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CONSUMER BEHAVIOUR IN GERMANY
CASE COMPANY: DROPLET HITECH DESIGN

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This thesis was made for the purpose of researching German consumer behavior through a survey and implementing that information with the background information of a case company to suggest whether to focus on German markets more or not.

Theoretical background is based on consumer behavior. It explains the five stages of buyer decision process and three characteristics affecting consumer behavior. These characteristics are culture, lifestyle and reference groups and social network. Other topics covered in this thesis were brand and sustainability and more specifically being environmentally friendly. One heading included background information about German consumer behavior.

Background information of the case company Droplet Hitech Design was described. A phone interview with the company´s CEO was conducted for obtaining more specific information on their brand and operations.

The main research method used in the thesis was survey. Questionnaire was translated in German and it was targeted at German consumers. All the respondents were German ones. Results were reported and analyzed. In analysis results were reflected on how the case company is currently operating. Finally there was gathered together suggestions for the case company based on the analysis.

The suggestions for the case company are the following: First, it was recommended to sell their products in similar shops as they are using in Finland. In these shops they should consider utilizing external stimuli as a tool to awaken the consumers interest or attention. Secondly, it was recommended to use specifically German Amazon platform since the case company had already considered using Amazon overall. In Amazon the case company could use German language keywords and Sponsored Products service. Thirdly, it was recommended that the case company could create a user persona(s) for further analyzing and information search.

CONTENTS

1. INTRODUCTION

The core of every company lies in producing value to customers, to make the company succeed in their business field. The most fundamental task is to understand customers wants and needs and their behaviour. This thesis aim is to get familiar with consumer behaviour overall and find out German people´s consumer behaviour. The core orientation is formed by introducing buyer decision process and characteristics which affect buyer behaviour which are closely linked to the target country or the case company´s brand and products. Since today´s world is heading towards more sustainable environment the trend of environmental friendliness is included.

This study analyses the case company Droplet Hitech Design who is located in Finland. The company manufactures phone cases under the brand name Lastu and the products as well as their brand speaks for sustainability. The company has already sold their products for a small number of German consumers. Taking into consideration the large market size in Germany, the company wanted to know if there is market potential for larger amount of customers. The case company was chosen for this thesis due to own interests towards environmentally friendly products as well as interest for small Finnish companies. For this study there has been surveyed German consumers and the results gave suggestions whether the case company should focus more broadly on German markets or not.

1.1 Objectives and Purpose

The purpose of this thesis was to analyze consumer behavior in Germany, and it focused on one specific item phone cases. By understanding German consumer behavior and aspects German consumers value the results could be compared with case company´s current operations and offering. By conducting the survey and comparing it to the company, suggestion can be drawn whether to focus on more German markets or not.

The purpose of the theoretical part was to identify relevant theory and information so that survey questions could be formed. Theoretical information was gathered about consumer buying behavior and some characteristics affecting consumer behavior. These characteristics were chosen based on what would be the most necessary information in the target country´s or case company´s point of view these are culture, reference groups & social networks and lifestyle. Theoretical background also covers brand and sustainability, more specifically environmental friendliness. Information on the case company was gathered. For more specific information a phone interview with the CEO was conducted in order to understand better their current situation in the target market as well as aspects about how sustainability is involved in their company. Other aspects covered in the interview were delivery time in Europe, the language options of their webpages and existence of their physical stores.

The case company Droplet Hitech Design is selling their products, mostly phone cases, through their website, and the only way to purchase their items in Germany is online. The current language options are Finnish and English and their fastest delivery time in European countries is 3-6 workdays. In Germany the company has already some customers, but it wanted to find out if there are more potential customers for their products.

Based on the information from interview and the theory gathered, the survey questions were created. The main topics in the survey were the following: How do German consumers search information? What drives them to purchasing a new phone case in the first place? Where do they prefer to shop, online or from a physical store? What are the most important criteria when buying a phone case? How important is the language

of online webstore, does it have an impact if the online store is not fully in German? What are the most important criteria of a brand? What is German consumers opinion on delivery time and lastly how important is nature for the German consumers?

After analyzing the data, better understanding on consumer decision process in Germany was achieved as well as different aspects at different purchasing process stages. By comparing the data from the survey in comparison of how the case company is currently operating it gave more information whether it would be a good idea to focus more on German markets or use their resources elsewhere. The results and suggestions were to be presented for the case company after finalizing the thesis for them to decide how will they proceed.

1.2   Structure of the thesis

The literature review will offer information for theoretical background, and it supports the theoretical objectives set for the thesis. In the theoretical part aspects about consumer behavior were described and more specifically the buyer decision process with each different stage. Some characteristics affecting consumer behavior were described. The characteristics are *culture*, *reference groups and social network* and *lifestyle*. The information about consumer behavior in Germany has been gathered as well as topics such as brand and sustainability. Background of the company was researched and their brand and products were introduced.

After literature review was finished a phone interview with the CEO of the case company was held to achieve more thorough image of their current way of operating, brand and other aspects considering German market whether the CEO had suggestions of information their company might want to find out. The interview took place on October 2nd.   After theory and the interview, questions for the survey were formed and the survey was implemented according to the plan. The information was gathered and analyzed. After combining the results, the suggestions were formed for the case company. Figure 1. illustrates the framework of this thesis.
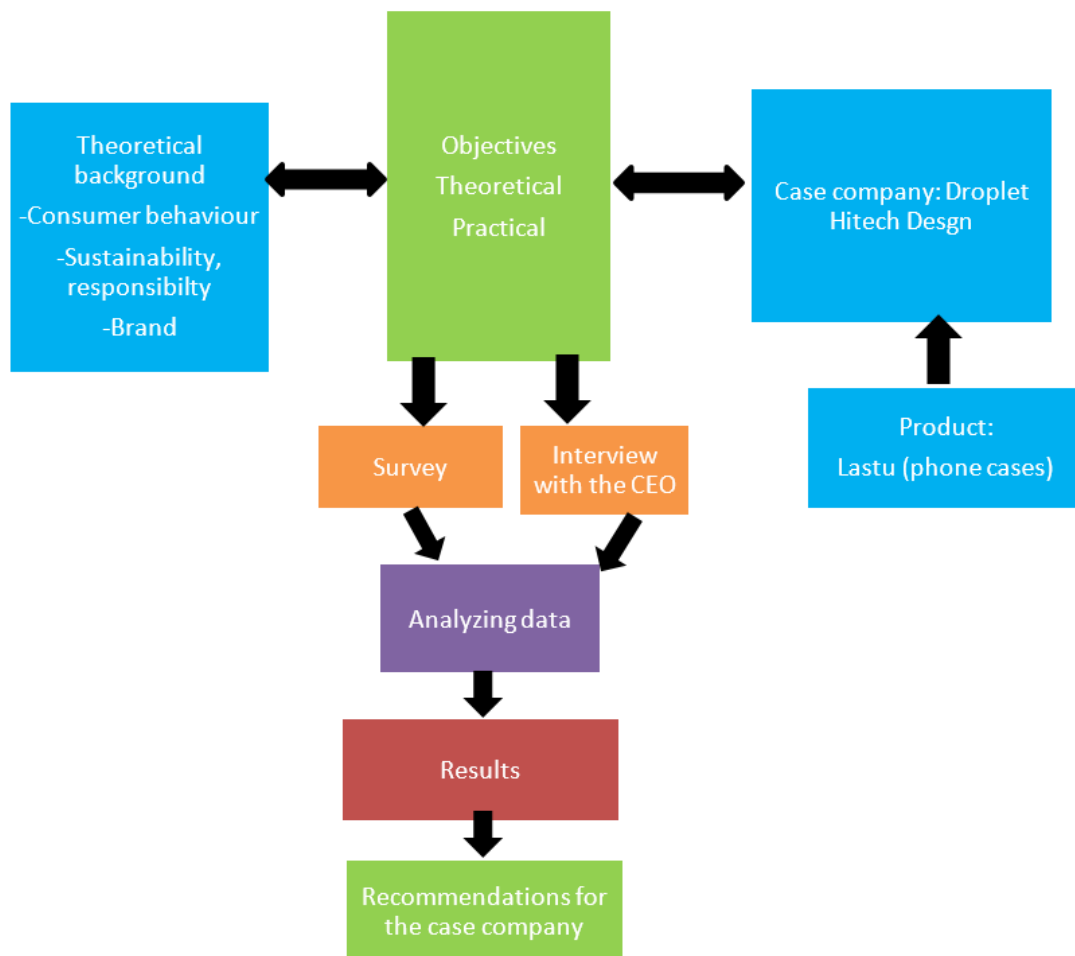
Figure 1. Framework of the thesis, self-constructed

2 CONSUMER BEHAVIOUR

Successful companies tend to have passion for understanding and satisfying customers wants and needs in target markets. Understanding marketplace and customers wants and needs is the first step in the marketing process for creating and collecting customer value. Human needs are states of felt deprivation such as food and clothes, whereas wants are human needs which are shaped by the persons culture and personality. (Armstrong & Kotler 2015, 32-34.) Consumer behavior is explained as the study of the different processes involved when customers select, purchase, use and dispose products or services while aiming to satisfy their own needs and desires (Mooij 2010, 93).

Consumers buying decision is the main point of marketer´s effort. Companies are trying to understand what consumers want by researching what they buy, how much, when and where. One of the most difficult questions is why they buy something. Even the consumers themselves cannot answer to that question occasionally because there are multiple consumer behavior characteristics affecting on the decision making. (Armstrong & Kotler 2015, 161.)

2.1 Characteristics affecting buyer behavior

While all characteristics of an individual are affecting in the buying behavior more or less, for this section there has been introduced characteristics that have the most importance considering the thesis. Since the main focus lies in German consumers and their behavior the cultural factor is necessary to cover. Studying German consumers their interests, attitudes and opinions, personal factor lifestyle is important. It was also explained what kind of people have impact on buyer´s own consumer behavior thus the last factor introduces reference groups and social network.

2.1.1 Cultural factors

As earlier mentioned, culture is one main factor that shapes consumers values and beliefs. Cultural environment includes forces that affects the society´s basic values,

preferences, perceptions and beliefs. Core beliefs and values are more persistent than secondary beliefs and values. (Armstrong & Kotler 2015, 115.) Although some of these values might be persistent the marketers are trying to find cultural shifts which might open an opportunity for new or existing products to arise (Armstrong & Kotler 2015, 161).

Cultural values are part of each individual´s identity and it has been suggested that there is no human nature independent of culture. Culture itself is not characteristic of individuals but it contains some amount of people who are conditioned by the same life experience, education, same language or ethnic group for instance. The term culture does not only comprise one country´s residents but may apply to groups within that society at different levels. (Mooij 2010, 48-49.) Culture as wholly and with different subcultures and social classes has a large effect on each person´s buying behavior (Armstrong & Kotler 2015, 161).

2.1.2 Lifestyle

Lifestyle as a personal factor is a person´s living pattern of how he/she acts and interacts within the world. It includes so called AIO dimensions which are activities, interests and opinions (Armstrong & Kotler 2010, 170). In another source lifestyle was expressed to be very much country specific and more as mental concept that explains, but is not necessarily identical with the person´s actual behavior (Mooij 2010, 104).

Consumers not only purchase some products but the values and lifestyles those products represent. Lifestyle concept can help marketers get insights of changing values of consumers and how they affect their buying behavior. (Armstrong & Kotler 2015, 170-171.) In the survey of this study these AIO dimensions are playing essential role. While trying to meet the objectives of this thesis and give suggestions whether to enter German markets more or not, it is crucial to investigate whether there are people whose activities involve being outdoors, interests in nature and opinions on sustainability and being eco-friendly.

