

PERCEPTION OF THE IMPORTANCE AND EFFECTIVENESS OF THE EUROREGION CIESZYN SILESIA CULTURE PROMOTION

Joanna Łodziana-Grabowska

The University of Dąbrowa Górnicza, Poland

JGrabowska@wsb.edu.pl

Abstract

Promoting culture is an integral element of culture marketing and covers a set of actions and measures that an organisation/ institution uses to pass information concerning its offer and / or institution itself to the target audience, shape the clients' needs, stir and focus demand, and reduce its pricing flexibility. While communicating with the market and the environment at large, a culture institution uses various forms of culture promotion with different tasks and structure of actions. This study is aimed at assessing the efficiency of promotional activities run for the culture of the Euroregion Cieszyn Silesia. The study clarifies the essence of the culture promotion, defines the scope of the analysis within the process of assessing the efficiency of the culture-promoting activities as well as evaluates the promotion of the Euroregion Cieszyn Silesia culture. The conclusions are based on primary sources of information obtained as a result of surveys conducted in two groups: Polish and Czech. The survey was based on the random survey method. The results of the study helped formulate implications concerning the implementation of the tasks to promote the culture of the Euroregion Cieszyn Silesia. They helped not only to evaluate the efficiency of the actions related to marketing communication but also to compare the results in various target groups. The formulated conclusions are of application character and may be used in the decision-taking process for the strategy of the Euroregion culture promotion.

Keywords: Euroregion, culture, promotion, effectiveness, Cieszyn Silesia

INTRODUCTION

The purpose of promoting a culture institution is to provide the current and potential clients with information characterising the offer of a given institution and/ or the institution itself, shape the needs of its clients, direct and reduce the pricing flexibility of the demand, and also build a positive image of the institution and its competitive position. Apart from the clients, the promotional message of a given culture institution is also addressed to: the local government, social group leaders, opinion-making groups, media representatives or potential sponsors and others.

Therefore promotion is a unique dialogue between the institution and its surroundings – the current and potential buyers and other stakeholder groups of the institution. This dialogue takes on one hand the form of informational-persuasive actions, while on the other hand it is held via feedback connecting the recipient with the promotional message sender (Wiktor, 2012). The effectiveness of promotion in the area of culture means the degree to which the promotion objective was achieved. The more effective the promotion, the higher the degree of the objective achievement. If the promotion objective has been achieved in 100%, then the promotion has been fully effective. Hence, in order to examine the effectiveness of the promotion, it is first necessary to determine its objective; evaluation is frequently linked to an assessment of the implementation of indirect goals, including in particular those relating to the addressees of the message, noticing, perceiving, remembering and responding to a given message.

It needs to be stressed that the assessment of promotion effectiveness is not easy due to the fact that there are a number of factors, other than promotion, that may generate the desired objectives, behaviours and attitudes of the addressees of promotional messages, such as the level of and changes in income of target segments that use the culture offer, popularity, habits or demographic changes.

Furthermore, it is difficult to assess the extent to which the individual promotion forms helped achieve the objectives of a promotional campaign. Hence, when assessing the effectiveness of a promotion conducted by a culture institution it is important to analyse the lasting and overall impressions of the target segments in relation to the perception of the cultural institution, the initiatives and projects undertaken in the area of regional culture, in addition to analysing and identifying the direct economic effects (such as the increase in the sale of the cultural offer).

Effectiveness of Culture Promotion in Euroregion Cieszyn Silesia and Recommendations Regarding Further Actions

The perception of culture promotion in Euroregion Cieszyn Silesia was intended to be presented on the basis of the results of surveys designed and conducted in this study. The assessment of the promotional message efficiency covers the examination of implementation of the target set before the promotion. The assessment frequently involves an evaluation of implementation of indirect targets, especially those referring to the promotional messages addressees, their identification, perception, memory and reaction to a given message (Łodziana-Grabowska, 2014). The analysis and evaluation of the effectiveness of culture promotion in the region can refer to:

- *Identification of the spheres of culture and events in the region that need to be supported with promotion and advertising activity;*
- *identification of the purposes of promotional activities taken in the area of culture in the region;*
- *the degree to which the various means of promotion and advertising used in the area of culture reached the addressees;*
- *identification of effective Internet-based forms of promoting the culture of the region;*
- *checking the degree to which the target groups know the promoted cultural events and initiatives taken in the region;*
- *examining the knowledge of materials and publications used for the promotion purposes;*
- *perception and the assessment of the effectiveness of the actions taken by organisations and institutions that promote culture in the region;*
- *examining the effects of projects to subsidise culture (initiatives, projects, promotion) from EU funds and their evaluation by the stakeholders.*

This study was conducted in two target groups – among Polish and Czech respondents. In view of the objectives set and the scope of the paper, the paper only presents selected aspects and areas relating to the effectiveness of promotion of the Euroregion Cieszyn Silesia culture.

RESEARCH METHODOLOGY

Purpose, Stages and Issues

The purpose of this research was to analyse and evaluate the actions taken in order to promote the culture of Euroregion Cieszyn Silesia within the context of their support by projects refunded as part of the selected Micro-projects of the Euroregion Cieszyn Silesia for the Cross-Border Cooperation Programme Czech Republic – Republic of Poland 2007-2013. Using the correlation

analysis method for analysing the data obtained as a result of the survey, we have presented the opinion of the respondents in the scientific process of diagnosing the effectiveness of promotional undertakings.

The research process was aimed at verifying the scientific hypothesis, namely that *the activities for the promotion of the Euroregion Cieszyn Silesia culture are effective*. The design, piloting, implementation and reporting of the research covered the following periods:

- for the Polish research: from 22 February until 25 August 2014, and
- for the Czech research: from 25 April until 25 August 2014.

The *problems* formulated as the *research questions* were solved in the cognitive process with the use of the following methods: *analysis, synthesis, induction, deduction and comparison*. This paper presents a selected part of the analysis concerning the issues set and formulated as the following questions:

- *What type and offer of culture do the respondents use most frequently?*
- *What is the opinion of the respondents regarding the importance of promotion and advertisement in the area of culture?*
- *What is the opinion of the respondents regarding the support for the folk culture (art, handicraft, artistic craft, and folklore) in the promotional activities taken in the Euroregion Cieszyn Silesia?*
- *What are the forms of culture promotion in Euroregion Cieszyn Silesia that the respondents come across most frequently?*
- *How well do the respondents know the promotional materials used in the marketing communication process?*
- *How do the respondents perceive culture promotion in Euroregion Cieszyn Silesia in terms of the effectiveness of the actions?*

The research design

The survey method was employed for the research purposes. The research addressed to the Polish respondents was conducted by means of an *electronic survey method*. The link to the electronic survey: <http://ankieta.sec-in.pl/index.php/839393/lang-pl> was sent to the respondents' e-mail accounts.

The research in the Czech group utilised the *random survey*. The survey was conducted among the residents of the Euroregion Cieszyn Silesia and individuals connected to the Euroregion. The survey was conducted by a surveyor in collaboration with a Czech scientist. *An Internet-based survey* was also used in the target group, as it was the case in the Polish

research. The survey was conducted in collaboration with the Czech scientist and an actress of Těšínske Divadlo in Český Těšín who provided the target group with access to the following link <http://ankieta.sec-in.pl/index.php/271317/lang-cs>.

The electronic survey used tools for review, processing and export of data provided by the survey respondents on the basis of the open-source (free-of-charge) Internet survey system LimeSurvey.

Sampling

Non-probability (non-random) sampling methods were used for the research, notably: convenience sampling and snowball sampling. *Convenience samples*, also known as accidental sampling, because the individual elements are selected as if “by accident”(Churchill, 2002). *The snowball sampling method* is a technique where the respondents are recruited by other study subjects. Upon completing the survey, selected respondents were asked to name an acquaintance (acquaintances) who could fill out the survey.

In the presented survey the respondents selected as a result of convenience sampling constituted 80%, while the respondents recruited with use of the snowball sampling method 20%. It needs to be pointed out that the recruitment process described above with the use of the above mentioned methods is both simple and inexpensive.

Due to the applied sampling methods and the sample size (the sample size was considerably reduced as a result of the project findings and its budget), it is hard to say that the results are representative. A small sample does not provide any basis for generalising the results and the research is considered indicative. Nevertheless, it characterises a certain area of reality and the opinions of the target group that are symptomatic for the consumer evaluations and may be used for cognitive projects. Furthermore, since the research was conducted in two groups, it allows for a comparative analysis and for drawing conclusions based on the analysis results.

Polish research

122 individuals took part in the research: 66% of the respondents were women, and 34% were men.

