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Market Research in Estonia

Case Gikker Oy

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Title

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Commissioner

Gikker Oy

Abstract

The commissioning company for the thesis was the Finnish company, Gikker Oy, which is a service platform that provides a wide selection of performers and entertainers.

This thesis examines whether it is profitable for Gikker to expand its business to the Estonian market. As well as researching the interest and needs of Estonians towards a service platform such as Gikker.

This thesis uses mixed methods but mainly focuses on qualitative analysis as a research method. Data collection for the thesis was made by making surveys. The knowledge base of the thesis consists of information about Estonia as a market area and economy.

Based on the responses to the research survey, Estonians' attitudes toward the Gikker service platform were positive and many found it useful.

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English

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1 Introduction

The opportunities brought by the internet are growing day by day. People are used to finding information quickly by using the internet. Many systems work with the help of the internet, for example, banks, health systems, and schools. Nowadays, people are used to taking care of things via the internet. Estonia as a country is not an exception. On the contrary, Estonia is specifically a progressive country in terms of the internet, and it is known for its e-residency system.

This thesis examines the possibilities of the Gikker company to expand in the Estonian market. The Gikker company is a service platform that transports artists, performers, and entertainers to various events. It currently operates in the Finnish market, where the service is used by companies, towns, and municipalities as well as individual event organizers.

1.1 Research objectives and definition of the research question

The aim of the market research is to discover if Estonia is a suitable market for the company to expand. The main question for the research is to discover if the company have possible users for the Gikker service platform in the Estonian market. One of the objectives of the market research is to discover if Estonia has a demand for a service platform like Gikker.

The research establishes, what kind of a market economy Estonia is and what similarities Estonia and Finland have. Discovering the similarities between the two countries will be beneficial for the company to adapt its strategy when entering the Estonian market area.

1.2 Research methods and framework

In this thesis, the research method used is an exclusive case study, and the collection method of the data was made by using a survey. The main method of market research is qualitative analysis. The thesis contains analyses of existing data, which is used to analyze the company's possibilities in the new market area. This thesis utilized literature and online sources.

The thesis includes a literature review, which is a more detailed description of utilized methodologies. The analysis methods for the market research are PESTEL- and SWOT-analyses, which give the research a more detailed description of Estonia's market situation.

2 Research background

2.1 Gikker

Gikker is a service platform on which customers can effortlessly find and book artists, performers, and entertainers for their events. The performer registers on the Gikker webpage and creates an artist profile. The customer searches for a suitable performer for their event using Gikker's search engine and makes a reservation request for the desired performer.

The Gikker company was developed by three friends. Gikker Oy's entrepreneurs are Hans Ekroos, Juha Paavilainen and Saku Halonen. They wanted to create an easy tool for event organizers to find and book entertainers or performers.

Gikker is not only for bands, but they also have stand-up comedians, magicians, or even motivational speakers in their service portfolio. Aim was to create one place, where performers can be found for all occasions.

Booking and invoicing the performer takes place securely through the online service. The service calculates the total sum according to the travel allowance declared by the performer. Everything is made transparent and clear for the subscriber and the performer.

Photographed in Picture 1 is Gikker's team, which includes all three members: Saku Halonen, Juha Paavilainen, and Hans Ekroos.



Picture 1. The founders of the Gikker. From left to right: Saku Halonen, Juha Paavilainen ja Hans Ekroos (Picture: Gikker 2020).

2.2 The company's motives for commissioning the market research

Commissioning this research was motivated by the company's desire to expand its business to Estonia. Gikker wishes to expand its business wider and internationally. Therefore, it is considering expanding the service platform to nearby countries such as Estonia and Sweden.

The company needs approximate data if it is convenient to expand the business to Estonia. The main question of the market research concerns if the demand

will meet the supply. Commissioning the market research will offer the company information on its qualities and strengths when entering the new market area.

2.3 PESTLE-analysis

Political

Estonia is a parliamentary republic. The head of the government is the prime minister, who is nominated by the president and approved of by the parliament. The parliament, which is called Riigikogu in Estonian, has 101 members, elected by Estonian citizens every four years. (Estonian Chamber of Commerce and Industry 2019)

Estonia is part of the European Union; therefore, the country has a free movement of money and people, which makes it easier to practice business. Estonia is an advanced market economy, and for this reason, it is beneficial to cooperate with similar countries, which can complement one another. (Järvinen 2005, 49-51.)

Economics

The economy of Estonia has developed and grown rapidly. Therefore, it has achieved strong political stability, institutions, and a credible financial sector (Estonian Export Directory 2022). Estonia has been a member of the European Union and NATO since the year 2004. The currency is the euro, as in many of the other EU countries (UN Association of Finland 2022).

Estonia's economy is dependent on foreign trade, which Estonia conducts especially with Finland, Sweden, Germany, and Russia. The major export products in 2021 were oil shale, electronics, petroleum products, cars, and timber. However, trade with Russia has almost completely stopped since the spring of 2022 due to the war in Ukraine. (UN Association of Finland 2022.)

Social

Estonia is considered a truly liberal country. Social or sociocultural aspects are an important part when doing business across borders and between different cultures. Estonia's population is 1,331,796 (Statistics Estonia 2022), and the country's biggest age demographic is the working aged 15–64-year-olds. However, Estonia has a shortage of highly educated labor. The country has a low unemployment rate of only a few percentages. In contrast, youth unemployment is quite high, around 18% in 2020. The majority (77%) of Estonians work in service industries; about 20% work in industry and 3% in agriculture. (Statistics Estonia 2022.)

More than 20% of Estonians live below the poverty line. The level of social security is low. However, families with children started to be supported more generously in the late 2010s (UN Association of Finland 2022). As a result of the war in Ukraine, Estonia has experienced high inflation in 2022, and electricity and food prices have risen alarmingly. This makes it even more difficult for the disadvantaged population to survive (FEDS 2022).

Some of Estonia's people are affected by the shortage of higher education and living under the poverty line. This makes people more hesitant when making purchases of services or products that are not necessities. People's attitudes towards using this kind of service might be more positive toward people that have a better-than-average income. Because prices can affect the willingness to buy, people need to be sure of their value when making a purchase. (UN Association of Finland 2022.)

Technological

Technologically Estonia is a highly developed country. Estonia has focused on the technological side of the country for years, and the best example of the technological capability is the e-Residency, which allows people from other countries to make business in Estonia. (Fourtane 2020.)

