

BOOK REVIEW

MARKETING INSIGHTS FROM A CHANGING ENVIRONMENT

Editors

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The book *Marketing Insights from a Changing Environment* was published in 2015 by Pearson Education Limited, UK. The editors of the book are highly esteemed professors and scientists from universities in Croatia, Slovenia and the USA. Bruno Grbac, PhD is a scientific advisor and the president of the Croatian Marketing Association – CROMAR. As a professor at the Department of Marketing at the Faculty of Economics Rijeka, University of Rijeka, he published more than 150 papers in a number of journals, congress and conference proceedings. He is author, co-author and editor of 25 books. Dina Lončarić, PhD is an Assistant Professor and Vice Dean for Development at the University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija. Jasmina Dlačić, PhD is an Assistant Professor at the Department of Marketing of the University of Rijeka, Faculty of Economics. Vesna Žabkar, PhD is a full professor of marketing and Vice-Dean of Research at the Faculty of Economics, University of Ljubljana. Marko Grünhagen, PhD is a Lumpkin Distinguished Professor of Entrepreneurship and Professor of Marketing at Eastern Illinois University.

The book encompasses 279 pages, not including the foreword and table of contents. The content of the book is revealed in 273 pages, structured in four different sections, which consist of 12 scientific papers and a total of 28 authors. The papers contain tabular and graphic depictions, as well as reference lists for each individual paper. The book is published in a B5 paperback format.

All papers published in the book were written in English and reviewed by prominent scientists: Professor Emeritus Gábor Rekettye, PhD, Professor of Marketing at University of Pécs, Hungary and Academic Muris Čičić, PhD, Professor of Marketing, University of Sarajevo, Bosnia and Herzegovina.

The title *Marketing Insights from a Changing Environment* fits the thematic units dealt within the individual papers perfectly, and it undoubtedly emphasizes the importance of this research issue. Since it investigates marketing trends in a dynamic environment, the book title succinctly presents the investigated topic.

The content of this publication is particularly current since it discusses the issues at hand from the perspective of emerging qualitative trends on the market. In other words, rapid and constant changes make the environment more dynamic. Market dynamics require special adjustments that are made to the supply in order to meet customer demands and in order to constantly improve service quality. Those companies that are ready and able to adapt to these dynamic business conditions will reap success and obtain a competitive advantage. In becoming customer oriented, companies conduct marketing activities that are at the same time greatly influenced by factors from their micro and macro environment, particularly in terms of their demographic, social, cultural, technological and natural environment. In order to meet customer needs, marketing managers have to take environmental changes into account. The book *Marketing Insights from a Changing Environment* is a useful handbook especially for marketing managers who face the necessity of adapting to business trends on the market in practice.

The authors present the results of their empirical research in a professional, substantial and methodological way. Their papers are grouped in four sections: (1) Internet and Tourism Market, (2) Environmental Attitudes of Modern Consumers, (3) Consumer Reactions of Service Quality and (4) Responses to Dynamic Changes.

The first section is entitled "Internet and Tourism Market" and comprises three scientific papers. In this section the authors consider the area of e-marketing and its application in tourism. The authors Dina Lončarić, Lorena Bašan and Maja Gligora Marković discuss current research in great detail and concisely present research results in the domain of tourist information search behaviour and tourist destination web marketing. Furthermore, authors Branimir Dukić, Ivan Ružić and Stojanka Dukić deal with the application of information and communication technology and an analysis of Web 2.0 potential. Based on their research, they devised an e-marketing model for the Croatian tourism product. Author Iva Slivar investigates the specifics pertaining to conversion studies in destination marketing and she also systematically devises a conceptual model with a focus on indirect conversion (sales or other actions) which was developed by tourism providers as a result of marketing communication campaigns of DMOs.

