have become a critical global problem affecting all countries. AMR in bacteria happens when bacterial susceptibility change after being exposed to antimicrobials drugs.

AMR is a phenomenon that “occurs naturally over time, usually due to genetic changes” (WHO, 2018). However, the process is accelerated by the misuse and overuse of antibiotics (WHO, 2018), both in people and in animals. Thus, antibiotics are often prescribed without professional supervision – for example, to treat viral infections (such as colds or flu), or as growth stimulants of animals, or even to prevent diseases in healthy animals (WHO, 2018).

According to Magiorakos et al (2012), multi-drug Resistant (MDR) is defined as acquired non-susceptibility to at least one agent in three or more antimicrobial categories; extensively drug-resistant (XDR) is defined as non-susceptibility to at least one agent in all but two or fewer antimicrobial categories; and pandrug-resistant (PDR), as non-susceptibility to all agents in all antimicrobial categories, known as “superbugs” (WHO, 2018). This constitutes a crucial health threat because “they have the innate ability to find new ways to resist treatments and, in addition, (to) transfer genetic material that allows other bacteria to become drug-resistant” (WHO, 2017).

As a result (WHO, 2017 and 2018):

- Antibiotics become ineffective and infections persist in the body, which increases the risk of spreading to other people.
- The costs of health care increase, due to the prolongation of the disease, the need for more tests, the use of more expensive drugs, the longer duration of hospitalizations, and the need for more intensive care and preventive actions to avoid transmission among in-patients.
- The success of organ transplants, major surgery, chemotherapy, treatment of diabetes, etc. is compromised in the absence of effective antibiotics, becoming very high risk procedures. The fight against bacterial diseases also becomes more complex due to antimicrobial resistance.

Among the proposed measures to try to control this situation (“to fight against resistance”), some of them stand out (WHO, 2017):

- To increase R&D.
- To improve the prevention of infections.

- To properly use existing antibiotics, both in human and veterinary medicine.
- To use rationally any new antibiotic that develops in the future.

Social marketing can become a key instrument for this.

The usefulness of social marketing has been widely demonstrated in many fields (environmental protection, social and cultural issues, education, etc.) and, specifically, in the health sector. Its usage and importance have grown in the last few decades, because social marketing can influence on ideas, beliefs, values, attitudes and/or behaviors (on the one hand, to accept and promote them, when they are socially desired; or, on the other hand, to change and/or eliminated them when they are undesired).

Thus, the aim of this study is to analyze how social marketing can be applied to aware about improving the prevention of infections using appropriate and rationally existing antibiotics. Specifically, we analyze several campaigns developed in Spain, according to the World Health Organization (WHO)'s guidelines.

Keywords

Social Marketing, Multidrug-Resistant Bacteria, Health Sector, World Health Organization (WHO)

HOW CAN HOSPITALITY BE MEASURED IN TOURISM? THE NEED TO CONSIDER HOSPITABLENESS IN RESIDENT-TOURIST RELATIONSHIPS

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Abstract

The relevance of hospitality has been mentioned in tourism research for a long time as a key factor influencing tourist satisfaction. However, it is not till recently when academics have focused on testing the concept and its influence on tourist behavior, but poring the analysis mainly in the tourism commercial domain. However, hospitality can spread beyond a business activity, arising the concept of hospitableness as the essence of hospitality, as a personal trait where payment plays no role. However, literature does not delineate clearly the concept. In most of the cases, hospitality and hospitableness are used interchangeably, which results in a lack of an adequate and reliable scale to measure hospitableness. This paper aims to provide a clear definition of what hospitableness means and to propose a scale for measuring the concept in order to measure hospitableness of residents towards tourists. After a deep literature review on the topic, a qualitative research approach was used. Once the information was gathered from 7 experts, a 23-item scale of hospitableness, organized into five dimensions was proposed. The novel research instrument proposed to identify hospitableness in a non-commercial setting of the tourism sector – hospitableness of residents towards tourists- will help to analyse the interaction between residents and tourists from a different perspective, providing relevant information to destination managers.

