

# Customers' Buying Behavior

Case IKEA Tampere

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Abstract <p>Consumers' buying behavior consists of the decision of purchase place, product search, purchase decision and consumption. Buying behavior varies between different consumer types. This broad concept is one of the most significant issues that a company should be investigating. The purpose of this study was to determine the IKEA Tampere department store customers' buying behavior. The research subject came from the principal, who had recently noticed a change in the sales structure. The main objective was, especially, to explore why the customers' purchasing behavior has changed. The sub-objectives, supporting the main objective, were to identify the segments based on the buying behavior and provide the means for IKEA to control the changed buying behavior with the help of marketing communications.</p> <p>In the theoretical part, the general customers' buying behavior and factors and processes related to the subject were reviewed based on literature, articles and Internet sources. The research method was quantitative and the data was collected through questionnaires from IKEA Tampere department store customers in November 2014. In addition, the study analyzed how the current economic situation in Finland may have influenced the customers' buying behavior.</p> <p>The results revealed the reasons for the buying behavior change and gave updated information of the customer base. The results showed that most of the respondents did not need to purchase the bigger, slightly more expensive products upstairs. In conclusion, it is clear that Finland's weak economic situation has changed customers' needs. As another conclusion, it was noticed how the IKEA Tampere department store does not inspire their customers enough in order to create a need to purchase bigger furniture. All in all, the issues emerging from the thesis give useful information for the company's business plan for the following year including improvement suggestions for marketing communications.</p>		
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Tiivistelmä <p>Kuluttajien ostokäyttäytyminen koostuu ostopaikan valinnasta, tuotteen etsinnästä, ostopäätöksestä ja kuluttamisesta. Ostokäyttäytyminen vaihtelee eri asiakastyypin välillä. Tämä laaja konsepti on yksi tärkeimmistä asioista, joita yrityksen tulisi tutkia. Tämän tutkimuksen tarkoituksena oli selvittää IKEA Tampere tavaratalon asiakkaiden ostokäyttäytymisen syitä. Aihe tutkimukselle tuli toimeksiantajalta, joka oli hiljattain huomannut muutoksen myynnin rakenteessa. Tutkimuksen päätavoitteena oli saada selville, miksi asiakkaiden ostokäyttäytyminen oli muuttunut. Päättötutkimusongelmaa tukevana alatavoitteena oli tunnistaa segmenttejä ostokäyttäytymisen perusteella sekä tarjota IKEAlle keinoja ohjata muuttunutta ostokäyttäytymistä markkinointiviestinnän avulla.</p> <p>Teoriaosuudessa käytiin läpi yleisesti asiakkaiden ostokäyttäytymistä, siihen liittyviä tekijöitä ja prosesseja kirjallisuuteen, artikkeleihin ja Internet lähteisiin pohjautuen. Tutkimusmenetelmä oli kvantitatiivinen, ja tietoa kerättiin kyselylomakkeilla IKEA Tampere tavaratalon asiakkailta marraskuussa 2014. Lisäksi tutkimuksessa on analysoitu, miten tämän hetkinen taloudellinen tilanne Suomessa on voinut vaikuttaa asiakkaiden ostokäyttäytymiseen.</p> <p>Tuloksista saatiin selville syitä ostokäyttäytymisen muutokselle ja päivitettyä tietoa asiakaskannasta. Tuloksista kävi ilmi, että suurin osa vastaajista ei tuntenut tarvetta ostaa yläkerran isoja, hieman kalliimpia tuotteita. Johtopäätöksenä voitiin todeta, että Suomen heikko taloudellinen tilanne on muuttanut asiakkaiden tarpeita. Toisena johtopäätöksenä huomattiin, että IKEA Tampere tavaratalo ei inspiroi asiakkaitaan tarpeeksi tuottamalla tarvetta ostaa suuria huonekaluja. Kaiken kaikkiaan opinnäytetyössä selvitettyt asiat antavat yritykselle käyttökelpoista tietoa tulevan vuoden liiketoimintasuunnitelmaa ajatellen sekä parannusehdotuksia markkinointiviestintään.</p>		
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## CONTENTS

<b>1</b>	<b>INTRODUCTION.....</b>	<b>3</b>
1.1	Research approach, strategy and problem .....	4
1.2	Introducing IKEA.....	5
1.3	The economic situation in Finland 2014 .....	5
<b>2</b>	<b>THEORETICAL FRAMEWORK .....</b>	<b>8</b>
2.1	Consumer buying behavior .....	9
2.2	Characteristics influencing consumer behavior.....	10
2.2.1	Cultural factors .....	11
2.2.2	Social factors .....	12
2.2.3	Personal factors.....	13
2.2.4	Psychological factors .....	15
2.3	The Stages of Consumer Buying Decision Process .....	18
2.4	Types of buying decision behavior .....	21
<b>3</b>	<b>RESEARCH IMPLEMENTATION .....</b>	<b>24</b>
3.1	Research method .....	24
3.2	The research's sample .....	25
3.3	Designing the questionnaire .....	25
3.4	Data analyses.....	27
3.5	Implementation of the study .....	27
3.6	Validity .....	28
3.7	Reliability.....	28
3.8	Impartiality .....	29
<b>4</b>	<b>RESULTS.....</b>	<b>31</b>
4.1	Background information.....	31
4.2	Buying in the department store .....	31
4.3	Buying preferences.....	31
<b>5</b>	<b>CONCLUSIONS.....</b>	<b>31</b>
5.1	Background information.....	31
5.2	Buying in the department store .....	31
5.3	Buying preferences.....	31
5.4	Reliability and validity .....	31
	<b>REFERENCES.....</b>	<b>33</b>
	<b>APPENDICES.....</b>	<b>36</b>
	Questionnaire.....	36

**FIGURES**

Figure 1. GDP's volume change by quarter 1991-2014 Source:Findikaattori .....6  
Figure 2. Model of Buying Behavior Source: Kotler P., 2001, Principles of Marketing .....9  
Figure 3. Factors influencing consumer behavior Source: iitmaverick (2012)..... 11  
Figure 4. Maslow's Hierarchy of Needs Source: SimplyPsychology..... 15

## 1 INTRODUCTION

Nowadays customers' buying behavior has significantly changed and it can also be clearly seen in IKEA's customers' buying behavior. It is easier than ever for consumers to search information about products and services and compare them with each other. In turn, Finland's weak economic situation controls customers' consumption. IKEA, as a strong operator in its field and being interested in their customers buying behavior, wanted to discover what has been the cause for this recent change. To clarify this we developed together with the principal, IKEA, a questionnaire for the clients. Previous researches related in buying behavior have been a part in helping to form the research questions for this work. The questionnaire is essential for IKEA particularly so that they can shape their services, based on the results, to better correspond to their customers' needs.

In this research the objective is to discover why IKEA Tampere department store's customers' buying behavior has changed. IKEA Tampere, located in Lahdesjärvi, is the largest and the second-youngest IKEA department store in Finland, opened in 2010. This research focuses on analyzing the survey that the author conducted regarding the IKEA Tampere store's customers and the current economic situation in Tampere. This thesis consists of five main parts. First the thesis problem and thesis principal are introduced. The theoretical framework is provided in chapter 2. The theoretical review starts with definition of concepts. Moreover, it covers the meaning of consumer behavior and different kinds of types and processes of consumer behavior. The target in chapter 3 is to give information about the research method. The results are demonstrated in chapter 4. The final chapter 5 demonstrates the conclusions and the reliability and validity of the results.

The idea for this research came from the principal of IKEA. First of all, the principal wanted to know the customers' backgrounds, for example how the customers come to the store and with what intentions. This was actually the first time for IKEA to research how the customers come to the department store. The principal had noticed that the customers' buying behavior has changed, and they wanted to know the reasons for the change. It has been discovered that customers buy quantitatively more smaller products instead of few bigger products, although the average amount of money used has not significantly changed.