Estonia has the world's first e-government, and it is known for its advanced electronic systems (Estonian Export Directory 2022). It is a pioneer country in digital governance as well as innovations. Its secure and stable digital services helped handle the economic shock caused by the Covid-19 pandemic. (Economic Survey of Estonia 2022.)

Having up-to-date technological features is crucial when desiring to compete in international markets. Estonia can meet these standards and even go above the measurements. Estonia has been able to build its digital services for a couple of decades and has given another country a great example of how to beneficially use technology. (Invest in Estonia 2022.)

Estonia is clearly targeting by staying in the leading position in technological development, and the country has invented important service platforms, such as banking services, an e-tax board, e-ID, e-health, and much more. One of the most worldwide known technological services is Skype, the software of which was invented in Estonia in 2003. (Fourtane 2020.)

Legal

The Estonian legal system is based on Continental European civil law. The most important sources of law in the Estonian legal system are the constitutional law, European Union legislation, international laws, regulations, and agreements (e-Justice 2021). Immediately after its independence, Estonia updated the country's laws and regulations. The country has simplified the legal system and made laws in a way that benefits tax revenues. (Mogha 2022.)

There are two legal instruments in the Estonian justice system: general acts and individual acts. The general acts are the constitutional law, general laws, regulations, and orders of the president of the republic. The individual acts are administrative orders, court orders, and provisions. (e-Justice 2021.)

Riigi Teataja is the official magazine of Estonia published in digital form. Laws and regulations are published in *Riigi Teataja*, which makes the law or regulation legally valid. Since 1.1.2011 *Riigi Teataja* has been published as the Ministry of Justice. *Riigi Teataja* is where the legislation, statutes, international agreements, Riigikogus, and regulations are approved. (e-Justice 2021.)

The hierarchy of the justice system is the following: Constitutional Law, Law of the European Union, International Agreements, Acts, Order of the President of the Republic, Decree of the Government of the Republic, and Ministerial Order. (e-Justice 2021.)

Environment

Estonia is a small coastal country on the Baltic Sea in Northern Europe. The neighboring countries are Russia and Latvia. Estonia have a diverse range of environments, including forests, wetlands, lakes, and coastal areas.

By using oil shale-based energy production, Estonia can provide energy independently (European Environment Agency 2015). However, Estonia's long-term goal is to start using more green energy as a part of the climate plan (Climate Plan 2019). Increasing the number of reusable energy resources will help the country be more climate-friendly, which is considered an important step in the European Union (Climate Plan 2019).

Estonia has made a sustainability plan to make the country greener. The aim of the sustainable development plan is based on three basic pillars, nature, authentic culture, and local food (Visit Estonia 2021). Estonia has developed a Green Key label, which encourages people to make sustainable tourism choices (Visit Estonia 2021).

2.4 SWOT – analysis

A SWOT- analysis represents the company's internal and external qualities. The internal qualities are strengths and weaknesses, and the external qualities are opportunities and threats. Using a SWOT analysis as a method of marketing research will help the company to utilize the right kind of strategy to enter the right market.

Strengths

Estonia is one of the highest-rated market-based economies in the world. The country is a friendly environment for foreign investment. Estonia has a no-tax policy on reinvesting corporate profits, which makes the country beneficial for founding businesses.

Estonia was the first country to offer e-residency, a government-issued digital ID available to anyone in the world. By utilizing the e-residency opportunity, the foreign company can enter to Estonia from a different country (Fourtane 2020). E-residency offers the freedom to easily start and run a location-independent business online using the convenient digital business services of Estonia. Estonia has made the usage of e-residency as effortless as possible. It can be used remotely and can be applied via the internet (Invest in Estonia 2022).

For Gikker it is beneficial that the company would use Estonia's own payment services. The country's own payment systems are probably familiar to many Estonians. This therefore increase the reliability of using them with the Gikker company.

Weaknesses

When considering expanding a business to Estonia, an important question is whether there will be enough demand for the business to be successful.

Estonia's population is relatively small, with just over 1.3 million people, which can limit the size of the market for some businesses.

The country also has its own language and culture, which may require businesses to adapt their marketing and communication strategies to effectively reach Estonian consumers.

For the new company, it might be challenging to market its business in a new country. Investing in good marketing is crucial, as the business must reach possible new clients in order to do business. For a small business in a new market area, the making of the budget might be challenging.

Opportunities

It is fast to find a company in Estonia, as the market-entering company can utilize the e-residency possibility. Besides e-residency making entering easier, Estonia is also a part of the European Union. Therefore, there is free movement in doing business between other EU countries (Invest in Estonia 2022).

Estonia has advanced knowledge in technology, meaning that people are familiar with using technological platforms. Estonia is one of the leading countries in doing business with e-platforms. Consumer adaption is claimed to be ideal for new service platforms (Invest in Estonia 2022).

Foreign businesses have the same rights and obligations as local businesses; therefore, everybody has the same opportunity to succeed in the Estonian markets (Nikhil 2022). From companies' points-of-view, it is beneficial that Estonia uses the euro as the currency, which allows more effortless business making, as there is no need to exchange the currency.

Threats

Entering Estonia's market is made easy; therefore, the competition increases as more companies have the accessibility to enter markets.

As there can be a lot of companies that the consumer can choose from, the size of the demand might be smaller than the supply.

What kind of needs do people have in order to make a profitable business? The important question is, will there be enough people that desire this kind of service? Additionally, will the company be able to offer services that people want and need to purchase?

The war between Ukraine and Russia has had an impact on the global economy. The Russian invasion caused problems with worldwide inflation, a monthly measure of World GDP, and global stock prices (FEDS 2022). The invasion has caused prices to increase, which has reduced people's trust and willingness to purchase products and services (FEDS 2022).

INTERNAL	<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> ○ Digitally operating company. ○ The usage of payment platforms. ○ Small capital investment and cost base. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> ○ The demand for the service. ○ Over supply. ○ Budgeting as a small and new company ○ Reaching new customers is challenging.
EXTERNAL	<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> ○ Equal opportunities compared to locals. ○ Advanced knowledge of technology. ○ Consumer adaption. ○ European Union membership. 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> ○ Competition. ○ Global issues: War in the Ukraine. ○ Increased prices over the world. ○ Does the supply match the demand?

