

Bachelor's thesis

International Business

2023

Viivi-Sofia Minkkinen

Jewelry and watch industry sweepstake promotions from customers' point of view

– Case: Company X

Bachelor's Thesis | Abstract

Turku University of Applied Sciences

2023 | 43 pages, 11 pages in appendices

Viivi-Sofia Minkkinen

The aim of this Thesis was to increase the knowledge of companies in the Finnish jewelry and watch industry about sweepstake promotions and to find out how customers feel about them and their different design elements. Therefore, this study provides companies in the industry with an extensive literature review about sweepstake promotions held on Instagram and Facebook.

The research part of the study focuses on how customers in the industry perceive sweepstake promotions and what types of sweepstakes they find to be the most engaging. A combination of a quantitative customer survey and qualitative theme interviews were used as research methods. The research was conducted in collaboration with a small jewelry and watch company in Finland.

Results show that customers of the industry genuinely enjoy sweepstake promotions as a part of the company's marketing efforts. Moreover, they work well in building the relationship between the company and its customers. Also, several different design elements were discovered that customers found to be the most engaging.

The case company of the study found the research to be beneficial, and it is going to use the provided suggestions to further improve its sweepstake design. For instance, smaller sweepstake prizes are going to be drawn for multiple winners rather than just having one winner and a larger prize per sweepstake. By implementing the changes, the case company hopes to improve its customer engagement.

Keywords:

Sweepstake Promotions, Contest Marketing, Customer Engagement, Sweepstake Design, Prize Promotions, Jewelry and Watch Industry

Content

1 Introduction	5
2 Sweepstake promotions	8
2.1 The case company's use of sweepstake promotions	8
2.2 Customer engagement through contest marketing	9
2.3 Different kinds of prize promotions	10
2.4 General rules of sweepstakes	12
2.5 Customers' motives to participate in sweepstakes	13
2.6 Reasons for companies to have sweepstake promotions	14
2.7 Design elements of sweepstake promotions	16
3 Research design and process	18
3.1 Quantitative survey	19
3.2 Qualitative interviews	20
3.3 Limitations	21
4 Results and analysis of data	23
4.1 Customer survey	23
4.2 Theme interviews	30
4.2.1 Theme 1: Customers' perceptions of sweepstake promotions	30
4.2.2 Theme 2: Design elements of sweepstake promotions	32
4.3 Main findings	34
5 Conclusions	37
References	39

Appendices

Appendix 1. Customer survey in Finnish

Appendix 2. Customer survey in English

Appendix 3. Translated theme interview frame

Appendix 4. Original theme interview frame in Finnish

Figures

Figure 1: Structure of the thesis (Minkkinen, 2023)	7
Figure 2: Research design of the study (Minkkinen, 2023)	18
Figure 3: Perceptions of social media sweepstakes (Minkkinen, 2023)	24
Figure 4: Used social media channels for sweepstake participation (Minkkinen, 2023)	24
Figure 5: Preference on the duration of the sweepstake (Minkkinen, 2023)	25
Figure 6: Preference for the frequency of participation (Minkkinen, 2023)	25
Figure 7: Perception towards the company running the sweepstake (Minkkinen, 2023)	26
Figure 8: Reasons for participating in sweepstakes (Minkkinen, 2023)	27
Figure 9: Importance of the prize of the sweepstake (Minkkinen, 2023)	27
Figure 10: Preferred sweepstake prizes in the jewelry and watch industry (Minkkinen, 2023)	28
Figure 11: Preference of the number of winners (Minkkinen, 2023)	29
Figure 12: Preferred sweepstake conditions for customers (Minkkinen, 2023)	29
Figure 13: Interview themes and flow (Minkkinen, 2023)	30
Figure 14: Customer-engaging sweepstake design (Minkkinen, 2023)	36

Tables

Table 1: Elements of different prize promotions (Minkkinen & Massaro, 2023)	11
---	----

1 Introduction

Sweepstake promotions are a contest marketing tool companies use to draw a free prize on their social media sites in exchange for the engagement of customers (Perry, 2023). The author of this thesis has been working in the Finnish jewelry and watch industry since 2017. While running sweepstake promotions, the author realized how popular sweepstakes are in the industry and how little research has been conducted about them. On that account, this thesis is done as a research-based study with a Finnish jewelry and watch company that aims to understand what sweepstake promotions are, how customers perceive them, and how the different design elements of sweepstakes affect engagement from the customer's point of view.

According to the CEO of the case company (2023), a customer of the industry visits a jewelry store once or twice a year on average. Also, according to the CEO (2023), only about 30-35% of the total Finnish population are customers of the industry, which makes the customer base relatively small and the competition between companies in the industry high. Therefore, companies need to continuously engage with customers and remind them of their existence so that when the time comes to buy a product belonging to the industry, the customer is reminded of the company. Moreover, because of COVID-19, the use of specialty shops has decreased, and different ways of customer engagement marketing have become paramount. This is where sweepstake promotions come into play. In addition to the case company, this thesis is also meant to benefit other practitioners in the field.

This study looks into the existing literature and research on online sweepstake promotions. The study focuses on sweepstakes held on Instagram and Facebook, as they are the most popularly used channels for sweepstakes in the industry and the only channels used by the case company. The literature review aims to provide the case company and other companies in the industry with cohesive information about sweepstake promotions which is currently lacking. Therefore, the literature review focuses on aspects such as the different prize

promotions, the general rules of sweepstakes on social media, the reasons customers have for participating in the promotions, the companies' objectives for running sweepstakes, and the different sweepstake design elements.

The research part of this study is done as a combination of quantitative customer survey and qualitative theme interviews. The purpose of the research is to focus on the customers and their views about sweepstakes. Understanding how customers feel about sweepstakes and their different design aspects helps companies design their sweepstake promotions in a way that would increase customer engagement, ultimately benefiting the company. Therefore, the research questions of the study are as follows:

- What are online sweepstake promotions?
- How do customers in the Finnish jewelry and watch industry perceive sweepstake promotions?
- What type of sweepstakes do the Finnish jewelry and watch industry customers find to be the most engaging?

This thesis starts with an introductory chapter on the topic, which leads to the literature review and theoretical background of sweepstake promotions. The chapter discussing the theoretical background also answers the first research question. After the theoretical background, chapter three discusses the study's research design and process. Chapter four focuses on the research results, including the customer survey and theme interviews. In addition, the combined findings of the two data collection methods are discussed, and the remaining research questions are answered. The final chapter makes conclusions and contributions about the study as a whole and proposes future research possibilities on the topic. Figure 1 shows the flow and progression of the different parts of this thesis.

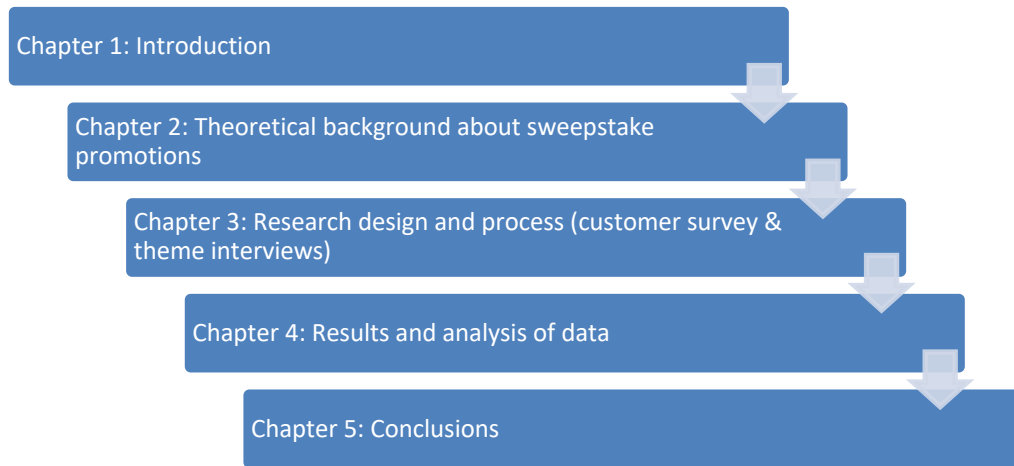


Figure 1: Structure of the thesis (Minkkinen, 2023)

The case company of this thesis, Company X, is a Finnish-based retail company that offers a variety of jewelry, watches, and gift products from national and international brands. The company, founded in 2019, is owned by a single entrepreneur. It has a storefront as well as an online store. The company's customers who visit the physical store are primarily located in southern Finland. However, since the online store ships products across the country, the demographical demarcation is irrelevant from the study's point of view. The author of this thesis is in charge of the company's marketing operations, including social media and online store efforts. Sweepstake promotions have been a big part of the company's social media efforts, but they have not been analyzed in any way, which is a motive for the study.

During the creation of this thesis, Company X has undergone some organizational changes, and since sweepstake promotions are a popular and similarly used marketing tool in the Finnish watch and jewelry industry, the thesis is not solely related to the case company. However, the data collection is done only for the customers of Company X to keep the scope manageable. Nonetheless, the thesis also mentions the "Finnish jewelry and watch industry" instead of "Company X," which refers to the fact that the research is closely related to the whole industry. Therefore, other practitioners in the field can also utilize the results of this study. The following chapter will focus on the theoretical background of the topic.

2 Sweepstake promotions

This chapter looks at sweepstake promotions in more detail and answers the first research question; what are online sweepstake promotions? The first part of this chapter focuses on the case company and its use of sweepstake promotions. The second part continues by explaining what contest marketing is and how it can be used as a way to engage customers. The third part discusses the different types of prize promotions and how sweepstake promotions differ from them. The fourth part explains the general rules of sweepstake promotions, focusing on Instagram and Facebook, which affect how sweepstakes can be designed on each site. The following two parts discuss the customers' objectives for wanting to participate in sweepstakes and the purposes that companies have for running them. The last part of this chapter discusses the different design elements of sweepstake promotions that are important in terms of understanding the research and data collection of this thesis.

