

Customer Satisfaction of Nice Run

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<p>The title of your thesis Customer Satisfaction of Nice Run</p>	<p>Number of pages and appendices 42 + 1</p>
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<p>The idea of this thesis was introduced by Hanna-Maija Haikka, the project manager of Nice Run. Nice Run is a women's sport event held in nine different cities in 2010. Participants attend the event with group of six, go around a route of 5 kilometers and after the run, enjoy a picnic provided by the organizers.</p> <p>Therefore there has been no previous research on the customer satisfaction of Nice Run, this possibility, of finding out the customer satisfaction of the event, was provided that it would be beneficial for both, the author and for the event organization.</p> <p>The purpose of this thesis is to gain satisfactory results from the customers of the event, and then come together a developmental proposal for the event organization group, Forssan Salama Ry, in order to help Nice Run organization to improve their event for the next years to come. Everything is based on the findings that are gotten from the answerers.</p> <p>Customers had the chance of answering a questionnaire concerning the satisfactory of the event on some of the cities that Nice Run was held, and in addition to this the same questionnaire could be found in the Nice Run website. This was how the information on this thesis was gained and afterwards put together on the results.</p> <p>The results gotten in this research showed that participants are pleased with what the event has to offer, but also wish to help out and develop it to be even better in the following years. A lot of good and improving feedback was gotten, which will surely be a big help for Forssan Salama ry.</p>	
<p>Key words Customer satisfaction, sport event, questionnaire, satisfaction questionnaire</p>	

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1 Introduction

This thesis in your hands discusses about the customer satisfaction of the participants of the event called Nice Run. Nice Run is a sports event, only for women. It is held in nine following cities all around Finland; Pietarsaari, Vaasa, Seinäjoki, Forssa, Jyväskylä, Mikkeli, Lahti, Hämeenlinna and Espoo. The main idea of the event is that all the women go around five kilometers route and have a picnic afterwards, provided by the organizers. In addition to this, there is also other program happening on the event area.

This thesis will go through what sort of research was done, how it was done, what methods were used, and what results were gotten. It will be found out whether or not the participants were satisfied on the event, and what sort of improvements they wish to have. This research is specifically done for Nice Run, but these results gotten can be applied also to other sports events. This is because all the results are from customers' point of view, and the results point out different kind of interesting subjects, which may not always come to the organizers mind when planning a sports event. In order to have successful event, it is necessary to have satisfied customers.

1.1 The aim and purpose of this thesis

The idea of this thesis came from the project manager of Nice Run, Hanna-Maija Haikka. Ms. Haikka and the main organization, Forssan Salama ry, wish to find out how satisfied the participants are, and how can they make the event even better for the following years. There has been no previous research on Nice Run in any area; therefore this research will be beneficial start for the development of the event.

Basically, the objective was to find out the customer satisfaction, and gain possible improvement suggestions. The results would help out in enhancing the event, to have even more satisfied customers, and to find out which things need improvements and which were already good as they were. The purpose was to have feedback on all the most important factors that the event has, and to see if they need any improvement.

1.2 How was this thesis done

This research started by planning how and what to find out. With co-operation with Hanna-Maija Haikka, it was come to the conclusion that a questionnaire would be the smartest way of finding out the customer satisfaction. The participants had the chance of answering the questionnaire during the event, or afterwards in the Internet.

The questionnaire consisted of various questions on the field of Nice Run, those which the main organizers found most important. It had both structured and open questions, where participant could evaluate the event and give feedback on those things that were asked or what came in to their minds. Those answers included in this thesis, had luckily good answers in both structured and open questions. This is lucky, because open questions are often left out of answers. The questionnaire can be found in the attachments (appendix 1.).

The results were gotten from all the cities where the event was held, but because these was not the same amount of answers from all the cities, and some of them had only few answers, these results are not separated by the city, but put together to give a larger view on the event. This is also possible, because the event outline is the same in every city. Results are separated by the question, and discussed in the part 6, "Discussion". In addition of just discussing the results, based on this thesis, there has been made recommendations for the future for the organization.

In order to understand fully what customer satisfaction is all about, this thesis will also go through the theory behind customer satisfaction and customer satisfaction questionnaire. You will also find out more information about the event itself, and about the organizers behind the event. The theory part will go through things that make this research important, and give reasons to have these kinds of researches done, in order to develop the event and have satisfied customers.

Discussion part is based on the results and the theoretical part of this thesis. The results are combined and discussed more as a whole, and also compared together. Furthermore, the results gotten in this research are compared on the theory part, to show how the theory can be applied to the event, and to understand the theory behind customer satisfaction in Nice Run's point of view.

This thesis will point out interesting subject in the field on customer satisfaction. It will enable Forssan Salama ry to develop their women's event and to gain even more satisfied customers. With the help of this thesis, improvements for following years are easier to do.

2 Company introduction

2.1 Nice Run

Nice Run is a sports event only for women held in end of May and beginning of June in different cities around Finland. In the year 2010, it was held in nine different cities, and this year it had more than 10'000 participants. It was held during the weekdays, on Monday, Wednesday or Friday, depending on the city. (Forssan Salama RY, website, 31.6.2010.)

It is marketed for women as a good way of spending active time with their friends, and as an opportunity for co-workers to freshen up from their work, not as a competition. Women could sign up for the event with groups of six people. The group could walk, jog or run a 5 kilometers marked route in the nature and afterwards they were served a picnic with a large variety of products from the sponsors of Nice Run. (Haikka H, 31.8.2010.)

The event also has other activities occurring on the event area. In addition of going around the route and having a picnic, the participants could get to know the sponsors of Nice Run, who are selling and introducing their products, could apply on drawings, and would get a medal after the route was gone trough. Every year Nice Run also has a host and a stage, where they have different programs and instructed warm-ups for all the women. In the year 2010, the host was Nicke Lignell. (Forssan Salama RY, brochure, 2010.)

The group could enter to the event on Nice Run website. The one, who will enter their group to the event, must tell all the names of the participants and pay the entrance fee. Then about one week before the event is held, they will get an info pack, which will include number tags for the participants, info about the event, and some brochures from the sponsors. Every participant is obligated to wear their own number tag for safety reasons. If something happens for the participant during the event, the organization will recognize the person from their number tag. (Haikka H, 31.8.2010.)

Overall the event has been organized for the past 5 years, and it has been growing ever since, and the main organizing company Forssan Salama are willing to develop the event in the future, to make it better that it already is. (Haikka H, 31.8.2010.)

2.2 Organizers

The tour itself is organized by Forssan Salama, and it has two people that goes around each of the cities and makes sure that the event stays the same in every city. The stage, host and the outline of the event stays always the same. Each of the cities may have their own little things to make it look like their own, but the bigger concept always never changes. The event has national sponsors that will also have products and signs in each of the events, but in addition to this, the local organizers may have their own sponsors. (Haikka H, 31.8.2010.)

In the year 2010, the event was held on the following cities; Pietarsaari, Vaasa, Seinäjoki, Forssa, Jyväskylä, Mikkeli, Lahti, Hämeenlinna and Espoo. Each of the cities has their own local organizing group that will organize the event on the particular city. (Haikka H, 31.6.2010.) The local organizing group will gather sponsors, market the event, make general organizing, such as where in the city is the event held, and figure out the 5 kilometer route. The local organizing group is responsible in keeping the outline of the event the same, but makes their way to bring it together in to the local environment. (Salimäki E, 15.6.2010.)

3 Customer satisfaction

3.1 What is customer satisfaction

Knowing what customer satisfaction basically is, will be the foundation of the theory part in this thesis. This part will explain and discuss about the key elements of customer satisfaction, about the background, and of course, explain why it is so important. It will also have information on what things effect on customer's decision on their satisfaction.

Customer satisfaction is always related to the customer and to the present time (Rope & Pöllänen 1994, 59). To gain satisfied customers, the same principles are important as in everyday interaction with people (Kannisto & Kannisto 2008, 6). Nobody likes unreliability, mistakes or broken promises (Ylikoski 1999, 121). Even small things can have a positive effect on the customer satisfaction. These things may be help when needed, attention, extra services or even a simple smile given to the customer. (Raatikainen 2008, 34.)

Most organizations have come to the conclusion that customer satisfaction is a key element of their company (Bergman & Klefsjö 1994, 283). It is a key element when organizations want to find out their ability to succeed now and in the future, this is why Forssan Salama Ry also wanted to find out the customer satisfaction behind their Nice Run event. Long-term success cannot be estimated if the customer satisfaction is not good enough (Rope & Pöllänen 1994, 58). Customer satisfaction can be found out by different researches, by doing these researches, organizations can also improve customer satisfaction and follow the improvement (Ylikoski 1999, 156). In this particular thesis, the customer satisfaction is measured with a questionnaire.

Customers have certain expectations towards the company, and this fact is the basis of customer satisfaction. From this the expectations are transferred into actual experience for the customer. (Ylikoski 1999, 117.) Therefore, customer satisfaction is connected with the experiences and expectations of the customer (Bergman & Klefsjö 1994, 283), which will be discussed more on part 3.2.2. "Service Quality".

Customer service should always be high-class service. Everything that the customer reads, sees, experiences, and thinks about the company will develop an opinion for the customer. If the company wants to keep the customers satisfied, the organization has to be customer based and work with the terms of customer. (Rubanovitsch & Aalto 2007, 168.)

Simply, the organization will try to make profit, and at the same time keep the customers satisfied. Good customer satisfaction will bring more and more customers to the company. (Kannisto & Kannisto 2008, 56.)

3.2 Background of customer satisfaction

In order to understand the concept of customer satisfaction, it is important to know the background of it. Followed by this, three the most important features are introduced and explained. First is the customer itself, and the section will discuss about how all the customers are different, the second section will explain what is service quality and what is its role in customer satisfaction, and the third section will discuss about customer loyalty.

