

Consumer Behaviour of Clients Travelling by Stena Line's Ferries

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In the era of tough competition, each company should closely follow the trends on the market and watch changing expectations of potential buyers of their goods and services. Only those organizations that are able to meet the customers' needs and preferences, gain a competitive position on the market. The objective of the article is to assess purchasing behaviour of customers travelling by ferries to Sweden on the Gdynia-Karlskrona route which is operated by Stena Line. The article consists of four main parts. The objective and methodology of empirical researches that were carried out are presented in the first part of the article. Next, there are theoretical considerations on customers' behaviour and factors influencing their decision making process. In the third part of the article, the analysis of selected elements of purchasing behaviour of people travelling by ferries based on the results of empirical research was presented. The article ends with the summary indicating the conclusions that arose thanks to analysis of the survey results.

Keywords: purchasing behaviour, consumer behaviour, ferry travel, customer service.

1. INTRODUCTION

Researches of purchasing behaviour of customers travelling by sea are not the subject of market surveys. All activities in this field so far were rather informal and random, because they are expensive and time consuming. Unfortunately, lots of companies cannot afford on it and in their marketing efforts they often use generally available statistical data published by the Central Statistical Office.¹ According to the market research methodology used in the European Union countries, the size of demand may be partially assessed on basis of data relating to passenger transport.² The results of the statistical analysis for passenger traffic on the Baltic Sea are mainly limited to the data on the numbers of persons carried, with possibly distinguishing between

foreigners and Polish citizens. These types of data are insufficient to evaluate needs and preferences of potential customers of ferry lines. Therefore, any attempt of deeper analysis of purchasing behaviour of customers travelling by sea is justified.

M. D. Pasca says that "human behaviour represents the matrix which can define behaviours and attitudes. It will materialize the psycho-social acquisitions that can be accumulated by a human being during a certain period of time"³, while according to M. Solomon, G. Bamossy, S. Askegaard, M.K. Hogg "consumer behaviour is much more than buying things; it is also embraces the study about how having (or not having) things affects our lives, and how our possessions

¹ J. Kizielewicz : *Determinanty rozwoju turystyki morskiej i nadmorskiej w Polsce*, praca doktorska pod kierunkiem Prof. dr hab. J. Kubickiego, UWM, Olsztyn 2001. p.61.

² *Metodologia Unii Europejskiej w dziedzinie statystyki turystyki*, GUS, Departament Warunków Życia, Warszawa 1998.

³ M. D. Pasca: *Human behavior related to the elements of a tourist location*, Advances in Environment, Ecosystems and Sustainable Tourism, Proceedings of the 2nd International Conference on Sustainable Tourism and Cultural Heritage (STACH '13), June 1-3, Brasov, Romania 2013. p. 265.

influence the way we feel about ourselves and about each other – our state of being”⁴.

The main objective of the article is to assess purchasing behaviour of customers travelling by ferry to Sweden on the Gdynia – Karlskrona route. There are also a few partial objectives: (1) Where do consumers travelling by ferry on the Gdynia – Karlskrona route come from?; (2) How do consumers travelling by ferry find Stena Line offers?; (3) What factors influence choosing an offer of Stena Line?; (4) What kind of offers of Stena Line do customers usually purchase?

In research process an attempt to verify the hypothesis was taken i.e. *Customers who travel by ferry on Gdynia – Karlskrona route mostly come from the Pomeranian voivodeship, go to work in Sweden and Norway, and a decision about choosing this form of transport they take because of an available price of a ferry ticket.*

The research process i.e.: preparation of survey instruments, survey execution, review of empirical material and interpretation of results and development of the report, was realized in the period from the 6th August 2012 until the 31st December 2012. The research was conducted by means of the questionnaire method. A total of 1,354 respondents were tested at the ferry terminal in Gdynia. The questionnaire method is used most frequently to learn more about customers' intentions and behaviour⁵. The basic hypothesis is verified by using methods of analysis and synthesis of results of the survey and also by studying Polish and foreign literature.

2. FACTORS INFLUENCING CUSTOMER BEHAVIOUR

According to A. Bull, “in almost any industry those suppliers who take a strong marketing-oriented approach to their business, are concerned with understanding their customers and their needs, in order to deliver products to them most effectively”⁶. However, each consumer has different needs, preferences and expectations and a great variety of purchase options, and it is a big challenge for entrepreneurs to meet the

expectations raised by the market. Moreover Ph. Kotler and other authors underline that “before planning its marketing strategy, a company needs to understand its consumers and the decision processes they go through. The number of buying participants and the amount of buying effort increases with the complexity of the buying situation. There are three types of purchasing decision behaviour: routine response behaviour, limited problem solving and extensive problem solving”⁷.