2.1.3 Groups and social networks

Reference groups are social factors. They serve as direct or indirect factor in forming person´s attitudes or behavior and often consumers are influenced by a reference group they do not even belong to. Aspirational group is a reference group the individual wishes to be part of and depending on the person, his/her aspirational group might involve popular characters and people they admire. (Armstrong & Kotler 2015, 165.) Impacts of a reference group are not always equally powerful on each type of product. People not only share same opinions but they are affected by the opinions of others in the same reference group which might cause them to purchase similar or same items as the others in the same group. When closest friends or work mates are showing interest towards some new trend for example in fashion, it is very much likely that the person will be affected by it. The person might make a purchase decision for social approval. (Solomon, Bamossy, Askegaard & Hogg 2013, 404-407.)

Word-of- mouth influence can have a strong impact on purchases too. Information, opinions and attitudes of products from a friend, family member and other consumers are far more trusted than information from salespeople and advertisers. Marketers are often trying to identify and reach out to opinion leaders among reference groups. These opinion leaders have knowledge, expertise, personality or social influence for a company´s products and services and the rest of the reference group listens to them. (Armstrong & Kotler 2015, 165.)

The last and recent big influencer in social factors is online social networks where people socialize and exchange information and opinions. Marketers are not only trying to promote their products and services but to interact with the consumers and become part of their lives and conversations. There are enormous amounts of consumers using social media sites each day. (Armstrong & Kotler 2015, 166.) The most popular ones are Facebook and YouTube (Clement 2019). For many consumers in today´s world likes and shares are acting as reviews and opinions of products. They have either big or small effect on consumer buying behavior depending on each individual. Earlier mentioned aspirational group of a person might have persons outside his/her own demographic area and other "followers" of the same aspirational person might be connected through social network.

2.2 Buyer decision process

Consumer buying decision process consists of five stages which are: need recognition, information research, evaluation of alternatives, purchase decision and post-purchase decision. (Armstrong & Kotler 2015, 175.) Depending on the person and the product needed the buyer can pass these phases slowly (high level of involvement) or faster (low level of involvement) and anything in between. Level of involvement correspond how important the product is to the buyer or how interested the buyer is and how much information he/she requires before making a purchase decision. (Principles of Marketing 2010.) The five stages are explained below with example of hypothetical buyer decision process of a phone case:

1. Need recognition
    Buyer recognizes problem or a need. Consumer bought a new phone and needs something so that it does not break or scratch. External stimuli can trigger the need as well if a consumer notices or hears from a friend about a desirable phone case the conversation might lead to the consumer into thinking of getting a new phone case as well.

    Need recognition can appear in multiple ways. Consumer might run out of something he/she needs, the item purchased earlier did not satisfy their needs, they might notice better quality product or maybe they simply realize a new need or desire. (Solomon, et al. … 2013, 342.)

2. Information research
    At this point the buyer is interested of the product he/she needs and either searches more information or not. If consumer´s need rises enough to be a drive, he/she might purchase the most satisfying product immediately. (Armstrong & Kotler 2015, 175.) If the buyer is already at a store where he/she bought the phone, and the need for the phone case is fast, the person most likely will purchase the product without more research if there are satisfying options available.

If the drive for the product is not strong enough or the person does not find what he/she were "looking for" the person will store the need in a memory or proceed to search for information related to the need. Information research might not always be active like searching items from internet or actively talking with friends or family but also paying more attention to advertisements or conversations on the same topic as the need. Consumers obtain information from multiple sources such as personal sources (family, friends, acquaintances), public sources (social media, online researches), commercial sources (advertising, websites, packaging, displays) and experimental sources (using the product or trying before possible purchase). While consumers tend to receive most information through commercial sources personal sources are often much more effective sources as they legitimize or evaluate the goods or services for the buyer. In today´s world with increasing usage of internet and social media buyers can find experiences, opinions and images of products shared by other consumers. While it is necessary to keep critical thinking in mind because some of the reviews might be fake, the amount of responses of a product can provide quite a reliable assessment of the product. (Armstrong & Kotler 2015, 175-176.)

The more the buyer uses time on this information search stage the more awareness and knowledge he/she will gain of the options of different brands or features they want from the product (Armstrong & Kotler 2015, 176). On the other hand, the assumption of rational search is not always the case. The amount of external search consumers conduct for most products is surprisingly low. (Solomon, et al. … 2013, 345.)

Back to the hypothetical situation of a buyer interested of purchasing a case for mobile phone. Since online shopping has become more and more popular there is a good chance that the buyer purchased the phone from Internet, thus he/she might continue the search for the case online as well. When considering the level of involvement, this kind of purchase situation might be somewhere in between. High involvement such as buying a house needs more information and consideration than low involvement such as routinely buying a milk from a store without too much consideration. Purchasing a phone case is somewhere

in between because it will be used for a longer time and it will be at sight of the buyer but on the other hand it will not be as such expensive purchase as buying a house.

3. Evaluation of alternatives

In the previous stage of information search the buyer will obtain more awareness of what type, brand, features or material of a phone case he/she wants.

At this stage the buyer will evaluate the best options between the brands and products they gave the most value and interest. Consumers evaluation process is not simple process that marketers could easily interfere but there are several evaluation processes and it depends on each individual and the situation they are in. Sometimes consumers do little or no evaluation at all or they might use more of logical thinking when evaluating different brands and products. Some customers buy on impulse and others might rely on suggestions of friends or family. Most consumers base their buying decision on several different attributes and depending again on the individual, some of the attributes are more important than others. (Armstrong & Kotler 2015, 176.) Attributes serve as evaluative criteria. Companies are trying to convince the customers to consider their products by reflecting their product´s features or strengths to be reflective to buyer´s evaluation criteria. (Principles of Marketing 2010.) One attribute that has increased the interest of customers towards specific brands is sustainability and company´s social responsibility (Solomon, et al. … 2013, 360). Marketers are able to predict the choice of the product if they would have information of each attribute´s importance to the buyer (Armstrong & Kotler 2015, 176).

When buyer is evaluating the alternatives of phone cases there might arise multiple evaluation criteria: price, color, features, material, brand and quality. Other criteria they might include depending on the individual is deeper than the visible attributes. Where is the product made? Usually consumers rate their own country´s products more favorably and the information of product´s country of origin in some cases serves as important information in the consumers decision making process (Solomon, et al. … 2013, 365).

Other criteria the consumer might weigh are: How fast the delivery between different products is? If the product is something they desire, how trustworthy is the company selling them. These individually different evaluation criteria are somewhat based on the culture and lifestyle of the person. The different criteria have different weight for example person whose interests and activities include nature and outdoor life might have opinions on what material of the product they want to purchase. The sustainable and environmental- friendly option has more weight than the second important criteria like the cheapest option available. Consumer might buy from a brand who´s values or promises are something that aligns with their values and uses that as criteria.

4. Purchase decision

Buyers with low involvement on the purchases might proceed to purchase decision right after from recognizing a need (Principles of Marketing 2010). Other buyers that have higher involvement will at this stage have a product they need and want and are proceeding towards purchase. Purchase decision does not necessarily mean that the person just buys the preferred brand but there might occur factors that comes in between of the purchase intension and purchase decision. These factors are attitudes of others and unexpected situational factors. (Armstrong & Kotler 2015, 176.)

Buyer has knowledge of the brand or product he/she wants to purchase but then hears from a friend bad experiences about it, or maybe the second-best option for a brand suddenly lowers its prices. These factors in purchase decision process might make him/her evaluate her decision again.

5. Postpurchase behavior

While the consumer has already made the purchase marketers work does not end yet at that point. Consumers are more or less either satisfied or dissatisfied with the product they bought. If the brand´s product is according to the expectations the customer is satisfied and if the product exceeds the expectations the consumer will be delighted. (Armstrong & Kotler 2015, 177.) On the other hand, if the product does not add up with expectations the consumer feels

postpurchase dissonance. Dissatisfied customer might regret the purchase or the brand he/she chose. In the worst case for the company the buyer will return the item, remember the bad experience from the brand and most likely shares his/her changed opinion with others. (Principles of Marketing 2010.)

In case a person purchases a phone case and is very much satisfied with the product he/she might purchase again from the same brand. Since phones are nowdays almost as extension of a hand and they are visible for others most of the time the buyer will be like a walking advertisement for the company and for this reason companies want to satisfy their customers.

Customer satisfaction is one of the main goals for companies and for that reason they execute various activities or matters for preventing the buyer´s remorse and dissatisfaction. For many companies there are return policies or they might offer a warranty. Other postpurchase activities companies might offer are instruction booklets or line to call for free if there are problems with the products. Companies might also themselves set expectations and while they exceed it the consumer will be delighted. (Principles of Marketing 2010.) If person purchases phone case online and the delivery time is said to be five workdays and the product arrives day or two earlier the person will be more satisfied.

"Customer satisfaction is a key to building profitable relationships with consumers—to keeping and growing consumers and reaping their customer lifetime value" (Armstrong & Kotler 2015, 177). In the desirable situation for companies, not only does the customers purchase from the brand again but they will inform others, give positive feedback of the product or brand for others to see. (Armstrong & Kotler 2015, 177.) Considering customer loyalty of a brand, dividing opinions have been adduced that in this new age of technology, social media and wide range of similar products to choose from customer loyalty is more difficult to obtain than before (Archibald 2019).

By understanding the buyer decision process marketers might find ways to help the customer through it and towards company´s products. (Armstrong & Kotler 2015, 177.)

3 BRAND

Defined by The American Marketing Association brand is a name, symbol, term, design or combination of them. Brand intends to identify the goods and services of one business and differentiate them from others. Branding is not only getting the target market to choose your company over the rest but to make your company to stand out to be the one firm that provides a solution to customers problem. (PAR Marketing Services. n.d..) Successful brands go beyond just offering solutions for problems they engage customers on a deep emotional level (Armstrong & Kotler 2015, 253).

Brands are difficult to measure and they have said to be complex strategic assets containing both tangible and intangible inputs (Davis 2017, 65). To build a successful brand it is necessary to understand customer wants and needs. To achieve that, brand strategies has to be integrated throughout company´s every point of public contact. Company´s brand is the total sum of customers experiences, notions and perceptions. Brand is seen as the face, personality and the values the company embraces. (Sinha 2019.) Brands can win consumers over by offering excellent products and services, meaningful content and relevant messaging and advertisement. Other aspects the consumers found somewhat preferable were funny marketing, flashy packaging and celebrity endorsement. (Saeed 2019.)

There are many factors affecting consumer buying behavior and finally decision making between products. Having a strong and good brand is crucial for businesses. Customers not only buys products they need but products from brands they want because of the image the brand has given to them. Let´s say a very environmental person needs some product, they will not buy the first one they see but they buy a product which brand shows/offers them the promise of sustainability and environmental friendliness.

Brands should not be just something that the business owner thinks that would sell but something they engage in as well. The credibility of the brand will take a loss if their promised ecological product has nothing to do with saving nature´s resources. This will not only make the customer change the brand, making the company´s customer loyalty to drop down by one customer. What happens next is due to today´s technology, the same customer has an easy access to social media pages to post about the product and the brand. Views and likes starts to emerge and it might lead to a bigger loss when considering all the previous customers loyal to the brand and the new possible customers who will see the review.

By having a strong branding strategy company is able to communicate their message and attract the target audience. The message brand send is a powerful tool to make the company differentiate from competitors. (PAR Marketing Services. n.d..) How to make the customers loyal to the brand is not an easy task to do in today´s world. Nowdays there are more options available for the consumers. Thus companies need to put a lot more effort and take their branding more seriously than before. (Davis 2017.)

While a good brand attracts the target audience and gains new customers the work is not done yet. Customers interests, opinions and tastes evolve all the time and if the company cannot keep up with the changing customers, the gap of changing from one brand to another gets smaller. Keeping customers loyal has become harder task than before.