Keywords

Hospitality, hospitableness, tourism, scale proposal, residents

ADVERTISING LANGUAGE IN SOCIAL MARKETING. THE CASE OF THE VIENNA METRO

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ABSTRACT

In 2018, Vienna was considered the best city in the world to live. One of the aspects analyzed to make that choice was the quality of public transport. In this sense, Vienna is undoubtedly one of the cities that offer the best service to their citizens, not only for the punctuality and frequency of its public transport, but also for their safety, cleanliness, and comfort. Among the many tools that have contributed to achieve this quality of transportation in general, and the metro in particular, several social marketing campaigns (and, specifically, the language used in them) highlight.

The aim of this study is, therefore, to analyze the advertising language of the printed advertisements that the public company Wiener Linien has used in its four civic education campaigns between October 2016 and September 2018.

The methodology is based on direct observation of the campaigns under study, and the content analysis of them. This study has also been completed with information provided by Wiener Linien itself, via email, as well as information available on the Internet and in the written press.

Among the main results obtained after this analysis, the following stand out:

- (1) The message was addressed to the users of the Vienna metro in general, and to young / adult males or foreign public, in particular.
- (2) The message was constituted by the rules of civic behavior that Wiener-Linien intended to disseminate (especially, the habit of eating food in the subway).
- (3) German language was used, and some foreign words were included, mainly Anglicisms. Technicalities typical of criminal jargon have also been used.
- (4) Although initially the topics were varied, they were reduced in the following campaigns (e.g. the fourth campaign focused on only one theme: the habit of eating in the subway).
- (5) In all the advertisements, the advertising message had an image (real or not) and a linguistic text according to the characteristics of the advertising language.

This case study is an example of the key role of social marketing in general, and the advertising language in particular, in civic education.

KEY WORDS

Social Marketing, Advertising Language, Civic Education Campaigns, Vienna Metro, Wiener Linien

A MILLENNIAL CONSUMER-BASED APPROACH TO THE BUSINESS MODEL ONE FOR ONE

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Abstract

The principles of sustainability are embedding society (Dresner, 2012; Gibson et al., 2013; Robertson, 2014). The Sustainable Development Goals (SDGs) from United Nations, are a clear call for global action. The 17 broad SDGs, and the 169 targets, want to end poverty, protect the planet and ensure prosperity for everybody in everyplace by 2030.

In this context, the fourth sector of the economy is emerging to contribute to attain the SDGs, at the intersection of three traditional sectors (government, for-profit businesses and non-profit organizations) (Jiménez and Morales, 2011). It consists of organizations in a wide variety of models, with a twofold purpose, to advance societal benefit (like non-profits organizations) and, to generate a substantial portion of their income from business activities (like for-profits organizations).

Given the increasing academic and social interest toward sustainability, this article explores one of the pioneers related business models, the business model one for one (Sánchez-Hernández, 2015). The article describes a pilot market research to approach the potential acceptance of such businesses for the cohort with birth years ranging from the early 1980s to the early 1990s, the millennials. The purpose was to examine the role that millennials' moral attitude, responsible behaviour and purchase intention play in the generation of opportunities for these models to succeed. The study sample was composed of 103 millennials from Spain, studying a Marketing Degree at the University. A Structural Equation Model was developed to understand the millennials' willingness to become consumers of products sold by one for one businesses. The study finishes with some theoretical reflexions to better understand the fourth sector and the business model one for one for the target of millennials, and some practical recommendations for practitioners are discussed highlighting new lines of research.

