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Market Knowledge of Polish Final Purchasers on Traditional Meads

Summary

Purpose: the aim of this paper was to identify and analyse the level of knowledge of respondents representing Polish final purchasers on the specificity of meads as a group of apiculture products.

Design/methodology/approach: the paper is theoretical and empirical in nature. In the theoretical part, a cognitive-critical analysis of the world marketing literature was applied. The role of knowledge as an important component of final purchasers' marketing potential was identified. In the empirical part, the following research methods were applied: questionnaire survey, non-structured complementary interview, quality research method of a case study, and statistical analysis method (factor analysis).

Findings: on the basis of the research it was concluded that the level of respondents' market knowledge on meads was unsatisfactory. The fact that old-Polish meads were purchased influenced the respondents' level of knowledge of this specific alcoholic beverage to a certain extent.

Originality/value: the original contribution of the paper to theory is the accentuation that a proper realisation of the process of managing purchasers' knowledge requires first of all an analysis of the current level of their market knowledge. Simultaneously, it is essential they should be treated as active partners who co-create the company's offer. These activities were recognised as exceptionally significant in the case of niche products such as meads. The analysis results enable offerors to properly design and realise the process of managing purchasers' market knowledge as a key element of their marketing potential.

Key words: final purchaser, market knowledge, traditional meads, marketing potential.

JEL codes: M31

Introduction

Purchasers' knowledge as an important component of their marketing potential

In order to successfully compete with other subjects offering similar values, contemporary offerors have to regard their recipients as key partners whose marketing potential can

significantly enrich marketing potential of a particular company. Such an approach makes it possible to create market values of not only better quality parameters (Zanjani et al. 2008), but, most of all, ones that better fulfil recipients' expectations. Through sharing their potential with an offeror, they become involved in the process of marketing creation at various stages and become co-creators of products (Martínez-Cañas et al. 2016) and other elements of an offer. Recipients' market potential includes most of all their skills, abilities, experience and knowledge. Through cooperation with offerors, the elements of their potential become available for offerors, contributing to a growth of their market force, and thus to a competitive advantage over rivals see (Zhang 2011). It is worth emphasizing that this requires that long-term close relations with purchasers should be treated with priority (Chua, Banerjee 2013; Garrido-Moreno, Padilla-Melendez 2011), as they are ready to share their skills, abilities and knowledge with offerors if they feel they are treated as partners.

The growing significance of recipients' market potential is indicated, inter alia, by numerous management concepts, the mutual assumption of which is a dynamic development of marketing relations with purchasers. The concepts are exemplified by experiential marketing, relationship marketing, purchaser experience management (Prahalad, Ramaswamy 2004), management of relations with purchasers (Liev 2008), and customer knowledge management (Gibbert et al. 2002). These concepts break off the ascription of merely recipients and product users to purchasers, exposing the key significance of the intellectual capital of purchasers as co-creators, even designers (Desouza et al. 2008) of a marketing offer, from the point of view of offerors. Thus, they become part of a current in which the role of purchasers is distinctly broadened (Rzemieniak 2015), and their market activity is noticeable from the beginning of the marketing creation process. This is displayed by offering their knowledge and other elements of their market potential.

Partnership cooperation of both parts is connected also with broadening the market role fulfilled by offerors, who simultaneously become the recipients of purchaser market potential. It indicates that the roles of a recipient and an offeror interpenetrate, bringing measurable and non-measurable benefits to each partner including the real mutual loyalty (Vivek et al. 2012). Shaping improperly mutual relations or abandoning actions in this respect result in the fact that purchasers keep their market potential for themselves, or even enrich the market potential of a company's rivals, which weakens its competitive force. In order to avoid such a course of events, companies need to undertake many new forms of activities (Sowa 2016), especially to fulfil the role of market educators towards purchasers. Education oriented towards making purchasers aware of their key significance as contemporary market participants, inspiring their activity, creating conditions suitable to use the activity and creating new knowledge of purchasers (Zhang 2011) allows a society of loyal co-creators of the market success to be built. Each offeror must realize that their functioning and development depends on purchasers, thanks to whom they are active (Prahalad, Ramaswamy 2004). This is tantamount to the necessity of abandoning the approach in which purchasers are perceived merely as recipients: the less market knowledge they have, the easier they are manipulated. Unfortunately, in practice some offerors follow this approach, which makes it impossible

to achieve their market goals through fulfilling purchasers' various needs and expectations, including self-realization.

