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Bachelor of Business Administration

# Awareness of Dien Chan therapy in the Helsinki area

A preliminary study of Dien Chan market  
potential in Finland

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The thesis aims to do preliminary research as well as explore the potential of the Finnish market for the Multireflex Tools of Dien Chan therapy to penetrate and possibly gain market interest. Throughout the research process, the author just wants to provide a brief and concise view of the traditional medicine field that has been developing in Finland, as well as the benefits of Multireflex tools when applying self-care treatment to help protect health and prevent disease.

The author carried out the research using both primary and secondary data. Primary data were obtained from quantitative research by conducting a survey focusing on residents living in the Uusimaa area. Secondary data is taken from consulting public sources such as articles, books, online sources, and knowledge from lectures. In collaboration with PESTEL analysis was applied to analyze the Finnish national context in terms of political, economic, social-cultural, technological, environmental, and legal factors. As well as using the SWOT model to identify the opportunities and challenges faced by Multireflex Tools products through information gathering and data analysis from the survey.

The study gives an overview of the current business situation in the Finnish market, as well as shows that Finland is a potential market for Multireflex Tools to enter despite the competition and risks that may encounter.

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Appendix 1 Questionar regarding the market potelian of Dien Chan therapy

## 1 Introduction

People today are living in the era of 4.0, the age of technology. To make a living and provide for our family, we humans rush into busy work regardless of day and night, from hard manual labor such as porters, road diggers, cleaners, factory workers, etc, to occupations that require intelligence and grey matter such as office workers. Although the nature of work is different, any profession will bring potential diseases and not be good for health. Manual labor must use the strength of the body to directly affect the work, making people lose more energy; sometimes they will experience overweight, joint pain, poor physical condition, reduced circulation of blood, cuts off the oxygen supply to the brain, and increases the risk of dementia (Kirsten Nabe-Nielsen, 2020). Meanwhile, intellectual work using intelligence indirectly affects the work, which consumes more grey matter, and is always under stress, leading to more stress, diseases of carpal tunnel syndrome, spondylolisthesis neck, and disc herniation. Most of the diseases mentioned above rely on the help of modern medicine, but using traditional medicine and complementary treatments for bones and joints, spinal degeneration, herniated discs, and sciatica is proven to be highly effective.

Complimentary medicine is allocated to the following categories such as different styles of body massages, tai chi, biofeedback, and dietary supplements. Alternative and complementary medicine are relatively similar but still differ in their relative meaning. Alternative medicine is used as an alternative treatment for western medicine whereas complementary medicine is used alongside western medicine. Complimentary medicine treatments can be pain relieving, relaxation of muscle tension, decrease tiredness, and increase well-being. The most common forms are massage, reflexology, chiropractic, and cupping. (Cleveland Clinic 2022)

Reflexology is a form of therapy that involves applying pressure by pressing the face, arms, feet, and ears to be connected to the arching vital organs or body systems. Reflexology may help to relieve symptoms such as pain, constipation, and nausea.

This innovative form of therapy is further developed to function without the need for acupuncture needles, making it a very effective way to treat and relieve for example tense muscle pain.

### **1.1 Aim of the thesis**

The thesis aims to conduct preliminary research for Reflexology also known as Dien Chan therapy form in Finland. The preliminary study is an overview of the Finland market potential for the therapy form and products. In addition to the service, it includes the products which are sold separately alongside the main service. Overview of the market focus solely on the consumer market in the Uusimaa region. Thus only this one market segment is chosen as a focus group. The market potential is proven by a survey as a primary source of data. Secondary data sources will consist of academic articles and internet source material such as traditional medicine unions' websites. Through the research thesis form, a clearer picture could the Finnish market's potential and could there be potential for oriental style therapy form in the consumer segment.

### **1.2 Boundaries of the thesis**

The boundaries set for the thesis are limiting the research to function as a preliminary study for the oriental style Dien Chan therapy service. The goal is not to make an import or marketing plan for traditional medicine goods or services. Research focuses on finding the trends and possibilities of the Finnish market and whether could it be possible to enter the market if the potential is there. The study doesn't focus on testing the sample product or service with the intentional customer base as sample products have to be further developed for the market needs. The target customer group on which the thesis will focus is the consumer market. Other customer possible customer groups such as business-to-business and business-to-government are left untouched as they require different sales strategies and marketing communication to reach effective business partnerships. The thesis research thus aims to discover the consumer purchase capability and interest in the traditional medicine tools and services that could be provided with a medium price range to serve a wider customer base.

## **2 Theoretical background**

### **2.1 Preliminary study**

According to Smith, Morrow, and Ross (2022) preliminary study concern the aspects of beforehand research that tests the interest of the estimated customer base before developing or introducing a new product or service to the market. This is valuable information that can be gathered through the survey of a sample. The sample can be the estimated customer base that is willing to try and purchase the upcoming product or service. It can be made as further to develop a pilot test that observes the customer base's reaction to the new service or product. As the resources are better spent reserved for future development as predictions can be made is there a market for the Dien Chan therapy form?

The core that the preliminary study aims to identify is the customer base, which has the intention and interest of the oriental style therapy form. Secondly, figure out the best tools and services for the targeted market. Thirdly evaluate the market potential and develop the product and service specimens for the target market. Lastly, test and improve the product or service specimen to the launch in the market. A similar strategy was suggested by Yoshino, Katayama, Horiba, Munakata, Yamaguchi, Imoto, Miyano, Mima, and Watanabe (2016) in which the study focuses on Kampo Japanese traditional medicine. The study suggests the importance of the preliminary study when comparing which initial formulas of traditional medicine could work in a certain patient group. The studies aim to find relevant information on the estimations of which actions towards certain products or services could be a market success.

### **2.2 Pestel analysis**

According to Eierle, Brigitte, Hartlieb, Hay, Niemi, and Ojala (2022) Pest-analysis as a tool can be used with great effect to produce analytic information for research purposes. The authors mention the use of the PESTEL analysis to further analyze and evaluate the factors which influence the actions that

companies make while choosing solutions on the market. PESTEL consists of factors such as political factors which consist of policies that affect the market, ownership, political stability, and how high the corruption rate is. Economic factors have a direct impact on the business and the market in which it operates. The purchasing power of the market and overall GDP, and taxation affect the pricing structure which further can aid or decrease the income of the businesses. Social factors include the habits, culture, and demographic factors of the market. Each market must be analyzed highly in this regard as the analysis of the market and purchase behavior of the individuals. It highly affects business success rate if the target audience is thoughtfully selected and marketing is concentrated and aimed at the right customer segments. Technological factors are shown in the importance of the technological environment which is rapidly growing. Use of digital communication platforms, trends analysis, and innovative solutions in electronic services. Environmental aspects focus on which type of environment the market resides, in and which resources are important when providing the services and goods. Lastly, legal tells which regulations and laws must be taken into consideration when entering the target market.

These regulations can affect the market potential if the regulations and laws make entering difficult or product or service needs special labeling or certificates to be sold on the market. To get a clear understanding regarding the theory base both theoretical models should be used to get a clear understanding of the target market for the traditional medical services and products thus PESTEL-analysis conjunction with the SWOT-analyses and survey method which in the research is used to evaluate the target market.

### **2.3 Swot analysis**

Regarding Povhbradska (2019) SWOT-analyses is a tool with multiple purposes. It can be changed from a simple analyzing tool to a complex comprehensive qualification method. SWOT analysis is mainly used to turn weaknesses into strengths and turn threats into opportunities. Analysis can be conducted to strategy in which the company can take action and raise new checkpoints to go and bring innovative solutions to aid the customer accusation in the growing competition. The author mentions that the reality and consistency

of the SWOT analysis are beneficial in the case of reality-based solutions for concrete service or product solutions. Companies are ever-changing and the market changes faster than ever before, thus SWOT analysis as a tool is easy to access and use.



Figure 1 SWOT analysis grid

### 3 Traditional medicine

Traditional medicine (TM) has deep roots history of medical development, research, knowledge, and experience in disease prevention and treatment. Traditionally developed and accumulated over many generations in different countries, and different societies. The terminology of traditional medicine is used alongside “Alternative Medicine” as well as “Complementary Medicine”. The World Health Organization's (WHO) definition of traditional medicine is following:

Traditional medicine dates back centuries. It is the collection of knowledge, and practical skills based on the theoretical knowledge, beliefs, and indigenous experiences of different cultures. Whether its capabilities are understood or not it is used for the maintenance of health and in conjunction with traditional medicine or as an own treatment form for multiple sicknesses.

The term "complementary medicine" or "alternative medicine" refers to a range of healthcare practices that are not well known in the national media or conventional medicine and are not fully integrated into the healthcare and therapy system. These terminologies are used to describe and distinguish the alternative to traditional medicine in different countries. Based on these terminologies, a TM is a knowledge foundation that is practiced in different countries and regions, such as the TM in Sápmi. When both TM and complementary and alternative medicine (CAM) are practiced in a country/region, the combination is often referred to as the term T&CM, to separate it from TCM – Traditional Chinese medicine.

