Tampere University of Applied Sciences

Gourmet Habanero Sauces

Market Entry Analysis to Finland

Carlos Esteban Gómez Leo

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ABSTRACT

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Carlos Esteban Gomez Leo
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The objective of this thesis was to gather valuable information for an entry market analysis to Finland for present and future international commercialization companies as well as companies from countries that produce or sell gourmet habanero sauces.

This thesis aimed to discover the consumer sentiment on buying gourmet habanero sauces in Finland, measuring the relevance of brand-new gourmet habanero sauces mapping out the customer environment for companies that would like to internationalize their product and bring it to the Finnish Market. This by utilizing quantitative and qualitative investigation methodology that would provide the study with data retrieved from surveys.

The majority of participants stated that gourmet habanero sauce is a product they would like to try upon encountering it in supermarkets.
These findings suggested that Finland has a market towards the prior mentioned product.

Further research and larger samples must be considered to have a larger level of confidence in entering a foreign market with a new product. Even when this study shows partially the state of relevancy of gourmet habanero sauce from a limited number of participants, more individuals should participate so that a broader countrywide opinion can be obtained and be evaluated.

Keywords: market entry analysis, habanero sauce, international trade, food industry, consumer behaviour

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1 INTRODUCTION

The main objective of this thesis is to provide future and present food distribution companies with a detailed analysis of the business panorama of the hot sauce market in Finland. This paper aims to inform the prior mentioned companies with valuable information that can be used in the future to reach the Finnish market.
The topic in question is important to the writer due to a strong connection between his Mexican background and the possibilities this market has for him in the future. Within the theoretical framework, concepts such as consumer behaviour, the Internationalization of a product, and Psychographics are explained to help build a foundation of understanding for the benefit of the reader alongside an introduction to the evolution of Finnish food with an explanation of what exactly are habanero peppers and how these two connect.
The essential questions to answer in this academic paper are:

1) What is the buying consumer sentiment of people living in Finland about Gourmet habanero sauces?
2) Does Finnish Market exist for this type of product?
3) What are the main competitors of hot sauces in Finland for this type of product?

To achieve success in entering a foreign market, companies must have up-to-date information of what the market environment is like, in terms of needs, acceptance of the product including the willingness to buy said product.
The above-mentioned inquiry and its subsequent affixes can be answered by linking the foreign country’s background. These key points are part of the international market analysis which this academic paper aims at elaborating and analyze presenting empirical results based on systematic observations of both quantitative and qualitative data.

2 METHODOLOGY

This chapter presents to the reader the research approach taken in the thesis and the tools which allowed gathering the relevant data within the methodology process. The mere concepts and theories that sustain this academic paper were attained from literature and internet sources. The information of the background of habanero peppers and Finnish cuisine evolution was found by the writer of the thesis on different online articles and websites including online videos.
Regarding the methodologies of this research, qualitative and quantitative approaches were utilized by retrieving data through two surveys and by the revision of websites, books, and online articles. The first survey was directed to a focus group of people living in Finland that had a generic habanero sauce tasting from samples brought from Mexico by the writer and the second survey was directed to people living in Finland without having the tasting experience.

The two surveys included demographic questions and questions relevant to the consumption of hot sauces in Finland; the survey software by Google, Google Forms was utilized to create both surveys since this software is free to use and is well recognized among people in general. This electronic tool helped the writer approach and reach more participants due to the easiness of sharing the online link of the survey on different social media platforms and instant messaging applications. The qualitative and quantitative data of this research came from all survey participants, the answers given by the participants were retrieved from the software tool, analyzed, and finally included in this academic paper. The questions of both surveys can be found in an Appendix in the latter part of this paper.

2.1 Qualitative and Quantitative Research Methods

Presented below, the author of this academic paper introduces the reader with definitions of both qualitative and quantitative research methods in more detail referencing scholars.

Dr Leslie Curry reports qualitative research to be “A strategy for systematic collection, organization and interpretation of textual information” (Curry, L. 2015).

Curry further explains the definition of qualitative research pointing out the main characteristics of this type of research method. Qualitative research has a centric point of observation where the subject provides the researcher with information about a specific happening in a familiar environment. This research method has a deeper focus on retrieving data from a sample that is relevant to the study in terms of a profound understanding of the subject’s way of thinking and background related to the study. The main data collection tools according to this research method can be but are not limited to interviews, surveys, observation tools, focus groups in between others. (Curry, L. 2015).

According to the University of Liverpool Online referring to Caldwell, quantitative research is part of both the major research methods. Quantitative research focuses on mass gathering information from a random or non-defined structured group of participants for surveys or other data collection tools with an existing idea of a future result in mind for a specific experiment or query to solve and further analyse providing quantifiable outcomes. (University of Liverpool Online, 2018).

The quantitative data of this study were retrieved from both surveys answered by the participants. It is considered a mix between qualitative and quantitative methodology since the author placed open questions so that the participants could elaborate answers in certain survey questions, as well as a complement with other alternatives to the already available answer choices given in the surveys.
The implementation of both surveys was during November and December 2021, due to the timing of bringing the tasting habanero sauce from a city called Puebla in Mexico to Tampere in Finland for the focus group survey.

The main reason behind using survey forms divided into two different groups as the preferred data retrieving method was to learn the perspective of the participants with and without tasting the product, as well as running a closer observation within the focus group, to learn with timely feedback the opinions of the participants and to reach as many participants as possible in a short timeframe.
Gathering the information of 20 or more questions from multiple persons could be challenging and non-time effective. The sample target for this study was 100 participants in the open public survey and 10 participants in the focus group survey. Unfortunately, the target was not met. The sample in which the study was based was 68 participants in the open public group survey and 5 participants in the focus group survey.

The reasons behind the non-attainment of the target varied, two of the major barriers concerning the open public survey group were the configuration in google forms asking the possible respondents to log in with an existing Gmail account which allowed the authentication of persons partially but limited the number of people since as a requisite it made the process slow and tedious to be able to respond the survey. Secondly, the removal of some of the answers from participants which had to be discarded due to the lack of relevancy to the study; related to the focus group survey, some of the participants failed to answer the focus group survey due to lack of time since November and December belong to the peak season in most workplaces.

3 THEORETICAL FRAMEWORK

Entering a foreign market implies challenges and obstacles for international companies or national companies that lack knowledge, regarding the relevance of the products to be commercialized. This chapter aims to familiarize the reader with an international theory of market analysis and concepts such as consumer behaviour, market customer segmentation and psychographics that allow a deeper understanding with a more informed perspective of the commercialization of a product and the factors to be considered.

3.1 Internationalization Theory

According to John Kuada in 2008, which refers to Bilkey and Tesar 1977, Cavusgil 1980) currently, firms that seek internationalization base their process to internationalize in knowledge and stages work frames, that function as marking step by step information acquisition to move further in line and finally reach the knowledge level that will facilitate entering the possible future target market. (Kuada J. 2008)

3.2 Comparative Advantage Theory

The article published by Adam Hayes in October 2020 describes this theory as the economy of a country to generate goods or services with a lower opportunity cost in comparison to other economies. This would mean that the trading of goods from company x is significantly cheaper in relation to company z due to different factors, one of them the prior knowledge or expertise companies may have with a specific product or service. (Hayes, A. 2020)

3.3 Consumer behaviour

Solomon, Bamossy, Askegaard, and Hogg (2016, 6) describe consumer behaviour as a process that includes a pre-phase, during phase, and post-phase in the consumption of a product, service, or experience rather than a mere exchange of goods between client and supplier. Humans are behavioural beings; the consumption of products and their journey is a complex process and has multiple facets to consider. How does a person choose to buy a product? The decision is often influenced by a variety of factors. Geography, Lifestyle, Motivation, Family structures, Culture, Income among many others. (Solomon et. Al. 2016)

3.3.1 Market Customer Segmentation

Within the Market Segmentation according to Solomon, et. Al. it can be identified the delimitation of customers dividing them into categories such as demography, geography, psychography, and behaviour. In each one of the prior mentioned categories lay further categories that help target a certain type of person for buying the desired product. (Solomon, Michael R.)

3.3.2 Psychographics

As described by Michael Solomon in Chapter 6 of the book Consumer Behaviour psychographics are a tool to segment groups of people differing from demographics with the main purpose of learning the why factor. Why do people buy the product? Psychographics help companies to learn the motivation behind buying a product and the connection to either their lifestyle, way of thinking, values and possible past experiences that determine whether the consumer is ready to take a stand on spending money, using, or promoting goods/services or not.
According to Solomon, a group division exists with the purpose of segmenting markets with 3 different variables which are activities, interests, and opinions. These are denominated as AIOs. These variables position a centric perspective on the possible customer and map everything revolving around him/her. (Solomon, Michael R.)

4 TULLI (CUSTOMS) & RUOKAVIRASTO (FINNISH FOOD AUTHORITY)

The process on which the international trading process regarding gourmet habanero hot sauce in Finland begins concerns two 2 Finnish organizations identified as Tulli and Ruokavirasto. These organizations act under the Ministry of Finance and the Ministry of Agriculture and Forestry in Finland respectively. Both prior mentioned organizations focus on different roles such as advising on the emission of permits, permit validations, providing accurate information to business and private persons about protocols, in different scenarios.

4.1 Tulli (Customs)

Customs is an important character in international trading operations, few of the multipurpose objectives of this government agency are safeguarding society and providing private and business customers with accurate information facilitating trading operations without delays. Additionally, customs provide statistics of all official goods transactions that are directed towards Finland and directed outside Finland.

4.2 Ruokavirasto (Finnish Food Authority)

The Finnish food authority advocates for multiple fronts regarding the Finnish agricultural sector. This authority consolidates 3 prior organizations related to food safety, rural affairs, and national survey information. Additionally, it acts as a quality assurance lock that preserves the level at which goods from the agricultural sector are traded within Finland and simultaneously takes the responsibility for the management of funds given by the EU and national funds as well as the implementation of said grants/funds.

5 FINNISH FOOD EVOLUTION

Finnish cuisine dates to hundreds of years back, with the very first dishes based on the traditional and easy to retrieve food in the up-north hemisphere of the planet. Finland is famously known for its diet based on potatoes, berries, salmon, and reindeer. According to an online article written by the Finland Promotion Board Finnish food not only consists of a vast berries' growing selection, but it is shaped by seasonal superfood raw ingredients such as chantarelles mushrooms, rye, new potatoes, and fresh fish to mention a few. (Finland Promotion Board, 1995 -2021)

5.1 Main hot sauce actors in Finland

As described by Jack Skelly in an online article, there is a tendency for growth for the product in question globally. The market has grown steadily for years with the inclusion of different types of cuisines in other countries creating slowly a level of intrigue among locals about different and unconventional flavours. (Skelly, J. 2015)

Towards a diversification of flavours in Finland, three main level actors have been encountered in the Finnish Market. The writer aims to describe the actors dividing said actors into categories mentioned below:

Company Groups

The first and bigger actors are company groups that have taken the initiative on bringing flavours from overseas and promoting them through their brands, the group, the researcher refers to is Paulig Group and its denominative Tex Mex food brand Santa Maria. Paulig Group offers a wide Tex Mex selection of products, commercializing said products through different approaches including convenience stores and business to business operations. (Paulig. 2021)

Small to medium-sized enterprises

The second actor, small to medium size companies which have the hot sauce as a business operation common denominator, such as Poppamies, Seksico, Naughty Burger and Siipiweikot.

Importing companies

In addition to these actors, a third actor can be found in the hot sauce Finnish market environment: Importing companies such as Dos Tecolotes, Marketplace Las Tunas and Alanya Market as part of Asian convenience stores in between others. These prior mentioned establishments import goods from overseas and sell said products forward for a profit margin as part of their business model.

These three main actors have a relation to the hot sauce business and conform partially to the Finnish market environment for hot sauces.

6 HABANERO CHILLI PEPPER

An accurate perspective on habanero better put in the words of a World-class chef is stated by the renowned author Gordon Ramsey with the following description: “These lantern-shaped demons have a delicious fruity taste and they’re the firecracker of the chilli world.” (Ramsey, G. 2020)

6.1 Origin

Habanero chilli peppers date back thousands of years, they belong to the group of chilli peppers that originated in South America that were spread by the Spanish continent-wide after the conquer. (Hultquist, M. 2021) Other theories speculate that the same chillies were spread by birds that ate said peppers and alongside their faeces, seeds, which allowed the habanero plant to grow in different places. (Secretaría de Agricultura y Desarrollo Rural. 2015) These rich and savoury chillies are filled with essential macronutrients and micronutrients, with a strong level of spiciness, this chilli brings a kick in every bite.

6.2 Spiciness

Chilli peppers contain capsaicin, an oil that can be found on the top of most chilli peppers, capsaicin is measured by Scoville heat units the higher the number within this scale the spicier the pepper is. (Maloney, L. 2018) Habanero peppers can be found in a medium to high spectrum of spiciness. Due to their shapes, the habanero peppers contain flavour and spiciness all around its body. (Pepper Geeks, C. 2021)

6.3 Cuisine

These chilli peppers can be found often in Mexican cuisine since most of its production worldwide is in one southern state of Mexico called Yucatán. Habaneros have multiple purposes in the elaborations of the food since this particular chilli can be eaten in multiple conditions, different preparations/presentations and different dishes. It can be eaten raw, mixed with different ingredients to create a chunk type of sauce; also, it can be blended with other ingredients until this mix turns into a liquid spicy and aromatic sauce or simply it can be smoked infused into a sauce by capturing the smoke produced from the chilli and transferring it to the desired sauce or food. (LAROUSSECOCINA MX. 2021)

7 FOCUS GROUP SURVEY ANALYSIS

The author of this study had the opportunity to bring samples of generic habanero sauce to Finland, the reason behind the import of the samples was to enhance the study in a way that selected people living in Finland could taste and have an opinion of this product. The flavours of the generic habanero sauces brought from Mexico were the following: Mango with Habanero, Carrot with Habanero, Cucumber with Habanero and Garlic - Beetroot with Habanero.

With the information provided by the participants of the focus group survey, the writer could find valuable data that companies in the nearby future could consider and take advantage of regarding product characteristics and their relevance to consumer preferences. The writer had the opportunity to chat with the participants at the table while the tasting was happening and provided them with the electronic survey once they finished the tasting.

7.1 Questions related to demographics

In the first section of the focus group survey, the questions were related to the demography of the group.

All the participants reside in Finland currently, the focus group was formed by two Finnish women, one man from the United Kingdom, one woman from Kosovo and one man from the United States of America. Four out of the five participants live in Tampere and the fifth participant lives in Helsinki. The group had demography of three female and two male participants. In terms of age, the group has three participants in the 17 years to 25 years range, one participant in the 32 years to 50 years range and one participant in the 50 years plus range.

