



Most suitable sales channel for Ruff Import Oy

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BACHELOR'S THESIS
December 2020

Bachelor's Degree Programme in International Business

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
Bachelor's Degree Programme in International Business

LEIMU EMMI-LOTTA:
Most Suitable Sales Channel for Ruff Import Oy

Bachelor's thesis 31 pages, appendices 3 pages
December 2020

This bachelor's thesis was commissioned by Ruff Import Oy. The main goal was to find out what is the best way to sell new pet supplies in Finland. The overall objective was to study different applicable theories and to make a buying behavior survey for pet owners living in Finland.

The Buying behavior survey was made online with Google Forms and the answers were collected in November 2020. The survey had nine questions including fixed questions and open-ended questions. Over three hundred pet owners filled in the survey.

Main theories adjusted were Nathaniel Meyersohns theory of Covid-19 strengthening the position of big retailers making it hard for small companies to survive from the current situation without going to bankruptcy and Yuktie Jhangiani theory about using retailers to sell products being the best option for small companies due to well explained several reasons.

Result of the research was that most pet owners prefer to buy pet supplies from a brick-and-mortar store and especially two pet supply chains were favored. Also, the online stores of these two companies were very popular among the pet owners participating in the survey.

Recommendations based on the information got from this thesis are that Ruff Import should co-operate with retailers in due to sell products as profitably as possible. Especially co-operation with specific pet supply chains would be ideal. The outcome of the thesis supported the theories familiarized with in the beginning of the research.

Key words: import, customer behaviour, pet supplies, distributors, online store, e-commerce, retail, Covid-19

CONTENTS

1	INTRODUCTION	4
2	THEORY	6
	2.1 Online store or retailers?	6
	2.2 Pet Supplies.....	7
	2.3 Importing	8
3	E-COMMERCE.....	10
	3.1 Advantages and disadvantages of selling in own online store	11
4	RETAILERS	14
	4.1 Advantages and disadvantages of using retailers to sell the products	14
5	RESEARCH.....	17
	5.1 Buying Behavior Survey	17
	5.2 Participants	18
	5.3 Where do pet owners prefer to buy pet supplies from?	21
	5.4 Outcome of the survey	23
6	SUMMARY.....	25
	REFERENCES	26
	APPENDICES.....	29
	Appendix 1. Buying Behavior Survey 1 (3)	29
	Appendix 2. Buying Behavior Survey 2 (3)	30
	Appendix 3. Buying Behavior Survey 3 (3)	31

1 INTRODUCTION

Ruff Import Oy is a small company focused in importing products from abroad to Finland. There is only one person working for the company at the moment. Ruff Import was founded in August 2020 and has not yet had any sales. The main idea is to import products that aren't yet available in the Finnish markets. In the beginning the company's main focus is in the pet supply field but it is intended to expand to other products also in the future. The goal of Ruff Import, like every limited companies, is to make profit for its shareholders.

The main objective of this thesis is to find out would it be better to sell the imported pet supply products via retailers or to sell the imported products in Ruff Import's own online store directly to the end customers. In addition to finding out which way is more profitable the goal is to also find out which way is better time consumingly and possible with the companies limited funds especially during Corona virus pandemic.

Ruff Import has existed for few months and now that the first functions in order to get the business running has been done, it's time to start selling the products. Ruff Import wants to do everything as right as possible with the company from the beginning and that's why it is crucial want to find out which one of these options is the way to go. By doing the needed research at an early stage many future problems might be avoided.

The goal is to only find out which one of these two options would be better for the company. Research question being 'Is own online store or using retailers to sell products better option for Ruff Import?' Other options like for example selling pet supplies in own brick and mortar store or in an already existing online marketplace like for example Amazon or eBay have been delimited from the research.

As a refinement, pet food is not included in the pet supplies at issue in this thesis. The products being imported are used keep the pet household clean and to minimize the discomfort caused by the shedding time of pets. Products are

imported from New Jersey. The company will be doing business in Finland, Sweden and Norway in the future, but this research applies only for the markets in Finland at the request of the company. Pet supplies in issue are not specified in this thesis in order to maintain the competitive advantage of Ruff Import being the first company to import this specific kind of pet supplies to Finland.

The current situation with Covid-19 has affected a lot to the information and theories made before the year 2020. This has to be taken into consideration when doing research, for example estimations concerning the future of shopping habits might have changed suddenly a lot due to the crisis. At the moment it is very hard to predict how the consumer habits will be affected by Covid-19 since nothing similar has happened before.