In order to arouse in purchasers the readiness to share their market potential (especially knowledge), and all the more to make use of this potential, offerors need to comprehensively apply the management concepts mentioned above, especially purchaser knowledge management. This should make a key sub-system of knowledge management in a company (Sanayei, Sadidi 2011). At the first stage an analysis of the current level of purchaser market knowledge should be made, which will allow the size of a possible knowledge gap to be identified and the ways of fulfilling it to be determined. Knowledge about purchasers is no longer sufficient to achieve market success. One needs to be familiar with the knowledge of purchasers as active partners co-creating one's success. The knowledge should be properly managed, for example through hierarchical arrangement (Davenport et al. 2001) according to its usefulness in realizing mutual goals of marketing partners.

Meads as bee traditional products in terms of purchasers' knowledge

These activities are of special importance in terms of less common spheres of the market, which includes traditional and regional products. It can be assumed that the level of knowledge about them is relatively low, and therefore the knowledge gap is greater than in the case of other products. Even an attempt to define traditional and regional products by purchasers gives rise to difficulties, and they confuse both groups of products (results of research conducted in the EU, including Poland, confirm this thesis (Vanhonacker et al. 2008). On the one hand, this proves that offerors of these products do not fulfil their educational function; on the other, this hinders purchaser market potential, especially the acquisition of knowledge. One can assume that knowledge is shaped first of all on the basis of one's own experiences connected with particular products. Buying and using them influences its growth; yet, it is selective and disordered and can be distorted due to certain stereotypes.

Among relatively little known products for contemporary purchasers is a group of bee products, i.e. meads. They had been one of the symbols of Poland for centuries; however, the end of the Republic of Nobles became the end of the mead epoch. The 19th century marked a distinct decrease in the consumption of meads and a growing popularity of other alcoholic beverages, especially vodka (Zamudio et al. 2010). Visible tendencies of the last few years to search for products highlighting the specificity and uniqueness of the culture of particular societies have contributed to the growth in interest in products associated for centuries with Polish identity. The accompanying trend to search for products characterized by high quality, which purchasers are ready to pay a relatively higher price for and which emphasize an individual lifestyle, led to purchasers paying attention to meads once more. Almost 73% of adult Poles drink them at least a few times a year. However, in comparison with other EU countries the annual sales value of meads per capita is relatively low, as it amounts to 146.3 euro, whereas in Great Britain it amounts to 493.0 euro, and in Germany 386.7 euro (*The alcoholic beverages market in Poland* 2015).

Meads were the first Polish alcoholic beverages formally registered as traditional products (*Traditional Foods in Europe* 2014). Unfortunately, this did not result in considerable growth in purchaser knowledge about them, which can prove that offerors neglected purchaser knowledge management. The mead market in Poland is in the phase of growth, which is beneficial for producers of this group of bee products. They must respond to the challenge connected with creating purchaser knowledge of products offered.

The specificity of this kind of products provides this process with aims different from those of other products. One has to concentrate first and foremost on building purchaser knowledge about them, and the knowledge cannot be used for giving the product new features. However, it can be used for designing marketing attributes of the product. A low level of purchaser knowledge is a considerable barrier in the purchase process since any product which is hardly known is generally purchased less willingly than one that is much more popular.

Research results of other authors confirm that such dependence takes place for example in the case of organic food (Briz at al. 2009). Therefore, one can assume that it takes place in the case of other products as well, including traditional ones. The knowledge gap hinders and even prevents a partnership cooperation between an offeror and purchasers at each stage of the marketing process as many of the latter do not transform from potential purchasers into real ones; not to mention that they do not fulfil the roles of advocates or ambassadors (Berman 2006) of these products and their offeror.

The research aim of this article is to identify and analyse the level of knowledge of respondents representing young Polish final purchasers on the specificity of meads. In the pursuit of achieving the aim, the following research hypotheses will be verified:

- H1 – The level of knowledge of mead-buyers of their specificity is higher in comparison with people who do not buy these products;
- H2 – The level of knowledge of the price of meads depends on purchase behaviour.

General characteristics of the empirical research

In order to achieve the research aim and verify research hypotheses, empirical research was conducted by means of the following socio-psychological methods: a questionnaire survey and non-structured complementary interview, as well as a quality research method of a case study. The initial pilot research and research proper were direct, which required a personal contact of the surveyor with the surveyed.