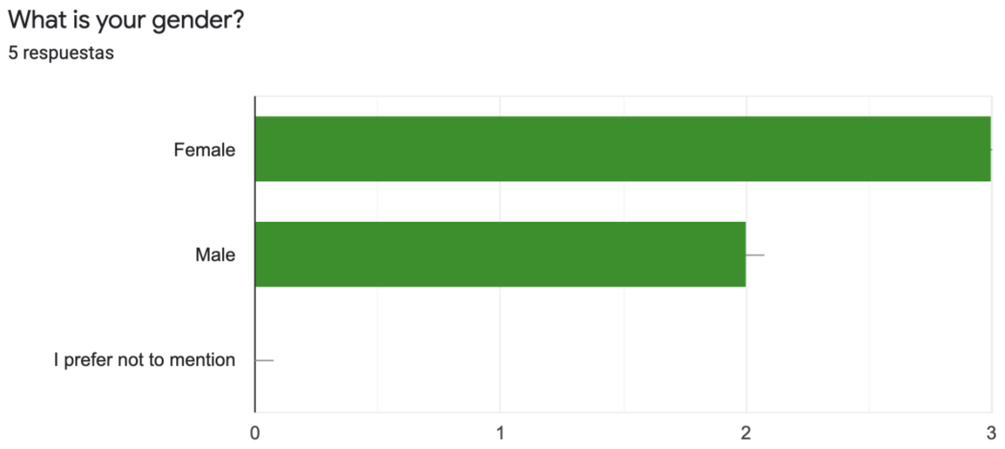

FIGURE 1. Gender question distribution graph. Answers were given by the participants of the focus group survey regarding the selection of genders.

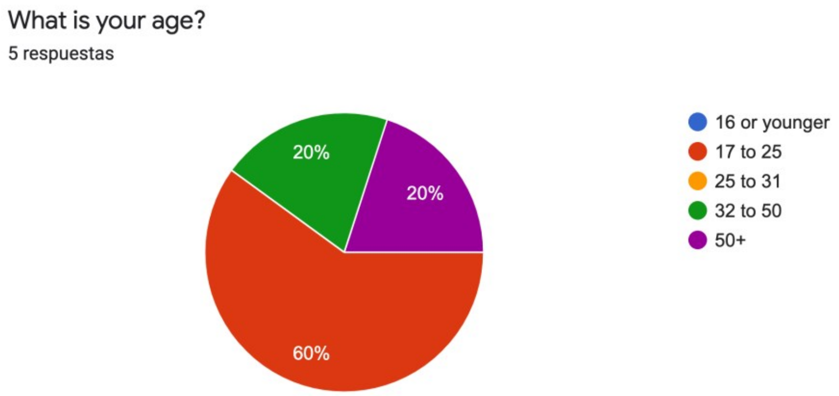

FIGURE 2. Age question pie chart graph. Answers were given by the participants of the focus group survey regarding age range

7.2 Questions related to sauce preferences

The second section of the focus group survey included questions relevant to the preference of the participants regarding the sauces at the tasting.

The participants of this survey paired the four different types of sauces with food of their preferences including the average office lunch by 4 participants and tex-mex food for the remaining participant.
The 5 participants were asked to choose the sauce they liked the most allocating a value number to each sauce. The value 1 indicated the most liked and the value 4 indicated liked the least.

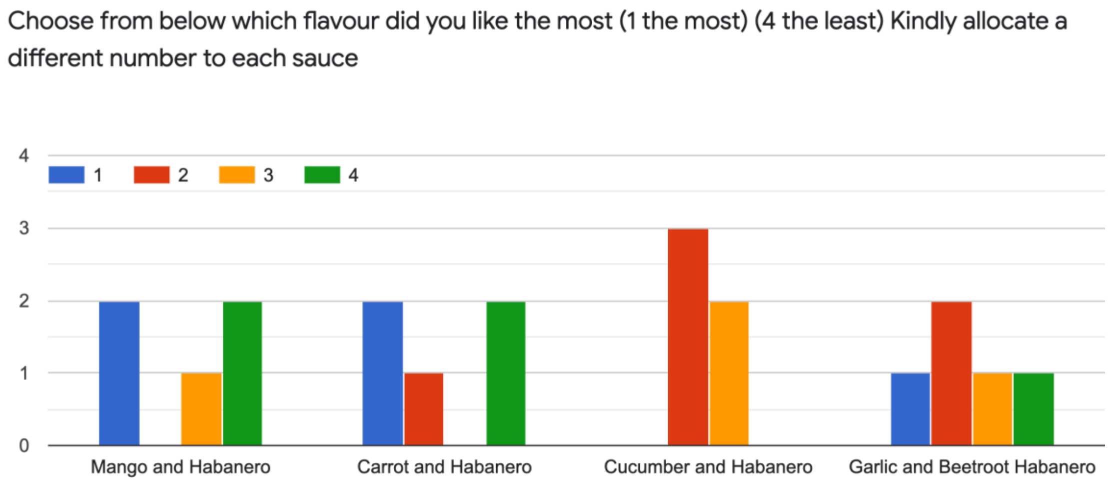

FIGURE 3. Multiple choice question distribution graph regarding flavour preference inclination. Answers were given by the participants of the focus group survey regarding sauce preference.

In the above-mentioned chart, it can be observed the answers of the participants, the preferences of the participants varied, regarding the mango and habanero sauce 2 participants liked it the most, two participants liked it the least and 1 participant was inclined to prefer the least, in the carrot and habanero sauce 2 participants liked it the most, two participants liked it the least and one participant was inclined to preferring it, the next sauce cucumber and habanero three participants allocated the value 3 which states their inclination to preferring it and the remaining two participants stated their inclination to preferring it the least. The final sauce, garlic and beetroot habanero had all allocated values, 1 participant liked it the most, 2 participants were inclined to prefer it, 1 participant was inclined to prefer it the least and one participant liked it the least.

After the participants had the chance to state their preference about the different flavours of the sauces, a set of questions followed to learn the rating concerning three different sauce characteristics. The rating characteristics were flavour, texture, and spiciness. The scale used to measure the rating was 1 to 10. For interpretation purposes, the writer allocated zones into the ranges. These zones would help identify the feeling of the consumer with a zone designation. From value 1 to value 4 it states a closeness zone to the given attribution measure, from value 5 to value 6 it states neutrality concerning both given attribution measures, and from value 7 to value 10 it states a closeness to the given attribution measure.

In the first rating related to flavour, the value one attributed to I did not like the flavour and the value ten attributed to I loved the flavour. In the second rating related to texture, the value one attributed to felt strange and the value ten attributed to expected/good surprise. In the third and last rating related to spiciness, the value one attributed to not hot at all and the value ten attributed to uneatable.

Sauce Characteristic Flavour

As per the two first flavours mango with habanero and carrot with habanero, it can be appreciated from figures 4 & 5 how the participants allocated for the first sauce the following values: one time the value 2, two times the value 6 and 2 times the value 10. This grading stated that 1 participant was close to not liking it, 2 participants were in the neutral zone and 2 participants loved the flavour.

For the second sauce the participants allocated the following values: one time the value 2, one time the value 3, one time the value 5, one time the value 7 and one time the value 10. This grading stated that 1 participant was close to not liking it, 2 participants were in the neutral zone and 2 participants loved the flavour. This grading stated that 2 participants were close to not liking it, 1 participant was in the neutral zone, 1 was a participant close to loving the flavour and 1 participant loved the flavour.

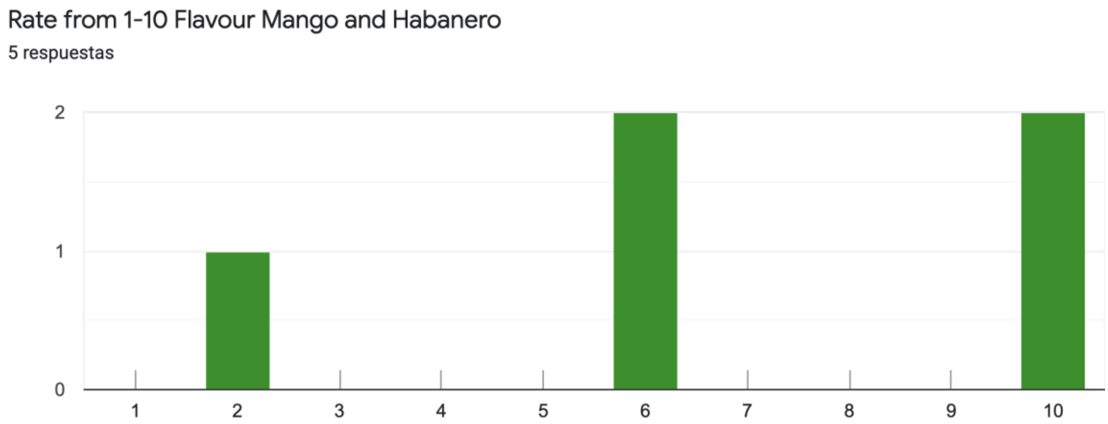

FIGURE 4. Rating flavour of mango and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

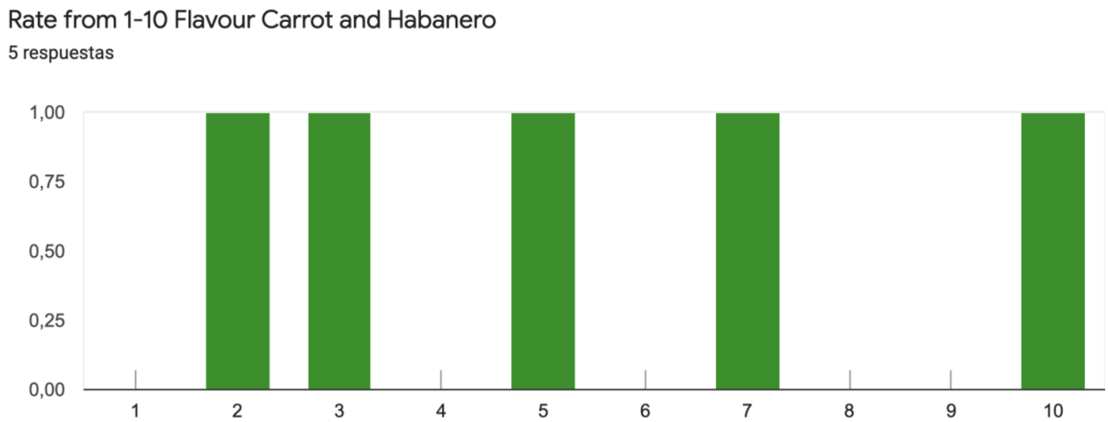

FIGURE 5. Rating flavour of carrot and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

As per the following two flavours cucumber with habanero and garlic - beetroot with habanero, it can be appreciated how the participants allocated for the third sauce the following values: one time the value 4, one time the value 5 one time the value 6, one time the value 9 and one time the value 10.
This grading stated that 1 participant was close to not liking it, 2 participants were in the neutral zone, 1 participant was close to loving the flavour and 1 participant loved the flavour.

For the fourth sauce, the participants allocated the following values: one time the value 7, two times the value 8 and two times the value 10. This grading stated that 3 participants were close to loving the flavour and 2 participants loved the flavour.

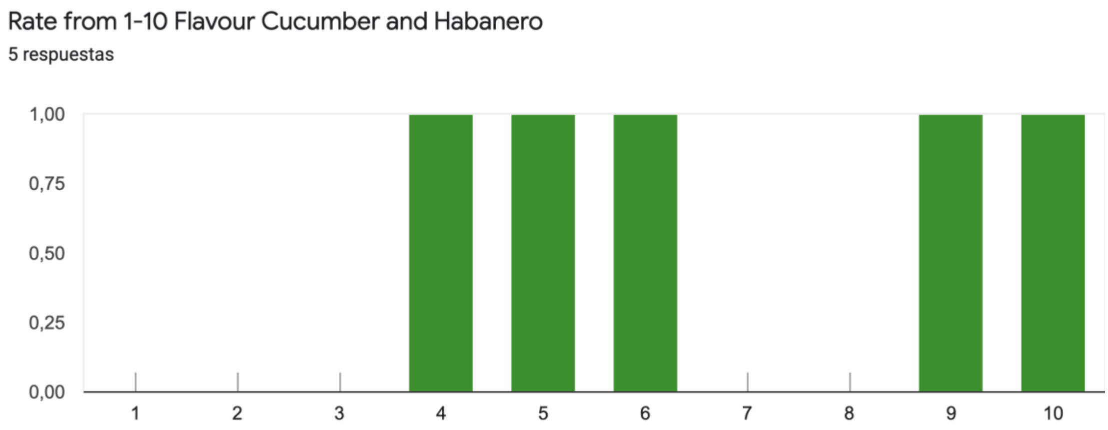

FIGURE 6. Rating flavour of cucumber and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

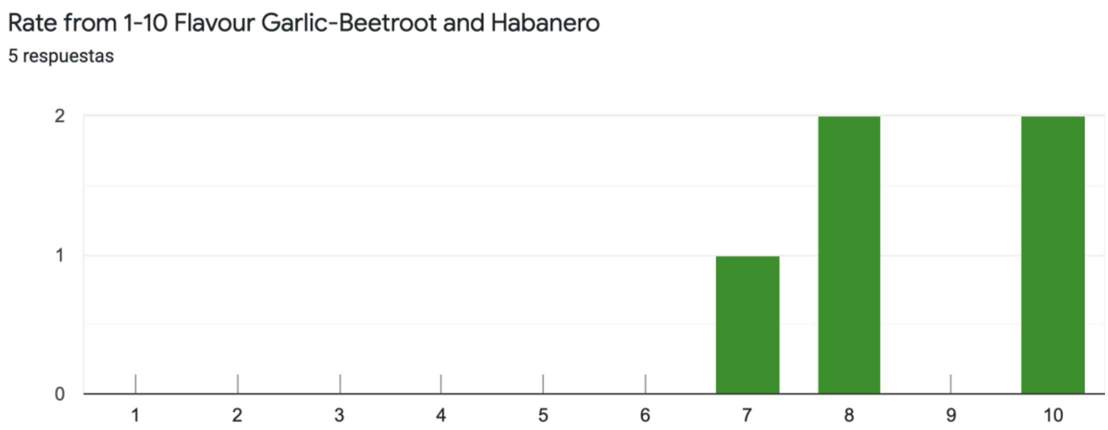

FIGURE 7. Rating of garlic-beetroot and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

From the answers given by the participants in the matter of flavour, it can be observed how the mango with habanero and the garlic and beetroot have a majority of preferences by the focus group.

Sauce Characteristic Texture

As for the first flavour mango with habanero, it can be observed from figure 8 how the participants allocated the following values: one time the value 4, one time the value 5, one time the value 8, one time the value 9, and one time the value 10. This grading stated that 1 participant was close to the attribution value felt strange, 1 participant remained in the neutral zone, 2 participants were close to the attribution value expected/good surprise and 1 participant stated the texture of this sauce to have an expected/good surprise attribution value.

