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# **Study on Factors Affecting Electronic Marketing Adoption for Companies**

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**ABSTRACT.** The exponential evolution of the Internet creates incredible opportunities for companies in the online environment. Different aspects of electronic marketing have been studied. A focus on the dynamics of the interaction between marketing and technology has initially been approached. Several authors have offered pros and cons regarding the nature of Internet marketing: a natural evolution or a disruptive revolution. Electronic marketing is bringing opportunities for customization and personalization and important issues like convenience, comparative shopping, variety, interactivity and information advantage have been brought to surface. Electronic marketing mix consists of the 4Ps with factors affecting adoption decisions. Product or service is observed through topics like suitability of various product types to the online market, but also brand management and loyalty. The competitive power of price, price changes and dispersion, auctions, price and value expectations are also covered. The most common aspect related to distribution is disintermediation. Comparisons between traditional advertising and online advertising, attitudes toward online advertising, online communication tools and online advertising effectiveness and the importance of Integrated Marketing Communications (IMC) follow. The research study offers a set of answers concerning the electronic marketing adoption for companies regarding their online marketing activities.

## **1. Introduction**

The Internet represents one of the most interesting technological shocks for traditional marketing. Thus, it becomes extremely important to understand the dynamics of the interaction between marketing and technology for taking advantage of all the opportunities and specific innovations in an online context.

The impact of major technological forces on marketing is essential. Is Internet marketing revolutionary or is marketing going through a natural change with established models and principles being applied under different contexts? Companies need specific marketing tools in order to effectively communicate with their customers in the online environment. Electronic marketing is probably the marketing model that is most suitable for changing the whole nature of relationships between companies and customers (Coviello et al., 2001).

## **2. Important issues of electronic marketing**

Electronic marketing has been subject to several studies in the literature and challenging topics have been revealed as Internet evolved and new practices have become of special interest to researchers and business executives.

It becomes of critical importance the impact of technology over marketing decisions, the understanding of what changes Internet has determined (normal or disruptive), the advantages of customization, personalization, interactivity and information, the risk or opportunity of disintermediation.

# **Considerations on Terminology and Concepts Used in the Electronic Commerce Literature**

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**ABSTRACT.** The paper approaches the terminology used in the current literature that deals with topics related to electronic commerce. It presents several definitions of electronic business, electronic commerce, electronic marketing, components of the electronic markets, but also electronic commerce models and dimensions. Electronic business components described are: electronic commerce, electronic publishing, electronic service delivery. Methodological dimensions of electronic commerce can be found through emerging business models (Kinder, 2002). Electronic marketing is directly connected to electronic commerce and electronic business and therefore it gains critical importance to the decision makers. Electronic markets consist of combining the three well-known segments: business (B), consumer (C) and government (G) or public administration (PA), focusing on the importance of B2B and B2C relationships. A framework for classifying electronic commerce views encompasses four basic dimensions: the nature of the network archetype, the application solutions, the value adding business functions and the parties involved in the electronic relationships (Molla and Licker, 2001).

## **1. Introduction**

Electronic commerce has attracted the attention of several authors through the extensive number of concepts, academic and business models, theoretical and pragmatic constructs to be considered. Initiatives have been taken to find adequate definitions of terminology used in the literature, but the academic debate is continuously “on the move” and there are significant chances to allow permanent contributions from “truth seekers”.

In the context of the existing confusion, some clarification is required on the use of terms electronic business (e-business) and electronic commerce (e-commerce). Firstly, there are both academics and practitioners who use the two terms interchangeable. Secondly, internationally, the most popular media channels prefer using the term e-business at the expense of e-commerce. Thirdly, academic texts offer two approaches on the definition of two terms: some authors use the terms e-business and e-commerce interchangeable (Timmers, 1999), others define e-commerce in the narrow sense by buying and selling electronic (Kalakota & Robinson, 2001).

## **2. Electronic business and electronic commerce**

E-commerce and e-business represent often adjacent concepts to the use of Internet technology by organizations and individual clients. There is however a difference between the two concepts, considered in light of specific initiatives (Gordijn, 2002). An e-business initiative is tactical and strategic activities in the Internet environment that transforms the business relations, whether business-to-consumer, business-to-business, intra-business or consumer-to-consumer (Hartman et al., 2000).

E-business represents the integration of the firms’ business, including products, processes and services on the Internet. Transforming a business into an e-business is achieved when integrating sales, marketing, accounting, production and operations with the activities of the

# **The Leadership Role of Information Technology in Environmental Corporate Social Responsibility**

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**ABSTRACT.** This paper examines the results where thirty-seven of the world's largest IT firms were benchmarked for environmental performances including energy, water, emissions reduction, asset movement, recycling initiatives and corporate environmental transparency. Concerns regarding the materials and processes used in the manufacturing of electronic devices have come under increased scrutiny as part of increase global environmental awareness. What was only a murmur of concern fifteen years ago has become a roar as identification of toxic materials used in manufacturing in the IT industry has forced IT vendors to examine the entire supply chain for potential end of life risk exposure. Primary and secondary data collected for 2008 was collected to compare IT vendors and non-IT vendor's environmental initiatives in an effort to identify leadership and public environmental commitments. The author contends that these results could potential increase vendor brand equity as a result of improved corporate social responsibility metrics. The result of this paper also provided improved transparency to the broad IT industry by using quantitative results when compared and contrasted within competitive IT sectors such as hardware, software and telecommunications & network providers. The author concludes that the IT industry is uniquely position to lead other industries, institutions and individuals in downstream improved environmental behaviours as a result of internally successful environmental improvements. The key area of leadership within the examined IT firms is their increased transparency and reporting of environmental behaviours within the firm. This research concludes that IT vendors that have chosen to measure and report environmental metrics from global operations demonstrate superior environmental performance across the rudimentary metrics established with this research when compared to the non-IT vendor's examined in this study.

## **1. Introduction**

The global information technology (IT) industries were early to encounter the disruptive challenges and risks associated with increased environmental accountability in relation to other industries due to the significant quantities of toxic materials used in manufacturing of electronic devices. While toxins are only one factor in the broad definition of environmental leadership, the awareness and subsequent response to address the global impact of toxins has accelerated. The need for manufacturers to alter the sourcing of raw materials, increase transparency with suppliers, review vendor manufacturing processes and end of life responsibilities all culminate with the necessity to reduce toxins in electronic devices of all applications.

Major manufacturers such as Dell, IBM, HP, and others soon discovered that many of the elements utilized in the fire safety requirements of electronic devices were ending up in landfills around the world and were being implicated in the increase of water and air pollution levels. An early example was the mercury used in cathode ray tubes found in first generation computer monitors. Mercury could also be found in many switching devices, LCD style computer monitors, gaming devices, cell phones, fax machines and some forms of rear projection televisions. The mercury used in these products was soon tied to increased levels of mercury based illnesses such as kidney disease and central nervous ailments in a variety of medical studied around the world. Major electronics, including computer electronics, contain considerable amounts of brominated flame retardants (BFRs), up to 1 ounce per computer

# **Performance Measurement in Retail. A Theoretical Approach**

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**ABSTRACT.** The purpose of this paper is to present the most important method used in performance measurement in retailing. Considering the design, methodology and type of approach, the paper tries to make a literature review and identify the specific aspects of performance measurement in retailing in comparison with other economic sectors (production, services). The originality and value of the paper is given by the fact that the most important method used in performance measurement in retailing are being systematized. Regarding research limitations and implications, the paper is a conceptual one, without presenting the detail of each method, essentially being a conceptual paper

## **1. Introduction**

Performance measurement is a topic, which has raised the interest of many researchers from Adam Smith to present. In the retail sector, the performance measurement is as important as in other economic sectors.

Each economic sector has its specific aspects in performance measuring. While, in the industrial area, quality, time, flexibility and costs are the most relevant performance measurement dimension (Leong et. al. 1990), in the service sector there are two different points of view (Fitzgerald et. al. 1991). One is output oriented (competitiveness, finance performance) and the other is Input oriented (quality, flexibility, resource utilization, innovation). In the retail sector the input orientation is recommended because the managers have more control over Input factor than Output factors.

The retail sector changed dramatically in the second part of the XXth century, because of the changing marketing environment, where the globalization and the increased competition were important phenomenon. Some authors are even talking about “hipercompetition” (Grewal et. al, 1999). In the new economic environment the survival of the retail companies is difficult. Thus the performance measurement has become very important in the retail industry (Parsons, 1997; Lusch et. al., 1995). Most studies are focused in developing new way of increasing shop performance.

## **2. Concepts Used in Performance measurement**

The terms **efficiency, effectiveness and productivity** are sometimes used as synonyms in evaluating the success/the performance of a company. “According to the marketing perspective, organizations achieve their goals that are they perform, by satisfying their consumers with greater efficiency and effectiveness than their competitors. The terms efficiency and effectiveness are used precisely in this context. Effectiveness refers to the extent to which customer requirements are met, while efficiency is a measure of how economically the firm’s resources are utilized, when providing a given level of consumer satisfaction” (Kotler, 1984). The most accepted definition of productivity was formulated by Bucklin (1978) and Ingene

## **Suggestions for Organizing and Promoting Ecotourism within Romania's Protected Areas**

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**ABSTRACT:** "Constructing an eco-economy is rather rousing and fully satisfying. (...) and probably the most important thing, is that we will have the contentment of building an economy which will help and undercut the future generations" (Lester R. Brown). Given Mr. Brown's idea we can start by saying that the past few years of the XX century brought into everyone's attention a new domain related to people's concern for holidays: ecotourism. From this point of view, but further more others, this new domain arouses more and more the professional interest of many specialist groups, especially throughout the new philosophy based on durability, continuity, and last but not least on a huge care for the environment. In virtue of these premises, but also those regarding the laws of the European Union imposed for applying also for our country, we consider that Romania has huge imperfections at understanding, and especially at implementing ecotourism, or the so called "green tourism". Although the circumstances, Romania's problems within this sector emerge from the failure in practicing ecomarketing at any hierarchical management level, in particular because of the non-existing publicity beyond population, in general, of those areas which have a great tourist or ecotourist potential. In protected areas appear series of specific problems which do not emerge from the impossibility of practicing this form of tourism, but from the necessity of a proper-power management of these natural habitats that have a unique and valuable importance in maintaining the ecological balance and into the protection of biodiversity. In capacity of consumers, entrepreneurs or tourism researchers, each one of us should „taste” nature, because living embracing nature, even for a couple of days, helps us seeing life on a more colorful and optimistic way, we can breathe better think more clearly, smile even more, in fact it helps us live our life with much more reliability and bravery in every second, because we get to discover another world, better, more inbred, more pure. Furthermore, we should and we must hand down the opportunity for them to „taste” from the „slice” of pleasure living each day within an environment untainted by us. Therefore, ecotourism, responsibly implemented can generate extra quality into the life of our fellow creatures, but in the same time purposeful economical and ecological behalves.

### **1 Introduction**

The high level of material and energy consumption, especially in industrialized countries, as well as the use of non-regenerative resources leads to various ecological problems on local, regional, national and global scales. Von Weizsäcker from the Wuppertal Institute argues along with others that the increase of material and energy efficiency by the „Factor 4“ is necessary to double wealth and to halve resource use world-wide (see von Weizsäcker, Lovins & Lovins 1997). The international „Factor 10-Club“ even proclaims an increase of resource productivity by the „Factor 10“ (see Schmidt-Bleek 1998). „Leaping“ instead of „tweaking“ is necessary to meet the ecological challenge (see Ottman 1998: 87-88; and Cramer 1998: 164-166).