Keywords

Sustainability, business model, one for one, fourth sector, SDGs

APPROACHING THE SOCIAL RESPONSIBILITY OF THE MUNICIPALITY OF MEDELLIN (COLOMBIA)

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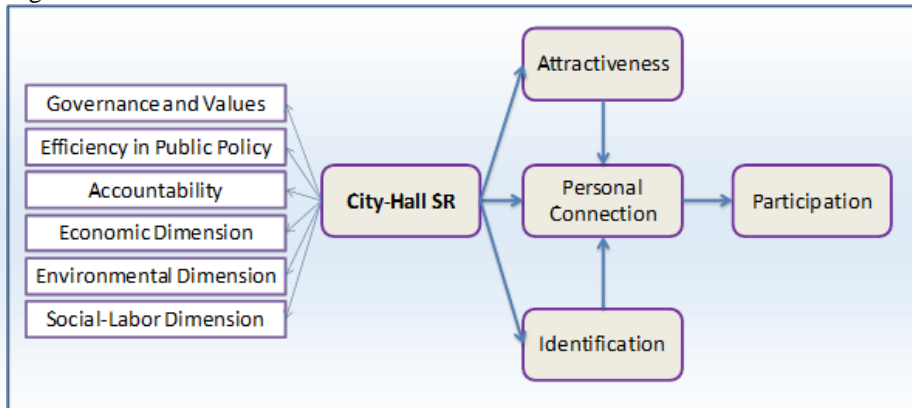
Abstract

There is a growing body of academic literature recognising the relevance of Social Responsibility (SR) in private organizations (Freeman et al., 2004), in large corporations (Mason and Simmons, 2013) or small and medium enterprises, and related to specific stakeholders such as employees (Redington, 2005), suppliers (Mont and Leire, 2009) or clients (Santos, 2011). But the global goal of sustainability also needs the social responsible orientation of public institutions. SR in the Public Administration (SRPA) has been considered as a multi-level phenomena responding to the challenges and opportunities for public institutions faced by the rapidly evolving world.

As far as we know, management scholars have not yet developed a strong body of theoretical and empirical work describing or analyzing the SR of public administrations towards their stakeholders. Some attempts exist regarding the external side of SRPA related to citizens. For instance, and under the theoretical framework developed by Osborne and Gaebler (1992), citizens are regarded as customers. The focus of government policies and operations put citizens as central focus in designing service delivery, emphasizing their concerns and needs. However, this movement focused on treating citizens as customers called “reinvented government administration” have been attacked by other authors such as Carroll (1995) who argued that turning citizens into consumers marginalized citizenship rather than active participation. Even Frederickson (1996) wonders why treating citizens as consumers when they are really owners. Whatever it is, the SRPA, under different approaches, is undoubtedly a subject of debate.

How citizens perceive the SRPA of their municipalities is the main question of this study. For this purpose, we have tested a measurement instrument to approach the SRPA, previously developed by Sánchez-Hernández (2015) and based on Gallardo-Vázquez and Sánchez-Hernández (2014) in the Municipality of Medellin (Colombia). The theoretical approach to SRPA in municipalities is shown in Figure 1 as follows.

Figure 1: Theoretical Model



Source: Sánchez-Hernández & Nevado-Gil (2015)

Nowadays, the city of Medellín is a very good example of responsible city. It has come a long way in redefining itself from the strongholds of one of the most violent places around the world in the 80's, to the brilliant present South American model of urban transformation based on innovation. A series of interventions initiated by the city's government and guided by solid local policies has underpinned this transformation. The most prominent projects include the 'Urban Development Commune 1&2', 'Medellín Smart City' or Ruta N 'Medellín's Centre of Business and Innovation' movements. In this paper, first of all the case of the Municipality of Medellín is presented. Later, we show the results obtained after measuring the SRPA citizens' perception to conclude with recommendations for policy makers and future lines of research.

Keywords

Social responsibility, sustainability, municipality, participation, democracy

CAN HOMEPAGE OPENNESS SIGN INSTITUTIONAL QUALITY IN HIGHER EDUCATION?

