

Bridging Culture: Promoting Vietnamese Coffee in Finland Through Cultural Understanding and Business Practices

Abstract

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Title of the thesis		
Bridging Culture: Promoting Vietnamese Coffee in Finland Through Cultural Understanding and Business Practices		
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Abstract		
<p>The thesis explored the potential for introducing Vietnamese coffee into the Finnish market, addressing key challenges related to cultural integration, consumer preferences, and market dynamics. The primary objective was to identify strategies that align Vietnamese coffee's cultural richness and unique characteristics with Finnish values of sustainability, quality, and authenticity. The study aimed to facilitate Vietnamese coffee's market entry while fostering cross-cultural understanding and mutual economic growth.</p> <p>A qualitative research approach was adopted, utilising thematic interviews with the five Finnish participants from different professional backgrounds. These interviews examined consumer attitudes toward Vietnamese coffee, focusing on preferences, brewing habits, sustainability, and trust in foreign brands. Insights from these interviews, combined with cultural and market analysis, formed the basis for identifying challenges and proposing solutions.</p> <p>The findings reveal that Finnish consumers are intrigued by cultural storytelling and value ethical practices, but they prioritise convenience, lighter roast flavours, and transparent branding. Challenges such as regulatory compliance, unfamiliar flavour profiles, and building trust were identified. Proposed solutions include product adaptation through lighter roasts and ready-to-drink formats, obtaining ethical certifications, and collaborating with Finnish cafes and cultural organizations.</p> <p>The thesis concludes that Vietnamese coffee can succeed in Finland by balancing cultural authenticity with local adaptation. Leveraging its unique heritage, sustainability initiatives, and strategic partnerships, Vietnamese coffee has the potential to enrich Finland's coffee culture and strengthen cross-cultural ties between the two nations.</p>		
Keywords		
Vietnamese coffee, Finnish market, cultural integration, consumer preferences, sustainability, market entry strategies		

Contents

1	Introduction.....	1
1.1	Background.....	1
1.2	Object and Research Questions.....	3
1.3	1.3 Scope and Limitations.....	3
2	Research Methodology.....	5
2.1	Research Approach.....	5
2.2	Deductive Research Method.....	5
2.3	The Collection of Data.....	6
3	Theoretical Framework.....	8
4	Cultural Context.....	10
4.1	Overview of Vietnamese Culture.....	10
4.2	Coffee in Vietnamese Culture.....	10
4.3	Overview of Finnish Culture.....	11
4.4	Coffee Consumption in Finland.....	11
4.5	Cultural Contrast and Synergies.....	12
4.5.1	Differences in Coffee Preparation and Consumption.....	12
4.5.2	Social Dynamics and Culture Synergies.....	13
5	Market Analysis.....	14
5.1	The Finnish Coffee Market.....	14
5.2	Potential for Vietnamese Coffee.....	15
5.3	Competitor Analysis.....	16
6	Business Practices and Strategies: Crafting Connection Through Vietnamese Coffee 18	
6.1	Bridging The Story of Vietnamese Coffee to Life in Finland.....	18
6.1.1	Building a Connection Through Stories and Craft.....	18
6.1.2	Eco-Friendly Initiatives and Social Responsibility.....	18
6.1.3	Localised Flavours and Introductions to Vietnamese Classics.....	19
6.2	Strategic Channels to Reach the Finnish Audience.....	19
6.2.1	Leveraging the Finnish Coffee Festival and Cultural Event.....	19
6.2.2	Convenient Offerings for Everyday Finnish Routines.....	19
6.2.3	Exclusive Collaborations with Finnish Designers for Unique Packaging.....	20
6.3	Building Long Lasting Cultural and Business Partnerships.....	20
6.3.1	Creating “Friendship Programs” Between Vietnam and Finland.....	20
6.3.2	Embedding Vietnamese Coffee in Finnish Tourism and Culinary Education.....	21

6.3.3	Creating Connections Through Influencer Collaborations and Social Media Campaigns	21
6.4	Building a Sustainable Brand: Cultural Adaptability and Quality Commitment ..	22
7	Key Findings from Real Case Interviewing.....	24
7.1	Key Findings from Qualitative Research and Methodology Recap.....	24
7.2	Interviewees' Backgrounds.....	25
7.3	Thematic Analysis Process.....	27
7.4	Key Findings	27
7.4.1	Cultural Curiosity and Openness to Authenticity	27
7.4.2	Flavour Preferences and Convenience	28
7.4.3	Sustainability and Ethical Considerations	29
7.4.4	Trust and Credibility in Foreign Brands.....	30
7.5	What Matters Most When Choosing Coffee.....	31
7.6	New Insight: Limited Focus on Health Benefits.....	32
7.6.1	Comparison with Vietnamese Coffee Culture	32
7.6.2	Opportunities for Future Engagement.....	32
7.7	Summary of Findings.....	32
7.8	Implications for Vietnamese Coffee	33
8	Challenges and Solutions	34
8.1	Challenges and Solutions for Vietnamese Coffee in Finland.....	34
8.1.1	Cultural Adaptation and Consumer Preferences.....	34
8.1.2	Market Penetration and Brand Positioning.....	35
8.1.3	Building Trust an Ensuring Quality.....	35
8.1.4	Logistical Challenges and Competitive Pricing	36
8.1.5	Enhancing Consumer Awareness and Cultural Engagement.....	37
8.2	Conclusion: A Strategic Vision for Vietnamese Coffee in Finland	37
9	Conclusion.....	39
9.1	Summary of Key Findings	39
9.2	Practical Recommendations for Stakeholders	39
9.3	Limitation and Directions for Future Research.....	40
9.4	Final Reflections.....	41
9.5	Answer to Main Research Question and Sub-Questions	42
9.5.1	Answer to Sub-Questions	42
9.5.2	Conclusion: Addressing the Main Question	43
	References	44
	APPENDICES.....	51

LIST OF TABLES

Table 1 Top coffee producing countries in the world 2023/2024

Table 2 Contact list

1 Introduction

1.1 Background

Vietnam is a Southeast Asia country, located in the Indochina peninsula. With a strategic economic location in the area, Vietnam was surrounded by wars for centuries. Luckily, they managed to defend their country and culture. With the character of the Vietnamese people, learning new things and making it for themselves has always been embraced in the culture. And coffee culture is one of these things.

Coffee was brought to Vietnam by the French colonizer as a high yielding crop in the beginning of the Vietnamese war against the powerful force from the west. To this day, coffee is still considered a key crop in Vietnam's agricultural economy. As evidence, Vietnam has the second highest coffee productivity in the world (Table 1) and was the world's number one supplier of robusta coffee beans in 2023 (Genuine Origin, 2024). To achieve its current position, coffee trees in Vietnam have gone through a difficult process, from the neglect of their development in the 60s and 80s of the last century to the breeding and perfecting of pest-resistant coffee beans. In the 90s, the government decided to revive the industry and agriculture with the aim of strengthening and developing the country through not only producing but also exporting which was not familiar during the previous governance system. (Cafely, 2024)

Table 1: Top coffee producing countries in the world 2023/2024 (Adapted from Foreign Agricultural Service U.S Department of Agriculture, production of coffee statistics 2023/2024)

Market	% of Global Production	Total Production (2023/2024, 60 KG Bags)
Brazil	39%	66.3 million
Vietnam	17%	29.1 million
Colombia	7%	12.2 million
Ethiopia	5%	8.35 million
Indonesia	5%	8.15 million
Uganda	4%	6.4 million
India	4%	6.1 million

Honduras	3%	5.3 million
Peru	2%	4 million
Mexico	2%	3.87 million

In addition to business strategies to promote the value of Vietnamese coffee beans in the international market, investing in potential markets from a social science and humanity perspective is also a step worth considering before devoting all efforts to the market. For example, Finland, a potential market for Vietnamese coffee beans.

Finland is one of the Nordic countries, with cold climate and import based agriculture and a small part of that is self-sufficient in organic and year-round greens, vegetables. As an industrial crop that adapts well to tropical monsoon climates, the coffee itself is impossible to grow in the country because of the disadvantage of the climate, but magically the amount of consumption per capita of this drink is higher than any country in the world with an average of nearly four cups a day. (Balance Coffee, 2024)

The reason for this matter is drinking coffee and having coffee in one's household is essential in Finland. The history of coffee in Finland was begun when Russia and Sweden brought this seed and introduced to the nation. During the time, coffee was much for the upper class and was enjoyed on special occasions. In the late 18th century, the Coffee Ban was enacted three times in Finland to avoid wasting it on luxury pleasures with a fine (Meira, 2020). It was believed that this liquid has so many benefits in helping people in improving their multitude ailment, as medicine and was sold in pharmacies. These days, the scarcity of coffee such as during the war time no longer exists so everyone has access to a variety of coffees according to each person's needs and preferences. (Yle news, 2020)

With the common point being coffee, finding the right ways to develop the taste of Vietnamese coffee in Finland is necessary. Understanding the potential of a market through cultural and social exploitation will help the product reach users more easily. It is obvious that there are cultural differences between countries and that is why it is needed to delve deeper into those differences based on the one common object, coffee. Through this, investors from Vietnam will have a clearer view of the Finnish market based on the analysis that will take place in the aspect of intercultural awareness. Not only that, but with a greater hope, this will be a premise for the two countries to exchange, understand and cooperate more easily and effectively.

1.2 Object and Research Questions

The main object of this thesis is how Vietnamese companies can successfully cooperate with Finnish companies and can better understand the people and society of this country through promoting Vietnamese coffee culture in Finland. Specifically, this study aims to explore the compatibility of Vietnamese coffee with Finnish coffee culture, identify the barriers and propose methods to engage Finnish consumers.

To be able to achieve the above goal, the author has raised the main research question: What would be the biggest challenge to make a Vietnamese culture packed product effectively capture the attention of Finnish people in terms of cultural integration?

To get a satisfactory answer to the main question, the author also has additional questions:

1. What are the basic cultural differences between Finland and Vietnam, and How can an understanding of cultural differences and business practices facilitate the effect promotion of Vietnamese coffee in the Finnish market?
2. How can different customs and traditions interact and support each other in business?
3. Is the intersection of these two cultures a focus on cooperation to promote mutual development rather than seeking opportunities to compete and copy each other's strengths?
4. What would be the common standards that the Vietnamese coffee products need to take into consideration when promoting themselves to the Finnish people?