WHO is implementing half of the WHO Traditional Medicine Strategy 2014–2023. Checkups regarding health trends is a foundation function of the World Health Organization (WHO) and is a key factor to help countries to develop fact-based policies and strategic plans to support the different style of medical trends. In many countries worldwide, especially in developing countries, traditional medicine is an important part of the country's culture and medical care. In recent years, many developed countries have also become interested in herbal medicine, acupuncture, and alternative medicine systems. WHO has also produced a report assessing the global progress of TM over the past two decades and, based on the contributions of 179 WHO Member States, has shown that more countries are understanding adapting the TM into their national healthcare systems (WHO, 2019).

This also explains why today, when society is more and more developed, people tend to return to nature, they use products made from nature, are friendly to the environment, and use environmentally friendly products. The application of herbs to prevent diseases, as well as finding non-drug methods of treatment, has facilitated and promoted the development of traditional medicine. Although in today's society, modern medicine is occupying a rather large position in medical facilities, traditional medicine still has its original value and is trusted by a large number of sick people thanks to its safety effectiveness, and no side effects. In the face of special health concerns of the 21st century, interest in TM has been revived.

### **3.1 Traditional medicine in Finland**

Healthcare in Finland has grown in recent years, with a focus on traditional medicine. It is believed to be the second most popular complementary and alternative medicine (CAM) used in Finland. Use of the traditional medicine in Finland varies from region to region, and its popularity has waned over the decades. This is because the formal use of complementary and alternative medicine (CAM) in academic discussions and health policy in Finland is still developing. This is in contrast to the studies that citizens of modern Finland use CAM considerably more than other countries in the European Union, around more than 28-46% of the population. With the growing interest of authorities and health professionals in CAM and their commitment to working together with conventional and alternative medicines, TCM has grown to become a back and became popular in Finland in modern times 4.0. On this note, the establishment of the Finnish Forum for Integrative Medicine and Health Care Research (SILF) in November 2014, a Conference organized by the Faculty of Health Sciences of the University of Tampere on November 13, 2015. Thirds of the over 400 participants are medical professionals, and a third of these are doctors (Zimmermann, Aarva, and Sorsa, 2017).

Some of the reasons why the popularity of traditional medicine is increasing and getting more attention are due to the increasing awareness of its benefits, and the number of elderly people in need of medical support. Increasingly, holistic healthcare methods are more and more popular and there is increasing interest in green products. Some natural food stores, homeopathic pharmacies, and yoga practices can be found teaching people how to use these treatments at home ( Zimmermann, Aarva, and Sorsa, 2017).

### **3.2 Traditional treatment methods in Finland**

The early modern Finnish-Karelian healing traditions included different logic but the healing method was based mainly on family practice, including massage, sauna bathing, and the use of various types of healing. Herbs and various homemade or specialist ointments (Kohonen, 2022)

Sauna is a traditional method practiced by most Finns and is also an essential part of the Finnish way of life. An old Finnish story "Sauna is the poor man's medicine" records the health benefits and effects of saunas. Sauna has been found to have a positive effect on many health problems: for example, it prevents high blood pressure, a cause of cardiovascular diseases. Relaxes the body and helps to improve sleep quality (Katro, 2019). With a climate of more than five months of winter, the importance of an air-conditioned sauna as a place to cleanse and relax muscles and minds is well well realized through the ages. On the other hand, now many different forms of sauna exist such as electric sauna, and outdoor sauna gate sauna.

Different styles of massage are invented, such as sports massage, connective tissue massage, neural gland massage, soft tissue massage, lymphatic massage, and sauna whisk. A massage can be tailored to relieve the whole body and a partial massage, such as a foot, back, neck, shoulder, head, or face massage is suited to relieve more subtle or in-depth muscle pain.

Cupping therapy is part of CAM and is a form developed from alternative medicine. It is practiced with round glass cups with an opening at one end and closed at one. Cupping is popular in Japan and other Asian countries. In Europe, Africa, and North America, the cup is in the shape of an animal horn. There are two types of cupping therapy, dry cupping, and wet cupping. Wet cupping therapy is again widely used in folk medicine in Finland. Wet cupping is a form of blood extraction and is used to remove so-called old and stagnant blood and acidic fluids from the tissue that has coagulated in the microvasculature due to increased pressure in the tissue as well as to help clear heat and pain relief. In "wet cupping" therapy, the skin is disinfected with alcohol, and a very small incision is made with a triangular or plum blossom needle and briefly touched to induce bleeding, and then perform cupping to get some blood. Wet cupping therapy is known for the treatment of various disease states such as chronic or acute inflammatory diseases and autoimmune disorders and is particularly useful in the treatment of aching limbs, head, neck, shoulders, and back. Currently, cupping therapy is used to promote health, restore stroke function, treat hypertension, and as an alternative therapy for chronic pain, as well as to regulate nerve cells, the nervous system, and the

immune system for the prevention and treatment of many diseases in the world (Mehta and Dhapte, 2015).

Kalevala chiropractic is a traditional Finnish form of therapy, created to restore dislocated joints, and performed by hand. Kalevala bone setting and Kalevala bonesetter are job titles protected by the European Union. Every Kalevala osteopath has passed the three-year studies and final exams organized by Kansanlääkintäseura. An osteopathic specialist views postural abnormalities as the source of problems in the body. Chiropractic treatment aims to balance the structures of the musculoskeletal system. When the whole body is treated, bone establishment increases mobility, relaxes muscles, and enhances the function of various tissues, and metabolic and nervous systems.

Master healers Olavi Mäkelä and Pentti Penttilä began promoting osteopathic skills in the 1960s. Thanks to Olavi Mäkelä's vast experience (approximately 30,000 treatment sessions) and knowledge of anatomy, the process of creating Kalevala bone has been developed and is trusted by the people of Finland who use this folk treatment method to this day. The method has received the protection of the name of the European Union. in 2005 (Anttila, 2017).

Traditional botanical therapy, i.e. herbal medicine, back in the day human food chain when humans mainly ate basic natural food such as berries, fruits, nuts, leaves, seeds, and roots. The search for wild herbs is a forgotten skill but is now trending in Finland as more consumers begin to appreciate the healthful, tasteful, and quality-based food, and organic products, as well as know how to prevent and treat diseases with wild medicinal herbs that Finnish nature has favored. Many restaurants use wild herbs in their dishes, as well as wild vegetables in their salads, which help provide gut microbiota, a source of minerals, different vitamins that are used to support the function of vital organs, and fiber that supports bowel function. Elias Lönnrot was the first to gather information on traditional Finnish medicinal plants and remedies. He collected information on the plant and published it in 1860 by the name *Flora Fennica*. The nutritional and medicinal value of popular wild plants such as Stinging nettle, Dandelion, Juniper, and Birch resin has been established. Scientifically proven (Jenni, 2021), berries contain high levels of vitamins A, B, and C and of manganese, calcium, and flavonoids (Korpela, 2013), and mushrooms are an

interesting subject of research. Mushroom and wildlife courses are trained by professionals and such natural products instructors are growing in popularity.

### **3.3 A new acupuncture method: Face diagnosis and cybernetic therapy**

Traditional medicine Traditional medicine has evolved over thousands of years in China, where it is used as a single form of treatment or in combination with Western medicine. Traditional Chinese medicine treatments have been used for almost all diseases known to medicine. In addition, treatments can be used to treat many of the body's symptoms that science doesn't define as a disease. Traditional Chinese Medicine Acupuncture is based on the use of acupuncture channels (meridians) and acupressure points. Acupuncture uses thin, disposable, and sterile needles, which are used to stimulate acupuncture points in different areas of the body to achieve therapeutic effects. The goal of using acupuncture in the treatment is to correct imbalances in the body and the diseases or illnesses they cause.

In Finland, besides acupuncturists, acupuncture is practiced by many massage therapists, physiotherapists, and doctors. Most of them received short-term training in acupuncture while doing research, which often included pain point acupuncture or standard treatment protocols for various types of ailments such as neck pain, sciatica, etc. In more chronic or complex situations, it is often advisable to switch to an acupuncturist with a longer training period. Itämainen Hoitoperinne ry (IHP) was founded on January 4, 1988. Today, the name of the association is the Finnish Association of Traditional Chinese Medicine (Finland). The association is one of the founders and the only Finnish member of the European Association of Traditional Chinese Medicine (EATCM). The association was founded by members of the first Finnish group to learn PKL (Perinteinen kiinalainen lääketiede), first the teacher Dr. Padilla from Spain and then prof. Chen Ken and Prof. Liu Bao Yang are from China. In 2010, UNESCO declared the main treatments of Traditional Chinese Medicine, acupuncture, and acupuncture as the intangible cultural heritage of humanity and therefore should be preserved and protected.

FACY is the shortened name of Face Diagnosis - Cybernetic Therapy. However, this term is not commonly used by: Multi-Acupressure, Facial Reflexology, and Dien Chan. This is a new method of disease prevention and treatment in Vietnam, born in the early 1980s, created by ethnic medicine researcher, Prof. Dr. Bui Quoc Chau. Unlike Acupuncture, it is necessary to check the pulse to know the disease and insert it into the meridian system to cure the disease. Facial diagnosis is a diagnostic method made by looking at the abnormal signs that appear on a person's face. Impact on a precise point on the face or very sensitive points (called birth points) will create an impulse that travels to and affects a precise part of the body through the mediation of the nervous system. (Sen and Jones, 1985) - And the area corresponding to the diseased parts of the body is called the Reflection Map.