4 SUSTAINABILITY/ECO-FRIENDLINESS

Environmental concerns of global warming and drowning in plastic has been on display for quite some time but only in recent years it has become very much real crisis. Species dying in extension every day, forests been cut down the whole ecosystem is in danger. While the biggest issue is the use of fossil fuels other issue lies in consumers and their consumption habits.

One of the biggest reasons causing environmental problems and global warming are consumption of goods and services. The amount of waste is necessary to decrease. The habits of consumption should be changed rather rapidly towards more sustainable options. The affects are not only seen in environment but in social and economical aspects as well. Recycling natures resources as well as minimizing the use of raw material is crucial. (Website of Ilmasto-opas 2019.) All United Nations Member States in 2015 adopted *The 2030 Agenda for Sustainable Development* which included the goals and plan of action for people, planet, prosperity, peace and partnership. The 13th sustainable development goal is about taking urgent action to combat climate change and its impacts. (Website of Sustainable development goals 2019.)

The importance of adopting pro-environmental behavior has become essential. From global perspective assimilating the pro-environmental behavior is not automatic in most industrialized countries. It requires not only governments effort but the efforts of all principle stakeholders which are businesses and consumers as well. How customers adopt the new ideas depends on matters such as culture, media, legal environment and other relevant aspects. (Antonides 2017, 19.)

Researchers have been studying environmentally friendly behavior and the research has developed in different directions. While individual´s ecological behavior includes determinants such as socio-demographic or psychological, the topic of nationality is the most challenging. On the other hand the results found claim that culture plays even more important role than national background in shaping values and ethnical orientations. For better understanding environmentally friendly consumers it is necessary to investigate their characteristics such as culture, lifestyle and personalities (Antonides 2017, 19-21).

5 GERMAN CONSUMER BEHAVIOR

German consumer market is the largest in the European Union. It is no wonder when taking into consideration that German economy accounts for 20% of the whole European Union´s GDP with the population of 82.4 million. (Website of Export.gov 2019.) Thus Germany is often seen as a great marketplace but as much as business owners are tempted to follow to the country after large spending power they should keep in mind it will not be as simple as they might think.

German people are more concerned on the privacy than other European countries. There are strict laws managing marketing practices which includes internet marketing. For example it is illegal to send e-mail to a German consumer who did not give a permission to the company to do so. (Singh & Hill 2003.) This is one example on cultural factor of characteristics affecting on consumer behavior since it is not only some small segment of people but quite a few who are affected by that. Foreign companies have been advised about German market and the importance of language decision which might be seen as another cultural factor. Most Germans are quite advanced in English language, but it was stated that the language of the content (webpages, advertisement) is important for Germans to be in their native language. (Lingo 2019.)

One cultural shift in Germany can be seen on their attitudes towards environmentally friendly products. Between years 2015-2018 opinions from the German consumers had been gathered about their willingness to pay higher prices for green products. The results suggested that the opinion of fully agree with the statement is growing each year but the opinions on mostly agree and somewhat agree is still much higher in comparison. (Koptyug 2019.) It was also claimed that Germany would be among the world´s most sustainable industrial countries but some areas are far from accompanying the sustainable lifestyle or sustainable approach to nature´s resources (Website of Facts about Germany 2018).

Some aspects in German consumer behavior has changed over the years with new technology. These changes can be seen on *where* they mostly shop now days, which changed from catalogues to online shopping. (Website of Import-

export.societegenerale 2019.) Although there is potential for growth when considering online shopping, Germany is already among the largest e-commerce in Europe. When it comes to online purchases the most commonly bought items were clothes, footwear, home electronics and books. (Postnord 2019.) There can be found differences in online buying behavior between the different regions. It was declared that people in larger cities (from 100 000 inhabitants) use their laptops more for online shopping than in smaller provinces. (Giersemehl 2018.)

In Germany there has arisen a popular trend when it comes to purchasing and it is called ROPO (research online, purchase offline). The ROPO trend shortly explained means that consumers see products online and researches it but goes to a physical store to actually purchase the item. (Resnick & Edwards 2018.) In article *Online shopping in Germany* which was published one year earlier was stated that already little over 70% of Germans are internet browsing and buying online. The majority of these people online shopping are young couples and families and the reason for them to buy online is simply saving time. (TNS and OTTO presents… 2017.) While the above-mentioned information states that 70% of the population are purchasing online to save time and other stated a new trend it is difficult to understand the current situation since there was no actual numbers behind the trend but it does not mean it would not be the case.

While choosing between products and brands the price and quality are important factors, no one wants to spend a lot of money on item that will break easily, Germans are no exception from that either. Even though German consumers enjoy high standard of living it is said that they purchase branded products as much as discounted products and they have low level of loyalty. (Website of Import-export.societegenerale 2019.) "For long term consumer goods, the criteria are security and quality, prestige, comfort, convenience, and price" (Website of Import-export.societegenerale 2019). From a report of *E-commerce in Europe 2018* can be found that actually the price of the product is less important and what is crucial is clarity regarding the final cost (Postnord 2019). While there has been claimed that the cost or final cost would be the most important factor, another source *German Market Trends* claims that specifically in online shopping the consumers value the number of different choices to compare from (Resnick & Edwards, 2018).

German consumers spontaneous purchases are popular. One major factor affecting to spontaneous buying is the emotional state of the consumer which will influence the customers purchasing decision. In the study made by market research Kantar TNS they found that 74% of the Germans let their current mood guide them into making spontaneous buying decisions online. For younger people this tends to happen more often. Other reasons for spontaneous buying are "financial savings" where consumers are lured to buy something if it is on sale, there can be used coupon or if there is a free delivery after certain value of a shopping cart. (TNS and OTTO presents… 2019.) Couple of the major online stores that are used in Germany are Amazon, Zalando and Otto Group (Postnord 2019).

When shopping online there are difference in the preferences of payment choices. Two payment methods came to be more appreciated than others, PayPal and on-account payment. Where men tend to be more forward paying in PayPal and women on-account, younger consumers are more open paying with debit cards and immediate bank transfers. (TNS and OTTO presents… 2019.)

German consumers want their products on time, and it was said that punctual delivery is more important than the actual speed of delivery thus German consumers require honest delivery information (TNS and OTTO presents… 2019). Fast process in delivery is among the most important factors in delivery with aspects such as delivery cost and being able to choose where the item is delivered. Majority of German consumers prefer receiving their goods within three days and only few demanded one day delivery. (Postnord 2019.)

German population is not the most active social media user among other European countries, yet more than half of the population uses social networks. Most popular social media sites for Germans were Facebook and YouTube (Number of social network users in Germany 2020). Why is not the population who are enjoying high quality of life on social media more and why are there differences between other European countries? The answer for the question was rather plainly described to be the amount of older population and complicated history with issues in privacy and personal data. (Lingo 2017).

Social media plays a big role when it comes to attracting customers nowadays. Every social media app lifts up commercials which are tailored for each person by what they have searched online, what pages they have visited and so on. Content marketing is important for businesses if they aim to attract and gain new customers. A research executed in 2016, translated by *eMarketer,* stated that women in Germany tend to be more open to content marketing and there is a difference between the genders. In the research was claimed that 57% of all internet users in Germany who gave positive rating were women. From that same group of women that gave positive ratings, 80% answered that they bought the advertised product. For both genders that same average was 60%. (Clague 2017.) Even though every research cannot be entirely reliable to describe the whole population of some area, this information and statistics behind it might be giving direction towards the truth. The question is how to attract more male customers in Germany, where do they search or gain information of products and brands. Lastly what comes to post purchase behavior of Germans they find it important that the return process is clear and procedures easy to understand in case they are re-turning the purchased good (Postnord 2019).

In the articles, webpages and reports could be found various information. Germans tend to participate largely in online buying although there were published information of a new ROPO trend which is against of the online purchasing function. They seem to appreciate webpages in their native language but it did not specify the opinions of the consumers on the webpage´s "help service" language option. Punctuality of deliv-eries was highly appreciated but the opinions on delivery time varied. Other aspects that needs to be cleared are the factors consumers value the most in a brand or a product since there were diverse information on that as well.

6 CASE COMPANY

Droplet Hitech Design company was founded in 2011 and is working in Oulu, Finland. The CEO of the company is one of the founders Sakari Arffman. The idea behind the company and its products were as they explained it, they wanted to build quality and environment friendly accessories for mobile phones that would reflect the buyer´s values. The company has won "Design accomplishment of the year- 2014" award which gave them some more visibility in the markets in Finland. It was mentioned that over half of their revenue comes from foreign market and their goal is to keep achieving more visibility in other countries as well towards being a new popular brand in the markets. (Alueellinen vuoden yrittäjä… 2016.)

Droplet Hitech Design manufactures products which carries the name Lastu and when referring to the firm Lastu is the name consumers mostly use instead of the company name. Droplet Hitech Design manufactures cases for phones, sleeves for tablets and wallets. They are made from Nordic wood from Finnish sawmills, and they use genuine reindeer leather which makes the products speak for itself including the idea of Northern Finland. The products are individually handmaid to maximize the quality and uniqueness of each piece. The products are environmentally friendly and big part of their product and brand is sustainability. (Website of Lastu 2019.)

Currently the company is selling their products through their online shop in internet and they do not have any stores of their own. The language options in their web page are in Finnish and English. Payment options include PayPal, Visa, Mastercard and American Express-card and the website has so called security badges such as Shopify security and McAfee secure. (Website of Lastu 2019.) Lastu brand can be seen in multiple social media sites. They utilize Facebook and YouTube as well as Instagram by interacting with the consumers. Lastu brand posts videos, pictures and articles about Nordic nature for the like-minded people who can comment on them. Lastu brand also interacts with the consumers in Instagram by re-posting customers pictures of their products.

7 IMPLEMENTING RESEARCH PLAN

7.1 Timeline of the processes

Figure 2 illustrates the timeline of different processes starting from writing the theoretical background information. Designing and implementing a phone interview was the first phase and after the interview, designing the questionnaire begun. Questionnaire was translated and transported to Google forms questionnaire template and the questionnaire took place in the first days of November (starting on the last evening of October). After questionnaire link was closed the results were written down. In analyzing part, the results were compared with case company´s information of how they currently operate. Finally suggestions were created.
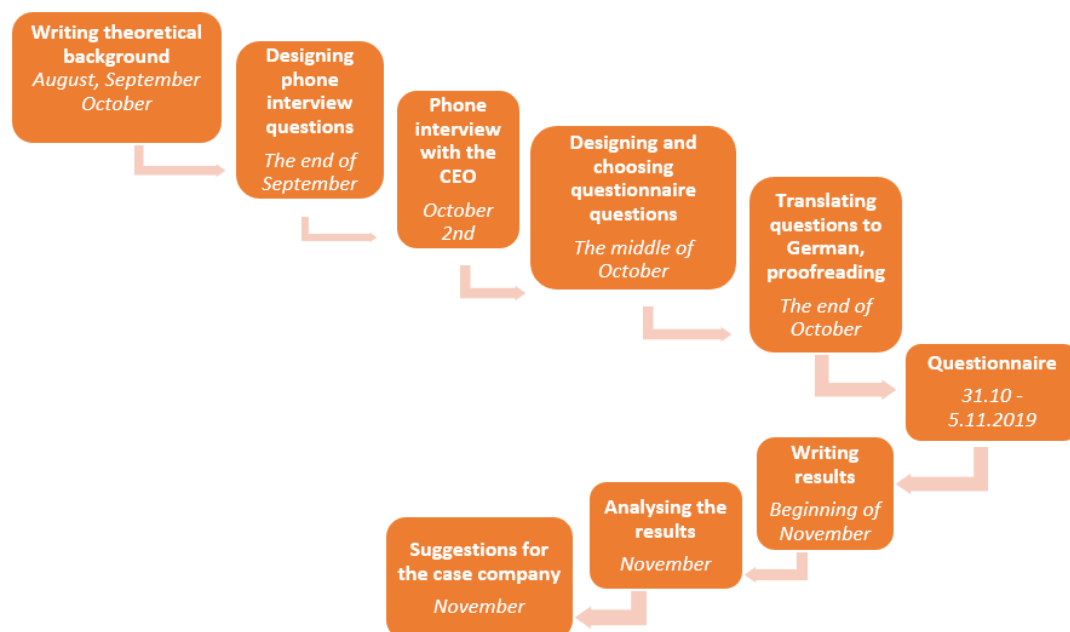
Figure 2. Timeline of different processes, self-constructed

7.2 Interview

A phone interview with the CEO of Droplet Hitech Design Oy Sakari Arffman was held October 2nd before finalizing theoretical background and before the survey for German consumers. The nature of the interview was qualitative and descriptive. Some questions asked were related to the company´s current situation in German markets if any. Questions about the brand of the company was discussed as well to get as clear view as possible. The company has been contacted through email a few times and explained what the purpose of the thesis is. In the beginning of the interview was explained again the agenda for the survey and some issues that are researched in it. By doing so the CEO understood more what is being studied and he could explain the important topics more specific and what information they have already. The head of the company might also have preconceptions of German markets and if those arise during the interview there was an opportunity to find out straight from the target audience whether it is true or not. What was the CEO´s opinion on their possible threats and opportunities in the target market was discussed as well. The interview topics and questions presented for the CEO of Lastu brand are in appendix 2.