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Abstract

This exploratory study analyses a rarely investigated element of the online marketing practice of higher education institutions (HEIs) on a sample of 150 doctoral/research universities (DRU) and 150 liberal arts colleges (LAC) from the USA. Using content analysis, it examines the start page of the institutions' websites according to various aspects of openness (availability of foreign language and disability friendly versions of the homepage, presence of advanced search options and social media links, and number of news articles displayed on the homepage). Beside the analysis of the whole sample, institution types (i.e. universities and colleges) as well as higher or lower ranked institutions according to a HEIs ranking list are also compared along these dimensions. The main findings are that DRU homepages are providing more advanced searching opportunities, a higher number and different order of social media links are presented, and a greater volume of published news are available on the start page of DRUs than on LAC homepages. The higher ranked DRUs present the most news on their homepage, followed by lower ranked DRUs, then higher ranked LACs; the lowest number of news were provided by lower ranked LACs. Moreover, in the case of LAC institutions a significant negative correlation was also identified between their rank and the number of news displayed, while no significant correlation was found in the case of DRUs.

Keywords

Higher education marketing, online marketing, website openness

AN INVESTIGATION OF PROBLEM GAMBLING AND YOUNG SPORTS PLAYERS IN AN IRISH AMATEUR SPORTING ORGANISATION

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ABSTRACT

The gambling industry is huge in Ireland. The betting firm Paddy Power alone had an operating profit of €163.8million in 2014. The activity has become more popular and accessible in recent years due to its move online. In fact, anybody with a smartphone can gamble wherever they may be. While research within Ireland has been limited, there are some startling statistics related to gambling addiction in Ireland with roughly 7% of gamblers at risk of developing a gambling problem and approximately 30-35% of the gambling industry's revenues coming from those who have gambling issues. According to the Institute of Public Health in Ireland, gambling addiction affects young people at 2-3 times the rate of adults. This research aims to investigate the extent of gambling and problem gambling in an amateur sporting organisation (Gaelic Athletic Association – GAA) in Ireland using the Health Belief Model.

KEY WORDS

Problem gambling; sporting organisations; social marketing; Health Belief Model

THEATRE MARKETING – ANALYSIS OF CUSTOMERS’ SATISFACTION

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Abstract

The aim of this paper was to identify key elements that create satisfaction of classic theatre audiences with respect to age (young (<35) vs. adult (35+) and theatre visiting frequency. It was measured as discrepancies between the level of theatre attendants' expectations from certain dimensions of theatre service and their experience evaluation with the same. The research was conducted on a convenient sample using an in-person method in two different intervals: in the first interval research was conducted on young respondents (18-34) and in second interval research was conducted on adult respondents (age 35+). The study has identified that the general major source of dissatisfaction with HNK Osijek are repertoire and the different experience offered. These are the dimensions HNK Osijek should focus its efforts on. Also, this study confirms that HNK Osijek customers' perception of importance of different elements that create its marketing profile and their satisfaction with those differ with respect to age and theatre attendance frequency. The most critical segment in terms of satisfaction is the adult occasional visitors, where the discrepancies between the expectations and experiences are highest in general.

Keywords

Theatre marketing, theatre audience, theatre experience, audience satisfaction

FUNDAMENTALS FOR PROMOTING SUSTAINABLE DEVELOPMENT IN THE ROMANIAN SOCIAL ENTERPRISES

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ABSTRACT

This research paper aims to portray the image of Romanian social organizations and to identify their development premises based on a survey involving a sample of 235 subjects. Research findings have consistent implications in the strategic management process of social organizations as they indicate a level of trust and perceived transparency below average in what concerns social organizations. Nonetheless the characteristics related to social enterprises are considered important in respondents' decision to get involved as volunteers, donors or buyers. Moreover, in the absence of a coherent strategy to improve the image of the social organization their financial sustainability is likely to be affected. The management of social organizations should focus their efforts to establish strategies that will improve the level of transparency regarding social actions and resource allocation in order to increase the population's trust in social organizations and the population's involvement as volunteers, donors and buyers of goods and services provided by social organizations. In their commercial activity, social organizations, including social enterprises, are encouraged to focus their efforts on the quality of the product. Social organizations could take advantage of the on-line opportunities to promote their actions and to start campaigns with the aim of increasing their transparency, since according to the results of the research; this is the respondents' main source of information. Thus, the theoretical and practical approach of this concept lies also in the need to integrate our country into the European structures, but first of all of the need for development of territorial collectivities from Romania. In this context, social enterprises have begun to be seen

as viable tools for revitalizing the local economies in difficulty, due to their capacity to implement endogenous "bottom-up" processes from and to the community.