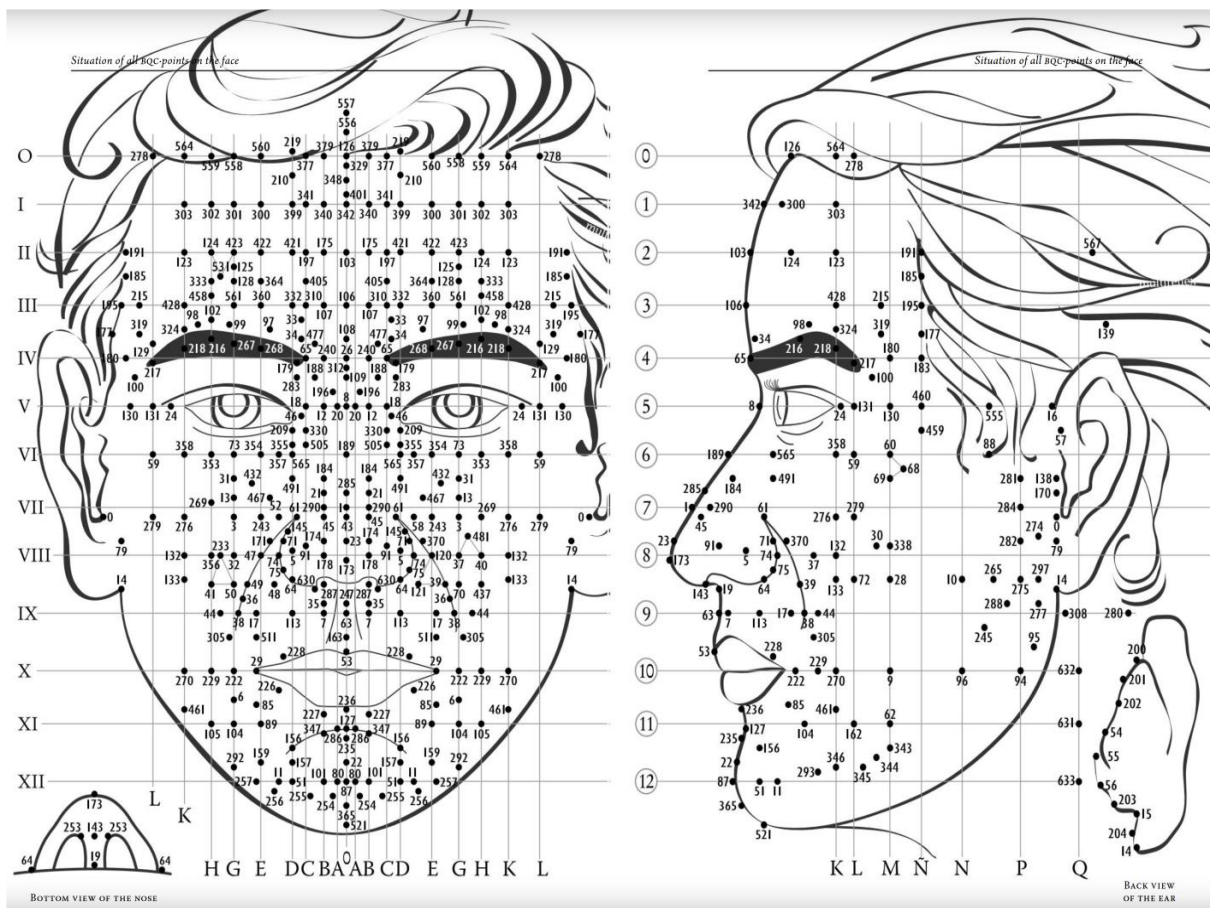


Figure 3 Reflection map (2014)

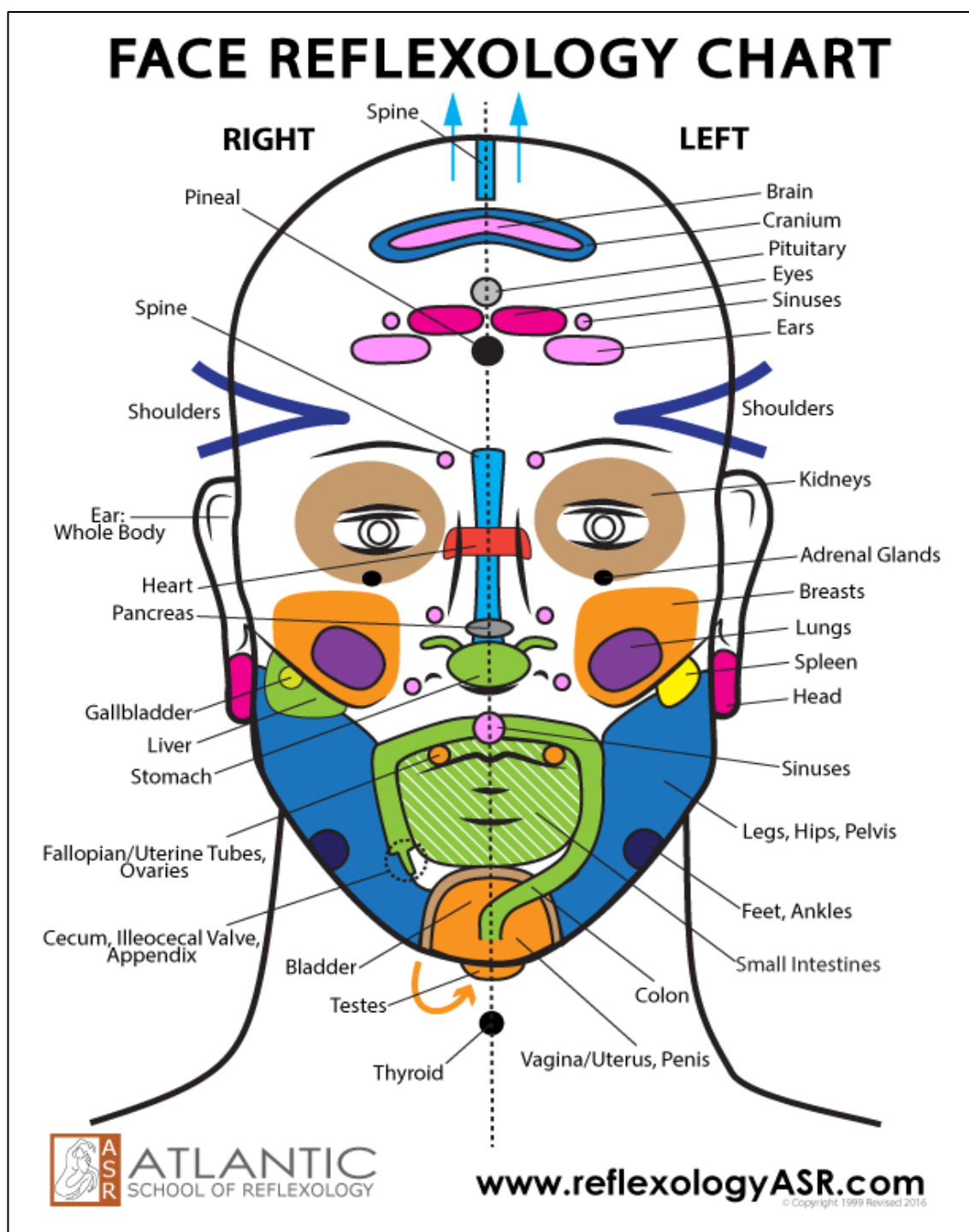


Figure 4 Reflection map (2022)

In terms of form, we can compare Dien Chan with Acupuncture as follows: Acupuncture is using needles to prick the acupuncture points of the meridian system and using wormwood to heat up, while Dien Chan uses probes to press and press. The birth points are sensitive points on the skin located in the nerve reflex areas and then use wormwood to heat. In addition to helping and saving vital points, Dien Chan also uses tools of different shapes and sizes to roll, heat, tap, and scratch areas according to mirror or congruent patterns. The effects of Dien Chan according to this pattern and acupoint will create different sensations

of pain, tightness, stinging, numbness, burning, and heat, helping to activate the body's self-healing mechanisms as well as helping to improve resistance and immunity, helping to clear blockages and promote balance processes, helping us to achieve a state of lightness and comfort. Therefore, Dien Chan is a supportive therapy for the treatment of diseases, from external pain relief to internal rehabilitation. Besides, during facial acupressure, gentle pressure under the hands or by the probes, scraping will increase blood circulation and healthy lymph, and stimulate collagen and elastin. Therefore, FACY therapy not only helps to support disease prevention and treatment but also helps rejuvenate skin and minimize the appearance of aging lines.

Dien Chan is a low-cost method with almost no side effects, so people can use it for self-prevention and treatment in the family, reducing dependence on drugs, doctors, and hospitals. This method is easy to learn, easy to do, and highly effective, so it is trusted by people not only in Vietnam but also in many countries around the world such as France, the USA, Canada, etc.