The interview was roughly 40 minutes long and the data was gathered through notes. It was analyzed shortly after the interview so that some findings such as possible future plans or information of delivery time in European countries outside Finland could be implemented into a form of a question for the German consumers. The reliability and validity of this interview was quite accurate. The company is small and the CEO is working closely with the other employees making him more aware of the company´s situation than in bigger companies.

7.3 Survey/Questionnaire

7.3.1 Choosing research method

Since it was necessary to collect answers from quite a large audience in this thesis the research instrument used was questionnaire for gathering information about German

consumer behavior. The nature for the research project was descriptive and the questions were based on the theoretical background. The questions were being formed after writing theory and CEO interview. When gathering information of German consumer behavior there arose issues that was not explained thoroughly and by adding questions of unclear or scarce information gave a better understanding of the issues for instance are the customers implementing so called ROPO trend or do they prefer online purchases. The research data was mostly quantitative, and it offered statistical information.

The questionnaire was written in German because the target audience were all Germans not only English-speaking Germans. Appendix 3 shows the German language version of the questionnaire questions. The questionnaire was translated with a German friend to minimize mistakes, to proofread it and to give comments if there was something unclear. In addition, by making the survey in the country´s native language it might have decreased the number of possible respondents who might pass the survey because they simply do not have any interest for translating some words even though their English skills would be decent. The questionnaire included both closed- and open-ended questions but because questionnaires are usually fast to fill there were mainly used multiple choice questions or scale questions. The multiple-choice questions had also an option "Other" in case the alternatives do not correspond the opinion of the consumer and they want to specify their choice. The questionnaire included couple open-ended questions thus it had respondents´ own thoughts and opinions which add a small portion of qualitative information.

Sample size minimum was 100 responses and the final sample size is the amount of people who answered the survey during five days. The type used was simple random sample. Simple random sample is a probability sample where "Every member of the population has a known and equal chance of selection", (Kotler, Armstrong, Harris and Piercy 2013, 125). For this survey the respondents were not chosen beforehand and the survey were distributed through webpages such as LinkedIn, Reddit and Facebook although the latter option is the main source of respondents. Facebook was chosen to be a good source because it is the most popular social network site for German people. The Facebook groups included for instance universities because they might have understood the purpose for the survey better thus give more respondents

and the link might not be deleted from those groups. In LinkedIn the same person who assisted on translating the survey as well as couple of other German friends shared the link on their own page. The people assisting on distribution of the survey were given instructions not to participate in the survey themselves to keep it as random as possible. This way not only people actively using Facebook will give the answers nor people using LinkedIn or Reddit. Facebook groups including Finnish people in Germany were considered as well because there could be found different aged people. Thus their acquaintances colleagues or friends are suitable for the survey and they have not been chosen beforehand. The survey was made in Google Forms because it is easy to use, the answers could be seen right away, possibility to add picture material and it offered statistical tools such as charts.

The ethics were considered when the questionnaire was made so that there will not be questions that the respondents would not feel comfortable answering. In Germany the privacy issues are important. EU countries are required to inform that the data gathered is accurate and that it will not be used in other purposes than for which it was gathered for (Singh & Hill 2003). In the beginning of the questionnaire there was explained who is conducting the survey, for what reason and how the results will be used. Answering the questionnaire was voluntary for all respondents and their identity will stay safe. The questions included age, gender (with option other/no response) and region where the respondent lives. By collecting this information individuals could not be identified in this research. Questionnaire could be accessed through a link therefore no emails or contact information was used or gathered. Other matters explained in the introduction of the questionnaire were that even though there are question of Lastu brand it was not advertisement. In addition it was stated that their privacy has been taken into account thus single answers will not be published anywhere only the findings from the whole sample. The questionnaire questions are presented in appendix 1.

The questionnaire questions were each given a code (a short word describing the question) and for the different alternatives there were assigned a digit (0,1,2,..) to make it easier to gather the information in an Excel sheet. Each respondent´s answers fill one row. When each row is filled with the digit corresponding an answer it is easier to find information on the average. For example:

Question: What is your gender?

Code word: Gender

Answers with digits: Man=1, Woman=2, Other or no answer=0

Not only it is easier to find averages, most popular alternatives but also alternatives that was given rarely.

7.3.2 Gathering and analyzing data

The answers for the questionnaire was gathered rather fast because there was used different channels and the sample size was reached. The link for the questionnaire was open for five days because in social media sites there will be many new messages/posts uploaded each day. If a possible respondent did not answer the questionnaire in the first five days it was very unlikely that he/she would answer it at all. As soon as respondents started to send filled questionnaires in the system the answers were transferred to the excel sheet from the Google survey site. Once each row of all of the respondents answers were filled there could be counted averages for each question. The least and most popular alternatives for each question was gathered as well. The open-ended questions were translated into English and added in the end of the respondents´ row. The results from open ended question of the visible appearance were separated into three categories: positive, neutral, negative feedback.

7.3.3 Reliability and validity

The best and most reliable results would be found by conducting the survey for a large amount of people in the target country by achieving audience from all ages and all areas but in this project the amount of respondents was 103. There was no opportunity to give out the same amount of surveys for each different age group for instance. The first aspect what has a large impact on the accuracy of the results was the rather small sample size. In a country with large population it would have been preferable to get more respondents.

Weighting between more quantitative or qualitative questionnaire resulted choosing quantitative because of the usage of multiple-choice questions rather than open ended questions. This method brought up the percentages and most desired alternatives

among the options and it gave directions for the suggestions made for the case company. Although the results found were presented to describe the whole population it can be only used as earlier mentioned directions. The reason for this is that it included not only small portion of respondents but only the responses from the people who wanted to participate in it. Other aspect considered in the validity and reliability is that even if there were asked from the whole population there will be always respondents who will answer something that does not correspond their own opinion. They might answer without understanding the question and even their current mood might make them choose differently. The reason why there was not used qualitative survey with more open-ended questions was the nature of the survey which was descriptive and not exploratory. In addition, in qualitative survey only the ones who choose to fill the questionnaire can share their opinions and ideas leaving a lot of other people out who might have more constructing opinions.

Since the questionnaire was voluntary there was no answers or opinions of those German people who did not want to participate in it leaving a gap in the knowledge of what would they want and prefer as consumers. Some respondents were gathered with help from people in "Finnish people in Germany" Facebook pages, LinkedIn and a Reddit site for Germans. Thus people who are not using these webpages had no opportunity to answer the questionnaire. Hereby the validity and reliability of the results are not entirely correct when considering the whole population of German consumers.

8 FINDINGS

8.1 Interview

The CEO of Droplet Hitech Design Sakari Arffman explained the brand behind Lastu products. They are very much involved in sustainable development and take part in creating environmentally friendly products. Their products are made from Nordic wood from Finnish sawmills which are certified. They do not use any wood raw material that are endangered or otherwise against the sustainability and eco-friendliness.

Their package material is made from recycled material and the phone cases comes in a small bag made from linen. They use a lot of recycled material but there is still a need for some plastic use as well when producing the products. Arffman told in the interview that they have tried to find proper plastic form recycled material but at this point it has not been effective enough for their quality products. Thus they will still use plastic and try to find solutions for better quality plastic from recycled material. They take part in Plastic bank where they donate money for cleaning the environment, oceans and teach ecological behavior. By each kilogram of plastic used in their factory in Oulu they donate as much money as it would take to clean kilogram of plastic waste from environment.

Their brand slogan "Tech meets nature" is suitable because they want to bring a piece of Nordic forests and outdoor life into everyday life. They do not only sell products but they post videos and pictures from Nordic nature. Many customers who might describe themselves as "outdoor person" has a big chance of buying their product because of the similarities in values, opinions and lifestyle. Sustainable development can be seen in their brand by their raw-material choices and participating in charity. It shows a clear picture of how environment is close to their hearts not only by recycling but for their passion to make unique products from materials from nature around them.

From market point of view they have quite a large customer amount abroad. According to their current statistics Finland is still number one and Germany is second when it comes to purchases made. Thus there are already some small amount of customers in Germany but from the interview there did not transpire any specific number of customers. When looked at a different point of view of customer amount based on the whole population there is still such a large difference. Where German consumers comes second as purchases Finland, Netherlands and Belgium for instance ranks higher when considering the whole population.

The company does not have any own physical stores anymore where they would sell only Lastu products. In Finland Lastu products can be purchased from pop-up shops and many Elisa shops, which sells products such as mobile phones and laptops. Droplet Hitech Design had two stores in Finland one in Oulu in the city they are operating and one in Helsinki which was held with an outside partner. Abroad they do not have any

physical shops either and no outside companies like retailers who would have Lastu products in their selection. Therefore all purchases are made entirely from their webpage leading to the fact that for German consumers the only option for purchasing Lastu products is through their online shop at this moment.

The language options in the webpage are as earlier explained only in Finnish and English. Translating their pages and advertisements to another language is possible if necessary but the problem arises when it comes to customer support since they do not have currently anyone fluent enough in other languages such as German. Although the language issue might be problematic it is not impossible. While most customers abroad contact them in English some customers such as French have contacted them in French as well. In these occasions they have used translator apps to understand them and reply back in English.

The company delivers their goods in Europe in quite short time. From the purchase the item arrives in 3-6 workdays unless there are some issues with Finnish Posti. The company uses DHL which is according to their web page the leading logistics company in the world. DHL as well as Droplet Hitech Design are both taking part in sustainable development and one of DHL´s goal is to reduce all logistic-related emissions to zero by the year 2050 (Website of DHL 2019.) Not only are Lastu products made to support sustainable development and eco-friendliness but it also uses the same ideology through the whole process from raw-material until the final customer.

In German markets the possible competitors that offers similar products would not be seen as a threat but more as a possibility because that would only imply there is a demand for similar products. While other companies might use wood as a raw material Lastu competes with factors such as quality, uniqueness (each product made by hand, customized logo), sustainability, donating money for environment protection and the atmosphere of Nordic nature. One possible threat for Lastu products in Germany as well as in other countries is Finnish post service which might delay the delivery.

In the near future Lastu products are sold not only in their own webpage but also in online store Amazon. This way they can open another channel for placing their products but there lies uncertainty. Amazon is filled with similar products and big part of

customers scroll the pages only looking at the pictures and prices thus the brand is not on display as much in Amazon as it would be in their own webpages.