2 THEORY

2.1 Online store or retailers?

When a company is choosing which distribution channel to use it should find out how, when and where does the main customer segment prefer to buy the products from. It is also important to find out what added value and competitive advantage either option would bring to the company. (Suomi.fi: Jakelukanavat ja jälleenmyyjät 2020.)

According to CNN business retail reporter Nathaniel Meyersohn (2020), there was a gap between strong retailers like Amazon and weaker smaller companies already before the Covid-19 crisis. Due to the Covid-19 crisis the stronger companies are getting even more dominant and the split between winners and losers is getting even bigger.

According to the theory of Meyersohn (2020), Ruff Import should co-operate with the bigger retailers rather than starting own online store. Smaller companies like Ruff Import do not have similar resources to survive the difficulties resulted by the pandemic as the big retailers do with possibly more stable financial situations.

Consumers are the base of a successful business. Therefore, it is important to find out where do pet owners prefer to buy pet supplies from, smaller online stores or directly from a retailer they might already be familiar with. Since according to the Finnish legislation, the purpose of limited company is to make profit for its shareholders (SDK 827/2020) it is vital for Ruff Import to reach as many customers as possible in order to make the company profitable. In accordance to find out the shopping preferences of pet owners an online survey has been chosen as the research method.

According to reporter Yuktie Jhangiani (2018), the founder of Kosha, it is better to use big retailers than starting own website because of several reasons. First of all, customers do not trust small independent retailers easily so getting them

to buy from small companies own online store might be difficult. Secondly, the internet is dominated by big companies and these platforms are needed to reach your audience. It is easier for a small company to ride on the trust and network big retailers have already built even of the high cost of it.

What eventually defines it, is it better to set up an online store for selling products or is it better to use retailers is which one of these options attract more consumers and so leads to bigger sales. This is what we will hopefully find out with the data gathered from the research made with the buying behavior survey.

2.2 Pet supplies

Taking care and the wellbeing of pets like dogs and cats require some pet supplies for example going outside, taking care of the fur and feeding. Commercial retailers offer thousands of products for pets and a number of these are not mandatory. Still most pet owners invest in the following products: bed, toys, brush, collar, leash, feeding bowls and a dog crate. (Brunner, D. & Stall, S. 2001, 53.)

Pet supplies can widely be bought from various different channels. In addition to pet supply stores and their online stores selling them also many grocery stores have a pet supply department. Pet supplies can be bought also from for example dog shows, flea markets, hardware stores and even from furniture stores like IKEA.

Spending at pet supplies has increased rapidly. Between the years 2000 and 2012, average household spending on pets grew 87 percent. Spending on pet purchases, supplies and medicines saw the biggest gain between the years 2000 and 2012 as pet owners devoted much more money on pet supplies. (Editors, The New Strategist. 2014, 12).

In addition to the increasing spending happened before, the consuming of pet supplies has boosted drastically also due to the pandemic. Pet supplies were one of the categories that have increased significantly during the Covid-19 pandemic.

According to Criteo, the sales of animal supplies have increased by +175 per cent in America and +679 per cent in Italy. (Criteo: Coronavirus Consumer Trends 2020.)

According to research made by Attest quality and durability of a product is pet owners first priority when shopping for their pets, while they are not concerned with the convenience of use or buying the product. Attest also identifies pet owners loyal to their favorite brands. Once they have found a high quality, durable product, pet owners are unlikely to purchase alternative products. (Attest: Pet Products and How... 2018).

This should not be a concern for Ruff Import at least in the beginning since most of Finnish consumers have probably never bought a product alike since they are not sold in the Nordic Countries. The products being imported have already won competitions and got recognition as a good products and brand in the U.S. having a loyal clientele.

2.3 Importing

Importing is bringing a good produced abroad to another country. In this case Ruff Import is importing pet supplies manufactured in The United States of America to Finland. According to Kurt Schultheis it is very important for companies to stay competitive on a global scale, which is why importing is now more significant than ever before (USA Custom Clearance: The Top Reasons for... 2018).

International trade, importing and exporting, allows manufacturers and distributors to seek out products and services produced in different countries. There are several different reasons for importing. Some products might not be able to be produced in all countries due to for example climate or expertise. Some products can also be manufactured at a much cheaper price abroad. (Seyoum, B. 2013 ,8.) It depends on the country what is mainly imported, from where and why. These depend on many different aspects like the climate, location, currency and population of the country.

In order to start importing successfully one must thoroughly research and get familiar with the products in issue. It has to be made sure, the products are something you want to import and feel comfortable making available to the general population in your country of choice (Manresa, M. 2010, 25).

