



Strengthening the Brand Identity of Jaloviina in Finland

Ana Kocevska

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ABSTRACT

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Ana Kocevska
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This thesis examines the potential for Jaloviina, a spirit drink from Finland, to enhance its brand identity and elevate recognition among young adults within the Finnish demographic. Employing a qualitative analysis, the research explores the perceptions, behaviors, and motivations of young consumers, assessing the cultural importance of the brand and the obstacles it faces in adjusting to contemporary market trends.

Interviews with young adult consumers highlight the appreciation of Jaloviina's resilient cultural heritage and its attachment to Finnish tradition; however, the perceived image is often outdated and at odds with today's preferences for lighter and more versatile products.

The study emphasizes the need for Jaloviina to balance its real, traditional identity with strategies that make it more attractive to younger consumers, from product development through online marketing to interactive experiences. The analysis indicates that while Jaloviina's history represents an asset, its market positioning could be furthered by an adaption of modern branding practices without losing its core cultural spirit. This provides a set of recommendations on how Jaloviina can reinvent itself to maintain relevance in the face of an increasingly shifting consumer environment.

Key words: brand identity, cultural significance, consumer behaviour, Finnish spirits market, young adults

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1 INTRODUCTION

The Finnish spirits market has undergone dramatic changes in recent years, driven by new consumer preferences and trends, changes in the marketplace, and evolving culture. One of those legacy brands operating within this complex market is Jaloviina, a popular, special Finnish spirit which has enjoyed a particular cultural position for over a century. A mix of real cognac and neutral spirits, Jaloviina has carved a niche in Finnish culture, respected for its tradition and connection with endurance. As consumers' needs change, particularly for the younger generation, there is more pressure to upgrade the brand identity of Jaloviina if it is to continue being relevant and desirable.

This thesis will focus on how to strengthen the brand identity of Jaloviina in light of current market trends and consumer buying behavior. The research will explore how Jaloviina can draw from its rich cultural heritage and adapt to the preferences and motivational factors among young adults. The following study will try to present strategic insights to Jaloviina by closely analyzing the main factors influencing brand perception and consumer involvement, which will help the company compete in the turbulent alcohol beverage market while encouraging long-term brand loyalty. Understanding these factors is crucial for Jaloviina to align its branding efforts with current trends, ensuring its continued success within Finland's emerging alcohol industry.

1.1 Case brand

Jaloviina, more popularly referred to as "Jallu," is a specific Finnish alcoholic drink from the early 20th century. Its development was based on the need to come up with a cheaper version of expensive cognac. The preparation method included mixing real cognac with neutral spirits; the result was a drink that maintained many of the aromatic features of cognac but at a significantly lower price than cognac itself (Pulkkinen 2013).

Initially, several varieties of Jaloviina were created; among them was the three-star "Extra" version that would remain up until 1936. As years went by, the varieties of Jaloviina were reduced, although the brand has remained very important in Finnish culture. It has become part of Finnish life, having been included in popular songs, books, and films. This drink is appreciated not only for its taste but also for being part of Finnish resilience and history.

The formation of the Academic Jaloviina Society, along with current phenomena such as the "Jallu-challenge," illustrates its enduring significance and emblematic status within Finland (Pulkkinen 2013, 147-155). At present, Jaloviina is offered not only as the traditional spirit but also in various star-variations; additionally, it is available in ready-to-drink alcoholic beverages that consist of Jaloviina spirit combined with non-alcoholic mixers.

Currently, the brand Jaloviina belongs to Anora Group: a major Nordic company formed when Altia and Arcus merged in 2021. That deal made Anora one of the leading wine and spirits companies in the Nordic countries with a solid portfolio of well-known brands. Anora can boast of extensive production, distribution, and marketing know-how that has enabled the company to manage and develop its beverage portfolio effectively, from premium spirits to staples. Through its value chain, the company aims to minimize its environmental impact (Anora n. d.)

Anora's ownership provides Jaloviina with the group's wide resources and status regarding strategic market insight, which is important in competitive Finnish spirits markets.

Anora's emphasis on innovation and brand improvement is an essential tool for Jaloviina to respond easily and quickly to the rapidly changing consumer attitudes, tastes, and market developments. In Anora's portfolio, Jaloviina retains a unique position in Finnish culture but, at the same time is well-positioned for future growth with particular branding and marketing that squares with Anora's general corporate strategy.

1.2 Objective and purpose of the thesis

The purpose of this thesis is to review and strengthen the brand identity of Jaloviina, a historical Finnish spirit owned by Anora Group. That is to say, it probes into young adults' behaviors and preferences, consumption drivers, and practical suggestions that help enhance Jaloviina's market presence and brand identity in response to changing consumer trends and market dynamics. The aim of this research is to establish strategic recommendations for Jaloviina that would lead the brand successfully through the constantly changing market. By doing comprehensive analysis, not only of the behaviors, preferences, and motivations of young adults but also of market trends and competitive dynamics, this research attempts to secure the long-term relevance and competitiveness of Jaloviina. This should result in continuous growth and long-term brand loyalty for Jaloviina.

1.3 Research questions

The main question driving this research focuses on how Jaloviina can enhance its brand identity and boost brand awareness among young adults in Finland. By exploring how this demographic perceives and connects with the brand, the research aims to identify strategies that will reinforce Jaloviina's identity and ensure it is more recognizable and memorable.

The main research question for this thesis is:

How can Jaloviina adapt and strengthen its brand identity to enhance awareness and appeal among young adults in Finland?

By understanding young adult's preferences, consumption habits, and the motivations behind their choices, the research investigates how to offer strategic recommendations for enhancing Jaloviina's appeal and market penetration within this key segment. This is supported by the following sub-questions:

1. *What are the preferences, behaviors, and underlying motivations driving the consumption of Jaloviina among young adults in Finland?*
2. *How do emerging trends and cultural dynamics in the spirit beverage industry impact Jaloviina's market positioning and competitive environment among young adults?*
3. *What are the most effective marketing approaches for Jaloviina to balance its cultural heritage with modern branding strategies to maximize market penetration and consumer engagement among young adults?*

1.4 Structure of the thesis

The six main chapters that feature in this thesis include an introduction, literature review, methodology, research results, discussion, and conclusion. These together give a whole picture of the entire process of research, right from the initial presentation of the issue at hand to the final conclusions and recommendations.

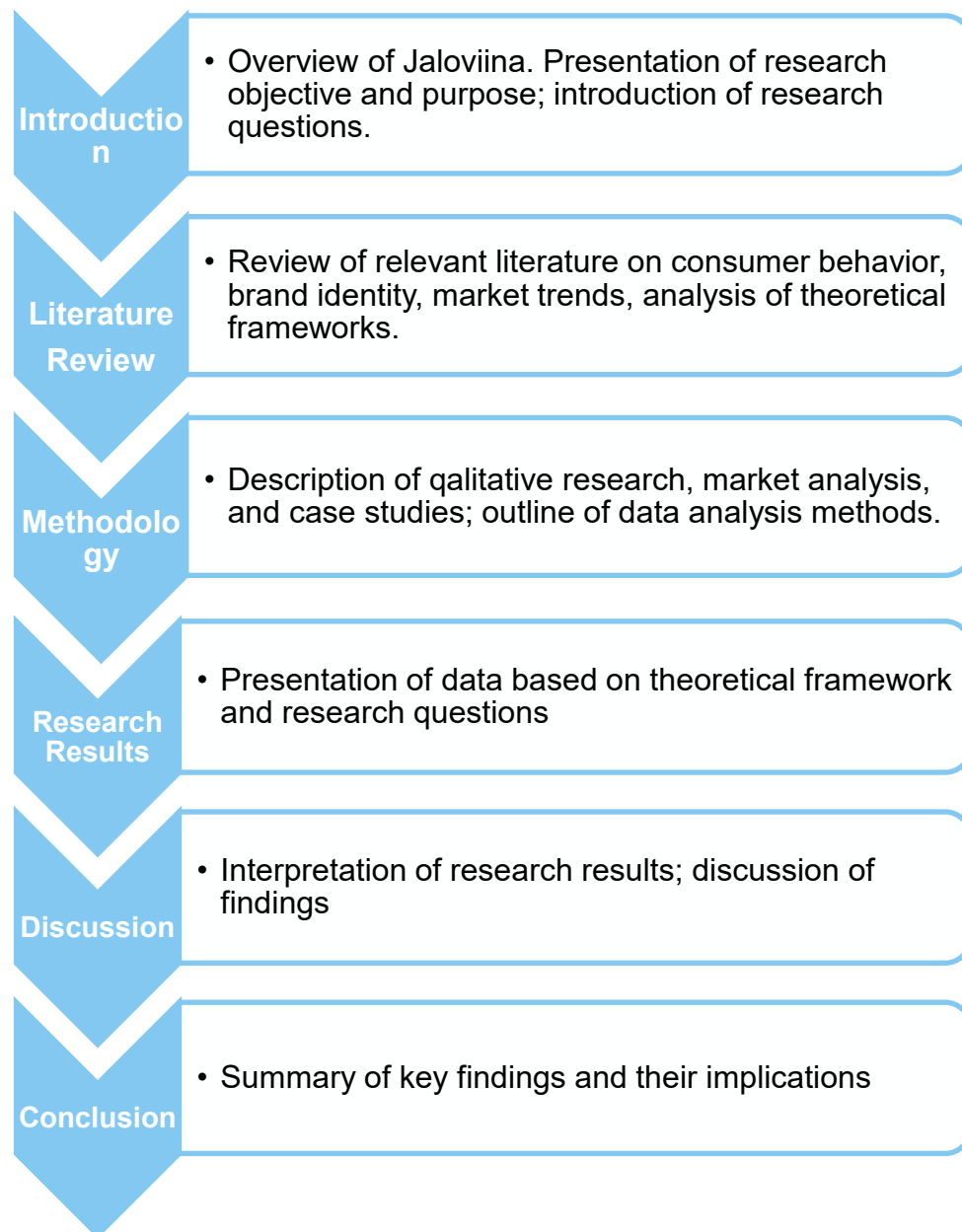


Figure 1. Structure of the thesis.

2 LITERATURE REVIEW

The literature review of this thesis is designed to underpin the research on strengthening the brand identity of Jaloviina in Finland. This chapter discusses the core concepts of brand identity, consumer behavior, and market penetration strategies and cultural significance and brand heritage, supported by relevant literature.

2.1 Brand Identity

Brand identity is a critical aspect of a brand's ability to stand out in a competitive market, creating a lasting impression and fostering consumer loyalty. It encompasses various elements such as brand vision, culture, positioning, personality, and relationships. According to David Aaker in his seminal work "Building Strong Brands" (1996), brand identity is a unique set of brand associations that represent what a brand stands for and implies a promise to customers. A strong brand identity not only differentiates a product but also builds an emotional connection with consumers, fostering loyalty and trust.

In the context of Jaloviina, brand identity is crucial for differentiating itself within the Finnish spirits market. By emphasizing its historical significance, unique blend of cognac and neutral spirits, and deep cultural resonance within Finnish society, Jaloviina can enhance its brand salience. This approach will guide the development of marketing strategies, such as crafting brand narratives that resonate with the target audience's appreciation for tradition and authenticity, which is essential in designing interview questions that explore how consumers perceive these elements. Keller (2001, 8) emphasizes that brand identity must achieve brand salience, which relates to how easily and often a brand is evoked under various situations. Brand salience involves linking the brand to appropriate cues in customers' memories and ensuring it is top-of-mind in relevant contexts.

For Jaloviina, these cues could include associations with national pride, traditional Finnish values, and its historical role in Finnish culture. These elements are

designed to resonate with the target audience's appreciation for tradition and authenticity. By embedding such cues in its communication strategy, Jaloviina ensures that its identity aligns closely with the cultural narratives cherished by its consumers.

This theoretical foundation also informs the study's data collection approach. Specifically, the interview questions have been crafted to examine the extent to which Jaloviina's brand identity resonates with its consumers. Questions like "How do you perceive Jaloviina in comparison to other spirits?" or "What emotions or memories does Jaloviina evoke for you?" are directly informed by Keller's emphasis on brand meaning and salience.

2.1.1 Customer-Based Brand Equity

Keller's (2001) Customer-Based Brand Equity (CBBE) model provides a comprehensive framework for building a strong brand identity. According to Keller (2001, 9), brand identity is the first step in building brand equity and involves establishing both the breadth and depth of brand awareness. This step ensures that customers can recognize and recall the brand under different conditions and that they understand the product or service category to which the brand belongs. The CBBE model is depicted as a pyramid with four levels, each representing a stage in the development of brand equity (Picture 1):

Brand Identity (Who are you?)

This foundational step involves creating brand salience, which means ensuring that the brand is recognized and recalled by consumers (Keller 2001, 8). Salience not only refers to the frequency of brand recall but also to the contexts in which the brand is recalled. A brand with high salience is top-of-mind and easily associated with specific consumption or usage scenarios, which is critical for building strong associations with the target audience. In Jaloviina's case, understanding the breadth of brand awareness—how well the brand is recognized in various consumption settings such as social gatherings or celebrations—will be key in tailoring marketing efforts.

Brand Meaning (What are you?)

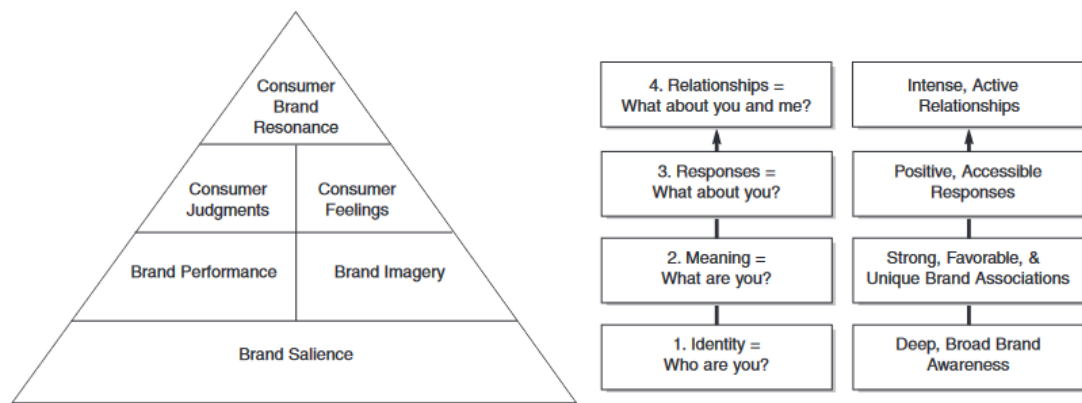
This level focuses on brand performance and brand imagery. Brand performance involves the functional aspects of the product, such as quality and reliability, while brand imagery encompasses the emotional and symbolic associations (Keller 2001, 9). Keller emphasizes that strong brands often balance these dimensions, ensuring that the product meets or exceeds functional expectations while simultaneously forging emotional connections with consumers (Keller 2001, 10). For Jaloviina, this means evaluating not only the perceived quality and taste of the product but also the cultural and historical narratives that contribute to its imagery. For instance, how consumers perceive Jaloviina's traditional blend as embodying Finnish heritage could be a key factor in strengthening its brand meaning.