Persons aged 18 to 24 were the largest group of the respondents (44%), followed by the respondents aged 35 to 44 (26%). 14% of the respondents were aged 25 to 34. Persons aged 55 to 64 represented 8% of the analysed population; 7% of the respondents were aged 45 to 54, and 1% of the respondents were older than 64.

Most of the respondents had secondary school education – 78%; 21% of the respondents had a university degree. Respondents with lower secondary school education represented 1%.

Respondents who reported that their average monthly net income per household member was from PLN 1501 to 2500 represented 32% of all the respondents; 27% respondents had average monthly net income per household member totalling PLN 1001 to 1500, and 20% selected PLN 2501 to PLN 3500. 11% of the respondents indicated that their average monthly net income per household member was lower than PLN 1000, whereas 10% of the respondents had income higher than PLN 3500. The structure of the examined sample based on the selected criteria is presented in Table 1.

Table 1. Characteristics of the interviewees on the basis of selected criteria

Respondents' features		Structure of the interviewees [%]	
		Group of Polish respondents	Group of Czech respondents
Sex	Females	66	67
	Males	34	33
Age	18 – 24	44	80
	25 – 34	14	11
	35 – 44	26	3
	45 – 54	7	3
	55 – 64	8	2
	64+	1	1
Education	Primary school	-	-
	Lower secondary school	1	1
	Vocational school	-	3
	Secondary school	78	72
	University degree	21	24
Average monthly net income per person in a household	Under PLN 1000 / CZK 6250	11	11
	PLN 1001-1500 / CZK 6256-9375	27	23
	PLN 1501-2500 / CZK 9381-15625	32	37
	PLN 2501-3500 / CZK 15631-21875	20	14
	Above PLN 3500/ CZK 21875	10	15

The participants of the Polish research came from the following towns: Cieszyn (51 respondents), Skoczów (10 persons), Jastrzębie Zdrój (6 interviewees), Český Těšín (5 persons), Zebrzydowice (4 respondents), Hażlach (4 respondents), Dębowiec (3 persons), Golezów (3 persons), Pogwizdów (3 interviewees), Puńców (3 respondents) and Trzynieć (3 persons). Furthermore, when giving their place of residence, the respondents gave the following towns (one or two listings): Bąków, Bielsko-Biała, Brenna, Chybie, Dzięgielów, Gołkowice, Górki Wielkie, Istebna, Jarząbkowice, Kaczyce, Kisielów, Kobielice, Mazańcowice, Międzyrzecze Górne, Międzyzwieć, Mosty koło Jabłonkowa, Pawłowice, Pruchna, Rybnik, Ustroń, Wisła, Zamarski.

Czech research

108 individuals took part in the research: 67% of the respondents were women, and 33% were men.

Persons aged 18 to 24 were the largest group of the respondents (80%), followed by the respondents aged 25 to 34 (11%). 3% of the respondents were aged 35 to 44 and 45 to 54. Persons aged 55 to 64 represented 2% of the analysed population, and 1% of the respondents were older than 64.

Most of the respondents had secondary school education – 72%; 24% of the respondents had a university degree. Respondents with vocational school education represented a small group – 3%; the same applies to respondents with lower secondary school education – 1%.

Respondents who reported that their average monthly net income per household member was from CZK 9,381 to CZK 15,625 (PLN 1501-2500) represented 37% of all the respondents; 23% respondents had average monthly net income per household member totalling CZK 6,256 to CZK 9,375 (PLN 1001 to 1500), and 15% had income higher than CZK 21,875 (above PLN 3,500). 14% of the respondents reported that their average monthly net income per household member was between CZK 15,631 to CZK 21,875 (PLN 2501-3500), and 11% of the respondents indicated that their income was lower than CZK 6,250 (lower than PLN 1,000). The structure of the examined sample based on the selected criteria is presented in Table 1.

As regards the question concerning the place of residence, the participants of the Czech research gave the following answers: Karviná (13), Ostrava (12), Havířov (11), Orlová (10), Olomouc (7), Český Těšín (6), Bohumin (4), Ropice (3), Třinec (3) and the following towns with one or two listings: Bělá, Boskovice, Brno, Čelechovice, Česká Třebová, Chotěboř, Chotěbuz, Frýdek-Místek, Hanušovice, Horní Štěpánov, Hradec Králové, Hranice, Jeseník, Jihlava, Komorní, Lhotka, Kopřivnice, Liptovský Mikuláš, Moravskoslezsky Kraj, Nový Jičín, Odry,

Opava, Perov, Petrovice, Prostějov, Rýmařov, Senov, Slavičín, Štítý, Těrlicko/ Cierlicko, Těrlicko-Hradiště, Troubelice, Valašské Meziříčí, Zátor, Žilina.