1.3 1.3 Scope and Limitations

As a business student with a passion for approaching many issues through communication, the author wants to use this opportunity to exchange and learn more about the culture and people where the author is studying. Therefore, the scope of this study is limited to analysing the cultural and business factors affecting Vietnamese coffee's market entry in Finland. This paper will only focus on collecting practical information about the culture preferences, consumption habits, and the competitive landscape in the Finnish coffee market. The study will not be covering the other international markets, nor does it address larger economic factors like pricing or logistics, except where directly relevant to the culture context. Furthermore, due to the data availability, this study may rely primarily on secondary sources and real case interviewing of Finnish consumers rather than extensive field research within Finland. These limitations help narrow the study's focus, ensuring depth within the chosen cultural and business factors.

This article is intended to be a platform for cultural and business communication between Finland and Vietnam. However, since coffee and its culture are the central subject, there will be references to coffee products from both countries. These references are not intended to change or bring negative feelings that affect the pride of a country. This will only be a hypothesis from which to take the opportunity to promote the product more successfully.

2 Research Methodology

2.1 Research Approach

Qualitative research will be used for this thesis in order to explore new information and compare it with existing information. Through this method, the author can find the right direction to support the research questions. This will be a useful method when the author can dig deeper into the personal perspective of the presented matter. Furthermore, it plays an important role in studying the relevance of the coffee market between Vietnam and Finland. From there, the author can find suitable promotional opportunities for Vietnamese coffee through the information collected during the research process.

The conclusion for qualitative research method is that the information exploited will be consolidated and understood more clearly. Through the above benefits, the researcher can have a more comprehensive view of the research to creating the premise for promoting creativity based on the difference between theory and collected results. The choice of qualitative research for this paper is to take advantage of the freedom in making research questions that is not limited by the subjective nature as in qualitative research (Qualitative Study, 2022).

2.2 Deductive Research Method

Deductive research is a basic method for drawing conclusions based on information obtained through qualitative research. This method will be used in this thesis to take advantage of the interviewees' answers to give out the best matches. Because this is a cultural topic, asking questions to many people is a natural thing to happen, so it is completely suitable for the deductive process. The use of deductive method may affect the results of the investigation, but because of its reliability and time saving, the author decided to use this method.

Deductive research process Starting with relevant social theories, the researcher will have to identify the main points, find answers, formulate further questions, and from there construct answers within a framework. (Business Research Methodology)

Hypothetical reasoning in this thesis is necessary from the author's perspective. Because after collecting official information, analysing and decoding information in the direction of connecting details will sometimes develop a new insight for the topic. With this topic about culture, having a hypothetical argument will make the difficult details about communication between two cultures easier to connect. But sometimes, to generate a new hypothetical argument, questions must be closely linked to avoid contradictions in information gathering.

2.3 The Collection of Data

The data collecting process for this thesis is consistent with the qualitative methodologies chosen, with an emphasis on gaining in-depth, contextual material to improve knowledge of Vietnamese and Finnish cultural perspectives on coffee. This method emphasizes how cultural norms and values impact coffee consumption preferences in Finland by giving deep, nuanced insights preference over general data collecting.

Data will be collected from a variety of primary and secondary sources. Books, newspapers, academic journals, and trustworthy internet media give insights on Finnish consumer behaviour and Vietnamese coffee culture. While English translations provide essential information, special emphasis will be placed on the cultural authenticity of these sources, with careful selection to create a nuanced knowledge of each culture.

Semi-structured interviews will be used to collect primary data from Finnish coffee consumers with different professional backgrounds (Table 2). These interviews present viewpoints that illustrate Finnish tastes in both leisure and practical consumption situations, providing vital insights into how Vietnamese coffee might appeal to a wide range of Finnish consumers. The insights gained from these interviews will highlight Finnish cultural values such as quality, authenticity, and curiosity about new cultural experiences, providing a foundation for understanding consumer expectations in Finland.

This qualitative data collecting method aims to provide understanding of the cultural ties between Vietnamese coffee and Finnish consumer values, allowing for an educated approach to promoting Vietnamese coffee in the Finnish market. Due to confidentiality reasons, the interviewees will not expose their names in this paper, instead their names will be listed in the form A,B,C,D,E to ensure that their contributions through interviews are acknowledged.

TABLE 2: Contact list

Name	Profession	Contact reasons	Contact Method	Interview Date
Person A	Event Coordinator	To understand Finnish consumer behaviour in hospitality coffee trends.	Face-to-face Meeting	November 8, 2024

Person B	Military Personnel	Insights on convenience-driven coffee preferences in high-pressure environments.	Face-to-face Meeting	November 8, 2024
Person C	Composer	Exploring cultural storytelling and creative connections to coffee experiences.	Face-to-face Meeting	November 15, 2024
Person D	Business Student	Trends in convenience, sustainability, and branding for urban consumers.	Email Contact	November 15, 2024
Person E	Retired teacher	Artisanal preferences and cultural interest in diverse coffee traditions.	Face-to-face Meeting	November 17, 2024

3 Theoretical Framework

This study draws on several theoretical frameworks that together provide insights into cultural adaptation and consumer behaviour. Specifically, Geert Hofstede's cultural dimensions theory (Wale H., 2024), consumer behaviour theory (Wayne W., et al., 2022), and brand adaptation theory (Bhasin H., 2023). Each framework sheds light on how cultural values, consumer motivations, and market positioning can shape marketing strategies for Vietnamese coffee in Finland.

Hofstede's cultural dimensions theory provides a structured way to compare Vietnamese and Finnish cultures on dimensions such as individualism versus collectivism, uncertainty avoidance, power distance, and long-term orientation (Hofstede G., Minkov M., 2010). For example, Vietnam's collectivist culture emphasizes social harmony and community (Berlitz, 2023), which is consistent with the way coffee is shared in group settings as a social activity (Le B. C., 2024). In contrast, Finland's highly individualistic culture values personal space and personal choice (InfoFinland, 2024), which impacts coffee consumption as a personal ritual often associated with specific moments, such as Kahvitauko (Fofocar, 2023).

Applying Hofstede's framework to the contexts of Vietnam and Finland can reveal cultural contrasts and congruences in coffee-related behaviours. These insights will inform the cultural context (chapter 4), which examines how Vietnamese collectivism may appeal to Finnish values of social bonding during coffee breaks, while addressing Finnish preferences for light, individually brewed coffee. The theory will also guide an analysis of cultural challenges and barriers (chapter 7), such as how avoiding Finland's high uncertainty may influence perceptions of unfamiliar Vietnamese coffee flavours and preparation methods.

This study is also based on consumer behaviour theory, specifically the theory of planned behaviour (TPB), which considers attitudes, subjective norms, and perceived behavioural control as predictors of consumer behaviour (Wayne W., et al., 2022). In the Finnish context, TPB will help analyse Finnish coffee preferences and consumption patterns by assessing their attitudes toward Vietnamese coffee characteristics, such as the strong flavour of robusta bean. Since coffee consumption in Finland is not only a personal preference but also a social norm embedded in daily habits, TPB provides a perspective to understand the importance of habitual influences on consumer attitudes (Market Analysis, Part 5).

Consumer behaviour theory will guide the market analysis of Finnish coffee preferences, helping to identify key attributes that appeal to Finnish consumers and barriers that may prevent them from consuming Vietnamese coffee. This framework will support the identifi-

cation of unique selling points (5.2) for Vietnamese coffee, as well as effective communication strategies (6.1) that align with Finnish consumers' motivations, such as emphasizing quality, natural flavours, and sustainability.

Brand adaptation theory provides insights into how brands from culturally diverse markets can succeed by adapting to local preferences while maintaining a unique brand identity (Bhasin H., 2023). The theory suggests a balanced approach between standardization and localization in brand positioning, which is important to maintain the authenticity of Vietnamese coffee while appealing to Finnish tastes. Vietnamese coffee brands may need to adapt their products to match Finnish expectations of a quick, light coffee experience, while emphasizing authentic aspects of Vietnamese coffee culture that align with Finnish values, such as natural processing methods and sustainable sourcing. The brand adaptation theory will inform marketing strategies (6.1), identifying which aspects of Vietnamese coffee can be adapted to suit Finnish preferences without losing its unique cultural identity. It will also shape distribution channels (6.2) by targeting Finnish retail locations and online platforms where Finnish consumers are likely to encounter and experience Vietnamese coffee for the first time.

This multi-frame approach allows for a comprehensive consideration of the cultural, behavioural, and branding adaptations needed to promote Vietnamese coffee in Finland. By anchoring each part of the thesis in these theories, the study can provide practical insights into how to effectively bridge the cultural and market gap.

4 Cultural Context

4.1 Overview of Vietnamese Culture

Vietnam is a country with a long-standing culture shaped by the diversity of natural landscapes, histories and ethnic groups. As the country has a desert in the southeastern coastal area (Rajapaksha P., 2024), A Vietnamese saying from a famous song writer “trăm năm giặc Pháp, nghìn năm giặc Tàu” which means “hundred years of France and thousand years of China” to describe about its History (Sở Tư Pháp Lâm Đồng, 2023), and more than 50 ethnic groups sharing the same language (Viet Nam Government Portal). The highlight of this culture is the focus on preserving national identity, the concept of collectivism is the common basis for connecting the community, connecting family members, interacting and supporting each other of people living in the same country (Le T. K. D., 2020). A Vietnamese proverb is "một con ngựa đau, cả tàu bỏ cỏ", a similar explanation for the above sentence is that when one is hurt, all are hurt. The above positive values make a Vietnamese person. Through this, it is a basis for forming and influencing life and activities including traditions of artistic creation, cuisine and social communication (Brodowicz M., 2024).

4.2 Coffee in Vietnamese Culture

Coffee has its role in the Vietnamese culture since it is a lever to help uniting society and become an indispensable part of the spiritual culture of Vietnamese people (Le B. C., 2024). Through coffee, one can know that Vietnam is one of the leading countries in production output. Vietnam has robusta coffee beans, a type of coffee with a strong flavour, bitter taste and aroma reminiscent of cocoa with a high caffeine content (43 Factory, 2024). The coffee experience in Vietnam is something completely different as the coffee drinking culture is closely linked to the daily life of the local people depending on the region.