In the literature of the subject much space is dedicated to analysis of factors determining customers purchasing behaviour. The most widespread division Ph. Kotler presents i.e. “consumer behaviour is influenced by four factors: cultural, social, personal and psychological. Research into all these factors can provide clues as to how to reach and serve consumers effectively”⁸. In this article only a few of these factors were analyzed to show a phenomenon of consumers' behaviour. Based on these and other factors lots of models of consumer behaviour in the marketplace were defined (table 1.).

⁴ M. Solomon, G. Bamossy, S. Askegaard, M.K. Hogg: *Consumer Behaviour, A European Perspective*, Third Edition, Prentice Hall, Edinburgh 2006. p.14.

⁵ A.H Jasiński: *Metodyka badań rynku*, Wyd. Uniwersytetu Warszawskiego Filia w Białymstoku, Białystok 1996. p.79.

⁶ A. Bull: *The economics of travel and tourism*, 2nd Edition, LONGMAN, Melbourne 1998. p. 11.

⁷ Ph. Kotler, G. Armstrong, J. Saunders, V. Wong: *Principles of Marketing, Second European Edition*, Printice Hall Europe, Inc. New Jersey 1999. p. 265.

⁸ Ph. Kotler: *Marketing management, The Millenium Edition*, Northwestern University, Printice Hall International, Inc. New Jersey 2000. p. 184.

Table 1. Models of the buying decision process

| The authors of a model | The name of a model | Characteristics |
|--|---|--|
| Engel, Blackwell and Miniard (1986) classified models according to the degree of search or problem –solving behaviour | LPS Models – Limited Problem Solving | It is applicable to repeat or mundane purchases with a low level of consumer involvement. |
| | EPS Models –Extended Problem Solving | It is applied to purchase associated with high levels of perceived risk and involvement, and where the information search and evaluation of alternatives plays an important part in the purchasing decision. |
| Wahab, Crampton and Rothfield (1976) presented a consumer as purposeful and conceptualised his or her purchasing behaviour in terms of the uniqueness of the buying decision. | The Wahab, Crampton and Rothfield Model | There are eight stages: (1) Initial framework, (2) Conceptual alternatives, (3) Fact gathering, (4) Definition of assumptions, (5) Design of stimulus, (6) Forecast consequences, (7) Cost benefit of alternatives, (8) Decision, (9) Outcome. |
| Schmol (1977) created the model built upon motivations, desires, needs and expectations as personal and social determinants of travel behaviour. | The Schmol Model | There are four fields: Field 1: Travel stimuli, Field 2: Personal and social determinants, Field 3: External variables, Field 4: This consists of related characteristics of the destination or service. |
| Mayo and Jarvis (1981) argue that travel is a special form of consumption behaviour involving an intangible, heterogeneous purchase of an experimental product. | The Mayo and Jarvis Model | There are five stages: (1) Felt need/travel desire, (2) Information collection and evaluation by image, (3) Travel decision, (4) Travel preparations and travel experience, (5) Travel satisfaction outcome and evaluation. |
| Mathieson and Wall (1982) offer a five-stage process of travel purchasing behaviour influenced by: tourist profile, travel awareness, destination resources and characteristics and trip features. | The Mathieson and Wall Model | There are five stages: (1) Information search and/or Image of destination, (2) Information search continued, (3) Assessment of travel alternatives, (4) Travel decisions, (5) Travel arrangements. |
| Moscardo et al (1996) stresses the importance of activities as critical link between travel and destination choice. | An activities-based model of destination choice | There are five stages: (A) Marketing variable/external inputs, (B) Traveler / socio-psychological variable, (C) Images of destination, (D) Destination choice, (F) Destinations– offer and promote activities. |

Source: Own elaboration on the base of CH. Cooper, J. Flecher, D. Gilbert, S. Wanhill: *Tourism, Principles and Practice*, Second Edition, LONGMAN, New York 1998. pp. 53-58.

“The buying process starts when the buyer recognizes a problem or a need. The need can be triggered by internal or external stimuli. (...) Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interests”⁹.

