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A NEW SERVICE PROPOSITION AS A BRAND EXTENSION
FOR P. H. U. COLOR COMPANY

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The purpose of this thesis was to study the advertising psychology and the brand image subjects and to apply them in order to provide the brand image enhancement and brand extension combined with the proposition of a new service for Color - company. Moreover, according to the result of marketing research, examining the possible success of the new service and indicate the leading persuasive advertising tools in the market. The outcomes may help Color to verify if the new service can be applied and will it provide successful advertisements services.

The theoretical part of the thesis consists of subjects such as brand image, advertising psychology, the Elaboration Likelihood Model and marketing mix of 7Ps. The marketing research was done with the intention of obtaining approximate information about respondents' interests, opinions and demands for a new service 'Airbrush Artistic Painting and Design'. Furthermore, the research aimed at classification of the most significant elements of advertising persuasive tools. The group of 75 people took part in the research and all their answers were taken into consideration.

The application part of the thesis was combined with the theoretical studies. This part involved the evaluation of Color company brand image and the suggestions for its enhancement and advertising in social media, according to the results of an interview with the company owner. The introduction of the new service was based on the 7Ps marketing mix framework. The marketing research included questions based on the theory of advertising psychology. According to the research, it can be assessed, whether there is an opportunity for the new service to success and how persuasive advertising tools are perceived by respondents.

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1 INTRODUCTION

The idea for the thesis emerged from my fascination with the art works of my family member. For a long time I have been observing his artistic work and I have noticed a business opportunity in one of the services he provides. Artistic airbrush painting is a chance for a new business or a business development for an already existing company. As the artist claims (interview 2013), it is better and safer for him to work for a company, than providing the service as a private person. Therefore, I decided to contact a Polish advertising company – Color, whether they allow me to prepare a new airbrush service for them. The owner of the company positively considered my request.

The theory part comprises of the brand image and advertising psychology subjects. In addition to writing about the new service, I was interested in exploring the brand image subject, because main value for Color's services is image enhancement. This part of the thesis considers the explanations of the overall brand image, its functions, characteristics and elements. Such concepts as brand extension and brand alliance have to be mentioned, as they are related to the new service and Color's brand assessment and enhancement.

The theory part includes advertising psychology, as well. The important subjects for understanding the persuasive advertising role are explained. Vivid and salient stimuli methods for gathering people's attention are also mentioned. Moreover, the Elaborative Likelihood Model is described, in order to understand the routes of persuasion. Later in the paper, the research results will indicate people's opinion on what are the most important elements of advertising.

The practice part begins with introducing the company and its services. According to the interview with the owner, Ms. Monika Łata (interview 2014), Color's brand image should be enhanced. The discussion led to a conclusion about introduction of a new service 'Airbrush Artistic painting and Design'. This brand extension would be beneficial for the business development and may provide Color's strong image and a very unique service in the market. The new service is described with the help of

Marketing Mix of 7Ps' form. Additionally, the interview with the owner implied that there is a need for advertising Color in social media.

The research part presents the results of the studies. The main goal of the research was to inspect if people are interested in using the airbrush service, and what feelings and opinions they have about the service. The survey also measures what elements of persuasion are most successful in advertising.

Furthermore, the studies' aim was to run a quantitative research with the help of a questionnaire. The questionnaire consists of a number of questions and the introduction of the new service along with the illustrations of the service's outcomes. The questionnaire concerns parts of questions regarding to a peripheral route, central route of persuasion and examining the service's possible success and an appeal among the respondents. The reason for this research was to assist Color by measuring a demand for this service in the market and provide the company with suggestions for the most effective advertising methods, which Color might use for its business.

2 WHAT IS A BRAND IMAGE?

A brand is defined as a “name, term, sign, symbol, or design or combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 1991, p. 442). These components are very important for a company to build a strong brand and its identity. The brand image is an overall picture formed from the characteristics and associations of a brand. It is also a symbolic perception in customer's and stakeholder's mind, associated with values, qualities, feelings, product and mental impressions. (Kahle & Kim 2006, 4, 281)

2.1 The elements of a brand image

Brand's name

The core component of a brand image is a brand name, because it combines all brand characteristics together. People seem to pay attention to the brand's name. The brand's name has a phonetic symbolism and it brings an advantage if the sound of the words is memorable. Names with a plosive beginning are more often recognized and remembered than others. Research on brand names has indicated that suitable to products and meaningful names are easier memorised by people. (Kahle & Kim 2006, 12-13)

2.1.1 Product and personality associations

Product association

A brand image presents the brand features, as well as, characteristics and benefits that the consumer expects. Another important information is that brand image comprises of the product quality level. It is a goal for the marketers to create the association of a brand image with a high quality. The marketers want consumers to keep in mind that a particular brand image equals a high quality product or services. It has been researched that the brand image is expected and considered by customers to have a certain quality level. High quality brand association is beneficial for the company itself and its products. The company has a possibility to produce new goods, which can be recognized with its good brand reputation. In addition to that high quality brand image creates an opportunity for business development and revenues. (Kahle & Kim 2006, 13-14)

Personality association

At some point, brand images are filled with human personality dimensions. These are implicit or explicit dimensions such as friendliness, gender, competences or other human characteristics. Personalities and characters may be associated with the brands. A person, due to the work he or she has done, may literally become a brand. On the other hand, in the development of a brand image may be of help referencing it to five personality dimensions, i.e. sincerity, sophistication, excitement, ruggedness

and competence. (Kahle & Kim 2006, 14-15) Sometimes the brand positioning may depend on the country. For instance, in Japan the dimensions are applied with the exception of ruggedness, which is altered with peacefulness. Another example may be Spain, in which the competency was replaced with passion dimension. (Keller & Lehmann 2005, 3)

2.1.2 Brand attitude and brand relationship

The customers usually have their own opinions, thoughts and feelings about the brand. These attitudes can be both positive and negative, often depending on the quality results. Some customers want to possess a brand product, which may be related to their desirable self-image. It has also been noticed that some customers have a strong emotional connection with the brand and they set the brand to the range of a personal relationship. (Kahle & Kim 2006, 15-16)

A brand relationship forms when the consumer finds the desired traits in a product and wants to purchase it. There are few types of dimensions for brand relationship. The loyal customer relationship as well as other various types: self-concept, nostalgic attachment, behavioural independence and brand partner quality. (Keller & Lehmann 2005, 4)

2.1.3 Brand experience

The image is an essential part in advertising, information processing and consumer psychology.

The images can be visual and verbal. A human experiences the influences of images. (Kahle & Kim 2006, 79) The brand experience is gathered from the customer's visual and verbal sensory encounters of the brand. Brand shapes five kinds of experiences, i.e. sensory perception, emotions, cognitive and creative consideration, physical and action behaviour, and experience related to culture or group of reference. (Keller & Lehmann 2005, 5-6)

2.2 Characteristics of a brand image

A brand differentiates companies from one another and it is more than just a title or a name. Brand always consists of special elements, which help to recognize the company and make it more memorable. The elements of a brand include logos (for instance Nike's swoosh), packaging (characteristic contour of Coke bottle) and slogans. These branding elements have a significant meaning. A good brand should fulfil a certain criteria for brand building. The brand image has to be memorable, meaningful, have aesthetic looks, be transferable (across the products ranges and internationally), adaptable and flexible in its life-time span. Moreover, the brand has to be legal, well-competitive and able to defend itself. (Keller & Lehmann 2005, 8)

Every good brand should comprise of characteristics, which enable describing the image in a proper way. The characteristics are consistency, complexity, stability, distinctiveness and they are very relevant for the strong brand image creation.

2.2.1 Consistency and complexity

The key for a strong brand is consistency. It is achieved by consistencies and the same correlation of brand attributed, which cannot be opposite of each other. Advertising efforts need to be created with the thought about the brand image. Marketing makes an impression on customers and such an impression of brand needs to be sustained as the same image in the life-time of the company. Promoting and presenting the same image of the firm is crucial for its business successes and development. Thus, brand image consistency is a key factor and every marketer ought to be aware of that fact. (Kahle & Kim 2006, 19)

The brand image complexity refers to the amount of various and consistent characteristics that are present in customer's mind. Many products may be under one brand image and the complexity of the image enables to extend the brand if the image traits are similar. (Kahle & Kim 2006, 20)

2.2.2 Stability and distinctiveness

Brand stability means how much its image changes over time. Some changes of the image may be external, such as a new logo introduction and some changes may transform the consumers' opinions about the brand. Usually the brand images, which do not change over time, are perceived as stable and solid, familiar with the customers.