3.2.1 The customer

A customer is a consumer that has used the product or service of the company (Raatikainen 2008, 38), which in this case, means the women who participate event. As earlier mentioned, basis of a good customer service and satisfaction begins from treating the customer well and showing them the respect that they wish to have. The customer should always come first. (Kannisto & Kannisto 2008, 13.) A good service has a great influence on satisfied customer, since the customers are used to have good service and they will require it in the future as well (Raatikainen 2008, 17). Customer is to define the quality of the customer satisfaction (Bergman & Klefsjö 1994, 280).

Every consumer is different and a unique. Every customer has different wishes, functions and needs that effect on their need and habit of using different product or services. Several factors influencing on the customer are for example the customer's gender, age, religion, family and incomes. These factors are far easier to understand than the customer's personality factors, which are things that influence radically on the customer's behaviour. (Raatikainen 2008, 10 – 11.) Customers behaviour is an outcome of the consumer's experience, even the time and money that the customer spends on the action, will effect on the behaviour (Funk 2008, 4).

All the customers of Nice Run -event are women, but the age, religion and personal factors are totally different. Most of them are group of friends or co-workers having a refreshment day from work. (Salimäki E, 15.6.2010.)

3.2.2 Service quality

Service experience is always a unique experience for the customer. Every customer sees the service experience in a different way, and others may think that the service gotten was excellent, and others that it was not what they were expecting. (Kannisto, Kannisto 2008, 16.) It could be said that whatever happens between the customer and the worker or the company during the interaction, will have a significant influence on the quality of service. At least on how customer sees it. (Grönroos 1998, 63.) Companies are expected to give good enough service for the customer (Ylikoski 1999, 117).

As mentioned earlier, the customer is always unique (Raatikainen 2008, 10) and this fact can also be applied to the service. Since the service experience is always a unique for every group of customers as well, every organization should find out, what makes their group of customers satisfied on the service (Ylikoski 1999, 117). Organizations can improve their quality of service one step at a time, and by steps, meaning the customers (Kannisto, Kannisto 2008, 170). The service quality itself is not easy to define, but basically it means that how the customer sees their expectations were satisfied, which they expected from the service. This will make the customer the one who will define the quality of service on the organization. (Ylikoski 1999, 118.) To simplify this definition, service quality tells how well the service was delivered (Yoshida & James 2010, 341).

There are few models made about service quality, and one is introduced by Grönroos (1983). In this model service quality is a combination of experiences and expectations of the customer. (Bergman & Klefsjö 1994, 269.) Customer will compare these two factors and will form an opinion of the organization (Ylikoski 1999, 126). The experiences of the customer can be divided into two dimensions. These are; technical and functional dimensions. Technical dimension is what the customers will get from the company, and functional dimension will define how this technical aspect (outcome of the process) was given to the customer (Grönroos 1998, 63). In this thesis, the technical dimension refers to the enjoyment after the event, and the experience that the women remember. The functional dimension on the other hand is how these experiences and the after-feelings were given to the customers (Grönroos 1998, 63). This means more or less how the atmosphere at the event was.

In addition to these two dimensions, also the image of the organization plays as an effecting factor. Thanks to the image, some of the mistakes made by the company may be forgotten by

the customer, because the good image of the company will be working as a filter. This, of course, works also vice versa, when the image is bad, it may make the bad experiences even worse. (Ylikoski 1999, 118.) Therefore, the image of the Nice Run event will have its effect on how the customers see the quality.

Good service should always top all the customer's needs and expectations, and it should stay stable so that the customer will know that the level of service won't be dropping down the next time (Kannisto, Kannisto 2008, 170). As mentioned, each of the customers will have different expectations and these expectations have gotten influence from past experiences, rumors, and perhaps from the organizations marketing (Rope, Pöllänen 1994, 58). Expectations in fact have a great influence on how the service quality will be seen by the customer. The customer will mirror the experiences on the expectations and from there they will form their mind about how the quality of service really was. If the service outdid the expectations, the service quality must have been excellent in the customers mind. (Ylikoski 1999, 120.)

3.3 Customer loyalty

Customer Loyalty is a long-term customer relationship, and its one of the basis of customer satisfaction as well (Ylikoski 1999, 173). It is important to remember that just like in service quality; the customer is the one to decide if there is going to be customer loyalty, and the organization will have to plan how to keep the customers satisfied and loyal toward their product or service (Laine 2008, 21). A trust between the organization and the customer is also a basis, outcome or a part of customer loyalty (Paavola 2006, 59).

When the customer is satisfied with the company's service, there is a bigger chance of the customer using the same service again (Ylikoski 1999, 173). According to Fornell, Mc Dougal, and Levesque, satisfied customers are more often loyal, than dissatisfied who are more likely to not use the service again (Greenwell, Fink & Pastore 2002, 132). Many of the customers will want to use a company that they already know, instead of using a new one, since they have some kind of previous experience already (Kannisto & Kannisto 2008, 156). Customer loyalty comes from positive experiences (Paavola 2006, 50) and it saves time and money (Laine 2008, 20). As a result, when attended customers of Nice Run find the event pleasing and have great experiences, the chances are bigger for them to attend this event once again.

The wanted outcome of marketing an organization is to develop long-term customer relationships, and also to gain new ones. To have this outcome, it is important to have customer loyalty. (Paavola 2006, 20.) Organization must earn the loyalty from the customer, and in order to have it, both the customer and organization must trust the other part (Laine 2008, 19). Example of this could be that the women attending Nice Run will trust that the organization will do what was promised, and the organization will trust that the women will behave accordingly.

The organization should listen to their customers more with the intention of finding out what makes their certain customers more satisfied, and how to win their trust and loyalty (Bergman & Klefsjö 1994, 281). Customer satisfaction questionnaire is the first step from Forssan Salama to find out what makes their customers in Nice Run satisfied, and from there it is possible to develop customer loyalty. According to Reichheld, customers that are loyal to an organization will recommend the services to others as well (Paavola 2006, 21). In this thesis, the questionnaire had a part where it can be found out whether or not the customers have intention of attending the event once again.

To sum up, according to Ylikoski (1999, 177), in time a customer will develop a trust towards the company they will believe that all their needs, which the organization can provide, will be satisfied. This customer can be defined as a loyal customer.

4 Customer satisfaction questionnaire

A questionnaire is commonly used and it can be basically defined as a standardized set of questions, which you can use to gain information from customers. Questionnaires can be divided into four categories; postal, online, telephone and face-to-face questionnaires. (Gratton & Jones 2010, 126 – 127.) In this thesis, postal and online questionnaires are used. Postal questionnaires mean those questionnaires which are given to the customer and filled out by them, and afterwards given back to the researcher. Online questionnaire is an electronic questionnaire where participants can answer online. (Gratton & Jones 2010, 127.)

Paula Oja has made an analysis on the significance of customer feedback. According to the research, customer satisfaction surveys are a good way of finding things that cause dissatisfaction. The research also indicates that in order to improve the quality, the customers have to be listened to. (Oja 2010, 39, 45.)

4.1 Types of questions used in this thesis

In this thesis, the questions have a scale from one to five, from which the customer may give their opinion by grading, and by using grading system, the analysis of the results becomes faster (Ylikoski 1999, 163). Yet in the end of the questionnaire there are two open questions, where the customers can write their own opinions. This is also common in satisfactory questionnaires (Ylikoski 1999, 163).

Most of the questions answer how the customers see the quality and functionality of particular matters. Quality is identified as major part of customer satisfaction (Bergman & Klefsjö 1994, 280). In the beginning, the customers are asked where they attended the event, in order to know that there are people answering from all the places that the event was held. There should be answers from the whole patronage.

4.1.1 Structured questions

With structured questions it is meant those questions where the answers to choose are already given. This is useful when there is only limited amount of options, or the answers can be acknowledged beforehand. The ideas behind these questions lie on the fact that it makes the

handling of the answers easier and also able the avoidance of certain mistakes. (Heikkilä 2008, 50.)

In this thesis, majority of the questions are in semantic differential scale form. In semantic differential questions, the answerers may answer by choosing an option from scale with contrasting adjectives at each end. (Gratton & Jones 2010, 135.) In Nice Run questionnaire the alternatives are from weak to excellent. The customers give grades from five to one, five meaning excellent and one weak.

4.1.2 Open questions

Open questions are typically easy to come up with, but hard to go through and handle as results. Open questions are also often left out of answering, but might give answers that you haven't thought ahead (for example good ideas). Open questions are also commonly used in qualitative research and in questionnaires with open questions it is easy to have a small amount of qualitative data. (Heikkilä 2008, 49; Gratton & Jones 2010, 133.) In this thesis, the customers have an option of answering two open questions (see appendix 1).

4.2 How was the questionnaire planned

The questionnaire on customer satisfaction and event functionality was planned in cooperation with Forssan Salama, the main organizing club, as well as with the project manager Hanna-Maija Haikka. This was done because the answers would be beneficial for the organization, since Ms. Haikka is the project manager of the event in the whole country, and they wish to find out the satisfaction of the customers and how the event is functioned.

The questionnaire was planned so that it would include all the main points of the event and that it would give out clear enough results. In addition, the questionnaire includes questions that involve marketing and evaluations of those results are not part of this thesis, but evaluated by someone else on their thesis.

The main organizers gave their opinion on what they wish to find out about the quality and functionality, from which a questionnaire was made, which can be found in the attachments (appendix 1).

The participants of Nice Run had the opportunity to answer the questionnaires during the event and on Nice Run website, where the same questionnaire was as an online version.

