

Summary

The topic of the doctoral dissertation is *The consumer promotion of niche products on the brewery market in Poland*. The main aim of this work is to identify and enumerate the means of consumer promotion dedicated to niche products on the Polish brewery market.

To achieve the abovementioned aim the following specific objectives were constructed:

1. The identification of features, characteristic of the target group (consumers) of niche products.
2. The identification of key premises determining why the consumers decide to choose niche products on the brewery market.
3. Defining most effective means of promotions of niche products on the Polish brewery market.
4. The identification of the most effective distribution channels for the niche brewery producers.

The presented research aims were based on the following hypotheses:

H1: The knowledge of ingredients and cognizance of the recipes as well as people responsible for them (the brewers), contrary to the common belief, is not the key decisive factor in the process of niche product choice.

H2: Niche beer consumers pay attention to a healthy lifestyle.

H3: Distribution channels providing on-premises beer consumption make the most effective way to sell.

H4: Most commonly used means of consumer promotion on the brewery market in Poland by the main beer producers (TOP3)* do not apply to the niche products market.

*Main beer producers (TOP3) is Kompania Piwowarska, Grupa Żywiec i Carlsberg Polska.

As most valuable, from the perspective of the abovementioned research aim as well as the verification of the hypothesis, the following research methods were used: desk research analysis, Delphi method and survey research among consumers.

The editing required the analysis of numerous highly varied desk research – from scientific dissertations to opinions found in social media of brewery revolution

community. Many aspects of this dissertation were interdisciplinary, connected with sociology, psychology as well as biological science, from which the terms niche and evolutionary theory of market were taken. The surveys conducted allowed personal connection with beer completist (birofil) during seven festivals taking place in different parts of Poland. 754 respondents correctly filled the questionnaire. This dissertation is also trigeminal and consists of 7 chapters.

The first chapter entitled *Promotion as an element of marketing communication* makes a compendium of understanding marketing as a process, system and philosophy, various approaches toward the idea, form, grounds of marketing communication and the relation between marketing communication and promotion.

It is supplemented by other sections devoted to localization of additional promotion with the view to other elements, particular consumer promotion tools and methods of its effectiveness. The market mechanisms create the notion of market niche, understood from the consumer's and the product's perspective. The abovementioned notions were discussed in chapter two *The idea and characteristics of market niche*. This section includes theory and concepts connected with market niche. The activity within a niche belongs to pragmatics of a company; therefore this chapter presents strategic models discussed on the basis of empirical data.

Chapter three *Breweries and brewery industry in Poland – the history, market and its surroundings* as well as chapter four *Brewery revolution: the grounds and implications* show the processes of creating an oligopolistic brewery market through proprietary transitions during market transformations and the restructuring activities connected with redevelopment and extension of market potentiality in this field. The picture is completed with the presentation of a scope of production and sales of beer in Poland with respect to global trends in foreign markets, the influence of the market on the country's economy as well as its surroundings. The array of those issues made the framework of the idea of beer revolution. In chapter four, the premises that indicate and stimulate the process of beer revolution on both foreign and Polish markets. A conceptual framework of craft beers, handcraft, regional, new school or beer styles was introduced. While discussing the idea of beer revolution the academism of the chances, challenges and threads connected with micro breweries, the reasons for its rotation on the market, the symptoms of professionalism as well as the specifics

of niche beer marketing were conducted. Chapter five and six are empirical and are directly connected to the conducted research.

In chapter five *Research methodologies* a research question was stated and justified, the assumptions about the main objective as well as specific objectives were presented together with the experimental hypothesis their verification and a detailed description of research methods.

Chapter six called *Means of consumer promotion as a way of marketing communication among niche breweries and the consumers*, shows the results of the research presented as tables, charts, graphs, line graphs, circle diagrams with comments. The analysis of data gathered through surveys, allowed characterizing brewery niche products' consumers in Poland, their habits, and behavior. The means of consumer promotion dedicated to niche brewery products in Poland were identified and grouped, and a proprietary pattern of selection of those means, for specific channels of distribution, was made.

Chapter seven – *Brewery industry megatrends and prospects* sums up the dissertation. It focuses on megatrends and consumer trends on the brewery market. They transfer to consumers' choices, the way beer is perceived as a tipples, a widely understood beer consumption culture, and therefore made it possible to chart the perspective and development directions of craft and regional beer market.