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**FINAL THESIS REPORT**

**MARKET RESEARCH  
FOR AWW DESIGN**

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#### **ABSTRACT**

Aww Design is a small and new advertising agency located in Tampere. This thesis was a market research for Aww Design. This thesis consists of theoretical part, Aww Design as a company, results of the research and conclusion. Purpose of this research was to get information about the potential customers and the markets. Information about the competition and competitors in the advertising business was one goal of this research. The research question of this market research was that “is there demand for Aww Design services in the markets and where are the markets?”

The survey was done by TAMK University of Applied Sciences e-form. The total amount of e-mails was 171 that was send to the focus group. The focus was on Pirkanmaa region companies but also companies from Jyväskylä and Hämeenlinna were taken to the focus group. The total amount of answers was twenty-eight. The research consisted of fifteen questions.

Market research is a part of marketing research. Market research is about gathering and analysing data about customers, competition and markets. This market research was a quantitative research, which means that the analyses are done by numbers and that it is statistically valid. The measurement was how many thought what of the questions.

There is a need for the services that Aww Design offers and the majority of the potential customers are in the Pirkanmaa region. The small and medium sized companies are the potential customers. Unfortunately, the research failed in the part to get contact information about the potential customers. Printed material design and implementation service and web-design were the services that the respondents were most interested in. Respondents appreciate the quality of work and service.

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**Key words:** Market research Advertising agency Quantitative research

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# 1. Introduction

Today's competition in the advertising business is tough. The competition is even tougher now because of the economic situation that is going on right now. It is hard to get new customers and get solid base for the business. Companies are struggling now with the threat of depression. Aww Design is small and quite new advertising agency. Company needs a market research to get information about the market situation, customers and competition.

This thesis is divided into three parts. First part is the theoretical part. It is the background of the research, research method, reliability and validity. Then there is a chapter about marketing, process, objectives and the 4P's. After this is a description of the company, Aww Design. Then there is the analysis of the results and finally is the conclusion.

## **2. Background of the research**

The main purpose of this market research is to get information about potential customers. Because the company is evolving and expanding, information about the market situation is vital. One goal is also to get information about competition and competitors in the advertising business. Based on the results of the market research company can develop marketing strategy for their company. Results also help allocation in the markets and assist when making decisions about pricing the products and services they have. Specification of the products and services is also one main goal of the research. From the results should also raise development ideas for the company. The research question of this market research is that “is there demand for Aww Design services in the markets and where are the markets?”

### ***2.1 Research method***

Market research is a part of marketing research. Market research is about gathering and analysing data about customers, competition and markets. In the article, Quantitative Research written by DJS Research Ltd market research is described systematic and the collection and analysis of the data should be objective. Susan Ward states “Market research allows businesses to make decisions that make them more responsive to customers' needs and increase profits.” (Ward, Susan. 2009. [Online])

Research process has nine stages, as seen in the figure 1. First step is the need of information and realizing the need. It is important to understand why this information is needed. Second step is to specify the research objectives and make a list of information needs. “Research objectives answer the question: Why is this project being conducted.” (Kinneer, Thomas C. and Taylor, James R. Marketing Research an Applied Approach 1996:66). Next step is to design the research and list the sources of data. Data sources can be either internal or external. If the data is not available internally or externally, then the data must be gathered through a question form. “In developing the data collection procedure, the researcher must establish and effective link between the

information needs and the questions to be asked or the observations to be recorded.”  
(Kinnear et. al 1996:67)

Who or what the sample consists of is the question when designing the sample. The technique to select the sample and size of the sample are also included in this stage. Data collection is the next step. There the researcher must decide which way the data is collected. In processing the data, researcher goes through the data that he/she has collected. Editing and coding are the functions of data processing. After this, the data is analyzed. Usually the data is analysed though a computer programme. The last stage is the presentation of the research results. This is usually done in writing a report and an oral presentation. (Kinnear et. al 1996:64-68)

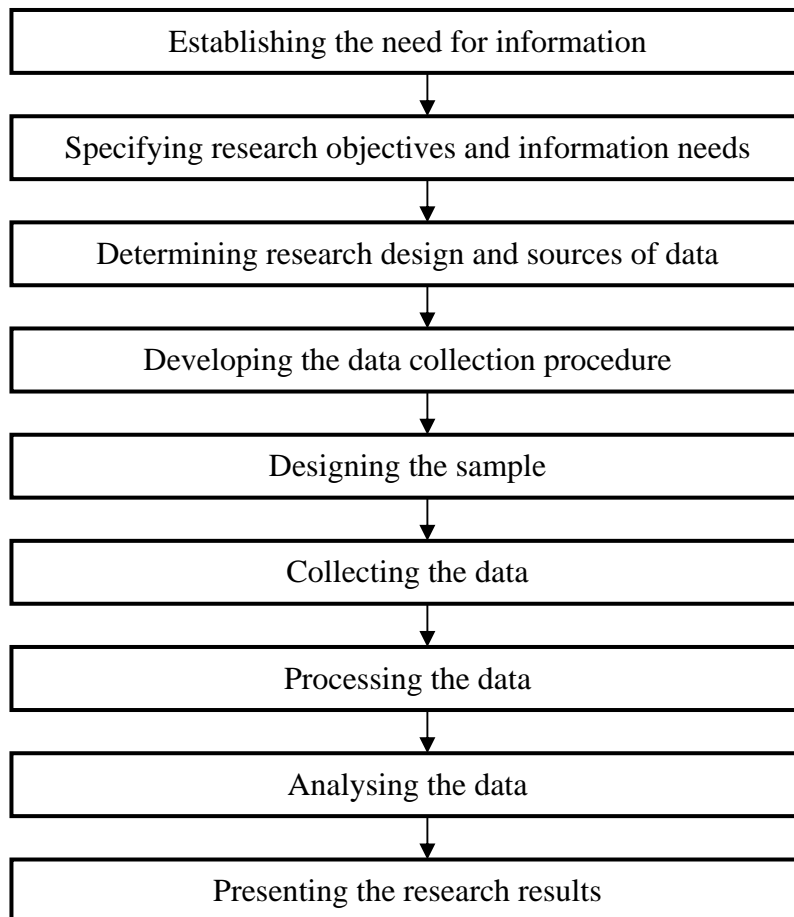


Figure 1: Research process (Kinnear et. al 1996:64)

### ***2.1.1 Quantitative and qualitative research***

Researches can be either quantitative or qualitative or both. This research is quantitative, as almost all market researches are. In quantitative market research, numbers are the way that the data is measured. According to Raymond Kent, in his book *Marketing Research in Action*, “When we measure something, we make a systemic record of a value that some case (an object, person, group or people, organisation or situation) possesses.” (Kent 1993:24) Quantitative data can be statistically analysed. The same form of questions is asked from every respondent. The questionnaire is send to many respondent or many respondents are interviewed. Quantitative research is heavily structured. (DJS Research Ltd.2009. [Online])

“Qualitative market research provides an understanding of how or why things are as they are.” ((DJS Research Ltd 2009 [Online].) The question form is not structured and there are not so direct questions like choose from these options. The questions are open and more like discussion, not an interview. The respondents are asked about their thoughts, feelings, knowledge, opinions and attitudes. Another way to do a qualitative research is through focus groups. “These are usually made up of 6 to 8 targeted respondents, a research moderator whose role is to ask the required questions, draw out answers, and encourage discussion, and an observation area usually behind one way mirrors, and video and/or audio taping facilities.” (DJS Research Ltd 2009 [Online])

Table 1: Quantitative research versus qualitative research (DJS Research Ltd 2009 [Online])

<b>Quantitative Research</b>	<b>Qualitative Research</b>
Large sample	Small sample
Statistically valid	Directional findings
Analyses numbers – how many think what?	Analyses thoughts and feelings
Closed questioning techniques (less opportunity to ask “why”?)	Open questioning techniques
Who thinks what? (Measuring)	Why do people think/ behave as they do? (Explaining)
Analysed in aggregate	Allows to provide anecdotal type of information

## ***2.2 Limitations and structure of the research***

There are few limitations in this research. Maybe the largest limitation of this research is that the number of answers is low. One limitation could be that the respondents do not understand or understands wrong the questions of the research. If the respondents are not reached, then the whole research will fail. The form is an e-form and there could be some technical issues or I do not get the form in a way that I want. There is also a timetable of this thesis and that creates limitations. Reliability of the data is also one limitation.

The research was done by TAMK University of Applied Sciences e-form. The structure of this research was the web-form, which will be delivered by e-mail to the focus group. The web-form consists of fifteen questions. First part is about background information. Second part is about Aww Design services. Third part is about the company and prices. The results are gathered in the Microsoft excel first and then to the SPSS. In the SPSS, the data is transformed into statistical form.



### ***2.3 Reliability of the research***

Reliability means that if the research or study is repeated many times, will the results still be the same. Testing the research in the same circumstances tells if the results would be consistent. Research can also be tested with different forms and is the results still consistent.

“**Equivalency reliability** is the extent to which two items measure identical concepts at an identical level of difficulty.” (Jonathan Howell, Paul Miller, Hyun Hee Park, Deborah Sattler, Todd Schack, Eric Sperry, Shelley Widhalm, and Mike Palmquist. 2005 [Online]). The association between two sets of test score is the way that equivalency reliability is measured. The correlation between dependent variable and independent variable shows how strong the correlation is. **Stability reliability** is the measurement of instrument over time. “To determine stability, a measure or test is repeated on the same subjects at a future date.” (Howell et al. 2005 [Online]). To measure the stability, the correlation and comparison of the results in done with the initial test.

Measuring the degree of same characteristics that tests possess is **internal consistency**. The accuracy between the measuring instruments used in study is part of internal consistency. **Interrater reliability** measures the degree of agreeing among of two or more individuals. Rating systems consistency implementation is also Interrater reliability.

### ***2.4 Validity of the research***

Validity refers to the degree to which a study accurately reflects or assesses the specific concept that the researcher is attempting to measure. (Howell et al. 2005 [Online]). Validity means that were the researcher successful in measuring what the researcher was suppose to measure. There are external and internal validity. In external validity, the focus is on that are the results general or transferable. Internal validity means that

was the study done with accuracy and if the researcher has explored optional explanations for causal relationships.

Appearance of the measurement is called **face validity**. Is the chosen measurement the best way to gather information, is the measurement designed well and does it work reliably are the questions that face validity has. To show the correctness of a measure is done by comparing two measurements. The comparing measurement is shown to be valid. This is called **criterion related validity**.

Finding concurrence between theoretical concept and a measuring device is called **construct validity**. There are two sub-categories. These are convergent validity and discriminate validity. Convergent validity means that the measures should be theoretically related and discriminate validity is the opposite. "Content Validity is based on the extent to which a measurement reflects the specific intended domain of content." (Carmines & Zeller, 1991, p.20) (Howell et al. 2005 [Online])

### **3. Marketing, objectives and process**

Marketing is the understanding about customers' needs and wants. Marketing tries to meet these needs and wants. Marketing is a part of all the business activities in a company. Purpose is to meet the customer's needs continuously. Marketing has four main tasks. First one is to identify the customers' willingness to buy products or services. Second is influencing the customers' willingness to buy the products or services. Third is to satisfy the customers' willingness to buy the products or services. Fourth is to ensure customer satisfaction.

Marketing has six main objectives. First the company and the products have to bring visible to the customers. Company has to create positive image. After this, the company has to generate sales. Achieving profitability is the next objective. Satisfying the customers, establishing and developing profitable customer relationship are also the objectives of marketing.

Marketing process has four steps. First the company has to analyse the opportunities of marketing. After this is the selection of the target markets. Then it is time to develop the marketing mix (the 4 P'S). Lastly is the management of the marketing efforts. In order to have a successful place in the competitive markets, few things have to be done. Segmentation of markets, which means dividing the customers into groups, is one thing that has to be done. Market targeting means that these segmented groups has to be evaluated and after this company has to choose one or more segments which they focus on. Positioning in the markets is placing the product into appropriate place in the competitive markets to targeted customers. Competitive advantage means that one company is better than the competitors are.

Course material "Essentials of marketing" in North Karelia Polytechnic of Applied Sciences by principal lecturer Tenho Kohonen

### ***3.1 Marketing mix: the 4 P's***

The 4 P's in marketing are Product, Price, Place and Promotion. These are also called as marketing mix. They should be seen as wholeness, not in separate pieces. If one of these is changed, also others have to change in order to keep the balance between them and supporting each other. There is so called synergy effect, which means that the effect of them all together is greater than each separate effect ( $2+2=5$ ). The other side is called negative synergy where the parts do not support each other and they do not suit together ( $2+2=3$ ).

#### ***3.1.1 Product***

Product is a tangible and service is intangible. Product is the most important tool in marketing. The company builds around the product other marketing decisions. Product is a commodity which is offered to markets for the customers to buy. It satisfies the customers' needs and wants. Product covers the following aspects that are taken from [http://www.valuebasedmanagement.net/methods\\_marketing\\_mix.html](http://www.valuebasedmanagement.net/methods_marketing_mix.html)

- Functionality
- Quality
- Appearance
- Packaging
- Brand
- Service
- Support
- Warranty

Product life cycle has four stages: introduction, growth, maturity and decline, as seen in the figure 2. In the introduction stage, company tries to get awareness for the product and create markets for the product. In the growth stage, company seek brand preference

and get bigger market share. Maturity stage is where the tough growth in sales reduces. In this stage, the company wants to keep the markets that they have achieved. In the decline stage, sales go down and prices and profitability reduces.