Table 1. SWOT-analysis

3 Market research in general

The purpose of market research is to gather information from a certain market area selected by the company. This collected information can be utilized to support the company's strategic decision-making. Market research helps companies to understand what sort of market the company is entering with a focus on the customer's point of view.

3.1 Content of market research

Market research provides information that explains the current market situation from the company's position. Market research elaborates on the opportunities, market buying behavior, and main competitors who operate in the market field. (Puranen 2019.)

The basic stages of market research are survey planning and implementation, data collection and analysis, reporting, and follow-up measures. Information that markets research provides to the company will assist in finding the right strategic moves and positions and making correct segmentation. (Puranen 2019.)

Market research offers the researcher information from the market that a company can utilize when entering a specific market. The data collected from the market research helps the company to make realistic budgeting for the market entry. (Puranen 2019.)

3.2 Market research as a process

Collecting the data is an obligatory step to take before initiating market research. When beginning the market research project, it is crucial to focus on the customer's point of view. What do customers desire from the company, and what are the customers' needs? Utilizing surveys and questionnaires as a data

collection method is an effective way to gather the necessary data from possible customers. (Puranen 2019.)

In the making of the market research, it is essential to keep the focus on the research question. Analyzing the collected results is the key point to successful research. The information that is analyzed will provide the researcher with answers on how to improve the company in the most beneficial way. (Puranen 2019.)

Reporting on the gathered information is based on the analyzed data, and it is the final step in the market research. While making the report, the following steps are formed simultaneously. The later activities provide information on what sort of impacts the research will have on future strategies and on practical methods.

Utilizing the final research data will give the company a deeper look into the company's possibilities in the specific market. When the specific market is familiar, it is easier for the company to make correct customer segmentation on that specific market. (Nieminen 2022.)

3.3 Market researched methods

While doing market research, various marketing methods are utilized simultaneously. The two generic methods are qualitative and quantitative methods. Market research can consist of, for example, group interviews, individual interviews, surveys, and following customer behavior. Methods are usually used simultaneously, as one method supports other methods. (Puranen 2019.)

When choosing the used method, it is important to focus on what the desired outcome of the research is. The chosen method must support and lead the report toward the wanted outcome and answer the main questions of the

research. A correctly used method will provide the most essential information to the researcher and can be used beneficially. (Nieminen 2022.)

4 Methodology

4.1 Quantitative analysis

Quantitative analysis is measuring and interpreting an issue through numerical variables and enabling the statistics on the case study. A quantitative analysis is used in practice by analyzing the numbers on the data, which is collected by various methods. Before starting the research method, the process has to be planned out, as the collection methods, data analysis, and aim of the research have an impact on others. (University of Jyväskylä 2021.)

Quantitative analysis will offer the company statistics on the wanted market. Measuring the demand for the product or service will inform the company of the supply that consumers need.

The main aim of quantitative research is to increase the quality, characteristics, and meaning of the researched topic (University of Jyväskylä 2021). Measuring the number of people that perceive the company's offer as profitable is crucial as it offers an approximation of how the people value the company.

4.2 Qualitative analysis

The qualitative analysis describes the observed issue by its quality. Utilizing this method will provide information about aims, meanings, and backgrounds of the question at hand. The qualitative analysis focuses more on analyzing the collected data and offers a deeper understanding of the topic's issues. (University of Jyväskylä 2021.)

In qualitative analysis, common features are meanings, aims, backgrounds, and surroundings of the analyzed object. Qualitative analysis is used usually in

humanistic research and mixed with quantitative analysis. (University of Jyväskylä 2021.)

4.3 Mixed method

In this thesis, the employed method is a mixed method, which combines both quantitative and qualitative analysis. These two analysis methods are often used as a pair, as both provide different perspectives on the given topic. Therefore, combining these methods will give a more expanded outcome than only utilizing one method. (University of Jyväskylä 2021.)

5 Estonia as a market area

5.1 Estonian economy

Estonia is a small and open market area dependent on foreign investments (Ministry for Foreign Affairs of Finland 2022). To entrepreneurs, Estonia is ideal, as it is really an open economy for new entrepreneurs and businesses. In the European Union, Estonia is in a good position for technological development and entrepreneurial activities, and the country has good digital services and AI. (Ministry for Foreign Affairs of Finland 2022.) To Estonia, Finland is one of the most important importers and exporters (Arhinmäki 2019).

Estonia is one of the fastest-growing economic regions in Europe. Entering the Estonian market is easy and accessible due to the previously mentioned eResidency opportunity, which allows more businesses to work in Estonia (Ministry for Foreign Affairs of Finland 2022). In the year 2020, the most important sectors in Estonia's economy were retail trade, wholesale, accommodation, transport, and food services (European Union 2020).

A lot of Estonia's necessities are imported; however, currently more and more necessary goods can be prepared locally. However, due to Estonia's small size,

it is nearly impossible for Estonia to be fully self-produced. Exports of services and goods in the year 2021 made up 80.52 percent of GDP (Worldbank 2021).

5.2 Overview of the Estonian economy

Since independence, Estonia has made enormous progress toward economic prosperity. Estonia has a strong financial sector, financial policy, and political stability. Estonia is also a pioneer in digital governance and innovation, and the country has the desire to create new opportunities. (Finland Abroad 2022.)

Estonia's economy is one of the most liberal in Europe, as the national economy is balanced, the bureaucracy has been simplified and access has been easy with electrifying the services. The taxes are reasonably low for businesses and, overall, the income taxation is low. (UN Association of Finland 2022.)

5.3 Foreign trade between Finland and Estonia

Finland and Estonia operate in the same economic area, where business and economic development benefit both countries. Relations between Finland and Estonia are good in every sector, and the importance of cooperation between the countries has only strengthened over the years. (Finland Abroad 2022.)

Finland has a population of 5,548,000, and the biggest age demographic is 15-64 years old (Statistic Finland 2021). This group makes up 61.6 percent of the population, making the working age the biggest age group (Statistics Finland 2021). In comparison, Estonia's population is 1,331,796 (Eurostat 2021). The largest group in age demographics is the same as in Finland; 15-64 years old. Therefore, the biggest age demographics of both countries is the working age.

Estonia has good potential to market a service, as the biggest age group is the target group of the market. In addition, sharing a similar culture and language will be beneficial, when practicing business in Estonia as a Finnish company.