The research method was quantitative in order to get as large a number of samples as possible, taking the available resources into consideration. Other reasons were that the factors influencing the buying behavior are known and asking customers directly is the easiest way to explore customers' buying behavior. The aim of the survey was to identify the backgrounds of the customers, buying behavior and customers' preferences. These three subjects were divided into three parts, A, B and C, in the survey. The questions for background information, which was the A-part of the survey, were chosen in order to get customer data to be compared with other variables. The B-part, buying in the store, was the most relevant part of the survey the aim of which was to find out the reasons for the changed consumer behaviorism. The C-part, customers' preferences, focuses on customers' opinions about decorating and experiences of IKEA in general. The survey consisted of 26 questions the most of which were chosen according to what IKEA managers wanted to sort out. Together with the IKEA managers and the author's tutor, the questionnaire was refined in order to get the best result.

In the last chapter, conclusions, the results will be combined and the reasons behind the changed buying behavior presented. In addition, the customer segments will be clarified and the solutions determined. The solutions suggested what IKEA could perform in practice in order to guide the changed behavior in their marketing communications. Moreover, the analysis part in the end suggests how IKEA could use those results in the future.

### **1.1 Research approach, strategy and problem**

This research is quantitative and the approach to this research is deductive. A deductive approach includes the research review based on the already existing theory and suitable theoretical explanations are searched for the phenomenon being studied. It produces new cumulative information which is bound to the previous knowledge.

(Virtuaaliammattikorkeakoulu 2007.)

The aim of this research was to study why IKEA Tampere store's customers' buying behaviour has changed. Principal's initial situation was that they have noticed a change in their sales. Even though the customers on average bought products at the same amount of money than before, the products they bought had changed more towards downstairs' smaller and less expensive products. In other words, purchased products volume has increased but the average purchase amount of money has remained the same.

(Haapalahti2014.) The second objective of the research was to discover solutions for IKEA's marketing communication to guide the customers' buying behaviour and to identify the target group.

The thesis main question:

- Why is the customers' buying behavior changed in IKEA Tampere store?

Sub question:

- What segments can be found based on the buying behavior and what would IKEA do in their marketing communication to guide the behavior?

## **1.2 Introducing IKEA**

### **1.3 The economic situation in Finland 2014**

Economic recession means that there are two consecutive quarters with the GDP falling. In other words, half a year without economic growth refers to recession. This happened temporarily in Finland in 2014 when the GDP decreased in October-December 2013 by 0.2 per cent and in January-March 2014 by 0.4 per cent. However, in the second quarter of 2014, GDP increased by 0.4 per cent. (The Economist 2008; Tilastokeskus 2014.)

The GDP or Gross Domestic Product measures a particular country's total production, which includes all the produced products and services in a certain period of time. The GDP indicates the health of a country's economy. (Koba 2011.) The GDP volume's change from 1991 to 2014 is shown in the below figure.

**Bruttokansantuotteen volyymin muutos neljänneksittäin 1991-2014**  
**Volyymien muutos edellisen vuoden vastaavasta neljänneksestä**

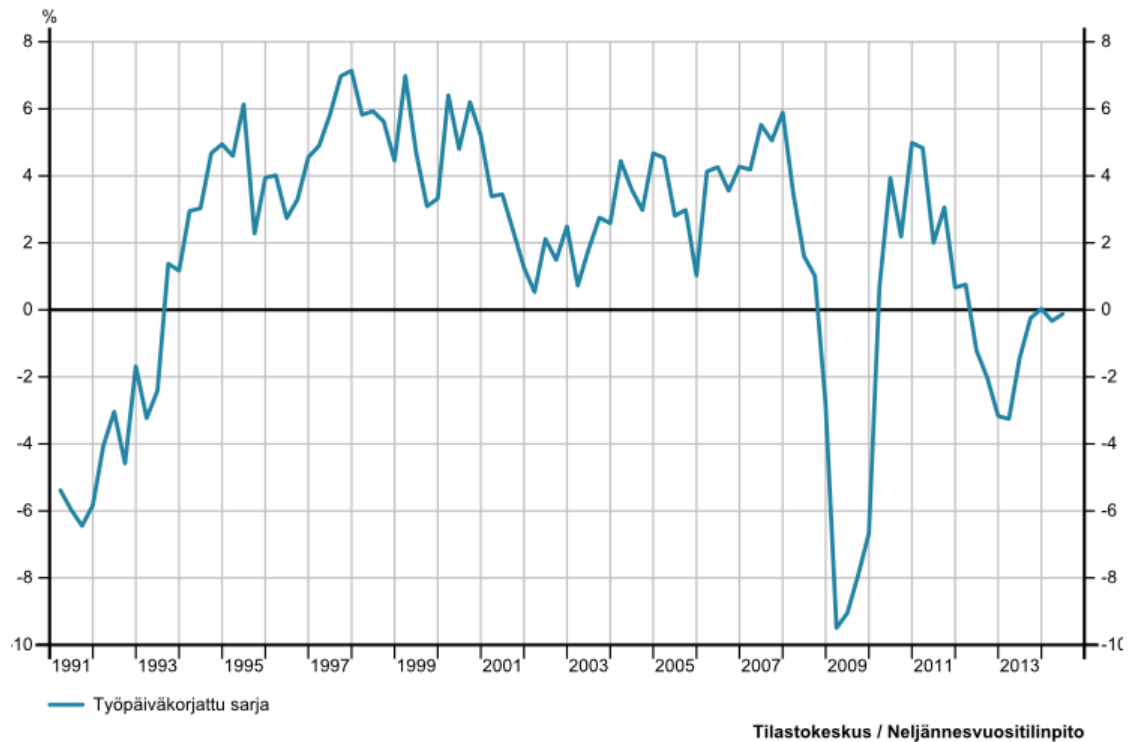


Figure 1. GDP's volume change by quarter 1991-2014 Source:Findikaattori

The figure shows the change in Finland's GDP by quarters. In 1991 and in 2009, a major drop occurred in the GDP. Now in 2014, the GDP volume has risen during July-September by 0.2 percent from the previous quarter. (Findikaattori 2014; Tilastokeskus 2014.)

Net exports have a positive impact on economic growth and it is the most significant factor in the start of the current year's growth. It is predicted that a private consumption will not increase compared to the previous year and that private investments will decrease by 4.6%. The unemployment rate is predicted to increase by 8.6% and employment will decline by 0.4% from last year. (Ministry of finance 2014.)

In 2013 the population of Tampere was 220 446. It is the third largest city in Finland. The change in the population from 2012 to 2013 was 1.4%. There were 116 472 dwelling units in Tampere in 2013. 58.3% of 18-74 years old were employed and 14.1% unemployed in 2012. In December 2014, the unemployment rate in the whole Finland was 8.8 per cent. In Finland in 2013 there were approximately 1.1 million people living in one-person households. Their number has increased from previous year. (Tilastokeskus 2015; Juntunen 2013.)

In 2013 32.6% of the income earners earned 14 999€ or under and 21.3% earned 15 000-24 999€. 26.3% earned 25 000-39 999€ and the average income was 27 933 € per income earner. 8.7% earned 40 000-49 999€ and 11.1% earned more than 50 000€. (Tilastokeskus 2015.)

In the future, in 2015 and 2016, it is predicted that the economic situation will grow a little, by 1.2-1.4%. Finland's exports are predicted to develop slower than the world trade. The labor market will continue to be weak. Unemployment will decrease to 8.5% from last year and employment will increase by nearly half a percentage. (Ministry of finance 2014.)

## 2 THEORETICAL FRAMEWORK

This chapter points out the theoretical background for this research. It is divided into four main categories. At first the general concept of consumer behavior is described continuing with explaining the factors influencing consumer behavior. Thirdly, the stages of consumer buying decision process are discussed. Finally this chapter describes the different types of buying decision behavior and impulsive buying. To clarify, few concepts are reviewed before the theoretical framework.

**Segmentation.** Market segmentation is the process where similar consumers are identified into groups. Many dimensions influence on the consumers segmentation, including product usage, demographics and psychographics. (Solomon 2004, 9, 39.)