2.1 The case company's use of sweepstake promotions

The case company's social media marketing efforts mainly focus on Instagram and Facebook marketing, where regular posts are made from two to four times a week. The posts are a variation of regular feed posts, stories, and video reels. The company started using sweepstake promotions as a part of its marketing efforts straight from the beginning of starting the company. At some point, the company noticed that some of its sweepstakes worked better than others in terms of engaging customers. Therefore, the case company wanted to learn more about them, especially from the customers' point of view.

The case company's sweepstake promotions would usually be posted simultaneously on both Instagram and Facebook, except when the promotion was designed so that it would not be suitable for both sites. Usually, two winners would be picked, one from each site, using a website that picks the

winners straight from the sweepstake post. Generally, sweepstakes would be held monthly or once every two months, depending on the seasons and sales events. In addition, the sweepstake promotions would usually be posted as pictures on the regular feed of the social media channel. The post would often present the item(s) the contestants could be able to win. The terms and other necessary information regarding the sweepstake would be displayed in the photo description below the image.

As for the requirements to participate in the sweepstake, participants would usually be asked to like the sweepstake post and follow the company's user account on Instagram. Occasionally, participants would also be asked to tag friends in the comments or to share the sweepstake post on the participant's own user account. Tagging refers to mentioning a friend's user profile in the comment section of a post which notifies the person of the post they have been tagged to (Bigcommerce, 2023). The following chapter discusses contest marketing and its connection to customer engagement.

2.2 Customer engagement through contest marketing

Sweepstake promotions are a form of contest marketing that aims to boost customer engagement between the company and its customers (Snipp, 2022). The customer engagement theory states that customers who have had positive experiences with the company and feel emotionally connected to it are more likely to purchase from the company than others (Palmatier, Kumar, & Harmeling, 2017, pp. 3-13). Since customer engagement happens through multiple different channels, contest marketing is just one of these ways to excite and create positive events and experiences for customers (Striventa, 2023).

Contest marketing is a type of inbound marketing strategy that uses sweepstake promotions and contests to engage with the target audience (Snipp, 2022). Inbound marketing focuses on earning the customer's attention rather than directly contacting the customer (Fishkin & Høgenhaven, 2013, pp. 3-4). Contest marketing is effective because it is part of human nature to be

interested in and involved in different types of contests. People want to compete, play, and win. (Feldman, 2023) Contest marketing includes different types of promotions, such as event-based contests, polls, quizzes, user-generated content contests, and prize promotions (Perry, 2023). Sweepstake promotions, which are the topic of this thesis, fall under the category of prize promotions, which will be further discussed in the next part.

2.3 Different kinds of prize promotions

As mentioned in the previous chapter, contest marketing involves the use of different types of prize promotions. There are three types of prize promotions: sweepstakes, contests, and lotteries. (Corrin, 2022) Prize promotions are a cost-effective way to engage with customers. They can be used to reach many goals companies have, such as improving customer engagement, generating more sales, and building brand awareness (Robertson, 2021). The company's objectives for running sweepstake promotions will be discussed more in Chapter 2.6.

Prize promotions also have three different elements that distinguish them from each other. These elements are *prize*, *chance*, and *consideration*. (Burke, Sableman, & Vistine, 2023) *Prize* is an award of some sort that is given to the winner of the promotion. *Chance* refers to the luck aspect of the promotion, meaning if the winner of the prize promotion is chosen randomly or if the winner is selected based on skills. *Consideration* means either the use of money in order to participate in the promotion or extensive effort. (Ussweepstakes, 2017)

Sweepstakes are promotional tools that contain specific rules or requirements that have to be followed in order to have a chance to win a prize (Archer, 2023). The sweepstake winners are chosen randomly, and no purchase is required in order to enter the competition. Winning a sweepstake only requires luck, but sometimes one's chances can be multiplied under different conditions. (Ledgard, 2023)

Contests are also a marketing tool that typically requires the participants to use specific skills in order to win (Archer, 2023). The main difference between contests and sweepstakes is that contests require skill to qualify for an award, while sweepstakes are operated purely through luck. With contests, particular criteria are used to select the winner. By entering a contest, the participant is usually required to give extensive effort to be able to participate.

(Ussweepstakes, 2017)

A lottery is also a game of chance that requires luck for a person to win since the winner is randomly selected. The main difference between lotteries and the other types of prize promotions is that lotteries also require a form of payment for one to participate. Lottery prizes are also usually more significant than those for sweepstakes and contests. (Liberto, Rhinehart, & Clarine, 2023) When having the “consideration” element involved in the promotion, it should be noted that one usually requires special permits to conduct a prize promotion of this type. Therefore, it needs more caution. (Cohen & Klubok, 2022) Table 1 combines the different types of prize promotions and their elements.

Table 1: Elements of different prize promotions (Minkkinen & Massaro, 2023)

Prize promotion type	Prize	Chance	Consideration
Sweepstakes	Yes	Yes	No
Contests	Yes	No	Yes
Lotteries	Yes	Yes	Yes

When discussing the different types of prize promotions and their elements, it is considered to be legal to run a promotion if one of the elements is eliminated (Ussweepstakes, 2017). Which in the case of sweepstake promotions is the “consideration” element. This thesis only focuses on sweepstake promotions, not contests and lotteries, as those are not commonly used for marketing purposes in the Finnish jewelry and watch industry.

2.4 General rules of sweepstakes

As with any promotion, sweepstakes also have certain rules that need to be followed to provide clarity and safety for all parties involved in the promotion. Since the sweepstake promotions of Company X are entirely held on Instagram and Facebook, this chapter provides more information about the general rules that these social media sites have for hosting sweepstake promotions on their platforms. Additionally, some general elements of sweepstakes are explained that should be present for the contest to be rightful.

The rules that Instagram and Facebook have for sweepstake promotions are relatively similar since Facebook owns Instagram, but there are a few exceptions (Jones, 2023). Companies should be careful with the type of prize promotion they plan to have as they all have different rules. With sweepstake promotions, the paramount aspect is that the element of *consideration* is not permitted, and it should be clearly stated in the sweepstake conditions. (Kilroy, 2022)

Furthermore, both Instagram and Facebook require the sweepstake operators to release the site from any liability or responsibility for anything related to the competition. Both sites also encourage that the official rules of the sweepstake would be clearly stated on a separate page that would be linked to the participants. If the company hosting the sweepstake does not follow the guidelines, they risk getting their promotion or user page removed from the platform. (Jones, 2023)

The main difference between the two sites and their rules is that on Instagram, one can ask participants to tag a friend in the comment section, ask participants to follow accounts, and ask people to share the sweepstake on the participant's account but on Facebook, these are not permitted (Meta, 2023). Consequently, the different rules need to be considered when designing sweepstakes that are meant to be posted simultaneously on both sites. Therefore, open-ended questions are a good option when companies want to have the same promotion on multiple sites (Palka, 2023).

A sweepstake promotion should also always contain some basic elements that clearly state the terms of the competition. In addition to the statement that “no purchase is necessary,” the description should also contain details of entry requirements, any limits that participants should be aware of, the closing date of the competition, a description of the prize, winner selection, and notification procedures, the geographic scope of the competition, and any other eligibility requirements. (Bennett, 2007)

2.5 Customers' motives to participate in sweepstakes

In order for companies to be able to design successful and engaging sweepstakes that their customers find appealing, one first needs to understand the psychology of why customers want to participate in prize promotions in the first place. The same motives that drive people to participate in sweepstakes are similar to the ones that addict people to any types of contests and gambling. People are motivated by the adrenaline-infused experience of winning, which any type of contest gives the participant. (Watts, 2018, pp. 1-10)

The main difference between the motivation to participate in sweepstakes and gambling is that to be able to gamble, one has to pay a fee or purchase something in order to participate, while sweepstakes do not include that. Also, the chance to actually win something from gambling is more significant than what it is with sweepstakes. Nonetheless, the objectives from the participant's point of view are very similar, just much more mellow when it comes to sweepstakes. (Breese, 2022)

The two key psychological elements associated with any type of contest and competition are *urgency* and *scarcity*. As sweepstake promotions are only held for a limited time, *urgency* acts as a powerful motivator that drives immediate action in the participant. *Scarcity* is another motivating element as limited supply increases demand as the limited product becomes more desirable in the participant's mind. (Saumya, 2020)

Some of the other reasons why people participate in sweepstakes are also because of interactivity and entertainment purposes (Räty, 2021, p. 23). Additionally, existing customers are usually happy to participate in events and activities of the companies they have bought from in the past. This could be because customers like the company's products, want to support the company, or want to be entertained. (Cudby, 2020, pp. 97-101) As there has not been much research made on why people participate in sweepstakes, this study aims to provide further insight into that.

2.6 Reasons for companies to have sweepstake promotions

Companies in general and those in the jewelry and watch industry enjoy using sweepstake promotions as a part of their marketing efforts because they are considered a cost-effective way to engage a target audience online (Grauschopf, 2022). Sweepstake promotions can be designed in various ways to help achieve different goals. Different design elements of sweepstake promotions are further discussed in the following chapter. The objectives for running sweepstake promotions from the company's point of view are to increase sales, acquire new customers, introduce new products or services, build online awareness or site traffic, or reward loyal customers (Marketingsherpa, 2003, p. 28).

One of the reasons companies have sweepstake promotions is to ultimately drive sales to the company. Sweepstakes can be effective in generating more sales as they have the ability to create hype around promoted products and services. (Corrin, 2023) This is especially effective when new products and services are introduced to the customers. Using sweepstakes before the new product is even launched to the market will build up the excitement that will eventually unravel in the form of an increased conversion rate. (Zove, 2020) When the objective of the promotion is to drive more sales, the two psychological elements *urgency* and *scarcity* come into play which affects the supply and demand and motivates the customers into taking immediate action (Saumya, 2020).