From my point of view, marketing plays a vital part in introducing new ecological products/services and promoting new ways of living, which aim at the reduction of energy and

# **The Unique Drivers of Customer Satisfaction and Dissatisfaction in the Field of Commercial Banks**

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**ABSTRACT.** The paper addresses the following questions that are becoming increasingly important to bank managers: How are the levels of customer satisfaction and loyalty when chosen online service? What are the unique drivers of online customer satisfaction and dissatisfaction? How is the relationship between customer satisfaction and loyalty in the online environment? Furthermore, a conceptual framework is proposed and several hypotheses regarding the drivers of customer satisfaction and loyalty, the relationship between satisfaction/ dissatisfaction and loyalty are developed and tested.

## **Introduction**

The fundamental aim of every business enterprise, just as of a commercial bank is to satisfy customer needs thereby achieving profit goals (Chikán, 1997). The main tool to the adequacy to this aim, and basically the sustainment and continuity of the business activity is customer orientation. The relevance of customer orientation is not new in business life, as it is the basis of marketing literature and practice and also the whole corporate operation. However, the changes undergone in the corporate environment have highlighted the fact that it is harder and harder to meet this requirement. The concept of customer orientation has grown more and more complicated, it is determined by several components, for instance the demand for the expansion of service choice, the high standard of service quality and the speed of fulfilling needs (Chikán, 1997).

For customer orientation it is not enough that the bank considers itself, but it is also essential - what's more, prior – that the customer him or herself feels satisfied about the provided service. So one of the (not the only) measuring and analysing tools of customer orientation is the examining of customer satisfaction. Satisfaction, however, does not automatically mean loyalty, and dissatisfaction does also not necessarily mean neglecting the institution.

The aim of the study is to examine the issues of bank use customs, satisfaction with financial institutions and thereby changing banks through a segment of the population, namely the Internet users, who have answered in the age group 18-69.

The research has started out from the hypothesis that the low satisfaction level of the bank customers does not necessarily determine the change of banks. The motivation to changing banks lies not purely in dissatisfaction, the lack of satisfaction does not make us presume that the given financial service customer will change his/her bank to another. Several reasons may lie in the background, among which convenience is an important factor to mention, the alternative costs of changing banks, and the risk avoiding behavior. The initial assumption therefore concludes one of the fundamental differences between having recourse to a service and buying a product. In service sector the defection from a provider is a less simple process than in retail sector to prefer a shop to another.

## **Brands as Leading Indicators of Performance**

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**ABSTRACT.** In our paper we are exploring the relationships between decisions related to branding, brand image and corporate strategy and corporate performance. Our analysis is based on a database of 572 enterprises from Hungary employing 20 people or more. We analyzed the differences in strategy and performance which could be attributed to brand development spending. Our results show that the differences are in the favor of those firms that set out to build strong brands on their market. Those who obtained market leader positions also are tending to spend more on brand building. We also segmented the firms based on their performances and realized a brand score for every firm based on four brand variable (variables related to brand related spending and brand image). Our major proposition is that brand related measures can be leading indicators of performance.

### **1. Introduction**

The main objective of our work is to reveal and characterize the relationships between the brand composite variable and absolute performance. We consider that a composite brand variable is a leading indicator of absolute performance. In order to prove this proposition we realized a composite variable from four brand variables, and using different methods we have shown that those firms that obtained a greater score on our composite brand variable outperform the others.

We also analyzed the differences in the marketing strategies adopted by the firms. We found that marketing strategies of the top performers are the same as the strategies adopted by those firms who obtained the greatest score on our brand variable.

This paper is building on the brand equity literature, as this is the first step of our effort to realize a brand equity measurement system that is not based on customer survey data, but on data collected from chief executives. Our paper does not build a brand equity measure, instead is working with a composite variable, which is the arithmetic mean of four different brand variables. After completing this work we expect to gain enough information for building the proper variables for a brand equity measure that is based on internal corporate data.

### **2. Literature review**

Since the eighties brand equity was considered one of the most important marketing concept (Srinivasan, Park and Chang 2005). The Marketing Science Institute in every two year determines the most important research priorities for both academia and practice, and research related to brand equity measurement can be found on this list of priorities from 2004 to 2010.

Based on the one the first publications in this field (Farquhar 1989) brand equity is defined as the value added by the brand to the product.

## **How to Understand the Consumer’s and the Market’s Way of Thinking**

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**ABSTRACT.** This paper is based on the premise that the reason of the market comes as a result of the interaction between the conscious and the unconscious of the consumers and the managers. The paradigm „brain – body – mind – society” plays an important role, too, just like the crucial connections among them, since no element can function without the others. The human mind has always been considered an enigma - and especially the way decisions are made mentally. The current paper will introduce some solutions to a better understanding of the market, and to a way of „reading” the market, and respectively, the consumers. How can one discover products that best answer to consumers’ needs? Or how can communication between the consumer and the producer be made more effective, so that the product reflects the maximum satisfaction of consumers’ needs? Here are some questions frequently asked not only by people in marketing, questions that inspired a lot of papers, including the current one.

### **Introduction**

The consumer is the one in whose name the whole economic process takes place. That is why all producers, all tenders must take into account the needs of the customers and of the market, as well as their solvency.

The main purpose of this paper, that is at the same time the main objective of neuromarketing, is to decipher the processes that take place in the consumer’s mind. This was made possible by applying the medical imagery technology, that produced a major change in the relationship between companies and their customers. One must, therefore, look for the origin of neuromarketing in neurosciences. The purpose is to understand the functioning of the human spirit by using the interdisciplinarity.

The image of a certain brand created mostly by publicity causes emotions that can become stronger than the direct effect of the product. This demonstrates the reality presented by David Ogilvy, which relates to the fact that products are created by the factory, and the brand – by the consumer’s mind.

In sum, it is obvious that the product, no matter how good it was made, has no value unless it reaches the consumers it was meant for. Publicity is, in this case, an intermediary between producers and buyers, demand and request, and the *neuromarketing techniques* will facilitate this relationship. In addition, publicity and implicitly the products they promote represent one of the various sides of technological revolution; they answer to real needs, more or less conscious. The needs are not imposed/created by publicity, they are only reflected and highlighted by it.

Publicity is the mirror that reflects the evolution of society, to all its levels. Publicity does not create new needs. It would not be capable of something like it. It can only discover them, make them awake, and never to produce them. What publicity imposes is something we’ve already had inside us’ (Baylon C., 2000, p. 305).



## **Successful Brand Strategies**

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**ABSTRACT.** 'Brand' has become one of the most overused and misleading terms in economic discussions. It has become a swear word for the anti-globalization movement and capitalism critics. Consequently, the economic importance of brands is often underrated or, worse, overlooked. The brand and image of a business are vital to its success. Strong brands can generate customer trust, which is particularly important in e-commerce where there are often concerns over privacy and security. There are several branding options. You could use an existing brand name, create a new internet brand name or co-brand with another business. Closely linked to these decisions is the choice of domain name for your website. The paper presents some examples of successful brands in the world, such as: Coca-Cola, Google and others. We use some statistical data from Interbrand site and also their own financial situations. Strongly branded companies are more resistant to economic stress, providing a higher level of predictability of demand and more reliable, stable forecasting. More certainty of revenue and profit allows greater confidence in predicting economic returns. Brands are increasingly treated as any other asset, measured and held accountable for a certain level of return and importantly, producing demonstrable results for shareholders.

### **1. Introduction**

It is much theory in building a brand, but the practice is one that validates or not your attempt. It is important to remember that a successful brand in business should meet the 8 steps: To represent the product or company; Make it easy to pronounce; It can be legally protected; It can be easy to remember; It can be easily recognized; To attract attention; To distinguish very clearly from competing products; To provide efficient product benefits.

For example: Coca-Cola is a brand that represents the company, it is easy to pronounce, easy to recognize and clearly differentiates from competing products. Beyond this question there are complicated economic reasons which reveal that it is very possible that a new strong brand soft drinks not occur again.

### **2. Coca-Cola Successful Brand Story**

Coca-Cola is the most valuable brand worldwide, followed on top of IBM and Microsoft. This is the conclusion of a study conducted and released by U.S. consulting firm Interbrand and Business Week magazine. The study, called "Top 100 Global Brands", reveals that the top ten brands of the world, eight are American. The only European countries that have managed to make their place in the top ten are Finland, with Nokia, and Japan with Toyota.

# **Managing a SPA Business in Economic Downturn**

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**ABSTRACT.** The current approach of the human health through a SPA Center is setting up a market estimated only in US to be nearly \$11 billion, up from \$5 billion two years earlier. SPA business is a growing field in Romania with more than 1 million SPA visits on established businesses that are still not more than 15 nationwide and it is estimated that the spa market will grow significantly during the current year, meaning the Romanian market is very open for new spa owners. The majority of spa owners and managers are forecasting positive growth in both revenue and spa visits for calendar year 2009. Even though the short term outlook is uncertain, it is important to understand potential longer-term consequences of reactive decisions made during an economic downturn and review how spas may take advantage of this market changes. Managing a Spa Business is involving a lot of commitment, being very important: how to develop effective systems for running the spa business on a daily basis, developing packages to encourage clients to buy more, choosing a brand of products to use and sell, ways to attract spa clients through advertising, how to get repeat business from the spa clients.

## **1. Introduction**

The objective of this article is to show some directions and solutions for the spa owners and spa managers in the conditions of an apparently unfriendly economic environment, also to identify some opportunities in the spa market.

In chapter 2 we are analyzing the international spa market together with the worldwide trends, geographical disposal, emphasizing the booming business, emerging markets the going strong markets.

In chapter 3 we identify the great potential of the Romanian spa market that it is open for growth and not well established. Also we will see the spa management problems and the profile of the Romanian spa-goer. The results relating to the Romanian spa market are coming from my own study on the main spas both hotel-medical and day spas.

We continue to emphasize the spa business strategies and review how spas may take advantage of market chances during current economic downturn, covering areas such management, marketing and operations. Then we will pass through the main reasons of opening a spa business in recessions. The results relating to the main reasons of opening a business in a recession are coming from my own study on my company's customers and there opinions about the recession.

## **2. International SPA market**

The modern trend of approaching the human health involves both the prevention and the relaxation methods and also the specific therapy whatever the age. All these components must be included in the same setting, a SPA Health Center. The word and concept of **SPA** actually originates from the time of the Roman Empire when battle weary legionnaires tried to find a way to recover from their military wounds and ailments. They sought out hot wells and then

# **Romanian Consumers Attitudes towards Different Types of Emotions Used in Advertising**

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Abstract. In the context in which consumers emotional conditions exert a great influence over purchasing decisions for most of the products, emotions play an important role in advertising, conducting to more efficient advertising strategies. Thus, the advertisers are looking to capitalize consumers' experiences, actions ways aiming at: creating and strengthening a favorable attitude towards a brand or a product category, showing emotions as clear benefit of brand consumption, increasing efficiency of advertisements. In this paper, based on an empirical research, we examine the consumers' attitudes towards different types of emotions used in advertising (humor, sexuality, positive/ negative feelings) and also the feelings induced by the TV advertising.

## **1. Introduction**

Emotions play an extremely important role in advertising as consumer states of spirit induce a high influence on the purchase and consumption decision of many products. Therefore the advertisers are trying to create more efficient advertising strategies, the main course of action referring to: creation or reinforcement of a positive attitude towards a brand or a product category, presenting the emotions as an additional benefit of the consumption or use of brand (category of products), the increase of the advertising message' efficiency.

