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Koszalin University of Technology, Faculty of Economic Sciences

ALINA OCZACHOWSKA

allo40@wp.pl

Cultural and Entertainment Activity of Young Generation on the Example of the City of Koszalin

Kulturalno-rozrywkowa aktywność młodego pokolenia na przykładzie miasta Koszalina

Key words: impressions marketing; lifestyle; multimedia

Słowa kluczowe: marketing doznań; styl życia; multimedia

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Introduction

Services best define one's own lifestyle, which consists of using the time, definition of needs, satisfying intellectual and aesthetic needs, consumption, taking care of one's own body and health and, finally, the ability of self-identification. The activity of young people and their way of conduct on the market is an interesting phenomenon considering the abundance of changes that are occurring in consumer behaviours.

The purpose of the article is to determine as to what extent Koszalin satisfies the cultural and entertainment needs of students, whether or not the city is perceived as the centre with a rich cultural and entertainment offer. Another issue raised herein is finding an answer to the question as to whether using many channels simultaneously, and multi-media in particular, is the most suitable form of the promotion of culture, mainly popular one. Further, efforts were taken to establish whether students use the cultural offer of the city. Efforts were undertaken to establish what functions are currently performed by the mobile phone: whether the smartphone facilitates the life of students or whether this is the cause of some enslavement.

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Data: 12/09/2026 19:02:00

1. Changes in the communication of institutions and enterprises with the young customer. Towards impressions marketing

In marketing, also in the marketing of cultural institutions, it is always the consumer who constitutes the superior purpose. In the first order, the company desires to exert an influence on the customer's senses and experience, thereby creating a certain bond between the brand and the purchaser. It makes efforts to have the consumer fully involved in the whole creation process of the product or service, as this allows one to derive larger benefits, pleasure or satisfaction[1]. It is not unimportant to the customer in which environment he/she consumes meals and what equipment, for example, a fitness club possesses. Enterprises try to change some elements of interior décor or fittings according to customers' expectations. Customers visiting such institutions as: a swimming pool, a fitness club or a discotheque are rather loyal to the entities they chose because the sense of adaptation during the consumption of these goods and personal satisfaction are of a great significance. In the concept of Hausere, experience is understood as every contact, every interaction which the customer possesses with the brand, the material product or the service. The author believes that impressions marketing, which is most evident here, acts based on nine rules: it is based on the personal interaction between the seller and the consumer; it will be conducted when the consumer makes a selection of experiences; it clearly provides significant benefits to the consumer; it acts based on people commitment; it makes use of innovative methods and tactics to reach consumers in a creative and attractive manner; it authorizes consumers to grass-roots activation of activities; it is based on the authenticity of solutions; it assumes that the world is media and the universe is a base of consumers[2]. There occurs building of bonds between the consumer and the brand based on strong emotions triggered off by experiences and impressions that are important to the purchaser and which are generated during the co-creation and consumption process[3]. Impressions marketing proposes an alternative approach, where the shop is a product in itself and shopping is an important experience and source of essential values to the customer[4]. Continuing this thought, cultural institutions as the providers of services of an educational and entertainment nature are by nature predisposed to use impressions marketing because they are oriented to a stimulation of emotions and moving minds.

An offer addressed to well-off groups of recipients who are ready to pay even more for experiences "which are offered by producers" is a natural and obvious area

[1] *Współczesne problemy zarządzania organizacjami* (eds.) T. Malkus, E. Piwoni-Krzeszowska, Wyd. Mfiles.pl, Kraków 2014, p. 78.

[2] T. Malkus, E. Piwoni-Krzeszowska, *op. cit.*, p. 78.

[3] K. Dziewanowska, *Nowe oblicze marketingu – koncepcja marketingu doświadczeń*, Wyd. Uniwersytetu Warszawskiego, Marketing i Rynek, no. 1, 2013, pp. 16–24.

[4] M. Filser, *Re-enchanting the Shopping Experience: Case Studies from France*, "European Retail Digest", no. 30, 2001 (January), p. 39.

