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USING LOCAL CELEBRITIES IN BRANDING AND MARKETING OF ELECTRONIC GOODS IN FINLAND

– Based on South Korean endorsement strategies



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The research was conducted to find out if using local celebrities instead of worldwide celebrities would have any effect on the knowledge about and interest in the product and/or brand in Finland. The topic is looked from the consumers' point of view rather than from the company's. This decision was made because the topic usually is looked from the marketer's point of view and there is very little information on how the consumers feel when seeing a celebrity in advertisement.

The topic of celebrity endorsement has not been researched in Finland so the available resources are down to few studies. The lack of resources was filled with a cultural study and comparison between two Nordic countries Norway and Finland. Norway was chosen as the comparison because there is some available literature about celebrity marketing in the country.

The comparison was made by using the cultural dimension studies made by Hofstede. By finding the similarities within the Nordic countries, the comparison could be made between Finland and South Korea. The countries are very different on cultural and sociological factors so it is clear that the consumption and buying behavior is different.

Because of the cultural differences, the marketing and endorsing strategies cannot be used directly. The modifications to the strategies were done by looking into the cultural differences. The possible strategies for Finnish companies and marketers were developed before the survey and the possibilities were tested in the survey by open questions and example advertisements.

As a general research, there was no co-operation from the electronic goods companies or suppliers in Finland, making the available resources even smaller. The overview on strategies used in South Korea was gathered in several recourses, which was then modified to fit better for the Finnish society and marketing style.

The research questions shown in the study were tried out in a survey conducted with two age groups, teenagers and adults. The division was made to see if the age groups are viewing the matter of branding and celebrities in different way. The results of the survey were quite surprising and work in the favor of possible celebrity endorsements in the future.

The results showed that the Finnish consumers are interested to see more local celebrities in the marketing. The advertisements should be a mix of current rational and informative advertisement and celebrity endorsements. Majority of the responders believed that celebrity endorsing should be used in the marketing of electronic goods, such as cell phones or digital cameras.

The results of the research cannot be generalized due the small sample size. But they are still able to give some views on the matter. The consumers in Finland seem to be more accepting to the endorsements than previously is believed. The consumers are using a wide range of media to see commercials and advertisements, which allows more freedom to the marketers to use the resources they have.

The possible strategies explained in this study for celebrity endorsements in Finland are based on print and TV-commercials. The strategies try to explain the mutual benefits to the company and the celebrity. Although, the survey and research is based on the consumer's view on the matter, the strategies are purely for marketers and brand managers in the company.

KEYWORDS:

celebrity endorsements, endorsements, cell phone marketing, advertising, Finnish culture, South Korean culture.

Tekijä Mari Lehtonen

Paikallisten julkisuudenhenkilöiden käyttö suomalaisessa brändäyksessä ja elektroniikka –mainonnassa

- pohjautuu Etelä-Korealaisiin sponsorointi strategioihin

Tässä opinnäytetyössä yritän selvittää onko mahdollista ja kannattavaa käyttää suomalaisia julkisuudenhenkilöitä brändäyksessä ja mainonnassa. Tutkimus on tehty asiakkaan näkökulmasta. Syy miksi tutkimus tehdään asiakkaan mielipiteistä on, että tähän asti julkisuudenhenkilöillä mainostamista tai markkinointia on lähinnä tutkittu yrityksen puolesta; mitä hyötyä ja haittaa mahdollisesta yhteistyöstä on brändille ja yritykselle.

Tutkimus käyttää hyödyksi Hofsteden tutkimuksia kulttuurien ulottuvuuksista. Koska Suomessa ei ole tehty tutkimuksia julkisuudenhenkilöiden käytöstä mainonnassa on tässä opinnäytetyössä käytetty hyväksi norjalaista tutkimusta julkisuudenhenkilöillä mainostamisesta. Hofsteden tutkimusten perusteella pohjoismaat Suomi ja Norja ovat lähellä toisiaan joka ulottuvuudessa, joten on mahdollista soveltaa Norjassa tehtyä tutkimusta myös Suomeen.

Hofsteden tutkimuksia apuna käyttäen, tämä tutkielma vertaa suomalaista ja etelä-korealaista kulttuuria keskenään. Kulttuurien eroavaisuuksista johtuen, mainostajat käyttävät erilaisia keinoja vaikuttaakseen potentiaalisiin asiakkaisiin. Mahdolliset yhteistyö-strategiat perustuvat juuri kulttuurisille eroille, koska suoraan käytettynä kyseiset mallit eivät toimisi Suomessa.

Etelä-Korea valikoitui vertailukohteeksi, koska maassa noin 60% kaikesta mainonnasta sisältää julkisuudenhenkilöitä. Tämä määrä takaa sen, että Etelä-Korea on maailman johtava julkisuudenhenkilöillä markkinoiva ja brändäävä maa. Maassa käytettävien strategisten mallien ja esimerkkien pohjalta on tähän tutkielmaan rakennettu muunnelmia, joita voitaisiin käyttää suomalaisessa mainosympäristössä.

Koska aihetta on tutkittu Suomessa vähän ja elektroniikka-alan yritykset sekä jälleenmyyjät olivat haluttomia antamaan tietojaan tutkielmaa varten, aineistoa on niukasti. Sen vuoksi, esitellyt strategiat ja suunnitelmat ovat yleisellä tasolla, eivätkä esimerkiksi kyselyn vastauksia voida todistaa pitäväksi.

Kysely suoritettiin kahdelle ikäryhmälle, jotta nähtäisiin onko teini-ikäisten ja aikuisten välillä tulkinnallisia eroja mainoksia ja julkisuudenhenkilöitä kohtaan. Kyselyssä oli mukana sekä

avoimia kysymyksiä, että tärkeysjärjestykseen liittyviä kysymyksiä. Tutkimuksen kannalta tärkeimmät kysymykset liittyivät ostopäätökseen vaikuttaviin asioihin sekä matkapuhelimiin liittyviin esimerkkimainoksiin. Kyselyssä oli vahvasti esillä julkisuudenhenkilöissä mainontaa sekä vastaajien omat mielipiteet asiasta.

Kyselyn tulokset olivat positiiviset. Suurin osa vastaajista oli sitä mieltä, että julkisuudenhenkilöissä voitaisiin mainostaa matkapuhelimia tai muita elektroniikka tuotteita. Kysely vahvisti aiemmat tutkimukset median käytöstä, television on käytetyin media mainosten katseluun, internet vahvistaa asemaansa toiseksi käytetyinpänä media. Sanomalehti pitää kolmannen paikkansa.

Kyselyn vastausten perusteella olisi kannattavaa kokeilla julkisuudenhenkilössä mainostamista. Aikaisemmin tehdyt tutkimukset osoittivat mainostamisen vähyyden syyksi Suomessa sen, että jälleenmyyjät painostavat yrityksiä luovuttamaan markkinoinnin lähes kokonaan heille. Tästä johtuen, jokainen jälleenmyyjä painattaa omat mainoksensa, jolloin vaihtelua ei pääse syntymään.

Tutkielman loppuksi on listattu mahdollisia jatkotutkimuksia vaativia aiheita. Koska samankaltaisia tutkimuksia ei ole tehty, on mahdollista saada erilaisia tutkimustuloksia jos tutkimus suoritetaan suuremmassa skaalassa.

ASIASANAT:

mainonta, markkinointi, julkisuudenhenkilöt, elektroniikkatuotteet, Etelä-Korea, sponsorointi, kulttuurit mainonnassa

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1 Introduction

1.1 Background

Motivation for this Thesis came when I was as exchange student in South Korea and saw a great number of products and services use celebrities in advertisements. Being constantly bombarded by celebrity endorsements, on the street and TV, the songs composed just for new cell phone model or a fashion item were played all the time. As the amount of celebrity endorsements was almost overwhelming, a thought about using similar methods in Finnish markets started to formulate. Could this kind of celebrity endorsement culture be used in such different society in successful manner?

After coming back to Finland from the exchange programme, I tried to contact cell phone makers (Nokia, Samsung and LG) but they were not interested in this type of research made for them. Being very interested in celebrity endorsing in marketing and why it is not used so much in Finland made me want to pursue the research even without the case company. As the companies were not interested, the research became more of a general study to show the possibilities laying in celebrity endorsements.

The companies that were contacted about the research weren't interested to share their strategies as they might be revealed to the competitors. In similar matter, the distributor chains for electronic goods in Finland didn't reveal their thoughts about this.

Celebrity marketing and advertising takes a great quantity of all advertisings in the USA as well as in Asian countries, especially in South Korea and Japan. (Lee 2010) While celebrity marketing is an impressive way of reaching customers in other countries, why Finland is not applying this strategy? Are Finnish customers so different from the Americans or Asians that we don't want to see local celebrities in the advertisements? These are some of the questions that are researched in this thesis.

There have not been researches about the matter before relating to the situation in Finland. This research covers some of the main points of the matter. The questions requiring an answer to might not be answered fully due the limitations of time and resources.

This thesis uses a definition of a celebrity as someone who is known for being well-known (Boorstin in Lee 2010). The study uses a concept introduced by McCracken on 1989 in Lee's (2010) study that celebrities are cultural icons that represent a combination of cultural meanings and images for the particular society. Based on the idea, this study tries to find out the possibility for local celebrities, especially musicians and singers in Finland's advertising strategies.

The research explains general strategies for celebrity endorsements as the locality doesn't effect on the strategy itself. The reason for choosing local celebrities as a topic is based on Roll's thoughts about Asian branding. Roll suggested in his book that Asians prefer seeing Asian people in the advertisement rather than Western (Roll 2006, 76-80).

Silvera and Austad (2004) found in their research that Norwegian consumers don't see international celebrities trustworthy enough to be an endorser in Norway. The researchers came in a conclusion that local celebrities might increase the trustworthiness and they suggested it to be further researched. Although, there are no researches about the situation in Finland the findings in the Norwegian study could be suitable also for Finland due the similarities in culture.

1.2 Purpose of the study

The purpose of the study is to identify the Finnish customers' view on celebrity endorsements in marketing and advertising. The results can be used to develop new models in future campaigns by advertisers. By comparing successful models from South Korea and the USA to the Finnish ones used now, I want to identify the possibilities in advertising and marketing for Finnish market.

Although the mentioned countries are different in culture and consumption style, it can be seen that Finland is moving to same direction. The television is filled with different kind of talent shows and variety shows that can give the status of a celebrity to a normal person for some period of time. Most of the shows were originally from the USA or the UK where the celebrity culture is already strong.

Kotler and Armstrong (2010, 437-440) explain that celebrity marketing has a great impact on the target group and in most cases it also increases the publicity of the product due the fact that the person is a public figure that is known for most. A great example is Jun Jihyun, a South Korean actress who acted in a blockbuster movie *My Sassy Girl*. After the movie she was scouted as a face of various TV commercials. Reportedly, the TV campaign for Olympus camera with Jun increased the brand knowledge with 15% in throughout Asia (Roll 2006, 75).