**Marketing strategy.** Consumers have a significant impact on marketing strategy. To fulfill consumers' needs, marketers should understand the people who will use their products or services. Successful marketing strategy needs the knowledge about consumers. The information will help organizations to define the market and identify threats and opportunities to a brand. (Solomon 2004, 9.) The marketing strategy starts with deciding which customers it will serve by segmenting and targeting and how it will serve by differentiating and positioning. Marketing strategy's goal is to create value for customers and build profitable customer relationship. Marketing strategy guides the marketing mix which is composed from product, price, place and promotion and they are called "The Four Ps". The core of the marketing strategy and mix is consumers. (Kotler, Armstrong, Harris, Piercy 2013, 50.)

**Product.** Product can either be tangible or intangible which fulfills the customer's needs and wants. Tangible product can be, for example, table or chair. Intangible product can be service like massage. For company it is important to know their own products and what they are and why they are unique so that they can successfully market it. (The Four Ps of Marketing.)

**Price.** Pricing decisions can be made after understanding of the product offering is established. Profit margins, supply, demand and marketing strategy will be impacted by the price determinations. (The Four Ps of Marketing.)

**Promotion.** A company can start promoting right after they have a product and a price for it. Promotion is the communication of the product information to customers and the product differentiation. Promotion is transmitted to customers via advertising, public relations, social media marketing, email marketing, search engine marketing and more. (The Four Ps of Marketing.)

**Place.** Place is the right location which can convert potential client into actual clients. Some also say that marketing is about putting the right product, at the right price, at the right place, at the right time. (The Four Ps of Marketing.)

## 2.1 Consumer buying behavior

Consumer buying behavior studies how individuals decide to use their resources like money, time and effort on consumption-related items. Consumer buying behavior researches answer questions about what consumers buy, where they buy it, how often they buy it, when they buy it, why they buy it and how often they use it. (Schiffman 2000, 5.)

As a study, consumer behavior is the process where an individual selects, purchases, uses, or disposes of products, services, ideas, or experiences to satisfy his needs and desires. The items that are consumed can include anything from tangible goods to intangible services and the needs and the desires to be satisfied can be anything from hunger to thirst of love or even spiritual fulfillment. (Solomon 2004, 7.)

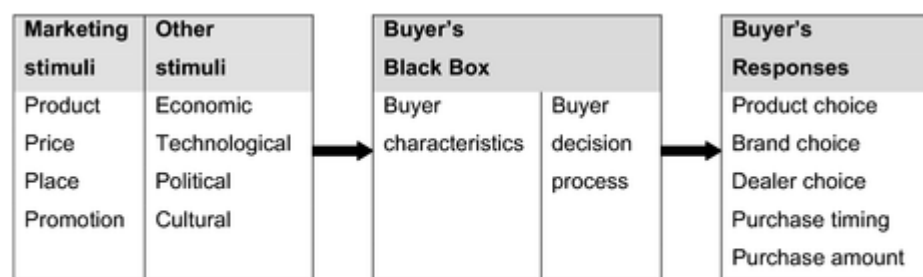


Figure 2: Model of buying behaviour  
Source: Kotler P., 2001, Principles of Marketing)

Figure 2. Model of Buying Behavior Source: Kotler P., 2001, Principles of Marketing

In the above figure 2 is shown the stimulus-response model of buyer behavior. It helps marketers to understand how consumers perceive company's marketing efforts. The Buyer's Black Box in the middle presents the buyers characteristics, which influence how the buyer

perceives and reacts to the stimuli, and the buyer's decision process, which affects the buyer's behavior. Motivation, perception, learning and memory are the four main psychological processes that influence consumer responses. The last box is the result from the stimuli, entering to the buyer's "black box" which will produce certain choice and purchase responses. For marketers this means that they must learn what is in the buyer's black box, or in other words, what happens in the consumer's consciousness. That might be difficult because often not even the consumers themselves know what the reasons for their purchases are and different personalities result to different responses. (Kotler, Armstrong, Harris, Piercy 2013, 145; Kotler, Keller, Brady, Goodman, Hansen 2012, 259.)

Marketing stimuli consists of the marketing mix, which are product, price, place and promotion. Other stimuli consist of forces and events in the buyer's environments which are economic, technological, political, social and cultural. In the buyer's black box these inputs turn into a set of buyer responses, which are the buyer's brand, product and dealer choice as well as purchase timing and purchase amount. (Kotler et al. 2013, 145.)

A critique to this model in question can be said that the subparagraphs in the other stimuli are presented to have an "equal effect". Nowadays noteworthy is the technology's tremendous growth and digitalization. The impact of technological stimulus on buying behavior is more significant than ever. Buying has changed in the direction of self-service. The buyer is able to obtain an enormous amount of information and other users' experiences of the product from internet before making the purchase choice. Furthermore, the technological development affects to the marketing stimuli, in particular on promotion and place. The importance of company's own electric media is increased in promotion. Moreover, grown online shopping affects physically to the place. (Ahvenainen 2014; Puumala 2012.)

## **2.2 Characteristics influencing consumer behavior**

This chapter discusses buyer characteristics. They are shown in Figure 3 below. The characteristics that affect consumer behavior are cultural factors, social factors, personal factors and psychological factors. By understanding those characteristics, and acting on them, a company will meet customers' expectations and improve their marketing strategy. (Perreau 2014.)

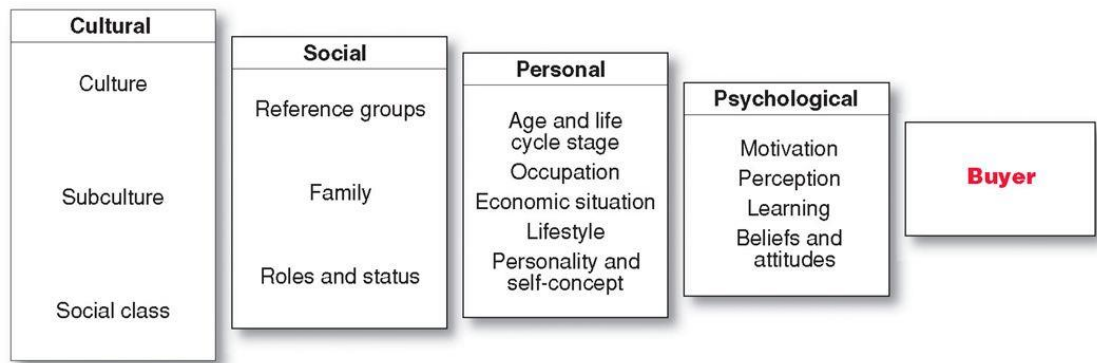


Figure 3. Factors influencing consumer behavior Source: iitmaverick (2012)

### 2.2.1 Cultural factors

Cultural factors come from an individual's culture, cultural environment, cultural trends, subculture and social class. Culture consists of learned values, preferences, perceptions, wants and common behaviors from family or other important institutions. Culture is the basic reason of wants, needs and behaviors of an individual. Cultural influences on buying behavior may be very different between two countries, because every single group and subculture has their own individual culture. It is important for brands to take these cultural factors into consideration in order to adapt their products and marketing strategy according to the culture. Otherwise, it can result in ineffective marketing or embarrassing mistakes. (Kotler et al. 2013, 146.)

Social pressure or belonging to a group are few of the reasons for cultural trends. When a proportion of people follow a certain trend, more people want to follow it, too. Cultural trends affect consumers' behavior and shopping habits and they will influence consumers either consciously or unconsciously. (Perreau 2014.)

Subcultures are groups of people and there can be several subcultures in one society and culture. Their common life experiences, situations and similar lifestyles have created values for them. Subcultures include, for example, religions, age groups or ethnic groups. Brands should take subcultures into account by segmenting their market to adapt the product to their values of this segment. One exemplary type of subcultures is mature consumers, which refers to the ageing population. Mature consumers are becoming an attractive market since people between 50 to 75 years of age are expected to account for 40 per cent of adult consumers in 2015. (Kotler et al. 2013, 146-148.)