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Data: 12/09/2026 19:02:00

of impressions marketing. However, impressions marketing has also applications in relation to less affluent consumers; many companies compete for those consumers[5]. Both full-time and part-time students and those who both study and live in the same place and commute possess specific sums of money. The following categories were mixed among activities: using museums and fast food bars as, according to Melosik, museums, philharmonic orchestras, operas and classical literature are all found on the margin of the cultural experiences of young people. The polarity of reality was reversed: this concerns the role of high and popular culture in the society. The former one used to dominate in the past, now it seems to be going underground. The latter one determines the form and climate of elementary experiences and it is becoming the main cultural trend. For a young man, cultural reality is identified with popular culture. This is the main character of mass media, and it constitutes the source of pleasure; furthermore, it dominates in the daily life as a carrier of ideology and consumerism practice[6]. Some research results can be compared with previous studies. Value studies concerning youth have been mainly interested in their adaptation to mainstream social values. This approach is reflected, for example, in a study which classifies the youth orientation in Slovenia into four categories: a) Adult-oriented fully adopted youth, with traditional values; b) Hedonistic youth with interest in entertainment; c) Libertarian Youth, with openness to and understanding of differences and readiness to fight traditions and authoritarian values and defend democracy, civil society; d) Youth with an alternative lifestyle and action. The Report by the Council of Europe [2002] follows basically the same[7].

2. Lifestyle of students: research results

The research was carried out in October 2015 on a sample of 143 people, i.e. students of the Faculty of Economic Sciences in Koszalin. The majority of people studied full-time (86%), the rest were part-time students. 63% of women and 37% of men participated in the research. The students expressed their opinions on the subject of what experiences they derive from some activities. Going in for sports involves a feeling of success. Rivalry in sports and active recreation aimed at keeping up a slim figure is identified with success by 46.9% of the respondents. The ability of cooking gives an impression of achieving success for 44.2% of the respondents. Going to the theatre is associated with prestige: there were 36.3% of replies, which is the highest number; this also includes going in for sports – 31.8%. Going to the

[5] M. Boguszewska-Kreft, *Zarządzanie doświadczeniem klienta w usługach*, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2009, p. 273.

[6] Z. Melosik, *Kultura popularna i tożsamość młodzieży*, Wyd. Impuls, Kraków 2013, p. 46.

[7] http//www.ericarts.org, Sharing Diversity, National Approaches to Intercultural Dialogue in Europe, Study for the European Commission, March 2008.

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Data: 12/09/2026 19:02:00

museum turned out to be an indication of prestige for 26.5% of the respondents and reading – for 19.5% of students.

Attempts were made in the research to establish what causes self-esteem. The highest marks were assigned to reading – 68%; sport was also mentioned – 59% of indications. It should be emphasized here that this is only an opinion and not a declaration concerning going in for sports or participation in sports events, as it was only 22.3% of the respondents who confirmed active reaction. Cooking ranked third (53%) as a factor that confirms self-esteem.

Spending leisure time as an essential factor of life style is connected with rich social life. Therefore, as many as 84% of the respondents believe that bars with discotheques are good places to socialise. The cinema ranked second (65.5%), the theatre was selected by 36.3%, the museum obtained 29% of indications. Using the Internet facilitates maintaining social contacts, 59.2% of the respondents provided this answer. A great level of personal satisfaction is ensured by combining the virtual world with the real world.

Cooking was selected by 19.5%. Therefore, it can be accepted that every fifth person does not cook for themselves but for their friends because the rest treat it as a daily activity. Many activities, which used to support personal development, today constitute a pretext to maintain mutual contacts and to celebrate social life. The activity of young people seems to be controlled by external factors: first of all, by the need of membership and affiliation. Koszalin, which is a medium-sized city, where industry did not traditionally develop, was traditionally a city where the majority of residents found employment in budgetary units. The development of the Koszalin University of Technology and the activities of other (private) schools made Koszalin an academic centre, which maintains the status of a city which satisfies the needs of young people. A question was asked as to whether the city possesses an appropriately rich cultural and entertainment offer addressed to students. The following answers were obtained: 23% of the respondents believed that the city satisfies the needs of students; 36% thought that it does not satisfy the needs of students, and 41% had no opinion on this subject. An examination was conducted as to how frequently students use various forms of entertainment which are offered by different institutions that are located in Koszalin.