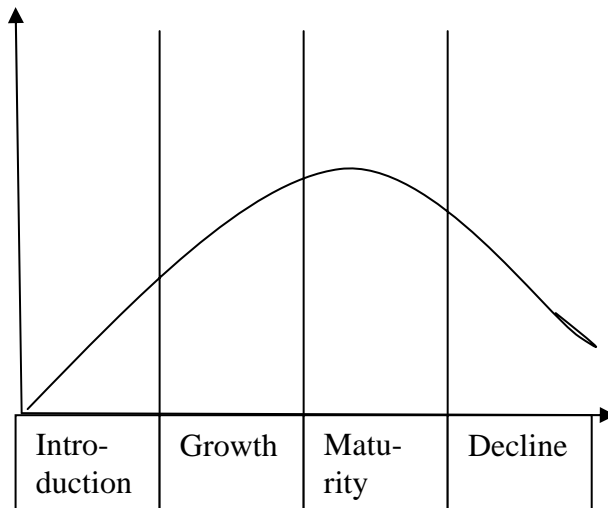


Figure 2: Product life cycle  
(QuickMBA.com [Online])

Figure 3 shows the three dimensions of a product: core product, actual product and augmented product. The core product is intangible. The benefit that the company has is the core product. The actual product is tangible. Company can get a few uses out of it. The non-physical part is the augmented product. It adds value to the product.

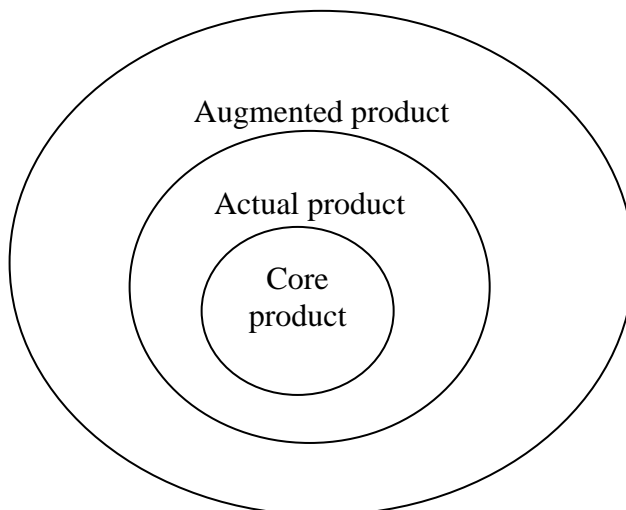


Figure 3: The three dimensions of a product  
(Marketing Teacher Ltd 2009 [Online])

### ***3.1.2 Price***

Price is a quantity of payment for a product or service. Price consists of the actual price, discounts and terms of payment. The right price is the price, which the customers are ready to pay. There are all in all twelve different pricing strategies. **Premium pricing** is used when the product or service is unique and luxurious, and because of that, the price level can be kept high. When there is competitive advantage, then this pricing strategy is used. **Penetration pricing** strategy is used when the company wants to achieve big market share by keeping the price level low. **Economy pricing** has a low price and the price does not consist any additions. Marketing and manufacture costs are really small. **Price skimming** strategy is used when the company has competitive advantage and because of that, the prices are kept high. These four strategies are the main pricing policies.

(Marketing Teacher Ltd. 2009 [Online])

### ***3.1.3 Place***

Place is the channel, distribution or intermediary. It is the system where goods or services are shifted from the manufacturer to the consumers. Direct channel is straight to the customers and indirect is through intermediary. Company has to think also if they use only one channel or do they use multiple channels.

When selecting the distributor, company has to keep in mind few things. Distributor has to know the market segment where the targeted consumers are. In the product life cycle, there are different stages and the distributor has to meet these demands in different stages. It would be optimal if the distributor's company image, policy, and strategy could meet with the producer's company image, policy and strategy.

There are four main types of channel intermediaries. These are wholesalers, agents, retailers and the Internet. **Wholesalers** buy from the producers and then resell the goods to retailers. Wholesalers divide the large package of goods into smaller pieces. They

have ownership to the goods they are selling. Wholesaler has facilities where the goods can be storage. Customer service costs are decreased when using wholesaler. Often wholesaler can also make some of the marketing the goods. In the international markets, **agents** are used as intermediaries. They work is based on commissions. The producers order is secured by agents. They do not have ownership of the goods as the wholesalers do. There is a problem of the physical distance when using agents. Due to that, they are hard to keep in control.

**Retailers** have a wide range of different brands and products. They have a strong personal relationship with the customers. The retailer takes care off the promotion and merchandising of the goods. The selling price of the goods is given by the retailer.

**Internet** is available all over the world. The goods reach a wide range of consumers all over the world. The costs of the set up are low and due to that, the entry to the markets is easy. E-commerce technology can be used when using Internet as intermediary.

(Marketing Teacher Ltd 2009 [Online])

### ***3.1.4 Promotion***

Promotion is the information given to the customers of the products or services that the company offers. Promotion gives the tools for marketing communication in the company. There are seven promotion methods. These are personal selling, sales promotion, public relations, direct mail, trade fairs and exhibitions, advertising and sponsorship.

In **personal selling**, the sales person is operates on behalf of the company. The relationships with customers are personal. The techniques and approaches of personal selling are well known by the sales person. Because the sales people are really expensive, the company should use them only when they can get real exchange on the investment. **Sales promotion** can be seen as all promotions, which are not advertising, personal selling, or public relations. Sales promotion can be for example coupons, discount promotions, competitions, free accessories and opening offers.

**Public relations (PR)** are the communication between the company and customers. Public relations goal is to create and maintain positive company image. PR takes time and usually the plans are persistent. The results will not show immediately. PR are divided into internal and external PR. Internal PR goal is to create and maintain comfortable environment, making the activities more effective and making better results. External PR goals are create and maintain the wanted company image and making the company more known to the public. **Direct mail** is send to the target customers, which are in a database. The potential customers are segmented through common factors and similarities. The mail is sent to potential customers, who are selected carefully, and the results are monitored.

Trade fairs and exhibitions are good events for the company to make new contacts and restoring the old contacts. These events are more for making contacts, customers and competitors, than selling huge amount of goods. The company gets more publicity and the consumers are aware of the company. **Advertising** “is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market.” (Marketing Teacher Ltd) Advertising can be in television, radio, newspapers and magazines, cinemas, posters and internet. Sponsorship can be in an event, cause or image which is paid by the company. The events attributes are associated to the company, which had a sponsorship for that event.

(Marketing Teacher Ltd 2009 [Online])



## **4. Aww Design**

Aww Design is a new and small advertising agency. It was founded in 2007. There are three employees working at the moment. Communication development, design and implementation of marketing communication, printed material design, web-design and event photographing are the main services of the Aww Design. Agency is liable, practical and customer-oriented. Because the concept is more practical than other advertising agencies, Aww Design aims to reach the potential market and companies' everyday communication which other agencies might not do or if the customers do not have the resources to do with larger agencies. Aww Design has also different kind of publications, brochures and other marketing material.

### ***4.1 People in Aww Design***

Eeva Lamminen is the managing director of Aww Design. She has Bachelor Degree in Media and in Business Administration. From 2001, she has been working in different kind of graphic design assignments in different associations, communities and companies. She has been photographing over 20 years.

Elina Antikainen is a PR- and marketing co-ordinator. She has Bachelor Degree in Business Administration and she specializes in marketing. She has been working in customer service in different companies and has done supporting graphic design. Strategic design of marketing and organising different kind of events are also strengths that Elina has.

Tommi Lääveri is a web-designer and art director. He has also Bachelor Degree in Business Administration and he specializes in information technology. He creates network publications and web pages.

## ***4.2 Services of Aww Design***

At the moment, Aww Design offers five different services. These are communication development services, marketing communication design and implementation, printed material design and project control, web-design and event photographing.

Communication development and education gives the customer company tools to strengthen and improve communication both inside and outside of the company.

Choosing and creating communication channels is the tool to smooth and transparent communication. Also making communication more effective is one objective of the communication development services.

Marketing communication design covers all brochures, leaflets, advertisements and fair material that a company needs. Aww Design offers the whole package of marketing communication. Customers get the complete material package that is tailored just for their company. This way the customer company can reach their own customers in the way they want.

Printed material design and project control can be part of the marketing communication but it can also be separated from that. Aww Design is specialized in large printed material projects where the whole project is carried out from design to the final product.

Internet is the newest form where businesses should be seen and heard. Aww Design implements web pages for the customer companies.

Event photographing is Eeva's speciality. She does small and large company events, special events, anniversaries, conferences, seminars, fairs and other events where the businesses meet.

(Lamminen, Eeva. 2009Liiketoimintasuunnitelma.

Lamminen, Eeva and Antikainen Elina Memos 10.2.2009 and 27.2.2009)

## 5. The research

The survey was done by TAMK University of Applied Sciences e-form. The questions were done together with the client company. We had a meeting where we discussed what do we want to know, the correct form of questions, what do we ask and how to reach the goals that were put to this research. We also discussed a lot in e-mails. In this research, the focus was on Pirkanmaa region companies but also companies from Jyväskylä and Hämeenlinna were taken to the focus group.

The survey consisted of fifteen questions. First part was about background information like the role in the company, involvement in marketing, age, line of business, size of the company and location. Second part was about communication services in order of importance, which services the company would be willing to buy from the new provider and the criteria's that influences on the decision to buy communication services. Last part was about the suitable price for the services, Aww Design company image and satisfaction with the partners in cooperation.

The target group lines of businesses were industry-, service-, state-, municipality- and business sector. March 31, 104 e-mails were sent to the target group. The distribution was as follows: Pirkanmaa region 71, Jyväskylä 17, Hämeenlinna 9 and state 7. The focus was on Pirkanmaa region. The companies were found by internet search, using the city's web pages and using the Google search. In addition, [www.parastapirkanmaalta.com](http://www.parastapirkanmaalta.com) was the source where to find the focus group companies. There the companies that were taken in to the focus group were small and they did not have web pages. The amount of answer was 17 after the first e-mail to the focus group.

Sixty-seven e-mails were sent to new companies in April 7. The distribution was Pirkanmaa region 29, Jyväskylä 20 and Hämeenlinna 18. The amount of answers was six. On April 14, a reminder e-mail was send to the first focus group. The total answer amount was twenty-eight.

### 5.1 Results of the background information

The results were gathered first in to Microsoft excel. After that, the data were transferred to SPSS. On the SPSS, the data were shaped to a statistical form. The figures are done by SPSS or Microsoft excel.

Over half of the respondents were either 40 to 49 of age or 50 to 59 of age. Third largest group was age of 30 to 39. Only two of the respondents were 20 to 29 or over 60 of age as seen in the figure 4.

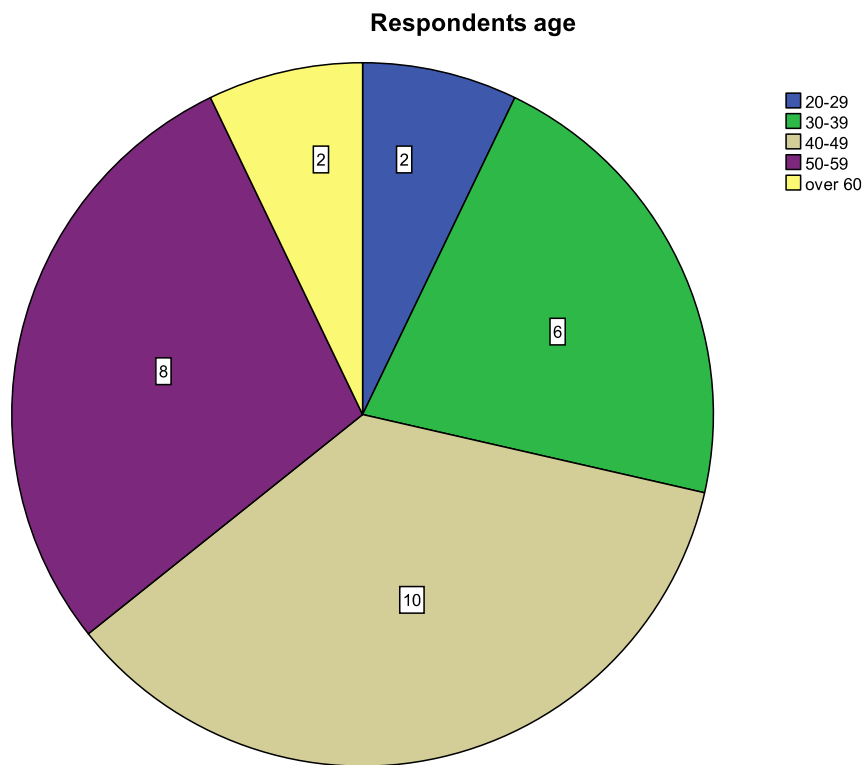


Figure 4: Respondents age

Pirkanmaa region was the largest group, over third of the respondents, regarding the location. Jyväskylä was second, only four answers and Hämeenlinna third only three answers. Over half of the companies that answered to the survey had below 10 employees. Only six had 11 to 50 employees. Half of that had 51 to 100 employees. Only one company answered that 100 to 200 or over 200 employees. As shown on the figure 5, service sector was the biggest group of the respondent's line of business.

Industry sector was second, ten less than the service sector. Business sector was third and the last was municipality. There were no answers from the state sector. Here is a figure of the line of business.