4.3 Background of the questions that are part of this thesis

Nice Run event was consisted of many factors that may influence on the satisfaction of the customers, as well to the function of the whole event. From these factors, it has been chosen the most important ones for the main organizer, as already mentioned earlier. Questions are good when you only ask about one subject at the time, and when the question is necessary in order to get results, and easy to understand (Heikkilä 2008, 55).

The following sections will discuss about the background of all the questions asked in the questionnaire. By knowing the background of the questions, it is easier to analyze the results gotten with the questionnaire.

4.3.1 Event entry

The event entry was done through Nice Run website. Women entered with a team of six people, and the pricing of the event depended on the time of the entry. It was also possible for single participant to sign up for the event. (Forssan Salama RY, brochure, 2010.)

When the entry was done before 15th of March the cost would have been 114 Euros per group (single person entry fee 27€). From then the prices went up till 150 Euros (one person, 30€) until 14th of May. 14th of May was a limit for the online entry, from then on the groups should inform about coming to the event straight to the local organization. Then the fee is 174 Euros per group, and for a single participant 33 Euros. (Salimäki E, 15.10.2010.)

Before the event, local organizers will send an info pack for the participants, which they can collect from given location, which for example in Lahti was Intersport Previo. If the info packs are not collected before a certain deadline, they will be mailed straight to the one who signed up their team of six. (Salimäki E, 15.10.2010.)

4.3.2 Website

Nice Run website is www.nicerun.fi and it contains information about the event. It has the basic information on the program, on the event entry (which is done through the website), pictures from the event, list of the sponsors, information about the organizations involved

with the event, tips for exercising before the event, and a possibility to answer the questionnaire, which is used in this thesis. (Forssan Salama ry, Nice Run website, 25.10.2010.)

In addition to these, you can find separate information from all the cities that Nice Run is held in. These sites have information on the routes, some pictures from the event, local sponsors and information about the local organization. (Forssan Salama ry, Nice Run website, 25.10.2010.)

4.3.3 The program

Nice Run is held on weekday evenings, either on Monday, Wednesday or Friday. The event itself starts at 5 p.m. and half an hour later the program will start. There will be a joint warm up for all the participants and at 6 p.m. the participants can start their 5 kilometers route. After the route has been gone through, the participants will get a medal for their run, and the group can go pick up their picnic bag. The event lasts until 9 p.m. (Forssan Salama RY, brochure, 2010.)

When the participants started to gather around the event area, the host told guidelines about the event and information what is going to happen and interviewed people during the event. There was also possible additional program on the stage, and during the picnic there was a drawing between all the participants. (Salimäki E, 15.10.2010.)

4.3.4 Host

The host of Nice Run 2010 was Nicke Lignell. The responsibility of Mr. Lignell was to entertain, give guidelines and to host the whole event. Before the event he was given an info pack on where everything is in the particular city, and from then on he was responsible on informing it to all the participants.

4.3.5 Route

The route is approximately five kilometers long and the location of the route is decided by the local organizers. It could be walked, jogged or run. The start of the route was done together with all the participants, after the warm up (Salimäki E, 15.10.2010.) Because Nice Run is not about competition, every participant could check their time by themselves from a big clock

once they finished the route, and it was not shown anywhere else (Forssan Salama RY, brochure, 2010).

4.3.6 Picnic

The picnic given to all the groups in the event included a various items from different sponsors. Most of the items came from national sponsors, but in addition to these, the local organizers had the responsibility to gain the rest of the items that were necessary to the picnic, but not provided by the national sponsors. These items could be bought or the local organizers could get local sponsors to give the items. Every city had a certain guideline for the picnic, which showed what should be in the picnic, but in addition to these the local organizers could have their own additions, such as strawberries. (Salimäki E, 15.10.2010.)

The following items were found in every picnic nationally; a drink, bread, fruit, yogurt, candy bag, and a muesli bar for every participant, and a box of tomatoes, spreading, ham, salad, a box of Cracotte and a cucumber in every picnic. In addition to these, there were samples and brochures from national sponsors. From the list above, only the tomatoes, bread, fruits, and cucumber had to be purchased by the local organizers. (Haikka H, 25.5.2010.)

4.3.7 Overall functionality and overall grade

Overall functionality and overall grade questions were asked in order to find out what was the overall functionality of the event, and how would the participants grade the event overall. This was planned in co-operation with Forssan Salama ry, as further information is said in section 4.2. "How was the questionnaire planned".

4.3.8 Open questions

Open questions in this questionnaire asked, what the best part about the picnic was, and how it could be improved (see attachment 1.). Furthermore, the participants could freely give more feedback on the event, since the questionnaire included a section for it. Some of the participants gave feedback and improvement suggestions about the event and those answers are discussed in this thesis in order to develop the event for the future.

4.3.9 Next year's attendance

This particular question was asked in order to find out whether or not the women are going to attend the event next year. This also is way of measuring customer loyalty (3.3.2.), which is one important factor of customer satisfaction.

5 Results

In part 5.1., in the following 6 figures, the quality and functionality of the topics have been measured by giving a grade from one to five. Grade one means poor or weak quality and functionality, when grade five is for excellent. Customers also had the chance of not answering the question, if they did not know about or have any experience on the topic of the questions. Therefore there is a different amount of answerers in all of the questions.

In the part 5.2., are the improvement results gotten from the open questions asked in the questionnaire. Every answerer had the chance of sending their regards and telling about possible improvements they found in the event. One question also was particularly for the picnic, to find out what was good about it, and how it could be improved. This part will include all the results about improvement suggestions that the participants wished to have on the whole event itself and in the picnic, and results on what they felt were the best part about the picnic, in order to have it also next year.

All of the answers are gathered from different cities around Finland, and the answers are not separated by the city, but put together to give out complete satisfactory results of the whole Nice Run event. As mentioned earlier in this thesis, the outline of the event is the same in every city, therefore the results from one city, will support the whole event everywhere in Finland. The questionnaire could be answered during the event and, in addition, on Nice Run website afterwards. The questionnaire found in the Interned consisted of the same questions as in the one that the women could answer during the event.

Total of 380 people answered to the questions that are part of this thesis and gave their opinion on the event. Overall the whole event had 10'116 people attending (Haikka, H. 28.9.2010). This point out that ~4% of all the participants answered to the questionnaire that the following results are from.

5.1 Results of the satisfaction in quality and functionality

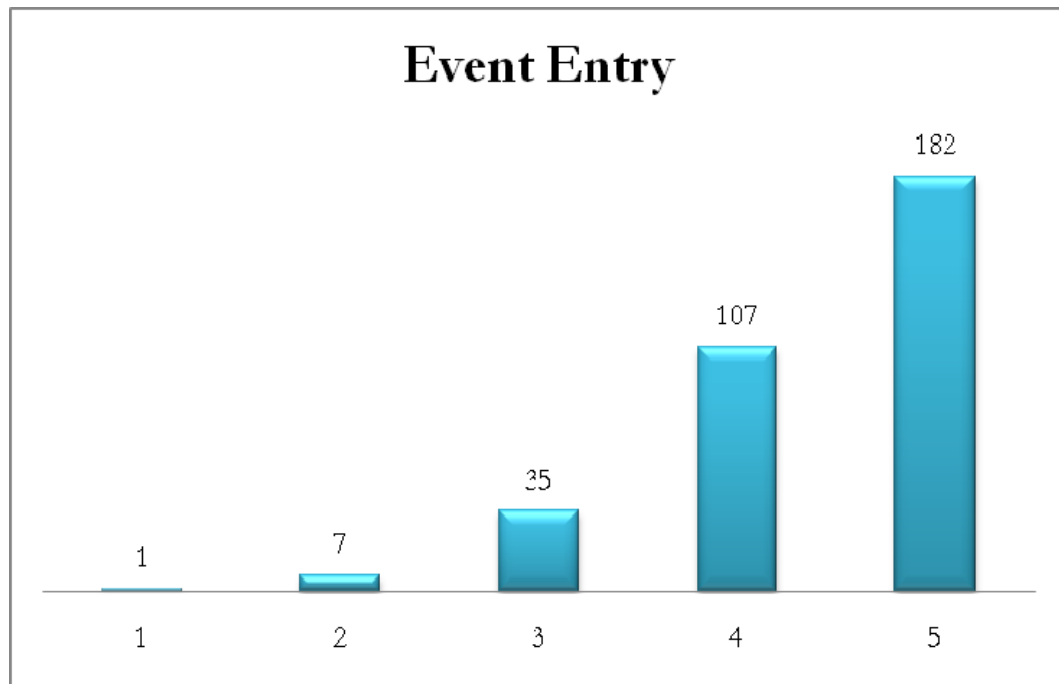


Figure 1. Quality and functionality grades given for the event entry

Figure 1, shows how the customers graded the quality and functionality of the event entry (section 4.3.1.). Total of 332 out of 380 people answered to this question and the average score was 4.392 out of 5. This average was the highest average from the 7 structured questions. 48 people (~13% of all) did not answer to this question. It can be seen that majority gave the grade five.

Approximately 55% (182 people) of the customers graded the event entry to be excellent, ~32% (107 people) gave the grade 4, ~11% gave the grade 3, ~2% marked it to be the grade 2 and only 1 person chose the event entry to be completely poor.



Figure 2. Quality and functionality grades given for the Nice Run 2010 website, www.nicerun.fi

In figure 2, there can be found how the customers graded the websites (section 4.3.2). Total of 313 people out of 380 answered to this question, leaving 67 people (~18%) out of giving the grade. The average score given was 4.05. And as it can be clearly seen that the majority gave the grade 4 for the website.

About 33% (103 people) of all the answerers rated the website with grade 5 (excellent). Majority ~44% (137 people) gave grade 4, 20% (63 people) gave grade 3, 6 people (~2%) graded the website with grade 2 and 4 people (~1%) chose grade 1 (poor or weak quality and functionality).