The usage in advertising message of certain stimulus (characters, background design, music, words) with emotional content creates and maintains emotional reactions towards the promoted brand. The associations between the emotions and feelings generated by the advertisement and the promoted brand, creates a series of coherent and powerful representations in the mind of the consumer. On the one hand, the association between the emotional reactions of consumers and the brand can be a direct one (e.g. the associations of the McDonald's restaurant with the scene of a happy family enjoying a meal all together aims at linking the McDonald's brand with the feeling of acceptance, joy, [warm-heartedness](#)). On the other hand, the emotions stimulated by the advertising message influence the attitude towards it and also towards the brand. No matter how the associations between the elements of the advertising message and the emotional reactions of the consumer are being created, the main objective remains the same: to develop o a positive image and a favorable attitude towards the promoted brand or product.

The involuntary or voluntary stimulated emotions from an advertisement may have important impact on the consumer preference for a certain brand, thus being a very efficient strategy of differentiation. The emotional experience resulted from the usage or consumption of a product (books, shows, products or services of beauty parlor, sweets) or a brand could very well be an important and additional benefit of it. Unlike the strategies that use emotions to induce a

# **The Competitive Strategies on Romanian Cosmetic Market**

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**ABSTRACT.** The Romanian cosmetic and toiletries market has continued to grow in 2008. Romanians are adopting Western lifestyles and they have made it a greater priority to groom them properly in the past. Moreover, there is a large product range to choose from, making this market increasingly competitive. Over 90% of the Romanian cosmetics and toiletries market is concentrated in the hands of multinational companies, while a very few local manufacturers manage to survive in the fierce competition. The industry has become consolidated in recent years as many domestic players have gone out of business because of increasing pressure from multinationals. The paper aims to highlight the main strategies used in the past five years, both for multinationals and local manufacturer. We studied the competitive landscape on the important categories of cosmetics emphasizing the main strategies used by the leaders in that field and local companies. We focused on marketing strategies, especially product, price, distribution and advertising strategies. For reaching our objectives, we used secondary data obtained from Euromonitor Company databases. In order to stay in business, local producers have had to find niches in which multinational are not present and develop products for these specific consumer needs. However, a few successful local producers have a long-standing reputable brand in the country.

## **1. Introduction**

The cosmetic industry has the highest frequency for launching new products, even in the case of series products. We choose this sector of activity because analyzing the marketing policies in such a dynamic industry is very challenging.

In Romanian cosmetics market, as in others developed countries markets, the brand product is extremely important. It is certitude the fact that a brand can strongly influence consumers' buying behavior. In the same time, an appropriate and efficient marketing policy can transform a customer into a loyal client. In the cosmetic's markets from developed economies, the competition basis moved towards intangible actives, such as brands, innovation and human capital.

In Romania, the cosmetic products market has continued to increase every year, since 1990. Romanian consumers have rapidly adopted the western European lifestyle, and they have made it a greater priority to groom those serves properly than in the past. Moreover, the market becomes more and more competitive, offering to the consumer a wide array of products to choose. Increasing Romanian sales in this branch was possible due to bigger disposable incomes. Beginning with 2001, Romania's GDP increased constantly, leading to a reduction in inflation, and a decrease of interest rates. As a result, bigger earnings and easy access to consumer credit stimulated total consumer spending. Cosmetics sales matched general consumption expenses (6, 5%, in 2007, different from 12% for cosmetics), backed by the considerable increase in purchasing power. Another important factor influencing economic conditions has been Romania's accession to European Union, which has led not only a growing income but a lifestyle change as well.

# **Do Europeans Appreciate the Romanian Cosmetic Products? An Empirical Study**

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**ABSTRACT.** The cosmetic industry is important because it has direct implication on the social field, human psychology, consumer behavior and the quality of life. The European cosmetics market is highly competitive, therefore knowing better the European consumer behavior is necessary in setting the best strategy of a company. The present study attempts to reveal the Europeans perception of the Romanian cosmetics marketing mix and the market share of the Romanian cosmetic products in European Union. The research used the technique of self-administrated questionnaire. We realized the empirical study in 13 European countries. The data has been collected between March and May 2009. The results show that 3.2% of Europeans use frequently and occasionally Romanian cosmetics. The main *outcomes* are: the market share of the Romanian cosmetic products is low but the respondents who buy Romanian cosmetics stay loyal longer. The Europeans appreciate the price and some elements of product policy: the "functional" characteristics (the product composition, the effects on the skin) and the package. They also consider that the element concerning the communication and distribution policies are very poor.

## **1. Introduction**

The transition from the centralized economy to the market economy forced Romanian producers to grow their effort for scanning the business environment and understanding the changes in consumer's behavior. In the today's fierce competitive landscape, the producers have to deal with consumers having very changing and more sophisticate needs.

The Romanian cosmetics producers do not realize any market research for export, so they do certainly not know the Europeans attitude towards their products (Constantinescu-Dobra, 2009). The European cosmetics market is highly competitive, and without a coherent marketing strategy, the success of the Romanian companies would not be possible.

It is widely known that the firms must know the actual situation of the market, all the factors that can affect the buyers in their decisional process for successfully implementing some efficient and effective strategies. For that reason, we consider the present study to be important for marketing planning activities. This research constitutes the start base for Romanian cosmetics producers to be competitive on the European market.

The main goal of the study is **reveal the notoriety level of the Romanian cosmetics on the European Union markets**. In order to accomplish our objective, we consider that is important to overview at the beginning the current situation on the European market of cosmetic products.

### **1.1 The European market of cosmetic products**

Cosmetic products have become indispensable in the 21<sup>st</sup> century. In 2008, the global cosmetics market reached 280 billion USD (Euromonitor International). 450 millions people across Europe use products like soap, shampoo, hair conditioner, toothpaste, shaving foam, *aftershave*, perfume or some other cosmetic product on daily basis.

## **Conceptual Approaches Regarding Customer Value**

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**ABSTRACT.** The concept of value is one of the most used and exploited concepts in social sciences in general and in management literature in particular (Leszinski and Marn, 1997). It is used in different fields like finance, economy, management, IT-systems, ethics, aesthetics, law, social equity and correctness, etc. (Normann, 2001; Wikstrom and Normann, 1994). Furthermore, the value is discussed in many directions of marketing literature, including: relationship marketing, price determination and consumer behavior - in the total quality of management literature and strategy literature. The concept of customer value represents one of the three components of the concept of value. The paper is structured in a few parts. In the first part I will present different definitions and approaches regarding the concept of value in general, followed by the presentation of the three types of value: customer value, shareholder value and stakeholder value. In the next part I will focus on the concept of customer value and I will explain different aspects related to this concept: different approaches on customer value, the four temporal forms in which the customer value can be perceived, forms of customer value, basic forms of customer value and the classification of customer value. In the last part I will present the main conclusions drawn after a careful study of the material.

### **1. General considerations regarding the concept of „value”**

The concept of value is one of the most used and exploited concepts in social sciences in general and in management literature in particular (Leszinski and Marn, 1997). It is used in different fields like finance, economy, management, IT-systems, ethics, aesthetics, law, social equity and correctness, etc. (Normann, 2001; Wikstrom and Normann, 1994). Furthermore, the value is discussed in many directions of marketing literature, including: relationship marketing, price determination and consumer behaviour - in the total quality of management literature and strategy literature.

Attitudes to the concept of value differ a lot. On one hand, some authors claim that its' meaning is difficult to determine. Payne and Holt, for example, in their recent review of the marketing value literature, state: ... despite the increasing attention being focused on this concept, there is still remarkably little in the way of agreement in the literature on what constitutes „value” and „customer value”... (Payne and Holt, 2001, p. 159).

At the same time, in the purchasing field, the authors with the most sophisticated treatment of the concept believe that: „The supply literature whilst referring and using the concept of value fails to develop a framework for thinking about the concept of value itself.” (Cousins et al., 2002, p. 164).

# **The Role of Marketing in Environmental Protection and a Complete Model of Environmental Consciousness of Consumers**

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**ABSTRACT.** It can be suggested that achieving sustainable development requires considerable efforts of individuals. The unsustainable buyer, consumer and user patterns have to be changed; environmentally friendly activities and way of thinking have to be promoted. Marketing has the most extensive theoretical and practical knowledge in connection with consumption, consumer behaviour and promoting new things. Thus, making radical changes in existing consumer patterns needs some important marketing tasks. For example, the environmentally conscious consumer segments have to be defined; the influencing factors of environmentally friendly activities need to be disclosed for the sake of a more successful promotion of any manifestation of environmental consciousness. It can be hoped that the presented theoretical model that was developed as a part of the author's PhD dissertation, can help these efforts. This model is based on the recognition that environmental consciousness can be interpreted on several stages so that this concept can be defined better and better. According to the literature of environmental consciousness four interpretative stages could be distinguished: the global, the governmental, the organizational and the individual ones. Actually, the presented model consists of three embedded submodels/figures, which summarize the “inner” and “outer” influencing factors of environmentally conscious individual consumer behaviour.

## **1. Introduction**

In our days environmentalism and ecologically consciousness are considerable issues because of threatening ecological problems. The governments, the different international organizations, the civil organizations continuously look for the possibilities of solution. The different sciences also are interested in these efforts: physicists, chemists, biologists, geologists, engineers, lawyers, sociologists, psychologists, economists, etc.

Marketing as a science belongs to a bigger unit, the sciences of economics. Unfortunately, the traditional point of view of economics – especially the neoclassical school's growth oriented approach – is totally inconsistent with the requirements of environmental protection. According to this approach resources are free of charge and the main goal and criterion of development is the unlimited growth (Tóth 1995). A country's economy is evaluated on the basis of the GDP increase, a company's performance is evaluated with the help of the rising of its turnover and market share, an individual's success is evaluated on the ground of the raising salary, etc.

Because of the global and local environmental, social and economical problems, economists, economic executives and specialist also have to learn thinking on a more environmentally conscious way. Nowadays a new trans-discipliner approach, the ecological economics is shaping. The aim of ecological economics is to understand the relationships between ecology and economics on behalf of achieving the sustainable growth (Buzás et al 2004). Economists examine important contexts in connection with environmental pollution and protection, such as

## **Particularities of Measuring the Satisfaction of the Services Consumer**

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**ABSTRACT.** The client satisfaction has a more and more important role in the objective’s systems of many service providing enterprises. The successes of many service providing enterprises are no longer measured, by “the determined market share”, but by “client market share” which is obtained with the aim of increasing the clients’ fidelity. Along side the concept of “attracting the client”, the customer satisfaction plays a distinctive role in the service providing enterprises’ policies. Having in mind the perspective of a long time relationship with the customer, the two aspects represent two intermediary objectives. The transformation of a client in a loyal customer is the main objective of Total Quality Management (TQM). The client satisfaction determines repeated and added purchases and an increase of the number of clients by the help of references. The process of client satisfaction with the goal of transforming him in a loyal one is formed of three elements: upholding the reputation, is sustained by the competences and the professionalism of the service providing enterprises employees which serve the clients either directly and indirectly; maintaining the value, by having a proper price for the customer as a result of reducing the costs, by introducing new and flexible technologies and by realizing practical innovations; and finally the structural link, assumes the organization of the teams and functions which gravitates around the client with the help of a “frontline” informational system and interactive marketing. Knowing the level of client satisfaction allows the service providing enterprises to successfully develop the client transformation process in a consumer and afterwards in a vivid supporter.

