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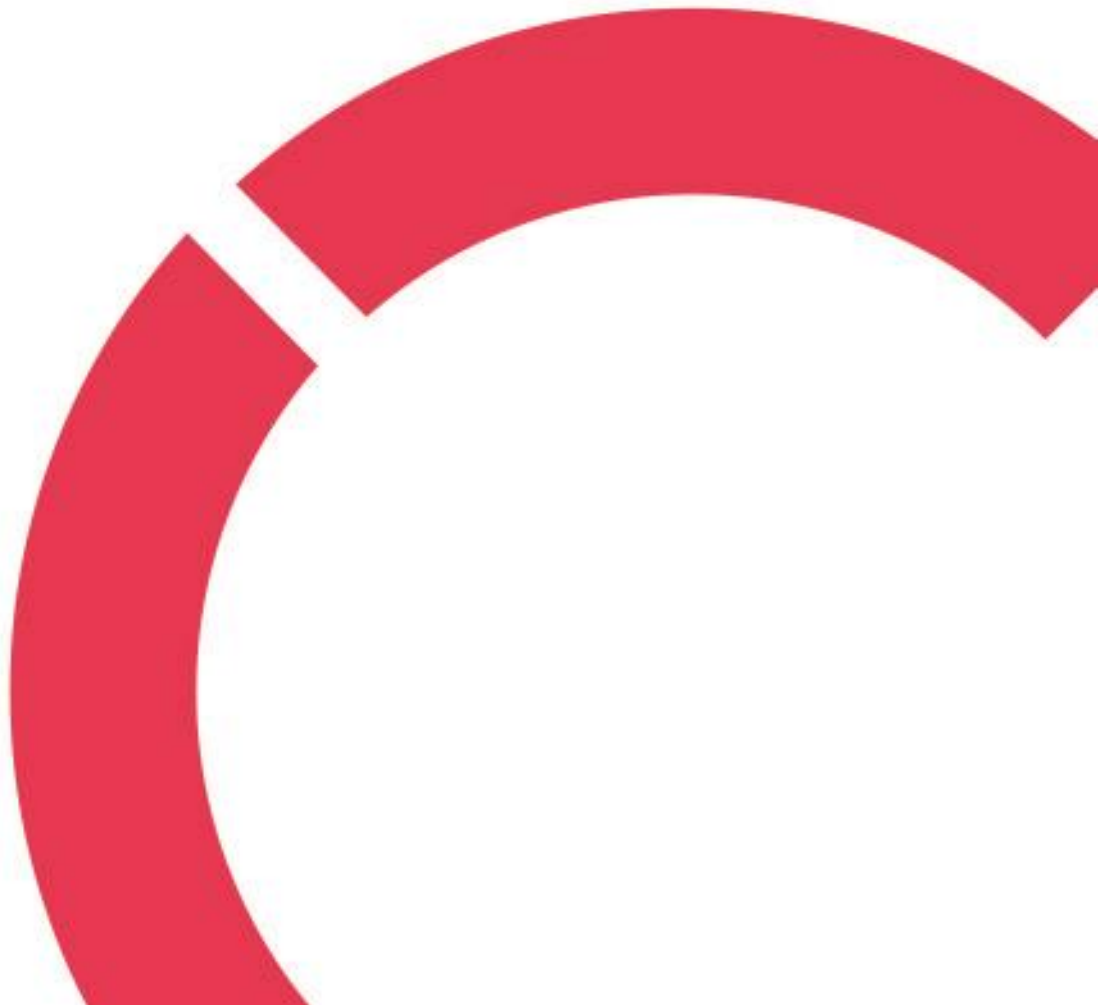
EXPLORING THE CHANGING LANDSCAPE OF MARKETING
The Impact of Digital Marketing on Consumer Preferences and
Behaviour in Helsinki

Thesis

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ABSTRACT

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Name of thesis EXPLORING THE CHANGING LANDSCAPE OF MARKETING: The Impact of Digital Marketing on Consumer Preferences and Behaviour in Helsinki		
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<p>The objective of the study was to find out the impact of digital marketing on consumer preferences and behaviour in Helsinki. The main objective was to find out the impact of social media. The goal was to find out how social media marketing affects on consumer preferences and behaviour on the people of Helsinki. In addition to that, the goal was also showing the way social media advertisement influence the consumers of Helsinki and help to build the consumer trust and loyalty.</p> <p>To establish the theoretical framework of the thesis, all the key materials were related to digital marketing preciously on social media marketing starting with digital marketing then accordingly to the social media marketing strategies and impact on consumer preferences and behaviour in Helsinki. In this phase, the goal was to highlight the traditional marketing and digital marketing however at the same time focusing on a particular digital marketing platform.</p> <p>In terms of reaching the research goal, the survey was conducted by a questionnaire and the survey questionnaire was operated by Webropol software. The survey was used in collecting primary data in November 2023. However, secondary data was collected using the books, articles and journals which created an overview of the full research topic.</p> <p>The result of the thesis showed an overview of the way digital marketing has taken over traditional marketing over the decades and the impact of social media marketing on consumer preferences and behaviour in Helsinki. The result simply indicates the changes in consumers over choosing the marketing system and at the same moment the preferences and buying behaviour.</p>		
Key words Consumer preference, Digital marketing, Social media marketing, Traditional marketing		

CONCEPT DEFINITIONS

ABSTRACT

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1 INTRODUCTION

Exploring the changing landscape of marketing: The Impact of Digital Marketing on Consumer Preferences and Behaviour in Helsinki is basically a research-based thesis where the structure has been formulated based on the fundamental differences that have been encountered in the modern time after the implementation of digital marketing. However, with the social media advancements throughout the decades there is no other option right now to promote or advertise the product than social media. Here, the core work is to highlight how exactly traditional marketing has been transformed into digital marketing and to what extent it is exalting the effectiveness into the account of social media marketing. In addition, to specify the objective behind this thesis, it certainly incorporates two central point, starting with the understanding that if social media marketing, expanding with consumers living in Helsinki, the capital of Finland, how exactly is it shaping the customer purchasing behaviour while acquiring more customer engagement, loyalty, and trust. The received outcome of the thesis will portray how the Finnish people are being involved with such modern ways of social media marketing in their day-to-day life and diverting themselves into the path of digital marketing.

Now, in the central part of this thesis paper, in the literature review the core focus has been to explore the changing landscape of marketing that has been eventually occurring during this era. Moving forward to social media marketing, the strategies of and the impacts has also been showed. And lastly, to align everything towards the major agenda of the research question, how exactly social media marketing is influencing the consumers perception as well as effecting on their purchasing behaviour and decision making will also be discussed on a deep level.

The research question is to identify the below mentioned cause to amplify this into a broader context that would help the reader to go deeper concerning this topic and hence be aware of this existential cause. The main research is to study the role that social media plays in influencing consumer perceptions and purchasing behaviours in the era of digital marketing. (precisely people in Helsinki)

Furthermore, the thesis contains a quantitative study, using a survey questionnaire distributed through the Webropol application to gather respondents' feedback and formulate the results. The research has also been formulated with both primary and secondary data. The comprehensive literature review, based on secondary data from scholarly sources like journals, books, e-books, articles, theses, and blog posts, successfully assisted to establish the concept of such marketing dependability in this time. The primary data was collected through online survey responses to enhance the existing material. A Webropol survey was created using a quantitative approach for this study to collect respondents' comments and create the final survey. Here, both primary and secondary data have been utilized. Secondary data was gathered from books, e-books, papers, scholarly journals, prior thesis reports, and blog posts. Via the survey, primary data has been gathered. The sample size will be the students living in Helsinki. Since the core agenda is concentrated on the students in Helsinki, it certainly does not include all the people the overall people residing in this city, whereas it provides a narrow idea but undoubtedly that might be utilized to understand the marketing reliability in Finland.