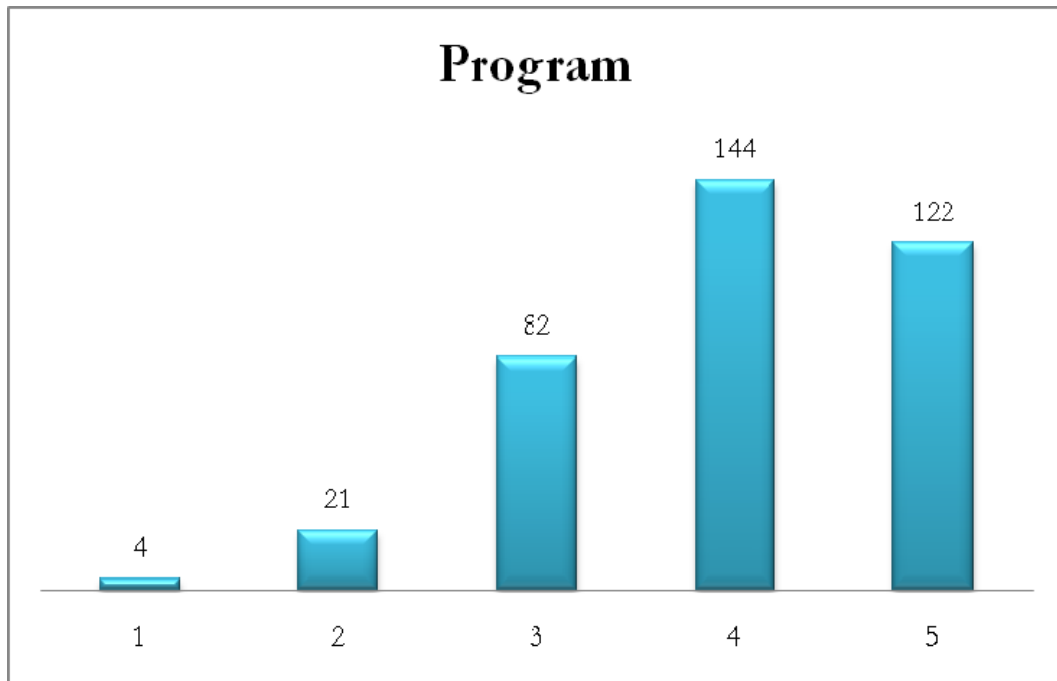


Figure 3. Quality and functionality grades given for the event program

Figure 3, shows how satisfied the customers were on the program (section 4.3.3.). 373 people out of 380 graded this question, leaving only 7 people (~2%) out of answering. By looking at the figure, it can be noticed that most of the customers gave the grade 4. The average score was 3.97. The program was the only one that had the average going under the grade 4, which also means that the program got the worst results, if looking at the average.

Majority, ~39% (144 people) gave the grade 4, ~33% (122 people) graded the program with 5, and ~22% (82 people) gave the grade 3. 21 people (~6% of the answerers) gave the grade 2 and 4 people (~1%) thought the program was poor.

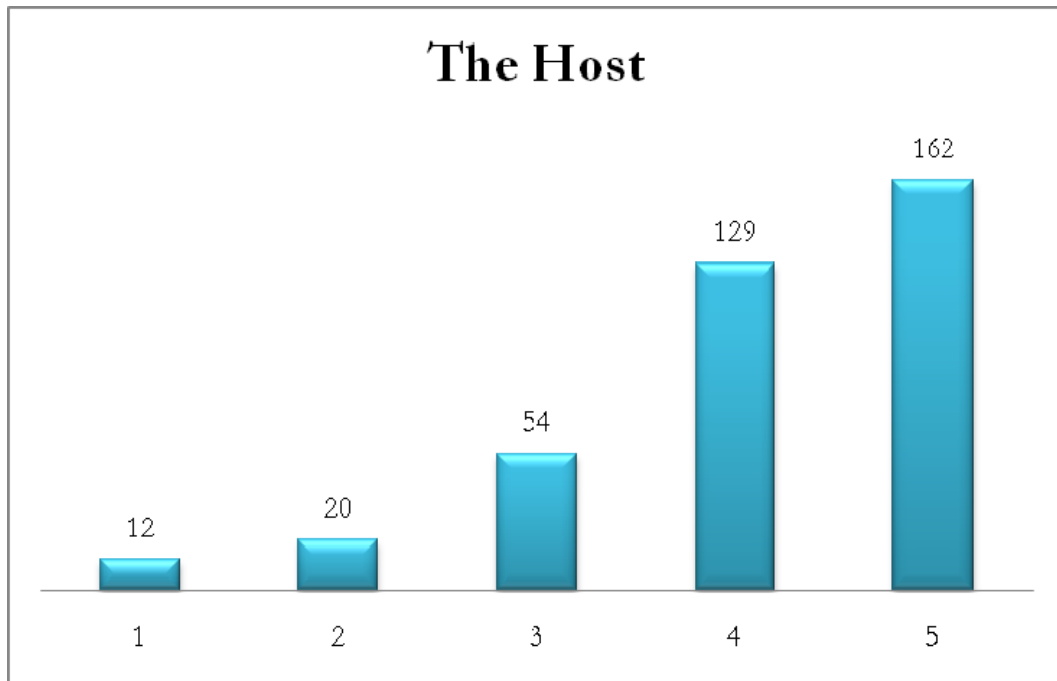


Figure 4. Quality and functionality grades given for the host, Nicke Lignell

Figure 4, is showing the grades given for the host of Nice Run 2010, Nice Lignell (section 4.3.4). 377 people out of the total 380 of answerers answered to this, and only 3 people (less than 1%) did not give their opinion. Majority rated the host with grade 5, never the less the average was 4.08.

Surprisingly, 12 people (~3%) gave the grade 1, which is more than in any of the other questions. But still majority, ~43% (162 people) gave the grade 5 and the grade 4 was given by ~34% (129 people) of all the answerers. Approximately 14% (54 people) gave the grade 3 and ~5% (20 people) gave the grade 2.

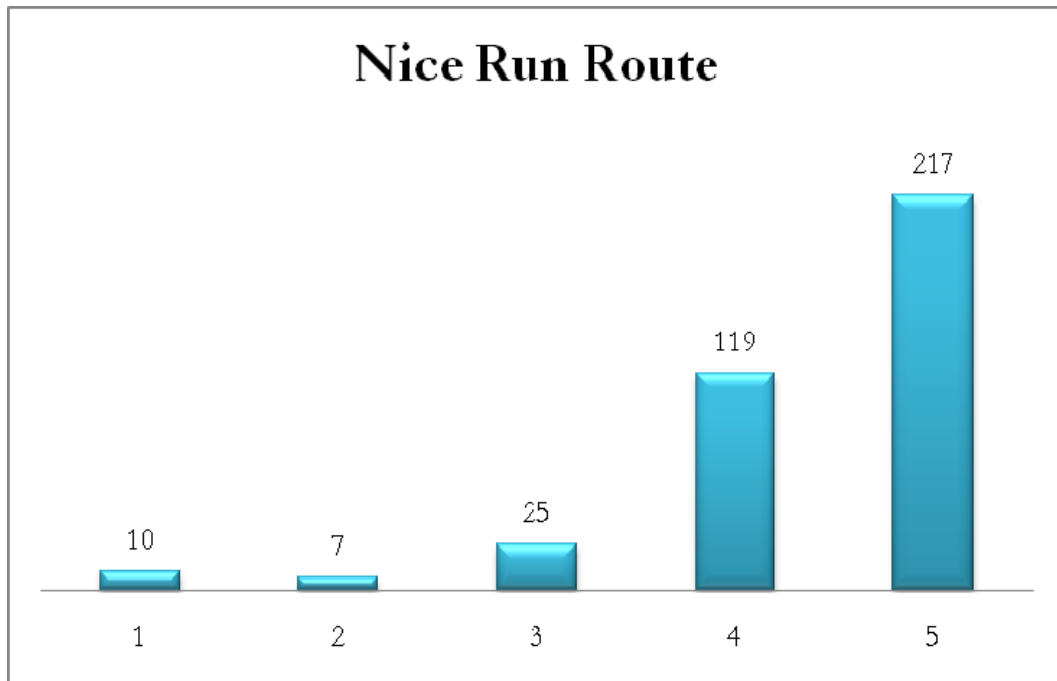


Figure 7. Quality and functionality grades given for the route

From figure 5, it can be seen how the participants graded the route of the event. Clearly most of the people gave the grade 5 out of 5, (217 people, ~57%). This question also had the best average, 4.93 out of possible 5. 119 (~31%) people gave the grade 4, 25 (~7%) people gave number 3, 7 (~2%) people gave number 2, and 10 (~3%) people stated that the route was poor.

Overall 378 people out of 380 answered to this question, leaving only 2 people out of answers.

