

BOOK REVIEW

KRITIČKI PRIKAZ

Bruno Grbac, Dina Lončarić, Jasmina Dlačić, Vesna Žabkar and Marko Grünhagen (Eds.) MARKETING INSIGHTS FROM A CHANGING ENVIRONMENT

MARKET
TRZISTE

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The scientific book entitled *Marketing insights from a changing environment* was published by Pearson Education Limited, Harlow, UK on 280 B5 format pages with a soft cover in 2015. It was edited by five internationally recognized researchers and lecturers: Bruno Grbac, Dina Lončarić, Jasmina Dlačić, Vesna Žabkar and Marko Grünhagen.

Bruno Grbac, Ph. D., is a scientific advisor and professor recently retired from the Marketing Department of the Faculty of Economics, University of Rijeka, Croatia. He has published more than 150 papers in a number of journals, as well as congress and conference proceedings and is the author, co-author and editor of 25 books.

Dina Lončarić, Ph. D., is an Assistant Professor at the University of Rijeka's Faculty of Tourism and Hospitality Management in Opatija, Croatia. She is a member of the Croatian Marketing Association (CROMAR) and the Macromarketing Society.

Jasmina Dlačić, Ph. D., is an Assistant Professor at the Department of Marketing of the Faculty of Economics, University of Rijeka, Croatia. She got her Ph. D. from the Faculty of Economics, University of Ljubljana, Slovenia. She is a member of the Croatian Marketing Association (CROMAR) and the Macromarketing Society.

Vesna Žabkar, Ph. D., is a Full Professor of Marketing and the Vice-dean of Research at the Faculty of Economics, University of Ljubljana, Slovenia. She participated as a visiting scholar at Northwestern University, Fulbright Grant, IL, USA and is a Visiting Professor at the University of Vienna's Chair of International Marketing, Austria.

Marko Grünhagen, Ph. D., is the Lumpkin Distinguished Professor of Entrepreneurship and Professor of Marketing at Eastern Illinois University, NE, USA. He is also the Director of the Sustainable Entrepreneurship through Education and Development (SEED) Centre at EIU and an internationally recognized expert on franchising.

CRITICAL REVIEW OF THE BOOK

The book's grounding idea is that rapidly changing and unpredictable conditions in the marketing environment call for dynamic solutions that are accepted, implemented and constantly improved upon. The idea for this book emerged after fruitful discussions in the sessions at 23rd CROMAR congress entitled "Marketing in a dynamic environment – Academic and practical insights". Collaboration established during the congress served as an incentive to call authors to participate in publishing their new research results in *Marketing insights from a changing environment*. In four related area, the authors have observed and analyzed transformations of trends and current business practices that are influenced by market changes. The structure of the book is divided into four parts, each of which includes three articles related to specific trends or challenges. The first part stresses the importance of e-marketing in the tourism sector, the second part explores sustainable marketing practices, the third part concerns consumer reactions to services quality and the fourth part discusses the redefinition of marketing strategies.

Marketing insights from a changing environment abounds with current marketing issues and represents genuine scientific literature, intended to be read and used by students and marketing practitioners alike. Its obviously future-focused orientation will contribute to the development of business performance and will help enhance the level of marketing understanding among the student population, especially in the services and tourism industry.

This scientific book was evaluated by two reviewers – Academic Muris Čičić, Ph. D., Professor of marketing at the School of Economics and Business of the University of Sarajevo, Bosnia and Herzegovina, and Professor Emeritus Gábor Rekettye, Ph. D., Professor of marketing at the University of Pécs's Faculty of Business and Economics in Hungary.

So, *Marketing insights from a changing environment* encompasses four main areas of interest, each containing three papers.

The first area of interest, entitled *The Internet and the tourism market*, begins with an article authored by Dina Lončarić, Lorena Bašan and Maja Gligora Marković. Under the title "Information search behaviour – Is there a gap between tourist needs and DMO website performance?", the authors re-examine the consistency between up-to-date tourist requirements and Destination Management Organizations (DMOs). They explore what types of Internet information drive tourists' decisions in selecting a specific destination and point to how a destination may be efficiently positioned. The second paper, titled "Technology-driven e-marketing model of Croatian tourism product with an emphasis on Web 2.0 potentials" by Branimir Dukić, Ivan Ružić and Stojanka Dukić, examines the current level of ICT in Croatia. They stress the importance of Web 2.0 development in an e-marketing model for the purpose of improving the tourism offering. The last paper in this area of interest is "Model of optimization of DMOs marketing communication via the Internet". Its author, Iva Slivar, proposes a model to improve the optimization of online and offline campaigns, justifying budget investments into marketing communications irrespective of their involvement in sales. Moreover, this model also takes into account sales of the entire system.

