A case study of name changing
Armi Murto

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Abstract:	
This thesis is about name changing in an organization and how members of this specific organization view a possible name change from a branding and image point-of-view. The study researched what the members think of the current name of the organization, Svensk Ungdom. Theory has been gathered from several sources on naming processes and evaluating name changing. The study was conducted by using quantitative research in the form of an image questionnaire. The purpose of the thesis was to find out whether or not the members of Svensk Ungdom are satisfied with the current name and what kinds of attitudes are conveyed in the answers. The thesis also researched what their opinion on changing the name of the organization and what options there could be according to the respondents. The analysis of the theory concluded that when changing a name one needs to have a well-planned and thorough process before considering options. Experts warned about resistance internally and externally. They also pointed out the importance of a thorough process for implementing a new name. The results of the questionnaire told that a lot of members would not want to consider a name change; however there were some who could consider a name change. Many suggested the same or very similar options for a new name. The thesis researches results from the questionnaire and conclusions are relevant for the specific organization; as they are to present options for a new name at the next annual meeting in spring 2011. The results and this thesis overall opened new possibilities for further advanced research.	

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EXAMENSARBETE	
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Detta examensarbete handlar om att byta namn i en organisation och hur medlemmar ser på ärendet i denna specifika organisation från en branding och image synvinkel. Undersökningen studerar vad medlemmarna tycker för tillfället om organisationens namn, Svensk Ungdom.

Teorin är från olika källor som handlar om namn processer och bedömning av namnbyte. Undersökningen gjordes på ett kvantitativt sätt i form av enkät.

Målsättningen för detta examensarbete var att få reda på om Svensk Ungdoms medlemmar var nöjda med nuvarande namnet och hurudana åsikter de har om ärendet samt om namnet skall bytas samt vilka andra namnförslag medlemmarna skulle ha i så fall.

Efter att ha analyserat teorin kan man konstatera att ett namnbyte behöver välplanerade och grundligt utförda processer innan man kan överväga alternativ. Sakkunniga inom området varnade att motstånd till ändring kommer från flera håll. De sade att man ska ha lika grundligt utförda och välplanerade processer både för att implementera nya namnet och då man undersöker behov av namnbyte.

Resultaten i undersökningen bevisar att en stor del av medlemmarna inte vill byta nuvarande namnet, men dock var en del av den åsikten att namnet skall bytas. Många gav samma alternativ till nytt namn. Resultaten och slutsatserna i examensarbetet är relevanta för specifika organisationen som blivit undersökt och för dens ledning, som ska presentera namnalternativ på organisationens nästa årsmöte våren 2011.

Resultaten och detta examensarbete har i överlag öppnat nya möjligheter för fortsatt undersökning och forskning.

Nyckelord:	Namnbyte, branding, allmännyttig organisation
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1 INTRODUCTION

The aim of this introduction is to portray the reasons to why this thesis was written, where the author of this thesis got her inspiration and what her goals are with this thesis.

1.1 Background

When walking around in Helsinki, watching television or surfing on the Internet - one cannot help noticing that that brand marketing has increased and there is less specific product marketing. Brands are extensions of own personalities. People choose brands that are suitable for them to use as their personal brand extensions. This kind of behaviour is traditionally something linked to commercial companies or products, which makes this current thesis topic an interesting subject to study.

1.1.1 Topic

At the moment, Finnish made grandma's slippers are a trend; a brand which is growing stronger and stronger. In Finland most of the Finns know what is Reinot or Ainot. Reino and Aino are Finnish common first names, but also brand names of specific comfortable slippers. Now why is this? Where does all this come from? What is the significance of a good name? How does one come up with a good name? The inspiration to this specific topic thesis came from wondering what significance the name of a brand has. Somebody has to come up with the name, but how does it become what it is when it is presented to a larger audience? This is especially

interesting when the name of a non-profit organization is concerned. Usually they are not that innovative; however, is there some potential to implement branding processes in that area? In this thesis being a member in a non-profit organization, especially a political one, is viewed as a personal brand extension from a basic branding view. The political part will not be discussed or evaluated.

Nowadays the impression is that companies strive to increase their brand value and market share by getting a loyal customer, but when considering other organizations it gets interesting. Specialist brand naming companies are used more often than before. Moreover, they are used widely for both national and international brands. (Hart 1998. P.38) The potential in using branding in a non-profit organization is rarely considered in the organization. The author of this thesis is has been active in many executive committees, boards and expert groups of several non-profit organizations in Finland and she has not come across specific branding strategies in any of them. Moreover, political parties in Finland have increased signing agreements with professional marketing, public relations and advertisement companies. The parliament elections in 2011 are approaching and speculations amongst have arisen; will the upcoming elections be the most branded ones ever in Finland. There are also speculations that parties will approach voters with a message that voters should choose a party or candidate that best suits their view on their own image.

Moreover, there has been a discussion about the names of political parties. For example the two biggest parties in Finland at the moment The Centre party, Keskusta, and the National Coalition party, Kokoomus, have noticeably increased their image

marketing and branding. When visiting the websites of these parties one can find

interesting information regarding the names and history about them.

The Centre party refers themselves as only Centre, Keskusta. They tell about their

original name being something totally different to this current one and that they

changed their name to the current name to achieve a wider political stance than only

an agrarian one. Sadly, they report that their popularity took a plunge after the name

change. However, they did not change back to old name, but rather made their actions

and political opinions more clear, which took ten year.

(www.keskusta.fi/Suomeksi/KMA/Historia.iw3) Moreover, the National Coalition

Party, which is referred to as simply Kokoomus at the current moment has also

worked with the name for a long time. The name was originally a lot longer than the

current name. The name was changed and shortened at the same time as the values of

the party shifted and were changed. (http://www.kokoomus.fi/kokoomus/historia/)

Furthermore, branding and image work in political parties has reached political youth

organizations. The Centre students changed their logo and updated their image in

2010 as so did also the Social Democratic Youth, the National Coalition Youth,

National Coalition Students, and Swedish Youth. The youth organizations share a lot

of common values with their mother party, but are traditionally viewed being able to

be more radical and courageous in their statements. Moreover, they also seem always

a step ahead of the mother party in creating new and innovative ways of expressing

themselves. They act very much as brand extensions to the mother party however not

actively viewing them as such and some of them at times actively strive to get rid of

the brand extension stamp. They take bigger risks in brand behaviour compared to

their mother party, which inspired in finding out what kind of opinions young

members of political youth organizations could have concerning branding.

The case organization in this thesis, Svensk Ungdom, is a political youth organization in Finland. There have been large political discussions about the name of the organization. Many of the active members have resisted a change; whereas others say that the name should be changed, in order to be more connected to the values the organization stands for at the moment and not be confused to a Swedish political organization, which has the opposite values than Svensk Ungdom.

At the annual meeting in spring 2010 the delegates voted on a motion that was initiated by a few members that the organization should present new name options for the next year's annual meeting. There was a big discussion about values and that the name should express them more, which sounds very familiar to why the Centre Party and The National Coalition Party changed their names some years ago. The votes for an investigation of new names won. Therefore, this makes the thesis extremely appropriate at the moment.