### **1. Introduction**

The client’s satisfaction has a more and more important place in the systems of objectives of many service providing enterprises. The successes and the accomplishments of these enterprises are no longer measured, firstly, by the determined *market share*, but by the obtained *client share* with the purpose of increasing the client fidelity (J. Hoellersleben, 1999). For maintaining the reputation of a successful company, many service providing enterprises, which have as a motto “the good relations need much more attention”, have a detailed approach on the needs of the clients, with the purpose of founding a partnership with them (A. Fahlbusch, 1995).

In this context knowing the level of client satisfaction, represents a mandatory condition for the success of the loyalisation process. In the services, the quality and the client satisfaction are two components of the same process: *continuous improvement of the services quality*. Knowing the level of client satisfaction allows the service providing enterprise develops successfully the transformation process of the client in a “consumer” and then in to a “supporter” (the client is



## **The Penetration Strategies of International Hotel Chains on the Romanian Tourist Market**

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**ABSTRACT.** During this period, the world economy globalization is an essential factor for the internalization of business companies. To penetrate a new country, the companies can choose among the following forms: export, transfer license, strategic alliances and foreign direct investment. In turn, these methods decompose into the following: direct export, indirect export, franchise, the leasing contract, turnkey contract, joint venture, management contract, strategic alliances, corporations etc. which are, in fact, concrete forms of market penetration. At the moment, there are 45 hotels in Romania that belong to 16 international hotel chains which have penetrated our tourist market. The methods that the international hotel chains are using to penetrate the Romanian tourist market are based on the top three forms that are used to penetrate a foreign market: franchise, management contract and the leasing contract. These methods have been chosen and used in Romania by international hotel chains depending on the overall hotel chain strategy and the benefits they offer. In this paper, we intend to present the main forms of market penetration in Romania which are used by the international companies in hotel industry.

### **Introduction**

According to the statistical data provided by the Statistical Yearbook of Romania 2008, there was a total of 1231 hotels and motels, of which 1081 hotels and 150 motels in Romania, in the year 2007 (Statistical Yearbook of Romania 2008, p. 823).

Among these, there are currently 45 hotels belonging to international hotel chains. At the moment, there are 16 international hotel chains on the Romanian market, namely: Golden Tulip Hotel, Best Western, Danubius Hotels, Hunguest Hotels, Ramada, Sofitel, Novotel, Ibis, Howard Johnson, Radisson SAS, K+K Hotels, Hilton, Marriott, Crowne Plaza, Intercontinental and NH Hoteles. (Table 1). In turn, these hotel chains belong to other larger international chains of hotels.

# **Marketing Fraud: Pyramid Schemes in Eastern Europe**

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**ABSTRACT.** The paper argues that many pyramid schemes try to present themselves as legitimate multilevel marketing businesses. Many people confuse pyramid and Ponzi schemes with legitimate multilevel marketing. The main difference between these two is that multilevel marketing programs have a real product to sell. Pyramid schemes now come in so many forms that they may be difficult to recognize immediately. However, they all share one overriding characteristic. They promise consumers or investors large profits based primarily on recruiting other members to join the program. Pyramid schemes not only injure consumers, but they also affect the daily operations of banks and taint the banking industry’s overall reputation for safety and soundness, as Charles Ponzi proclaimed at the height of his popularity that he would form a new banking system. Recent history in Eastern Europe makes it only too clear that pyramid schemes exploit the absence of a fully-functioning market, adequate supervision and an effective legal infrastructure. Therefore is quite important to combat pyramid schemes by educating consumers and businesses about how to recognize and avoid this type of fraud, and try to review the laws concerning this matter.

## **1. Introduction**

In this paper, I summarize my analysis of pyramid schemes or Ponzi schemes as a marketing fraud. This analysis is based primarily on the recent economic history in Eastern Europe. First of all, when we speak about marketing frauds in Eastern Europe we may refer to three important examples: the rise and fall of the Albania’s major pyramid schemes in history, to Russia’s great pyramid and eventually to Romania’s biggest financial fraud of the 90’s.

In order to understand better this phenomenon born from the multilevel marketing roots, it is quite important to be able to make the difference between pyramid schemes/Ponzi schemes and legitimate marketing. A simple definition of the pyramid scheme would be like follows: “A pyramid scheme is a fraud based on recruiting an increasing number of investors.” Some schemes may purport to sell a product, but they often simply use that product in order to hide their pyramid structure. There are to tell-tale signs that a product is simply being used a disguise for a pyramid scheme; inventory loading and a lack of retail sales. Now, an inventory loading occurs when a company’s incentive programs forces recruits to buy more products that they could ever sell. These products often came at an inflated price. In this particular case the people at the top of the pyramid reap substantial profits, even though little or no product moves to market. The people at the bottom make excessive payments for inventory that simply accumulates in their basements. A lack of retail sales is also a red flag that a pyramid exists. Many pyramid schemes will claim that their product is selling very good. However, on closer examination, the sales occur only between people inside the pyramid structure or to new recruits joining the structure, not to consumers out in the general public.

Pyramid schemes are not the same as Ponzi schemes which operate under false pretence about how the money is being invested and normally benefit only a central company or person along with possibly a few early participants who became unwitting shills. In the typical Ponzi scheme,

# **Maximizing the Benefit of the Association Agreement between Egypt and E.U. Concerning the Agriculture File**

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**ABSTRACT.** The main objective of the paper is to analyze the agriculture file of Egyptian and E.U. Partnership Agreement and what is the positiveness and negativeness of the E.U. Association Agreement in the agriculture file. We can notice that effort must be done from the E.U. part to open their market in front of Egyptian products and from the Egyptian side, efforts must be done also in marketing, studying the European consumer needs. We can notice that many Egyptian products did not enter the European market whether because of the quota of E.U. Association Agreement with Egypt or due to the lack of studying the E.U. market.

## **1. Introduction**

The article starts with an overview of the imports of agricultural products in E.U. such as: cut flower and foliage, fresh fruits and vegetables, preserved fruits and vegetables. Then I studied the economic impact of EU/Egypt Association Agreement in the agriculture file, with its positiveness and negativeness. In the last chapter I mentioned the Egyptian products that can enter the European Union market, the possibilities of Egypt to export these items, value of imports, most important suppliers from DC (Developing Countries) and from E.U., markets and commodities Egypt must focus on.

## **2. E.U. importation of agricultural products**

### **2.1. The cut flower and foliage market in the EU**

The EU is the world's leading importer of flowers and foliage, with imports amounting to € 3.4 billion in 2006. Germany was the largest European importer. Due to decreases in imports by Germany, the UK became the largest importer in 2006. Together, they account for nearly half of total EU imports (in value). Only 24% of total imports was imported from outside the EU. However, this share is increasing. The Netherlands is the leading importer of products from outside the EU, accounting for more than half of these imports. A great part of Netherlands imports is re-exported to other countries, in particular Germany. The Netherlands is the main supplier of cut flowers and foliage to other EU member states. Besides The Netherlands, other cut flower suppliers to the EU contributing major shares were Kenya, Colombia, Ecuador and Israel. The EU imports of fresh cut flowers have been dominated by Rosa. Developing countries mainly supply Rosa; and also play a significant role in supplies of summer flowers and Dianthus.

### **2.2. The fresh fruits and vegetables market in the EU**

The EU's production of tropical fruits is limited to very small-scale production of bananas and pineapples in Spain and Portugal. Most of these fruits are imported, together with fruits that are

# **The Profile of Foreign Tourists Who Visit Cluj-Napoca**

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**ABSTRACT.** Cluj-Napoca is a city situated in the heart of Transylvania, Romania. In the last few years the amount of foreign tourists who visit its attractions grew up consistently but no one knows who are actually these tourists. Through this survey we wanted to emphasize where do they come from, which are the means of transportation used by them to come here, why are they here, which are their habits concerning accommodation, booking and dining, the sources of information that essentially contributed in their decision of choosing Cluj-Napoca as their next destination and the top of their preferred tourist attractions. In order to reach our objectives, we conceived a questionnaire and then apply it in the Tourist Information Centre of Cluj-Napoca and a few downtown accommodation units using a sampler (established by "convenience sampling") of 384 foreign tourists so the information collected and compiled is primary and actual. The enquiry took 6 months, from December 2008 until May 2009. To find out who are the foreign tourists which came to visit Cluj-Napoca, please cover the whole article, especially the section for "data analysis" and "conclusions".

## **1. Introduction**

Working at the Cluj-Napoca Tourist Information Office for more than one year, I have realized a series of flaws and lacks concerning information about the tourists who visit the city. In order to know what kind of promoting materials we will create further, we had to know who are these tourists, what languages do they speak, what are they interested to know about the city and how many are they. The information provided by the Romanian National Institute of Statistics through the Regional Statistics Office of Cluj are mainly summarized to tourism traffic. On the other hand, these information are available only for the county, not for the city and this fact doesn't satisfy the need (of tourism actors) for knowing the habits of tourists who visit the city.

Lately, lots of European funds are available for improving the general infrastructure, the tourist infrastructure or for renovation of some tourist attractions as old (but significant) buildings, statues, castles and so on. It is not enough to analyze the marketing environment or the county statistics to get the whole picture of the foreign tourist's profile.

Starting with the multitude of tourists who visit Cluj-Napoca each year and there are no studies which provide enough information about them we decided the profile of foreign tourists who visit Cluj-Napoca.

## **2. Objectives**

This research wants to be representative for the foreign tourists who visit Cluj-Napoca and also to reveal as many information as possible about them. The objectives of this research are to identify where do they come from, which are the means of transportation used by them to come

## **Country Branding: Conceptualization and Review**

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**ABSTRACT.** Although several aspects of brands which may affect consumer purchasing behavior have been studied during the last decades, the concept of country branding and its particularities in comparison to classical product branding have not received the appropriate attention yet. In a comparative and analytical manner, this paper tries to review the concept of country branding, its origins and various interpretations, and the existent methods internationally used in order to assess country brands.

### **Introduction**

Within the last decade, the concept of country or nation branding has seen a huge growth in the interests and activities related to it, either in the form of papers and books, or in the form of studies and consultancy projects. Still, there is a significant lack of progress in the conceptual development of the subject, which is vital to take it forward to new dimensions, developments and uses (Dinnie, 2007).

Moreover, country branding still faces serious objections or even cynical criticism from well-known marketing specialists (Olins, 2002). Even the person who is widely credited with the creation of the term is now attacking the concept itself: “Nation branding does not exist, it is a dangerous *myth*... branding a country is vain, naive and foolish... it creates the problem, not the solution” (Anholt, 2008). Still, Anholt is actually trying to emphasize the significant specifics and particularities of branding a country or nation in comparison to classically branding a product or a service, suggesting that a new approach regarding country branding is needed (Anholt, 2007).

This paper tries, in a comparative and analytical manner, to review the concept of country branding, its origins and various interpretations, and the existent methods internationally used in order to assess country brands.

### **Why brand countries? The increasing competition among countries**

The recent economic evolutions of the 20th century have led to a competitive shift from individual enterprises to “territorial systems” (Valdani and Ancarani, 2001), entities which are often termed in the specialized literature as “places” (Kotler, Asplund, Haider and Rein, 1993; Gold and Ward, 1994; Ward, 1998). In the contemporary economic context, the competition among firms from any industry significantly depends on the competition among the places in which they find themselves. As Porter (1998) states, the clusters of enterprises within a territory improve its attractiveness to potential investors. Enterprises’ competitive policies are interconnected with and dependent on the specific resources of the place in which they are based, and particularly on the “systemic quality” (Valdani and Ancarani, 2001) of its environment.