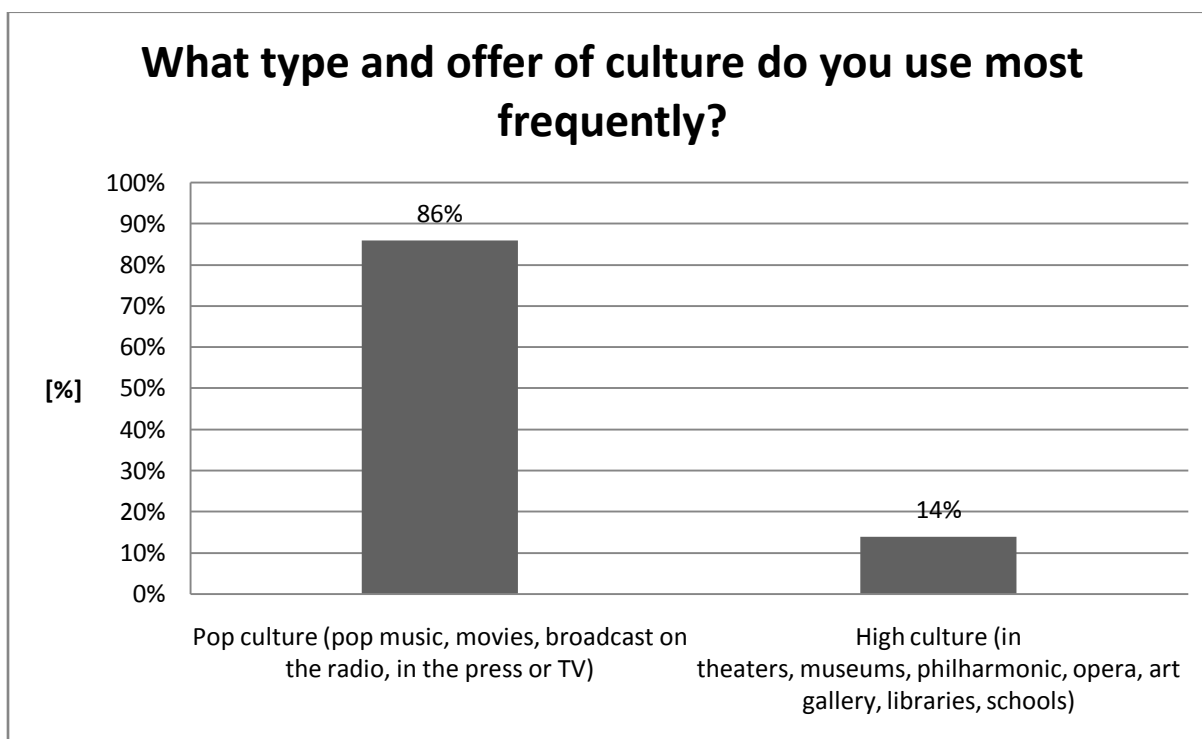
ANALYSIS & FINDINGS

Popularity of the Types and Forms of Culture

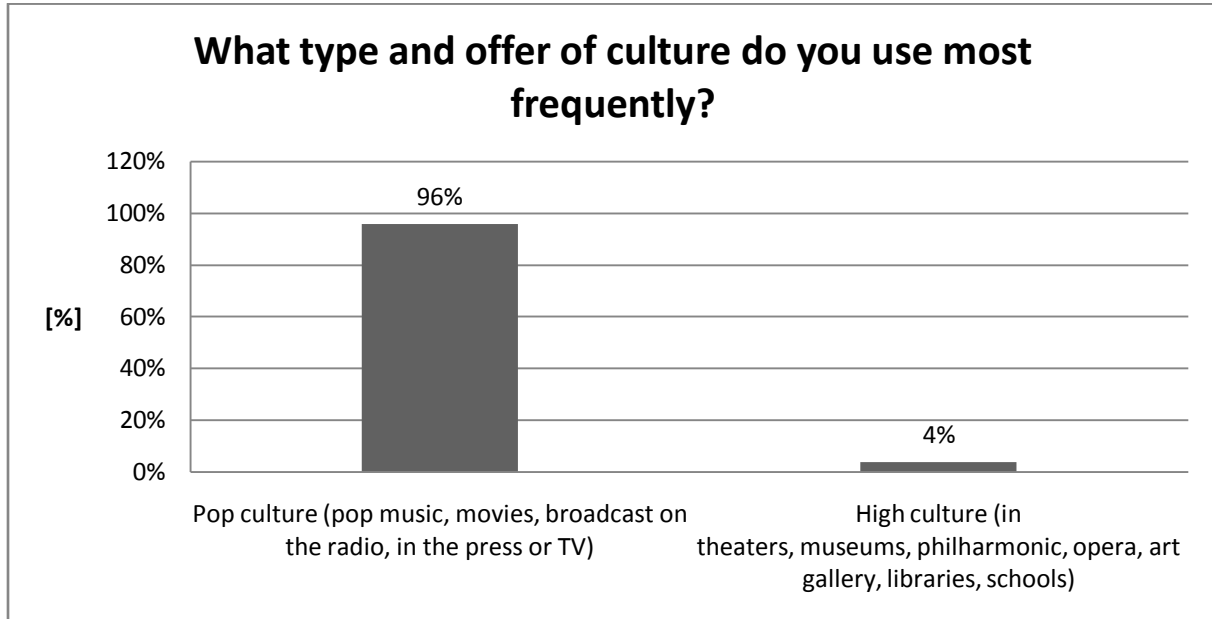
The survey section comprising questions aimed at identifying the interests and preferences of the respondents with respect to culture included a question concerning the types and forms of cultures that the respondents use most frequently. Answering a dichotomous question, the respondents were able to choose one out of the two response options.

According to research the *popular culture* offer was most frequently used by both the Polish and the Czech respondents, that is pop music, mainstream movies or other broadcast on the radio, TV or in press. 86% of the Polish respondents and 96% of the Czech respondents selected that type of culture. Only 14% of the Polish respondents and merely 4% of the Czech respondents stated that they usually used the *high culture*: theatres, opera, philharmonic, museums or art galleries (see graphs 1 and 2).

Graph 1. Types and forms of culture most frequently used by the Polish respondents

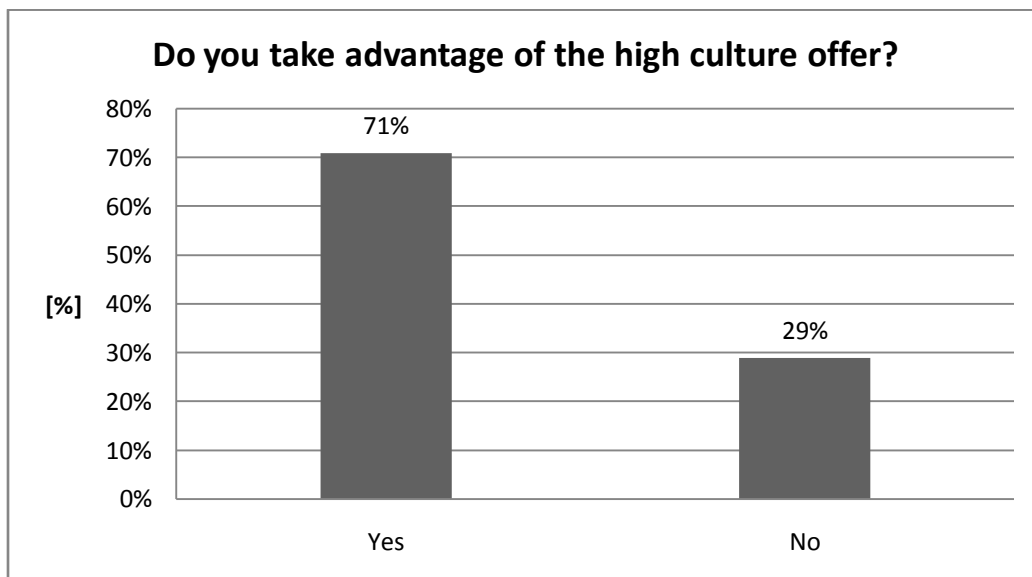


Graph 2. Types and forms of culture most frequently used by the Czech respondents

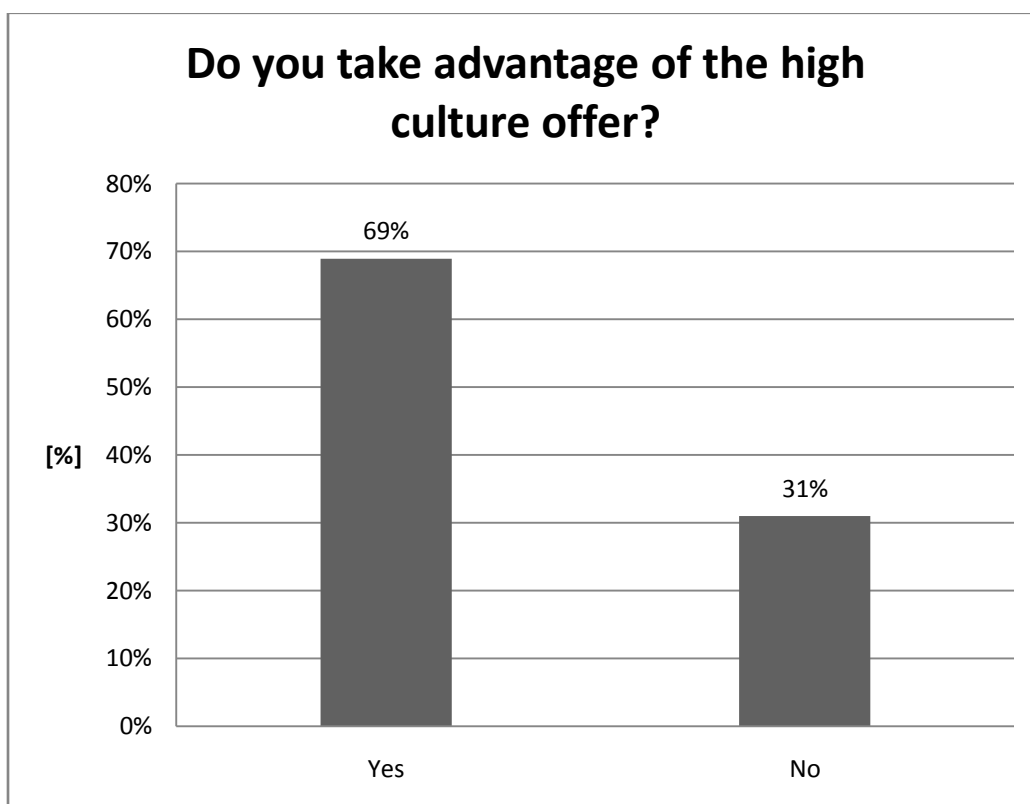


In this survey section, respondents were also asked whether they took advantage of the high culture offer. The data obtained as a result of the study revealed that this type of culture is known to most of the respondents in both groups: 71% of Poles and 69% of Czechs took advantage of the high culture offer. The response rates concerning the popularity of high culture are presented in graphs 3 and 4.

Graph 3. Popularity of high culture – the share of the Polish respondents who used the offer