Currently, in Finland the advertising for electronic goods in printed-ads is done by having an image and technological information of the device in an advertisement made by the seller. Every retailer prints and distributes their advertisement with the same or similar information of the product, making the advertisements quite monotonic. Gigantti made an exception on 2009-2010 and employed John Cleese for their face in their campaigns for Nordic countries. (www.findance.com; pythonline.com)

As it is seen in the example from Asia, having a separate printed advertisement and TV-commercial for a product with celebrity can raise the knowledge greatly and with the currently style, there are no brands or advertisers who are differentiating themselves from the others. I want to show with this study that it could be a chance for some brands to raise their profile and sales if they are willing to take the risk and try a different approach for attracting customers.

Within the top ten companies in South Korea, there are four companies that produce electric goods or services (Yanakimachi 2004; Frank 2007). Several researchers (Lee, Choi & Tsai 2007; Lee 2010) have found out that the country is the leader in celebrity advertising. Nearly 60% of all commercials and

advertisements in South Korea had a celebrity, solo or a group in them. Because South Korea prefers to use local celebrities over foreign ones (Roll 2006, 82-83) the models are linkable to the study directly as the research is based on using local celebrities in Finland.

The research questions I'm trying to find out answers to with this research are:

- Do the Finnish consumers have positive view on celebrity endorsements
- Can the South Korean celebrity endorsement styles be used in the Finnish markets
- Can celebrity endorsements used in cell phone marketing in Finland
- Are the differences in cultures the factor that makes the gap between South Korea and Finland so wide when it comes to celebrity endorsements

2. Marketing literature

There are several definitions what is marketing. Kotler and Armstrong (2010, G-5) define it in following way “The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.”

Silk (2006, 50) writes that marketing is “the process of planning and executing the development, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”

Both of these definitions tell that marketing is something that creates and makes relationships between sellers and buyers. Marketing includes strategic planning, marketing mix, researches, advertising, public relations and other vital areas for a company to sell their product (Silk 2006, 7-11).

2.1 Marketing strategies

There are multiple definitions about marketing strategy. One of them says it is “the marketing logic by which the business unit hopes to achieve its marketing objectives”. Marketing strategy includes marketing mix which is the tools, price, place and promotion where the company is marketing their product. Promotion includes the advertising, which is what this study is concentrating on. (Kotler & Armstrong 2005, G4.)

Marketing strategy includes a great amount of theories and different aspects that need to be taken into consideration when launching a new product or campaign. Because of the nature of this research, the literature review doesn't include everything but only relevant sectors of marketing strategy. Targeting and different sales promotion methods will later be referred to as a part of celebrity endorsement models and strategies in part 3 of this thesis.

Marketing strategies include segmentation, targeting and positioning. Market segmentation is dividing the market in smaller sections and groups of buyers with similar needs or behavior which might require different products or

marketing mix. Targeting means the process of evaluating the market segments and determining the attractiveness for each group. This helps to determine in which segments the product should be launched to. (Kotler & Armstrong 2005, 195)

The market segmentation can be done in several ways: geographic, demographic, age and life-cycle, gender, income, psychographic, behavior, occasion and benefit segmentation. Several segmentations are often used by the marketers to identify smaller and well-defined target groups. Target groups are buyers with similar needs or characteristics that the company decides to supply. (Kotler & Armstrong 2005, 195-215)

The company needs to choose what kind of a message they want to give to the consumers about their product and which way they want to deliver it. Of course, there are limitations in budget and styles, even more so when cultural matters are taken into account. The message and style is what is the base of the brand and how the consumers view the brand, thus it is extremely important to think about the messages the company is showing to the consumers.

Kotler and Armstrong (2005, 434-435) mention that there are three types of themes or appeals that will lead to the desired response. The appeals are: rational, emotional and moral. Rational appeal is something that relates to the consumer's self-interest and shows directly the benefits that the consumer can get from the product. The message can show the quality, economy, value or performance of the product.

Emotional appeal tried to stir some emotion in the consumer when they see the advertisement. The emotion can be either positive or negative according the strategy the company is using. The marketers can use positive appeals such as love, pride, joy and humor. In case the companies want to have a stronger impact, they might use negative emotional appeals such as fear, guilt and shame. (Kotler and Armstrong 2005, 434-435.)

It is important to acknowledge that cultural differences affect which type of appeal is successful in the desired country or place. Kotler (2005, 77-80) shows

an example in his book how Bank of America has designed two different posters to attract customers in different subcultures, Chinese and Hispanic. In the poster targeted to the Chinese population, the image has a heart-warming photo on a dad and daughter enjoying some quality time together in a street market. In the other poster targeted to the Hispanic, they have used an image of a business meeting. They have found out the differences through a study about the cultural differences between the subgroups.

The marketers can choose between personal or nonpersonal communication channels. Personal channels include direct marketing in face-to-face, telephone, e-mail or mail or on online in chat or social media. Nonpersonal channels are more often used by cell phone marketers as they include printed ads, TV- or radio-commercials, display media and online media such as web pages or advertisement banners. (Kotler & Armstrong 2005, 437; 463-464.)

Advertising in the Internet

The use of internet has been growing greatly in past decade and this should be taken in attention when designing a marketing mix and strategy for a product. In a research conducted by Tilastokeskus in 2010 they found out that in Finland 86% of the population is using internet and 72% is using it daily. The most common forms of using the internet were e-mail, online banking and finding information about products and services. According to the research, 42% of the people using the internet had registered on some sort of social media service at the time of research. The amount of people is expected to rise due the popularity of the services (Twitter blog, [referred to 2.5.2011]; Zuckerberg's blog post [referred to 2.5.2011]).

Because the widespread use of the internet, it is getting more important for marketers to do marketing online in various ways. Many companies set up a so-called 'marketing webpage' for their product which includes all the needed information about the product and some extra materials such as wallpapers or interactive models of the product. There might be exclusive online rewards on

the marketing web pages to attract the customer buy the product. (Kotler and Armstrong 2005, 568-569.)

Marketers have many ways of advertising their product or service on others' pages, such as banner ads, tickers or skyscrapers (vertical thin advertisements on the side of the page). They can use services such as Google Ads to place small text advertisements on sites that can reach the potential customer. Such services as Google Ads can be very efficient as the advertisement is shown to a people whose browser history has pages on same or similar focus. (Kotler and Armstrong 2005, 571-573.)

Although, banners and skyscraper –style advertisements are visible and attract attention on pages, it is increasingly important not to have them just on a web page but also in social media. On July 21st 2010, Mark Zuckerberg, the founder of Facebook announced that the service has 500 million users around the world. Few months later on September 2nd 2010, Twitter's CEO Evan Williams posted a blog post that they now have 145 million users around the world on the microblogging site. These numbers are rising by thousands and hundreds of thousands new accounts made daily, as it is seen in the blogs. While people are using these services increasingly, the marketers should be ready to jump in the wagon, so to say and start social media campaigns to reach the potential customers.

Social media marketing is considered being one of the cheapest ways to advertise a product (Zimmerman and Shalin 2010, 34). Certainly, there is a way to buy a space for advertisement and in a long run, it can be costly but when done correctly, the advertising and marketing costs only time. The marketing budget is often the factor that forces the advertisers and marketers to limit the advertising and promoting. Marketers in Finland tend to use smaller amount of money from their budget on customer marketing than American or other European countries although Finland is one of the countries using the most on advertising when compared on Gross National Product (Keown et al. 1989).

Keown et al. (1989) concluded in their research that American companies have often a smaller marketing budget than the European companies but when looked at the side of celebrity marketing, it is clear that they are ahead of us (Lee 2010). Celebrity marketing is often very costly and it involves risk as the endorser might behave in unacceptable way and thus bring down the brand or product they are advertising as well (Kotler and Armstrong 2005, 438).

Sales promotion

Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. Common sales promotion tools are samples, coupons, rewards, specials or games and contests. These tools can be used not only to boost up sales in certain period but also to differentiate their product or service from the other. (Kotler and Armstrong 2005, 469: 470-473).

Samples are often used with non-durable goods as a form of sales promotion (Kotler and Armstrong 2005, 471). For instance in a supermarket, one can taste sample foods before making a buying decision. Lately, services have started to use this method as well by offering premium services for a week for free and that way trying to attract the customers to subscribe to the pay service. For example, Spotify offered a week free premium service before changing the structure of their free service as they faced tremendous amount of negative comments when informing about the change. (Spotify online 14.4.2011 [referred at 16.4.2011])

Patronage rewarding systems are much used by stores, hotels and other frequently used services. The reward can be in a form of cash or a coupon after requiring certain amount of points. In similar way, there can be contests or sweepstakes that encourage consumers to take part and win items or coupons. (Kotler and Armstrong 2005, 273.)

A company has to find a good balance between different promotion and advertising models to accompany and fulfill the demands they have listed for themselves in the marketing strategy.

2.2 Marketing of electronic goods in Finland

Keown, Synodinos & Jacobs (1989) discovered that advertisers in Finland spend more likely smaller amounts from their budget of durable goods than other European marketers. In the same study they found out that advertisers in Finland tended to use more print advertising, especially in newspapers for durable goods, while non-durable goods were advertised more on the TV. What they found special to Finland and Sweden was that the distribution chains required the advertisers to support the brand through joint promotions. This led to a situation where the advertising budget was noticeably smaller than in other countries included in the study. Surely, this research was conducted twenty years ago and there is no evidence that this is happening today as well. The lack of further researches on this matter is restricting this study and thus we can't solely base the references on this old research.



Image 1. Veikon Kone and Gigantti printed Ads

As seen in the image 1, the advertisement is very simple and provides the most important technical information with the price and an image of the product. A great part of high-tech product marketing is either through printed ads like the ones above or online advertisements. If there is a TV-commercial with a cell phone it is mainly to promote the cell phone operator's services and not the phone itself (Various operator advertisements on commercial TV on Dec 2010-Mar 2011).

During the fall 2010, a TV-spot was on the main channels about the new Nokia music phone and how the buyer can get certain amount of free songs along the

purchase. The phone was advertised by a Finnish rock band The 69 Eyes. This is the only purely cell phone advertisements the author remembers seeing in the Finnish television. It was also the only one with a celebrity in it when it comes to electronical goods. When the advertisement came, there were expectations by the author for more similar commercials or printed advertisements but there was none.

2.3 South Korean example

South Korea is one of the leading technological countries in the world. On 2008 estimations, 39.4% of the country's GDP came from industries including electronics, telecommunications and car industries (CIA World fact book online 2010). The country's economy system relies on exports and was ranked as the 9th largest exporter in the world on 2009 (OECD economic survey June 2010).