KEY WORDS

Sustainable development, social enterprises, strategic management, social organizations

THE LONG-TERM CORRELATION BETWEEN INCOME LEVEL AND FOOD CONSUMPTION HABITS IN HUNGARY. IS TURNING THE TENDENCIES AN OPTION?

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Abstract

The food consumption habits have changed during recent years. The cause of this phenomenon is that the households' income level has increased, as well as the level of food prices, in general. According to last years' experiences the food products' price index was lower or equal to the consumer price index. Due to these factors, the food consumption has increased. Food consumption is generally influenced by two parameters: one of them is the income, the other is the changes in consumer prices. Since 2013 the Hungarian economy has been expanding: the employment-to-population ratio has become better: the level of unemployment has decreased, while the level of income has increased. According to the Central Statistical Office's analysis (2017), the living costs are still decreasing. As a side effect of these circumstances, the food consumption's volume has increased. The goal of this article is to describe the way in which food consumption has changed in Hungary. According to the results, despite the positive tendencies, the ratio of the most valuable basic food (like meat products and dairy products) consumption, as well as the overall volume of consumption, still has not reached the food consumption quality in the times of the End of the Communism. During that era, the food consumption was healthier. Nowadays, the situation of food consumption habits is causing social problems, primarily in health conditions and the health care system. The authors' point is that raising awareness would help to turn the food consumption volume and quality in the right directions. With the help of an integrated marketing communication campaign, through ambassadors and influencers, the message of how food consumption influences civilization diseases and the mortality rates could be communicated. The application of co-creation practices could support the campaign's efficiency by finding the right content for the campaign. Representatives of various segments could orientate marketing experts on how to articulate the right message.

Keywords

Consumer behavior, food consumption, trends, co-creation

PERCEPTION OF A REGIONAL FESTIVAL AND THE DIFFICULTIES OF INFORMATION GATHERING

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Abstract

In this paper we would like to present the operations of the annual three-day long summer outdoor event called Győrökőc Festival (Győrökőc Fesztivál) designed and organised by Vaskakas Puppet Theatre (Vaskakas Bábszínház) of Győr, Hungary in 2008 and to summarise the main features and views of the visitors. For this purpose, besides the content analysis of the reports, press materials, brochures from the previous years it was necessary to synthesize other opinions and reviews published, and the results of the data collected among the visitors at the festival. Through this process we would like to demonstrate a methodology of how one can gather information on visitors of an entry free event held in an open and public space.

Keywords

Festival, visitors' perception, methodology

MOTIVATION DIFFERENCES TO STUDY MARKETING – AN EMPIRICAL STUDY IN PORTUGUESE AND BRAZILIAN HIGHER EDUCATION STUDENTS

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ABSTRACT

This study applied the Academic Motivation Scale (AMS) proposed by Vallerand et al. (1992) which, following its due adaptation for marketing in accordance with the Marketing Academic Motivation Scale (MAMS), enabled the analysis of the motivations of Portuguese (PT) and Brazilian (BR) students who had opted for this Curricular Unit (CU) in their higher education studies. The study correspondingly holds two key objectives: (1) grasping the differences in motivations for studying marketing among PT and BR students attending this CU in the 2017/2018 academic year; and (2) analysing the dimensions shaping such motivations. The research sample contained a total of 156 students (82 PT and 74 BR) for evaluating the dimensions of Amotivation (AMOT), Extrinsic Motivation (EMOT) and Intrinsic Motivation (IMOT). The multi-group tested Structural Equations Model (SEM) reported that PT and BR students are both intrinsically and extrinsically motivated to study even while the results identify a greater level of motivation among BR students. As regards the dimensions that impact on the motivations of these two groups, the results returned detail how all the AMS dimensions attain statistical significance in terms of PT student motivations while this is not the case for BR students.