It is difficult to choose explicitly the best model of decision-making process by a consumer, because in each of them one can find relevant factors influencing consumer purchasing behaviour. However, analyzing models of consumer behaviour on the market one can also find some parts in common. According to CH. Cooper, J. Flecher, D. Gilbert and S. Wanhill all mentioned models “exhibit behaviour as a decision process and provide a comprehensive model focusing mainly on the behaviour of an individual consumer, and also they share the belief that

behaviour is rational and they believe that consumers limit the amount of information taken in, and move over time from general notions to more specific criteria and preference for alternatives”¹⁰. For the purpose of the research in this article, the Mathieson and Wall Model was applied.

3. DEMAND ANALYSIS FOR AN OFFER DELIVERED BY STENA LINE

The results of survey indicate that 92.68% of total respondents, who travel to Scandinavia, are citizens from Poland and only 7.32% - foreigners (fig.1). Ferry travels on the Gdynia – Karlskrona route enjoy a great interest among Polish citizens who take a share of 92.68% of the total number of respondents (table 2.). The largest group among Polish citizens are residents from the Pomeranian voivodeship (25.92 % of the total respondents from Poland). A significant group is also represented by residents from the Masovian voivodeship (13.82 % of the total respondents from Poland). In third

⁹ Ph. Kotler: *Marketing management, The Millenium Edition*, Northwestern University, Printice Hall International, Inc. New Jersey 2000. p.179.

¹⁰ CH. Cooper, J. Flecher, D. Gilbert, S. Wanhill: *Tourism, Principles and Practice*, Second Edition, LONGMAN, New York 1998. p. 51.

place there are residents form Warmian - Masurian Voivodeship (10.47 % of the total respondents from Poland).

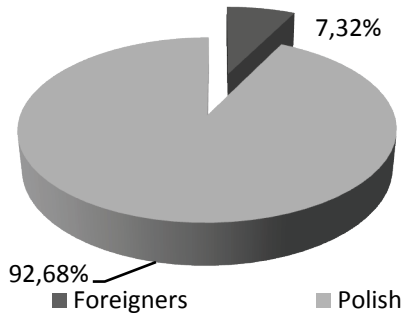


Fig. 1. The nationality of respondents travelling by ferry on the Gdynia – Karlskrona route
Source: Own elaboration

The lowest demand for ferry travels was registered among residents from: West Pomeranian Voivodeship, Lubusz Voivodeship, Lower Silesian Voivodeship and Opolskie Voivodeship which are located in the western part of Poland (fig.2). It is supposed that residents from these voivodeships are more likely to opt for ferry connections from Świnoujście which are offered by Unity Line Ltd. and Polferries. Obviously, this is only a hypothesis that should be verified through market research. Moreover the transfer from these voivodeships to the ferry terminal in Świnoujście is more comfortable than to Tri-City Agglomeration. The residents from the western regions often use the

road infrastructure of Germany to get smoothly to the ports of Świnoujście and Szczecin.

Table 2. The place of residence of Polish citizens travelling on the Gdynia – Karlskrona route

| The name of a Voivodeship | Share % | The number of answers |
|---------------------------------|---------|-----------------------|
| West Pomeranian Voivodeship | 0,94% | 11 |
| Greater Poland Voivodeship | 3,52% | 41 |
| Warmian - Masurian Voivodeship | 10,47% | 122 |
| Świętokrzyskie Voivodeship | 1,46% | 17 |
| Silesian Voivodeship | 2,66% | 31 |
| Pomeranian Voivodeship | 25,92% | 302 |
| Podlaskie Voivodeship | 5,32% | 62 |
| Podkarpackie Voivodeship | 3,35% | 39 |
| Opolskie Voivodeship | 0,60% | 7 |
| Masovian Voivodeship | 13,82% | 161 |
| Lesser Poland Voivodeship | 1,97% | 23 |
| Łódź Voivodeship | 2,49% | 29 |
| Lubusz Voivodeship | 0,26% | 3 |
| Lublin Voivodeship | 6,01% | 70 |
| Kuyavian-Pomeranian Voivodeship | 6,61% | 77 |
| Lower Silesian Voivodeship | 0,60% | 7 |
| No answer | 13,99% | 163 |

Source: Own elaboration.