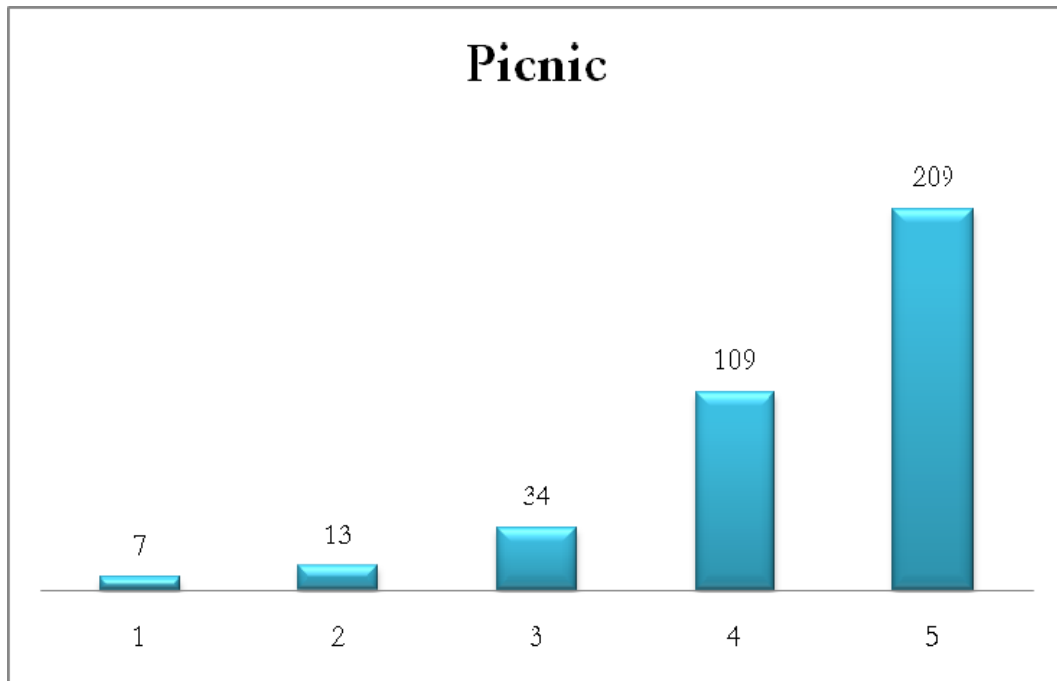


Figure 6. Quality and functionality grades given for the picnic

Figure 6, shows the grades that were given for the quality and functionality of the picnic (section 4.3.5). 372 people out of 380 answered to this question, and it can be seen that the majority gave the grade 5 (excellent). The average score in this question was 4.34. Only eight people (~2%) left out answering this question.

Most of the people (209 out of 372), ~56%, graded the picnic with excellent 5. Grade 4 was given by 109 people (~29.5%), grade 3 by 34 people (~9%), grade 2 by 13 people (~3.5%) and poorest grade by 7 people (~2%).

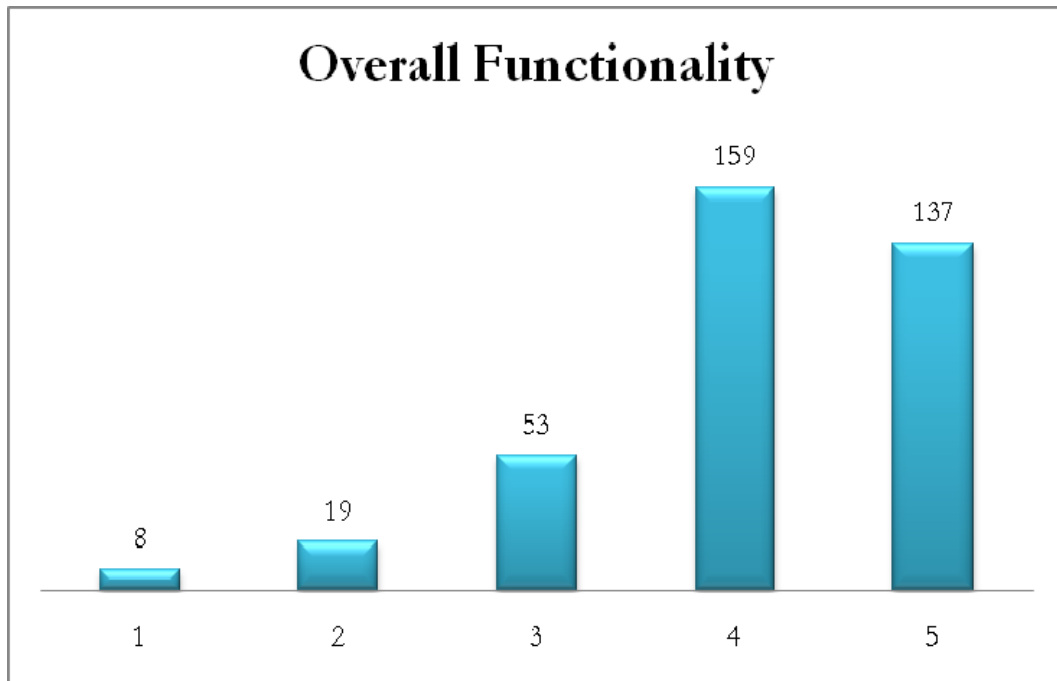


Figure 7. Grades given for the overall functionality of the event

Figure 7, is for the overall functionality of the event (section 4.3.7.), and it shows how many of the participants that answered to the questionnaire gave a which grade. 376 people gave a grade to this question, leaving only 4 people (~1%) not answering this question. The average total was 4.06. And it can be immediately seen that majority gave the grade 4, although the difference between the grade 4 and 5 is only 22 grades.

Approximately 36% (voted by 137 people) of all the grades were 5 (excellent). Majority, ~42% (159 people) were grade 4, 53 people (~14%) gave the grade 3, 19 people (~5%) gave the grade 2, and 8 people (~2%) thought that the overall functionality was poor and gave the grade 1.

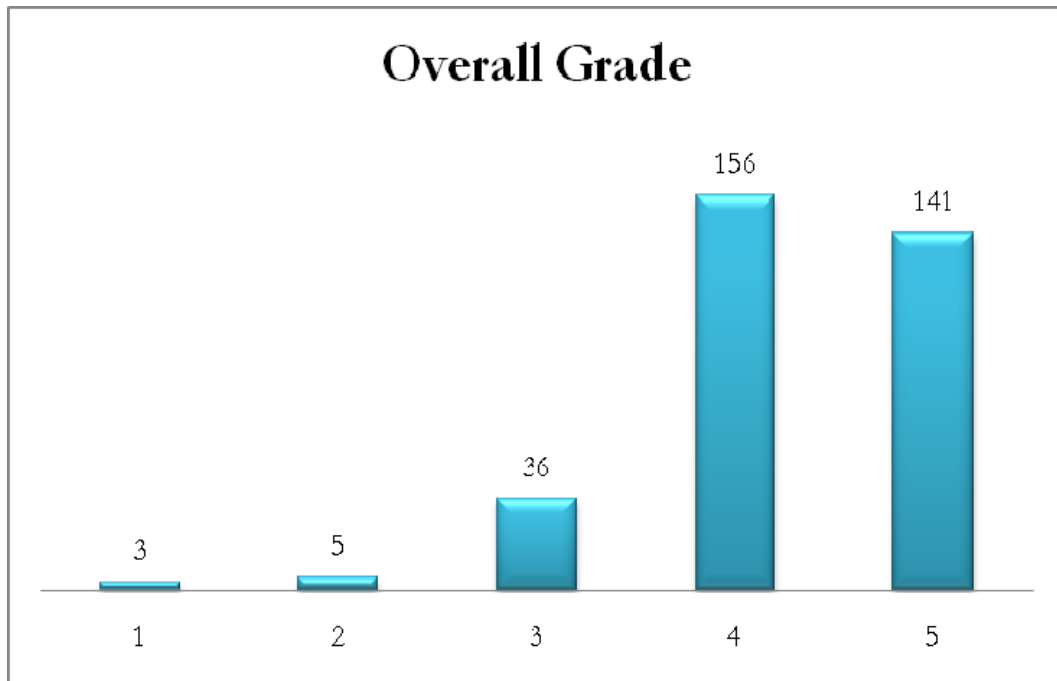


Figure 8. Overall grades given for Nice Run and its quality and functionality

Figure 8, shows which was the customers final overall grade for the whole event (section 4.3.7.). This is not the average score from each of the customers, but another question that the customers answered. 341 people out of 380 answered to this, and 39 people (~10%) did not give their opinion. Most of the people gave the grade 4 (156 people), but the difference to the next most answered grade 5, was only with 15 people. The average score was 4.25.

The grade 5 was given by around 41% (141 people) of all, grade 4 by ~46%, grade 3 from 36 people, which is about 11%, grade 2 by 5 people (1%) and grade 1 only from 3 people, which is roughly 1%.

5.1.1 Conclusion

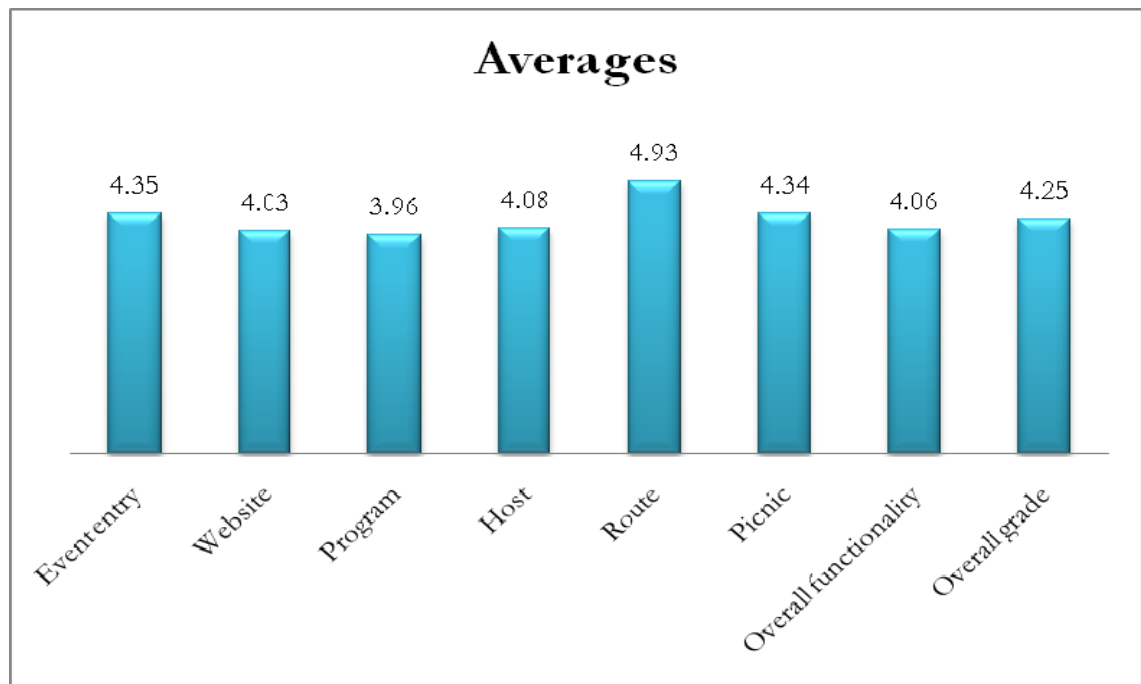


Figure 9. The average results gotten from all the quality and functionality results

Figure 9, shows all the average results gotten from the quality and functionality questions in the questionnaire. From the figure, it can be seen that the average results are all close to each other.