1.1.2 Svensk Ungdom

Figure 1 The logo of Svensk Ungdom

Is a political youth organisation in Finland that has approximately 3800 members between the ages 14 and 35. It is a special organization connected to The Swedish People's Party – Finlands Svenska Folkpartiet SFP. Svensk Ungdom, later referred to

as SU, informs on their webpage that they want to, with different political tools, build a better future for young people. The core values of the organization are the Swedish language and liberal ideology. SU also conveys on their webpage that the organization is what the members make of it, which makes the organization extremely interesting to study when the bureaucracy is small. (http://su.fi/det-har-ar/)

SU has four district organizations; Helsingfors, Nyland, Åboland Österbotten, and one student organization; Liberal Students LSK. These have as their members' different local organizations, which have people as their members. All in all there are 42 local organizations. Each district organization and also the student organization have assigned and hired political secretaries, who work with both political issues as issues concerning memberships and some specific issues concerning the organization. SU also has a communication secretary, general secretary and fulltime president. These three work on matters that concern the whole organization. Moreover, the organization has no one responsible with matters concerning branding or hired to manage the brand of the organization. Furthermore, concerning this thesis, there is no branding strategy in the organization. (http://su.fi/det-har-ar/)

1.2 Description of the thesis

1.2.1 Research question and aim of the thesis

This thesis will examine a few specific statements together with a couple of questions and their answers in an image questionnaire conducted to members of SU and analyse their current satisfaction in the name of the organization. Furthermore, this thesis will analyse whether or not a name change would be a good choice, for the image of the

organization, based on how the members react to the questions and statements. According to marketing and branding expert David A. Aaker a name may need to be changed in order to better reflect the brand's current identity. He gives as an example FedEx, which changed to its current name from Federal Express. The old name was according to him confusing and also associated to attributes that the company did not wish for. (Aaker.1996. P. 232)

The research questions have their background in the thoughts mentioned in the introduction together with what the author has found out by reading experts statements about name change. Also a wish from SU's side to find out what the current opinions would be for the organization has functioned as a motivator for this thesis.

In conclusion, all this has inspired the author to conduct a research in name changing in SU. Thus this thesis can be described more accurately as a part of a development project in SU and is designed as a specific thesis. The aim of this study is to answer the research questions and also function as a guide for the management of SU. The goal is for SU to have a deeper knowledge to base upcoming name issues and discussions about it.

The aim of this research is to answer the following questions;

RQ1 Are Svensk Ungdoms members satisfied with the current name?

RQ2 What kinds of attitudes are conveyed in the answers?

RQ3 What is their opinion of changing the name of the organization?

1.2.2 Description of Material and Method

The thesis will be done in an analytic way by viewing the answers of questions regarding the name that were sent to the members of SU in a big questionnaire concerning the image of SU. This thesis will also analyze to what extent the respondents view two statements to be accurate concerning the current name of the organization. Moreover, the theoretical part is also an analytical one. There the author will be viewing and referencing information and theory gathered from different sources that have been available via Arcada, HAAGA-HELIA University of Applied Sciences, Helsinki University and Aalto University. Therefore giving an overall picture of what name changing is about.

1.2.3 Limitations of the study

A limitation to this research is that e-mail will be sent only to members who have informed that they wish to receive e-mail from the organization. Therefore a lot of supporting members of the organization will be left outside of having the possibility to answer the questionnaire, but these members have done so by choice when they have decided that they do not want to be contacted. Moreover, the organization states that they have 3800 members, but only 950 can be reached via e-mail.

The empirical study in itself has been limited to containing a few key questions, which give an overview of the opinions of the respondents in this specific topic. Answers will be limited and not many open answer possibilities will be constructed in the questionnaire. However, one open answer question will be about the name of the

organization and asking respondents to give options for a new name. The image

questionnaire contains questions that are important to ask in order for SU to have

most help with mapping the current opinions amongst members.

1.2.4 Significance of the thesis and expected results

The reason why this thesis is significant is because SU does not have a brand strategy,

or any form of brand management and implementation plan. However, the

organization does act and conduct a lot of branding concepts, but not according to a

specific plan. Moreover, the organisation does have somewhat of a strong brand

together with an image that has gradually developed during the years. The name of

the organizations is widely known amongst Swedish speaking Finns. However, there

are no records in the management of the organization that branding or choice of name

would have been based on significant theory, strategy, processes or guidelines.

According to several experts in branding like David A. Aaker and David Jobber, there

will be resistance in the issue even though the process would be well done.

Therefore, this thesis aims to find out what attitudes and opinions the members have.

2 THEORY

The goal of this chapter is to give a brief overview about the main points connected to the process when planning to invent and change the name of a company or organization. This chapter aims at conveying what is said about issues regarding name change in different sources of literature and discussing what has been referenced to by experts in branding.

2.1 The name of a brand

The name of a brand is a core indicator and functions as the base for both awareness and communications. A name can build the core of the brand concept. Moreover, it is more important to have a good name than what the product or service is or does and a name can be in a significant role when barriers to entry are concerned. It is easier to defend a trademark or service mark than a patent, at least cheaper. Moreover, if an innovation is closely linked to the trademark then the innovation is protected. (Aaker 1991. P. 187) Moreover, if a current brand is confusing or damaging a new brand could be considered. (Aaker. 1996. P. 265) All this supports the actions done in SU at this moment. Based on this it is correct that discussions and mapping a new name have started in SU thru this thesis.

Regarding the structure of the name; people most often refer to a product or person using either one or two words. People seldom use the full name if it is longer than two words and they do not often remember names that are more than three words. (VanAuken.2002. P.68) A coined name is a good solution, which means a name that, is so different that it is not confused with another brand. So in other words a special

name is a good option, such as Kodak or Xerox (VanAuken.2002. P.69) In the case of SU one cannot state that the name is coined, as there is a similar named organization in Sweden. (www.svenskungdom.se)

Associative descriptive names are appropriate, because they are easy to then open to the audience, potential customers and others, such as Sprint and RoadRunner. However, too generic or descriptive names are not good options. Many online companies with too generic names have gone out of business because people did not remember them and they did not express anything special about the business. (VanAuken.2002. P.69)

All in all, an associative descriptive name is more correct choice if one does not have a lot of resources to invest in the implementation of a coined name. Moreover, names formed from acronyms or initials are 40 percent less memorable than a pronounceable real or coined word. New brands should be created only if the already existing one does not fulfil the brand promise the new one would. (VanAuken.2002. P.70-71)

Moreover, when starting the process of building a name, there should be many involved in the process. That it is often a too small group of people working with the process. One should be consider hiring a professional firm either for helping or taking over the process. However, the most important issue is to generate and evaluate the alternatives based on a set of criteria. (Aaker 1991. P. 188)

2.2 Changing the name of a company or an organization

As mentioned earlier a name should be considered to change when associations to it has become damaging or limiting or when there are new associations that are not connected to the old name. The reason why most of the names are changed are because the name seizes to reflect what business the company is in. (Aaker 1991. P. 196) Moreover, one should change the name only if one is sure it will exist for a long period of time so that the change will pay off and also that one has the resources for the implementation of the new name, because it is an expensive action. However, a new name can be a sign for something new, but then one needs a new product or something similar in order to make the change work. (Aaker.1996.P.264-266)

A good name can add greatly to a product's success and it can be difficult to find a good name. The following qualities are what a good name should contain and can be seen in table 1. (Armstrong & Kotler 2004. P. 293)

1	It should suggest something about the product's benefits and qualities.
2	It should be easy to pronounce, recognize, and remember. Short names help.
3	The brand name should be distinctive.
4	It should be extendable.
5	The name should translate easily into foreign languages.
6	It should be capable of registration and legal protection.