Brand image distinctiveness means that the brand image is supposed to be different from other competitors' images. The distinctiveness informs consumers about the unique image of products and brands, helping to make a decision. (Kahle & Kim 2006, 20)

2.3 What are the functions of a brand image?

2.3.1 Market entry

A company, which is entering the market, has to be aware of the importance of its brand image. The brand is allowing the company to enter the market professionally and by its developing, it can make the new competitor's brand less visible. There are three important means to gain and keep company's place in the market. (Kahle & Kim 2006, 6)

Pioneering advantage - in the market, the strongest brand names are vastly associated with their products. It happens when the company is the first one, which enters the market with its new, unique product. The company with its brand provides itself a best place in the market and leaves lower positions for other companies, which want to enter the market later. The products, which do not have their brand, can't have a pioneering advantage. (Kahle & Kim 2006, 6)

Brand extension - the brand extension takes place when the company introduces a new product to the market. Brand image of the company can be strong and customers are familiar with it. The extension of the brand occurs while introducing a new prod-

uct to the market, with company's already well know brand. Brand extension helps to promote the new product with lower costs. (Kahle & Kim 2006, 6-7)

Brand Alliances - this is one of the most common strategies for leveraging brand image. Brand alliances are short or long term co-operations of brand partners. Brand image is enhanced by association of two partners' brands. Therefore, the brand alliance is a co-brand partnership. The characteristic of co-brand is presented on a product by visible brand partners' names.

There are two types of co-brands. First one is an ingredient co-brand and presents the combination of brand partners on a new, tangible product.

Second is a composite co-brand alliance and it creates the combination of rather intangible brand associations. The aim of composite co-brand is improving and creating more symbolic meaning of the brand. (Kahle & Kim 2006, 7)

2.3.2 Added Product Value

The brand image is a summary of customers' experience. A positive brand image has many beneficial ways for enhancing the company's image but also to promote the product. A good brand image brings value for the product. (Kahle & Kim 2006, 7)

2.4 Information

The achievement of successful brand strategies depends on the information, which the brand image consists of and how the customers understand and are influenced by the information. The customers' and the stakeholders' decision making is influenced by the brand image information processing. The brand function can be supported by customer memory, evaluation and choices. (Kahle & Kim 2006, 8)

2.4.1 Memory process

Memory plays a big role in the process of customer's decision making. Sometimes customers need to remember many brands. It is very relevant for the company, that

the customer is able to recall a particular brand. It is usually common that, the customer can easily remind a brand name and consider choosing this brand's product to purchase. This means that the brand image function was fulfilled and it has stronger impact on the customer's memory than other competitive brands.

The particular brand can come to buyer's attention directly or by a context factor and therefore it becomes more difficult to remind other brands, which are based in the same goods' category. People make their buying decisions based on the brand recognition. (Kahle & Kim 2006, 9)

2.4.2 Evaluation process of the brand and decision process

Some of consumer researches have indicated that the customer creates a positive attitude toward a good that he or she is going to purchase. The process of evaluation of product is crucial for the achieving the strategic function of the brand image. Before the purchase, client evaluates the product by its brand image and the aim of image is to create attention and customer's willingness to buy the product. People tend to form attitudes toward a good and they use two types of the evaluation process. One of the processes includes customer's matching the individual traits and characteristics to the product. The second considers matching the product with an already familiar range. (Kahle & Kim 2006, 9)

Decision process

Before making a purchase decision, customers form a summary evaluating all considered brands. They compare the product features of the competing brands, process them in mind and try to make a good choice. The consumers can also make a decision based on the brand rule and some are loyal to the particular brand. However, customer's brand loyalty is sometimes caused by the lack of brand alternatives. Brand sensitivity is also common in decision process. It is a strong influence that brand image creates on customer. The buying decision process of a group is done by negotiations and common agreement. (Kahle & Kim 2006, 11)

3 ADVERTISING PSYCHOLOGY

Nowadays, many people are affected by the advertisements in their every-day life. Marketers advertise their products and companies by the means of Internet, direct mailing, television and radio, billboards, magazines and newspapers, phone calls and so on. The advertising way for gaining customers has changed over time for the reasons of developing technology and improving ads' and commercials' creativity. Innovation has been increasing in the field of advertising, because of the growing competition. Many people tend to have a conviction that the advertisements do not influence them, but they do influence other people. They don't want to pay attention to advertising. Nevertheless, advertising has some impact on people, because it occurs everywhere and cannot be fully refrained. (Jasson-Boyd 2010, 96)

The advertisement's main goal is to gain people's attention. In the market there is a vast amount of competitive advertisements and it forces marketers to struggle for obtaining an effective advertising campaign. They want people to notice the adverts, remember them, and consequently, easily remind and want to purchase the promoted product. (Jasson-Boyd 2010, 96)

3.1 Vivid stimuli and salient stimuli

One of the elements, used for the effective advertising and commercials, is vivid stimuli. This element is characterized by strong features, which can gather consumer's attention quickly and differentiates from the other adverts. Vivid stimuli have to be interesting, specific, directing in sensory way and creating emotions. The advertising examples of using vivid stimuli are ads of Benetton. They are usually memorable and rise discussion among people. Vivid stimuli can be applied in a persuasive way of advertising, but it has to be carefully thought through. It needs to be connected with the main intention of message and understood by people. The vividness of the advert may be noticed by people, but the main message may not be transmitted. If people pay attention to the advertisement, they notice vividness and are able to recognize it and be persuaded by the message. (Jasson-Boyd 2010, 97-98)

This element of advertising has also the ability to gain people's attention. However, salient stimuli can mostly gain people's attention, at some point, involuntarily. The salient element of advertising is a feature that differs in the environment. A good example of such stimuli appears often in television commercials and it is a sudden increase of sound. Salient element is also a change in brightness and shapes noticed in commercials. (Jasson-Boyd 2010, 98-99)

3.2 The routes of persuasion

The advertising has set up its functions to be effective and attractive to the consumers. It has one essential goal for changing customer's vision in order to create customers' positive attitude towards brands and products. The customer can change its attitude towards the brand and it mainly depends on the extent of information processing in the advert. The persuasive message in the advertisements is processed in different ways, depending on many factors. The Elaboration Likelihood Model (ELM) describes how the two routes of advertising persuasion work. It is an important model for advertisers. They have to pay attention for very relevant issue of persuasion routes to be able to understand which routes consumers tend to follow. (Jasson-Boyd 2010, 99)

3.2.1 Central route

This route of persuasion is rather strong and lasts long as customer attitude. The route process starts with the person's evaluation of his or her motivation and willingness to follow the advert. The person has to assess whether the message of advert is relevant for him or her and is there a need for thinking broadly about the message. If consideration of information is not distracted and meets the personal importance and responsibility, the person is influenced by the advert and changes the attitude. In this case, marketers shall think about the product they want to sell and the target group of people who are most likely to purchase it. The central route is a way for creating a message that is relevant for a particular group of people. Persuasive adverts may be designed with the use of special features, language, which appeal to the target group

and encourages them to pay attention to an ad and to buy a product. (Jasson-Boyd 2010, 99-100)

3.2.2 Peripheral route

Peripheral route has a temporary and not as strong impact on the customer as the central route. The attitude towards brand or product can change only for a little time, because the advertising message for the person is not so relevant, and the person does not have a motivation or will to follow the advert. People on the peripheral route of processing advertising information may start ask themselves whether the advert is really attractive or are the ad's arguments strong enough. After asking such questions they may decide that they simply do not like the ad. Nevertheless, there are ways of enhancing persuasion in peripheral route. (Jasson-Boyd 2010, 100-101)

Source factor – it can help in enhancing the persuasive message. This factor is based on who is presenting the advertising message. People try to find trustworthiness in advertising information and that is why marketers are willing to ask scientists, celebrities, actors and other famous persons to advertise their brands. These popular people, by their common respect, positive image or credibility, may influence the consumers to persuade them the advertising messages. Some people like to use products, which are advised by their favourite actors, singers, etc. According to the market research, some people do not find celebrities, who advertise many products, credible, because of the fact that celebrities do it for the money profits.