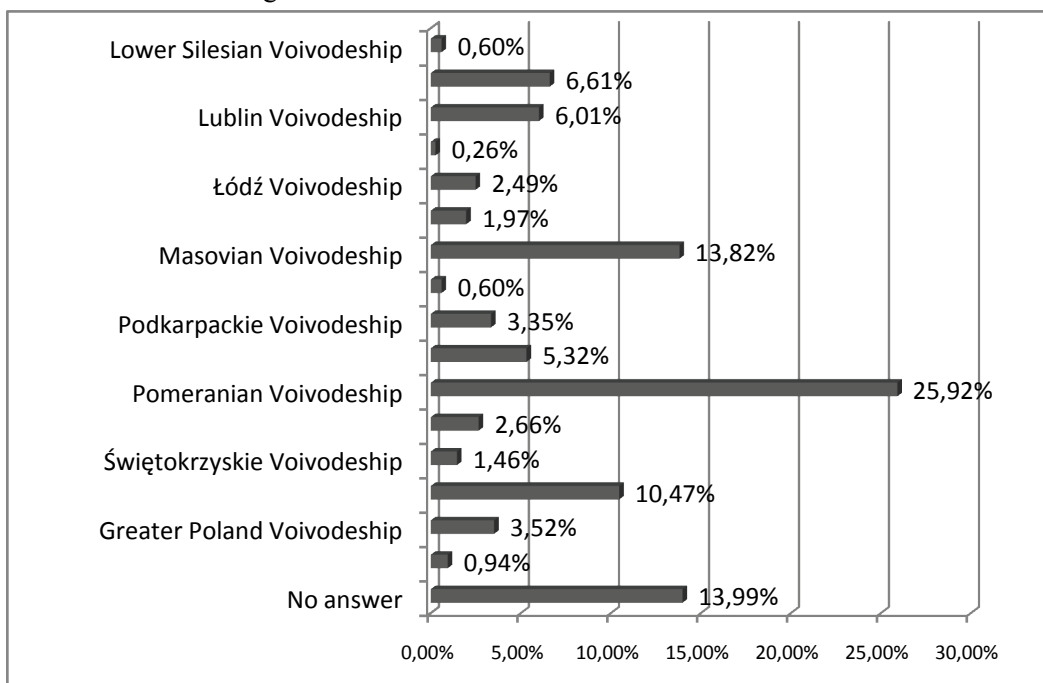


Fig. 2. The place of residence of Polish citizens travelling on the Gdynia – Karlskrona route
Source: Own elaboration

From the point of view of marketing efforts of Stena Line Poland Ltd., the acquisition of information about places of residence of customers travelling by ferry on the Gdynia – Karlskrona route and the ways in which they learned about the offer are of crucial meaning. This knowledge may allow verifying effectiveness of forms of promotion used so far and make a decision consciously regarding further marketing efforts in other parts of Poland.

Table 3. The ways in which consumers learned about Stena Line offers

| The form of promotion | Share % | The number of respondents |
|---|---------|---------------------------|
| I don't know. I didn't organize the journey | 5,57% | 70 |
| Friends' recommendations | 14,88% | 187 |
| TV | 2,94% | 37 |
| Radio | 0,40% | 5 |
| Leaflets and folders | 4,38% | 55 |
| Billboard | 2,47% | 31 |
| The Internet without www.stenaline.pl | 9,94% | 125 |
| From www.stenaline.pl | 39,62% | 498 |
| I received by e-mail | 4,38% | 55 |
| From my employer | 11,77% | 148 |
| From a travel agency | 12,57% | 158 |
| Others | 1,67% | 21 |

Source: Own elaboration

Web page of Stena Line. In addition, 9.94 % of the total number of respondents indicated that information obtained from the The Internet, but not from www.stenaline.pl.

It is common knowledge that a so-called whisper marketing is a very effective form of promotion and it is a confirmation of customer satisfaction and guarantee of quality of services. Good news for Marketing Department of Stena Line Ltd. is the fact, that 14,88% of respondents decided to purchase an offer thanks to friends' recommendations (fig.3). A significant number of respondents i.e. 12.57 % bought their ferry travel packages in travel agencies and 11.77 % respondents were sponsored by employers. However, it is worth to consider the fact of a low effectiveness of TV advertising, which is one of the most expensive forms of promotion. Therefore, marketers should consider the purposefulness of such marketing efforts.