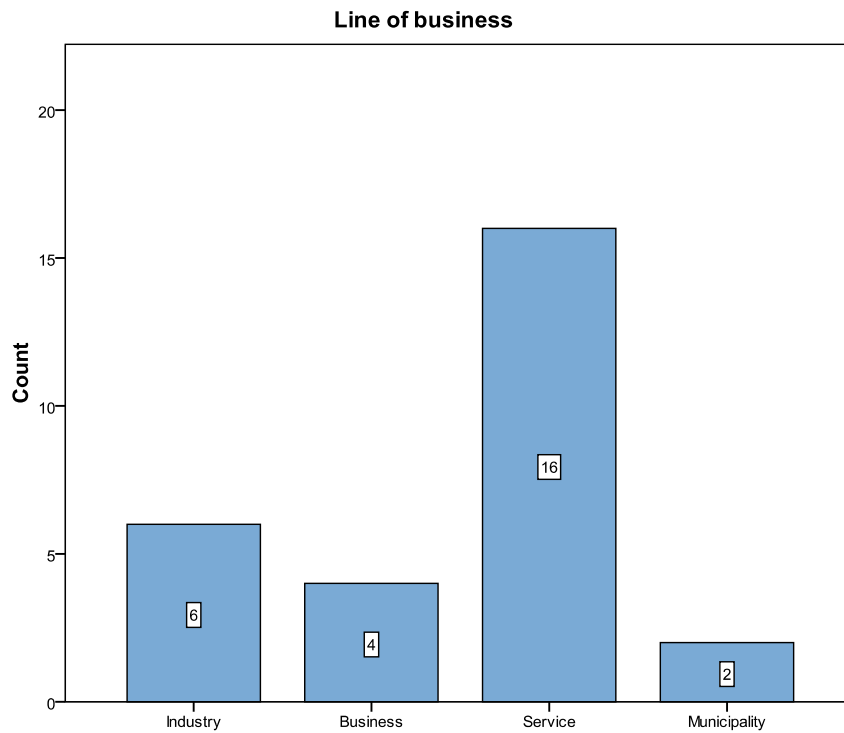


Figure 5: Line of business

## ***5.2 Cross tabulation of role in the company and involvement in marketing and company image***

In this table 2, there are two variables: role in the company and involvement in marketing. This table 2 shows the relationship between the status in the company and either they are involved in marketing or not. Just one employee answered in this survey, he/she was involved in marketing design and makes decision to purchase the related material. Six of the respondents were officials. Two are in charge of purchasing

marketing material; one is involved in marketing design and in making decision to purchase related material and three is involved in marketing design. This was the second largest group. In the manager group, two are in charge of purchasing marketing material and one is involved in marketing design. The biggest group, owners, nine are in charge of purchasing marketing material, five is involved in marketing design and in making decision to purchase related material. One was not involved in marketing design or in the decision-making.

Table 2: Cross tabulation of role in the company and involvement in marketing

**Role in the company \* Involvement in marketing Cross tabulation**

		Involvement in marketing				Total
		In charge of purchasing marketing material	Is involved in marketing design and in making decision to purchase related material	Is involved in marketing design	Is not involved marketing design and not involved in making decision to purchase related material	
Role in the company	Employee	0	1	0	0	1
	Official	2	1	3	0	6
	Manager	2	0	1	0	3
	Managing director	1	2	0	0	3
	Owner	9	5	0	1	15
Total		14	9	4	1	28

Respondents were asked to pick up from four alternatives (stands out, interesting, neutral or not standing out) about the company image. In the question was a short description of the business idea. "Customer orientation, responsibility and practicality are the core of our activity. We offer services through out Finland. It is important for us

to make our clients satisfied, that is why we build every project personally with each client.” Sixteen out of twenty-eight respondents answered the question about company image that it is neutral. Nine answered it to be interesting, as seen in the figure 6. Two answered that the company image stands out and one answered that it is not standing out.

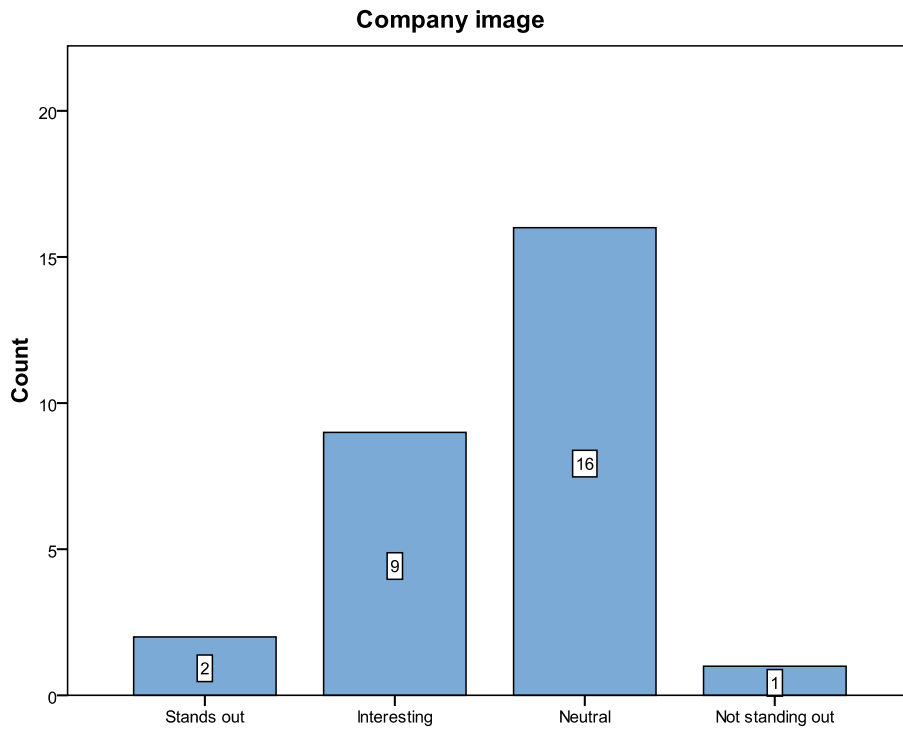


Figure 6: Company image

### ***5.3 Results about the services in order of importance***

Aww Design services are communication development services and consultation, marketing communication design and implementation, printed material design and implementation, web-design and event photographing. In the survey, the question was “Put the communication services in order of importance which are the most important and useful services to your company. Value the services in scale one to five where one is the most important service and five is the least important service.” Analysing was

done with the grades that the respondents had given about the services. Sixteen out of twenty-eight were able to answer correctly and one answer was empty. The answers that was not done correctly, could not been taken in to the analysis because it would contort the results.

As seen in the figure 7, communication development services and consultation importance divided into all categories. One respondent thought that it was the most important service. Quite important and important service got three votes. Not so important got five and least important service was ranked by four of the respondents.

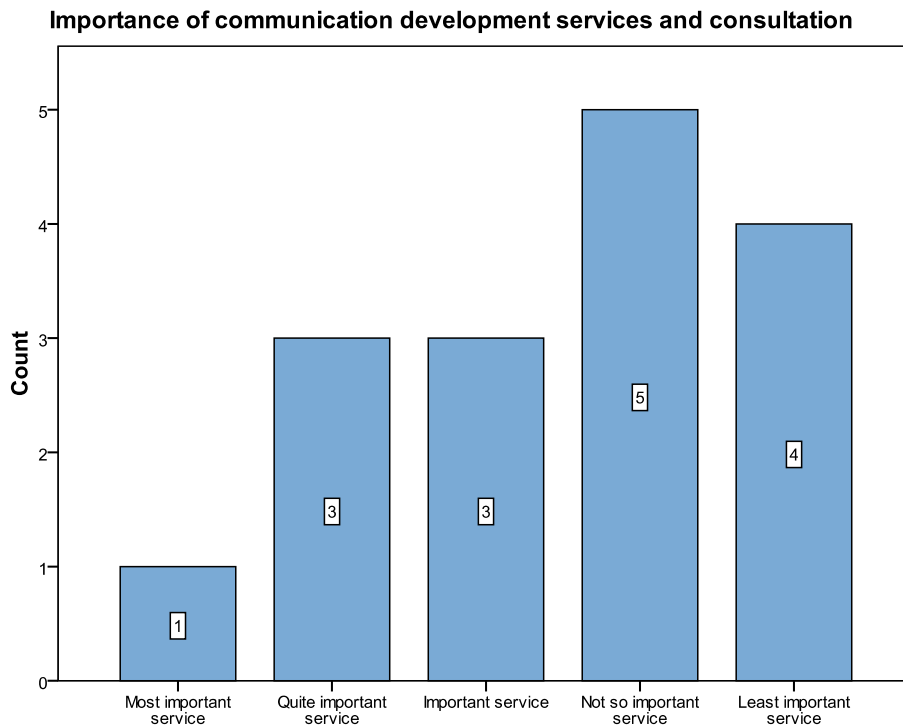


Figure 7: Importance of communication development services and consultation

In marketing communication design and implementation the distribution were quite equal, except least important service did not get any votes. Figure 8 shows that three thought it was the most important service. Quite important and not so important service got four votes and five went to the middle, important service.



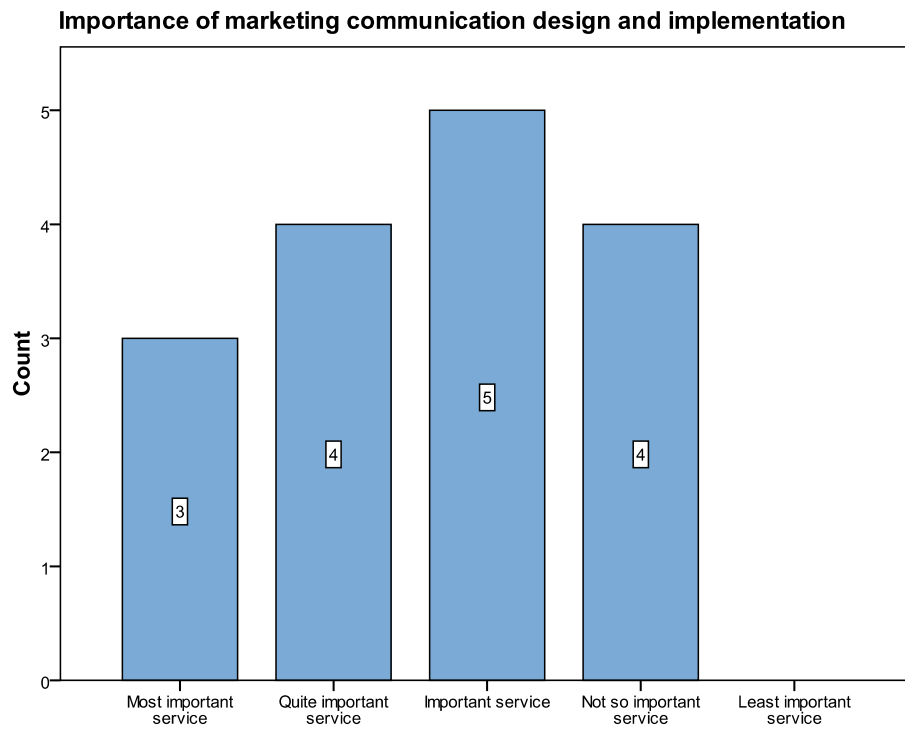


Figure 8: Importance of marketing communication design and implementation

Printed material design and implementation was ranked as the most important service of seven out of sixteen answers. Two respondents thought that it is quite important service and two choose not so important service as shown in the figure 9. Four votes went in the middle, important service and one thought is the least important service.

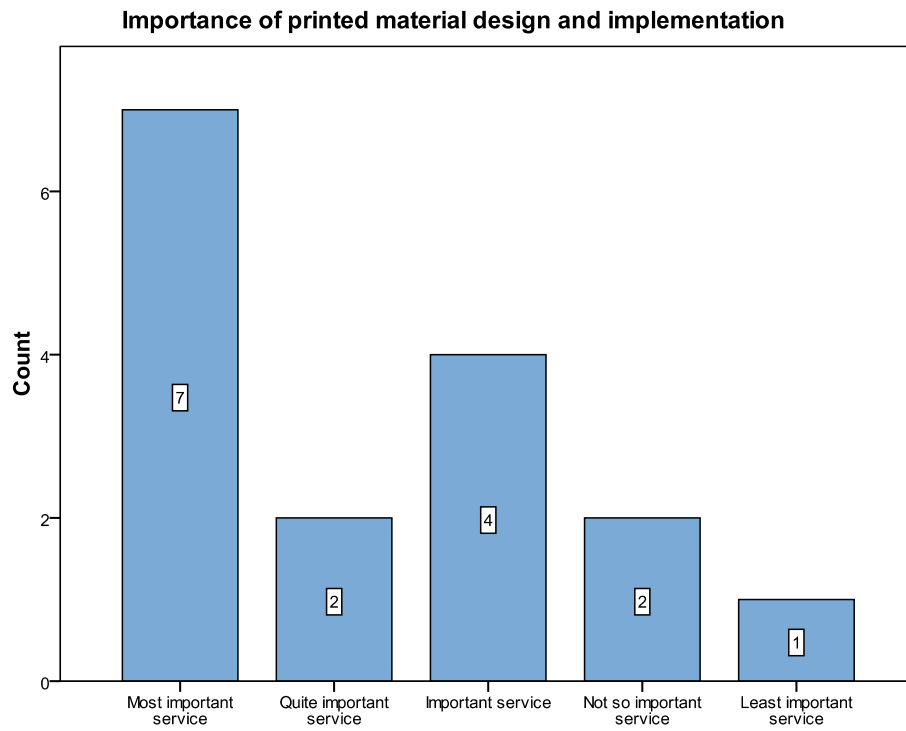


Figure 9: Importance of printed material design and implementation

Web-design got votes in every category and the votes were distributed quite equally. Four though it is the most important service and important service. Quite important service got five responds. Not so important service got two and least important service got one vote as seen in the figure 10.

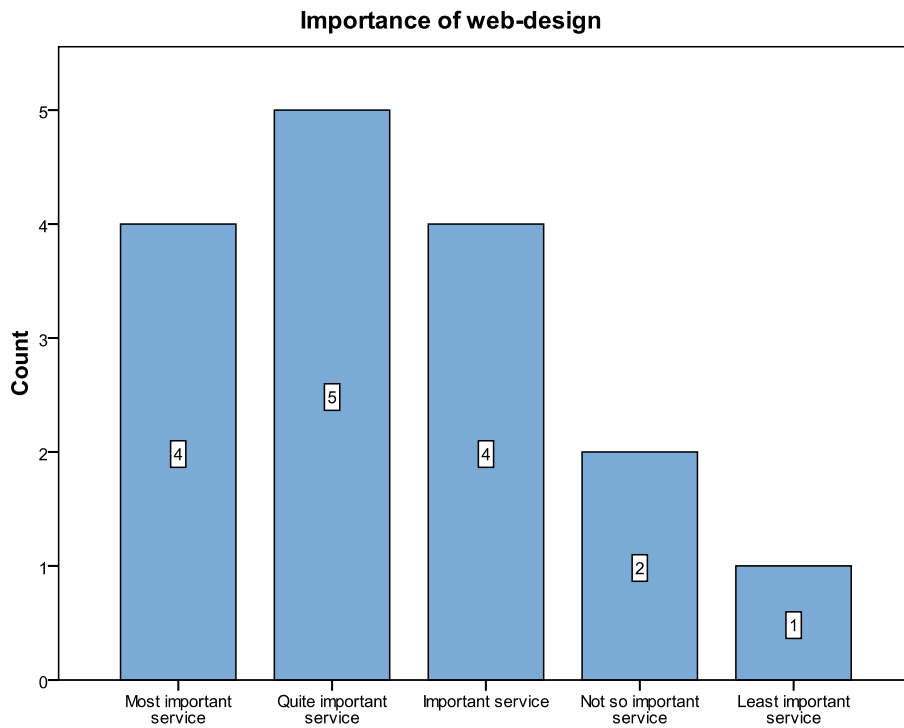


Figure 10: Importance of Web-design

Event photographing got the highest amount of answer in least important service, ten as the figure 11 shows. Three thought it is not so important service. Only two ranked it as quite important service and only one as the most important service.