### **3.4 Multireflex Tools**

All Multireflex tools are based on their effects. The tools generate yin and yang stimulation. They help to activate blood and lymphatic microcirculation in the treated areas and activate the self-regulatory process. When we stimulate a reflex area on the face associated with an organ or limb, we are communicating with the brain. There is no direct relationship between the area and point of acupressure and the limb or brain. They believe that our brain can reactivate the flow of energy (Qi) and the use of acupressure will stimulate this process. These tools are also used directly on the body, providing rapid pain relief, intensive treatment, and improvement of microcirculation. In Traditional Chinese Medicine (TCM), the yin and yang concepts play a role. It is fundamental to understanding health, as well as diagnosing and treating disease. Yin and yang are non-stop flow. If one becomes unbalanced in the body, the disease will occur. Therefore, for the instruments to be effective when used for treatment, the researcher has created two separate lines of yin and yang products.

Yin tools are meant to be used more for relaxation and soothing. Meanwhile, instruments with negative effects are used to treat stagnating body fluids and treat dryness. To quickly rebalance the body, the Dien Chan tools seek to compensate for the lack of yin and yang with simple body and facial simulations. Experience and ongoing research allow therapists to easily identify the yin or yang needs of disorders in the body. If there is any doubt, the body will know best; the most pleasant feeling is decisive in the choice of using the tool's terminal. Prof. Bui Quoc Chau designed his first tools after years of practice with acupuncture and microneedles, and developed techniques that yield quick and effective results but require high skill. His initial goal was to provide a simple treatment technique with assistive devices for people who are too poor to have access to traditional medicine and cannot afford to pay for a doctor. He realized that stimulation could be achieved simply by pressing on some of the points he had discovered. This leads to some interesting conclusions. Then he began to investigate the types of stimuli and the tools used. After experimenting with various materials, he designed a stainless steel probe. And that is also the popular treatment method today is to use a delicate "pointer" tool to access 633 nerve points to bring balance and reduce disorders in the patient's body (Cassarà and Roca, 2014, 74).



Picture 1- Multireflex Yang Tools

The yang tools allow active stirring, warming, channeling, and drying, yielding effects considered yang. Ergonomically, they adapt perfectly to the contours of the face as well as the body. Their pointed balls allow for immediate results without ever damaging the skin or causing allergies. The detector as well as the "brush" also gives a positive effect. All tools provided by the spike ball are positive. But also the rubber end of the hammer. The effect of the positive device can be emphasized if it is used in an upward motion during rolling or

when stimulating points in the treatment formulation (Cassarà and Roca, 2014, 76).



Picture 2 - Multireflex Yin Tools

The Yin tools are those with stainless steel prongs, brass rollers or cylinders, spikes on the side of the small hammer, and a rubber cup on the large hammer. The Yin tool with a brass cylinder cools while the prongs and rollers disperse. Yin tools are used to soothe, disperse and refresh as well as alleviate (Cassarà and Roca, 2014, 76).

## 4 Methodology

### 4.1 Research methods and approaches

As stated, this research focuses on the preliminary study and information gather will be based on quantitative methods. As the target market in Uudenmaa region is vast and varied, thus information must be gathered in larger quantities. This ensures the needed sample from the focus group is large enough to provide an estimated guess of the purchase capability and interest towards the Dien Chan therapy. According to Hox and Boeije (2005), data collection through different methods is an important part of the research. Therefore, it must be decided which form of primary and secondary data collection the study will focus on. Quantitative research focuses only on the numerical aspect such as surveying the target audience. The data will be further analyzed through variables and included in tables to form primary data for the study. In qualitative research, the author's collection focuses not so much on quantity but on small

details and in-depth analysis of smaller amounts of data. These methods are interview, participation, and observation. In this thesis, the author carried out the research using both primary and secondary data. Primary data were obtained from quantitative research by conducting a survey focusing on residents of Helsinki. Secondary information is applied by consulting public sources such as articles, books, online sources, and knowledge from lectures.

Meanwhile, secondary data can be collected from previous research papers such as official statistics, records, and articles. Secondary data is more difficult to evaluate because it must be carefully examined from the original document, purpose, and relevance before applying it to support primary data. Church (2001) similarly mentioned the use of secondary data. Its origin and reliability must be confirmed before applying it. Secondary data can be generated from primary data if the data is generated from it, it can be traced back to the original data that has been used before with confidence (Hox and Boeije, 2005).

The survey is used for the primary data collection Burford, Hesketh, Wakeling, Bagnall, Colthart, Illing, Kergon, Morrow, Spencera, and van Zwanenberg (2009) survey is an effective tool to use to provide data for the research and gain valuable information to define the target audience and their needs when establishing new solutions to the exiting traditional medicine market in Finland. Regarding the words of Halbesleben, and Whitman (2013) surveys create successful results if the targeted audience is chosen well and thoughtfully before the survey distribution. The aim of the targeted survey is to receive as many nonbiased answers from the studied subject without limiting the answerer's potential to answer the survey. The survey was created using a google forms survey program as its ease of use layout and ability to create charts from the survey data. The survey structure is designed to be user-friendly as questions are easy to respond which decreases frustration and interest from the responder's side. The survey was distributed in English language as a larger amount of the answers are capable to provide an answer in this language. Further translations are thus limited. Survey questions focus on the data such as age, income, and positions at the current point. Previous knowledge of the target customer base is important to know as it leads to understanding how much the target market knows from the different therapy forms and products surrounding them. Lastly, questions focus solely on the interest and willingness

to try the service and products and which environment at home or in a spa/store.

Distribution of the survey is done through social media in such channels in which the target audience follows traditional medicine-related news and product announcements. The survey doesn't show personal information and after the examination, survey results will be terminated as a part of the information security.

## **4.2 Data analysis**

In the study, Lucko and Mitchell (2010) describe the different aspects of data analysis and which parts should be taken into consideration when forming an effective data analysis. According to the study, the researcher must consider aspects such as relevancy, quality, and possible errors that may have occurred while data was created. While research data is formed one must remember the importance of applicability and in which ways the data gathered in the research can be applied to use in its most effective form.

According to Glöckner and Hilbig (2011), using theoretical knowledge as a base and model to research data can yield great results to the overall outcome of the research. As research data is gathered and analyzed one must remember how the research is conducted and whether data is related to the studied topic rather than what topic and data the research is conducted to. Using controlled data collection methods aims to resolve problems at the analyzing phase and thus it saves time and creates more efficient data. Continuing Glöckner and Hilbig (2011) words critical thinking judgment of the data's relevancy at the analyzing phase is needed before applying the research data to the theoretical models used in the research in this case the PESTEL and SWOT- models. This method is preferred as a mixed model approach when research data is applied to more than one theoretical model. It allows more flexibility and different angle on the studied topic results.

## **5 Results**

### **5.1 Pestel analysis**

Pestel analysis was conducted on the Finnish market to see if it could be suitable for Multiplexors Dien Chan therapy and tools and analyze the macro-environment and factors surrounding it. Research results gathered look promising as the Finnish market capability to accept the Dien Chan therapy and tools. Few indications were found regarding the market capability which was the population concentration in the Uusimaa region. This leaves the rest of the areas relatively unpopulated on a larger scale, thus leaving the only potential market in the South-Finland. Other indications were found relating to the policies as in research was found out that Finland doesn't have many policies or laws concerning traditional medicine and alternative treatments. This will affect the future of the business as these are about to be changed in the upcoming years. Pestel is needed to understand the bigger picture for the multiplexors tools and therapy services to enter the Finnish market.

#### **5.1.1 Political**

Finland is one of the countries which belong to the Nordic region. The Republic of Finland is a country whose democracy is based on a multi-party political system led by the president of Finland. The President is elected and serves a 6-year term with a maximum amount of time being two times. After the parliamentary election both the Prime Minister and the Deputy Prime Minister are responding to the President, but in which the Prime Minister has the highest power. They are the head of the government and hold the highest power over the government, including EU issues (Hick, 2019). The leading political parties are the National Coalition Party, Finnish Social Democratic Party (SDP), Finns, Center Party, Finnish Left Alliance, Finnish Green Party, Swedish People's Party, and the Christian Democratic Party (Bertelsmann Stiftung 2021).

Finland has maintained neutrality for many years regarding several foreign policy issues. However, at the moment, Finland and Sweden have abandoned the tradition of military neutrality after the military campaign took place in

Ukraine. This is said to be the "historic turn" of the Nordic countries. On the other hand, whether Finland remains in a neutral position in the time of the Ukraine crisis will be left to political decision. The turnout of the parliamentary elections is significantly lower compared to other Nordic countries such as Norway, Denmark, and Sweden. (Bertelsmann Stiftung 2021).

Finlands as a target market for the Dien Chan therapy is suitable stated by the findings of Valvira (2022). Finland's government has given the suggestion to update the legislation for alternative treatments and traditional medicine. This has yet not happened as it takes time to identify the different forms of alternative medicine therapy forms and products that are sold under it. This can be considered that new legislation will come in the future and it must be taken into consideration. Products and services which are now offered can be subject to change in the future.