Enabling these factors will benefit the company and offer a solid foundation to do business. (Finland Abroad 2022.)

Estonia's Gross Domestic Product (GDP) grew in 2021 by 8 percent (The World Bank 2021). Finland's GDP growth in the year 2021 was 3 percent compared to the year 2020 (The World Bank 2021). Estonia had 4.8 percentage points bigger growth in GDP than in Finland. Estonia has been growing steadily since 2011. However, during Covid these statistics dropped, reflecting what has been happening all over the world. (The World Bank 2021.)

The year 2022 has had a worldwide impact on inflation rates, as inflation has been high all over the world. Estonia's inflation rate was 23.7 percent in September 2022 (Trading Economics 2022). Finland's inflation rate was 8.1 percent in September 2022 (Trading Economics 2022). Inflation has impacted Estonia a lot more compared to Finland. Estonia had a historically high number on inflation rate in August 2022, when the level rose to 24.8 percent. (Trading Economics 2022.)

5.4 Taxation

Estonia has light taxation compared to many other another European countries. When doing business in Estonia there are differences in what can be made taxdeductible in Finland (Järvinen 2005, 49-51). Estonia has no corporate income tax on reinvested or retained profits. Not having these taxes means that Estonia's income system allows companies to have reinvested profits tax-free (Invest in Estonia 2022). The property tax only applies to the value of real property or capital (Invest in Estonia 2022).

Finland has tighter taxation than Estonia. Limited companies and cooperative companies pay income taxes on their profits. The amount of the income tax for the company is 20 percent (Suomi.fi 2022). Personal income does not affect company taxation (Suomi.fi 2022).

6 Cooperation between Estonia and Finland

Finland and Estonia have good relations, and both countries are cooperating in several fields, such as digitization, green transition, culture, and start-up activities. Cooperation between the countries intensified after Estonia became a member of the European Union in 2004. Estonia has succeeded in narrowing its economic position closer to Finland. (Finland Abroad 2022.)

Cultural relations between Finland and Estonia are long and diverse. Finnish and Estonian are closely related languages even if the countries' citizens do not fully understand the other languages. (Finland Abroad 2022.)

The global situation has changed dramatically since the Covid-19 epidemic, Russia's attack on Ukraine and the resulting energy crisis. All of these have contributed to increasing the need for cooperation between Western countries. Finland's and Estonia's security policy cooperation has intensified due to the weakened security situation stemming from Russia's aggressive actions against Western democracies. This has changed the security environment of European countries. Finland is in the process of joining NATO. There is a need to strengthen the national defense of countries, and security political cooperation has grown and continues to grow. (Ministry for Foreign Affairs of Finland 2022, 4-5.)

In summary, Finland and Estonia have continued their strong cooperation, and global crises have only strengthened the countries' common goals and cooperation.

7 Gikker customer satisfaction survey

The customer satisfaction survey was created for Gikker's existing customers in Finland. The answers to the survey were compared to a survey conducted for Estonians. The customer satisfaction survey aimed to strengthen the reliability and validity of the previous survey results, as well as gather information about customer trends in Finland.

7.1 Gikker customer satisfaction survey results

Gikker's internal customer satisfaction survey had a total of eight responses. The number of respondents to the survey was quite small. The survey revealed that the majority of respondents had ordered the performer via Gikker. The same number of respondents experienced that the service platform was moderately satisfactory.

The service satisfaction level was measured on a scale of 1-5. The average result of the answers was 3.3. Most of the respondents felt that the service platform was good. The usability of the service platform was found to be moderately satisfactory. Half of the respondents found the Gikker service platform helpful in finding a performer or an entertainer. The majority of the remaining responses felt that Gikker was moderately helpful in finding performers. The rest experienced very little help from the Gikker service platform.

The average satisfaction with the selection of performers was 3.3, on a scale of 1-5. From this, it can be concluded that the selection of performers is reasonably good. More than half of the respondents found a suitable performer or entertainer in Gikker's selection. The remaining respondents did not find a suitable performer because of various reasons. Because they could not find a performer they liked, looking for more of a cooperation partner, or had not used the platform.

The customer satisfaction survey revealed that more than half felt that Gikker's service platform met their expectations. The rest of the respondents felt that their expectations were not met. Other respondents felt that their expectations were not met, because they could not get contact with the artist of their choice, had not used the service platform, or felt it was somewhat passive.

The survey revealed that almost all the respondents would recommend Gikker's service platform. A few points emerged from the survey's additional comments and suggestions for improving Gikker's service platform. As the performers are located in big cities and when ordering to smaller provinces, the travel costs were felt to be unreasonably high. In the comments of the customer survey, it was hoped that the availability of performers would show directly from the booking calendar. In the comments section, it became clear that the customer had not received a response from the chosen artist and therefore felt that the service was unreliable. In addition, a larger selection of performers was requested.

Based on the responses to the Gikker customer satisfaction survey, it can be concluded that Gikker's service platform has been useful and would be recommended by many survey respondents.

8 Results of the market research

8.1 Pie charts based on the survey

The pie charts data are based on the survey answers. The total number of answers for the survey was five people. The data was collected by the Webropol survey tool, and answering the survey was anonymous.

Figure 1 demonstrates that the age distribution of the respondents in the survey were between 21 and 48 years old.