KEY WORDS

Academic Motivation Scale; Amotivation; Intrinsic Motivation; Extrinsic Motivation; Marketing Students

CO-CREATION OF VALUE IN INTERNAL ONLINE COMMUNITIES: PERCEIVED BENEFITS TO EMPLOYEES

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Abstract

Aknoweldging the importance of collaboration tools for the achievement, motivation, satisfaction and hapiness of employees, this research intends to understand if virtual communities, especially the built-in type of the Google+ platform, function as a mechanism for creating value, what type of value is created, and how this value creation occurs for employees. Thus, the relationship between the motivations / benefits perceived by the internal client to participate in the internal communities and the sharing of knowledge, in a value creation logic, as a facilitator of this sharing of information, was analysed through the modeling of structural equations, with a sample of respondents of 504 employees. This research not only contributes to the identification of the motivational factors for the Value Creation practice that constitutes Knowledge Sharing in the internal collaborative communities of Google+, but also allows us to understand that these online platforms function as Value Creation spaces for all community members.

Keywords

Value Creation; Internal online communities, collaborative platforms; Knowledge sharing

ANALYSING CRUISE PASSENGERS' AUTHENTICITY AND CROWDING PERCEPTIONS AS KEY INPUTS FOR DMO MARKET INTELLIGENCE

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Abstract

Past research on cruise tourists' perceptions and behaviours onshore has focused on traditional variables such as satisfaction, expenditure, motivations or tourist activities, while studies exploring emerging construct gaining increasing attention in the recent tourism literature, such as destination authenticity and perceived crowding, are scarce. The existing body of research shows that these types of perceptions may condition the perceived destination attractiveness, diminishing the quality of the experience and affecting positively or negatively tourists' post-visit behaviour. Based on the above, the purpose of the present research is to assess the perceptions of authenticity and crowding of cruise tourists visiting Valencia as a port of call and its influence on their future behavioural intentions. The findings reveal that Valencia is perceived as an authentic destination with moderate levels of human and spatial crowding. The analysis also demonstrates that there is a significant relationship between the assessed perceptions and the post-visit behavioural intentions, although, in the case of crowding, the association varies depending on the nature of crowding (i.e. spatial or human). The results provide relevant implications for DMOs managing cruise destinations.

Keywords

Cruise tourism, authenticity, crowding, post-visit behaviour.

ARE SOCIAL MEDIA USERS CONNECTED TO PUBLIC LIBRARIES?

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Abstract

This study has two main objectives. Firstly, it explores the relationship between social media usage intensity and the utilization of public libraries and, secondly, it examines if the reading habits are influenced by the use of social media platforms.

The data from target population of the research, namely all possible users of public libraries in Portugal, was collected medium-sized cities in 13 of the 18 Portuguese districts, using a questionnaire designed to describe the profile of library users, the use of social media platforms and measure the non-users and users of public libraries reading habits. A total of 222 valid answers were obtained for further analysis using the Fisher's Exact Test and one-way ANOVA from SPSS (Statistical Package for Social Sciences).

The results show, that only 33.5% state being user of public libraries and these went there weekly and/or monthly. The findings show that there is an association between the use of social media and the use of public libraries except for Facebook. Additionally, the findings point to that reading habits are less influenced by the intensity of social media usage for less widely used social networks.

Based on the findings it can be concluded that the use of social media influences the condition of library user and that individuals who spend more time in social media, do so at the expense of reading and using libraries. Since the number of library users is a performance indicator for libraries the increased use of social media could threat the survival of public libraries. However, it is also possible to consider the social media as an opportunity to reach the library current uses and stimulates non-users to visit them. It is just a matter of marketing strategy.