Brand Response (What about you?)

At this stage, consumers form judgments and feelings about the brand. Judgments include perceived quality, credibility, and superiority, while feelings pertain to emotional responses such as warmth and excitement (Keller 2001, 13). These responses are crucial for understanding how consumers evaluate the brand relative to competitors. Jaloviina's perceived credibility—its authenticity as a heritage brand—and its emotional impact on consumers will offer valuable insights into its market position. In this research while gathering data, specific interview questions will aim to capture these judgments and feelings, such as, "How do you perceive Jaloviina?" and "What emotions does Jaloviina evoke in you?"

Brand Resonance (What about you and me?)

The pinnacle of the pyramid is brand resonance, where consumers develop a deep psychological bond with the brand. This includes aspects like behavioral loyalty, attitudinal attachment, and a sense of community (Keller 2001, 15). Keller notes that brand resonance represents the ultimate goal of brand building, as it signifies intense, active consumer engagement and loyalty (Keller 2001, 16). For Jaloviina, achieving resonance means fostering a community of loyal consumers who not only purchase the product frequently but also advocate for the brand. Questions exploring this dimension might include, "Would you recommend Jaloviina to others?" or "Do you feel a connection with other Jaloviina consumers?"



Picture 1. Customer-Based Brand Equity Pyramid (Keller, 2001, 7)

The CBBE model will guide the formulation of interview questions to assess the depth of brand awareness among Jaloviina's target audience—young adults. Questions such as "What cultural values do you associate with Jaloviina?" and "How does Jaloviina's brand image influence your purchasing decisions?" directly align with Keller's emphasis on linking brand identity to deeper consumer associations. Furthermore, Keller's (2001) framework emphasizes the importance of continuous assessment and refinement of these brand-building blocks (Keller 2001, 19). This will inform not only the data collection process but also the interpretation of results, ensuring that Jaloviina's branding efforts remain aligned with its strategic goals, such as emphasizing heritage. By understanding which aspects of brand identity resonate most with its target audience, the research aims to provide actionable insights for enhancing brand loyalty and market share.

Building on Keller's concept, Beverland (2005) highlights that authenticity plays a significant role in the brand identity of alcoholic beverages. Beverland (2005, 1003) identifies authenticity as a blend of industrial and rhetorical attributes that create a sincere story. For Jaloviina, this involves maintaining traditional production methods, emphasizing its cultural heritage, and portraying an image that transcends mere commercial motives. Beverland's research highlights several strategies for creating and maintaining authenticity:

Sincere Storytelling

Creating a sincere narrative that emphasizes the brand's history, traditional production methods, and cultural significance. This approach ties directly to the

broader consumer demand for brands that resonate with personal and cultural authenticity.

Commitment to Quality

Demonstrating a real commitment to quality through meticulous production processes and attention to detail. Beverland (2005, 1015) stresses that the perception of quality is intertwined with authenticity, as consumers expect luxury brands to adhere to traditional standards while continuously enhancing their craftsmanship.

Linking to Place

Emphasizing the brand's geographical and cultural roots to reinforce its uniqueness and authenticity. In line with this, Beverland (2005, 1017) discusses the role of terroir, where the connection to a specific place not only enhances the product's identity but also elevates its perceived authenticity by signaling uniqueness that cannot be easily replicated.

Decoupling from Commerce

Appearing above commercial considerations by focusing on craftsmanship and quality rather than mass production. This strategy reflects what Beverland describes as "decoupling," where brands intentionally distance themselves from overt market-driven practices to maintain an aura of authenticity and heritage (Beverland 2005, 1018).

Beverland notes that for luxury brands, authenticity is achieved by balancing traditional values with contemporary relevance. This balance involves managing four components: allegory, arcadia, aura, and antimony. These elements help craft a brand story that resonates with consumers, evoking an idealized past while staying relevant to current market demands (Beverland 2005, 1004)

Allegory

Using symbolic stories that resolve moral conflicts, reinforcing the brand's values and heritage. This narrative strategy allows consumers to connect with the brand on a deeper level, fostering an emotional bond that is crucial for building long-term loyalty (Beverland 2005, 1006).

Arcadia

Evoking a sense of an idealized past through imagery and narratives that highlight the brand's history and cultural significance. Beverland (2005, 1011) argues that this evocation serves as a powerful tool to differentiate the brand in a market increasingly dominated by industrialized production.

Aura

Creating a powerful sense of authenticity that is perceived as genuine and intrinsic to the brand. This aligns with Keller's (2001, 16) notion of brand resonance, where authenticity contributes to developing a deep psychological bond between the brand and its consumers.

Antimony

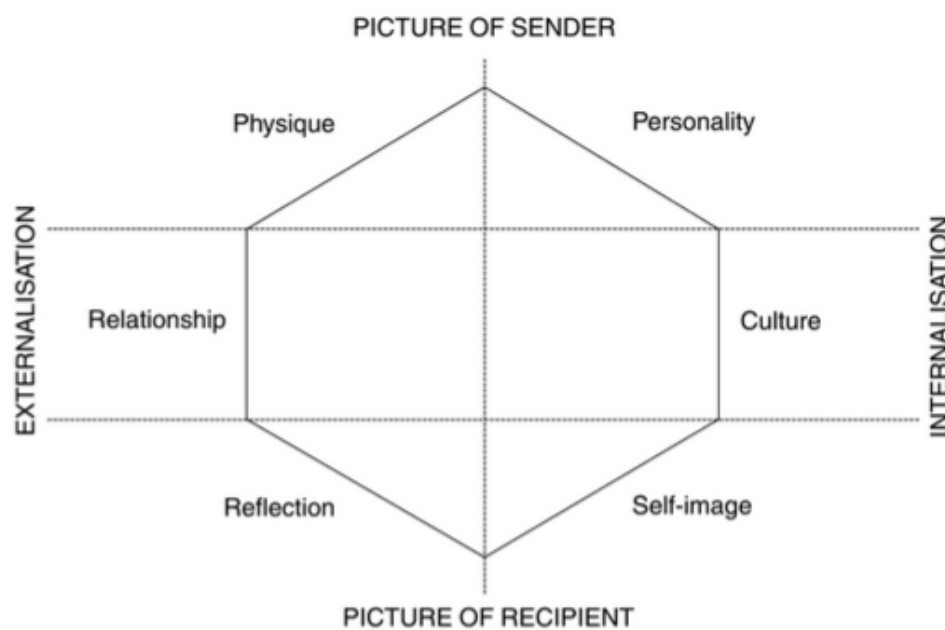
Balancing the brand's traditional values with the need to remain relevant and competitive in the modern market. This duality is crucial for Jaloviina, as it must navigate the tension between preserving its historical essence and appealing to a younger demographic seeking contemporary relevance (Beverland 2005, 1013).

2.1.2 Kapferer's Brand Identity Prism

Jean-Noël Kapferer (2008) offers profound insights into brand identity and its critical role in creating strong brands. Kapferer emphasizes that brand identity is about specifying the brand's meaning and making it unique and valuable to consumers (Kapferer 2008, 171).

Kapferer's Brand Identity Prism provides a comprehensive model for understanding brand identity through six facets: physique, personality, culture, relationship, reflection, and self-image (Picture 2). This model emphasizes that a brand is not just a product but a coherent system of communication and interaction, where each facet interacts with the others to form a complete brand identity.

Applying Kapferer's Brand Identity Prism to Jaloviina highlights the importance of aligning the brand's personality, culture, and relationship facets with the preferences of young adults in Finland. This alignment is critical for creating a cohesive and resonant brand image that not only appeals to the target demographic but also reinforces the brand's cultural and historical significance in the spirits market. This holistic approach ensures that all aspects of the brand work together to create a consistent and compelling image in the consumer's mind.



Picture 2. Kapferer's Brand Identity Prism

Kapferer's Brand Identity Prism illustrates six facets of brand identity:

Physique

The physical characteristics and attributes of the brand (Kapferer 2008, 182). The Physique of Jaloviina is defined by its distinctive packaging and the blend of cognac and neutral spirits, which has historically set it apart from other spirits. This physical aspect of the brand is immediately recognizable by Finnish consumers and serves as a crucial element in evoking nostalgia and cultural pride. Moreover, Kapferer (2008, 183) points out that a brand's physique forms the tangible foundation upon which intangible associations are built, making it essential for Jaloviina to maintain its iconic design while exploring modern enhancements that could appeal to younger consumers.

Personality

The human traits associated with the brand (Kapferer 2008, 183). The Personality of Jaloviina can be characterized as resilient, authentic, and traditional. These traits reflect the brand's long-standing presence in Finland and its ability to adapt through different social and economic changes while remaining a cultural icon. Kapferer (2008, 184) suggests that a brand's personality must evolve subtly to remain relevant; for Jaloviina, this could mean incorporating traits that resonate with a younger audience, such as adventurousness or a sense of modern sophistication. This facet will be key in understanding how young adults in Finland connect with the brand on an emotional level, particularly through interview questions that explore perceptions of Jaloviina's authenticity.

Culture

The values and principles that the brand represents (Kapferer 2008, 184). Jaloviina's Culture is deeply rooted in Finnish heritage, symbolizing the resilience and endurance of the Finnish people. The brand's alignment with these cultural values strengthens its identity and resonates with both older generations who remember Jaloviina's historical significance and younger generations who view it as a symbol of national pride. This cultural dimension not only reinforces the brand's authenticity but also provides a narrative framework for marketing campaigns, as highlighted by Beverland (2005, 1011), where cultural storytelling plays a pivotal role in establishing emotional connections. The study will explore how this cultural identity can be emphasized in marketing strategies aimed at reinforcing brand loyalty among younger consumers.

Relationship

The way the brand interacts with its consumers (Kapferer 2008, 185). In terms of Relationship, Jaloviina has fostered a strong connection with its consumers through cultural associations such as the "Academic Jaloviina Society" and events like the "Jallu-challenge." These interactions build a sense of community around the brand, where consumers feel that they are part of a larger cultural tradition. Kapferer (2008, 186) highlights that fostering meaningful relationships enhances consumer engagement, a critical component for Jaloviina as it seeks to deepen its bond with a digitally active, socially connected demographic. This

element will be further analyzed in interviews to understand how Jaloviina's consumer engagement can be enhanced through experiential marketing strategies.

Reflection

The brand's perceived target audience (Kapferer 2008, 186). The Reflection facet relates to how Jaloviina's target audience sees itself when engaging with the brand. While traditionally appealing to older generations, Jaloviina now aims to connect with young adults in Finland who may view themselves as upholding cultural traditions while embracing modern trends. This dynamic is crucial in addressing the evolving self-concept of younger consumers, as they seek brands that reflect both their individual aspirations and collective cultural identity, as noted by Beverland (2005, 1004). This facet will be used to develop interview questions that probe into how young consumers perceive themselves in relation to Jaloviina and what motivates their brand loyalty.

Self-image

The way consumers see themselves when using the brand (Kapferer 2008, 187). The Self-image facet concerns how consumers feel when they use Jaloviina. Young Finnish adults who consume Jaloviina may associate themselves with being part of a rich cultural legacy, and using the brand may evoke a sense of pride in Finnish heritage. Kapferer (2008, 188) asserts that self-image is a powerful driver of consumer behavior, as it links personal identity with brand usage, making it essential for Jaloviina to tap into narratives that highlight shared cultural values. Understanding how Jaloviina's consumers view their identity through the brand will be central to data collection, as it can inform recommendations on how Jaloviina can reinforce this aspect of its identity to enhance its market position.

Kapferer argues that brand identity is about making strategic choices that guide the brand's communication, ensuring coherence and consistency across all consumer touchpoints (Kapferer 2008, 180). He emphasizes that a strong brand identity helps in building brand equity by fostering a deep and meaningful connection with consumers.

In the case of Jaloviina, Kapferer's six facets of the Brand Identity Prism can be used to thoroughly analyze and strengthen the brand's unique identity in the Finnish spirits market. By applying Kapferer's Brand Identity Prism to Jaloviina, this thesis will not only analyze the current perceptions of the brand but also identify strategic opportunities for strengthening its identity. Such an approach ensures that Jaloviina not only resonates with its target audience but also maintains its relevance in a competitive market environment. This comprehensive approach will guide the formulation of interview questions and data analysis, ensuring that each facet of the prism is explored in depth to enhance Jaloviina's brand identity in line with its cultural heritage and market goals.

Understanding the theoretical frameworks of brand identity not only guides the interpretation of Jaloviina's market positioning but also informs the data collection process.

2.2 Consumer Behavior

Understanding the preferences, behaviors, and motivations behind alcohol consumption among young adults is crucial for developing effective marketing strategies. This literature review synthesizes findings from multiple studies focusing on the drinking habits of young adults, particularly in Finland.

The importance of this analysis lies in its ability to uncover the factors that drive consumption behaviors, allowing Jaloviina to craft strategies that align closely with the lived experiences and values of young adults in Finland. By analyzing these factors, this review aims to provide strategic recommendations for enhancing Jaloviina's appeal and market penetration within this key demographic.

2.2.1 Drinking Motives and Behavior

Motives to drink alcohol are central to understanding young adults' consumption behavior. Lyvers, Hasking, Hani, Rhodes and Trew (2010) identify enhancement,

coping, and social motives as significant predictors of drinking behavior among young adults.

Enhancement motives involve drinking for pleasure and excitement, while coping motives are related to alleviating stress. Social motives, which pertain to drinking to fit in or enhance social experiences, are particularly significant among young adults who consume alcohol to foster social integration and group bonding (Lyvers et al. 2010, 117).