Social classes are usually assumed to be divided into lower class, working class, middle class and upper class. They are ranked against each other by the form of social hierarchy, which is measured as a combination of income, occupation, education, wealth and other variables. They usually share same values, lifestyles, interests and behaviors. (Kotler et al. 2013, 149.) Different social classes tend to have different consumption habits and desires. This might be due to their purchasing power or it might give a feeling of belonging to its social class. Brands should take this into account by thinking that a customer from the lower class will focus more on the price and correspondingly a customer from the upper class will focus on product's quality, innovation, features or social benefit. (Perreau 2014.)

### **2.2.2 Social factors**

Social factors include small groups or in other words reference groups, family, and social roles and status. These factors have special skills, knowledge, personality or other characteristics that can have social influence on others. Family is the most important social factor. (Kotler et al. 2013, 149-150.)

Small groups are social groups where two or more individuals belong to and they interact to accomplish individual or mutual goals. These groups will influence individual's behavior, lifestyle, desires or consumer habits. According to Kotler, Armstrong, Harris and Piercy reference groups are one of these small groups and they are explained as groups that have either direct or indirect points of comparison or reference which forms individual's attitudes or behavior. Other writers explain the concept of small groups as reference groups (Mowen & Minor 2001, 243; Solomon 2004, 366). If a brand understands each group's features it is able to target their market or advertising message for them. The importance of group influence of buying behavior tends to be strongest when the product is visible to others whom the buyer respects. (Kotler et al. 2013, 149-150.)

There are different roles within reference group, like the opinion leader, which has social influence on others. Marketers should figure out the opinion leaders for their products and direct marketing efforts toward them, since the word-of-mouth is a powerful influence on consumers' buying behavior. Usually individual listens to recommendations from trusted friends more likely than salespeople. (Kotler et al. 2013, 149-150.)

A family forms an environment of socialization, shapes individual's personality, forms values, develops attitudes and opinions and it is maybe the most influencing factor of an individual.

In the long run it will influence on individual's consumer habits, perception of brands and the products he or she buys. (Perreau 2014.) Family as a consumer buying organization in society has been researched extensively, as it has such a strong influence on buyer behavior (Kotler et al. 2013, 152).

Social status or role can be a position in a group, family, club, organization and online community. Attitudes, activities and expectations that an individual is supposed to have and do according to the people around them is called social role. Social status instead is the general esteem given to it by society and every social role has a status. These roles and statuses will influence on consumer behavior and purchasing decisions. Brand can market their product as a reflecting an important social role or status. (Kotler et al. 2013, 153.)

### **2.2.3 Personal factors**

The characteristics of each consumer will influence on the buying behavior and decisions. These can be age and life-cycle stage, occupation, economic situation, lifestyle and personality and self-concept. (Kotler et al. 2013, 153.) These characteristics vary extensively between individuals and their life-situations.

Throughout life individual changes the products and services he or she buys, since tastes in food, clothes, furniture and recreation will change. Age affect consumer behavior, for example 20-years old girl does not buy the same clothes as 70-years old lady. The life-cycle stages, which families might go through as they mature over time, also effect on individuals buying behavior. Life stage can change from demographics or life-changing events, for example, getting married, having kids or retirement. For marketers this means that they should target their market depending of the life-cycle stage and adapt their products to their needs. (Kotler et al. 2013, 153.)

Occupation effects on buying behavior, for example, which working clothes he or she uses. Marketers can focus on making products for a specific occupational group, but first they should identify the groups that have an above-average interest in their products and services. (Kotler et al. 2013, 153.)

The economic situation will have impact on individual's buying behavior and store and product choices. That is why marketers follow trends in personal income, savings and

interest rates. A change in an individual's economic situation may lead to, for example, from spending money to saving it or vice versa. (Kotler et al. 2013, 154.)

The purchasing power and revenue of an individual affects what he or she can afford, perspective of money and level of importance of price in his purchasing decision. Some might also look for a product with a "social value" to represent their income and level of purchasing power. (Perreau 2014.)

Activities, like hobbies or work, interests, like food or fashion, and opinions, for themselves or business, measure individual's lifestyle. Kotler and co-workers define lifestyle as: "a person's pattern of living as expressed in his or her psychographics". Lifestyle influences on behavior and purchasing decisions because consumers' do not only buy the product but they buy the values and lifestyles the products represents. (Kotler et al. 2013, 155.)

Personality is unique and it comes from specific psychological characteristics and features of each individual. Each individual's own personality will effect on buying behavior. Some feature examples of personality are confidence, autonomy, dominance and aggressiveness. Self-concept instead is an image that the individual has of him. Brand can attract consumers by developing an image and personality that matches to the consumers personalities. Kotler and co-workers explain that: "A brand personality is the specific mix of human traits that may be attributed to a particular brand." Five of these brand personalities has been identified by a researcher: sincerity, excitement, competence, sophistication and ruggedness. (Kotler et al. 2013, 155.)

Psychologists have many different theories about personality and taking into account the breadth of this subject it is not surprising that they have not succeeded to present theory with general consensus. In the above Kotler and co-workers text was explained by only one researcher's theory about these five traits. This trait theory is explained that the cause of behavior is primarily located within the individual. There are still numerous of other theories about personality, which explain that the cause of behavior is located within and outside of the individual, and also theories about the behavior causing from outside of the individual. (Ekström 2011, 269-270.)

## 2.2.4 Psychological factors

### *Motivation*

Solomon states that motivation occurs when a need, that the consumer wishes to satisfy, is aroused. The behavior of the consumers is derived from motivation. (Solomon 2004, 114.) According to Kotler, Armstrong, Harris and Piercy (2013, 156) motivation will press an individual enough to satisfy a certain wanted need, and a need will become a motive when it raises a certain amount of intensity.

Motives are goal oriented and they drive consumers to satisfy their specific needs. Still, motivation is difficult to measure since it usually works at a subconscious level. For a brand, they should create a need in the customers' mind, which would develop into a purchase motivation as well as they should present their products as a solution to the customer's need. This is why need is one factor that influences buyers behavior. (Perreau 2014.) According to Kotler, Keller, Brady, Goodman and Hansen (2012, 259), there are three popular theories about motivation; Abraham Maslow's, Sigmund Freud's and Frederick Herzberg's. These theories will be discussed next.

Abraham Maslow has divided needs into five stages in one model. In the model, the low-level needs must be satisfied before the higher-level needs. The needs motivate people in that when one need is satisfied a new need is emerged and the person seeks to fulfill this next higher need. The model is called the Maslow's Hierarchy of Needs (Figure 4) and the needs are: physiological needs, safety and security needs, social needs, esteem or ego needs and self-actualization needs. (Schiffman&Kanuk 2000, 80.)



Figure 4. Maslow's Hierarchy of Needs Source: SimplyPsychology

Physiological needs are the ones that every person needs in order to live: air, water, food, sleep and et cetera. These needs are the first needs in the model and the most basic level needs. Not until these needs have been satisfied does the person feel the next higher needs, according to Maslow's theory. Correspondingly, if these needs are not satisfied the person will be motivated to seek to satisfy them. (Schiffman&Kanuk 2000, 80.)

Safety needs give a person a feeling of freedom from the threat of physical or emotional harm. They include more than just physical safety. Living in a safe area, medical insurance, job security, order and savings account might be the needs that will fulfill the feeling of safety and security. Social needs are the needs gained from the interaction with another person. These needs might be affection, belonging and the need to give and receive love. (Schiffman&Kanuk 2000, 80.)

After the social needs have been satisfied, a person can start to fulfill the fourth level of needs, which are egoistic or esteem needs. These needs can be divided into inwardly-directed ego needs and outwardly-directed ego needs. Self-acceptance, success and self-esteem are inwardly-directed ego needs. Outwardly-directed ego needs are, for example, status and recognition. (Schiffman&Kanuk2000, 80.)