South Korean economy is highly driven by conglomerates or chaebols are they are called in South Korea. Chaebol is a single family owned multi-industrial company. Within ten largest companies in Korea on 2004 were six chaebols, two state owned companies and two general companies. The top ten companies in 2004 were Korea Electric Power Corp, Samsung, LG, SK, Hyundai Motors, KT, Korea Highway Corp. Hanjin, Lotte and POSCO. (Yanakimachi 2004.)

Why this is important for this study is that within the top ten largest companies in Korea, there are four companies that produce electronical goods and services: Samsung, LG, SK and KT as a network provider. These conglomerates have played a great role in the history of South Korean economy and they will continue doing so in the future. (Yanakimachi 2004; Frank 2007.)

2.3.1 Leader in celebrity marketing

When talking about a celebrity, the question about credibility rises. A study has found out that celebrities make use of their expertise, trustworthiness and attractiveness to influence consumers (La Ferle&Choi 2005; Ohanian in Lee 2010). In South Korea the status of a celebrity is high in social hierarchy among

Koreans (Hofstede 1980; Yoon et Al in Lee 2010). Based on this, it is likely that Korean consumers would be more influenced by an advertisement featuring a celebrity than non-celebrity (La Ferle & Choi 2005; Yoon et al. in Lee 2010).

In South Korea, about half of all the commercials and advertisements include a celebrity (Lee & al. in Lee 2010). Lee (2010) found in her research that the percentage of celebrity commercials in South Korean television was 59.1% making the country the leader in celebrity marketing. Lee, Choi & Tsai (2007) found out that majority of the celebrities in South Korean commercials were actors or actresses, followed by music artists. This finding was confirmed by Lee (2010) came to a conclusion that the top three advertisers' (Samsung Electronics, LG Electronics and SK Telecom) commercials in South Korea included actresses and actors the most, followed by music artists.

The study on 2007 (Lee et al 2007) showed that 25% of the celebrities were endorsing multiple products at the same time and often the celebrity is someone who does multiple forms of entertainment. They came to the conclusion that in South Korea, a celebrity tends to play a role of average person in advertisement rather than appearing as themselves.

Lee (2010) found in her research that all the leading advertisers in South Korea used a certain endorser or group for specific period of time for a specific product. For example, an alcohol brand Chum Churum signed a contract with pop-idol Lee Hyori on 2008 to endorse their product. By 2011 the contract has been renewed eight times. A representative from Lotte, the mother brand of Chum Churum commented the renewal in following way "Thanks to Lee Hyori, the brand has become popular for the shaking or 'whirlwind' style of drinking.--"(My Daily via Nate Feb 8th 2011; translation of interview on allkpop Feb 8th 2011).

Marketing example: LG group, Cyon Cooky cell phone advertising campaign

LG electronics has worked with several big names in Korean idol scene and Girl's Generation has been in several advertisement campaigns for models

such Chocolate, Chocolate 2 and Cooky. LG uses a strategy where the chosen artist makes a song to promote the cell phone model.

On April 24th 2010 Girl's Generation released a song and music video for the Cooky cell phone as well as the separate TV-commercials started to air (Cyon online [referred to 18.4.2011]). The company arranged a fan meeting event where the group performed the title song for Cooky phone as well as their own hit song. The fans were able to get their signatures as well in the event. Additionally, for Cooky LG had a competition to win a date with Girl's Generation.

Below is the advertisement about the competition. In the text, it says that buying a Cooky phone on 26th June, the buyer is automatically in the competition to win a dream date with the band. The competition drew ten lucky winners for the event.



Image 2. LG Cyon Cooky, Girl's Generation

Unfortunately, there was no information available if this kind of event did increase sales on that specific day. Girl's Generation is the top selling girl group in South Korea (StarNews Jan 20th 2011). Regarding their position in Korean

music market it was expected that a 'day date' with the girls would increase sales as it is almost impossible to meet the girls in person without an event like this.

3. Factors effecting on differences in marketing strategies

3.1. Understanding cultural differences

To be able to determine the differences in marketing we have to first find the differences in the culture in Finland and South Korea. Geert Hofstede has studied the cultural dimensions in countries and societies, building a base for comparing countries on this dimension. Hofstede divided the society into five segments: Power Distance Index (PDI), Masculinity (Mas), Individualism (Idv), Uncertainty Avoidance Index (UAI) and Long-Term Orientation (Hofstede 2005 online summary, 4-5 [referred to 20.5.2011]).

“Power distance can be defined as the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally.” – Hofstede (2005)

Hofstede has listed a collection of matters on how cultures with small power distance are different from the cultures with high power distance (2005, 7-8). The cultures with smaller power distance try to equalize people with minimizing the inequity between them. The low PDI cultures prefer seeing everyone equally and status symbols or privileges are frowned upon. For cultures with high power distance it is the opposite. They expect and desire the inequity between people and believe that the status is linked with power and wealth which leads to a belief that privileges are given to the person.

Finland has smaller PDI when compared to South Korea. According Hofstede the country with highest PDI is Malaysia whose score is 104, South Korea has 60 while Finland has 33. (Hofstede 2005, 6) The differences are visible in the culture when looked in example how bosses are seem more equal to their subordinates in Finland than in South Korea. The fact that South Korea is Confucian country whose political and cultural structure is still following the Confucian sayings is just emphasizing the factors. (Kim and Song 2007, 63-76; Na 2007)

“Individualism pertains to societies in which the ties between individuals are loose: everyone is expected to look after himself or herself and his or her immediate family. Collectivism as its opposite pertains to societies in which people from birth onwards are integrated into strong, cohesive in groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty.” – Hofstede (2005)

According Hofstede (2005) the USA is first on the Individualism index with score of 91, Finland has 63 points while South Korea has only 18. The countries and cultures with high score are more individualistic while the countries with fewer points are collectivistic societies. From this, we can see that Finland is clearly more towards individualism while South Korea is clearly a collectivistic country.

For individualistic societies, it is important that a person speaks their own opinions and is open and honest in their views. It is expected that individuals share their opinions rather than letting someone else to say how things are done and accept that. (Hofstede 2005, 10-11; Na 2007) Hofstede states that self-actualization is the ultimate goal for each individual in individualistic societies.

In collectivistic societies, it is often so that a person drives for the best of their group or community rather than towards own interests. Collectivistic societies try to avoid direct disagreements and strive for harmony. An individual shouldn't express their own opinions if it differs from the opinion of the majority. Decisions are done in groups rather than by individual. Hofstede states that status and need for recognition in their group or society is the highest goal for individuals in collectivistic countries. (Hofstede 2005 4-5; Na 2007.)

Professor Na writes that Korean collectivism is combined with high uncertainty avoidance which often results in-group favoritism and as reluctance to open up to outsiders. Hofstede defines uncertainty avoidance in following way, *“Uncertainty avoidance can be defined as the extent to which the members of a*

culture feel threatened by uncertain or unknown situations and try to avoid such situations.“ This means in example the amount of written laws and regulations as well as unspoken rules that should be followed in certain situations. The author has come to conclusion that Greece has the highest UAI with 112 points, South Korea has 85 while Finland has 59 points. (Hofstede 2005, 5;15.).

Cultures and societies can be divided into high- and low-context cultures. In High-context culture, the information is shared widely among people and the communication style is indirect and unspoken. Communication in low-context culture is more direct and explicit, right to the point-kind of style. (Kim, Pan & Park in Lee 2010.) Lee refers to a research which showed that Western cultures tend to reflect on low-context communication while Eastern cultures showed patterns from high-context cultures. The examples mentioned in this study reflect these findings.

From Hofstede’s studies, we can determine a clear difference between Finland and South Korea in cultural society dimension. These differences in societies affect on the buying behavior of the customers and that affects on the marketing strategies and styles used.

Abraham Maslow is a humanistic psychologist who developed a hierarchic theory of needs. This figure has been used as a base of various marketing strategies since it was published (Simons, Irwin & Drinnien 1987).The figure 1 below shows the original hierarchy of needs by Maslow as well as the Asian equivalent defined by Roll.

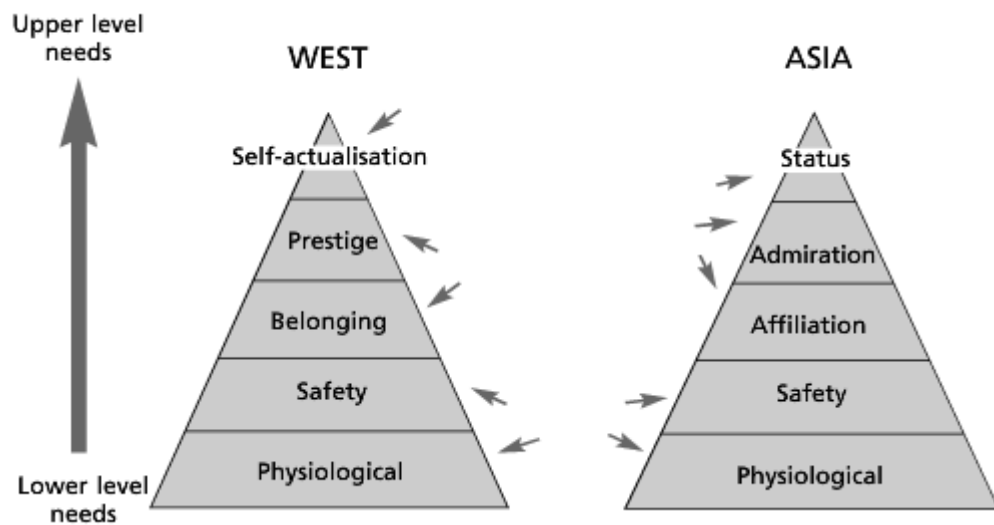


Figure 1. Maslow's hierarchy of needs and the Asian equivalent (Roll 2006, 47)

Maslow's theory includes five levels of needs from most basic to the highest goals. First level is physiological needs. These needs consist of need for food, oxygen and water. They are considered being the strongest of one's needs. Second level is safety needs. These needs are often invisible for adults until some emergency happens. Children instead show the signs of insecurity and need to feel safe. (Simons et al 1987.)

When the previous needs have been satisfied, the third level of needs belonging is noticed. Maslow has stated that when the basic needs have been fulfilled, a person is seeking ways to overcome the feeling of loneliness and alienation. Receiving and giving love and affection as well as a sense of belonging is the way to satisfy the need of belonging. (Simons et al 1987.)

Fourth level of needs is prestige or need for esteem. Person should have a stable, high level of self-respect. When the needs are satisfied, the person feels self-confident and capable to reach their goals. But when the needs are neglected or not met, the person is feeling weak and worthless. (Simons et al 1987.)