In addition to driving more sales and using sweepstakes as a way to introduce new products and services, companies can also use them to spread awareness and build engagement for their brand. For example, online awareness can be increased by asking participants to share the company's sweepstake promotion on their own profile. This way, the interest of potential customers is caught, which can lead to new customers or at least an increase in online following. (Wong, 2021) According to statistics by HubSpot that were updated in 2017, companies, especially from the technology, entertainment, and music industries that ran contest marketing campaigns, such as sweepstake promotions, acquired on average 34% of new fans to their social media sites per campaign (Vaughan, 2017).

Furthermore, sweepstake promotions can additionally be used to drive traffic to a website or e-commerce store. This can be done by asking the sweepstake participants to visit the company's website as one of the requirements for participating in the sweepstake. By doing so, customers learn more about the company's products, and at the same time, the customers start to receive re-marketing from the company. (RTM, 2022)

Even though acquiring new customers is an important activity for a business, it is paramount to remember to continuously engage with existing customers of the company (Marketingsherpa, 2003, p. 28). According to Invesp (2022), acquiring a new customer costs five times more than keeping an existing one. Additionally, according to the same source, the success rate for selling to an existing customer is 60-70%, while it is only 5-20% when selling to a new customer. (Landis, 2022) Therefore, it makes sense to build customer engagement with existing customers and to remind them of the company's existence regularly.

Sweepstake promotions have the ability to be very useful along the customer journey from the company's point of view (Räty, 2021, p. 74). Contest marketing can be helpful anywhere from building online awareness to generating sales from new and existing customers. The following chapter will focus on the

different design elements of sweepstakes that are important when designing customer-engaging promotions.

2.7 Design elements of sweepstake promotions

When designing a sweepstake, companies have to consider several design elements that affect how customers engage with the promotion. In a recent study by Rätty (2021), which focused on sweepstake design elements from the point of view of social media managers and existing research and literature on the topic, she suggests seven main design elements that affect customer engagement. These “elements” are the prize, action, entry, participation conditions, presentation, and target group.

The first design element, *prize* refers to the item the customer is able to gain from participating in the promotion. The *prize* design element includes aspects such as the type of prize, the number of prizes, and the value of the prize. When customers perceive the value of the prize to be high, they are more likely to participate in the sweepstake as more valuable prizes are considered more desirable. A good prize is something that matches the company’s brand message and that resonates with the audience. (Snipp, 2022)

Action describes the tasks or conditions that participants need to fulfill to be able to win the prize (Rätty, 2021, p. 17). This could, for example, be to comment on the social media post or follow the company account. *Entry* refers to the platform on which the sweepstake promotion is held on (Rätty, 2021, p. 17). In this case, it is either Instagram or Facebook. *Participation conditions* include factors such as the duration of the sweepstake, frequency of sweepstakes, and the number of winners (Kalra & Shi, 2009). It should be noted that from the customer’s point of view, the participation conditions refer to the *action* element as it describes the tasks that need to be taken in order to participate in the sweepstake. Therefore, *participation conditions* in this context refer to the conditions companies set for the promotion.

Presentation refers to the different visual aspects of the sweepstake post. These aspects include the sweepstake post's colors, text choice, picture, and theme. *Target group* refers to the group of people that the sweepstake is aimed towards. (Räty, 2021, p. 75) As mentioned, there is very little existing research on sweepstake promotions from the customer's point of view. Therefore, the research of this thesis focuses on four of the six sweepstake design elements that customers can substantially affect. These elements are the prize, action, entry, and participation conditions. Presentation and target group are left out of the research as they are elements that are more dependent on the company's opinions and brand image.

Additionally, according to the CEO of Company X (2023), the jewelry and watch industry is known for being greatly influenced by different promotional events and high-selling seasons, which suggests that for the sweepstakes to be the most effective, they should be arranged especially at those times. This information should be noted, but since customers are not able to affect the different sweepstake themes as they are set by seasons and annual sales events, they are not a part of the research. The research process will be discussed in greater detail in the following chapter.

3 Research design and process

This chapter focuses on the research design and process of this study. The aim of the research was to answer the two latter research questions presented at the beginning of this study. These questions dealt with how the customers of the Finnish watch and jewelry industry perceive online sweepstake promotions and which type of sweepstake design aspects they found to be the most engaging. Finding answers to these questions helps companies in the industry determine how customers feel about sweepstake promotions in general and what design aspects would enhance customer engagement.

The research method chosen for this study combined the quantitative and qualitative data collection methods. The quantitative method utilized an online customer survey that was distributed to the customers of the case company. In addition, theme interviews were used as the qualitative method. The theme interviews were chosen as an additional data collection method to provide further insight into the survey results. Figure 2 displays the research process and how the two methods were utilized.

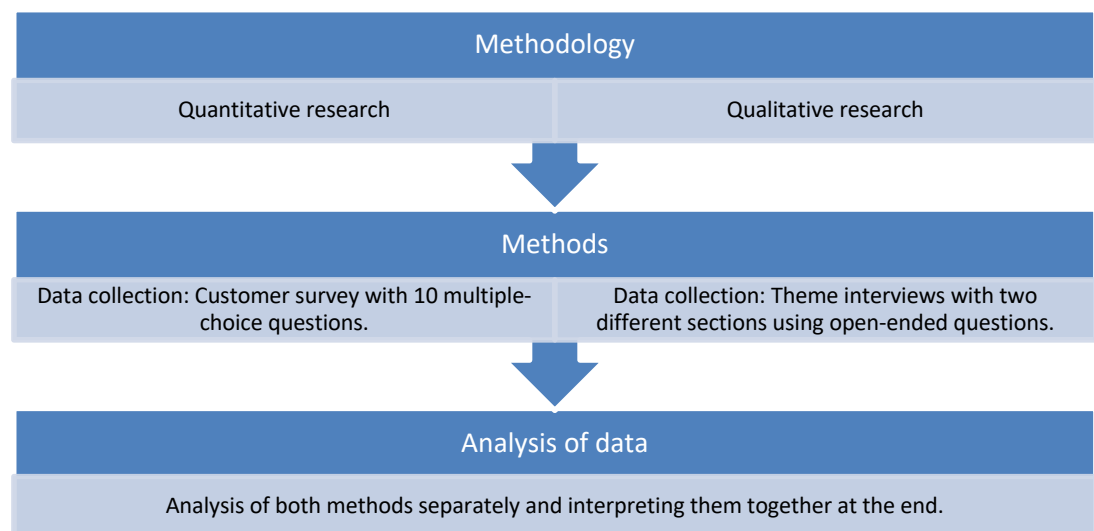


Figure 2: Research design of the study (Minkkinen, 2023)

Both data collection methods utilized the same focus group, which consisted of the clientele of Company X, who had been involved in the company's social

media sweepstake promotions. For the case company, that group mainly consisted of women between the ages of 20 to 55 years. Men also participate in sweepstake promotions but not seemingly as much as women. For the sake of the research, the opinions of men and women were analyzed as a whole, and it did not matter if the people had been paying customers. Nevertheless, it was important that the people knew the case company and that they were aware of the company's products and services.

The distribution channels chosen for the quantitative customer survey included the case company's social media sites, Instagram and Facebook, and its customer email list. The definition of a specific demographic area was not necessary for the survey as the company ships products in the whole country. The survey was open for three weeks, and it got a total of 124 answers. The qualitative theme interviews were conducted as phone interviews with five people who fit the study's focus group. The case company's social media was used to reach the interviewees. The following chapters discuss the data collection methods in more detail as well as the limitations of the research.

3.1 Quantitative survey

A standardized quantitative customer survey was chosen as the primary data collection method to find out how the study's focus group perceived sweepstake promotions in the jewelry and watch industry and how they felt about the different design aspects that affect customer engagement. As the customer base of the case company consists of Finnish-speaking people, the survey was conducted in Finnish. The survey was published as the "Asiakaskysely kello- ja korualan arvonnoista," which translates to "Customer survey about sweepstake promotions in the jewelry and watch industry". Google Forms was used as the tool to collect the survey data. In addition, the data from the survey was analyzed by the Google Forms tool, which formed graphs of the results. The results have been translated by the author since the original charts made by Google Forms were in Finnish. The results and charts are presented in Chapter 4.1.

The answers were collected for three weeks from the 21 February until the 13 March 2023. The link to the survey was sent twice as an email to the company's customer list. Additionally, the link to the survey was posted twice on the company's social media sites. The customer survey was open for three weeks as it ensured that it could be distributed multiple times to get a sufficient number of answers that represented the focus group well. Before the survey was published, the functionality and average response time was tested on a ten-person test group consisting of the researcher's family members and friends. The original customer survey and the translated version are attached to the work as appendices 1 and 2.

The average response time for the survey was two minutes. Furthermore, the questions asked were designed in a way that they would be at the same time easy to understand and so that they would be able to reflect the respondent's opinions well. Therefore, a few open-ended questions were also provided in case someone's opinions were not offered automatically in the options. Altogether the survey reached approximately 868 people through the case company's social media posts and email list. In addition, 268 customers received the email containing the customer survey link. The survey got a total of 124 answers which brings the response rate for the survey to 14%.

3.2 Qualitative interviews

The qualitative data collection method for this thesis was carried out as semi-structured theme interviews. The interviews were added for the purpose of enhancing the results of the quantitative research and to further understand the opinions of customers in the industry. The idea for the interviews was to follow a certain theme with questions that were rephrased and slightly modified according to the interview situation and the person being interviewed (Galletta & Cross, 2013, p. 75). Additionally, the aim was to let the interviewees express their feelings and opinions on the topic as freely as possible and to talk about their experience with sweepstake promotions in the industry.