Table 1 Advices about a good name (Armstrong & Kotler 2004. P. 293)

In addition, there are some experts who say that name changing is a huge risk. One expert is of the opinion that changing a company's name can make the company unknown and is the most serious change that can be made to the identity. (Garbett 1988. P. 127) Moreover, one is of the opinion that resistance of the new brand name can occur as customers, employees or distributors can feel betrayed. (Jobber 2010. P. 324)

Then again, Raiders process of changing its name in Europe to Twix was a success. This was because the made the name change a huge happening and marketing it as much as possible. (Kapferer.2008.p.423)

There are issues an organization should take into account when changing the name and creating a new name. Next one can see a chart of the issues Thomas Garbett views as important regarding smaller companies. Most of these issues were current in the 1980's before the boom of e-business, however they are still very accurate when comparing to Table 1 about Armstrong's and Kotler's views. (Garbett 1988. P. 129-135)

Considerable issue	Specific information
Avoid dangling adjectives	Rather change the whole name than create confusion with a partly new name with an adjective that was not that descriptive.
Avoid the alphabet soup	Using only initials of a name is a huge risk, as the name behind the initials often becomes unknown and only initials lacks familiarity. Especially small companies should avoid using only initials.
Be specific	The name should depict what kind of business the company is in. Especially, small companies should avoid being to ambiguous.
Using shortened forms	There is a risk in shortening the existing name and loosing the point of being clear and distinctive. Furthermore, a new name should not be too dependent on the past name.
Using existing brand name	In this situation the name change can issue a too narrow brand association and then become harmful.
Using hometown names	A town in the name of the brand can cause confusion if the area were the company does business is bigger. However, a positive connotation to the specific town can in some cases be a gain.
Using family names	A family name can be both positive in a cosy way, but then again it

	is not always worth the risk of linking a family name to a company that potentially can go bankrupt or something similar.
The hyphenated name	According to Garbett hyphenated names artificial and not appropriate.
Computer generated name	This option is not for amateurs as it needs knowledge of preselection processes and amount of usable names generated are small. The process is long and demanding.

Table 2 "Important issues to remember about name change" (Garbett 1981)

The Table 2 is of high importance if an organization were to adopt Jobber's name changing process and using Armstrong's and Kotler's tips on finding a suitable name.

One point to take into consideration is that the stock market often welcomes a name change. They see the change as a change in vision and strategy together with new possibilities. (Aaker 1991. P. 197) Although, it can be a bliss of ignorance in many name change cases, where the success of the project is based on the nature of the change - the quicker the better. (Garbett 1988. P. 129)

Issues concerning building up a brand and a brand name are also relevant when changing an existing name. The following figure shows what issues are important concerning finding a name and what stages should be done in order to implement the name. (Jobber 2010. P. 323)
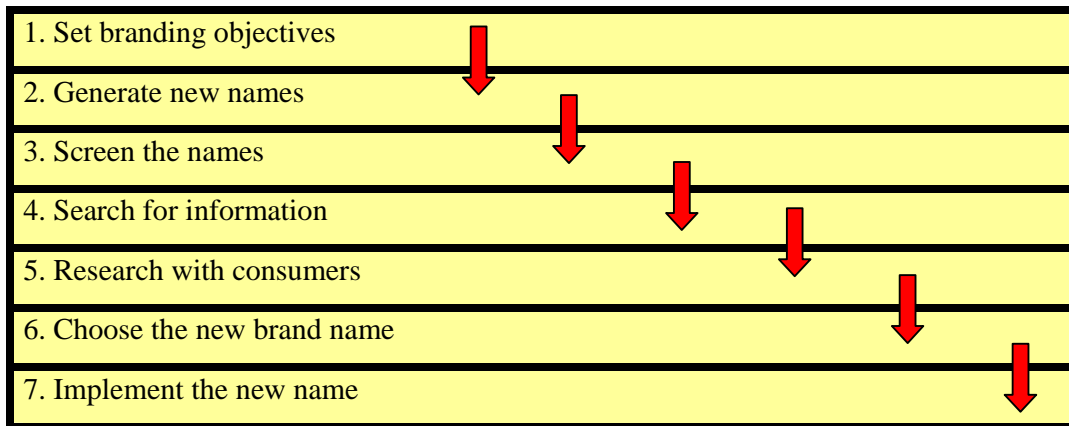
1. Set branding objectives
2. Generate new names
3. Screen the names
4. Search for information
5. Research with consumers
6. Choose the new brand name
7. Implement the new name

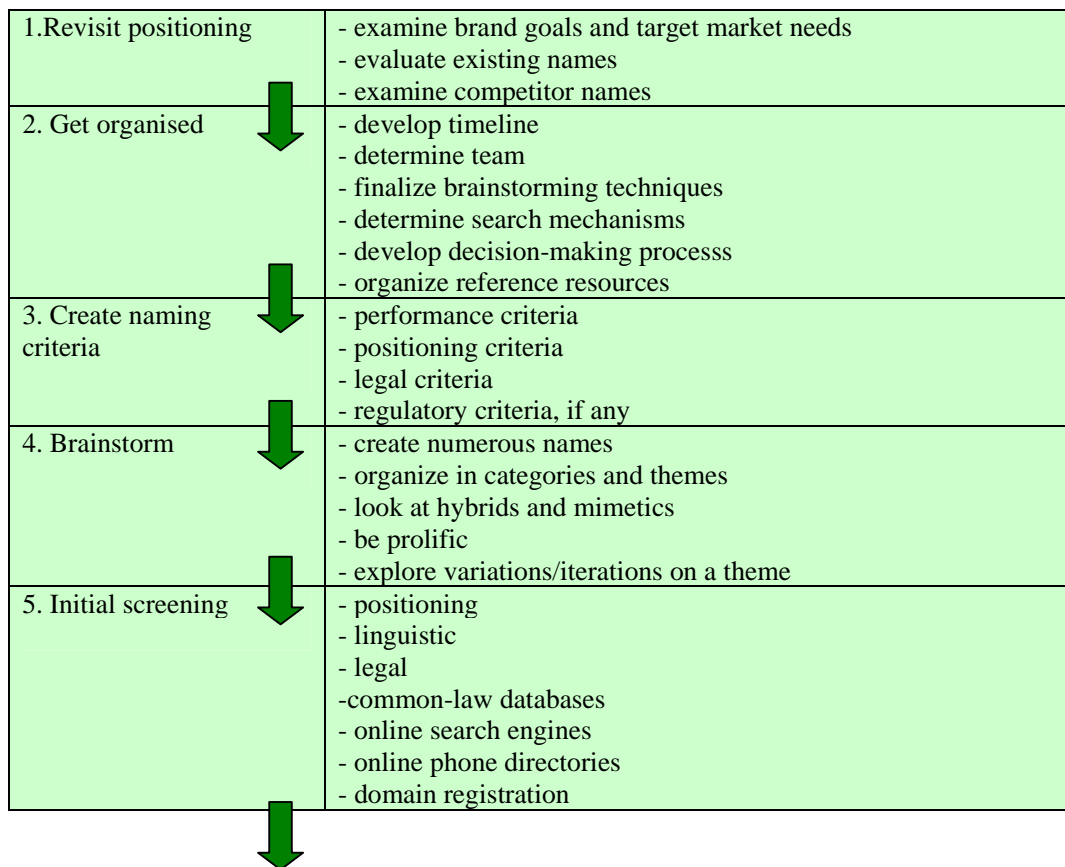*Table 3. The rebranding process (Jobber 2010. P. 323)*

One can see that is important to research opinions with customers, which does make the process longer than other viewed processes. It is evident to not forget the importance of researching what associations the possible name would have and that they need to be positive. (Jobber 2010. P. 323)

Moreover, a name change opinion survey has been conducted to companies that had changed their names. In that survey 72 percent had said that a change in the name should be done only as a last result. Furthermore, according to the respondents whether or not a name works is up to oneself and can be made to work. (Garbett 1988. P. 128)

The implementation of a name change requires five issues to be considered. Everyone in the organization needs to be involved and not to forget communication between employees, consumers or distributors. Moreover, one needs to understand how the consumer views the current name and new name. It is important to provide assistance to distributors and retailers and the time span in which the name is changed should not be prolonged. One should consider a transitional period, for example having the new

name in smaller letters close to the old name. (Jobber.2010. P.324) Moreover,

hostility from both internal and external channels emphasizes the importance of a well

planned and communicated process. (Kapferer. 2008. P. 431) Therefore, supporting

the importance and relevance of the research done for this case organization and the

chosen research questions presented in the introduction of this thesis.