Similarly, Törönen and Maunu (2007) reveal that young Finnish adults' drinking behaviors are heavily influenced by their social contexts. Their study indicates that drinking is often a means to enhance sociability and create shared experiences within peer groups. This sociability-driven consumption is evident in narratives of young adults' ideal and typical nights out, where alcohol serves as a social lubricant, facilitating interactions and group cohesion (Törönen & Maunu 2007, 370). However, excessive drinking can disrupt this sociability, leading to negative outcomes such as arguments and social exclusion.

These findings highlight the dual role of alcohol as both a facilitator of positive social experiences and a potential disruptor when consumption becomes excessive. For Jaloviina, understanding these dynamics can inform the development of marketing strategies that emphasize moderation while enhancing social connections.

2.2.2 Social and Cultural Influences

The need for social integration and distinctiveness simultaneously drives young adults' consumption behaviors. Syrjälä, Leipämaa-Leskinen, and Laaksonen (2015, 302) highlight that young adults use consumption as a means to satisfy these dual social needs. Socializing through consumption, such as participating in social events and using visible consumption objects like branded clothing and alcohol, helps young adults integrate into social groups while also allowing them

to express their individualities (Syrjälä et al. 2015, 303). This balancing act between conformity and uniqueness is a significant driver of their consumption patterns.

Drinking to affiliate with peers and belong to specific social groups is a common behavior among young Finnish adults. The narratives collected by Syrjälä et al. (2015) show that young adults often feel compelled to match their peers' drinking behaviors to fit in, even if they personally prefer other activities. This social pressure to conform can lead to behaviors like excessive drinking, which are influenced by the need to maintain social bonds and avoid exclusion (Syrjälä et al. 2015, 312).

Jaloviina can leverage this insight by positioning its brand as both a facilitator of group cohesion and a symbol of individuality, allowing consumers to express their unique identities within their social contexts. This dual positioning can be reinforced through targeted marketing campaigns that highlight Jaloviina's role in enhancing shared experiences while also celebrating personal choice and authenticity. For instance, storytelling that emphasizes Jaloviina's cultural heritage can resonate with consumers seeking to connect with Finnish traditions, while simultaneously showcasing modern, creative uses of the product to appeal to those looking for distinctiveness and innovation.

2.2.3 Trends and Market Dynamics

The 2018 alcohol law change in Finland, which allowed the sale of stronger alcoholic beverages in grocery stores, has impacted young adults' drinking patterns. Lintonen, Ahtinen and Konu (2020, 149) observed that this regulatory change led to an increase in the consumption of beverages like ready-to-drink among underage drinkers. This suggests that regulatory changes can significantly influence drinking behaviors and preferences, highlighting the importance of understanding market dynamics when developing marketing strategies. These shifts in regulatory frameworks not only affect product accessibility but also reshape consumer perceptions of certain alcohol categories, potentially opening new avenues for product innovation and marketing.

Recent trends in the alcohol beverage industry indicate a shift towards premiumization and the diversification of product offerings. Young consumers are increasingly seeking unique and high-quality products that align with their lifestyle and social identity (Syrjälä et al. 2015, 310). This trend is evident in the preference for craft beers, premium spirits, and other niche products that symbolize status and group affiliation. As young adults continue to prioritize experiences over material possessions, premium alcohol products often serve as markers of social capital, enhancing their appeal in social settings (Fehlen & Lafaye 2022, 39).

The spirit beverage industry is experiencing several transformative trends. Fehlen & Lafaye (2022) identify premiumization and digitalization as significant trends shaping consumer behavior in the Nordic countries (Fehlen & Lafaye 2022, 47). The premiumization trend, driven by a preference for quality over quantity, is particularly pronounced among Millennials who prioritize premium experiences and ethical consumption (Fehlen & Lafaye 2022, 18).

These shifts underscore the importance of aligning Jaloviina's product positioning with evolving consumer expectations, emphasizing quality, sustainability, and cultural authenticity. In particular, Jaloviina can capitalize on the growing demand for products that combine traditional craftsmanship with modern values, creating a unique brand narrative that resonates with both older consumers and younger demographics seeking authenticity.

The impact of the COVID-19 pandemic has further accelerated these trends. The shift towards home consumption and increased interest in locally produced, eco-friendly products has redefined market dynamics. Brands that can align with these trends, emphasizing sustainability and local production, are more likely to succeed in the current market environment (Fehlen & Lafaye 2022, 51). By addressing these trends, Jaloviina can strategically position itself as a brand that not only reflects Finnish heritage but also aligns with modern consumer values.

2.3 Market Penetration Strategy

Market penetration strategies are essential for increasing a brand's market share and consumer base. These strategies involve various marketing and promotional activities aimed at attracting and retaining customers. For Jaloviina, effective market penetration strategies must consider the preferences and behaviors of young adults, as well as emerging market trends. Given the competitive nature of the Finnish spirits market, Jaloviina's approach must not only attract new consumers but also focus on building long-term loyalty by delivering value that aligns with consumer expectations.

Kotler and Keller (2016, 537-540) suggest that a combination of digital marketing, social media engagement, and experiential marketing can be highly effective for reaching young adult consumers. Also, the study by Arthur Fehlen and Paul-Louis Lafaye (2022) suggests that leveraging digital platforms for marketing can significantly enhance consumer engagement. The rise of e-commerce and digital marketing offers new avenues for reaching young adults who are increasingly reliant on online channels for information and purchases (Fehlen & Lafaye 2002, 23). Digital platforms provide a space for interactive and engaging content, allowing brands to connect with their audience on a personal level. Social media, in particular, offers opportunities for viral marketing and building a community around the brand.

However, given the advertising restrictions on alcoholic beverages in Finland (Valvira 2024), Jaloviina must adopt alternative strategies that comply with legal regulations. This can include brand-building through sponsorship of cultural events, collaborations with influencers in non-promotional contexts, and creating engaging content that highlights the brand's heritage and cultural significance without explicit advertising. Such strategies not only comply with legal requirements but also align with consumer preferences for authentic and culturally resonant brand narratives. By focusing on storytelling, Jaloviina can emphasize its historical roots and unique production methods, creating a compelling narrative that appeals to both older and younger demographics.

2.3.1 Experiential Marketing

Marketing strategies targeting young adults should leverage insights into their social motives and consumption patterns. Highlighting the social benefits of consuming Jaloviina, such as enhancing social experiences and fostering group cohesion, can resonate well with this demographic. Additionally, emphasizing the premium and unique aspects of Jaloviina can attract young adults seeking distinctiveness through their consumption choices. This dual approach ensures that Jaloviina appeals to both the collective and individualistic tendencies of young consumers, positioning itself as a versatile product that enhances social gatherings while also serving as a statement of personal taste and cultural pride.

Leahy, Fenton & Barry (2020) emphasize the importance of creating immersive experiences that engage consumers on an emotional level. They argue that in today's market, where consumers are inundated with choices, brands must go beyond traditional marketing tactics and create memorable experiences that resonate with their target audience (Leahy et al. 2020, 45). Immersive experiences not only capture attention but also facilitate deeper emotional bonds by engaging consumers in environments that reflect the brand's core values and identity.

For Jaloviina, this means crafting marketing strategies that not only highlight the product's features but also create an emotional connection with consumers. This can be achieved through experiential events, interactive campaigns, and immersive storytelling that reflects the brand's heritage and cultural significance in Finland. By creating experiences that allow young adults to engage with the brand in a meaningful way, Jaloviina can foster deeper brand loyalty and enhance its market position. Such strategies are particularly effective in building brand communities, where consumers feel a sense of belonging and shared identity. These communities can be nurtured through exclusive events, limited-edition product releases, and collaborative campaigns that emphasize Jaloviina's role in Finnish culture and social life.

Leahy et al. (2020) also discuss the power of sensory marketing, where brands engage multiple senses to create a more impactful consumer experience. For Jaloviina, sensory marketing could involve tastings that highlight the unique flavors of the spirit, paired with music, visuals, and settings that evoke the brand's

Finnish heritage. Such experiences can make the brand more memorable and create strong associations in consumers' minds (Leahy et al. 2020, 67).

2.3.2 Brand Identity Building

Caseau (2018) explores how spiritourism—tourism focused on spirits production and consumption—plays a crucial role in brand identity building. This concept is examined through the case of "Printemps des Liqueur," illustrating how direct consumer engagement and experiential marketing can fortify a brand's identity and appeal in competitive markets. This source provides insights into strategic marketing practices that leverage cultural and experiential elements to enhance brand perception. By offering consumers an immersive experience that connects them with the heritage and craftsmanship behind the product, spiritourism helps brands convey authenticity and build a memorable identity. For Jaloviina, exploring avenues for spiritourism or related experiential events, such as distillery tours or brand heritage exhibitions, could further cement its connection with Finnish cultural heritage and attract young adults interested in unique, local experiences.

Creating a strong brand identity that resonates with the values of young adults, such as sustainability and authenticity, can strengthen market position. The integration of storytelling and brand experiences in marketing campaigns can foster deeper connections with consumers, as seen with successful brands in the industry (Fehlen & Lafaye 2022, 19). For example, communicating Jaloviina's commitment to traditional Finnish production methods and eco-friendly practices can enhance its appeal to young adults, who increasingly prioritize ethical and sustainable consumption. This approach aligns with the premiumization trend, where consumers associate quality with brands that uphold genuine values and craftsmanship.

Anora currently conducts brand tracking to measure the effectiveness of brand-building efforts against key metrics such as brand awareness and perception. However, this tracking is not specifically targeted at young adults, a demographic that is crucial for Jaloviina's growth. Understanding and tracking the preferences, behaviors, and perceptions of young adults will provide valuable insights that can

inform more tailored marketing strategies. This demographic-specific tracking can uncover critical information about how Jaloviina's brand messaging resonates with young adults, guiding adjustments in tone, content, and platforms to optimize engagement. Additionally, regular monitoring of social media sentiment and user-generated content can offer real-time insights into how young consumers perceive and interact with the brand, enabling Jaloviina to remain agile and responsive in a fast-changing market.

2.4 Cultural Significance and Brand Heritage

The cultural significance and heritage of a brand play a crucial role in shaping its identity and consumer perception. Jaloviina's deep roots in Finnish culture provide a unique advantage in this regard. According to Holt (2004, 13-21), brands that successfully integrate cultural elements into their identity and storytelling are more likely to resonate with consumers and build lasting relationships. Holt further emphasizes that culturally resonant brands act as symbols of collective identity, enabling consumers to express their values and affiliations through their purchasing decisions. This dynamic is particularly relevant for Jaloviina, which can position itself as a cultural emblem that embodies Finnish resilience and tradition.

Anthony Dias Blue's comprehensive guide on spirits offers an in-depth historical and technical perspective on spirit production and its cultural significance (Blue 2004). This resource is invaluable for contextualizing the evolution of spirit brands and their strategic positioning in the market. Understanding the historical backdrop helps in appreciating how traditional practices and innovations in production influence current market trends and consumer preferences.

Jaloviina's historical background, its role in Finnish traditions, and its continued relevance through associations such as the Academic Jaloviina Society and the "Jallu-challenge" contribute to its strong cultural identity (Pulkinen 2023, 147-155). By emphasizing these aspects in its branding and marketing efforts, Jaloviina can reinforce its cultural significance and deepen its connection with consumers. These elements can be integrated into storytelling campaigns that highlight personal stories, historical anecdotes, and community events associated with

Jaloviina, creating a rich narrative that appeals to both nostalgic older consumers and culturally curious younger audiences. Moreover, leveraging digital platforms to share these narratives can extend the brand's reach and engage younger demographics who value cultural heritage presented in contemporary, accessible formats.

2.5 Conclusion

The literature review conducted in this thesis provides a comprehensive foundation for understanding the core concepts critical to strengthening Jaloviina's brand identity in Finland.

The exploration of brand identity through models such as Keller's Customer-Based Brand Equity (CBBE) and Kapferer's Brand Identity Prism underscores the importance of creating a strong, coherent, and culturally resonant brand image. For Jaloviina, leveraging its rich cultural heritage and traditional production methods is pivotal in differentiating itself within the competitive Finnish spirits market. This differentiation is not just about standing out; it's about forging deep emotional connections with consumers, which is essential for fostering brand loyalty and trust. Understanding the theoretical frameworks of brand identity not only guides the interpretation of Jaloviina's market positioning but also informs the data collection process. For instance, aspects of Keller's and Kapferer's models will be used to develop interview questions that explore consumers' brand awareness, perceived brand personality, and the emotional connections they associate with Jaloviina.

The analysis of consumer behavior highlights the significance of understanding the drinking motives and social dynamics that influence young adults in Finland. Recognizing that social integration, distinctiveness, and the quest for quality are driving forces behind consumption patterns, Jaloviina's marketing strategies should be tailored to resonate with these motivations. The shift towards premiumization and the demand for authentic, locally produced products further supports the need for Jaloviina to position itself as a premium brand that reflects Finnish values and traditions.

Market penetration strategies, particularly those focusing on digital marketing and experiential engagement, are crucial for reaching young adult consumers. However, Jaloviina must navigate the advertising restrictions in Finland by adopting creative, culturally aligned approaches such as sponsorships and influencer collaborations. Experiential marketing, which emphasizes sensory engagement and emotional connection, presents a significant opportunity for Jaloviina to enhance brand loyalty and market presence.

Finally, the cultural significance and heritage of Jaloviina are invaluable assets that should be at the forefront of its branding efforts. By integrating these elements into its identity and storytelling, Jaloviina can deepen its connection with consumers and reinforce its status as a symbol of Finnish culture. This holistic approach, supported by the insights gleaned from the literature, will enable Jaloviina to not only strengthen its brand identity but also achieve sustained success in the evolving market landscape.

3 METHODOLOGY

This chapter presents the research design, which utilizes a qualitative methodology to thoroughly explore the subjective experiences related to Jaloviina's brand identity. Following this, the data collection techniques, particularly semi-structured interviews, are described to illustrate the manner in which these instruments are employed to obtain comprehensive, contextual insights from participants. The paper subsequently indicates the data analysis method, following the thematic analysis to identify and explain various patterns which may appear in the dataset. Lastly, the research concerns ethical considerations and reviews the possible limitations to attempt completeness and integrity of the study.

3.1 Research Design

Within this research framework, the qualitative methodologies stand out as a particularly ideal strategy toward understanding the perceptions, actions, and motivations that characterize the engagement of young adults with the Jaloviina brand. The very core of the research question *“How can Jaloviina adapt and strengthen its brand identity to enhance awareness and appeal among young adults in Finland?”* necessitates profound insight into consumer attitudes and experiences, a need towards which qualitative methods are best suited. This approach enables the researcher to move beyond superficial trends in the subject matter and attain profound meanings that young adults attribute to Jaloviina.