2 EXPLORING THE CHANGING LANDSCAPE OF MARKETING

Marketing today, the era of web simply based on the idea that it has evolved from marketing 1.0 to marketing 3.0, and certainly the best option is to open the social media. However, people are relying on the Internet and all its availability as well as recommendations, in terms of buying a product. And along the way, it drives the companies to divert themselves and their business agenda towards the new concepts, and the practice of marketing. Adding to that, this new marketing approach is also an interest coming from the marketers as well based on the idea that this has been moved from brand equity to customer capital, and most importantly business capital. (Erragcha & Romdhane 2014, 137-142.)

2.1 Digital marketing

Digital marketing is a way to reach out to potential consumers by using digital technologies. The change of media has mostly happened in the field of marketing. Enterprises that are using the digital marketing has a better chance to communicate and reach the consumer. Because of the growing numbers of internet users nowadays the goal of digital marketing is to reach out to people and provide the best marketing experience. (Sawicki 2016, 82-88.)

Digital marketing has wholly changed the way businesses communicate with their consumers. Firms in Singapore have tested the success of digital marketing in terms of achieving result and being an effective tool. (Bala & Verma 2014, 324.) To meet the needs of consumers, companies need to focus on the digital marketing. The introduction of new technologies is a possible way for a company to apply different methods in digital marketing. Online advertising is an efficient way to grow and reach the target consumer group. (Bala & Verma 2014, 326.)

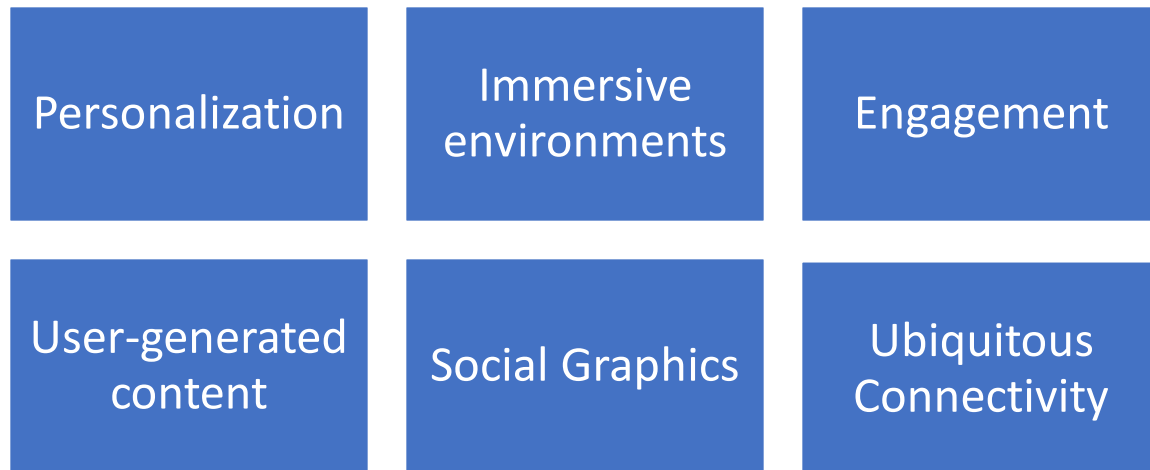


FIGURE 1. Digital marketing concept (adapted from Montgomery, Grier, Chester & Dorfman 2011, 4-7)

Figure 1 above shows the concept of digital marketing that a company needs to focus on in the long run. Personalization means identifying one consumer from the group. By the help of collective data, it is possible to collect a consumer data from the population and make the consumer feel special. (Sawicki 2016, 82-88.) Immersive environment means engaging the consumers to the new content, games or visual representations while marketing the product. Brands or companies that focus on the immersive environment certainly get the most sales or consumer attention. (Brown 2023.) Engagement means the way to build a relationship with a consumer and improve brand loyalty. Engagement happens through all types of marketing channel. Some of these are shown below in figure 2.

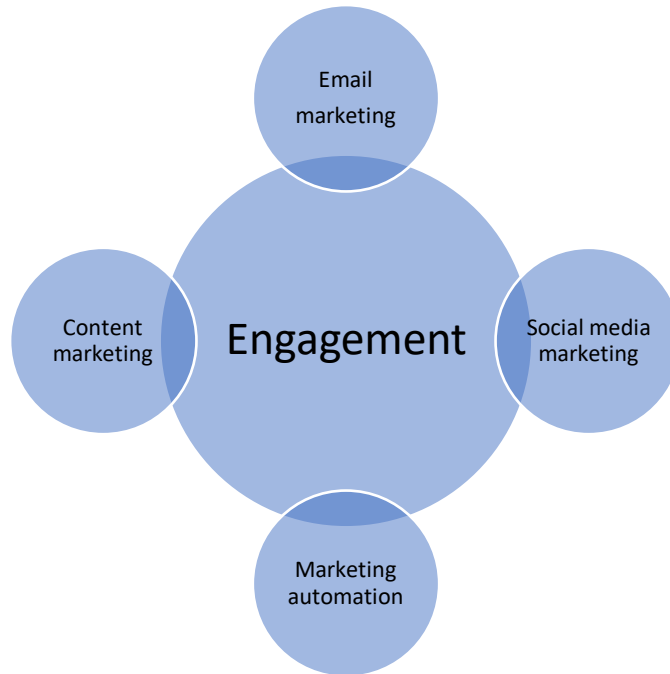


FIGURE 2. Engagement types (adapted from Adobe Experience Cloud Team, 2022)

User generated content means the consumer can come up with contents from their side connected with the brands or products. It is not just one-way marketing nowadays, the consumer is included in the marketing process as well. (Sawicki 2016, 82-88.) By going to the next one, social graphics give the knowledge of staying connected and getting prepared for the upcoming technologies. (Korhan 2011). Content with relevant images get 94% more views than the content without relevant images. (Superside 2023). Ubiquitous Connectivity is an innovation that changes the way firms interact with the consumer. Nowadays, firms or companies can gather precise purchases and preference data of consumers. Ubiquitous connectivity makes the connectivity better with consumers and it helps to build the brand trust also at the same time. (Margulis, Boeck & Laroche).

2.2 Traditional marketing vs digital marketing

Digital marketing is a term used for attracting and letting consumers know about certain products through digital technologies. Digital marketing uses different channels. (Sinha 2018, 234-243) Some of the examples are provided below in figure 3.



FIGURE 3. Digital marketing types (adapted from Sinha 2018, 234-243)

Content marketing is a digital way to provide relevant information to attract and engage with a target audience. However, the content marketing should be informative, educational, and entertaining at the same time for reaching the target audience. (Patrutiu baltes 2015, 111-118.)

Influencer marketing is a way of doing marketing over social media platforms. The percentage of social media users has increased a lot in past two years. The number is still significantly growing. (Monzoncillo 2023, 11-12.) SEO means search engine optimization. Nowadays, people think it is backdated but still it is the best marketing strategy. People want to know information and searching in on Google is still the best and powerful option that people have. (Tewari 2023.) Social media marketing means doing the marketing through social media platforms, however it does not mean to rely only on influencers. Nowadays, social media marketing is a common platform for the businesses. Each size of companies is interested in promoting through social media. (Saravanakuma & Sugantha Lakshmi 2012, 4444-4451.)

Traditional marketing is a way to promote the products without any digital technologies. It mostly depends on the offline works to promote the product. There are also some ways to promote the product offline. Some of these are presented below in figure 4. (Paşcalău & Urziceanu 2022).