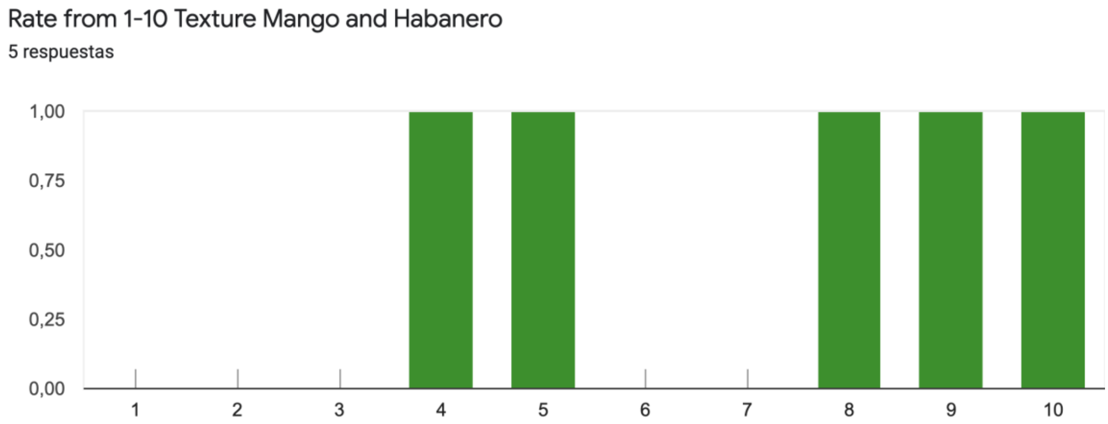

FIGURE 8. Rating texture of mango and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

For the second flavour carrot and habanero the participants allocated the following values: one time the value 3, one time the value 4, one time the value 5, one time the value 8 and one time the value 10. This grading stated that 2 participants were close to stating this sauce had a texture that felt strange, 1 participant remained in the neutral zone and 1 participant remained in the zone close to the attribution value of expected/good surprise and 1 participant stated the texture of the sauce to be the expected/good surprise.

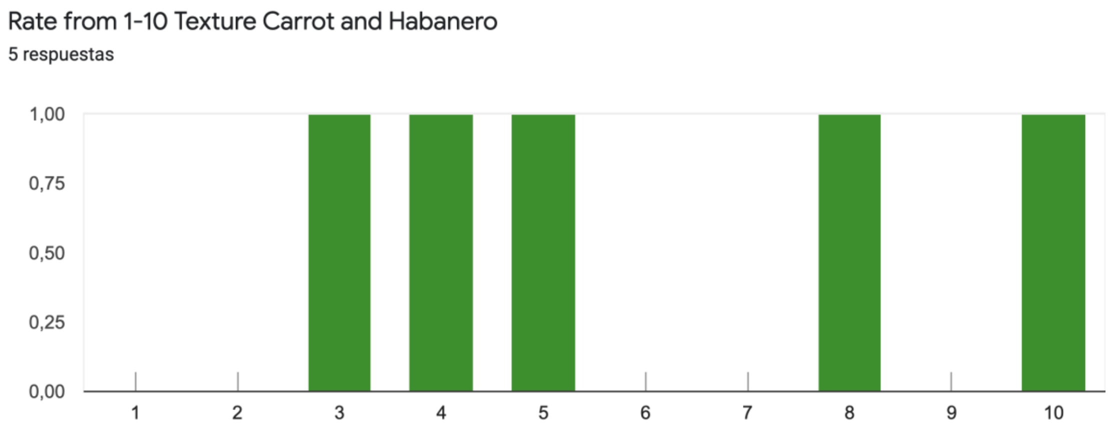

FIGURE 9. Rating texture of carrot and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

For the third flavour cucumber with habanero the participants allocated the following values: one time the value 5, one time the value 8, one time the value 9 and two times the value 10. This grading stated that 1 participant remained in the neutral zone and 2 participants remained in the zone close to the attribution value of expected/good surprise and 2 participants stated the texture of the sauce to be the expected/good surprise.

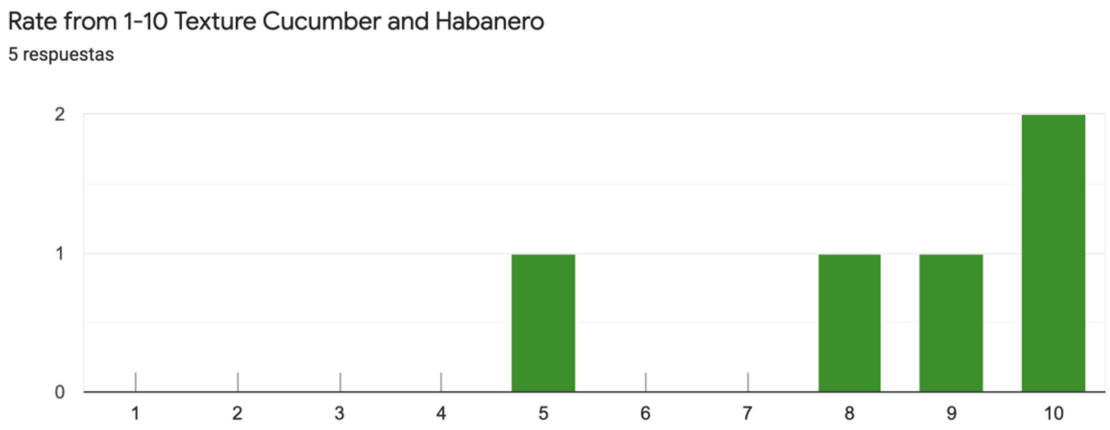

FIGURE 10. Rating texture of cucumber and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

For the fourth and remaining flavour garlic – beetroot with habanero the participants allocated the following values: one time the value 5, one time the value 8, one time the value 9 and two times the value 10. This grading stated that 1 participant remained in the neutral zone and 2 participants remained in the zone close to the attribution value of expected/good surprise and 2 participants stated the texture of the sauce to be the expected/good surprise.

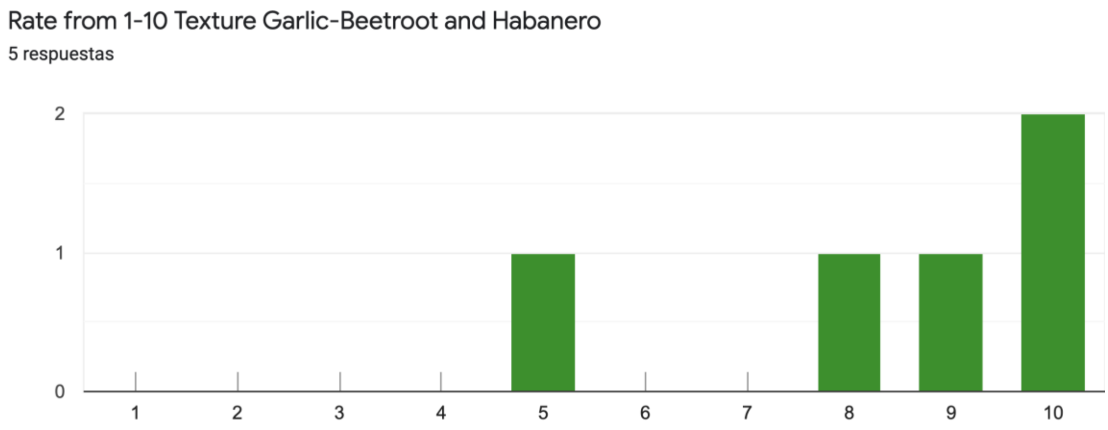

FIGURE 11. Rating texture of garlic - beetroot and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

The focus group answers toward the texture of the sauces were as expected, the consistency of the generic habanero sauces is relatively new since the composition is not fully liquid. From the answers mentioned above, it can be seen how the sauces with a more liquid consistency, possess a better rating, in comparison to the ones that have a more solid composition.

Sauce Characteristic Spiciness

Regarding the spiciness of the flavour mango with habanero the participants of the survey assigned the following values: one time the value 3, two times the value 5, two times the value 6. This grading stated that 1 participant found the spiciness of the mango with habanero sauce to be close to the value attribution of not hot at all and the 4 remaining participants remained in the neutral zone, this meaning not too hot and not too spicy. A balanced spiciness.

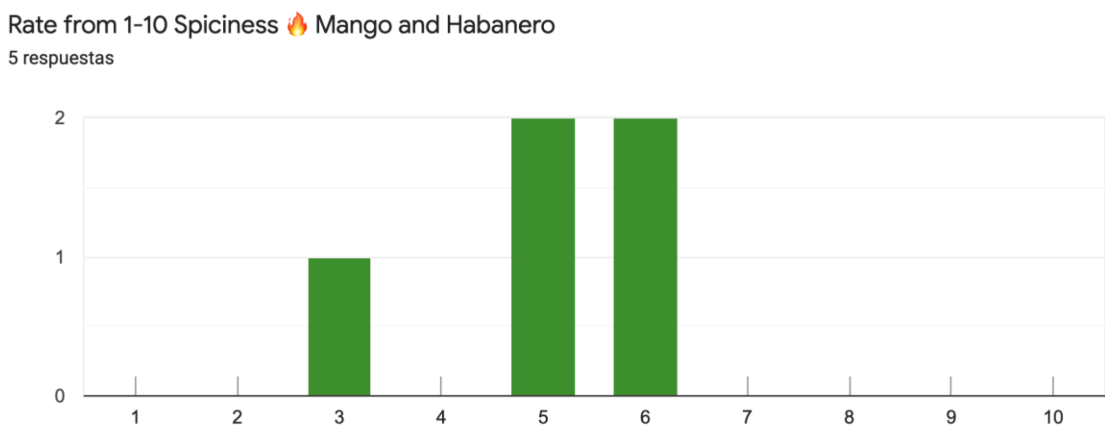

FIGURE 12. Rating spiciness of mango and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

Regarding the spiciness of the flavour carrot and habanero the participants of the survey assigned the following values: one time the value 3, two times the value 7, one time the value 8 and one time the value 9. This grading stated that 1 participant found the spiciness of the carrot and habanero sauce to be close to the value attribution of not hot at all and the 4 remaining participants remained in the zone closer to the value attribution uneatable.

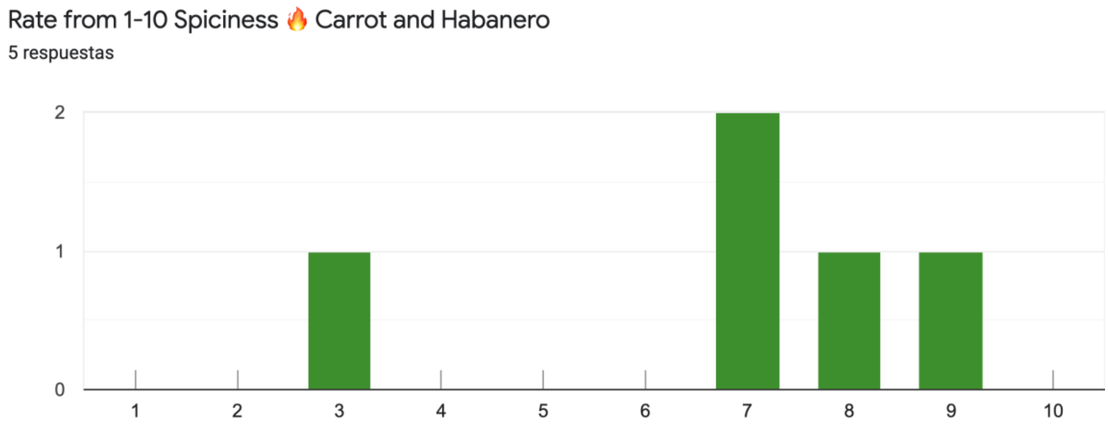

FIGURE 13. Rating spiciness of carrot and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

Regarding the spiciness of the flavour cucumber and habanero the participants of the survey assigned the following values: one time the value 3, one time the value 4, two times the value 6 and one time the value 7. This grading stated that 2 participants found the spiciness of the cucumber and habanero sauce to be close to the value attribution of not hot at all, two participants remained in the neutral zone and the remaining participant remained in the zone closer to the value attribution uneatable.

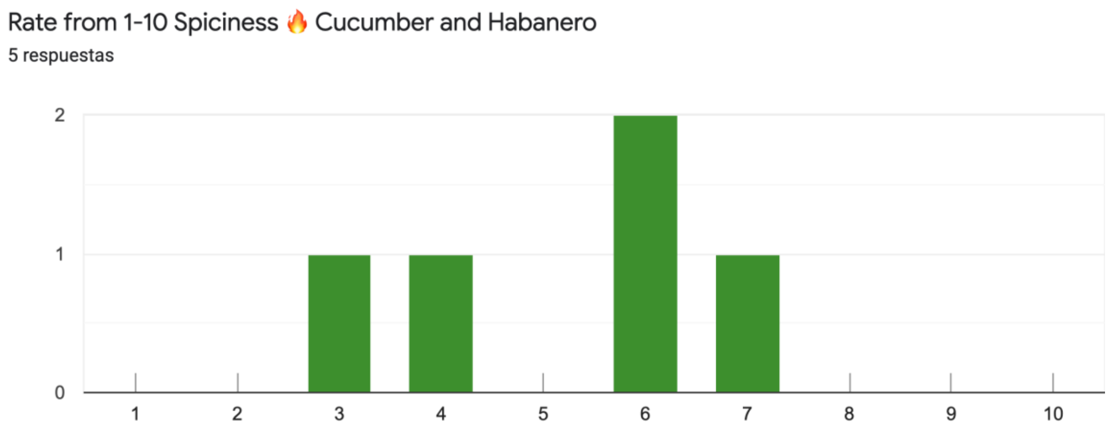

FIGURE 14. Rating spiciness of cucumber and habanero sauce distribution graph. Answers were given by the participants of the focus group survey.

Regarding the spiciness of the flavour garlic - beetroot with habanero the participants of the survey assigned the following values: one time the value 3, one time the value 4, one time the value 6, one time the value 7 and one time the value 8. This grading stated that 2 participants found the spiciness of the garlic - beetroot and habanero sauce to be close to the value attribution of not hot at all, one participant remained in the neutral zone and the remaining 2 participants remained in the zone closer to the value attribution uneatable.

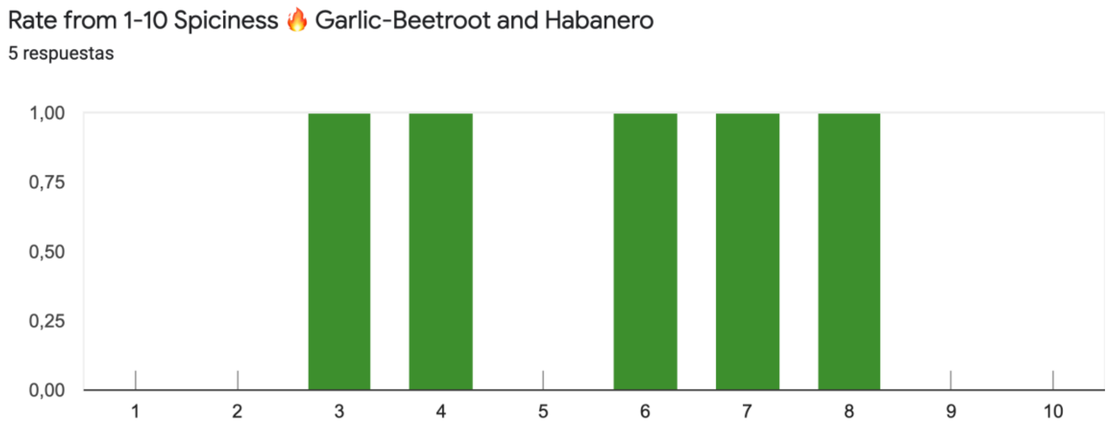

FIGURE 15. Rating of spiciness of garlic – beetroot and habanero sauce distribution graph. Answers were given by the participants of the focus group survey. More than half of the focus group participants agree upon the spiciness of the sauces with a tendency of a medium to high spicy spectrum. Never too little and never too much.

