

mgr Krzysztof Kalemba

Doctoral dissertation, entitled: “Additional promotion as a tool for forming the value chain in the distribution channel for household appliances” addresses the role of additional promotion tools in forming the behaviour entities within the modern value chain, which is presently undergoing significant changes. It happens, for instance, in the home appliance industry, where the nature of needs and expectations identified among consumers and the intermediaries of household appliance products, similar to the surroundings in which these entities operate, goes through dynamic changes. The turbulence of the environment is associated, among other things, with the development of the internet, the integration process, and internationalization. It can influence the perception of the value of additional promotion tools by participants in the market game. The impact of the tools, which have so far been a strong incentive for intermediaries and consumers, is weakening due to changes in the business environment. At the same time, new components of additional promotion can be observed, that previously did not provide any value to recipients, but are significant for consumers and intermediaries nowadays.

The issue of additional promotion is much less often discussed in literature than the matters related to other promotion tools such as advertising, public relations and personal selling. Most commonly characterised are the tools that comprise the so-called promotion mix, their qualities, and their possibilities of use. Rarely are threads about the efficiency and effectiveness of additional promotion brought up. The second subject in the dissertation - forming a value chain in the distribution channel, was released in numerous publications and is the result of extensive research. However, the link between the sphere of additional promotion and the value chain in the household appliance industry represents an area that requires exploration. In particular, there is a lack of publications fully addressing this issue in the context of the hierarchy of the importance of additional promotion tools in the value increase of the supply chain.

The main objective of the dissertation is to define the significance of additional promotion in shaping the value for participants in distribution channels in the household appliance market in Poland. The aim is also to evaluate the effectiveness and efficiency of individual additional promotion tools in different links of the value chain.

The following specific objectives were derived from the main objective:

- 1) determining the hierarchy of importance of promotion instruments for designers, sales personnel and consumers of the household appliances market in Poland;
- 2) diagnosing the level of effectiveness and efficiency of selected sales promotion instruments: trips, campaigns with the sale of cooker hoods, additional guarantees, material and financial prizes, additional discounts, vouchers for household appliances, free assembly of household appliances;
- 3) examining the relationship between the selected demographic characteristics of the respondents and their reactions to selected sales promotion instruments;
- 4) recognition of consumer preferences regarding individual sales promotion instruments;
- 5) comparing the ideas of designers and sales staff on the scope of using additional promotion instruments with their actual behavior;
- 6) identifying the needs of the sales staff in the use of additional promotion instruments;
- 7) explanation of the different levels of effectiveness of the use of the same promotional instruments by sales personnel.

The presented dissertation consists of six chapters: three theoretical (1, 2, 3), one methodological (4), and two empirical (5, 6).

The first chapter describes the value chain, the concept of partner marketing, network relationships, and marketing alliances.

The second chapter focuses on discussing the cooperation between participants in distribution channels. The functions, types, and structure of channels are presented. As there are many entities involved in these channels, the relationships between different participants are described, including relationships between businesses (B2B) as well as the forms and conditions of cooperation with consumers (B2C). In the final section, the mechanisms and forms of cooperation between participants in distribution channels are characterized, taking into account the market of household appliances.

The third chapter presents additional promotion as an element of integrated marketing communication. The functions of additional promotion and its tools directed to intermediaries, sales personnel, and consumers are presented. In the subsequent parts of the chapter, the role of additional promotion in communicating value and the conditions of business decisions in shaping additional promotion are presented.

The subject of the fourth chapter is the methodological foundations of effectiveness and efficiency research in the context of additional promotion in shaping the value chain. The concepts of effectiveness and efficiency of additional promotion were examined, and methods of measuring them were characterized.

The fifth chapter presents a characteristic of the home appliances market in Poland. Initially, the structural model of the home appliances market in Poland was presented, with particular emphasis on its participants. Then, the supply and demand side of the home appliance market in Poland was characterized. Customers' purchasing preferences and the mechanisms they use when making decisions to purchase home appliances were discussed. The home appliances market in Poland is highly volatile, which is why trends observed in this area were presented at the end.

The sixth chapter is devoted to evaluating the effectiveness of additional promotion tools in creating value offerings for participants in the home appliances market. The evaluation was based on the results obtained from our own survey research, which were used to verify the research hypotheses. Additionally, the results of field experiments and in-depth interviews with designers and sales staff were presented as complementary information. The chapter concludes with a synthesis of the evaluation of the effectiveness and efficiency of additional promotion based on empirical research results, as well as practical implications for managing the additional promotion tools in the home appliances industry.