The challenge in naming is getting everyone to agree on the name. Meanings and

associations are built over time and many want to be immediately infatuated by the

name the moment they hear it. (Wheeler, 2003. P.78) Moreover, it is important to

carry through the naming process well, so that one does not have to pull the brand or

product out of the market when facing legal hurdles. (Hart.1998. P 34-45) It is also

important to sort out the legal issues before a name is implemented. (Kapferer. 2008.

P.422) Next, one can see an example of a naming process, which contains eight-steps.

1.Revisit positioning	- examine brand goals and target market needs - evaluate existing names - examine competitor names
2. Get organised	- develop timeline - determine team - finalize brainstorming techniques - determine search mechanisms - develop decision-making processs - organize reference resources
3. Create naming criteria	- performance criteria - positioning criteria - legal criteria - regulatory criteria, if any
4. Brainstorm	- create numerous names - organize in categories and themes - look at hybrids and mimetics - be prolific - explore variations/iterations on a theme
5. Initial screening	- positioning - linguistic - legal -common-law databases - online search engines - online phone directories - domain registration

	- create a short list
6. Contextual testing	- say the name - leave a voice mail - put it in a business card - put it in a ad headline
7. Testing	- determine methods to trust - check for red flags - unearth trademark conflicts - check language connotations - check cultural connotations - linguistic analysis
8. Final legal screen	- domestic - international - domain - regulatory - registration

Table 4 The naming process (Wheeler. 2003. P.78-79)

2.3 Conclusion of theory

Changing a name is much more than simply changing some letters or words. Some experts discuss that it is something one should do only if one really does not have any choices and that one should be careful for all the resistance and costs that it involves whereas some dive straight into the process of name changing and emphasize that a process well done prepares and also decreases resistance and unexpected costs. Name changing and naming overall is a process of many stages and a happening where many issues need to be taken into consideration. Interestingly, the found sources on name changing and naming emphasize a lot of the same issues. They are of the opinion that finding a new name needs to be a process. They state steps towards finding the new name and it is also clear that they are of the opinion that re-branding has to be planned very well and also looked at objectively. However, many of the experts do make it clear that name changing is a huge risk.

3 RESEARCH METHODOLOGY

3.1 Research method

The research was done as a questionnaire and was sent as an e-mail containing the questionnaire link. This e-mail was sent to all the members who had informed that they want to be contacted. The questionnaire was constructed in an Internet based software system, Webropol. The recipients were given 18 days to fill in the questionnaire.

3.2 Presentation of questionnaire

The questionnaire was sent out in Swedish because that is the language used in SU and the structure of the whole image questionnaire was as following; fifteen questions with first six questions defining the profile of the members who answered the questionnaire. After that, a question where the respondents were asked to write down what they associate to when they hear the word 'image'. This question was not obligatory to avoid forced answers from respondents, however many chose to answer it. The latter part of the questionnaire consisted of questions where the respondents were to express their opinion of SU image in different ways. First they were asked to give a school grade for image of SU from a scale of four to ten, where ten was the best grade.

Then the questionnaire contained a part where respondents were asked to choose words that they associated to when thinking of SU's image, which followed with a question about what words, in other words attributes, the respondents would want to be associated with the image of SU. The eighth question was followed by eleven different statements, which the respondents were asked to answer. These statements

contained issues such as; whether it was important to belong to an organization that has a good image, SU has an image that is different from the other political youth organizations in Finland and respondents identify themselves in the image of SU. Moreover, statements about the image of SU were as following; it is well planned, attractive and a success. Furthermore, statements about the name Svensk Ungdom – it describes SU well and that it should be changed to better describe the organization, which this thesis concentrates on. The last three statements in the image questionnaire were about actions, campaigns, events, marketing that SU conducts and whether or not they support the image SU has.

After the statements, respondents were asked to choose words that they associated to when thinking of SU's logo, which followed with a question about what words the respondents would want to be associated with the logo if it were to be reconstructed or changed. The last two questions were open answer possibilities where the respondents could write in their own words what the new name of SU could be if it would be changed and if there was something that wanted to be changed concerning the image of SU.

In conclusion, regarding this thesis the significant parts of the image questionnaire were the following two statements in the eleventh question; "The name 'Svensk Ungdom' describes the organization well" and "The organization should change their name to better describe the organization". Moreover, the fourteenth question, "If the name of the organization would be changed, what could the new name be?" as an open answer question for respondents to give options.

The reason why the author has explained the whole questionnaire sent out to the members is because it is important to understand the nature of the research. The significant questions and statements to this thesis were in the image questionnaire. However, there were several reasons why the author decided to proceed in this way. The first was that SU needed an assessment of the image overall and needed to know what the members had to say about the current situation from an image perspective. The SU executive committee can use the research results in their operations as the find suitable. Moreover, importantly the issue regarding the name change is very vulnerable. Therefore it was important to have it in the big image questionnaire so that respondents would look at it as objectively as possible and not associating it to previous political play in the organization. Therefore this image questionnaire got the respondents focused on the image issue and branding.

3.3 Respondents

The questionnaire was sent out to 950 members. Eighty-six members answered the image questionnaire and the response percentage was 9, 05. The respondents answered mostly all the questions, however some seemed to not want to answer a few specific questions. One can only speculate why they did not answer, but no knowledge of reasons was gathered in the questionnaire. All in all, the questions were answered by at least 83 of the respondents if not by all of them. Moreover, specific information of respondents per statement or question regarding this thesis has been noted in the next chapter when analysing the results of the research.

4 RESEARCH FINDINGS AND ANALYSIS

In this part of the thesis one can read about the key findings of the questions and responses concerning a name change of SU. Moreover, the author of this thesis aims to analyse the responses so that the research questions stated in the beginning of this thesis could be answered in chapter 5, Conclusion.

4.1 Respondent profile and background

As earlier mentioned in this thesis, 86 respondents answered the image questionnaire. Below one can read about the gender of the respondents. Four options were given and two of them were most popular. What answers were given can be seen in the diagram underneath.
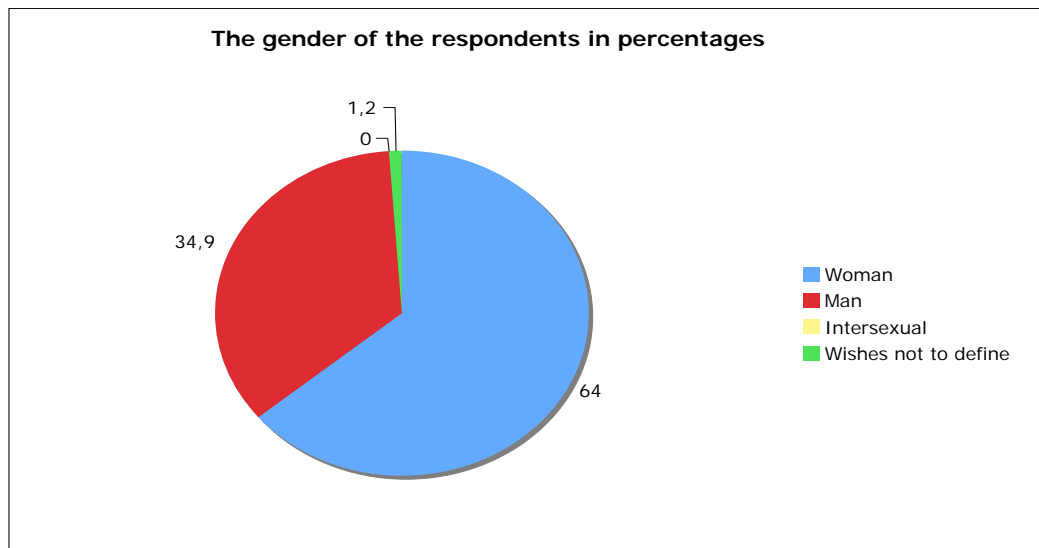

Diagram 1. The gender of the respondents in percentages

In the diagram above one can see that most of the respondents, 55 of them, which is 64 %, were women and almost 35% that is to say 30 of them were men. One respondent did not want to define his/her gender. All in all, every one of the 86 respondents answered the first question. The issue, which is interesting, is that two thirds of the respondents were women.