At the current time, Finland is a potential market as there are few rules surrounding alternative treatments and traditional medicine compared to the medical industry for example which is heavily limited and regulated. Traditional medicine is not seen as a form of medical treatment but in the future as colliding cultural aspect change over time due to the people from different ethnic backgrounds settling in Finland bringing their cultural aspects with them.

### **5.1.2 Economical**

Finland is a country known for its economic stability. According to the forecast of the Ministry of Finance (in 2021) in September 2021, the gross domestic product of Finland is expected to grow by 3.3% in 2021. Finland's GDP is forecasted to rise up to 266 \$.00 billion by the end of the year 2022. Long term, Finland's GDP is growing to close to \$266.00 billion by 2023 (Trading Economics, 2022).

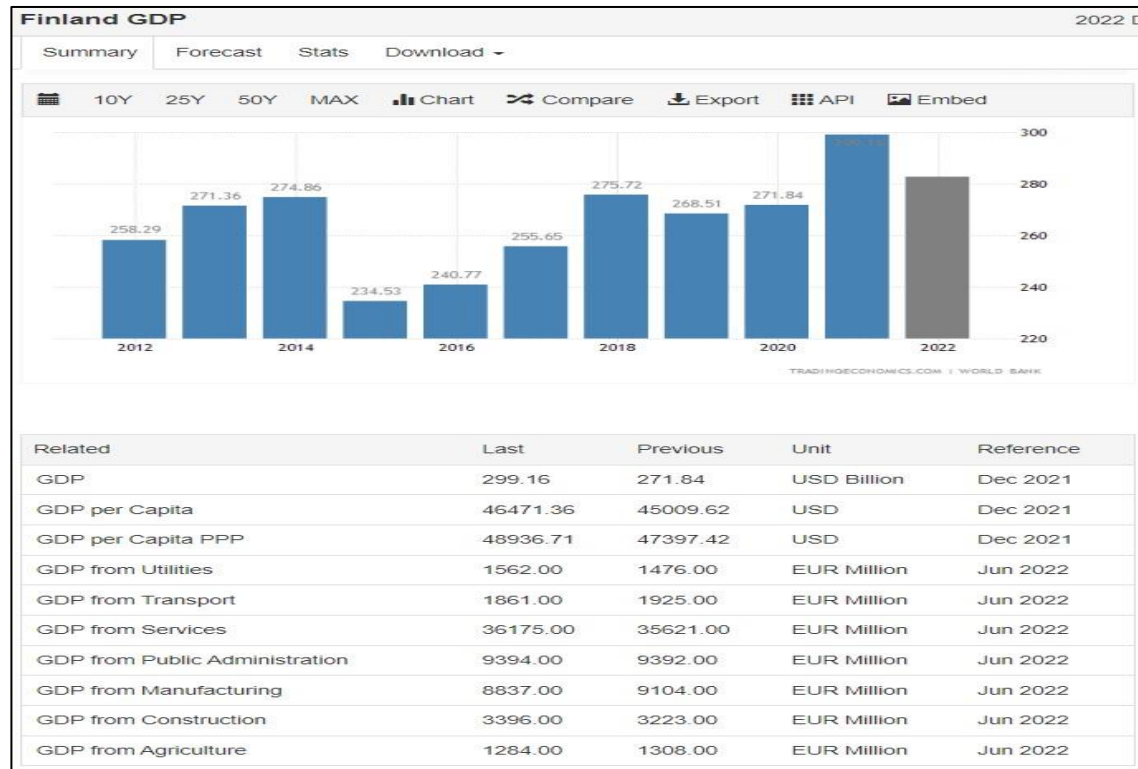


Table 1 - GDP in Finland (Trading Economics, 2022)

During COVID-19, Finland's economy sunk further into depression. However, the strong recovery in late 2020 ended with modest growth through 2021. The Government has supported the business by reorganizing the benefits of unemployment and regulation surrounding it. Previous budget consolidation and employment rate targets have been forwarded to the further timeframe. The unemployment rate has repeatedly risen above 10% during the pandemic, but on the other hand hovers between 6% and 8%, which is relatively low compared to recent history. Previously, the changing labor market and the policies surrounding it didn't bring the employment rate to where it was expected.

In Finland, there are no such conditions where minimum wages are applied thus salaries are negotiated between the employer and employee. The estimated average salary is more than 3000 euros per month before taxes.

Finland's most prominent industries consist of forestry, energy, electronics, automobiles, chemicals, mining, and computer programming and software development. Finland's largest trading partners are Sweden, Germany, the USA, the UK, China, Russia, the Netherlands, and France. Business development in Finland is the world's leading class based on the available

services, taxation, and infrastructure In January 2014 corporate income tax was reduced from 24,5 to 20%. This is a lower average than in other Nordic countries and EU member states. (Ministry of Finance, 2021)

From the economical side, Finland's market potential can't be denied. The taxation for the business is considered to be low than average. Due to the world's political events and increasing prices of energy, interests and food will bring another challenge to solve. This directly affects the working class which is the target group for Dien Chan therapy and the tools surrounding it. People are estimated to save extra income instead of spending it on goods and services. This affects the estimation, is the time correct to form more in-depth market planning for traditional medicine? None of the Dien Chan tools are being produced locally and thus, import is needed and thus which increases the cost as well. Service on the other hand is more flexible in this regard. It still requires more work to execute in the target market.

### **5.1.3 Socio-cultural**

Finland's social security is world-famous. All their inhabitants are sure of good living conditions. However, today's birth society has been reduced but it is still considered mostly enough to carry the large group of retiring workforce. On this note, the Finnish government-provided healthcare system is one of the highest and most decentralized in the world. The health care system operates and services the entire population of the country. In addition, healthcare is primarily provided by the government-funded public healthcare sector, and all documentation is supported through common forms of taxation. The municipalities directly under a central government will be responsible to provide and maintain the healthcare services in cities. This also includes the financial stability to run the services. Through this, the population in Finland is not needed to take into account the main financial issues for their medical services. (UK essay, 2018)

Finland's education system is one of the top class in the world standpoint. However, Finland's excellent PISA scores are declining because mainly the regional and gender-related differences. Spending from the public budget for the education system is one of the government's highest priorities to keep in shape and it can be seen in the OECD countries. Finland is considered one of the happiest countries to live and the level of poverty is relatively low (OECD, 2015).

Year	Population	Yearly % Change	Yearly Change	Migrants (net)	Median Age	Fertility Rate	Density (P/Km <sup>2</sup> )	Urban Pop %	Urban Population	Country's Share of World Pop	World Population	Finland Global Rank
2020	5,540,720	0.15 %	8,564	14,000	43.1	1.53	18	86.1 %	4,771,979	0.07 %	7,794,798,739	116
2019	5,532,156	0.17 %	9,580	14,000	42.6	1.72	18	85.9 %	4,751,986	0.07 %	7,713,468,100	116
2018	5,522,576	0.20 %	11,205	14,000	42.6	1.72	18	85.7 %	4,732,300	0.07 %	7,631,091,040	116
2017	5,511,371	0.25 %	13,658	14,000	42.6	1.72	18	85.5 %	4,712,684	0.07 %	7,547,858,925	116
2016	5,497,713	0.30 %	16,591	14,000	42.6	1.72	18	85.4 %	4,692,803	0.07 %	7,464,022,049	116
2015	5,481,122	0.43 %	23,068	16,283	42.5	1.77	18	85.2 %	4,672,016	0.07 %	7,379,797,139	116
2010	5,365,782	0.40 %	21,371	11,512	42.0	1.84	18	83.8 %	4,494,902	0.08 %	6,956,823,603	114
2005	5,258,927	0.27 %	14,195	6,387	40.9	1.75	17	82.9 %	4,359,902	0.08 %	6,541,907,027	112
2000	5,187,954	0.27 %	13,790	4,431	39.4	1.74	17	82.2 %	4,263,603	0.08 %	6,143,493,823	108
1995	5,119,005	0.49 %	24,557	9,445	37.8	1.82	17	81.0 %	4,144,501	0.09 %	5,744,212,979	104
1990	4,996,222	0.34 %	17,000	3,654	36.4	1.66	16	79.4 %	3,965,355	0.09 %	5,327,231,061	102
1985	4,911,220	0.51 %	24,595	5,236	34.7	1.69	16	75.8 %	3,723,107	0.10 %	4,870,921,740	100
1980	4,788,243	0.29 %	13,899	-5,875	32.8	1.66	16	71.7 %	3,434,445	0.11 %	4,458,003,514	97
1975	4,718,749	0.46 %	21,277	5,776	30.8	1.62	16	67.8 %	3,200,789	0.12 %	4,079,480,606	93
1970	4,612,366	0.19 %	8,754	-19,587	29.6	2.19	15	63.7 %	2,938,251	0.12 %	3,700,437,046	87
1965	4,568,598	0.60 %	26,802	-12,997	28.7	2.66	15	59.7 %	2,725,527	0.14 %	3,339,583,597	76
1960	4,434,590	0.91 %	39,263	-5,549	28.4	2.77	15	55.3 %	2,451,895	0.15 %	3,034,949,748	78
1955	4,238,275	1.12 %	45,996	-6,508	28.0	3.00	14	49.1 %	2,082,406	0.15 %	2,773,019,936	76

Table 2 - Population of Finland in 2020 and historical (Worldometer, 2022).