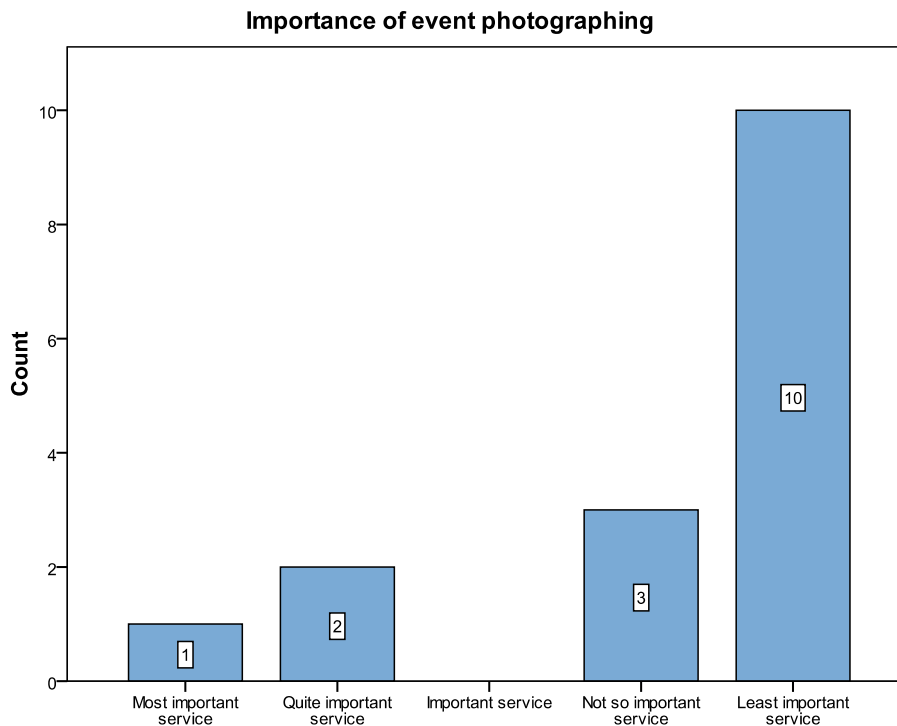


Figure 11: Importance of event photographing

To conclude the order of importance of the services, the figure 12 shows the distribution of these services in order of importance. The most important service was printed material design and implementation. Printed material design and implementation consists of brochures, advertisements and other marketing material design and implementation. Second, quite important service was web-design. This consists of electronical marketing material, for example www-pages and e-mails, design and implementation. Marketing communication and implementation was ranked as third. It is finding out the customer's communication needs, making up the strategy and implementing the strategy. Communication development services and consultation was ranked as not so important service. It is the company's internal and external communication development and implementation. The least important service was event photographing.

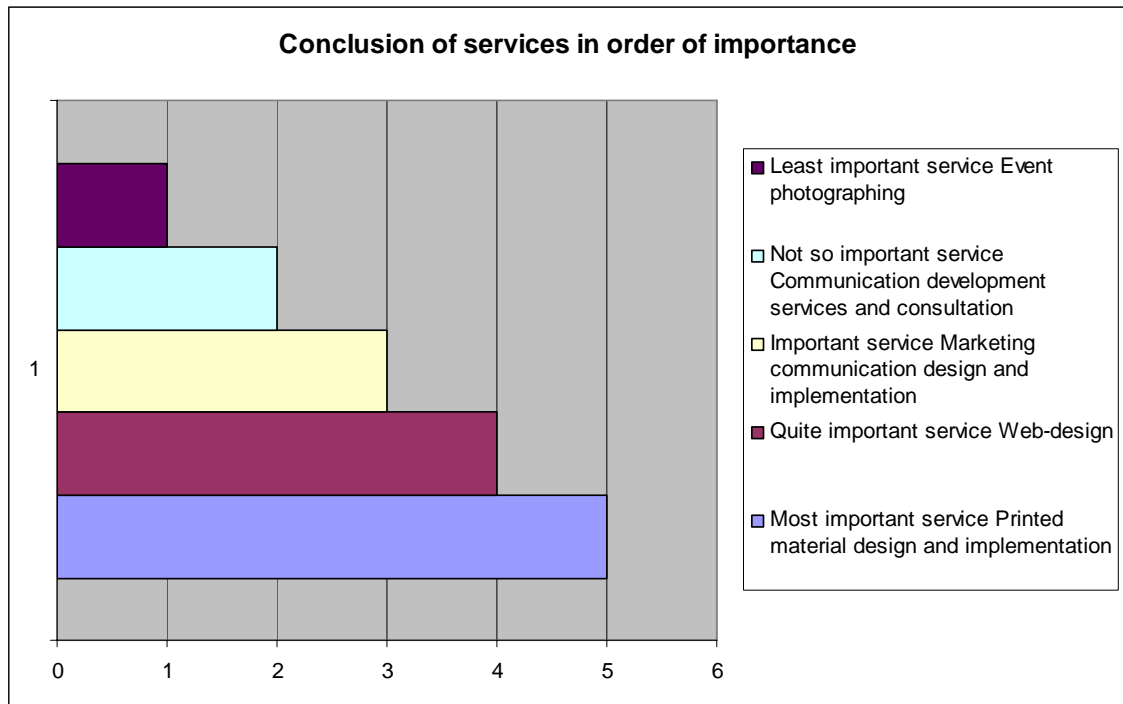


Figure 12: Conclusion of services in order of importance

The next question was about the company's willingness to buy the communication services from a new service provider. They could pick many options. One respondent picked three options and six respondents picked two options. Printed material design and implementation was also here the option that half of the respondents would be willing to buy. As seen in the figure above, it was also ranked as the most important service. Web-design was ranked as second. Marketing communication and development was the third choice. Communication development services and consultation and event photographing had almost the same amount of answers, communication services got one more than the event photographing. Seven out of twenty-eight chose more than one option. The figure 13 illustrates the distribution of willingness to buy the services. These two questions had the same order in ranking and willingness to buy the services from new provider.

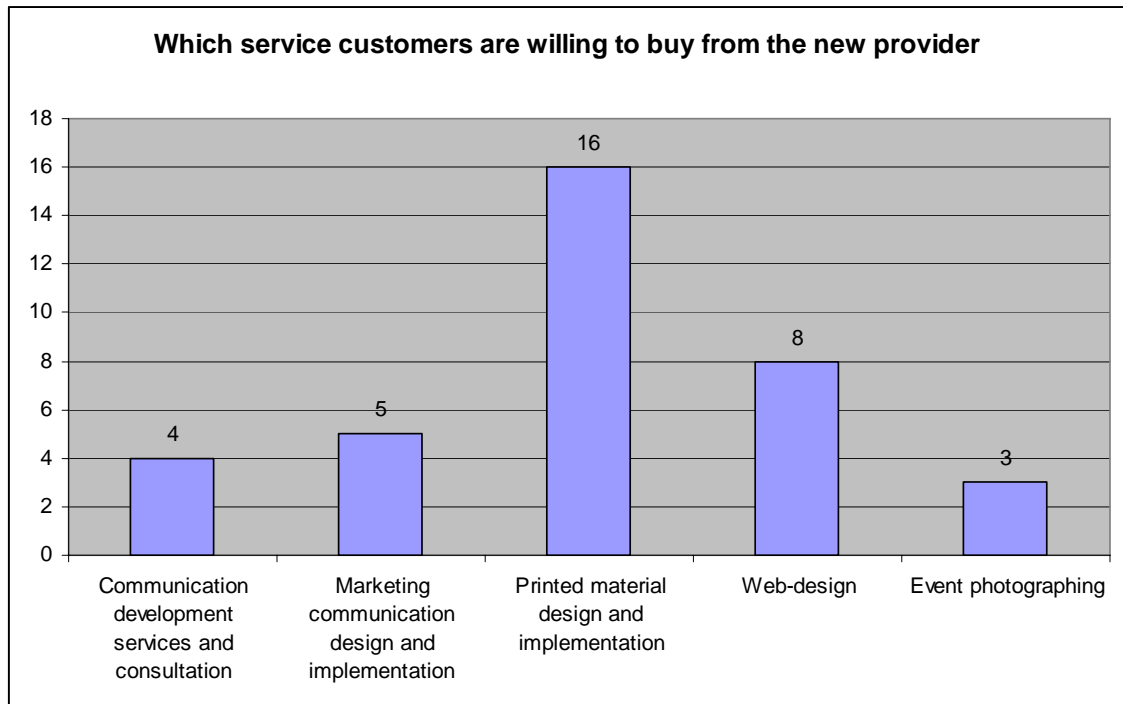


Figure 13: Which services companies are willing to buy form new provider

#### ***5.4 Results about the decision making***

There were two questions about the decision-making in communication services. First question was “Which criteria are the most important for your company when making purchasing decisions in communication services?” There were six options and the respondent could pick up many of these given options. Seven took two options, eight took three options and two took four options. In the figure 14, one can see the distribution of the criteria that influences the purchasing decisions. Quality of work rose for the most important criterion. Price was the second, just two less answers. Quality of service was also quite near with these two. Reach ability and familiarity were not important criteria for decision-making. Nobody picked up the geographic location of the company.

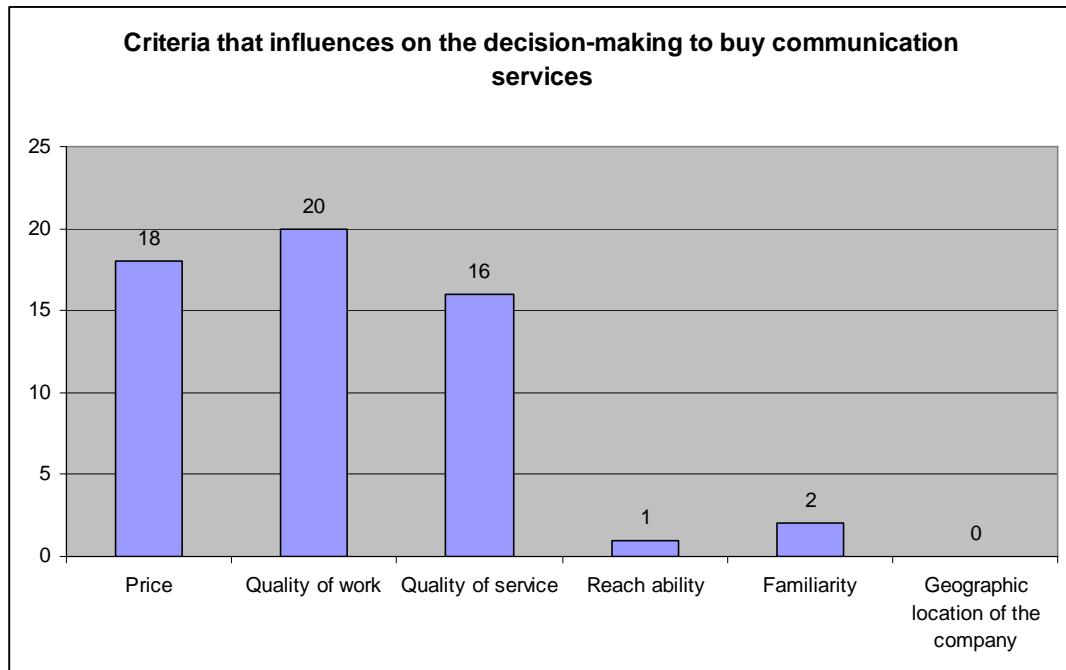


Figure 14: Criteria that influences on the decision making to buy communication services

The second question was to put these criteria in order of importance when making decisions to purchase communication services. Respondents were asked to evaluate the influence in scale of one to six where one affects the most and six affects the least. Analysing was done with the grades that the respondents had given about the services. Twenty-two out of twenty-eight were able to answer this question correctly. The answers that was not done correctly, could not been taken in to the analysis because it would contort the results.

Seven out of twenty-two felt that the price affects quite much when making decision to buy communication services from a new providers, as illustrated in figure 15. Six chose affects a lot and five votes went to affects the most. Only two thought that the price affects a little or that it has minor affect. Affects the least got zero votes.