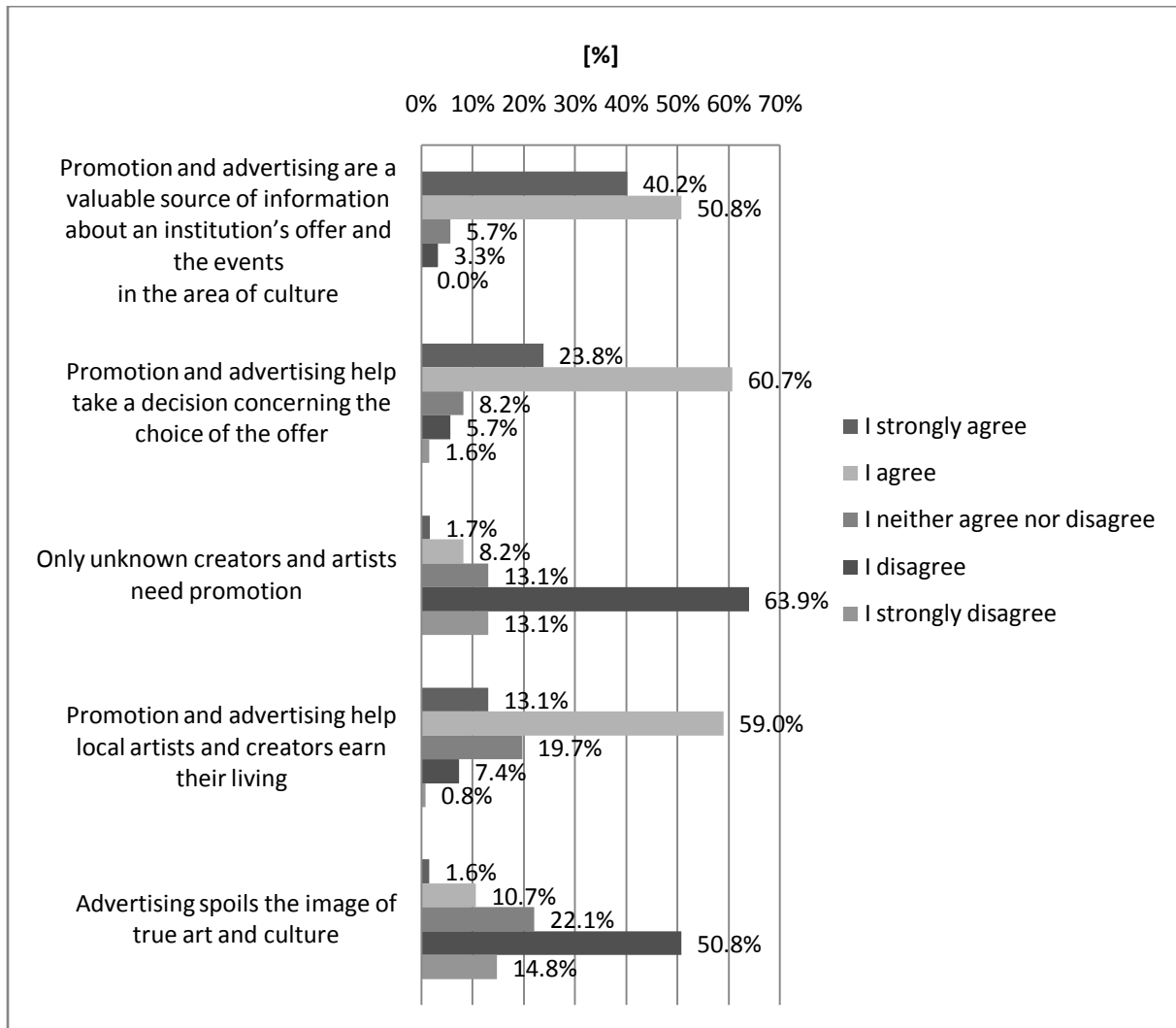
Graph 4. Popularity of high culture – the share of the Czech respondents who used the offer



Importance of promotion and advertisement in the area of culture according to the respondents

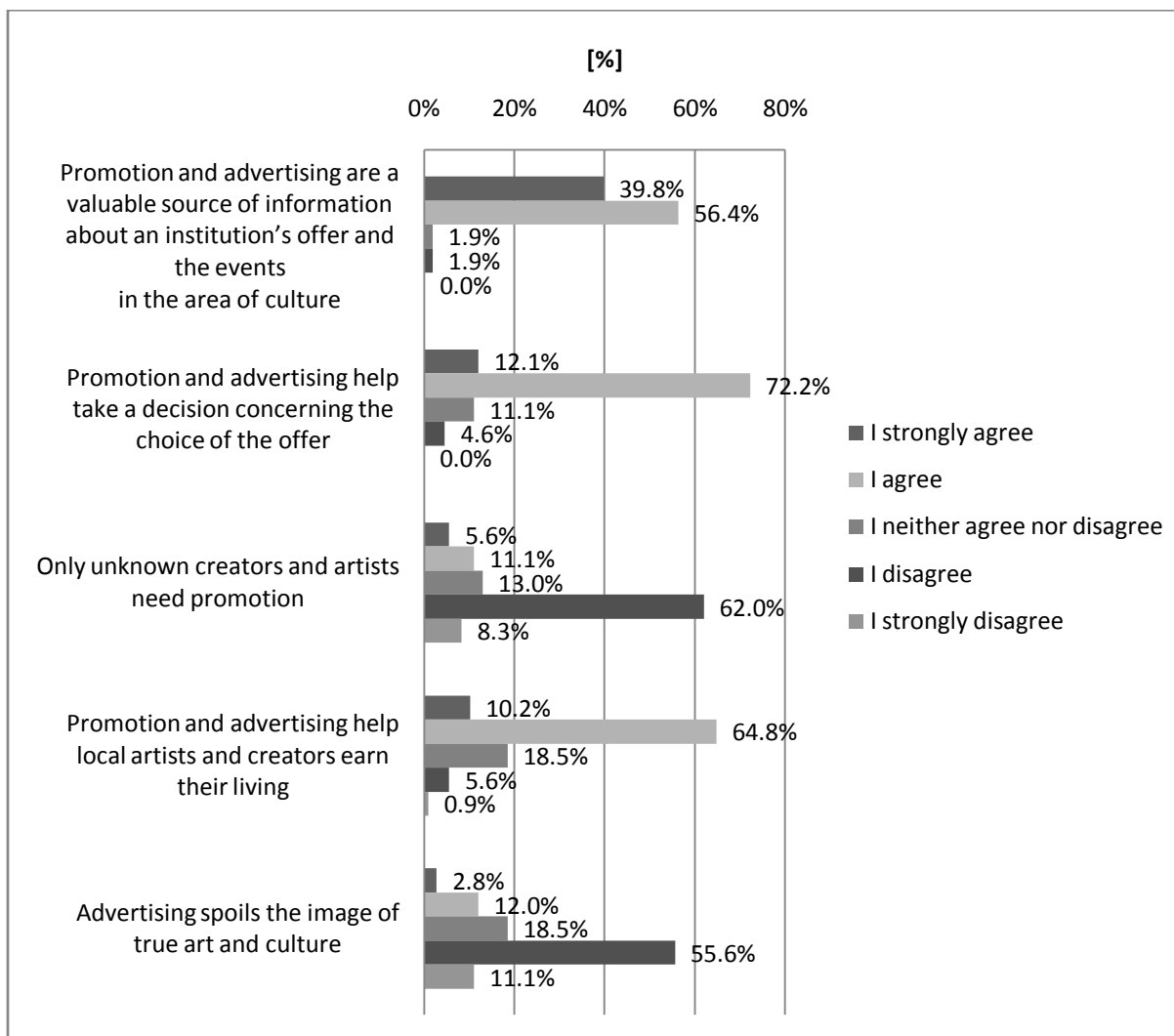
One of the research questions concerned the respondents' opinion regarding the importance of promotion and advertisement in the area of culture. The Polish and the Czech respondents had similar views on the importance of marketing communication concerning culture. The absolute majority of respondents: 91% of the Polish respondents and 96.2% of the Czech respondents are of the opinion that *promotion and advertisement provide a valuable source of information on the cultural offer of an institution and on the cultural events*; almost the same share of respondents in both groups are of the view that *promotion and advertisement help take a decision concerning the choice of a given offer* (84.5% and 84.3% – see graphs 5 and 6). This view is not shared by slightly more than 7% of Poles who selected the response “*I disagree*” or “*I strongly disagree*” and by 4.6% of Czechs who selected “*I disagree*”.

Graph 5. The opinion of the Polish respondents regarding the importance of promotion and advertisement in the area of culture



The majority of respondents: 77% of Poles and 70.3% of Czechs do not share the opinion that *only unknown creators and artists needed promotion*. By contrast, nearly 10% of the Polish respondents and 16.7% of the Czech respondents agree with that statement. Therefore, there are much more respondents in the Czech group who believe that “a good product, including a cultural product, does not need promotion to sell”. It seems true that the product quality is the key factor of the offer success; poor quality products result in loss of clients and customers’ trust to the supplier. One should remember, however, that a cultural institution or an artist who want to operate on a competitive market should take efforts in order to build their own image and promote their offer because a client does not need to know anything about a good product, and reliable information frequently determines the consumer’s decision on its purchase.

Graph 6. The opinion of the Czech respondents regarding the importance of promotion and advertisement in the area of culture



According to the respondents *promotion supports the activity of local artists by promoting their creations*, and – by extension – it helps them earn a living. That view was shared by 72.1% of the Polish respondents and 75% of the Czech respondents. Fewer than 10% of all respondents disagree, and nearly one fifth do not have any opinion in that regard.