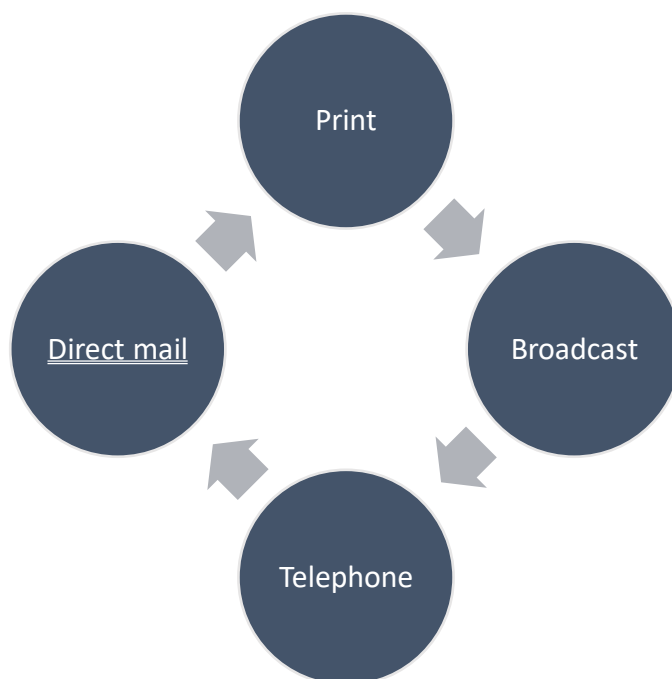


FIGURE 4. Traditional marketing channels (adapted from Paşcalău & Urziceanu 2022)

Print is a way of reaching consumers through business cards, vouchers, and postcards. By utilizing print materials company can reach consumers that digital marketing simply cannot. Direct mail is a marketing strategy that involves sending a physical letter. Broadcast media is a collective term for some channels that distribute news. Broadcast is an effective marketing to reach a target group of consumers. (Ramberger 2023.)

There are both advantages and disadvantages of those marketing system. Some advantages of digital marketing presented below in figure 5.



FIGURE 5. Advantages of digital marketing (adapted from Invest Northern Ireland 2023)

Cost reduction and substantial return means an online strategy can be made up with a very low cost and it can be replaced with a high-cost channel also. Lead generation and brand development means a website with quality content can reach the target group. Global reach means the area that digital marketing spreads. Channels can reach people throughout all over the globe and make relationships with consumers. (Invest Northern Ireland 2023).

There are some disadvantages of digital marketing. Starting with recopying the promotional strategy, Competitive platforms and Visible feedback. Recopying the promotional strategy means anyone can copy other strategy or way of promotional service. Competitive platforms mean all business companies are using the digital platforms, so it is quite a competitive platform nowadays to surpass and promote the product successfully. (Veleva and Tsvetanova 2019, 1-9.)

The disadvantages of digital marketing are presented in the figure 6 below.

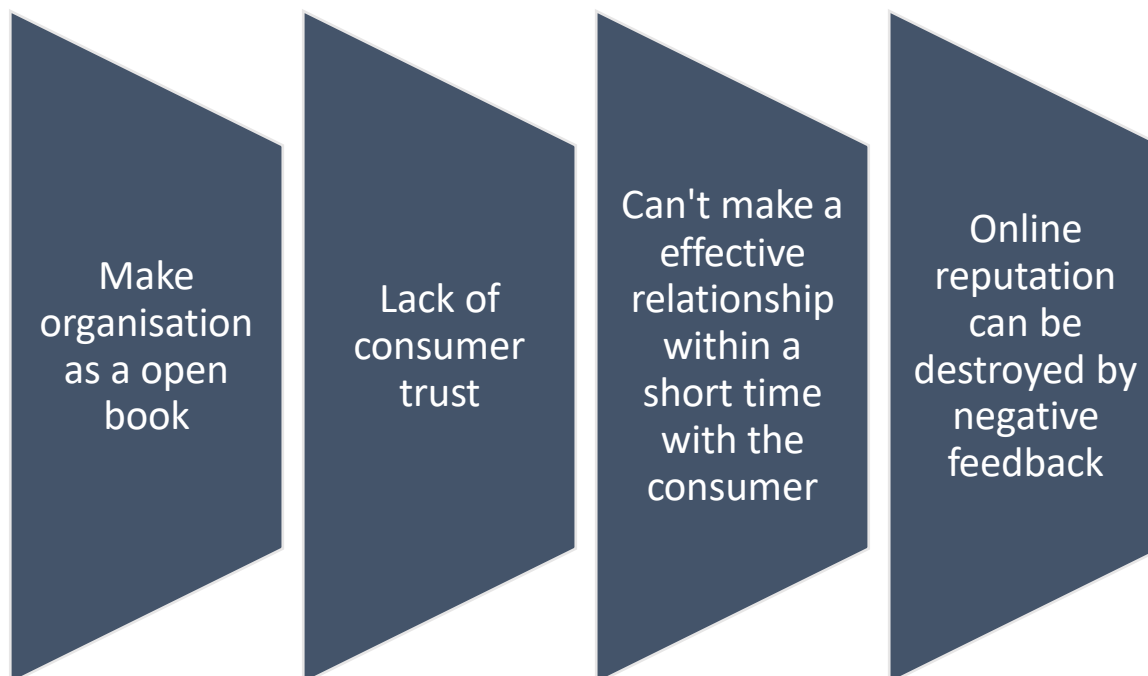


FIGURE 6. Disadvantages of digital marketing (adapted from Veleva and Tsvetanova 2019, 1-9)

Traditional marketing makes an organisation an open book means it is handy to copy to other organisations. Trademark and logos can be also copied by others to gain the consumer number. Lack of consumer trust sometimes means the data of the users that is collected from the organisation leads to privacy issues that can create disbelief in consumers. It is very hard to have an effective relation with the consumer without having physical contact. By connecting with people through digital marketing platform make it a little bit difficult for the organisations to create a good relationship with the consumer. Online reputation can be affected by negative feedback. Consumers usually check the review list before purchasing any products and if they see anything negative then it creates lower chance in terms of purchasing. (Veleva and Tsvetanova 2019, 1-9.)

There are both some advantages and disadvantages of traditional marketing at the same time. The possible advantages are covered below in figure 7.



FIGURE 7. Advantages of traditional marketing (adapted from Kalmegh 2022, 35-38)

Traditional marketing has a specific area and target audience. By using newspapers and billboards traditional marketing can have a long-term effect on target audience. Traditional marketing has its own target audience. Face to face contact is always better in terms of marketing. It is a way of giving people the exact information that they want and giving them a message that will last long. Easy for communication means an individual can easily ask questions and inquire about everything and it is best for the people who wants to connect face to face. Promotional materials are more sustainable than digital marketing because they leave a longer impact on the consumer. (Kalmegh 2022, 35-38.) The disadvantages of traditional marketing are presented below in figure 8.

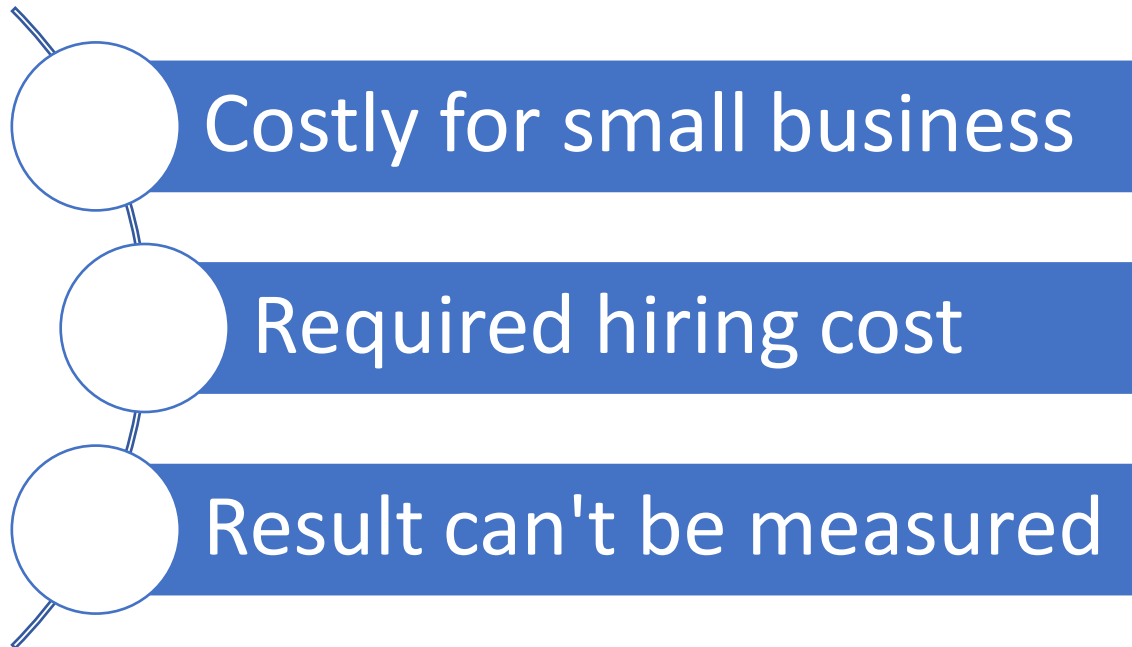


FIGURE 8. Disadvantages of traditional marketing (adapted from Jothi 2019, 1)