After the participants allocated the values to their preferences of the characteristics of the sauces, a question regarding the preference of spiciness in their food was asked. The results can be observed from the figure below.

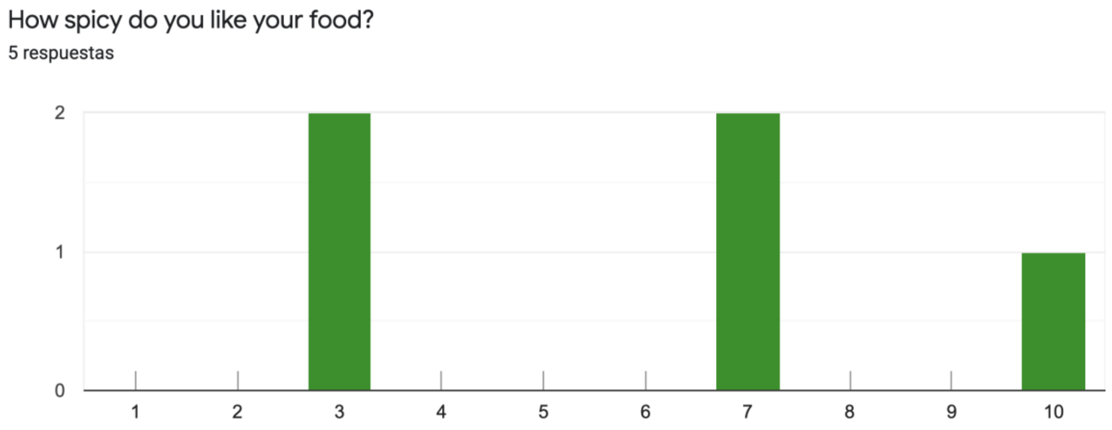

FIGURE 16. Level of spiciness preference in food distribution graph. Answers were given by the participants of the focus group survey.

Two participants allocated the value 3, two participants allocated the value 7 and one participant allocated the value 10. This grading states that 2 participants like their food closer to the zone not hot at all, 2 participants like their food just above the neutrality zone closer to super spicy and one participant likes the food super spicy.

The following question relates to the last time the participants bought hot sauce from their preferred supermarket, 3 participants stated they bought hot sauce last month and 2 participants bought hot sauce 6 months ago.

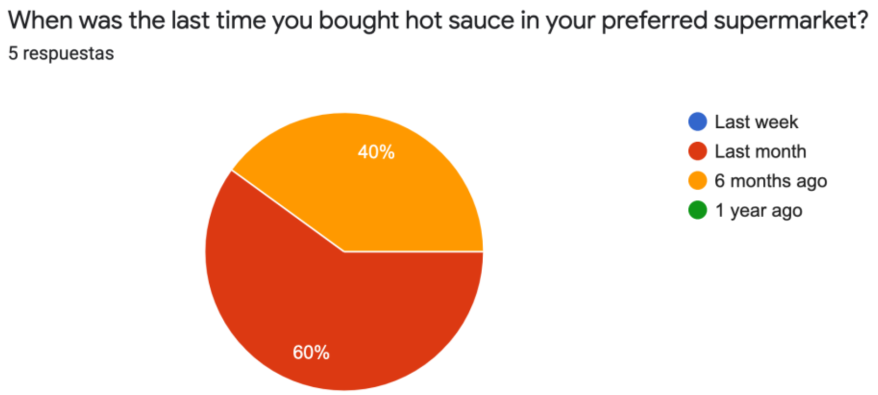

FIGURE 17. Pie chart of hot sauce buying disposition. Answers were given by the participants of the focus group survey.

Once the participants stated the last time buying hot sauce, a question related to the factors considered to buy sauce was presented.

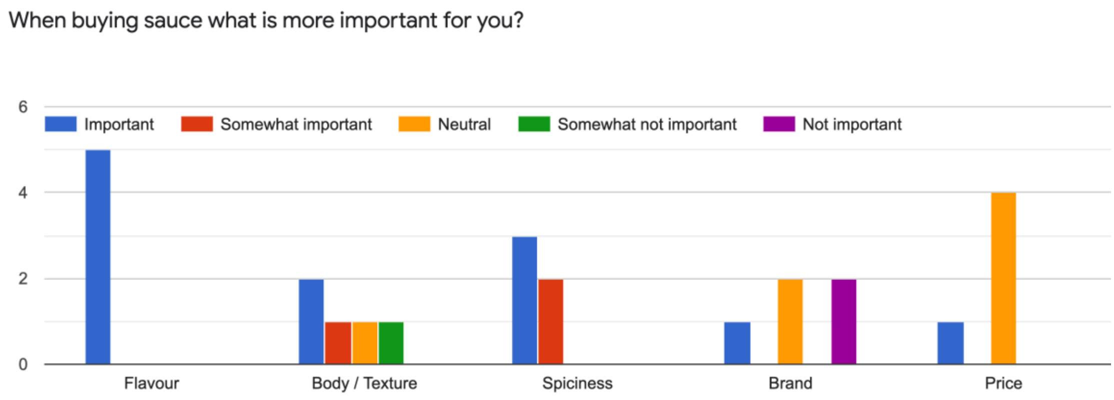

FIGURE 18. Multiple factor level of importance when buying sauce. Answers were given by the participants of the focus group survey.

As shown in the above-mentioned figure, it can be appreciated how unanimously the 5 participants in this survey found the flavour to be important. Regarding body/texture 2 participants find it important, one participant finds it somewhat important, one participant gave a neutrality stand and one participant find it somewhat not important. Concerning spiciness 3 participants find this characteristic important when buying sauce and 2 participants find it somewhat important.
The brand was considered not important by 2 participants, important by 1 participant and the neutral option was opted by 2 participants. For the final aspect, price, one participant finds it important and the remaining 4 remained in neutrality.

Continuing the survey, the participants answered to the frequency in which they purchase hot sauce from their preferred supermarket.
As described in the figure below, the participants placed one option out of four different alternatives. One participant answered once every 2 weeks, one participant answered once a month and three participants answered once every 6 months.

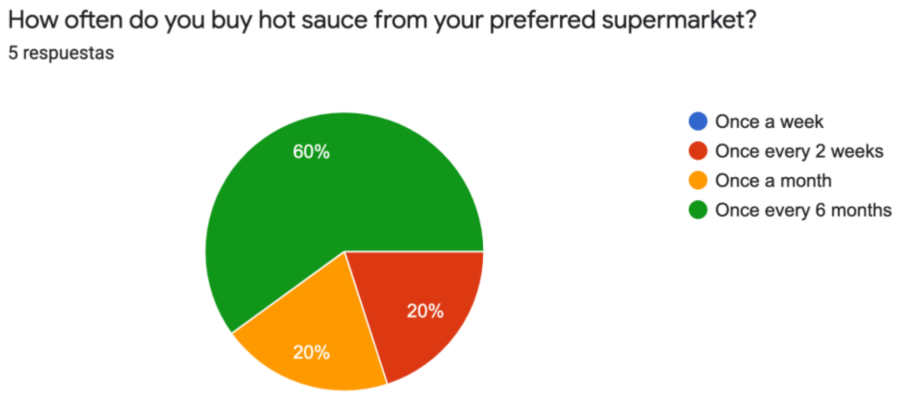

FIGURE 19. Pie chart of buying frequency. Answers were given by the participants of the focus group survey.

After stating the frequency in which the hot sauce was purchased, the participants shared the frequency in which chilli seasoning/chilli peppers/chilli sauces is included in their cooking/meals. For interpretation purposes, the writer gave zones to the different end values. From value 1 to value 4 it states a closeness zone to the given frequency, in this case hardly ever, from value 5 to value 6 it states neutrality in regards of both given frequencies, better interpreted as sometimes and from value 7 to value 10 it states a closeness to the given frequency measure, which was always.

Each one of the participants allocated a different value related to the frequency. One participant answered with the value 2 denominating a preference closer to the value hardly ever, one participant answered the value 6, stating a level of neutrality or a frequency of sometimes. One participant answered the value 8 stating a closeness to the given frequency measure always. One participant answered the value 9 stating a closeness to the given frequency measure always and the remaining participant answered the value 10 stating the frequency measure always.

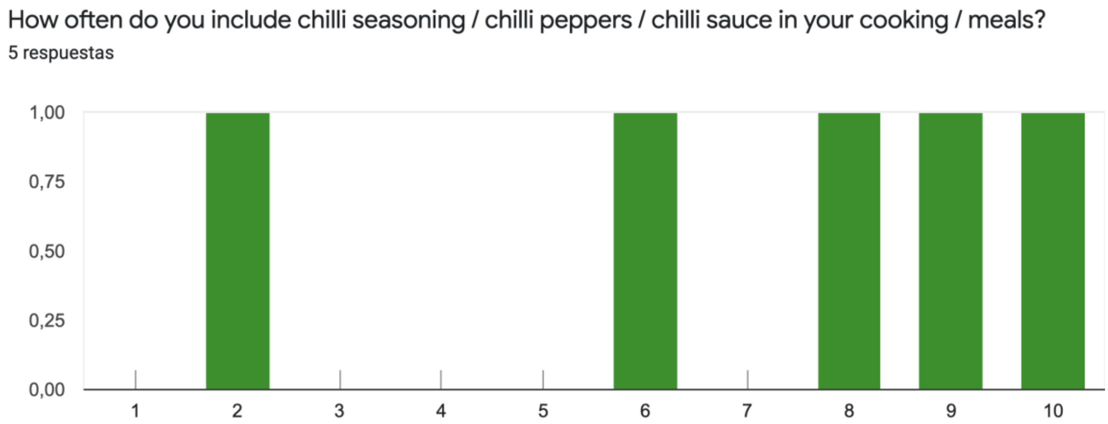

FIGURE 20. Range of chilli seasoning/chilli sauce frequency usage in cooking/meals. Answers were given by the participants of the focus group survey.

In order to learn more deeply about the focused group preferences of scenarios where the utilization of hot sauce would happen, the following question inquiry was presented to the participants. When do you usually put hot sauce in your food?

The participants were given 4 different options including:

1. Everyday meals
2. Only on Taco Tuesday / Tex Mex food
3. Whenever I get offered
4. Other

From the given options, the participants provided the following answers:

Two participants usually put hot sauce on everyday meals, one participant puts hot sauce only on taco Tuesdays / tex mex food, one participant puts hot sauce whenever gets offered and lastly one participant puts hot sauce when there is to choose and has the feeling of trying.

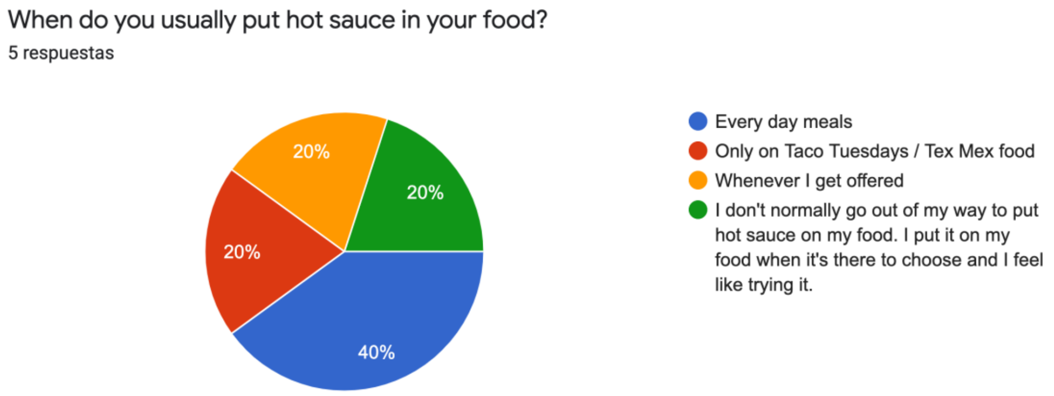

FIGURE 21. Hot sauce usage occasions pie chart representation. Answers were given by the participants of the focus group survey.

The following question in the focus group survey can be appreciated from figure number which inquiries about trying new recipes including hot sauce within the last month.

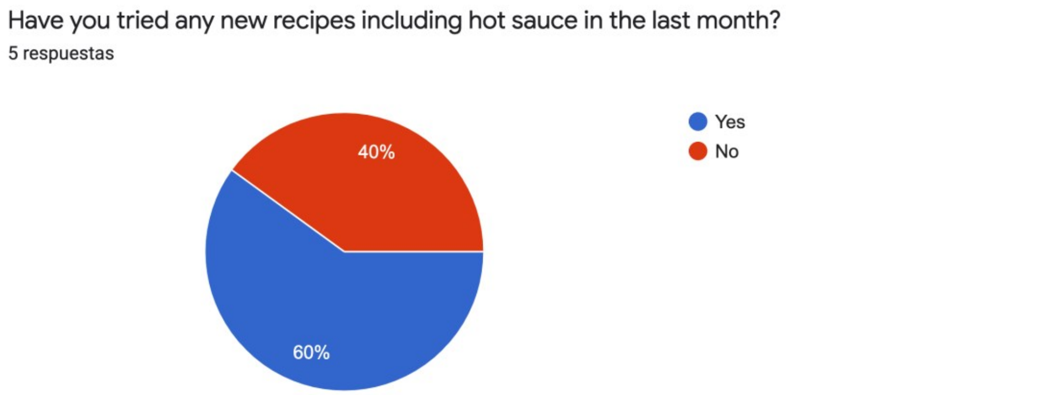

FIGURE 22. New recipes with hot sauce pie chart. Answers were given by the participants of the focus group survey.

Two participants stated no as an answer and the remaining three stated yes for an answer. Consequently, a follow-up question aimed to know if yes, which recipe. Three participants out of the three participants which stated yes responded. The answers were:

Tacos

Makaroonilaatikko with hot sauce

Naga Chili Sauce

Towards finding the relevance of what the sauce is made of, the writer asked the focus group to describe the importance of nutritional value/macronutrients of sauces in general. The allocated values were 1 with attribution of extremely important and value 10 with attribution of not important.