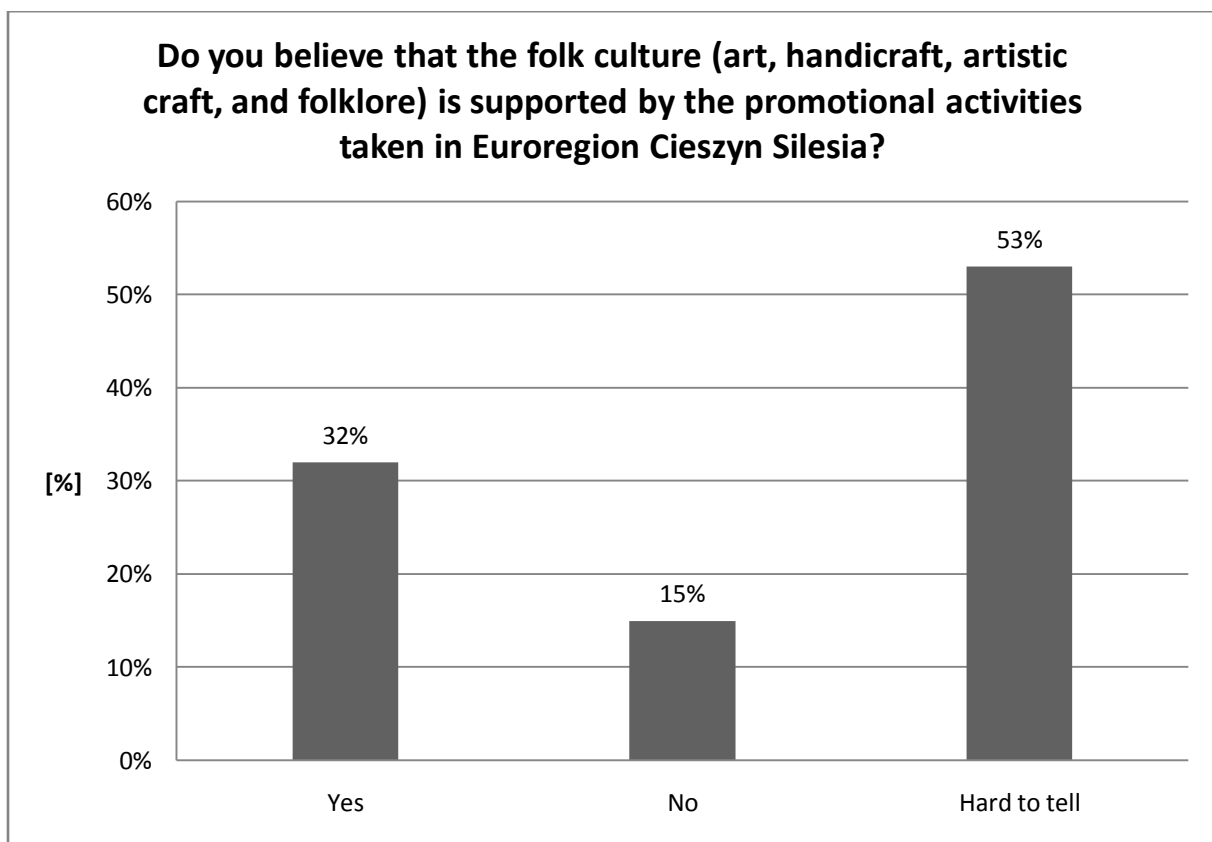
The majority of respondents of both target segments (65.6% Poles and 66.7% Czechs) do not believe that *the advertisement spoils the image of true art and culture*; about one fifth do not have any opinion in that regard, and 12.3% of the Polish respondents and 14.8% of the Czech respondents agreed with that statement by choosing “*I agree*” or “*I strongly agree*”. The above results are also presented in graphs 5 and 6.

Thus a considerable majority of the survey participants in both groups notice the importance of promotion and advertisement in the area of culture; they notice the informative function of promotion and advertisement which help them take a decision concerning the choice of cultural offer, event or project. The respondents believe that those marketing elements support the activity of the authors and local artists.

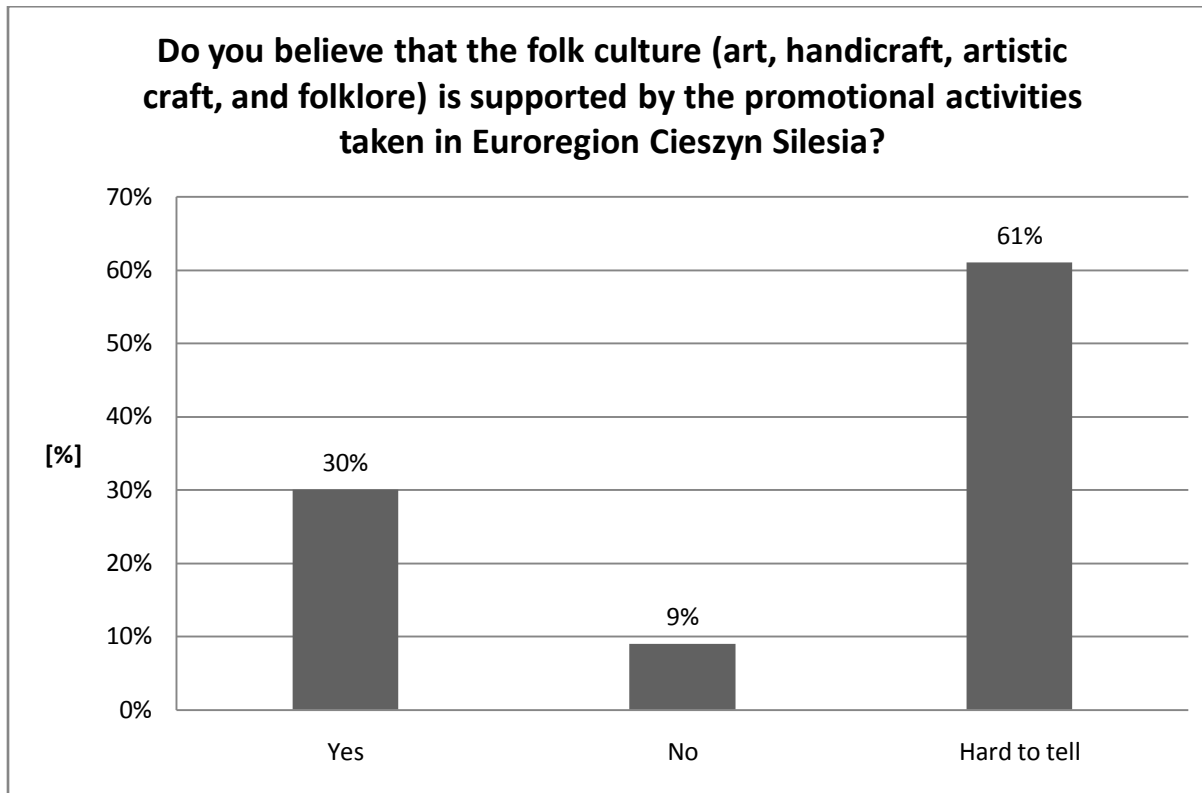
Perception of Folk Culture Promotion in Euroregion Cieszyn Silesia

The respondents were also asked the following question: *Is the folk culture (art, handicraft, artistic craft, and folklore) Supported by the Promotional activities taken in Euroregion Cieszyn Silesia?*

Graph 7. Support of folk culture in the promotional activities taken in Euroregion Cieszyn Silesia – the opinion of the Polish respondents



Graph 8. Support of folk culture in the promotional activities taken in Euroregion Cieszyn Silesia – the opinion of the Czech respondents