The second section, entitled "Environmental Attitudes of Modern Consumers" focuses on researching sustainable marketing practices. This section consists of three scientific papers, the results of which emphasize the necessity to study the attitudes of the target sustainable marketing segment – *green* consumers. Authors Bruno Grbac, Ana Težak Damjanić and Ksenija Vodeb examine the relationship between environmental attitudes of tourists and travel motives. The results of this research are presented in a clear, systematic and concise way and they confirm the relationship between the previously named constructs. Moreover, the research focus of authors Jasmina Dlačić, Milena Micevski and Selma Kadić-Maglajlić is to investigate the influence of a group of young people's personal values on their attitude towards green issues, and how these attitudes transfer into actual environmentally friendly behaviour. The research findings clearly show that green attitudes are influenced by the personal values of Generation Z. The authors emphasize that even if green attitudes influence both willingness to act and ability to act, ability to act is more important for future environmentally friendly

behaviour. The final paper in this section, by Dubravka Sinčić Ćorić and Nenad Matić, researches manager perceptions about the connection between the level of implementation of sustainability marketing in companies they work for and the company's competitive advantages. Also, the authors systematically elaborate on the significance of the "sustainability marketing" concept from a theoretical and practical perspective.

"Consumers Reaction on Services Quality" is the title of the third section of this book. The results presented in this section clearly emphasize the fact that the consumer decision-making process is of great importance in terms of service quality (as well as pricing strategy) of a particular service provider. Service quality expectations and perceptions of guests in Croatian restaurant settings is the topic of research for authors Suzana Marković, Jelena Komšić and Jelena Dorčić. The ample and detailed research results represent a significant contribution to the existing body of knowledge in this area, since there is a lack of empirical studies that report comparisons of expected service quality in restaurant settings over a period of time. Furthermore, authors Bruno Grbac and Karlo Benas systematically address the effect of pricing information availability and consumer loyalty to the seller. The authors clearly state that providing information regarding the reasons for price setting or price change, as well as feeling loyal to the seller had an impact on the consumers' price fairness perception. The main aim of the research paper by author Mirna Leko Šimić and Helena Štimac was to find out how students perceived the education service quality at one of the public higher education institutions in Croatia. After carefully examining the research results the authors concluded that there is a significant deterioration of service quality but that student expectations remain stable throughout their study period.

The final section of this book entitled "Responses to Dynamic Changes" investigates the application of marketing strategies in SMEs, which is a response to the rapid changes in market trends. Authors Daša Dragnić, Ljiljana Najev Čačija and Ivana Marasović pay particular attention to the category of small and medium business entities (SMEs) because of their important role in the national and global economy. The findings of the empirical research of this paper have a significant scientific contribution, since the research covered a broad and diverse range of internal and external factors and their influence on SME marketing strategy and performance during a period of crisis. Dario Miočević and Katja Kovačić focus their empirical research on market-sensing and innovation dynamic capabilities (DCs) and their positive impact on the exporting SMEs performance during the recent economic downturn (2008-2011). The authors make a significant contribution to the literature by suggesting that strong learning effects significantly enhance exporting SMEs competitiveness on international markets. In the final paper the authors Mateja Marincel and Ivana First Komen examine advertising issues in great detail. In this study the authors explore whether the different exposure of children to an advertised brand leads to an increase in brand recollection, brand preference over a competing brand and brand desire. The results of the empirical research confirm the connection between these constructs in a systematic and clear way.

The book is written in a straightforward manner, it is categorized into sections according to certain areas. It is apparent that great effort has been invested in each paper, particularly in terms of the overview of previous research, the conducted empirical research, as well as the useful managerial implications. In each paper the research results have been presented in a systematic, clear and concise way and constitute a significant contribution to the existing scientific and professional body of knowledge in the field of marketing. This publication bears both theoretical and practical importance. From a theoretical perspective, it abounds in systematic overviews and assessments of previous research, as well as in numerous new findings. The practical value of this book is assured by the broad spectrum of suggestions that can be implemented in the business practice of numerous enterprises.

This book constitutes a theoretical foundation for improving the business practices, primarily of marketing managers, which is of extreme importance considering the increasingly steep competition and more and more demanding consumers. Moreover, due to its theoretical and practical importance, the book can serve as a valuable tool for both scientists and students who want to enrich their knowledge of this subject matter, as well as for all others who work in, examine, or are interested in the field of marketing.

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