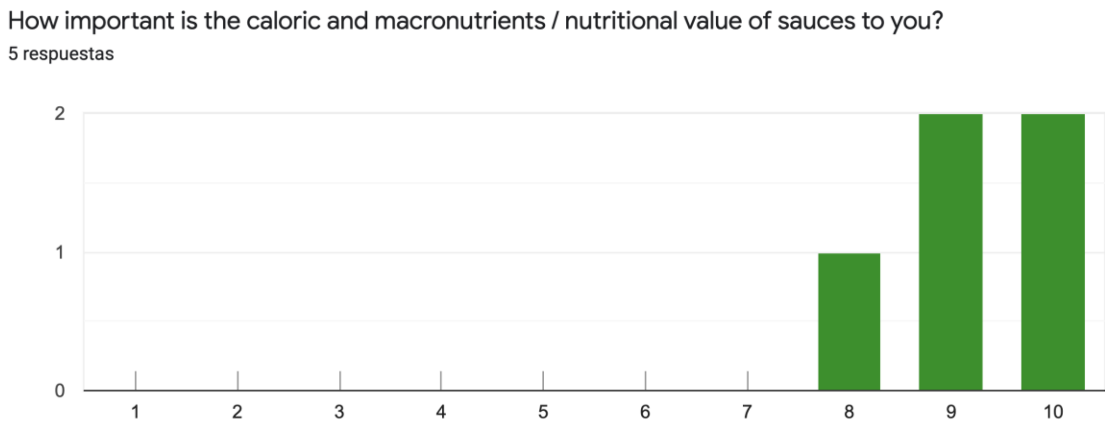

FIGURE 23. Range of macronutrients / nutritional value relevancy. Answers were given by the participants of the focus group survey.

In the above-shown figure, the answers of the participants can be appreciated. One participant answered with the value 8, two participants with the value 9 and two participants with the value 10. It can therefore be interpreted that the relevancy of the nutritional value on sauces is in the not important zone with the participants of the focused group.

Followed to this inquiry, the focused group was asked about their interest in buying the prior tasted sauces in Lidl, K-Market, S-Group, or any other convenience store shown with the pie chart in figure 24; followed by a query on the assignation of monetary value related to the willingness of spending said value for a 250ml Gourmet Habanero hot sauce from Mexico shown represented as a pie chart on figure X. Unanimously all the participants shared the same interest on purchasing the prior tasted sauces. The monetary value assigned by most of the participants was a range between 6,99 € and 7,99€ with 3 answers and the remaining two participants assigned a range between 4,99€ to 5,99€.

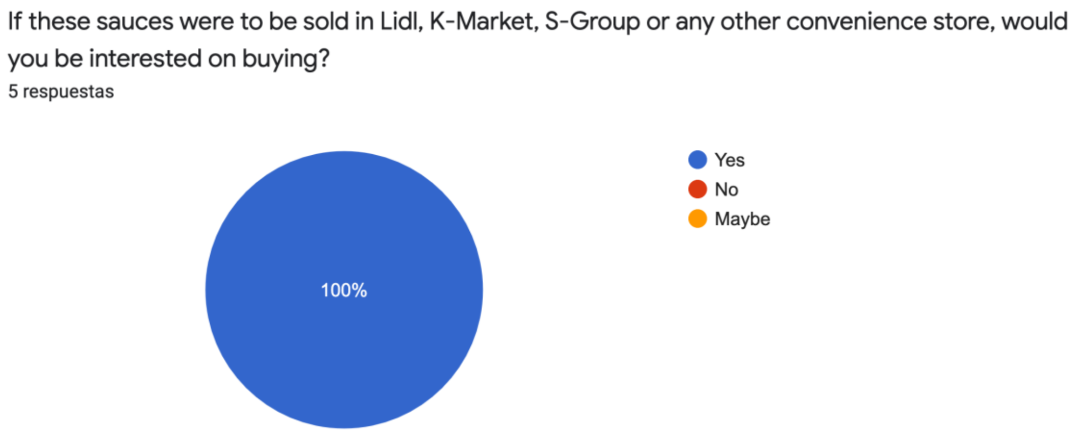

FIGURE 24. Interest in purchasing generic habanero sauces in convenience stores. Answers were given by the participants of the focus group survey.

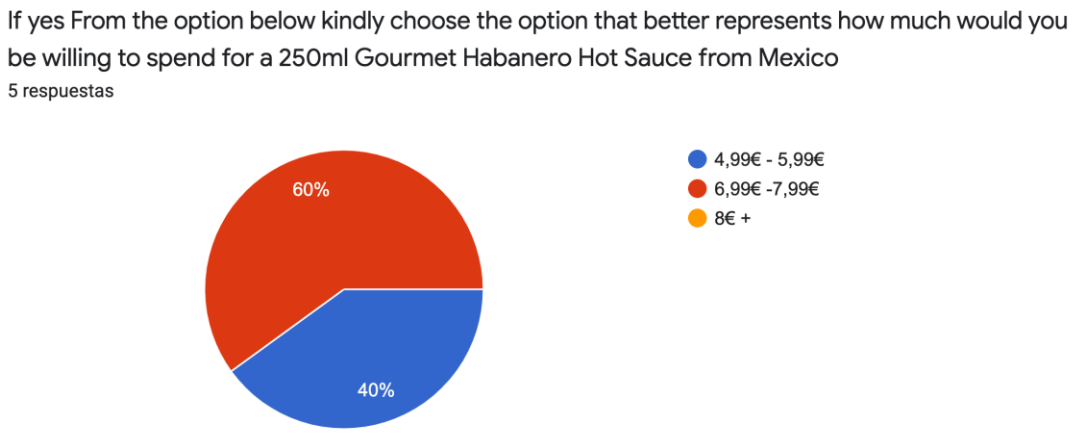

FIGURE 25. Price range expenditure for gourmet habanero hot sauce from Mexico. Answers were given by the participants of the focus group survey.

After the assignation of a value regarding monetary range and the preference of the group on buying the prior tasted sauce, the writer included in the survey an additional query relevant to the interest in buying the prior tasted sauce from Digital Platforms such as (Wolt, Foodora, Other) and for this product being delivered to their homes.

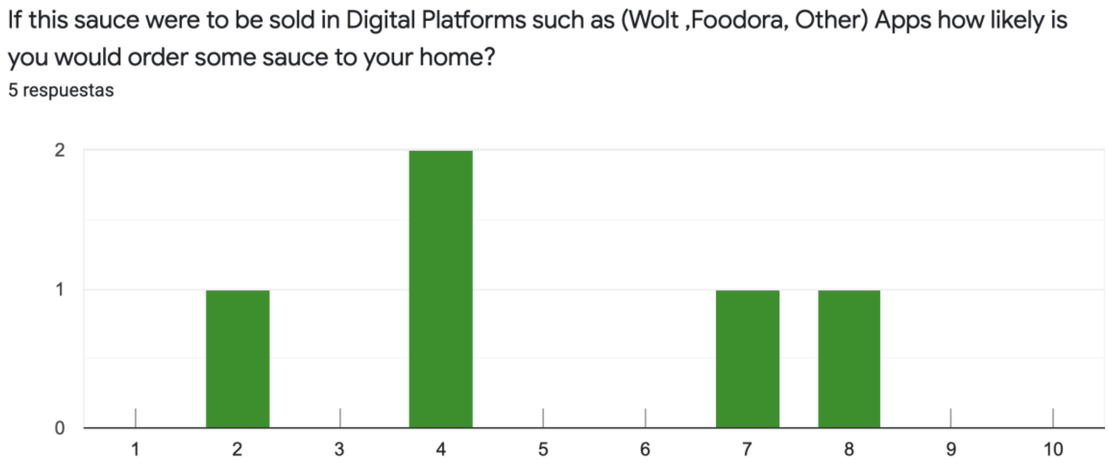

FIGURE 26. Range of likelihood for ordering sauce from digital platforms. Answers were given by the participants of the focus group survey.

The above-mentioned graph displays on the left axis the number of answers given and the likelihood of ordering the sauce to home is displayed on the bottom axis with different values. The value one represents not likely and the value ten represents super likely. One participant assigned the value 2, two participants assigned the value 4, one participant assigned the value 7 and the remaining participant assigned the value 8. Three of the participants are less likely to order the prior tasted hot sauce from digital platforms than the remaining two participants which are just above the neutral zone.

After learning the interest of the focus group on buying the prior mentioned sauce from digital platforms, the survey contemplated a question where the participants could provide thoughts on the selection of international sauces improvement in Finland. According to the pie chart below, two participants chose option A) More variety of sauces, two participants chose option B) Better flavours of sauces and the remaining participants chose option D) Other without specifying the meaning.

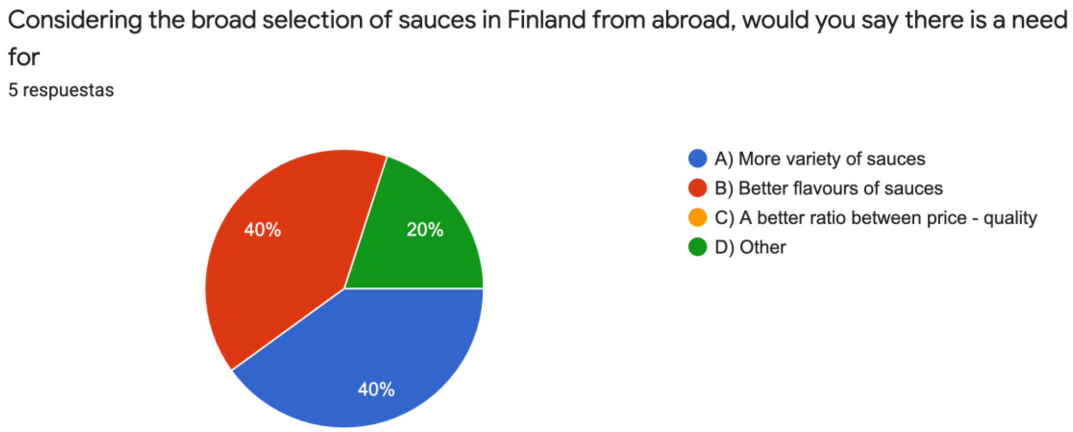

FIGURE 27. Thought on the selection of international sauces in Finland improvement pie chart. Answers were given by the participants of the focus group survey.

In the next question of the focus group survey, the participants had the opportunity to assign a value to the interest of trying products of the menu from fast-casual restaurants, Italian restaurants, or burger restaurants if a sauce brand made a collaboration with said restaurants.

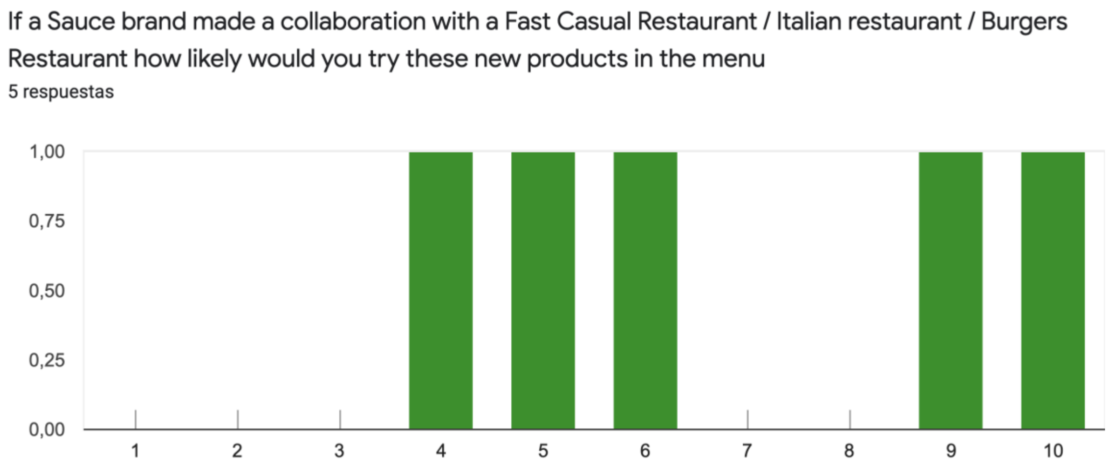

FIGURE 28. Range of likelihood for trying products with habanero hot sauce from restaurants. Answers were given by the participants of the focus group survey.

As exhibited in the graph displayed above in figure 28., participants assigned different values to the query. One participant assigned the value 4, one participant assigned the value 5, one participant assigned the value 6, one participant assigned the value 9 and one participant assigned the value 10. The data retrieved from this question makes the author believe that 3 of the participants remain somehow neutral to the likeliness of trying new products featuring the prior tasted sauce and 2 of the participants are super likely to try these new products featuring the prior tasted sauce.

Pointed out in the focus group survey the researcher established a question where participants were invited to give their input and elaborate on their favourite hot sauces flavour and/or brand to pair with their food. The responses were:

"Siipiweikot Hot Sauce, Sriracha"
"I don't have a favourite hot sauce :("
"Not a huge fan of hot sauces in general. When I use them, it is typically Tabasco or Sri Racha"
"Sriracha"
"My homemade sauces especially habanero with Hungarian paprika and lime"

These multiple answers gave a perspective on the preference of the participants concerning the competition map with a sense of the competition flavours, the competition sauce level of spiciness and the competition sauce consistency.

According to the last question of the focus group survey, participants shared their input on which other flavours would they pair habanero chilli hot sauce with. These were the answers:

- Habanero – Mushroom
- Habanero – Something sweet like other fruits
- Habanero – Pineapple
- Habanero – Lime/ Mango
- Habanero – Garlic/Horseradish
- Habanero – Cactus
- Habanero – Tequila/Lime

8 OPEN PUBLIC SURVEY ANALYSIS

Hereby the writer presents a detailed analysis of each one of the questions that were responded to by the participants of the survey. Each question is divided by number, binging a summary of the findings in the graphs and numbers formed automatically by the software utilized. The writer opted by leaving behind the first question out of the research analysis and questionnaire, due to privacy reasons. Initially, the question was set as part of the survey to legitimize the responses of the participants. The question omitted is the following: “What is your full name”. After stating the name, the survey contained 19 questions to be answered. These were the following.

The second question of the survey stated the place of livelihood of each participant described as: “In which city do you live?”
The responses were:
42 Tampere
7 Helsinki
6 Ikaalinen
3 Turku
3 Espoo
1 Lappeenranta
1 Seinäjoki
1 Den Haag
1 Saint Petersburg
1 Salla
1 Lahti
1 Nokia
1 Vantaa
1 Hamina

The following study only comprehends the participants living in Finland. For these reasons the answers from the participants located outside Finland were not considered in the analysis. These being 1 Den Haag, 1 Saint Petersburg, 1 Puebla, the answers will not be considered and will be removed from the survey answers bank so that accurate percentages in graphics can be shown. A total amount of 68 participants will be considered in the first open group survey.

Question number three: “What is your gender?” allowed to identify the gender demography of the open group survey study. The results were as follows:

34 females and 34 males were the participants in this study. A balance of genders within the study.

