

Agnieszka Izabela Baruk  
Politechnika Łódzka

## Marketing and non-marketing determinants of the image of a food product

### Summary

**Article's goal:** the article has two research goals: identification of the factors influencing the image of a food product as well as the hierarchical ordering of the identified determinants of the image and their analysis.

**Research approach:** the article is of the theoretical and empirical character. In the theoretical part, the method of cognitive and critical analysis of the world's literature on marketing and marketing management was used; in the empirical part, the following research methods were used: the method of a survey research for gathering primary data and statistical analysis (including the factor analysis, analysis of variance, and cluster analysis) for the analysis of the primary data and their inference.

**Basic research findings:** the price and the origin of a food product do not influence considerably its image; a relatively greater image role is played by promotional activities, although in their case no significant statistical dependence was observed in relation to image, either; the first position in the hierarchical structure of the determinants of image was taken by the brand, whereas the final one – by the price.

**Practical implications:** the knowledge of determinants of food products' image and their hierarchical arrangement allows for efficient and effective management of this image by offerers of food products, which, in turn, determines the applicability value of the research.

**Social implications:** the original contribution of the following study to theory is the identification of the determinants of the image of a food product as well as their hierarchical ordering. It allows knowing customers' attitudes better.

**Key words:** image, food product, determinant of image, marketing.

**JEL codes:** M31

### Introduction

In the article, the issues of determinants of the image of a dairy product are presented, i.e. the elements which influence their perception by final purchasers. In the analysis of these issues it should be taken into consideration that every product is characterised by a particular ability to fulfil the expectations of its addressees (Kotler, Keller 2012), and in the market of consumer goods the addressees are made of final purchasers, i.e. individual subjects who buy products in order to fulfil their own needs or the needs of other members of the house-

hold. This ability is the resultant of features with which the product has been equipped by the producer. They determine its technological quality. When making buying decisions, purchasers take into consideration first and foremost their own, subjective assessment of these features and the significance they attribute to them at present as well as they will attribute to them in the future (Chowdhury, Rabiul 2003). Thus, they act influenced by the perceived quality (Zeithaml 1988) whose element is the perceived technological value. Subjectivism of this assessment results from the fact that each recipient can perceive a particular feature of the product differently (Almoatazbillah Hassan 2012), ascribing to it a different significance as far as the possibility to achieve the expected profits from purchasing a given product is concerned.

Offerers take more and more diversified marketing actions in their pursuit to influence final purchasers' way of assessing goods and services as the two basic categories of products. Activities on marketing simultaneously make it possible to stand up from other participants of the market in comparison with non-marketing activities whose effect is to equip a product with particular features such as organoleptic ones as in the case of food products. They are relatively easy to be duplicated by other offerers, contrary to the marketing attributes of a product, which can fulfil the role of its specific distinguishers characteristic exclusively for this one, contributing to the creation of the added value from the point of view of purchasers (Doyle 2008). Their uniqueness is determined most of all by their non-material character, which makes them difficult or even impossible to be duplicated by other offerers. These include the product brand, its packaging, etc., with which the purchaser has contact earlier than with the product features resulting from its technological quality; thereby, they play the key role in creating the so-called effect of first impression concerning a given product.

It can be strengthened or weakened by such factors as:

- 1) non-product marketing activities of the offerer, i.e. activities connected with:
  - a. establishing the price at a particular level, giving discounts (Jakpar, Goh Sze Na, Johari, Than Myint 2012) under its diversification, etc.,
  - b. promoting the product, its brand and the producer,
  - c. creating particular conditions of the product availability under the distribution policy (for example, global products signed by global brands are assessed by the purchasers as the ones with a better image (Steenkamp, Batra, Alden 2003), although this obviously does not concern ethnocentrists);
- 2) information owned by the purchaser gained from the sources not connected with the offerer (Ahmed, Johanson, Yang, Chen, Han, Boon 2004), including:
  - a. information on the origin of the product and its producer (Ismail, Masood, Tawab 2012), where both the country and the region of origin are important,
  - b. information on the opinions of people enjoying the purchaser's trust (family members, friends, etc.);
- 3) the purchaser's own experience connected with a particular product or its producer, etc.