The aim was to find five people for the interviews who fit the age range of the focus group, who had participated in the case company's sweepstake promotions in the past, and who were aware of the case company and its products. A post was made on the case company's social media sites that searched for possible interviewees. In addition, the author reached out to a few suitable interviewees. As a result, the author selected two suitable people to be interviewed from volunteers who responded to the social media post. The other three agreed to do the interviews at the author's request. Altogether four females and one male of different ages were interviewed via phone calls at the end of February and the beginning of March 2023. The duration of the interviews lasted from 10 to 20 minutes, depending on the person.

The theme interview frame was used to guide the discussion of the interview and to bring up ideas about the topic. Nonetheless, the idea was to give the participants as much freedom as possible to express their thoughts and opinions about the topic. The translated and original theme interview frames are attached to this work as appendices 3 and 4. As the interviews were held in Finnish, the answers have been translated into English by the author. The theme interview results and how they enhanced the customer survey results will be further discussed in Chapter 4.2.

3.3 Limitations

As for the limitations of the study, there is a chance that not all of the people who answered the customer survey belonged to the study's focus group. This is because the link to the survey was shared online to the case company's social media sites, which makes it public to everyone. To maintain the accuracy of the focus group, it was mentioned in social media posts and emails that the survey was only meant for the company's customers who had been involved in their sweepstake promotions. However, this was not a cause of concern with the theme interviews, as the interviewees were selected by the researcher.

Moreover, as the case company was having some organizational changes at the time of the research, the opinions of customers might have shifted, which could have affected the reliability of the results. Therefore, the survey and interview questions only referred to the jewelry and watch industry and not specifically to the case company. Fortunately, as almost all of the answers to the survey and interviews were positive by nature, it shows that customers did not think negatively about the company.

Additionally, as the customer survey and interviews were held in Finnish, the results had to be translated into English by the author. By doing so, it has to be taken into account that there could be some minor alterations to the meanings of words. With the survey, this problem was very minor as the results and questions were very straightforward. With the interviews, only those results have been displayed as direct quotes, which were easy to translate without worrying about misinterpreting them.

In addition to the limitations mentioned, the validity of the research is also an important factor that should be considered. As the customer survey hardly had any unanswered questions, it can be assumed that the questions were perceived to be valid and easy to understand by customers. Additionally, the interviewees recognized that the questions fit the researched topic well. The interviewees also had difficulty coming up with any additional information to talk about the matter when asked. The following chapter displays the results gathered from the research and discusses them in more detail.

4 Results and analysis of data

This chapter displays and discusses the results gathered from the quantitative customer survey and the qualitative theme interviews. The customer survey results are presented as charts in Chapter 4.1 that have been analyzed by the Google Forms survey tool. Moreover, the answers to the theme interviews have been summarized in Chapter 4.2. The research aimed to understand how the case company's customers perceive their sweepstake promotions and what type of sweepstake design they found to be the most engaging. The results and conclusions of the research were meant to provide insight not only for the case company but for other practitioners in the field as well. Chapter 4.3 combines the findings of both research methods and provides companies with concrete suggestions on improving their sweepstake design in order to make it more customer-engaging.

4.1 Customer survey

The customer survey was built around the two last research questions that concerned how customers perceive sweepstake promotions and what design aspects they find to be the most engaging. Altogether the customer survey received 124 answers from the customers of Company X. It was apparent from the survey results that customers genuinely enjoy sweepstake promotions. In Figure 3, the vast majority of people, 88,7%, answered that they either like sweepstakes or enjoy them greatly. In addition, the results in Figure 4 show that customers use both social media channels, Instagram and Facebook, very evenly when participating in sweepstakes promotions. Most respondents also answered that they use both channels, which suggests that either one is good, depending on the company's preference. The purpose of having a question about the "entry" element was to find out if either of the used social media channels would have been significantly better than the other.

What do you think about social media sweepstakes?

124 Answers

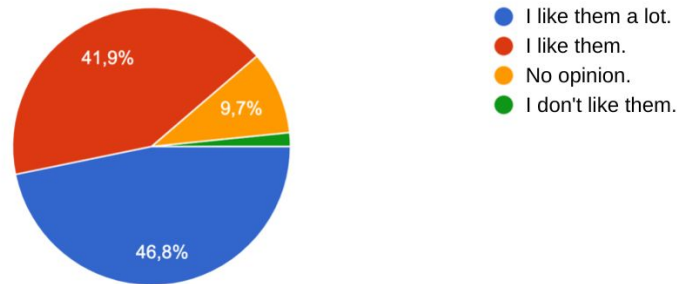


Figure 3: Perceptions of social media sweepstakes (Minkkinen, 2023)

What social media channel have you usually used to participate in a sweepstakes?

123 Answers

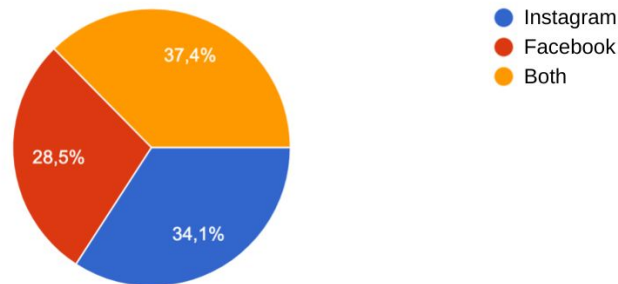


Figure 4: Used social media channels for sweepstake participation (Minkkinen, 2023)

Regarding the different design aspects of sweepstake promotions, Figure 5 shows that the majority of people, 66,9%, did not have an opinion on the duration of the sweepstake. This indicates that companies can set the length according to their own preference. On the other hand, 27,4% of customers still prefer short sweepstakes to long ones. As customers perceive sweepstakes very well in general, it is no surprise that 53,2% would like to participate in sweepstakes weekly, as shown in Figure 6. 29% prefer to participate in sweepstakes monthly, and only 17,8% would participate a few times a year or

less. Therefore, according to the survey results, the frequency could range from weekly to monthly sweepstake promotions depending on the company's resources.

What types of sweepstakes do you like the best?

124 Answers

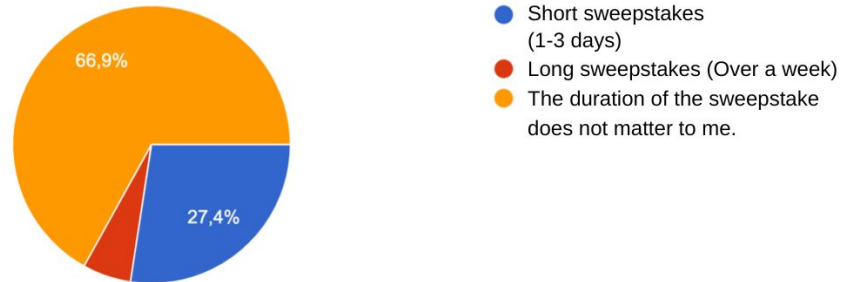


Figure 5: Preference on the duration of the sweepstake (Minkkinen, 2023)

How often would you like to participate in sweepstakes?

124 Answers

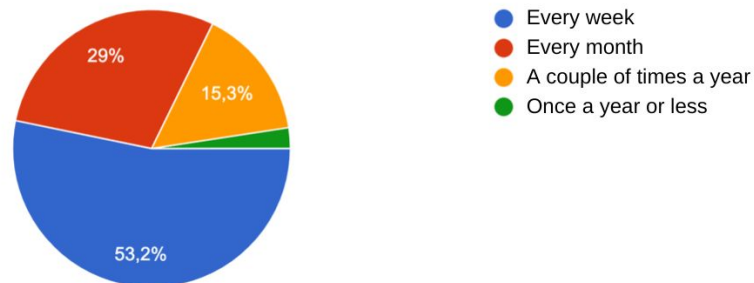


Figure 6: Preference for the frequency of participation (Minkkinen, 2023)

In addition to customers generally enjoying sweepstake promotions, Figure 7 shows that 87% of the customers also said that sweepstakes made them more interested in the company running the contest. This indicates that sweepstakes are not only a fun activity for the customers but that they are also beneficial for the company running the promotion. This is important because, ultimately, the

purpose of engaging customers is to drive more sales for the company (Palmatier, Kumar, & Harmeling, 2017, p. 21).

Do sweepstakes make you interested in the company that is having the contest?
123 Answers

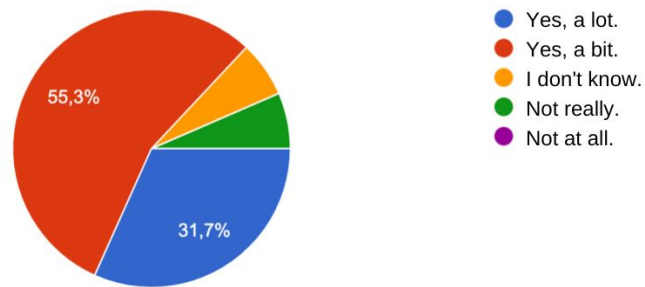


Figure 7: Perception towards the company running the sweepstake (Minkkinen, 2023)

As for the reasons why customers participate in sweepstakes, in Figure 8, the majority of 63 people said they participate mainly because they are fond of different kinds of online contests. These people most likely consider sweepstake promotions as a hobby and participate in them regularly. Although, it also comes to show how much customers like this type of marketing. Many people also said that they like jewelry and watch products. The majority of people also love the opportunity to get something for free. It can be assumed that the correlation between this in the jewelry and watch industry is especially true as the products are usually more expensive and, therefore, more desirable. A few people also mentioned that they participate because they find sweepstakes to be a relaxing activity and a good way to spend time in general.