The respondents also indicated other various forms of promotion how they learned about Stena Line, i.e.:

1. Tickets won in the contest
2. Statoil Premium Card
3. Promotion when buying home appliances
4. Promotional booth on the St. Dominican's Fair
5. Postal leaflets

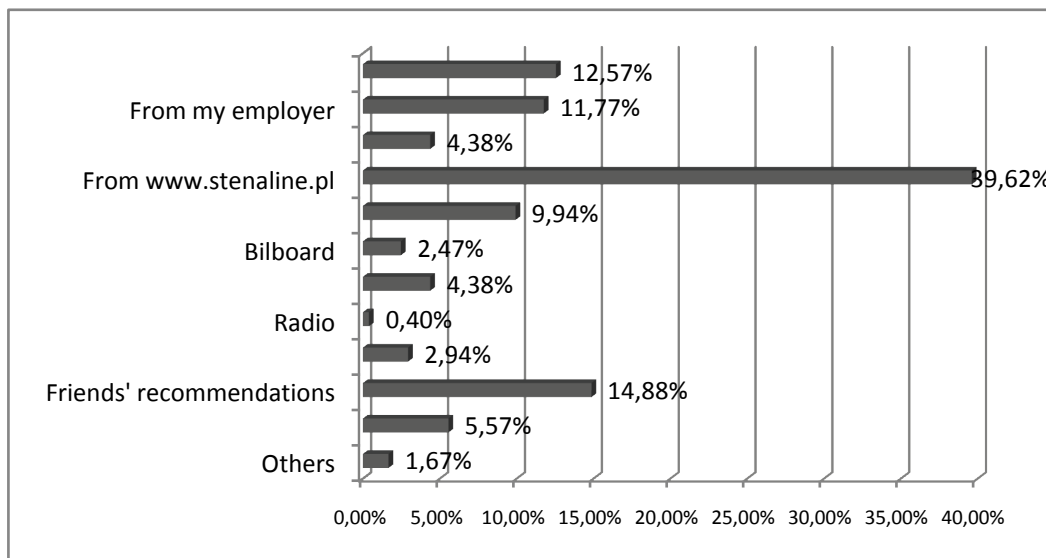


Fig. 3. The ways in which consumers learned about the Stena Line offers
Source: Own elaboration

Analysis of results of the research has demonstrated that the Internet is currently the most effective form of promotion of offers proposed by Stena Line Ltd. (table 3). Until 39.62 % of the total number of respondents found offers on the official

6. MBank
7. Citibank
8. Visiting Stena Line's ferry
9. Information from the ZOO in Gdańsk
10. Promotional stands in Sopot.

Interesting pieces of information were also gained thanks to the analysis of sources of information about Stena Line offers in accordance with places of residence of consumers travelling by ferry. In the most voivodeships in Poland, the highest effectiveness of website promotion was registered. In the second place, the respondents indicated deals made with travel agencies and business travels sponsored by employers, but advertisements on radio showed the smallest promotional efficiency (table 4.).

effectiveness of marketing efforts particularly in the western regions of Poland i.e. West Pomeranian Voivodeship, Lubusz Voivodeship, Lower Silesian Voivodeship and Opolskie Voivodeship. If the results of analysis indicate, for example, that the distance to the Tri-City is the main barrier, the implementation of a package “*flight & cruise*” could be one of the possible solutions. These kinds of packages have been offered by lots of marine carriers all over the world. It could also be possible due to the fact that

Table 4. The ways how consumers travelling by ferries learned about the offers of Stena Line Ltd. in accordance with their place of residence

| The name of a voivodeship | A travel office | My employer | An e-mail | www.stenaline.pl | The Internet without www.stenaline.pl | Billboard | A leaflet or a folder | Radio | TV | A friend | I don't know | Others |
|---------------------------------|-----------------|-------------|-----------|------------------|---------------------------------------|-----------|-----------------------|-------|----|----------|--------------|--------|
| Lower Silesian Voivodeship | 1 | 0 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 |
| Kuyavian-Pomeranian Voivodeship | 12 | 15 | 2 | 22 | 7 | 0 | 2 | 0 | 1 | 11 | 6 | 2 |
| Lublin Voivodeship | 2 | 4 | 5 | 33 | 8 | 0 | 2 | 0 | 1 | 14 | 6 | 2 |
| Lubusz Voivodeship | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Łódź Voivodeship | 8 | 0 | 1 | 11 | 2 | 2 | 1 | 1 | 2 | 3 | 1 | 1 |
| Lesser Poland Voivodeship | 0 | 2 | 0 | 14 | 0 | 0 | 2 | 1 | 0 | 5 | 1 | 0 |
| Masovian Voivodeship | 19 | 11 | 9 | 67 | 18 | 7 | 6 | 1 | 10 | 24 | 13 | 2 |
| Opolskie Voivodeship | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 |
| Podkarpackie Voivodeship | 4 | 3 | 5 | 21 | 3 | 0 | 1 | 0 | 2 | 3 | 1 | 0 |
| Podlaskie Voivodeship | 14 | 12 | 3 | 20 | 4 | 0 | 0 | 0 | 2 | 12 | 1 | 0 |
| Pomeranian Voivodeship | 27 | 47 | 13 | 122 | 25 | 12 | 26 | 2 | 9 | 46 | 7 | 5 |
| Silesian Voivodeship | 4 | 3 | 1 | 16 | 2 | 1 | 4 | 0 | 1 | 2 | 0 | 2 |
| Świętokrzyskie Voivodeship | 1 | 2 | 1 | 2 | 3 | 0 | 0 | 0 | 0 | 6 | 2 | 0 |
| Warmian - Masurian Voivodeship | 28 | 22 | 2 | 39 | 7 | 2 | 1 | 0 | 2 | 19 | 4 | 0 |
| Greater Poland Voivodeship | 9 | 3 | 0 | 13 | 3 | 0 | 3 | 0 | 1 | 6 | 4 | 2 |
| West Pomeranian Voivodeship | 0 | 2 | 0 | 2 | 1 | 1 | 1 | 0 | 3 | 0 | 1 | 0 |

