

Summary

Nowadays, marketing innovations are quite a challenge for companies, especially those that produce traditional and regional products. Producers of these products are often small entrepreneurs and the market for traditional and regional products is very specific. It should be noted that the EU market is dominated by mass-produced products by industrial methods. However, consumers are beginning to complain about mass-produced products because of their taste, nutritional value and also their ecological value. Therefore, the interest in traditional and regional products is growing steadily every year. Consumers are increasingly looking for products with a unique taste and smell, high-quality ingredients and known origin. After years of being overloaded with fast food, today we can talk about the fashion for traditional and local products. Local products are protected by Polish or EU law. Their production must be based on the use of raw materials, also of natural and local origin, which often results from the uniqueness of both the climate in which they are created and traditional methods of production. On the other hand, regional products are identified with a specific region. It is important that their production is based only on local raw materials or semi-finished products. It is also necessary to avoid creating these products on a massive scale and to ensure that they are fully ecological.

Due to the fact that the European Union is the second largest (after China) producer of honey in the world, in this dissertation it was decided to deepen the analysis of honey production. France was selected for the research sample because it is ahead of Italy with the number of registered honeys and Poland, whose market for traditional and regional products is in the process of being created.

An important premise that prompted the discussion in this dissertation was the desire to learn about innovative marketing activities in companies producing traditional and regional products, which in turn became the starting point for formulating and attempting to verify the main hypothesis:

Main hypothesis: The implementation of marketing innovations has a significant and positive impact on the results of enterprises in the traditional and regional products industry.

The main hypothesis was based on the following specific hypotheses:

Hypothesis (H1): French producers of traditional and regional products undertake more marketing activities and use more channels of communication with customers than Polish producers of traditional and regional products.

Hypothesis (H2): Marketing innovations have a significant and positive impact on increasing the revenues of French and Polish producers of traditional and regional products.

Hypothesis (H3): Marketing innovations have a significant and positive impact on the market factors of French and Polish producers of traditional and regional products.

Hypothesis (H4): The implementation of marketing innovations allows to achieve and maintain a leading position in the traditional and regional products industry.

For the effective verification of the formulated research hypotheses, it is necessary to achieve the following main objective and specific objectives.

The main aim of the dissertation is to develop a model of the absorption of knowledge about marketing innovations for Polish producers of traditional and regional products.

The specific objectives, the implementation of which will positively affect the achievement of the main objective, are:

Objective 1: Identification and evaluation of activities undertaken by French and Polish producers of traditional and regional products

Objective 2: Identification and assessment of the impact of the implemented marketing innovations on increasing the revenues of French and Polish producers of traditional and regional products.

Objective 3: Identification and assessment of the impact of marketing innovations on the market factors of French and Polish traditional and regional products.

Objective 4: To identify how French leaders in the traditional and regional products industry use marketing innovations to maintain their position.

Objective 5: Formulating model assumptions in the construction of the model of absorption of knowledge about marketing innovations for Polish producers of traditional and regional products.

In the verification of the formulated hypotheses and the implementation of the assumed objectives of the dissertation, the results of questionnaire research from French and Polish enterprises producing traditional and regional products protected by EU markings were used, and direct interviews with French leaders in this industry were conducted. However, there are only 12 Polish honey producers with EU markings. Therefore, it was decided to include in the study an additional 100 producers who do not have EU certificates, but have the same name of origin of the product, their products are produced in the same region as the products with EU quality markings . The survey in France was carried out from January to April 2020, and in Poland at the turn of February and April. Initially, few entrepreneurs were willing to take part in the research, which is why the author of the paper invited them to the research by phone. Then the return of questionnaires increased significantly. In total, 923 questionnaires were sent, of which 184 French companies and 112 Polish companies agreed to participate in the survey and returned completed questionnaires, which allowed for a high 32% rate of questionnaire return. To complete the information on innovative marketing activities by French companies, direct interviews were also conducted with the leaders of traditional and regional honeys. The interviews were conducted in May 2020. As a result of the conducted research procedure, innovative activities of French and Polish entrepreneurs were identified. French leaders were selected among the surveyed entrepreneurs and the key factors of their success were identified. The achieved goals allowed to positively verify individual hypotheses and formulate numerous conclusions.

The conducted research clearly shows that French companies undertake more marketing activities related to the promotion, distribution

and packaging design, and use more communication channels, including the use of electronic tools, than Polish producers of traditional and regional products - which was the content of the first hypothesis.

The results of the research on the introduction of marketing innovations for the analyzed products have shown how extremely important is the certification of products with EU markings. Research has shown that the use of EU labels increases the annual revenues of producers above 3%. In addition, our own online store, sales in cooperation with other producers from different regions and our own chain of stores significantly and positively affect the increase in revenues of French and Polish producers of traditional and regional products, which also allows entrepreneurs of these products to enter new markets or increase their share in the existing ones. in accordance with the content of the second hypothesis.

A thorough analysis of French and Polish enterprises producing traditional and regional products, with an indication of honeys, showed that the introduction of marketing innovations by them has a significant and positive impact on their market results, including the acquisition and retention of regular customers, entering new markets and maintaining competitive advantage on existing markets. Therefore, the conducted research confirmed the third hypothesis.

An important research objective of the dissertation was to identify marketing innovations that allow to achieve and maintain the leading position in the traditional and regional products industry, in accordance with the fourth hypothesis. The research results have shown that in order to achieve this goal, effective communication with the use of Social Media should be implemented, in the area of promotion, for example, introduce QR codes, newsletters, discounts and rebates, while in the area of distribution, delivery to the customer is recommended.

However, the main achievement of the work is the development of a model for the absorption of knowledge about marketing innovations, which can be used by Polish producers of traditional and regional products. In accordance with the assumption of the proprietary model, the company that correctly implements the individual stages of action presented in the model,

will then meet the market expectations and achieve the following effects: retain regular customers, acquire new customers, have the opportunity to enter new markets, increase its share in existing markets and increase sales products at home and abroad.

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