The highest level of needs is self-actualization. Maslow portrays self-actualization as person's needs to be and to do that which the person was born to do, in example, a musician to make music. (Simons et al 1987)

As we can see from the figure 1, the hierarchy of needs is different for Asian people from Western people. The basic level of needs is the same for both but the higher level of needs are very different. Hofstede explained that individualistic society strives for each person's self-actualization while a person from collectivistic society is striving for higher status and acceptance of their group (Hofstede 2005, 10-11).

Roll writes that we are used to see marketing strategies from Western countries and seen them fail in the East because the differences in societies have been overlooked for long (Roll 2006, 46). As the needs of people are different in Asia than in Western countries, we can make a conclusion that the marketing styles and strategies have to be different to be able to reach the consumers in desired manner. This is one of the reasons Asian advertisers tend to use more soft sell approach on their marketing than their Western companions. (Lee, 2010).

The soft sell approach uses more humor and drama than directly imposing the facts to the consumer. The hard sell advertising is more direct and bases on informational styles, leaving little to imagination (Bradley & Thorson 1994).

Various researches have noticed that celebrities have high status and credibility in South Korea due the structure of South Korean society. (La Ferle and Choi 2005; Roll 2006,75; Lee 2010) But there hasn't been similar research in Finland. Silvera and Austad (2003) researched about effectiveness of celebrity advertisements in Norway, which is the closest in terms of society norms from the research countries in previous studies.

Silvera and Austad (2003) wrote that Norwegian cultural norms are different of those in American culture (similar to South Korean celebrity culture as found out by Lee 2010) and the celebrities are not seen in similar manner. They suggest that Norwegians give certain amount of respect to the celebrities for their accomplishments but they are also regarded with certain amount of suspicion and distrust because of the appearance that they view themselves as better as or more important than common person.

Silvera and Austad (2003) believe that the effect of celebrity advertisement is dependable on the celebrity's nationality. The researchers believe that the celebrities used in their experiment, Cindy Crawford and Pierce Brosnan get more exposure in the USA than in Norway regardless their status as an international celebrity. This finding leaves in a possibility that Norwegian celebrities could be seen more trustworthy than their American counterparts in Norway and they suggest that this should be researched later.

The similarities between Norwegian views on celebrities and Finnish view are noticeable. Finland, as well as Norway are both individualistic countries and they share similar values in other areas of society. (Hofstede 2005, 6; 9; 12; 15) Based on the findings by Hofstede, we can compare these Nordic countries quite freely on sociological matters. These matters include the views on celebrities, views about advertising in general and views on celebrity endorsing.

Although there are no researches available on the actual behavior how Finnish people view celebrities it is very close to how Norwegian people feel about celebrities. The celebrities are treated as everyone else. They have their privacy and they are respected from further away without disturbing their lives.

3.2 Celebrity endorsement models

Celebrity endorsement can be very costly for the company and it involves a lot of risks. (Kotler and Armstrong 2005, 438; La Ferle and Choi 2005; Lee 2010) For the investment to be a success, the spokesperson for the product or service should have certain features. These features can be such as attractiveness, positive image in the society and have some expertise or an image of expertise in the area they are endorsing in (Roll 2006, 85-88). For example, a formula driver might not have the expertise from a normal family car but they have the image of expertise from being involved in motorsports.

Roll (Roll 2006, 85-88) writes that there are three main models on celebrity endorsement. The author continues that the models are based on the requirements from the endorser. The models are designed to provide the base for formulating and implementing celebrity endorsements in marketing.

Lee (2010) explains that companies in South Korea use a significant amount of money on celebrity endorsements in hopes of boosting sales and creating a favorable brand. The companies are willing to use whatever means they have to access the celebrity if they believe that it will work in a favorable way towards them in the end. According to Lee (2010) this might even mean taking a loan to be able to pay for the endorser.

In the same research, Lee (2010) found out that American marketers were more concerned about the behavior of the celebrity than the boost in sales or effect on brand. The marketers are aware that employing a celebrity as the spokesperson for the brand or product can give some competitive advantage to them. Having a celebrity endorser can help in building a strong brand which increases the possibility to acquire the lead position in the market. (Kotler and Armstrong 2005, 438-439; Simeon 2006).

Lee (2010) found out that the South Korean marketers were worried that after spending a lot of money on the celebrity endorser, the product would be forgotten while the consumers just remember the celebrity endorsing it. Regardless of the fears, the marketers in the country are driven by the questions, "Who can the advertising agency offer for us?" and "Who are we going to use for the campaign?"

Regardless of several risks involved in employing a celebrity to endorse a product or brand, there are several positive outcomes visible in the following figure. As we can see, the effect of having a celebrity as endorser increases the social benefit of the product and thus attracts more consumers even if the product is simple and cheap product such as groceries.

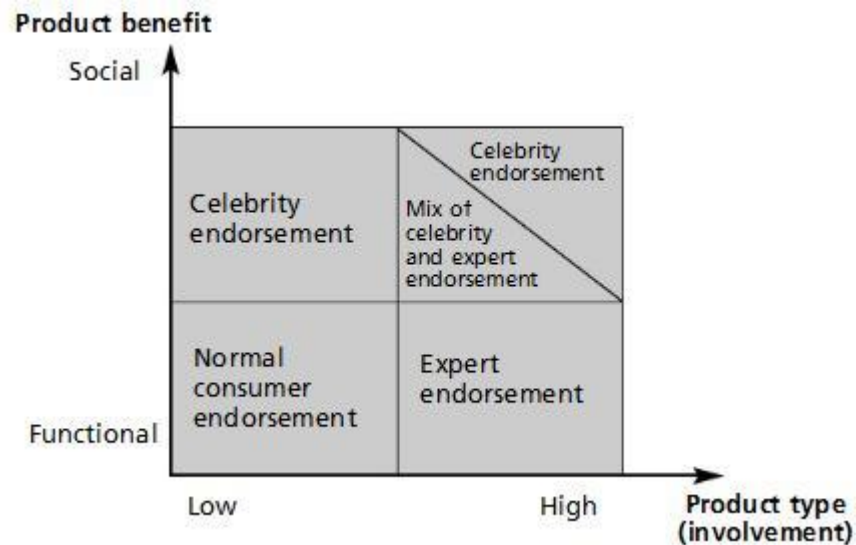


Figure 2. Celebrity benefit involvement model (Roll 2006, 78)

Consumers tend to be more cautious when it is about buying a high involvement product as they are often more expensive and something to be used for longer period of time. Thus, they tend to believe in a word of expert more than in ordinary people or celebrity. For instance, a dentist explaining the benefits of having an electric toothbrush is seen more trustworthy than other endorsers. This is because dentist is working with teeth daily and has studied the subject. As seen in the figure, adding a celebrity endorser in the mix, the product can get more potential customers as the celebrity is giving their face to the product. (Roll 2006,77-80.)

Source attractiveness model

Attractiveness model as its name already hints is concentrated on the attractiveness of the endorser. It states that an attractive endorser will have positive impact on the endorsement. The attractiveness to the target audience is measured in aspects like physique, intellectual skills, athletic capabilities, musical capabilities and lifestyle. (Roll 2006, 85.)

According to Roll (2006, 85-86) the attractiveness model is based on the qualities of the celebrity, the main focus should be in the endorser's core capabilities rather than in good looks or skills. He writes that, if the celebrity is

not successful in their field of entertainment or sports, the campaign with them might not be successful despite the attractiveness of the endorser.

Attractiveness model can be seen more effective with low involvement products as the celebrity endorser can easily attract a lot of people in advertisement. As the products don't demand a long thinking and aren't very pricey, it is easy to buy one. But for high involvement products, customers want to find out if the claims in advertisement are true and what kind of a product it really is, so having a celebrity endorser in the advertisement doesn't really have a lot of effect. (Roll 2006, 86.)

What is notable is that in South Korea is that unlike what Roll (2006) writes in his book, having a celebrity endorser is the most important aspect in the advertisement. In the country, it doesn't matter if the product is instant noodle, car or a cell phone but having the celebrity endorser in the advertisement is believed to bring better sales. (Lee 2010.)

Source credibility model

This model emphasizes that the effectiveness of the endorser is based on the expertise and trustworthiness of the endorser (La Ferle and Choi 2005; Roll 2006, 86). Erdogan in La Ferle and Choi (2005) notes that as not all celebrities are seen equally credible by consumers, it is more important how consumers perceive them than the factual qualification possessed by the endorser. La Ferle and Choi state that expertise is the extent to which a person is perceived to possess knowledge, skills or experience that are required for them to show a trustworthy image to the consumers.

Roll (2006, 86) argues that the credibility factor of the endorser can to a great extent be influenced by the ethnic origin and likeability. Roll continues that as the ethnic origin can have such a great effect on the credibility it seems to be one of the reasons why Asian countries are so keen on having Asian celebrities endorsing products rather than Western celebrities. Lee (2010) mentions in her research that American celebrities are often less expensive to employ as an endorser in South Korea as local top celebrities. Lee continues that the

marketers in South Korea believe that the foreign celebrities would not have the same effect on the consumers as using local celebrities and thus are not worth of the saving in expenses.

Currently there are no studies about how Finnish consumers perceive models and endorser with different race or background. The locality of the endorser could become important if the company employing them is planning to use meet-and-greet style of events in marketing promotions. The researcher believes that local celebrity might not create as big status differences between the endorser and consumer and thus might have more positive image.

Meaning transfer model

This model concentrates on the idea that the endorsement is effective if the celebrity endorser has a set of traits that are compatible with those of the brand or product they endorse (Roll 2006. 86-87). The endorser who has these traits and knowledge of the product or brand is believed to aid the customers to build a positive association toward the product being endorsed (Silvera and Austad 2003; McCracken in Roll 2006,86).

As a communication tool, this model enhances the brand by having an experienced celebrity as an endorser. The celebrity endorser is desired to be one that has acquired knowledge after being the spokesperson for the brand or previous products by the company. With their long relations together, the celebrity endorser can transfer some of their attributes to the brand. The attributes can be such as status, class, gender, age, personality or lifestyle. By acting as a model consumer who has been in same situation with the consumer the celebrity endorser is able to attract them with their own status. This way they are helping the company to build a positive brand or image to the consumers. (Silvera and Austad 2003; Roll 2006, 87.)

Companies have to think who they can hire as endorser for their product because the price tag is often very high and not all celebrities are suitable to endorse all products. If a company wants to hire a celebrity or celebrities, they

should be systematic about it. The message what is given to the consumers by the advertisements should be similar in any case. (Roll 2006, 86).

Celebrity brand impact model

Based on the previous three models, Roll created a celebrity brand impact model framework from where we can see the level of awareness and impact on the brand based on the celebrity endorsement. The figure 3 represents this model.