Source: Own elaboration

The analysis of demand for offers, delivered by Stena Line Ltd. in the voivodeships in Poland allowed to recognize the areas that could be acquired in the future. The marketers should discuss the factors that decided about the lower

a new airport terminal will be opened in Gdynia in the nearest future what will give additional opportunities to create new tourist packages.

As far as the effectiveness of promotion among foreigners is concerned, it is very hard to formulate

a key conclusion because of a small share in the total number of all respondents. Nevertheless, it is worth to point out that for these groups of respondents, the Internet was the main source of information about Stena Line offers. The largest group of foreigners among surveyed respondents were citizens of Sweden who indicated that they found Stena Line offers thanks to the official websites of the company and other web sites.

Today, the Internet is becoming one of the strongest distribution channels of goods and services. From year to year, an intense market growth of sales of a wide variety of industries including transport services on the Internet is observed. In connection with that there is a great need to follow the trends on the market of electronic communications, watch solutions used by the others and improve the electronic sales system.

The analysis also proved that a price of an offer was the main determining factor influencing consumer purchasing behaviour and 48.69% of all respondents interviewed, both Polish citizens and foreigners indicated this factor. Customers who bought the cheapest tickets do not expect additional services included in the package on-board and, as a general rule, do not intend to use them for an additional fee, since the goal for them is to reach the destination.

As the second factor the respondents declared the distance to their place of residence (24.11 %), therefore the customers from the Pomeranian voivodeship represented the greatest group. For a substantial group of people when choosing a carrier and maritime travel route the duration of a cruise (17.18 % of the total respondents) and the standard of the travel (16.55% of the total respondents) are also crucial. Travellers also appreciate convenient hours of departure (14.8 % of the total respondents) and arrival to the destination (10.66 % of the total respondents). Only 11.93 % of the total respondents underlined that when choosing a ferry carrier their knowledge of Stena Line brand into the consideration and that it is important for them. Analysis of the survey results also showed that only 8.91 % of the total sample of respondents decided to travel by ferry for safety reasons. Marine disasters happen very rarely, however, travelling by sea is still associated with considerable risks. Nevertheless, more than 90% of respondents when choosing a ferry travel did not think about safety aspects. It is also worth to emphasize that for a long time there has been a fierce competitive battle for customers between

airlines and ferry lines. The speed of travel and time of arrival to a destination are main advantages of air transportation, but low ticket prices are the greatest advantages of ferry lines. However, it is worth to indicate a psychological aspect which is taken into the consideration when a customer makes a decision about choosing the form of transportation. Some travellers are afraid of flying and they are potential future clients for ferry carriers and vice versa.

The survey also showed that 9.86% of all respondents indicated that they made decisions about choosing ferry travels because they did not have any alternative transport connections. Perhaps, among them, there is a group of customers that was described above.

It is surprising that a wide range of services offered on aboard of a ferry did not really matter to make the customers decision to purchase the Stena Line offers. Just 7.72% of the total respondents indicated that they took this into account (table 5. and fig.4.).