Enjoying this drink is one thing and making it is another, for example cà phê sữa đá. This is a popular drink in Vietnam, with the characteristic bitterness of coffee, the sweetness of condensed milk and a little bit of ice, this is a suitable drink for hot days because of its refreshing and flavourful because Vietnamese focuses on the richness of taste from all the ingredients used. And before getting the perfect coffee essence, Vietnamese people will use a type of metal drip filter called phin. This is a traditional method of brewing coffee slowly to achieve the desired delicious and flavourful liquid coffee. (Cafely, 2024)

Whether to drink tea or coffee depends on each person's needs. Vietnamese people drink tea when they have important things to talk about, but coffee is the complete opposite (Coffee S., 2023). They drink coffee in the morning to boost their energy and when meeting

friends and family. When arriving in Vietnam, the first and easiest thing to see is many people sitting together at roadside stalls, including coffee shops. Coffee shops in Vietnam are often served as a gathering place for friends, a place to relax and enjoy drinks. In general, these places always have a close atmosphere like at home, a place for conversations, a place where having coffee is enjoyable. Drinking coffee is an important thing in the context of Vietnamese society. It shows the hospitality and closeness of Vietnamese people, affirming the importance of strengthening solidarity in society. (Le B. C., 2024)

4.3 Overview of Finnish Culture

In contrast to Vietnamese culture, Finnish culture respects and values individualism (Finland Toolbox, 2024). Here, each individual is equal, and society cooperates based on honesty and trust (Chaudhary S., 2020). This is also a country with absolute respect for nature and its beauty. As there is a park decorated of natural stone statues (City of Lahti, 2024). Finnish national Identity comes from its history of the winter war and is a bilingual country (Maavara A.) Finland has become famous in recent years as the country with the highest happiness index and quality of life in the world. This is the result of Finland's focus on social equity in the form of improving social welfare. (ThisisFinland, 2024)

4.4 Coffee Consumption in Finland

Coffee consumption per capita in Finland is the highest in the world, with coffee being an indispensable part of every household and the daily life of people in this country (Balance Coffee). Finnish people like to enjoy a cup of coffee quickly and conveniently, so coffee here is often brewed using a French-style coffee maker. When the needs of convenience, optimization, and quality are met, the coffee flavour here is not as strong as coffee in Vietnam because Finnish people like to drink lightly roasted coffee, so they can drink more than just one cup a day. (Wildkaffe, 2024)

International student might experience the coffee culture in the country since the first days of school. During class, teachers often give students a break by letting them have a ten-minute coffee break and of course everyone can drink coffee in the classroom (Mullins P., 2012). This coffee break is called Kahvitauko (Silk road, 2024) in Finnish, this is an indispensable part of culture and working environment in Finland. This is a form where colleagues or a group can drink coffee and talk to each other between work hours. Coffee in Finland is often served in offices or meetings with the purpose of bringing warmth to the atmosphere so that people can openly communicate with each other (All Things Nordic, 2021). When drinking coffee, Finnish people often have pasties as great complement to the

taste of coffee. Pulla is its name in Finnish, popular types of pulla are korvapuusti, voisilmapulla, munkki (Storpellinen M., 2018). Moreover, coffee are often free in companies all over Finland.

4.5 Cultural Contrast and Synergies

4.5.1 Differences in Coffee Preparation and Consumption

Having a deep understanding of the contrast between both cultures and creating opportunities for interaction in all aspects of business is essential when Vietnam wants to promote its coffee to the Finnish market.

The Vietnamese approach to coffee is an affirmation in the culture of this country when it has the nature of appropriation to create a difference rather than copying from other countries (Brown M., 2020). Along the length from north to south of Vietnam, coffee is enjoyed in many different ways. In the north, there is egg coffee, egg yolk is whipped with condensed milk and sugar and then mixed with strong brewed coffee, creating a contrast in taste when enjoying (Coffee B., 2023). In the centre of Vietnam, which is the capital of Vietnamese coffee, most of the coffee is produced here, so the taste of coffee in this area is stronger than all other regions. In the south, besides cà phê sữa đá as introduced above, there is cold egg pudding with a bit of coffee on top. In addition to the flavour, the common point of the above drinks is that it takes a long time to brew to produce the desired coffee results. This slow brewing method is used throughout Vietnam with the aim of creating the most complete coffee taste. Coffee is a part of Vietnamese life, but basically people only drink about 1 to 2 cups a day because Vietnamese coffee contains a higher caffeine content than coffee from other countries (Cafely, 2024).

In another contrasting aspect, the Finns are more concerned about the convenience and speed of preparing coffee than the taste of it (Wildkaffe, 2024). The above information reflects the contrast in lifestyle and pace of life in Finland compared to Vietnam. Finns like to drink hot coffee with a little milk or cream and the combination of sweetness and bitterness of coffee is not to the taste of most people because the coffee here is brewed with a light taste so the taste of coffee will be lost when adding sugar so the sweetness will come from condiments like pasties. Finns can drink coffee almost anytime and anywhere. More specifically, they are very grateful to receive a cup of coffee when visiting someone. And the traditional brewing method here is unfiltered through the Finnish coffee pot. (Feels Like Finland, 2024)

The differences in preparation and consumption are already visible above, but here they also represent opportunities, potentials and challenges. The traditional preparation of Vietnamese coffee can make most Finns feel uncomfortable due to its process. This is an immediate challenge, so further studies to adapt to the needs of the local people is a focus for the future.

4.5.2 Social Dynamics and Culture Synergies

Both Vietnamese and Finnish cultures use coffee as a central medium for conversation and social interaction, which is an important aspect to consider when talking about the social bonding of this drink. The social dynamics surrounding coffee is a bridge to link the two cultures and it is a key point in promoting strategies effectively. For example, Vietnam can advertise coffee in a way that emphasizes the fact that it is a symbol of hospitality, which is resonate with the Finnish culture of offering coffee when guests come to the house or a great combination with traditional Finnish pulla. Because of the preference for light roasted coffee, Vietnam also needs to adjust the product to suit consumer tastes. In addition to taste, Vietnamese coffee needs to emphasize its uses such as relaxation, social interaction, and enhancing work efficiency, which can also be a good way to gain acceptance from Finnish consumers according to the Finnish kahvitauko reference. (Manh D., 2022)

Vietnamese coffee producers and Finnish distributors can work together to improve customer experience and increase market appeal by honouring each culture's coffee traditions. From here, the efforts to promote Vietnamese coffee in Finland will become easier, contributing to cultural exchange and product integration.

5 Market Analysis

5.1 The Finnish Coffee Market

The Finnish market holds an important position in the global coffee market. Because Finland has the highest index in the world in coffee consumption per capita. The specialness of the above information is shown by the fact that on average a Finnish person drinks nearly 4 cups of coffee per day with an annual calculation of over 10 kg of coffee (Curtet P., 2015). So, it can be seen that coffee is an integral part of people's daily life here. The above large consumption index depends on lifestyle, work culture, social interaction culture, and the desire to relax and recharge, as exemplified by Kahvitauko. These short coffee breaks have become an integral part of the ritual practice, where coffee is more than just a beverage. Coffee has the appeal of persuading people to become more social and is a tool for building group cohesion. (Hoang N., 2023)

The common coffee taste that Finnish people prefer comes from light roasted coffee. Finnish coffee has a light taste, less rich in coffee aroma and sometimes old people would add cardamom when drinking. Finnish people like the softness in the taste because it allows them to drink more than just 1 cup a day without the caffeine buzz or bitter aftertaste typically from darker roast. Light roast coffee in Finland is mostly brewed from Arabica beans and major Finnish coffee producers such as Paulig and Meira have done a great job of reaching consumers over the decades, Juhla Mokka, the national coffee of Finland (CBI, 2019). This is not just a common taste but also a part of Finnish coffee culture. (Kultalahti A., 2016)

In recent years, Finnish customers have been demanding to experience different types of coffee, including special roasted coffees or sustainable, environmentally friendly products. More and more Finnish consumers are interested in purchasing organic products as part of their commitment to the environmental awareness and social responsibility (Shamsuzzoha A., 2024). In many major cities in Finland, many coffee shops including specialty coffee shops and own roastery businesses are becoming more popular (My Helsinki, 2024). In these places, the taste profile of coffee can lead the experienter from one continent to another. Often advertised with a special roasting technique, coming from an international market, or a typical preparation of another culture, through a direct method, all of these are aimed at appealing to the curiosity of Finnish people. Their interest in learning about how to create a complete coffee product is a promise for a future for Vietnamese coffee, when its flavour and preparation are new to most local people.

5.2 Potential for Vietnamese Coffee

Vietnamese coffee is a difference from the general popular coffee products being sold in the Finnish market, the reason is that it uses robusta coffee, a type of coffee with high caffeine content, with a naturally strong flavour and less acidity than the Arabica coffees being produced in many factories in Finland (Warfield J., 2024). For Finnish consumers, who are becoming curious about the diversity of tastes and specially prepared products, Vietnamese coffee is meeting the needs as a proposal because of its outstanding qualities. Although light roasted Arabica coffee has its own place in the history of Finnish coffee culture, producers in Vietnam will now have more opportunities to serve stronger coffees in palate as the trend for specialty coffee continues to grow in the future with the younger generation in Finland.

Finnish consumers, especially those who are looking for their own coffee taste and want to learn about coffee cultures, will see the Vietnamese coffee as through the diversity in each preparation layer. Many foreign tourists when coming to Vietnam, the first thing that surprises them is the diversity of this drink, the most prominent of which are cà phê sữa đá_iced milk coffee and cà phê trứng_egg coffee. These two drinks represent the culture, compatibility of the lifestyle and climate conditions of the two main regions in Vietnam and may capture the attention of those having the idea of an unforgettable coffee experience. With a hot and humid climate all year round, people in the southern region of Vietnam really need a drink to help them to cool down. Moreover, people here love dynamism but in need of simplicity, so that is the reason for the birth of coffee combined with condensed milk and ice contained in takeaway cups for easy movement and daily activities. Another traditional drink in the north of Vietnam is egg coffee. Due to the distinct four-season climate, people here love to have a cup of hot coffee in a cozy place, but Vietnamese coffee is too bitter to enjoy as its original flavour, so the locals have created a combined version of egg yolk and condensed milk to put on top of the strong coffee, producing a warm, energetic cup of coffee with the purpose of warming the stomach on cold autumn days. Each of these drinks has its own characteristic in flavour. Preferring to the Vietnamese brewing method, the phin filter enables a more leisurely, contemplative brewing process that may be promoted as “coffee experience” as opposed to merely a beverage. Vietnamese coffee has a great opportunity to be promoted as a specialty product with a distinctive brewing method as consumers grow increasingly willing to explore international varieties.