Finland is famous for its longevity. The average life expectancy in Finland is roughly 82 years due to the highly developed and effective medical treatment capabilities. Currently, Finland's population is over 5,5 million people, or 0.07% of the total world population, leading to the fact that Finland is facing a labor shortage. On the other hand, the Total Fertility Rate (TFR) has decreased from 3.0 in 1955 to 1.5 in 2020 for a long time which will cause the indigenous population to decrease further in the future, but this can be resolved with the flow of migrants (Worldometer, 2022). It must be noted that general attitudes toward employment-related immigration are often positive but when the topic considers asylum seekers or refugees are often negative (Bertelsmann Stiftung 2021).

#### **5.1.4 Technological**

Since Finland was the founder of the mobile phone leader Nokia. Finnish technology has become very famous on a global scale. Finland has been preferred as one of the leading countries in Europe for the past 10 years.

Finland has performed well in mobile technology, computer software, security, and data analytics technologies. On the other hand, good employees are often hard to find. Mostly working people work with artificial intelligence, and data analyses are the main competence and key focus areas for tech workers. (Higginbotham, 2020).

This is potential regarding the service and good of Dien Chan. Easy-to-use social media platform work as a direct marketing channel for the seller and the buyer. This must be utilized to tap into the Finlands traditional medicine market. As most information research happens through the internet of things educational material, websites, and appointment booking can be done online. This requires planning which channels are utilized and which style of marketing communication is used with the target audience. Building a community around the sold service and goods can guarantee success in the competing market.

#### **5.1.5 Environmental**

Finland is a country is known for its forest, lakes, hills, valleys, and snow-capped mountains. Finland's nature offers other magnificent sights such as northern lights, national parks, and architectural monuments. Forests in Finland are considered the most valued assets in the country, covering more than 75% of Finland's land area. Therefore, the Finnish Government has made great efforts in forest protection as climate change has had positive and negative effects on the change and development of forests. In addition, the emission of greenhouse gases has rapidly warmed the climate in Finland. Due to global

warming winters in Finland have started to change to warmer after each passing year. (Jari Lyytimäki, 2014).

Effective use of renewable energy sources covers almost 40% of the final energy consumption. The target for the year 2030 is to increase the use by 10 %. Finland has announced the plan to become carbon neutral by the end of 2035. The country has invested in water recycling and preventing water pollution.

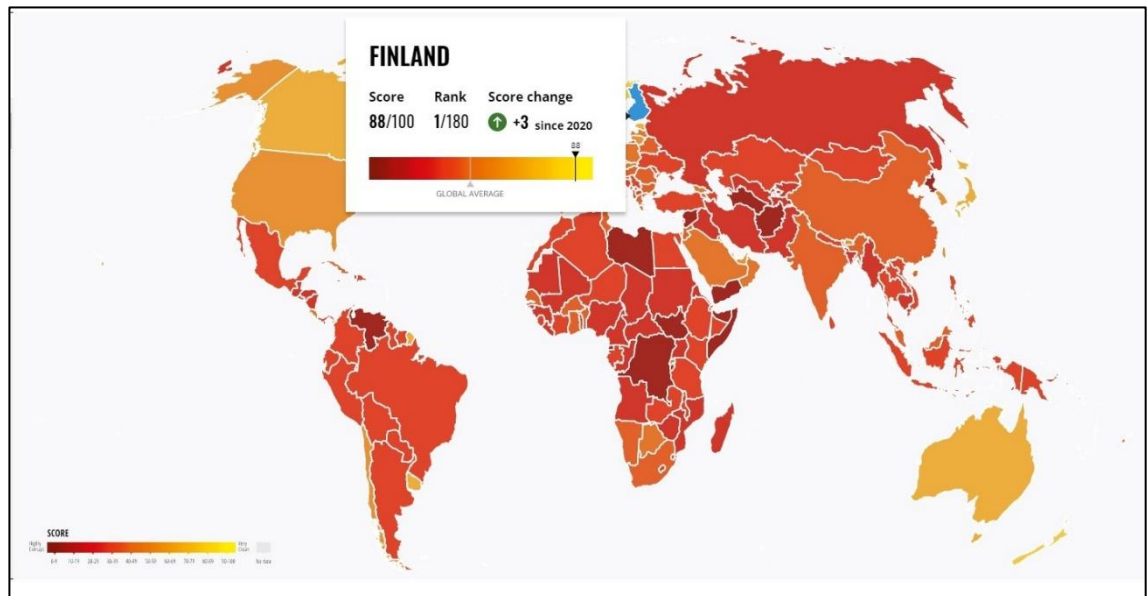
Polluted lakes and rivers have been cleaned up, as well as limiting industrial emissions and cleaning up contaminated waterways, but water pollution from agriculture and noise remains an environmental challenge in the situation facing Finland today (Bertelsmann Stiftung, 2021).

Aspects that include environmentally friendly services and tools must be brought out. As the target market assumedly follows trends among environmentally friendly goods and services this aspect must be taken into account. This will mean the importance of the trusted supplier to which the products are distributed to the market. The import process as a whole from the manufacturing, shipping, and distributing should be standardized and should follow environmentally friendly manners such as just-in-time warehousing to avoid stockpiles. Services are mostly environmentally friendly but by-products can be standardized to reach an effective environmental plan. This includes the recycling of the packing materials and using recycled materials for the interiors and products which support the service.

#### **5.1.6 Legal**

Finland's constitution guarantees freedom of speech, press, and religion. The Finnish court system includes two different courts, a general court, and an administrative court. The General Court mainly solves civil-related cases and criminal cases. The Administrative court regulates and maintains the actions of the government and the litigation cases between individuals and the government. Dividedation between the two different courts happen in 1918 and they are also the two highest courts in Finland (UKessays, 2018).

Finland's judicial system is independently controlled. The government actions are transparent and public authorities are efficient at their work. Working agreements are followed with respect and employees often receive benefits such as healthcare and compensation in different ways such as salary benefits support hobbies (David, 2022).



Picture 3 - Corruption Perceptions Index (Transparency International, 2021)

The level of corruption in Finland is really low, which is a prime example of how strengthening advanced democracies can lead to a reduction in corruption. Transparency International's Corruption Perception Index 2021 now ranks Finland first out of 180 countries.

Traditional medicine doesn't have a functioning law around the practices of traditional medicine and alternative treatments. As this brings the topic to a point in which alternative treatments are not recognized as an official treatment form by law. The Finnish government has suggested forming a regulation for the support of alternative treatments in 2018. This suggestion of regulation is still a work in progress and its formation must have waited before alternative treatments are recognized as an official treatment form. As for now in Finland oldest association relating to supporting traditional medicine and alternative treatment is Finnacu which was founded in 1987. Association ensures the information flow through the European legislations and regulations regarding alternative treatments and traditional medicine. (Finnacu 2022)

## 5.2 Survey results

The market was analyzed by using questionnaires as a research method. The survey gave promising results for the target market and its audience and purchase capabilities. The survey was distributed by using a shared link. The target audience was found through the use of social media groups in which people follow topics relating to traditional medicine options and alternative treatments. In total, the survey received 135 answers. The survey was designed to be easy to answer and collect needed data to meet the needs of the market research.

Results for the survey were unexpected in a way as the results can be seen. Gender of the answers over 54% were women, 40% were men and 5.2% were other. These answers confirm that women are more actively searching topics relating to traditional medicine and alternative treatment methods, for skin beauty and healthcare purposes. The age of the answerers varied but 45.9% of the answerers were 26-35 years old. The rest of the responders distributed 28.9% for the 18-25 years old, 15.6% for 35-45 years old, and 9.5% over 45. This gives an estimation that the most active customer base could be found from 26-35 years old. This can be seen as potential and as 18-25 years old are potential but not as potent as the people who are in the working life. The survey gave results for the locations of the answers and 47.6% of the survey responses came from Helsinki. Rest of the answers 23% came from Vantaa, 19.8% from Espoo, and 9.5% from other cities in Finland. This raises the awareness that Helsinki presents the potential for traditional medicine and alternative treatment. A conclusion from this can be made as Helsinki has different ethnical groups and people who are interested in trying alternative treatment methods.

The next two questions focus on the profession and income level. As a profession, laborer received 55.2% of answers, following 26.9 for students, retired 9.7%, and other 8.2%. Estimation can be made that the potential customer base lies in the working class. This group has purchase potential to spend on the service and products. As for the income levels, 30.4% answered 1000-2000 €, and 22.2% answered 2000-3000€. This group forms a prominent base for the

secure sales of alternative treatment products and services. The third part of the two questions focuses on the previous knowledge of the different therapy methods that answerers have used or heard before. Firstly questions regarding which traditional therapy forms answerers have been heard before dividing the answerer group into sections. Following figure 4 shows the distribution. It can be estimated that the traditional therapy forms are known among the target audience but not as well as they could be. Use of the social media channels as a communication channel forms an easy-to-reach and reactive base for communication. Content creation could be used to increase awareness of the different traditional therapy methods.

