

MARKETING AND VIRTUAL MEDIA

RESEARCH OF SATISFACTION RELATED TO INVESTMENTS (2006-2010) ACCOMPLISHED BY THE LOCAL COUNCIL IN SANDORFALVA FOR DURABLE DEVELOPMENT

Brigitta Zsoter, Alexandra Schmidt, Nicoleta Trandafir

***Abstract:** During the period of 2006-2010 a lot of investments in infrastructure has taken place in the town of Sandorfalva with the support of the European Union and the New Hungarian Development Plan- Southern Great Plain Operational Program. This research investigates the relations between the changes of population and the standards of living and the growth of investments in the area. We also investigated whether there has been any development in the standards of living due to several investments and how these investments influenced migration and the tendency of birth giving. As a result of the research we have found that despite different developments and Sandorfalva having been declared a town, the conditions for urban life could not been created. Similarly, the economic development could not affect social mobility and it does not influence fertility either. Several possible reasons are highlighted in this research, for instance the lack of workplaces, the presence of countless liqueur stores, the limited opportunity for leisure activities, infrastructure and the imperfection of national health care.*

***Key words:** investments, Sandorfalva, the New Hungarian Development Plan- Southern Great Plain Operational Program, public opinion, social mobility*

Introduction

During our examination we set the target to carry on research work to see the connection between changes in the number of population and investments, also to reveal changes in the standards of living of the population. By doing it we are aiming to continue our researches in relation to Sandorfalva (Gal, Nemeth, Vincze 2010) and to migration (Illes 2000) (Illes, Kincses 2008). We are planning to examine the potential connection between changes in the number of population in the town and the investments of the previous years. Since settlements, as functional complexes of dwelling, working and recreational spaces, try to satisfy their population's needs (Kis 2008). We examined the relevance of the following hypothesis:

1. We assume that 50% of the respondents are not satisfied with the activity of the local government and with the nature of investments, meaning that the level of services before the investments was higher than at present.
2. We think that due to the investments there are more work opportunities, so we assume that there is a connection between investments, changes in the number of population and migration. So, we suppose that 80% of the respondents think that the investments, improvements contribute to the increase of number of those who come to live in their town and to keep the present number of population.
3. We assume that due to the investments the living standards of 50% of the canvassed have increased.
4. We think that 70% of the respondents cannot judge the amount of the financial load on the local government which it pays to maintain the accomplished investments.

Methods

Market researchers group the information collection into three types: observation, secondary and primary. The data is secondary if originally it was collected for another reason, whereas a primary data is a new one which has not been published yet (Kotler 1999). Our primary research aimed at the connection between changes in number of population of the town Sandorfalva and investments, and also at measuring the changes in the standards of living of the population. We examined if there has been any change in the standards of living of the population due to the investments, and if the investments have impact both on the migration and inclination to give birth to children. During our primary research we considered fieldwork important which supports direct collection of information on the infrastructural processes in the settlement. We divided fieldwork into the following stages:

- reconnaissance in which we visited the buildings, scenes mentioned in the examination
- interviews during which we asked private persons to fill in the questionnaire
- finally we collected the information from our fieldwork and using it we compiled the research study.

We think that the research result contains useful information which can raise the attention. In case of the survey we utilized the stages of the research process.

- First we set out the subject of the above mentioned examination then we proposed the hypothesis for it.

- Then we compiled the questionnaire.
- We asked the residents of Sandorfalva to complete the questionnaires.
- We processed and analyzed the data.
- Finally, we presented the research results.

Compiling the questionnaire we applied the basic rules of making questionnaires:

- The researcher has to call the attention to that completion of the questionnaire is voluntary and without mentioning the name of the respondent
- The questions should not influence the respondent
- Forming the questions we paid a special attention to that the questions have to be clear and answerable –as much as possible – for everybody
- The given answers should be suitable for procession (Horvath 2004).

The questionnaire contains 20 questions. Some of them are of demographic type; others concentrate on the examination of satisfaction with the investments and also on finding the answer to the question of how these investments have changed the standards of living of the population. There was also closed type of questions meaning that the respondent could choose from the given options.

To measure the standards of services before and after the investments we used questions with scale (Vegne 2006). We applied qualifying scales in the questionnaire which means that the respondent had to rank the standards of services before and after the investments from 1 to 5.

After designing the questionnaire we made a pilot questioning by which we can see if the questions are in a logical order and if we have chosen the proper forms, options in case of certain questions (Lehota 2001).

The survey was carried out by questioners in the way of oral questioning between 3-12th October 2011. In case of the standard, oral interview the questioner, with the printed version of the questionnaire in his/her hand, personally asked the potential respondents. After reviewing the completed questionnaires regarding both their form and content, we found 386 of 390 questionnaires computable, and we accomplished the analysis on their basis.

Examination and results

On the basis of the evaluation of the completed questionnaires, 62% of the respondents come from families who have been living in

Sandorfalva for a long time, the rest 38% came to Sandorfalva much later. The ratio of those who completed the questionnaire and settled in Sandorfalva later was 8 people in the 1950s, 7 people in the 1960s, then 32 of them moved to Sandorfalva in the 1970s. This number referred to 23 people in the 1980s, and then their number increased again above 30 in the 1990s. Regarding the respondents most settlers came to the town between 2000-2010, altogether 39 people.