On the basis of pilot research (a group of 100 respondents), 13 potential elements concerning their associations with meads were identified. They were subject to further analysis in the research studies proper.

The questionnaire survey and non-structured complementary interviews were conducted in the second half of the year 2016 among 370 people representing Polish final purchasers. Three hundred and forty eight completed questionnaires were qualified for analysis. Factor

analysis was used for working out primary data. Non-random sampling was used, the primary criterion of which was the age under 35.

Within the case study, the APIS Apiculture Cooperative (SP APIS) in Lublin was analysed. It is the only producer of certified meads in Poland and the largest mead manufacture worldwide.

Factor analysis was applied in order to reduce the number of variables which constituted primary data of the research and reveal structures in relations between those variables. The analysis in question was made in order to reduce the number of variables which influenced the category studied, i.e. an evaluation of the force of associations of various factors with meads, and to reveal internal dependencies in relations between these variables. The first stage of creating the factor model consisted in building a correlation matrix between primary variables and its initial analysis. To extract the factors, a principal component method was used. To determine their number, the Kaiser criterion method was used; it is based on allowing only those factors that have eigenvalues greater than 1. At this stage, a matrix of separate correlations was created, which is called factor loadings. Next, the factor loadings were subjected to the rotation technique. The rotation of factors was carried out using the standardized varimax method. In the final stage of the analysis, the loading value was referenced to the factors and particular variables, and the results of the analysis were interpreted (Jolliffe et al. 2010).

Within the population studied, 67% were women. All respondents were aged up to 35. Almost 40% of those surveyed held master's degrees, 34% had completed secondary education, and 22% were graduates with a bachelor's degree; the remaining part had completed vocational or primary education.

Results of the empirical research

Old-Polish meads on the European list of traditional products

The method of case study analysis was possible due to information obtained from the SP APIS. The initiative that commenced the attempts to award old-Polish meads with the European TSG certification was undertaken in 2004. Subjects which manufactured meads at that time, which were members of the National Wine- and Mead-making Council (KRWiM), took action with the aim of registering in the EU. The group of members included the following:

- SP APIS in Lublin,
- TIM S.A. in Bielsko-Biała – wine and mead producer,
- PASIEKA Jaros Maciej from Tomaszów Mazowiecki.

The cooperation within the group of members led to KRWiM submitting motions to the Ministry of Agriculture and Rural Development (MRiRW) to register old-Polish meads on 21st April 2005. In April 2005 all four motions were submitted to the European Commission, which published them in the Dziennik Urzędowy (Official Journal) between

7th and 10th November 2007. As no EU member state raised an objection for a period of 6 months, on 29th July 2008 ‘półtorak’, ‘dwójniak’, ‘trójniak’ and ‘czwórniak’ were entered in the EU TSG register. They took the 4th position on the list of Polish regional and traditional products.

After Polish producers obtained the permission to manufacture certified meads, only SP APIS began production; they successfully underwent the procedure of compliance control between the production process and specification. Initially it was decided to manufacture the certified mead ‘Staropolski Tradycyjny (Old-Polish Traditional) trójniak’ line, 0.75l capacity. The distribution started in 2010. In 2014, the production of ‘Staropolski Tradycyjny czwórniak’ mead, 0.75l capacity began.

SP APIS in Lublin is the first (currently the only) producer of certified old-Polish meads worldwide that is entitled to use the TSG label. 95% of their production of the ‘Staropolski Tradycyjny trójniak’ and ‘Staropolski Tradycyjny czwórniak’ lines is distributed on the national market. These products can be purchased in commercial enterprises of the following brands: Makro, Tesco, Auchan, Carrefour, Selgros, as well as in traditional trade units and independent ones, including specialist shops. A low percentage of the production is sold in Great Britain, USA and Japan. Moreover, the ‘Staropolski Tradycyjny trójniak’ mead was awarded with the Poznaj Dobrą Żywność (‘Try Good Food’) trademark by MRiRW on 29th September 2014.

The SP APIS are consequently creating the image of the ‘Staropolski Tradycyjny’ meads as bee products directed at market segments which are diversified in terms of numerous criteria. Particular interest is placed on the knowledge of young final purchasers about traditional meads which, according to the SP APIS, is insufficient. Therefore, such an evaluation was made among Polish final purchasers representing the segment of people under 35 years old. An attempt was made to find out what members of this group associate with old-Polish meads, which reflects their level of knowledge.