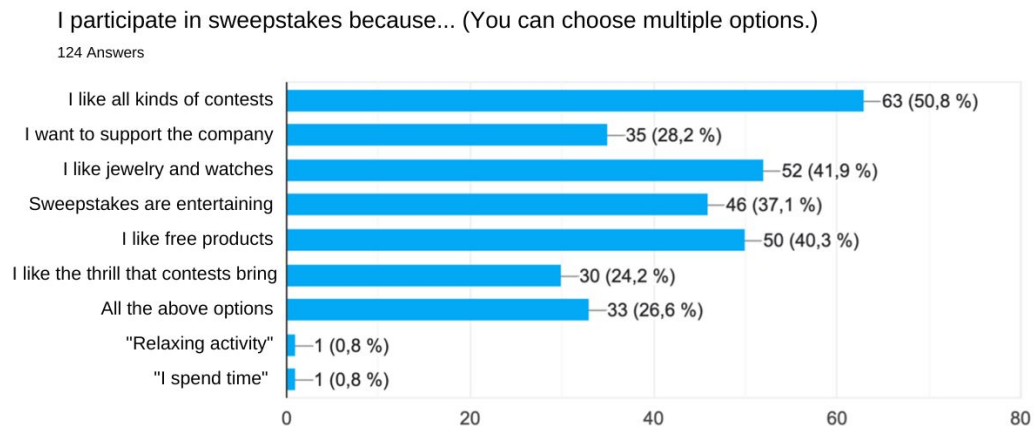


Figure 8: Reasons for participating in sweepstakes (Minkkinen, 2023)

As for the “prize” element of sweepstake promotions in Figure 9, 30,6% of people said that the prize fully determines if the person participates in the sweepstake. 48,4% of people said that the prize does matter in terms of participation which shows that the prize truly is a significant factor when it comes to designing sweepstake promotions. Therefore, it would be a good idea for companies in the industry to conduct more research on which products truly resonate with their customers. This is not only beneficial for the sake of the sweepstakes but also so that companies could learn more about their customers’ preferences in general.

Does the prize determine whether or not you participate in the sweepstake?

124 Answers

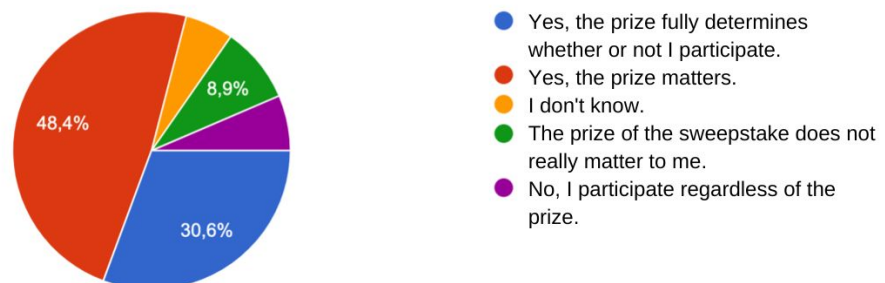


Figure 9: Importance of the prize of the sweepstake (Minkkinen, 2023)

When asked more in detail about the different prizes offered in the Finnish jewelry and watch industry in Figure 10, the majority of people preferred either women's jewelry and watches as well as gift cards. This information also shows that mainly women participate in these types of promotions. Gift products such as picture frames, jewelry boxes, and cutlery were the least preferred category of the given options. Additionally, as displayed in Figure 11, a slight majority, 43,5%, preferred to have several smaller prizes for multiple winners. On the contrary, 39,5% enjoyed a bigger prize for just one winner. As the results were so close, the number of winners could be altered occasionally to keep the contests interesting to everyone.

What types of prizes interest you the most in sweepstakes held in the jewelry and watch industry?
(You can choose multiple options.)

124 Answers

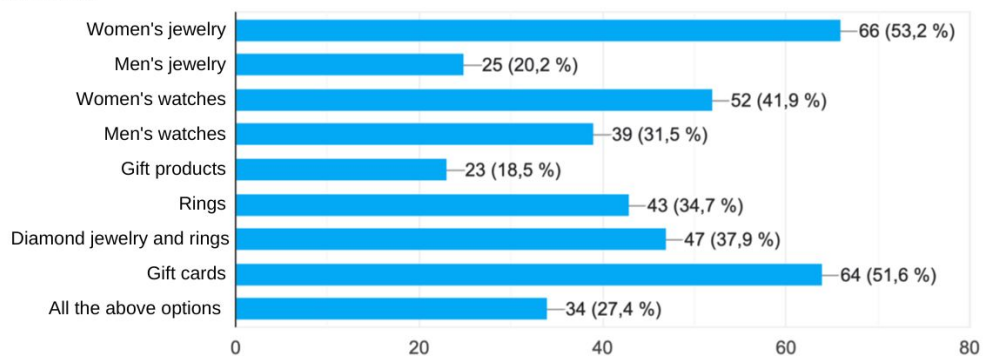


Figure 10: Preferred sweepstake prizes in the jewelry and watch industry (Minkkinen, 2023)

Which option would you prefer?

124 Answers

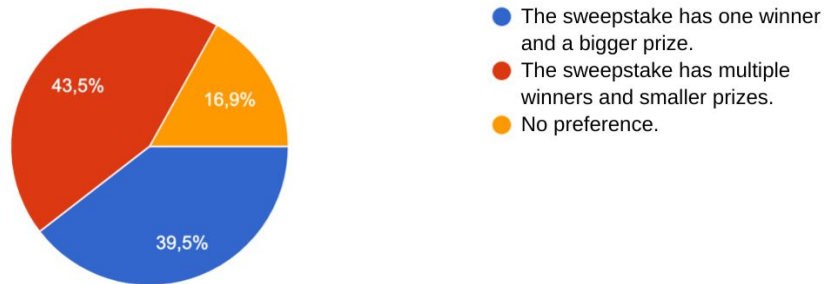


Figure 11: Preference of the number of winners (Minkkinen, 2023)

Lastly, as seen in Figure 12, the survey asked about preferred actions customers would want to take to participate in sweepstake promotions. It was clear from the results that people wanted to avoid being visible about their participation, meaning that they did not want to share a post on their profile or tag their friends in the comments. Simple conditions such as picking favorite products from different options or having to answer an open-ended question were found to be the most appealing types of actions from the customer’s point of view.

What types of sweepstake conditions do you like the best? (You can choose multiple options.)

124 Answers

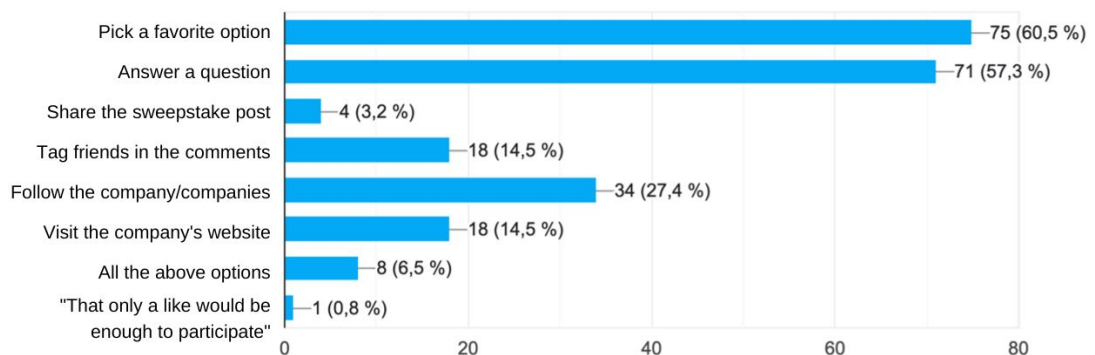


Figure 12: Preferred sweepstake conditions for customers (Minkkinen, 2023)

Overall, the quantitative survey provided good insight into how customers in the Finnish jewelry and watch industry perceive the case company's sweepstake promotions. In addition, the survey was able to tell what kinds of design elements customers prefer. The next chapter will discuss the results gathered from the theme interviews.

4.2 Theme interviews

The interview questions were divided into two themes according to the study's research questions to strengthen the findings from the customer survey. The translated and original theme interview frames have been attached to the end of this work as appendices 3 and 4. Before conducting the theme interviews, the functionality of the questions was piloted on two test interviewees. Figure 13 demonstrates the flow of discussion in the theme interviews, which are divided into two subheadings following this paragraph.

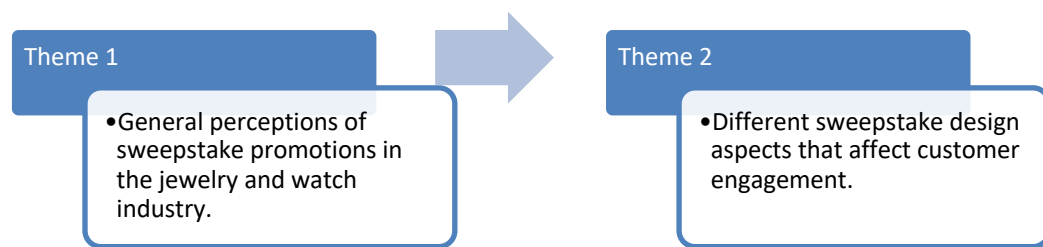


Figure 13: Interview themes and flow (Minkkinen, 2023)

4.2.1 Theme 1: Customers' perceptions of sweepstake promotions

The first theme concerned one of the most important aspects that this research aimed to find out. This was to understand how customers really felt about sweepstake promotions and if they saw them as a good way to engage with the company. As found from the survey, it was also clear from the interviews that customers genuinely enjoy sweepstake promotions and that they are able to deepen the connection between the company and its customers. All interviewees agreed that sweepstakes made them feel positively towards the

company running them. They also thought that it is an appreciable thing that the company wants to give something back to their customers. Most of the interviewed people also visited the company's website or had even made a purchase in the past because of a sweepstake. On the contrary, it was also mentioned that poorly designed sweepstakes would affect how customers perceive the promotion. Therefore, design aspects do matter when it comes to successful customer engagement. The different design aspects will be discussed in more detail in Chapter 4.2.2.

"I think that it is great that the company wants to make their customers happy by having sweepstakes and giving something for free to the winner." Female 47 years old.