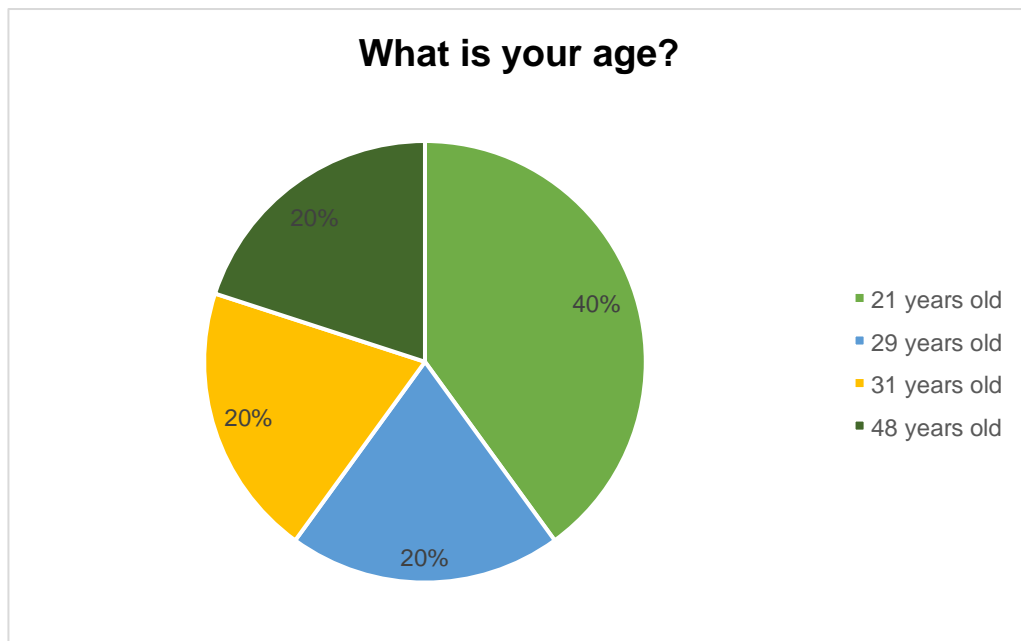


Figure 1. The age of respondents.

Figure 2 displays the gender distribution. Eighty percent of respondents were women and 20 percent were men. Based on this data women were a bigger gender group than men.

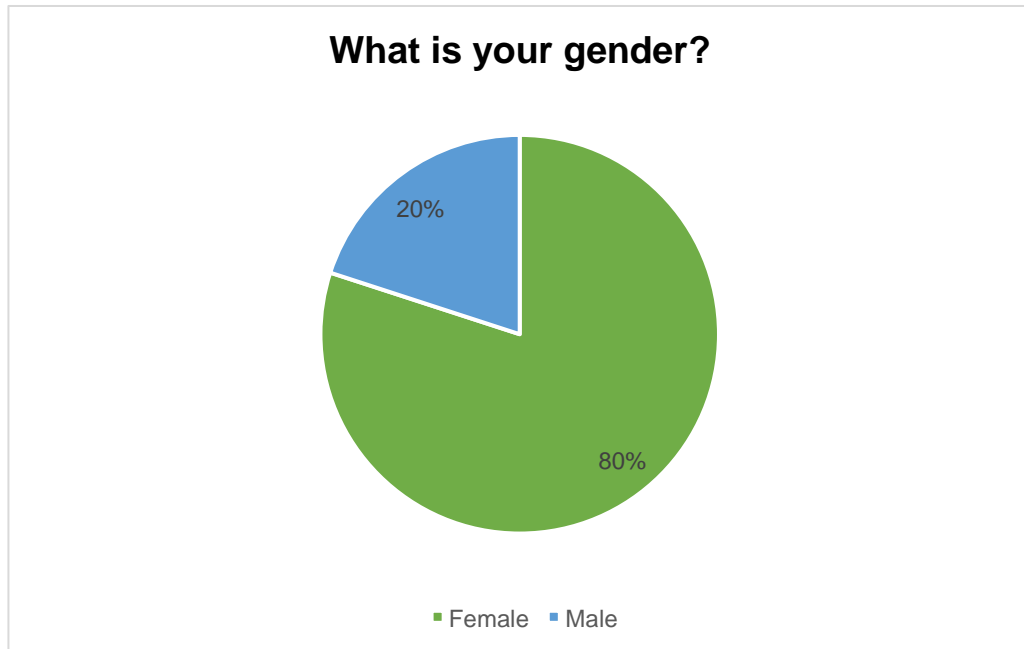


Figure 2. Distribution by gender.

Figure 3 demonstrates the majority in this case, 60 percent of respondents, were employed, and the other 40 percent were students.

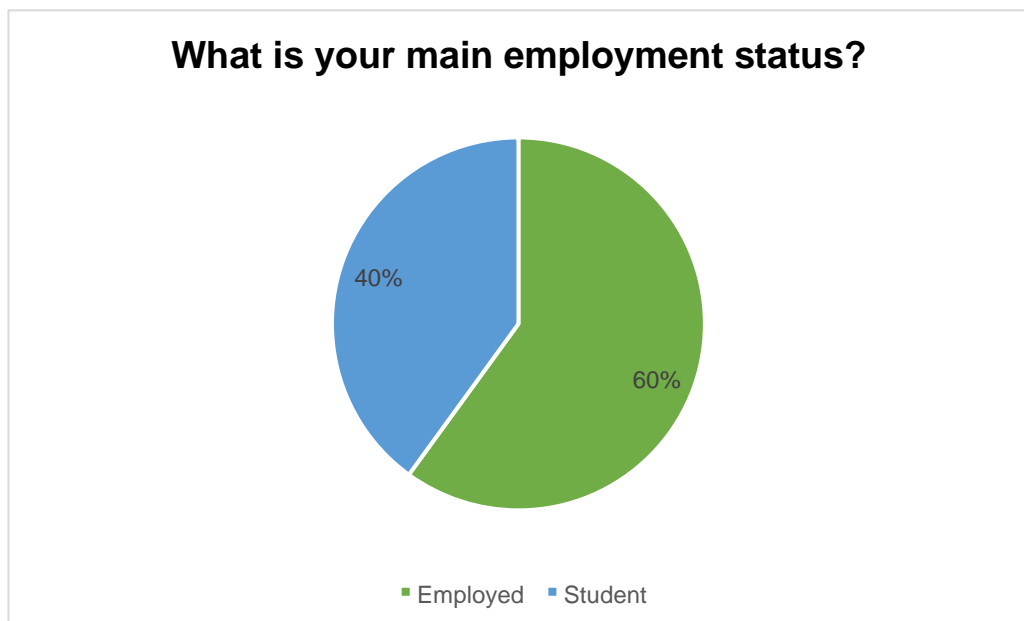


Figure 3. Employment status.

Figure 4 answers the question of how interested respondents are to book a performer or entertainment for an event. Sixty percent of the respondents answered “Yes, why”, which implies that more than half of respondents have a need for a performer or entertainment for an event.

The remaining 40 percent answered that they do not have a need for a performer or entertainment for an event. None of the respondents answered the additional question “Why”. For that reason, there are not more specific answers to the question.