The second question was also answered by all of the respondents. The respondents were asked to choose their age category. The results can be seen in the diagram below.
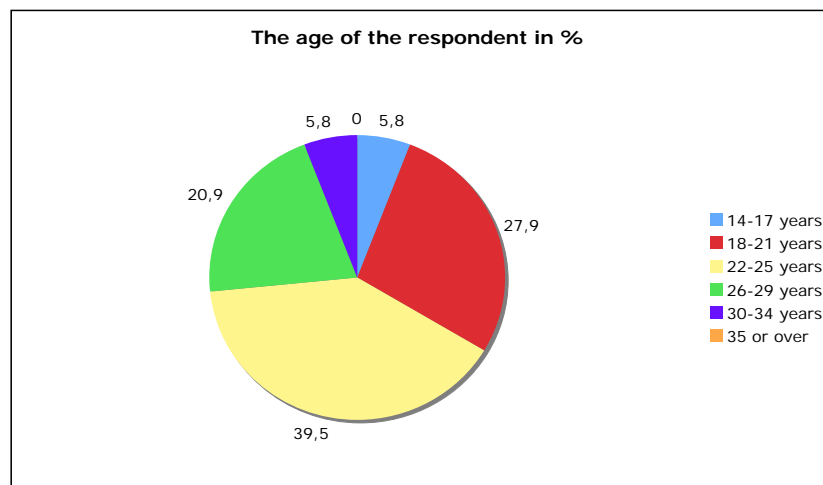

Diagram 2. The age of the respondents in percentages.

In the diagram above one can see that there were respondents of all ages except 35 or over. This option of '35 or over' was a backup to see if there were any members on the member list who were of the age when one is supposed to leave the organization. However, most of the respondents were between 22 to 25 years old, 39, 5 %. Moreover, a lot of the respondents were between 18 to 21 years also, 27, 9 %, and

20,9 % were between 26 to 29 years old. In fact, almost 90% of the respondents were between 18 to 29 years old, which left very few on the top and bottom age categories. All in all, the respondents represented a wide age base and both genders. Moreover, all possible age groups in young teenage and adult life have been represented amongst the respondents.

The third question wanted the respondents to tell which local organization they are members of. Respondents had the option of choosing several options than only one local organization. As an example, one respondent can have become a member of a local youth organization in their hometown and then a member of a local student organization in the city they study in. All 86 respondents wanted to tell which organizations they belong to. All in all there were 42 different options. The division by districts to which these local organizations belong to were quite even.

The third diagram shows, which district the respondents, belong to. There are four districts in SU. Mostly geographical areas, which determine the structure of the districts. Although there are some exceptions, SU i Tammerfors and Moderate Youth are attached to the Helsinki district and Liberal Students does not have a local organization in Nyland.
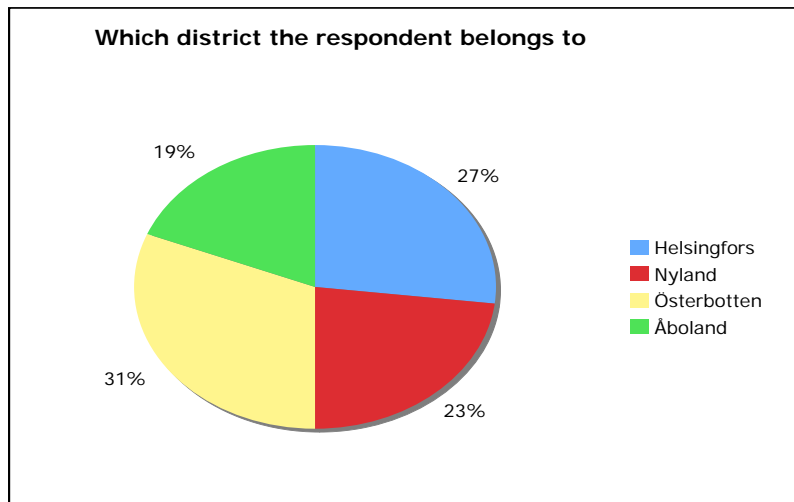
Which district the respondent belongs to

19% 27%

Helsingfors
Nyland
Österbotten
Åboland

31% 23%

Diagram 3. The districts the respondents belong to in percentages.

As one can see in the pie graph above, most of the respondents, 31 % came from the Österbotten district, which is also one of the biggest districts in SU. The Åboland district is the smallest and therefore no surprise that only 19% of the respondents were members in that district. Interestingly, 27% of the respondents were from Helsinki, which is quite a lot compared to how big they are as a district. Nyland is the second biggest district but had only third most respondents in this questionnaire. All in all the respondents were quite evenly from the four districts.

In the next diagram one can see the answers for the fourth question displayed. 85 respondents answered this question. Hence, only one left this one blank. Either the respondent did not remember which year they had become a member or then by mistake left this question unanswered, because this question was one that asked for a fact instead of an opinion.
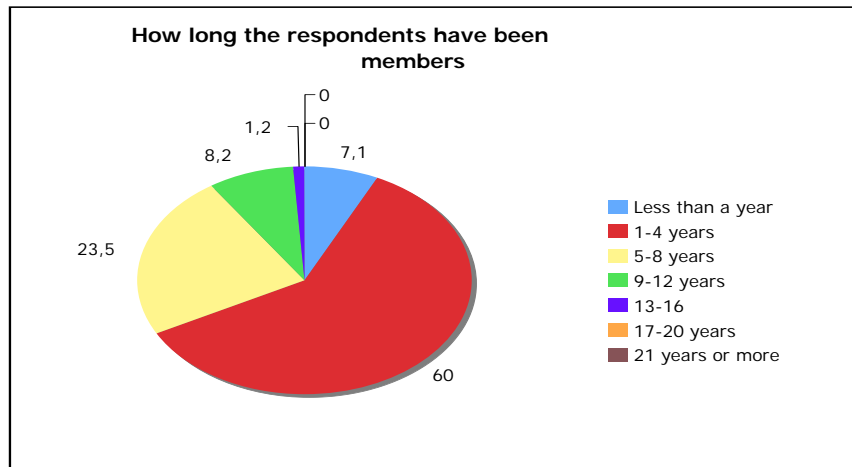
Diagram 4. How long the respondents have been members.

Most of the respondents, 60%, have been members for a year to four years. Moreover, 23,5 % have been members for five to eight years, which means that many of the respondents have several years of experience on following the image of SU. Therefore, supporting the significance of this research and giving support that the answers are based on many years of experience of the organization. Even a year or two gives a member a lot of exposure to the image and name of the organization.

One could argue that the graph gives an impression that SU has not been around for such a long time, as most of the members have been members for only one to four years. However, the organization itself was established many decades ago, but as it has an age limit of 35, the member base changes all the time. Even though SU would not get any new members, the base would change because of the age limit. All in all, the author of this thesis is of the opinion that this research got a good amount of answers and respondents had put a lot of effort in answering the questionnaire.