With the current trend of consumers increasingly preferring sustainable products, to keep up with the above requirements of Finnish consumers, the Vietnamese coffee industry has begun to place a higher emphasis on sustainable, ecofriendly agriculture methods, such as

producing coffee in shade and using less pesticides. Vietnamese coffee could appeal to Finnish consumers who value sustainable and ethical production by highlighting these methods, particularly if local businesses are also diligent in promoting these qualities. Vietnamese companies expanding into Finland could additionally point out robusta coffee beans are an environmental friendly choice as they use fewer resources than arabica coffee beans while they are resistant to pest and can be grown at lower elevations. Vietnamese companies can market these robusta-based beverage as premium, sustainable goods targeted at ethical consumers by establishing partnership with Finnish merchants and coffee shops. (Le Q. V., 2021)

Vietnamese coffee can draw out a place in the Finnish coffee market by highlighting its cultural, flavours interaction, and ecological benefits, appealing to each individual consumer from young people to coffee professionals. Vietnamese businesses will be able to get into the developing specialty coffee industry with a unique flavour and strong cultural identity as a result to this aspect approach.

5.3 Competitor Analysis

Particularly when it comes to light roast arabica coffee, a small number of well-established companies dominate the preferences of the public in Finland's highly competitive coffee market. Major market shares are held by companies like Paulig and Meira, with Paulig overpowering the market because of its strong brand identification and dedication to providing high quality, sustainably produced goods (Finnpartnership, 2017). Because these companies regularly provide flavours that appeal to Finnish palates, Finnish have a high level of trust in these. For example, by adapting its coffee products to light roasts that Finnish people demand, Paulig has managed to maintain a major market position. Providing ethical and organic certified coffee in response to the increased consumer demand for sustainability has also helped the brand maintain its popularly favourable position with people who care about ethics (Kultalahti A., 2016)

Finnish market has seen a recent increasing number of specialty coffee businesses, especially in big cities Where customers' interest in international coffee culture is growing. In addition to the major companies in the Finnish specialty coffee market are Kaffa Roastery, Good life Coffee, and Johan & Nyström. These companies attract customers in by providing premium, small batch roasted coffees that focus on ethical, diverse sourcing and transparency. In addition to diversifying their products lines, these specialty coffee brands often source coffee beans from global markets, including as Ethiopia, Colombia, and Guatemala adding unique tastes advertising that are very different from the light roast arabica that rules the mainstream market. Specialty coffee businesses have gained a distinct appeal among

customers, students, and people with more professionals who appreciate artisanal products and are open to trying out new experiences. (Taype L. S., 2022)

Vietnamese coffee's acceptance approach in this highly competitive market may centre on establishing itself as an exotic, culturally identity, artisanal substitute for Finland's encouraging specialty coffee industry. Vietnamese coffee companies might want to set themselves apart from both the favourable light roast arabica blends produced by large Finnish companies and the single or original arabica blends offered by those specialty coffee shops by presenting robusta coffee beans as a lesser known but outstanding coffee variety. Consumers in Finland who have the desire to learn something new may find this "cultural coffee experience" concept fascinating, especially those who want to learn about different coffee tastes and brewing methods from nations other than Finland. With the goal to build credibility and as well as recognition in the Finnish specialty coffee market, Vietnamese companies may consider the potential partnership with specialty coffee shops and coffee roasteries to introduce customised coffee products, blended beverages, or collaborate on activities.

Vietnamese coffee companies also have a chance of benefiting from new sustainability initiatives in the Vietnamese coffee market, when sustainability continues a fundamental value for Finnish customers. Vietnamese coffee may be performed more in a same level with Finnish ideals as well as set apart from its mainstream and specialty competitors by high lighting the country's transition to ecological friendly growing and production methods. Vietnamese companies should emphasise how robusta coffee's natural resistance to pests makes it more environmentally friendly alternative by minimising the need for chemical pesticides. Vietnamese coffee companies may also describe to Finnish people about the positive effects that organic procedures have on local communities, which would appeal to their strong sense of social responsibility. (Government Communications Department, 2019)

Vietnamese coffee companies aiming for opportunities in Finnish market should give a consideration to developing partnerships with specialty coffee shops, cultural events, and manufactures who promote sustainable and unique products. Vietnamese coffee may differentiate itself in the Finnish market as an exquisite and socially responsible choice, providing an excellent substitute for the typical Finnish coffee experience, through collaboration and effective advertising.

6 Business Practices and Strategies: Crafting Connection Through Vietnamese Coffee

6.1 Bridging The Story of Vietnamese Coffee to Life in Finland

This chapter will focus on strategies that make Vietnamese coffee an invaluable and unforgettable choice for Finnish customers, connecting the gap between unique flavours and traditions of Vietnamese coffee and Finnish value of quality, authenticity and community. Vietnamese coffee may make a reputation for itself in the Finnish coffee industry through building a genuine, resilient brand narrative, utilising well-chosen distribution methods, and establishing significant partnerships.

To bring Vietnamese coffee into Finnish daily life, it is important to not only meet market demands but also introduce cultural elements that resonate deeply with Finnish values. There is a unique opportunity here to create a space where the warmth and hospitality of Vietnamese coffee culture could blend beautifully with Finland's appreciation for simplicity, trust, and tradition (InfoFinland, 2024).

Vietnamese coffee companies need to focus on the characteristics that best align with Finnish values to transcend taste as well as entering the storytelling platform to appeal to Finnish customers.

6.1.1 Building a Connection Through Stories and Craft

Vietnamese coffee has a rich history and a distinctive ritual that goes beyond simple consumption. Telling the story may be a powerful approach. Advertisement may, for instance, highlight the practice of phin brewing as a remedy for the hectic pace of contemporary life, while the phin filter would serve as a presentation of mindfulness. In addition, brands might emphasize this process as a contrast to Finland's fast-paced kahvitauko experience, which is in keeping with Finland's rising demand for "slow life" (Paterson M., 2016). To offer Finnish viewers a taste of Vietnam's varied landscape and the knowledge that goes into making each coffee bean, photos and videos of local farmers and artisans should be posted on social media or documentary on Finnish national television on weekend.

6.1.2 Eco-Friendly Initiatives and Social Responsibility

The core values of Finnish consumers' decisions are ethics and sustainability. By implementing fair trade policies, organic sourcing, and environmentally friendly packing, Vietnamese coffee companies may establish themselves as green advocates. Consider biodegrada-

ble packaging or coffee bags labelled “From Vietnam, with love” that are composed of recycled materials, which reflects Finland’s ecologically mentality culture. Each cup of coffee serves as a witness to ethical and sustainable production, which is further demonstrated accounts of Vietnamese coffee fields and people engaged in these activities. (Lewis B., et al., 2004)

6.1.3 Localised Flavours and Introductions to Vietnamese Classics

Although mild roasts are often preferred by Finnish people, it takes a bit of expertise to introduce them to the stronger, more flavourful tastes of Vietnamese robusta. Blends intended to appeal to Finnish palates, such as light or medium roasts paired with the choice of Vietnamese iced coffee for the Finnish short-hot summer or Vietnamese egg coffee in the long-cold winter, might be offered first as a unique, seasonal product. These distinctive possibilities might also be highlighted through limited-edition “Vietnamese coffee weeks” in nearby Finnish cafes, pop-up cafes, or in store tastings that emphasise cross cultural interaction.

Vietnamese coffee’s roots run deep, its story as the tradition of phin brewing and the communal nature of drink coffee together is exactly what could captivate Finnish audiences. This would also honour his cultural background, which holds coffee as a symbol of togetherness and friendship. By positioning Vietnamese coffee as an experience that promote mindful moments, Finns could be drawn to it not just as a drink but as a brief escape into another world, one that respects both craft and calm.

6.2 Strategic Channels to Reach the Finnish Audience

6.2.1 Leveraging the Finnish Coffee Festival and Cultural Event

Vietnamese companies may provide Finnish consumers with immersive experiences by taking part in events like Helsinki Coffee festival, Cultural exchange workshops, tasting events (Visit Tampere). During these events, visitors may be able to sample traditional Vietnamese beverages like iced milk coffee or experience various coffee brewing techniques like the filter. Vietnamese coffee is more than simply a drink (Brown M., 2020), workshops might explain its ritual and sensory experience, turning it into a memorable experience that visitors can connect with learning about and appreciating the culture they represent.

6.2.2 Convenient Offerings for Everyday Finnish Routines

Although Vietnamese coffee culture is rooted in traditional brewing, accessibility might be improved by tailoring it to Finns’ convenience preferences. For instance, Finns who want a

coffee with a distinct flavour would be drawn to ready-to-drink iced coffee choices. By making Vietnamese coffee available in Finnish groceries, coffee shops, and online, Finns might incorporate it into their everyday routines and savour real Vietnamese flavours in a convenient drink.

6.2.3 Exclusive Collaborations with Finnish Designers for Unique Packaging

Vietnamese coffee's aesthetic appeal might be enhanced by collaborating with local artists to create eco-friendly packaging that combines Finnish and Vietnamese design aspects. Vietnamese coffee could become a distinctive, collectible item on store shelves with limited-edition packaging that combines traditional Vietnamese patterns with minimalist Finnish designs, appealing to Finnish customers who value both aesthetics and environmental responsibility.

Finns appreciate authenticity, both in terms of quality and personal connections (Chaudhary S., 2020). Introducing Vietnamese coffee at festivals or through pop-up events could allow for genuine interactions, giving Finnish people the chance to experience Vietnamese flavours directly. By tasting something culturally, there is potential to inspire more curiosity and an openness to Vietnamese customs.