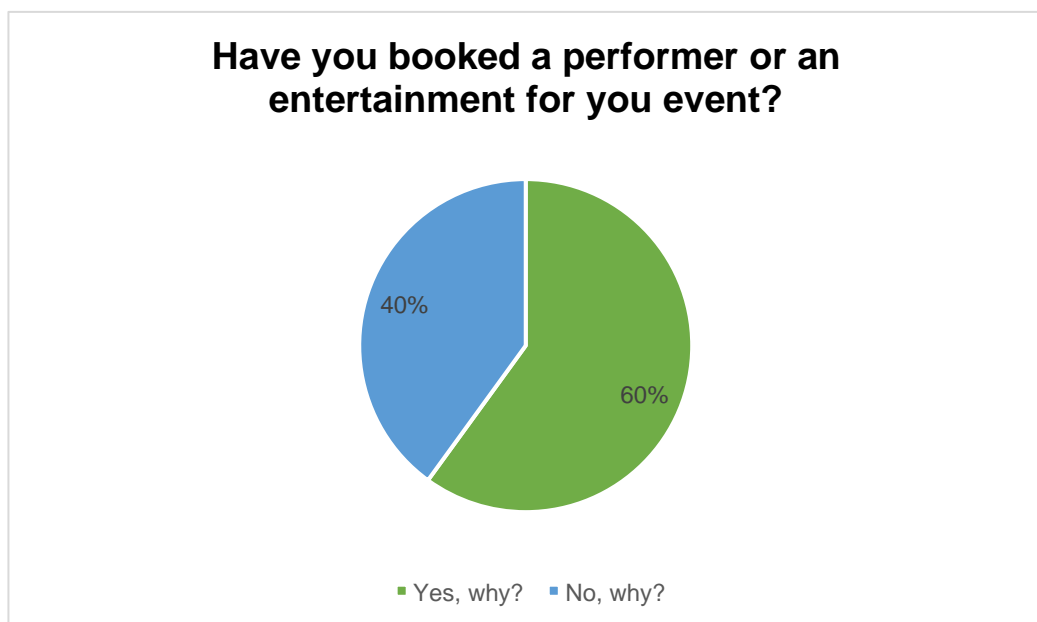


Figure 4. Booking a performer or entertainment for an event.

The question of how people were able to find specific entertainment for an event explains where people found the entertainer or the performer. Figure 5 illustrates that most respondents discovered the entertainment or the performer via recommendation. The rest, 33 percent, found entertainment via internet research.

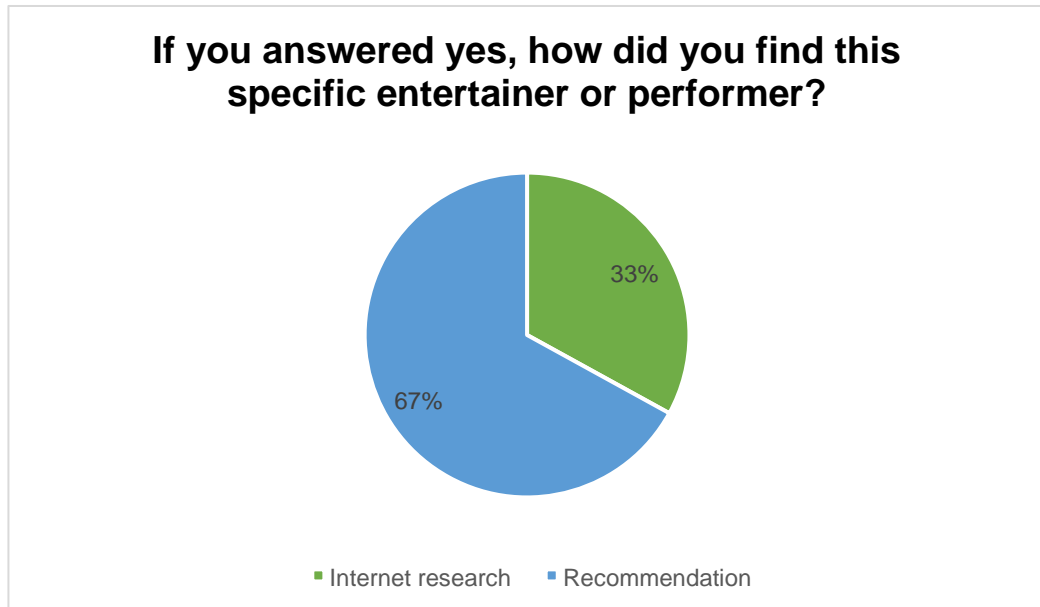


Figure 5. How people found the specific entertainer or performer.

Figure 6 indicates that 40 percent of the survey respondents experienced finding an entertainment or performer difficult. The remaining 60 percent did not find it difficult. However, respondents did not answer the additional question of why it is challenging or why it is not challenging.

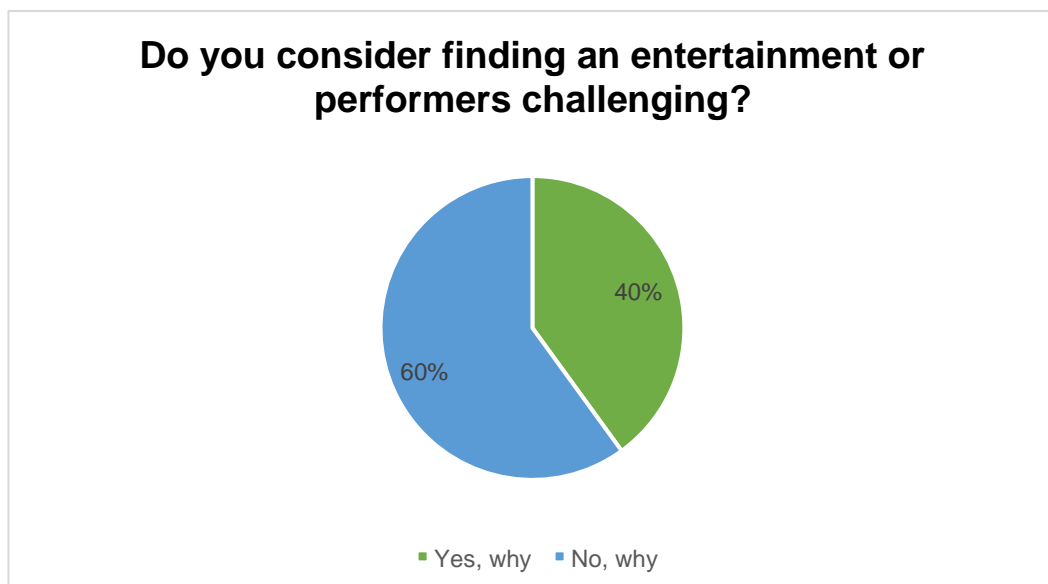


Figure 6. How the finding entertainment or performers went.