The factors listed above do not only influence the abovementioned effect of first impression, but they simultaneously have an impact on the way of perceiving a given prod-

uct, whose result is its particular image. As a non-material element, it belongs to the key distinguishers of each offerer, whose significance is especially vital in the case of offerers performing in businesses characterised by intensive competence, where obviously the food business belongs. The significance of image is, moreover, exceptionally great due to its specificity. It is relatively difficult to build and maintain a positive image, whereas it can worsen much more easily and quickly, which results from the fact that the subjects who perceive a product in a given way are purchasers as participants of the company surrounding, characterised by individual sensitivity (Kotler, Keller 2012; Jiang, Tuzhilin 2006) to the incentives addressed to them (including marketing ones) and the individual level of perceiving particular needs and expectations.

The present study had two basic goals; the first one was to identify factors influencing the image of a food product. The other goal was the hierarchical ordering of the identified determinants of image and their analysis. The choice of food products was dictated by their specificity. They are products still purchased relatively most frequently, influencing directly the purchasers' and consumers' health or even life. Due to the availability of offers of a similar technological quality in the market, created by numerous offerers, they frequently search for factors which would allow at least for their subjective distinction. Undoubtedly, image belongs here. In the process of accomplishing these goals, three research hypotheses were verified, which allowed for drawing final conclusions and pointing the directions of future research.

## Literature review

The image, despite being one of the key marketing categories, being simultaneously an effect of conscious and subconscious activities undertaken by the offerer, is still not explicitly defined in the literature on the subject. Three main currents of defining the image can be pointed. Some authors describe it as the picture of a particular subject or object of the perception (Balmer, Greyser 2002; Gotsi, Wilson 2001) shaped in the conscience of an individual person on the basis of internal factors (connected with this person, such as personality features, previous experience, etc.). In this definition group, the emphasis is placed on the effect (or picture) acquired owing to the existence of particular incentives (or internal and external factors). Therefore, this group can be described as sharing the cause-and-effect definition.

Other authors, however, when defining the image focus most of all on the process of perceiving a particular item (a subject or an object), identifying the image with the way of perceiving the item (Dobni, Zinkhan 1990; Schiffman, Kanuk, Hansen 2008; Dowling 2004). These definitions constitute a group which can be described as emotional-and-process definitions (as they are based on two pillars, i.e. the emotional attitude to a given item and the process of perceiving it).

The image is also defined as the internal, collective awareness, on which corporate efforts (effective and ineffective ones) are based, in order to be presented to the others (Smith

1993, Balmer 1998). Within such an approach, two sets of aspects are highlighted: mental ones (or awareness) and teleological ones (on the one hand, the planned character of actions, on the other one – the pursuit to the best show off to other subjects).

The element common to all the three definition groups is the fact that regardless of the approach, image is a category based on the past, which determines the difficulties connected with its possible improvement, as the prior improper activities are impossible to change; what is possible is to avoid analogical mistakes, or imperfections, in the future. Obviously, this makes not only a complex, but simultaneously a long-term process.

The image is connected with such notions as identity, personality, and reputation. Despite a strict dependence between them, they are separate marketing categories, although, unfortunately, still many authors treat them (or some of them) as the synonyms of image, which is inappropriate. The identity can be defined as a set of attributes which distinguish a subject from other subjects (Bromley 2001). The personality reflects what a particular subject is in reality. The reputation is defined as the distribution of opinions about a given item among stakeholders (Bromley 2001). In this definition, the main emphasis is put on the process of spreading particular assessments, contrary to another definition, which emphasises most of all the objective aspect of reputation, treating it as a set of all the distributed information about the object.