The peak of Maslow's hierarchy of needs is self-actualization. In this last level of needs, a person tries to reach one's full potential, and they tend to have needs like truth, justice, wisdom and meaning. According to Maslow, few people reach the level of self-actualization, since most people do not satisfy their ego needs sufficiently. (Schiffman&Kanuk 2000, 81.)

A limitation to Maslow's hierarchy is that it is culture-bounded. The hierarchy may be limited to Western culture and people from other cultures may question the order of the levels. For example, many Asian cultures value the welfare of the group (belongingness needs) more highly than needs of the individual (ego needs). (Solomon 2004, 122.) Schiffman and Kanuk state a problem with this theory is that it cannot be tested empirically. It is impossible to clearly measure how satisfied one need must be in order to move to satisfy the next higher need. (Schiffman&Kanuk2000, 84.)

According to Sigmund Freud's theory of human-motivation, an individual's behavior is mostly unconscious and he or she may not be aware of his or her own motivations. Individual reacts to his or her stated capabilities but also to other, less conscious cues when individual explores brands. Kotler, Keller, Brady, Goodman and Hansen write that: "A technique called

laddering lets us trace a person's motivations from the stated instrumental ones to the more terminal ones. Then the marketer can decide at what level to develop the message and appeal." (Kotler, Keller, Brady, Goodman & Hansen 2012, 259.)

In Herzberg's theory, there are two factors: dissatisfiers, which are the factors causing dissatisfaction, and satisfiers, which are the factors causing satisfaction. Satisfiers must always be present in order to motivate a purchase; it is not enough that dissatisfiers are absent. For marketers this means that they should avoid dissatisfiers and at the same time identify satisfiers or motivators of purchase. (Kotler et al. 2012, 260.)

### *Perception*

The way individual acts after he or she is motivated is influenced by his or her own perception of the situation. "Perception is the process by which people select, organize and interpret information to form a meaningful picture of the world." Kotler, Armstrong, Harris and Piercy explain perception as above and it is the individual way of receiving, organizing and interpreting the sensory of sight, hearing, smell, touch and taste. (Kotler et al. 2013, 157.)

People face a large number of stimuli every day and it is impossible to concentrate to all these stimuli. Selective attention is one of the three processes of the perception mechanism of an individual. It refers to the tendency for consumers to filter out most of the information to which they face. For marketers this means that they should attract consumers' attention. Second perceptual process is selective distortion which refers to the individual way of receiving a message. It is the tendency of people to interpret information in a way that will support what they already believe. People will forget much what they learn but they try to keep information which is favorable for their attitudes and beliefs. The last perceptual process is selective retention which means that people will not keep all the information in mind that they receive. Instead they remember the good points made about a brand they favor. Marketers should work hard to get their message through. (Kotler et al. 2013, 157.)

### *Learning*

Act results to learning which is explained as changes in an individual's behavior arising from experience. Most human behavior is learned and it occurs through interaction of drives, stimuli, cues, responses and reinforcement. Drive means an internal stimulus that results to action. Stimuli instead changes drive into a motive. Minor stimuli are called cues and they

determine when, where and how an individual responds. Cues may influence on buyer's response to his or her interest in buying the product. Reinforcement is the act after the purchase, if the consumer is happy with the purchase he or she will use the product more and more and when he or she buys similar product again it is more likely that he or she will choose the same brand. Marketers can include strong drives, use motivating cues and provide positive reinforcement to a product for building demand. (Kotler et al. 2013, 158.)

### *Beliefs and attitudes*

Beliefs and attitudes come from doing and learning and they influence buyer's behavior. Kotler and co-workers explain belief as "descriptive thought that a person has about something". Belief can be opinion, faith or based on real knowledge and may have emotional charge. People formulate beliefs about products and these beliefs form product and brand images that affect buying behavior. Attitude is a feeling, evaluation or tendency toward an object or idea. Marketers should try to fit in already existing attitudes because attitudes are difficult to change. (Kotler et al. 2013, 158.)

## **2.3 The Stages of Consumer Buying Decision Process**

Consumers solve problems when they make purchasing decisions. In this process, consumers go through a series of steps, which are: problem recognition, information search, evaluation of alternatives, and product choice. After consumer has chosen a product the quality of that decision affects the final step, in which the customer learns how well the choice worked out. (Solomon 2004, 292.)

When consumer sees a significant difference between his or her current or actual status and some desired or ideal status, occurs problem recognition. Consumer recognizes that there is a problem that should be solved, which might be small or large, simple or complex. A problem can arise in one of two ways. In the first way the quality of the consumer's actual state can move downward (need recognition), for example, a person's car running out of gas. In the second way the consumer's ideal state can move upward (opportunity recognition), for example, a person wanting for a nicer and newer car. In the need recognition phase the quality of the person's actual state can be: running out of a product, buying a product that does not satisfy needs enough, or creating new needs. As can be seen, need recognition can happen in several ways. In the opportunity recognition the person's circumstances has

changed, for example having a promotion. The person adapts its purchasing way to this new situation or environment. Now the person is exposed to different or better-quality products so the opportunity recognition occurs. Problem recognition usually happens naturally, but often this process is boosted by marketing efforts. Marketers attempt to create either primary demand or secondary demand. In primary demand consumers are encouraged to use a products or service regardless of the brand they choose. In the secondary demand instead, the consumers are encouraged to choose a specific brand instead of others and this can only happen if the primary demand already exists. At this point marketers should present a solution for consumers' problem which is better than other brands in the same category. (Solomon 2004, 296.)

Once a consumer has identified a problem, he or she needs information to resolve it. In this information search process, the consumer seeks to research its environment for appropriate data to make reasonable decisions. There are two types of information search: prepurchase search and ongoing search. In prepurchase search a consumer may identify a need and then search the marketplace for specific information. In ongoing search a consumer is searching just for the fun of it or to stay up-to-date on what is happening in the marketplace. (Solomon 2004, 297.)

Consumers' buying behavior is changing more at the beginning of the buying decision process, due to the development of information technology. It is getting easier and easier for customers to actively compare products and services online. There are websites that allows consumers to search, for example, what they should buy, and where to get the product at the lowest price possible. Consumers do not have to spend so much time physically on finding the product; instead they can manage everything in their own couch. (Tolvanen, 2013.)

According to Solomon there are two types of information sources that consumers use: internal and external. Internal search presents in the consumer's memory: It comes from previous experiences of a product and from living in a consumer culture which have made knowledge about products. Usually consumers still needs external search if, for example, the product is new or uncertain. This external search comes, for example, from advertisements or friends. In information search an important purchase, the need to learn more about the purchase, or when the relevant info is easily obtained and utilized requires greater search activity. (Solomon 2004, 297-302.)

In Solomon's book there were not included external search that has later come relevant. Nowadays the consumers' main external search comes from Internet. There are many different digital channels that company can use, for example, own websites, Facebook, YouTube, Twitter, e-mails and mobile applique. To easily wind company's own websites is very important, that is why consumers are guide there from own other or purchased media. Internet as well as mobile-internet is used, for example, for information search, comparison and sharing. This is why Internet plays a significant role in today's information search. (Puumala 2012.)

The choice from the available alternatives requires quite much effort what it comes to purchase decision. There may be hundreds of different brands, variations and choices. The decision made usually depends on the decision-making process used. For example, a habitual decision maker may not consider any other brand than what he or she usually chooses and on the other hand a person solving extended problem may evaluate several brands. The evoked set is called the choice process where consumer considers alternatives actively. The evoked set in other words, is a set of alternatives. For marketer would be essential to be in the consumers' evoked set. Furthermore, consumers' do not give second change so easily to products that has been rejected earlier. Instead a new brand is more likely to be added. Categorization is a key factor of how product is evaluated. The products in consumer's evoked set are usually quite similar and they are categorized similar way. It is important to understand how consumer groups the products to know what alternatives he or she might consider. (Solomon 2004, 305-306.)