Keywords

Library use, Social media, usage intensity, readings habits, marketing strategy

CULTURE NON-CONSUMPTION – REASONS AND FACTORS FROM GENERATIONAL AND LIFE ARC PERSPECTIVE

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Abstract

Culture consumption is generally seen as a positive phenomenon. We can compile a long list for presenting its importance, which can range from the influence on individuals' quality of life, through the legitimacy of different cultural institutions and genres, to the many favorable affects on the whole society, such as preserving and transmitting cultural heritage, providing capital for tourism and education, or decreasing social costs. On the opposite side, culture non-consumption is basically treated as a negative phenomenon, which divests **individuals**, cultural institutions and the whole society from substantial benefits.

Surprisingly, surveys on culture consumption from the very beginning focus mostly on the exploration of cultural participation and its various related issues. Concerning culture non-consumption, surveys generally and simply recognised its very high rate, although a deeper understanding would support cultural service providers in building promotional strategies and marketing programs, also would generate larger interest towards different genres and would help in gaining various social benefits.

In 2018 we conducted a large sample face to face and also a large sample online survey (both representative on gender, age-group and residence region) with an additional focus group inquiry, covering six consumption scenes, among them one was culture. Concerning culture consumption, we examined consumer interest towards 17 genres, participation in 16 institutionalized cultural services (such as theatre, movie, opera, classical and pop concerts, festivals, etc.) and also reading books and using media activities.

During our basic analysis – in comparison with previous surveys – we have recognised a slight further increase in the dominance of entertaining genres (e.g. pop music, movie, and series). We also found, that – similarly to previous surveys – non-participation is the leading culture consumption pattern in all institutionalized cultural services and in in-house cultural activities too. Concerning the reasons of non-consumption, lack of interest was recognised as a leading factor. In a deeper analysis significant differences were found between age-groups and also from life arc aspects.

Consequently, we can state, that survey results draw the attention to the great challenge what the involvement of culture non-consumers would mean for both cultural service providers and governmental decision makers.

Keywords

Consumer behaviour, culture consumption, culture non-consumption, generations, life arc

SEGMENTING HUNGARIAN PEOPLE BASED ON HEALTHY EATING

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Abstract

Relying on customer trends healthy eating, which is one aspect of healthy lifestyle is becoming more and more popular. The aim of this study was to understand the healthy eating style of Hungarian adult consumers. An online empirical research with a sample of 1563 respondents (58.7% females and 41.3% males) was conducted in November 2018. Considering healthy eating two factors, namely the choice of healthy foods and the avoidance of unhealthy foods could be distinguished. A hierarchical cluster analysis was conducted to segment consumers. Four groups of consumers were identified: unhealthy food avoiders (20.3%), rejecters (11.8%), neutrals (26.2%) and healthy food choosers (14.7%). Unhealthy food avoiders are seniors. Rejecters are blue collar workers and have financial problems. Healthy food choosers live in families with children over 10 and do not have weight problems. This study is useful for the health sector and the government since targeted marketing programs can be planned to change eating behavior. To decrease overweight and obesity is the goal of all society, especially in developed countries. To increase the well-being of people and their quality of life educating social marketing campaigns are necessary with the aim of raising their awareness and explaining the basic principles of a healthy diet.