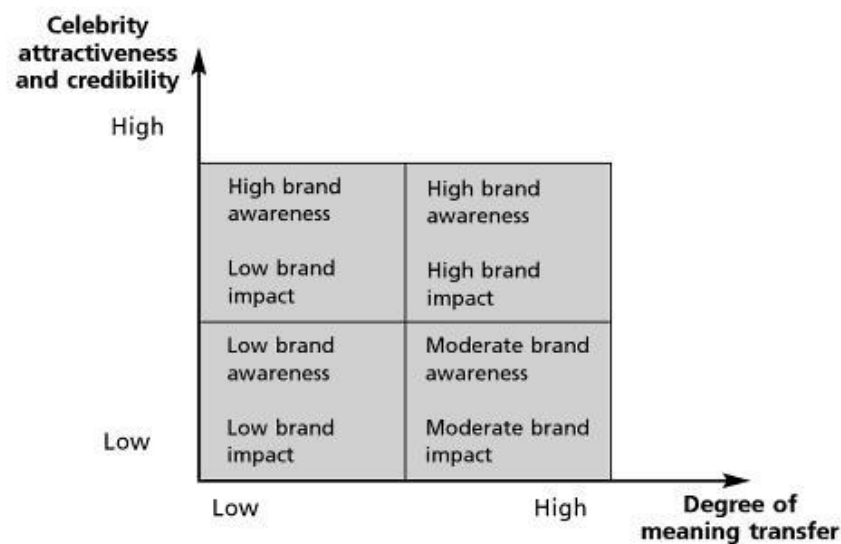


Figure 3. Celebrity brand impact model (Roll 2006, 88)

The model shows the extent of importance between brand and celebrity on one hand and the attractiveness and credibility of the celebrity on the other. The result of the model can be read as brand awareness and brand impact. Brand awareness refers to the customers' knowledge about the brand as a result of past actions, interactions and experiences with the brand. Brand impact is the level of positive effect on the brand after and during celebrity endorsement. (Roll 2006, 88.)

Rolls writes that this figure provides guidelines for companies to decide whether or not to use celebrity endorsements. The figure may be used with the

other models to strengthen the base of a celebrity endorsement strategy. The author mentions that the models are not distinctive to Asian brand strategies but can be used in other locations as well. (Roll 2006, 88)

3.3 Finnish market

As mentioned in chapter 2.2, Keown et al. researched in 1989 that Finnish companies use a lot of money on marketing in general but a smaller percentage of that was put into consumer marketing directly. They concluded that it was because the companies are highly affected by the distributor chains who deliver own commercials including the products. This can be one of the main reasons why there are not any celebrity endorsements for durable goods in Finnish market. This research can't be believed to be accurate in today's marketing due to the fact how the advertising and marketing has changed in past twenty years. But, with the lack of newer researches on the topic, the matter is cited as if it would still have an effect.

Unfortunately, there was no answer when inquired about marketing and advertising strategies from several electronic goods companies in Finland. The companies in question are some of the leaders in electronic products as well as main distribution chains for the goods. Because of the lack of material available on the subject, the strategies explained are purely schemes for developing a brand and advertising for cell phones and other durable goods in Finland.

Based on the idea from Silvera and Austad (2003) that using American or other foreign celebrities in Finland might not give the effect on sales and interest from consumer what is hoped by the marketers. Several studies believe that there is a connection between the ethnical background of celebrity and the target consumers. (La Ferle and Choi 2005; Roll 2006, 74-76; Lee 2010) Based on these factors, the suggested strategies are using local celebrities instead of world famous foreign celebrities.

Celebrity endorsements in Finland

Recently there have been few celebrity endorsers for durable products for TV commercials or printed advertisements. Several sport idols have endorsed furniture or expensive clothing and outdoor products that can be seen as an investment and thus durable product. Cellular services such as operator services can be seen as a durable product as consumers tend to keep their operator same for longer period. These kind of cellular operators have been promoted by actors, sport idols and musical idol. What is notable is that, Nokia used a music group to promote their 'music cell phone' when it came out but there hasn't been new commercials with them or any other music idol. There is a possibility that the group chosen for the commercial was not suitable and failed to achieve the wanted results and the strategy was discarded for further use.

Referring to the figure 2 about celebrity brand involvement and the researches about South Korean celebrity marketing, it is clear that having a celebrity endorser can be extremely helpful. Based on the similarities between Finnish and Norwegian consumers it is possible to conclude that Finnish consumers see celebrities in less trustworthy and positive image as in South Korea or the USA.

Idols competition and Big Brother have been very successful formats when measured by the publicity and viewers the programs get in a week. A weekly report by Finnpanel reveals that Idols peaked to more than million viewers (Finnpanel viikko14/2011) while various Big Brother related programs collected over 600 000 viewers (Finnpanel vuosi 2010 sub-tv report). Aside these, there are a lot of actors, actresses, sport idols and music idols that are famous in Finland and abroad, so there is definitely not a lack of celebrities who could be used as endorsers.

Consumers in Finland tend to follow the same viewpoint to those of Norwegians as mentioned earlier in the chapter about cultural differences. Based on that the author believes it would get positive response if the endorser for the chosen

product would have the expertise would provide the image of trustworthiness. Silvera and Austad (2003) stated that Norwegian consumers are very rational when it comes to viewing advertisements and making buying decisions. Based on cultural factors as well as the similar viewpoints between the two Nordic countries, it is expectable that Finnish consumers are viewing the advertisements in rational manner.

Based on that idea there could be a car advertisement with a rally- or formula1 -driver. These sport idols are celebrities due their success in car sports, which is why they would be seen to have the expertise to say that the car is all the things said in the advertisement. In similar way actresses or actors could advertise cosmetic products as consumers are aware these people need to use the products daily or at least very often in their profession.

Based on these factors I present two research questions to test in consumer survey later.

Question 1: Finnish consumers do not want to see celebrities in commercials and advertisements

Question 2: Consumers buy cell phones (or other electronic goods) based on the price and brand rather than on commercial

3.3.1 Plausible strategies for celebrity endorsements in Finland

Due the fact that the consumer society is completely different in Finland compared to South Korea, the models Roll (2006) presented in his book can't be used directly in Finland. As there is a lack of resources and material, the strategies may not be possible to use directly and should be researched more later.

This chapter concentrates on the different sales promotion tools that could be applied in Finland for future celebrity endorsements. It also explains some strategies but as they are rarely used in such strict manner as Roll (2006)

explained in his book, the naming is left out. The advertisements talked about in this chapter are mainly printed advertisements and online marketing. TV-commercials are talked just briefly due the fact that they are more expensive and rarely used for electronic products in Finland.

Sales promotion tools for endorsement

In the UK, Nokia communications used Pamela Andersson and Ed Westwick in their marketing campaign for new Nokia cell phone model N8. They had a competition where the consumers who bought the cell phone would be able to send in a short film, filmed by the cell phone and this way get a chance to meet one of the endorsers. (digitoday.fi [referred online 6.5.2011]). These celebrities have no connection with cell phones, other than they use them daily, like majority of the population in UK do.

In similar way, there could be celebrities endorsing Nokia phones in Finland. Maybe not Pamela Andersson or Ed Westwick like in the UK but in example Idols stars such as Anna Abreu or actors like Lari Laurikkala who are well-known and popular within teenagers. Naturally, the celebrities would need to be selected according to the target group of the product advertised.

I believe that having a similar competition to meet the celebrities/celebrity endorsing the product or having a sweepstake event could boost the sales or at least raise the level of knowledge and interest within the target group. The possibilities to meet popular idols are very limited, also in Finland. Not only the celebrities are busy with their schedules and daily life but this kind of promoting method is not used. The chance to meet an idol might be just the thing that helps with the brand or sales.

This kind of event can be arranged with all kinds of products, not just cell phones but also other electronics or clothes et cetera because the prices or meeting the celebrity can be adjusted to fit the target group and/or the product. For example, Lumene could employ a Finnish celebrity as their face and promote the product with samples and meeting of the endorser.

Another kind of sales promotion which is very popular in South Korea is meet and greet- style of an event. Where the consumers can come and get a signature from the celebrity while the event is visibly sponsored by the company or brand what the celebrity is endorsing at the moment. This kind of a meeting benefits both the brand and the celebrity. The fans of the celebrity will come to meet their idols and at the same time get information about the new product or brand. The celebrity has a chance to meet their fans close and personal, which is rare

In Finland similar kind of events have been in Night of Art's where consumers can meet authors and get a signature in the book the author has written. Also in some exhibitions such as Finnish Metal Expo, the organizers have arranged signature sessions with the bands taking part of the expo. None of these events are arranged just as a promotion mind for one brand or product but they are part of bigger event.

Having an artist or idol releasing own material and endorsing a product at the same time could be beneficial to both. It is easy to believe that the public will be more interested in both parties and the knowledge about the celebrity and the product or brand would increase due the double media coverage. However, if the product is clearly targeted to older people, maybe meeting up an actor or pop idol and getting their signature is not the right way of promoting the product but some other measure would be more fitting. The importance of targeting and positioning in the market is high when choosing the endorser.

Sampling is a typical sales promotion for consumable goods such as food and snacks. While we already have celebrities endorsing these products on TV-commercials and they are well remembered. There has not been a single case, where the celebrity would have come out to a store or an event and personally be there for a while to endorse and promote the product. Finnish people tend to swarm in masses when there is free coffee or other promotions happening, so it is expectable that having a celebrity to endorse a product would create similar effect. If there are free samples of the product and a possibility to take photos

with the endorser and maybe some sweepstakes at the event, the consumers could be more active to come to the event.

It is important that the marketers are taking time to search for the celebrity who fits to their image and message they want to bring to the consumers. Teenagers and middle-aged adults tend to listen to different kind of music and maybe watch different TV-shows or movies. This separation between the age groups might be one of the reasons it is difficult for a Finnish marketer to choose an endorser for their product as it seems most don't have a clear target group.

For example, Nokia N8 cell phone was marketed to both business people due the easy-to-use interface and programs but also for those who enjoy filming and photographing in high quality not forgetting social networking and other services provided (Nokia online). The company did not define a certain target group for this product and its marketing plan. This in a way supports the idea that anyone could promote this product, just like Nokia did for the UK promotions with the phone.

Therefore a question is presented about the likeability of the celebrities based on target groups.

Question 3: Teenagers and adults are not interested in same celebrities if they see them on advertisements

4. Research Methodology

4.1. Methodological choices

Research method is often divided into two main ways to collect data: quantitative and qualitative research. Quantitative data is numeric or other way measurable data and is collected by quantitative research in example questionnaires. The analysis and conclusion is often presented by tables and graphs, making it easier for the reader to understand. Qualitative research in other hand is trying to find the reasons behind certain outcomes. This is often collected by open questions or interviews, making it harder to present in clear graph or an image. The conclusions are often presented as similar groups or concepts. (Saunders, Lewis & Thornhill 2009, 480.)