Being costly for small business means traditional marketing needs to purchase the ad on tv or radio to promote their business or product. It is costly in a way that small businesses can not use those resources for free. Creating radio advertisements needs requires hiring and it costs too. In terms of getting results, traditional marketing is very unpredictable. (Jothi 2019, 1.)

2.3 Social media marketing, strategies and impact

Social media marketing is basically used for gaining traffic on websites or attention. Social media marketing is the best way to grab the attention of the target group. Social media marketing is always an attractive tool for the consumer and when it comes from a reliable source then it becomes trusted as well. Social media has become very usable for anyone who has the internet, and it is a handy and efficient way to reach people. Social media does not apply to only a certain age. It applies in different ways for different age group. (Bajpai, Pandey & Shriwas 2012, 214-223.)

Social media marketing can be done with various media options, for instance, Facebook, Instagram, Twitter, LinkedIn, Blogs, Social news sites and social networking. There are various types of marketing strategies for different social platforms. Social media strategies are not just a print of activities, but it is basically a plan. A company without planning of social media strategies is going towards failure. Social media is a huge marketing platform and getting the right platform to promote the product is a very hard task in a way because the company must figure out which platform, they want to use itself. (Rosario & Dias 2023, 9-10.)

Sometimes, there is the idea that social media is only for the younger generation however that idea has no point because some of the fastest growing demographics show that people over the age of 40 people are the most frequent users of social media. The users number presented in the figure 9 below.

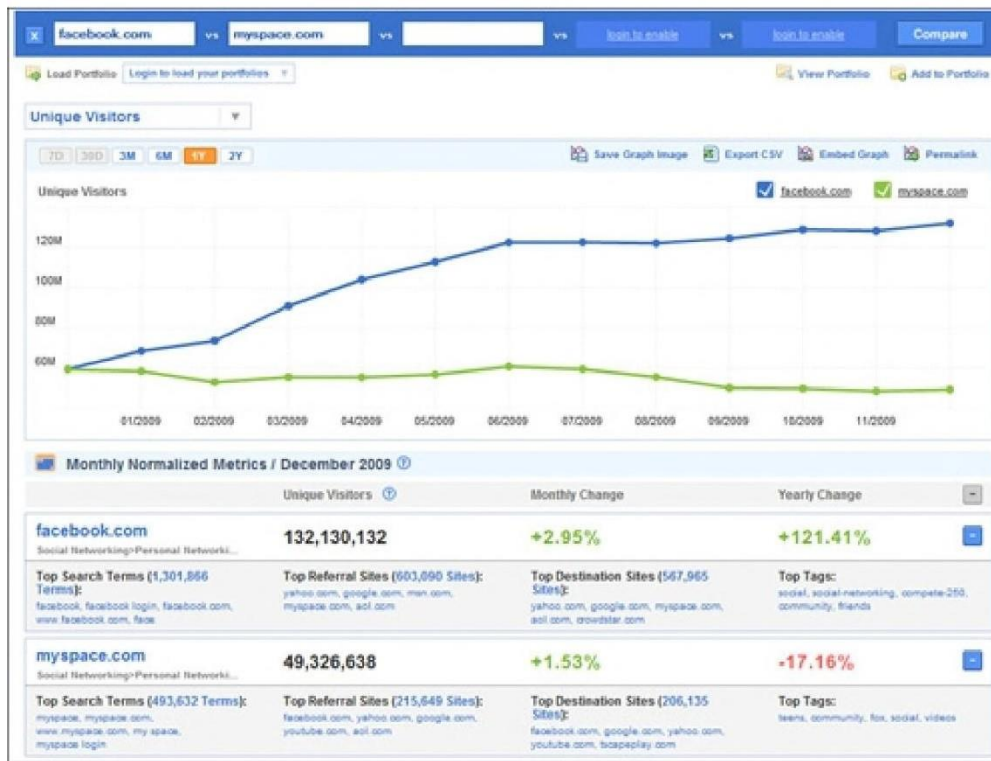


FIGURE 9. Facebook user number (adapted from Evans 2010, 6)

Facebook has started as a social media platform but the way it is expanding it seems like it is a marketing platform. Nowadays, anyone can sell and buy products through Facebook

marketplace. Besides that, promoting a product through a page is very handy because any company can open a page and do their promotion accordingly. The impact of Facebook in terms of marketing is major because of its user number. (Piranda, Sinaga & Putri 2022, 4.)

Instagram has different algorithms than Facebook. Nowadays, younger people are more into Instagram. The algorithm of Instagram to attract users is exposure, shadow banned, interaction, stories, hashtags, and post. Instagram is a very effective tool for marketing because of its quality content and specially for its visual contents. The strength of the Instagram platform is its community basically because people post pictures to enjoy. Therefore, basically it is handy to attract people in term of marketing. Human brains digest the information 60000 times faster from visuals. (Agung & Darma 2019, 743-747.)

Twitter is a user-friendly platform for marketing. Especially, people who wants to promote a product or company find Twitter very promising. Twitter is a great way to promote the product or company by making advertisements. Twitter is one of the best platforms of promoting by advertisement. (Clarke & Nelson 2012, 29-38.)

LinkedIn is a platform where job seekers can look for a job or a company can provide ads for their recruitment process. The recruitment process is now dependent on the online procedures like dropping the CV and application. The old way of doing those things was via newspapers. (Bacon & Mackey 2017, 85.) LinkedIn is a great example of how the process of finding jobs has changed accordingly. LinkedIn has changed the process of recruiting also at the same time. (Bacon & Mackey 2017, 86.)

Blog marketing is a way to attract people by writing about the product or company details. It is a way of bringing out the right and affective information through your writing. The first step of blog marketing is to start it and then come up with more information in the next blog. In this era of reaching consumers a blog is an efficient way because the consumer who will read it can get the best information they want. (Townsend 2020.)

Social news sites allow members to submit news stories, articles, blogs, and the community can vote. It works so that whoever gets the likes accordingly will reach more people. It is a pretty good way of getting to the consumers. Many companies also use this site to promote. (Evans 2010.) Social networking is a way of gathering people with the same interest and turn those people into a community. According to Weston (2008) if social networking is correctly approached then it is a promising way to reach people. It helps to build the brand and find new consumers. There are two ways to use social networking namely wish list features and tell a friend application. (Bolotaeva & Cata 2011.) Social bookmarking is a way to store and access the bookmarks through a web interface. The best part is that users can share the information among them. (Muhit 2022, 5.)

2.4 Social media marketing influence on consumer perception

Social media marketing has become one of the best marketing tools. Nowadays, social media marketing is the best digital marketing tool. There are more than 500 companies in the world that have started using social media as a marketing tool. According to a study of University Massachusetts Dartmouth in 2012, there were 73 percent of companies who had official Twitter accounts and 66 percent had Facebook account. Social media sites are providing the chance for the companies to expand their brand and products reach throughout the world. (Ali, Shabbir, Rauf & Hussain 2016, 69-77.)