In the case of Ruff Import, the reason for starting to import pet supplies to Finland is that these specific subjects are not yet sold in the Finnish markets. There are already good products designed, manufactured and successfully sold to solve customers' daily problems in households having pets in the United States of America, so there is no reason to start manufacturing competing products all over again. There is a demand for these specific products also in Finland, since the products are not bound to location, country or culture in any way, so Ruff Import is starting to import them. Ruff Import has exclusive rights for importing these specific products to the Nordic Countries so no competition will be before another company either starts importing similar products from a competing brand or starts manufacturing a similar kind of product.

3 E-COMMERCE

E-commerce is a shortening for electronic commerce which is a business model that gives companies and individuals the possibility to sell and buy goods and services online. Electronic commerce operates in all four following marketing segments: business to business, business to consumer, consumer to consumer and consumer to business. In other words, e-commerce is an emerging concept that describes the process of buying, selling or exchanging of products, services and information via networks (Mourya, S. & Gupta, S. 2014, 23).

In the Ruff Import case e-commerce focused at business to consumer sales is the one in issue. Ruff Import being the company selling products to the end customers which are individual consumers.

Online store is a website where customers can buy, order and usually also directly pay for the products offered on the website. These websites can be operated either by companies or individuals. Also, social media platforms like for example Facebook and Instagram have started operating so called marketplaces, which give individuals and companies the possibility to sell and market their products whether they are new or used.

E-commerce which can be conducted over on almost any devices like smartphones, tablets or computers may be thought to be the new version of mail-order catalog shopping (Investopedia: Electronic Commerce 2020). During Covid-19 pandemic the amount of online shopping has increased six to ten percent in most of product categories according to a survey made by the United Nations News (United Nations News: Pandemic has Forever Changed... 2020).

At the moment e-commerce is growing much faster than retail, but it is still a relatively small part of the whole. As stated by Nick Winkler (2020) in 2019 the e-commerce share of total global retail sales was only 14,1% and was expected to increase by 2% in a year through 2023. These assumptions were made by analysts before all the knowledge we nowadays have of upcoming Covid-19 crisis and therefore might be inaccurate (Figure 1).

Ecommerce share of total global retail sales from 2015 to 2023

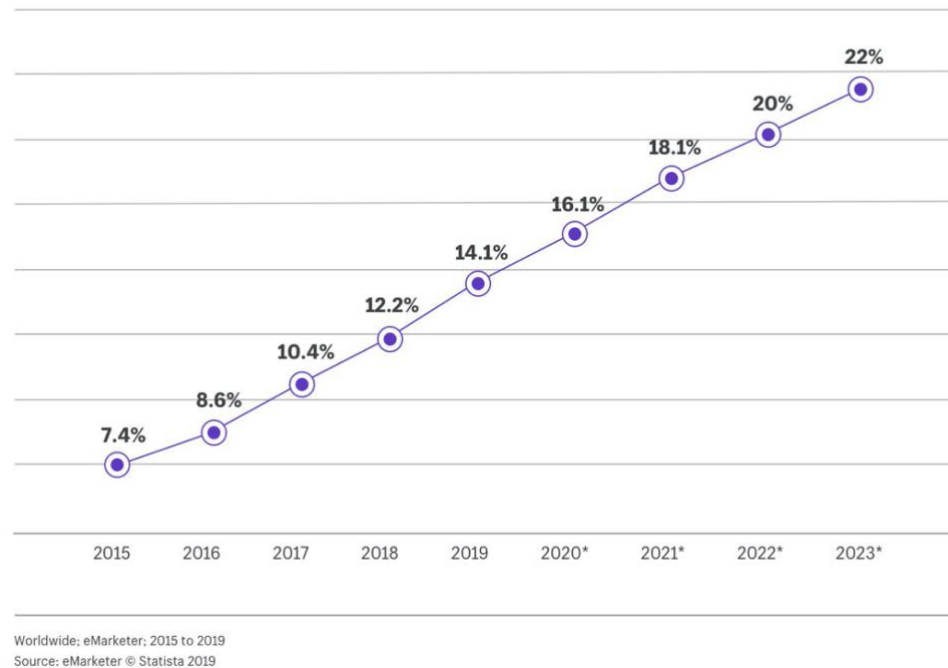


FIGURE 1. E-commerce share of total global retail sales from 2015 to 2023 (Shopifyplus 2020).

3.1 Advantages and disadvantages of selling in own online store

By selling the imported products in Ruff Import's own online store has both pros and cons. First of all, there would be more profit left from the products sold because of not having a third party, retailer, involved. On the other hand, there are several costs in running own online store. General online store costs consist of multiple expenses including for example warehousing, domain, SSL certificate, website, payment integration and search engine optimization (eCorner: Costs & Issues starting... 2020).