According to the questionnaires, altogether 146 people moved to Sandorfalva, 6% of them because of the possibility of earning living, 14% because of the cheap real estate, 13% because of the character of the environment, 5% because of the working opportunities, and only 3% moved there because of the investments and developments. So, it turned out that people who moved there between 2000-2010 did not arrive because of the investments, since they represented only 4 people of the 39. 59% of them moved to the town for other reasons which were mostly marriage, or those who arrived at a young age settled down there together with their parents.

The following investments took place between 2000-2010: development of the local nursery, extension and development of the school, development of the community space for the young, investment to the Szechenyi Community Centre for the Youth (Picture 1), football pitch with artificial grass, construction of holiday park „Lakes with Orchids”, construction of a block of four flats (Picture 4), reconstruction of the day-care centre for the elderly, construction of a modern bus station, development of spaces of ethnography and local history, reconstruction of the library, cleaning-up the public places, sewage disposal project.

Hypothesis 1: We assumed that 50% of the respondents were not satisfied with the activity of the local government and the nature of the investments, which means that they think the standards of services before the investments were higher than at present. As a result of our research this hypothesis proved to be true since 50% of the respondents are satisfied with the activity of the local government on the same level as those who are dissatisfied with it. It is also proved that in most cases the standards of services before the investments were considered higher than after them.

Hypothesis 2: We think that due to the investments there are more work opportunities so we supposed that there is a connection between investments, changes in the number of population and migration. That is why we assumed that 80% of the respondents would think that the developments contributed to the increase of the number of those who come to live in the town or to keep the present number of population.

This hypothesis has to be rejected since 18% of the answers think that the investments contribute to increase the number of population, and 38% think that they contribute to it only partially. Examining these percentages together the total percentage is only 50% which means that only 197 people of the 386 see connection between the investments and the changes in population.



Picture 1: Szechenyi Community Centre for the Youth
The photo was taken by Schmidt, Alexandra



Picture 2 A block of four flats
The photo was taken by Schmidt, Alexandra

Hypothesis 3: We supposed that due to the investments 50% of the respondents would have increased standards of living. This hypothesis has to be rejected, too, because although 24% of the respondents experienced a change in their standards of living but in case of 55% the change was of negative type meaning that their standards of living decreased.

Hypothesis 4: Our opinion is that 70% of the answerers cannot judge the amount of financial load put on the local government in order to maintain the investments. As a result of the research only 40% of them could not tell us what sources the local government would use to finance the maintenance of the investments in the future.

Consequently, it can be said that the first hypothesis proved to be true whereas the second, third and the fourth ones were not verified. Finally, it can be seen that Sandorfalva, after being declared a town, was not able to establish the conditions of the urban development, not even as an effect of the investments; also the economic development neither could support social mobility and not it has impact on productivity. However, economic development would be very important because it determines the conditions of settlements (Gal, Galne Horvath 2010). There are several reasons for dissatisfaction of the local residents, as we found out during our research, for example the lack of workplaces, the presence of the numerous off-licenses, the limited number of entertainment and recreational facilities, and the imperfection of medical care and transportation.

Conclusions

At the end of the research we would like to suggest, according to the respondents' opinions, some investments, activities which would contribute to form a much more livable town which could provide its residents with higher standards of services. A pipe museum, similar to the one in village Ibafa, would give the town more touristic attraction. A covered swimming pool would solve the swimming training for children in winter and it would mean the residents a kind of recreational possibility. Besides it has been planned as a form of utilization of the thermal water, we would try to find the opportunity that by the means of thermal water not only a swimming pool would be operated but heating of public buildings could be solved with it. If the town had the opportunity to buy a local minibus which would go around the peripheries of Sandorfalva several times a day, it would give a better chance for a lot of people – the older ones, children, families with children, disabled people- for transportation (farm warden). As a lot of

elder and disabled residents live in the town, it would be important to establish a health centre entitled for specialist care, like the one in Kistelek, or at least to solve the problem of night and weekend duty. Regarding the entertainment facilities for the youth we would re-open the cinema again, and would build playgrounds for the even younger ones in several parts of the town. We would organize programs for the disabled people, like for example an annual disabled day when they could participate at different competitions, appropriate for their state of health, so that they could feel that they are useful and active participants of the town's life.

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Note on the author

BRIGITTA ZSOTER (Dr. Ph.D.) Mezohegyes/Hungary, 03/10/1979) associate professor of the University of Szeged, Faculty of Engineering and Economics and Rural Development. Research areas: regional and urban development. Main Courses Taught: Financial Services, Corporate Finance, Business Finances. Diplomas: a part of them was issued by University of Szeged (three out of six),

and the rest by University of Pecs and Samuel Tessedik College. In 2010, she successfully defended her PhD thesis in Geographic Sciences. In addition, she has accountant qualifications and also has a valid registration. In 2010, a PhD certificates of merit, in 2013, Dean received certificates of merit. In 2013 she received the Award of Excellent Teacher of Faculty of Engineering.

ALEXANDRA SCHMIDT (Dipl. Ing.) graduated from the Faculty of Engineering, at University of Szeged, specialized in economic and regional development. In addition to her excellent studies, she has been successful at study competitions organized by the Faculty or the country.

NICOLETA TRANDAFIR (PhD student) of Faculty of Management in Production and Transportation. Research areas: industrial engineering. Diplomas: Engineer of "Politehnica" University of Timișoara, (1986) and Economist University of Craiova (1994).