4.2 Overall grade of the image of Svensk Ungdom

The respondents were asked to give a grade for the image of SU in order to get a picture of what the respondents think of the image overall. In the graph underneath on can see what grades the respondents gave.
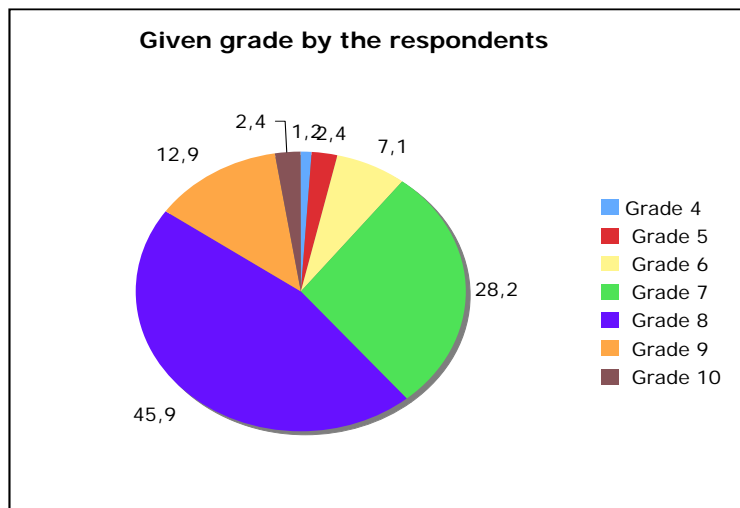
Given grade by the respondents

2,4 1,2 2,4 7,1

12,9

28,2

45,9

- Grade 4
- Grade 5
- Grade 6
- Grade 7
- Grade 8
- Grade 9
- Grade 10

Diagram 5. The given grade by the respondents in percentages.

Almost every respondent answered this specific question. Only two left this question unanswered. In conclusion, the respondents seemed satisfied with the image of SU. 45,9 % gave SU an eight as a grade and a little over 15% of the respondents even better. The author of this thesis expected that respondents are very familiar with this grading scale, because this is used in most schools in Finland. However, judging the result there is room for improvement for SU to work on their overall image.

4.3 The respondents answers on statements about the name

There were several statements in the image questionnaire and two of them were concerned with the name of the organization. In the first part concerning the name issue in the questionnaire respondents were able to answer by choosing one of five options. They were options from a scale of one to five:

1 Not at all true   2 Partly not true   3 Do not know

4 Partly true   5 True.

Some respondents left the statements unanswered, however that was only a few of the respondents. As the total amount of respondents was 86, it was only one to two respondents that left this part unanswered. Interestingly, one the respondents who did not answer this part had left all the other statements unanswered.

The name 'Svensk Ungdom' describes the organization well (avg: 3,548; total: 84)	6% 5	25% 21	6% 5	34,5% 29	28,6% 24
The organization should change its name (avg: 2,471; total: 85)	42,4% 36	12,9% 11	17,6% 15	9,4% 8	17,6% 15

Table 5. Statements from the big questionnaire: "The name "Svensk Ungdom" describes the organization well." and "The name of the organization should be changed."

Above one can see that most of the respondents were of the opinion that the name of the organization describes the organization at least partly, however a lot of respondents were of the opinion that statement of the name describing the organization well is true. Hence, over 62% of the respondents have a positive opinion whereas 31% were of the opposite opinion. Six percent of the respondents answered that they do not know if the name describes the organization well. Moreover, moving

on to the second statement; most of the respondents were of the opinion that the organization should not change its name. Interestingly, more people were of the opinion that the name should not be change than who said that the name describes the organization well at the moment, which leaves space for pondering whether or not the respondents really like the name or could there be room for improvement or a possible change.

The answers given to these statements convey opinions that need more analysis. The following diagrams below show which kinds of answers were given in the questionnaire. In the first diagram one can see more clearly how the answers were divided concerning the name of the organization – the statement "The name "Svensk Ungdom" describes the organization well".
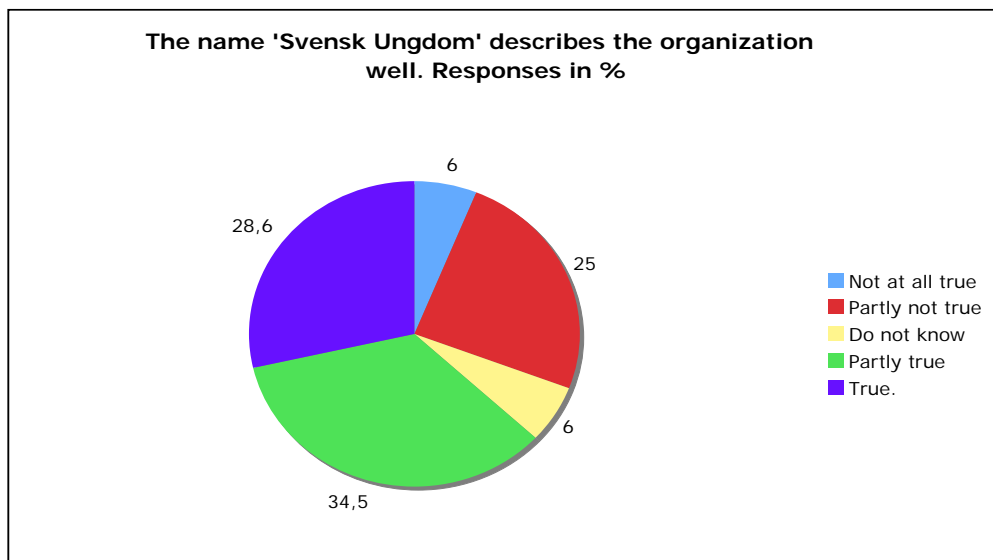

Diagram 6. Statement: "The name "Svensk Ungdom" describes the organization well."

The respondents were mostly of the opinion that the current name does describe the

organization in fully or in some way. There were much more of those who marked

"True" 28,6 % than those were of the opinion that this statement was not at all true,

6%, which makes it evident that based on this statement the organization should not

change the name when also 34.5 % said that they thought the statement was partly

true. However, the respondents who answered with 'partly true' or 'partly not true'

were quite many 34,5 % and 25 %, which could indicate space for improvement if

operations in the organization would be changed. The result indicates a lean toward

being satisfied with the name, but still leaving the door open for other options in this

issue.

Judging on the responses to the first statement similar answers could be then

expected. One would expect that most of the respondents partly want to change the

name and partly not. However, the result conveys a stronger picture to what the

results from the first statement give. A lot of the respondents answered that the

statement 'The name of the organization should be changed' was not at all true. Based

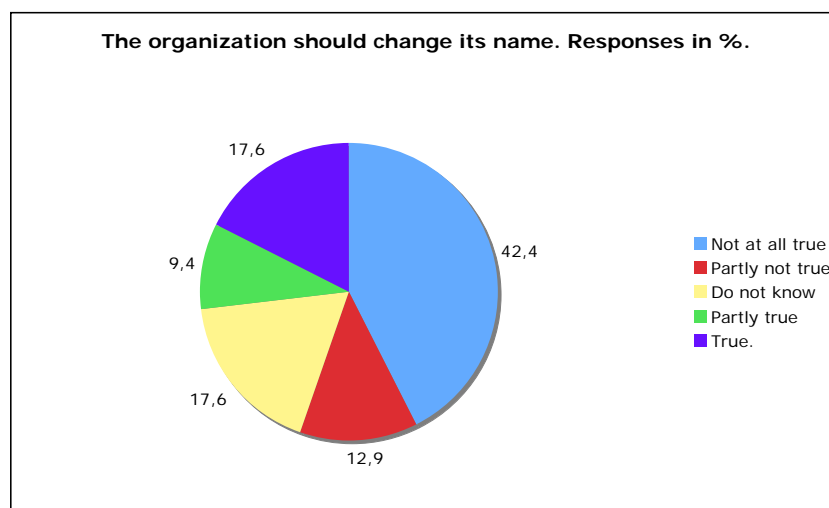on the answers the name should not be changed. The results can be seen in diagram 7.

Diagram 7. Statement: "The name of the organization should be changed."

4.4 The open answer questions

There were four questions where respondents could answer with an open answer in the image questionnaire. The first question was a following question to why respondents had become members of SU; if they had some other reason than the ones given as options. The second open question asked the respondents to tell what they thought about when they hear the word 'image'. A lot of the respondents linked the word to concepts of branding and as simple as 'a picture given to others'. The third open question, and most significant to this thesis, was in the end of the image questionnaire, which asked the respondents to give suggestions to a new name of the organization if the name would be changed. The last question in the questionnaire asked if the respondents had something on their mind concerning the image of SU overall and if they wanted something to be changed.