There are two means to collect the data in both cases. Data collected specifically for the research is called primary data. This data is valuable but it can be combined with secondary data to create a better view on the matter. Secondary data is something that has been collected for other purposes previously but can explain some aspects for the new research as well. (Saunders et al 2009, 256.)

This research uses a mix of both quantitative and qualitative research methods. The main data is gathered by a survey which is a tool for quantitative research. The survey included some open questions which are often seen as a tool for qualitative research.

4.2 Deductive research

This study is based on deductive research approach which is based on hypothesis and theory. The main idea in the model is to test the hypothesis described in the study. Robson in Saunders (2009) explains the five stages that deductive research follows. First is deriving a hypothesis from the theory. Second step is to express the hypothesis in an operation form that shows the relationships between two or more variables. Third step is to test the operation form from previous step. Fourth stage is to assess the findings and see if the

theory needs modification and if the findings should be gathered in different way to obtain the wanted result. The final step refers to the modification of the theory in case it needs modification. (Skinner; Saunders et al 2009, 124-125.)

4.3 Research strategy

There are multiple research strategies available for the researcher to use for their research. Some are very prominent to deductive approach while others to inductive approach. The choice of strategy is determined by the research topic and objectives, the amount of existing information on the topic and the amount of time and resources available for the researcher (Saunders et al 2009, 141).

The research strategy chosen for this study aims to find out if it would be possible and profitable to employ local celebrities as the face of cell phone or other electronic product. The consumer survey was designed to find out if the buying behavior is different according age group and if the behavior is so strongly embedded in the culture that it cannot be changed.

The chosen strategy aims to show the possibilities in the future marketing of electronic goods in Finland. Due the lack of resources, this research is not wide enough to generalize the findings to the consumers in Finland. However, the results can provide important information about celebrity culture in Finland for marketing purposes.

4.3.1. Survey

Survey strategy is often associated with deductive research approach and is very popular in business and management researches. The survey often offers answers to questions who, what, where, how much and how many. Survey is easily adaptable to many situations and allows gathering a large amount of data in economical way. The results are standardized which allows comparison to happen. This kind of data can be put in tables and graphs, making the conclusions easy to understand. (Saunders et al 2009, 144.)

Survey strategy provides the researches more power over the results, as they can concentrate on certain aspects of the research in the survey. The

researcher needs to use time in designing and piloting the data before the survey can be conducted to make sure that the results are what the researcher is looking for. The analysis of the data is time consuming, regardless of many programs developed for the action. Although, the data collecting and assessing is time consuming it benefits the researcher so that they don't have to rely on others' results but can use their own findings. (Saunders et al 2009, 144.)

This thesis uses survey as the base of collecting data. The survey included multiple choice questions about purchasing a cell phone and Likert- scale questions to find out the most used medias where exposed to advertising. Likert- scale is a question style where the responder is asked to choose how strongly they agree with the statement (Saunders et al 2009, 594).

The survey included example advertisements and open question about them. The participants were asked to explain why they chose the advertisement. In addition, there was several multiple choice questions about current celebrity endorsements in Finland and how the responders feel about celebrity advertising based on the example advertisements.

4.4 Demographics

The participants of the survey were selected in random sampling methods and stratified sampling method. Random sampling is when the participants are chosen without relevance between each other. Stratified sampling method divides the possibilities into several groups which then can be researched with random sampling methods. (Saunders et al 2009, 222- 230.)

This research used the stratified sampling to divide the groups into high school students at the age of 15-18 and 20-50 years old adults. Both males and females took part in the survey. The number of participants was 25 in each category, totaling to 50.

The teenagers were gathered from researcher's old high school. The choice was made to ensure that the samples were strictly from same age group. The reason to have the clear difference was to find if there are differences in the

way they are looking at celebrities in endorsements. The adults were gathered in random sampling method. The researcher has no information about who the responders are in this group.

The survey was same to both age groups. It included questions about education, marital status and use of media. It included an example of possible advertisements and open question to explain the choices which is the main question in the survey.

4.5 Reliability and validity

Reliability refers to the extent the data from your research and analysis yields the consistent findings (Saunders et al 2009, 156).

As the participants of the survey were divided in two age groups, it is possible to get similar results later if the survey is conducted again. The reliability of the thesis is the possible strategies for high-tech marketing that can be developed based on the results of the survey.

Validity is trying to find if the results are what they appear to be about. (Saunders et al 2009,157) This research has a small sample size with only 50 persons taking part of it. It is possible that the people chosen for the survey are involved in the advertising or oppositely don't care about advertising at all.

The research was meant to be more of insight on how different age groups view cell phones and celebrities in the context of advertising. Although the sample size is small, it is possible to see the challenges and possibilities for future advertisements as the results in the sample were well divided between the choices.

The information was gathered by one researcher. The survey for high school students were handed to the teacher directly on paper. The survey for adults was conducted face to face and the researcher or acquaintance was able to answer possible questions. The teacher as well as acquaintance was given basic information about the topic and the survey.

5. Analysis

The aim of the thesis was to find and develop possible marketing and advertising strategies with a celebrity endorser for cell phone and electrical good companies in Finland. The study presented three research questions that were included in the survey in hopes of finding out if they were correct or not. This part of the thesis will explain the results of the study in several segments included in the questions.

Which of the media is used to see/read advertisements the most (1) or the least (4)?

The expected outcome was that TV and Internet are the channels that customers use the most to see or view advertisements (Intermediatutkimus 2004). This indeed is true as seen in following table.

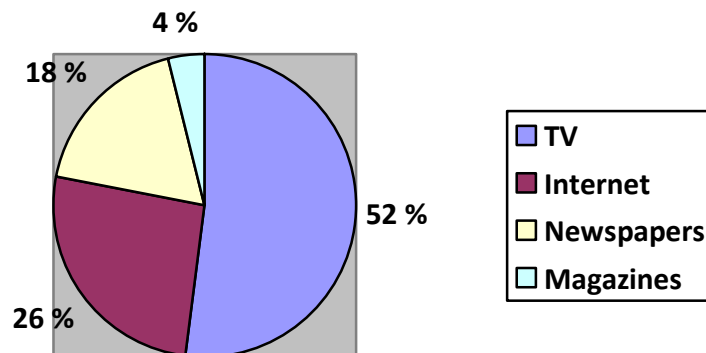
Table1. The media where advertisements are seen most

Media	1st	2nd	3th	4th
TV	26	15	8	1
Internet	13	15	10	12
Newspaper	9	9	22	10
Magazines	2	11	11	26

The respondents were asked to choose the order from most or least used media channel, 1 being most used, 4 being the least used. As we can see from the table, TV and internet are clearly the most used channels. This table includes all responders in the study.

In the following pie chart, we can see the percentages that each type of media takes as the most viewed. It is clearly seen how television dominates the chart with internet securing its place on second. The results are similar with the media researches done by Intermediatutkimus or Tilastokeskus in Finland for past few years.

Figure 4. Most used media by percentages by all responders



What was interesting in the study was that although it was expectable to see different results between the teenagers and adults, the results were similar. Television was leader in both age groups with internet was second, with newspapers following third. The magazines in this question meant weekly or monthly magazines targeted to certain group of people.

Although it is not clear, the rise of the use of internet might be partially by the online publications of newspapers. If a person is reading the newspaper online, it is counted as electronic source and therefore the media is internet. Social media was not included as a separate media as it is part of the Internet. Advertising in social media would have been interested to add in the survey but with the lack of resources, it had to be left outside.

From the results, it can be concluded that television would be the most effective channel for companies to advertise in regardless of the high costs of the advertising space. Television is the most expensive channel to advertise in, printed advertisements and online marketing is often a lot cheaper. Radio spots, depending of the length and station are somewhere in between the others. (Kotler & Armstrong 2005, 456-467.)

Factors effecting on buying decision

The research was conducted during bad economical situation which emphasises the money and finance situation effecting on the purchase. The question to find answers to was that teenagers are more affected by advertisements than adults. The respondents were asked to choose how much brand, price and advertisement affect on the decision.

Table 2. How much the following factors effect on buying decision

How much the factor effects on buying decision?	not at all	somewhat	a lot	very much
Advertisement	11	35	4	0
Brand	1	28	19	2
Price	1	10	25	14
Total	13	73	48	16

As seen in the table, most of the answers in all three categories were in 'somewhat' or 'a lot' leaving the extremes 'none' and 'very much' with only few marks. The results revealed that teenagers are indeed less caring about the price, as they most likely aren't paying for the product themselves and this is confirmed by adults choosing stronger opinions in the money matter.

Looking just at the number and where they are situated in the scale, price is the most important factor for the customers who took part in the survey. As mentioned in the beginning of this chapter the survey was conducted during spring 2010 when the country was suffering economic depression. During a depression, the use of money is often more carefully calculated by the consumers and the decisions can be pushed to the time after the economic depression.

The study revealed that teenagers are more brand conscious. They tended to choose stronger opinions for the effect of brand than adults. For advertisements, 20 out of 25 teenager respondents chose 'somewhat' while 15 adults chose the same option.

The results show that the *research question 2: Consumers buy cell phones (or other electronic goods) based on the price and brand rather than on commercial* is true. Although, it is seen that the commercial indeed does have an effect on the buying decision, it is not as strong as the other two, price and brand. Especially teenagers were more brand conscious while adults were more concerned about the price.

Because majority of the responders chose that advertisements do have some effect on the buying decision they shouldn't be forgotten. The styles of advertisement by products are pretty similar in Finland at the moment without diversion. It may be possible to attract customers and raise the interest towards the product by having an advertisement or campaign that is different from the competitors. Having an eye-catching printed advertisement or TV-commercial attracts the consumer to take a second look.

Current celebrity advertisements

As the study was about using local celebrities in cell phone advertising, researcher wanted to first find out if the respondents remember seeing any kind of advertisements with Finnish celebrities. If the responder remembered some commercials, they were asked to write down who the endorser was and what product they were endorsing. The results were quite self-explanatory: 33 out of 50 responders remembered seeing one or more advertisement with local celebrity.

The celebrities that were remembered to be seen on advertisements were sportstars or actresses/actors. Over half of the responders listed sportstar as the only one they knew while few listed also actors. None of the responders mentioned musicians or singers. Everyone remembered both the celebrity endorser and the product they were endorsing. The advertisements that were remembered were all TV-commercials that had been running on the commercial channels MTV3 and Nelonen.

As mentioned earlier in the study in figure 3, the possibilities for both endorser and the brand to widen their knowledge is likely. From what we can see in the

results of this survey is that those consumers who see advertisements with celebrities also remember them. One reason can be that these kind of endorsements are still rare in Finnish advertising, thus they are remembered as different kind of advertisements.

Increasing the amount might end up to overdose of celebrities on the commercials and they wouldn't stand out as much as they at the moment. Since there is a lack of music idols in the endorsement scene, they most likely would be even more memorable than the sportstars.