Environmental attitudes of modern consumers is the title of the second area of interest. Its first article, titled "Factors influencing decision making in the tourist market: Interaction of environmental attitudes and tourist travel motives" and written by Bruno Grbac, Ana Težak Damjanić and Ksenija Vodeb, uses the theory of push and pull motivational factors to determine the dimension of travel motives. A relationship is established between tourists' environmental attitudes, travel motives and positive environmental values. In the next paper, "Developing green attitudes among young consumers – Ensuring environmentally friendly behaviour", the

authors, Jasmina Dlačić, Milena Micevski and Selma Kadić-Maglajlić, point to the presence of a positive relationship between certain general values (such as universalism and benevolence) and green attitudes. Their findings confirm the positive effect of green attitudes on the willingness and ability to act in an environmentally friendly manner which, in turn, positively affects the environmentally friendly actions of pupils. The authors stress that shaping green attitudes starting from early youth on is crucial. In their paper “Sustainability marketing in Croatia”, Dubravka Sinčić Čorić and Nenad Matić conduct qualitative research among companies on the Croatian market, that is, among marketing managers responsible for implementing sustainability strategies. The research results emphasize a positive relationship between sustainability marketing and company competitiveness.

At the beginning of the third area of interest *Consumer reactions to services quality*, three authors – Suzana Marković, Jelena Komšić and Jelena Dorčić – in their paper “Measuring service quality in Croatian restaurants: Application of DINESERV scale” investigate service quality expectations and perceptions of guests in three Croatian restaurants in three different time periods, and provide comprehensive information for both academics and practitioners. Price information and its influence in the buying decision process of consumers is the starting point of the paper “Determinants in price decision making process – Information availability and consumer loyalty” by Bruno Grbac and Karlo Benas. The paper explores the manner in which price change and loyalty to the seller impact consumers’ price fairness perception. The third part concludes with the paper “Higher education service quality: Students’ perceptions and satisfaction during the study period”, authored by Mirna Leko Šimić and Helena Štimac. The study analyzes both students’ evaluations of higher educational service quality and their motivation for choosing a particular institution of higher education.

The last area of interest is titled *Responses to dynamic changes*. In the study “Impact of in-

ternal and external factors on SMEs’ marketing strategy and performance in crisis”, its authors, Daša Dragnić, Ljiljana Najev Čačija and Ivana Marasović, have found eleven environmental factors that exert a significant influence on SMEs’ marketing strategy and/or performance in conditions of crisis. The next paper “Dynamic capabilities and performance of the exporting SMEs during economic downturn”, authored by Dario Miočević and Katija Kovačić, also explores SMEs in times of crisis by researching the impact of market-sensing and innovation dynamic capabilities (DCs) on the exporting SMEs’ performance. Direct and indirect (complementary) effects between DCs and performance have been established, suggesting that strong learning effects significantly enhance the exporting SMEs’ competitiveness in international markets. The book concludes with an experimental study carried out by the authors Mateja Marincel and Ivana First Komen and entitled “TV advertising to children: Single, multiple repeated and multiple diverse ad exposures”, in which the authors explore the impact of different modes of ad exposure on brand recollection, brand preference over a competing brand and brand desire among 8- to 10-year-old children.

Marketing insights from a changing environment contains a total of 498 bibliographic entities and 19 Internet sources listed in references at the end of each paper. All papers include various figures and tables that more narrowly explain, elaborate and upgrade the authors’ research. The book’s preface provides a brief overview of each chapter and all papers contained therein. The editors highlight the especially collaborative nature of the book. Brief biographies of the contributors are listed at the very end of the book.

Besides providing new marketing insights into four selected domains, this book also provides several long-term contributions. First, the authors have reopened some ever-present questions and proposed new frameworks that highlight even more the dynamic market trends in SEE economies. Second, during their research,

the authors raised new ideas suggesting that the modern era of marketing theory and practice in SEE countries needs to be understood not only through new sets of paradigms, but also through constant improvements. Furthermore, the way the book is structured and the fact that it was a result of well-organized co-operation between authors and editors makes it a

value-integrated read with tremendously inspiring potential. It will help marketing managers and other interested readers to more easily implement the new insights to which they are exposed throughout the book, while providing valuable ideas about the future of marketing dynamics that will enable them to adapt their businesses to new trends.