The open answer question concerning the name; "If the name of the organization would be changed – what could the new name be?" was not that popular. Many left this question unanswered – all in all 44%. Either they did not have any suggestions or then they did not want to give any suggestions. Moreover, maybe they felt that they had expressed their opinion when answering the statements regarding the name issue and did not have anything to add regarding options. Whether it was left unanswered in a positive of negative tone is unknown. However, 56% answered the question in some way. The respondents answered with either an option or then stating that they definitely did not want the name to be changed. A few gave an option but also stated that they do not want to change the name at the moment. The following table shows how the answers were given.

The given options:	The translated versions:
Finlandsvensk Ungdom	Finn-Swedish Youth
Liberal Svensk Ungdom	Liberal Swedish Youth
Liberal Ungdom	Liberal Youth
Ny ungdom	New youth
Svensk Liberal Ungdom	Swedish Liberal Youth
Svensk Ungdom - Liberalerna	Swedish Youth – Liberals
Svensk Ungdom- liberalerna (SU)	Swedish Youth – liberals (SU)
Svenska Marknadsliberala	Swedish Market liberals
Ungdomsförbundet	Youth organization
Svenskatalande Bättrefolk	Swedish speaking better people
Ung Framtid	Young Future
Unga finlandsvenskar	Young Finn-Swedish
Unga Liberala	Young Liberals
USFP, Unga Svenska Folkpartiet	Young Swedish People's Party

Table 6. Given options for a new name by the respondents

As one can see above the different options that were given by the respondents did not differ a lot. These options are in alphabetical order, hence not in a popularity order. Interestingly, almost every option contained the word "Ung – young" or "Ungdom - youth". Also the word liberal was very important to many of the respondents. They either answered with stating that they wish for the word 'liberal' to be used in the name in some way or then they suggested 'Liberal Ungdom' or something very similar. However, some of the respondents wanted that the word 'Swedish' would be change to 'Finn-Swedish' in order to emphasize that the organization is in Finland and not in Sweden. The amount of different options was surprising to the author of this thesis. In the diagram above one can see how many options were given. 'Liberal Youth' or something very close was the most popular option and can be linked clearly to the values of SU. SU regards itself as a liberal organization. (www.su.fi) Therefore, not surprising the author that it came up. Moreover, there were also other options

given, such as Swedish Finn youth. Adding Finn to the name, so that there would be

less confusion of the origin of the organization and expressing the Finnish

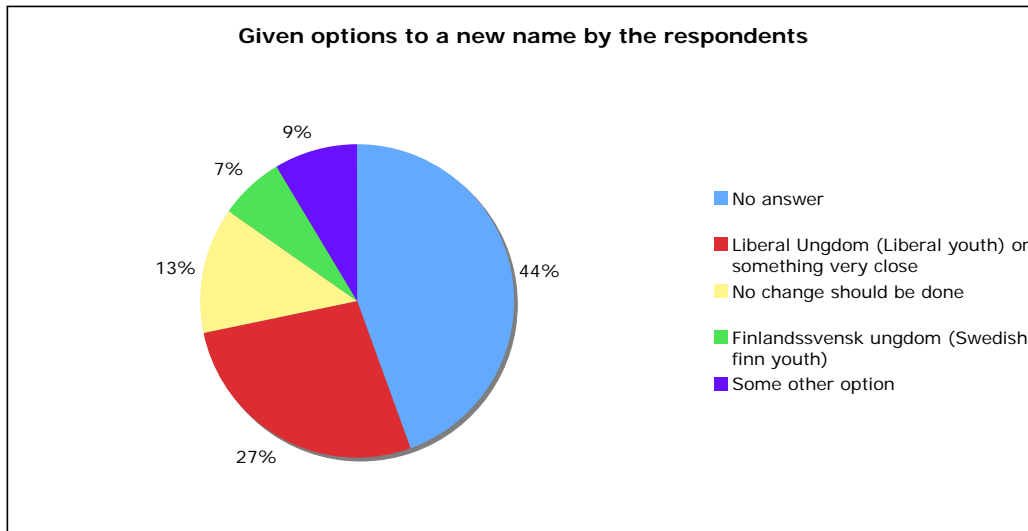background instead of being from Sweden.

Given options to a new name by the respondents

Diagram 8. Answers to question: "If the name of the organization would be changed

– what could the new name be?"

Above one can see a diagram on how the responses were divided between the

different options. Some of the options are very close to each other, however two

options were most popular; 'Liberal Ungdom' or something similar was suggested by

27 % and 'Finlandssvensk Ungdom' by 7 %.

The respondents, 13%, who felt the need to write that they do not want to change the

name is very noticeable when looking at the diagram above. Also the percentage of

those who did not answer at all, 44%, is very evident.

5 CONCLUSION

In the beginning of this thesis the author stated three research questions. These questions will be answered in the next part of this conclusion. They can be seen in underneath;

RQ1 Are Svensk Ungdoms members satisfied with the current name?

RQ2 What kind of attitudes do the answers convey?

RQ3 What is the opinion of changing the name of the organization?

5.1 Discussion

First of all, it is evident after reading VanAuken's and Aaker's views on the importance of the accuracy of a name and how it is perceived at the moment that this is an issue which divides opinions. Surprisingly, the respondents were very hesitant in this issue even though SU has as members young people who could be open for new ideas. It can be seen in the results that most of the members feel that the name is satisfying at the moment whereas some, a lot less, are of the straight opposite opinion. The results convey, like stated in the theory chapter, that some are of the opinion that the name is not correctly associative and descriptive.

Based on the research results the name of the organization should not be changed. Most of the respondents were content with the current name. Although most of the respondents did not express themselves strongly there were many respondents that felt that the statement concerning the current name was partly either true or false, but still

to some extent satisfied. Moreover, only 6% of the respondents felt that the statement was not at all true. This supports Garbett's view about name changing, that the organization has the keys to making the name work. Therefore the result shows that the current name is satisfactory, but there should be more emphasize in crystallizing the message the name gives.

In addition to the opinion of the current name being satisfactory to most; the statement regarding the changing of the name raised a lot of resistance. Much more respondents answered that the statement was not at all true. Interestingly, there was a larger percentage of respondents who felt that the name should be changed versus the current name not being satisfactory, which implicates a stronger disagreement in the current name and possibly a need in adjusting the scale on which the respondents were able choose their answer in.

 The bigger amount of "do not know" responses in the second statement, compared to the results in the first statement, convey that some of the respondents being unsure of whether or not a name change should be done. Being unsure of this statement supports what Jobber says about the importance of understanding how the current name and new names are viewed by the consumers or in this case members. Possibly the respondents unsure of a name change, because they were not given any examples on what the new name could be. Therefore, they did not have a possibility to evaluate the new name versus the old.

They respondents convey a very hostile attitude in the responses regarding the questions asking for suggestions for a new name. They express very strongly that they

do not want to change the name. Note, the question contained and 'if' not a 'when' and still they felt the urge to emphasize that the name should not be changed. This could be to lack of trust in the impact of the earlier statements and that the respondents felt it necessary to express their opinion again. However, not every one was against the name change, because there were respondents who would change the name and gave new options for a new one. Many of the given options were very similar to each other.

Interestingly, no one suggested changing the name only to the letters SU, which also supports what VanAuken said about the structure of names and that short abbreviations are not to be used, they did not interest the respondents. Moreover, what VanAuken, Garbett, Kotler and Armstrong said about what kind of names a brand should have can be seen in the research results. Respondents gave options that consist of few words, mostly names that would consist of only two names. They suggest words, which are to somewhat very general. However, together in pairs with another word they become original and understandable, but not too generic. However, some suggestions did not seem that serious and could indicate some frustration in the questionnaire or the organization. Moreover, a conclusion on what the experts say about naming processes encourage conducting further very thorough investigations on whether or not the name should be changed. Many of the experts warned that a change would meet resistance and noticeably it can be seen from the results in the questionnaire.