Creswell (2014) emphasizes the importance of qualitative research for examining how individuals or groups make sense of social phenomena in natural settings, which directly aligns with the objectives of this study. The research design centers around semi-structured interviews conducted with key stakeholders, specifically young adult consumers, allowing for a flexible and in-depth exploration of their perceptions of Jaloviina's brand identity. These interviews take place in the natural context where participants interact with the brand, facilitating a rich, contextualized understanding of their behaviors and motivations (Creswell 2014, 295).

The use of qualitative research is crucial in addressing the sub-questions of the study, such as how insights into young adults' preferences and motivations can strengthen Jaloviina's brand identity, and how emerging trends impact the brand's market positioning. These research questions require a flexible, emergent design, where data collection can evolve as new themes and patterns arise from participants' responses. This adaptability is a hallmark of qualitative research, allowing the study to remain open to unexpected insights or shifts in participants' attitudes as the interviews unfold (Creswell 2014, 296).

The qualitative approach also ensures that the researcher serves as the key instrument for data collection, engaging directly with participants through interviews and observations (Creswell 2014, 295). This direct engagement allows the researcher to probe deeper into the experiences and perceptions of young adults, particularly in relation to the cultural significance and brand loyalty associated with Jaloviina.

Moreover, inductive data analysis enables the study to build patterns and themes from the collected data, instead of testing predefined hypotheses. This inductive approach is particularly well-suited to exploring the complex and multifaceted nature of brand identity, as it allows for the emergence of theories directly informed by the participants' perspectives (Creswell 2014, 296). This method will help answer key research questions about how Jaloviina can strengthen its market position by understanding the underlying motivations driving its consumption among young adults.

Finally, qualitative research's holistic perspective is essential for addressing the research questions comprehensively. It allows for an integrated view of the multiple factors influencing brand identity, such as social, cultural, and individual drivers of consumption (Creswell 2014, 296). By examining the participants' experiences in full context, this study can provide detailed insights into how Jaloviina can leverage its cultural heritage and consumer motivations to enhance its brand identity and market penetration.

Thus, qualitative research provides the necessary tools for answering the main research question and its sub-questions by offering a deep, contextual understanding of how young adults perceive and experience the Jaloviina brand. It ensures that the study remains flexible, comprehensive, and driven by the data collected from participants.

3.1.1 Research Philosophy

The nature of this research, which seeks to understand and potentially strengthen Jaloviina's brand identity, aligns with the principles of interpretivism. Rather than searching for objective, universal truths, the focus is on understanding the diverse and contextually dependent meanings that young adults in Finland attach to the brand. These meanings are influenced by consumers' social and cultural backgrounds, which cannot be fully captured through a positivist approach that focuses solely on objectivity and quantifiable phenomena generalizations (Saunders et al. 2007, 103).

Saunders, Lewis, and Thornhill (2007) describe interpretivism as a philosophy that prioritizes understanding differences between humans in their roles as social actors, highlighting that rich insights are lost if the complexity of human behavior is reduced to law-like generalizations (Saunders et al. 2007, 106). This approach is particularly suitable for studying brand identity, as it allows for exploring how individuals personally and culturally interpret a brand, rather than relying solely on measurable data.

Adopting an interpretivist stance enables this study to dive deeply into how consumers interpret Jaloviina's brand. This perspective recognizes that brand identity is not a static, company-defined concept but is dynamically co-created through the interactions between the brand and its consumers. For a culturally significant brand like Jaloviina, it is essential to explore how young adults today perceive its historical legacy and cultural resonance, especially considering changing social and market trends generalizations (Saunders et al. 2007, 109). Using qualitative methods such as interviews allows for a detailed exploration of

these subjective realities, providing insights into the cultural and personal meanings that consumers attribute to the brand.

3.1.2 Research Strategy

The research strategy employed in this thesis is grounded in a case study approach, designed to explore the dynamics of brand identity for Jaloviina within the Finnish market. This method is particularly useful when examining a complex, contemporary phenomenon within its real-life context, which aligns with Robert Yin's foundational perspectives on case study research. According to Yin (2003, 2) case studies are most appropriate when the boundaries between the phenomenon and context are not clearly evident, as is often the case with brand identity and consumer behavior.

Yin (2003, 7) emphasizes that case studies are effective for answering "how" and "why" questions, particularly when the researcher has little control over the events being studied. This aligns well with the core objective of the thesis, which focuses on exploring strategies for Jaloviina to enhance its brand identity among Finland's younger demographic. By focusing on Jaloviina as a single case within the Finnish market, this research aims to investigate the interplay between brand identity and consumer perceptions in a specific socio-cultural and economic context.

Yin (2003) notes that case studies are especially valuable when the research seeks to provide in-depth, multi-faceted insights into a real-world situation, such as understanding the brand's positioning amidst shifting consumer preferences.

3.2 Data Collection

The primary data for this study was collected through semi-structured interviews, a widely recognized method in qualitative research for gaining in-depth insights into participants' perspectives. The use of semi-structured interviews was particularly appropriate given the exploratory nature of this study, as it allowed for a structured yet flexible interaction with participants.

Semi-structured interviews offer flexibility by allowing the interviewer to follow a prepared set of questions while also providing the freedom to explore emerging themes based on participant responses. This approach is particularly useful when the research requires both consistency across interviews and the ability to adapt questions to the individual perspectives of participants (Kallio, Pietilä, Johnson, & Kangasniemi 2016, 2955).

The process of developing a semi-structured interview guide was methodical, ensuring that key themes related to Jaloviina's brand identity were covered while allowing participants to express their unique experiences and insights. According to Kallio et al. (2016), a five-phase framework was used to develop the guide. This framework includes: (1) identifying the prerequisites for using semi-structured interviews, (2) retrieving and using previous knowledge, (3) formulating the preliminary interview guide, (4) pilot testing the guide, and (5) refining and presenting the final guide (Kallio et al. 2016, 2954).

Semi-structured interviews also aid in cross-case comparison while maintaining a degree of flexibility. This allows the researcher to analyze recurring themes across different interviews while accounting for individual differences in how participants experience and describe the phenomenon under investigation (Patton 2015, 454). In this study, semi-structured interviews will help identify patterns in young adults' behaviors and motivations related to Jaloviina while still capturing the individual variation in their responses.

A purposive sampling strategy was employed to select participants who could provide valuable insights into Jaloviina's brand identity. Purposive sampling is a non-probability sampling method often used in qualitative research when specific insights from a particular group are required (Palinkas, Horwitz, Green, Wisdom, Duan & Hoag-wood 2015, 534). The method ensures that participants are selected based on their ability to provide relevant and in-depth information, enhancing the trustworthiness of the study (Adeoye-Olatunde & Olenik 2021, 1361). The sample included 21 young adults aged 18-29 years old who were familiar with the Jaloviina brand. The choice of this demographic was informed by the research objective to understand the brand's appeal among younger consumers.

The interviews (appendix 1) were conducted via online platform, Microsoft Teams. Each interview lasted between 20 to 45 minutes and was guided by an interview protocol developed based on the key themes identified in the literature review such as brand identity, consumer behaviour, marketing and cultural significance. The questions were designed to explore participants' perceptions of Jaloviina's brand identity and their personal experiences with the brand. The questions corresponding to these themes were discussed with each participant; however, certain questions were omitted if they had already been addressed in previous responses or if the participant lacked relevant experience or an answer on the topic. The interview questions are provided in Appendix 1.

Interviews were recorded with the participants' consent to ensure accuracy and were subsequently transcribed verbatim for analysis. This process aligns with best practices in qualitative research, where recording and transcription are essential for capturing the full depth of participants' responses and enabling thorough analysis (Braun & Clarke, 2006).

3.3 Data Analysis

The qualitative data obtained from the semi-structured interviews were analysed using thematic analysis, a method that is widely regarded for its ability to identify and interpret patterns within qualitative data (Braun & Clarke 2006, 77). According to Braun and Clarke (2006), thematic analysis organizes and describes the data set in rich detail and can go further by interpreting various aspects of the research topic. One of its key advantages is its flexibility, as it is not tied to any specific theoretical framework and can be used across a variety of epistemological approaches. Thematic analysis is especially useful because it allows researchers to provide both a rich description of the entire data set and a detailed account of one specific aspect of the data (Braun & Clarke 2006, 78). Thematic analysis was chosen because it provides a systematic approach to coding and identifying themes across the data, allowing the researcher to construct a detailed and nuanced understanding of the brand identity of Jaloviina as perceived by the participants.

Coding is defined as the process of organizing data by assigning labels that represent key themes, which helps in identifying patterns and drawing insights from qualitative data. The coding process is a critical step in thematic analysis as it enables the researcher to systematically organize and interpret the data (Braun & Clarke 2006, 88).

Coding can either emerge directly from the data (inductive coding) or follow pre-established categories aligned with the research framework (deductive coding). This method is crucial for breaking down extensive data sets and addressing the research objectives by uncovering underlying trends and relationships that inform the study's findings (Keller 2001, 8). For this research, a hybrid approach was chosen. The approach that combines inductive and deductive coding is well-supported in qualitative research. Keller (2001) emphasizes the importance of balancing established frameworks, such as his Customer-Based Brand Equity model, with consumer insights, allowing for flexibility in exploring brand meaning through both theoretical models and consumer experiences. Creswell (2014, 296) also supports combining inductive and deductive methods, highlighting that while theoretical frameworks help guide research, the data should inform and expand on these theories. Braun and Clarke (2006, 90) encourages to use a hybrid approach in thematic analysis, enabling both data-driven and theory-driven insights to emerge, which is particularly useful for exploring complex phenomena like brand identity.

The data analysis process began with the researcher familiarizing herself with the data by reading and re-reading the interview transcripts, an important first step in thematic analysis (Braun & Clarke 2006, 87). This familiarization process helped in gaining a comprehensive understanding of the content and in identifying initial patterns.

The next step involved generating initial codes, which were derived both deductively from the theoretical frameworks identified in the literature review and inductively from the data itself (Braun & Clarke 2006, 88). Deductive codes were based on pre-existing concepts such as Keller's Customer-Based Brand Equity model and Kapferer's Brand Identity Prism, ensuring that the analysis was grounded in

established theory. Simultaneously, inductive codes emerged from the participants' responses, capturing key features of the data that were not predetermined by the theoretical frameworks but were relevant to the research questions.

Coding was done manually, with both deductive and inductive codes being assigned to specific segments of text that were particularly illustrative of the participants' experiences and perceptions. Following the initial coding, these codes were reviewed, refined, and grouped into broader themes.

Themes were then defined and named, ensuring that each theme was distinct and provided a coherent narrative addressing the research questions. For example, themes related to "cultural significance," "brand loyalty," and "consumer behavior" emerged from the data, offering insights into how Jaloviina's brand identity is constructed and perceived by its target audience.

The final stage of thematic analysis involved writing up the findings, where the themes were related back to both the research questions and the literature. This step ensured that the analysis was grounded in existing theoretical frameworks while also incorporating new insights specific to the context of Jaloviina, enhancing both theory and practice.

3.4 Ethical Considerations

This study was conducted in accordance with the ethical guidelines provided by Tampere University of Applied Sciences, ensuring that all participants were treated with respect and integrity. Prior to participating, all interviewees were provided with detailed information about the study's purpose, procedures, and their rights as participants, including the right to withdraw from the study at any time without penalty. Informed consent was obtained from all participants before the interviews commenced, in line with ethical standards in qualitative research.

To ensure confidentiality, all personal identifiers were removed from the interview transcripts, and pseudonyms were used where necessary. The data was securely

stored, accessible only to the researcher. These measures ensured that participants' privacy was protected and that the research was conducted in a manner that respected their dignity and autonomy.

4 RESEARCH RESULTS

This research investigates how Jaloviina can enhance its brand identity and increase awareness among young adults in Finland. By exploring the perceptions, behaviors, and motivations of this demographic, the study identifies potential avenues for Jaloviina to strengthen its connection with younger consumers. The qualitative data gathered through in-depth interviews (appendix 1) provides insights into how Jaloviina is perceived in terms of its cultural significance, brand resonance, and consumer engagement. The analysis reveals emerging trends and competitive factors that are shaping consumer preferences, offering strategic opportunities for Jaloviina to adapt and grow within the evolving market.

The findings presented in this chapter are based on insights from 21 interviews and have been analyzed using frameworks such as Keller's Customer-Based Brand Equity (CBBE) model (picture 1) and Kapferer's Brand Identity Prism (picture 2). These frameworks provide a structured understanding of Jaloviina's brand positioning and potential avenues for growth. Additionally, the findings were drawn from responses to carefully designed questions that directly align with the research questions. These responses offered valuable insights that extend the theoretical models, providing practical recommendations for Jaloviina's marketing strategies and product development.

4.1 Brand Personality and Imagery

Jaloviina's brand personality and imagery were key focal points throughout the interviews (appendix 1), with respondents consistently describing the brand as embodying traits of masculinity, roughness, and tradition. Across different age groups and social contexts, Jaloviina was frequently portrayed as a drink that appeals to older men and those with an appreciation for Finnish cultural heritage. These findings resonate with Kapferer's Brand Identity Prism, which suggests that a brand's personality reflects its values and character, often deeply connected to cultural identity (Kapferer 2008, 184).

Brand Personality

Many participants characterized Jaloviina's personality as inherently traditional and rugged, qualities that resonate particularly with older generations. This perception was especially evident among respondents who had grown up seeing Jaloviina in their households or in the hands of older male relatives. One participant stated,

"Jaloviina has always been something my grandfather drank. It's strong, reliable, and a bit rough around the edges—like something that fits his generation."

This association with older men was a recurring theme, positioning the brand as one that symbolizes resilience and masculinity, aligning with Keller's Customer-Based Brand Equity (CBBE) model, which highlights the importance of brand personality in shaping consumer perceptions and emotional connections (Keller 2001, 9).

Younger respondents, particularly those involved in student culture, acknowledged Jaloviina's traditional character but often saw it through a nostalgic lens. For these participants, the brand is closely tied to memories of student parties and social events. One interviewee noted,

"Jaloviina feels like a rite of passage during student life, but it's not something I would drink casually. It's more of a communal experience."