The increasing competition among places, and especially among countries, is caused by several major trends and factors like globalization, the increasingly tertiary nature of the economy, the

## **Marketing Facilities in the Cluster**

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**ABSTRACT.** Hungarian small and medium sized companies (SMEs) have determinative role in employment. Since the time of changing of the political system (in 1989) only the SMEs have been the net workplace establishers. 72 per cent of the employments of the competition sphere works in this sector. Clusters are areally concentrated cooperation networks of economic participants, non-profit institutes and organizations in connection with each other, and in organization within a value chain system in the same industry. Clusters significantly contribute to the increase of competitiveness of participants in a whole region or area. Pannon e-Learning Cluster in which the Pannon University is participating as an authorized (gestor) was established for giving plenty of facilities for special SMEs. All of our enterprises works at the field of media. These enterprises are specialized for local broadcasts, but they are not competitors because their broadcast areas are different from each other. In our research we show the current situation and future plans of the Cluster. We put emphasis on facilities given by marketing and we pay special attention for communication and common appearance as well.

### **1. General description of clusters**

Cluster as an economic conception originated in the '90's. From its beginnings it has become a concept in economic development. The development of the service sector is an example of cluster development as well. Less and less amounts of goods are consisting mainly of material-type costs while the rate of related services has increased. These services are not necessarily created within the enterprise, which requires relationships among separate companies. On the other hand the development of communication facilities contributes to more efficient relationship among the enterprises. According to the study of Pappné Gáspár L. (Pappné, 1999), because of the reasons mentioned, the process of production is strongly decentralized and at the same time the decision making and intellectual work are concentrated regionally. This process is called a global- local paradox by Porter (Porter, 1998). Although the companies work out global competitive strategies, industry leaders can be found in the same region or concentrated in the same city. The sudden advance of small and medium sized companies (SME) in parallel with decentralization of economic development is also very important. Programs of economic development initiated from above were changed by the programs of economic development organized from below. The local and regional governments have an important initiative role in this process.

The local facilities, the regional specialties, and the characteristics which cannot be copied easily, are important in the development of the economy. A single company's activity is not

# **The Implementation of Relationship Marketing in the Frame of Tourism Agencies**

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**ABSTRACT.** The relationship marketing with the customers represents the capacity to identify, attract and to maintain „the best” customers with the purpose of increasing the figure business and the benefits (for the company, as well as for the customer ). The authors of the book „Gestion de la relation client” – Rene Lefebure and Gilles Venturi, presents the factors which contributed of the extention of the implementation of customers relationship marketing in the frame of services companies, there are: the hackney on all the borders – the slackening of the salles growth, the hackney of the offer, the growth of the customers exigencies, the race towards differencings – the facciliating the customer’s life, the diminishing of the available time, the multiplication of the temptations, the shaping of personalization, the customer becomes an actor, the customer becomes rational. The customers relationship marketing places the customer in the center of the company strategy, requiring the giving an increased importance to marketing. The relationship marketing represents the most important revolution in the „life” of the marketing. This requires the making of relations, through the distribution channels ensemble, between the business partners, providers and the services users.

## **1. Introduction. General presentation of the studied tourism agency**

S.C. TOP TRAVEL S.R.L. was founded in 2005, as a tour – operator with a license in tourism. The agency is situated in a central area in Bacău city into a modern location, having possibilities for complex information of tourists upon the tourism offer. It is a commercial society with limited accountability, a private form of propriety. The main activity object is represented by touristic assistance through travelling and tour – operator’s agencies. S.C. TOP TRAVEL S.R.L. obtained its tour – operator tourism license and unfolds activities like organization of services packages in the internal and international tourism domain, selling towards tourists of the own, of the contracted ones and of the ones contracted with other traveling agencies services packages, booking and commercialization of accommodation, meals, transportation, amusement, treatment and balneary cure services, touristic assistance, rent of cars, booking and commercialization of plane, bus, train tickets, booking and commercialization of shows tickets, artistic, sport manifestations or others activities of entertainment and amusement. The firm’s customers include some school’s pupils, some enterprises employees, and the students from the University of Bacău and from the private universities, the sport’s club members.

## **2. The implementation of relationship marketing in the frame of tourism agencies**

### **2.1. Definitions and determinative factors in the evolution of these new concept**

*The relationship marketing with the customers* represents the capacity to identify, to attract and to fidelity “the best” customers in the perspectives of increasing the business figure and the benefits ( for the company, as well as for the customer ).

# **Logistics and Marketing Resources in the Frame of Commercial Societies**

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**ABSTRACT.** Commercial societies (enterprises, firms, etc. ) has its roots in the farthest times, being continuous, dependent, as an organization and functioning form, by the social – political organization. With all these, only with the apparition of capitalism and of market economy, they become a true „foundation stone” of social life organization. For these commercial societies, and not only, the market research has a great importance because through it continous investigation it will underlyen the main decisions of the society in the manufacturer domain, as well as in the dissolution domain. The marketing activity of a commercial society supposes: market studies, output orientation, products studies, promotions and publicity activities, and distribution activities. The marketing succes depends by the elaboration of an adequate plan, which brings to the entrepreneur important advantages: the analysis of the society’s competitional situation, the exact evaluation of the market’s potential and new favorable occasions, the suggestion of some marketing strategies, the coordination of marketing instruments of the society, the providing of an elaboration frame of the budget, establishes objectives and the responsibility of its realization, the revision of individual and of groups performances, the focusing upon the mentaining of the profitability.

## **1. Introduction**

The creation and the unrolling of a commercial society, as well as of any business ( regardless of its judicial form ) supposes a considerable risk and a mentained effort to surpassing the inertia against the new.

And, in the context of Romanian social – political organization ( still in the transition process and in a continuous change ) is maybe more difficult and more risky the creation of a business – for example of a commercial society; these without mentioning the entrepreneur tendency of the last years to center to the creation of a services organization, and less of societies producing various products.

The development of a commercial society is also a race without an arrival line. It supposes the continuous effort for its improvement, with the purpose of needs, desires and the continuous changes of client’s requests satisfaction. And of course, beside client’s satisfaction, maybe as primordial objective we can mention – the profit obtaining.

## **2. Logistics in the frame of the opening of a commercial society**

### **2.1. The location choice**

The choice of the most adequate location can be an important succes factor in bussines. A good location can allow the survival even to a mediocre bussines, and an un-inspired one can lead to faillure. Of course, the location issue has to be handled according to the specific of each bussines and to the entrepreneur’s objectives. In the election of the a bussines’s location has to



# **Bakery Market Segmentation in Romania in the Context of Targeting Consumers for New Products**

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**ABSTRACT.** Consumers are increasingly informed and busy, the overall trend of the century to speed solutions provide instant, regardless of what you produce and sell are the factors that determine the players in the bakery industry to operate on distinct market segments. Market trends and changes in consumer consumption led to the delineation of market segments to which producers must be addressed through diverse offers. Currently, the bakery into a powerful process of segmentation, the traditional bread and specialties face to gain in consumer preferences. The aim of the paper is to highlight the importance to be given to the process of segmentation in the context in which consumer preferences are in a transitional period and the product has tended to focus on an audience - target specific.

## **1. Introduction**

Market segmentation is the process of a corporate division in homogenous groups, according to one or more criteria. The segmentation is pursuing a relevant market fragmentation in homogeneous units, partial markets, to a differential processing of it.

The concept of market segmentation distinguish two extremes: the current of opinion according to which consumers do not differentiate between them and the current view those consumers are quite different between them, for each of these companies should develop mix-specific marketing.

In developing strategies for segmentation, over time have been taken several steps:

- stage mass marketing, which offers consumers an undifferentiated product;
- stage focused on the variety of product marketing, the company offers two or more products that have distinct segments;
- stage target marketing, which assumes that the capacities of a customized marketing mix to create marketing sites specific to certain market segments or even tailored to the needs of a customer or consumer.

An essential factor for an efficient organization of marketing and for achieving strategic objectives of the enterprise is to achieve a proper segmentation to identify the main categories of consumers, and directing efforts to those sections considered desirable for the enterprise.

# **Marketing Research about Customer Retention for Dental Services**

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**ABSTRACT.** Marketing decisions about studying the patients' needs and requests are rarely taken, without adequate scientific basis. In order to improve the dentist-patient relationship, the authors undertook a series of quantitative and qualitative marketing researches, to identify the main modalities for attracting and retaining customers for dental services. Thus, two focus-group-type qualitative researches were conducted on two different groups of persons in Bucharest. The theme perception technique was used in the first focus group and the brainstorming technique was used in the second. The focus groups had the purpose of exploratory research, in order to identify the variables which influence the patients when they decide to choose a particular dental office, as well as the factors which induce them to maintain the relationship with the same office. Contents analysis was used as a method for data analysis. A survey-type quantitative research was then conducted among the Bucharest population in order to accomplish the objective of the research and to validate the variables identified through qualitative research. The conclusions of the article are a starting point for further investigations regarding the dentist-patient relationship – conducted in the Romanian medical marketing environment.

## **1. Introduction**

The marketing of dental services represents a field that has been explored only tangentially, particularly as far as the Romanian specialized literature is concerned.

Nonetheless, the interest for carrying out research in this particular field is aroused by the increase in the necessity to implement marketing principles to the dental services, due to the market liberalization and autonomization of the institutions providing dental care services.

With the Law no. 463, dated 04/11/2004, that stipulates that the graduates of the faculties of Dental Medicine and Pharmacy are automatically granted the right of free practice, and with the Law no 236/09.06.2006 concerning the possibility to buy surgeries, the only surgeries under the control of the Public Health and Family Ministry in Romania are surgeries in schools and surgeries of Emergency Hospitals, that provide only emergency assistance services. Dental emergencies (caries, dental abscesses etc.) are free of charge according to the law no 145/1997 concerning social health insurance. Except for these dental emergency services, dental surgeries can be privately owned. Unlike the majority of medical services, dental care services do not enjoy a dominant position any longer.

## **Additional Thoughts on the Response of the Organizations in Crisis Conditions**

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**ABSTRACT.** This paper is an extensive analysis of bought international business press and academic literature in the field about crisis management and related fields. The paper is grounded on the premise that the psychology of the crisis is an important component of the present international context and psychological factors play an important part in the alteration of consumer’s behavior. That is why an essential condition for companies is to know and understand these aspects in order to handle the crisis successfully. The central message of this paper is that the response of the organizations at present should be based on a mix between outside and inside prospects within a high reaction speed. At the same time, we presented the organizational response as an adaptation process through change.

### **1. Introduction**

Since September 2008, we began to carefully supervise the national and international business press in order to see the effects of the financial crisis that began in the USA on various national economies. It is amazing how fast the financial crisis extended and transformed into an economic crisis worldwide, all national economies being affected at a certain extent. Likewise, it is unbelievable how a crisis generated another crisis. For example, at the end of 2008, business analysts launched pessimistic forecasts regarding the evolution of national economies in 2009, but they considered scarcely the issue of social crisis generated by the economic crisis.