Sadly, there were only 86 members who answered the image questionnaire, which leaves a lot of members outside this research. Alternative methods of reaching

members of the organization should be considered because what has been learned in this research is that e-mailing cannot be seen as a successful method to reach members. As already mentioned in the chapter concerning theory part a name change can be successful if it has been done in the right way, involved as many as possible and been a process that is as open as possible.

However, the low amount of respondents could be explained to some extent, by effective spam filters that people have on their computers nowadays. This questionnaire could have been mistakenly automatically filed as spam. Moreover, the research can have seemed uninteresting and the questions too difficult to understand as this topic can be difficult for some to grasp. The receivers of this questionnaire can have been seen it as too long and lost interest or have not had the time at all to fill in the questionnaire. Also the time of year could have been too busy for many and they did not have time to answer the questionnaire.

5.2 Suggestion for further research

The difference in how the statements were seen as true could be seen as issue to study and research more on. The responses left space for wondering whether or not the respondents really like the current name or could there be room for improvement and in what way.

Moreover, there were a lot of respondents who answered with 'partly true' or 'partly not true' in the statements, which could indicate a need for improvement in the

operations of organization. However, a further investigation of what these actions would be needed.

This research now has gathered a lot of different options for a new name and those options could be a subject for a new topic. Ask the members which options could be chosen over the current name and whether or not they would want the current name to be changed to that option.

A lot of extremely interesting issues came up in this thesis process. The behaviour of young adults concerning branding and image when a political party or political youth organization is concerned would be extremely interesting. Moreover, a study on how much branding and image implementation or management is done in political parties or political youth organizations in Finland would also be interesting to conduct.

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7 APPENDIX I

The image questionnaire sent to members of Svensk ungdom in October 2010.

1. Kön - Gender

1   Kvinna - Woman
2   Man - Man
3   Interkönad - Intergender
4   Önskar att inte definiera – Wishes not to define

2. Ålder - Age

1   14-17 år - years
2   18-21 år - years
3   22-25 år - years
4   26-29 år - years
5   30-34 år - years
6   35 eller över - or over

3. Du är medlem i – You are a member in
LSK = Liberal students, SU = Svensk Ungdom

1 LSK i Helsingfors
2 LSK i Vasa
3 LSK i Åbo
4 Moderat ungdom – Moderate Youth
5 SU i Borgå
6 SU i Dragsfjärd
7 SU i Esbo
8 SU i Grankulla
9 SU i Hangö
10 SU i Helsingfors
11 SU i Houtskär-Iniö-Korpo
12 SU i Ingå
13 SU i Jakobstad
14 SU i Karleby
15 SU i Kervo
16 SU i Kimitoön
17 SU i Korsholm
18 SU i Korsnäs
19 SU i Kristinestad
20 SU i Kro-Te-Ne
21 SU i Kyrkslätt

22 SU i Larsmo
23 SU i Lovisanejden
24 SU i Malax
25 SU i Maxmo
26 SU i Nagu
27 SU i Närpes
28 SU i Nykarleby
29 SU i Oravais
30 SU i Pargas
31 SU i Pedersöre
32 SU i Raseborg
33 SU i Sibbo
34 SU i Sjundeå
35 SU i St Karins
36 SU i Tammerfors
37 SU i Vanda
38 SU i Vasa
39 SU i Västanfjärd
40 SU i Virkby-Lojo
41 SU i Vörå
42 SU i Åbo

4. Hur länge har du varit medlem –How long have you been a member

1   Mindre än ett år – Less than a year

2	1 - 4 år	- years
3	5 - 8 år	- years
4	9 - 12 år	- years
5	13 - 16 år	- years
6	17 - 20 år	- years
7	21 år eller längre	- years or more

5. Varför har du blivit medlem? Why have become a member?

1 Vill påverka – Want to influence
2 Organisationen har en attraktiv image – The organization has an attractive image
3 Blev rekryterad av en annan medlem – Recruited by another member
4 Organisationen står för saker jag tror på – The organization stands for issues I believe in
5 Vet inte – I do not know

6. Någon annan orsak, vilken? – Some other reason, which?

7 . Vad tänker du på när du hör ordet image?
 - What do you think about when you hear the word image?

8. Betygssätt Svensk Ungdoms image (4-10)
 - Give a grade for the image of Svensk Ungdom from four to ten

9. Vilka av dessa följande ord nedan beskriver bäst Svensk Ungdoms image nu?
- Which of the following words best decribe the image of Svensk Ungdom now?

1 Aggressiv - Aggressive   *16 Seriös - Serious*
2 Aktiv - Active   *17 Skrikig - Lurid*
3 Coolt - Cool   *18 Stark - Strong*
4 Egensinnig - Opinionated   *19 Tjusig - Attractive*
5 Fantasifull - Imaginative   *20 Tråkig - Boring*
6 Fin - Pretty   *21 Trendig - Trendy*
7 Genuin - Genuine   *22 Trovärdig - Trustworthy*
8 Glamorös - Glamorous   *23 Tuff - Tough*
9 Imponerande - Impressive   *24 Ung - Young*
10 Ingetsägande - Dull   *25 Unik - Unique*
11 Innovativ - Innovative   *26 Uppmanande - Challenging*
12 Kreativ - Creative   *27 Uppmuntrande - Encouraging*
13 Livlig - Vivid   *28 Utåtriktad- Outgoing*
14 Påhittig - Inventive   *29 Ärlig – Honest*
15 Rolig - Fun

10. Vilka av följande ord tycker du att borde associeras till Svensk Ungdoms image? - Which of the following words do you think that should be associated to the image of svensk Ungdom?

Same options as in question number 9.

11. Nedan ser du olika påståenden. Välj från skalan 1-5 hur du anser att

påståendet stämmer.
Beneath you will see different statements. Choose from a scale of one to five how much you think the statement is correct.

1= Inte alls sant – Not at all true
2= Delvis inte sant – Partly not true
3= Kan ej bestämma – Cannot decide

4= Delvis sant – Partly true
5= Helt sant – Totally true

a. Att höra till ett förbund som har bra image är viktigt för mig
b. Svensk Ungdoms image skiljer sig positivt från de andra politiska ungdomsförbund i Finland
c. Svensk Ungdoms image är välplanerad
d. Svensk Ungdoms image är attraherande
e. Svensk Ungdoms image är lyckad
f. Jag identifierar mig som medlem med Svensk Ungdom tackvare förbundets image
g. Namnet ”Svensk Ungdom” beskriver organisationen väl
h. Förbundet borde byta sitt namn för att bättre beskriva förbundet
i. Kampanjer som Svensk Ungdom har stöder den image som förbundet har
j. Evenemang som Svensk Ungdom har stöder den image som förbundet har
k. Marknadsföringen av Svensk Ungdom stöder den image som Svensk Ungdom har

12. Vilka ord tycker att beskriver förbundets nuvarande logo ?
 – Which words describe the current logo of the union?

Same options as in question number 9.

13. Om förbundet skulle omredigera nuvarande logon eller byta den. Vilka ord tycker du att borde associeras till nya logon?
 – If the union were to reconstruct the current logo or change it. What words do you think should be associated to the new logo?

Same options as in question number 9.

14. Om förbundets namn skulle ändras, vad skulle du byta den till?
 - If the name of the union would be changed, what would you change it to?

15. Finns det något som du skulle önska att skulle ändras gällande Svensk Ungdoms image? – *Is there something you wish that would be changed concerning the image of Svensk Ungdom?*