This reflects Kapferer's notion of brand reflection (2008, 184), where the brand becomes associated with a certain group or subculture—in this case, students who engage with Jaloviina primarily in social contexts. However, these younger respondents also pointed out that while Jaloviina's personality is well-established, it may feel outdated or out of place in more contemporary, everyday contexts.

Despite its clear alignment with tradition, several respondents expressed a sense that Jaloviina's personality might be too tied to the past. For younger consumers who are increasingly drawn to lighter, more modern spirits, Jaloviina's image as a "rough and strong" drink may limit its broader appeal. As one respondent remarked,

"It's a bit too strong and old-fashioned for my taste. I prefer something lighter, especially now that there are so many new options out there."

This tension between tradition and modernity is well discussed in Kapferer's Identity Prism, where brand personality can sometimes conflict with evolving consumer tastes if the brand is perceived as inflexible or outdated (Kapferer 2008, 183).

Brand Imagery

Jaloviina's imagery was another dominant theme in the interviews (appendix 1), with many respondents pointing to the brand's iconic packaging and distinctive star symbols as key identifiers. The star rating system on the bottle was frequently cited as a recognizable feature, with one respondent stating,

"The stars on the bottle are what make Jaloviina instantly recognizable. You can't mistake it for anything else."

The consistent use of such visual cues aligns with Keller's CBBE model, which emphasizes the role of brand imagery in shaping consumer perceptions and how it contributes to brand meaning (Keller 2001, 8). Jaloviina's visual identity—anchored by the stars and the bottle's design—reinforces its traditional and iconic status within Finnish culture.

The brand's visual identity contributes to its association with both older generations and student culture. Younger participants described the brand as a "symbol" within student life, often seen at parties and informal gatherings. One student explained,

"You always see Jaloviina at our student events. It's a part of our culture, something that everyone recognizes immediately."

This strong imagery helps sustain Jaloviina's relevance in social rituals, aligning with Kapferer's concept of brand physique, where the tangible elements of a brand (e.g., packaging, symbols) reinforce its identity (Kapferer 2008, 182).

However, for some respondents, Jaloviina's unchanging imagery was viewed as dated. While the brand's visual consistency has helped it remain recognizable over time, it may not resonate with younger, more image-conscious consumers. One younger respondent expressed this sentiment, saying,

"The packaging looks the same as it did decades ago. It feels stuck in the past."

This feedback highlights a key challenge in balancing brand heritage with the need for brand evolution, as discussed in the literature on brand identity and brand response (Keller 2001, 13).

Figure 2 shows participants' perceptions of the Jaloviina brand across various categories, such as Traditional, Cultural/Heritage, and Modern/Adaptable. Cultural/Heritage and Traditional.

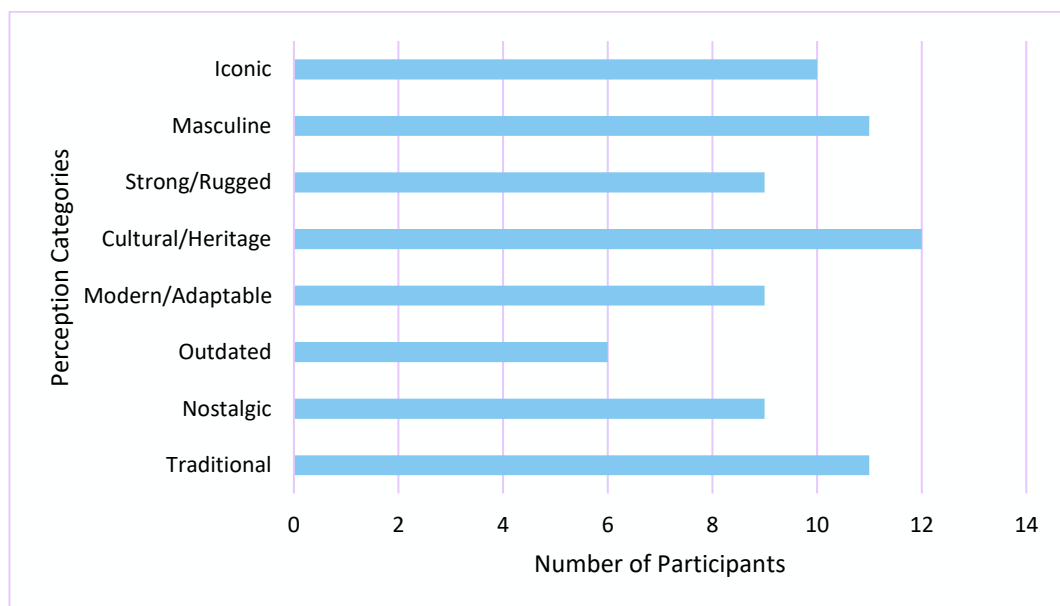


Figure 2. Frequency of perceptions of Jaloviina's brand personality.

4.2 Brand Resonance and Consumer Engagement

Jaloviina's brand resonance, or the depth of the relationship and level of engagement that consumers have with the brand, was well discussed in the interviews (appendix 1). According to Keller's Customer-Based Brand Equity (CBBE) model,

brand resonance is the ultimate level of brand loyalty, where consumers feel a strong connection and engage with the brand at a deeper level, whether through frequent consumption, advocacy, or community activities (Keller 2001, 13).

Figure 4 illustrates the relationship between participants' levels of brand resonance with Jaloviina and the contexts in which they engage with the brand. The data was derived from a detailed analysis of 21 interview transcripts. Participants' responses were categorized based on their level of engagement with Jaloviina across three contexts: Cultural Events, Social Gatherings, and Everyday Use. Patterns were then quantified and used to generate the numbers in the stacked bar chart, reflecting the distribution of participants across the different levels of resonance and contexts of engagement.

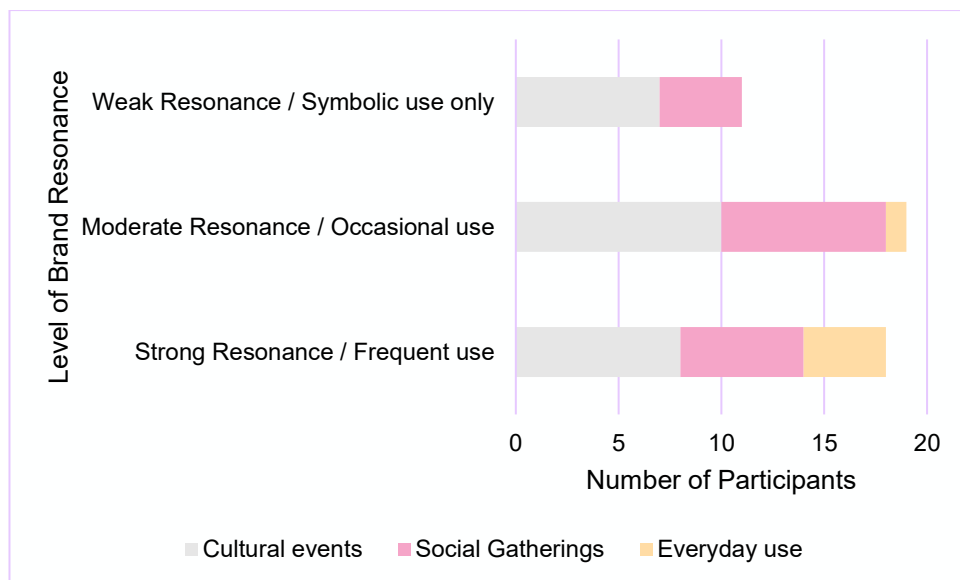


Figure 4. Brand resonance and context of engagement for Jaloviina.

Brand Resonance

Brand resonance for Jaloviina varied significantly among participants, with much of the resonance being situational and tied to specific cultural or social events. Older participants often expressed stronger brand resonance, particularly in relation to cultural identity and family traditions. For these consumers, Jaloviina was not only a product but a symbol of Finnish heritage, leading to a sense of loyalty to the brand. One participant remarked,

"Jaloviina has been a part of our family gatherings for as long as I can remember. It's not just a drink; it's part of our tradition."

This loyalty often manifests during national celebrations and family events, where the brand plays a symbolic role.

Among younger participants, brand resonance was more variable and dependent on context. While some viewed Jaloviina as an integral part of student culture, others engaged with it only in specific social settings, such as parties or traditional events. One student commented,

"I drink Jaloviina mainly at student events because it's part of the tradition, but I wouldn't buy it on my own."

This demonstrates a form of resonance tied to social identity rather than personal preference. For younger consumers, the brand's resonance is driven more by its role in group rituals than by a deep personal connection. This social context-driven consumption reflects key findings from Lyvers et al. (2010, 117), who identify social motives as one of the central drivers of alcohol consumption among young adults. According to their research, social motives involve drinking to fit in, enhance social experiences, and foster group bonding, which was emphasized in the interviews (appendix 1) conducted for this study. Many younger respondents reported that they view Jaloviina as a communal drink, central to student life and social integration, rather than a beverage they would consume regularly in other settings.

Consumer Engagement

Consumer engagement with Jaloviina primarily revolves around specific cultural, social, and community settings, reinforcing the brand's role in formal and traditional events. For example, participants frequently mentioned the brand's presence at family gatherings, saunas, and Finnish national celebrations. This engagement reflects Kapferer's Brand Identity Prism, where the relationship between the brand and its users is closely tied to cultural rituals and the community's collective identity (Kapferer 2008, 185).

Participants expressed that while Jaloviina is a staple at traditional events, it is less frequently chosen for everyday consumption. One participant shared,

"I only really engage with Jaloviina during special occasions—like family gatherings or holidays—when it feels appropriate to drink something traditional."

This suggests that consumer engagement with Jaloviina is ritualistic rather than habitual, indicating a more symbolic relationship between the brand and its consumers.

However, the lack of engagement outside these formal settings was also notable. Several participants, particularly younger consumers, mentioned that while they respected Jaloviina's cultural significance, they rarely interacted with the brand outside of these specific contexts. One younger respondent explained,

"Jaloviina doesn't fit into my daily life; I mostly see it at parties or special occasions."

This reflects a gap between brand resonance in cultural settings and the brand's ability to foster everyday engagement, potentially limiting its reach in more casual, modern drinking habits.

4.3 Brand Performance and Functionality

The performance and functionality of Jaloviina were frequently discussed by participants, often in relation to the brand's taste, strength, and versatility. According to Keller's Customer-Based Brand Equity (CBBE) model, brand performance encompasses the product's ability to meet consumers' functional needs, including its primary characteristics and how well it performs in specific consumption situations (Keller 2001, 9).

Taste and Strength

Jaloviina's taste and strength emerged as two of the most significant aspects of the brand's performance in participants' minds. Many respondents described the

drink as being strong and distinctive, often associated with a robust, bold flavor that reflects its heritage. One participant remarked,

"Jaloviina is not for the faint-hearted. It's strong, and you know exactly what you're getting when you have a glass."

This perception aligns with the brand's traditional image, which emphasizes masculinity and ruggedness, characteristics often sought after by its loyal consumer base. Beverland (2005, 1005) underscores the importance of such attributes in building brand authenticity, highlighting how traditional production methods and cultural storytelling contribute to a brand's perceived legitimacy and identity. Jaloviina's robust flavor and high alcohol content serve as hallmarks of authenticity, closely tied to cultural narratives of masculinity and resilience.

However, some participants, particularly younger ones, expressed a preference for lighter or more modern drinks, with one stating,

"It's a bit too strong for my taste. I would prefer something smoother."

This feedback highlights a potential challenge for the brand as it attempts to appeal to younger consumers who may not resonate with the brand's traditionally strong flavor profile.

Despite these differing opinions, Jaloviina's strength and distinct flavor remain core components of its brand performance, contributing to its unique position in the market. Keller's model notes that performance elements such as taste are critical to a brand's ability to meet consumer needs, and Jaloviina's strength has clearly secured a loyal following among those who appreciate a bold, traditional spirit.

Figure 5 illustrates participants' perceptions of Jaloviina's key functional attributes—taste and strength. Participants' responses were categorized into positive and negative perceptions for each attribute.

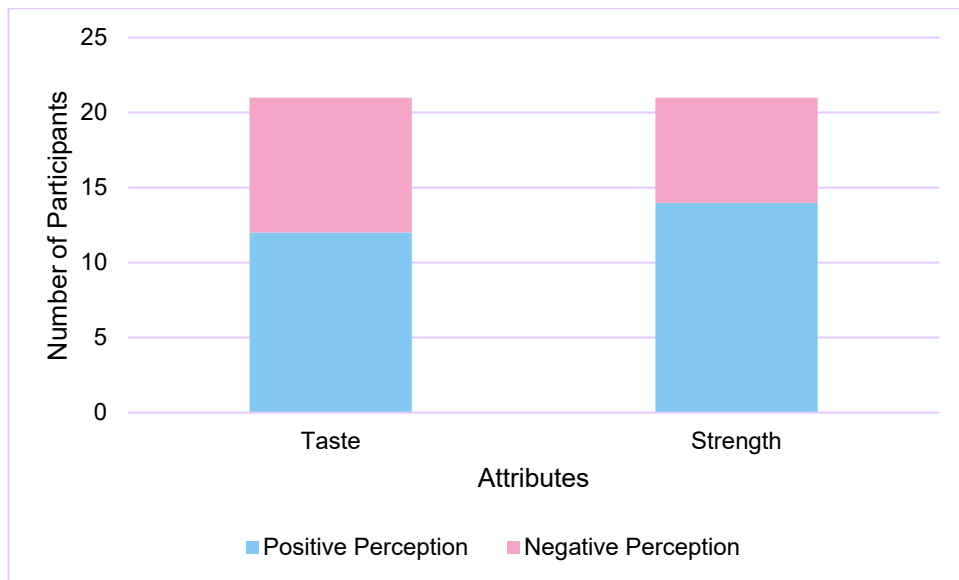


Figure 5. Perceptions of taste and strength for Jaloviina.

Versatility and Usage

Participants also discussed Jaloviina's versatility, particularly in terms of how it can be consumed. Some respondents highlighted that Jaloviina is primarily enjoyed as a straight spirit, especially during cultural events or when consumed in its most traditional form. One participant noted,

"Jaloviina is something we drink on its own, without mixing it with anything. That's how it's meant to be enjoyed."

This reinforces the idea that Jaloviina is perceived as an authentic drink, best appreciated in its original form. Such traditional consumption practices emphasize authenticity, a critical element in brand performance, as highlighted by Beverland (2005, 1003).