Within the conference: “Crisis of Confidence. The Recession and the Economy of Fear” sponsored by the University of Pennsylvania’s Department of Psychiatry and the Psychoanalytic Center, there was emphasized the following aspect: “The emotion not only led America into the present economic crisis but it could also keep it there.” David M. Sachs, training and supervising analyst at Psychoanalytic Center of Philadelphia stated that “the economic crisis is not one of concern but one of confidence”. The emotional response of consumers to the effects of the financial crisis determined the decrease of their confidence in trademarks, organizations, governments. In other words, the negative emotional response determined the appearance of confidence crisis. The negative economic evolutions and the decrease of consumers’ confidence implied the restriction of consumption, people considering savings as a reaction to the uncertainty of their present existence. This had as a consequence markets’ contractions and alterations, sometimes important in their structure, as they generated overproduction.

Thus, emotion conducted to economic crisis, and confidence crisis conducted to a sharpening of economic crisis, some specialists appreciating the fact that the decrease of consumer confidence in trademarks, companies, fields of activity, governments and anti-crisis measures taken by them, could prolong the actual economic crisis. This is proved, for example, by the decrease of

# **The Consumers’ Resources Influencing the Organic Food Choice**

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**Abstract.** The growth of the organic food market worldwide brings to the front the organic food consumer’s buying behaviour. From the beginning of the ‘90s a series of study has been carried out trying to model the organic food consumer’s buying behaviour. The majority of these studies investigate the motivation system of the consumers who buy or are disposed to buy organic food products. The aim of this paper is to give a wider description on the consumers’ resources sacrificed in a food buying decision process and in the whole food consumption cycle. These resources are divided into three main categories: economic (or financial), cognitive and time. All of them will be discussed in order to provide a larger and detailed framework of these aspects in an organic food buying and consuming context. The influence of these resources is strongly present when we talk about a premium food category like the organic foods. Beyond a description of these factors we try to discover the ways in which they could be extend to stimulate the organic food consumption. This paper provides an exploratory study on the cognitive resources and tries to carry out a theoretical framework for a future research on these three factors.

## **1. Introduction**

The global demand for organic products is increasing rapidly, and the highest amount of it is concentrated in North-America and Europe. When the largest suppliers of the organic foods are Australia, Oceania and Latin America, the North American and the European continents comprise the 97% of the global demand (The world of organic agriculture, 2008). The US has the largest organic market. In Europe the biggest organic food market is Germany and UK, the Scandinavian nations are the largest spenders, and the Swiss are the largest organic consumers. The CEE countries like Romania are important crop and cereal exporters, but the consumption level is very low. In Romania less than 0.01% of the products consumed are organic, compared with 3-4% within Europe (Organic Agriculture in Romania, 2008).

The conventional food market is saturated and the value of the market could be growth by quality not by quantity. In Romania there is potential for organic food product.  
tízszer

In the last ten years the Romanian organic agriculture area has been increased ten times and the value of organic production has growth in the same rhythm. In 2007, close to 4000 organic farmers cultivated 200,000 hectares (Organic Agriculture in Romania, 2008). At the supply side within the organic food chain, farmers, processors, distributors, certificating bodies, governmental institutes and nongovernmental organizations, we can discover a series of motivating forces. Without a study we can just enumerate this factors, we do not desire to make any classification among them. These motivating forces could be (1) the economic motivation or the profit (2) ecological motivation (3) social motivation including both the small farms’

## **Proposals to Adapt the Possibilities of Promoting Rural Tourism to the Identified Consumer Profile**

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**ABSTRACT:** A lot of terms can be used to define today’s rural tourism: confusion, conflict, failure, but the word that should be heard more often is lying covered in dust in dictionaries. We are talking about PROGRESS. This concept automatically relates to future which can only be built by the present. And what does rural tourism offer today? A magnificent landscape, tourist attractions that are worth-visiting, authentic traditions...Should this be enough? Many say “no”. The reason for this remains the type of such consumer who still is the unknown in the equation. His demands are still a mystery, this is why the offer remains poorly represented. This research has been undertaken on the example of the Apuseni Mountains and the first objective is to identify the features that outline the consumer of rural tourism by shaping his profile. Within this framework, the attitude towards received services and the expectations of tourists will be revealed. The study then shifts its attention to target a series of proposals, to adapt the possibilities of promoting rural tourism to the identified profile. Rural tourism is not only a point of interest but also a viable economic component and a key to sustainable development.

### **1. Introduction**

#### **1.1. Concepts**

Despite a wealth of cultural and natural attractions, Romania has yet to reach its full tourism potential. Most of the tourists visit the seaside or the well-known mountain resorts. Yet, it is believed that a great number would like to spend more time in the country’s rural areas. Developing rural tourism is a challenge, but knowing the tourist, the consumer who chooses it, is even a bigger one.

This article operates with two terms that, put together, will outline a profile of a unique consumer: of rural tourism. There are some reasons why studying consumer’s behavior has become very important. For a long time, marketers were interested only in what is being sold. Therefore, no attention was given to the reason why the consumer chose a certain product/service, which are his motivations, on short, who is the consumer. But the consumer is not just a pawn without brain who is manipulated to buy anything.(Plaias, I, 2007:15)

Philip Kotler believed that the consumer’s behavior is an “exit”, the result of an “entrance” that has been evaluated by the human brain. In the case of a service that can not be “touched”, the features of the consumer become even harder to outline.

# **The Consumers Attitude Towards the Cultural Products in Cluj Napoca**

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**Abstract.** The paper analyzes the cultural marketing’s impact on Cluj-Napoca, especially the reaction of the consumer towards the cultural institutions in this city. The conducted research can offer an inside about what must be changed in the strategies of these cultural institutions, what is the most efficient way to reach the consumers needs when it comes to cultural products. The paper also tries to offer research based solutions that can improve the relation and the communication between the general public and the management of these institutions that would ultimately lead to a more efficient planning and marketing strategies in the future. The last part of the paper refers to the marketing strategies of the Hungarian Opera from Cluj-Napoca. The efficiency of different marketing strategies tried by the institution until now is analyzed, and the mistakes that ultimately led to the failure of these undertakings are identified.

## **1. Introduction**

I chose this area of research because I wanted to find out what are the people’s opinions about the cultural products in Cluj Napoca, a city that considers itself to be a cultural bastion in the region. Also I analyzed, what are the chances of Cluj to become Cultural capital of Europe as Sibiu was not so long ago.

We are the only city in Western Europe that has two state operas, and maybe the only city in the world that has an opera house that belongs to a national minority. This institution has a big past and I conducted my research towards finding out how do people relate to this institution, and what are the flaws that led to the decrease of the public at its plays.

To reach my goals I used a combination between quantitative and qualitative research, because I wanted to know not only how many times an average person attends a play, but also what are the factors that are the determining his choice in plays.

My research was based on a questionnaire on a sample of 100 people with different backgrounds, different ages, gender, and studies. The diversity of the questioned individuals permitted me to draw a fairly relevant conclusion about the consumers attitude towards cultural products in this city.

The questionnaire contains 25 questions, that were completed by the subjects at their homes or at the workplace, and the average time of filling out a questionnaire was 4 minutes.

## **2. The Cultural Environment in Cluj Napoca**

Culture is the thing that defines us as individuals, communities or nations. Culture is an essential element of economic development, social regeneration and a good indicator of the quality of life and individual wellness. That is why knowing the cultural potential and identifying a good cultural strategy of Cluj Napoca is one of the central pillars of developing a future vision about the city’s future.

## **The Need for Renewing the Distribution Strategy in Time of Crises. The Ursus Case**

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**ABSTRACT.** This article describes the concept of relationship marketing, some aspects that include attempts by firms to develop long-term relationships with channel members. Concerning these relationships, there is approached the importance of the vertical marketing systems (VMS) and theirs forms. In this case, we tried to emphasize through the URSUS Breweries case, how a customer must be perceived to provide value and long-lasting efficiency. After we know what a vertical marketing system is, it is suitable to find what a tactical or a strategic relationship should mean and which the best way to choose such a strategy is. The idea of collaboration was also outlined here because this kind of partnership was considered a genuine competitive advantage for the company. In this context, an innovative method for FMCG distribution – the URSUS Breweries case was presented and how this direct distribution system has influenced the producer’s market share. The outstanding results of implementing an innovative distribution channel are considered an incentive way to creation of the URSUS brand’s value and higher levels of efficiency.

### **Managing customer relationship**

“Personal and business relationships have many similarities. In a marriage, for example, the two individuals agree to exchange only with one another as long as the balance of trade is favorable to both and greater than what can be derived from the greater market” (Kumar, Scheer and Steenkamp, 1995)

As the benefits of a successful marriage imply companionship, a customer relationship must be perceived to provide value to both relationship members, even if we talk about a company and an individual consumer (B2C) or a relationship between enterprises (B2B).

Nowadays, the competitive marketplace requires a strong customer relationship management. This relationship has to be a lasting one because it is critical to a company’s profitability and long-term success. To become more and more competent, the companies have to learn how to build profitable relationships to increase the value of the company.

# **The Competitional Environment in the Romanian Retail**

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**Abstract.** The competitional environment from the retail sector in Romania became more and more turbulent, with lots of variations. The variations had started from the tenderers side. New trade formats had entered on our market and started to require bigger and bigger market shares. Practically the modern retail started to compete more intensive with the traditional retail. It's difficult to estimate wich will be the competition's effects between the modern retail formats and the traditional ones, that's why in this study i proposed to achieve a review of the theories that discuss the topic of the competition in the retail sector. After a presentation of the competitional theories from the related literature, i wanted to achieve a scanning of the evolution of the Romanian retail in the last years and to point out the present condition of the the retail sector. Starting from the finding i've made, my work will also reveal some sort of trends that are easy to notice in this sector. A perspective concern is represented by the trends analysis with the purpose of disproving or confirming the development models of the retail.

## **1. Method**

This paper is based on academic researches that approach the retail structure with the purpose of marking out a possible evolution of the competitional environment in the retail sector. To this end, there are presented the (cyclic and noncyclic) theories that express the defining models for the dynamics of the retail sector. Also, to define the competitional background from the retail sector i studied the typology problems that determine the categories of competitors from this sector.

The analysed inquiry describes the competition between retailers in intratype, intertype or intercategory formats. This study analyses the structure of the retail on the Romanian market through the evolution of the modern trade formats that offer general goods, so, through the intratype competition.

## **2. The retail sector's structure in Romania**

The evolution of the retail had been put to some tests of shaping among the time. The developed models can be distributed in two big categories: cyclic models and noncyclic models.

Between the cyclic patterns there are placed the next theories: the wheel of retailing, the accordion retail and the retail life cycle.

The "wheel of retailing" pattern had been elaborated by Malcolm McNair and later it was expanded by Hollander. The concept starts from the assumption that in general the new forms of retail enter the market with cut shares and operating prices (the market introduction stage). Later, the mentioned indicators recorded bigger and bigger values because of the growing



## **Research Regarding the Preferences and Habits of Mineral Water Consumer on the Timișoara Market**

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**Abstract.** This paper presents the findings of a quantitative study at the level of the city of Timisoara, which had as main objective to identify consumer behavior regarding purchasing and consumption of the product mineral water by the citizens of Timișoara. The research was conducted on a sample of 338 individuals, based on a questionnaire, implemented by interview operators. The main themes of the questionnaire were: the preferences of the individuals regarding the consumption of soft drinks; the average household consumption of mineral water; use / non-use of (flat) mineral water for cooking; loyalty to the brand; preferences between flat water / sparkling / decarbonated water; supply preferences; the characteristics that determine the acquisition; interest / lack of interest regarding home delivery; the profile of respondents in terms of: age, gender, income, residence, family size. Timișoara is a city in the plain, registering temperatures above the national average, with a low quality of current water. For these reasons, water and soft drink consumption is above the national average. One of the particularities of the city regarding water is that there are a lot of public wells drilled deep in the city, that provide free drinking water. The analysis of consumer preferences took this aspect into account to identify to what extent the water from public fountains does or doesn't have any significant influence on the amount of the mineral water demand. This, along with the results of other topics of the research, is the subject of our study.