Another source factor is related to the gender of the advertiser and how much ad's presenter is similar (in appearance, social status, work) to the audience. Presenter's similarity to the audience helps a lot in persuasive advertising. Beautiful appearance, attractiveness and how fast the advertiser speaks play an important role as well. Fast speech makes it more difficult for consumers to follow and process the arguments. Hence, this makes the advertisement more persuasive. (Jasson-Boyd 2010, 101-102)

Message factor - Persuasive message needs to be well-thought through to complete its task. It is important in the message creating that when a new brand enters the market, it promotes a message with not only one argument. A message containing

only one argument, which is presented solely from the company's point of view, might be not credible for the consumers. A brand familiar to customers should use one argument in persuasive message. The message has to be repeated in order to be effective, easy to remind and to gain consumers' attention. (Jasson-Boyd 2010, 102-103)

Audience factors - Persuasive message shall be related to the audience. When people feel that they are related to the message, they are much easier persuaded by it. It has been found that women can be more easily persuaded than men. Furthermore, self-esteem has a role in being susceptible to persuasion. The researches have indicated that people who have low and high self-esteem are not easy to be persuaded. (Jasson-Boyd 2010, 103)

3.3 The elements of successful advertisement

Humour in advertisement

Humour is often used in advertisements. Amusing adverts gain consumers' attention much easier, are engaging, likeable and form attitude. However, humour in advertisement is not always an advantage. In societies with various ranges of cultures, humour adverts may not be correctly understood or not understood at all. Another issue, which needs to be considered by the advertisers, is the use of the amount of fun in adverts. Too hilarious and amusing ad can make the watcher to remember only what was funny and not to remember or notice the actual product or service being promoted. Funny advert should clearly indicate brand and product, and connect them with the amusing story. (Jasson-Boyd 2010, 105)

Music in advertising

Music in commercials is common and it has a role of gathering audiences' attention and helping them to remind the commercial. A commercial song may be well remembered by people and it becomes easier for them to recall the song and decide to purchase the advertised product. The music needs to be persuasive and matched to the type of advertising message. (Jasson-Boyd 2010, 107)

Use of fear in advertising

Fear in advertising is used mainly for the reason of trying to change consumers' attitudes and behaviours. Commercials and adverts, for instance about drink driving, want to show the negative outcome of destructive acting and scare the receiver. Such advertising campaigns are meant for solving social problems. The commercial should not show violent pictures. Advertising ought to create the feeling of fear, to make people to think about their behaviour and the importance of a problem. (Jasson-Boyd 2010, 108)

Shock effect

The advertisements, which consist of shock effect, are rather common. They have to be carefully designed not to offend the audience. The social and cultural norms cannot be violated. According to the study, shock effect advertisement gathers the biggest attention, recognition and was the most recalled by the audience. The second effective ad was the fear effect ad. It proves that advertisements highly influencing human emotions are the most remembered ones. (Jasson-Boyd 2010, 109)

4 P. H. U. COLOR

P. H. U. Color is a small-sized Polish company, set up in June 2011, located in Nisko, and focused on offering of trade and services. In Polish, P. H. U. is an abbreviated form of trade and service company. The owner of the company is Ms. Monika Łata. The company has six employees. The main goal of the company is to offer its clients help in building a strong and long lasting image in the market. The company directs its attention to the details for personalization, stylization of the products and high quality materials. The firm provides professional services in advertising, such as designing, printing on T-shirts, advertising banners, banners light, calendars, flyers, business cards and various other types of marketing gadgets. The main services of the company are sublimation printing – a multi-coloured printing on cups, polyester shirts, polyester-cotton T-shirts, puzzles, key rings, plates, metal business cards. The flex and flock printing, which is a good solution for low cost - performed on the ma-

materials of cotton, polyester, blends of cotton and polyester and polyester and acrylic. Service for artistic engraving in glass, metal and stone is done with use of sanding technique. Another service offers assembling and disassembling of structures under large banners. (P. H. U. Color 2013)

4.1 Color's brand name

The interview with the company owner (interview 2014) revealed couple of issues that have to be considered necessary to modify or implement in order to enhance the firm's image. According to the conversation with the owner, brand enhancement with low cost expenditures, may be conducted with the use of social media. Later in the paper, recommendations for advertising in social media will be presented. Color brand image needs to be consistent and stable over the time. The complex traits of company enable to recognize the brand in the market. The doubt about consistency of Color image may be met. At some point, Color advertises itself with the combination of two different names – P. H. U. Color and Color 24. This may be confusing for people and harm the company's brand image.

As described earlier in the paper, the brand image should have specific features to be a successful one. For Color the stability of its brand is highly important with the aim of making the clients familiar with the brand logo over time. Color logo has been agreed as a square, simple shaped and it should not change. Often with the name and logo of the company comes together the picture of colourful butterfly, which is an artistic fulfilment for the image overall. Such a logo and picture makes Color distinctive from the other companies in the market.

4.1.1 Elements of Color's brand image

The company needs to build stronger brand image in the market. To begin with assessing the brand name, it needs to be implemented that the company's name is very simple and easy to remember. Although, the company seems to bring couple of names in the Internet, for instance: Color, Color24, Color P. H. U. The abbreviated version of trading and service company in Polish language is P. H. U. and this form

of name cannot be easily understood by many people. Nevertheless, Color name does not indicate clearly the kind of the company and what the firm does, as well as what are its main services. Color promotes itself as an advertising company, which helps other enterprises to enhance and build their brand image in the market. Therefore, to Color, other names may be added, which would clearly tell the market what the company does. The examples for the name may be: Color Advertising Agency or Color Design, Color ReklamaArt, Color Reklama&Art.

Color brand's experience has a vast influence in shaping its image in the market. The visual image of Color is very friendly, fresh and encouraging for contacts. The relations with the customer are important as well. An employee needs to pay attention to the professionalism of verbal communication with the customer and good management of service process.

4.2 The new service proposition

The firm has one artistic service – Glass engraving. To enhance the brand image of this company as highly artistic, another art service might be introduced. The second very representative service would be 'Airbrush Artistic Painting and Design'. The airbrush service is an excellent tool for advertising, but also a perfect way of expressing personality of the private customers. In commercials and illustrations airbrush allows creating both beautiful and interesting images with a high level of realism. This new service could make the company more visible, as more people would have the painting on their items. The airbrush service could be a suitable service offer for Color. In Subcarpathian Voivodeship, it is difficult to find an airbrush service. In such a big area there are a few persons, who try to provide, this service privately. The list of painters can be found as appendix 1. It is possible that not so many people would need such a service. Later in this paper, the marketing research is going to be introduced and the question may be clarified. Nevertheless, Color has a chance to fill a gap in the market and build its brand image as a highly artistic company.

4.2.1 Brand extension and brand alliance

Brand extension

The introduction of the new service 'Artistic Airbrush Painting and Design' to the market would be an excellent occasion for Color to provide a unique service in the market and gain new customers. Airbrush painting may become Color's advantage, because in the Subcarpathian market area is very few of such service providers. Building the brand awareness in the market is very important for every company. Color has already been promoting itself and has its own customers. The airbrush painting service is a brand extension for Color. This may bring the new service advertising costs lower.

Brand alliance

Another option for the brand awareness building is a brand alliance. Color firm may try to look for co-brand partner. In this case, the co-brand partnership's type would be an ingredient co-brand. This type of co-brand indicates partners' logos on a product. As Color introduces its new service, the co-brand partnership would help the company and the service itself to raise the development level. This would happen according to the new possible service orders from the wider range of the clients and co-brand partner's business connections in the market. Examples for the co-brand partners would be vehicle, tuning service providers and shops, varnish manufacture shops and firms. Some of the firms in the region, which might become the co-brand partners, are Yamaha RingRoad Rzeszow, Inter Cars, VTG Q-Service Motor Sport, CarSystem-Wschod and R-M, Auto-Nis. The partners may advertise each other at their business offices and web-sites. The profits from the service might be shared according to the earlier agreed conditions.

5 THE NEW SERVICE ‘AIRBRUSH ARTISTIC PAINTING AND DESIGN’

A service is an activity, which takes place when one entity provides an act to another. The service brings benefits, economic benefits as well, for clients and for business. (Lovelock & Wright 1999, 6)

5.1 The purpose of the service

The purpose of ‘Airbrush Artistic Painting and Design’ is to individualize the products, provide professional, best-results advertising service in order to satisfy and successfully fulfil the customers’ expectations and to gain profits. The purpose is to get revenue from the work, to develop and improve services, create customer relationships and gain loyal customers.

