

CONTEMPORARY MARKETING CHALLENGES

Dear readers, here is already the 25th issue of Akademija MM. There are four original scientific papers on current research questions about different marketing aspects and challenges that brands face today. How to successfully integrate digital content with brands' marketing communication network? How to measure the engagement of different types of digital content? How a packaging colour affects the perception of products' features? How fair insurance services affect a relationship between the insurance company and their customer? How does the perception of customers with low familiarity with the country of origin affect the country of origin? The papers in this issue do not only continue to contribute to the development of theoretical and empirical marketing knowledge in Slovenia, but they also bring important implications for the business.

First, Sara Stojanovski and Urša Golob examine a very current issue concerning digital branded content and consumer engagement: a comprehensive review how the new media have changed the use of branded digital content and have increased consumer engagement. The authors explore how effectively owned media generate visit compared to paid media as well as the hierarchy of engagement conversion and how the latter is linked to types of digital content. Their study suggests that, indeed, digital content is becoming increa-

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EDITORIAL

SODOBNI TRŽENJSKI IZZIVI

Spoštovane bralke in spoštovani bralci! Pred vami je že 25. številka Akademije MM. V njej so štirje izvorni znanstveni članki, ki obravnavajo aktualna raziskovalna vprašanja v povezavi z različnimi trženjskimi vidiki in izzivi, s katerimi se srečujejo podjetja v današnjem času. Kako uspešno integrirati digitalne vsebine v trženjsko-komunikacijski splet podjetja? Kako izmeriti uspešnost različnih vrst digitalnih vsebin pri participaciji porabnikov? Kako barva embalaže vpliva na zaznavanje značilnosti izdelka? Kako poštena zavarovalna storitev vpliva na odnos med zavarovalnico in porabnikom? Kakšni so vplivi države izvora, kadar porabniki slabo poznajo tujo državo? Avtorji člankov odgovarjajo na omenjena vprašanja. Njihova spoznanja pomembno prispevajo k razvijanju teoretičnega in empiričnega trženjskega znanja v slovenskem prostoru, hkrati pa prinašajo pomembne implikacije za podjetja.

V prvem prispevku Sara Stojanovski in Urša Golob obravnavata zelo aktualno problematiko, povezano z digitalnimi vsebinami tržnih znamk in participacijo porabnikov. Avtorici predstavitava celosten pogled na to, kako so novi mediji spremenili način uporabe digitalnih vsebin tržnih znamk in omogočili večjo participacijo porabnikov. V empiričnem delu proučita, kako uspešni so lastni mediji pri generiranju obiska v primerjavi s plačanimi mediji ter kakšna je hierarhija konverzij participativnih vedenj in kako je povezana z vrsto digitalnih

singly important, however, success depends on a combination of paid, owned and earned media. This paper is very important for all businesses that want to strengthen relationships with their target groups with new media.

Second, Miran Grah, Maja Rožman and Damijan Mumel examine the impact of packaging colour of chocolate on the perception of taste and texture of chocolate. There isn't much research done on this question, even less when it comes to chocolate. This paper is based on qualitative and quantitative research. Their experiment shows that packaging colour affects how we perceive taste and texture of chocolate. Their research findings are not relevant only to chocolate manufacturers, but also to others in the food production industry and others who are faced with packaging challenges.

Third, Urban Šebjan, Domen Merc and Denis Rogan explore a very interesting and a very current question about the effects customer perception of fairness in insurance services has on the relationship between a customer and an insurance company. Although this is an important question, the authors stress that it is poorly examined. Their findings show that perceived fairness of insurance services positively and significantly affects the strength and quality of the relationship between the users of insurance services and the insurance company. The findings are important for insurance companies as they must provide fair services to gain and retain customers.

Fourth, Vesna Kuralt, Anja Mohorko and Mihael Kline focus on the perception of customers with low familiarity with the country of origin. A conceptual model is introduced to highlight the connection between customers' affinity towards a foreign country, a perceived risk, the country image and their willingness to purchase foreign products. The model was empirically tested on a sample of foreign respondents about Slovenia as an example of an unfamiliar country of origin. The results show the significance of emotions in assessing the image of the country of origin and it brings a fresh view on this topic. These findings will be interesting to Slovenian export companies.

On behalf of the editorial staff I'd like to thank all of authors for the papers. Also let me thank all reviewers who make this journal better. And thank you, our readers, for staying loyal to the journal.

Ass. Prof. Dr. **Mateja Bodlaj**

vsebin. Njuna študija primera potrjuje, da digitalne vsebine v praksi postajajo vse pomembnejše, vendar pa je za uspeh ključnega pomena kombinacija plačanih, lastnih in prisluženih medijev. Prispevek je zelo relevanten za vsa podjetja, ki želijo z novimi mediji okrepiti odnos s ciljnim porabniki.

Miran Grah, Maja Rožman in Damijan Mumel v drugem prispevku proučijo vpliv barve embalaže čokolade na zaznavanje okusa in teksture čokolade. Ugotavljajo, da je v znanstveni literaturi razmeroma malo empiričnih spoznanj o vplivu barve embalaže na zaznavanje prehrabnih izdelkov, kar še posebej velja na področju čokolad. V empiričnem delu predstavijo rezultate kvalitativne in kvantitativne raziskave. Z eksperimentom avtorji potrdijo, da barva embalaže vpliva na zaznavanje okusa in teksture čokolade. Ugotovitve njihove raziskave prinašajo relevantne implikacije ne samo za proizvajalce čokolad, temveč tudi za druga podjetja v prehrabni dejavnosti in širše gledano za vsa podjetja, ki se soočajo z izzivi oblikovanja embalaže izdelkov.

Tretji prispevek so pripravili Urban Šebjan, Domen Merc in Denis Rogan, ki obravnavajo zanimivo in zelo aktualno vprašanje o vplivu porabnikovega zaznavanja poštenosti zavarovalnih storitev na odnos med porabnikom in zavarovalnico. Čeprav gre za pomembno vprašanje, avtorji ugotavljajo, da je to področje še razmeroma slabo raziskano. V svoji študiji predstavijo in empirično potrdijo konceptualni model o vplivu poštenih zavarovalnih storitev na moč in kakovost odnosa med porabnikom in zavarovalnico. Njihove ugotovitve kažejo, da zaznana poštenost zavarovalne storitve močneje vpliva na kakovost odnosa med zavarovalnico in porabnikom. Predstavljena raziskava prinaša pomembne implikacije za zavarovalnice, saj poudarja pomen poštenih storitev pri pridobivanju in ohranjanju porabnikov.

V četrtem prispevku se Vesna Kuralt, Anja Mohorko in Mihael Kline osredotočijo na zaznavanje porabnikov s šibkim poznavanjem države izvora. Avtorji predstavijo konceptualni model, ki prikazuje povezanost med porabnikovo naklonjenostjo do tuje države, zaznanim tveganjem, podobo države in pripravljenostjo za nakup tujih izdelkov. Model empirično preverijo na vzorcu tujih respondentov v kontekstu Slovenije kot primera neuveljavljene države izvora. Rezultati kažejo različna modela učinkov (neuveljavljene) države izvora za anketirance z visoko in nizko stopnjo poznavanja Slovenije. Predstavljena raziskava potrjuje pomen čustev pri ocenjevanju podobe države izvora in prinaša svež pogled na proučevano tematiko. Ugotovitve so še posebej zanimive za slovenska podjetja, ki delujejo na tujih trgih.