While the identity and personality concern, as it results from the sample definitions presented, exclusively a particular subject, which a company as an offerer or an employer can become, the reputation and image can apply not only to the specific subject, but also to a particular object, or even to a product or brand, which additionally distinguishes these categories; this, however, does not change the fact that each of them influences all the others, conditioning one another. The element common to these marketing categories, in turn, is their non-material character and uniqueness [in relation to reputation it is written, *inter alia*, by Carmeli and Tishler (2005)], which allows for recognising them as the most important characteristics of a particular offerer in the market.

It is worth underlining that the literature on the subject does not only reflect the lack of agreement on defining the image (similarly to the other categories mentioned), but also a distinct lack of unanimity concerning the direction of mutual dependence between them, i.e. which one influences the other one. For example, some authors claim that the image influences the reputation, which results from the way of perceiving a particular item (Alessandri 2001). Other authors, however, believe that it is the reputation that influences the image, which is not only its direct effect, but which is, indirectly, the result of the identity and personality, which fulfil the role of the core of the offerer's features (Baruk 2013, Baruk 2014).

Although the second of the approaches presented seems to be more appropriate, which results *inter alia* from the fact that such a way of perceiving a particular item results from the opinion on it, it does not change the fact that even a slight mistake made in relation to any of the mentioned categories is reflected in a cumulated way in the image, making it difficult or even absolutely impossible to achieve the basic goals of the image policy, which includes the decrease of the psychological distance (see in: Trope, Liberman 2010) between the purchaser and the offer or a specific product addressed to him/her as well as between the purchaser and

the offerer through an efficient standing out against other offers and their offerers. Obviously, one can talk about the efficient standing out only when the image is positive, which requires from the offerer a strong personality, unambiguous identity and good reputation, which should be positive also in terms of an individual product and the whole product offer.

The reputation of a particular product is exceptionally important in the case of the product image, and it acquires a special significance in relation to food products, which results from their specificity (the kind of needs they meet, numerous offerers, relatively little possibilities of standing out through the product features connected with its technological quality, the direct influence on the purchasers' and consumers' health and life, etc.) Purchasers more and more frequently search for green food or organic food (Tarkiainen, Sundqvist 2009; Smith, Paladino 2010; Zanolli, Naspetti 2002), perceiving it as the food safer both for them and their surroundings.

It should, however, be highlighted that in the case of food products, relatively greater significance is still attached by offerers to their organoleptic features, whereas the aspects of image are treated, unfortunately, as a matter of secondary importance. Their underestimation is proved, for example, by unethical practices, which directly influence negatively the perception of food products. Offerers seem to favour short-term benefits acquired thanks to dishonest actions over the lost long-term effects, which they could achieve if they behaved entirely ethically. Such practices are used despite the proved positive dependence between the product perceived quality (regardless of its type) and the customer satisfaction from buying it (Choi, Eun Jung, Kim Soo-Hyun 2013), whose feeling brings benefits to the offerer as well through, for example, the increase of customer loyalty, the improvement of reputation, the decrease of the purchasers' price sensitivity, the improvement of their market competence (Swanson, Kelley 2001). Unethical behaviour, obviously, influences negatively the image of both the product and the offerer, which makes it impossible to build the purchaser engagement (Swanson, Kelley 2001), thereby to create the society of market knowledge partners (Chen Te Fu, Huang Hsuan-Fang 2011; Chen Te Fu 2011) connected with the offerer through relations of emotional character, which is exposed in the literature on the subject as the key challenge, which practically all offerers have to face.

Therefore, it is absolutely essential to identify and make an in-depth analysis of factors influencing the image of food products. Their knowledge is indispensable for the offerers' efficient and effective creation of the purchasers' way of perceiving the mentioned goods, all the more that the image [like other non-material values (Freestone, McGoldrick 2008)] becomes a more and more important selection factor in the decision-making process of purchase for the customers who are characterised by an increasingly greater level of market awareness (Szmigin, Carrigan, McEachern 2009).