8.2 Survey/Questionnaire

The questionnaire was opened 31st of October and closed 5th of November. Overall there were 103 responses gathered during that time period. In following sections there are explained the findings.

Demographics

The age of most respondents was below 40 and the biggest age group who answered the survey was 19- 25 (Appendix 1, question 1). The chart for age distribution is presented below in figure 3. There was not too wide difference between the amount of male and female respondents. 55,3% of respondents were women, 41,7% men and 3% chose the option of "other or no response" (Appendix 1, question 2). Answers were collected nearly from each 16 region. Three of the regions were not chosen at all and some regions only had one or two respondents. The most answers were given from Nordrhein-Westfalen (26,2%), Hessen (19,4%) and Baden-Württemberg (16,5%). (Appendix 1, question 3.)
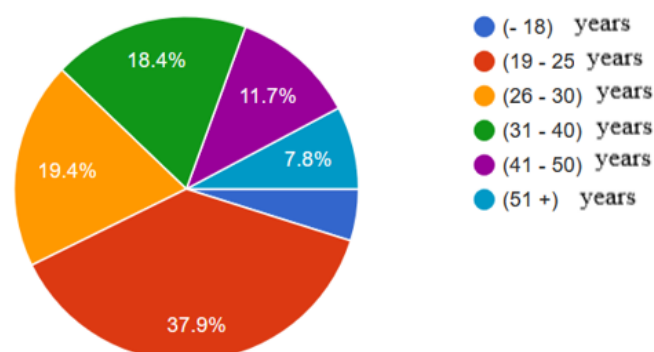

Figure 3. Age of respondent (question 1)

Lifestyle, sustainability/eco-friendliness

Questions considering the aspect of lifestyle divided opinions (Appendix 1, question 4). From the respondents 65% considered themselves as city persons and 24,3% as outdoor persons. The rest considered themselves "other" which many included answers such as being both (figure 4). The second question considering lifestyle, where would they mostly spend their free-time (Appendix 1, question 5) was more scattered and it also had more options to choose from (table 1). A little over one third of the respondents answered to spend their leisure time at home but spending time in the nature ranked second with percentage of 28,2%. From this 65% of city people 16% still answered spending their free time preferably in the nature rather than in the city (14,9%). From the outdoor people the percentage of spending time in the nature was 56%. In further sections there will be analyzed whether this activity has connections on their opinions on the importance of nature, recycled material and brand being sustainable and responsible as a choice of criteria.
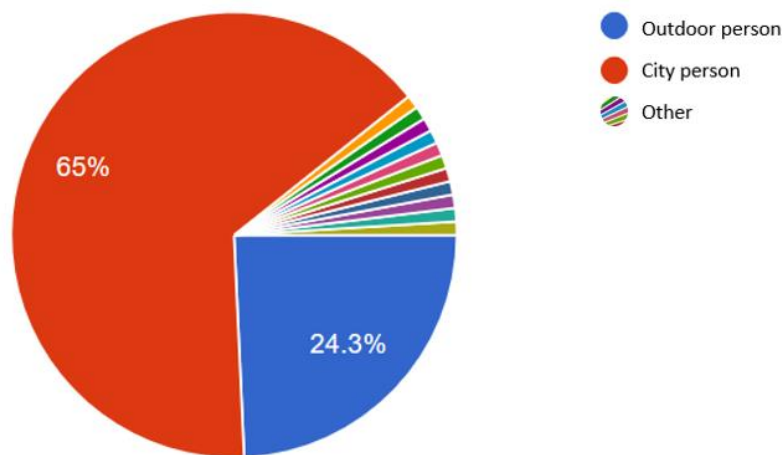
Figure 4. Lifestyle (question 4)

Table 1. Spending free-time (question 5)

Free-time	In the nature	In the city	At home	At gym	At movies	At parties	Other
%	28,2%	9,7%	34%	3,9%	1,9%	17,5%	4,8%

When asked how often the respondent uses recycled material or products made from it (Appendix 1, question 6) the answers were mostly on the choice of "sometimes" (50,5%). The results are presented in figure 5 where horizontal axis presents the alternatives from left to right: *always when possible, often, sometimes, rarely, never,* and the vertical axis shows the number of responses. From the people who considered themselves as outdoor people 44% uses recycled material often or whenever it is possible.
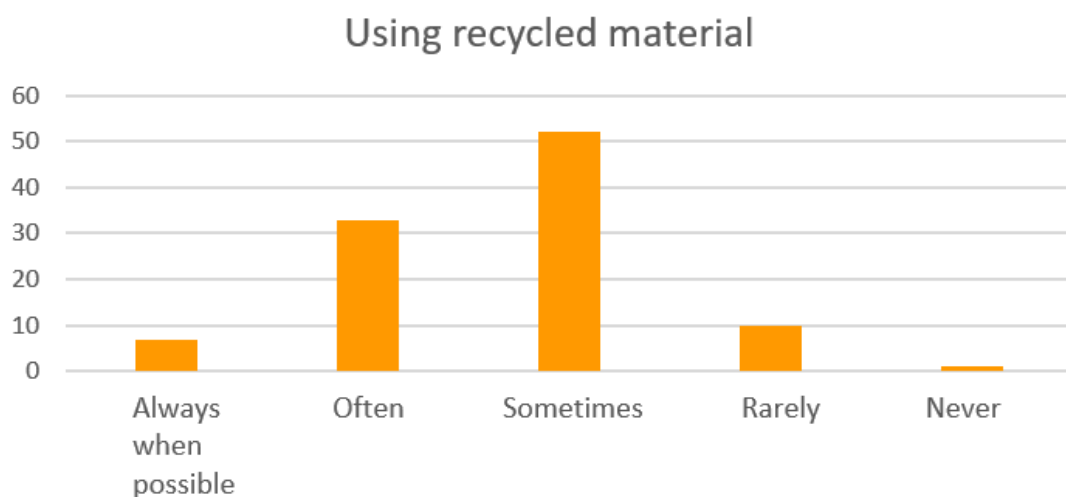

Figure 5. Using recycled material (question 6)

While the usage of recycled material was not as high as expected from the responses of the green leader of Europe, the importance of nature was still ranked high. Figure 6. In a scale 1-5 most of the responses got alternative 4 (45,6%) and 5 (31,1%) (Appendix 1, question 7). This data did not have that big differences between the lifestyle of the person but for majority of the respondents, nature is important in their opinion.
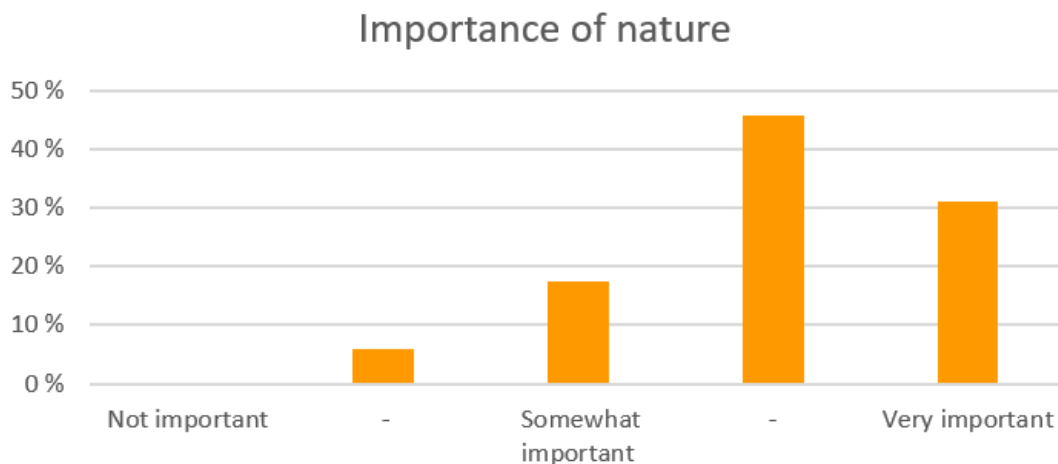
Figure 6. Importance of nature (question 7)

Brand

There were various answers for the question of "what is the most important criteria of a brand" (Appendix 1, question 8). "Other" option was chosen eleven times and they added own answers after the option. The answers were mostly either "good quality" or "all of the options" but there were also couple of respondents who did not really care about brands at all. From the options presented in the question the most popular option with 43,7% was clear: good reviews. The percentages are presented in table 2. There could not be found any notable differences between different age groups or between genders. The second popular option was brand being sustainable and responsible choice (18,4%). The people who chose this option had also chosen nature´s importance to be 4 or 5 except 2 respondents who chose 3. Only 10,7% of the respondents answered the most important criteria to be local. 8,7% chose the option of *it was suggested by a friend or family member*. Finally, criteria of brand being popular as the most important attribute gained 7,8%. This percentage included nearly all respondents in the age group of (19-25).

Table 2. Brand criteria (question 8)

Brand criteria	Popularity	Local	Suggested by family or friend	Good reviews	Sustainable and responsible choice	Other
%	7,8%	10,7%	8,7%	43,7%	18,4%	10,7%

When asked how likely would the respondent purchase items like phone case from the same brand as before more than half of the respondents (50,5%) chose the option occasionally. 23,3% answered it being very likely that they would purchase again from a same brand and 26,2% answered not likely to the question (Appendix 1, question 22). The respondents who chose the option *very likely* were mostly respondents who also considered themselves as rational buyers.

Table 3. Purchasing from same brand (question 22)

Purchasing from same brand	Not likely	Occasionally	Very likely
%	26,2%	50,5%	23,3%

At this section there will be more questions that has connection to Lastu brand as well as information on respondent´s different criteria opinions considering phone cases. First question at this section was about using a phone case (Appendix 1, question 9). From the 103 respondents 86,4% owns and uses a phone case as seen in table 4. The rest of the respondents (13,6%) answered that they do not own a phone case for different reasons (Appendix 1, question 10). These reasons were that they feel like they do not need one because they have never had one before, they like how their phone looks without one and the old one is broken. Couple of respondents on the other hand did not seem to have an option to use a phone case. One stated that he has not found a phone case that would not cover the AUX cable input and another simply explained that there is no phone cases for his phone model. From this data the biggest reason for not having a phone case is the opinion of not needing one.

Table 4. Using a phone case (question 9)

Using a phone case	Yes	No
%	86,4%	13,6%

Buyer decision process

In the questionnaire there was a question considering the need recognition when someone buys a phone case (Appendix 1, question 11). The main reason for purchasing a

phone case was option *I didn't have one yet* with 37,9% from the responses. In the "other" section there came many answers of "I bought a new phone" which was supposed to be the earlier mentioned option. Only one percent difference from the most popular option came *Old one was too old or broken.* The 5,8% who chose the option *saw the item on store* did not show any sign of being more spontaneous shopper than the rest. There were not many respondents either who would have chosen the options of heard from a friend of the item or saw an advertisement. Table 5 shows the different alternatives with percentages. Based on the results, from this sample group not many were affected by an external stimuli.

