

## **ABSTRACT**

The main aim of the dissertation entitled “Relationship marketing on the theatrical market” was to verify and evaluate the possibility of implementing the achievements of relationship marketing on the theatrical market. In addition, theoretical and cognitive, empirical, practical and methodical objectives were formulated and achieved.

The structure of the dissertation content consists of two layers, namely theoretical and methodological and empirical. The dissertation consists of introduction, five chapters, conclusion and an annex containing a survey questionnaire and the scenarios of individual in-depth interviews. The dissertation also includes the literature bibliography, Internet sources, as well as a list of tables and figures.

Chapter one presents relationship marketing, the reasons for its application, assumptions and models, the typology of relationships and the classification of instruments used. Chapter two deals with consumer behaviour, knowledge of which is an important resource used in building relationships, also on the theatrical market. Chapter three addresses the specificity of the theatrical market in Poland. The following subsections show theatrical market entities, the functions performed by the theatre, the specificity of its offer, the role of the market in the functioning of theatres and trends in the development of theatres in artistic and market terms. Chapter four focuses on how spectators perceive marketing activities conducted by theatres and on presenting the preferences and expectations of theatre spectators. This chapter is based on the analysis of the results of quantitative research by means of the survey method on the sample of 502 theatre spectators. The result of the analyses conducted in this chapter is a model which demonstrates the relationship between the initial phase and the proper relationship between theatres and spectators and the importance of the offer and the usefulness of communication activities. Chapter five presents the range of activities aimed at building relationships with spectators by selected theatres, as well as analysis of good practices in this respect. This chapter is based on qualitative research by means of three case studies and five individual in-depth interviews. The conclusion includes cognitive, application and methodical conclusions. The main hypothesis and sub-hypotheses were proven.

In order to achieve the objective, a research process was used, which consisted of the following stages: literature query and quantitative and qualitative empirical research. Triangulation of methods was applied to present the research problem in holistic terms,

and empirical research covered both theatre spectators and people who manage selected theatres in Poland.