## Hypotheses and conceptual model

In the article, three research hypotheses were formulated, which reflect the dependence between the selected marketing and non-marketing factors and the image of a food

product in the form of a model presented in Figure 1. The most important factors, mentioned in the literature on the subject, determining the product perception (regardless of its type) and the purchasers' assessment of its value, include the price (Hansen 2005, Monroe 2003). The article, therefore, aimed at identifying the dependence between the price of a food product and its image. Therefore, an attempt was made to verify the following hypothesis:

H1 – the price of a food product is the main determinant of its image.

The previous research on marketing incentives focused mainly on their role in attracting purchasers' attention (for example, they concerned the role of product packaging (Underwood, Klein, Burke 2001)), or their role in purchasing decisions (for example, they concerned the role of promotional discounts (Jakpar, Goh Sze Na, Johari, Than Myint 2012)). It is, however, worth analysing the influence of promotional incentives on the image of a food product. Therefore, the article also aimed at verifying the following hypothesis:

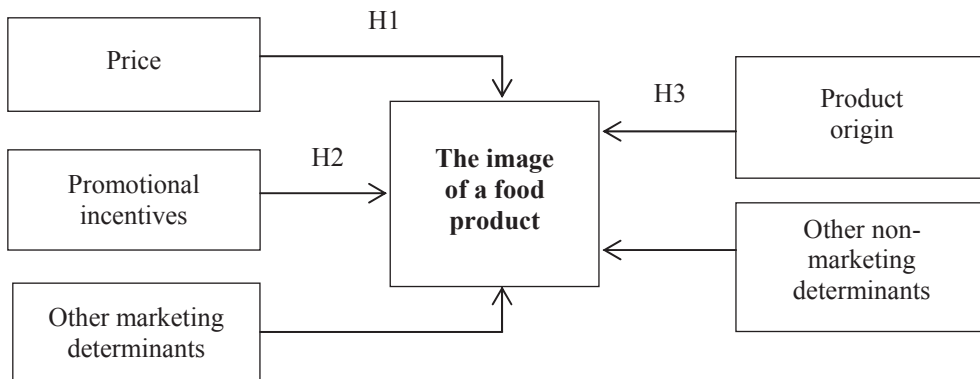
H2 – promotional incentives used by offerers are the main determinants of the image of a food product.

The results of the research conducted by Lin and Chen (2006) as well as Shirini Kambiz (2011) indicate that the image of a product's country of origin substantially influences the purchasers' buying decisions, and this is positive dependence. The research was not limited to a specific group of goods. Taking the specificity of food products into consideration, a question can be asked how significant the origin of a food product is from the point of view of its perception by the purchasers. Therefore, the article also attempted at verifying the following hypothesis:

H3 – the origin of a food product is the main determinant of its image.

**Figure 1**

**Conceptual model of the determinants of the image of a food product**



Source: author's study.

## Research methodology

In order to verify the research hypotheses formulated, primary in-depth empirical research<sup>1</sup> was conducted. Both during the proper research and the preceding pilot research, the socio-psychological method of a questionnaire survey was used. The pilot research was applied to single out potential determinants of the image of a food product, which were tested at the subsequent stages of the research process. The research tool prepared in the form of a questionnaire contained closed and semi-open questions, addressed at respondents representing final purchasers of food products.

The proper questionnaire survey was conducted in the year 2013 in the direct form. The direct character of the survey, requiring a personal contact of the pollster with the respondents, allowed for obtaining a high rate of return of completely filled-in questionnaires. The research comprised respondents representing adult final purchasers and consumers of food products throughout Poland. In total, during the proper research, 910<sup>2</sup> questionnaires completely filled-in were obtained, which were used at the further stages of the research process, comprising of the comparative analysis and statistical analysis. The statistical study of the results of the primary research included especially the factor analysis.

The factor analysis allowed for an in-depth analysis of the primary data gathered. It was used to reduce the number of variables constituting the primary data obtained in the questionnaire survey and to discover structures in relations between those variables; in other words, to classify them<sup>3</sup>.