Once a consumer has evaluated options from a category he or she makes a choice to which product to purchase. The choice can be easy and simple with quick strategy or more complex with lot of attention and processing. There are lots of aspects that can influence on the choice, for example, beliefs about the brands, information available at the time of purchase or integrating information from sources. (Solomon 2014, 308.)

After the product has been purchased the consumer might be satisfied or unsatisfied with the product. This is called postpurchase behavior. When consumers choose a product they have certain expectations about it and after they have purchased it they face the product's perceived performance. The relationship between these will determine if the consumer is

either satisfied or dissatisfied. Consumer will be disappointed in a product if it does not meet consumer's expectations on the other hand the consumer will be satisfied if the product meets expectations or he or she will be thrilled if the expectations are exceeded. For marketers this means that they should only promise what they can actually deliver to consumers. However, almost all major purchases result in cognitive dissonance, or discomfort caused by postpurchase conflict. Even though consumers are first satisfied with the benefits of the chosen brand, still every purchase involves compromise. This means that the consumer is upset about the received drawbacks of the purchased product and sad losing the benefits of the brand not chosen. (Kotler, Armstrong, Harris & Piercy 2013, 163.)

Customer satisfaction is very important so that the consumers will buy their product again, recommend their products to friends and pay less attention to other brands. Customer satisfaction is the key factor to build profitable relationships with consumers. On the other hand if the consumer is dissatisfied he or she responds differently. Dissatisfied consumers may tell their bad experiences about this brand to others and it usually travels relatively faster than good word of mouth. This kind of bad word of mouth can damage brand's image and attitudes towards it. To try to avoid this company should regularly measure customer satisfaction which encourages customers to complain. (Kotler et al. 2013, 163.)

## 2.4 Types of buying decision behavior

There are four types of consumer buying behavior and they differ from the degree of buyer involvement and the degree of differences among brands. For example, usually more expensive products are thought through more carefully than cheaper products. Purchasing toilet paper does not need as much consideration as purchasing a car. The four types are complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior and variety-seeking buying behavior. (Kotler et al. 2013, 159.) In addition to these four types of buying decision behavior, impulse buying was also taken into account as a fifth type.

**Complex buying behavior** means the consumer is highly involved in a purchase and he or she perceives significant differences among brands. A Product that is expensive, risky, purchased infrequently and highly self-expressive may be highly involved by the consumers. A buyer may not know, for example, what attributes to consider when buying a product so typically they have to learn about the product category. In this learning process, the buyer will first go

through developing beliefs about the product then continuing with attitudes and finally making a thoughtful purchase choice. For marketers with high-involvement products this means that they need to understand the consumers' information-gathering and evaluation behavior. This way they can help the buyer to learn about the product-class attributes and their relative importance. In order to influence the final brand choice marketers need to differentiate their brand's features, motivate store salespeople and a buyer's acquaintances. (Kotler et al, 2013, 159.) Solomon calls this extended problem solving and describes it as the traditional decision-making perspective. Here the consumer collects as much information as possible and evaluates the product alternatives based on the importance of the product. (Solomon 2004, 295.)

In **dissonance-reducing buying behavior** the consumer is highly involved in an expensive, infrequent or risky purchase but perceives only few differences among brands. In this case, usually the brand differences are not large so the buyers may look around and learn what is available but buy quite quickly. Primarily they may respond to a good price or purchase convenience. Postpurchase dissonance is an experience that a consumer might feel after purchasing a certain product and then noticing disadvantages of the brand or hear favorable things about brands not purchased. In order to avoid this, a marketer should provide after-sale communication that proves and supports consumers to feel good about their brand choices. (Kotler et al. 2013, 160.) Solomon explains this as limited problem solving, which is very simple and straightforward. Here consumers use simple decision rules to choose the product from among several alternatives and they are less motivated to search information. (Solomon 2004, 295.)

In **habitual buying behavior**, consumers have less involvement in a purchase, and there are only insignificant brand differences. Products that are the most low-cost and frequently purchased are the products in which, consumers usually have low-involvement. In this process, the consumer does not go through the usual belief-attitude-behavior sequence. Here the information that the consumers get is through television and magazines. They do not search for information about the brands or make great decisions from the brand alternatives or characteristics. Kotler and co-workers say that "Ad repetition creates brand familiarity rather than brand conviction. Consumers do not form strong attitudes toward a brand; they select a brand because it is familiar." Usually consumers do not evaluate the product, not even after the purchase. Marketers with low-involvement products should concentrate on price and sales promotion to promote buying or add product features or

enhancements to differentiate their brands. (Kotler et al. 2013, 160.) Solomon explains this as a habitual decision making where consumers make choices with little to no conscious effort. The purchasing decision is usually routinized and choices are made automatically with minimal effort. (Solomon 2004, 295.)

**Variety-seeking buying behavior** occurs when the consumer have little involvement but perceives significant brand differences. Here consumers do a lot of brand switching for the sake of variety rather than because of dissatisfaction. Marketers, they might try to encourage habitual buying behavior by dominating shelf space, keeping shelves fully stocked and running frequent reminder advertising. Moreover, firms can offer lower prices, special deals, coupons and free samples. (Kotler et al. 2013, 160.)

**Impulse buying** means a purchase which is due to an unplanned decision. These impulse decisions to buy are researched to result from emotions and feelings. An individual might be exposed to a product with a well-designed promotional message and impulsively decides to buy it. Marketers, this impulse buying is very important and they can arouse the interest of impulse buyers with external factors like price, product placement, store atmosphere and et cetera. (Wilkins, 2013, Businessdictionary N.d.)

### **3 RESEARCH IMPLEMENTATION**

Consumer behaviorism has been researched previously and there are theories and models about it. Therefore the factors influencing consumer behavior are well known. This is the biggest reason for choosing quantitative research approach for this research in order to get answersto the research question: “Why is the customers’ buying behavior changed in IKEA Tampere store?”Another reason for choosing quantitative research approach is that the aim was to get as large amount of samples as possible. The research was aimed for IKEA Tampere department store’s customers.

#### **3.1 Research method**

When company wants to know customer’s buying behavior, they can often identify it by asking customers directly. Primary data should be relevant, accurate, current and unbiased. (Kotler, Armstrong, Harris, Piercy 2013, 114-117.) Secondary data came from IKEA’s internal database, literature books and Internet sources and the primary data was collected from the survey.

The most used data collection method for quantitative research is questionnaire. It is mostly measuring the factors or the variables, calculating the interactions between relationships and quantitative calculation of the appearance of the factors. The researched phenomenon’s factors are changed into variables which are handled with statistical methods in a quantitative research. Standardized survey forms are usually used as a data collection method. This means that the survey has prepared response alternatives. (Kananen 2011, 13; Heikkilä 2014, 15.) For example, in this research the goal was to clarify the research questions about which factors affect to the changed consumer behaviorism, how much different factors influence and are there differences between the factors’ weightings in different type of consumers. In addition, standardized survey form was used in this research.

Kananen states that quantitative research requires the knowing of the factors that influence on the phenomenon. The factors can be determined from previous theories and models explaining the phenomenon. (Kananen 2011, 13.) In this case the factors are derived from

the theory, for example, price, promotion, place, demographic factors, technological and buyers characteristics.

The meaning of quantitative research approach is to generalize, predict and find the cause-effect relationships. The relation between theory and practice is deductive, meaning that the research goes from theory to practice. The researcher's role is to be outside observer. (Kananen 2011, 15.)

### **3.2 The research's sample**

### **3.3 Designing the questionnaire**

A quantitative research was accomplished with a survey. This survey was conducted to receive answers from IKEA Tampere department store's customers about their buying behavior. The survey was in a form of a questionnaire. This questionnaire had twenty-six questions which were divided into three parts: A, B and C. The A part of the questionnaire was intended to collect customer data, B part discovered the research problem and buying in the store and C part's goal was to clarify customers' general buying behavior and opinions about IKEA. The survey was first tested to outside members; couple of IKEA customers, the author's tutor and with the managers of IKEA Tampere. After getting the feedback, the survey was redefined.