Table 5. Need recognition of a phone case (question 11)

Need recognition	I didn't have one yet	Old one was broken or too old	Saw or heard from a friend about specific brand	Saw advertisement online	Saw the item on store	Other
%	37,9%	36,9%	1%	1,9%	5,8%	16,5%

When asked the opinion of how much does it matter from which material is the phone case made from (Appendix 1, question 12) in scale 1-5 (1 being *It doesn't matter at all*, 5 being *It matters a lot*) the most answers got the 3 (middle opinion) and 4. Although when counted together the opinions on each side without the middle option, the respondents leaned more on not really caring about the material. Figure 7.
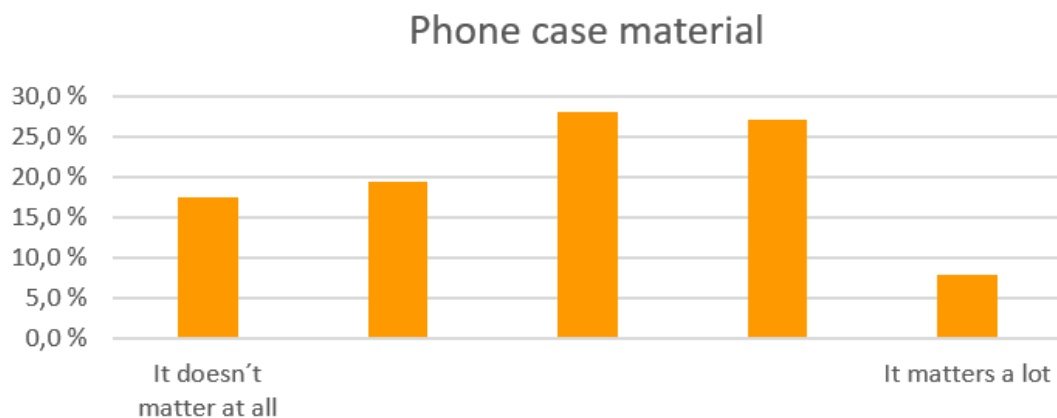

Figure 7. Importance of phone case material (question 12)

The next questions considered the preferable material of phone case (Appendix 1, question 13) with different options. Table 6 shows more clearly the results. The largest responses got the option of plastic 33%. The option of *I don't really care about the material* was second highest (32%) which was no surprise after the previous question and its results. Phone case where has been used leather received 14,6% of the responses and material choice of recycled material had 6,8%. Only 2,9% would prefer phone case material to be wood. The answers from the question was not really a surprise since most phone cases are made from plastic or people search with different criteria thus it does not really matter with what material is the phone case made. "Other" option was chosen couple of times and there could be seen material options such as rubber, silicon or cork. From all the respondents who chose options wood, leather or recycled material 60% were women but considering the total amount of both genders this percentage might have been half and half. Thus there could not be seen any major differences on the choice of material between the genders.

Table 6. Material preference of a phone case (question 13)

Mate-rial	I don't care	Plastic	Leather	Fake leather	Wood	Recy-cled material	Other
%	32%	33%	14,6%	5,8%	2,9%	6,8%	4,9%

While purchasing something online German respondents chose their own country with 68% of responses where they would mostly order something online. (Appendix 1, question 14). Ordering from China, United States, Nordic countries and Europe overall were also chosen couple of times. The option of United Kingdom was not chosen even once. Table 7.

Table 7. Online shopping country (question 14)

Country when online shopping	Germany	United Kingdom	Nordic countries	USA	China	Other
%	68%	0%	3,9%	5,8%	7,8%	14,5%

Question of where does the respondent search different options for phone cases (Appendix 1, question 15) was once again very clear, Amazon (53,4%). In "other" option some respondents answered or specified "amazon.de" which means that the percentage would be even higher for Amazon. Second best option was Google (16,5%). Ebay and electronic shops received both only 6,8% and 8,7% of respondents chose the option of *I don't search information/spontaneous purchase*. From the respondents who search information on Amazon there could not be found differences between either age or gender. In "other" option there were included Etsy, Apple or multiple webpages including all Google, Amazon and Ebay. Table 8 shows the different channels where the respondents search information. There were no responses for finding information or different options in clothing retailers online or in actual store or in supermarkets. This means from this sample most of the people search the information online in different websites.

Table 8. Searching information (question 15)

Searching information	Google	Amazon	Ebay	Electronic stores	I don't search information/ spontaneous purchase	Clothing stores, Supermartket, Zalando, Otto Group	Other
%	16,5%	53,4%	6,8%	6,8%	8,7%	0%	7,8%

"When purchasing a phone case where do you prefer buying it from (online/in a store)" -question received quite a clear preference again (Appendix 1, question 16). 77,7% of the respondents prefer buying their phone cases online. 19,4% preferred purchasing it from a physical store and 2,9% chose "Other" and specified purchasing from both time to time. Table 9. In the theory of the thesis under the heading of German consumer behavior there were explained about a new ROPO trend which meant research online

purchase offline. From this data gathered there cannot be seen any clear direction towards the new trend but it does not exclude it either.

Table 9. Preferred way of purchasing a phone case (question 16)

Online / in store purchasing	Online	In store	Other
%	77,7%	19,4%	2,9%

In the theory it was stated that German people would be spontaneous buyers and the next question gave some data for this statement (Appendix 1, question 17).   Between the option of the respondent being *rational, spontaneous* or *something in between* the results suggested that more than half of the respondents consider themselves rational when it comes to buying a phone case. Results are presented in figure 8. One fifth of the respondents chose the options of being spontaneous. From these spontaneous buyers almost 70% were in the age group of 19-25 and almost every one of these were women.
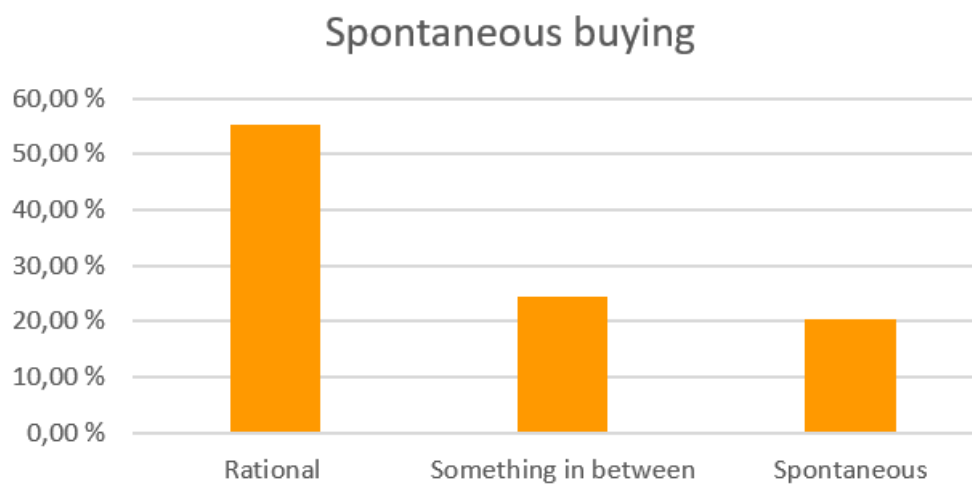

Figure 8. Spontaneous buying of phone cases (question 17)

The data from what is the most important criteria when buying a phone case scattered opinions but there could be found multiple main attributes (Appendix 1, question 18). The figure 9 shows the different percentages clearer. For many respondents the main criteria were how it looks. Red sector (35%) answered that the visible look is the most important and blue sector (12,6%) would choose their phone cases based on the color

they want. The orange sector has the percentage of features being the most important, whereas the purple sector shows material as the most important criteria. The sector on light blue has 3,9% of the answers and it corresponds the product being environmentally friendly. "Other" responses included couple of answers of the price being the crucial attribute and mainly the rest included the answer of protection to be the most important. The option of a brand did not receive any preference. There could not be found any proven age or gender preferences between these different criteria.
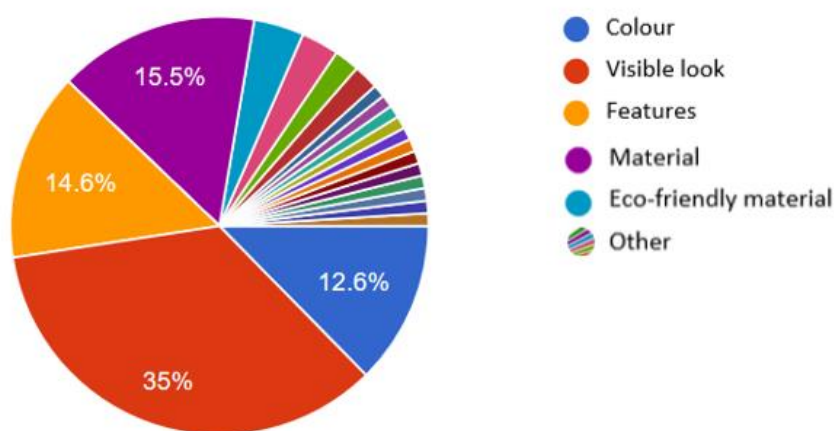

Figure 9. Most important criteria of phone case (question 18)

When asked to choose one feature the respondents would prefer obtaining in their phone case, their opinions and preferences divided even more (Appendix 1, question 19). From the options of *flip case, card holder, ring stand, pop holder, own logo* and *other,* 25% preferred having a flip case. A phone case with card holder was the second best alternative with 20,4%. 10,7% preferred ring stand and pop holder received 9,7% of the answers. Having an own logo received only 3,9%. This leads to the *other* alternative being the most chosen option. From that sector most of the respondents answered either that they prefer having a plain/normal case without anything extra, protection or not having a phone case at all. The overall results are presented in table 10. The opinions varied between different choices and there couldn't be found any specific segments of people who would choose one alternative more often.

Table 10. Preferred feature on a phone case (question 19)

Preferred feature on a phone case	Flip case	Card holder	Ring stand	Pop holder	Own logo	Other
%	25,2%	20,4%	10,7%	9,7%	3,9%	30,1%

In the theory part of the thesis there was information about language of the content such as webpages and advertisement being important to German people. It was stated that Germans want their native language to be on display but the questionnaire results gave somewhat different information. The language preferences are presented below (Appendix 1, question 20). In figure 10 can be seen the preferences of the respondents about how important it is to have online shop in German language. The most responses got an alternative of *It is not important to have German language option, English is enough*. The rest of the alternatives each received the same amount of responses 19,4%. These other options were: *it´s important that online store´s webpages are in German but it´s not necessary to have German language help service when there is English language option for help service*, *It´s important that the online store is fully German both the language of the web pages and help service* and *I don't have an opinion about the language options*. If there is to believe in this specific sample of people they do not necessarily consider not having German language on webpage or the help service as such a large issue.

From the respondents who gave positive feedback or comment on Lastu products on the last question these numbers were following: 47,7% chose English is enough, 11% didn't have opinion on the matter, 25% preferred having German webpage and finally 15,9% preferred having both the webpage as well as help service in German.
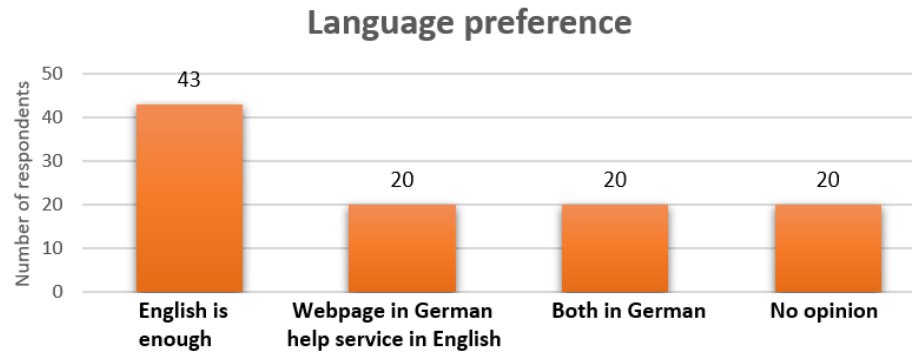
Figure 10. Language preference (question 20)

Question of German consumers opinions on proper delivery time for a phone case can be seen in figure 11 more clearly (Appendix 1, question 21). The largest amount of responses received the option maximum 2-3 workdays (41,7%). One quarter of respondents felt that the delivery time should be 4-5 workdays the most. 20,4% answered that length of the delivery does not matter to them. 6,8% of the respondents chose the option of seven workdays being the maximum length and finally the smallest sector of receiving the item straight after purchase received 5,8%. From the respondents preferring obtaining the phone case right away could be found two common factors. All except one chose Germany as the country of preference when buying online and most of them preferred online purchasing over physical stores which might be a slight contradiction in this case.