6.3 Building Long Lasting Cultural and Business Partnerships

6.3.1 Creating "Friendship Programs" Between Vietnam and Finland

Vietnamese cultural organizations, embassies, or language institutes can collaborate with Vietnamese coffee companies through "friendship programs." Participants in these programs might learn about one another's coffee rituals, languages, and cultures through participatory experiences such as workshops or pop-up cafes. These programs might promote a more profound and enduring appreciation of Vietnamese coffee by positioning it as a symbol of friendship and cross-cultural interaction.

To ensure an authentic and sustainable entry into the Finnish market, Vietnamese coffee companies could partner with established Finnish coffee distributors, popular cafes, and cultural organizations. Such collaborations would allow Vietnamese coffee integrated into Finnish culture in a way that resonates with local values of trust, quality and community. By working with respected Finnish cafes and roasteries, Vietnamese coffee could reach an engaged audience, promoting an experience that combines cultural depth with quality, allowing Finnish consumers to enjoy it as a part of meaningful cultural exchange rather than an isolated product.

6.3.2 Embedding Vietnamese Coffee in Finnish Tourism and Culinary Education

By collaborating with Finnish tourism boards and culinary schools, Vietnamese coffee can establish a unique presence in Finland and integrate its narrative into the country's own cultural fabric. Consider a Finnish culinary curriculum that connects students with the people and practices that inspire cà phê sữa đá and phin brewing, allowing them to learn about the artistry and cultural value of these traditions rather than just teaching brewing methods. Vietnamese coffee would be explored practically in culinary school workshops, enabling aspiring cooks, baristas, and restaurateurs to bring this genuine Vietnamese flavour to Finnish dining table. They may provide Vietnamese coffee as a well-prepared experience in Finnish cuisine by understanding the "why" behind the traditional brewing process, offering visitors with a flavourful and cultural centric rich experience.

Vietnamese coffee might serve as a cultural ambassador at events, seasonal festivals, and even cross-cultural displays by working with Finnish tourist boards and travel agencies. By promoting Vietnamese coffee as a new destination in and of itself, an experience based campaign might allow Finns to feel the essence of Vietnam without having to visit. In Finnish tourism, programs like this would enable Vietnamese coffee to become more than simply a product and create enduring interest in its origins as a distinctive narrative.

6.3.3 Creating Connections Through Influencer Collaborations and Social Media Campaigns

Influencer partnerships might promote Vietnamese coffee through real, narrative driven advertising in a digital environment where Finn's value relatability and honesty. Influencers may capture their immersive experiences, such as touring robusta fields and dining with Vietnamese farmers, by collaborating with influencers who visit Vietnam. This creates a connection between the two cultures. Viewers may follow the story arc that is created by these glances into the coffee's journey from farm to cup, creating an experience that transcends basic consumption.

These influencers would present Vietnamese coffee as an experience of landscapes, people, and enthusiasm rather than just a beverage. Imagine an influencer posting each special moment on social media while sharing the traditions of patiently brewing coffee in a phin and wondering about the differences between a busy Hanoi Cafe and a small Finnish kitchen. Because of this intimate relationship, Finnish viewers are inspired to see Vietnamese coffee as a narrative in which they can participate. Social media may transform a basic beverage into an invitation to travel, learn, and establish cross cultural connections by portraying Vietnamese coffee as an immersive, meaningful experience.

Finns value community, this aligns closely with Vietnamese values, where bonds between people hold immense significance. Introducing a “friendship program” for cultural exchange would not only give Finnish consumers a more intimate understanding of Vietnamese coffee but could also help build lasting, trust-based relationships that would make Vietnamese companies relate more to their culture core values.

6.4 Building a Sustainable Brand: Cultural Adaptability and Quality Commitment

Vietnamese coffee businesses must make cultural adaptation and quality control the fundamental elements of their strategy if they want to effectively enter the Finnish market. Offering a product is only an aspect of cultural adaptation, another is having a sophisticated awareness of local preferences, values and consumption patterns. For example, Finnish customers prefer gentler, more approachable coffee experiences, but Vietnamese coffee is on the opposite side. As an outcome, Vietnamese companies may consider developing blends or products that capture the spirit of Vietnamese coffee culture while satisfying Finnish palates. They could make it easier to enter the market by providing people’s needs such as mildly roasted but maybe with a unique twist, that can be adjusted to suit local preferences.

With the aim to build confidence and trust in the new market, quality assurance is essential. High-quality items are important to Finnish customers, who value openness about sourcing and consumption practices. Vietnamese coffee companies are required to implement strict quality control procedures and give transparent information about the origin, processing techniques, flavour characteristics of their coffee. By taking advantages of storytelling in branding, each coffee bag tells a story about its journey from the soils of Vietnam to Finnish consumer’s cup, achieving this transparency. The brand’s image must be further enhanced by working with regional quality assurance organizations and taking part in certification programs, which would guarantee that the products fulfil Finnish quality requirements.

Furthermore, it is also crucial to put in place a strong feedback loop. Companies may improve their products depending on the tastes and expectations of Finnish customers by interacting with on social media, hosting tasting events, and conducting surveys. In addition to promoting a feeling of community, this establishes Vietnamese coffee as a company that respects and responds to customer feedback.

Finding a balance between respecting traditional brewing methods and adjusting to local consumer culture is ultimately the key to building a successful Vietnamese coffee brand in Finland. This two-pronged strategy not only honours the rich history of Vietnamese coffee

but also encourages Finnish customers to embrace a product that represents a cross-cultural bond. Vietnamese coffee can both captivate palates and act as a catalyst for greater cross-cultural understanding and appreciation as it starts to blend its story into the Finnish coffee scene.

In this regard, the successful entry of Vietnamese coffee into Finland offers a chance to forge deep cultural ties in addition to being a commercial venture. Companies are paving the way for a coffee experience that appeals to both taste and culture as they make a commitment to comprehending and assimilating into Finnish society. Vietnamese coffee may become a recognised choice in the Finnish coffee market by being flexible, high quality, and connected to the community.

7 Key Findings from Real Case Interviewing

7.1 Key Findings from Qualitative Research and Methodology Recap

This section covers the main findings of a qualitative study done to evaluate Finnish consumers' opinions of Vietnamese coffee and its potential for successful entry into the Finnish market. The research sought to elicit information on local tastes, cultural receptivity, and the commercial possibilities of Vietnamese coffee. The findings lay the groundwork for the suggestions in the next chapter of this thesis, which ensure culturally acceptable methods that fulfil the requirements and expectations of Finnish customers.

To achieve these objectives, the study used a qualitative research design with semi-structured theme interviews. This technique enabled participants to express their opinions openly and expound on complicated concepts about Vietnamese coffee. The study focused on crucial factors like as taste preferences, brewing processes, cultural associations, and potential commercial impediments. These interviews allowed for a limited examination of Finnish customer attitudes and preferences, revealing insight on both potential and obstacles facing Vietnamese coffee manufacturers.

Five participants were selected for their different professional backgrounds and lifestyles to ensure an understanding of Finnish consumer behaviour. The interviewees included:

1. Person A: an event coordinator representing the service industry and consumer-facing roles.
2. Person B: a military personnel representing high-pressure working environments and practicality-driven preferences.
3. Person C: a composer offering insights from a creative and culturally attuned perspective.
4. Person D: a young business student reflecting the values of convenience, sustainability, and trend-consciousness.
5. Person E: a retiree teacher and coffee enthusiast with a deep appreciation for artisanal and traditional coffee practices.

Interviews were guided by themes (APPENDIX 1). Transcriptions of the interviews were analysed using a thematic approach to identify recurring patterns and unique perspectives. This approach ensured that the findings were firmly rooted in the participants' responses, capturing a nuanced understanding of their preferences and expectations.

By synthesising insights across these perspectives, the study presents a limited research of Finnish consumer behaviour, highlighting actionable themes and challenges. These findings serve as the basis for the recommendations in the subsequent sections of this thesis.

7.2 Interviewees' Backgrounds

To achieve the consistency in qualitative research, the interviewees were selected according to the following criteria:

1. Representation of diverse consumer experience
2. Cultural openness compared to convenience-driven consumption
3. Insights into Finnish key values
4. Connection to potential market entry strategies

The five interviewees were chosen based on their ability to reflect the variety of Finnish coffee-drinking habits and fundamental cultural values. Their points of view offer a balance analysis, enabling the thesis to evaluate Vietnamese coffee's commercial potential from the perspectives of everyday convenience and cultural curiosity.

Person A is the event coordinator for a popular cruise ship service operating between Finland and Sweden. Having worked in the hospitality sector for 20 years, person A has experience monitoring and catering to the interests of a wide range of demographic groups. In this capacity, the event coordinator engages with Finnish travellers who frequently look for exceptional and distinctive travel experiences. This interviewee has experience finding goods that align with the honesty and comfort that define Finnish hospitality. Since person A provides insights on how customers react to culturally rich products in leisure and travel settings, where there is frequently a heightened openness to unexpected experiences. Person A's viewpoint is essential to comprehending the potential of Vietnamese coffee in Finland.

Person B is Finnish military personnel. Person B has been in the Finnish military environment for almost 20 years. Person B brings a different viewpoint from his role within the Finnish military. In this high-demand job, efficiency, convenience, and practicality are important considerations in everyday choices, including coffee. This interviewee is used to the pragmatic "no-frills" attitude to coffee, viewing it as an energy source rather than a ceremonial or leisurely beverage. Despite this, person B recognized the appeal of interacting with people from all cultural backgrounds over coffee, viewing it as an interesting method to learn about various customs while still emphasizing consumption. In evaluating how Vietnamese

coffee, with its more complex brewing techniques and strong flavour profile, can appeal to Finnish customers who value both practicality and significant experiences, person B's viewpoint is immensely helpful.

Person C, a 28-year-old composer and creative professional based in Espoo. Person C's work involves creating music and collaborating with various cultural and artistic communities, offering a perspective enriched by creativity and an appreciation for cultural diversity. As a self-proclaimed coffee enthusiast, Person C views coffee as both a stimulant for creativity and a cultural artifact. This participant offers a distinct, culturally based perspective on coffee use. Person C's creative background enables him to link coffee with cultural storytelling and artistic expression. C highlights how Vietnamese coffee, with its rich traditions and strong tastes, may act as a bridge between cultural discovery and artistic inspiration. Person C's findings emphasize the necessity of advertising Vietnamese coffee as a cultural experience rather than a product.