The best average score got the route with 4.93. The lowest average score on the other hand was for the program with 3.96, this average was the only one to drop under 4. Second best score was 4.35 with event entry, and the third was the picnic with 4.34. From then the order is; overall grade (av. 4.25), the host (av. 4.08), overall functionality (av. 4.06) and website (av. 4.03).

If the average score of the average scores is calculated, it will come as a result of 4.25.

5.2 Results of the open questions

The following figures will show the results that were gotten from the open questions. These results are simplified to fit certain categories. In the part 6 “Discussion” these results will be discussed in more details and the categories will be opened up, and the answers will be discussed more.

5.2.1 Best about the picnic

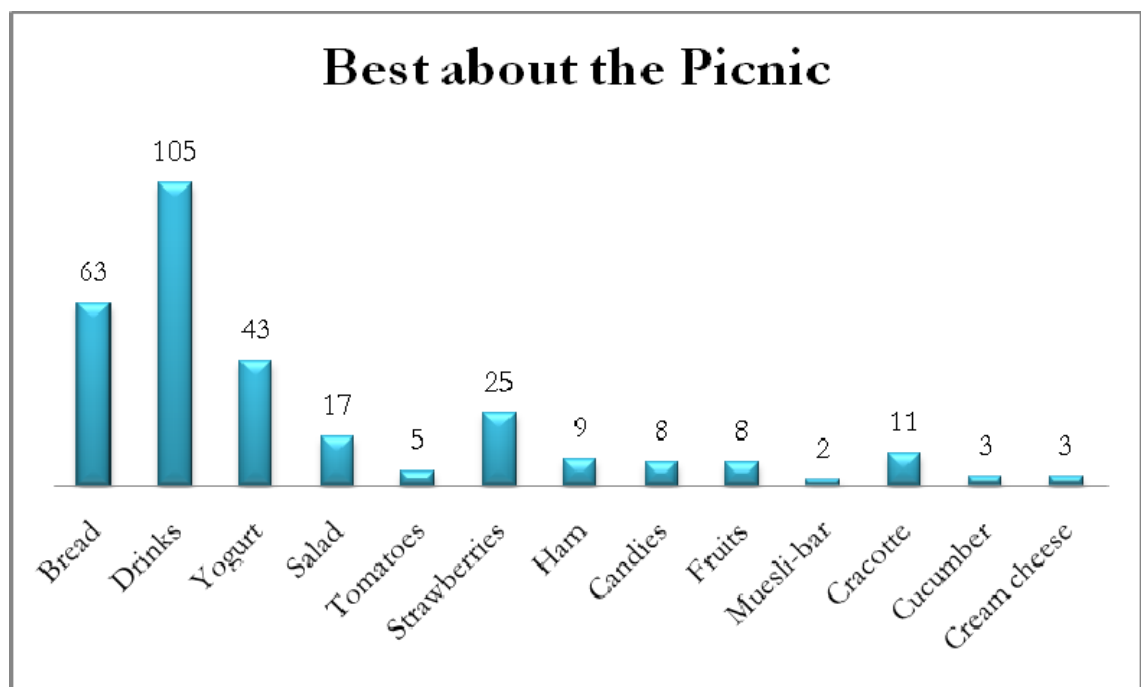


Figure 10. Results on what was the best thing about the picnic

Figure 10, shows the most answered results on the question which asked about the best part of the picnic. Majority (105 people) out of 380 people answered that they thought the drinks were the best part. The bread got the second most votes with 63 people saying it was the best part of the picnic. In addition, yogurt (with 43 votes), strawberries (with 25 votes) and salad (with 17 votes) stood out from the results.

Additionally, there were several products that were mentioned on the questionnaire. These are, for example, ham, candies, fruits, cookies and different vegetables.

5.2.2 Things to improve

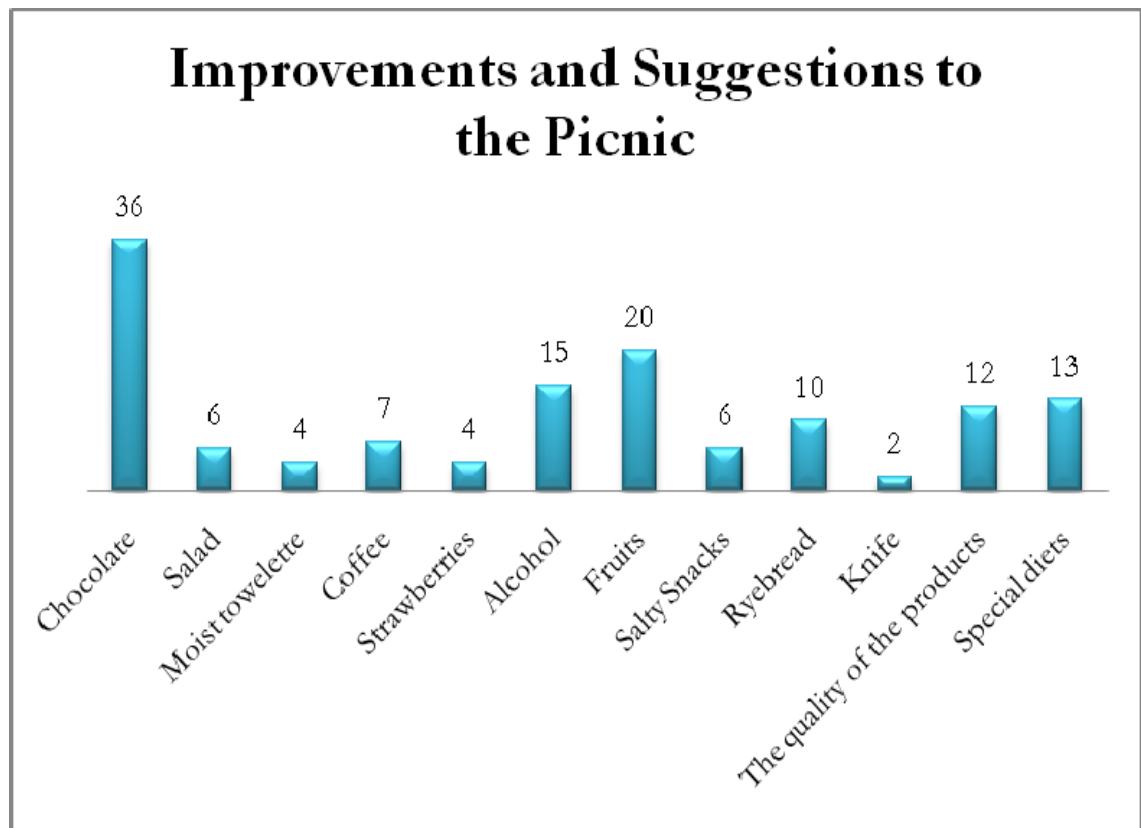


Figure 11. Results on the question, how could the picnic be improved

Figure 11, has the improvements and suggestions results for the picnic. It shows what the participants wanted to have more, or also in the picnic.

Clearly the majority (36 people) wanted chocolate to be added to the picnic. Also according to the results, people wanted more fruits on the picnic, with 20 people mentioning them. Additionally, people wanted alcoholic beverages, better quality for the products, and that special diets (lactose-intolerance, coeliac disease and allergies) would be taken in notice more.

Participants also wanted to change the bread into rye bread, to have more drinks, more salad, coffee, salty snacks, strawberries, moist towels, and knives to help out putting the butter on the bread.

