

Mazovia brand awareness in the corporate customers group – implications for the local authorities

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Cite as:

Młotkowska Katarzyna, Kowalik Izabela (2021), Mazovia brand awareness in the corporate customers group – implications for the local authorities. *Proceedings of the European Marketing Academy*, 50th, (104251)

Paper from the EMAC Regional 2021 Conference, Warsaw, September 22-24, 2021



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### **Abstract**

The study presents the results of empirical research on a sample of 151 entrepreneurs from the Mazowieckie Voivodeship, concerning the place brand elements and its strength. So far, the researchers in Poland have mainly studied regional brands among residents or tourists. This study is the first to examine the Mazovia region's brand among micro- and small firms. The aim of the study is to find out the regional brand's strength of the Masovian Voivodeship by measuring the awareness of its elements, the brand associations, and perception of region's promotional activity. The CAWI technique was used to gather data, and statistical analysis was performed with IBM SPSS. The initial results show that regional brand elements are not well known among SMEs, and they associate the region very clearly with Warsaw. Implications concerning the development of a clear region's image are offered as a conclusion.

**Keywords:** *regional brand; brand strength; corporate customers*