

Streszczenie w języku angielskim

Summary of PhD Dissertation

OMNICHANNEL STRATEGY IN SALES MANAGEMENT IN ENTERPRISES

The key factor determining the approach to the subject in this doctoral dissertation is the determination of the direct impact of the omnichannel strategy in sales management in enterprises on the purchasing activity of consumers. From the perspective of the development of the broadly understood digital technology, it is the customer, through his behavior and preferences, that encourages retailers to introduce innovative elements engaging consumers in the brand's activities. Research conducted from the perspective of the development of sales activities in the e-commerce trend, presents the factors leading consumers to choose the place of purchase of the offered goods depending on the preferences of the place of purchase, on-line or off-line.

The main purpose of the dissertation is to examine the purchasing preferences of consumers from the perspective of the customers themselves. It is important in the business activity of the enterprise to reach the designated client, while taking into account the generation. Each generation is characterized by a different purchasing tendency and the same approach to purchasing and companies offering goods on the retail market. Another element examined in this dissertation is the determination of how consumers themselves evolve in connection with adapting to digitization in each of the spheres of life: purchasing, official matters, interpersonal communication.

The theoretical aim of the doctoral dissertation is to analyze the obtained scientific materials from the perspective of possible development activities of the enterprise in the omnichannel strategy. An attempt was made to assess the impact of technological and information progress on new marketing and sales approaches by large companies, along with the perspective of small enterprises operating in the areas related to communication and customer engagement through the ubiquitous social media.

The aim of the research is to analyze the factors leading consumers aged 15 and over to choose purchase channels, purchasing preferences, opinions on transaction security or communication with company representatives. The main task of the study is to indicate whether the future of the omnichannel strategy involving sales through two basic on-line and off-line sales channels is threatened by the prospect of closure of retail operations using stationary stores.

As a consequence, this dissertation is part of the list of research on the evolutionary approach of the integrated omnichannel sales activity extended by activities in the field of design thinking, which in a revolutionary way can build new development concepts and engage consumers as active brand advocates.

As a consequence of the analysis of the literature on the subject and the author's own interests, the main hypothesis was formulated: *Enterprises using a developed omnichannel strategy are better perceived by consumers than single-channel companies.* In order to verify the null hypothesis and achieve the objectives of the doctoral dissertation, three auxiliary hypotheses were formulated:

H1: *Modern consumers are making purchases more and more using a mobile application;*

H2: *Technological progress is increasing sales;*

H3: *Brand recognition is increasingly determined by an emerging social media trends.*

In order to implement the activities related to the implementation of the doctoral dissertation, the hypotheses and goals set, the following structure of the dissertation consisting of five chapters was adopted.

The first chapter presents retail operations from the perspective of enterprise sales management, taking into account the advancement of digital technology and a new approach to contemporary mobile e-commerce trends.

The second chapter focuses on an attempt to define what the omnichannel strategy is and presents its evolution over the last few years.

The third chapter analyzes modern marketing activities relating to gaining a competitive advantage on the market, but also the involvement of modern consumers in the brand's activities. It presents new concepts and tools that companies are currently using in communication with digital clients.

The fourth chapter presents the research assumptions of this dissertation, specifies the research hypotheses, the justification for the selection of the research sample, along with the presentation of the organization and course of the research. The empirical part uses a questionnaire in the form of a questionnaire.

The fifth chapter relates to the verification of the main hypothesis, along with the auxiliary hypotheses, mainly thanks to the statistical analysis of the obtained research results. The author, using the measures of statistical analysis, presents in particular points the key variables for explaining the issues presented in the doctoral dissertation and achieving its goals. Finally, it adopts a research perspective for the following years, in which it presents the possibilities of engaging multichannel consumers from the

perspective of the omnichannel strategy with activities related to the implementation of design thinking.

The research and analysis of the literature in this dissertation allowed to achieve all the objectives of the doctoral dissertation. The work contributes to the science of management by expanding the current level of knowledge in the field of analysis of the activity of the omnichannel strategy. It presents the perspective of consumer involvement, along with modern activities related to enriching the purchasing experience, engaging customers in the brand's activities as a consequence of gaining a competitive advantage on the market. In addition, this dissertation shows the possibilities of combining the modern omnichannel sales approach with activities in the field of design thinking, even more influencing the involvement of customers in various generations as active brand advocates.

The conducted research, the analyzed literature (from the last ten years), as well as the conclusions drawn from the analysis, have not only educational but also practical potential for micro, small, medium and large enterprises: what marketing activities are key to achieving a competitive advantage on the market. The research results clearly indicate that social media activities are now a key element of the company's marketing activities for other, more expensive forms of online advertising. The stationary sales activity, despite the ubiquitous technological development, is not being replaced by purely online stores. Achieving market success from the perspective of companies managing omnichannel sales does not require large capital expenditure related to the implementation of modern innovative technological activities, but focusing on emotions and the perspective of customers' reasoning.