"They are a good type of marketing as they give something back to the customers and build engagement at the same time." Female 26 years old.

"I have actually ended up buying a lot of jewelry pieces as gifts because of products that I have seen in sweepstakes." Female 50 years old.

As seen from the survey, customers participate in sweepstakes because they enjoy the chance to get something for free and generally like to participate in online contests. In addition, it was clear from the interviews that customers want to take part in online contests for entertainment purposes as well. Another factor that was apparent was that customers participate in sweepstakes because they want to show their support to the company hosting the sweepstake. Customers show their support by engaging with the company's social media sweepstake posts in different ways to draw more online attention to the company.

"I rarely participate for any other reason than the prize but also because I think that sweepstakes are a fun activity in general." Female 21 years old.

"More comments lead to more visibility for the company and that is how I want to show my support." Female 26 years old.

All in all, the results from the interview's first theme proved that customers truly enjoy sweepstakes as a part of the company's marketing efforts. In addition,

customers appreciated the effort the company was trying to make by engaging with them and by giving something concrete in return for them. The following chapter will focus on the second part of the interview, which concerns the different design aspects of sweepstakes.

4.2.2 Theme 2: Design elements of sweepstake promotions

The second theme of the interview focused on the different design elements of sweepstake promotions. The different elements have a crucial part when it comes to the customers deciding whether or not they are going to participate in the company's sweepstake promotion. As revealed by the survey results, customers value simple sweepstake conditions that do not require them to showcase their participation to other people. Similarly, the interviews found that customers prefer actions such as liking the sweepstake post, commenting, or choosing a favorite product from different options. On the contrary, many of the interviewees were against tagging friends and having to share the post on their own user accounts. Many said they would not participate in the sweepstake if they did not feel comfortable with the actions they were required to take in order to participate in the contest.

“If I am asked to share the sweepstake on my own page that just brings in more competition which makes me wonder if I have a chance to win at all.” Female 21 years old.

“I never want to share anything on my own page because I don't want to bother my friends.” Female 47 years old.

“Having to pick your favorite prize from a couple of options is a good one. It is good to have a small hook to the contest, but it can't be too difficult.” Female 50 years old.

As for the “prize” element, it was evident from the interviews that the value of the prize does not truly matter as much as would have been thought based on the customer survey. Instead, it was essential that the customers could see themselves using the product or that they would see it as a gift. Additionally, customers preferred prizes that were relatively generic and suitable for

everyone. For instance, it was said that prizes such as unique watch straps only suited for a particular type of watch would not be ideal in terms of a good prize. Also, customers liked that there would be several smaller prizes for multiple winners to increase the chance of winning. This made sweepstakes more appealing from the customers' point of view.

“The prize doesn't have to be valuable if it is to my own taste.” Male 28 years old.

“Valuable prizes are always good, but I also like it when there are three 50€ gift cards instead of one that is like 300€.” Female 50 years old.

The last questions of the theme interviews focused on the other design aspects of sweepstake promotions, such as the duration and frequency. In the survey, most people said that they did not care about the duration of the sweepstakes, but in the interviews, more aspects were pointed out. Ideally, the most preferable duration for a sweepstake would be around a couple of days but less than a week. On the one hand, sweepstakes that last less than 24 hours were considered too short as customers could miss them. On the other hand, if sweepstakes were too long, customers could forget about them easily. Therefore, a duration of two to four days would be an ideal choice for sweepstakes in the industry.

“If the contest only lasts for like 24 hours, I might only see it when it is already finished.” Female 50 years old.

In addition, it was apparent from the survey that customers enjoy sweepstakes and that they would be eager to participate in them as often as on a weekly basis. According to the interview results and combining them with the survey results, monthly sweepstakes would be ideal for both the customer and the company. By doing so, customers would be engaged often, but it would not be considered to be annoyingly frequent. Additionally, this would be a good frequency for companies as weekly sweepstakes require a lot of effort. It was also mentioned that sweepstakes with more valuable prizes could have even more time between them.

“Once a month would be good because in that way the company could be able to maintain a good connection with its customers.”
Female 26 years old.

“Weekly sweepstakes are too much, if so, it feels like the company would be spamming their customers.” Male 28 years old.

Overall, the interviews were a beneficial addition to the customer survey as they provided a deeper perspective on the researched topic. Also, they were able to reflect on how customers truly felt about the case company’s sweepstake promotions. The following chapter will focus on combining the results of both research methods. In addition, the chapter provides companies in the industry with concrete suggestions on how to improve their sweepstake design to make it more customer-engaging.

4.3 Main findings

To combine and conclude the results from the customer survey and theme interviews, it was clear that customers perceive sweepstake promotions in a very positive way. All in all, customers feel that sweepstakes are a good type of marketing tool and a way for them to connect with the company. In addition, sweepstakes make customers more interested in the company running the promotions. Moreover, they motivate customers into making purchases from the business. Customers also appreciate the aspect of having sweepstakes as they are entertaining and exciting and because they give something concrete back to the customers. Therefore, based on the research results, it can be concluded that sweepstakes are truly able to engage customers in the Finnish jewelry and watch industry.

The sweepstake design aspects that customers found to be the most engaging revolved around the four sweepstake elements researched in this thesis: prize, action, entry, and participation conditions. Overall, customers enjoyed generic prizes that suit everyone, such as timeless watches and jewelry products. In addition, gift cards were also a customer favorite. In addition, it would be a good idea to either have several options for prizes in a sweepstake or to have a

survey beforehand to find out what type of prizes resonate with the customers. Doing so ensures that customers are drawn to the prize as it is an important factor when it comes to the success of the sweepstake engaging with customers.

As for the “action” element, customers preferred simple conditions such as liking, commenting, and choosing a favorite product from different prize options. Sharing a post on the participant’s own user account was considered to be an unpleasant task by most customers, which could decrease customer engagement. Also, tagging friends was not seen as a preferable action to take by many of the customers. The “action” element was found to be important as many customers base their decision to participate in the sweepstake based on the actions required to take part in the contest. Therefore, it is crucial to use tasks for participants that they feel drawn to. By doing so, a positive image will be left of the company and its promotions.

For the “entry” element, customers used Instagram and Facebook very equally to participate in sweepstakes. Therefore, contests could be altered between the two channels or posted simultaneously to both if possible. The “entry” aspect of sweepstakes was important to know for the case company so that they can continue using both channels for their sweepstake promotions. In addition, for companies in the industry that have only been using one of the channels, it could be beneficial to start using the other channel along with the other.

As for the “participation conditions” element, customers enjoyed monthly sweepstakes that lasted more than 24 hours but less than a week. More specifically, a duration of two to four days would be ideal for both the customer and the company. Also, multiple winners that get smaller prizes were found to be a more appealing option rather than having one winner and one bigger prize. Nonetheless, the number of winners could be altered once in a while. Figure 14 displays the ideal design elements from the customer’s point of view.



Figure 14: Customer-engaging sweepstake design (Minkkinen, 2023)

Overall, the combination of the customer survey and the theme interviews provided valuable information about sweepstakes and about their connection to customer engagement. Furthermore, the results of the research and the suggestions made can be utilized not only by the case company but also by other companies in the industry. The following chapter will conclude the whole study and provide the author's thoughts on the writing process. In addition, the future research possibilities of the topic will be discussed.

5 Conclusions

The aim of this thesis was to provide companies in the Finnish jewelry and watch industry with cohesive information about sweepstake promotions and to find out how customers perceive them and their different design elements. This thesis was made in collaboration with a small Finnish jewelry and watch company, and the research of this study was conducted on their customers. The results and suggestions of this thesis were meant to be beneficial for the case company and other companies in the field as well. The research questions of this study were formed in a way that they would explain what sweepstake promotions are, how customers perceive them, and which types of sweepstakes customers would find to be the most engaging. The goal of the research was to learn more about customers' thoughts and preferences so that companies could design sweepstakes in a way that would increase customer engagement.

The first research question was answered during the literature review, which explained what sweepstake promotions are and how they are used by companies. The research question was valuable as there is very little existing information about the topic for companies at the moment. The research part of this thesis answered the second and third research questions. The answer to the second research question was that customers truly enjoy participating in sweepstake promotions. Moreover, customers see them as a good type of marketing to increase engagement and build a relationship with the company. It was also found that customers take part in sweepstakes mainly for entertainment purposes and to support the company hosting the promotion. The final research question found that customers enjoy sweepstakes with simple participation conditions from the customers' point of view. Also, sweepstakes should have multiple winners and prizes that are timeless and easy to use by most people. Both Instagram and Facebook were found to be equally suitable for hosting sweepstakes. Also, sweepstakes that lasted for a couple of days and occurred monthly were found to be the most engaging from the customers' point of view.

The results of the research were valuable for both author as an aspiring marketing professional as well as the case company. The results gave affirmation to Company X in terms of knowing that their customers appreciate and enjoy their sweepstake promotions. This is valuable information to know to

justify why sweepstakes should be kept as a part of the company's marketing efforts. In addition, the case company made changes to its current sweepstake design according to the results of the conducted research. The most striking changes were that in the future, the company is not going to focus as much on the value of the prize but rather conduct surveys and polls to find out what products truly resonate with the customers. Additionally, the company will start giving several smaller prizes in a sweepstake rather than a single bigger prize. Also, knowing the duration and frequency of engaging sweepstakes from the customer's point of view was important information for Company X as they were wondering about those before.

As there are no previous studies about sweepstake promotions in the Finnish jewelry and watch industry, and since they are very popularly used in the field, this topic provides plenty of possibilities for future research. For example, research could be conducted about the industry's different sales events and holidays and how sweepstakes are connected to them. Furthermore, the two sweepstake design elements, "presentation" and "target group", that were not included in the research of this thesis could be studied in more detail. Also, it would be interesting to see how much revenue sweepstake promotions could bring to the online store or to the industry's brick-and-mortar store. Additionally, sweepstakes can be studied from the company's point of view from multiple different angles.