Person D is a 24-year-old business student in Hämeenlinna, representing a younger, urban demographic that values innovation, sustainability, and convenience. As part of fast-paced lifestyle, Person D consumes coffee frequently throughout the day and is highly attuned to emerging trends, including ready-to-drink coffee products and environmentally conscious purchasing. This interviewee shares insights on the tastes and purchasing habits of younger Finnish customers, who frequently seek convenience without compromising ecological or cultural importance. Person D's comments emphasize the relevance of product accessibility, such as ready-to-drink options or cold brews, as well as the necessity of digital involvement in raising brand awareness among younger consumers.

Person E is a retired teacher who worked along children with special conditions. E has a lifetime enthusiasm for coffee and is particularly interested in discovering new coffee varieties and traditional brewing methods. Person E's coffee drinking is motivated by a desire to turn each cup into an immersing ritual rather than a mundane habit. Person E's approach to coffee is more traditional and artisanal. This participant provides vital information on a market segment that values cultural authenticity, artisanal workmanship, and robust tastes. Person E's willingness to experiment with different brewing processes, such as the Vietnamese phin filter, indicates Vietnamese coffee's potential appeal to Finnish customers who appreciate immersive and meaningful coffee experiences. Furthermore, person E's emphasis on promoting small-scale producers and ethical methods is consistent with larger Finnish consumer norms.

These backgrounds offer a limited understanding of Finnish consumer attitudes, particularly in social or leisure settings, and the demand for simplicity in everyday routines. Collectively,

they illustrate the variety of Finnish coffee culture and offer practical strategies for Vietnamese coffee companies looking to engage with customers on several levels.

7.3 Thematic Analysis Process

Thematic analysis was employed to synthesise the interview data, offering a structured approach to uncover patterns and themes relevant to the study's objectives. Each transcript was coded to identify key insights, which were then grouped into sub-themes and broader categories. Four main themes emerged from the analysis:

1. Cultural curiosity and openness to authenticity
2. Flavour preferences and convenience
3. Sustainability and ethical considerations
4. Trust and credibility in foreign brands

These themes provide a detailed understanding of Finnish consumers' expectations and attitudes toward Vietnamese coffee.

7.4 Key Findings

7.4.1 Cultural Curiosity and Openness to Authenticity

A prominent theme across all interviews was the participants' interest in coffee products that carry cultural significance. Finnish consumers value coffee as more than a beverage. It is often seen as a gateway to exploring different cultures and traditions.

Person A highlighted the growing Finnish consumer trend toward authentic experiences, stating:

Finnish consumers usually stick with lighter roasts, nothing too strong or overpowering. Filter coffee is definitely a favourite because it's mild and easy to drink through-out the day. But lately, I've noticed more people showing interest in specialty coffee, especially when there's something unique or cultural that goes with it.

Person C emphasized that cultural storytelling could elevate Vietnamese coffee's appeal, noting:

Absolutely. I love the idea of coffee as a cultural bridge. So knowing the traditions and stories behind Vietnamese coffee, like how it's brewed with a phin

filter or the role it plays in daily life there, makes it so much more interesting while drinking.

Person E also valued cultural narratives, saying:

It makes every cup of coffee feel special when you know the effort and tradition behind it.

However, not all participants prioritised cultural storytelling. As Person B viewed coffee primarily as a functional beverage, stating:

I drink coffee because of my habit. Also, I drink about 3 to 4 cups a day so it should be easy to make. I appreciate the story, but it is not about how I would choose my coffee.

Person D found cultural narratives appealing but person D's lifestyle stressed simplicity in the Vietnamese coffee's brewing process:

Those stories are interesting to listen, I drink a lot of coffee but I am rarely making myself a cup of coffee. And when I see how complicated it is to make a cup of Vietnamese coffee, it might turn me off.

The findings suggest that emphasizing Vietnamese coffee's heritage, such as the use of the traditional phin filter and its distinct robusta flavour profile, could attract Finnish consumers who value authenticity and cultural narratives. Recommending a more approachable storytelling and positioning Vietnamese coffee as a cultural experience rather than merely a product can strengthen its appeal.

7.4.2 Flavour Preferences and Convenience

While participants were intrigued by the bold flavours of Vietnamese coffee, three interviewees emphasised the importance of lighter roasts and convenient preparation methods to align with Finnish habits. These consumers prioritize products that integrate seamlessly into their routines while still offering quality.

Person B expressed a strong preference for ready-to-drink, or modern coffee machine compatibility options, explaining:

I'd be curious to try it for the experience, but I'd prefer something simple for daily use. If there's a ready-to-drink version or something that work with the

modern brewing method, I'd be more likely to try it. I do like strong coffee, though, so the flavour might be my favourite,

Person D echoed this sentiment, stating:

Convenience is good. I usually go for ready-to-drink options or just buy from coffee shops because they're quick and easy. Things like iced coffee are also great, especially in the summer.

Person A described lighter roast as:

Smooth and easy to drink throughout the day.

Conversely, Person C and E appreciated the strong flavours, which align more closely with Vietnamese robusta coffee. Person C found robust coffee stimulating and memorable, saying:

I just love drinking coffee, and its flavour is something that I will remember.

Person E shared the same thought:

I choose coffee because of the flavour. I don't mind those process because they are new things to learn. I want some calm moments when I wake up so I would definitely want to have this coffee, and the things comes with it.

The insights highlight a dual opportunity for Vietnamese coffee brands: while robusta coffee's strong flavour and traditional brewing methods can appeal to niche markets, offering lighter roast options and innovative formats such as ready-to-drink beverages or modern brewing methods can cater to Finnish consumers' broader preferences.

7.4.3 Sustainability and Ethical Considerations

Sustainability emerged as a critical factor influencing Finnish consumers' purchasing decisions. Participants emphasized the importance of ethical sourcing and environmentally responsible practices, reflecting broader societal values in Finland.

Person E stressed the value of supporting small-scale farmers, stating:

Very important. Supporting small farmers adds meaning to the experience, and sustainability are good things to care about.

Person A highlighted the importance of certifications, noting:

Sustainability is huge here. Guests often ask where the coffee comes from or if it's ethically sourced. And having certifications on the menu gives people

confidence that they're making a responsible choice, and that definitely matters in Finland.

Person D, representing a younger demographic, stressed the role of sustainability in purchasing decisions, noting:

People at my age, we have learned at school about sustainability, so it is really important, and it is the first thing that I take note about when buying a product.

In contrast, Person B was less focused on sustainability, admitting:

I wouldn't say it's a big deal for me, but it's definitely a bonus. If I see a brand that's certified and has detailed information about their sourcing, it gives me a good impression. It's not my top priority, but I'd choose it over something less clear.

Person C viewed sustainability as important but secondary to other factors, explaining:

It's just one among others so it doesn't make the cultural story less valuable.

These findings suggest that Vietnamese coffee brands must communicate their sustainability efforts effectively, such as showcasing ethical farming practices and obtaining internationally recognized certifications. This approach aligns with Finnish values and can serve as a differentiator in a competitive market.

7.4.4 Trust and Credibility in Foreign Brands

Participants expressed a cautious approach to adopting foreign coffee brands, emphasizing the importance of trust. Building trust requires transparent communication, consistent quality, and visible collaborations with local entities.

Even though sustainable was less focused but Person B asserted that certifications and clear sourcing information are critical to gaining trust, as person B said previously. At the same time, Person A also valued transparency but prioritised the connection with well-known local preferences, person A said:

Trust comes from transparency. If a brand is open about its sourcing, ethical practices, and quality, I'm more likely to try it. Collaborations with trusted local cafes or events also help build credibility or just simply being on TV.

Person D highlighted the role of digital preference, particularly in influencer endorsement, in building trust among younger demographics, person D explained:

If I saw travel vlog about Vietnam where they would introduce the coffee or culture, then I would likely to try it. Otherwise, I would not know it.

Person C Suggested that collaborations with local Finnish cafes and participation in cultural events could enhance credibility, noting:

For me, authenticity comes from transparency. If a brand shares real stories and shows where the coffee comes from, it feels genuine. Collaborating with cultural or artistic events would also add credibility.

Person E emphasised authenticity, stating:

Authenticity should come through in the details because I need to know where it's from, the story behind it, and how it connects to where it comes from.

The findings highlight the need for Vietnamese coffee brands to engage with Finnish consumers through trusted channels, such as collaborations with local cafes or participation in events like the Helsinki Coffee Festival. Such initiatives provide opportunities for Vietnamese coffee to be experienced in familiar, trusted environments.

7.5 What Matters Most When Choosing Coffee

When asked what variables impact their coffee preferences, participants mentioned many crucial points. Person D, who represents a younger urban generation, stressed convenience and sustainability, highlighting the need for eco-friendly solutions that fit effortlessly into a hectic lifestyle. Person B, on the other hand, prioritized practicality, looking for a coffee that is easy to brew and delivers a consistent energy boost. Person C and E prioritized flavour and cultural connection, seeing coffee as an experience that should engage the senses and tell a meaningful story. Person A balanced these variables, emphasizing quality, narrative, and adaptability as critical components in achieving consumer expectations.

While the interviews highlighted shared themes, there were significant differences in individual's priorities. Person A, C, and E respected cultural narratives, while Person B thought they were less important, preferring to focus on coffee's functional benefits. Person A and D favoured mild and smooth profiles, whilst Person C and E enjoyed strong and robust tastes. Similarly, sustainability was a common priority, however Person B thought it was less important than convenience, illustrating the variation in significance across demographics.

7.6 New Insight: Limited Focus on Health Benefits

One achieving conclusion from the interviews was that Finnish consumers pay little emphasis on coffee's health advantages. Unlike in Vietnamese coffee culture, where health-related discussions about coffee consumption, such as its effects on energy levels, digestion, or overall well-being (An H., 2024), are frequently included in the narrative, Finnish consumers appear to prioritize other factors such as flavour, sustainability, convenience, and cultural storytelling.