## Research findings

The main aim of the research was to identify the elements which influence the image of a food product. The respondents were supposed to assess the importance of the analysed elements determining a particular image of a food product on the scale between 0 and 5, where 0 indicated the lack of importance, 1 – very little importance, 2 – little importance, 3 – medium importance, 4 – big importance, and 5 – very big importance. In order to deepen the analysis the method of factor analysis was used. This allowed for the isolation of main factors which have influence on the perception of a food product. The isolation was made according to the Kaiser criterion, where factors whose own values amounted to more than 1 are analysed.

There are six main components with the greatest influence on the image of a food product, which can be correlated with particular variables. The first value (5.975) accounts for 25.979% of variability, and the last own value (1.138) accounts for only 4.948% of variability.

<sup>1</sup> The research was conducted under scholarly guidance of A. Baruk.

<sup>2</sup> Among the respondents, women prevailed (62.4%).

<sup>3</sup> This required the separation of variables with the highest factorial loadings against the particular factors (approximately > 0.7 was assumed) and through the analysis of the variable names, their common reference to a particular, deeper dimension was found.

The results obtained for the particular features of the total variance percentage indicate the significance of the selected components for the respondents. The greatest percentage value of the total variance (25.979%) proves the greatest significance of the elements which belong to the first factor (brand), whereas the lowest percentage value of the total variance (4.948%) indicates the lowest significance of the elements which belong to the last factor isolated (price).

**Table 1****The results of the factor analysis of elements determining the image of a food product**

The element analysed	Factors					
	F1b (brand)	F2p (product)	F3p (promo- tion)	F4t (trade)	F5e (ethno- centric)	F6 p (price)
Price	-0.066	-0.064	0.348	0.051	0.066	<b>0.781</b>
Quality	0.193	0.421	-0.161	0.011	0.023	0.581
Producer image	0.615	0.079	-0.116	0.252	0.134	0.266
Trader image	0.381	0.001	-0.023	0.563	0.202	0.259
Product's organoleptic features	0.328	0.379	-0.050	0.122	-0.274	0.056
Product brand	<b>0.787</b>	0.079	0.191	0.018	0.048	-0.060
Producer brand	<b>0.800</b>	0.105	0.129	0.077	0.130	0.030
Packaging	0.567	0.041	0.347	0.060	0.170	-0.069
Product additional labelling	0.290	0.296	0.152	0.155	0.530	-0.049
Product country of origin	0.101	0.236	-0.010	0.076	<b>0.794</b>	0.144
Product region of origin within the country	0.050	0.153	-0.013	0.269	<b>0.798</b>	0.052
Label	0.411	0.133	0.142	0.201	0.557	-0.099
Reputation of the place of purchase	0.389	-0.022	0.074	0.526	0.279	0.099
Competence of sales outlets' employees	0.093	0.146	-0.056	<b>0.743</b>	0.192	0.064
Product content	0.018	<b>0.738</b>	0.024	0.055	0.289	0.096
Lack of changes in product quality in a long period of time	0.187	0.649	0.058	0.115	0.059	-0.052
Product nutritional value	-0.051	<b>0.777</b>	0.164	0.113	0.187	0.071
Product pro-health value	0.059	<b>0.760</b>	0.079	0.122	0.167	0.021
Additional services in the sales outlets	0.072	0.119	0.372	0.662	0.117	-0.085
Service quality	-0.040	0.268	0.205	<b>0.766</b>	0.008	-0.064
Marketing incentives such as price discounts	0.052	0.163	<b>0.743</b>	0.232	-0.105	0.221
Marketing incentives such as competitions	0.188	-0.110	<b>0.706</b>	0.255	0.114	0.129
Family/friends' opinions	0.180	0.203	0.542	-0.096	0.081	-0.094
Other (which?).....	-	-	-	-	-	-

Source: Author's study on the basis of S. Białoskurski, *Marketing lateralny w procesie kształtowania wizerunku produktów spożywczych*, non-published doctorate thesis prepared under scholarly guidance of A. Baruk



The factor analysis proves that the first factor obtained positive factor loadings of the amount equal to or higher than 0.7 for the features defined as product brand (0.787) and producer brand (0.800). It can therefore be claimed that the brand factor represented by the brand of a particular product and a particular producer determined the image of a food product to the largest extent (Table 1).

