



SUSTAINABLE PROMOTION ACTIVITY OF BIG ENTERPRISES IN THE FOOD INDUSTRY

Summary of the dissertation thesis

Mgr Anna Kurzak-Mabrouk

The author of the above dissertation deals with the problem of the mixed promotion realised in the aspect of the sustainable development by big enterprises of the food industry. Leading sustainable promotional activity is a new challenge for the great majority of big food enterprises in the world of increasing ecological and social problems. Additionally, it turns to be a difficult venture. Thus, such activities must be carefully planned and conducted by the specialists responsible for them.

So far, there have not been many publications or researches concerning sustainable marketing, or those in field of the sustainable marketing communication (sustainable mix promotion). Considering the fact that sustainable promotion mix is an innovative subject, conducting scientific research in this branch of knowledge appeared to be necessary to examine the phenomenon. It is the effect of the development in field of sustainable marketing, which is the answer to the raise and expansion of the sustainable development. The topic of the sustainable promotion mix in the literature is really scarce. The publications do not contain any data of the research in this area. Consequently, this issue has not been either described or explained so far.

Numerous ecological and social threats appearing lately cause the necessity of conducting researches and presenting the analysis in the area of sustainable promotion mix. The production of groceries has a big impact on both the human population and natural environment, increasing ecological and social threats. Food products have an immense

influence on human health, that is why they must meet the standards for the food quality. The issues of the whole societies health and a human life should have a fundamental meaning for the food entrprises. Sustainable promotion mix is in the phase of formation now, as the outcom of the sustainable sciences development. Food industry generates a big amount of the natural environment pollution, having a negative effect on life and health of people. The above dissertation tries to explain the question of activities led in field of sustainable promotion mix in case of big food entrprises, filling the gap in this branch of science.

The research carried out explains if the idea of sustainable development is incorporated during leading the activities in the branch of the promotion mix taken by big food entrprises. The personal inquiry questionnaire allowed to find the answers to the following questions:

- Are big food entrprises prepared personnelly and organizationally to conduct the promotional activity supporting sustainable development?
- Which components of the promotion mix (advertising, direct marketing, sale promotion, public relations, personal sale) are used by big food entrprises to support the sustainable development?
- Do the means, forms and promotional messages used by big food entrprises contribute to the sustainable development support?
- Does the food industry specifics determine promotional activities supporting sustainable development?
- How to organize and lead in an exemplary way sustainable promotional activities in a big food entrprises?

The following research hypotheses raise out of the above dissertation aims:

The main hypothesis

- It is assumed that big food industry entrprises undertake adjusted to its specifics activities in the area of the mix promotion, contributing to the sustainable development.

The itemized hypotheses:

- It is assumed that big food industry entrprises support sustainable development through all the promotion mix components (advertising, direct marketing, sale promotion, public relations, personal sale) .
- It is assumed that big food industry entrprises support sustainable development using environmentally friendly and prosocial means, forms and messages of the promotion mix.

- It is assumed that the acceleration of the promotion mix activities introduced by big food industry enterprises demands the elaboration of the procedures describing its organization and conducting, customized for the food industry in particular.

The above dissertation consists of two parts: theoretical and empirical, each of which contains three chapters. Chapter one describes the characteristics of the factual data of the food sector in Poland. The information found here shows the food industry in the background of the Polish economy and its role in this aspect. The closing of the chapter contains the analysis of the food industry influence upon the production and distribution of groceries. Chapter two characterizes the concept of sustainable development in the sphere of production and consumption of food. The real threats, both ecological and social, appearing in the contemporary world, are presented in it. This part describes also production and consumption of the food products, which contribute to numerous dangers for the Earth and the society. The last theoretical chapter describes the role and meaning of the promotional activities in the sustainable development, and also the production and consumption of the food products. It explains what the promotion mix really is, and describes the role of the integrated promotion mix used for the food industry needs. The end of the chapter describes possible means of influencing both the producers and consumers of the food products using the sustainable promotion mix method.

The empirical part of the above dissertation is opened by the chapter explaining the methodology of the author's own research and presenting researched business entities. The offer undergoing the production mix of the analysed enterprises is described in the course of the chapter, and their influence on the sustainable development. Chapter five presents the data received during the research, together with the evaluation of big food industry enterprises promotion activities in the aspect of the sustainable development. The organization and the positioning of employees in the sphere of promotion is presented, and their competence in the area of sustainable development analysed. In the last chapter the author of the present dissertation tries to analyse the relationship between the promotional activities of the researched enterprises and the sustainable development. This chapter contains the author's original model of the organization and management of the integrated promotional activity. The ending of the above thesis and the conclusions contain the reference to the aims of the dissertation and the level of their accomplishment.

The conducted research explains the degree of the sustainable promotion mix implementation in big food industry enterprises. Thanks to it, the answers to the questionnaire prepared by the author were received. The analysis of big food industry enterprises proved that

the staff responsible for the planning and putting into life the activities in the area of sustainable promotion mix lacks both the proper qualifications and experience in the area of the sustainable development. The deficiency of the qualified staff, who would professionally adopt the activities in the area of the sustainable promotion mix contributed to the fact that the hypothesis put by the author could not be fully proved, since not all of the big food industry enterprises implement the activities supporting sustainable development.

Because of the fact that big food industry enterprises do not possess the staff fully prepared to put the sustainable promotion mix into life, the itemized hypotheses could not be fully proved as well. The first hypothesis carrying presupposition that big food industry enterprises support sustainable development through all the promotion mix components was only partially confirmed. Big food industry enterprises in their promotional messages used many forms of the promotion mix, but only five of them accomplished their work at a very good level.

The second itemized hypothesis assuming that big food industry enterprises support sustainable development using environmentally friendly and prosocial means, forms and messages of the promotion mix, was not fully proved as well. Big food industry enterprises did not implement prosocial and proecological issues into their means, forms and promotion mix advertisements.

The last itemized hypothesis assumed that the acceleration of the promotion mix activities introduced by big food industry enterprises demands the elaboration of the procedures describing its organization and conducting, customized for the food industry in particular. It turned out to be necessary to design a model thanks to which, step by step, it was explained what should be done in big food enterprises to make the promotion mix procedures effective.

The research shows that big food industry enterprises lack precisely developed procedures of the organisation and conducting the sustainable promotion mix, customized for the specifics of the food industry. The most important element influencing the inefficiency of the processes is the incompetence of the staff responsible for the activities in the area of the promotion mix and sustainable development.

Big food industry enterprises do not possess in their structure any position for the sustainable promotion mix specialists in the marketing department. The staff employed in these enterprises do not possess proper qualifications to conduct the sustainable promotional activity. In great majority of cases, during the recruitment process, not the knowledge of the candidates in the area of the sustainable development, but only in field of the marketing is

taken into consideration. Moreover, they do not have any specialized training to gain the knowledge of the described problem. The analysis proved that big food industry enterprises are prepared personally or organisationally not to conduct the activity promoting the sustainable development, but to held the promotion mix only.

Big food industry enterprises use advertising, direct marketing, sale promotion, public relations, personal sale to support the sustainable development, but not at the satisfactory level, which does not allow to conduct this activity in full. The means, forms and promotional adverts used by the big food industry enterprises do not contribute fully to the sustainable development. The specifics of the food industry determines the promotional activities supporting the sustainable development since the grocery products posses a lot of proecological and prosocial values, which should be stated to the society.

15.11.2018

Anna Kurzel-Helmsou