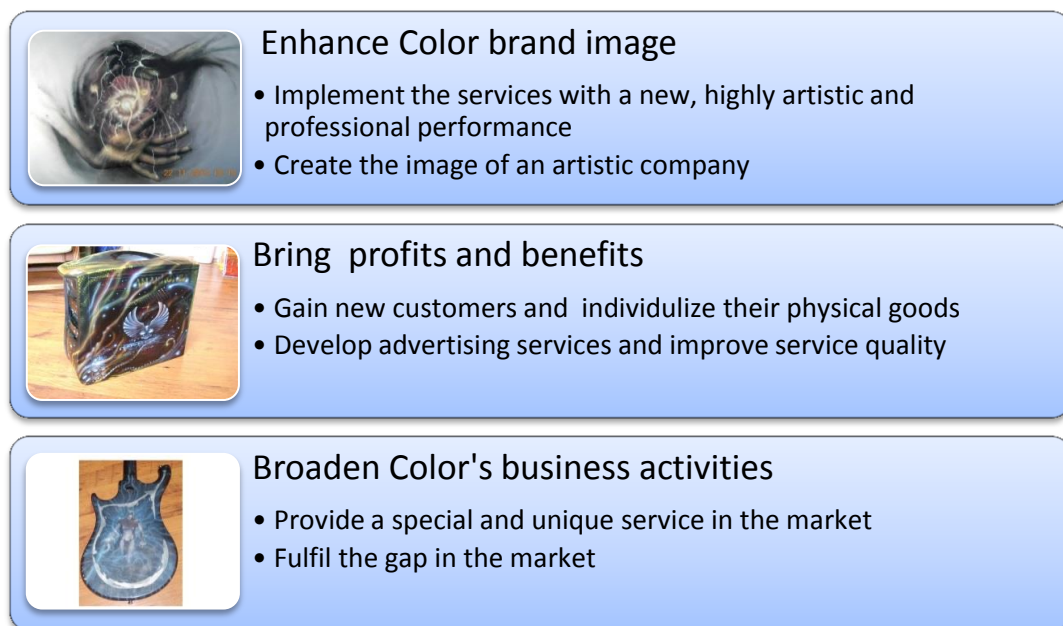


Figure 1. The purpose of the new service. The figure was created by the author of the thesis. (Pictures: Rafał Węglarz 2013; Maria Węglarz 22.11.2013)

The airbrush painting brings stunning visual effects. Professional airbrush painting guarantees a high quality, long-lasting, beautiful images with a high level of realism. This service is offered in order to individualize client’s products. The person has a

chance to stand out from the crowd thanks to the unique visual element, which he or she may possess on the physical goods.

The company is going to provide a service in the market lacks. The new 'airbrush painting' service may be a great advantage for the company and one of the main methods for earning money. The firm may provide this service for local market, in the Subcarpathian area, but also can offer it for a broader market. Everyone can use the new service, as it is aimed at businesses and private customers.

5.2 Marketing Mix of 7Ps

Marketing mix is a combination of 4 Ps – product, price, place, promotion. It is created in order to satisfy the target market and business, for profit of both sides. Each of the components can be controlled by managers. To achieve satisfying results, all the components must be mixed. Nevertheless, if the product in sale is badly designed and fails, the marketing mix can't help this situation. Failure works also in the opposite way, if the marketing mix is poorly designed, even an excellent product will not be sold. (Lamb, Hair & McDaniel 2012, 47)

To four marketing Ps, later on were added three more, which includes people, process and physical evidence. The author of the thesis is going to present the new service with the use of marketing mix.

5.2.1 Product and price

Product is a good offered by a company. Managers have to choose the traits of the core product and other complementary services, in order to create value and fulfil customers' demand. Product is a summary of all service performance. (Lovelock & Wright 1999, 14) Product refers to the quality, styles, brand name and packaging services. (Proctor 2007, 9)

The service 'Airbrush Artistic Painting and Design' aims at products individualization. The service begins with conversation with a client, about the desired painting on his or her product. The artist needs to know the item's size. Then the artist designs

the project in a traditional or digital graphic way. The communication with the customer can be done in person, by means of Internet and by phone. After the client agrees on the visual effect, the image is being painted on the product. The service enables the clients to have their tangible goods modified, and beautified in a desired way.

The service can individualize the following goods: laptop, desktop computer and mobile phone covers, car, motor boat, light aircraft, bicycle, motorcycle, motorcycle and sport helmet, guitar or other musical instrument, as well as snowboards, skateboards or surfboards. Those products can be painted in a beautiful way, changed according to the clients' indications. In case, the client wants to paint other item than listed above, he or she should consult it with the artist. An outcome of the service brings the unique and stunning visual effects on the painted element.

In case, someone wants to come back to the previous looks of the element, the image made with airbrush can be very easily cover-painted. The design projects can be made on mugs, cups and T-shirts by the sublimation method.

Airbrush painting brings high realism and dimensional effect. Businesses can use airbrush to present outstanding advertisements. Ads' right design and consideration of their psychology is important for every advertising company. Vivid stimuli in advertisements can also be created by the use of airbrush.

There are many advantages for using an airbrush. Some of them are described above. Probably, many can ask why not to use small or big sized sticker on item, instead of painting it. The reason is that after some time, it comes unstuck from the surface of the item. It gets broken, some its parts' fall apart, near its borders collects dirt. Glue from the sticker can make dirty item's area, or retract the sticker. Serious matter comes to paintings of cars and other vehicles. Such sticker does not last long, after a little time looks destroyed and unattractive. The sticker collects big amounts of dirt and in winter, salt, on its sides. These conditions are harmful for the metal surface. The airbrush does not bring these problems. Airbrush visual effect is long lasting, clean, much better looking, colourful and dimensional.

Price

Price refers to the amount of money that a customer has to pay for the company to receive a good, benefit. (Lovelock & Wright 1999, 15) The price is an expenditure of money, finances of the company, also refers to discounts, listed price, payment period, and credit. (Proctor 2007, 9)

The price for purchasing an airbrush service may vary significantly. The price range will depend on the size of a painted item, the quality of paints - customer may chose paint with help of the artist, the difficulty level of the project, materials and time used in process. Further in the thesis, the research will indicate the average price for a certain serviced item.

5.2.2 Place and promotion

The place is considered as the location and time for delivery of product elements to the customer. The delivery is managed by electronic and physical channels as well. Messaging services can be transmitted by Internet, telephone and computer. Distribution channels depend on the types of product or service which are going to be sold. (Lovelock & Wright 1999, 14)

The location of the service performance, for the order of varnish manufacture with the use of airbrush for a car, has to take place in a special room for the varnish manufacture work. Color would need to rent such room from other company or private person. The time and frequency of using the room, and possible tools, would have to be agreed between the Color and room owner.

The clients can contact the company by phone, Internet and face-to-face, coming to the firm's office.

Promotion

A marketing program must consist of an effective communication program. Promotion possesses three very important roles: it provides demanded information it persuades the target audience about the product's advantages and encourages to be active at particular times. Communication with the customers can be achieved by

salespeople, through media, the Internet, printed media and billboards. (Lovelock & Wright 1999, 14)

A part of this study aims at enhancing Color's brand image. This requires a promotional strategy. Advertising helps to build the brand image of the company and its services. Therefore, Color may consider some of the suggestions for its promotion presented in the research paper. The questions are why and how the new service may enhance the visibility and promotion of the company. The respond is clear. The new service is an outstanding, creative visual effect, element, which can be placed on many items. The service's paintings main features are vividness and exceptionality. These features may provide a distinctive and auspicious promotion and brand awareness building for Color. The service and company may be promoted simply by the visibility of new service's results. Interesting paintings on the goods and individualized products may gather people's attention. Especially, serviced cars by Color can have a high chance to be noticed in the environment. According to the interview with the artist, Rafał Węglarz (interview 2013), some people were amazed and astonished by the airbrush painting on cars and interested how the painting is done. People may ask where the painting comes from and get to know that the service provider is Color. In such a way, the word-of-mouth can arise. What is more, Color can service its car, so that the company's name can be easily visible and car looks outstanding. Without a doubt, this might be easily and quickly noticed and bring awareness of Color in the region.

The company needs advertising in the Internet. Further in the paper there is a section about advertising for Color. This firm may develop its visibility in Internet and in Social Media, because it is mostly free and may bring many advantages for the company.

