



Market-Tržište
Vol. 32, Special Issue, 2020, pp. 5-7
DOI <http://dx.doi.org/10.22598/mt/2020.32.spec-issue.5>

In December 2019, a traditional 26th CROMAR (Croatian Marketing Association) congress took place in Zagreb, at the University of Zagreb, Faculty of Economics & Business. The title of the congress was „*Looking forward! Marketing from past to future*“. The title emphasises that marketing is continuously developing, and recognises the need to apply knowledge and concepts from past and present, for success in the future. In total, 44 participants from five countries presented 33 papers. We had the opportunity to hear presentations about up-to-date marketing concepts and their interdisciplinary perspective, methodological issues in marketing, food marketing, services in different contexts, consumers' responses to nostalgia and *retro*, and how new technologies change the ways of communication and bonding with consumers.

It is our great pleasure to include eight papers presented at the congress in this special issue of Market-Tržište. Their areas of interest, as well as methodological approaches, vary. Six papers provide the results of empirical research studies, while two of them are theoretical and conceptual in nature.

The first paper deals with the identification of different consumers' segments in accordance with their level of satisfaction with various food retail store elements. Colleagues from Du-

U prosincu 2019. godine održan je tradicionalni 26. kongres CROMAR-a, hrvatskog udruženja za marketing, s naslovnom temom „*Looking forward! Marketing from past to future*“. Kongres je okupio 44 sudionika iz 5 zemalja, a ukupno su prezentirana 33 rada. Naslovnom temom naglašava se kontinuirani razvoj marketinga, koji u današnjem dinamičnom i konkurentnom okruženju koristi poznata znanja i koncepte, mijenjajući ih i prilagođavajući kako bi ostvario uspjeh u budućnosti. Na kongresu smo čuli izlaganja o aktualnim marketinškim konceptima i njihovoj interdisciplinarnoj perspektivi, o metodološkim izazovima u marketingu, o marketingu hrane, uslugama u različitim kontekstima, o tome kako današnji potrošači reagiraju na korištenje apela na nostalgiju i *retro*, ali i kako nove tehnologije mijenjaju poznate načine komunikacije i približavanja potrošačima.

Veseli nas da u ovom posebnom broju Market-Tržišta možemo prikazati ukupno osam odabranih radova s kongresa. Područja izučavanja su raznolika, kao i njihovi metodološki pristupi. Šest odabranih radova predstavlja rezultate empirijskog istraživanja, dok su dva rada teorijske prirode.

Prvi rad bavi se identificiranjem i profiliranjem segmenata potrošača u skladu s njihovom razinom zadovoljstva različitim elementima prodavaonice prehrambenih proizvoda. Kolegice iz

brovnik used factors of satisfaction as indicators for the latent classes analysis, and described segments according to socio-demographic and behavioural variables.

The contribution of the paper written by colleagues from Poland is in their critical look at the food well-being (FWB) concept and the possibilities of its empirical verification.

An international team from Opatija, Rijeka and Maribor searched for the relationship between internal marketing and different dimensions of employee engagement (emotional, cognitive and physical) in the hotel industry. They concluded that internal marketing has a positive and statistically significant influence on emotional and cognitive hotel employee engagement.

The two papers that follow deal with the role of social networks in marketing. Our colleagues from Rijeka test whether Instagram influencers can affect followers' engagement using a simple modification to an Instagram post content. The paper written by our colleagues from Split analyses the influence of perceived trust, search for novelty and perceived usefulness on consumer attitudes towards social network advertising, and the impact of those attitudes on buying intention, buying and word-of-mouth information spread.

In order to understand the concept of sustainability better, our colleagues from Zagreb explore the role of green marketing mix and green buying behaviour among Croatian and Swedish consumers. They analyse the importance of environmental awareness and perceived consumer effectiveness as two important psychographic and behavioural variables.

In another paper from Zagreb, the authors present their views on how to increase the financial literacy of adolescents and improve their efficiency in making financial decisions in the future.

Dubrovnika koristile su čimbenike zadovoljstva kao indikatore za analizu latentnih klasa, a segmente su opisale sociodemografskim i bihevioralnim varijablama.