Another big con is the inventory of products. Ruff Import does not have a warehouse at the moment so there is no possibility for storing as large amount of the products than running an online store would require to be able to guarantee fast deliveries for the customers. Also, if ordering smaller amounts to make

storing possible, the pricing is higher per product which will increase the costs significantly in the long term. Having a warehouse at the moment would be too expensive for the company.

Running an online store requires a lot of work hours. Including storing the products, marketing the online store and products, taking orders in, shipping the products for the consumers and taking care of the possible complaints and returned orders. This amount of work would require hiring a full-time employee.

Also, the lack of customer service is considered as one of the major down sides of shopping online. You have simply no staff to ask help from if you are for example unsecure about a product fitting your or your pet's needs. Although, some websites have invested online chats and chat robots, they seldomly are able to provide as good customer service than when actually meeting someone face to face.

Generally online stores are considered as a good option for new companies mainly because of its two advantages compared to other retail options. Online retailers can increase their sales and profits fast because selling online offers the advantage of being open twenty-four hours a day, seven days a week (The Balance Small Business: E-commerce and Selling Online 2018.)

Another huge advantage of having products sold in online store is that it allows retailers to sell their merchandise in any part of the world and fairly easily expand to global markets. According to Qin e-commerce is a necessity for an international business and vice versa international business' boost e-commerce (Qin, Z. 2009, 18). Ruff Import has exclusive rights to sell the products at issue only in Finland, Sweden and Norway. Ruff Import is not allowed to sell these imported pet supplies outside the borders of these three countries, so the most commonly identified advantages of having an own online store are not applicable in this situation at least at the moment.

According to Ring and Tigert (2010) market positioning, business model and estimation of the market size are the three key factors for a successful online store.

According to Jaakko Hallavo (2013), the author of Verkkokaupan Rautaisannos, the pros of having an online store, in business to consumers sales, for the company are the possibility to target sales for even a small specified customer segments easily, easy to track the customer satisfaction and make adjustments to possible error points with statistics and versatile tools many online store platforms offer, the reduction of the costs of new customer acquisition and the possibility for targeted marketing (Hallavo 2013, 53.)

4 RETAILERS

Retailer is an entity that sells goods directly to the end customer with the goal of earning profit. Retailers typically buy goods from a manufacturer or other distributor and then resell them to the public. Retailer sells those goods to the end customers at a markup, difference between their retail purchase price and the resale price is how retailers make a profit. Retailing involves all activities required to market consumer goods and services for individual needs (Lumen: Retail Management n.d.).

Manufacturers make a ready product. Typically, a retailer gets their products directly from the manufacturer instead of manufacturing products by themselves. After getting the products, the retailer's major purpose is to sell the goods to the consumers at a recommended retail price. Retailing is important part of our economy, since it links the manufacturers with the consumers (Cant 2005, 3.)

However, modern companies like for example Apple have decided to blend the traditional roles of retailers and manufacturers. Apple is both a manufacturer and retailer of its products. This way Apple cuts out the middleman and can earn the retail markup price itself instead of a third party. (My Accounting Course: What Is a Retailer? 2020.) In Ruff Import case the products have been manufactured elsewhere and imported to Finland where they are possibly resold forward to the retailers.

4.1 Advantages and disadvantages of using retailers to sell the products

Like electronic commerce option also the retailer option holds several pros and cons. Despite their many competitive leads, online stores are still not able to provide a complete shopping experience. Consumers are not able to touch, feel, smell or even taste products in the digital sphere.

Another pro in using retailers is that it determinates the problem of inventory. Products can be imported only after retailers have made orders of them. When the products arrive to Finland, they can almost immediately be forwarded to the retailers which removes Ruff Import the need of storing the products at own facilities and so eliminates the need and expenses of having a warehouse. Retailers will keep the products in their warehouses until they end up in a store.

According to Beller (2019) retailers can provide the end customers the possibility to have the product immediately, if the store is open. Electronic commerce can not compete with the immediacy of retailers who deliver their products in the same hands of the customer. In the other hand, because of the distance more products are also returned back to brick and mortar stores than to online stores. Even the consumers can order products around the clock from an online store it still takes on average a few days for the products to reach the consumer due to the shipping times.

While it is very easy and fast to purchase products online while watching television at the same time at your own sofa and waiting for the products to be delivered at your front door, it takes more time and effort to go to a store. Most of us are very busy and have a limited amount of time to do different things after working for eight hours, many might choose the option of online shopping due to its ease.