Organizations are developing the social media for their companies in order to get loyal consumers. (Rajan 2016, 27). These social media help the organisation to have the influence on a target consumer group. Social media marketing helps the consumer get the proper resource of the company and product. Social media also help the consumer to choose the right product. (Rajan 2016, 28.)

The focus of companies using social media is to increase the profitability with a minimum cost. Every firm uses different tools and strategies to introduce and promote their product on the market. By the help of social media and its availability throughout the world there are a lot of

options in terms of brands. Back in the years when social media was not here consumers hardly knew some names of the brands. (Ali et al. 2016, 69-77.) At this point of highly using social media marketing, consumers can search for the brand information, and they can also look forward to other people's feedback because nowadays consumers leave feedback after they have purchased certain products. (Rajan 2016.) In a study it was found that consumers are more likely to buy a product that other consumers recommended. Social media puts a lot of effect on consumer perception. Before social media, there was very little chance that a consumer would already know a bit of the product without purchasing it. However, nowadays a consumer also looks for a product with more ratings or feedback. (Ceyhan 2019.) A study of Binda Daroch (2017) shows that social media advertisement catches the attention of consumers. In the same study, it also shows that consumers also avoid the advertisement because of viruses that can enter by clicking the advertisement link. Social media influence cannot make an affects on consumer decision however it effect the consumer perception. (Gayathri 2021.)

2.5 Social media marketing effects on purchasing behaviour and decision making

WOM means word of mouth. And (word of mouth) is a primary source of information for the consumer. WOM affects the consumer purchasing behaviour and decision making. WOM affects all the phases of consumer decision making. By social media marketing, it is possible to make an electronic WOM and it will affect the consumer decision making process in the exact way it affects traditionally. (Amin 2023)

There are four types of purchasing behaviour according to Kotler and Armstrong (2014). It presented below in the figure 10.

<i>Purchase behaviour</i>	<i>Characteristics</i>	<i>Examples</i>
Complex buying	High consumer involvement	Car
	Significant brand differences	Laptop
	Expensive	
	Infrequent	
Dissonance-reducing	High risk	
	High consumer involvement	Carpet
	Few brand differences	Furniture
	Expensive	
	Infrequent	
Habitual buying	High risk	
	Price sensitive	
	Low customer involvement	Household goods
	Little brand difference	Groceries
Variety-seeking buying	Frequent or repeat purchases	
	Low customer involvement	Cookies
	Significant brand differences	Restaurant
	Brand switching for variety	

FIGURE 10. Various purchasing behaviour model (adapted from Voramontri & Klieb 2019, 212)

Complex buying shows that high risk and high consumer involvement at the same time. Information will play a great role in this type of complex buying. In terms of dissonance reducing, high risk and few brand differences would have the consumer passing through all the stages of decision process. Habitual buying shows the low customer involvement and little brand difference that means there is not a lot of information needed for this type of buying. Variety seeking buying shows the same involvement of consumer however the brand difference is significant. (Voramontri & Klieb 2019, 212.)

According to Howard-Sheth theory (1969), the decision-making process depends on five stages. It presented below in figure 11.

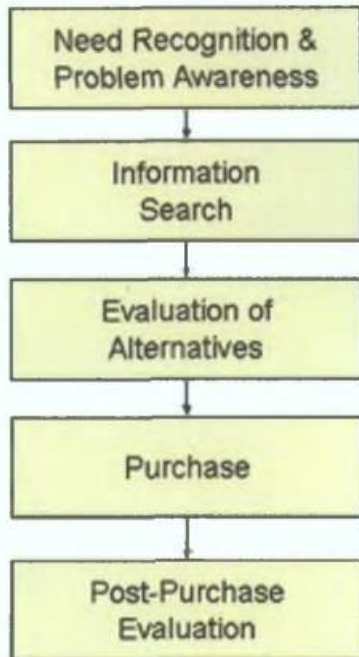


FIGURE 11. Decision- making process (adapted from Ozer 2012, 11)

Problem recognition is the first step in starting the decision-making process of the consumer. Problem recognition is the first step when the consumer realises they need or want the product. Mostly it is not in the marketer's hand. (Ozer 2012, 12.) Information search means the buyer can look for some information through searching or going to websites. By getting the information the buyer need increases the chance of buying the product. (Ozer 2012, 13.) The buyer often stores the information of many brands to rank them accordingly and purchases the exact one that they prefer. (Howard & Sheth, 1969)

The difference between each brand leads the consumer so some difficulty in choosing a brand. It raises the bar in terms of consumer choice. Purchasing a product has a lot of risk factors. It is presented below in FIGURE 12.

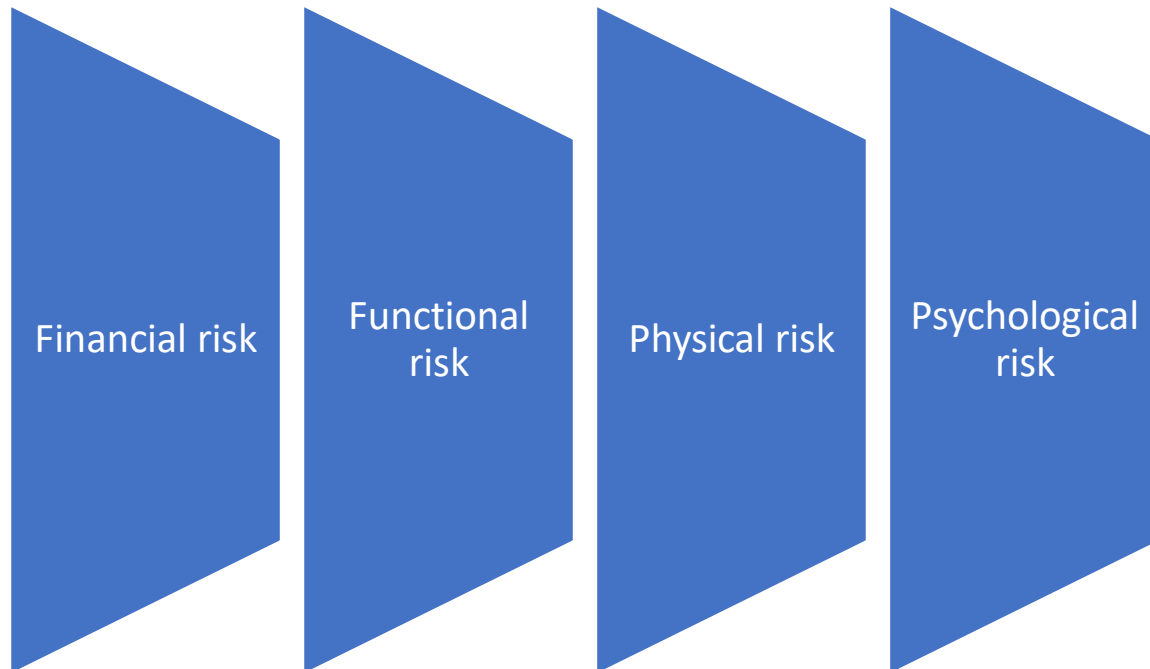


FIGURE 12. Purchasing risk (adapted from Ozer 2012, 15.)

Financial risk in terms of purchasing involves that the product can be a bit expensive compared to its quality. Functional risk means the product is not performing well according to the expectation. Physical risk means the product throws a physical threat to the environment or the user. Psychological risk means the product does not meet the consumers expectations in terms of self-image. (Ozer 2012, 15.) If the product can meet the consumer need and expectation going through all those stages, then there is a high chance of purchasing.

The buyer's satisfaction depends on the performance of the product and the expectation of the consumer. The post purchase evaluation depends on the consumer satisfaction, product performance and repurchasing. If the consumer feels satisfied with the performance of the product, then the consumer will make another purchase. (Ozer 2012.)