Doprinos je kolegica iz Poljske u kritičkoj analizi koncepta dobrobiti povezanog s hranom (FBW, *foodwell-being*) i mogućnosti njegove empirijske potvrde, usmjerene utvrđivanju ograničenja i poteškoća u njegovu mjerenju.

Međunarodni tim kolega iz Opatije, Rijeke i Maribora istražio je vezu između internog marketinga i različitih dimenzija angažmana zaposlenika (emocionalnog, kognitivnog i fizičkog) utvrđujući da interni marketing ima pozitivan i statistički značajan utjecaj na emocionalni i kognitivni angažman zaposlenika u hotelijerstvu.

Sljedeća dva rada bave se ulogom društvenih mreža u marketingu. Rad kolega iz Rijeke analizira mogu li utjecajne osobe (*influenceri*) na Instagramu utjecati na uključenost pratitelja davanjem slike ljudskog lica u svoje objave. Rad kolegica iz Splita predstavlja rezultate istraživanja utjecaja percipiranog povjerenja, traženja noviteta i percipirane korisnosti na stavove potrošača prema oglašavanju na društvenim mrežama, kao i utjecaj tih stavova na namjeru kupovine, kupovinu i širenje usmene komunikacije.

Rad kolega iz Zagreba istražuje ulogu zelenog marketinškog miksa i zelenog ponašanja hrvatskih i švedskih potrošača radi boljeg razumijevanja koncepta održivosti. Autori prezentiraju važnost ekološke osviještenosti i percipirane mogućnosti djelovanja potrošača kao psihografske, odnosno bihevioralne varijable.

U drugom „zagrebačkom“ radu kolegice prezentiraju kako financijskim obrazovanjem povećati znanje potrošača adolescentske dobi o financijama te unaprijediti njihovu učinkovitost donošenja financijskih odluka u budućnosti.

Posljednji rad u ovom broju, onaj kolegice iz Bosne i Hercegovine, analizira teorijska polazišta

The last paper in this journal's special issue is written by a colleague from Bosnia and Herzegovina. It provides an insight into the theoretical foundations of and interplay between consumer ethnocentrism and social identity, as concepts with significant relevance for different consumer responses in globalised environment.

At the end of this editorial preface, we would like to thank our colleagues for their participation in the Programme and Organizing committees of the 26th CROMAR congress, as well as reviewers and session chairs for their engagement and positive attitudes towards all the tasks we had to complete when organising the congress.

Our gratitude goes to all reviewers who, in especially challenging times of the COVID-19 pandemic, invested their time and expertise to suggest the necessary improvements in the papers published in this special issue. They are of higher quality because of you.

Special thanks goes to Full Professor Đurđana Ozretić Došen, Ph. D., Editor in Chief, and Associate Professor Zoran Krupka, Ph. D., Technical Editor, who guided us through the publication process.

Professor Dubravka Sinčić Ćorić, Ph. D.
Professor Sunčana Piri Rajh, Ph. D.
Guest Editors

konceptata zasnovanih na teoriji socijalnog identiteta i sadržaj odabranih studija koje se bave potrošačkim etnocentrizmom i identitetom.

Na kraju uvodnika želimo zahvaliti kolegicama i kolegama članovima programskog i organizacijskog odbora 26. kongresa CROMAR-a, kao i recenzentima i voditeljima sesija, na angažmanu i pozitivnom stavu prema svim zadacima koje smo obavljali organizirajući kongres.

Zahvaljujemo i svim recenzentima koji su u posebno izazovno vrijeme pandemije COVID-19 uputili na potrebne izmjene u radovima odabranima za poseban broj i time ih učinili kvalitetnijima za objavu. Posebno zahvaljujemo glavnoj urednici časopisa, prof. dr. sc. Đurđani Ozretić Došen i kolegi izv. prof. dr. sc. Zoranu Krupki, tehničkom uredniku časopisa, na stručnom vođenju i kolegijalnoj pomoći u procesu objave posebnog broja časopisa Market-Tržište.

Prof. dr. sc. Dubravka Sinčić Ćorić
Prof. dr. sc. Sunčana Piri Rajh
Gošće urednice