5.2.3 People, process and physical evidence

The people element is the first of the additional marketing ps. People are those who are involved in service delivery, both the customers and the employees. People play big role in service results. Many services are high-contacted and the customers tend to shape their opinion about company's image and product quality, from their con-

tacts with sellers or firms' managers. Hence, it is relevant to professionally recruit and train employees. (Lovelock & Wright 1999, 14)

The outcome of the service depends on the performance of the employees. Therefore, it is significant to choose the right person to provide the airbrush service. The person, in charge of the airbrush painting and art project designs, is a professional artist. He has an education in Graphics studies - Master of Arts, and an education with a practice in varnish manufacture. The person has many artistic achievements and years of practice in his profession. (interview 2013)

The painter would be hired on a basis of the contract of specified work. The contract of specified task states that the person, who accepts the work offer, undertakes to perform and finish the work, which is given by the employer. The employer is obliged to pay the wages for the employee. The process and the physical outcome of the work should be explained beforehand. (Fin Dict 2014)

Process

Process in marketing mix refers to the designing methods of creating and delivering product elements. Process ought to be well designed for the success of the purchase and customers' good relationships. Badly designed process may discourage a client to buy the product, decrease productivity and increase the possibility of service failure. (Lovelock & Wright 1999, 14)

The process of the new service presents as follows: client makes an order for a service, receives a document about accepted order and consults with an artist about desired visual element. Later the artist creates a design project and sends it to the client. The client agrees for the project result or orders to modify it. The client brings the physical good to the company/varnish manufacture place (in case item is small the client can bring it at the first meeting) and as soon as the service is done, employee contacts the client about the finished painting. The client comes and pays for the service. The serviced products can be sent by post as well, because Color might be willing to take orders outside of Nisko region.

Physical evidence

Physical evidence is the last in marketing mix. This element refers to all the tangible goods, equipment, people, printed materials, furnishing of the offices and elements that shows company's quality and style. For services it is very important to provide a good impression, because in a service process there may be only few tangible elements. Advertising tries to create symbols to ensure people of the desired characteristics of the service. (Lovelock & Wright 1999, 15)

The office is located near house of the owner. Near the road is an advertising table for the clients to easier find the place. The office looks professional and there is the equipment necessary for an office work. It provides good impression on clients. Nevertheless, the owner of the company says (interview 2014) that more space would be needed and possibly, in the future she may change the location of the office.

This element of marketing mix regards to equipment and tools, as well. The airbrush service would require many of professional tools, materials, paints, some chemicals to conduct the service process. Just to mention the most important equipment in this subject: airbrush pistols, spraying, sanding, cleaning, polishing devices, dryers, lamps, compressors, covers, papers, tapes, special liquids, paints, uniform, glasses, mask, etc. (Sobierajska & Neumann 2010, 198, 218, 234, 247, 257, 263-264, 268)

5.3 Advertising plans for Color

The advertising is a significant process of promotion and presentation of ideas, services and products, paid by a sponsor. Advertisements possess information and a core message, which are to be spread to the possible customers. The aim is to make the product or service well-known in the market. The message is controlled and persuasive for the target market. (Khan 2006, 248) It is difficult to sell the product without advertising. The goals of advertising are to create a demand and interest, build company's brand image, persuade, remain and inform the audience about the price and product's characteristics in order to increase the sales. (Khan 2006, 250)

The author of the paper has done research about Color visibility in the Internet. The region, in which Color operates, has quite the high level of competitiveness. The list of competitive advertising agencies from Nisko and Stalowa Wola region can be found as appendix 2. There are plenty of similar advertising firms in the region. In the city where Color operates there is one strong competitor, who takes the lead in the market and online search results. Hence, Color should improve its promotional efforts to enhance its brand visibility. As the interview with the firm's owner revealed (interview 2014), there have been many different kinds of marketing efforts and only social media has been left out. The owner of the company is interested in implementing the social media marketing. There are some suggestions for improvement of promoting Color in the Internet.

Social Media

There are several web-sites, which are well-known and very popular around the world.

Facebook is a very popular social media, which is used by many people. Color has two Facebook accounts Color24 and P. H. U. Color. The search engine gives also the result of a foreign company with very similar name Color24.eu. This indicates that search for Color is unclear and possible clients may find it confusing. The one year old account has couple of images and just 2 likes. New account – Color24 - looks professional, colourful, and nice. It has gathered 3 likes since December 2013. The page consists of few pictures, overall description of the company and contact information. This proves that, old Color account may be removed and newer account should be the one, existing, extended account.

Improvements for the new account: adding the description of services, information about the artists, create the gallery of products, outcomes, the process of creation glass engraving and airbrush painting (if the service would be implemented). Color should like other pages from the region to become visible and create networks. Color may advertise itself on Facebook open pages for announcements, and become a member of group of interests. Moreover, the account should be seen as active, provide news and encourage visitors to contact.

Twitter Creating an account on Twitter can compose social, trends-following, friendly image of the company. The company can build network with friends and clients. By this method, Color sustains the connection with the clients, friends and encourage them for further contact.

YouTube The company may consider creating an account on YouTube. Videos about the process of glass engraving, or possible airbrushing may be interesting for watchers and perhaps someone would want to buy such a service. It is cost free and helps in building a friendly image.

Blog Color may create a blog and write about the news, orders and present the processes of art works, in order to build an open and friendly image to the audience.

Social media have also an input in creation of the brand attitude and relationship with brand. Social services, such as Twitter, warm up the image of company, build its friendly and open image. Thanks to social media the company has a chance to build an emotional connection with a customer too, be 'closer' to the customer and sustain the relation. At some point, the customers can experience the brand when they follow the company's activities, watch the products, service process. Thanks to this customers can then shape the image of the company.

Web-site and SEO Color's web-site looks very fresh, friendly, nice, loads fast and is clear, easy to follow. The gallery at the web-site should be updated. Search Engine Optimization finds the page fast when the keyword is Color 24, Nisko and Color, Nisko, the sublimation Nisko. The company does not appear in first pages of search when keywords are: Nisko, advertisements and Nisko advertising agency – hence, these keywords should be added. The suggestion for improving search is to announce firm on web-sites, which list the companies. Color is visible on a few of such pages. Zumi is a best known in Poland service for companies search and Color may add its information to it. The company may also consider advertising by Google AdWords and Facebook ads. The company can decide about the amount of money it wants to spend for promotion per day on Facebook (Facebook 2014). The second option for cost-effective internet advertising is Google AdWords (Google 2014).

6 MARKETING RESEARCH FOR COLOR

Marketing research provides relevant, accurate and up-to-date information. Therefore it helps to make good managerial decisions. The decision making needs to acquire certain information, and important strategies can be developed, because of the relevant information gained during the marketing research. (Shukla 2008, 14)

The purpose of this research is to answer the question about perception of the new service idea and the advertisements in the market. The research questions regard examining the new service idea about individualization of goods ‘Airbrush Artistic Painting and Design’. The survey assists in answering this overall research question in the following ways: it indicates the most popular features of advertisements and products that people care about and to research, whether the new service may appeal for people. The research was sent by many Internet channels to people, who live in the Subcarpathian area. The first option for operating and selling new service is Subcarpathian area and second option is outside of this region.

6.1 Quantitative research method

Quantitative research is about quantifying the data and applying statistical analysis. This kind of research uses formalized questions and options of predetermined answers. The purpose of the research is to offer specific facts and help responders to make the decision. (Shukla 2008, 32)

Quantitative research seems to be the most accurate for this survey, because many people take part in the survey, and it should be the most reliable and easiest method to quantify and analyze the responses.

6.2 The purpose of a questionnaire

The questionnaire is a common used method for collecting research information. It has a structured and numerical data, which can be analyzed. (Cohen 2007, 317) The

questionnaire is anonymous and can encourage people to write honest answers, hence can be reliable. (Cohen 2007, 158)

The researcher has chosen questionnaire as way for gathering information, because it is clear, structured, an easy format to analyze data and it reaches many respondents. The questionnaire comprises of small introduction and four parts. The parts are differentiated for the reason of answers' options and subjects. In the questionnaire there is an introduction part of the new service and the pictures of the service outcomes. Last part consists of questions regarding the feelings about the new service and willingness to have an individualized good. The questionnaire can be found as appendix 3.