7.6.1 Comparison with Vietnamese Coffee Culture

In addition to its strong tastes and rich traditions, Vietnamese coffee culture frequently emphasizes health advantages. Coffee is frequently portrayed as an energy-boosting beverage with digestive advantages, notably in traditional Vietnamese beverages like cà phê trứng (egg coffee) and cà phê sữa đá (iced milk coffee). These narratives, while secondary to cultural and sensory storytelling, are more deeply embedded in Vietnamese coffee marketing than in Finland, where such debates are rare. (An H., 2024)

7.6.2 Opportunities for Future Engagement

While Finnish consumers now show little interest in the health advantages of coffee, there may be potential to gradually add such storylines in the future:

- Connecting health messages to sustainability: Highlight how organic agricultural techniques in Vietnamese coffee production help to create cleaner, more natural goods.
- Linking health and cultural experiences: Present traditional Vietnamese coffee dishes, such as egg coffee, as distinctive and nutrient-dense treats.
- Educating specialized audiences: Target certain customer groups, such as health-conscious people or fitness fanatics, who may be more open to coffee's functional advantages.

7.7 Summary of Findings

The thematic interviews provide helpful insights into Finnish customer behaviour, which presents both potential and challenges for Vietnamese coffee companies. Finnish customers enjoy coffee as an experiencing product, especially when it comes with a genuine cultural story. At the same time, flavour preferences and convenience remain important considerations, reflecting the variety of Finnish coffee consumption. Sustainability and ethical

sourcing are crucial for establishing confidence and credibility, but health advantages appear to have minimal importance in this market.

By catering to these needs, Vietnamese coffee may present itself as a one-of-a-kind product that strikes a balance between authenticity and local expectations, encouraging cross-cultural appreciation and improving Finland's coffee environment.

7.8 Implications for Vietnamese Coffee

The findings from the interviews highlight several strategies for Vietnamese coffee brands to successfully enter and thrive in the Finnish market. Leveraging the rich heritage of Vietnamese coffee can transform it from a mere product into a cultural experience, appealing to Finnish consumers who value authenticity and engaging narratives. By incorporating stories about traditional brewing methods, such as the phin filter, and the history of robusta coffee farming, Vietnamese coffee can create a strong emotional connection with its audience. To align with Finnish preferences, product adaptation is essential, including the introduction of lighter roasts and innovative formats like ready-to-drink beverages or cold brews, catering to convenience-driven consumers. Sustainability and ethical sourcing are equally critical, as Finnish consumers prioritize products that support fair trade and environmentally friendly practices. Highlighting certifications, ethical farming, and sustainable methods can strengthen trust and align with Finnish values. Furthermore, collaborating with Finnish cafes, roasteries, and events can enhance credibility and provide trusted platforms for entry. Such partnerships and initiatives, coupled with transparent storytelling, can position Vietnamese coffee not just as a beverage but as a meaningful cultural experience that resonates with Finnish values, enriching Finland's coffee culture while fostering cross-cultural connections.

8 Challenges and Solutions

8.1 Challenges and Solutions for Vietnamese Coffee in Finland

This chapter identifies the main challenges that Vietnamese coffee may face in Finland, such as cultural differences, regulatory requirements, and consumer preferences. Proposing solutions such as cultural adaptation strategies and local partnerships to overcome these challenges.

Vietnamese coffee has great possibilities for both company expansion and cross-cultural exchange when introduced to the Finnish market. But there are difficulties along the way. The main challenges Vietnamese coffee brands may encounter in Finland are listed in this section along with innovative, practical solutions. These strategies are supported by insights from Finnish consumer behaviour, cultural and market analysis, and key findings from interviews, enabling Vietnamese coffee as relatable to Finnish ideals of sustainability, authenticity, and quality.

8.1.1 Cultural Adaptation and Consumer Preferences

Challenge

Vietnamese coffee's strong flavour profile and traditional preparation methods contrast in a great way from Finnish preferences, which favour lighter, softer roasts brewed quickly and effectively. This mismatch poses an obstacle for Vietnamese coffee if its originality is not recognised, as Finnish customers may be unfamiliar with or unwilling to accept its distinct flavour and ritual.

Solution

Vietnamese coffee brands can succeed by combining authenticity with adaptation:

- Flavour innovations: preserving its uniqueness by implementing on medium roast robusta bean, such as a gentler blend between the Vietnamese coffee and the other popular types in in Finland. From there, the coffee promotes itself as a special option, building up highlights for future products like traditional Finnish compatible brews, quick brews, cold brews or “energetic” brews.
- Interactive tasting events: Educate Finnish consumers about Vietnamese coffee through informative events. Collaborating with cultural institutions like the Helsinki Coffee Festival (Helsinki Coffee Festival), or tasting event like at Kaffa Roastery (Coffee Tasting, 2024) may

provide an engaging forum for customers to discover more about Vietnamese coffee traditions through tasting workshops and phin brewing demonstrations.

- **Brand storytelling:** Use narrative on packaging and marketing materials to highlight Vietnamese coffee's distinct cultural heritage. Sharing the history of Vietnamese coffee growing and traditional brewing methods may foster an emotional connection, making the experience feel more personalized and fulfilling.

8.1.2 Market Penetration and Brand Positioning

Challenge

Finland's coffee market is incredibly competitive, with established local brands and a strong brand loyalty culture. Vietnamese coffee brands must develop an own identity that is both authentic and accessible to Finnish customers.

Solution

Promote Vietnamese coffee as a high-end, cultural experience that complements the Finnish coffee landscape. A successful approach include:

- **Strategic Partnerships with Finnish Brands:** Collaborate with popular Finnish cafes and roasteries to introduce Vietnamese coffee as a guest product or seasonal specialty. This strategy can build trust by associating Vietnamese coffee with familiar, respected local brands, offering an entry point into the market.
- **Seasonal and Thematic Launches:** Introduce Vietnamese coffee during Finnish seasonal events, midsummer celebrations, or when seasons change to create intrigue and demand in a socially engaging way.
- **Social Media Campaigns with Finnish Influencers:** Collaborate with local influencers to share their experiences with Vietnamese coffee, highlighting its flavour and cultural diversity to a larger audience. Influencers who post about their experiences with Vietnamese coffee on social media platforms like Instagram and YouTube can establish personal relationships and generate enthusiasm. (Karjaluoto et al., 2015)

8.1.3 Building Trust an Ensuring Quality

Challenge

Finnish customers prioritise quality, transparency, and ethical source when making purchase decisions (Finnish Commerce Federation, 2022), especially for items like coffee. To earn the trust of Finnish customers, Vietnamese coffee manufacturers must achieve these

high requirements. Without meeting these expectations, Vietnamese coffee brands risk being overlooked in favour of established, local options.

Solution

- **Certifications and transparency:** Obtain globally recognized certifications such as Fair Trade (Fairtrade Foundation, 2021), Organic, or Rainforest Alliance to reassure Finnish consumers about the ethical and sustainable processes used in Vietnamese coffee production. Providing transparency through QR codes on packaging that link to films or tales about the farms and communities where coffee is grown can boost customer confidence. (Rainforest Alliance, 2021)
- **Highlight Sustainability efforts:** Emphasize Vietnamese sustainable agricultural techniques, such as shade-grown coffee or organic agriculture both in seedling and sowing, which are consistent with Finnish environmental principles. (Le Q. V., et al., 2021)
- **Story and Farmer Narratives:** Vietnamese businesses may promote environmental friendliness by using photographs of farmers picking coffee goods. Because coffee is farmed in Vietnam on a small-scale basis rather than on an industrial scale, it is organized into several farming houses (Marsh A., 2007).

8.1.4 Logistical Challenges and Competitive Pricing

Challenge

Transporting coffee from Vietnam to Finland has logistical challenges that might affect quality, freshness, and cost competitiveness. In terms of pricing and accessibility, these characteristics may disadvantage Vietnamese coffee when compared to locally supplied choices.

Solution

Efficient supply chain management and inventive distribution methods can help Vietnamese coffee businesses overcome these challenges.

- **Partnerships with Finnish Importer and distributors:** Partner with experienced Finnish distributors that specialize in imported coffee to improve shipping logistics and maintain quality control across the supply chain since the arabica coffee beans on the market are transported over long distances as Vietnamese robusta.
- **Direct-to-Consumer E-Commerce Platforms:** Use e-commerce to contact specialty coffee enthusiasts directly, avoiding some of the costs involved with traditional retail. This method

enables Vietnamese coffee manufacturers to establish a loyal client base without relying heavily on physical retail. (KPMG, 2021)

- **Sustainable and Innovative Packaging:** This is viewed as a benefit rather than a drawback. Because Vietnam has used raw leaves to package products since ancient times, and this custom continues to this day. Packaging is often made of lotus leaves or dried banana leaves, or it originates from weaving in traditional artisan communities around the country. This needs to be study through to implement it. (Tap chí Môi trường, 2020)

8.1.5 Enhancing Consumer Awareness and Cultural Engagement

Challenge

Limited awareness of Vietnamese coffee culture may impede acceptance. Educating Finnish customers about the heritage and distinctive features of Vietnamese coffee can increase interest and admiration.

Solution

Engage customers in cultural education efforts that relate the distinctive attributes of Vietnamese coffee with Finnish values.

- **Cultural Exchange Programs and events:** As previously said, advertising a product in a new country necessitates an awareness of the culture of that country. Understanding culture or enhancing cultural understanding entails not just advertising the product, but also recognizing its spiritual and cultural value.
- **Collaborative Social Media Campaigns:** Social media advertising will stimulate consumers' interest in the goods. This will boost tourism in both nations. When the Vietnamese wish to drink a cup of coffee quietly, as well as Finns choose to immerse themselves in the lively and joyous environment of Vietnamese coffee shops in the morning.
- **Story Driven Marketing:** Vietnamese coffee beans represent honest farmers and are on a mission to help millions of less fortunate children in Vietnam's mountainous regions pursue their dreams of going to school. As a result, it is more than just a commodity; it is also an inspiring narrative for those who strive to overcome obstacles on a daily basis. (Rainforest Alliance, 2022)

8.2 Conclusion: A Strategic Vision for Vietnamese Coffee in Finland

To successfully introduce Vietnamese coffee to Finland, a deliberate combination of cultural adaptation, consumer education, and inventive marketing is required. Vietnamese coffee

businesses may carve out a position in the Finnish market by cultivating real relationships via storytelling, connecting with Finnish values of quality and sustainability, and implementing innovative collaborations. This strategy not only offers Vietnamese coffee as a fresh taste experience, but also as an ambassador of Vietnamese culture, therefore improving cross-cultural understanding between Finland and Vietnam.