However, other participants mentioned using Jaloviina in cocktails or mixing it with other beverages, demonstrating that it has the potential to be a more flexible option for consumers who may prefer different drinking experiences. A participant observed,

"I've tried Jaloviina in cocktails, and it's surprisingly good when mixed with the right flavors. It's not something I'd drink straight, but it works well when blended."

This suggests that while Jaloviina's primary appeal lies in its traditional consumption, there is room for the brand to be positioned as more versatile, particularly among younger consumers who might prefer lighter or mixed drinks. This aligns with Keller's model, which emphasizes that brand performance is enhanced when products can adapt to different usage situations and meet varying consumer needs (Keller 2001, 10).

Functionality in Specific Situations

Jaloviina's functionality also extends to the specific situations in which it is consumed, often during formal or traditional events. Several participants emphasized that Jaloviina holds a special place in their lives during these events, contributing to its strong cultural performance. One participant shared,

"Jaloviina is what I drink at weddings, funerals, and other important gatherings. It's part of the tradition, and you expect it to be there."

This reflects the brand's strong alignment with cultural performance, where its functionality is intertwined with the values and traditions of Finnish culture. Holt (2004, 13-21) discusses how brands gain cultural capital by embedding themselves in local customs and practices, which strengthens consumer loyalty through shared societal rituals. Jaloviina's integration into significant cultural and personal events exemplifies this, reinforcing its symbolic importance within Finnish heritage.

On the other hand, the brand's functionality in casual or modern settings was perceived differently by some participants. One respondent explained,

"I wouldn't choose Jaloviina for a casual night out. It's more of a formal or ceremonial drink, something that's tied to specific moments in life."

This view highlights that while Jaloviina performs exceptionally well in traditional contexts, it may not resonate as strongly in everyday or contemporary settings, limiting its functionality for certain segments of the market.

Overall, Jaloviina's functionality is closely linked to its cultural and traditional significance, reinforcing the brand's identity in specific, often ceremonial, contexts. As Keller's model suggests, brand performance is measured not only by how well the product meets functional needs but also by how it fits within particular usage occasions (Keller 2001).

4.4 Cultural Significance and Tradition

Jaloviina's deep-rooted connection to Finnish culture and tradition was a recurring theme throughout the interviews (appendix 1), highlighting the brand's strong cultural resonance. Participants frequently associated Jaloviina with national identity, rituals, and important life events, emphasizing its role as a symbol of Finnish heritage. Kapferer's Brand Identity Prism (Kapferer, 2008) emphasizes the importance of cultural relevance and symbolism in strengthening a brand's identity, and Jaloviina's cultural significance is a key element of its continued relevance in the market.

Symbol of National Identity

Many participants described Jaloviina as an icon of Finnish culture, symbolizing resilience, strength, and tradition. For some, the drink carries a sense of national pride, with one participant stating,

"Jaloviina is a part of who we are as Finns. It's more than just a drink; it represents our history and the toughness of our people."

This symbolic representation is reinforced by Jaloviina's consistent presence in national celebrations and important cultural events, such as Independence Day and Midsummer festivals. Participants frequently cited these occasions as moments when Jaloviina was not only consumed but revered as part of the traditional experience. One participant explained,

"You can't celebrate a real Finnish Midsummer without Jaloviina. It's part of the tradition, like the sauna."

Holt (2004, 13-21) supports the idea that brands deeply embedded in cultural rituals gain significant cultural capital, becoming more than products—they become symbols that carry the collective memory and values of a community. In Jaloviina's case, its association with key national and cultural moments reinforces its role as a cultural artifact, fostering a shared identity among Finnish people.

Rituals and Life Events

In addition to its national significance, Jaloviina plays a prominent role in personal rituals and life events. Many participants shared stories of how Jaloviina is consumed during family gatherings, weddings, funerals, and milestone celebrations. These rituals reinforce Jaloviina's status as a drink that holds emotional significance, passed down through generations. One participant shared,

"At every important family event, Jaloviina is there. It's something that connects us to our past and to each other."

This sentiment is mentioned in Beverland's (2005, 1004) research, which emphasizes the role of authenticity in brand heritage. He argues that brands that stay true to their cultural roots and traditional practices maintain their relevance across generations by becoming integral to the consumer's life narrative. For many, Jaloviina is associated with traditional Finnish values, such as endurance and community. These values are reflected in how the brand is used in rites of passage and ceremonial toasts, with participants often expressing that drinking Jaloviina is a way of honoring tradition.

The drink serves as a physical representation of continuity, linking past generations to the present. As Pulkkinen (2013, 147-155) notes, the brand has kept its continuing relevance through associations such as the Academic Jaloviina Society and modern traditions like the "Jallu-challenge." This continuity is vital in preserving a brand's identity while allowing it to adapt to modern contexts, a balance emphasized by Holt's (2004) work on cultural branding.

4.5 Modernity vs. Tradition

There was plenty of discussion in the interviews (appendix 1) about the ongoing tension between modernity and tradition in how Jaloviina is perceived. Participants expressed conflicting views on whether the brand should remain rooted in its traditional image or evolve to appeal to contemporary tastes.

The Appeal of Tradition

For many participants, Jaloviina's strongest appeal lies in its traditional roots. Its enduring image as a symbol of Finnish culture and heritage was frequently mentioned as a key reason for loyalty to the brand. One participant shared,

"Jaloviina has always been about tradition for me. It's something my family has been drinking for generations, and that's what makes it special."

This connection to the past, reinforced by the brand's presence at cultural and life events, offers consumers a sense of continuity and identity. This aligns with Beverland's (2005, 1025) findings, which emphasize that brands with a strong sense of tradition and authenticity often foster deeper emotional connections with consumers. By preserving its traditional formula and aligning with national rituals, Jaloviina embodies the ideals of heritage branding, as discussed in Kapferer's Brand Identity Prism (2008).

Moreover, Jaloviina's unwavering commitment to its traditional formula and packaging was seen as a marker of authenticity, with many participants expressing a deep respect for the brand's consistency over time. Another participant remarked,

"Jaloviina doesn't try to change with the trends. It's stayed true to itself, and I think that's why people trust it."

This sentiment resonates with Beverland's concept of "sincere storytelling," where maintaining historical integrity and authenticity helps brands navigate competitive markets without sacrificing their core identity (2005, 1012). Despite changing tastes and trends, Jaloviina's stability and commitment to tradition give it a unique place in Finnish culture. As one respondent put it,

"There are plenty of trendy drinks out there, but Jaloviina is something that has stayed the same. That's why people come back to it—it's familiar, it's part of our culture."

These views reflect a strong belief that Jaloviina's cultural significance sets it apart from other brands. For these participants, Jaloviina is more than just an alcoholic beverage; it serves as a marker of continuity and tradition, embodying Finnish cultural identity and remaining a constant presence in national and family events. According to Holt (2004, 35), brands deeply rooted in cultural symbolism are better positioned to weather market fluctuations, as they carry enduring value beyond their immediate functional benefits.

Desire for Modernization

However, not all participants viewed this traditionalism as a strength. Particularly among younger consumers, there was a noticeable call for modernization. These participants acknowledged Jaloviina's historical significance but felt that the brand was struggling to resonate with contemporary audiences. One younger respondent stated,

"I respect Jaloviina's history, but it feels like something my grandfather would drink, not me."

This sentiment suggests that while Jaloviina's cultural significance is clear, its image as a traditional drink may limit its appeal in contemporary settings, especially among those seeking more modern alternatives. Syrjälä et al. (2015, 303) highlight the tension young consumers often face between embracing cultural traditions and seeking products that reflect their modern lifestyles. This dichotomy points to the importance of striking a balance between maintaining heritage and adapting to evolving consumer preferences.

The desire for modernization was particularly pronounced in discussions about Jaloviina's branding and packaging. Some participants suggested that the visual elements of the brand felt dated and could benefit from a refresh that maintains the brand's cultural essence while making it more appealing to younger generations. Another participant mentioned,

"There are ways to modernize without losing the history. Jaloviina could update its packaging or do more innovative marketing to reach younger people."

Kotler and Keller (2016, 309-312) argue that modern branding strategies, including refreshed packaging and digital marketing, can help traditional brands remain relevant in contemporary markets without diluting their core identity. The call for modernization extended beyond packaging to the product itself, with several participants suggesting that Jaloviina experiment with new flavors or lighter versions to cater to evolving tastes. One participant commented,

"You can't just rely on tradition forever. People's tastes are changing, and Jaloviina could do more to adapt."

This sentiment underscores the challenge the brand faces: staying true to its roots while finding ways to evolve and attract a broader audience. Fehlen and Lafaye (2022) emphasize the importance of premiumization and diversification in the spirits industry, particularly for legacy brands looking to capture the attention of younger, more experimental consumers.

The Duality of Jaloviina's Identity

Jaloviina's identity is clearly defined by the dual forces of modernity and tradition. While some participants were fiercely loyal to the brand's traditional image, others saw this same image as a potential barrier to growth in a modernizing world. This duality presents both opportunities and challenges for the brand, as it must navigate between cultural preservation and market adaptation. Kapferer's Brand Identity Prism highlights the necessity for brands to balance these opposing forces, ensuring that their cultural foundations are not lost while adapting to changing consumer expectations.

As shown in Figure 6, majority of participants value Jaloviina primarily for its traditional roots, emphasizing its connection to Finnish heritage and its symbolic presence in national and family events.

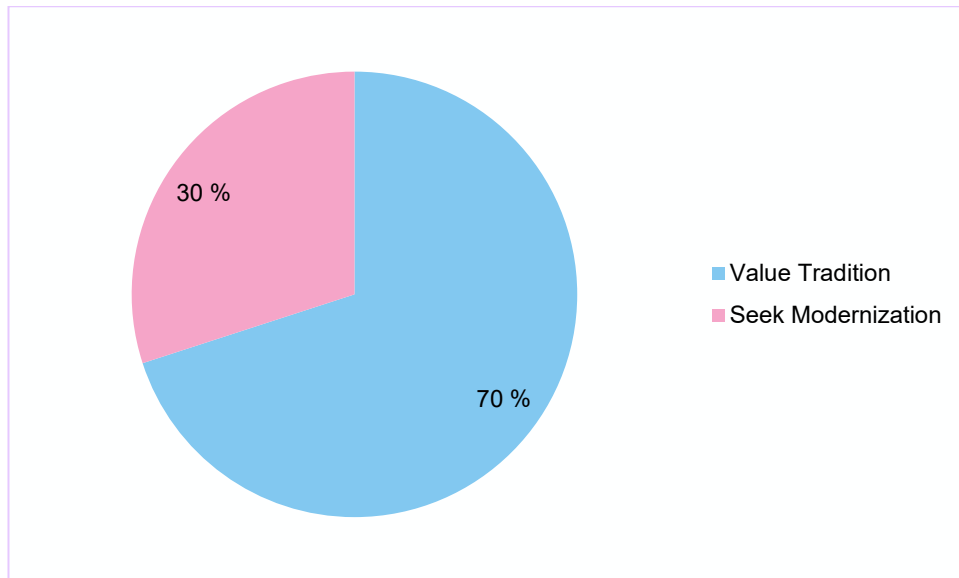


Figure 6. Importance of tradition vs. modernization for Jaloviina consumers.

4.6 Awareness of Jaloviina's Ready-to-drink (RTD) Products

The questions surrounding the awareness of Jaloviina's Ready-to-Drink (RTD) products were designed to better understand consumer perceptions of these relatively new offerings, which were introduced as part of Jaloviina's efforts to keep up with industry trends. While RTD products reflect the shift toward convenience and portability in the alcohol market, participant responses revealed varying levels of awareness and experience. This feedback helps inform how Jaloviina can adjust its marketing strategies to increase engagement with the young adult segment, directly addressing the research question: "What are the most effective marketing approaches for Jaloviina to maximize its market penetration and consumer engagement within the young adult segment?"

The responses revealed that awareness of Jaloviina's RTD products was relatively low. Many participants were unfamiliar with the fact that Jaloviina offered RTD options. As one respondent shared,

"I had no idea that Jaloviina offered ready-to-drink cans. I've only ever seen the classic bottled versions."

This indicates that the brand's RTD products may not have reached widespread recognition among its target audience, suggesting that greater marketing efforts might be needed to raise awareness. As Kotler and Keller (2016, 537-540) emphasize, strategic marketing efforts, including digital and experiential campaigns, are crucial for raising product awareness, particularly among younger demographics who are heavily influenced by online content.

Experience with Jaloviina's Ready-to-Drink Options

Among those who were aware of Jaloviina's RTD offerings, experiences were mixed. Some participants who had tried the products appreciated their convenience and found them suitable for informal and outdoor occasions. One participant said,

"I tried Jaloviina's RTD at a festival, and it was great for the occasion—easy to carry and tasted good."

These consumers valued the product's ease of use in situations where portability was a priority. This reflects the findings of Fehlen and Lafaye (2022), who identify convenience and on-the-go consumption as major drivers in the growth of the RTD market.

However, other participants were less satisfied with the RTD options, particularly regarding the flavor. One participant noted,

"It didn't quite taste like the Jaloviina I'm used to—it felt watered down compared to the original."

This highlights the challenge of maintaining Jaloviina's distinctive taste in the RTD format, where convenience may sometimes come at the cost of flavor consistency. As Beverland (2005) notes, maintaining product authenticity, even in innovative formats, is critical to preserving brand equity and consumer trust.

Perception of Ready-to-Drink Products

Participants' general perceptions of RTD alcoholic products were varied. Some appreciated the convenience and portability, particularly for festivals, social gatherings, and outdoor events. One respondent remarked,

"RTD products are great when you're on the go, especially for festivals or casual gatherings where you don't want to carry a whole bottle."

These participants valued the ease and accessibility of RTD options in certain social settings. According to Syrjälä et al. (2015), convenience in consumption settings significantly impacts product choice, particularly among younger consumers who prioritize flexibility in their lifestyles.

On the other hand, several participants expressed concerns about the quality of RTD products, feeling that they often lacked the depth of flavor found in traditional bottled versions. As one respondent commented,

"RTDs are convenient, but they rarely match the quality and flavor of the original bottled versions. They often feel too commercial."

This reflects a broader hesitation about the quality of RTD products, which can influence purchasing decisions. Beverland's (2005, 1017) research on authenticity suggests that consumers are often wary of products perceived as overly commercialized, particularly if they compromise on quality.