Introduction part, very shortly tells about the reason for this questionnaire, asks the respondents about the residence, gender and age. The purpose for these questions is to explain why the questionnaire is given out, analyze the population and location of the respondents. After having the population results, the marketing research may indicate location, where from are the respondents interested in new service.

First part of questionnaire comprises of three questions organized in a grid format and a scaling technique for assessing subject elements. Every number from the scale was described, so that the respondents do not experience problems in understanding. First question analyzes the persuasion elements of advertising, which were described earlier in the paper. In the questionnaire was no presented example of an ad, but ad's types. These advertisement elements are included in the question, and the results can indicate which of the elements are most liked by the respondents. The second question is related to the central route of persuasion. The analyzed results of this question can show which advertising message elements are most relevant for the respondents. Third question relates more or less to central route of persuasion. This point's purpose is to show which product elements are most important for the respondents.

The second part of this questionnaire is connected with peripheral route and the ways of enhancing the persuasion. The purpose of this part is to bring results of how important are the source, message and audience factors for the respondents. The questions are short and each question has only three options for answer.

Third part introduces a new service of goods' individualization 'Airbrush Artistic Painting and Design', shortly tells about the service's process and its outcomes. The researcher included contact information, in case the respondent would be interested to use the service. Pictures are presenting real airbrush paintings and designs, which were created according to the order of the clients.

The fourth part of the questionnaire aims at presenting, whether respondents want to have an individualized item, what item they wish to individualize. And what is more, whether they like the new service idea and what feelings they have for the service. There are open questions too. Last question tries to look for the average price for the certain serviced item.

6.3 The results of the research

The marketing research results are presented as follows: they begin with the introduction of population, through the parts of peripheral and central routes, and finish with the results of the new service.

6.3.1 Population

The number of 75 respondents took part in the marketing research. Most of the respondents were women 43 (57%) and the rest 32 (43%) were men. The average age of the respondents is 28 years old. The questionnaire was sent for people, who live in the Subcarpathian area. Although, they are said to be from this area, some of the respondents wrote from other places they currently live in. A few of them wrote from abroad. This does not exclude them from the research. The most common city was Rzeszów – 17 respondents, Stalowa Wola and Nisko – 7 respondents from each city. Rest of the respondents had many different residences.

6.3.2 The routes of persuasion

The question role was to show what elements of advertisement appeal for people the most. The results are order from the most appealing element: funny, good music, shocking and surprising, informative, good looking presenters. The type of a funny advertisement had a leading advantage over the rest of components. The least important for the questioned people was the element of good looking presenters. The components in the middle were quite close to each other.

Central route of persuasion

Advertisement

The most significant elements of the advertisement were as follows: the information about product/service, the information about price, the form of advertisement, recommendation and contact information. The respondents answered according to their personal considerations, the vast majority of them chose product information.

Product

The respondents were asked about the most important elements of a product. The results showed the following order: quality, price, own experience with the product, appearance, recognition in the market, recommendations, and colour. Between the quality and price there was a significant difference in the number of results. The difference between price and experience was relatively small.

The fourth question was directed on the respondents in order to see whether they prefer to use a new, innovative company or the one already known in the market, or both.

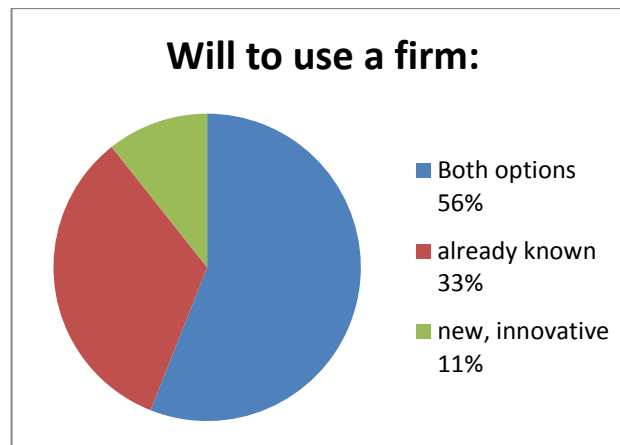


Figure 2. Respondents' interest in using a service of the following firms.

The majority of respondents 56 % answered for the both options, 33 % of respondent were for the already known and only 11 % of people were for the new, innovative company. The intention of this part of the poll was to prove if people are interested in using the service of a relatively new company like Color, or the other already better-known ones.

Peripheral route

Next part of the questionnaire consisted of questions regarding the peripheral route and the importance of source, message and the audience factors for the respondents.

The fifth question was related to the source factor and advertisement manipulation with the use of celebrities.

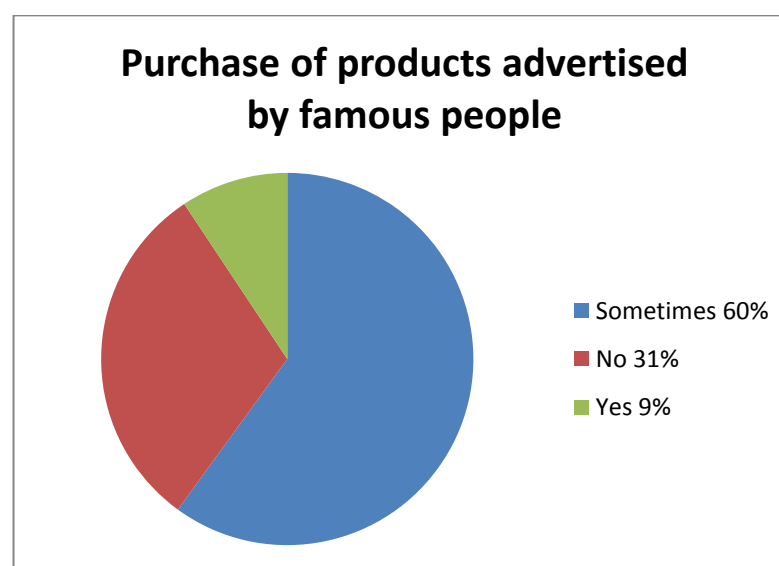


Figure 3. Respondents' purchase of products advertised by famous people.

The results shown that, the majority of respondents, i.e. 60% sometimes buy the product advertised by famous people. The 31 % of respondents do not buy product advertised by celebrities and only 9 % of people answered 'yes'.

The following question asked, whether the person pays attention for the amount of various-sourced recommendations in the ad. The 44 % of respondents answered negatively, 33 % pay attention only sometimes, and the 23 % of respondents pay attention to them. The results were equally close to each other.

Another question's result shows that the 53 % of respondents ask their family and friends for an advice before the purchase decision. The 37 % of respondents ask only sometimes and 9 % do not at all.

The last question in this section inquired the population about the relevancy of items individualization. The question is asked, before the respondents meet the new service idea. The 68 % of respondents answered that it is important that their goods differentiate from other mass productions goods. 32 % respondents do not find it relevant.

6.3.3 The new service

After the respondents read about the new service and watched the pictures of service's outcomes, they were able to answer the following questions. First question was about, whether respondents want to have a specially designed and unique visual element on their physical goods. The majority, i.e. 71 % of respondents answered that they would want to have it. The 29 % of people did not want such a service.

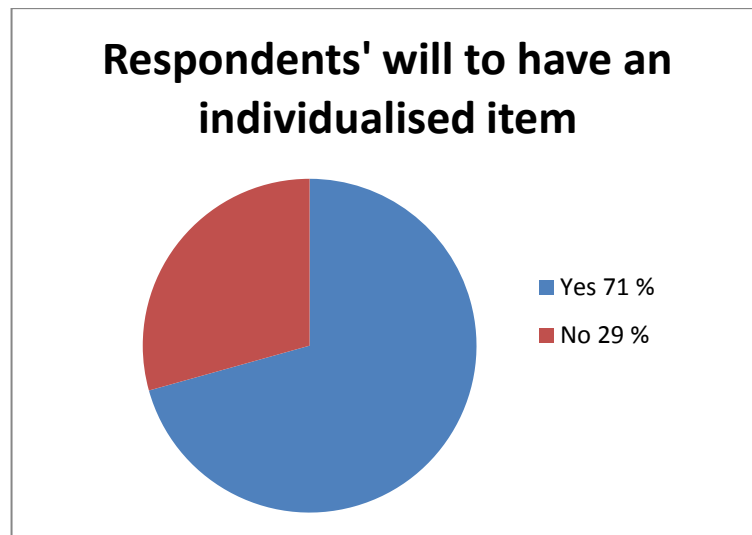


Figure 4. Respondents' will to have a unique and individualized good.