Vietnamese coffee has the potential to improve Finland's coffee culture by providing customers with a unique and meaningful coffee experience via careful planning and collaboration. The path to market success requires honouring the rich tradition of Vietnamese coffee while deliberately adjusting to the values and expectations of the Finnish customer.

9 Conclusion

9.1 Summary of Key Findings

This chapter will be the summary of the main findings from the study and provide recommendations for Vietnamese coffee brands and Finnish businesses interested in cooperation. Moreover, discuss the potential impact on cultural exchange and international relations.

This thesis explored the connection between Vietnamese coffee culture and Finnish consumer expectations, giving studies of the potential and obstacles associated with introducing Vietnamese coffee to Finland. The key observations from each part highlight the necessity of cultural awareness, effective market positioning, and specialized marketing approaches:

Cultural Differences and synergies: The basic contrasts in flavour and brewing procedures have highlighted the similarities between the two cultures in this thesis. When individuals and the community are the primary factors determining the fundamental value of a product to be approached. Vietnamese coffee will become increasingly popular in Finland due to shared values and a focus on social harmony. As a result, the preservation of original value and the widespread marketing of Vietnamese coffee goods in Finland are extremely important.

Market Potential: The potential of a product is intimately related to the quality and standards it carries. Commitment to fairness in business, spiritual values, harvesting and processing security are all important considerations. As a result, the shape of Vietnamese coffee products is determined by the required certifications that have been attained. When a product with such cultural value, it is vital to strive for shared quality commitments, therefore laying the groundwork for presenting it in a more premium and special form.

Strategic approach for market entry: According to this study, Vietnamese coffee businesses can benefit from an integrated strategy that combines cultural storytelling, strategic alliances, and targeted digital interaction to connect with Finnish customers. These methods are not novel in today's modern world. Finding a highlight for Vietnamese coffee is simple, but the right approach is harder to determine.

9.2 Practical Recommendations for Stakeholders

Based on these findings, some practical strategies have been suggested to help Vietnamese coffee companies establish a firm presence in Finland:

Adapt offerings to suit Finnish tastes and preferences: It is vital to customize a product for each market. There may be more individuals who enjoy its natural flavour, therefore Vietnamese companies could adapt coffee products to the Finnish style of preparation. For example, it can work well with Finnish coffee machines, which are a common method of brewing here. That is one of the most successful ways to integrate into the daily lives of Finnish people.

Leverage the power of cultural storytelling: Influential stories can positively connect consumers' emotions, therefore, to be effective in product promotion, everything that happens around Vietnamese coffee beans may be exploited to create new knowledge bases through cultural exchange. Set up a foundation to assist Vietnamese coffee producers in determining the worth of their efforts. At the same time, it is a memorable experience for those who have the opportunity to interact, laying the foundation for word-of-mouth or social media advertising in a way that encourages cultural tourism.

Establish strategic partnerships in Finland: When there is a shared voice in respecting both nations' business cultures, it becomes clear that Finland and Vietnam collaborate based on mutual progress. This is significant because it demonstrates respect and gratitude in continuing cordial collaboration. For Vietnam, the potential to learn more from Finnish partners is valuable. This will be a new framework for fostering the growth of other areas of the partnership aimed at popularizing Vietnamese coffee.

Emphasise sustainability and transparency: Vietnam's mass agriculture is often thrifty and profitable. In contrast, Finland focuses on ecologically sustainable manufacture. Although the price is greater than for non-organic items, the Finnish people cherish these products for what they are. This is a chance for Vietnamese farmers to engage in the integration process, boosting the quality and productivity while also increasing the value of existing rudimentary agricultural goods like coffee.

9.3 Limitation and Directions for Future Research

While this thesis provides a research of the cultural and market aspects influencing Vietnamese coffee's introduction into Finland, many limitations should be considered.

Scope of qualitative research: The qualitative aspect of the interview approach provided in-depth insights while limiting the sample size. Future study including a bigger and more varied sample of Finnish coffee consumers would improve knowledge of preferences across demographics.

Longitudinal Studies: Given the ever-changing nature of consumer preferences, future research might benefit from longitudinal studies that follow the market acceptance of Vietnamese coffee in Finland over time. This approach would give useful information on brand loyalty, improving consumer expectations, and the long-term success of the recommended strategies.

Comparative Studies with Other International Brands: To better position Vietnamese coffee, it would be useful to compare its market reaction to that of other international coffee brands introduced in Finland. This would assist identify Vietnamese coffee's distinct strengths and possibilities in comparison to its competitors.

9.4 Final Reflections

Introducing Vietnamese coffee to Finland is more than just a financial opportunity; it's a cross-cultural interaction that brings two unique coffee traditions together, giving Finnish customers a taste of Vietnamese heritage. Through this journey, Vietnamese coffee manufacturers can provide Finnish customers with more than simply a new flavour, a tale about craft, community, and authenticity. As the globe becomes more interconnected, there is something deeply important about leveraging commonplace events, such as sipping coffee, to promote cultural awareness.

Vietnamese coffee companies' success in the Finnish market will be determined by a careful mix of authenticity and adaptability to local tastes and expectations. This challenge is both thrilling and profound: it allows Vietnamese coffee to be recognized and enjoyed in a new region of the world, while also providing Finnish consumers with opportunities to diversify their coffee experiences.

This thesis is holding the passion about the possibility for cultural interchange through business, as representative of a global economy that appreciates both variety and a sense of connection Vietnamese coffee businesses may build a presence in Finland by knowing and appreciating the intricacies of Finnish consumer culture, not simply as another product, but as a genuine contribution to the country's rich coffee environment. Through strategic involvement, creative techniques, and an emphasis on shared values, Vietnamese coffee has the potential to improve Finland's coffee culture, leaving a legacy of mutual respect between the two nations.

9.5 Answer to Main Research Question and Sub-Questions

9.5.1 Answer to Sub-Questions

“What would be the biggest challenge to make a Vietnamese culture-packed product effectively capture the attention of Finnish people in terms of cultural integration?” is the main research question for this thesis. Addressing the question involves investigating the cultural, business, and consumer factors that determine Vietnamese coffee's success in Finland. To fully assess this, the following sub-questions will be examined:

1. What are the basic cultural differences between Finland and Vietnam, and how can an understanding of cultural differences and business practices facilitate the effective promotion of Vietnamese coffee in the Finnish market?

Cultural differences between Finland and Vietnam come from their distinct values in society, communication, and consumer behaviours. Individualism, equality, and practicality are important aspects of Finnish culture, whereas Vietnamese culture prioritizes collectivism, tradition, and relationship-building. Understanding these differences is essential for tailoring marketing messaging to Finnish preferences. For example, Finnish customers value transparency, sustainability, and quality in their purchases. Vietnamese coffee manufacturers could cross cultural boundaries by emphasizing these features in their storytelling and packaging. Business strategies must also reflect these differences, ensuring that marketing appeal to the insignificant yet quality-driven Finnish market.

2. How can different customs and traditions interact and support each other in business?

The interaction of cultures and traditions might lead to new opportunities for cultural exchange. Vietnamese coffee traditions, such as the use of the phin filter and robusta's strong taste, might compliment Finnish ideals of quality and authenticity. Businesses could relate to Finnish customers more deeply by offering Vietnamese coffee as a cultural artifact rather than a beverage. Events such as cultural festivals or cooperation with Finnish cafes may highlight Vietnamese coffee's origins while catering to Finnish tastes. This approach encourages mutual respect and supports the coexistence of both traditions in business environment.

3. Is the intersection of these two cultures a focus on cooperation to promote mutual development rather than seeking opportunities to compete and copy each other's strengths?

The intersection of Finnish and Vietnamese cultures in the coffee market offers a platform for cooperation rather than competition. Finland's coffee culture, characterized by its love for lighter roasts and simplicity, contrasts with Vietnam's strong, bold coffee traditions. This difference allows Vietnamese coffee brands to present themselves as an alternative rather than a competitor, enriching the Finnish coffee landscape with diversity. Partnerships between Vietnamese producers and Finnish distributors, cafes, or cultural institutions can facilitate mutual development by combining Finnish expertise in consumer behaviour with Vietnamese craftsmanship and heritage.

4. What would be the common standards that Vietnamese coffee products need to take into consideration when promoting themselves to Finnish people?

To effectively appeal to Finnish consumers, Vietnamese coffee products need to meet common standards of sustainability, transparency, and convenience. Finnish buyers often prioritize products with clear ethical sourcing, environmentally friendly practices, and certifications. Packaging should be minimalist yet informative, reflecting Finnish design aesthetics while sharing the story of Vietnamese coffee's origins. Additionally, product offerings should include formats that cater to Finnish preferences, such as lighter roasts or ready-to-drink options. Emphasizing shared values, like quality and cultural richness, will help Vietnamese coffee gain acceptance in Finland.

9.5.2 Conclusion: Addressing the Main Question

The biggest challenge in gaining Finnish attention with a Vietnamese culture-packed product is how to balance cultural authenticity with local expectations. While Finnish customers are interested in different traditions, their purchasing choices are influenced by principles such as sustainability, transparency, and convenience. Vietnamese coffee companies must meet these expectations while maintaining the cultural value of their products. To bridge the gap between these two coffee cultures, effective cultural integration will include adaptive strategies, collaborative efforts, and an emphasis on mutual respect.

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APPENDICES

APPENDIX 1

Semi-structured interview questions for Finnish coffee consumers

1. How important is it for you to know the origins and cultural background of the coffee you consume?
2. Would you be interested in learning about the traditions and brewing methods of Vietnamese coffee?
3. What flavour profiles do you typically prefer in coffee?
4. Have you ever tried coffee with a strong flavour profile, such as Vietnamese robusta? If so, what was your impression?
5. How important is convenience in brewing methods when choosing coffee?
6. How significant is sustainability in your coffee choices, and do certifications like Fair Trade or Organic influence your decisions?
7. What factors help you trust a new or foreign coffee brand?
8. Would collaborations with Finnish cafes or cultural organizations make a foreign coffee brand more appealing to you?
9. What are the main things you consider when choosing coffee?
10. How do packaging, branding, or digital presence influence your decision to try a new coffee product?
11. What would make you excited to try Vietnamese coffee in Finland, and what challenges do you think it might face in this market?