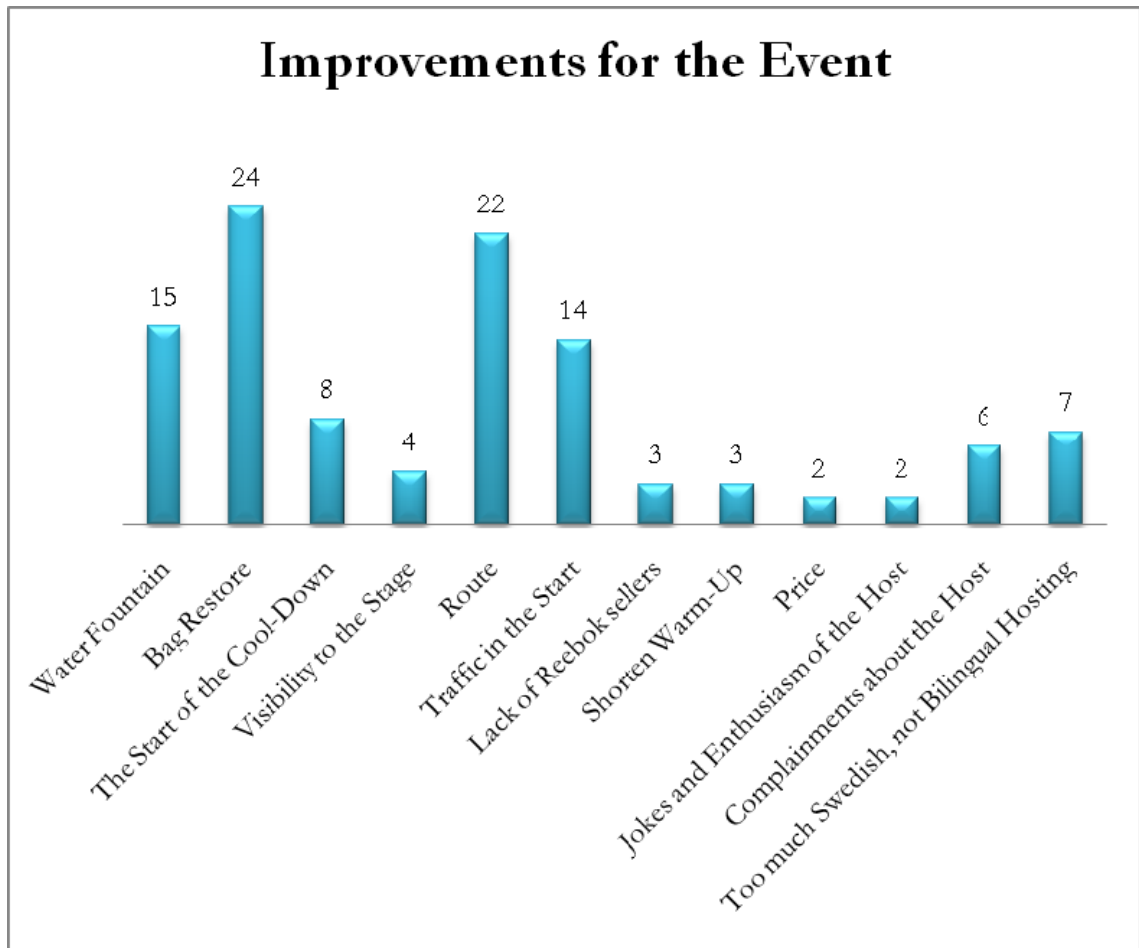


Figure 12. Improvement and suggestions results gotten for the event

In the figure 12, it can be seen what type of improvements and complaints did the participants answered about the event. Most of complaint (24 people giving feedback on this) were about the bag restore. According to the feedback, participants had to wait about 20 minutes to get their bag after the run, and overall it was described as a chaos.

22 people had something to complain about the route. Some said the route was too hard, and there was not enough space for all the participants to run. They also suggested improvements for the route, such as something interesting on the route while they are running, water fountains on the way and that the kilometers would be seen during the run.

The start of the run had complaints about how there was a great traffic (14 people) and that the order was not smart (13 people). People suggested that the start should be separated so that those who run the whole route would go first, and those who wish to walk would go last. People also wished that Nordic walking would be forbidden.

Water fountain issue was told by 15 people. They told that either there was fairly too little water fountains or they lacked of information of the fountains location.

The host also got a few complains and improvement suggestions. On bilingual areas, the host, according to the answerers, was talking too much in Swedish, and not all of the hosting was translated in both languages. People also suggested other hosts for the event and wished that the host would tell more jokes and be more enthusiastic.

In addition to these, people complained that the cool-down started too early, that the visibility to the stage was poor if they stayed at the back, that the price of the event was too much, and that at one city, the Reebok sellers did not come. As an improvement, three people said that the warm-up should be shorter.

5.2.3 Conclusion

As it can be seen, there were a lot of answers also to the open questions. It can be clearly seen what was good or bad, and what went well and what needs improvement. With help of these results, we can come to the conclusion which items should be taken under consideration the following year. By knowing what did not please the participants in the year 2010, it is easy for the organization to improve their event and make it even better for the participants.

5.3 The results on next year's attendance

365 people of 380 told that they would be attending the event the following year.

6 Discussion

6.1 Summary of the results

The objective of this research was to find out how satisfied the participants were on the Nice Run event, and to find out possible improvements and spot out errors. These results on this research apply to these objectives and a lot of good information and suggestions were gotten in order to enhance the event for following years.

The results in this thesis show that also the participants of Nice Run want to develop the event. Both structured and open questions had answers on how to help Forssan Salama Ry to develop their annual women's sport event to be even better than it already is. These results will show which things still need improvements and which are already good as they were. Yet still with possible enhancements given by the answerers. As customers have their expectations towards the event, by knowing what could even overcome those expectations, it is possible to develop long-term customer loyalty, and gain new customers as well. By examining these results, the event can be developed in various areas, and this will make sure that the customers' expectations surely won't be fallen below.

The amount of people answering the event was not too high. Only approximately 4% out of all the participants answered to this questionnaire. To have wider and more results, this questionnaire should be filled out by more participants. Furthermore, if it would be possible to have enough results from each of the city, these answers could also be separated by the city.

When looking at the results gotten from the structured questions, it can be seen that the all the results indicate satisfaction in all the particular areas of the event. Lowest score was given to the program with an average of 3.96 out of 5, and the highest score was given to the route, with 4.93 out of 5. Still, the route got a lot of improvement suggestions written on the open question areas, which appoints that all though people were satisfied on the route, there still can be found a lot of things to improve.

First of all, the event entry was graded with an average of 4.35 out of 5, which is a good result, but this question left 13% of all the answerers choosing not to answer. This may be because only one person signs up their group of six, and others may not know a lot on how the event entry is done. On open questions, there were two people criticizing the price of the event, and

this can be seen as one factor effecting on the results gotten from the event entry. No other comments on the event entry were given.

Next question was on quality and functionality of the website, and it got an average of 4.03 out of 5. This one once again had larger group of people (18% of all the answerers) leaving it without a grade. This may be because of the same reason as in event entry question, since some may hear about the event from their friends etc. and lack out of knowledge on what the website is like. This fact does not include those who answered on the questionnaire online. Nobody gave improvement suggestions to the website, and the average of 4.03 is telling that everybody is more or less satisfied with the websites.

The lowest average score, 3.96 out of 5, got the program of the event. This average was the only one going under 4/5. A lot of people commented on the program in the open section. And there are many other factors effecting on the program as well. One major factor effecting the program is the host, who is in charge of keeping the atmosphere good and giving general guiding and hosting the program. The host got an average of 4.08 out of 5. Program could be said to be everything that is going on at the event area, from the beginning of the event until the last person leaves the area.

People gave their comments on the host, and as every person demand different thing, some were demanding more enthusiasm and jokes from the host, but there were also pleased people, who complimented the host. Here it can be seen that not everyone is pleased on the same things. Big possible issue, according to the answers, was that on bilingual cities, the host was not always translating everything in both languages. There were seven different complains on how the host was talking too much in Swedish, and forgetting to translate everything into Finnish, which, according to answers, has been happening on previous years. This is something that should be looked up to in the following year, not to make a habit out of something that was not there on previous years.

The open question results showed also more things that should be improved on the program. One possible improvement is to have program happening also during the 5 kilometres route, where the answerers wished to have something surprising. Furthermore, the results showed that not everybody had the clear visibility to the stage, and this became a problem especially during the warm up. When warm up is a part of the program, it should be done so that every-

one could participate, even if they could not see properly to the stage. This will require good instructing from those who are keeping the warm up.

As mentioned, the route got the best average, but still a lot of improvement suggestions. People may be satisfied with the length and location of the route, but many other improvements came to participants' minds. One big issue was the start, which was described as a chaos and it seemed to irritate a lot of those, who wished to run through the route and felt that those walking were on their way. Possible solution for this would be having the start in two parts, when the runners would leave first, and after that those who wish to walk. This solution would solve the problem of crowdedness and mixture of runners and walkers. With a lot of participants, it is important to remember that the route has to be suitable for the amount of people. There should be space enough for the start, and for those who are going faster, should have enough space to pass those going slower.

Next structured question was about the picnic. It got 4.34 out of possible 5, and a lot of answers in the open questions, since there was a particular question on asking what the best thing about the picnic was, and how it could be improved. Clear winner item in the picnic was the drink that was provided for everyone. This is clear, since of course after a workout it is nice to have something to drink, and what came out from the answers is that the participants would have wanted even more drinks on their picnic bag. Same thing happened with fruits, it was one of the favourite items found in the bag, but still people wished there was even more of them.

Clearly people were pleased on everything that was found in the picnic bag, but since there was a particular question asking how to improve the picnic, there were a lot of good suggestions gotten from the answerers. What seemed to be the most wanted item was chocolate, and in addition to this, people wished to add more fruits, alcoholic beverages, more drinks and rye bread. Candies available were also found as a best part of the picnic for some, perhaps next year the candy could consist chocolate. Chocolate seemed to be great deal for some, since there could be found answers which stated "best thing about the picnic was the chocolate that I brought along with me".

Large amount of improvement suggestions commented on the quality of the food and how it did not take any special diets under consideration. On the results, it comes as rather interesting

point is that people found strawberries to be the best part of the picnic, and strawberries were not part on national picnic bag, but a smart addition from local organizers.

Overall functionality got an average of 4.06 and the overall grade was 4.25. This shows that the participants clearly felt the event functioned well. Interesting point about the overall grade is that if all the averages are counted together and taken the average of them, it comes out as the same as the average grade, 4.25.