Keywords

Healthy eating, perception, segmentation

CLUSTERING BASED ON EATING BEHAVIOUR WITH DEBQ FROM A GENERATIONAL PERSPECTIVE

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Abstract

In the national and international literature more authors deal with the research of the dimensions of healthy lifestyle in a complex way. The most widely used test is the DEBQ (Dutch Eating Behaviour Questionnaire). This scale was validated in more countries on the population with normal weight and overweight obese individuals and three types of eating behaviour were identified, namely emotional eating, restrained eating and external eating. The aim of this study is to segment Hungarian consumers based on DEBQ measuring eating habits. In an empirical research 404 adult people were interviewed and the authors managed to identify emotional and restrained eating habits in Hungary, but in case of external eating three different factors could be distinguished: the effect of taste, the effect of smell and the effect of society. Relying on the results of factor analysis hierarchical cluster analysis was conducted and five different groups of consumers were distinguished: neutral (38.8%), stimulus eaters (13.9%), social gourmet (16.6%), functional (23.6%) and conscious (12.1%) eaters. Considering overweight and obesity emotional and external eating style is the most dangerous. These two eating styles are typical for stimulus and social gourmet eaters. In the former mentioned group the majority is male and belong to the Generation X, however social gourmet eaters are mainly senior (Baby Boomer) females. This information is very useful for dietetic experts and government to raise awareness of healthy eating and minimize overeating. In a social marketing campaign groups of people characterized by different eating styles can be targeted with special messages and media channels.

Keywords

Dutch Eating Behaviour Questionnaire (DEBQ), eating styles, emotional eating, restrained eating, external eating, clusters, generations

INVESTIGATION OF FACTORS INFLUENCING PATIENTS' SATISFACTION AND LOYALTY IN THE PRIMARY CARE

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Abstract

Aim

Our study deals with the influencing factors of patients' satisfaction with their primary care physicians, and with satisfaction-loyalty connection. We investigated which service-quality items may influence the satisfaction with the primary care and whether the satisfaction has an effect on the loyalty to the physician.

Methodology

Data were collected by interviews using nationally and internationally validated questionnaires. The sample (120 responders) was chosen from a primary care practice by simple random sampling and from inhabitants of three different cities using snowball sampling. The data were processed by IBM SPSS Statistics 24 programme. The sample was evaluated with mathematical-statistical methods: descriptive statistics, one-way ANOVA, and multiple regression.

Findings

According to regression results, the satisfaction is influenced remarkably by the waiting times and the professional preparedness of the physician. Moreover, a significant, linear connection was proved between satisfaction and loyalty. Our novel finding compared to national results is that the effect of the physical environment is not a relevant factor in satisfaction. The 80% of respondents were still satisfied or very satisfied with their family physicians, measured on a five-point Likert-scale. Their average performance was 4.27. The results of the present research highlight new aspect of quality improvement factors in the everyday practice. Besides the conventional quality dimensions in the primary care (waiting times, physical environment) newer items appeared as relevant factors (communication, patient involvement).

Conclusion

Based on our results, the directions of practice development can be appointed: the good patient-physician communication, handling patients as equal partner and involvement of the patient into the decision-making process should play a crucial role in the future.

Keywords

Family physician; satisfaction; loyalty; practice development; physician-patient communication

Széchenyi István University is located in Győr, at the centre of Central Europe's "golden triangle". We are halfway between the capital of Hungary, Austria and Slovakia. The main campus of The University of Győr (Széchenyi István University), situated on the banks of the Danube River and only minutes on foot from the downtown has recently undergone a massive infrastructural renewal including expansion of the University's student accommodation with the addition of two new high quality and well-equipped dormitories. As evidence of the University's strong commitment to internationalization, from September 2019, twenty-four English-taught programmes at all Academic levels will be on offer.

Three of our four Doctoral Schools also propose English-taught programs as follows: Doctoral Programme in Plant, Animal and Food Sciences, Doctoral Programme in Civil Engineering Transportation & Vehicle Engineering and Informatics Sciences and a Business and Management Sciences Doctoral Programme (SzEEDSM).

We have 50 years of tradition and experience in supporting Hungary's leading industries with a strong focus on vehicle engineering, transportation and telecommunication. As a result, our university has become the primary driver of the regional economy provider for the public service sector and supplies the human resources and training needs for the North-Transdanubian region.

In the area of university-industry collaboration, Audi Hungaria and the University of Győr are cooperating on more project. The company's specialist involvement at the University of Győr is intensified by the large extent of direct participation of Audi Hungaria experts in lectures and research.

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