

The value for the customer in the perspective of sustainability concept. The case of Polish brands of mineral water

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In contemporary literature in the field of management science the issue, which is perceived as important, is to think about innovation [Macias 2012, p. 12]. This innovation is often considered as a key challenge for the value offered to the customer (as determined by the adopted business model) [Eyring, Johnson i Nair, 2011, p. 83]. Thus conceived innovation is in turn associated very often with the concept of sustainability of the business [Ferucci, Picciotti, 2012, p. 269-281].

This paper presents the results of analysis run for sustainability aspects in websites contents of Polish mineral water brands. Summary of the analyzed brands, as well as the results of the analysis are presented in tables 1 and 2.

Table 1. Selected brands of mineral water and their websites

Brand	Website address
Kropla Beskidu	http://www.kroplabeskidu.pl
Staropolanka	http://www.staropolanka.pl
Muszynianka	http://www.muszynianka.pl
Kinga Pienińska	http://www.kingapieninska.pl
Małopolanka Zdrój	http://www.malopolankazdroj.pl
Kuracjusz Beskidzki	http://www.kuracjusz.com
Jurajska	http://www.jurajska.pl

Table 2. Brands of mineral water and occurring aspects of sustainability in the declarations

Brand	Ecological solutions	Lifestyle	Relationship	Sponsoring
Kropla Beskidu	Bottles produced in 30% of plant material, 100% of bottles are recycled	Recreation trips, outdoor recreation, part of a healthy life	Promotion of the region	
Staropolanka		Groups of products: water and health; beauty, water pregnant; water and children; water and cooking; functional beverages; flavored beverages	Participant of Polish Spas Group (promotion of the region)	Supporting the organization of tennis tournaments, soccer tournaments, marathons, bicycle races, projects on environmental education, support for cancer patients
Muszynianka		The establishment of "Health Academy of	Recommendation of the National institute	Competitions for clients, supporting

		Muszynianka" (promotion of lifestyles, consumption of mineral water, guides - including those related to childcare)	of public health, promotion of the region	the organization of sports clubs, sports events, local events
Kinga Pienińska		Journal promoting the consumption of mineral water and healthy lifestyle, and region of origin	Promotion of the region	Support for the organization of sports and cultural events
Małopolanka Zdrój	? – declaration of the company; no specific information	Promotion of healthy lifestyle	Promotion of the region	
Kuracjusz Beskidzki		Promotion of healthy lifestyle	Promotion of the region; cooperation with the Foundation for Cardiac Surgery Development	supporting local, cultural, sport and educational initiatives
Jurajska		Promotion of healthy lifestyle (aimed at both adults and children); blog about healthy water	Promotion of the region	Support for social action, sports, social associations

Content analysis of Table 2 shows that expressed sustainability concepts by the brands of mineral water are based largely on the health properties of the water itself, and therefore also highlight the tourist attractions of the region, from which the water comes. These actions lead directly to promote healthy and active lifestyle. The brands are also involved often in social initiatives and events sponsoring. Surprisingly however, it seems that despite emphasizing the ecological values of the water itself as well as its mining regions, companies rarely emphasize the environmental performance of business itself (for example in production, distribution). So it seems that this is a field for innovations that allows manufacturers of mineral water brands to build a competitive advantage in the future [Jędralska, Dziubińska, Komańda, 2013, p. 2].

Literature

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