

Rozprawa doktorska – streszczenie w języku angielskim

**Zaangażowanie konsumentów w rozwój produktów instytucji  
kultury jako przykład realizacji strategii orientacji na klienta**

*(doktorat wdrożeniowy)*

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## Abstract

### **Engaging consumers in the development of products of cultural institutions as an example of the implementation of the customer orientation strategy**

#### **Research area**

The cultural market and the institutions operating in it are undergoing changes. Consumers are more demanding in terms of their offerings and their adaptation to their own needs and interests. Therefore, cultural institutions should focus more and more on their audiences in their activities. In the literature and practice, especially with regard to cultural institutions in Poland, there are still few examples and data on the issue of engaging consumers in the design of offerings. Therefore, based on a review of international literature and case studies from the world, as well as practices in this area in the private sector, and own research conducted, a model for the implementation of customer-centred design in product development was proposed taking into account the specifics of the cultural market. The work was conducted in the form of an implementation doctorate at "EC1 Łódź - City of Culture" in Łódź.

#### **Research problem and aims**

The main research problem is to identify the forms, benefits and limitations of involving consumers in the design of offerings for exhibition and cultural-educational activities in cultural institutions in Poland. The research aim is to identify model methods for designing offerings with consumer engagement. The application aim, on the other hand, includes the creation and implementation of a model of user-centred design in the cultural sector to improve customer satisfaction.

#### **Research method**

A literature review and desk research were conducted covering issues related to consumer engagement, product development, customer orientation strategy, marketing in the cultural market, among others. A four-stage research was conducted to capture different perspectives on consumer engagement. The key perspectives were those of consumers themselves (n=376) and managers responsible for designing the offer (n=9). These were supplemented by a research of EC1 employees (n=68) and EC1 marketing managers (n=3). The entire research was enriched by a case study analysis of the cultural institution where the implementation was conducted.

## **Findings**

A key finding is that both consumers and managers of cultural institutions recognize the potential of engaging audiences. Consumers indicate a high willingness to engage, want to influence the offer and are willing to spend their free time to do so. Managers recognize the need to take consumers' needs into account and are making initial attempts in this direction. Strengthening the customer orientation strategy, in turn, requires action in the areas of organizational culture, strategy, processes, indicators and relationships with the organizer. It is crucial to involve all employees in the process, not just those in direct contact with customers. The transformation from a focus on the offer to a focus on the customer is a complex and long-term challenge. However, the effort involved translates into better results.

**Keywords:** consumer engagement; product development; cultural institution offerings; customer orientation strategy; cultural sector; value co-creation