The marketers in South Korea were most concerned that only the celebrity would be remembered. The results show that in Finland the risk of remembering only the celebrity from the advertisement is small. This can give some extra push for the marketers to employ a celebrity as their face.

Views on celebrity advertisement possibilities

The questionnaire included a question with example images made by the researcher. The responders were asked to choose the advertisement they liked the best and explain in few words why they chose that advertisement. They were also asked to choose whether or not they believe such advertisements with a celebrity could be used in the future.

The celebrity chosen for the example advertisements is Anna Abreu, a runner-up of Idols- singing competition from few years ago. She had just released a new album at the time of conducting the survey and her image in the album is close to those of idols in South Korea. Although, the style can't be exactly the same as there are no available photos with her holding a cell phone, the effect is close enough what was sought for.



Image 3. Example advertisements

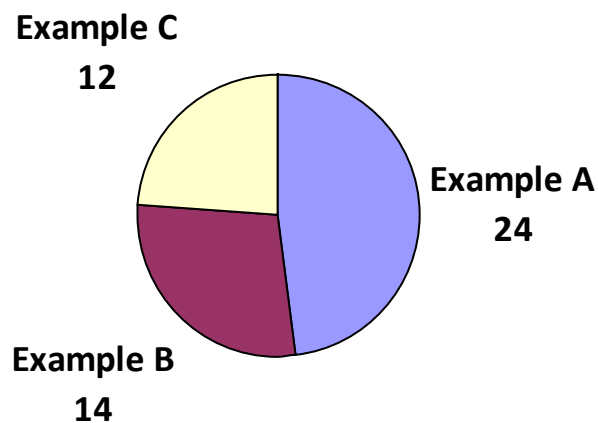
Advertisement A represents the current style of cell phone advertising in Finland. Advertisement C represents the style used the most in South Korea, without any other information of the phone than image and brand name. Advertisement B combines these two styles together.

The expected outcome for the results was that A would be the most chosen and B as a second while C would get few or no votes at all. The expectation was based on a preference of a style familiar to the consumers. Finnish consumers often want to see the technical information and price along an image to give a quick view on the product. This assumption was based on the research done by Silvera and Austad (2006) in Norway which found out that Norwegian consumer tends to view advertisements rationally. According Hofstede's researches, Finland and Norway have similar cultures and societies what allows the researcher to believe the consumers in Finland would behave in similar way.

As mentioned in chapter 3, the celebrity culture in Finland is almost non-existent if compared with South Korea or the USA. Because of the differences in the cultures, the attraction of having a celebrity as an endorser might lower the impact to the consumers.

The result for the example advertisements was surprising. While A was the most popular with 24 votes, the remaining votes was divided quite evenly between B and C 14 and 12 respectively which is against the prediction that C would get only few votes.

Figure 5. Votes per example advertisement



Example A was the most popular because it has clear and simple look. The advertisement includes some of the technical information, price, brand and has an image of the cell phone. It was not mentioned in the comments but there is a probability that the advertisement was popular due the similarity to current advertisements.

Here are some translated comments from the survey about example A:

- Male, 15-18 years: “Gives the best image and information about the cell phone and it doesn’t have anything extra”
- Female, 15-18 years: “It is advertising the cell phone and not the celebrity”
- Male, 35-45 years: “Is clean and simple and shows the right information”

- Female, 35-45 years: “I don’t want to see a half-naked woman to advertise a cell phone. Also half-naked men are out of question”

The comments about this example show clearly that the consumers look the advertisements rationally. This is the same as the conclusion when comparing the cultures. The advertisement shows just what it is expected to without having any emotional or moral aspect in them.

Example B did not get as much comments as the other two options. The advertisement includes the same information as example A but as addition there is an image of a celebrity, Anna Abreu. The example was created to show that the celebrity endorser could be used alongside of the current style informational advertisement. This advertisement probably doesn’t have as strong impact on the viewer as the last example but it differs from the current one a lot.

Here are some translated comments about the example B:

- Female, 15-18 years: “The advertisement is arranged well, it looks nice to the eye and it has valuable information as well”
- Male, 15-18 years: “Others look boring, the woman is nice in there. Price, brand and information has to be visible”
- Male, 34-45 years: “Caught my eyes. Information, price and product are important.”
- Male, over 45 years: “Nice change to the current one”

The comments about example B are very encouraging. Many of the responders who chose this example wrote that the celebrity works as an eye catcher and draws the customer to look at it again. Price and technical information bring the rational point to the advertisement while the celebrity endorser can have emotional aspects. This advertisement would attract the celebrity endorser’s fans to look at the advertisement. This combined with a competition or meet-and-greet session could be the thing for successful endorsement.

Example C is the most artistic and South Korean style advertisement out of the three examples. With strong colors and the celebrity as the main image, it should attract the consumer. This example advertisement was planned to be used in shop windows or in-shop marketing as a poster. This style might not be suitable for newspapers as it works the best when alone. Also, due the bright colors and visual style it would work the best on glossy paper which gives a possibility to be used in magazines or like mentioned in posters.

Here are some translated comments about the example C:

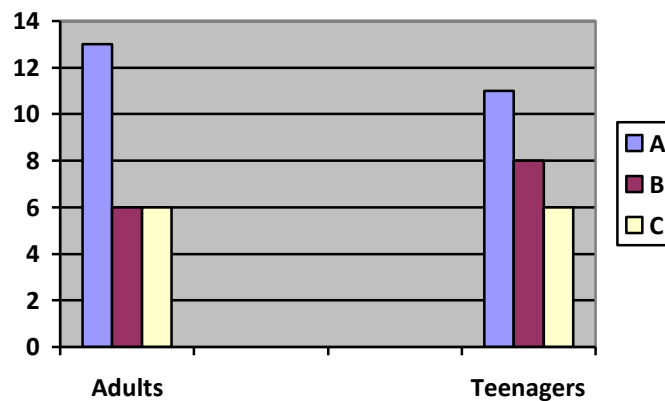
- Male, 15-18 years: “Extremely classy and simple”
- Female, 15-18 years: “The advertisement gives probably the most elegant image of the cell phone”
- Female, 25-35 years: “Advertisement is stylish and doesn’t have any not needed text”
- Female, 35-45 years: “Dramatic and effective”

The example C was seen in surprisingly positive light. The comments were mostly about the visual side and the dramatic look. It is interesting that women of all ages chose this regardless that the celebrity endorser is sexy woman. The researcher expected the image to attract more male responders. The gender of endorser might not have that much of an effect as the researcher believed.

Research question 1 was that *Finnish consumers do not want to see celebrities in commercials and advertisements*. This was proved to be right when it comes to cell phone advertising. Majority chose the advertising without a celebrity endorser and the reasons were quite rational as seen above. The result hints that the similarities in buying behavior and interpretation on commercials with Norwegian and Finnish consumers were indeed correct. The consumers weren’t interested seeing anything else than an image of the device, some important functions or technical information and the price.

On contrary, the research question 3, *Teenagers and adults are not interested in same celebrities if they see them on advertisements* was proven wrong. Although, the consumers chose mainly the example advertisement without a celebrity endorser, the remaining was divided evenly between the two with the endorser. Also, these results with the endorser were divided quite evenly between teenagers and adults, showing that there is not that kind of a gap between the generations as was first believed.

Figure 6. Votes between example advertisements by age groups



This is very surprising information, meaning that although Anna Abreu might not make that kind of music that older people are listening to, they know who she is and are not opposing the endorsing. We can say that, who the celebrity endorser is doesn't seem to have as much importance as in South Korea. It seems that, as long as the celebrity is in the media or has recently been in media, the consumers will recognize them and take more notice on the advertisement after that.

It was seen in the results that males preferred the advertisements with technical information and price while women chose more visually attractive advertisements. The division isn't great between genders but it can give some ideas how to reach the target group of the cell phone or product later.

Characteristics of the respondents

The survey had 50 respondents, 22 males and 28 females between 16-50 years old. Half of the responders were high school students who filled the survey under supervision of their teacher, to whom I had briefed the topic in case questions arise. The remaining respondents were working adults with or without families. There is no knowledge of the background of each responder, thus there might have been marketers and people with the knowledge within the responders. That wasn't seen important for the result, as the purpose was to find a general view, regardless of the occupation or interest of the responder.

6. Conclusions

The study was conducted to find out if there is a possibility to use celebrity endorsing successfully in Finland for cell phones or other durable goods. The other questions where I tried to find answers were:

- Do the Finnish consumers have positive view on celebrity endorsements
- Can the South Korean celebrity endorsement styles be used in the Finnish markets
- Can celebrity endorsements used in cell phone marketing in Finland
- Are the differences in cultures the factor that makes the gap between South Korea and Finland so wide when it comes to celebrity endorsements

Restrictions to the research

The topic of celebrity endorsements has not been studied in Finland before. The theory of this research had to be based on other Nordic countries as well as cultural similarities between them. The cultural factors were more of a sociological studies based on Hofstede's cultural dimensions.

The celebrity culture in Finland is very different of that in South Korea or in the USA but this topic has not been researched in here. The other Nordic studies on this topic used primarily international celebrities the findings cannot be directly compared. The locality is believed to raise the trustworthiness but there is no research to base it for Finland at the moment.

The aforementioned factors clarify why the strategies and models explained in this research are general endorsement models rather than modified to local celebrities. The models do not restrict to use certain type of a celebrity (international/national) and thus can be used as they are.

The research referred to on some factors about Nordic advertising is from 1989. It is an old research and the style of advertising and marketing has changed

greatly since the days. But, there were no newer research with similar information and thus this was used to find the restrictions by distributors. As mentioned in the chapters earlier when referring to this article, the findings can't be taken as a truth but as something that might still exist.

Findings

There are several advertisements and commercials with a local celebrity and some with foreign celebrity in the Finnish media. Currently, they are mainly for daily goods and not for electronics. The commercials and the endorsers were remembered fairly well so we can assume the endorsing is at least somewhat successful.

There is no direct information how the celebrity endorser has effected on the sale of the product; are the sales the same or did they increase. What was visible in the survey results was that the knowledge of the product was higher with a celebrity. For example, Valio's Vanilla yoghurt –commercial with figure skater Kiira Korpi, both the product and the celebrity endorser was remembered well.

The result shows that the consumers were able to remember advertisements with celebrity endorsers with the product that was advertised. This is the desired outcome for the marketer when they employ a celebrity as their spokesperson. This result may encourage marketers to use more celebrities in their campaigns and advertising.

Based on the South Korean example on celebrity endorsements, the researcher was able to make few suggestions and strategies for Finnish companies to use local celebrities in their marketing in the future. The models are more of a marketing mix and brand building strategies than just advertisement strategies. This is because branding is becoming increasingly important as the consumers become more brand conscious.

