

New trends in consumer behaviour in the market for cultural services in Poland: implications for marketing

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ABSTRACT

The main reasons for the development of research into consumer behaviour in cultural services are the changes related to market behaviour caused by an increase in the choice of various market offers as well as the increasing wealth of societies. The results presented here indicate that changes in the behaviour of consumers of cultural services in Poland are also related to the ageing of Polish society as well as to an increase in mobility and in the level and quality of education. Additionally, the changing needs and preferences of consumers in this market increase the demand for information and generate a need for the continuous improvement of marketing procedures and activities. This article presents selected characteristics of consumers of cultural services in Poland, their behaviours, and observed changes in these behaviours, allowing the authors to examine new directions of development in the offer of services of cultural institutions. The results may be of use to managers of cultural institutions in the process of planning marketing strategy.

KEY WORDS

Cultural institutions, cultural services, consumer behaviour, marketing, Katowice

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