

## **ABSTRACT**

**DISSERTATION TITLE: Event marketing in the process of creating value for the customers in the fashion sector**

The main objective of the dissertation is to present at what level of maturity event marketing builds value for the customer, to indicate the factors influencing value building for the customer using this tool of integrated marketing communication in the fashion sector and to fill the research gap by creating a theoretical – descriptive model of event marketing as a tool for building value for the customer. The methodological objective is to demonstrate the methodology, methods, and test procedures appropriate to examine the level of maturity and to demonstrate the measures and methods of analysis of the results. The application objective of the dissertation is to present an event marketing model as a tool for building value for the customer, with particular reference to factors that influence the building of value for the customer. The general structure of the dissertation consists of two parts: theoretical-methodological and empirical. The work consists of an introduction, five chapters, a summary, and three appendices.

The first chapter includes general presentation of the subject matter and presents specific issues related to event marketing. The concept of marketing communication (which is shown to be evolutionary in nature, as marketing itself) and a broad definition of the concept was presented. A conceptual analysis of this category was carried out, resulting in the presentation of the author's own definition of this category. In addition, a conceptual analysis of the event marketing category was carried out and the category was classified in terms of different types of marketing events. The selection of literature made it possible to characterize the issue and provide insight into the matter in this part of dissertation.

The second chapter shows the category of value for the customer. The multidimensional nature of this category and research limitations were presented here. Consequently, key factors influencing building value for the customer were demonstrated. The result of conceptual analysis is the proposal of author's own definition for this category.

The third chapter describes the fashion sector and its consumers. The segmentation presented showed the complex structure of the sector and the needs of

individual segments. A closer and more detailed environmental condition analysis was carried out. It was based on Porter's 5 Forces Model and PESTEL analysis.

The fourth chapter of the dissertation presents the research procedure. Mixed Methods study combined quantitative (Computer Assisted Web Interview) and qualitative (Telephone Depth Interview) methods. The purpose of this procedure was to identify the key factors building value for the customer, divided into those that create a direct effect and those that create an indirect effect. The scientific research conducted in this chapter resulted in the design of a model of event market as a tool for building value for the customer in the fashion sector.

The fifth chapter of the dissertation presents the conditions for implementing the theoretical-descriptive model of event marketing as a tool for building value for the customer. The most important factors influencing the building of value for the customer were identified, the concept of the event marketing maturity levels was developed, and the advantages and disadvantages of implementing the model into business practice were presented. Finally, the rationale for incorporating the author's model into the theory of marketing management was presented.

In the summary, conclusions of a cognitive, application and methodological nature were formulated, and the research hypotheses were also verified. The main research problem, which stated that "The higher the event marketing maturity, the higher the value for the customer", was proven. In addition, the remaining three detailed research problems, referring to the consistency of event marketing with other integrated marketing communication tools, the attendance of key customers and the cyclical nature of marketing events, were confirmed. It is worth noting that the innovative nature of the work is related both to filling the research gap with the model of event marketing as a tool of building value for the customer and to the presentation of the segmentation of the fashion sector consumers.