### **1. Introduction**

If, few years ago, mineral water was purchased quite rarely, given the context of the past years, a period characterized by an increased purchasing power but also by global warming, mineral water sales have registered a real increase. In addition, the forecasting shows that sales of mineral water will remain high in the coming years, taking into account that Romania is still at a low record of consumption per capita, and also taking into account a very low consumption at the beginning, when the mineral water was purchased occasionally, being used primarily in a drink mixture of wine and soda water. In addition, the mineral water supply has been diversified lately, being launched various levels of carbon level ratio and also different types of packaging.

The mineral water market in Romania is a very dynamic and growing one, due to the fact that it is becoming more and more accessible to the Romanian consumer. In Romania, 75% of the consumed water is sparkling, in contrast to the EU Member States where consumption was of 75% flat mineral water. Although to date there have been dramatic increases regarding mineral water, a change in preferences can be noticed in the case of Romanians, with regard to their

# **The Strategic Innovation: Conceptual Framework**

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**Abstract.** Organisational performance is influenced by the organisation's ability to adapt to the environment it acts within, to benefit from identified opportunities, to face the threats and risks. In a complex and dynamic environment, success is possible through adopting a proactive market orientation. Proactive market orientation enhances the process of new product development and launching, to address latent customer needs. Most relevant research was focused either on strategy (and the process of strategic planning) or on innovation (and the process of new product development); thus, strategy and innovation have developed as largely separate schools of thought. In the last years, in literature, the concept of innovation began to be approached also in the context of the process of substantiation and implementation of strategy, giving birth to a new concept: strategic innovation. Strategic innovation represents innovation in strategy formation and implementing, which ultimately leads to creating and developing new market spaces. The present paper aims to present the approaches reflected by the literature, regarding the concept of strategic innovation, having as starting point the concepts of innovation and strategy.

## **1. Introduction**

The concepts of "strategy" and "innovation" were developed within separate schools of economic thinking (Adler et al., 1992, Englund and Graham, 1999, Krinsky and Jenkins, 1997). The most important research conducted focused on the strategic planning process or on the process of developing new products (Schlegelmilch, Diamantopoulos and Kreuz, 2003). In this context, the literature on strategy and strategic planning addresses the corporate and business units and the literature on innovation addresses the problems in the production functions (Varadarajan and Jayachandran, 1999). In recent years, in the literature in the field, the concept of innovation has begun to be addressed in the context of the process of establishment and implementation of strategy (Krinsky and Jenkins, 1997), giving rise to a new concept: the strategic innovation. The term strategic innovation was most common in the literature (Geroski, 1998, Krinsky and Jenkins, 1997; Markides, 1997, 1998, 1999, Martinsons, 1993, Yates and Skarzynski, 1999). For this fusion of innovation and strategy there were also used terms such as: innovation strategy (Hamel, 1996, 1998, 1999), value innovation (Kim and Mauborgne, 1997, 1999, Seurat, 1999), non-linear innovative (Hamel, 1998), discontinuous innovation (Lynn et al., 1996), competitive innovation (Hamel and Prahalad, 1989) and product development in a new style (Johns, 1992).

## **2. The concept of innovation**

### **2.1 Defining innovation**

The definition of innovation has been an area of interest both for researchers and for different industries. It is considered that the way the innovation has been defined within an organization will determine what activities will take place within the company and those that will be outsourced. Scientists and industry used a different approach from many perspectives regarding

# **Using Wireless Internet to Conquer Young Consumers. Case Study: The Coffee Houses from Cluj-Napoca, Romania**

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**ABSTRACT.** Nowadays’ hectic society spins around the rapid pace development of TIME industry (telecommunications, information technology, media and entertainment), which triggered the appearance of a new generation- Y Generation. With well-defined consuming habits, dominated both by the Internet and new emergent technologies, this techno-savvy generation thrives in the digital era. In this context, the aim of the article is to emphasize the fact that Internet, particularly Wireless Internet, is a clear means of conquering the young consumers’ market, even in Romania. With a worldwide steady rise, Wireless Internet is more and more used by educated Romanian youngsters and, as a result, it rapidly shifted into a constant hallmark of their daily life. Therefore, in our case study, the main premise points out that coffee houses from Cluj-Napoca have introduced Wireless Internet as a response to the new market demands, so that they meet the eye of the young consumers. The article proves that Wireless Internet is a “must” and coffee houses merely adapted to the changes of an e-world society. Methodology: We used desk and field research, carried out in several coffee houses from Cluj-Napoca, Romania, and a quantitative approach, with the questionnaire as the main instrument.

## **1. Introduction**

In nowadays’ hectic society, the battle for customers is so fierce that current companies are losing important market share due to the lack of constant improvement in their approach. Companies compete in a changing business environment and information became one of the main context determinants. Without any doubt, the existence of information society is connected to the rising importance of information, knowledge and thus Internet. In fact, the Internet has changed “the face” of the business environment, both companies and consumers adopting it as a means of better accomplishing their desired objectives. Therefore, we can clearly see the appearance of “a new type of customer”, by far more demanding about companies’ interaction, communication and how they treat “him” (the customer) across segments, products and channels.

The aim of the article is to emphasize the fact that Internet, particularly Wireless Internet, is a clear means of conquering the young consumers’ market, even in Romania. For our case study, we chose the service sector, more exactly the coffee houses from Cluj-Napoca, Romania, a university city that has become an important business pole in this country. Our choice was heavily influenced by important young consumers’ market segment (mostly students) in this town, with consuming habits shaped both by the Internet and new emergent technologies.

# **Networking: From Marketing Tool to Marketing Competence. A Perspective on How Romanian SMEs Use It**

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**ABSTRACT.** This paper examines networking as one of the four pillars that form the SME "Marketing in context" conceptual model suggested by Carson and Gilmore (1999). Emphasis is put on how networking can be performed by Romanian SME managers so as to evolve from a common marketing tool or from an intuitive activity to a marketing competence that stands at the very core of the marketing process within an SME. We conducted our research having some premises as starting points: Romanian SME managers network as part of their every-day business, be it conscious or spontaneous; formal or informal; the network poles are various starting with existing or past clients, various professional contacts, suppliers and ending with the less common family, friends or even employees (internal networks); technological developments enhance networking at a larger scale by the means of the social networks platforms. The primary research (consisting of interviews conducted to several Romanian SME managers) reveals novel findings on how networking is perceived and used within these organizations.

## **1. Introduction**

While the marketing literature is very rich, the specialized literature on SME marketing is young, the first book on this topic being published in 1995 by David Carson et al. Nevertheless, the added-value of SME marketing is important if we take into account its main premise - the specific characteristics of small businesses and the personality, background and knowledge of the owner/entrepreneur/manager have influenced largely the SME marketing, with an important difference of well-known and classic marketing approaches. In this context, networking marketing is presented such as an important part of SME marketing (Gilmore et al. 2001; O'Dwyer, 2009; Carson & Gilmore, 2000).

The published studies about SME marketing in Romania are only a few, especially articles in management and business magazines. Thus, our research on SME marketing in Romania is a step forward, the result contributing to define further studies. We have chosen the topic of networking marketing because of its importance as part of SME marketing.

To begin with, we will try to introduce the reader to the main coordinates of SME marketing, with a special attention to marketing networking as part of the *marketing in context model*. Then we will present the general situation of information on SME marketing in Romania, the main idea being that there are only a few published studies and researches on this topic and almost no books and theoretical knowledge. Furthermore, our paper will focus on the case study based on a qualitative research (consisting in interviews to several Romanian SME managers).

# **An Empirical Study of the Factors Inducing Weight Status and the Relationship between Smoking and Body Mass**

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**ABSTRACT.** Trends in body mass highlight public health concern in most parts of the world today, as the prevalence of overweight and obesity have increased relative risk for adverse effects on physical and psychosocial well being. The present study investigates weight status determinants by exploring the factors that affect body mass index. Meanwhile, the study examines the relationship between smoking behavior and body mass and interrogates for potential interaction between smoking and weight status. The empirical analysis uses cross sectional data covering a sample of 2946 individuals in Germany and employs univariate ordered probit models and a bivariate ordered probit model that computes full information maximum likelihood estimates. Consumers are distinguished in four categories according to body mass index reported and four categories in concordance to cigarette consumption patterns as well. The estimation reveals that smoking is positively associated with weight reduction, while both body mass index and smoking status are strongly influenced by demographic and socioeconomic characteristics, leisure activities, food consumption patterns, health status and psychosocial factors. Findings have implications for obesity and smoking control policy and prevention programs targeted to distinct groups needs. Moreover, educational and counseling initiatives are also suggested.

## **1. Introduction**

The prevalence of overweight and obesity comprise a serious public health concern in most parts of the world today. Economists have expounded several theories to explain the general rise in body weight based on the fact that a number of technological, economic and social changes have altered the income levels and the relative prices of food and exercise over the past few decades. Individuals have responded to these changes in ways that lead to body mass increase (Maclean et al., 2006).

According to McGinnis and Foege (1993), obesity is the second leading cause of preventable death, besides smoking and in some countries, such as the USA, may become the leading cause in the near future. As nowadays cigarette smoking and obesity constitute the major health problems linked with preventable morbidity and mortality, considerable effort is spent to control them through policy intervention or educational initiatives. Therefore, it should be of great

# **Brand Positioning in the Context of Market Multiculturalism**

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**ABSTRACT.** The world seems to get more compact as we can reach more easily every part of it, as we can communicate and travel worldwide. The communication technologies and the Internet have significantly increased the economic cooperation of countries by creating an accessibility gate to all the world’s valuable scientific discoveries and also to the valuable experiences of the more developed countries. In terms of product and service brands there is a tendency of the strong ones to go global and there is also a tendency of other countries to embrace those brands as their own. The international marketing has come to help and support international businesses with strategies for multinational brands proposing from case to case both a standardized strategy and an adaptation one. But at the end of this process the international marketing will have to face a new global reality and will have to return to its essence: a strong differentiation of brands across cultures, and not just across countries. And that because due to the globalization process the national barriers tend to disappear while others types of cultures are getting stronger. The paper analyzes exactly this issue of brand positioning in the context of market multiculturalism.

## **1. Introduction**

The theme of this paper can be placed between the larger areas of international branding and international marketing segmentation. The paper aims to bring a contribution in identifying market segments with similar brand associations and in their accessing through specific brand positioning for each cultural segment. The paper brings into discussion a new concept, the one of global market multiculturalism, debating the effects of cultural changes under the globalization process and the hypothesis of the creation of new cultural segments in detriment of national ones. The paper is based on the literature review of the principal researches made in this field from 1990 till 2009 and is a conceptual paper that can be consider as a basis for a future research. The novelty of this paper is that it combines two fields of international marketing (branding and multicultural market segmentation), for each of them, some authors finding that is a lack of papers comparing to others domains. The importance of this paper relies in its’ intend to offer brand positioning perspectives on a multicultural market, which is in a permanent transformation under the influence of the globalization phenomenon.