Large retailers move enormous amounts of products each day. If your product is an unknown, you are going to have a difficult time selling it to the biggest retailers (Small Business Chron: The Disadvantages of Companies... n.d.). The pet supplies Ruff Import is importing to Finland are the so called *unknowns*. No products alike have been sold in the Nordic countries before so it might be very hard to sell them for the big retailers that might not be wanting to take the chance of it not being consumed enough. Online store would make it possible to sell the products directly to the consumers who might have a lower threshold since they can order only one product making the risk they are taking significantly smaller compared to the retailers which usually buy big quantities at a time in order to get bulk prices.

Retailers often stock products from hundreds of different manufacturers. The retailer that buys the product may also buy five similar products, from other manufacturers, leading to a competition between products. (Small Business Chron: The Disadvantages of Companies... n.d.) At the moment, to my knowledge, no similar kind of products are imported to Nordic countries making Ruff Import the first company to do this. It still does not eliminate the possibility that the retailer will contact other companies and manufacturers abroad to find out if there are similar products from other companies and take them to their product range as well. Selling products in own online store would eliminate the possibility of several similar products being sold in the same store but still leaves the possibility of competition possible. This would just lead to the competition happen between companies competing for customers rather than one company offering several different products.

5 RESEARCH

5.1 Buying behavior survey

The main customer segment's, pet owners living in Finland, buying behavior was studied with a survey. The survey was both quantitative and qualitative. It was performed as an online survey because of the risks Covid-19 situation has caused in meeting a lot of people. It was a safer option for everyone, that the participants could fill in the survey from their own homes without any physical contact with other people. It was also very easy and simple to operate the research online reaching a lot of people in a rather short time period.

The Buying behavior survey was made with Google Forms which is part of Google Docs. Google Forms is a platform focused in making surveys and analyzing the answers. Google Forms makes it possible for anyone with a Google account to create and edit surveys free of charge. After the survey has been published and been answered to, one can also create charts of the data gathered.

Once the survey had been made it was shared in many different social media platforms and in social media groups that include thousands of pet owners in total. The survey was conducted both in English and Finnish to make it easy to understand for as many persons as possible. Almost three and a half hundred pet owners answered the survey.

Questions were mainly based on finding out what information Suomi.fi recommended to ground the choice of distribution channel to. Suomi.fi is a website that provides civic counseling with reliable information and help about public services and for example entrepreneurship for people living in Finland. The website also provides a possibility to communicate with authorities and to check your own official registry information.

Some of the questions had fixed answers the participant could choose one of the options. These questions were mainly focused on getting basic information about the participant, like gender and age. No information that could be used to identify the participant was collected in the survey.

Most of the questions were open ended questions. When doing research about a person's buying behavior habits it is important for the participant to be able to come up with his or her own ideas and answers, giving information more widely. The open-ended questions made this possible and presumably also lead to more information been able to get gathered with these questions. The open-ended questions were mainly focused in where the participant would prefer to buy pet supplies from and why. As well the participants consumption habits were studied. Even though the questions were open-ended most of the participants answered in a very similar way which made the answers feel even more reliable.

5.2 Participants

The survey was answered in total by 334 at least eighteen years old pet owners living in Finland. 86 percent of the participants were female, 12 percent male and 2 percent of the participants preferred not to answer the question concerning their gender. All of the answers given to the survey were accepted and every one of the participants answered to all of the questions.

The Buying behavior survey was answered by pet owners from many different age groups. Most answerers were between the age of eighteen and twenty-five. This is assumably because it was an online survey shared in multiple social media channels like for example Facebook and Instagram. According to Pew Research Center 79% of Facebook users in the US are 18-29 years old and 67% of Instagram users in the US are 18-29 years old (Pew Research Center: Social Media fact sheet 2019).