As a general study, the questions were built on the data available on the matter. The data included celebrity models used in Asian markets as well as general

marketing strategies and mixes. As a partial comparison study, the literature included cultural and sociological researches about South Korea which help in understanding why the celebrity culture is so big in the country.

The literature on celebrities and celebrity endorsements in Finland is non-existent, thus majority of the theory were based on Norwegian study as well as own views on the culture and society. The Norwegian study used international celebrities in example advertisements while this research wanted to emphasize the locality factor.

According Hofstede, Nordic countries are close to each other in cultural aspects. The similarities in cultures lead to similarities in consumer behavior. Finnish culture is individualistic with relatively low power distance index. These build a base on high-context communication which is more direct and uses rational aspect in advertising.

The opposite cultures between individual vs collective, low power distance vs high power distance give a framework for the way customers behave in these countries. The style of the culture effects on what kind of a message and style of the advertisement is successful. For collectivistic countries, emotional approach is more successful while for individualistic countries, the consumers tend to prefer rational approach.

The survey included general questions about advertising, the use of media and views about the celebrity endorsing. As the study was about cell phone advertising, it included also a matrix question about how the consumers choose the cell phone they are buying. This was included as the researcher wanted to find out if the consumers support one brand over another or if they are most interested in the price or the technical details of the model. It is known that in South Korea, the advertisement and who is endorsing it, as well as the brand is more important and the consumers there are willing to pay a lot to get the certain phone their favorite celebrity is endorsing.

The outcome was surprising. Based on the questions and knowledge about Finnish culture and society, the idea of a celebrity endorsement should have

been seen in more negative way. The belief was that a Finnish consumer does not like to see someone raise themselves higher than any other with the help of their status as a celebrity. And as the example advertisements were made in a form of printed-ad, the responders had no choice than to see them as a celebrity. The survey itself didn't have any examples for TV-commercials or radio advertisements but it was purely based on print-ads on newspapers, magazines or in-store displays.

The survey result seemed very positive towards celebrity endorsements. Although the survey conducted was a small scale survey, it was clearly seen that most are interested to see celebrities more in advertisements as the amount of positive comments on the matter was nearly 90% of the answers. Only few answered that, celebrity endorsements should never be tried out or they don't believe it would be successful strategy for local brands.

The celebrity used for the example advertisements was Anna Abreu, a singer that became famous after being second in the Idols-competition on 2007. She had released a new album right before conducting the survey so she was already in the media and thus easy to use as an example. Abreu has an image fitting more to teenagers than adults in musical sense, as she is quite young and sings dance pop. Because of the style the celebrity has, the expectation was that adults might have more negative feelings about the advertising than teenagers.

The results hint that who is the celebrity in the endorsement doesn't matter as long as they are seen trustworthy and suitable for it. The votes and ideas given to the open question about the example advertisements were parallel between the age groups. Both preferred the old-style advertisement without endorser but the ones choosing for either of the examples with Abreu did not mention anything about her or wanting another celebrity in it. The instructions for the question were so that the responder wasn't restricted from suggesting someone else for the advertisement.

As mentioned in the study, Finnish people don't necessarily like someone rising themselves above others with their different status. Doing the endorsement as a celebrity, might result in strong anti-bias and neglect from the consumers. Because of this sociological factor, the commercials should be made in a form of the celebrities showing themselves as any other person rather than as a celebrity. This is similar to the South Korean TV-commercials where they prefer seeing the celebrities as any other consumer in the endorsements. But in a similar way as in South Korea, the printed-ads and online advertising can and may be different.

The printed-ads should be glamorous and visually nice for the consumer to take a second look. To be able to achieve this, the person endorsing it should look good and attractive which enforces the fact that in the print-ads the celebrity should act as a celebrity rather than any other to be noticed. This is what is seen in South Korea as well, there is a great difference in styles between the TV-commercial and a printed-ad although the endorser is the same person or group.

The results for the factors influencing the buying decision of cell phones were quite expected. Price and brand mean a lot to both age groups, although it was seen that the technical factors are also important. The results showed that the advertisement is now seen as something that pushes the customer to the store to see the phone themselves. This hints that the buying decision is not made by the advertisement but rather in the store where the advertisement directed the customer to.

As a conclusion, the companies should look more into possible celebrity endorsements when it comes to durable products or electronic goods. As the celebrity culture in Finland differs so much of that in South Korea and there is no extensive research on the topic, it is not reasonable to start a full-scale celebrity endorsement campaign. The campaign might be a shock to the consumers and might be against the social views on the matter. That's why, starting little by little, the companies would be able to increase the knowledge of

consumers and have the possibility to increase the amount of potential customers.

The media that this research concentrated on was TV and printed advertising. The prints can be used, and often are used also in online marketing so that's why this study in a sense overviewed that media. Social media was left outside of the research. South Korea uses a lot of social media but there isn't a research available on that separately. Currently, there is no research that would have a model for celebrity endorsing in social media. In Finland, the companies are waking up to social media and advertising in social media so there might be future for different kind of contests or alike that are done in that environment.

The small sample size for the survey, 50 persons with 25/25 division between teenagers and adults is reflecting to the validity and the reliability of the results. The sample groups were chosen by random and stratified sampling. The teenagers were chosen by stratified method which along the small sample size prevents from generalizing the results.

The results found out in the survey reflected on some areas the researched conducted earlier in Finland. These areas were the use of media and the factors effecting on buying decision. Similar results can be found out in later researches. It is expected that television will stay as the most used media for Finnish people while internet is securing its place as second with newspaper closely following on third.

6.1. Further research

With the limited resources available for this research, there are a lot of matters that I couldn't cover in this. Thus, I suggest that there should be more research on the topic, both for celebrity endorsements in Finland as well as using celebrities in branding of Finnish goods.

I am very surprised to find that there are no researches about how Finns view celebrities as the society is changing more towards a culture where celebrities are more openly seen and loved. Idols, X-factor and Talent are just examples of

shows where anyone can find their way into the lime light as long as they have talent enough. The winners and run-uppers from the previous seasons are still some very loved and known artists or groups.

There seems to be a demand or at least willingness from the consumers to see more local celebrities in advertisements here, therefore the reasons behind the factors denying the endorsements should be researched better. As this research was conducted as a general study, the companies were not ready to give out information about their marketing strategies and contracts with retailers.

One of the factors that came up in previous researches was that the reason why companies don't use money on consumer marketing is because the retailers are demanding rights for the advertising themselves. Because, the companies are expected to give the marketing rights to the retailer, they can't employ a celebrity endorser for their product separately. This should be researched in case this is the factor that is restricting the companies from celebrity endorsing for electronic goods. If the new researches find similar results than the existing ones, the question is can this be changed into a style that allows the companies to do advertising and branding with celebrities themselves.

Further study about the celebrities' willingness to be involved in endorsements should be researched. Although, the consumers are interested to see more of the celebrities in advertising, there is no word if the celebrities themselves would want to advertise the products. The celebrities might have multiple reasons why they don't want to be involved but they should be also educated by the possibilities the endorsement can give to them and that way make it also more attractive to them.

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Appendix 1

PÄÄTTÖTYÖHÖN LIITTYVÄ KYSELY

SUOMALAISTEN JULKISUUDEN HENKILÖIDEN KÄYTTÖSTÄ MATKAPUHELIMIEN MAINONNASSA

Hyvä vastaaja. Olen Mari Lehtonen ja opiskelen International Business –linjalla Turun Ammattikorkeakoulussa. Päätötyöni liittyy julkisuudenhenkilöiden käyttöön suomalaisessa mainonnassa. Opintoni ovat täysin englanninkielellä, mutta sain luvan tehdä kyselyn suomeksi, jotta vastaaminen olisi helpompaa.

Kyselyssä esiintyvät mainokset ovat esimerkkejä ja tehty vain tätä kyselyä varten havainnollistamaan mahdollisuuksia. En edusta yrityksiä tai henkilöitä joita kyselyssä esiintyy.

Yleistä:

1. Sukupuoli Nainen Mies
2. Ikä 15-25 26-35 36-45 yli 45
3. Siviilisäätö Naimaton Naimisissa Joku muu

4. Aseta seuraavat mediat järjestykseen 1-4 sen mukaan mistä eniten katsot/luet mainoksia. 1=eniten 4= vähiten

Televisio -----

Internet -----

Sanomalehdet -----

Aikakauslehdet -----

Mainontaan liittyviä kysymyksiä:

5. Kuinka paljon seuraavat asiat vaikuttavat ostopäätökseesi?

Taulukko 1

Asia	Ei lainkaan	Jonkin verran	Paljon	Erittäin paljon
Mainos				
Tuotemerkki				
Hinta				

6. Muistatko nähneesi mainoksia jossa on mukana joku suomalainen julkisuudenhenkilö?
Jos kyllä, niin mikä mainos on kyseessä?

En
Kyllä, mikä? -----

7. Vaikuttaako julkisuudenhenkilö yleisesti ostopäätökseesi? Jos ei, siirry kysymykseen 9.

Kyllä Ei

8. Arvioi kuinka paljon seuraavat asiat julkisuudenhenkilössä vaikuttavat ostopäätökseesi, 1 = ei lainkaan, 4=paljon

Taulukko 2

	1	2	3	4
Suomalaisuus				
Imago				
Arvostus				
Ikä				
Sukupuoli				
Tunnettavuus				
Joku muu, mikä?				

Matkapuhelinmainontaan liittyviä kysymyksiä:

9. Muistatko nähneesi matkapuhelin mainontaa jossa olisi joku suomalainen julkisuudenhenkilö?

Kyllä
En

10. Luuletko, että suomalaisella julkisuudenhenkilöllä voitaisiin edustaa matkapuhelimia tai esimerkiksi kannettavia tietokoneita? Valitse sopivin vaihtoehto.

Kyllä, ehdottomasti	
Kyllä sitä voisi yrittää	
En usko niin	
Tuskin	
En osaa sanoa	

11. Arvioi kuinka tärkeänä koet seuraavat asiat matkapuhelinta ostaessasi.

Taulukko 3

	Ei tärkeä	Jokseenkin tärkeä	Tärkeä	Erittäin tärkeä	En osaa sanoa/ Ei vaikutusta
Valmistaja					
Muotoilu					
Hinta					
Lisävarusteet					
Käyttömukavuus					
Yleisyys					
Teknisyys					
Joku muu, mikä?					

12. Mikä seuraavista esimerkkimainoksista on mieleisin? (älä mieti värejä vaan kokonaisuutta)

Mainoksiin käytetyt kuvat: www.anna-abreu.fi/app/gallery/gallery/-/dir_id/6 ja www.nokia.fi

Mainos A

Mainos A

Mainos B

Mainos B

Mainos C

Mainos C

Perustelut:

13. Mielenpitoita ja lisättävää:

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KIITOS VASTAUKSISTANNE!