Some respondents did not write which item they would like to have it painted. The most frequently chosen items from the list were: a laptop, mug, car, t-shirt, cell-phone, motorcycle, helmet and a guitar. The chart depicts all the items, which were mentioned by respondents.

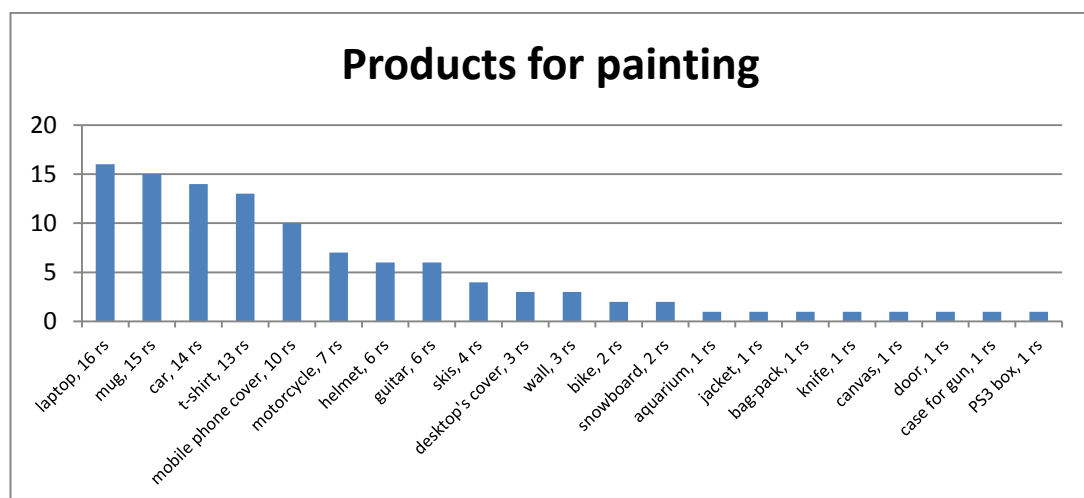


Figure 5. Respondents' most wanted to be painted items.

Other objects, which were not mentioned in the list and written by respondents, are for instance: ski, wall, PS3 box, aquarium, bag-pack, knife, case for a gun.

Responders' opinion on the service

The tenth question resulted with another very important issue. The 45 % of respondents answered that new service is a great idea, 29 % were for answer - very good

idea, 23 % good, and only 3 % chose average. None of the respondents answered that the idea is bad.

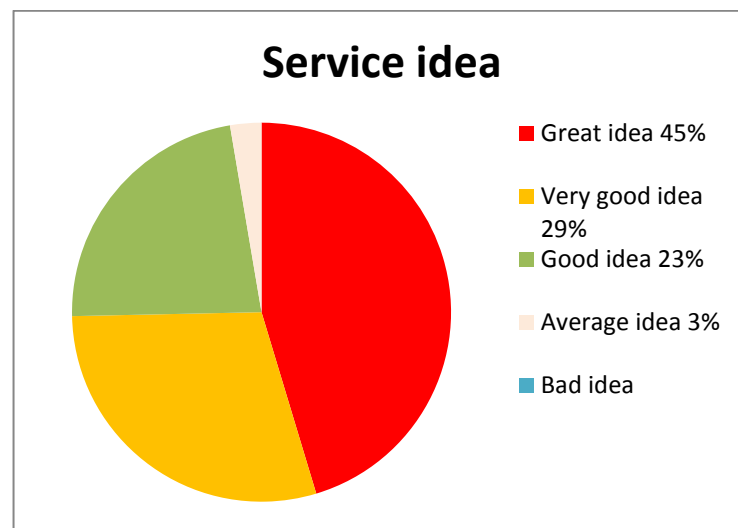


Figure 6. Respondents' opinions on the new service.

The research collected 11 free opinions from the respondents. Only one opinion stated that the person does not need such service at all, but also said that probably many people would want it. The rest of 10 positive opinions said that the service idea is very interesting, cool, great, beautiful and very artistic.

Feelings about new service

The eleventh question's resulted with the majority of 85 % of respondents, who have positive feelings about the service. 15 % chose neutral and none of the respondents has a negative feeling.

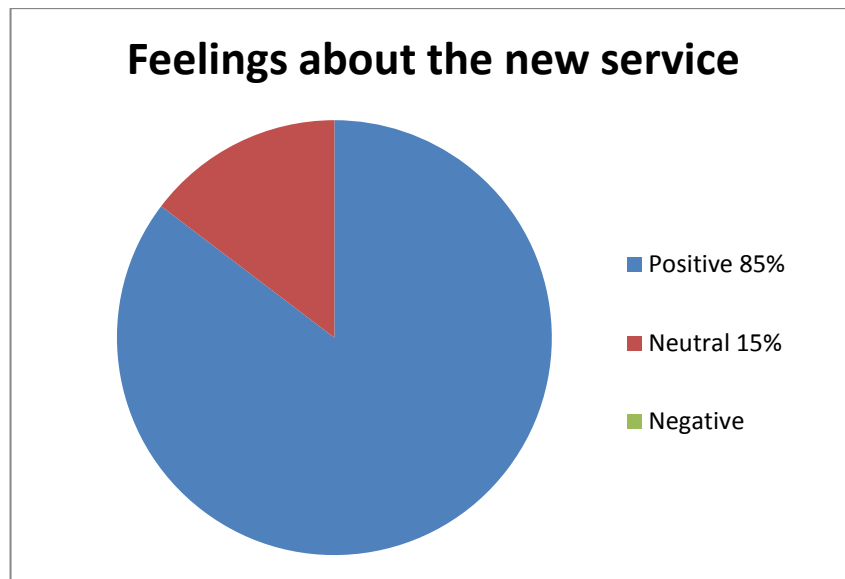


Figure 7. Respondents' feelings about the new service.

Last question was about the price for painting a car bonnet. The respondents were supposed to say how much can cost such a service in their opinion – the picture presented painting on a car. The respondents watched the picture and were able to write the price. The results brought the average price about 536 zloty, which is about 128,68 € (1 € = 4,17 PLN; currency rate from date 18.01.2014). Few of people did not answer the question at all. Some wrote that they have no idea about possible price for this service. Few of the respondents gave a price range from 500 to 2500 zloty. Rest of the respondents wrote various numbers, which were starting even from 50 zloty.

Email responses

The final page of the filled questionnaire, shown the responder an e-mail address, in case he or she would be interested to purchase the service. So far, none one contacted the e-mail address. The researcher is looking forward to receive an offer.

6.4 Reliability and validity of the research

Reliability in quantitative research means the same as dependability, solidity, consistency and repeatability over the respondents and time. The results of the research should be similar, if it was conducted for a similar group of respondents and in a similar context. (Cohen 2007, 146)

Validity in quantitative research means, whether the research was able to measure the replies as it was originally supposed to measure, and whether the asked questions were correctly understood by the respondent and did they fulfil their research purpose as the owner of the survey expected to. (Cohen 2007, 150) Quantitative data validity can be enhanced by sampling and appropriate statistical activities. (Cohen 2007, 133)

The limitations of the marketing research for Color have appeared in the process. When analyzing the research, human factor, the level of respondents' honesty, willingness to fill the questionnaire, should be taken into consideration. The answers depend on the mental state and mood of a respondent and can change often. The emotional answer may appear after seeing the pictures. An emotional respond can differ from the one which can appear a while after re-thinking the whole idea. The results may not be very reliable and trustworthy, because the researcher cannot be certain, whether the respondent understood some of the questions correctly. Although the questions with a scale were described properly, some respondents may not pay enough attention to read the explanation and they could misunderstand the question. The question about the price may not be very valid, because the respondents may indicate insufficient price for the service. People are not willing to pay much in general. People used to like services, but for many, the price is a crucial matter of purchase decision. Some respondents may have no idea about price for such a service and can unwillingly give the insufficient or too high price. Nevertheless, the research can indicate people's opinions about the service and an important issue was that the researcher has not known the respondents. An e-mail contact can show respondents' real willingness to use the service. The researcher will look forward, whether there is an order for the service.

