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Introduction

The term "relationship", from which the relational adjective is derived, has many meanings in science. The easiest way to define relationships is what connects, joins and unites people with each other¹. From the point of view of the discussed topic, however, the important approach that assumes that *"a relationship is mutual recognition (and recognition) of a certain special status between the partners of the exchange"*²...

Value as the basis for building relationships

V. Zeithaml³, R. Woodruff⁴ and B. Gale⁵ hile defining the concept of value for the customer, emphasize the aspect of customer satisfaction with the purchase or use of a product or service, while Ph. Kotler⁶ refers to the costs of achieving this satisfaction ... (Table 1).

¹ *Słownik języka polskiego, tom III*, PWN, Warszawa 1995, s. 716.

² J.A. Czepiel, *Service encounters and service relationship: Implications for research*, "Journal of Business Research", 1990, vol. 20, s. 13-21.

³ V. Zeithaml, *Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence*, "Journal of Marketing", 1988, 52(3).

⁴ R. Woodruff, *Customer Value: The Next Source for Competitive Advantage*, "Journal of the Academy of Marketing Science", 1997, 25(2).

⁵ B. Gale, *Managing Customer Value*, The Free Press, New York 1994, s. 14.

⁶ Ph. Kotler, *Marketing Analiza, planowanie, wdrażanie i kontrola*, Felberg SJA, Warszawa 2001.

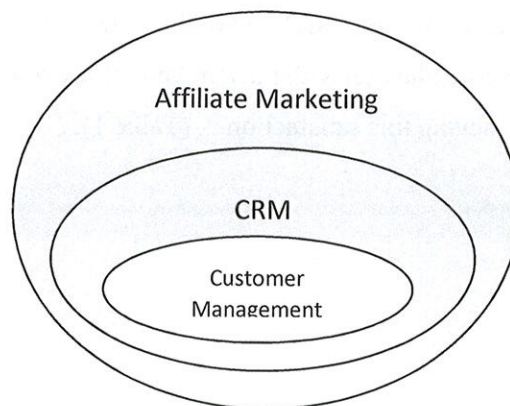
Table 1. Creating value for the recipient of services - selected concepts

The approach to the problem	Authors	Characteristics
Process	F.E. Webster	<ul style="list-style-type: none"> - the process of creating value for the customer is at the heart of the activities undertaken by the organization, - the process involves defining value, developing it and delivering it to the customer
	D. A. Aeker D. McLoughlin	<ul style="list-style-type: none"> - the process of creating value is a key element of the strategic management of the enterprise
Resource	J. Barney	<ul style="list-style-type: none"> - value for the recipient is created in the sphere of unique resources (e.g. human) and competences, difficult to copy by competitors
Relation	Ch. Grönroos	<ul style="list-style-type: none"> - customer value is built in the relationship between the company and the customer, - interactions with the recipient of the company's offer increase the value

Source: own study based on: F.E. Webster, *Market-Driven Management...*, op. cit.; p. 68-70; D.A. Aeker, D. McLoughlin, *Strategic Market Management, European Edition*, John Wiley&Sons, Chichester 2007, pp. 6-7, 142-143; J. Barney, *Firm Resources and Sustained Competitive Advantage*, "Journal of Management", 1991, No. 1, pp. 105-106; C. Grönroos, *Service Management and Marketing...*, op. cit., p. 27.

A. Payne and P. Frow defined the areas of responsibility of affiliate marketing, customer relationship management and CRM, and also outlined the differences between them⁷. The orientation of these concepts in relation to each other is illustrated in Figure 1.

Figure 1. The relationship between the concepts of "Affiliate Marketing", "Customer Relationship Management" and "Customer Management"



Source: A. Payne, P. Frow, *Strategic Customer Management Integrating Relationship Marketing and CRM*, Cambridge University Press, Cambridge 2013.

Conclusions

Due to the specificity of services provided by cultural institutions, the value is to a much greater extent intangible, and the perception of the service by the recipient of the cultural institution's offer is

⁷ See: A. Payne, P. Frow, *Strategic Customer Management...*, op. cit.

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generally more emotional than the perception of the services of entities from other industries or material products. Additionally, purchasing cultural services is often associated with high risk and uncertainty. With regard to the services of cultural institutions, it can therefore be stated⁸:

- value of the service in relation to the value of tangible goods ...
- unlike material goods, in services ...

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⁸ P. Chlipała, *Wartość dla klienta w działalności usługowej przedsiębiorstw*, „Świat Marketingu”. Retrieved from: http://www.swiatmarketingu.pl/index.php?rodzaj=01&id_numer=267974 [accessed: 12.01.2018].