The convenience on the usage level is displayed in Figure 7, which indicates if the respondent would use such a service platform with a wide selection of

performers. One hundred percent of respondents considered this kind of service platform an amazing opportunity.

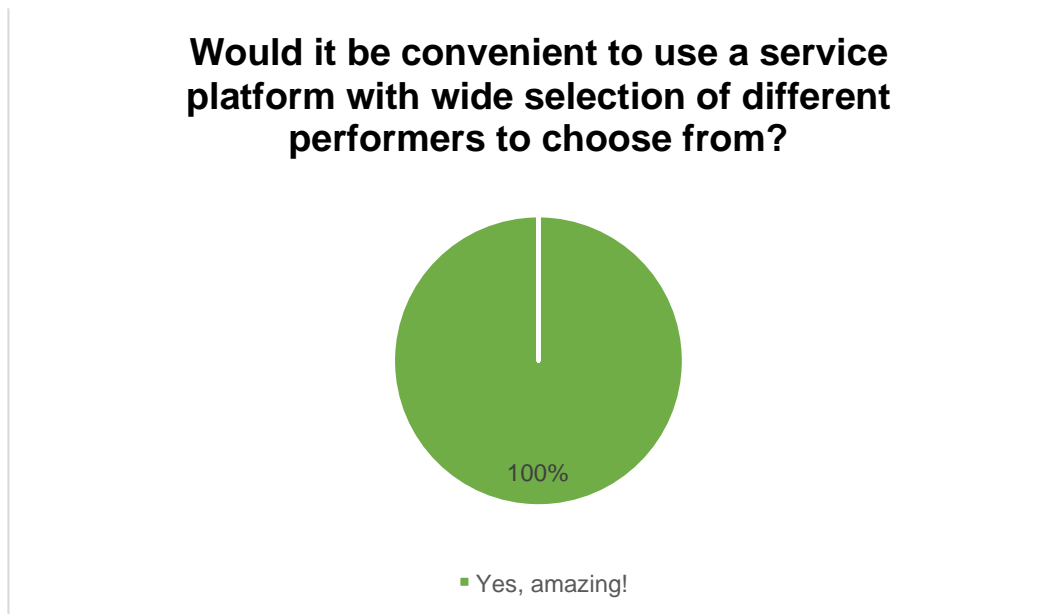


Figure 7. How convenient it would be to use a service platform with a wide collection of performers.

Most respondents (80%) did not know any performers or entertainers to join this service platform. However, Figure 8 demonstrates that 20 percent of respondents answered “Other”, which specified that the respondent was not sure.

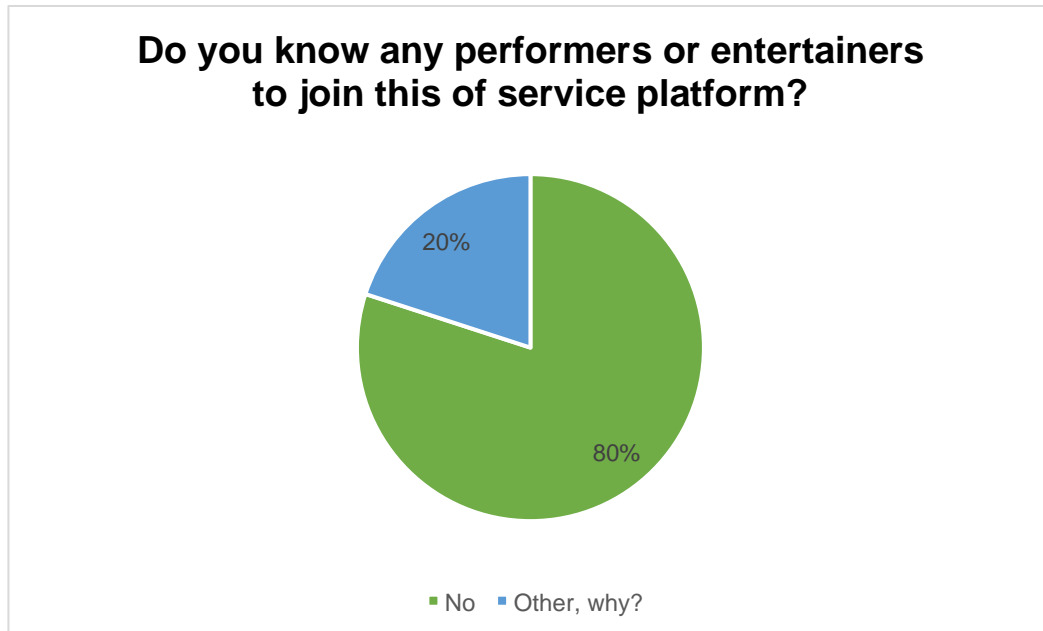


Figure 8. If the respondent knows any performers or entertainers to join this platform.

Figure 9 reveals that 80 percent of the survey respondents would use the service platform if it were available. The remaining 20 percent answered otherwise but did not clarify more specifically.

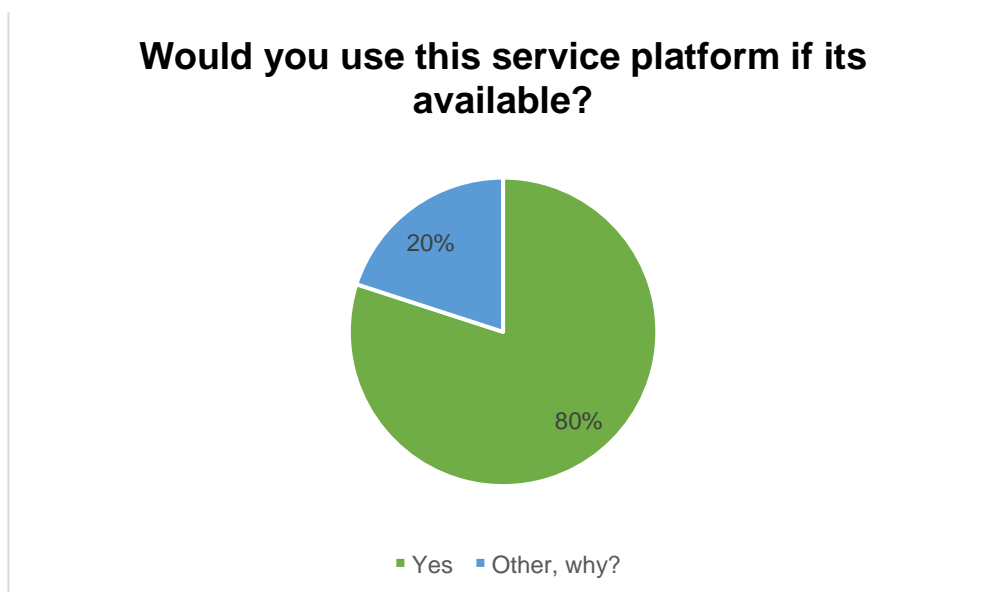


Figure 9. The pie chart regarding if the respondent would use the service platform.