Overall, this research was very motivating and exciting for the author. The study managed to provide beneficial information that can be used by the author and the commissioner of the study as well as other businesses in the Finnish jewelry and watch industry. This research could not have been done without the help of the author's thesis supervisor and the study commissioner, who both provided guidance and important ideas that helped create this study.

References

- Archer, J. C. (2023). *Sweepstakes And Skill Contests - The Basics*. Retrieved from http://www.ennsandarcher.com/s_basics.html
- Bennett, S. C. (2007). *An Introduction To Sweepstakes And Contests Law*. pp. 39-50.
- Bigcommerce. (2023). *What is a tag on social media?* Retrieved from <https://www.bigcommerce.com/ecommerce-answers/what-is-a-tag/>
- Breese, J. (2022). *What Are Sweepstakes?* Retrieved from <https://www.viralsweep.com/blog/what-are-sweepstakes/>
- Burke, H., Sableman, M., & Vistine, J. (2023). *Consider this: How do states define 'Consideration'?* Retrieved from <https://www.thompsoncoburn.com/insights/blogs/sweepstakes-law/post/2012-01-12/consider-this-how-do-states-define-consideration->
- CEO. (2023, April 8). Phone call with the CEO of the case company. (V.-S. Minkkinen, Interviewer)
- Cohen, D. A., & Klubok, G. (2022). *Marketers Beware: Your Social Media Sweepstakes or Contests Could Be an Illegal Lottery*. Retrieved from <https://www.hklaw.com/en/insights/publications/2022/05/marketers-beware-your-social-media-sweepstakes-or-contests-could-be>
- Corrin, S. (2023). *Do Giveaways Increase Sales? (10 Benefits & Bonus Case Study)*. Retrieved from <https://rafflepress.com/do-giveaways-increase-sales/>
- Corrin, S. (2022). *Sweepstakes Definition Vs Contest Vs Lottery: What They Mean*. Retrieved from <https://rafflepress.com/sweepstakes-definition-vs-contest-vs-lottery/>

- Cudby, A. (2020). *Keep Your Customers : How to Stop Customer Turnover, Improve Retention and Get Lucrative, Long-Term Loyalty*. Morgan James Publishing.
- Feldman, B. (2023). *Contest Marketing: A Powerful Form of Content Marketing*. Retrieved from <https://www.marketingprofs.com/articles/2018/33934/contest-marketing-a-powerful-form-of-content-marketing>
- Fishkin, R., & Høgenhaven, T. (2013). *Inbound Marketing and SEO: Insights from the Moz Blog*. John Wiley & Sons.
- Galletta, A., & Cross, W. E. (2013). *Mastering the Semi-Structured Interview and Beyond : From Research Design to Analysis and Publication*. New York University Press.
- Grauschopf, S. (2022). *Why Do Companies Run Sweepstakes?* Retrieved from <https://www.liveabout.com/why-companies-run-contests-896908>
- Jones, K. (2023). *Contest Rules for Facebook, Instagram, YouTube, & Twitter*. Retrieved from <https://blog.woobox.com/2019/06/ultimate-contest-rules-guide-facebook-instagram-youtube-twitter/>
- Kalra, A., & Shi, M. (2009). Consumer Value-Maximizing Sweepstakes & Contests. *Journal of Marketing Research*, XLVI.
- Kilroy, D. (2022). *Menu Your Guide to Facebook and Instagram Contest Rules 2022*. Retrieved from <https://www.shortstack.com/blog/social-media-contest-rules-template/>
- Landis, T. (2022). *Customer Retention Marketing vs. Customer Acquisition Marketing*. Retrieved from <https://www.outboundengine.com/blog/customer-retention-marketing-vs-customer-acquisition-marketing/#:~:text=Acquiring%20a%20new%20customer%20can,customer%20is%205%2D20%25.>

- Ledgard, J. (2023). Retrieved from The Differences Between Sweepstakes, Contests, Giveaways, Rewards, and Raffles:
<https://kickofflabs.com/blog/difference-between-contest-sweepstakes-rewards-raffles>
- Liberto, D., Rhinehart, C., & Clarine, S. (2023). *Lottery*. Retrieved from
<https://www.investopedia.com/terms/l/lottery.asp>
- Marketingsherpa. (2003). *How to Market to Women Online: Case Studies, Tips and Tactics*. Incorporated.
- Meta. (2023). *Policies*. Retrieved from
https://www.facebook.com/policies_center/pages_groups_events
- Minkkinen, V.-S. (2023, April 4). Survey Results from Google Forms - Translated by the Author.
- Minkkinen, V.-S., & Massaro, G. (2023, February 15). *Sweepstakes and contests*. Retrieved from Viralsweep:
<https://www.viralsweep.com/blog/run-sweepstakes-or-contests/chart/>
- Palka, K. (2023). *How to Run a Simultaneous Giveaway on Facebook, Instagram and Twitter*. Retrieved from
<https://www.easypromosapp.com/blog/en/giveaway-facebook-instagram-twitter/>
- Palmatier, R., Kumar, V., & Harmeling, C. (2017). *Customer Engagement Marketing*. Springer International Publishing AG.
- Perry, P. (2023). *Contest Marketing Strategy: A Guide to Boosting Your Brand with Social*. Retrieved from <https://blog.submittable.com/contest-marketing/#:~:text=Giveaways%20are%20a%20very%20simple,driving%20engagement%20and%20even%20sales.>
- RTM. (2022). *Using Sweepstakes and Contests to Drive Website Traffic*. Retrieved from <https://www.rtm.com/blog/using-sweepstakes-and-contests-to-drive-website-traffic/>

- Robertson, S. (2021). *10 reasons why prize promotions are the best promotional marketing strategy*. Retrieved from <https://www.prizeology.com/blog/why-prize-promotions-are-the-best-promotional-marketing-strategy/>
- Räty, J. (2021). *Promotional Sweepstakes' Potential to Engage Customers on Facebook*. Jyväskylä: Jyväskylä University School of Business and Economics.
- Saumya, S. (2020). *The Psychology of Sweepstakes*. Retrieved February, 20 2023, from <https://www.eatmy.news/2020/10/the-psychology-of-sweepstakes.html>
- Snipp. (2022). *How to Win Customer Engagement with a Great Contest Marketing Strategy*. Retrieved from <https://www.snipp.com/blog/customer-engagement-contest-marketing#:~:text=What%20is%20Contest%20Marketing%3F,omnichannel%20customer%20engagement%20marketing%20strategies.>
- Snipp. (2022). *Why You Need to Use Sweepstakes, Contests & Promotions in Customer Acquisition*. Retrieved from <https://www.snipp.com/blog/sweepstakes-contests-promotions-in-customer-acquisition>
- Striventa. (2023). *Engage More Customers with Inbound Marketing Strategies*. Retrieved from <https://striventa.com/inbound-marketing/how-to-engage-customers/>
- Ussweepstakes. (2017). Retrieved from Sweepstakes 101: Prize, Chance and Consideration: <https://ussweeps.com/about-us/blog/sweepstakes-law/sweepstakes-101/#:~:text=A%20sweepstakes%20is%20a%20promotion,determining%20winners%20based%20on%20skill.>

Vaughan, P. (2017). *15+ Stats to Know Before Running Your Next Social Media Contest* . Retrieved from <https://blog.hubspot.com/marketing/social-media-contest-stats-infographic>

Watts, P. (2018). *Casino Life: Psychology and Culture of Casino Gambling*. Australian Academic Press.

Wong, S. (2021). *How Sweepstakes And Contests Drive Customer Acquisition*. Retrieved from <https://www.3tl.com/blog/how-sweepstakes-and-contests-drive-customer-acquisition>

Zove, M. (2020). *How to Make Your Product a Success Even Before the Launch?* Retrieved from <https://kickofflabs.com/blog/how-to-make-your-product-a-success-before-launch>

Customer survey in Finnish

Asiakaskysely kello- ja korualan arvonnoista

Tämä asiakaskysely toteutetaan osana markkinoinnin ja kansainvälisen talouden - opiskelijan opinnäytetyötä, jonka tavoitteena on selvittää kuinka kello- ja korualan asiakkaat kokevat sosiaalisessa mediassa järjestettävät arvonnat ja minkä tyyppiset arvonnat kiinnostavat asiakkaita eniten.

Kyselyyn vastanneiden kesken arvotaan Gant -rannekello. Vastaamalla tähän kyselyyn suostut siihen, että vastauksiasi käytetään tutkimustarkoitukseen ja tämän tutkimuksen tulokset voidaan julkistaa. Vastaajien henkilöllisyyttä ei tarvita tätä tutkimusta varten. Vastaajia ei ole mahdollista tunnistaa ilman lisätietoa, jota tutkijalla ei ole, ellet halua osallistua arvontaan, missä tapauksessa yhteystietoja käytetään vain arvontatarkoitukseen.

Lisää tietoa henkilötietojen käsittelyyn liittyen löydät [täältä](#).

Kyselyyn vastaaminen vie noin 2-5 minuuttia ja kysymykset käsittelevät yrityksen sosiaalisessa mediassa järjestettäviä arvontoja. Kiitos ajastasi ja vastauksestasi!

1. Mitä mieltä olet sosiaalisen median arvonnoista?
 - a. Pidän niistä todella paljon.
 - b. Pidän niistä.
 - c. Ei mielihpidettä.
 - d. En pidä niistä.
2. Millä sosiaalisen median kanavalla olet yleensä osallistunut arvontaan?
 - a. Instagram
 - b. Facebook
 - c. Molemmilla
3. Minkä tyyppisistä arvonnoista pidät eniten?
 - a. Lyhytkestoisista arvonnoista (1–3 päivää)
 - b. Pitkäkestoisista arvonnoista (Yli viikko)
 - c. Arvonnin kestolla ei ole minulle väliä.