The principal components obtained for variables associated with mead

The factor analysis results allowed an evaluation of the respondents’ market knowledge of traditional meads and the discovery of structures between the factors. Those surveyed were presented with a list of attributes and asked to assess the force of associations between the attributes and meads on a scale between 0 and 5, where 0 indicated lack of associations, 1- very weak association, 2- weak association, 3- average association, 4- strong association, and 5- very strong association.

The analysis was conducted for two respondent groups (Tables 1 and 2). One comprised mead-buyers (26%) and the other non-buyers (74%). As a result of the analysis from the primary set of 13 variables, 4 principal components were obtained in the case of mead-buyers and 2 in the case of non-buyers. The components obtained contain a significant part of information from the primary variables, explaining 57.5% of the overall variability for the first group and 66.2% for the other.

Table 1**Principal component interpretation for variables associated with mead by non-buyer respondents**

Principal components	Associations	Loading value	Principal component's own value	% of all own values	Cumulated % of own values
1 Tradition	<ul style="list-style-type: none"> Product served at room temperature Traditional alcoholic beverage Product produced and consumed in Poland since the Middle Ages 	0.722	4.998	45.44	45.44
		0.711			
		0.760			
2 Certificate	<ul style="list-style-type: none"> One of Polish traditional products with the EU certificate One of Polish regional products with the EU certificate 	0.923	1.325	12.04	57.48
		0.941			

Source: authors' study based on research results.

Table 2**Principal component interpretation for variables associated with mead by buyer respondents**

Principal components	Associations	Loading value	Principal component's own value	% of all own values	Cumulated % of own values
1 Product use	<ul style="list-style-type: none"> Product served as mulled mead Product which can be a component of an alcoholic drink Product intended mainly for elderly people (>50 years old) 	0.799	3.261	29.65	29.65
		0.812			
		0.712			
2 Certificate	<ul style="list-style-type: none"> One of Polish traditional products with the EU certificate One of Polish regional products with the EU certificate 	0.894	1.476	13.41	43.06
		0.904			
3 Price	<ul style="list-style-type: none"> Price lower compared to other alcoholic products Traditional alcoholic beverage 	0.796 -0.728	1.353	12.30	55.36
4 Tradition	<ul style="list-style-type: none"> Product produced and consumed in Poland since the Middle Ages 	0.869	1.194	10.86	66.22

Source: as in Table 1.

Discussion of the findings***Implications of the research***

Comparing the results of factor analysis of both segments of the respondents one should consider differences concerning market knowledge of the specificity of meads. In the case

of non-buyers of mead, the first principal component represents an area of variables connected first of all with traditional and stereotypical associations. It means that this group of respondents regard mead as a traditional alcoholic beverage, served at room temperature, manufactured in Poland since the Middle Ages. Moreover, the first component accounts for over 45% of the general variability of the phenomenon studied. In comparison with the remaining components it is a considerably higher value (Table 1).

An attempt was made in this study to evaluate the reasons for not purchasing meads by these respondents. Among 12 such reasons, 4 key motives were identified: lack of tradition in consuming mead in the family (29% of the responses); preferences for other alcohols (23%); lack of knowledge of the ways meads are served (18%); and poor availability of mead in restaurants/ cafes (18%). The reasons identified indicate that mead is perceived as a niche and inaccessible product by this group of respondents. Moreover, their knowledge about its characteristics and usability is very low.

One reason for this situation may lie in the erroneous identification of the price of traditional mead. Regardless of their purchase behaviour, the respondents placed products of this kind in a much higher price range than the real one. The market price of 'Staropolski Tradycyjny trójniak', 0.75l, is between 20 and 25 PLN gross, and of 'Staropolski Tradycyjny czwórniak', 0.75l between 17 and 21 PLN. Almost 50% of the respondents believed trójniak to cost between 20 and 40 PLN, and 36% claimed the price was as high as 40-60 PLN. In the case of czwórniak, the margin of error was even higher. 35% of those surveyed placed the price between 20 and 40 PLN, and a similar percentage between 40 and 60 PLN. Only 11% properly defined its price.