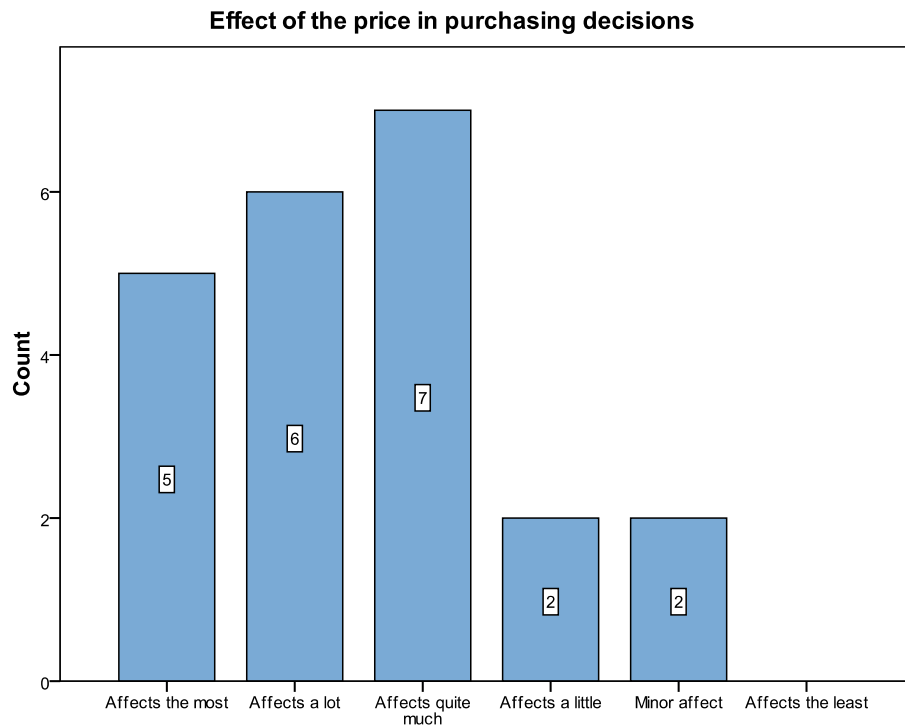


Figure 15: Effect of the price in purchasing decisions

Effect of quality of work had quite obvious result as seen in the figure 16. Quality of work affected the most among thirteen respondents. Eight thought that it affects a lot and only one thought that it has minor effect.



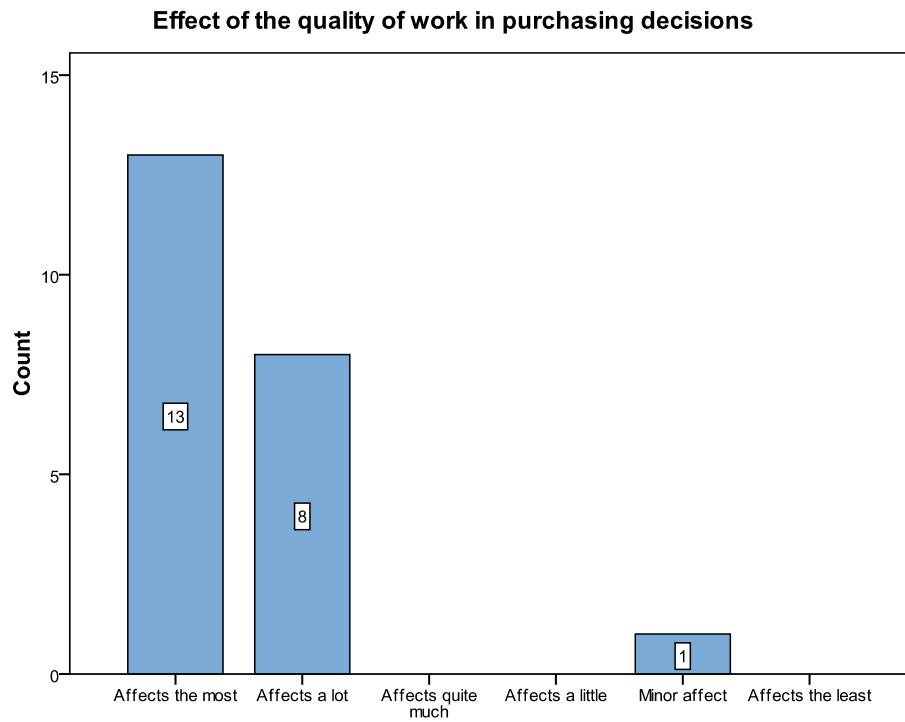


Figure 16: Effect of the quality of work in purchasing decisions

In the figure 17 is illustrated the effect of service quality in decision making to buy communication services. Eleven ranked it as affects quite much. Affects a lot got seven votes and four votes went to affects the most. The last three categories were not chosen by anyone.

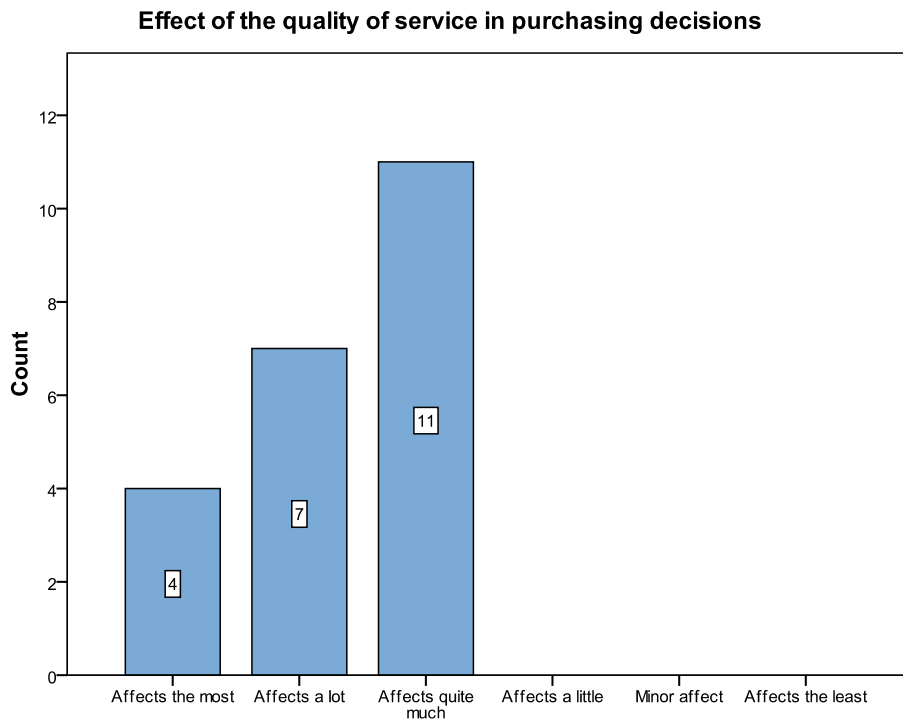


Figure 17: Effect of the quality of service in purchasing decisions

Reach ability was not important for the respondents. Reach ability got almost every vote as affects a little. Only three though it had minor effect and one that it affects quite much as seen in the figure 18.

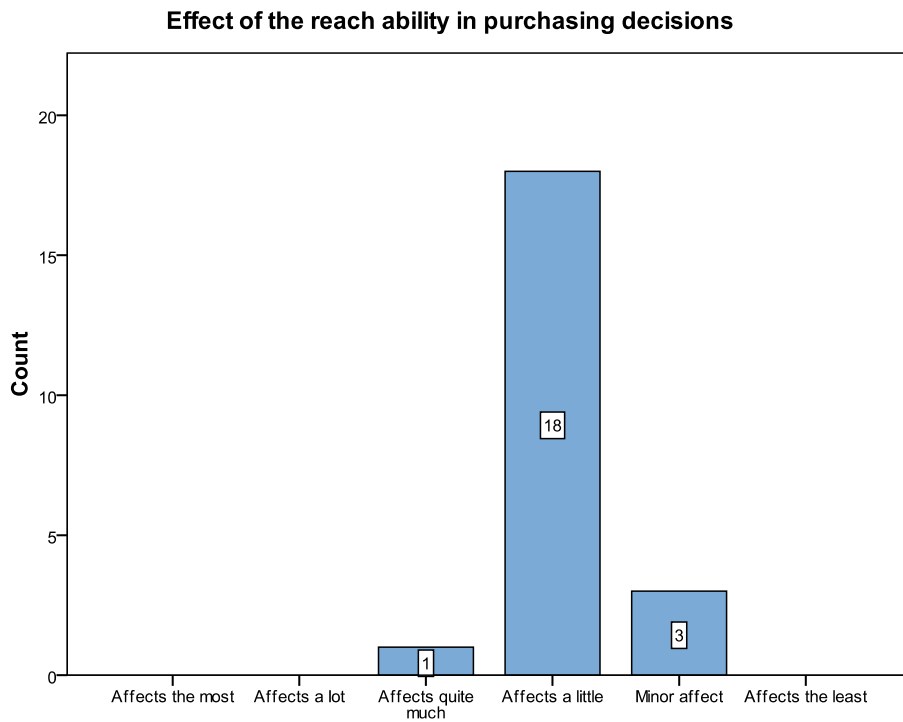


Figure 18: Effect of the reach ability in purchasing decisions

Over half of the respondents thought that familiarity had minor effect in purchasing decisions. Four voted as affects the least as the figure 19 shows. Affects quite much was chosen by three of the respondents. One thought that it affects a little.

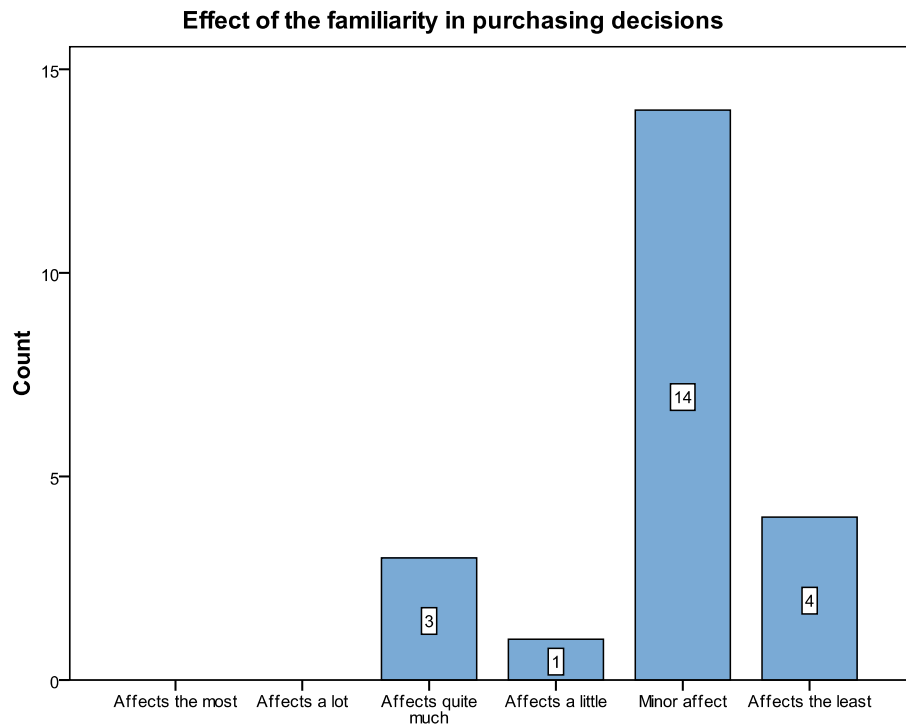


Figure 19: Effect of the familiarity in purchasing decisions

Geographic location of the company was clearly the least affecting criterion. Only two chosen minor affect and one chose affects a lot and affects a little as the figure 20 shows.

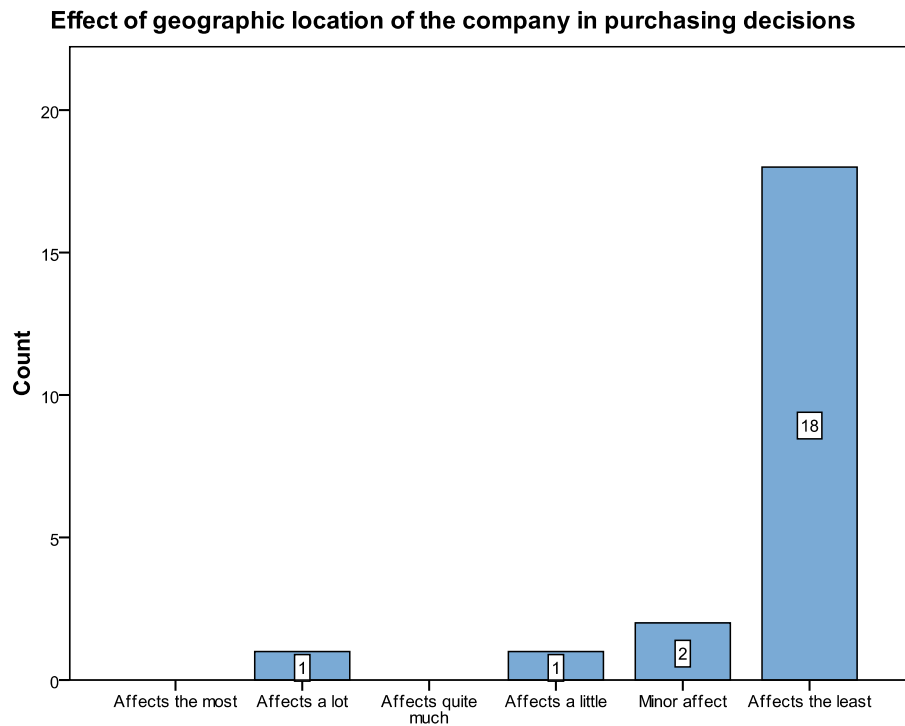


Figure 20: Effect of geographic location of the company in purchasing decisions

To conclude the criteria that affect the purchasing decision, figure 21 shows the criteria in order of importance. Quality of work was the most affecting criterion. Quality of service is the second and it affects a lot in the purchasing decision. Price affects quite much and reach ability affects a little. Familiarity has a minor effect and the geographic location of the company affects the least.