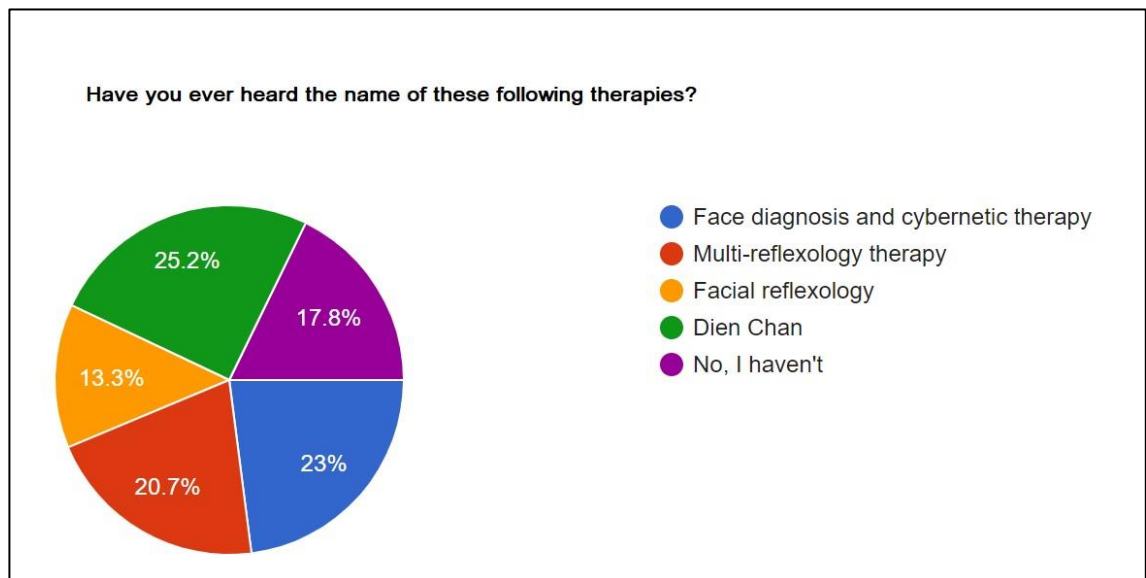


Figure 5 Question 6 in the survey

When answerers were asked which forms of therapy they have used before sauna and massage received the most answers. This can be expected since Finnish people are known for their sauna and massage use as a form of relaxation and therapy method. Following figure 5 shows the distribution of the different therapy forms. Questions regarding the use of face acupuncture received 53.7% of the negative answer. 46.3% of the answerers have used face acupuncture in the past.

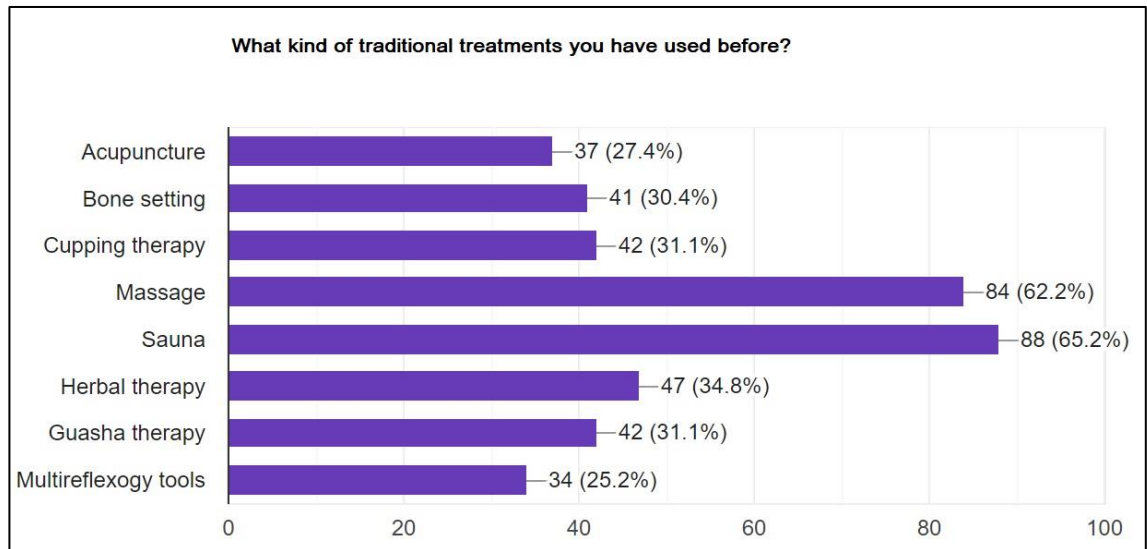


Figure 6 Question 7 in the survey

The last three questions focus on the purchase decision and need regarding the purchase decision of traditional medicine tools, services, and course instruction. The following figure shows the responder's opinions on whether answerers would want the service to be provided via a service provider or would they rather do the home treatment by themselves or both options.

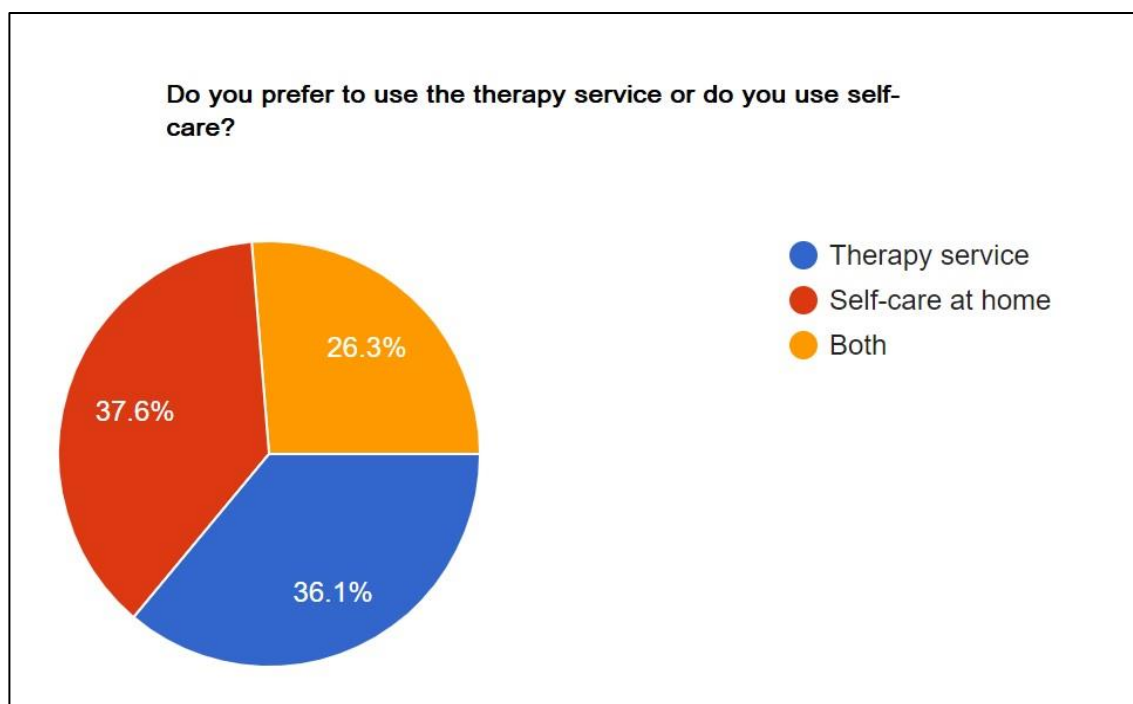


Figure 7 Question 9 in the survey

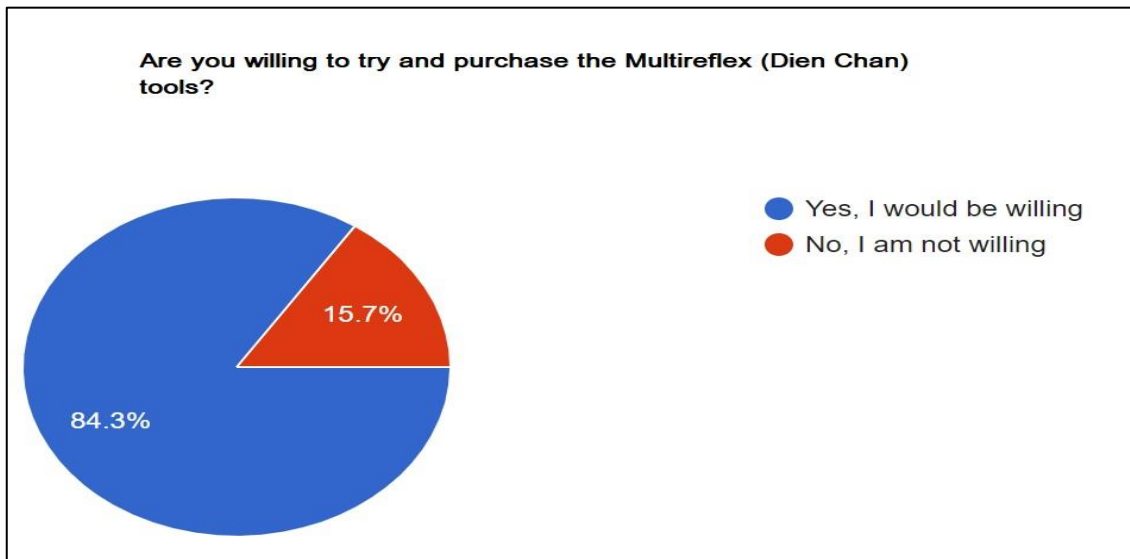


Figure 8 Question 10 in the survey

Secondly, willingness to try and purchase the Multireflexogy 84.3% were given a positive answer. This indicates the people's willingness to try alternative treatments for treating a headache or relieving stress.