Participants who had tried Jaloviina's RTD products reported consuming them in specific contexts, such as outdoor events, festivals, and casual social gatherings. These occasions emphasized the importance of portability and ease of consumption. One participant shared,

"I brought Jaloviina RTD cans to a barbecue—they were convenient, and I didn't need to worry about mixing anything."

This suggests that Jaloviina's RTD offerings are particularly well-suited for occasions where convenience is prioritized over a more traditional drinking experience.

The Role of Convenience in Purchase Decisions

Convenience emerged as a significant factor influencing participants' decisions to purchase RTD products. Many participants emphasized that portability and ease of use made RTD beverages an appealing choice, particularly for festivals and outdoor gatherings. One participant explained,

"When I'm out for a picnic or an event, I'd much rather grab an RTD can than have to bring a bottle and mix my own drinks."

However, some participants also mentioned that while convenience was important, flavor and quality were still primary considerations when choosing which alcoholic product to purchase. One respondent stated,

"I appreciate the convenience, but if the flavor isn't good, I won't buy it."

This indicates that while convenience can drive RTD purchases, maintaining the quality associated with Jaloviina's traditional offerings is essential.

Expectations for Ready-to-Drink Beverages

Participants shared clear expectations for Jaloviina's or other brands' RTD offerings. Many emphasized the importance of maintaining quality and flavor consistency, even in a convenient format. One respondent noted,

"If Jaloviina makes RTD products, I expect them to keep the same strong, traditional flavor. I wouldn't want something that feels watered down just for convenience."

In addition to maintaining flavor, participants expressed a desire for innovative packaging and flavor variety. Some respondents suggested that Jaloviina could explore new flavors or lighter versions to appeal to a wider range of consumers. One participant remarked,

"I'd love to see some more modern flavors in Jaloviina's RTD line—something lighter but still with the character of the original."

This indicates that while the RTD market is growing, there is a demand for innovation that maintains the brand's core identity while offering new and diverse options for consumers. Kotler and Keller (2016, 274) highlight the importance of product differentiation in crowded markets, suggesting that Jaloviina's RTD line could benefit from introducing unique flavors and eco-friendly packaging to stand out.

4.7 Marketing and Improvement Suggestions

In exploring the research question, "What are the most effective marketing approaches for Jaloviina to maximize its market penetration and consumer engagement within the young adult segment?", participants provided valuable insights into how the brand can adapt its strategies. Suggestions centered around marketing approaches, potential improvements, and new product ideas for both Jaloviina's spirit and ready-to-drink (RTD) products, serving the brand's identity.

Suitable Locations for Promoting Jaloviina's Products

Participants were asked to suggest appropriate places or events for promoting Jaloviina's products, considering the restrictions on alcohol advertising. Responses indicated a strong preference for bars, restaurants, and festivals as key venues for promotion. One participant noted,

"Festivals would be a great place for Jaloviina's RTD products—it's a setting where people want convenience and something they can easily carry."

Many participants emphasized that bars and restaurants were ideal venues for promoting Jaloviina's traditional spirit, especially in settings that align with the brand's cultural and traditional image. One respondent remarked,

"I could see Jaloviina doing well in local restaurants where Finnish culture is celebrated. It feels like a drink you'd enjoy with traditional Finnish food."

Promotional Strategies to Increase Interest

As highlighted by Kotler and Keller (2016, 537-540), reaching young adults requires a combination of digital marketing, social media engagement, and experiential marketing, strategies that are highly effective in today's digitally driven landscape. When asked about promotional strategies that would increase their interest in trying or buying Jaloviina's products, participants mentioned several key approaches. Tasting events and limited-time offers were particularly popular suggestions. One respondent shared,

"If there were tasting events at festivals or bars, I'd be more likely to try Jaloviina, especially if I could sample different products."

Another common suggestion was offering discounts or bundle deals on Jaloviina's RTD products to encourage trial. One participant explained,

"A promotion where you can get a bundle of different RTD flavors at a discount would make me more willing to try them all."

Additionally, some participants suggested engaging consumers through social media campaigns and collaborations with influencers, noting that these channels are effective for reaching younger audiences and showcasing new flavors or product launches. Younger consumers are increasingly turning to online platforms for product information and purchases, as supported by Fehlen and Lafaye (2022, 22), who emphasize the importance of leveraging digital platforms to create interactive and engaging content that resonates with younger audiences.

Participants also mentioned the importance of visual marketing, particularly eye-catching packaging and in-store displays that stand out on the shelf. One respondent remarked,

"If Jaloviina's packaging were more modern and colorful, it would catch my eye more in stores."

Suggestions for Product Improvements

When it came to product improvement suggestions, participants were eager to offer ideas for both Jaloviina's spirit and RTD products. For the traditional spirit,

many respondents felt that maintaining its authenticity and bold flavor was crucial, but some recommended introducing small batch editions or limited-time flavors to keep the brand fresh. One participant mentioned,

"I'd love to see limited edition versions of Jaloviina with slightly different flavors, like a winter edition with spices or a summer edition with citrus."

This reflects a desire for innovative variations that stay true to the brand's heritage while offering something new. Kapferer's (2008) Brand Identity Prism highlights that innovation within the boundaries of a brand's core identity can help sustain consumer interest without diluting the brand's essence.

In terms of RTD products, participants suggested improvements related to flavor variety and packaging innovation. Several respondents expressed a preference for lighter, fruitier flavors that could appeal to a broader range of consumers. One participant explained,

"I think a lighter, more refreshing Jaloviina RTD would work really well for younger people. Something fruity and less intense."

There was also a call for environmentally friendly packaging in the RTD line, with several participants noting that sustainability is increasingly important in their purchasing decisions. One respondent said,

"If Jaloviina could introduce eco-friendly packaging for their RTD products, I'd definitely be more likely to buy them."

Preferred Flavors and Types of RTD Products

Participants were asked to suggest flavors or types of RTD products that they believed would resonate with their age group. A wide range of flavors was mentioned, with fruit-based and lighter options being the most popular. Many respondents indicated a preference for citrus-based flavors, such as lemon or grapefruit, which they felt would offer a refreshing contrast to Jaloviina's traditionally strong flavor. One participant commented,

"A citrus-flavored Jaloviina RTD would be perfect for summer—something light but still with the kick of Jaloviina."

Other popular flavor suggestions included berry-based flavors (e.g., raspberry, blueberry), as well as more experimental options like ginger or herbal infusions. Some participants also expressed interest in seasonal flavors, such as spiced or cinnamon-infused RTDs for the winter months, which could enhance the brand's association with Finnish tradition and celebrations.

Additionally, participants suggested that low-alcohol or lighter versions of Jaloviina's RTD products would resonate with younger audiences who may prefer less intense drinks. One participant noted,

"I think a lighter version of Jaloviina RTD would attract younger people who don't want something too strong."

These insights are consistent with Syrjälä et al.'s (2015) findings on evolving consumer preferences, which highlight the growing demand for balanced, lighter alcohol options among younger demographics.

5 DISCUSSION

The research aimed to explore how Jaloviina can strengthen its brand identity and awareness among young adults in Finland. The findings reveal that while Jaloviina holds strong cultural significance and is deeply associated with Finnish tradition, its image is often seen as outdated by younger consumers. Jaloviina is primarily consumed in cultural or social contexts, but it struggles to engage young adults in everyday settings. Although the introduction of ready-to-drink (RTD) products provides an opportunity to modernize the brand, awareness and uptake are limited.

5.1 Brand Identity

The findings of this research highlight both the strengths and limitations of Jaloviina's current positioning. Drawing from established theories such as Keller's Customer-Based Brand Equity (CBBE) model and Kapferer's Brand Identity Prism, the research reveals that Jaloviina's brand identity is firmly rooted in tradition, masculinity, and Finnish cultural heritage. These traits, while resonating with older generations, present challenges when appealing to younger consumers. The key elements of Jaloviina's identity, such as its rugged personality and association with national pride, align well with Keller's concept of brand salience and Kapferer's emphasis on cultural and symbolic resonance. However, these same characteristics may limit the brand's modern appeal.

Many consumers, especially older ones, view the brand as a symbol of Finnish resilience and tradition, which supports the hypothesis that Jaloviina's identity is deeply intertwined with national culture. This aligns with Beverland's (2005, 1022) assertion that authenticity is crucial for alcoholic beverages, particularly when brands emphasize their heritage and craftsmanship. Jaloviina's consistent use of traditional packaging and messaging reinforces its authenticity and ensures strong brand recognition, particularly in formal and cultural settings.

However, the study also uncovered a noticeable gap between this traditional identity and the preferences of young adult consumers. While Jaloviina's heritage

is respected, younger participants often view the brand as outdated, preferring lighter and more modern beverages. This divergence highlights a key tension in brand identity: while authenticity and tradition are strengths, they can also alienate segments of the market seeking innovation and modernity. This finding is consistent with Kapferer's (2008) view that a brand must balance tradition with adaptation to changing consumer expectations. Jaloviina's difficulty in resonating with younger consumers, particularly outside of formal or cultural contexts, suggests that its identity, while strong, may not be sufficiently flexible to engage a broader audience.

The results challenge some aspects of the CBBE model, particularly the notion that strong brand salience and loyalty will naturally lead to widespread consumer engagement. While Jaloviina enjoys high brand awareness and cultural resonance, this has not translated into everyday use among young adults. This suggests that brand salience, while important, must be coupled with relevance to the lifestyle and preferences of the target demographic. Keller's (2001) model may assume a more linear progression from salience to loyalty than is evident in Jaloviina's case, where cultural loyalty does not equate to frequent consumption among young adults.

Unexpectedly, the study also found that Jaloviina's ready-to-drink (RTD) products, which were introduced to modernize the brand, have not yet achieved significant market penetration. While these products were intended to align with younger consumers' demand for convenience, their lack of visibility and inconsistent flavor experience has hindered their success. This finding suggests that the brand's attempt to modernize has not fully addressed the core elements of its identity that resonate with younger audiences. As Keller (2001, 11-13) highlights, brand performance is critical in building a positive brand response, and the mixed reception of RTD products indicates that performance issues—such as flavor inconsistency—may prevent these products from enhancing Jaloviina's overall brand equity.

Contextualizing these findings within the broader literature on brand identity, it is clear that Jaloviina's traditional identity provides a solid foundation, but its current branding strategies do not fully align with the evolving preferences of younger consumers. Beverland's (2005) research on authenticity underscores the need for balance between tradition and innovation. For Jaloviina, maintaining its authentic, traditional image while introducing modern elements in both product offerings and marketing strategies is essential for long-term success. The desire for modernity among younger consumers suggests that Jaloviina could benefit from experimenting with limited-edition flavors or innovative packaging, as proposed by participants in the study. This would align with Kapferer's (2008, 1004) notion of managing antimony in brand identity, where tradition and modernity must coexist to appeal to a diverse consumer base.

In practical terms, these findings suggest that Jaloviina needs to refine its marketing approach to better engage with young adults. One strategy could involve leveraging digital marketing and social media to promote its RTD products, which are more aligned with the convenience and lifestyle of younger consumers. At the same time, Jaloviina must ensure that these new products meet the brand's standards of authenticity and quality, as discrepancies in flavor and quality can undermine brand trust. By enhancing both the performance and visibility of its RTD products, Jaloviina can begin to bridge the gap between its traditional brand identity and the expectations of modern consumers.

5.2 Consumer Behaviour

Several important insights are revealed regarding the consumer behavior of young adults toward Jaloviina. The data shows a clear pattern in how young consumers engage with the brand, particularly in social and cultural contexts, while avoiding its regular use in everyday life. This pattern highlights the significance of social motives, cultural factors, and consumption behaviors that align with previous theories on alcohol consumption, particularly those discussed by Lyvers et al. (2010) and Törönen & Maunu (2007).

As the study found, participants often associated drinking Jaloviina with traditional events, student parties, and other group-based activities. This supports Lyvers et al.'s (2010, 117) findings that social motives, such as drinking to enhance sociability and group cohesion, are significant drivers of alcohol consumption among young adults. Respondents frequently mentioned that they drink Jaloviina as part of social rituals or when it is available in group settings, suggesting that the brand functions as a social facilitator rather than a beverage for individual enjoyment. This behavior aligns with the broader understanding of consumer behavior as context-dependent, with young adults using alcohol consumption to integrate into social groups, as discussed by Syrjälä et al. (2015, 308).

Interestingly, while the research met the expectations in confirming the role of social integration in young adults' drinking behavior, it also revealed an unexpected reluctance to consume Jaloviina in more casual or everyday settings. Many participants described Jaloviina as "too strong" or "old-fashioned" for casual consumption, preferring lighter or more modern beverages when not participating in group-based social events. This suggests a divergence between Jaloviina's strong association with formal or ritualistic events and the evolving drinking habits of younger consumers, who increasingly seek products that are perceived as lighter or trendier.

This finding aligns with existing literature on evolving trends in alcohol consumption, particularly the growing preference among younger consumers for premium products and lighter beverages (Fehlen & Lafaye 2022, 19). The expectation that Jaloviina's ready-to-drink (RTD) products would help bridge this gap between social traditions and modern consumption preferences was only partially supported. While some participants appreciated the convenience and portability of RTD products for informal gatherings, many expressed dissatisfactions with their taste and quality, describing them as inconsistent with the brand's traditional flavor profile. This inconsistency may explain why the RTD products have not achieved widespread popularity, despite aligning with broader market trends.

The study also uncovered the fact that while young adults respect Jaloviina's cultural significance, they often see it as a brand aligned with older generations. This perception may inhibit the brand's broader appeal to younger audiences, who

associate alcohol consumption with expressing individuality and modernity, as noted by Syrjälä et al. (2015, 309). The emphasis on Jaloviina's strong cultural and national identity may inadvertently alienate consumers who prioritize lighter, more versatile options.

Alternative explanations for these findings might include the specific drinking habits within the Finnish context, where cultural pride and tradition play an outsized role in shaping alcohol consumption. It is possible that the reverence for tradition creates a divide between Jaloviina's usage in ceremonial or cultural events and its everyday appeal. Additionally, the rise of health consciousness among young adults, as noted by Fehlen & Lafaye (2022, 26), may be contributing to the preference for lighter beverages, further distancing this demographic from Jaloviina's traditionally strong and masculine image.