As the nature of a quantitative survey includes certain structure, this research started with the background information questions. These questions work as warm-up questions before the main subject. These background information questions works as explanatory variables, in other words, the researched phenomenon is studied in their relation. For example, the relation between age and money usage can be compared. After the background questions the respondents are lead into the main questions of the survey. The questions first start with easier ones following more sensitive questions. At the end of the questionnaire there are some cool-down questions with few easy-to-answer questions. (Aaltola&Valli2010, 103.)

As the respondents' motive changes during the questionnaire, it is vital to have a trustful first impression. The form should give an idea of a meaningful questionnaire. The respondents' motive is the highest at the middle of the questionnaire so from the research

point of view the most essential questions should be located in the middle. (Aaltola&Valli 2010, 104.)

In order to get the customers to answer the questionnaire, it cannot be too long and complex (Aaltola&Valli 2010, 104-105). The questions fit in a three A4 papers and they are easy to answer. The questions are linguistically correctly formatted and they are pleasant and enjoyable to read.

Most of the questions in the survey have ready response alternatives. In able to have these kinds of questions, the researcher must know beforehand what kind of answers respondents will give to the questions. The most common questions with ready response alternatives are background questions but they can be suitable for other questions as well. In order to have the right response alternatives, there often should be included the "other, what?"-option. In order to make the analyzing and interpreting easier and more simple, there should be only one suitable response alternative for the respondent. (Aaltola&Valli, 2010, 123.)

In the C-part of the questionnaire there are few questions in a form of Likert scale. This scale is the most used in the case of measuring attitudes and opinions. According to Aaltola and Valli (2010, 115), Gall and Gall & Brog (2003) define that Likert scale has odd-numbered alternatives, and therefore the respondent has a chance of not taking a side in the issue. That is why there is "I don't know" -option in the middle. Mostly the response alternatives are named so that 1 equals to fully agree and 5 equals to fully disagree. It is important to explain what each number refers to, otherwise the respondent have more possibility of interpretation and that will reduce the reliability of the survey. (Aaltola&Valli 2010, 116.)(Gall 228-229)

Two last questions in the survey are open-ended questions. The answers given to the open-ended questions can also be analyzed with quantitative methods. The answers should be classified into groups. The benefits of open-ended questions are that there might be good ideas among the answers and possibility to have the thorough answer from the respondents. (Aaltola&Valli 2010, 124.)

In order to get the information needed to solve the research problem which was: "Why is the customers' buying behavior changed in IKEA Tampere department store?" the questions

were carefully considered. First of all it was essential to know why customers' purchases were divided differently than earlier. IKEA Tampere department store's sales structure was changed more into a direction of purchasing less expensive and smaller products. The sub question was: "What segments can be found based on the buying behavior and what would IKEA do in their marketing communication to guide the behavior?" In order to result this problem the information inter alia demographic factors were needed to get.

### **3.4 Data analyses**

The data analysis starts with an examination and a description of each variable and their values. Column and pie charts are mostly used. Column charts highlights the quantity and the changes in it. Cross tabulations are used in order to calculate two classified variables' connection between each other, but the results are shown in the form of column charts. Pie charts describe the overall distribution into parts. It suits well to demonstrating percentages, in other words demonstrating the relative proportions. (Heikkilä 2014, 139-155, 198.)

### **3.5 Implementation of the study**

This research was carried out in November 2014. The starting date was 10 November, and it was finished on 23 November. The survey was carried out in two weeks including one weekend. The time schedule, when the researcher handed out the surveys to the customers, changed from 9am to 5pm.

The research was carried out in the IKEA Tampere department store. First, customers were asked if they wanted to respond to this questionnaire and if they replied in the affirmative the questionnaire was handed to them. At first, they were told what the questionnaire was researching and why it was carried out. While some customers answered the questions on the questionnaire, the researcher tried to get more customers to answer at the same time. It took the customers about 5 to 15 minutes to answer the questionnaire. This method for the implementation of the survey was chosen because the researcher was there in case the respondents had some questions about the survey or the researcher could help them to fill in the questionnaire. The costs of this method remained low, and the researcher was able to observe the respondents. (Aaltola&Valli 2010, 107.)

### 3.6 Validity

Validity means the absence of systematic errors. It also means that the research examines things which is its' objective to sort out. Measurable concepts and variables should be clearly defined in advance so that the measurement results are valid. The questions of the survey should measure the right things explicitly and they should cover the entire research problem. Things that also contribute to a valid research are a precise definition of the population, obtaining a representative sample and a high response rate. (Heikkilä 2014, 27.)

The survey questions were drawn up in cooperation with the principal so it can be stated that the questions were valid and they measure the things that the principal hoped to them to measure. Moreover, the objectives of this research were set precisely, which increases the validity. Noteworthy is that the survey was missing one essential question. This issue came up when the results were presented to the IKEA managers. In the presentation, one manager asked if the customers' residences were asked. This missing question would have given information about which of the respondents lived in the primary market area. On the other hand, one question did not have a significant role when it comes to the research objectives. This question was: "What is your educational background?" The length of the questionnaire could have been slightly shorter as several respondents asked how long it will be and some of them did not answer to the questionnaire questions after hearing that there are 26 questions. In turn, the respondents were not hampered by the number of the questions as they heard that most of the questions were easily answered by ticking a box. If the questionnaire had been longer, there would have been fewer respondents.

### 3.7 Reliability

Accuracy of the results indicates how reliable the research is. Results may not be random instead it is required from reliable research that the results are repeatedly similar. The researcher has to be accurate and critical because mistakes can happen while collecting information, entering, handling and when interpreting the results. The sample must represent the entire population which is examined in order to get reliable results. (Heikkilä 2014, 28.)

When making the survey, the questions were precisely thought out so that misunderstandings could be avoided. The questions were made so that they are easy to read

and unambiguous. All other questions had ready to answer alternatives except the two last questions which were open-ended questions. These, ready to answer alternatives, ensured that the results are not left open for interpretation by the researcher, and they are easier to assemble to provide statistics. It also ensures that the results are repeatedly similar.

In this research the sample represents well the population which is IKEA Tampere department store's customers. The researcher also asked respondents from different age and life situation. This why the results are reliable and they are divided equally compared to, for example, age.

### **3.8 Impartiality**

According to Heikkilä, impartiality means that the researcher may not give own political or moral beliefs influence to the research process. This means that the results from the research cannot depend on the researcher. Still, each research is involving researcher subjective choices about research method, formulation of the questions, data analysis method and reporting method. For example, if the researcher would be switched during the research it does not change the objective research's results. (Heikkilä2014, 28.)

Impartiality was taken into account during the whole implementation of the research. For example, each oncoming person was asked if they would like to fill in the questionnaire questions regardless of their age, gender or life situation. Still, the majority of the respondents were female respondents. This can be explained by the fact that most of the IKEA customers are female and if a couple responded to the questionnaire questions the male person said that he does not have to answer to the questions because the answers would be the same as his spouse. The researcher's gender could influence the respondents as male researcher would have been able to get more male respondents.

When the researcher approached the respondents she explained that the questionnaire was part of her thesis. This affected to a few passers-by because they wanted to help the student with her thesis. Usually they had either done a thesis or their child was doing a thesis so they knew what is like to do a thesis. If the passers-by did not want to answer to the questionnaire questions the researcher still thanked them and wished a good day in order to leave a good impression.

The survey title did not tell that it is investigating customers' buying behavior so that they do not answer according to the title. The questions were also formed impartially and they did not lead to any particular answer. Each question with ready to answer alternatives had "other, what?" -option if the alternatives did not fit for the respondent. The researcher did not lead the respondents; instead she gave the questionnaire to them and said that they can privately answer the questionnaire and then return it to the researcher. If the respondents had questions about the questionnaire the researcher answered impartially.

When collecting the results on computer impartiality was taken into account here as well. The results were not been modified, instead they were collected unchanged and did not left room for interpretation. Few of the results had to be rejected, because they were incorrectly filled.