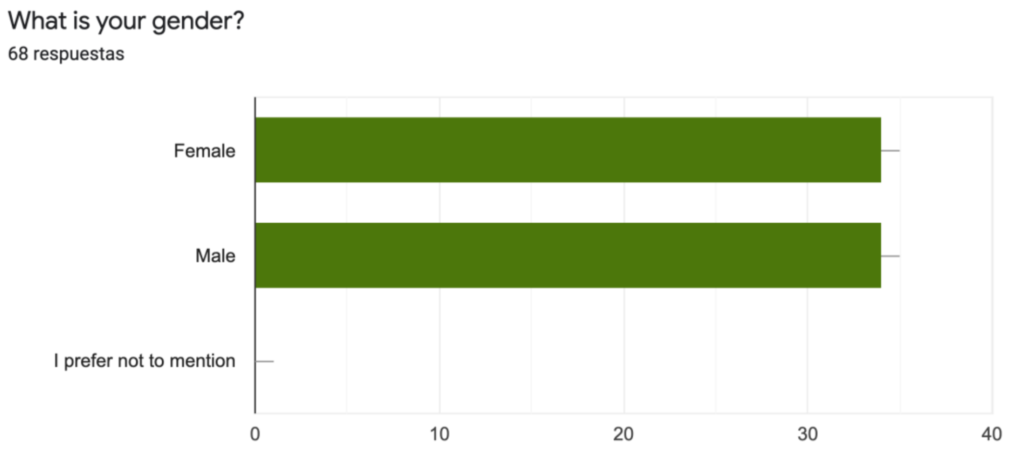

FIGURE 29. Gender question distribution graph. Answers were given by the participants of the open public group survey regarding the selection of genders.

Question number four aimed to find the age of the participants:

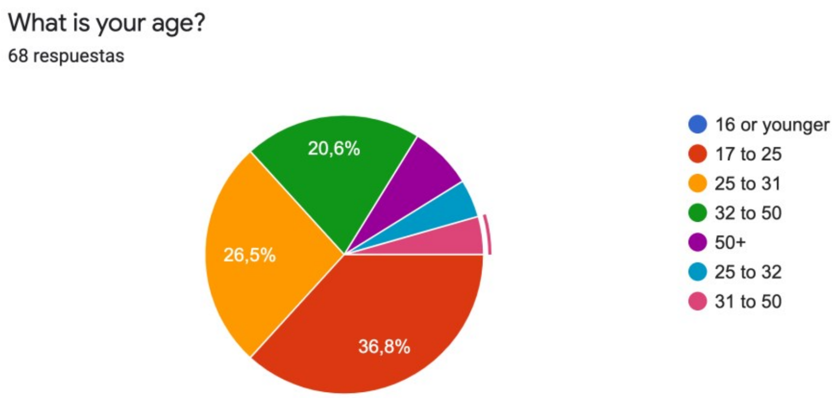

FIGURE 30. Age question pie chart graph. Answers were given by the participants of the open public group survey regarding their age range.

The following chart represents in percentage the age of the participants. With a fair share of participants in the group for 17 to 25 years with 36.8 % and 25 answers followed by the group including 25 to 31 years old. To this number is important to add 4.4% of the 25-32 answers since the beginning of the survey had a system delay which confused in regards of the age which sums up a 30.9% with 21 answers. 31 to 50 and 32 to 50 ages also had to be summed due to the same inconvenience, both form a 25% with 17 responses and finishing with the 50+ participants which account for the 7.4% with 5 answers.
“How spicy do you like your food?” was the fifth question. This question sets the start of a new division focused on Spicy Habanero Sauce. The purpose of this question was to determine the degustation level of spiciness in the food within the sample of participants.

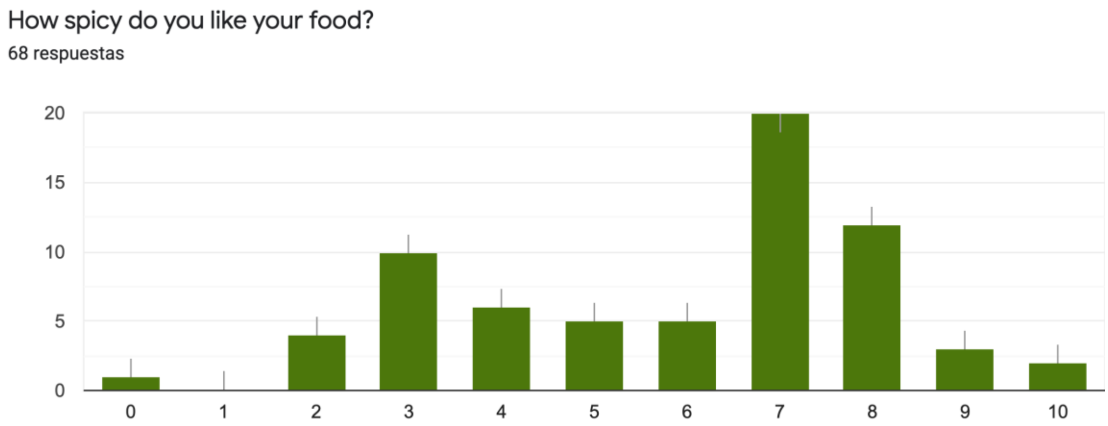

FIGURE 31. Level of spiciness preference in food distribution graph. Answers were given by the participants of the open public group survey.

The left axis represents the number of answers, and the bottom axis represents the spiciness level, 0 being the least and 10 being the hottest.
It can be observed from the graphic that 7 and 8 with 20 and 12 answers respectively are the predominant level of spiciness in the sample followed by level 3 of spiciness with 10 answers. Within the division of spice level, we can group a big share equivalent to more than half of the participants to be suitable for the product with only 1 person that has a 0 level of spiciness in the food preference.

Question number six aimed to discover the disposition from the sample of the survey to buy hot sauce from the supermarket with a multichoice answer option.

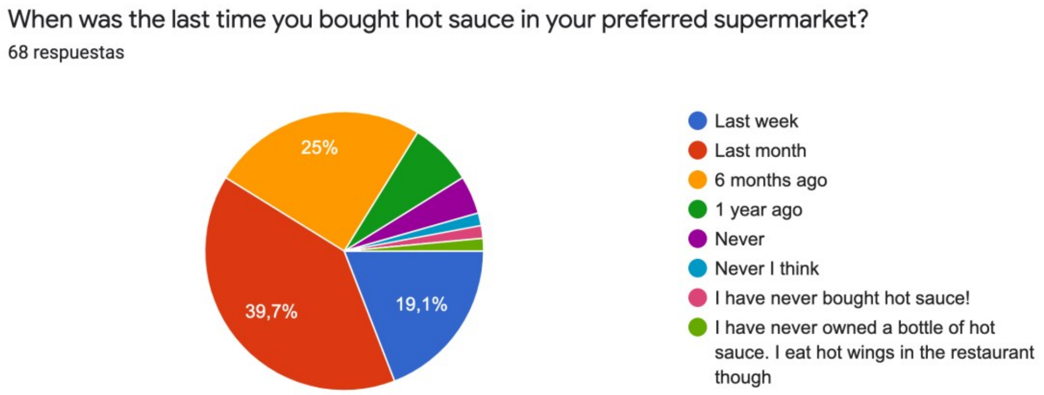

FIGURE 32. Pie chart of hot sauce buying disposition. Answers were given by the participants of the open public group survey.

The predominant option selected was last month followed by six months and one week ago, finalizing with one year ago and addition of different answers to never. People that bought hot sauce from a supermarket sum a total of 62 persons and the people that did not buy any hot sauce in their preferred supermarket account for 6 persons. This ratio contributes to a high buying disposition from the open public group sample.

Question number 7 evaluated 5 factors of which the participants of the survey consider when buying sauce from a supermarket regardless of the level of the spiciness. This is since the spiciness was included as a factor. Each participant could allocate an importance level on each factor.

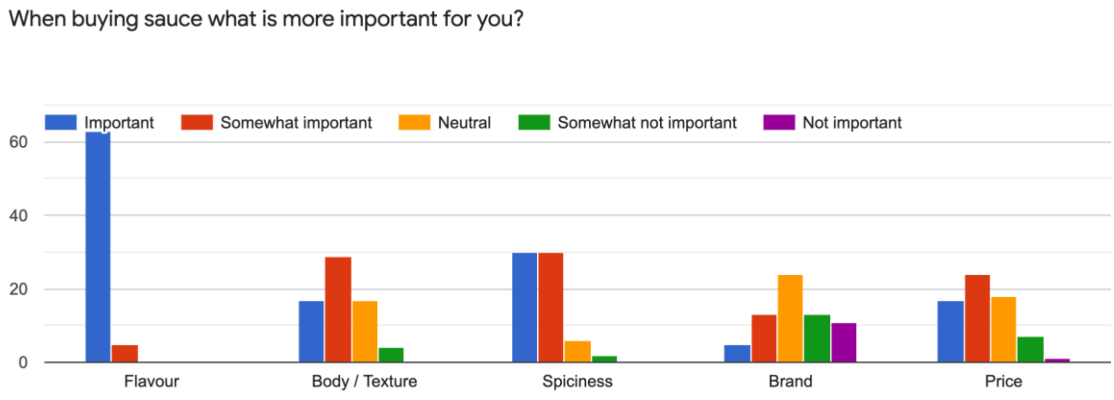

FIGURE 33. Multiple factor level of importance when buying sauce. Answers were given by the participants of the open public group survey.

65 individuals found the flavour to be important followed by 3 individuals which allocated a somewhat important tag. Regarding body/texture, the distribution of opinions exists with the allocation of different tags, the predominant tag was somewhat important with 28 answers followed by a tie between important and neutral with 17 responses each and finishing with the tag somewhat not important with 4 responses.

The division of importance with the spiciness rubric was as follows: 60 responses account for important and somewhat important tags, half of the responses to each factor, after this the neutral tag with 6 and the somewhat not important tag with 2 respondents answers were presented.

The factor brand had a multilevel tag with a predominant answer of the tag neutral with 24 answers followed by a tie of the tags somewhat important and somewhat not important with 13 answers per tag number, close to this number it can be observed the not important tag with 11 responses and finally with the lowest number in this factor the important tag with 5 responses. The last factor includes all tags and presents a slight fair division within them. 24 individuals found this factor to be somewhat important, 18 individuals found this factor to be neutral, 17 individuals found this factor to be important, 7 individuals found this factor to be not important and lastly one person found this factor to be not important.

Towards finding the most important factor of people when buying sauce, collectively the open public survey participants stated that flavour is the driver when purchasing this type of product.

Question number 8 aimed to discover the frequency of the participants buying hot sauce from preferred supermarkets with the option of other in which participants could elaborate on their answer. Two of the answers from the participants that chose other as an option elaborated a description of never and the remaining two answers were indifferent, one specified on a time frame of two to three months and the other one focused on dependable reasons such as usage/season, the season being summer. The two predominant answers to this question were once every six months and once a month with 22 answers each, followed by never with 7 answers, once a year with 6 responses and finally 5 answers with once every two weeks.

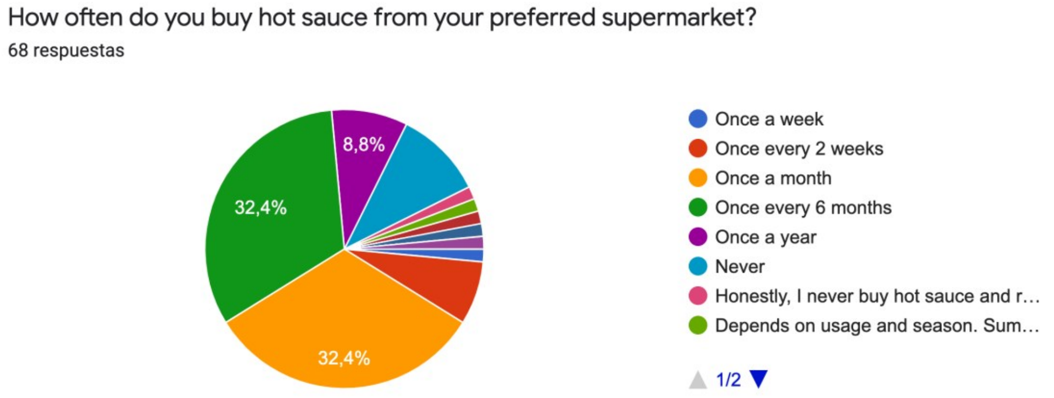

FIGURE 34. Pie chart of buying frequency. Answers were given by the participants of the open public group survey.

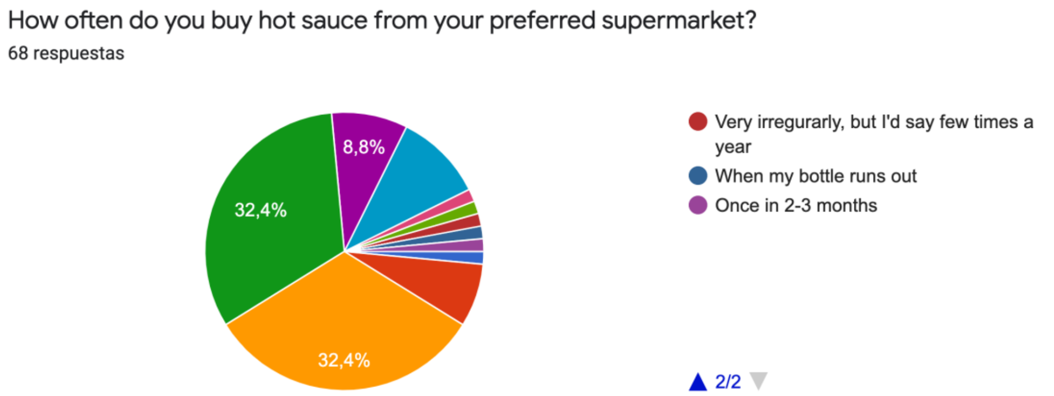

FIGURE 35. Pie chart of buying frequency answers continuation. Answers were given by the participants of the open public group survey.

The ninth question focused on the discovery of the usage of chilli ingredients such as peppers, sauces, and seasoning from each one of the participants.

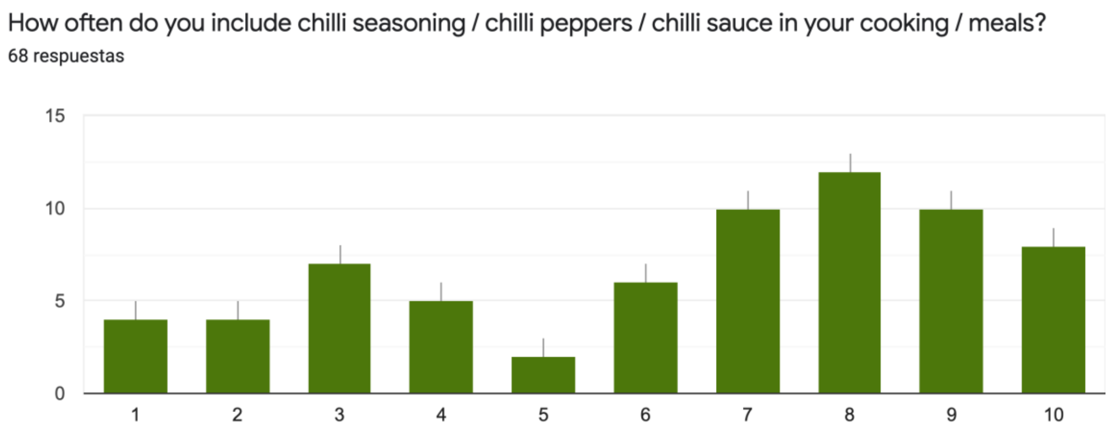

FIGURE 36. Range of chilli seasoning/chilli sauce frequency usage in cooking/meals. Answers were given by the participants of the open public group survey.