Interest to try and purchase the instruction materials and courses for the Multireflexogy (Dien Chan) tools reach 71.9% positive answers. This indicates the purchase interest in the knowledge to use the tools more effectively. As it must be remembered that traditional medicine and alternative treatment can be offered as a service-product combination that encourages customers to seek solutions for healthcare and beauty care. Tapping into such a customer segment takes time but with the correct approach and communication, it is possible.

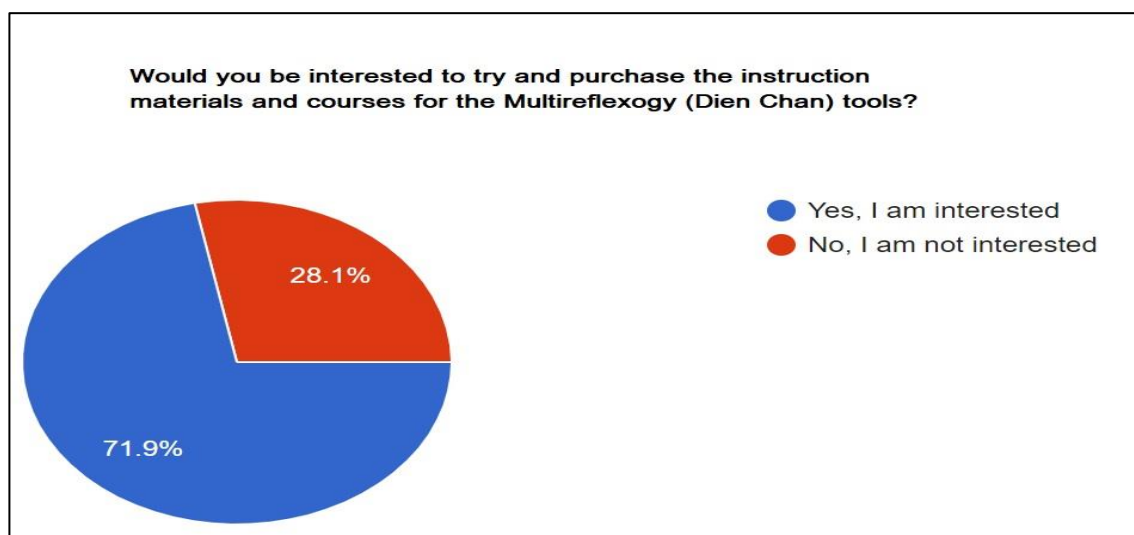


Figure 9 Question 11 in the survey

## **5.3 Swot analysis**

### **5.3.1 Strengths and opportunities**

Currently, on the Finnish market, products, as well as home massage support tools only, have Guasha tools and Jade roller, which are sold at stores selling beauty products such as Normal, the Body shop, Flying Tiger Copenhagen, or some similar products but can only be ordered online. So this will be a good opportunity to introduce Multireflexology - Dien Chan therapeutic devices into the Finnish market since there are not many competitors in this field yet. In addition, Multireflex tools are also effortless to use because there are accompanying graphics, and customers can easily follow the instruction manual for self-treatment and disease prevention at home. For example, increasing the immune system and increasing resistance to prevention, preventing colds and flu during the change of seasons, or mild digestive system diseases without taking medicine or going to the hospital for a check-up.

Finland is a country where Finnish people always follow a healthy lifestyle and are extremely concerned about health. Therefore, for health protection products, it is believed that people can accept and afford to buy Multireflex tools to take care of their health at home even though the price of one kit full range from basic to advanced is a bit high but can be used for a long time. On the other hand, it is also possible to buy each type of basic tool individually to use without spending too much.

### **5.3.2 Weaknesses and threats**

Contributing to the medical field has only just turned 30 years, so it is not only for the people of Finland but for the people of Vietnam and other countries in general. This therapy is still quite new and has not been trusted by many people and is widely used and popular in-home treatment. The majority of consumers know about the treatment, as well as the Multireflex tools through beauty care services and centers. Besides, the therapy still has many limitations and needs

more time as well as more research from experts in the field of medicine. Because it is new disease prevention and treatment therapy, it will be difficult for customers to receive at first, and if the distributor or retailer does not do well in marketing, it will be difficult for consumers to access the product. However, Finnish people now know and are using products with similar functions to Multireflex tools such as Guasha, Jade roller, and facial reflexology tools of Odacite Mon Ami. So, if the Multireflex tool's entry enters the Finnish market, consumers will not feel too unfamiliar with it.

## **6 Conclusion and future research**

Customer understanding and product service solutions for the traditional medicine market are in a key role in order to understand the customer base and bringing the desired product and service solutions to the market. Competition is growing in the market in the future as different companies are building a way to offer even more complex solutions in the form of service solutions. Mostly in the Finnish market, Multireflex tools and services are known as beauty and skincare solutions. This will change in the future as customers are seeking more natural and traditional ways to treat sicknesses and symptoms which currently mostly handle by using western medical treatments. The increasing trend of customers using organic food, vegetarian-based meat alternatives, nature healing, and herbal medicine brings the spot on the market for traditional medicine as complementing and offering alternative solutions to western medical and consumption trends.

Returning to the author's point of view results from the research show promising for the traditional medicine business. Returning to thoughts of Glöckner and Hilbig (2011) using a mixed-model approach to add alternative angles to research by using PESTEL and SWOT- models showed promising results and brought the alternative for the traditional service solutions most noticeability the possibility of online platforms which concerned traditional medicine. As social media has grown into such an effective marketing channel it gives possibilities to offer online services for traditional medicine such as a web store, online

lessons, and courses, and content creation to attract customer bases interest in traditional medicine services and tools.

The target customer base is aware of the options and offered services and goods which are already on the market. Thus concerning the study being preliminary study focus was to find first-hand information for the customer base to open possibilities in order to create a more in-depth business plan. The study further bolsters the author's desire to open a start-up concerning service solutions for traditional medicine. During the time the study was conducted Covid-19 had still a minor impact on the outcome of the research as most research was conducted through an online survey to research more potential customers. For possible future research topics, one must consider that traditional medicine in Finland will grow and expand as people are looking for alternative treatments that counteract the medical norms of modern times medical industries. Future topics of research would cover the growth of the field and expansion of the service structure, improvement marketing designing, product line expansions, and service development.

Author's point of view the research could have been conducted in a larger operation area Uusimaa. This was mainly chosen as the results gathered in the Uusimaa region contain the overall largest customer base in the Finnish market. As people have concentrated mostly on Uusimaa area this was the logical choice for the author. The survey could have been designed to gather more in-depth answers to gain further valuable information about the possible target market. This on the other hand, would have needed more resources in distribution channels as social media is mainly suitable for simple and easy to answer surveys due to the nature of the fast phased reaction of social media users. Interviews would have added value to and alteration to survey data but authors changing and demanding work schedules made it difficult to handle the heavy workload. Research methods of the research focus more on the quantitative side and thus detailed answers though providing additional value would have not made a great difference. The field of traditional medicine is forecasted to grow in the near future as new customers are looking for alternative solutions to battle the modern medical trends by returning back to the basics solutions to enhance everyday life quality.

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## **Questionar regarding the market potelian of Dien Chan therapy**

### **Questionnaires for the survey**

#### **Question 1: Gender**

- Female
- Male
- Other

#### **Question 2: What is your age?**

- 18-25
- 26-35
- 36-45
- Over 45

#### **Question 3: Which city in Finland are you living currently?**

- Helsinki
- Vantaa
- Espoo
- Other

#### **Question 4: What is your profession?**

- Student
- Laborer
- Retired
- Other

#### **Question 5: How much is your income?**

- Under 500 €
- 500-1000 €
- 1000-2000 €
- 2000-3000 €
- Other

#### **Question 6: Have you ever heard the names of these following therapies?**

- Face diagnosis and cybernetic therapy
- Multi-reflexology therapy
- Facial reflexology
- Dien Chan
- No, I haven't

#### **Question 7: What kind of traditional treatment you have used before?**

- Acupuncture
- Bone setting

- Cupping therapy
- Massage
- Sauna
- Herbal therapy
- Guasha therapy
- Multireflexogy tools

**Question 8:** Have you ever tried face acupuncture treatment before?

- Yes
- No

**Question 9:** Do you prefer to use the therapy service or do you use self-care?

- Therapy service
- Self-care at home
- Both

**Question 10:** Are you willing to try and purchase the Multireflexogy (Dien Chan) tools.

- Yes, I would be willing
- No, I am not willing

**Question 11:** Would you be interested to try and purchase the instruction materials and courses for the Multireflexogy (Dien Chan) tools?

- Yes, I am interested
- No, I am not interested