Table 1. Use of cultural and entertainment institutions in Koszalin, data expressed in % (N=143)

No.	Name Frequency	Several times a week	Once a week	Once a month	Less frequently than once a month	Never
1.	Aqua park	0.88	3.50	12.30	39.80	45.14
2.	Disco clubs	1.76	18.60	17.70	34.50	23.00
3.	Bowling alley	0.88	3.50	10.60	56.60	29.20
4.	Sports events	1.76	4.40	12.40	43.30	25.70
5.	Concert of popular music	–	4.40	9.70	63.70	20.40

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Data: 12/09/2026 19:02:00

No.	Name Frequency	Several times a week	Once a week	Once a month	Less frequently than once a month	Never
6.	Eating places	13.20	40.00	26.50	15.00	6.19
7.	Fitness clubs	22.10	6.20	6.20	14.10	46.90
8.	Billiard clubs	3.50	28.57	7.00	35.40	44.20
9.	Culture centres	0.88	1.70	15.90	34.50	44.20
10.	Shopping centres	21.20	35.30	26.50	11.50	35.40

Source: Author's own research.

Fitness clubs visited by one fifth of the respondents are the most frequently selected form of entertainment. Shopping centres were equally often selected: visits several times a week. Eating places were visited once a week by ca. 40% of the respondents. 35.30% did shopping in shopping centres, billiard clubs were visited by 28.57% of the students. It was only 18.6% of the respondents who visited discotheques every week and this seems very little considering the large number of clubs and appropriate entertainment facilities. Every fourth person uses eating places once a month and also every fourth person visits shopping centres with the same frequency. It is customary for students in Koszalin to eat out of home and to visit shopping centres for entertainment rather than shopping purposes.

Those who had no opinion as to the question of satisfying entertainment and cultural needs in Koszalin did not exhibit any initiative and did not participate in these forms of entertainment. 46.90% have definitely never visited any fitness clubs; an extreme position quite frequently occurs here: either frequently or never. Over 40% have never been to an aqua park, a cultural centre, or a billiard club. Over 20% of the respondents have never been to bowling alleys or gone to sports matches, discotheques or popular music concerts. Few of the respondents declared knowledge of clubs or rather using them.

Table 2. Participation of students in entertainment clubs in Koszalin, data expressed in % (N=143)

No.	Name of the club	Several times a week	Once a week	Once a month	Less frequently than once a month	Never
1.	"Kreślarnia"	0.88	8.85	11.50	28.3	46.90
2.	"Kosmos"	1.76	4.40	12.38	30.97	47.80
3.	"Jazz Burger"	–	–	3.50	10.61	80.53
4.	"Kawałek Podłogi"	–	0.88	0.88	14.50	78.76
5.	"Fregata"	–	–	4.40	30.88	61.94
6.	"Prywatka"	0.88	0.88	8.85	17.69	66.37
7.	"Trokadero"	–	0.88	6.19	17.69	69.91
8.	"Va Banque"	–	0.88	0.88	6.19	84.95
9.	"Biały Koń"	–	–	–	4.40	86.72

Source: Author's own research.

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Data: 12/09/2026 19:02:00

As it is evident from Table 2, there are many places that offer entertainment, yet there is not so much interest in them as it could be expected. It is only "Kreślarnia" as a typical student club located nearby student hostels that is visited once a week by 8.85% of people, 11.50% – once a month, 28.3% – less often than once a month, but as many as 46.90% never go there. The option "never" obtained the largest number of indications when examining the frequency of attending entertainment outlets. This is a fairly surprising phenomenon that with a declaration of high social needs and the willingness to spend one's time in the company of peers, at the same time, there is a tendency to avoid those places where such meetings could take place. Therefore, either the so-called "outing" is too expensive or it is that young people are more ready to meet in private homes; in the end, they spend time at home in front of their computers and communicate via communicators or social media. The majority of those restaurants or clubs which are identified by the local residents and have become part of the cultural life of Koszalin are not in the area of interest on the part of students.