Figure 11. Delivery time for phone case (question 21)

The final question in the questionnaire was open ended question and it included two pictures of Lastu phone cases. The question was about the respondent´s opinion on the phone cases visible appearance. The pictures can be seen in the English version of the questionnaire in appendix 1 question 23. The last question was analyzed slightly differently than the rest and there were given a code letter describing the opinion of the respondent (P=positive, O=Neutral, N=Negative). The respondent group who gave positive answers were also analyzed separately from the whole sample.

From the opinions of all respondents 43% were positive. The visible appearance of Lastu phone cases were described mostly by these adjectives: beautiful, nice, stylish, modern, good and natural. While there was no description of the phone case or the material, some of the respondent answered to like the case because it looks/seems to be ecological, sustainable or high quality. There were also comments from the respondents where they added that they simply like the wooden look of the item. One respondent commented about beautiful wooden look and interesting features and even asked when is it available for purchase.

While some of the respondents liked the phone case´s visible look some respondents comments were neutral (32%). Some of them typed a positive comment but added a mention of "not for me/not my case". Other responses chosen for being neutral included comments "Ok/Okay" and "alright". Some respondents in this category left blank space or commented about not caring of the visible appearance. Couple of answers included information about the black boarders of the phone case that was not satisfying in the eyes of the respondent.

From the opinions ranked as negative (25%) the most common comments were the phone case being ugly or "not my taste/no". In this category could be found respondents who stated clearly that "I don't like". One respondent mentioned the black edges being a factor they do not like.

While in the whole sample size the oldest group was the second smallest (7,8% of respondents), statistically 75% of the respondents aged 51 or older gave positive rating on the visible appearance. From the respondents in age group 26-30, 55% gave positive ratings. There could not be found large enough difference between genders of who

gave positive feedback. When comparing the differences on lifestyle 44% of outdoor people and 39% of city people gave positive feedback.

Lifestyle

The people who spend their free time preferably in nature were compared in contrast with positive feedback. From the respondents who chose nature as the best alternative to spend leisure time 46% of them gave positive rating for the phone case. Some common factors between this segment was researched. The results showed that from this group and positive feedback the majority are women and the nature´s importance is highly valued among them. From the results of all respondents, 13,6% suggested to prefer purchasing an item like phone case from a physical store. From this small group preferring physical stores 38% of them gave a positive feedback of Lastu products visible look.

Need of recognition

Small number of respondents (5,8%) who answered the reason they bought their phone case was because they saw it on the store, there could be found similarities. The respondents who gave positive comment were all from Nordrhein-Westfalen region and mostly men. From this respondent group could be seen that the most important feature was cardholder and that they would prefer online buying in Germany rather than from other countries in case they online shop at all. Among this respondent group no one gave negative feedback.

In conclusion most of the respondents uses phone case and German consumers mostly shop online and search information from internet more specifically from Amazon. They value good reviews when choosing a brand or product and majority of the customers would want to receive the product in 2-3 workdays from the purchase. English language is enough for the webpages and help service and nature is highly valued among the respondents. They are more rational buyers than spontaneous, and they would mostly purchase items from Germany.

9 CONCLUSIONS AND SUGGESTIONS

The analyzed results as well as the suggestions created based on the analysis are pre-
sented to the case company. PowerPoint presentation is held in Skype shortly after the
thesis was finalized.

9.1 Analysis

From the German respondents there could be found quite a lot of information. While
the sample size of 103 is small and might not correspond the whole population, the
analysis has been made based on them as the guiding opinions of the whole population.
Because of the small sample size there has been kept in mind critical thinking as well.
Since the idea was to find information of Lastu brand´s possible opportunities in Ger-
many the following information will offer aspects found in the whole sample size not
only from the respondents who gave positive feedback.

Already in the background information of German consumers, nature and sustainabil-
ity was said to be very important. The same information could be found in the ques-
tionnaire. While that answer showed a clear direction for nature´s importance, it did
not really show in the opinions of material choice of a phone case or in the usage of
recycled material. In the case company´s point of view this information showed rather
neutral results because the respondents share at least nature´s importance as a common
value with Lastu brand. Although at this moment according to the results the customers
do not really care about the material of the phone case. Still the country is going to-
wards more sustainable lifestyle. Thus maybe in near future the opinion of the material
starts to matter more and Lastu brand might profit from that.

From the respondents who chose spending their leisure time preferably in the nature
many people gave also a positive comment on Lastu phone cases visible look. These
respondents were mainly women and they would most likely online shop from Ger-
many. Among them 38% would purchase from a physical store. Since Lastu products
are made from mostly wood and the presence of nature is among the appearance this
group of people could be seen possibly as potential customers. Overall from all

respondents there could be found small amount of people who chose that they purchased a phone case after they saw it on store. This small group on the other hand was mostly men and the most important feature for them was a cardholder. This group did not give any negative feedback only positive or neutral on the Lastu phone cases visible look. Keeping in mind the rather small respondent amount if this would be to reflect to the actual population there could be possibility for Lastu brand if they would sell items in physical stores in Germany. There was not really information what led to these respondents to choose the item. In addition in overall responses there was no clear evidence that external stimuli of any kind would have affected on the purchase decision but as mentioned in the theory, consumers are not always aware of what characteristics are pulling them towards one specific item or brand but it does not mean there would not be those.

At this moment Lastu brand is still new and from the responses of visible appearance or the comment section in the end of the survey no one commented to actually obtain Lastu phone case. It can be assumed that the awareness of this product is minimal in Germany. If only selling the phone cases online there is a slight chance that German consumers will find their way to Lastu brand. That's why one suggestion for the case company would be selling their products in Germany in a physical stores.

A good opportunity might be to contact stores in Germany that either sells mobile phones, mobile phone subscription or both like the way they are operating in Finland with Elisa shops. Most people who visit this kind of stores either need something for their phones or maybe they are purchasing a new one. Anyhow it has something to do with their phones. How to get their attention towards Lastu phone cases is another suggestion. From own experience when purchasing a phone or buying a phone subscription from a store the situation lasts longer compared with purchasing something small with low level of involvement. What could evoke attention and even interest is external stimuli, but it does not have to be visible or heard. Lastu is selling the idea of Nordic nature and people who enjoy spending their time in nature not only see the view or hear the sounds, but they can smell the trees. Maybe they could use a scent of forest or some specific type of wood like pine or birch as external stimuli and gain the attention and interest of a customers. This could be seen as value adding activity for

the customers and because for phone cases this is rather unusual it might work on some people and maybe even start a conversation between customers.

Many answered preferring to purchase phone cases from Germany which is not too positive for the case company only selling their products from Finland. Although from the survey could be seen that majority would still rather shop online than from a physical store which can be seen as positive result for Lastu products. Selling through internet is statistically the wisest option for the case company. In the background information of German consumers there were mentioned so called ROPO trend. The trend as well as the results from the questionnaire suggests that mostly the consumers find their information online regardless where they make the purchase. This as well as the information of Amazon being the main source of information could be seen as preferable results in the case company´s point of view since they are already planning on placing their product on Amazon. Although there will arise problems as well. The e-commerce site is highly popular among customers which is of course positive but it is popular also among different companies and the amount of alternatives seems to be endless. How to make the Lastu brand rise among the other alternatives will be difficult. Even though there could not be found that significant weight on the language options of a webpage the German consumers in Amazon.de will most likely search information in their native language. Starting with the keywords Handyhülle (phone case) might be necessary. The case company should use other keywords in German as well. Using German language keywords will not be enough at least not in the beginning when there is only small amount of reviews (the most important criteria of a brand being good reviews). Amazon offers "Sponsored products" and if the case company chooses to purchase this service it might be advisable so that it does not stay in the shadows of other similar products.

From the survey there could be seen opinions on the visible appearance, both negative and positive. The goal was never how to sell to every German consumer but to find information if there would be opportunities among the German consumers to begin with. The most responses from three groups gained the "positive"-group. Giving a positive feedback does not necessarily mean they would purchase the item. Although in the background information of German consumers there were mentioned that in

some research transpired that from 80% of the women who gave positive ratings on some item they went ahead and purchased the item.

German people tend to be rational buyers which might be a positive thing for Lastu brand because the product might not pop up in the first page in Google (or in the future in Amazon) the customers in Germany might look for more options and actually notice the Lastu products for this reason. Other thing found from the survey was that a little over one third answered the most important criteria to be the visible look. From these respondents 44% gave positive comment on Lastu phone cases visible look. One aspect that might be negative when considering the Lastu products´ features is that 25% would prefer flip-case. Lastu products on the other hand specializes on the cases that only covers the back of the phone. Another "feature" many respondents commented on was protection which would imply protecting the screen of the phone as well.

What comes to the language options of the webpage the largest amount of responses received the option of English language being enough. While this seems like a positive information again for the case company, translating the language to German would add value for the customers. In addition the next 19,4% of the respondents choosing the alternative of webpages being in German would be satisfied with the option. The delivery time that was most selected was maximum 2-3 workdays. This might imply that it would be necessary to use Amazon.de or even have some amount of the items already in the country because the delivery of the products outside of Finland was estimated to be 3-6 workdays.

At this point there is no clear information of the type of person who would purchase the item because positive ratings came from all ages, different regions both genders, people with different lifestyles and preferences. In a research point of view the next step for further analyzing would be making a customer profile or profiles. Since German people are very particular with their privacy it will not be an easy task and the case company has to be very aware of it. Since it was mentioned in the theory part of the thesis that even sending an email to a customer without their permission is illegal and might get the company in trouble they should include a check box (in case they are not already using one) about sending a follow up questionnaire to the consumers who purchased from their webpage. During some time they will receive purchases

from Germany and some of the respondents most likely will agree to the terms of follow up questionnaire. It could be found a new specific information from consumers who are the target group. The questionnaire should include the age of the respondent, where they found the brand and where they purchased it from (Lastu pages or Amazon). Other aspects might be their lifestyle and the AIO dimensions. By gathering this information there could be created user persona which might show direction to which channels are more profitable, where should they advertise and to what kind of people.

All that said there can be seen probability that Lastu products would have more opportunities in the German markets and that it would be a good idea for the case company to focus more on German market area. While this information is mainly based on the positive ratings, sharing the value of nature´s importance, language options of the webpage and online purchasing there is another information that suggests otherwise. The German consumers did not show too much interest towards the material of a phone case and they prefer purchasing from Germany and receiving the items in short time. Thus this is against how the company is currently operating but there has been given suggestion how to proceed for minimizing the negative aspects found from the survey.

9.2   Suggestions for the case company

1. Selling products in physical store and using external stimuli
2. Amazon.de webpage
3. User persona

1. Selling products in a physical store and using external stimuli

After analyzing the results there came up couple of suggestions for the case company. Since the Lastu product and brand is unique and quite unknown the consumers most likely do not even know it exists. The picture of the product might show up when searching "phone case" in Google and that is the first thing most of the consumers will notice, the picture. Lastu as a brand not only competes with its visible look but sustainability, environmentally friendly approach and with the sensation of Nordic nature. While customers first look at the picture, they might not pay attention to the rest. This

is why one suggestion is to sell the products in physical stores in Germany as well as online. If the case company decides to try this approach it would be advisable to contact similar companies as Finnish Elisa shops where the people are focusing only on matters concerning their mobile devices. As mentioned in the analysis part of the thesis a good and unique way of attracting the customers is external stimuli. For this external stimuli it was suggested to awaken a little different human sense, smell and more specifically the scent of forest. If customer walks into a store it might make them curious and they most likely would notice these items on the shelf and read about the product description. This value adding element might in the best case lead to a purchase or conversation which leads the product and brand being noticed in a unique way.

