

SUMMARY

The issues presented in the dissertation focus on the multifaceted characteristics of product innovation management with particular emphasis on disruptive innovation, which is one of the most important management concepts in recent years. These innovations are valued primarily due to its practical significance and positive adoption in business practice. Based on the available scientific literature, it can be concluded that the knowledge about disruptive innovations in the FMCG sector and the acceptance of these innovations by consumers is not yet sufficiently systematised. To a large extent this is due to the unique and unrepeatable on a global scale character of the transformation of the retail sector in Poland. As a result, so far in the scientific literature there has been no diagnosis of these phenomena in a comparative analysis with other countries.

In this study an attempt was made to identify innovations of food products and consumer behaviour towards introduction of these innovations. The wide range of offered fast-moving goods caused another research difficulty, which resulted in narrowing down the group of FMCG products adopted by the author of the study. The analysis will concern innovative food products for infants and young children. In this context, the Author presented the essence of the opinion-forming process and aspects that may inhibit the acceptance of breakthrough innovations by consumers.

The aim of the presented dissertation is to diagnose consumers' attitudes to innovations in food products for infants and young children in the FMCG sector.

The considerations around the problematic of the above sub-objectives made it possible to adopt the main hypothesis: Customers' purchasing behaviour influences the management of product innovations in the FMCG sector.

The realization of the objectives and the hypothesis determined the layout of this dissertation, which includes an introduction, 5 chapters and a conclusion.

Studies have confirmed the flexibility and openness in food consumption that is occurring with the strengthening of the market economy. Among the various factors determining the choice of food for infants and young children, the following are currently of primary importance: child's preferences, quality of ingredients, impact on health, availability or production method. Price, brand or promotion do not play a significant role in this FMGC food sector. The collected data

confirm the relatively high level of acceptance of innovative food products for infants and young children, even just after their market launch. Consumer expectations regarding the quality of the product, its composition, the production process, as well as the benefits of consuming it are important for the success of a new food product. Lack of knowledge about the product and its technology can result in negative attitudes towards it and feelings of apprehension that are not conducive to its acceptance. As far as the behavioural component is concerned, it was found that most respondents expressed a tendency to buy new products when their friends had already tried them and evaluated them positively, and the most frequent place of purchase was a neighbourhood shop, market, discount shop or the Internet.

The problems presented in the doctoral dissertation concerning customers' attitudes towards novelties in the field of foods for infants and young children cannot, however, be considered exhaustive, because the subject matter is a multi-faceted and interdisciplinary research area.