4. Kuinka usein haluaisit osallistua arvontoihin?
 - a. Joka viikko
 - b. Joka kuukausi
 - c. Muutamana kerran vuodessa
 - d. Kerran vuodessa tai vähemmän
5. Lisäävätkö arvonnat kiinnostustasi arvonnin järjestävää yritystä ja sen tuotteita kohtaan?
 - a. Kyllä, todella paljon.
 - b. Kyllä, hieman.
 - c. En osaa sanoa.
 - d. Ei oikeastaan.
 - e. Ei ollenkaan.
6. Osallistun arvontoihin, koska... (Voit valita useamman vaihtoehdon.)
 - a. Pidän kaikenlaisista kilpailuista ja arvonnoista.
 - b. Haluan tukea arvonnin järjestävää yritystä.
 - c. Pidän kelloista ja koruista.
 - d. Arvonnat ovat mielestäni viihdyttäviä.
 - e. Pidän ilmaisista tuotteista.
 - f. Pidän kilpailujen tuomasta jännityksestä.
 - g. Kaikki yllä olevat vaihtoehdot.
 - h. Muu:
7. Vaikuttaako arvonnin palkinto aikomuksiisi osallistua arvontaan?
 - a. Kyllä, palkinto määrittelee kokonaan osallistunko vai enkö.
 - b. Kyllä, palkinnolla on väliä.
 - c. En osaa sanoa.
 - d. Arvonnin palkinnolla ei ole oikeastaan väliä.
 - e. Ei, osallistun palkinnosta riippumatta.

8. Minkä tyyppiset palkinnot kiinnostavat sinua eniten kello- ja korualan arvunnoissa? (Voit valita useamman vaihtoehdon.)
- a. Naisten korut
 - b. Miesten korut
 - c. Naisten rannekellot
 - d. Miesten rannekellot
 - e. Lahjatavarat
 - f. Sormukset
 - g. Timanttikorut ja sormukset
 - h. Lahjakortit
 - i. Kaikki yllä olevat vaihtoehdot.
 - j. Muu:
9. Mikä vaihtoehto on mielestäsi paras?
- a. Arvonnassa on yksi voittaja ja yksi isompi palkinto.
 - b. Arvonnassa on useita voittajia ja pienempiä palkintoja.
 - c. En osaa sanoa.
10. Minkä tyyppisistä arvannon ehdoista pidät eniten? (Voit valita useamman vaihtoehdon.)
- a. Arvonta edellyttää valitsemaan mieleisen tuotteen useasta vaihtoehdosta.
 - b. Arvonta edellyttää kysymykseen vastaamista kommentteihin.
 - c. Arvonta edellyttää jakamaan kuvan arvonnasta osallistujan omalla käyttäjätilillä.
 - d. Arvonta edellyttää ystävien merkkautusta kommentteihin.
 - e. Arvonta edellyttää yrityksen tai muiden käyttäjätilejen seuraamista.
 - f. Arvonta edellyttää vierailua verkkokaupassa tai nettisivuilla.
 - g. Kaikki yllä olevat vaihtoehdot.
 - h. Muu:
11. Yhteystiedot arvontaa varten (etu- ja sukunimi, puhelinnumero ja sähköpostiosoite)

Customer survey in English

Customer survey about sweepstake promotions in the jewelry and watch industry

This customer survey is conducted as a part of a marketing and international business student's thesis, which aims to find out how the customers of the Finnish jewelry and watch industry perceive online sweepstake promotions and what type of sweepstakes they find to be the most engaging.

A Gant-watch will be drawn amongst the participants of the customer survey. By taking part in this survey, you consent that your answers will be used for research purposes, and the results of this research can be made public. Respondent's identification is not needed for the purpose of this research unless you want to participate in the sweepstake. In this case, the information will only be used for the purpose of the sweepstake.

More information about the handling of personal information can be found [here](#).

Taking part in this survey takes about 2-5 minutes and the questions concern the company's social media sweepstake promotions. Thank you for your time and answers!

1. What do you think about social media sweepstakes?
 - a. I like them a lot.
 - b. I like them.
 - c. No opinion.
 - d. I don't like them.
2. What social media channel have you usually used to participate in a sweepstake?
 - a. Instagram
 - b. Facebook
 - c. Both

3. What types of sweepstakes do you like the best?
 - a. Short sweepstakes (1-3 days)
 - b. Long sweepstakes (Over a week)
 - c. The duration of the sweepstake does not matter to me.
4. How often would you like to participate in sweepstakes?
 - a. Every week
 - b. Every month
 - c. A couple of times a year
 - d. Once a year or less
5. Do sweepstakes make you interested in the company that is having the contest?
 - a. Yes, a lot.
 - b. Yes, a bit.
 - c. I don't know.
 - d. Not really.
 - e. Not at all.
6. I participate in sweepstakes because... (You can choose multiple options.)
 - a. I like all kinds of contests and sweepstakes.
 - b. I want to support the company that is having the sweepstake.
 - c. I like jewelry and watches.
 - d. Sweepstakes are entertaining in my opinion.
 - e. I like free products.
 - f. I like the thrill that contests bring.
 - g. All of the above options.
 - h. Other:
7. Does the prize determine whether or not you participate in the sweepstake?
 - a. Yes, the prize fully determines whether or not I participate.
 - b. Yes, the prize matters.
 - c. I don't know.
 - d. The prize of the sweepstake does not really matter to me.

- e. No, I participate regardless of the prize.
8. What type of prizes interest you the most in sweepstakes held in the jewelry and watch industry? (You can choose multiple options.)
- a. Women's jewelry
 - b. Men's jewelry
 - c. Women's watches
 - d. Men's watches
 - e. Gift products
 - f. Rings
 - g. Diamond jewelry and rings
 - h. Gift cards
 - i. All the above options.
 - j. Other:
9. Which option would you prefer?
- a. The sweepstake has one winner and a bigger prize.
 - b. The sweepstake has multiple winners and smaller prizes.
 - c. No preference.
10. What types of sweepstake conditions do you like the best? (You can choose multiple options.)
- a. The sweepstake requires you to pick a favorite from different options.
 - b. The sweepstake requires you to answer a question in the comments.
 - c. The sweepstake requires you to share the sweepstake post on your own user account.
 - d. The sweepstake requires one to tag friends in the comments.
 - e. The sweepstake requires one to follow the company or other user accounts.
 - f. The sweepstake requires a visit to the online store or website.
 - g. All the above options.
 - h. Other:

11. Contact information for the sweepstake (first- and last name, phone number and email address)

Translated theme interview frame

Theme 1. Sweepstake perceptions from the customer's point of view

1. What do you think about the company's social media sweepstakes?

Do you like them? Any other opinions? Positive or negative?

2. Why do you participate in sweepstakes?

Auxiliary words: prizes, the competition thrill, interest, support to the company, etc.

3. What thoughts do the sweepstakes evoke about the watch and jewelry company organizing the contest?

Does interest arise towards the company or its products? Do you think about the company having the sweepstake at all? Do the sweepstakes give a positive or negative image of the company?

Theme 2. Different types of sweepstakes

1. What type of sweepstake conditions do you like the most and are there any conditions that would make you not want to participate at all?

Examples of conditions: tagging friends, commenting, sharing the contest on your own pages, etc.

Which conditions are easy and convenient to do? Are some conditions too difficult or annoying? What feelings come from conditions that are too hard?

2. What type of sweepstake prizes interest you the most in the jewelry and watch industry and how relevant is the prize in terms of participation?

Auxiliary words: men's or women's watches or jewelry, gift cards, rings, etc.

Does the value of the prize matter? Does the number of winners matter?
What would be the ideal prize?

3. How often would you like to participate in sweepstakes?

Is there a maximum? What would be a good amount in a year?

Extra question

Do you have anything else to add related to the topic that I did not ask about?

Original theme interview frame in Finnish

Teema 1. Arvonnat asiakkaan näkökulmasta

1. Mitä mieltä olet yrityksen sosiaalisessa mediassa järjestettävistä arvonnoista?

- a. Pidätkö niistä? Herättävätkö ne mitään muita mielipiteitä?
Positiivisia vai negatiivisia tunteita?

2. Miksi osallistut arvontoihin?

- a. Apusanoja: palkinnot, kilpailujen jännitys, mielenkiinto, yrityksen tukeminen, yms.

3. Mitä ajatuksia arvonnat herättävät arvannon järjestävästä kello- ja korualan yrityksestä?

- a. Herääkö mielenkiinto yritystä tai tuotteita kohtaa? Herääkö mitään tuntemuksia arvannon järjestävää yritystä kohtaan? Tuleeko positiivinen vai negatiivinen kuva yrityksestä?

Teema 2. Erityyppiset arvonnat

1. Minkä tyyppisistä arvannon ehdoista pidät eniten ja onko sellaisia ehtoja minkä vuoksi et haluaisi osallistua arvontaan?

- a. Ehtojen esimerkkejä: kavereiden merkkkaus, kommentoiminen, arvannon jakaminen omilla sivuilla, yms.
b. Mitkä ehdot ovat helppoja ja mukavia toteuttaa? Ovatko jotkut ehdot liian hankalia? Mikä fiilis tulee liian vaikeista ehdoista?

2. Minkä tyyppiset arvannon palkinnot kiinnostavat sinua eniten kello- ja korualalla ja onko arvannon palkinto kuinka merkityksellinen osallistumisen kannalta?

- a. Apusanoja: miesten tai naisten kellot tai korut, lahjakortit, sormukset, yms.
b. Vaikuttaako palkinnon hinta? Vaikuttaako voittajien määrä? Mikä olisi ideaali palkinto?

3. Kuinka usein haluaisit osallistua arvontoihin?

- a. Onko maksimia? Mikä olisi sopiva määrä vuodessa?

Lisäkysymys

Onko sinulla vielä jotain lisättävää aiheeseen liittyen mistä en kysynyt?