3 RESEARCH METHODOLOGY

Research is a process of collecting data and information for the rising factors coming from different perspectives in terms of a decided topic to be studied and analysed from a broader perspective. A research project is determined to enlighten the present condition of the topic and explain it in detail at the same time. However, the possible goal of a research is to become highly useful for the further study. (Flick 2015, 5-7.)

3.1 Research design

In terms of starting research of any kind, there are two different methods to do it. One is quantitative research and other one is qualitative research. For this research work, the author designed the research according to the quantitative research method. The reason behind choosing that specific method is to collect the data and information for the specific topic in a numerical manner. The reason behind doing that is to gather the outcomes statistically significant and make the research objectives aligning with those objectives. (Flick 2015, 11.)

In this quantitative research method, the research went through publishing a questionnaire in Webropol 3.0 that collected data from the respondents in terms of reaching the target and research objectives. The survey was made up with 10 questions to cover the research objective. The result coming from the survey is of a great impact to reach the research goal. The survey is basically structured, as well as divided into two different pages, where the first page has four questions, and the last page has six questions. There are basically first four screening questions focused to leverage the interest of the respondents to answer the survey while learning more about their demographic. However, while going deeper into the survey, there are questions related to social media platforms as well as social media, marketing while highlighting the influence of that towards people either to follow a brand or buy a product from that brand. There was also a dichotomous question solely concentrated on digital marketing answered as just a yes,

or no. Last but not the least there are in-depth questions regarding the purchase decision making process coming from regular people.

3.2 Sampling technique

As the study follows the quantitative methodology for the research the research will be conducted via the survey questionnaire. Through this survey the goal is to collect and evaluate all the data and information that has been collected from a certain sample size of respondents. The population is the people living in Helsinki which fit into the research objective and criteria. The sampling is a group of people from Helsinki mostly students who have been living in Helsinki from 1 year to more than 6 years. The sampling size certainly justified the image of the whole population. (Sapsford & Jupp 1996, 25-26).

As per the study, the population is defined as the people living in Helsinki as well as connected with traditional or digital marketing. However, based on some practical limitations it was not possible to reach out the whole population. So based on that, the survey was conducted through students living in Helsinki. As the author is a student, it was practical to reach the students. The total 41 respondents were students and they had been reached out in the streets of Helsinki University. The survey was open for around 3 hours then the student closed the survey. By closing the survey, no other respondents could open the survey and the exact number of respondents was gathered. By getting the exact number of respondents, useful data was gathered.

3.3 Data collection method

In any type of research work, the researcher has the flexibility to rely on two different sources of data. These are primary and secondary data. Both types of data have been used in this thesis to meet the aspects and goals.

3.3.1 Primary data collection

Primary data means the original data collected by the researcher to develop and facilitate a certain research purpose. In terms of primary data, the researcher used various kinds of ways to collect for example, surveys, interviews, and experiments. (Persaud 2010.)

Here in this thesis whereby the survey attempted to be built from several perspectives in order to offer an illustrated response to the research question. For instance, there were screening questions and structured questions, covered with dichotomous questions, multiple questions, and scaling questions.

TABLE 1. Types of survey questions (Appendix 1)

Type of a question	Variety	Question number in the survey
Screening question	-	1,2,3,4
Structured questions		
	Dichotomous question	6,7,8
	Multiple-choice question	5,9
	Scaling question	10

3.3.2 Secondary data collection

Secondary data means the data that has been collected and evaluated for any primary purpose. This type of data is usually collected for the purpose of other research activities. This type of data serves a huge benefit because it is affordable, and it is worth in terms of time management. (Sylvia & Terhaar 2018, 61-62.)

3.4 Data analysis techniques

In this thesis project, as it has already been mentioned, both primary and secondary data have been used. However, regarding primary data it has basically been gathered through the

respondents who answered the questions. The secondary data has been collected from various sources for instance, e-books, articles and journals. In combining both the data coming from different sources, the student used the descriptive and explanatory data analysing methods. The students tried to examine and bring down the data in the best possible way to grasp the sole research question of this entire theses, which is to study the role that social media plays in influencing consumer perceptions and purchasing behaviours in the era of social media marketing. There are related graphs and bars to demonstrate the descriptive responses coming from the respondents of the survey questionnaire.

4 RESULTS AND FINDINGS

The study survey has been distributed in November 2023 to arrive at the impartial investigation as well as covering the idea of computerized showcasing impacts on purchaser inclinations and conduct (Students in Helsinki). The study was directed with 10 questions and the objective was to zero in on the examination question. The significant information from the respondents assists in meeting the research objective. The foundation of this overview mirrors the research question of this thesis. The data about the respondents that answered on the overview was that 41 individuals opened the study and 40 of them filled in the questionnaire and 38 of them in completely. The centre plan of the survey is to figure out the impact of social media marketing in Helsinki's consumers perception and ways of behaving.

The first question asked to the respondents according from the respondents according to the survey was about the gender. The reason behind asking this question was about to find out the demographic feature of the respondents who respond to digital marketing the best. It is a screening question and according to the graph, of the 40 respondents 37% were male and 63% were female. The other gender stands at 0% respectfully. (Figure 13.)

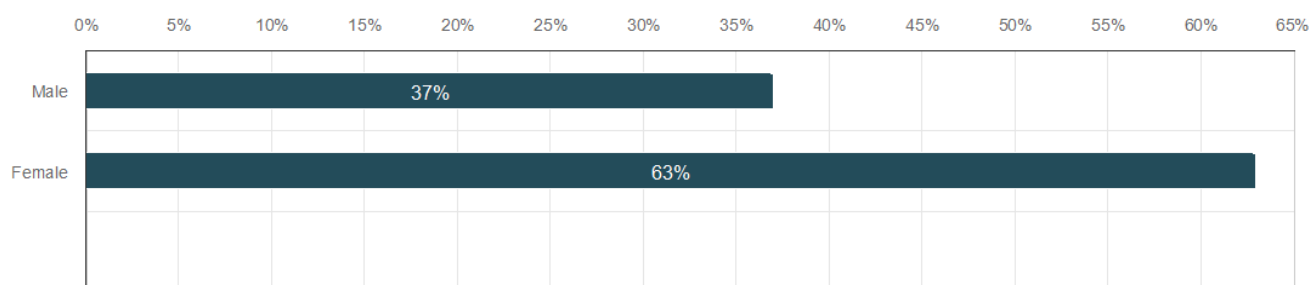


FIGURE 13. Gender group

The second question was also a screening question regarding which age group they belong to. This question also centralized the core idea of detecting another demographic feature relied on the first question. This question was answered by 40 respondents out of 41. According to the graph, 12% were of the age 11-26, 22% were 27-42, 18% were 43-58, 43% were 59-68, and 5%

were over 69. In figure 11 shows the different ages of people's responses towards the survey questions. (Figure 14.)