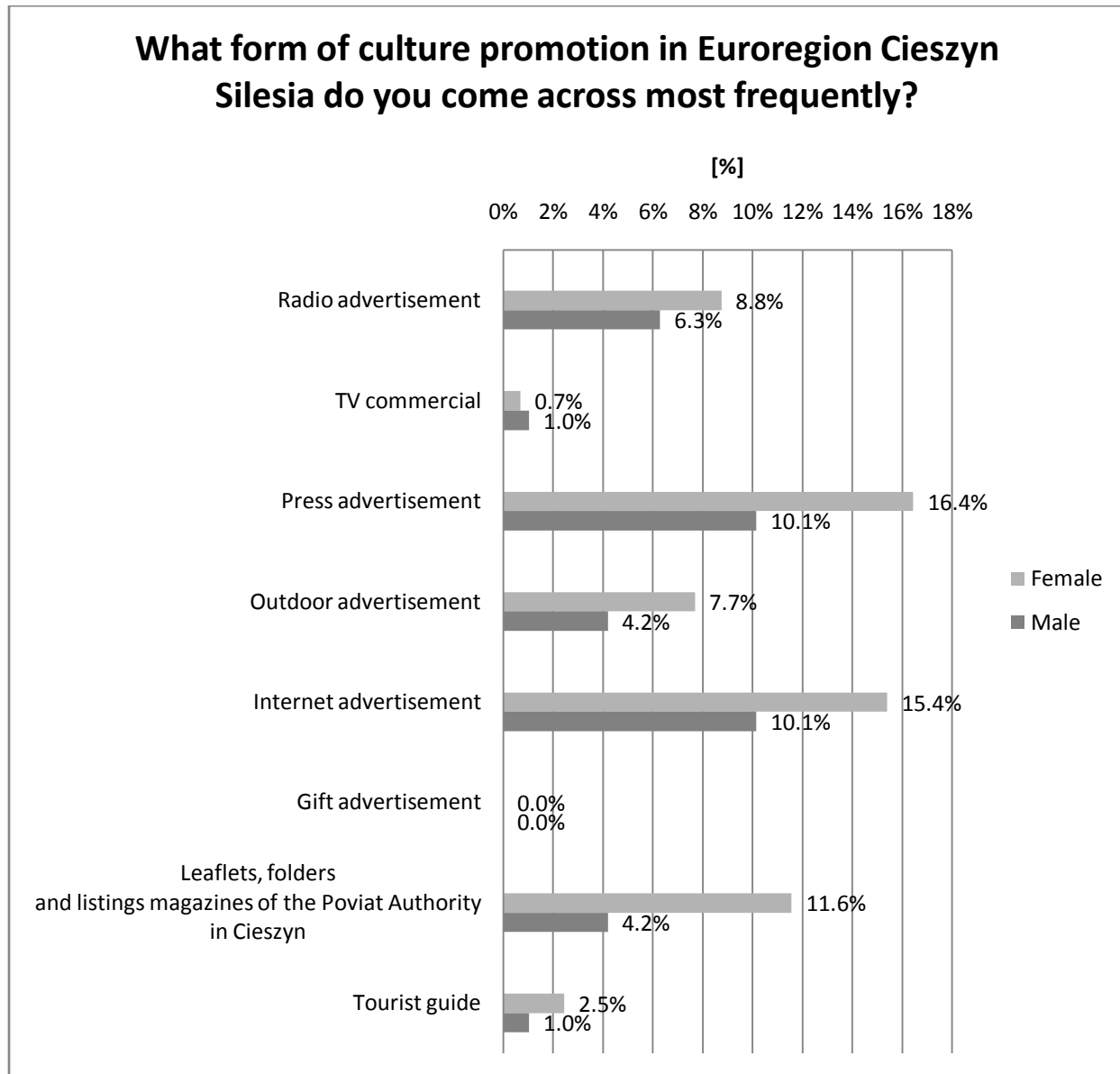
As seen on graphs 7 and 8, the distribution of answers to the above question is very similar in the two respondent groups. According to 32% of Poles and 30% of Czechs, art, handicraft, artistic craft, and folklore are supported by the promotional activities taken in Euroregion Cieszyn Silesia. By contrast, 15% of Poles and 9% have a different view. The respondents found it difficult to give an opinion on that topic. Hence, it may be concluded that it is worth reinforcing the actions aimed at supporting and promoting folk culture and clearly communicating the promotional objectives.

The degree to which the means of culture promotion and advertising reach the addressees

When analysing the effectiveness of culture promotion in Euroregion Cieszyn Silesia, the respondents were also asked about the forms of promotion that they come across most frequently.

The researchers also checked the respondents' knowledge of the promotional materials used in the marketing communication process.

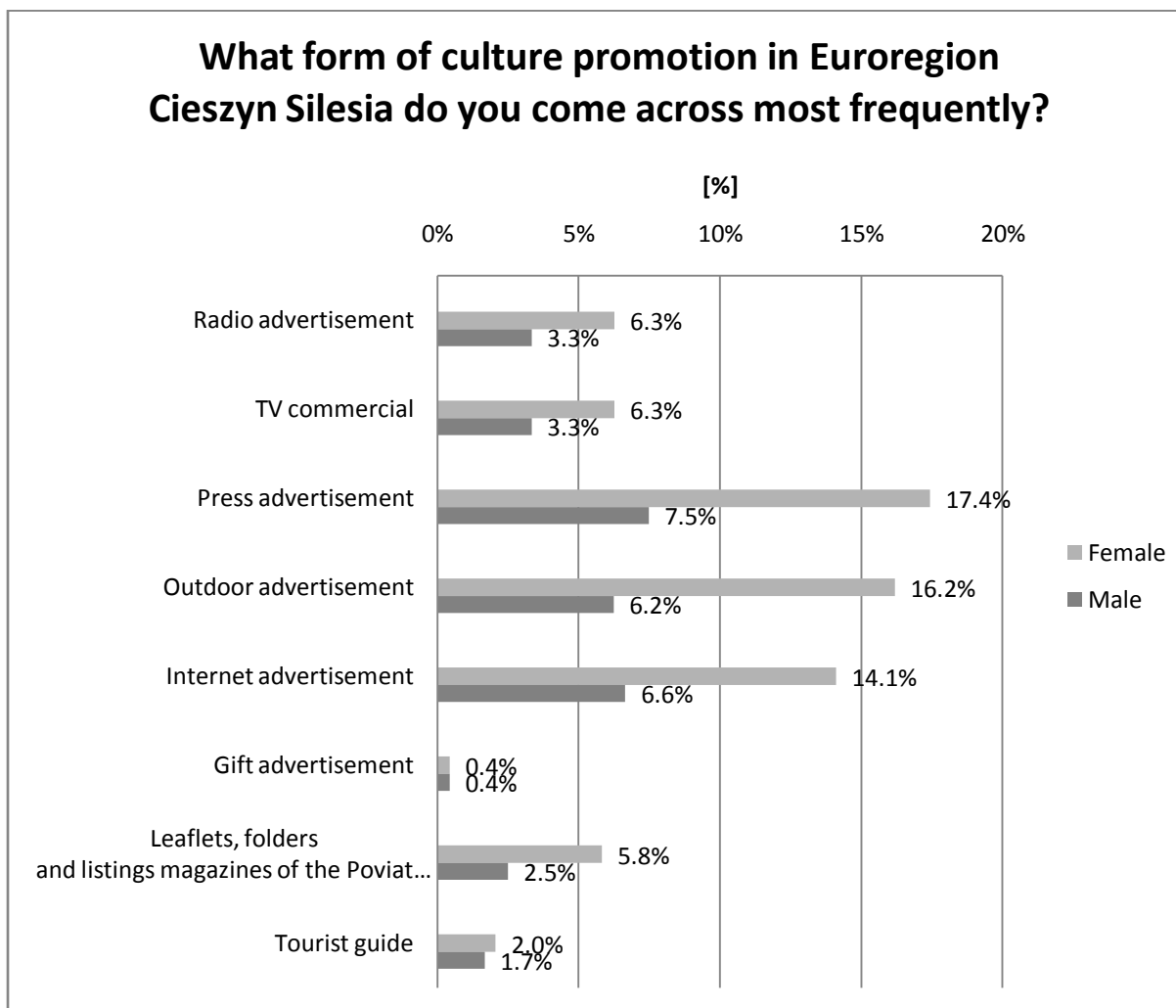
Graph 9. The degree to which the various means of Euroregion Cieszyn Silesia culture promotion and advertising reach the addressees – responses by sex in the Polish research



The correlation analysis by sex revealed that the women in the Polish research most usually come across *press advertisement* (16.4%), *Internet advertisement* (15.4% of all responses), as well as *leaflets, folders and listings magazines of the Poviát Authority in Cieszyn* (11.6%). The men taking part in this study also indicated the *press advertisements* and the *Internet advertisements* as the forms of promotion they come across most frequently (the response rate for the two forms was 10.1%). *The radio advertisement* was high in the ranking. The correlations are shown in graph 9.

The results of the study among the Czech respondents revealed that both women and men in that target segments usually came across the *press advertisement*, *outdoor advertisement* and *Internet advertisement*. The share of responses is shown in graph 10.

Graph 10. The degree to which the various means of Euroregion Cieszyn Silesia culture promotion and advertising reach the addressees – responses by sex in the Czech research



The respondents were also shown certain promotional materials and asked to point out the ones they came across. The promotional materials included promotional texts published as part of projects and initiatives supported with EU funds.