In the following graph, it can be observed in the left axis the number of answers from the participants and in the bottom axis, it can be observed the scale of utilization where 1 represents barely ever and 10 represents the option always. 46 participants on average often include these types of ingredients in their cooking more actively than the remaining 22 which include seldomly / not that often these types of ingredients in comparison to the previously mentioned group on average.

Regarding question number 10, different answers were given by the participants, the predominant answers remain in a tie with 19 responses each with whenever I get offered and on everyday meals tags, following only on Taco Tuesday / Tex Mex food with a total of 11 answers and 4 answers to the tag never. The next responses cannot be grouped, single answers were given making for 15 answers with a distribution of sometimes, rarely with specific foods or moods.

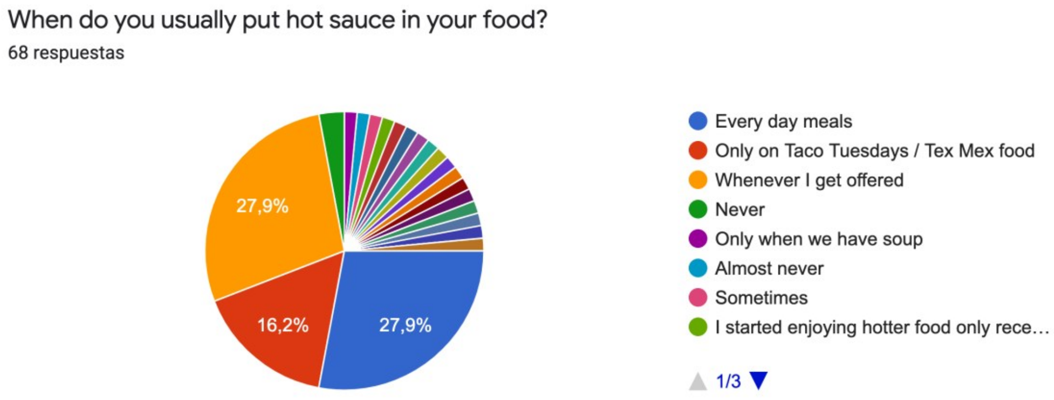

FIGURE 37. Hot sauce usage occasions pie chart representation. Answers were given by the participants of the open public group survey.

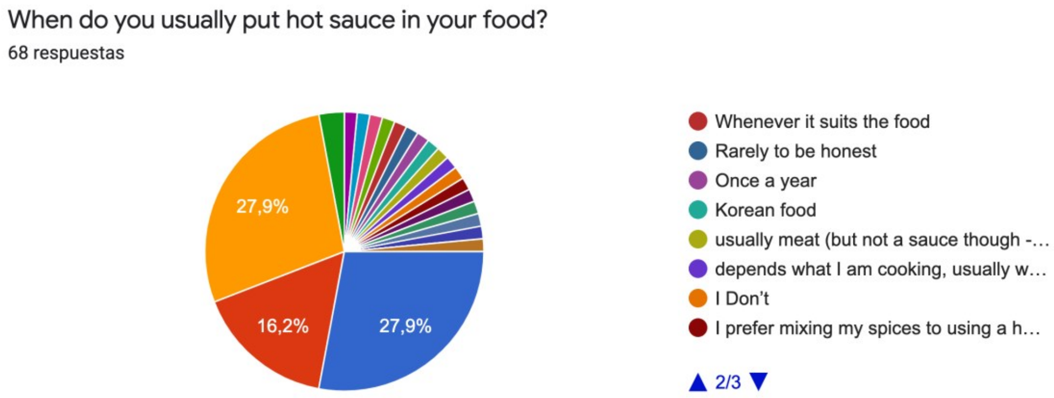

FIGURE 38. Hot sauce usage occasions pie chart representation answers continuation. Answers were given by the participants of the open public group survey.

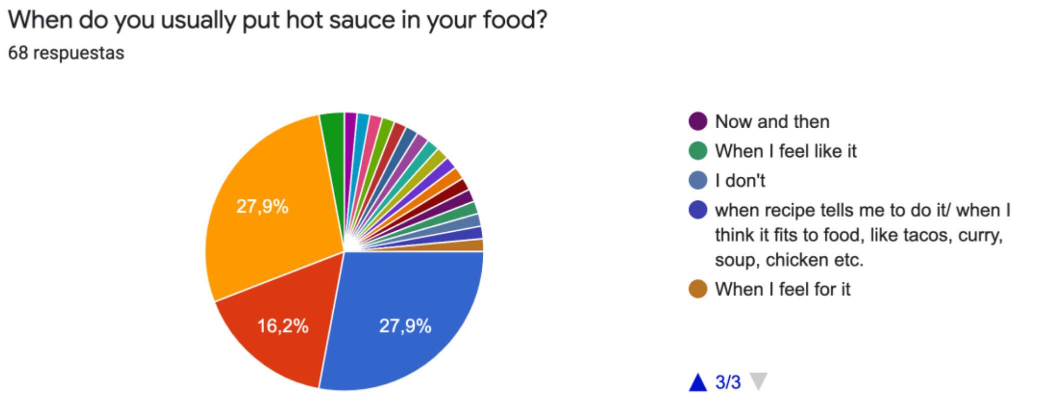

FIGURE 39. Hot sauce usage occasions pie chart representation answers continuation. Answers were given by the participants of the open public group survey.

Question number 11 set an inquiry about trying new recipes including hot sauce in the last month.

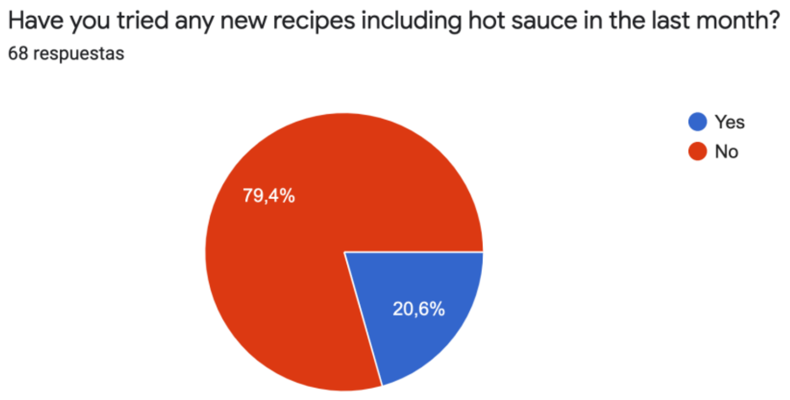

FIGURE 40. New recipes with hot sauce pie chart. Answers were given by the participants of the open public group survey.

54 participants stated a concise no and the remaining 14 stated yes for an answer. Consequently, a follow-up question being this the 12th question aimed to know if yes, which recipe. Only 12 participants out of the 14 participants which stated yes responded. Most of the replies included Asian, Korean, Vietnamese, and Mexican dishes such as tacos, lomo saltado, summer rolls, wings, soups, pasta, rice, and vegan meat in between others.

Question 13th denominated within the open market survey the importance of the nutritional value of the sauces to the participants. The participants allocated the corresponding value that resembled more to them, 10 being extremely important for them and 1 being not important for them.

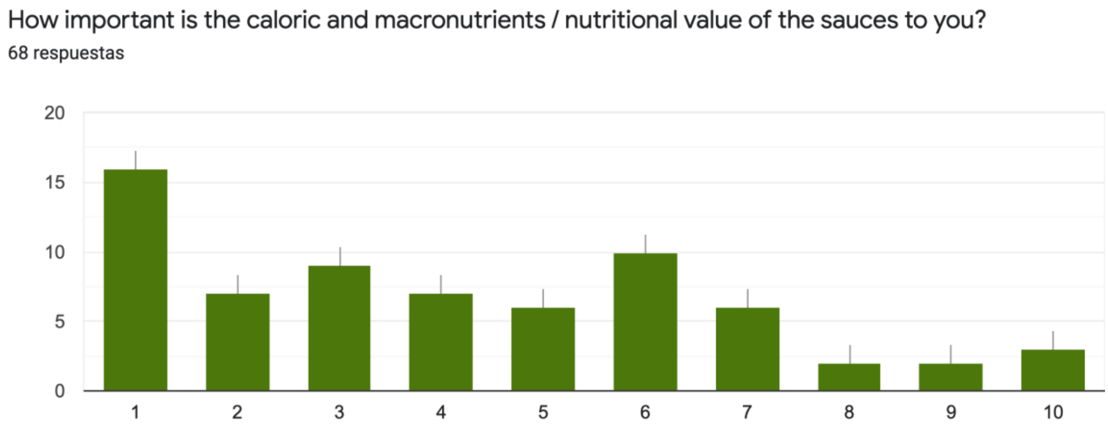

FIGURE 40. Range of macronutrients / nutritional value relevancy. Answers were given by the participants of the open public group survey.

The graphic above shows how more than half of the participants were inclined to the option where macronutrients are not important when consuming sauces and the other half was inclined to the opposite. The distribution of answers is wide and as it can be observed only 3 participants evaluated this factor as extremely important, this accounts for 4.4% of the sample.

Presented in question fourteenth, the evaluation of interest on buying said Spicy Habanero Sauce from Lidl, K-Market, S-Group or any other convenience store.

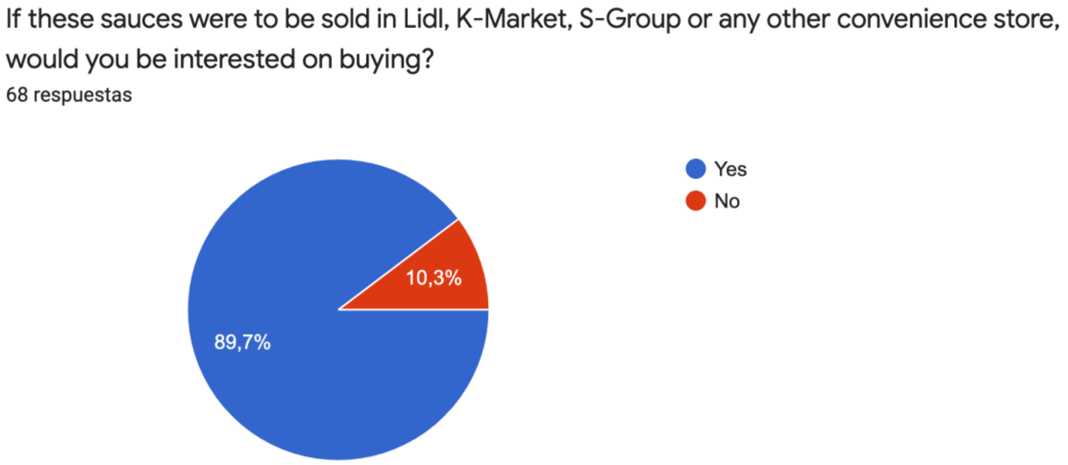

FIGURE 41. Interest in purchasing generic habanero sauces in convenience stores. Answers were given by the participants of the open public group survey.

In this figure, it is shown that merely 61 participants would buy the previously mentioned product against 7 participants that would not buy this product.
Question number 15 relates to the price said people stated before their interest on buying would be willing to pay for the prior mentioned product.

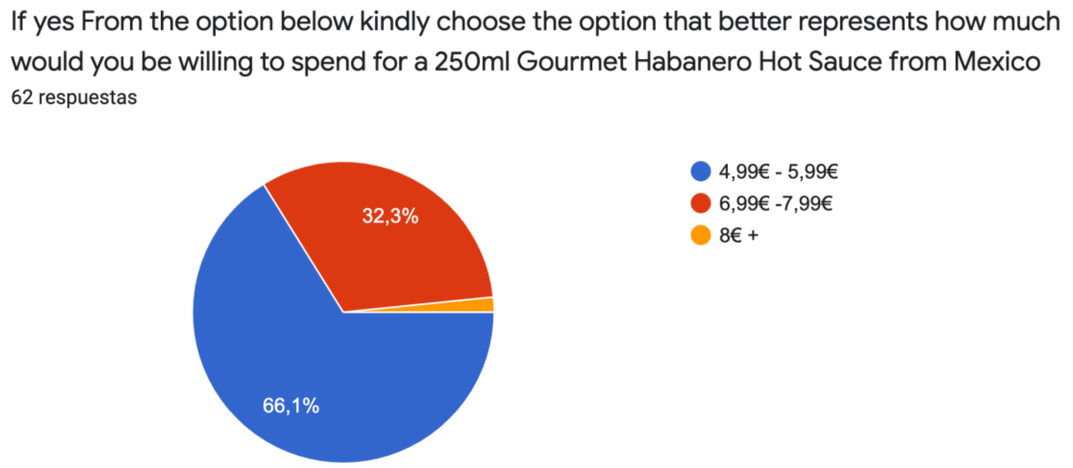

FIGURE 42. Price range expenditure for gourmet habanero hot sauce from Mexico. Answers were given by the participants of the open public group survey.

The pie chart mentioned above in figure 42, accounts for a bigger percentage for a price between 4,99 EUR to 5,99 EUR, followed by almost half of the biggest percentage related to 6,99 EUR to 7,99 EUR and finalizing with a small share percentage accounting the 8 EUR or more price.

Question number 16 shows the likelihood of the participants surveyed to acquire said spicy habanero sauce in digital platforms such as Wolt, Foodora or any other home. The answers were distributed in each one of the possible levels of interest, where level one was not likely and 10 super likely. The level of interest which lead was not likely with 24 responses in comparison to only 1 participant who would order this product home. As it can be seen from the graph most participants from this survey weigh the balance to not ordering this type of products on digital platforms followed by neutrality.

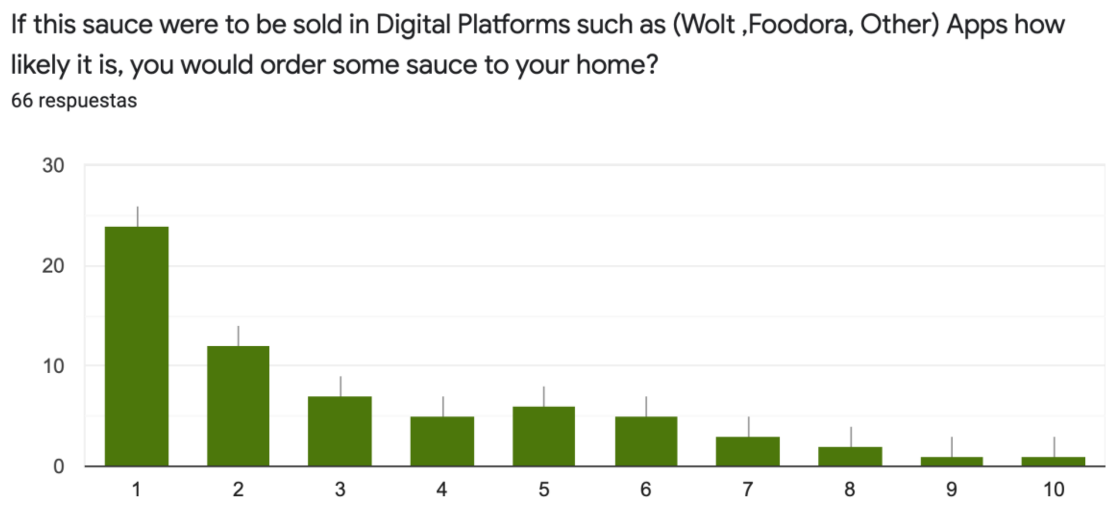

FIGURE 43. Range of likelihood for ordering sauce from digital platforms. Answers were given by the participants of the open public group survey.