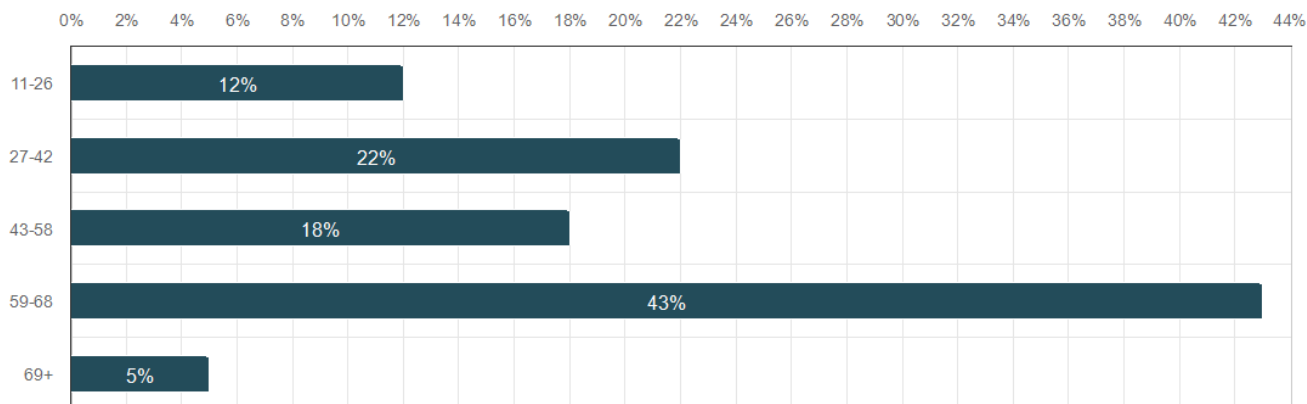


FIGURE 14. Age group

In terms of the third question, it was also a screening question, and it showed the data of respondents of the living years in Helsinki. This question was answered by the full number of respondents. According to the respondent number this question was answered by 41 respondents. According to the graph, 5% of respondents had been living here for 1-2 years, 20% had been for 2-4 years, 46% had been 4-6 years and 29% had been for more than 6 years. The highest number of respondents had been living here in Finland for 4-6 years. (Figure 15)

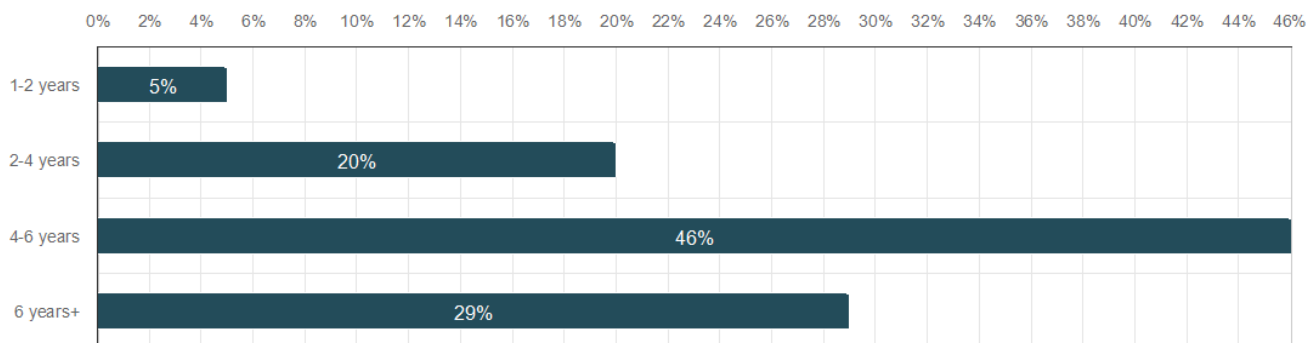


FIGURE 15. Living in Helsinki

The fourth question was also a screening question based on respondents' preference of marketing system. According to the graph, 38 people answered that question and surprisingly 100% respondents answered they prefer digital marketing over traditional marketing. (Figure 16.)

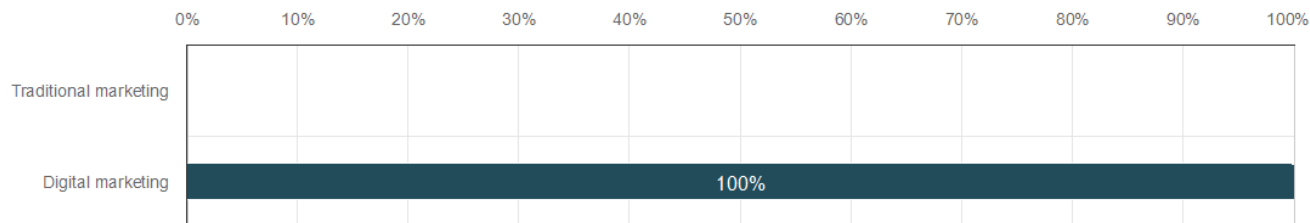


FIGURE 16. Marketing system

In terms of the fifth question, it was a multiple choice question. This research question is based on social media platforms specifically in spending the time there in terms of respondents. As shown in figure 14, 49% of the respondents use the social media platforms daily, 28% use them several times a week and 23% use once a week or less, and 0% answered not using the social media respectively. (Figure 17)

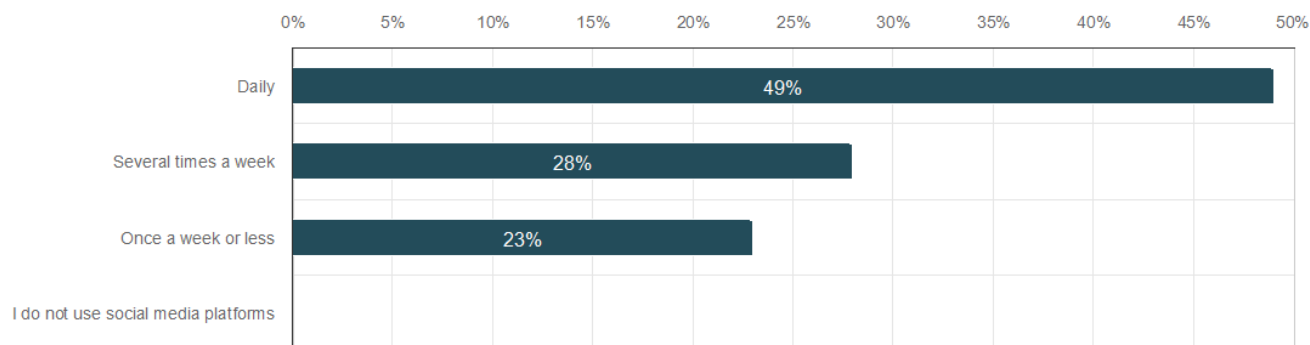


FIGURE 17. Social media platform

According to the sixth question, it was a dichotomous question as well based on the influence by the social media platforms on the respondents. This graph will mainly show the percentage of respondents who had follow brands because of the advertisement of social media platforms. In terms of respondent numbers, 40 of them answered this question in the correct manner. As seen in figure 15, 77% gave a yes to the question and on the other hand 23% gave a no. (Figure 18)

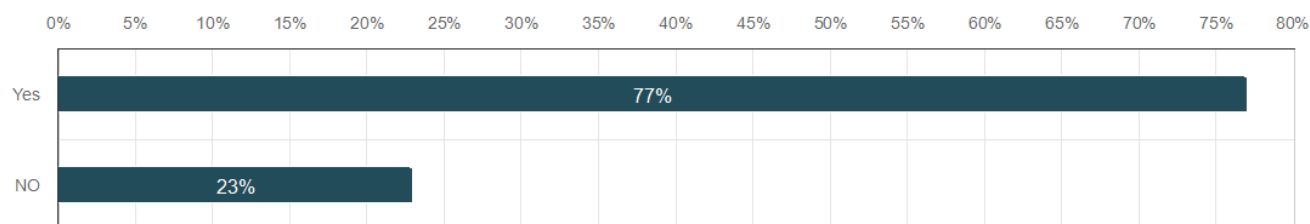


FIGURE 18. Influence of social media platforms

The seventh question was a dichotomous question and it was asked to examine the consumer purchasing behaviour in terms of following advertisements of social media. This question had been answered by 40 people out of 41. As presented in the figure 19, 75% answered yes and 25% answered no. (Figure 19)