2. Amazon.de webpage

While the company is already deciding to put their product on Amazon the results from the questionnaire support this decision. Amazon has their e-commerce in many countries also Amazon.de which is the webpage German consumers mostly purchase from. By adding their product in this version it might increase the sales in Germany. Using keywords in German language is advisable and to make their product appear in the first pages when searching phone case they should consider purchasing the "Sponsored Products" service at least in the beginning when there is only a few reviews written of the product.

3. User persona

Finally the last suggestion which could be utilized later on is creating a user personas. By creating user personas (fictional characters) information can be found for instance on the following: what kind of people would most likely purchase the company´s products and what motivates them to making a purchase. For example, information from market research, data from the company´s own website and social media sites and comments straight from the consumer can be combined to achieve representation of the target audience. This target audience will be further analyzed to obtain information of what would be the company´s "perfect customer" leading to making this the user persona. (Griffin 2019.) Whenever there is a purchase made from Germany there could be added an option for the consumer to give permission for the case company to send a follow up questionnaire. By obtaining information from actual customers different user personas can be formed for the case company´s advantage. The user persona(s)

would serve as a tool for understanding and specifying the target audience and customer segments. This might lead to a better understanding of what channels to use when advertising and to what kind of people, leading to better and more beneficial usage of resources.

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APPENDIX 1

Questionnaire for German consumers

This questionnaire is a study made for final thesis of a Finnish student. The purpose for the questionnaire is to find out more about German consumer behavior and buying process. There has been used case company and their product, mobile phone cases. The questionnaire is not made for advertisement purpose for the company. This questionnaire is voluntary and your privacy has been taken into account. No email addresses or other contact information will be collected. Thank you for participating in the questionnaire your time, honesty and efforts has been valued.

(Demographics)

1. What is your age (-18) (19-25) (26-30) (31-40) (41-50) (51 +)

2. What is your gender (male) (female) (other/ no response)

3. In what region do you live? (Baden-Württemberg) (Bayern) (Berlin)(Brandenburg)(Bremen) (Hamburg)(Hessen)(Mecklenburg-Vorpommern)(Niedersachsen)(Nordrhein-Westfalen)(Rheinland-Pfalz)(Saarland)(Sachsen)(Sachsen-Anhalt)(Schleswig-Holstain)(Thüringen)

(Lifestyle: activities, interests, opinions. Sustainability and brand)

4. Would you describe your lifestyle more as (outdoor person) (city person) (other, what?)

5. Where would you prefer spending leisure time (outdoors in the nature) (At the city) (Home) (At gym) (Movies) (Events or parties) (Other, where?)

6. How often do you purchase items in which has been used recycled material? 1-5 (Every time when it´s possible) (Often)(Occasionally) (Rarely)(Never)

7. How important nature protection is to you? 1-5 (Not important – very important)

8. What is the most important criteria when it comes to brands (popularity)(local)(it was suggested by friends or family member)(good reviews)(the brand is sustainable and responsible choice) (Other, what?)

(Buyer decision process)

9. Are you using a phone case currently (yes) (no)

10. If you answered "no" in the question above for what reason you don´t you use a phone case?

11. Why did you purchase your last phone case (I didn't have one yet) (Old one was broken or too old) (saw or heard from friend of that specific brand) (saw advertisement online) (saw the item on store)(Other, what?) *Recognition of need*

12. From scale 1-5 how much does it matter what material your phone case is made from? (It doesn't matter at all) – (It matters a lot) *Lifestyle: Opinions & sustainability*

13. What material do you prefer your phone case is made (I don't really care about the material) (plastic) (leather) (fake leather) (wood) (recycled material) (other) *evaluative criteria*

14. When online shopping I´m mostly purchasing items made in (Germany)(UK)(Nordic countries)(USA)(China)(Other)

15. When buying a phone case where do you search different options (Google)(Amazon)(Ebay)(Clothing retailers like Zara or H&M)(electronic stores) (at supermarkets) (Other, where?)(I don't search information/spontaneous buying) *Information search*

16. When purchasing a phone case where do you prefer buying it (in store) (order online)(Other, where?) *Evaluation criteria*

17. When buying a phone case are you more (rational)(in between)(spontaneous)

18. When buying a phone case what is the most important criteria (color) (visible look) (features) (brand) (material) (eco-friendliness)(Other, what?) *Evaluative criteria*

19. What phone case feature you prefer the most? (Flip case)(Card holder) (Ring stand) (Pop holder)(Own logo)(Other, what?) *Evaluative criteria*

20. Choose alternative best describing your opinion on online stores language options

    (It´s not important to have German language option, English language is enough)

    (it´s important that online store´s webpages are in German but it´s not necessary to have German language help service when there is English language option for help service)

    (It´s important that the online store is fully German both the language of the web pages and help service)

    (I don't have an opinion about the language options) *Evaluative criteria*

21. When buying a phone case what is a proper delivery time (receiving the item straight after purchase) (maximum 2-3 workdays) (maximum 4-5 workdays) (maximum 7 workdays) (the length of delivery is not important to me) *Evaluative criteria*

22. How likely will you purchase items like phone cases from the same brand as before

    (Not likely) (Occasionally) (Very likely)

23. What is your opinion of this phone case on its visible appearance? Open ended

24. Comments

Thank you for filling the questionnaire!

APPENDIX 2

Droplet Hitech Design CEO interview topics and questions

- Information of the thesis theory part, purpose and objectives explained

- Questions:

    1. Explain Lastu brand in your own perspective

        o What values are important

        o Do you have a slogan

    2. In which aspects recycling and sustainability is among the production and overall

        o What materials does the company use in the products

        o What materials are the packaging made

        o Is the plastic used recycled

        o Is the company supporting nature protection in any way outside the factory

    3. Do you have physical shops where the products are on display either in Finland or abroad?

    4. What is the current situation considering German markets?

    5. What is the delivery time of the products in European countries?

    6. When considering German markets what are (in your opinion) your opportunities and threats

    7. Do you have something that you would like to find out in the survey other than the topics discussed?

    8. For the questionnaire can there be used picture material of the products from your webpages?

APPENDIX 3

Fragebogen für deutsche Verbraucher
Dieser Fragebogen ist eine Studie zur Abschlussstudie einer finnischen Studentin. Dieser Fragebogen soll mehr über das Konsumverhalten und den Kaufprozess in Deutschland herausfinden. In diesem Fragebogen wird eine Firma und deren Produkt (in diesem Fall: Handy-Hüllen) näher betrachtet und durch die Auswertung das Konsumverhalten und der Kaufprozess in Deutschland analysiert. Der Fragebogen wurde nicht für Werbezwecke des Unternehmen erstellt. Dieser Fragebogen ist freiwillig und Ihre Privatsphäre wurde berücksichtigt. Es werden keine E-Mail-Adressen oder andere Kontaktinformationen erfasst. Vielen Dank für die Teilnahme an dem Fragebogen. Ihre Zeit, Ehrlichkeit und Bemühungen warden sehr geschätzt.

1.Was ist Ihr Alter (-18) (19-25) (26-30) (31-40) (41-50) (51 +)
2.Was ist Ihr Geschlecht (männlich) (weiblich) (andere/ keine Antwort)
3.In welcher Region leben Sie?
(Baden-Württemberg) (Bayern) (Berlin)(Brandenburg)(Bremen) (Hamburg)(Hessen)(Mecklenburg-Vorpommern)(Niedersachsen)(Nordrhein-Westfalen)(Rheinland-Pfalz)(Saarland)(Sachsen)(Sachsen-Anhalt)(Schleswig-Holstain)(Thüringen)
4.Würden Sie Ihren Lebensstil mehr als (Outdoor-Person) (Stadtperson) (andere, was?) beschreiben
5.Wo würden Sie lieber ihre Freizeit verbringen (im Freien in der Natur) (In der Stadt) (Home) (Im Fitnessstudio) (Filme) (Veranstaltungen oder Partys) (Andere, wo?)
6.Wie oft kaufen Sie Artikel, in denen recyceltes Material verwendet wurde? 1-5 (Jedes Mal, wenn es möglich ist) (Oft)(Gelegentlich) (Selten)(Nie)
7.Wie wichtig ist Ihnen der Naturschutz? 1-5 (Nicht wichtig – sehr wichtig)

8.Was sind die wichtigsten Kriterien, wenn es um Marken (Beliebtheit)(lokal) geht (es wurde von Freunden oder Familienmitgliedern vorgeschlagen)(gute Bewertungen)(die Marke ist nachhaltig und verantwortungsbewusst) (Andere, welche?)

9.Verwenden Sie derzeit eine Handyhülle (ja) (nein)

10.Wenn Sie in der obigen Frage mit "Nein" geantwortet haben, aus welchem Grund verwenden Sie keine Handyhülle? Offene Frage

11.Warum haben Sie Ihre letzte Handyhülle gekauft (ich hatte noch keine) (Die Alte war kaputt oder zu alt) (durch einen Freund von einer bestimmten Marke gehört oder diese Marke durch ihn gesehen) (online Werbung gesehen) (sah den Artikel in einem Laden)(Andere, warum?)

12.Von der Skala 1-5, wie wichtig ist es, aus welchem Material Ihre Handyhülle besteht? (Es spielt überhaupt keine Rolle) – (Es ist sehr wichtig)

13.Welches Material bevorzugen Sie, aus dem ihre Handyhülle gemacht ist (Das Material interessiert mich nicht) (Kunststoff) (Leder) (Fake Leder) (Holz) (Recycling-Material) (andere)

14.Beim Online-Shopping kaufe ich hauptsächlich Artikel aus (Deutschland)(UK)(Nördliche Länder)(USA)(China)(Sonstige)

15.Beim Kauf einer Handyhülle, wo suchen Sie nach verschiedenen Angeboten (Google)(Amazon)(Ebay)(Kleidung Einzelhändler wie Zara oder H&M)(elektronische Geschäfte) (in Supermärkten) (Andere, wo?) (Ich suche keine Informationen/spontanen Kauf)

16.Beim Kauf einer Handyhülle, wo kaufen Sie diese am liebsten (im Geschäft) (online bestellen)(Andere, wo?)

17.Beim Kauf einer Handyhülle sind Sie mehr (rational)(dazwischen)(spontan)

18.Beim Kauf einer Handyhülle, was sind für sie die wichtigsten Kriterien (Farbe) (sichtbares Aussehen) (Features) (Marke) (Material) (Öko-Freundlichkeit)(Sonstiges, was?)

19.Welche Handyhüllenfunktion bevorzugen Sie am liebsten? (Aufklapphülle) (Kartenhalterhülle) (Ringständer) (Pop-Halter) (Eigenes Logo) (Sonstiges, was?)

20.Wählen Sie die Alternative, die Ihre Meinung über die Sprachoptionen von Online-Shops am besten beschreibt: (Es ist nicht wichtig eine deutsche Sprachoption zu haben, Englisch genügt)
(Es ist wichtig, dass die Webseite auf Deutsch sind. Jedoch ist es nicht notwendig einen deutschen Sprachdienst zu haben, wenn es eine englischsprachige Option für den Hilfe-Service gibt).
(Es ist wichtig, dass der Online-Shop sowohl in der Sprache der Website, als auch im Hilfesystem vollständig auf deutsch ist)
(Ich habe keine Meinung zu den Sprachoptionen)

22.Beim Kauf einer Handyhülle, was ist eine angebrachte Lieferzeit (Empfang des Artikels direkt nach dem Kauf) (maximal 2-3 Werktage) (maximal 4-5 Werktage) (maximal 7 Werktage) (die Dauer der Lieferung ist mir nicht wichtig)

23.Wie wahrscheinlich werden Sie Artikel wie Handyhüllen von der gleichen Marke wie zuvor kaufen
(Unwahrscheinlich) (Gelegentlich) (Sehr wahrscheinlich)

24.Was ist Ihre Meinung zu dieser Handyhülle und ihrem sichtbaren Aussehen?

25.Kommentare

Vielen Dank für das Ausfüllen des Fragebogens!