The Polish respondents usually pointed out: the listings magazine including a list of selected events organised in 2014 in Cieszyn Silesia (24% of all responses), tourist maps published as part of projects (*Tourist Map of Euroregion Cieszyn Silesia* – 21% of all responses (see figure 1a), *Cieszyn Silesia – Tourist Map* – 16% of all indicated promotional materials (see

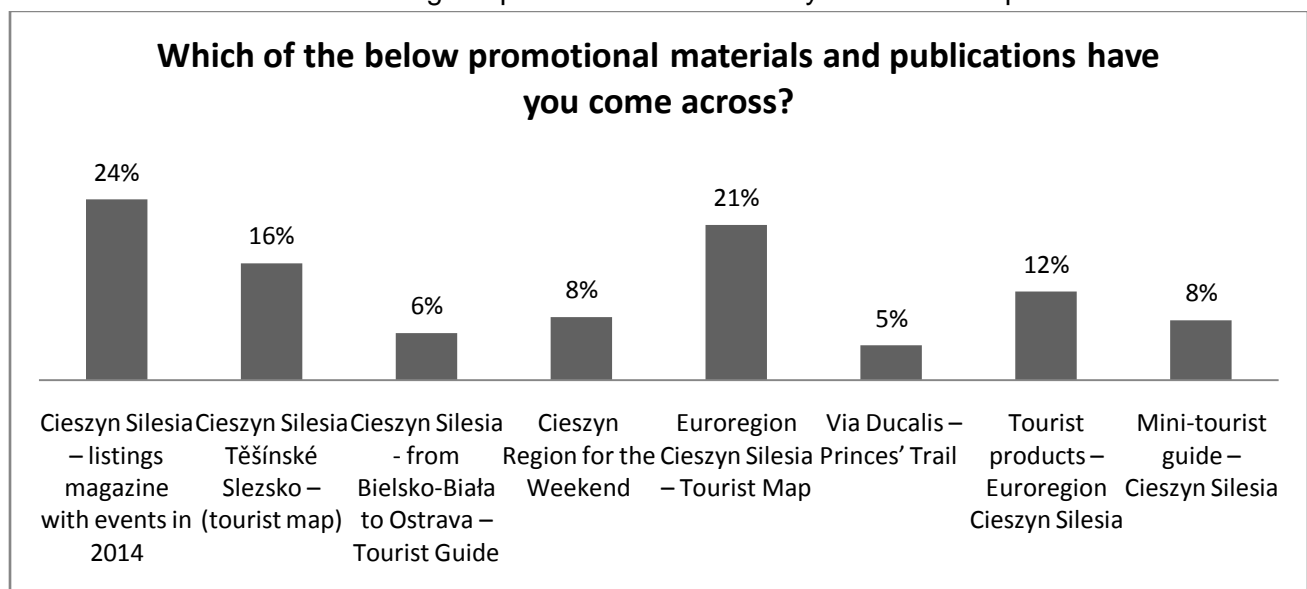
figure 1b) and tourist guide *Cieszyn Region for the Weekend* (12% of responses). The respondents were also familiar, but to a smaller extent, with other promotional materials as shown in graph 11.

Figure 1. Selected promotional materials published as part of projects co-funded by the European Union (1a)(1b)

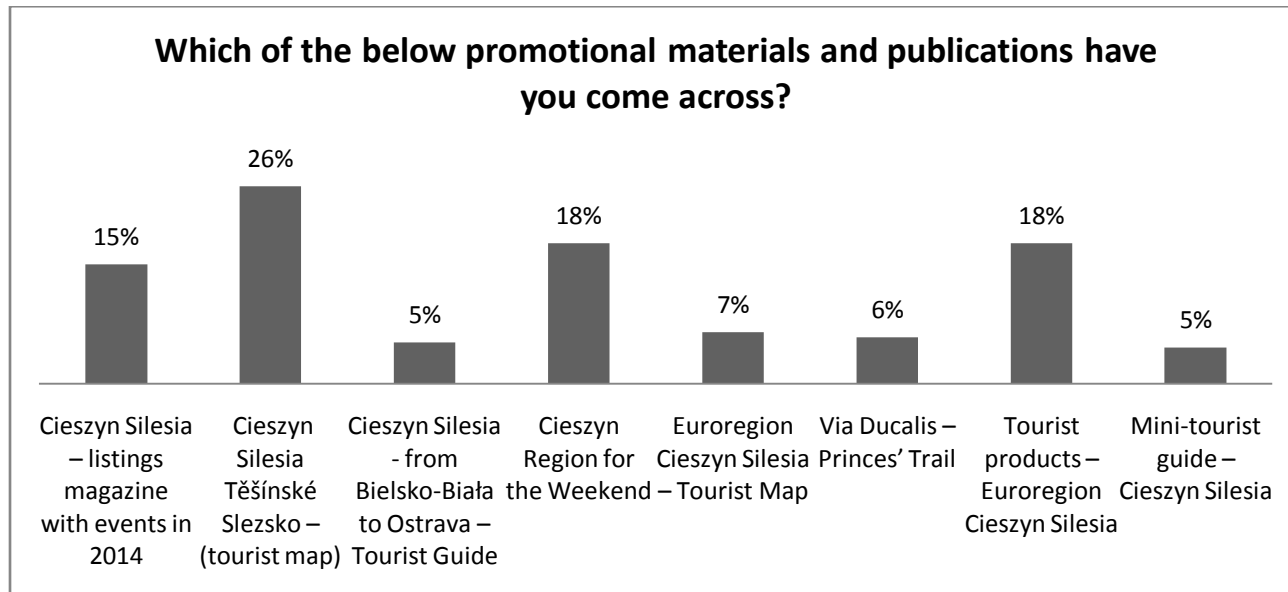


Source: The materials obtained during an interview in the Culture, Sports, Tourism and Information Section of the Cieszyn Poviát Authority, February 2014.

Graph 11. The degree to which the various means of promotion and advertising reached the addressees – knowledge of promotional materials by the Polish respondents



Graph 12. The degree to which the various means of promotion and advertising reached the addressees – knowledge of promotional materials by the Czech respondents



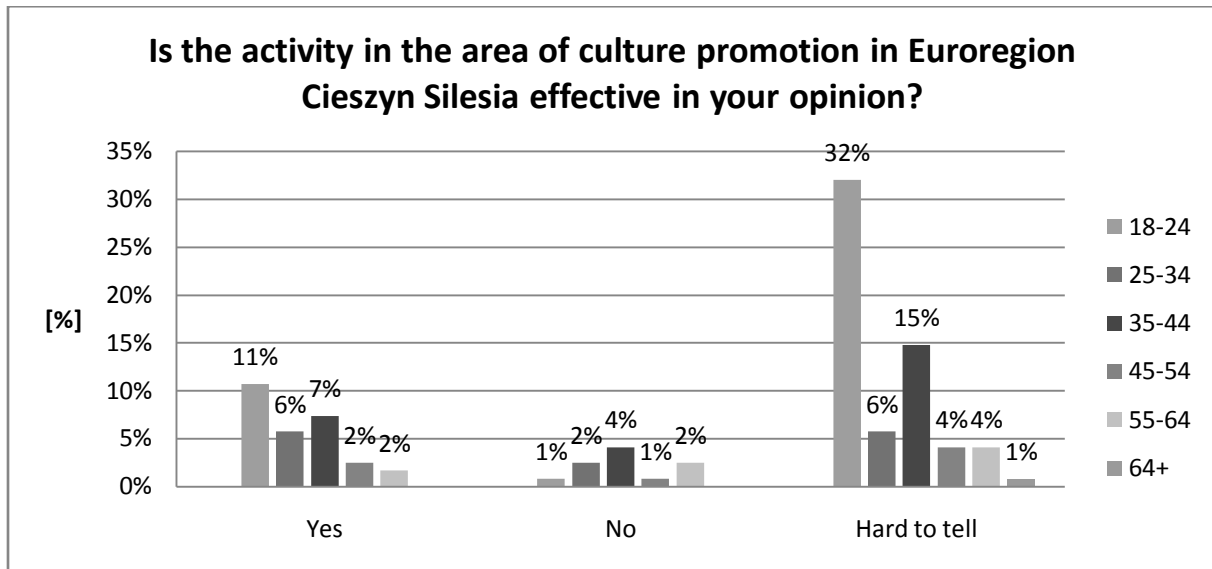
The Czech respondents listed the following: *Tourist Map of Euroregion Cieszyn Silesia* – 26% of responses (figure 1b), tourist guide *Cieszyn Region for the Weekend* and *Tourist Products Euroregion Cieszyn Silesia* – publications showing the beauty, culture, and historic monuments of the Euroregion with an 18% response rate. The respondents also cited the *Cieszyn Silesia – Listings Magazine* (15%). The rates concerning the knowledge of promotional publications by the Czech respondents are shown in graph 12.

The identification of the degree to which promotional publications reached their addressees show that their distribution method needs to be optimised; all of them are very valuable publications in terms of aesthetics and information; however, some of them reached the addressees of promotional messages to a slight degree which is evidenced on graphs 11 and 12.