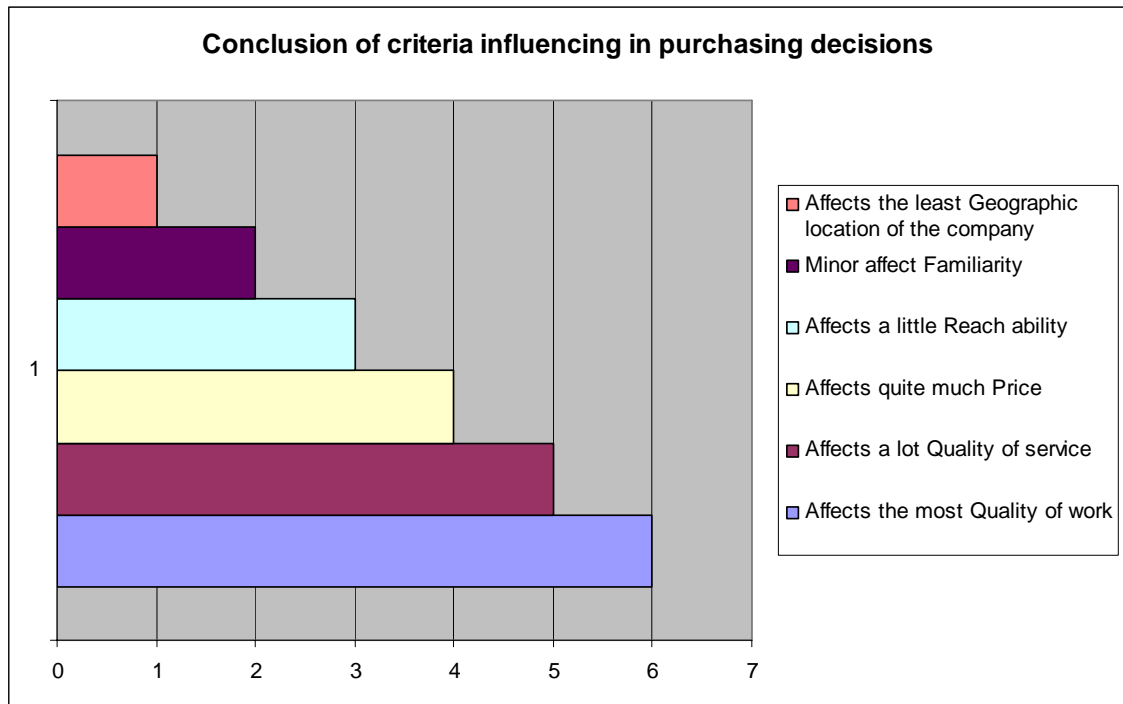


Figure 21: Conclusion of criteria influencing in purchasing decisions

### ***5.5 Results of the suitable price***

The question about prices was to pick up from four options, which is the most suitable price for the services. The services that the respondents were asked to evaluate was communication development services and consultation, marketing communication design and implementation, printed material design and implementation, web-design and event photographing. The categories were below 300€, 300-700€, 700-1000€ and no need for the service.

In communication and development service and consultation, over half of the respondents had no need for this service. For seven respondent, as seen in the figure 22, the option below 300€ was the most suitable. Only three thought that 300-700€ was the most suitable price.

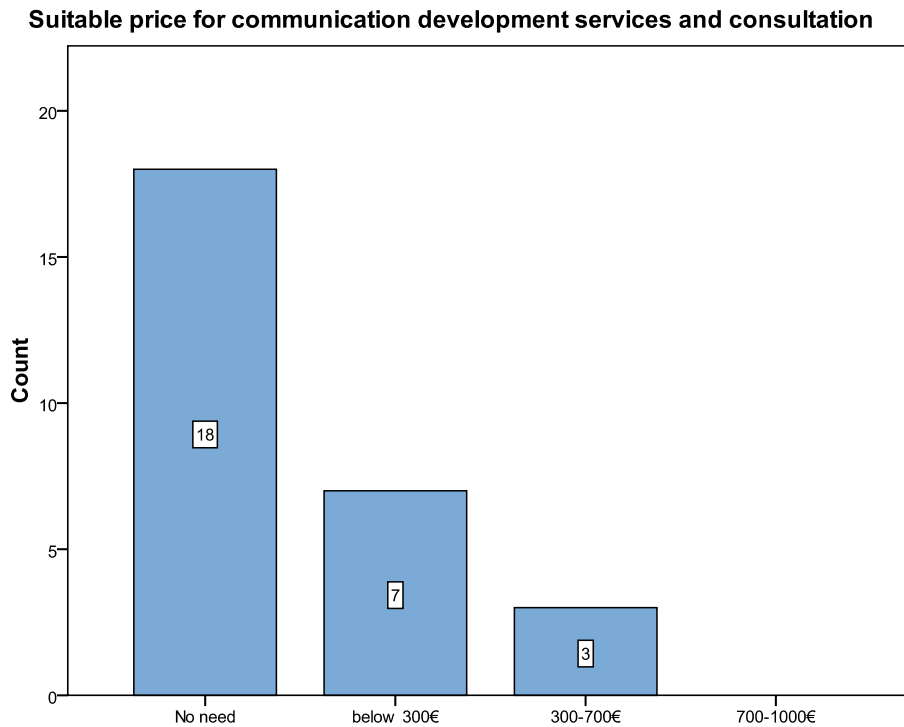


Figure 22: Suitable price for communication development services and consultation

Marketing communication design and implementation, almost half did not have the need for this service. Two of the respondents thought that the option below 300€ is the most suitable price. The option 300-700€ got six respondents vote, as the figure 23 shows. Only three thought that 700-1000€ was the best price.

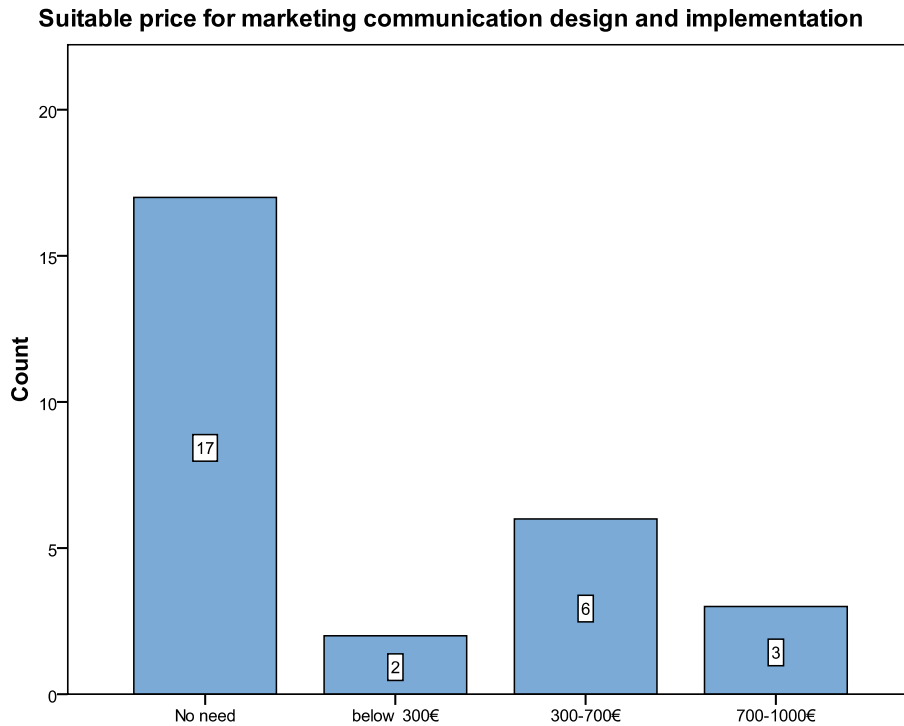


Figure 23: Suitable price for marketing communication design and implementation

Third service which most suitable price was asked was printed material design and implementation. Twelve of the twenty-eight did not have need for this service. In this service, the distribution between the three prices was quite equal as seen in the figure 24. Five thought the first price is the best, seven thought that the middle price was the most suitable and four votes went to the highest price.



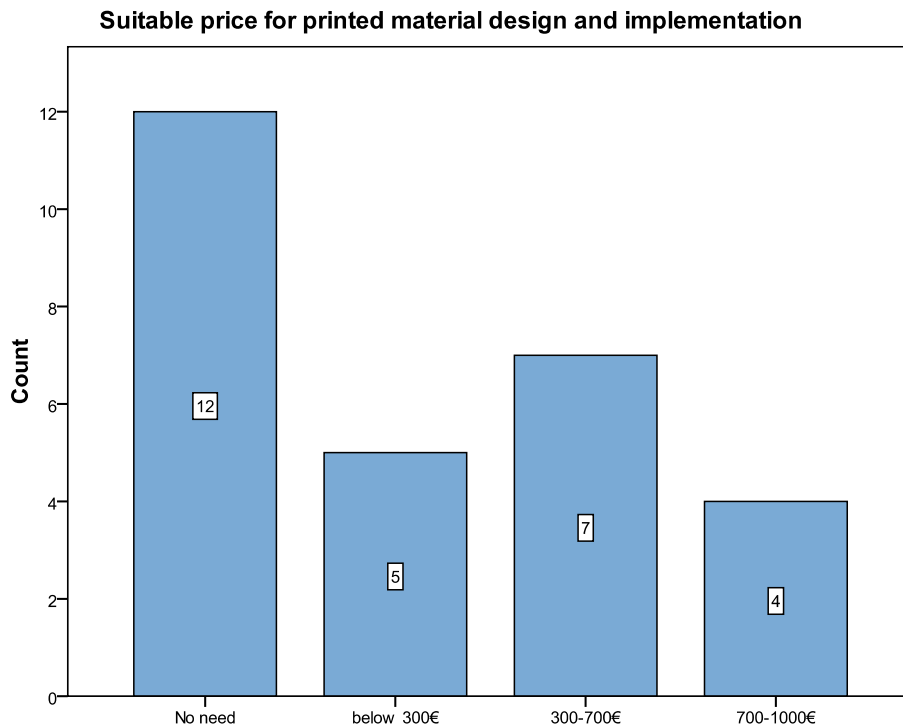


Figure 24: Suitable price for printed material design and implementation

Web design was the fourth service to be evaluated by price. As the figure 25 shows, twelve of the respondents did not have need for this service. Below 300€ was the suitable price for five of the respondents. Eight thought that 300-700€ was the best price for this service. The highest price was suitable for three of the respondents.

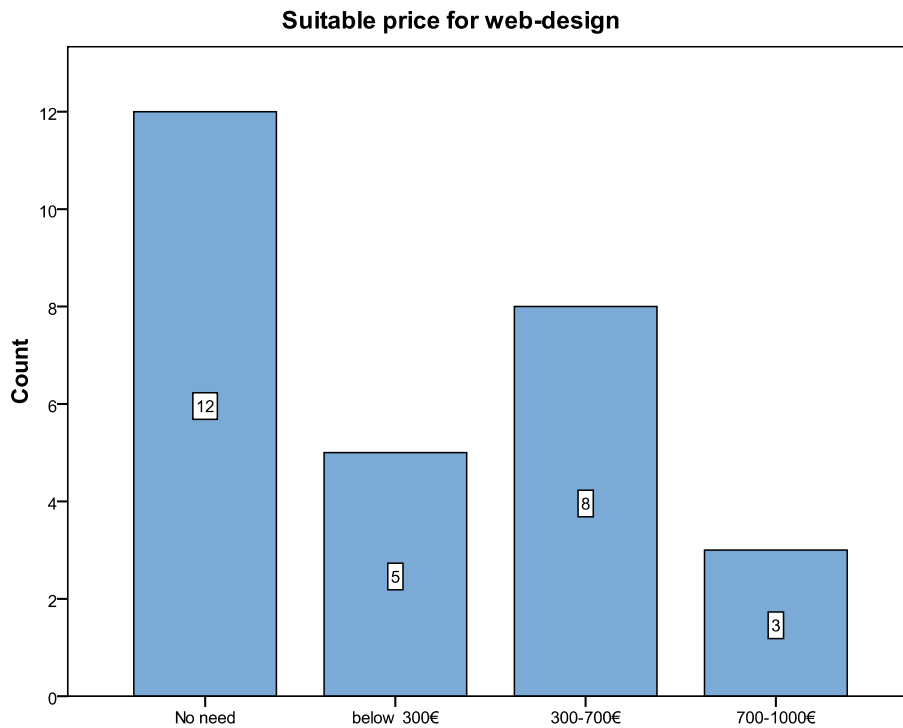


Figure 25: Suitable price for web-design

As in all the answers, event photographing had also big number of answers no need. The number was eighteen. Below 300€ was the suitable price for four of the respondents and six thought that 300-700€ was the best price for this service. The highest price got zero answers as shown in the figure 26.

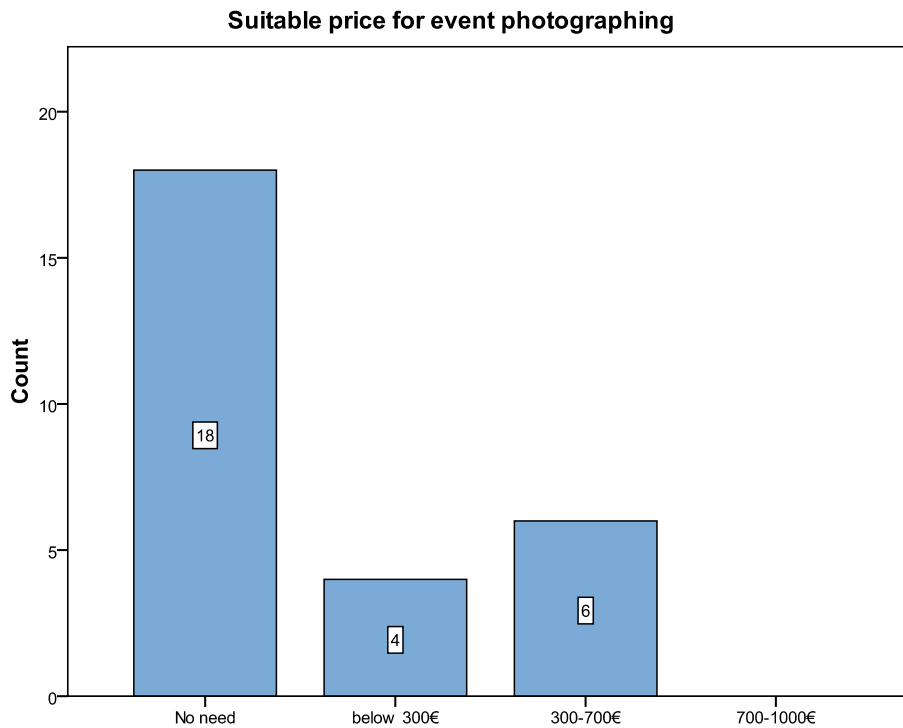


Figure 26: Suitable price for event photographing

As a conclusion, the comparison between the price groups and services were done with the amount of answers in each price group. The division is shown in the figure 27. The biggest group in the price question was no need. Second largest was 300-700€ group. All the services had quite big groups in this option except communication development services and consultation. Below 300€ got the third largest group when the measure was the amount of answers. Marketing communication design and implementation did not have so many answers in this group as the other services. The last group, 700-1000€ was a small group and development services and consultation and event photographing had zero answers in this group.