Question number 17 aims to discover the selection of international sauces improvement in Finland. Three of the proposed answers by the author lead to representing a better flavour of sauces with 29 answers, 23 answers to a more variety of sauces and 7 answers to a better ratio between price and quality. Individual answers were observed as well where only mores variety of sauces and better flavours of sauces were included and another answer which stated the need of the 3 top leading answers. The latter answers are listed as it follows: one of the participants stated there is no need for more sauces, one remained with an abstention due to lack of knowledge, one indicated there is no need for the options given by the author and lastly one participant suggested on original Mexican not some super brand like.

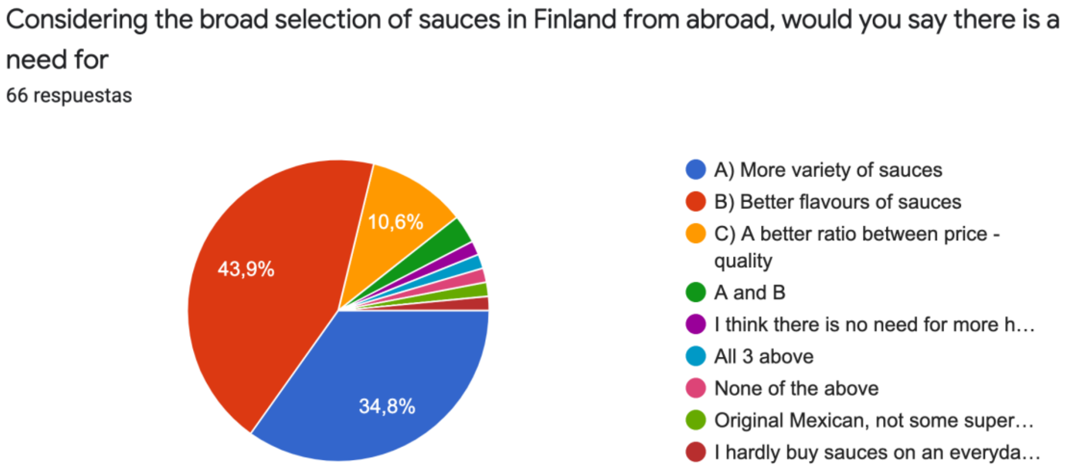

FIGURE 44. Thought on the selection of international sauces in Finland improvement pie chart. Answers were given by the participants of the open public group survey.

Question number 18 comprehends information regarding the level of interest the participant of this survey have towards the collaboration with a fast-casual restaurant, Italian restaurant and/or burger restaurant and spicy habanero sauce.

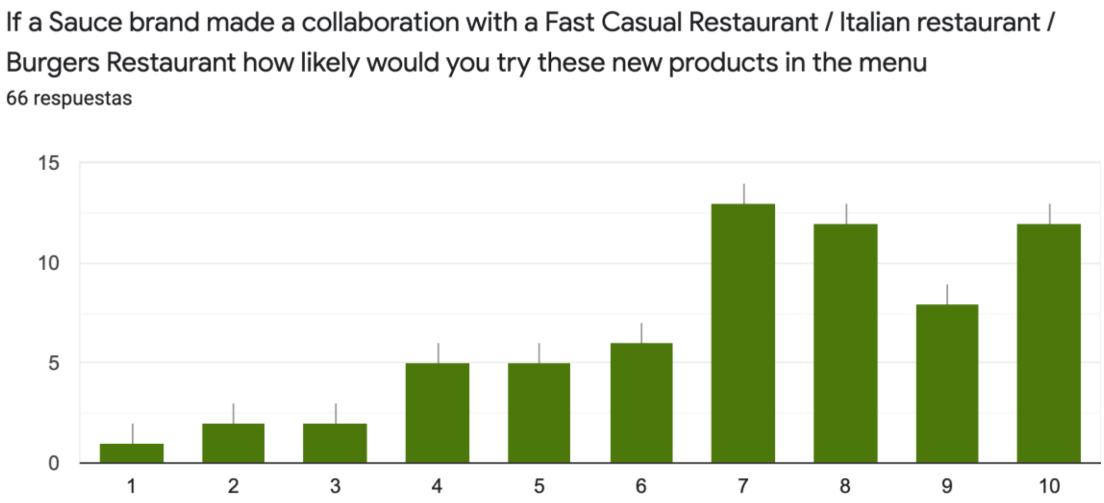

FIGURE 45. Range of likelihood for trying products with habanero hot sauce from restaurants. Answers were given by the participants of the open public group survey.

The chance of participants tasting spicy habanero sauce in said restaurant joints has a high level of probability. Number 10 represents the value of “very likely and number one represents the value of “very unlikely” The level from 6 to 10 was the highest with a calculation of 51 responses, followed by neutrality with 5 responses and lastly the four last levels with 10 responses with low or non-existent interest on trying the product on a collaboration.

According to question number 19, participants were asked to give their input into other flavours mixed with habanero chilli that in their eyes would be interesting to try.

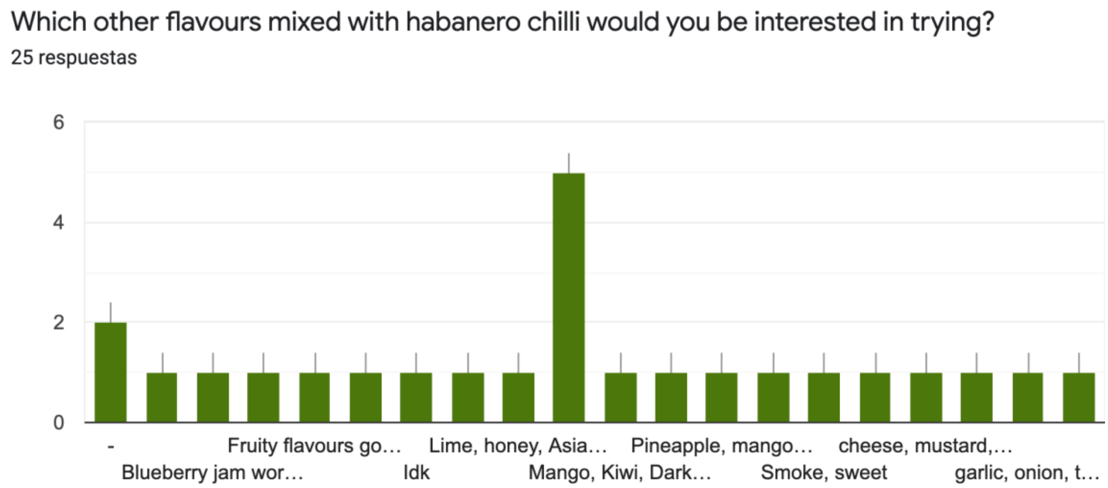

FIGURE 46. Graphic chart display of participants flavours interests. Answers were given by the participants of the open public group survey.

Listed below are the answers:

- Habanero - Mango (This combination was claimed 7 times)
- Habanero – Blueberry / Blueberry jam (This combination was claimed 2 times)
- Habanero – Mustard (This combination was claimed 2 times)
- Habanero – Fruits / fruity flavours – Kiwi, Pineapple,
- Habanero – Lime (This combination was claimed 2 times)
- Habanero – Asian sauces fusion
- Habanero – Cacao / Chocolate / Dark Chocolate
- Habanero – Honey
- Habanero – Queso (This combination was claimed 2 times)
- Habanero – Smoked (This combination was claimed 2 times)

- Habanero – Sesame
- Habanero – Garlic (This combination was claimed 2 times)
- Habanero – Eggplant
- Habanero – Onion
- Habanero – Tomato
- Habanero – Yogurt

The last question, question number 20th allowed the participants to elaborate on their favourite hot sauces flavour and/or brand to pair with their food. These were their responses.

- Tabasco (including all types of hot sauce from their variety)
- Siracha
- Kimchi
- Chipotle
- Poppamies (including all types of hot sauce from their variety)
- TexasPete
- Siipiweikot (including all types of hot sauce from their variety)
- Mexican Salsa
- Tapatio
- Sweet Chili
- Frank's buffalo hot sauce
- Korean spicy sauce
- Valentina
- Pirkka salsa verde
- Habanero (El yucateco y La Anita),
- Salsa Macha
- Ugly Dog Ranch
- Algerian sauce
- Homemade Brazillian sauce
- Home-made habanero sauce

Given the responses of the participants, it can be observed that a big part of the evaluated sample does consume some type of hot to medium flavour sauce to pair with their food. Many known brands appear in the answers alongside home-made options, even homemade habanero sauce is mentioned by a couple of the surveyed participants.

9 DISCUSSION

The introduction to a new product in a market can be as small and as big as the company decides it to be, providing either a single channel approach, a multi-channel approach or an omnichannel approach. The number of different approaches will depend on the capability and decision making of companies in question and can affect the level of acceptance and the level of awareness of a product.

Given the data prior mentioned in both surveys, it can be observed that a fair share of participants from both surveys had an insidious of acceptance towards this type of specific product in a different set of environments and presentations, such as in-store and restaurant collaborations. And an inclination towards not ordering hot sauce from a digital platform to be delivered at home.

It can be argued that the level of acceptance of gourmet habanero sauce in Finland is moderate in comparison to the level of acceptance of the same product in different countries, because of its novelty and the lack of availability due to its climate and geographical location. Habanero peppers by themselves are a raw ingredient which for chilli non-connoisseurs may appear to have a strong flavour. The same habanero peppers transformed into a sauce, mixed with other ingredients, makes it appealing to a wider audience since as a hot sauce, it gives the option to the person consuming it to put as much as needed. The more the person puts the hotter it will be. The flavour of the habanero peppers stays present in the background, but it is not merely the main actor. The fusion between a set of ingredients including either fruits or different vegetables/roots make the sauce to be the perfect catalyser between strong and mild flavours finding a suitable balance between them.

Presented in the question relevant to the characteristics considered by the consumer before the purchase of hot sauce, the flavour appears to be predominantly the most important factor people base their buying decision process on. Whereas brand and price appear to be the least relevant characteristic in the hot sauce buying decision process. It is important to notice that the prior mentioned factors have in the open public sample group a tendency to be overlooked and considered less than other characteristics due to how people living in Finland perform a singular buying decision process in comparison to other countries. People in Finland seem to appreciate flavour over price or brand, the reasons behind this scenario may vary. For companies interested in captivating the consumer, a wise step would include focusing on the further development of a product having in mind the preference people have for exciting flavours including hot habanero which can make an impact on the number of people buying hot sauce. Jumping on flavour trends, creating new and fresh flavours, and listening to what people would like to try in the future may give a market advantage.

10 CONCLUSION

International business operations in the Finnish market with gourmet habanero sauces have a higher index of acceptance than expected considering the answers of both sets of surveys, is due to an evolution in Finnish customer exotic pallets, and the current state of abundance where people with higher incomes tend to overlook prices of non-essential products such as the above-mentioned product. Something that the author found surprising was the number of people interested in this type of product; some of the characteristics the consumer pointed out about the utilization of a gourmet habanero sauce with different foods and the unorthodox flavours consumer would be willing to buy or try.

With certainty, it can be concluded that a business market opportunity for this product exists and said market has a growing potential during the upcoming years as globalization rises and cities within Finland fill with different multicultural ethnicities which demand a wider range or selection of flavours. It is important to also include nationals into the equation, where the novelty of flavours play an important role in the market penetration whereas other factors such as brand and price do not.

The author of this academic paper suggests enlarging the number of participants in both focused and open surveys. To get a more accurate evaluation of the market, a bigger sample must be surveyed, a psychographic survey approach may help obtain relevant and interesting data to further analyse the consumer behaviour towards gourmet habanero sauces, in-store tasting of the product could be implemented with an already selling product which can also provide instant feedback on the product and give a sense of availability that can persuade consumers to try the product.

The author of this thesis remains confident of the possible and future business operations with this product in the Finnish Market and hopes companies interested in reaching the Finnish Market with exotic sauces find useful this academic paper.

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APPENDICES

Appendix 1. Focus Group Survey Questions

- In which city do you live?
- What is your gender?
- What is your age?
- How spicy do you like your food?
- When was the last time you bought hot sauce in your preferred supermarket?
- When buying sauce what is more important for you?
- How often do you buy hot sauce from your preferred supermarket?
- How often do you include chilli seasoning/chilli peppers/chilli sauce in your cooking/meals?
- When do you usually put hot sauce in your food?
- Have you tried any new recipes including hot sauce in the last month?
- If yes, which recipe?
- How important is the caloric and macronutrients / nutritional value of the sauces to you?
- If these sauces were to be sold in Lidl, K-Market, S-Group, or any other convenience store, would you be interested in buying them?
- If yes from the option below kindly choose the option that better represents how much would you be willing to spend for a 250ml Gourmet Habanero Hot Sauce from Mexico
- If this sauce were to be sold on Digital Platforms such as (Wolt, Foodora, Other) Apps how likely it is, you would order some sauce to your home?
- Considering the broad selection of sauces in Finland from abroad, would you say there is a need for
- If a Sauce brand made a collaboration with a Fast Casual Restaurant / Italian restaurant / Burgers Restaurant how likely would you try these new products on the menu
- Which other flavours mixed with habanero chilli would you be interested in trying?
- Lastly, please write your favourite hot sauces that you like to pair with your food - brand and flavour. (It can also be homemade sauce)
- Choose from below which flavour did you like the most (1 the most) (4 the least) Kindly allocate a different number to each sauce
- Rate from 1-10 Flavor Mango and Habanero
- Rate from 1-10 Texture Mango and Habanero
- Rate from 1-10 Spiciness Mango and Habanero

Appendix 2. Open Public Survey Questions

- In which city do you live?
- What is your gender?
- What is your age?
- How spicy do you like your food?
- When was the last time you bought hot sauce in your preferred supermarket?
- When buying sauce what is more important for you?
- How often do you buy hot sauce from your preferred supermarket?
- How often do you include chilli seasoning/chilli peppers/chilli sauce in your cooking/meals?
- When do you usually put hot sauce in your food?
- Have you tried any new recipes including hot sauce in the last month?
- If yes, which recipe?
- How important is the caloric and macronutrients / nutritional value of the sauces to you?
- If these sauces were to be sold in Lidl, K-Market, S-Group, or any other convenience store, would you be interested in buying them?
- If yes from the option below kindly choose the option that better represents how much would you be willing to spend for a 250ml Gourmet Habanero Hot Sauce from Mexico
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- If a Sauce brand made a collaboration with a Fast Casual Restaurant / Italian restaurant / Burgers Restaurant how likely would you try these new products on the menu
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