

Doctoral Thesis Summary

Marketing communication as a tool for the formation of purchase preferences of young consumers of synthetic motor oils

Piotr Niemiec

Supervisor: dr hab. prof. nadzw. Elżbieta J. Biesaga – Słomczewska

Assistant Supervisor: dr hab. Anna Łaszkiewicz

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The subject of the dissertation realized within the project "Doktorat wdrożeniowy" was marketing communication considered as a tool for formation of purchase preferences of young consumers of synthetic engine oils. The primary reason for taking up the topic was the motivation of the Polish manufacturer of lubricants to improve its communication with this strategic group of customers. The main objective of the thesis was to recognise and assess the marketing communication activities carried out by Polish manufacturers of synthetic engine oils in the context of forming the purchase preferences of young purchasers of synthetic engine oils, to examine the preferences of young consumers towards marketing communication, and on this basis, to develop a model of communication between the company and generation Z (and later generation Y).

The thesis identifies characteristics of generations Y and Z with focus on their consumer preferences. The basic attributes of synthetic engine oils determining purchasing preferences were defined and the latest solutions in marketing communication applied by selected companies operating on the Polish and foreign synthetic engine oil market were identified.

The research part of the study consisted of two phases - a desk research of websites and mobile applications of synthetic motor oils manufacturers in terms of their functionality and a survey of opinions and preferences of a selected group of representatives of generation Z (and late generation Y) in regard to marketing communication conducted by synthetic motor oils manufacturers.

The research scheduled in phase I was conducted from July 2019 to February 2020. Critical analysis of secondary sources was used as a research method: English-language websites (212 pages), YouTube channels (52 channels) and mobile apps (43 apps) belonging to entities who market synthetic motor oils, and Polish-language websites (13 websites) and YouTube channels (7 channels) belonging to Polish marketers of synthetic motor oils. The

evaluation of English-language websites was expanded by an evaluation of the use of newsletters (190 newsletters) by marketers of synthetic engine oils to communicate with stakeholders.

The research, carried out with the use of an internet questionnaire survey, being the second stage of the research, was aimed at finding out the opinions and preferences of a selected group of 422 representatives of generation Z (and late generation Y) being pupils and students of schools and technical universities in Poland in relation to marketing communication conducted by manufacturers of synthetic engine oils. The research conducted allowed us to consider the research hypothesis: *There is variation in the level of use of hypermedia marketing communication tools by marketers of synthetic motor oils* is accurate.

As a result of the study of factors influencing purchase preferences of motor oil by selected representatives of young consumers, it was observed that about 30% of the respondents had no opinion as to whether the country of origin of motor oil plays a role in the perception of its functional value. Therefore, *the research hypothesis that the country of origin of synthetic motor oil does not play a role in the perception of its value in use by pupils and students studying at automotive and mechanical engineering faculties in Poland* was not considered to be valid. Also, the research hypothesis was rejected: *Pupils and students studying in faculties related to automotive and mechanical engineering in Poland look for information about a product in a hypermedia computer environment before purchasing motor oil*, as the most frequently indicated source of information about oils by respondents are indirect personal sources such as mechanics/service (hypermedia sources were indicated in second place).

The outcome of the research is a model of marketing communication taking into account expectations of young consumers of synthetic engine oils and recommendations for the Polish producer of synthetic engine oils regarding the implementation of optimisation initiatives.