Last question with alternatives was whether or not the answerers will attend the event the following year. In the results, 15 people left out of answering and the rest of answerers stated that they will attend the following year. This finding is really good, because this would mean that a great majority of the answerers will attend the following year, and indicates on possible long-term loyal customers for Nice Run. Loyal customers are a clear sign from a satisfied customer. Keeping up the good work will keep on bringing more and more satisfied customers to the Nice Run event.

Other things that came out from this research were that there were some issues that hinder the functionality of the event. A big problem, at least in one city, seemed to involve the bag restore. People stated that they had to wait in a line for a long time to get their bag back and it was also described as a chaos, which lowered down the atmosphere. According to the answers, this was not the first time this has happened, but it has been an issue earlier years as well. Interesting part about this is that the feedback came only from one city, yet people from other cities had nothing to comment on this situation. Seems so that the bag restore is working fine in other cities, and this brings out question, why is it not working in one of them, and why it hasn't been fixed.

Second noticeable problem had been with the water fountain. Others stated that they lacked of information of the location of the water fountains, when others said that there were too few fountains available. This event is held in June and the temperature may be high already at this time, therefore it would be important to have instructions to the water fountains. This problem may also have a link to the fact that people felt there should have been even more drinks in the picnic, of course everybody is thirsty after a run, especially if they could not get any water from the fountains for themselves. When Nice Run is a sport event, it is important that the women may hydrate themselves when they wish to do that, and they find the water fountains as well.

Last complain that included the sponsors was that in one city, the Reebok was not there to show or sell their products, which has been earlier advertised. This became as a disappointment, when something that was earlier promised, did not happen. Broken promises are things that should not occur in an event. Therefore, if it's not certain, it should not be advertised either, because it will have an effect on customer satisfaction.

In addition to these enhancement suggestions, there were a lot of good feedback given for the organizers and the host. Positive things were also found and given gratitude on. These included the atmosphere, the host, the overall functionality and just that the event was held to give energy for the upcoming days. Overall the participants clearly are satisfied with what event has to offer, but if Forssan Salama ry wish to develop their event to be even better, they should take these results under consideration for the following year. As stated earlier in this thesis, the customers are to define whether or not the event was successful and how the quality, functionality and overall satisfaction actually are.

6.2 Conclusion

All of the results have been gotten from the customers, and with these it is a lot easier to develop the Nice Run event step by step to reach even greater satisfaction in the minds of the participants. The event clearly has a strong foundation, and from which it is easy to develop to closer to perfect. The results gotten give groundwork to this development and by knowing how to improve the event, it is possible to improve the customer satisfaction as well and make the event even more enjoyable than it already is.

Certain things should always be remembered when organizing events. The participants will be always expecting to have everything that was promised, and to be treated with respect that they deserve. Although everybody is different and they all have different expectations, this is something that should be kept in mind. A lot of participants for sure have attended the event on the previous years, therefore they already have past experience on the event, which will create a challenge for the organizers to keep the level of the event the same, and even to develop it to be better than last time. This way the loyal customers will be attending on the upcoming years as well.

Different backgrounds, ages and interest always effect behind the answers, but still when many people has a recommendation or an idea, it is good to take under consideration. There have been a lot of good ideas gotten from these results, and to gain even better customer satisfaction, it is wise to hear out these ideas. The customers are the ones to define the satisfaction and quality of the event, as earlier discussed on this thesis.

Forssan Salama Ry can consider them self lucky to have such a group of women, who answered to this questionnaire and gave a lot of good answers with a bunch of enhancement suggestions. Open questions are easy to leave out of answering, but the questionnaire answered in this thesis had rather many answers. This was good in order to improve the event and gain good results.

Surely there will always be something to improve, but these results gave a great start for, hopefully, a long-term research on satisfaction of the Nice Run participants. It is wise to remember that something can always be learned from mistakes and be developed for the future.

7 Recommendations for the Future

There have been a lot of recommendations for the future throughout chapter 6 “Discussion”. In this section these recommendations will be in summary, for Forssan Salama Ry to easily find out and apply to the planning for the following years. The purpose of this chapter is purely to give suggestions and guiding to improve the Nice Run event.

All the suggestions are based on the customers’ answers and feedback that was gotten from this research and discussed in this thesis. When the feedback is gotten from nine different cities, and not separated by them, it is not necessarily so that all these recommendations for the future apply for all the cities. It may be so that some of the suggestions only apply for one city. But by looking at these results and suggestions, Forssan Salama ry can also check up whether or not they took everything under consideration. Therefore, this chapter may also work as a memo for Forssan Salama ry.

For future, it is recommended to keep on doing the satisfaction questionnaire and finding out what is there to develop. To have clear and long-term results, it is important to keep these kinds of researches going on. Perhaps it can be offered as a thesis opportunity for someone to see how the results are in following years after having these results told in this thesis. Long-term research will enable constant change in the event, and makes it possible for Nice Run to be a bit different every year.

Recommendation for future with the host is to keep in mind that although the event is held on an area where a lot people speak Swedish as their native language, it does not mean that everyone can understand it. In those areas, it is important to remember to have everything in both languages. This includes not only hosting, but also all signs, and necessary information that is told and shown at the event.

To keep the satisfaction for the program, it should be always made sure that everyone can participate properly on each of the things that are part of it. Therefore, as mentioned, the warm up should be always instructed properly enough for everyone to at least hear what should be done if the visibility is not good enough. In addition, when everything is going smoothly, it will have a positive effect. This is something to take under consideration when organizing the program, make it go as smooth as possible.

The route should be planned suitable for the amount of people that are attending, and the start should be organized so that the traffic can be avoided. Possible solution could be to have the start in two parts, when the runners and walkers are separated, or to make the start area wide enough to have two sections, this would make the runners way a lot easier. When the route is one of the main points of the event, it should be organized with such importance as well.

As the answerers wished to have clearly marked route, perhaps have some program on the route, and for motivation, the kilometres could also be marked, so the participants know how much is there left on the route. One thing to think about is also the Nordic walkers and those participants with children on their pushchairs. The issue is that is it safe to have them as well. Also this problem could be solved by making the start clearer that there would not be traffic in the start that could cause irritation or accidents. Especially Nordic walkers with their poles may cause harm.

On picnic, a future recommendation is to add chocolate and perhaps more drinks, more fruits, and strawberries in it, in all the national picnic bags, since it was asked by majority of the people. Other improvements are harder to organize. For example, when a lot of people wished to have alcoholic beverages on their picnic, this would mean that there should be age limitations, the pricing would go up and other security issues. But if we look for a solution to this, one would be to have a bar area at the event. Problem found in this one is the controversy of having a sport event for women, where alcohol is sold. This could be harmful for the image of the event. This is also important when customers look and judge at the quality of the event, which influences also on the satisfaction.

Big amount of answerers wished to have better quality on the food, and to take special diets under consideration. This is hard, because the event is really big and organized in various cities. Few suggestions towards better quality of food were to change the bread into rye bread on every city, and to find lactose free foods, and give variation on fruits. Since there are different allergies, it is impossible to take all under consideration. One possible idea could be to find sponsors that could give out samples of foods suitable for special diets for the picnic or on the event area. These different diets are always going to be an issue when deciding what to have in the picnic.

Big thing is, as mentioned, that everything that is promised to the participants, should always be done as well. Those are the things that will be seen and noticed if forgotten. Therefore, it would be wise to think hard what to market, for example, when marketed that Reebok sellers will be on the event area, they really should be there. Once again, there might have been misunderstandings behind this situation, but just for organizers to see, people will notice if something that is promised is not there.

Overall the event had a really good feedback on it, and the customers are satisfied on what they got from this event. This chapter provides look into the developmental proposals that were gotten from the customers, and all the answers are looked from customer's point of view. With these results, Forssan Salama ry may now look at the results from their own point of view and do what is necessary and possible to keep the customers coming back and satisfied with the event.

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Attachments

Appendix 1. Nice Run questionnaire

NICE RUN 2010 PALAUTE		<i>Palaute netissä nicerun.fi</i>				
Paikkakunta: _____						
Ikä: <input type="radio"/> alle 25 <input type="radio"/> 25 – 35 <input type="radio"/> 35 – 45 <input type="radio"/> 45 – 55 <input type="radio"/> yli 55						
Mistä kuulit Nice Runista?						
<input type="radio"/> Sähköposti/Internet	<input type="radio"/> Paikallisilta järjestäjiltä	<input type="radio"/> Esite lähetettiin minulle				
<input type="radio"/> Työn kautta	<input type="radio"/> Ystävältä	<input type="radio"/> postitse				
<input type="radio"/> Tiedotusvälineistä	<input type="radio"/> Edellisestä Nice Runista	<input type="radio"/> Muu _____				
Missä muualla Nice Run voisi olla näkyvillä ja tavoittaa naisia?						
Arvostele asteikolla 1 -5 alla olevien asioiden laatua ja toimivuutta (5 = erinomainen, 1 = heikko, 0 = en osaa sanoa)						
	1	2	3	4	5	0
- Ilmoittautuminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Nettisivut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Ohjelma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Juontaja	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Reitti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Piknik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Yleinen toimivuus tapahtumassa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Yleinen arvosana Nice Runista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paras tuote piknikissä? _____	Toivoisin piknikiin: _____					
Osallistuisin Nice Runiin myös ensi kesänä	Kyllä <input type="radio"/>		Ei <input type="radio"/>			
Vapaa sana (jatka tarvittaessa kääntöpuolelle):						

Haluan osallistua kilpailuun ja mahdollisuuden voittaa Gymstick Cross-Trainer!						
Nimi:	_____					
Osoite:	_____					
Puhelinnumero:	_____					
Sähköposti:	_____					
<input type="radio"/> Haluan, että minuun otetaan yhteyttä palautteeseeni liittyen.	Nice Run kiittää palautteesta! 😊					