To effectively engage young adult consumers, Jaloviina needs to develop marketing strategies that pair with their evolving behavior, particularly by addressing the desire for lighter, more modern products. One potential avenue is enhancing the visibility and quality of the RTD product line, ensuring that it delivers a consistent brand experience that meets the expectations of convenience and taste. At the same time, Jaloviina must remain attentive to its cultural roots, potentially creating campaigns that blend tradition with modern values, such as sustainability or wellness, which increasingly resonate with younger audiences.

5.3 Market Penetration Strategy

In terms of market penetration strategy, the findings of this research reveal both opportunities and challenges for Jaloviina in appealing to young adults in Finland. Several key patterns emerged from the data, particularly regarding the effectiveness of Jaloviina's current marketing approaches and the potential for new strategies to increase market share within the younger demographic. These findings match established theories on market penetration but also provide new insights into the specific obstacles faced by traditional brands in a modern marketplace.

One significant correlation identified in the data is the clear link between Jaloviina's cultural identity and its limited engagement with young adult consumers outside of formal or cultural settings. Despite Jaloviina's strong brand recognition, its traditional identity has hindered its ability to penetrate the everyday drinking habits of younger audiences, who tend to favor lighter and more versatile products. This finding confirms our hypothesis that Jaloviina's historical and cultural significance, while an asset in some contexts, may restrict its broader market appeal among younger consumers, especially in casual, social settings. This supports Fehlen & Lafaye's (2022, 19) observation that younger consumers are increasingly drawn to products that match modern trends, such as premiumization and convenience.

The data also highlights the importance of digital marketing and social media as key drivers of brand awareness and engagement among young adults, aligning with the literature's emphasis on the shift toward digital platforms (Keller 2016, 537-540). Many respondents indicated that they primarily learn about new products or promotions through social media, underscoring the need for Jaloviina to enhance its digital presence. Despite Jaloviina's strong historical association with traditional Finnish culture, its limited use of digital marketing tools appears to be a missed opportunity in terms of reaching younger audiences. These findings challenge some of the more traditional market penetration strategies used by Jaloviina, suggesting that more innovative approaches, such as influencer collaborations and interactive social media campaigns, are necessary to build stronger connections with this demographic. This kind of approach can be fulfilled only in the case of the RTD products, because advertising spirit drinks in Finland is prohibited by law (Valvira n. d.)

While the introduction of ready-to-drink (RTD) products was expected to facilitate Jaloviina's entry into the younger, more casual market, the results reveal that this initiative has not yet reached its full potential. Many participants were either unaware of Jaloviina's RTD offerings or had negative experiences with their flavor or quality. This discrepancy between product introduction and market penetration points to a potential gap in the brand's promotional efforts. Kotler and Keller's (2016) emphasis on experiential marketing, which involves creating memorable consumer experiences, could be beneficial in this context. Jaloviina's failure to

build excitement around its RTD products suggests that more targeted marketing strategies, such as tasting events or pop-up bars at festivals, could enhance visibility and consumer engagement.

Moreover, the study reveals that Jaloviina's advertising efforts have been limited by Finland's strict regulations on alcohol promotion. This presents an additional challenge for market penetration, as the traditional methods of advertising used by other brands may not be feasible. Despite these constraints, alternative strategies such as sponsorships, collaborations with cultural events, and experiential marketing remain viable. As the research suggests, Jaloviina's cultural resonance can still be leveraged through these non-traditional forms of advertising. Experiential marketing could be used to highlight Jaloviina's deep roots in Finnish culture while simultaneously modernizing its appeal to younger audiences. This finding aligns with Arthur Fehlen and Paul-Louis Lafaye's (2022, 45) assertion that brands must navigate advertising restrictions creatively to maintain consumer engagement.

The research uncovered a disconnect between Jaloviina's long-established brand identity and the preferences of young adults for premium, artisanal, or locally produced beverages. This shift toward more refined, niche alcohol brands has been well-documented in the literature, yet Jaloviina has not fully capitalized on these trends. Instead, its branding continues to emphasize its historical and masculine image, which younger consumers perceive as outdated. This finding suggests that Jaloviina's market penetration strategy must not only adapt to the growing trend of premiumization but also find ways to position itself as both authentic and contemporary. As Beverland (2005, 1015) highlights, maintaining authenticity while embracing innovation is essential for alcohol brands looking to expand their market reach. Jaloviina could explore introducing small-batch or limited-edition variations, tapping into the artisanal trend while staying true to its roots.

Findings implicate that Jaloviina needs to reconsider how it promotes its RTD line. To ensure successful market penetration, the brand must not only improve the flavor and quality of these products but also invest in more visible and engaging marketing efforts that resonate with the younger, digitally savvy demographic.

Social media campaigns, influencer marketing, and experiential events should be central to this strategy, allowing Jaloviina to build emotional connections with young adults while maintaining its cultural relevance.

Also, the brand's positioning within the context of premiumization should be re-evaluated. While Jaloviina's traditional image is an asset in cultural settings, its market penetration strategy must also address the growing demand for high-quality, artisanal, or eco-friendly products. Jaloviina could explore collaborations with local distilleries or introduce more sustainable packaging to appeal to environmentally conscious consumers. Such moves would agree with Syrjälä et al.'s (2015, 309) argument that young adults use consumption as a way to express individuality and values such as sustainability.

5.4 Cultural Significance and Brand Heritage

The data strongly supports the notion that Jaloviina's brand heritage is central to its appeal, particularly among older generations and within formal cultural settings. This agrees with the theoretical framework discussed in the literature, particularly Beverland's (2005, 1015) emphasis on the importance of authenticity and cultural storytelling in reinforcing a brand's heritage. However, as mentioned earlier, the research also reveals a significant gap between Jaloviina's cultural identity and the preferences of younger consumers, presenting both opportunities and limitations in leveraging brand heritage for market expansion. While they recognize and respect the brand's cultural significance, many younger respondents viewed it as outdated, reserved for older generations or formal occasions rather than something they would choose for casual, everyday use. This presents a challenge: while the cultural significance of Jaloviina remains strong, it does not fully translate into everyday engagement with younger consumers. This is supported with Kapferer's (2008) argument that while cultural heritage can differentiate a brand, it can also create barriers if the brand fails to evolve with its audience. Young adults are increasingly drawn to products that reflect their own identity and modern values, which can conflict with a brand that is perceived as too traditional or unchanging.

Many participants associated Jaloviina with Finnish national holidays, family gatherings, and significant life events, such as weddings and funerals and this is matched with Holt's (2004, 13-21) theory that brands deeply embedded in national culture serve as symbols of collective identity. Jaloviina's role in Finnish culture, particularly through its connection to resilience and national pride, has cemented its status as a symbol of tradition. As participants described, Jaloviina is often more than just a beverage; it acts as a link to Finnish history and heritage, and its consumption is intertwined with expressions of cultural pride. This supports the hypothesis that Jaloviina's heritage is one of its greatest assets, helping it retain a loyal consumer base, particularly among older generations.

One unexpected result was the extent to which younger consumers saw Jaloviina's brand heritage as both an asset and a limitation. While they acknowledged its symbolic value, they expressed a preference for lighter, more modern beverages in social settings. This suggests that while Jaloviina's cultural significance remains relevant in specific contexts, it struggles to resonate with the contemporary drinking habits of young adults. The finding challenges the assumption that cultural heritage alone can sustain a brand's appeal across generations. It underscores the need for brands with strong cultural identities, like Jaloviina, to balance tradition with modernity in order to remain relevant.

An alternative explanation for this disconnect could lie in the way cultural narratives are framed. While Jaloviina has successfully positioned itself as a brand tied to Finnish history, the narrative may be overly focused on the past, making it harder for younger consumers to see how it fits into their modern lives. Beverland's (2005, 1004) concept of "sincere storytelling" suggests that authenticity must evolve to remain relevant; brands must continue to craft narratives that resonate with contemporary values while staying true to their heritage. Jaloviina's current positioning as a traditional, masculine brand may limit its appeal to younger generations who prioritize different social values, such as inclusivity, sustainability, and individual expression.

It is evident that while Jaloviina's cultural significance provides a strong foundation, it also requires a more refined approach to engage younger consumers. For example, Beverland's (2005, 1007) research suggests that brands must strike a

balance between tradition and innovation by creating cultural experiences that connect with both old and new audiences. Jaloviina could achieve this by modernizing its brand narrative—introducing limited-edition products or engaging with younger consumers through cultural events that blend traditional values with contemporary lifestyles.

Jaloviina should rethink its marketing strategies in order to modernize its brand heritage while preserving its cultural authenticity. As discussed in the literature, experiential marketing could be particularly effective for Jaloviina. By creating immersive experiences that highlight both the brand's rich history and its relevance in contemporary Finnish life, Jaloviina can build stronger connections with younger consumers. This strategy could involve collaborations with modern Finnish influencers or cultural events that blend tradition with modernity, making the brand more accessible to younger audiences without alienating its core consumers.

5.5 Research Reliability and Validity

One significant limitation of this study is the relatively homogeneous nature of the sample, as the majority of interviewees were students. While this demographic is relevant to the research focus—since young adults are the primary target audience—it does not encompass the full range of potential consumers in Finland. Students may have specific drinking habits and perceptions shaped by their unique social environments, financial situations, and lifestyles, which can differ significantly from those of other young adults, such as working professionals or young parents. As a result, the findings may not fully capture the diverse attitudes and behaviors of all young adults in Finland, limiting the overall generalizability of the study.

Additionally, the qualitative nature of the research, which relied on semi-structured interviews (appendix 1), introduces another limitation. While this method allowed for a deeper exploration of participants' attitudes and perceptions, it is inherently subjective. Participants' responses may have been influenced by the interview context, social desirability bias, or their individual experiences with

Jaloviina. Therefore, the results reflect personal opinions rather than universally applicable insights. Moreover, qualitative data does not provide measurable, quantifiable metrics, which makes it challenging to assess broader market perceptions with a high degree of precision.

Another limitation is the assumption of a basic level of familiarity with the Jaloviina brand among participants. Those who were already aware of the brand's cultural significance may have held pre-existing opinions that shaped their feedback. This pre-awareness may have limited the study's ability to capture the perspectives of young adults who are either unfamiliar with Jaloviina or indifferent to traditional brands, potentially skewing the results.

6 CONCLUSION

This research explored how Jaloviina can evolve its brand identity to remain relevant among young adult consumers in Finland. Through a detailed analysis of consumer perceptions and behavior, the study examined the brand's deep cultural roots and its current standing in the market. By conducting qualitative interviews (appendix 1), rich insights were gained into how younger consumers engage with the brand, revealing a complex relationship between Jaloviina's traditional image and the evolving preferences of modern audiences.

The findings suggest that while Jaloviina's cultural heritage continues to resonate, particularly in formal or nostalgic contexts, its appeal to younger consumers in everyday settings is limited. Younger audiences respect the brand's history but often perceive it as outdated. The research highlighted the importance of bridging the gap between tradition and modernity, suggesting that Jaloviina's future success lies in adapting its brand messaging, product offerings, and marketing strategies to meet contemporary demands while retaining its authentic identity.

Reflecting on the research process, the qualitative approach provided a detailed understanding of the disconnect between Jaloviina's heritage and younger consumers' preferences. However, it also opened up new options to explore, such as the potential for product innovation and the expansion of Jaloviina's presence in digital spaces. Future work could dive deeper into these areas, exploring how traditional brands can leverage digital marketing and experiential campaigns to engage younger audiences more effectively.

This research has contributed valuable insights into how brands with strong cultural significance can navigate the challenges of modern consumer markets. It underscores the need for balancing authenticity with adaptability, providing a roadmap for how Jaloviina can reinforce its cultural heritage while evolving to appeal to new generations.

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APPENDICES

1(3)

Appendix 1. Interview questions

Background and Preferences

1. What is your age?
2. Gender?
3. Place of residence?
4. Could you tell me a little about your background and interests?
5. What types of alcoholic beverages do you usually prefer? Why?
6. How often do you consume alcoholic beverages, and in what situations (e.g., at home, social gatherings, bars)?
7. What factors do you consider when choosing alcoholic beverages?

Awareness and First Impressions

8. How did you first hear about Jaloviina?
9. What is your first impression when you hear the name "Jaloviina"?
10. Could you describe what you know about Jaloviina in terms of taste, product range, and packaging?
11. How do Jaloviina's products compare to other alcoholic beverages you have tried in terms of taste, packaging, and overall experience?
12. How would you describe Jaloviina's brand identity in your own words?
13. What specific aspects of Jaloviina's brand do you find most appealing or distinctive?
14. Do you perceive Jaloviina as an authentic Finnish brand? Why or why not?
15. How important is the cultural heritage of a brand like Jaloviina in your purchasing decisions?

Consumption Experience

2(3)

16. Have you ever tried Jaloviina? If yes, could you describe that experience?
17. If you have not tried Jaloviina, what has prevented you from trying it?
18. What factors would make you consider trying Jaloviina in the future?

Brand Perception

19. How would you describe Jaloviina's brand image in your own words?
20. Do you think Jaloviina fits your lifestyle and values? Could you explain why or why not?
21. How does Jaloviina compare to other alcoholic beverage brands you know?
22. What would make you feel more loyal to the Jaloviina brand?
23. How does consuming Jaloviina make you feel in terms of cultural pride or personal enjoyment?

Influence and Recommendations

24. How influential are friends' recommendations, online reviews, or promotions in your decision to try a new alcoholic beverage?
25. Have you ever recommended Jaloviina to someone? Why or why not?

Awareness and Experience with RTD Products

26. Are you aware that Jaloviina offers ready-to-drink (RTD) products?
27. Have you tried Jaloviina's ready-to-drink options? If yes, please share your experience.
28. How do you generally perceive the quality and appeal of ready-to-drink alcoholic products?
29. In what situations have you consumed Jaloviina's ready-to-drink options?
30. How much does the convenience of alcoholic products influence your purchase decision?
31. What expectations do you have for Jaloviina's or other brands' ready-to-drink beverages?

3(3)

Marketing and improvement suggestions for Jaloviina Spirit and RTD Products

32. Considering the restrictions on alcohol advertising, which places or events do you think would be suitable for promoting Jaloviina's products, such as bars, restaurants, or festivals?
33. What kinds of promotional strategies would make you more interested in trying or buying Jaloviina's products?
34. If you could suggest improvements or new ideas for Jaloviina's spirit and ready-to-drink products, what would they be?
35. Are there specific flavors or types of RTD products that you believe would resonate well with your age group.