The results of the research indicate that the second position in terms of image significance was taken by the product factor represented by such features as product content (0.738), pro-health value (0.760) and nutritional value (0.777).

The following four factors selected determined the perception of a food product to a smaller degree. On the basis of their analysis it can be concluded that the third position in terms of the image significance was taken by the promotional factor including promotional incentives such as competitions (0.706) and price discounts (0.743). The trade factor had an even smaller significance; it was selected based on such variables as the competence of sales outlets' employees (0.743) and service quality (0.766). The elements determining the product image of ethnocentric character (country of origin (0.794) as well as region of origin within the country of a particular food product (0.798)) had, relatively, even smaller image significance. It turned out that the price factor influenced the image of a food product to the slightest degree.

Moreover, it was pointed out that the factor analysis did not include negative factor loadings of the value equal to or smaller than -0.7. The elements of factor loadings with negative values would imply the influence of such features on worsening the image of a food product.

Summing up, it can be concluded that the main factor determining the image of a food product for the respondents was brand, especially producer brand. Smaller image significance was given to real features of a product determining its technological quality. A relatively small image significance of the ethnocentric factor, connected with the product origin, makes an important hint for offerers of food products, who create the image of their product offer based on particular associations concerning the country or region of origin of a particular product as such activities may be ineffective.

## Conclusion

The analysis of the results indicates that the product origin and its price in the case of food products take the two final positions in the hierarchy of the determinants of image. It can be, therefore, concluded that the hypotheses H1 and H3 are false. On the other hand, promotional activities determined the image of food products relatively stronger; however, it was not a significant dependence. Therefore, the hypothesis H2 is not true, either. The absolutely strongest dependence occurred between the image and the brand factor, which belongs to factors of the marketing character.

A relatively smaller significance was played by the product factor comprising nutritional and pro-health values of a product as well as its content, i.e. a factor representing factors of

the non-marketing character. It turned out to be more important in the context of image than non-brand marketing factors, which makes an important practical hint for offerers that in the conscious process of creating the image of a food product a vital role is played by technologists as well. They must, therefore, cooperate closely with marketing specialists, since only then will image activities be effective and efficient.

A relatively higher significance was played by the brand factor of producer brand (0.800) in comparison with product brand (0.787), yet the difference was not too big.

Aiming at creating and strengthening the positive image of a food product, offerers should, therefore, focus on activities connected both with their brand as well as the product brand. However, promotional activities of the so-called sales promotion turned out to be much weaker determinants of the image of a food product. It can nevertheless be claimed that a relatively bigger image-making role was played by activities consisting in promotional price discounts (0.743), i.e. activities which are relatively easier to perform by offerers than activities requiring purchasers' engagement in the form of competitions (0.706). The price factor was the least important in the image context as far as the standard product price was concerned. The value of the total variance in its case was over five times smaller than in the case of the key factor, i.e. the brand one.

The research conducted has the following limitations: firstly, it applies to food products; therefore, its results cannot be extended to other groups of goods. Secondly, the research did not focus on the aim to identify the determinants of the product image specific for particular segments of purchasers, e.g. for people at a certain age, which would allow offerers to differentiate their image activities in order to maximise their effectiveness and efficiency thanks to considering the specificity of a particular homogenous group of the addressees of those activities. That is why the future research will be extended to other groups of products and they will be oriented at particular segments of purchasers.

To sum up, it can be concluded that the assumed research goals concerning the identification of the determinants of a food product and their hierarchical ordering were realised. They were achieved through the verification of the formulated research hypotheses, which was conducted by means of the method of statistical analysis. The conclusions drawn on this basis make a contribution to the literature on marketing and marketing management, especially the image management. They have also an applicable value for offerers of food products, facilitating them the effective and efficient creation of the product image through undertaking activities, proper in terms of the scope and hierarchy.