However, mead-buyers' level of knowledge of the specificity of this beverage is higher, which is proved by the results of factor analysis conducted for this group of respondents concerning the first principal component (Table 2). It correlates with factors that signify various forms of the use of mead. Mead-buyers were aware that this product can both be served as mulled mead and as a component of an alcoholic drink. Indeed, this is consistently emphasized by the SP APIS, which present various ways of serving mead on their webpage, proposing recipes for drinks and mulled meads and giving these recipes specific names.

The first principal component in this case is linked with the variable stating that traditional mead is a product designed for people aged over 50. The respondents who had purchased mead despite their sufficient knowledge about the possibilities of using this alcohol explicitly associated the target segment of traditional meads with elderly people. Therefore, shaping purchaser knowledge about traditional mead as a product intended not only for the narrow segment of people aged over 50 seems exceptionally important from the point of view of SP APIS. It is fundamental as the first component explains almost 30% of the general variability of the phenomenon studied; in comparison with other components it constitutes a significant value.

Although the 4th principal component indicates that mead-buyers have the knowledge when this alcohol started to be manufactured in Poland, this component correlates with only one factor loading with a strong positive correlation. This proves the existence of a group of

mead-buyers who associated meads merely with products manufactured and consumed in Poland since the Middle Ages, disregarding any other feature.

The content of the 3rd principal component in the case of mead-buyers raises the question whether the respondents representing this group were fully aware of mead's traditional nature. The people who associated mead with a lower price compared to other alcoholic products did not identify it with traditional ingredients or specific method of production. This is proved by the correlation of the 3rd principal component with factor loadings of very strong, respectively positive and negative correlation concerning mead's lower price in comparison with other drinks and its old-Polish recipe. The respondents purchased mead unaware of the specificity of its production and the tradition resulting from the TSG certificate. One can assume that they may have obtained the information about the price of mead at the moment of purchase.

In the case of both groups of respondents (mead-buyers and non-buyers) a principal component was identified which explained a considerably lower percentage of general variability of the phenomenon studied in comparison with the first principal components. It correlated with factors proving that those surveyed recognized old-Polish meads as traditional and regional products certified in the EU (Tables 1 and 2). Linking this principal component simultaneously with the two factors mentioned arouses some doubts about all respondents' level of knowledge concerning differences between traditional and regional products. This conclusion is proved by the fact that about 50% of the respondents declared they were entirely unfamiliar with both names and images visualizing the quality of these products, such as Protected Designation of Origin (47% of responses), Traditional Speciality Guaranteed (50%) and Protected Geographical Indications (52%). Those surveyed were not aware, either, that the TSG label shown on traditional meads is not connected with a particular region of production but merely with its specific characteristics such as the proper content and proportion of ingredients used, maturity and ageing period and physio-chemical and organoleptic features of a product.

Limitations and future research

The analysis results presented can form a basis for implications for economic practice especially among mead producers. However, the Authors are aware of some limitations of this article. Firstly, the analysis concerned final purchasers' market knowledge through reflecting their associations with traditional meads. Secondly, only a selected group of alcoholic beverages listed on the EU TSG register was analysed. Thirdly, the subject range of the survey was limited to respondents representing young Polish final purchasers.

For this reason, the suggested direction of future research studies is the necessity to repeat them in order to identify possible improvements or lack of such improvements. It seems indispensable to extend the research onto other segments of respondents selected in terms of geographic, demographic and socio-economic characteristics and onto other groups of

traditional products. Other components of purchasers' marketing potential than knowledge should also be subject to a thorough analysis.

Conclusions

The respondents' market knowledge about traditional meads evaluated on the basis of an analysis of research results turned out to be insufficient. To some degree it depended on the fact whether those surveyed purchased this specific bee product or not. Therefore, the research hypothesis H1 is true in the case of respondents. However, the level of knowledge in the case of mead-buyers about meads' specificity proved to be greater than that of non-buyers merely in terms of selected elements.

This can result in a lack of awareness concerning differences between 36 Polish regional and traditional products functioning on the European level and products specific only to a particular region or manufactured by means of traditional methods; it was identified at the first stage of the research. The respondents defined these categories very broadly. Nowadays there are about 13,000 such products available on the Polish market (*Tu kobiety*, TVP Info, interview with I. Byszewska – president of Polska Izba Produktu Regionalnego i Lokalnego). On the other hand, the List of Traditional Products administered by MRiRW, which gathers and spreads information connected with the manufacture of these products comprises 1390 items (MRiRW 2015).