Full-time students were asked whether they work. It turned out that almost 30% of the students work and study at the same time, and they declare their will to take up a job already while studying for the fear that they will not obtain work later. The number of young people out of work in OEC countries was higher nearly by a third in 2013 than in 2007, and youth unemployment rates go over 25% in the same year in some European countries including Ireland, Italy, Portugal, Spain, and Greece[8]. Therefore, it is worth to compete for this customer because he/she already possesses certain funds and will potentially be increasing them and, with a high probability, will be spending them in Koszalin.

Cultural institutions are slowly resigning from traditional forms of advertisement, which for young people do not constitute the most adequate channel of communication between cultural institutions and the environment due to the occurrence of multimedia. Hence, it is essential to what extent students are involved in the use of multimedia in the context of the behaviours of young people in other countries. Millennials or Generation Y, the age group loosely defined as being born between 1980 and 2000, grew up during the time of technological and economic disruption. They are also the first generation of Digital natives. Technology has not only shaped the way they live and work, but also created a whole new set of beliefs, fears and aspirations. These values, in turn, will affect their approach to the global challenges and opportunities that lie ahead[9]. It results from the research carried out with the students of the Koszalin University of Technology that almost 100% of students use the mobile phone.

15.9% answered "yes" to the question about the value of the virtual world for the respondents and whether it is as important as the real world, while 84.1% answered

[8] www.weforum.org/agenda/2016/01/what-do-yong-people-value
[9] *Ibidem*.

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Data: 12/09/2026 19:02:00

"no". It was declared that social media play an important role in the lives of 45.1% of the respondents, while it was quite the opposite for 54.9%. It was examined whether the student documents his/her success and events with photographs which then he/she published in the Internet. 7.96% definitely answered "yes" while 92.04% do not do this, yet 80.5% published their photographs on a portal and 19.5% did not do this.

The mobile phone serves not only as a means of communication with other people (text messages and phone calls: 100%) but also as a link with the Internet and as a camera. The mobile phone occurs as a gadget which the respondents have an emotional connection with, and its temporary lack causes frustration and stress. The findings as to what the respondents spend money on also proved to be important. As expected (the results do not sum up to 100 because more than one answer could be selected), eating (91% of indications) ranked first, followed by clothes – 80.5%. Parties ranked third (44%), followed by science – 43%, sports – 38% and other hobbies – 15%.

Conclusions

Individual entertainment companies and institutions and mainly those operating on the market of cultural, gastronomic services or other type services, may freely orient themselves to the creation of impressions marketing as the young customer is waiting for it. It is assumed that he/she possesses a computer or a mobile phone, is vigilant and is open to receive information, text messages and multi-media messages. The respondents declare their attachment to the classical forms of culture such as the theatre, museum or book, yet their participation both in these institutions and popular and entertainment institutions is small. They are open to innovations, but they are not always ready for cooperation. On the one hand, there is an increased activity and commitment on the customer's part; on the other hand, one may observe passivity of a potential young consumer and their withdrawal into the privacy of their home or a rejection of certain offers due to financial or ideological reasons.

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Cultural and Entertainment Activity of Young Generation on the Example of the City of Koszalin

The article concerns students' lifestyle in the city of Koszalin. It presents the offer of entertainments in the city; it has collected the students' opinions as to what activities are associated by them with success, prestige and emphasizing one's value; it characterizes certain aspects of students' life concerning spending time on cultural events and entertainment and making use of multimedia. Attention was drawn to the fact that it is possible to present the cultural and entertainment offer in the form of impressions marketing, i.e. delivering information directly when using the Internet (smartphone).

Kulturalno-rozrywkowa aktywność młodego pokolenia na przykładzie miasta Koszalina

Artykuł dotyczy stylu życia studentów w Koszalinie. Przedstawiono tu ofertę rozrywkową miasta, zebrano opinie studentów dotyczące tego, jakie czynności kojarzą im się z sukcesem, prestiżem, podkreśleniem własnej wartości itp. Ponadto scharakteryzowano niektóre aspekty życia studentów dotyczące wydatkowania czasu na kulturę i rozrywkę oraz korzystania z multimediów. Zwrócono uwagę na to, że oferta kulturalno-rozrywkowa może być prezentowana w formie marketingu doznań i dostarczenia bezpośrednio klientowi korzystającemu z Internetu (smartfona).