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## Marketingowe i pozamarketingowe determinanty wizerunku produktu żywnościowego

### Streszczenie

**Cel artykułu:** artykuł ma dwa cele badawcze: identyfikacja czynników wpływających na wizerunek produktu żywnościowego oraz hierarchiczne uporządkowanie zidentyfikowanych determinant wizerunku i ich analiza.

**Пodejście badawcze:** artykuł ma charakter teoretyczno-empiryczny. W części teoretycznej zastosowano metodę analizy poznawczo-krytycznej światowej literatury na temat marketingu i zarządzania marketingowego; w części empirycznej zastosowano następujące metody badawcze: metodę badania ankietowego w celu zebrania danych pierwotnych i analizę statystyczną (w tym analizę czynnikową, analizę wariancji i analizę skupień) celem dokonania analizy danych pierwotnych i na ich podstawie wnioskowania.

**Podstawowe wyniki badawcze:** cena i pochodzenie produktu żywnościowego nie wpływa w istotny sposób na jego wizerunek; stosunkową większą rolę wizerunku odgrywają działania promocyjne, chociaż w ich przypadku nie zaobserwowano również żadnych istotnych zależności statystycznych w odniesieniu do wizerunku; pierwsze miejsce w strukturze hierarchicznej determinant wizerunku zajęła marka, podczas gdy ostatnie – cena.

**Implikacje praktyczne:** znajomość determinant wizerunku produktów żywnościowych oraz ich hierarchicznego uporządkowania pozwala na skuteczne i efektywne zarządzanie tym wizerunkiem przez oferentów produktów żywnościowych, co, z kolei, określa wartość przydatności badań.

**Implikacje społeczne:** oryginalnym wkładem poniższego opracowania w teorię jest identyfikacja determinant wizerunku produktu żywnościowego, jak również ich uporządkowania hierarchicznego. Pozwala to na lepsze poznanie postaw klientów.

**Słowa kluczowe:** wizerunek, produkt żywnościowy, determinanta wizerunku, marketing.

**Kody JEL:** M31

## Маркетинговые и немаркетинговые детерминанты имиджа продукта питания

### Резюме

**Цель статьи:** у статьи две исследовательские цели: выявить факторы, влияющие на имидж продукта питания, а также иерархически упорядочить выявленные детерминанты имиджа и провести их анализ.

**Исследовательский подход:** статья имеет теоретический и эмпирический характер. В теоретической части использовали метод познавательного и критического анализа мировой литературы по маркетингу и маркетинговому управлению; в эмпирической части использовали следующие методы изучения: метод исследования для накопления первичных данных и статистического анализа (включая факторный анализ, дисперсионный анализ и кластерный анализ) для проведения анализа первичных данных и на их основе умозаключения.

**Основные результаты изучения:** цена и происхождение продукта питания не оказывают существенного влияния на его имидж; относительно большую роль играют действия по продвижению, хотя в их случае тоже не наблюдалась существенная статистическая зависимость по отношению к ими-

джу; первое место в иерархической структуре детерминантов занял бренд, тогда как последнее – цена.

**Практические импликации:** знание детерминантов имиджа продуктов питания и их иерархического расположения позволяет результативное и эффективное управление этим имиджем субъектами, предлагающими продукты питания, что, в свою очередь, определяет возможность использования изучения.

**Социальные импликации:** оригинальный вклад представленной разработки в теорию – выявление детерминантов имиджа продукта питания, а также их иерархическое упорядочение. Это позволяет лучше изучить установки клиентов.

**Ключевые слова:** имидж, продукт питания, детерминант имиджа, маркетинг.

**Код JEL:** M31

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Afiliacja:

dr hab. Agnieszka Izabela Baruk, prof. nadzw. PŁ

Politechnika Łódzka

Wydział Organizacji i Zarządzania

Katedra Systemów Zarządzania i Innowacji

ul. Piotrkowska 266

90-924 Łódź

tel.: 42 3631 37 59

e-mail: agnieszka.baruk@poczta.onet.pl

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