## **4 RESULTS**

### **4.1 Background information**

### **4.2 Buying in the department store**

### **4.3 Buying preferences**

## **5 CONCLUSIONS**

### **5.1 Background information**

### **5.2 Buying in the department store**

### **5.3 Buying preferences**

### **5.4 Reliability and validity**

The survey method always faces some problems. People may be unable or unwilling to answer questions. They might answer the questions even if they do not know what to answer to look cleverer or they might answer to help the interviewer with pleasing answers. There might be busy people who do not have the right time for the survey. (Kotler, Armstrong, Harris & Piercy 2013, 119.)

In addition to the above problems, people might misread or misunderstand the questions and thus respond incorrectly. For example, in this research the concept of upstairs' and downstairs' product range may be tricky for some respondents. Although the concepts were explained in the survey it still did not tell the respondents where every single product is sold, or the survey would have been very difficult and long. Otherwise, in author's opinion, the questions layout was successful and the questions measured the right things.

In quantitative research it is good to think about the sample's representativeness and size. Most of the respondents of this research were female, which will be influential in the generalization of the results. The results might have been different from the male perspective. The small sample size of 209 respondents will also decrease the reliability of the study.

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## APPENDICES

### Questionnaire

#### A. Taustatiedot

Täyttäkää kyselyrastittamalla sopivin vastausvaihtoehto tai kirjoittakaa vastauksenne sille varattuun tilaan.

1. Sukupuoleni on

Mies  Nainen

2. Ikäni on

Alle 18  18–24  25–34  35–44  45–54  55–64  65→

3. Millainen on elämäntilanteenne?

Työssäkäyvä  Opiskelija  
 Työtön  Eläkkeellä

4. Millainen on koulutustaustanne?

Kansakoulu tai peruskoulu  Ammattikoulu  
 Ylioppilas  AMK tai yliopisto

5. Miten asutte?

Yksin  Kämppäkaverin tai -kavereiden kanssa  
 Puolison kanssa kahdestaan  Lapsiperheessä  
 Yksinhuoltajaperheessä  Muuten, miten? \_\_\_\_\_

6. Kuinka moni asuu samassa taloudessa?

1  2  3  4  5 tai enemmän

7. Minkä tyyppisessä asunnossa asutte tällä hetkellä?

Rivitalo, koko \_\_\_\_\_ m<sup>2</sup>  Kerrostalo, koko \_\_\_\_\_ m<sup>2</sup>  
 Omakotitalo, koko \_\_\_\_\_ m<sup>2</sup>  Paritalo, koko \_\_\_\_\_ m<sup>2</sup>

8. Oma ansiotasonne vuodessa?

Alle 15 000  15 000–24 999  25 000–34 999  35 000–44 999  yli  
 45 000

9. Kuinka paljon keskimäärin käytätte rahaa sisustamiseen vuodessa?

Alle 100€  100–500  500–1000  
 1000–1500  1500–2000  2000€ tai  
 enemmän

## B. Ostaminen tavaratalossa

10. Kuinka tulitte IKEAan?

- Autolla    Bussilla    Pyörällä    Kävelen

11. Tulitteko IKEAan?

Suunnitellusti

Impulsiivisesti

↓  
Jos tulitte suunnitellusti  
niin tulitteko ensisijaisesti:

- Etsimään tiettyä tuotetta/tuotteita  
 Syömään  
 Viettämään aikaa  
 Katselemaan tarjontaa  
 Muuta, mitä?

↓  
Jos tulitte impulsiivisesti  
niin tulitteko ensisijaisesti:

- Syömään  
 Katselemaan tarjontaa  
 Viettämään aikaa  
 Muuta, mitä?

12. Mitä suunnittelette ostavanne? Voitte valita useamman

Yläkerran tuotevalikoima:

- Keittiöt tai ruokailutilat  
 Olohuoneet  
 Makuuhuoneet  
 Työtilat  
 Vaatekaapit, lipastot tai säilytyskalusteet  
 Lasten IKEA

Alakerran tuotevalikoima:

- Keittiötarvikkeet  
 Valaisimet  
 Kylpyhuoneet ja tarvikkeet  
 Sisustustekstiilit, vuodevaatteet tai matot  
 Kasvit, koristeet, kynttilät, kuvat tai kehykset  
 Kodin säilytystarvikkeet

En mitään

13. Suunnitteletteko tekevänne ostoksia yläkerran makuuhuone-, keittiö-, olohuone-, työtila- tai vaatekaappi & lipasto-osastolta?

- Kyllä, mitä? \_\_\_\_\_  
 En

14. Mikäli vastasitte kieltävästi edelliseen kysymykseen(13.) mitkä tekijät vaikuttivat siihen?

- Hinta ei ole sopiva

- Valikoimasta ei löydy minulle sopivaa tuotetta / tyyli ei ole sopiva  
 En saa palvelua  
 Minulla ei ole tarvetta  
 Minulla ei ole rahaa ostaa tuotetta  
 Tuotteen laatu ei vastaa odotuksia  
 Muuta, mitä? \_\_\_\_\_

15. Mikä sai teidät valitsemaan IKEAn verrattuna muihin sisustusliikkeisiin?

- |   |   |
|---|---|
| <input type="checkbox"/> Valikoima                    | <input type="checkbox"/> Hinta                          |
| <input type="checkbox"/> Tukipalvelut (esim.kuljetus) | <input type="checkbox"/> Asiantunteva ja osaava palvelu |
| <input type="checkbox"/> Tuotteiden laatu             | <input type="checkbox"/> Parempi markkinointi           |
| <input type="checkbox"/> Sijainti                     | <input type="checkbox"/> Viihtyisä ympäristö            |
| <input type="checkbox"/> Ruokailumahdollisuus         |   |

C. Ostomieltymykset

Anna vastauksesi asteikolla 1-5, 1 tarkoittaa täysin samaa mieltä, 2 hieman samaa mieltä, 3 en osaa sanoa, 4 hieman eri mieltä ja 5 täysin eri mieltä.

16. Kodin sisustaminen on minulle tärkeää

1 2 3 4 5

17. Ostan ja sisustan kotiani suunnitellusti

1 2 3 4 5

18. Mielestäni IKEAn huonekalujen hinta on oikeassa suhteessa tuotteiden laatuun

1 2 3 4 5

19. IKEAn huonekaluvalikoima on monipuolista

1 2 3 4 5

20. Suosittelisin IKEAa tuttavilleni

1 2 3 4 5

21. Mitkä seuraavista tekijöistä vaikuttavat eniten ostopäätökseenne huonekaluvalinnoissa? Valitse 3

- |                                |   |                                      |
|--------------------------------|---|--------------------------------------|
| <input type="checkbox"/> Laatu | <input type="checkbox"/> Tukipalvelut (esim.kuljetus) | <input type="checkbox"/> Trendikkyys |
| <input type="checkbox"/> Hinta | <input type="checkbox"/> Kanta-asiakas edut           | <input type="checkbox"/> Brändi      |
| <input type="checkbox"/> Tyyli | <input type="checkbox"/> Käytännöllisyys              | <input type="checkbox"/> Muu,        |
- mikä? \_\_\_\_\_
- Asiantunteva ja osaava palvelu \_\_\_\_\_

22. Kuinka usein käytte IKEAssa?

- |   |  |
|---|--|
| <input type="checkbox"/> Kerran vuodessa tai harvemmin    | <input type="checkbox"/> Kaksi kertaa vuodessa |
| <input type="checkbox"/> 3-4 kertaa vuodessa              | <input type="checkbox"/> Kerran kuussa         |
| <input type="checkbox"/> Kaksi kertaa kuussa tai useammin |  |

23. Vertaatteko yleensähintoja?

Kyllä       En

24. Oletteko IKEA FAMILY jäsen?

Kyllä       En

25. Mitä mieltä olette verkossa ostamisesta?

26. **Jotta viihtyisitte paremmin IKEAssa, mitä kehitettävää IKEAlla voisi olla?**