Table 5. Factors influencing upon consumer purchasing behaviour regarding Stena Line offers

| The name of a factor | The total number of respondents | Share% |
|---|---------------------------------|--------|
| Others | 24 | 1,91% |
| Good price | 612 | 48,69% |
| Suitable time of a ferry travel | 216 | 17,18% |
| Proximity to my place of residence | 303 | 24,11% |
| Proximity of the destination | 181 | 14,40% |
| Convenient departure time | 186 | 14,80% |
| Convenient arrival time | 134 | 10,66% |
| Standard of a travel | 208 | 16,55% |
| Travel safety | 112 | 8,91% |
| A wide range of services while travelling | 97 | 7,72% |
| Knowledge of the Stena Line brand | 150 | 11,93% |
| Lack of alternative forms of transport | 124 | 9,86% |

Source: Own elaboration

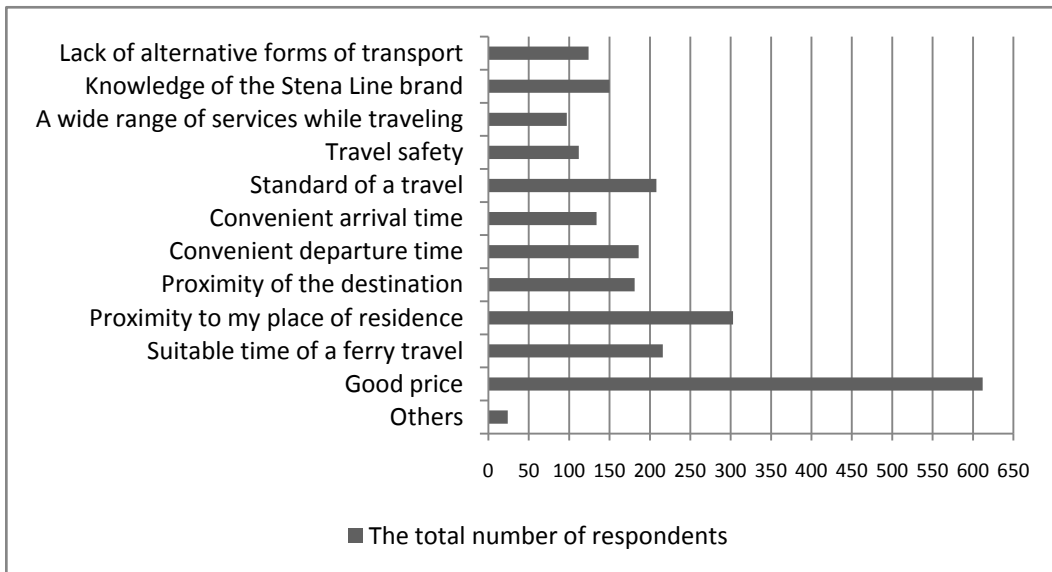


Fig. 4. Factors influencing upon consumer purchasing behaviour regarding Stena Line offers
Source: Own elaboration

Valuable data also came from the analysis of the customers’ travel motives. The travel motives were compared with types of travel packages offered by Stena Line in order to recognize the customers’ purchasing behaviour. The correlation of these variables indicated that the greatest demand was registered for the offer called *Holiday travel* and *Sweden in one day* among customers travelling for tourist reasons. However the offer called *Economy-Flexi-Premium* (table 6) was purchased mainly by customers travelling for business reasons and visiting relatives. The lowest demand was registered for the offer called *A bus travel* (fig.5).

Table 6. The relationship between the motive of travel and the offer purchased by a customer

| The name of an package | Tourist objective | Visiting relatives | Work-related objective |
|-----------------------------|-------------------|--------------------|------------------------|
| Holiday travel | 163 | 45 | 28 |
| Sweden in one day | 208 | 9 | 39 |
| Cruise with a stay at Hotel | 30 | 7 | 12 |
| A bus travel | 17 | 1 | 4 |
| Business travel | 27 | 3 | 75 |
| Economy-Flexi-Premium | 77 | 79 | 306 |
| Another offer | 11 | 5 | 3 |