I formulated the main hypothesis: additional promotion tools increase the value of sales offers and are of significant importance for all market channel entities in the home appliances sector. However, I have also formulated specific hypotheses, among which the following can be listed:

1. Designers

H 1.1. There is a relationship between the number of kitchen furniture sets sold and designers' preferences in terms of awards.

H 1.2. There is a relationship between the seniority of designers and their willingness to share the benefits of sales promotion with the consumer.

H 1.3. According to the designers, additional promotion is the most important promotion-mix tool for consumers.

H 1.4. Designers' ideas about consumer preferences in relation to additional promotion instruments are consistent with actual consumer preferences.

H 1.5. There is a relationship between the seniority of designers and their preferred form of additional promotion.

2. Wholesale sales staff

H 2.1. Trips are the most attractive form of motivation to increase sales activity by the warehouse sales staff.

H 2.2. The sales staff most often recommends household appliances with additional benefits for them.

H 2.3. There is a relationship between the seniority of the wholesaler's sales staff and preferences regarding the use of additional promotion instruments.

3. Consumer/final purchaser

H 3.1. A price discount is more often a form of sales promotion chosen by buyers than tangible prizes of greater value.

H 3.2. There is a statistically significant relationship between consumer spending on household appliances and their preferences in terms of additional promotion instruments.

H 3.3. An extended warranty is the most attractive form of additional promotion for consumers.

H 3.4. There is a relationship between the seniority of sales personnel and preferences regarding additional promotion instruments.

H 3.5. Depending on the type of household appliances, consumers have different preferences regarding the choice of an additional promotion instrument in the form of an extended warranty or an additional discount.

To verify the research hypotheses, I used both secondary and primary data and research results. To investigate representatives of all populations studied - designers, sales personnel, and consumers - appropriate research questionnaires were prepared, which collected information about preferences regarding specific additional promotion tools. In the next stage, I conducted a field experiment, during which I observed the behaviour of promotion participants towards various actions in the field of additional promotion implemented by a wholesale distributor or home appliances manufacturer.

I conducted research has led to the following conclusions:

- The awards received for selling household appliances are mainly desired by designers with more work experience, who would like to keep them for themselves or share them with clients in a certain proportion. Only a few designers indicated that they would be willing to give the entire award to the client, and these were typically those with the shortest work experience, 1-2 years.
- The instruments of additional promotion are in most cases significant or very significant for designers who sell household appliances of well-known brands. However, they are not the

decisive factor that motivates designers to implement new household appliance brands. In the case of new household appliance brands, it is more important for them to learn about household appliances, information about service, obtaining high margins, and the possibility of testing household appliances before selling them. According to designers, additional promotion is also one of the most important promotional instruments for consumers, following personal promotion.

- The sales personnel of the wholesale indicated that receiving rewards for selling household appliances has very significant importance for them. Therefore, it was also indicated that they always or almost always recommend household appliances based on the expected benefit. The expected reward is also capable of persuading sales personnel to recommend a new brand. Wholesale employees also pointed out that they most often sell household appliances based on their own interest, followed by the interest of the wholesale in second place.
- The second most preferred reward by sales personnel are trips. Respondents who chose the most attractive reward among the available options, such as a trip, bonus, training, free TV, or household appliances, indicated a preference for a trip. The vast majority of sales personnel have recently received one of the rewards - a trip, material, or financial reward. Individuals who have not received any rewards would like to take advantage of a trip in particular.
- The most attractive additional promotional instrument for the last surveyed group of consumers is an extended warranty, followed by a price discount of 300 PLN, a free household appliance worth 500 PLN, and free installation, respectively. Comparing the most frequently chosen promotional solutions, the extended warranty was more often chosen than the price discount and free household appliance. When comparing the price discount with the free appliance, the former instrument was clearly more attractive.
- Respondents also confirmed that an extended warranty is a more significant value compared to other additional promotional instruments. An extended warranty is also the instrument that is able to persuade consumers to purchase a different brand than they had previously planned.
- When comparing individual categories of home appliances such as ovens, cooktops, dishwashers, and refrigerators, consumers always pointed to an extended warranty as the more attractive instrument. Consumers also indicated that the advice from sales personnel is very important or important to them.
- No correlation was observed between the promotional tool preferred by consumers for additional promotions and the expenses on household appliances, nor were any preferences noted for any of the additional promotional tools based on consumers' purchasing experience.

The added value of the work is the hierarchy of additional promotion instruments, different for each of the studied groups. An important value is also knowing the motives that allow you to achieve sales plans, but also identifying barriers that prevent not only failure to perform sales tasks, but even the lack of taking any action on the part of customers, which proves the lack of any effectiveness of these actions.