6.5 Possible further research

The results of the marketing research will be given to the Color's company owner. The new service idea and research results will be discussed between the company owner, the artist and the researcher. After familiarizing with the results, the owner

can consider, whether there is a chance of implementing the new service for Color. The research may be run one more time with some changes. The modification can include a new program for survey creation, which may offer better templates, as well as options for creating and answering the questions. Some questions might be rewritten, but would still possess the original research purpose. Some new relevant questions might also be added, for instance as inquiry about the service process, advert's examples. The question about price can be composed differently. The results of the research can be analyzed, compared and verified. This would lessen the limitations of the research. Marketing research run twice will gather replies from the vast amount of people and new respondents. Such verification of the need for the service in the market can indicate, the company owner, is it worth to implement this service.

7 CONCLUSION

The purpose of the thesis was to study the psychology of advertising and brand image subjects to provide suggestions for Color brand extension and enhancement and the effective persuasive advertising methods, which would be an advantage for the company in the future. The study brought suggestions for cost-effective advertising methods and clarifying important elements of Color image. The purpose of the thesis was also to extend Color brand by means of a new artistic service 'Airbrush Artistic Painting and Design' and examining the service idea by the means of marketing research. The airbrush service is quite unavailable in the Subcarpathian market and Color has chance to fill this gap and bring itself an advantage.

The new service introduction was based on the study of marketing mix of 7Ps. The marketing research was a key to examine, whether the service appeals for the population and if the service has a chance to be considered as an implementation for Color's business. The research led to a conclusion that the new service is very positively received by respondents and the majority of them expressed a will to possess an individualized item. Moreover, the study has shown that the most desired goods to be painted are laptops, mugs, cars, t-shirts, cell phones, motorcycles, and helmets. It is

also possible that if in the market painted serviced goods start to appear, people will notice and become interested in them. Then the demand for such a service may increase. The price analysis shown that many people rate the service with very small costs, some adequately high, others do not know the possible price for such service. The average price for a certain painting was about 550 zloty and this is a definitely too low price. This would not be profitable at all for the company and the artist. Of course, this is just a research and it has limitations. Nonetheless, if implementing the service, the price for it should be accurate to the time input of high-quality painting, used paints and tools necessary in service performance.

The research part of advertising psychology brings solutions and advantage for Color to know the most appealing and important for population, peripheral and central routes' elements in advertising. This knowledge may help Color to provide successful advertising strategies and product quality goods.

To summarize, I need to admit that thesis creation has been a learning process for me. I attempted to study the market for the demand of airbrush service and to classify population's perception of advertisements. The results of the research will be forwarded to the owner of the company and the new service proposition can be considered.

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APPEN
DIX 1

Service of airbrush painting in Subcarpathian area:

Kryss Custom Paint, Rzeszow, an expired in 2010 announcement with phone number, e-mail

Announcement from 2009 and expired in 2010 about airbrush service in Jaroslaw, only phone number, e-mail

Painter with a nickname Regis art from Rzeszow, phone number and e-mail

Painter from Kosina town, who has his own web-site

It was difficult to find someone, who provides this service in the Subcarpathian area. The entire search was done with help of the Internet sources like forums, etc. There was no firm, which would have an airbrush in its service. It looks like there is one person, who tries to promote oneself in the market, because this person has own web-site. The rest of painters announced themselves a few years ago in the Internet. There may be people, who can paint with an airbrush, but they have not announced themselves in the Internet and paint only for their acquaintances. Nowadays, the Internet is number one solution for promotion. Therefore, if someone is interested in earning money from this service, he or she should be visible in the Internet.

APPEN DIX 2

List of advertising companies from the region of Nisko and Stalowa Wola

Advertising agencies and other firms, which provide advertising related products:

In Nisko are located 13 advertising agencies:

Creative Design, Zebra Design, Pro-Ars, Prymus, Mroo, Meritum Reklama, Egregius KS. Alveo, NOCTA, AGR-Systems, E. Sroka Pracownia reklamowa, Enigma, Pracownia Plastyczna E. Rychlak, Pro Arte

In Stalowa Wola there are located 44 advertising agencies:

Zebra Design, Goma, Co-Co, Kava Design, Korova, Lcd System, Led Space, Mayyer, Nova Marketing And PR, "Nowoczesne Reklamy" S.C., Pmb-Led, Printmax, Rek-Pol, Rif Raf, Top Action II, Cerny Studio 21, Focus Consulting, Marketing Łukasz Pożyczek, B. Mikula Agencja Reklamowa, Mivio, Mneco, Printx Group, Sajtlab, Stw S.C., Wizerunek Agencja Reklamy, Eurorekalma, Sound&Visual Creative Studio, Bio Reklama, Hit art, Optimum, Scan Duo, Reklamatic, Drukgraf, Nado, Solkos, Szymański Studio Reklamy Wizualnej, Dotcolor, Modernlight, Multimediu, i-tech Poland S.C., Multikolor, Printmax, Grabas, Tryumf

All the banners and billboards in the region are offered by many other companies from Poland.

The city of Stalowa Wola has a population of 70 000 inhabitants (Stalowa Wola 2014) and Nisko has over 15 000 inhabitants (The data of cities 2014). The distance between these cities is just 10 km. Some people like to use services from Stalowa Wola rather than from Nisko. In this area there are many of companies, which use mostly the advertising services. In Stalowa Wola, the number of companies, enterprises, shops and all other forms of organizations is about 6 000 (Powiat

Stalowowski 2014). In Nisko there are over 1600 registered companies and many other forms of businesses, organizations. (Central Statistical Office 2014)

Color is not popular in the market and its most profitable service is engraving and gadgets. The list of advertising firms was created with use of the Internet sources. During the search, Color was found only twice unlike to its competitors. The leading competitor is Creative Design in Nisko. This shows that there are more visible companies in the market, which takes the lead. Color has to compete with many firms and also with those, which have a strong position in the market.

Questionnaire

The purpose of this questionnaire is to study the perception of advertisements and new service in the market

* Required

Gender *

Male

Female

Age *

Place of residence *

1. Please, order the types of advertisements starting from the most appealing one: *

Scale: 1 = appeals the most, 2 = very much appeals, 3 = appeals, 4 = average, 5 = the least appealing

	1	2	3	4	5
funny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
surprising, shocking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
with good-looking pre-senters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
with good music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please, order the elements of advertisements starting from the most important one: *

Scale: 1 = the most important, 2 = very much important, 3 = important, 4 = average, 5 = the least important

	1	2	3	4	5
information about product/service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
information about price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
form of presenting an ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please, order product's elements starting from the most important one: *

Scale: 1 = most important element, 2 = very important, 3 = important, 4 = average, 5 = little important, 6 = least important, 7 = invalid

	1	2	3	4	5	6	7
appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recognition in the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
experience with the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Which of the following firms' service you prefer to use: *

- Existing in the market, known
- New - offers innovative ideas and technology
- Both options

5. Do you buy the goods/services advertised by famous people (actors, singers, athletes, etc.)? *

- Yes
- No
- Sometimes

6. Do you pay attention for the various-sourced recommendations in the ad? *

- Yes
- No

Sometimes

7. Do you ask for an advice from your family and friends before making a purchase decision? *

Yes

No

Sometimes

8. Is it important for you that your goods differentiate from the mass production's goods? *

Yes

No

Product individualization 'Airbrush Artistic Painting and Design'

The art works are painted with the use of an airbrush and designed by a professional artist. The service client and the artist consult with each other on the looks of the image, so that the client gains a perfect design result of his/her idea. Later the design is being transferred on the item. The airbrush painting gives a high quality, long lasting, beautiful and highly rendered images with a high level of realism. Airbrush image is very easy to be cover painted. The image designs can be also found on cups and t-shirts thanks to the sublimation method.

Please, contact if you are interested in this service. e-mail: aerografart@hotmail.com

Look at a couple of images of airbrush, artistic design service. These images have been created according to the clients' orders.











9. Would you like to have a unique visual element, specially designed for you, on your: *

laptop, desktop computer, mobile phone cover, t-shirt, mug, car, motor boat, light aircraft, bicycle, motorcycle, motorcycle and sports helmet, guitar or other musical instrument, snowboarding, skateboarding or surfing desk?

Yes

No

If yes, please name the items:

Other items:

10. What do you think about the service? *

Great idea

Very good idea

Good

Average

Bad idea

You can also write your opinion:

11. What is your feeling about the service? *

Positive

Neutral

Negative

12. How much can cost (please, indicate in PLN) the above presented service? (e.g. the visual element of hands on the car's hood)