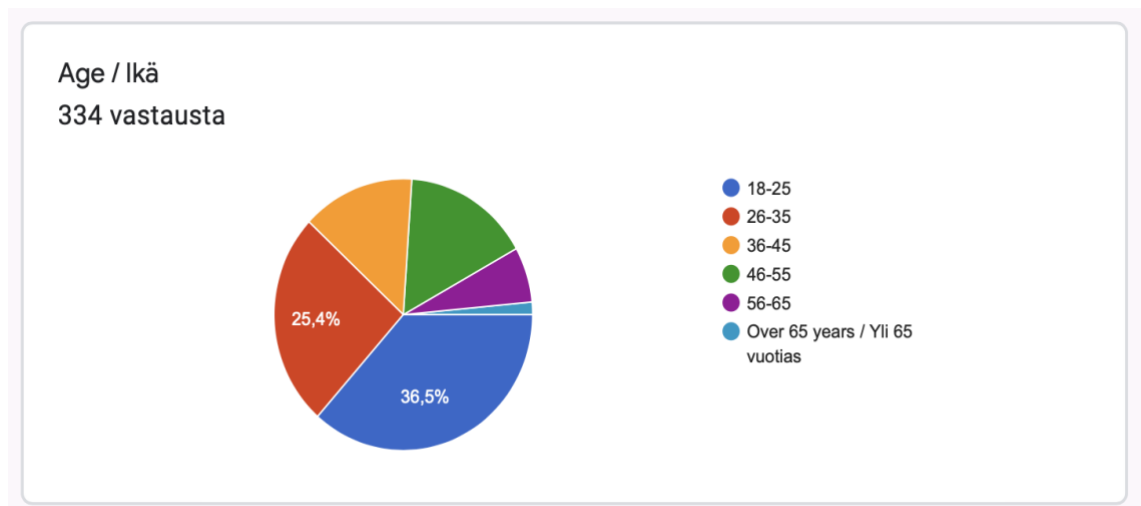
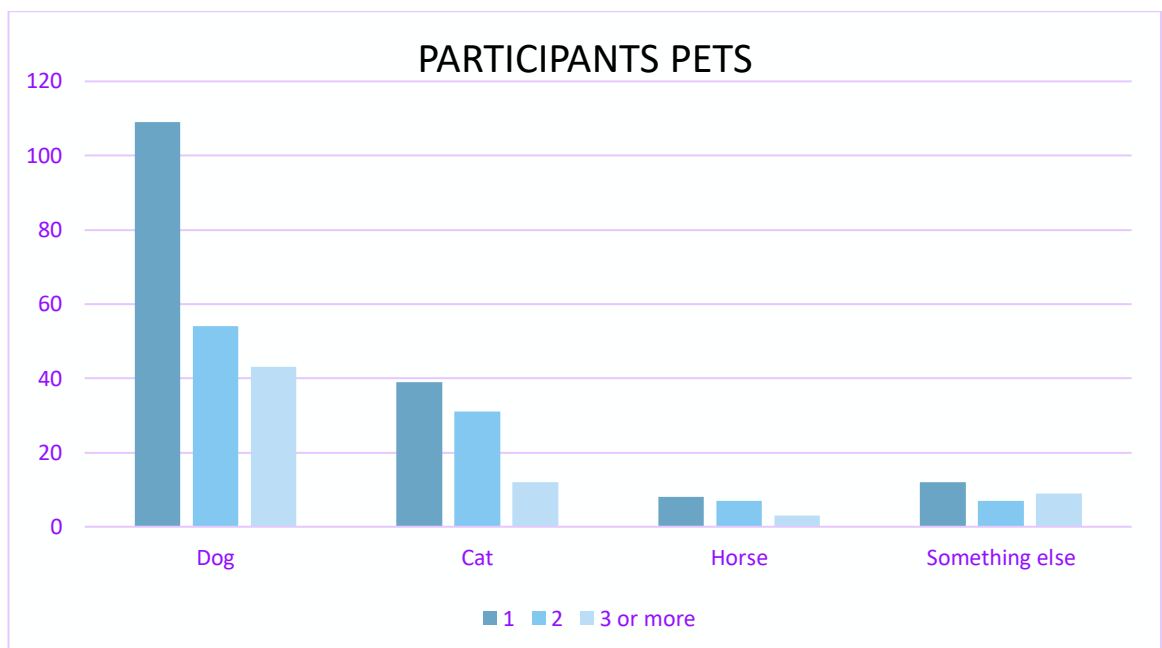


FIGURE 2. The age distribution among the participants

To get a deeper understanding of the pet owners answering the survey there was also a question concerning what pets and how many of them do they own. This was an open-ended question because of the wide variety of possibilities, so everyone was able to tell with their own words about their pets. The most common answer was one dog. Also, two dogs and one cat were popular answers. The category named 'Something else' (Table 1) has answers that were mentioned just couple times, like for example one tarantula and three snakes.