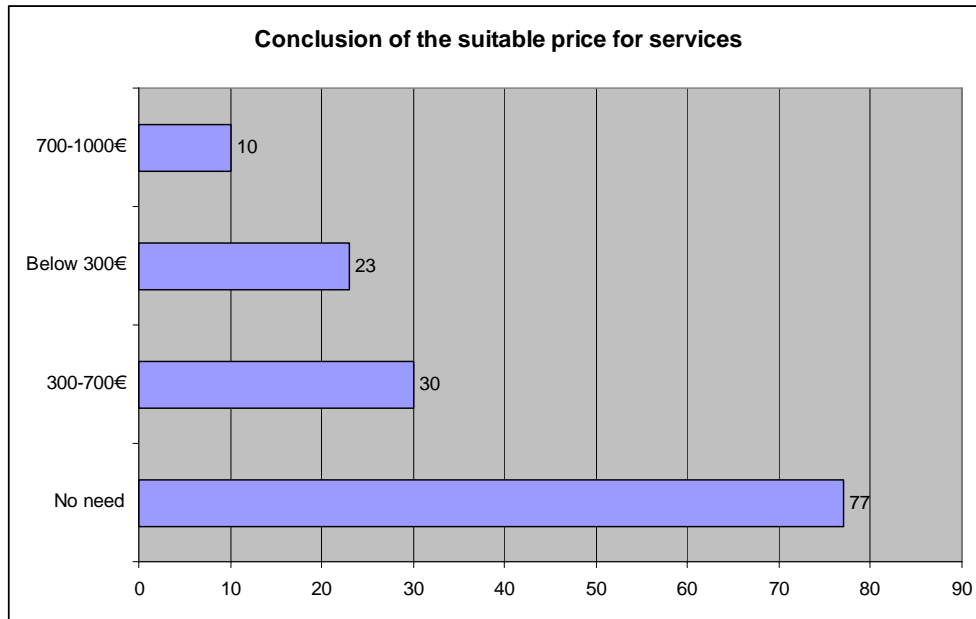


Figure 27: Conclusion of the suitable price for services

### ***5.6 Results in satisfaction to present partners in cooperation***

The second last question was “Evaluate your company’s satisfaction and operation smoothness with your present partners in cooperation.” The scale was from one to five where one was not satisfied and five was very satisfied. If some service was not used, they were asked to put zero. One respondent left two empty slots and one respondent did not answer this question at all. The total amount of answer was twenty-six out of twenty-eight. These two answers could not be taken into the analysis because they would contort the results.

In communication development services and consultation, half of the respondents had not used this service. Four was little bit satisfied with the present partners and five were very satisfied. Three were just satisfied and only one was quite satisfied as the figure 28 shows.

**Satisfaction with present partners in communication developments services and consultation**

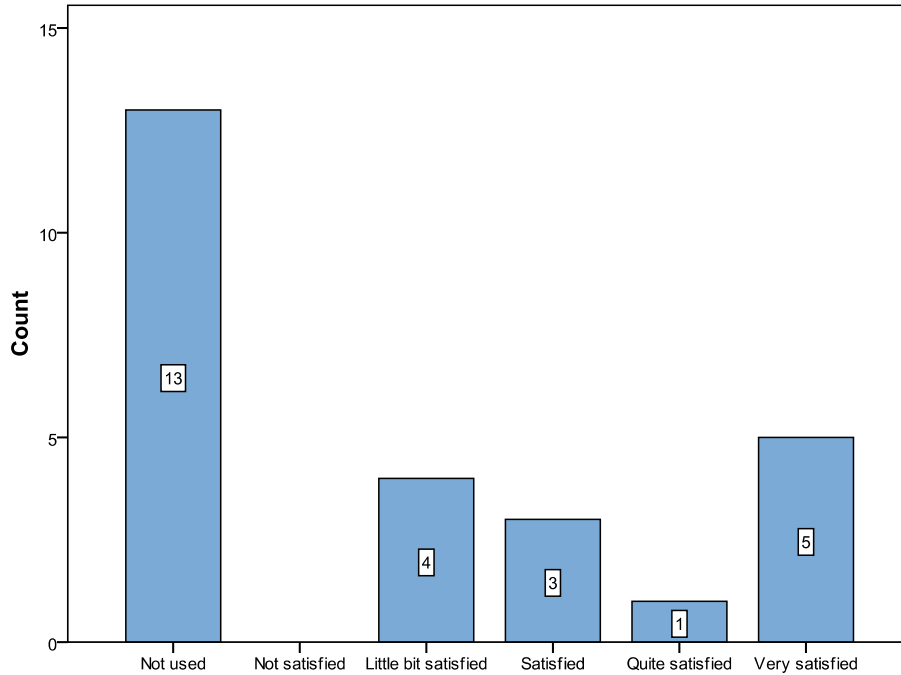


Figure 28: Satisfaction with the present partner in communication development service and consultation

As seen in the figure 29, marketing communication design and implementation service, the results were spread with all the options. The biggest group did not have used the service that was ten respondents. One was not satisfied and three was little bit satisfied. Four was just satisfied and the second largest group were quite satisfied with five respondents. Three were very satisfied with the present partners in cooperation.

**Satisfaction with present partners in marketing communication design and implementation**

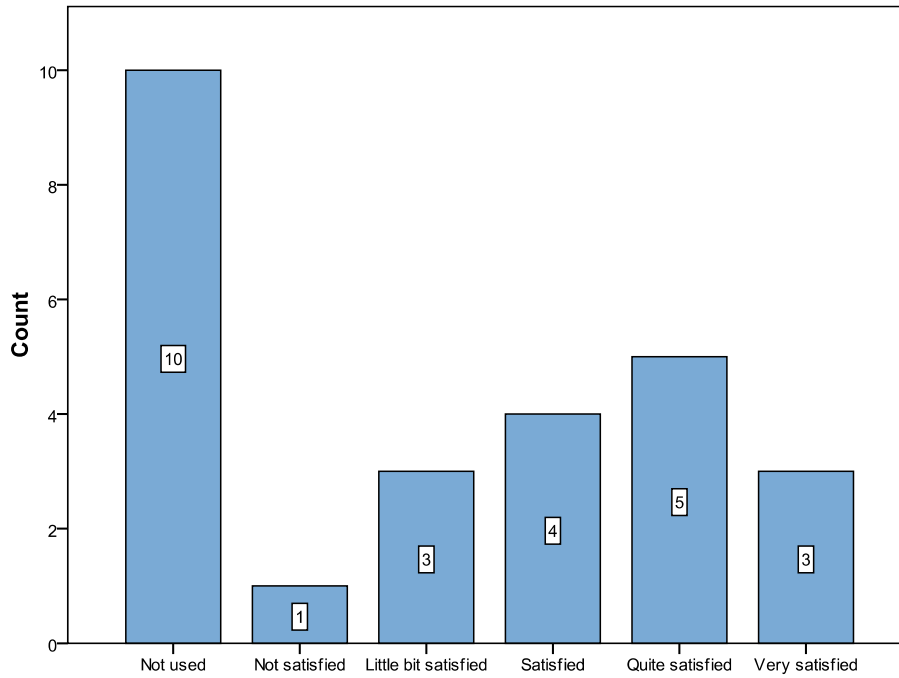


Figure 29: Satisfaction with the partners in marketing and communication design and implementation

Eight respondents were satisfied and seven was quite satisfied with the present partners in printed material design and implementation. Four had not used this service and it was the lowest number of respondents among all the services. Zero answered not satisfied and two choose little bit satisfied. Five were very satisfied with the present partners as seen in the figure 30.

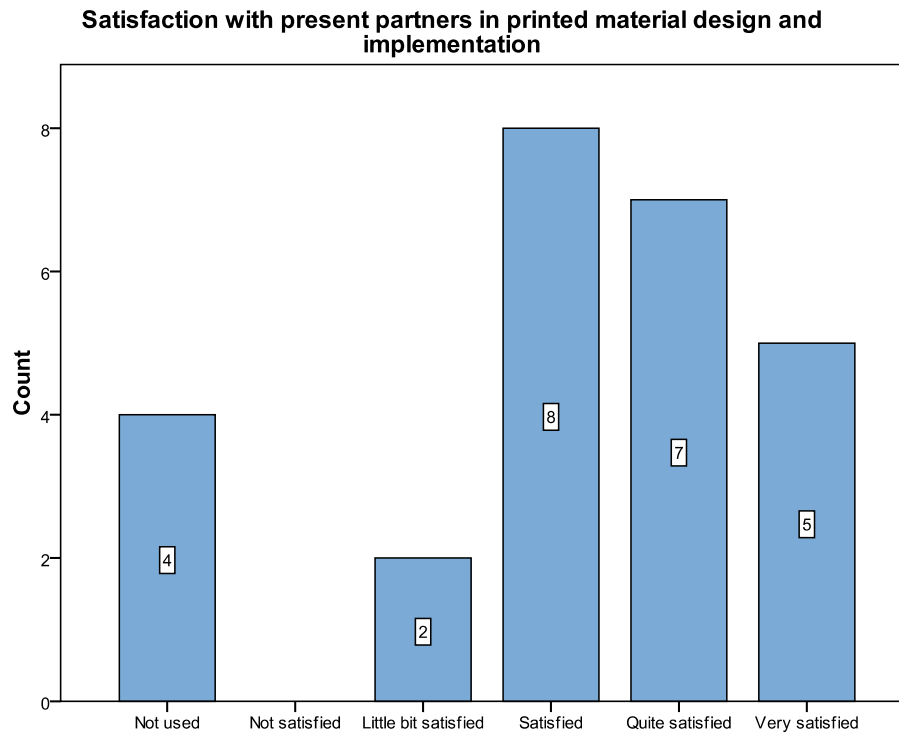


Figure 30: Satisfaction with the present partners in material design and implementation

Web-design was also quite used service. Only seven did not have used this service as the figure 31 shows. Two were not satisfied and only one was little bit satisfied. Seven respondents were quite satisfied with the present partners in web-design. Six were just satisfied and three were very satisfied.

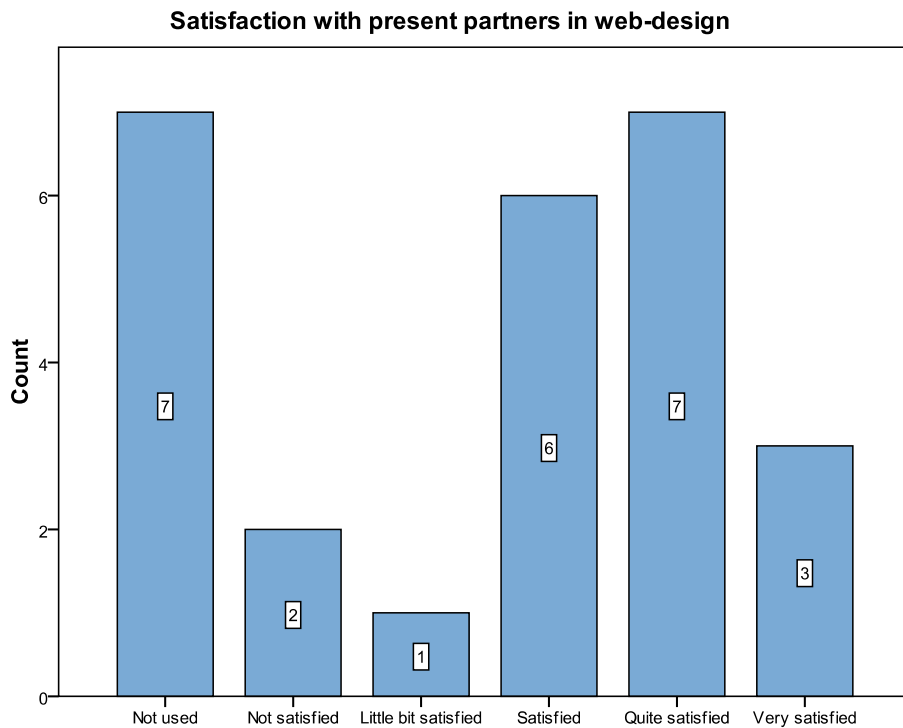


Figure 31: Satisfaction with the present partners in web-design

In event photographing the largest group with fourteen answers, which was the largest number among all the services, was not used the service. Three were not satisfied with the present partner as seen in the figure 32. One chose little bit satisfied. The second largest group was satisfied with four answers. Two choose quite satisfied and also very satisfied.