## **2. Defining and analyzing the global market**

“The world economy has changed profoundly since World War II”, due primary to global markets emergence and the increase in global competition which lead to a progressive removal or absorption of local competitors by the global ones (W.J. Keegan & M.C. Green, 2005, p.46). The subject of markets globalization is increasingly more debated, some authors arguing that this could lead to a GCC - “global consumer culture” (D.A. Alden et al., 2006:23, p.227), concept which provoked controversy and also brought a defiance for international marketing researchers. The globalization phenomenon acts on market from various directions, setting the cultural scene at the crossing point of two opposite and simultaneous movements, but which reinforce each other: cultural homogeneity and cultural heterogeneity (M. Cleveland & M.

## **Ethic in Ethnic Marketing**

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**ABSTRACT.** This paper focuses on the possibilities of ethnic marketing and its ethic connections in the case of the German minority in Hungary. Using face-to-face interviews with sociologists, minority researchers and minority members, and analysing questionnaire data, we conclude that despite cohabitation over a long time, Germans hasn't assimilated completely. The differences found in our research will provide new opportunities for Hungarian small enterprises to survive and prosper in the present and future growth. But identifying and targeting ethnic groups for marketing purposes results in ethical difficulties, especially in a multicultural society consisting of a dominant group and also significant minority ethnic groups. In Hungary, ethnic marketing is an inexperienced way, and we don't know much about what is available, where and for how much. In addition, distinction can be invidious for Germans, because of discrimination and the post World War II resettlement experience. Based on these ideas we examine the ins and outs of using ethnic marketing in case of Germans in Hungary

### **1. Introduction**

As globalization as an economic process becomes ever stronger in our economic and every day lives it slowly, but constantly, changes our values, behaviour, and, most importantly for this paper, our consumer behaviour. It's strongest influence can be observed in young consumers because they are the most impressionable age-group and shaped by their milieu. In addition to globalization society also shapes an individual.

Which formative variable has the major effect on behaviour? According to researchers, who are anti globalization, in the 21st century everyone will belong to some type of minority. It follows that segmentation should be emphasized more than in the past. One possible way to analyze consumer clusters is segmentation by cultural values and ethnic identity. Ethnicity was expected to disappear as a social force during the 20<sup>th</sup> century (Bentley, 1981; Hutchinson and Smith, 1996). Instead, the global process has reinvigorated identity construction and ethnicity (Castles *et al.* 1992; Cornell and Hartmann, 1998).

In the last few centuries several minority groups entered Hungary and eventually became an integral part of Hungarian society. Examining these minorities demonstrates, that they try to adjust to the dominant culture on the one hand, hereby developing friendlier living conditions for themselves and their family by assimilating into society, while at the same time maintaining their minority culture. The question arises that in those social groups, where more than one culture participates in the socializing process, which one will define the peoples' customer behaviour more strongly. It is important for Hungarian small and medium-sized enterprises, because they have difficulty finding and keeping their market due to competition from multinational corporations. We believe, there are new opportunities for them by targeting the national minorities living in Hungary. First part of the paper we introduce our research

## **Research on Developing and Implementing Strategic and Operational Plans in Universities**

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**ABSTRACT** In the development of a university is an important place the university setting strategy, the direction to follow. In the current context of profound changes in the economy managers in universities face a number of new notions such as vision, mission and objectives. Analysis of internal and external environment of the university offer insights and answers to some questions about "possibilities" that the university has for development. Increasingly this information is processed by university managers objectives are translated into strategic and operational plans. In the present study was conducted a marketing research among teachers at the Technical University of Cluj-Napoca, on how they participated or participates in developing and implementing the university's strategic plan and operational plans of the faculties of the university . Since the development and implementation of these plans is the responsibility of top management in universities / colleges, I think it is important to this research because it allows determination of how the objectives of these plans are known and the "actors" university making contributions to these plans. The research included all the faculties of the university teachers were randomly selected based on stratified method, the sample under investigation including a number of 336 persons.

### **1. Introduction**

An important problem which had been discussed among numerous specialists in the literature is constituted by the way an organization evolves, adapts and changes along with the changes occurred in its environment (Zack, 1999; Wiig, 1997; Eddleston et al., 2008; Klein, 2008; Lockett et al., 2009; Nonaka, 1991; Olsen & Haslett, 2002; Teece, 1984).

In the organizational theory there are many opinions: one which considers the organization is dependent on the environment, by modifying itself along with it, another one which considers that the organizations have the liberty of action, adapting themselves at a response to the changes, and the third opinion sustains that the changes are made by the organizations through their top-managers who through their entrepreneurial actions influence the environment (Smith & Cao, 2007: 329-330; Alvarez & Barney, 2007).

Being connected by the way of functioning and the wellbeing of the organization in which we develop our activity, the author M. Schwaninger underlines the fact that in each organization, its management must be preoccupied by 4 central factors: creating the conditions for determining the change, correlating the strategic and organizational changes, the human resources and the coherence in the actions performed (Schwaninger, 2000: 237). In his paper, M. Schwaninger, underlines that the main problems encountered by organizations are: regulatory problems—problems of auto-control, self-steering, and self-reference. (Schwaninger, 2000: 207).

Leaving from these theories, we note that in academia, universities in Romania through actions top managers are involved in the product changes, influence this environment and how each university sets its policies and business strategies contribute to the further development of university (Păun & Stanciu, 2008; Wong, 2004).



## **Heritage Tourism - A Marketing Focused Approach**

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**ABSTRACT.** Heritage, like culture, is increasingly being drawn into a globalized tourism industry that uses local, regional and national markers of uniqueness and identity. Tourism is the sector in which the concept of heritage has been leveraged to maximum benefit for the providers and, one might argue, for customers, although it is catching on fast in the marketing and branding of all manner of goods and services. The aim of this paper is to investigate the specific features of the marketing-mix for this particular form of tourism. A discussion concerning the role of tourism in conserving heritage sites is presented. Indeed, historical artefacts and their associations have always been one of the tourism industry’s most marketable commodities. It can be argued that the early twentieth-century’s “grand tour” around historical sites in search of educational or cultural knowledge was, along with the tradition of the religious pilgrimage, one of the oldest motives for travel, but nowadays they become innovative products.

### **1. Introduction**

Heritage tourism is not a new type of tourism. While it may be promoted as component of special interest tourism, it is a form of tourism that has been detectable for as long as the concept of tourism has received academic attention. The majority of writers agree that tourists have become bored with conventional forms of tourism – they want something more “authentic”. Others argue that tourists are now more mature, demanding and discriminating in their choice of travel. Cultural tourism (a term that includes heritage tourism and is sometimes used interchangeably with it) enables this type of tourist to engage in more intellectualized and specialized activities. People now have wider horizons because of an increased and changing emphasis on the way in which they wish to spend their leisure time.

The “heritage” concept in its broader meaning is usually associated with the word “inheritance”, that is, something transferred from one generation to another. The task or the mission of heritage as a carrier of historical value from the past to the present and next generation means that the heritage is seen as part of the cultural tradition of society. The concept of “tourism”, in contrast, is a form of modern consciousness: “Tourism’s fundamental nature is dynamic, and its interaction with heritage often results in a reinterpretation of heritage. In its essence the relationship between heritage and tourism is alike the debate that takes place within a society’s culture, between tradition and modernity” (Nuryanti, 1996: 250).

During the last decades, heritage and tourism have become inseparably linked throughout the world. *Tourism is used as an economic reason or argument for heritage preservation.* Tourism

## **Corporate Social Responsibility and Cause Related Marketing at Mars Inc. Hungary**

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**ABSTRACT:** Today, cause programs have become a standard and widely accepted business practice with many of the world’s largest companies running comprehensive campaigns supported by substantial advertising and communications resources. The practice of communicating corporate social responsibility in marketing communications activities is commonly known as cause related marketing (CRM) which is a communications tool for increasing customer loyalty and building reputation and the process of formulating and implementing marketing activities that are characterized by contributing a specific amount to a designated non-profit effort .The expected change in company's image because of CRM campaigns depends a great deal on how customers perceive the reasons for company's involvement in cause related programs . It can generate the long-term value needed for a company to survive and achieve competitive advantage. How is an international pet food brand- Mars' dog food brand Pedigree- making a difference for dogs around the world? Pedigree executives are convinced that the cause-marketing approach is the way to go. Rather than directly advertising their dog food, Pedigree will promote dog adoptions through the Pedigree Adoption Program. The program to improve the conditions of stray dogs has been introduced in 11 countries on four continents.

### **1. Introduction**

As companies have gone global – either by entering new markets to sell their products and services or by working with new overseas suppliers – the costs of compliance have risen rapidly.

Today, a surprising number of companies already regard corporate social responsibility as a platform for growth and differentiation and have started shifting their thinking about what it means to be socially and environmentally responsible. They have recognised that they can attain sustainable growth through corporate social responsibility.

The social responsibility of global enterprises is contributing to the development of a social protective net which preserves workforce in its entire humanity. Global enterprises must contribute to preventing of the falling apart of nature, this is the substance of their equality with respect to land which is their economic space.

Corporate social responsibility (CSR) has emerged as a global trend, presenting various social motives and economic gains for business to voluntarily establish and maintain relationships with society. Well-known companies have already proven that they can differentiate their brands and reputations, as well as their products and services, if they take responsibility for the well-being of the societies and environments in which they operate. These companies are practicing CSR in a manner that generates significant returns to their businesses.

# **Marketing Communication and Logistics – Past and Future of Mezohegyes Railway Line**

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**ABSTRACT.** This paper tries to survey past and future of Mezohegyes railway line. Which marketing communication tools were used to during decades and how to develop them to save and operate this line, which is much more than a railway. The role of railway network in the internal passenger and heavy traffic is continuously decreasing. The railway passenger transportation suffered a setback in shorter distances in the last decades. In case of railway transportation of goods both the carriage distance and the quantity of goods have decreased. Comparing to the previous one, quantity of the transported building materials, metal waste, ores and coal etc. lessened. In contrast with it proportion of agricultural products, machines has increased. It is worth examining the changes in connection with the passenger and heavy traffic in the last few years not only in country level but in the level of several settlements, as well. In settlements' life a transportation route of the infrastructural sphere plays an important role. In this essay we are aiming to examine the changes in railway traffic of Mezohegyes, a settlement on the Southern part of the Hungarian Plain. Research work of this kind has been carried out about Mezohegyes earlier.

## **1. Introduction**

In the past appearing railway lines caused big possibilities for people and enterprises along railways. That time no everybody understood advantages of it. Governments started communication for acceptance of railways. Railroad building offered many workplaces for people and its communication started about it. This time was the start of marketing communication activity about railways. After it passengers were afraid of travelling at the early times. There were much false information about stress for passengers, smoke made cancer, etc. The role of railway network in the internal passenger and heavy traffic is continuously changing.

Regarding the number of passengers, proportion of the railway out of the internal passenger transport was 21,2% in 2000 (ERDOSI F. 2003). The railway passenger transportation suffered a setback in shorter distances in the last decades. In case of railway transportation of goods both the carriage distance and the quantity of goods have decreased.

Content of the load has changed, too. Comparing to the previous one, quantity of the transported building materials, metal waste, ores and coal etc. lessened. In contrast with it proportion of agricultural products, machines has increased (ERDOSI F. 2003). It is worth examining the changes in connection with the passenger and heavy traffic in the last few years not only in country level but in the level of several settlements, as well. In settlements' life „a transportation route of the infrastructural sphere plays an important role” (TOTH J. 2008). In this essay We are aiming to examine the changes in railway traffic of Mezohegyes, a settlement on the Southern