TABLE 1. Which pets and how many do the participants own



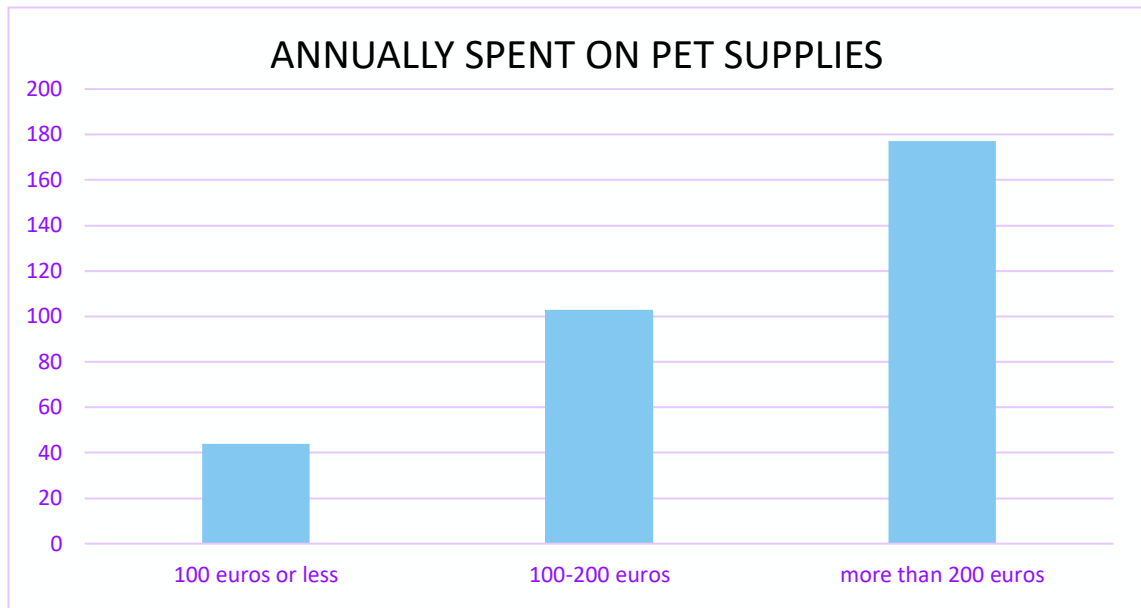
There was not as clear most popular choice in how many times does the participants buy pet supplies excluding pet food during a year. All of the answering options were chosen many times. The most popular answer was the choice of buying pet supplies five times or less during a year. These answers had a clear correlation with another question concerning how much money the participants use at once.



FIGURE 3. The amount of pet supply purchases during a year

The ones buying pet supplies ten to fifteen times during a year used significantly smaller amounts of money at once compared to the ones who bought pet supplies only few times in a year. The annual spending of money was on average almost the same among these two groups of pet owners.

TABLE 2. How much do the participants spend on pet supplies annually?



5.3 Where do pet owners prefer to buy pet supplies from?

This question was an open-ended question to give the participants the possibility to answer more widely. Most of the pet owners answering the survey preferred to buy pet supplies from brick-and-mortar stores, especially Peten Koiratarvike and Musti&Mirri stores came up very clearly as the favorite places.

Also, many of the ones who answered online store to be their favorite place for pet supply shopping specified that they use either one of these companies' online stores only. In the category named 'Somewhere else' (Figure 4) are the answers that came up only once or twice, like for example dog shows and flea markets.

20% of the participants preferred to buy pet supplies from a grocery store. It should be noticed that many grocery stores sell also specialty products in their different departments. Many of the well-known brands sold in pet supply stores can be nowadays bought also from grocery stores. The main reason for preferring to buy pet supplies from a grocery store was the easiness of it. Pet supplies could be bought at the same time with necessities like food and hygienic products for the pet owner.



FIGURE 4. Preferred places to buy pet supplies

Participants had clearly more trust in brick and mortar stores. Common opinion was that the products sold in brick and mortar stores were often better quality and that for example when buying clothes for pets, they needed the help of a salesperson to make sure that the clothes fit well and were the right size.

TABLE 3. Reasons why participants prefer to buy directly from a store



The benefits of buying from an online store that came up in the survey are very similar to the ones Hallavo listed: possibility to shop regardless what time it is, wide selection of products, low pricing and possibility to return products (Hallavo 2013, 52.)

TABLE 4. Reasons why participants prefer to buy from an online store



5.4 Outcome of the survey

The results of the Buying behavior survey were that 41% of pet owners prefer to buy pet supplies from a brick and mortar store, especially from Musti&Mirri or Peten Koiratarvike. The main reasons for this were that the participants want to see and feel the products before doing the purchase decision, the help and expertise they get from the staff at the store, a wide range of products and the high quality of the products sold.

32% of the participants preferred buying from an online store, but also in this group Musti&Mirri and Peten Koiratarvike were mentioned more than few times. Many participants wanted to buy especially from these two company's online stores. The main reasons for favoring online store option was the possibility to shop regardless what time it is, the wide range of products, low prices, time consuming and a long distance to a brick and mortar store.