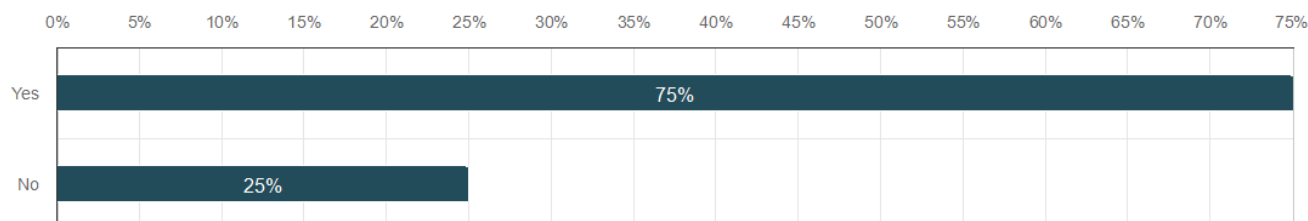


FIGURE 19. Advertisements on social media influence respondents

The eighth question was a dichotomous question that shows the effectiveness of digital marketing in overall shopping behaviour. 39 respondents out of 41 answered this question and 79% of them answered that yes digital marketing has changed their overall shopping behaviour and on the other side 21% answered no. (Figure 20)

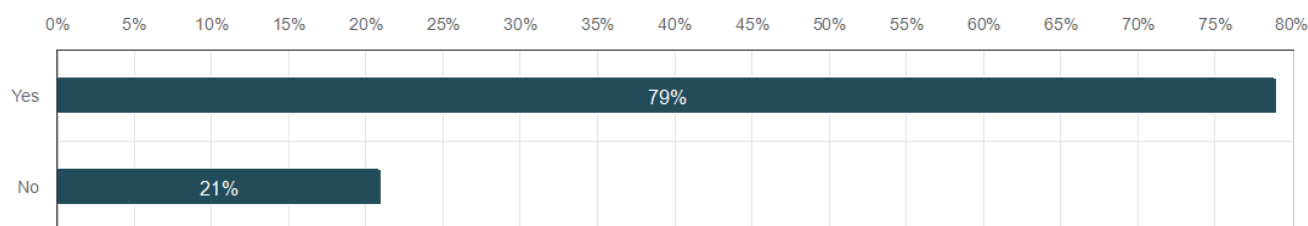


FIGURE 20. Influence of digital marketing in shopping behaviour

The ninth question was a multiple-choice question, and it showed the marketing platforms respondents prefer to use for purchasing. 38 respondents answered this question and 5.3% choose content marketing, 2.6% chose influencer marketing, 8% for the search engine optimization, and 84% chose social media marketing of all three options. (Figure 21)

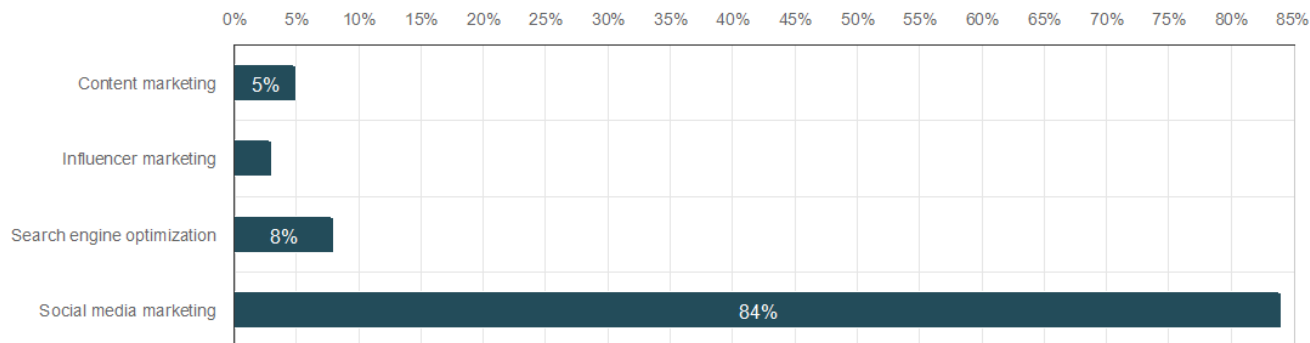


FIGURE 21. Preferable social media platforms

The last question was a bit different than the rest. The last question was a scaling question based on digital marketing influence on purchasing decisions. As shown in figure 22, 40 respondents answered the question and 3 was the minimum value out of 10. The maximum was 10. The average was 6.8. (Figure 22)

Min value	Max value	Average	Median	Sum	Standard Deviation
3.0	10.0	6.8	7.0	270.0	1.9

FIGURE 22. Digital marketing influence on purchasing decisions.

5 CONCLUSIONS AND DISCUSSIONS

Digital marketing has been more effective than traditional marketing in today's environment in terms of reaching consumers and driving sales. There are many channels for digital marketing, but there are drawbacks as well. Throughout the years, customer preferences for marketing have been significantly impacted by digital marketing. Building a relationship with the customer and doing marketing are two works that may be done in addition to digital marketing. In person interactions are still preferred by those who favour traditional marketing. Because they want to view the product before deciding, some customers still prefer direct communication.

Starting with the research question the main objective of this study was to determine how social media affects customer perception and behaviour, with a focus on Helsinki residents. The main purpose of this thesis was to investigate the ways in which digital marketing has replaced traditional marketing in the marketing system and the ways in which it has affected consumer perception and behaviour. The theoretical framework of the thesis has demonstrated how digital and traditional marketing differ from one another, but it also highlights how social media marketing influences consumer perception and behaviour. The theoretical framework assists in finding out the research goal of this thesis. The target population of this thesis are the people of Helsinki.

The survey's results have made the context of the study quite evident. Students in Helsinki served as the sample size. Most participants of this survey were women. 63% of respondents were female and 37% were male. Nonetheless, the generation that responded to the poll the most was that of 59–68 years old, followed by 27–42, 43–58, 11–26, and 69+. According to the results, most respondent answered they have lived there for a period of four to six years; the next longest term was more than six years. Following the survey results, the next group have lived for 2-4 years, and the final group have lived for 1-2 years. Unexpectedly, most respondents said they preferred digital marketing to traditional marketing. When it came to frequency of social media

use, nearly half of the respondents voted once a week, followed by those who voted several times a week and those who voted once a week.

Most respondents, according to the study, are connected to social media. 77% of respondents said they would follow a brand based on social media influence, while 23% said they would not. According to the impact of social media, almost two thirds of the respondents follow brands. 75% of respondents said they would buy a product based on a social media advertisement, while 25% said they would not. About 79% of the target demographic as a whole thought that digital marketing had altered their general buying behaviour, while 21% said that it had not. Among respondents, 84% said they would rather use social media for digital marketing. The average response rate on a scale of 1 to 10 for respondents' perceptions of how digital marketing influences their purchase decisions was 6.8. Therefore, it demonstrates that students in Helsinki are quite knowledgeable about social media marketing and that advertisements also influence consumers' decisions to buy.

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APPENDIX 1/1

Survey Questionnaire

EXPLORING THE CHANGING LANDSCAPE OF MARKETING: The Impact of Digital Marketing on Consumer Preferences and Behaviour in Helsinki.

1. What is your gender?
 - Male
 - Female
2. How old are you?
 - 11-26
 - 27-42
 - 43-58
 - 59-68
 - 69+
3. How long you have been living in Helsinki, the capital of Finland?
 - 1-2 years
 - 2-4 years
 - 4-6 years
 - 6 years+
4. What types of marketing do you rely on the most?
 - Traditional marketing
 - Digital marketing
5. How frequently do you use social media platforms?
(e.g., Facebook, Instagram, Twitter, LinkedIn)
 - Daily
 - Several times a week
 - Once a week
 - Never
6. Have you ever followed a brand being influenced by the advertisements in social media platforms?
 - Yes
 - NO
7. Did you ever buy any products that were promoted by any of the social media channels?

- Yes
 - No
8. Do you feel that digital marketing has changed your overall shopping behaviour?
- Yes
 - No

APPENDIX 1/2

9. Which types of digital marketing do you find most influential in your decision-making process?
- Content marketing
 - Influencer marketing
 - Search engine marketing
 - Social media marketing
10. To what extent do you think digital marketing influences your purchasing decisions?
- 1-10