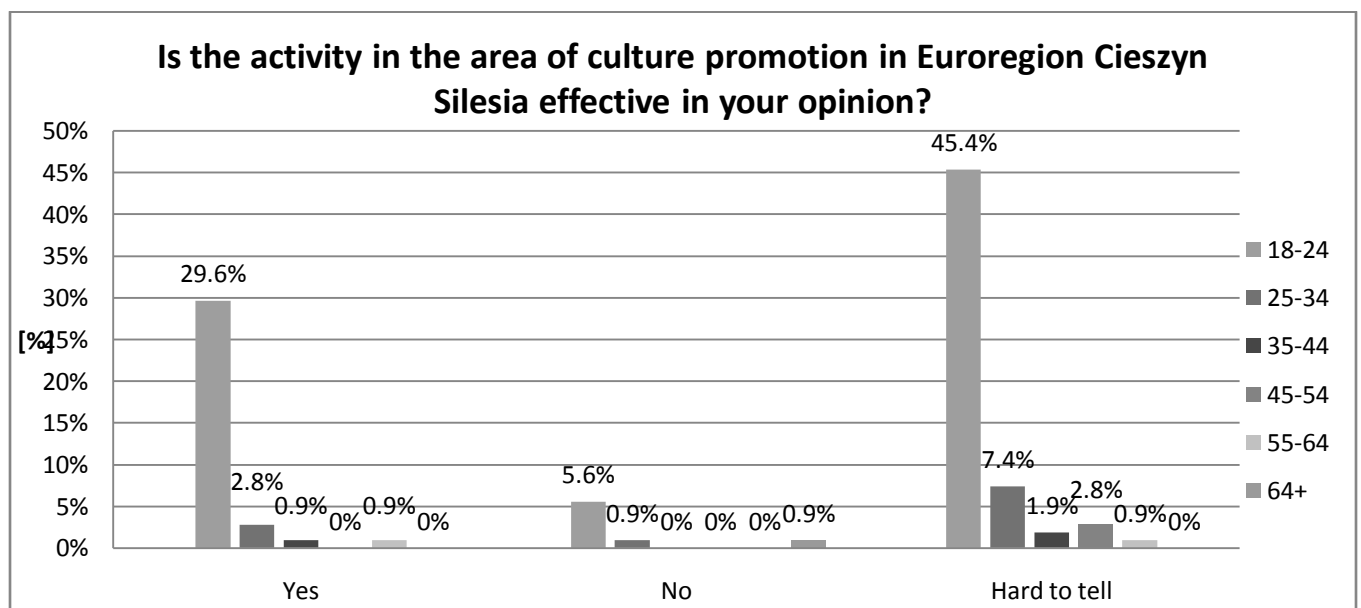
Perception of the Effectiveness of the Euroregion Cieszyn Silesia Culture Promotion

The two respondent groups have similar views on the effectiveness of the Euroregion Cieszyn Silesia culture promotion. 28% of the Polish respondents and 34% of the Czech respondents believe that the marketing activity is effective. A minor share of responses give negative opinions regarding the projects for the promotion of culture in the Euroregion which they perceive as ineffective. Around 60% of the respondents in both groups find it difficult to evaluate the effectiveness of the promotion.

Graph 13. The evaluation of the effectiveness of culture promotion in Euroregion Cieszyn Silesia – structure of responses of the Polish respondents including the age criterion



Graph 14. The evaluation of the effectiveness of culture promotion in Euroregion Cieszyn Silesia – structure of responses of the Czech respondents including the age criterion



When accounting for the age criterion in most of the Polish and Czech research groups, it seems that the overwhelming majority of respondents find it difficult to assess whether or not the promotion of culture in Euroregion Cieszyn Silesia is effective. Therefore, the age criterion is not material for the responses which is shown by graphs 13 and 14.

CONCLUSIONS

The research results prove that the research hypothesis which assumed the effectiveness of promotional activity concerning the culture of Euroregion Cieszyn Silesia was correct. As indicated above, this paper presented only a part of the selected elements of analysis and evaluation concerning the effectiveness of marketing communication.

The absolute majority of respondents taking part in the Polish and Czech research project take advantage of the *pop* culture offer which does not mean, however, that they do not know the *high culture*. The foregoing is evidenced by the shares of responses obtained in the research.

Research showed that the target groups of the promotional messages noticed their importance mainly in terms of their informative function – thanks to the promotional messages the addressees had knowledge of events and initiatives taken in the area of culture of Euroregion Cieszyn Silesia. The respondents also expected the promotional messages to provide them with information that will help them select the cultural offer and take a decision on whether to take advantage of it or not.

More than 70% of the respondents believe that culture promotion should not only concern unknown or little known artists which means that they perceive promotion as a significant element for the development and for the image of the entire area of culture, including the culture of Euroregion Cieszyn Silesia. The same share of respondents believe in the importance of culture promotion for the activity of local artists and creators.

Less than one third of the respondents are of the opinion that folk culture is supported by the promotional activities taken in the Euroregion. More than a half find it difficult to give an opinion in that respect. When asked about the areas and events in the Euroregion Cieszyn Silesia that required support with promotional and advertising activity, the Polish respondents selected *folk handicraft exhibitions* which were ranked second in percentage terms (21% of responses). Those exhibitions represented 12% of all responses in the Czech group, and were ranked on the fourth position in percentage terms of areas and events requiring promotion in the area of the Euroregion culture.

The respondents of both target groups were familiar with the forms of promotion and the materials promoting culture in Euroregion Cieszyn Silesia. *Press advertisements* and *Internet advertisement* were the most frequent forms of promotion they came across. The respondents in the Polish groups also came frequently across *leaflets, folders and information guides* of the *Powiat Authority* in Cieszyn and with *radio advertisements*; the Czech respondents selected *press advertisements, Internet advertisements* and *outdoor advertisements*.

Based on the survey results, it can be recommended that the distribution of promotional materials should be expanded; the target groups to which a specific offer is addressed should be identified in a precise manner which should influence the number of the actual recipients of the message thus making it more effective.

The perception of the Euroregion Cieszyn Silesia culture promotion is similar in the two respondent groups. 28% of the Polish respondents and 34% of the Czech respondents believe that *the marketing activity is effective*. Around 60% of the respondents find it difficult to give an opinion. More than a half of the respondents in both groups believe that in the future *promotion of the Euroregion Cieszyn Silesia* should be used to a much greater extent.

It needs to be stressed that when designing and taking actions to promote culture, you should account for the reach of the promotion and advertisement means which should correspond to the geographic area in which a given culture product is offered because the communication means should reach groups of clients with the smallest “unused reach”. Furthermore, the persons designing promotional campaigns should bear in mind the aspect of linking the communication means with the place and the time of taking decision on the purchase of the cultural offer.

Concluding, it should be also kept in mind that the individual forms of promotion and the entire marketing communication campaign will be effective and efficient only if they make a positive contribution to the target segments’ (residents, investors, entrepreneurs and other stakeholders) beliefs concerning the entire cultural area of the region and the region itself. Thus, the promotional activities concerning culture should be given adequate importance so that they play a major role in building the identity, the image, trust and loyalty towards the entities of the culture area and their offers. The promotion of the euroregion culture should be properly planned and implemented in order to fulfil its functions and tasks, therefore the recommendation of its efficiency testing, which should become a regular feature in the rational decision-taking process in that scope.

The study presented herein outlined the scope as well as directions for the analysis and assessment of promotional activities within the cultural sphere, which may be utilised by the decision-taking bodies within the process of shaping the promotional strategy as well as continued and deepened.

SCOPE FOR FURTHER RESEARCH

Further studies may be conducted as:

- Preliminary research of promotional forms, advertisements (their drafts) before launching the campaign, which shall allow for anticipating their efficiency.

- Examination of efficiency for the *different forms of culture promotion* for the purpose of using in future these forms, which enhance the knowledge of the cultural offer of the Euroregion Cieszyn Silesia, inform of its attractiveness, affect the volume of cultural products and works sales as well as shape the image of the cultural institution within specific target groups.
- Examination of the forms of *promotional message* with consideration of their availability, quality, scope, costs of reaching their addressees or selectiveness in order to take a rational decision regarding the advertising media and improve message efficiency.
- Implementation of the *quantitative and qualitative survey* pertaining to the motives behind the selection of the cultural offer and level of the consumers' satisfaction with the promotional offers within the Euroregion cultural sphere.
- Analysis of *the efficiency ratios for promotional activities undertaken* by the cultural institutions as well as regional and local entities promoting the Euroregion culture for the purpose of rational use of financial means and obtaining the expected results.

REFERENCES

Churchill, G.A. (2002). *Badania marketingowe. Podstawy metodologiczne*. Warszawa: Wydawnictwo Naukowe PWN.

Łodziana-Grabowska, J. (2014). Postrzeganie znaczenia i skuteczności promocji twórczości muzycznej w świetle badań ankietowych, [in:] *Koncepcje zarządzania i marketingu w sferze kultury. Projektowanie, implementacja i kontekst skuteczności działań*. Academic editors: Łodziana-Grabowska, J., Wiktor, J.W. Warszawa: CeDeWu.

Wiktor, J.W. (2012). *Komunikacja marketingowa*, [in:] Czubala, A. (ed). *Podstawy marketingu*. Warszawa: PWE.