Results of the survey can be assumed to be reliable and to give a right kind of picture about the preferences of pet owners for several reasons. First of all, over 300 participants provides a wide understanding of the segment's opinions in general. Another reason is that all of the answers were accepted due to them being all appropriate and matter of fact.

Based on the outcome of the survey, it is the best option for Ruff Import to use retailers to sell the imported products for the end customers. According to the survey the best retailers for Ruff Import to do business with would be Musti&Mirri and Peten Koiratarvike. These two popular pet supply chains have both brick and mortar stores and popular online stores with a very big and loyal clientele.

6 SUMMARY

According to the outcome of the customer behavior survey Ruff Import should co-operate with retailers at the pet supply field since most of the participants preferred buying pet supplies from a previously familiar pet supply chain store. All the information Suomi.fi recommended to gather and base the choice on was successfully collected. This information leads to the conclusion that the best option for Ruff Import is to use retailers as a distribution channel. This outcome also supports the theory's and opinions of Nathaniel Meyersohn and Yuktie Jhangiani which were presented in the theoretical framework chapter before.

Co-operation with retailers could open up an opportunity to sell products in both a brick and mortar store and in the retailer's online store. The amount of more marketplaces reaches more customers compared to only one independent online store operated by Ruff Import.

Starting a new online store and competing with the already existing popular pet supply chains would be very hard for a new company, especially in the current situation with uncertainty about how the Covid-19 will affect commerce worldwide. Instead of competing, possible future co-operation with these retailers would be the best option for Ruff Import.

Next recommendable step for further progress would be reaching out to the retailers and finding out whether they are open for co-operation with Ruff Import. First negotiating with the pet supply chains that were brought up in the Buying behavior survey. Depending on whether they are interested in co-operation or not, also other big retailers should be in contact with.

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APPENDICES

Appendix 1. Buying Behavior Survey1 (3)

Buying Behavior Survey

This survey is filled anonymously, any personal data which could be used to identify the person answering is not collected. The aim of this survey is to help study the buying behavior of people with pets concerning pet supplies. The information and data collected with the survey will be used in a bachelors thesis. Please answer this survey only if you are over 18 years old and have cat(s), dog(s) and/or horse(s).

Thank you!

Kysely täytetään anonyymisti, mitään tietoja millä henkilö pystyttäisiin tunnistamaan ei kerätä. Kyselyn tavoite on tukea lemmikinomistajien ostokäyttäytymisen tutkimista. Kerättyjä tietoja käytetään opinnäytetyössä. Vastaathan kyselyyn vain jos olet täysi-ikäinen ja omistat kissan, koiran ja/tai hevosen.

Kiitos!

Gender / Sukupuoli

*

- Female / Nainen
- Male / Mies
- I prefer not to answer / En halua vastata

Age / *

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- Over 65 years / Yli 65 vuotias

Appendix 2. Buying Behavior Survey

2 (3)

Which pets do you have and how many? / Mitä lemmikkejä sinulla on ja *

Pitkä vastausteksti

How many times in a year do you buy pet products (excluding food)? / Kuinka monta kertaa vuodessa ostat lemmikkitarvikkeita (ei ruokaa) ? *

- 5 times or less / Alle 6 kertaa
- 10 times or less / Alle 11 kertaa
- 15 times or less / Alle 16 kertaa
- More than 15 times / 16 kertaa tai yli

Where do you prefer to buy pet supplies? (Online store, market, etc.? / Mistä mieluiten ostat lemmikkitarvikkeita? (Nettikaupasta, ruokakaupasta, erikoisliikkeestä) *

Pitkä vastausteksti

Why? / *

Pitkä vastausteksti

How much money do you spend on pet supplies usually at once ? / Kuinka paljon rahaa sinulla kuluu lemmikkitarvikkeisiin yhdellä ostokerralla? *

Lyhyt vastausteksti

Appendix 3. Buying Behavior Survey

3 (3)

How much money do you spend on pet supplies usually at once ? / Kuinka paljon rahaa sinulla kuluu lemmikkitarvikkeisiin yhdellä ostokerralla? *

Lyhyt vastausteksti

.....

How much money do you spend annually on pet supplies (excluding food) ? / Kuinka paljon rahaa sinulla kuluu vuositason lemmikkitarvikkeisiin (muuhun kuin ruokaan)? *

Lyhyt vastausteksti

.....

Name three most important aspects for you when choosing where to buy pet supplies from / Mitkä kolme asiaa ovat sinulle tärkeimmät valitessasi *

- Time / Aika
- Price level / Hintataso
- Loyalty card system / Kanta-asiakkuus
- Location / Sijainti
- Opening hours / Aukioloajat
- Something else, what? / Jokin muu, mikä?
- Muu...