9 Analyzing the results

9.1 Qualitative analysis of the survey responses

The survey had a total of 5 respondents with an age distribution between 21-48 years of age. Most of the respondents were females. More than half of the respondents were employed, and the remaining respondents were students. Qualitative research method was chosen because amount of the respondents was less than expected. The qualitative research was successful as the survey was created with explicit questions and answer option with few open-ended questions.

The survey revealed that most of the respondents have previously booked performers or entertainers for their events. From this, it can be concluded that people want performers and entertainers for their own events.

Respondents who had not previously booked a performer or entertainer did not specify why they have not booked one. The survey revealed that people who had previously booked performers and entertainers, ended up choosing these based on recommendations or then via internet research.

The survey revealed that more than half did not find it challenging to find a performer, but the rest found it challenging. Respondents who found it challenging specified that there is no service platform that includes all the information and the pages that convey the performers and entertainers are difficult to use and old-fashioned. However, every one of the respondents found a service platform with a wide selection of entertainment and performers to be useful and convenient.

The majority of the survey respondents did not know any performers or entertainers to join this service platform, and the rest of the respondents were not completely sure. The conclusion can be drawn from the results that

performers and entertainers should be searched for by using other methods. However, almost everyone would use this service platform if it would be available, and the rest was not quite sure. From this, it can be concluded that there is a demand for this sort of platform in Estonia's market area.

9.2 Comparison of surveys

In a survey made for Estonians, it appeared that there were no great challenges when finding a performer. However, a service platform like Gikker would be convenient when finding a performer or entertainer. In the Gikker customer satisfaction survey, respondents who had used the service, found it convenient when finding a performer. This information insinuates, that a service platform as Gikker is perceived and considered useful when finding a performer and an entertainer. Considering the low number of respondents in both surveys, it gives an indication, not an absolute fact.

9.3 Validity and reliability

The purpose of the survey was to collect information by using mixed methods, both qualitative and quantitative. In the survey, data was collected from people living in Estonia and people originally from Estonia. Quantitative research remained small, despite the desire. Contact was made via e-mail, social media, and private messages to Estonian companies, shopping malls, and universities of applied sciences and individuals. Quantitative responses to the survey were weak. The major of the answers to the survey were received via private message from individuals. For this reason, the quantitative research method is not completely valid more of a trend guide.

Many of the respondents had experience in booking performers or entertainers to an event. The rest of the respondents had not booked a performer for their event but were able to envision it. The survey respondents understood what kind of service platform Gikker has and the basic idea of how it would work.

The number of survey respondents was less than originally expected. Contact was made with several different parties in Estonia. The mathematical result is therefore not valid. For this reason, a qualitative research method was chosen, and the target group was minor but reliable. In the future, it would be profitable for Gikker to conduct a survey again for a wider group of Estonians.

10 Conclusion

According to the survey responses, people would prefer to find entertainers and performers more conveniently on the same website. This leads to the conclusion that many of the respondents would use the service platform if it were available. The survey revealed that age, gender, or employment status had no effect when discovering respondents' interest in the website.

In the research section, the Estonian market area was studied using a PESTEL and a SWOT analysis. Multiple market studies have been made on Estonia, but there were no other studies on the same subject. Information for the thesis was collected from online sources and literature.

Because of slowing globalization since 2021 due to the Covid-19 pandemic and Russia's invasion of Ukraine, energy and food prices have increased. It can be concluded that people prioritize their spending of money more carefully. In this world situation, the amount of demand is influenced by external factors.

The majority of the respondents who had booked performers or entertainers for their events did the reservation based on recommendations. Most of the answers insinuate that people would use the service platform if it were available. It can be concluded that the service platform would increase interest in booking performers and entertainers online.

The demand for a modern and easy-to-use service platform was reflected in the survey responses. However, considering that the number of responses was small. Therefore, the survey is more indicative than fully valid. Despite the small

number of respondents, the answers received gave a favorable reference to the service platform provided by Gikker.

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Appendix 1.

Survey questions

1. What is your age?
2. What is your gender?
3. What is your main employment status?
4. Have you booked a performer or entertainment for your event?
5. If you answered yes, how did you find this specific entertainer or performer?
6. Do you consider finding entertainment or performers challenging?
7. Would it be convenient to use a service platform with a wide selection of different performers to choose from?
8. Do you know any performers or entertainers to join this kind of service platform?
9. Would you use this service platform if it's available?
10. If you are willing to answer more specifically, please leave your contact information down below.

Appendix 2.

Customer Satisfaction Survey

1. Kuinka usein olet tilannut esiintyjän Gikkerin kautta? (Monivalinta)
2. Kuinka tyytyväinen olit Gikker palvelualustaan? (Asteikolla 1–5)
3. Kuinka tyytyväinen olit palvelualustamme käytettävyyteen? (Monivalinta)
4. Helpottiko Gikker palvelu esiintyjän löytämistä? (Monivalinta)
5. Kuinka tyytyväinen olit esiintyjä valikoimaa? (Monivalinta)
6. Löysitkö itsellesi sopivan esiintyjän? (Monivalinta)
7. Täyttikö Gikker palvelualusta odotuksesi? (Kyllä/Ei)
8. Kuinka todennäköisesti suosittelisit palvelualustaa? (Monivalinta)
9. Onko sinulla lisäkommentteja tai ehdotuksia, jotka haluaisit jakaa kanssamme palvelualustan parantamiseksi? (Avoin kysymys)