Source: Own elaboration

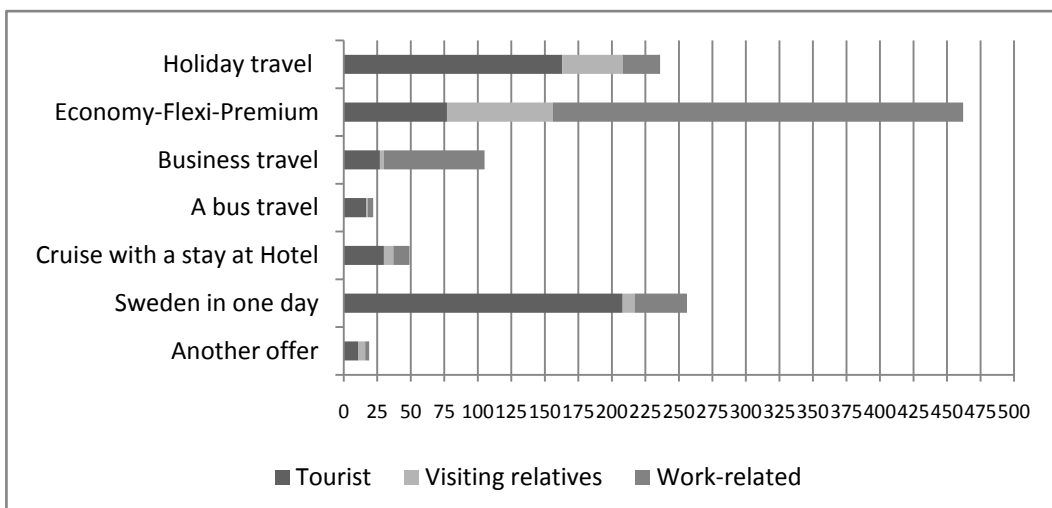


Fig. 5. The relationship between the motive of travel and the offer purchased by a customer
Source: Own elaboration

Poland for foreigners, especially for the Scandinavians, is famous for its shopping centres and a good relationship of prices to the quality of goods and services. Prices in Poland are much lower than in Sweden, Finland and Norway. Therefore mostly the Swedes purchase packages including travelling by ferry for shopping in Poland. Stena Line has watched the trends in the consumer purchasing behaviour and therefore in 2004, they prepared the offer called “*The lowest prices in Sweden are in Poland*”.

Table 7. Ferry ships on the Gdynia – Karlskrona route in the period from 1995 to 2012

| The period of time of operation of the ferry on Gdynia-Karlskrona route | The name of ferry | The number of passenger seats |
|---|-------------------|-------------------------------|
| From V 1995 to VI 1997 | Line Queen | 748 |
| From VI 1997 to 2001 | Stena Europe | 1400 |
| From 2001 | Stena Europe | 1400 |
| | Stena Traveller | 300 |
| From 2002 to 2004 | Stena Baltica | 1200 |
| | Stena Traveller | 300 |
| In 2004 | Stena Baltica | 1200 |
| | Stena Nordica | 405 |
| In 2005 | Stena Baltica | 1200 |
| | Stena Challenger | 250 |
| From 2006 to 2007 | Stena Baltica | 1200 |
| | Stena Nordica | 405 |
| From V 2007 to X 2008 | Stena Baltica | 1200 |
| | Stena Nordica | 405 |
| | Finnarrow | 200 |
| From X 2008 to XI 2010 | Stena Baltica | 1200 |
| | Finnarrow | 200 |
| From XI 2010 to VI 2011 | Stena Baltica | 1200 |
| | Stena Vision | 1700 |
| From VI 2011 | Stena Vision | 1700 |
| | Stena Spirit | 1700 |

Source: Own elaboration on the basis of information gained from the Marketing Department of Stena Line Ltd., Gdynia 2012.

In order to meet the growing demand for sea travels to Poland, Stena Line decided to use Stena Nordica ferry on the Gdynia – Karlskrona route what caused an increase of a capacity by about 60% (table 7). Since 2004 Stena Line has registered a constant growth in demand for ferry travels and in accordance with that they have increased the number of passenger seats on board of the ships by

placing new ferries on the Gdynia – Karlskrona route (table 7.). Unfortunately, on the other hand, Scandinavia for Poles is not so attractive for shopping reasons. Nordic countries are relatively expensive for an average citizen from Poland. Hence, tourist travels combined with staying in hotels and shopping in Sweden, Finland and Norway are rather a rare phenomenon. It is worth noting that passenger transport by ferries on the Gdynia-Karlskrona route develops dynamically and as a result Stena Line is placing bigger and more modern ferries in the Gdynia ferry terminal each year.

4. SUMMARY

The results of the survey among customers travelling by ferries on the Gdynia – Karlskrona route operated by Stena Line Ltd. provided valuable information on the needs, preferences, and profile of typical customers and their purchasing behaviour. This knowledge may be used by sale and marketing managers in the process of verification of the effectiveness of previously applied forms of promotion. In addition, it is worth considering the introduction of instruments enabling to reach the western voivodeships in Poland, where the demand for Stena Line offers has still been observed at the low level.

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