The research concluded that the research hypothesis H2 was not true in the case of respondents. The level of knowledge connected with mead price did not depend on their purchase behaviour. Traditional mead was associated with a much more expensive product than it really was, and probably more expensive in relation to other kinds of alcohol. Price was incorrectly associated among mead-buyers even despite the price component included among the selected principal components.

The analysis of purchaser market knowledge indicated a considerable knowledge gap concerning traditional meads. This issues a great challenge to offerors and proves numerous mistakes made in the process of purchaser knowledge management.

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Rynkowa wiedza polskich nabywców finalnych na temat tradycyjnych miodów pitnych

Streszczenie

Cel: zidentyfikowanie i poddanie analizie poziomu wiedzy respondentów reprezentujących polskich nabywców finalnych na temat specyfiki miodów pitnych jako grupy produktów pszczelarskich.

Podejście badawcze: artykuł ma charakter teoretyczno-empiryczny. W części teoretycznej zastosowano metodę analizy poznawczo-krytycznej światowej literatury przedmiotu z zakresu marketingu. W ujęciu teoretycznym przedstawiono rolę wiedzy jako ważnego elementu potencjału marketingowego nabywców finalnych. W części empirycznej wykorzystano następujące metody badawcze: badania ankietowe, nieustrukturalizowany wywiad, studium przypadku oraz analizę czynnikową jako metodę analizy statystycznej.

Główne wyniki badań: na podstawie wyników badań stwierdzono, że poziom rynkowej wiedzy respondentów na temat miodów pitnych był niewystarczający. Dokonywanie zakupów tradycyjnych polskich miodów pitnych przez respondentów miało znaczenie, jeśli chodzi o ich wiedzę na temat tych specyficznych trunków.

Wartość poznawcza i aplikacyjna: oryginalnym wkładem do teorii jest wykazanie, że właściwy przebieg procesu zarządzania wiedzą nabywców wymaga przede wszystkim poddawania analizie aktualnego poziomu ich wiedzy rynkowej. Jednocześnie, kluczową sprawą jest ich traktowanie jak aktywnych partnerów współkreujących ofertę. Działania te zidentyfikowano jako wyjątkowo ważne w przypadku produktów niszowych, jakimi są miody pitne. Wyniki przeprowadzonej analizy mogą ułatwić oferentom właściwe przygotowanie i zrealizowanie procesu zarządzania rynkową wiedzą nabywców jako kluczowym komponentem ich marketingowego potencjału.

Słowa kluczowe: nabywca finalny, wiedza rynkowa, tradycyjne miody pitne, potencjał marketingowy.

Kody JEL: M31

Рыночные знания польских конечных покупателей традиционных видов пивного меда

Резюме

Цель: выявить и провести анализ уровня знаний респондентов, представляющих польских конечных покупателей, насчет специфики пивного меда в качестве группы продуктов пчеловодства.

Исследовательский подход: статья имеет теоретико-эмпирический характер. В теоретической части применили метод познавательно-критического анализа мировой литературы предмета в области маркетинга. В теоретическом подходе представили роль знаний в качестве важного элемента маркетингового потенциала конечных покупателей. В эмпирической части использовали следующие исследовательские методы: опросы, неструктурированное интервью, изучение конкретного случая и факторный анализ в качестве метода статистического анализа.

Основные результаты изучения: на основе результатов изучения констатировали, что уровень рыночных знаний респондентов насчет питного меда был недостаточен. Осуществление покупок традиционных видов польского питного меда респондентами имело значение с точки зрения их знаний насчет этих специфических напитков.

Познавательная и аппликационная ценность: оригинальным вкладом в теорию является указание, что правильный ход процесса управления знаниями покупателей требует прежде всего анализа настоящего уровня их рыночных знаний. Одновременно, основным вопросом является трактовка их как активных партнеров, совместно формирующих предложение. Эти действия выявили как исключительно важные в случае нишевых продуктов, какими является питный мед. Результаты проведенного анализа могут облегчить оферентам правильную подготовку и осуществление процесса управления рыночными знаниями покупателей в качестве ключевого компонента их маркетингового потенциала.

Ключевые слова: конечный покупатель, рыночные знания, традиционные медовые напитки, маркетинговый потенциал.

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