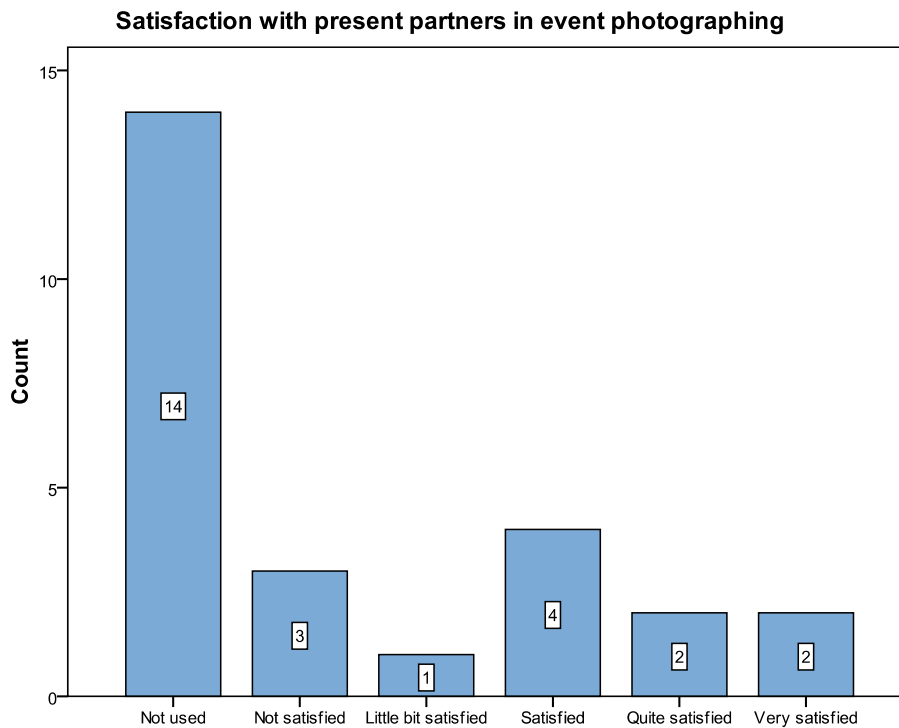


Figure 32: Satisfaction with the present partners in event photographing

To conclude the satisfaction with present cooperate partners with every service, the conclusion was done with the amount of answers given to every service with each category, as seen in the figure 33. The biggest group had remarkable amount of answers which was the group not used with forty-eight answers. The second largest group was the satisfied category. It had half less answers than the first group. Quite satisfied was third. Very satisfied was the fourth group. Little bit satisfied and not satisfied had quite near the same amount of answers.

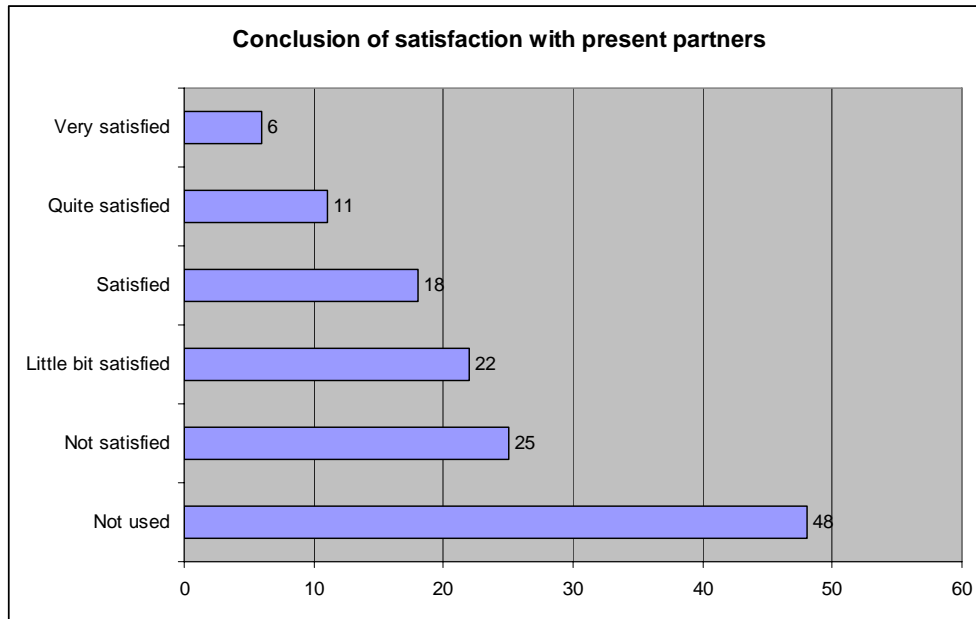


Figure 33: Conclusion of satisfaction with present partners

The last question was “Which service providers come first in mind when there raises need for communication- and/or design service?” Respondent could name one or more. Eleven of the twenty-eight respondents left it blank or nothing came to their mind. One did not want to answer. Two answered advertising agencies and two answered Dimedia Company. One answered me myself. There were also mentioned software product companies, photographer, local newspapers and other publication and computer operators. Here is the list of the companies that were mentioned just once:

- Seutulainen Oy
- Verstas
- Domus-offset
- Dot Design
- Paprico
- Picolo Oy
- Kreab
- Elettaria
- Precis
- City-Mainos
- 42

- Mainostoimisto Aate
- MTV3
- BNW

In the end of the questionnaire was a section where the respondent could leave their contact information if they would like to know more about the services mentioned in the questionnaire. The contact information part was left empty by every respondent. Two respondents marked the web-design as the service, which they would be interested in.

## 6. Conclusion

Market research is a part of marketing research. Gathering and analysing data about customers, competition and markets are the main reasons for marketing research. Research process has nine steps. When doing a research, one should cover all these steps in order to succeed in the research. There are two kind of research: quantitative and qualitative. This research was quantitative. Quantitative research has large sample and it is statistically valid. As quantitative analyses numbers, qualitative analyses thoughts and feeling. Quantitative is measured and qualitative is explaining.

Reliability is measuring the same research again and the results show, if they are consistent, the reliability of the study. There are four types of different reliability measures. These are equivalency-, stability-, internal- and Interrater reliability. Validity refers to the degree to which a study accurately reflects or assesses the specific concept that the researcher is attempting to measure. There are four types of validity measurement. These are face-, criterion related-, construct- and convergent validity.

Marketing is about understanding customer's need and wants and fulfilling these. There are four main tasks of marketing. These are identifying the customers' willingness to buy products or services, influencing the customers' willingness to buy the products or services, satisfying the customers' willingness to buy the products or services and ensuring customer satisfaction. Marketing process has four parts: analysing the opportunities of marketing, selection of target markets, developing marketing mix and management of the marketing efforts.

Marketing has six main objectives:

- I. Bringing the company and products visible to the customers
- II. Creating positive image of the company
- III. Generating sales
- IV. Achieving profitability
- V. Satisfying the customers
- VI. Establishing and developing profitable customers relationships

Marketing mix means the 4P's: Product, Price, Place and Promotion. Product is the most important tool in marketing. The marketing decisions are based on the product. Product is a commodity, which is offered to markets for the customers to buy. It satisfies the customers' needs and wants. Product life cycle has four stages: introduction, growth, maturity and decline. There are three dimensions in a product: core product, actual product and augmented product.

When one buys a product or service, money is changed from the customer to the seller. The amount of the payment is called price. Price consists of the actual price, discounts and terms of payment. There are all in all twelve different pricing strategies but there are four main pricing policies. These are premium-, penetration-, economy- and skimming price strategy.

Channel, distribution or intermediary are called place. Direct channel is straight to the customers and indirect is through intermediary. There are four main types of channel intermediaries. These are wholesalers, agents, retailers and the Internet. Promotion is the internal and external communication and information giving. Marketing communication get the tools for to do that from promotion. There are seven promotion methods. These are personal selling, sales promotion, public relations, direct mail, trade fairs and exhibitions, advertising and sponsorship.

This market research was done with TAMK University of Applied Sciences e-form. The research consisted of fifteen questions. The total amount of answers was twenty-eight. The purpose of this research was to get information about the potential customers and markets. There is a need for the services that Aww Design offers. The potential customers are in the Pirkanmaa region. The small and medium sized companies are the potential customers. Unfortunately, the research failed in the part to get contact information about the potential customers.

Majority of the respondents thought that Aww Design company image is neutral. Aww Design has to think how to make the company image more interesting. Many respondents would be willing to buy printed material design and implementation service. That is shown in the results of the order of importance in services and the willingness to buy services from a new provider. Web-design interests also a lot.

Although many of the respondents had not used any of these services, those who had been using the services, were not satisfied with the present partners they are doing cooperation. The price category that the respondents choose was between 300€to 700€ Also below 300€was the price the respondents are willing to buy. Respondents appreciate the quality of work and service.

## 7. Appendix

### *Appendix I the questionnaire*

Kiitos, että avasit tämän kyselylomakkeen. Tähän kyselyyn vastaaminen vie vain hetken aikaasi, mutta siitä on paljon apua minulle ja asiakasyritykselleni.

#### **MARKKINATUTKIMUS**

##### **1. Asemanne yrityksessä**

Omistaja Toimitusjohtaja Esimies Toimihenkilö Työntekijä

1.

##### **2. Osallistumisenne markkinointiin**

Vastaan markkinointiin liittyvistä hankinnoista

Osallistun markkinoinnin suunnitteluun ja siihen liittyvien hankintojen päätöksentekoon

Osallistun markkinoinnin suunnitteluun

En osallistu markkinoinnin suunnitteluun eikä siihen liittyvien hankintojen päätöksentekoon

2.

##### **3. Ikänne**

Alle 20 20-29 30-39 40-49 50-59 Yli 60

3.

##### **4. Yrityksen toimiala**

Teollisuus Kauppa Palvelu Valtio Kunta

4.

##### **5. Yrityksen koko (työntekijöiden määrä)**

Alle 10 11-50 51-100 100-200 Yli 200

5.

##### **6. Yrityksen sijaintipaikkakunta (mikäli useita toimipaikkoja, niin kirjoita omasi)**

6.

##### **7. Laita tärkeysjärjestykseen yrityksellenne tärkeimmät tai hyödyllisimmät viestintäalan yritysten tarjoamat palvelut asteikolla 1-5, 1 = tärkein palvelu 5 = vähiten tärkeä palvelu.**

- Viestinnän kehittämispalvelut ja konsultointi (esim. yrityksen sisäisen ja ulkoisen viestinnän kehitys ja toteutus)
- Markkinointiviestinnän suunnittelu ja toteutus (esim. viestintätarpeiden kartoitus, strategian laadinta ja toteutus)
- Painotuotesuunnittelu ja toteutus (esitteiden, mainosten ja muiden markkinointimateriaalien suunnittelu ja toteutus)
- Web-design (sähköisen markkinointimateriaalin, esim. www-sivujen ja sähköpostien, suunnittelu ja toteutus)
- Tapahtumavalokuvaus

8. Mitä palveluja yrityksenne olisi halukas ostamaan uudelta palveluntarjoajalta? Voitte valita useamman kuin yhden vaihtoehdon pitämällä ctrl-näppäintä pohjassa.

8.  Viestinnän kehittämisspalvelut ja konsultointi (esim. yrityksen sisäisen ja ulkoisen viestinnän kehitys ja toteutus)  
 Markkinointiviestinnän suunnittelu ja toteutus (esim. viestintätarpeiden kartoitus, strategian laadinta ja toteutus)  
 Painotuotesuunnittelu ja toteutus (esitteiden, mainosten ja muiden markkinointimateriaalien suunnittelu ja toteutus)  
 Web-design (sähköisen markkinointimateriaalin, esim. www-sivujen ja sähköpostien suunnittelu ja toteutus)  
 Tapahtumavalokuvaus

9. Mitkä ovat yrityksellenne tärkeimmät kriteerit viestintähankintojen päätöksenteossa? Voitte valita useamman kuin yhden vaihtoehdon pitämällä ctrl-näppäintä pohjassa.

9.  Hinta  
 Työn laatu  
 Palvelun laatu  
 Tavoitettavuus  
 Tunnettuus  
 Yrityksen maantieteellinen sijainti

10. Laita tärkeysjärjestykseen viestintähankintojen päätöksentekoon vaikuttavat seikat asteikolla 1-6, 1 = tärkein vaikuttava tekijä, 6 = vähiten vaikuttava tekijä.

- Hinta
- Työn laatu
- Palvelun laatu
- Tavoitettavuus
- Tunnettuus
- Yrityksen maantieteellinen sijainti

11. Mitä yrityksenne olisi valmis maksamaan seuraavista palveluista? Merkitkää X sopivan hintahaitarin kohtaan. Hinnat ovat arvioituja esimerkkihintoja palvelupaketeille. Mikäli yrityksellänne ei ole tarvetta palvelulle, merkitkää X kohtaan 'ei tarvetta'.

	Alle 300€	300-700€	700-1000€	Ei tarvetta
Viestinnän kehittämisspalvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Markkinointiviestinnän suunnittelu ja toteutus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Painotuotesuunnittelu ja toteutus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web-design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tapahtumavalokuvaus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**12. Mitä mieltä olette yrityksen toiminta-ajatuksista?**

Asiakaslähtöisyys, vastuullisuus ja käytännöllisyys ovat yrityksemme toiminnan kivijalka, joiden pohjalta tarjoamme palveluita koko Suomessa.

Meille on tärkeää tehdä asiakkaistamme tyytyväisiä, joten rakennamme jokaisen projektin henkilökohtaisesti asiakkaan kanssa.

Edukseen erottuva Kiinnostava Neutraali Ei erotu edukseen

12.

**13. Arvioikaa yrityksenne tyytyväisyyttä ja toiminnan sujuvuutta nykyisten yhteistyökumppaneiden kanssa. Arvioikaa asteikolla 1-5, 1 = ei tyytyväinen, 5 = erittäin tyytyväinen. Jos ette ole käyttäneet jotain palvelua, merkitkää 0.**

Viestinnän kehittämisspalvelut

Markkinointiviestinnän suunnittelu ja toteutus

Painotuotesuunnittelu ja toteutus

Web-design

Tapahtumavalokuvaus

**14. Mitkä palveluntarjoajat tulevat ensin mieleen, kun yrityksessänne tulee tarve viestintä- ja/tai suunnittelupalvelun hankinnalle? Voitte nimetä yhden tai useamman.**

14.

**15. Mikäli haluatte lisätietoja tässä kyselyssä mainituista palveluista, täyttäkää alle yhteystietonne. Tietojanne ei luovuteta kolmannelle osapuolelle markkinointitarkoituksiin.**

Yritys

Yhteyshenkilö

Puhelinnumero

Sähköposti

Palvelu, josta olette kiinnostunut:

- Viestinnän kehittämisspalvelut
- Markkinointiviestinnän suunnittelu ja toteutus
- Painotuotesuunnittelu ja toteutus
- Web-design
- Tapahtumavalokuvaus

**Tietojen lähetyk**

Kiitos vastauksestanne!

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