Brand awareness research

Case: TravelBird

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ABSTRACT

The subject of this thesis is to research Finnish consumers' behaviour
when buying travel services online. The aim is to find out the level of brand
awareness of the case company, online travel agency TravelBird. The
purpose of this study is to figure out what kind of images consumers have
about the case company and do they see it as an attractive brand.

The theoretical framework of this thesis consists of online tourism
intermediaries as well as brand and brand awareness. Theoretical part
also includes an insight on consumer behaviour generally but also
specifically when buying tourism services.

The empirical part of the thesis was implemented as a quantitative
research where the target population were all the Finnish people who are
interested on travelling divided into TravelBird's current customers and
potential customers. The research was created and implemented using the
online program, Webropol.

From the results of the study it can be concluded that the images of
TravelBird are quite positive. TravelBird can be held as an attractive online
travel agency since according to the results of the survey, most of the
respondents could imagine using their services in the future. However, the
brand awareness level in Finland is still relatively low and would need
bigger investments on marketing to raise the status on the Finnish
markets.

Key words: online travel agency, consumer behaviour, brand, brand
awareness, travel service

Lahden ammattikorkeakoulu
Liiketalouden koulutusohjelma

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TIIVISTELMÄ

Tämän opinnäytetyön aiheena on tutkia suomalaisten ihmisten käyttäytymistä ostettaessa matkapalveluita internetistä. Tavoitteena on selvittää hollantilaisen online-matkatoimiston, TravelBirdin, tunnettuuden tasoa suomalaisten kuluttajien keskuudessa. Tarkoituksena on selvittää, minkälaisia mielikuvia kuluttajilla on yrityksestä sekä nähdäänkö brändi vetovoimaisena.

Opinnäytetyön teoreettinen viitekehys käsittelee internetissä toimivia matkanvälittäjiä sekä brändiä, tunnettuutta ja siihen vaikuttavia tekijöitä. Teoreettisessa osassa käsitellään myös kulttajakäyttäytymistä niin yleisesti kuin myös matkapalveluita ostettaessa.

Opinnäytetyön empiirinen osuus on toteutettu kvantitatiivisena tutkimuksena, jossa kohderyhmänä olivat kaikki suomalaiset matkailusta kiinnostuneet ihmiset jaettuna kahteen ryhmään: nykyiset ja potentiaaliset asiakkaat. Kysely luotiin ja toteutettiin Webropol -ohjelmalla.

Tutkimustuloksista voidaan yleisesti todeta, että mielikuvat TravelBirdistä ovat pääosin positiivisia. Tulosten perusteella TravelBirdiä voidaan pitää vetovoimaisena yrityksenä, sillä suurin osa vastaajista voisi kuvitella tulevaisuudessa käyttävänsä heidän palveluita. Kuitenkin yrityksen tunnettuuden taso suomalaisten keskuudessa on vielä melko heikko ja sen nostamiseksi tarvittaisiin suurempia sijoituksia markkinointiin.

Asiasanat: online matkatoimisto, kuluttajakäyttäytyminen, tunnettuus, brändi, mielikuva, matkapalvelu

CONTENTS

1 INTRODUCTION

The tourism industry has significantly changed during the past 10 years due to the development of internet as well as information and communication technologies. It has led the tourism industry to the point were travel agencies have moved partly or completely online. TravelBird, Dutch online based travel agency, is one of these, as well as the case company of this thesis.

I did my internship at TravelBird as a customer advisor and during that I also got an idea of doing my thesis for them. Since my second week of the internship, I noticed how suspicious Finnish people were about TravelBird. This led me constantly think about the reasons behind these thoughts and afterwords to the subject of this study. With the help of the country manager of TravelBird Finland, I ended researching how well Finnish people actually know TravelBird.

The aim of the thesis is to research Finnish people's behaviour when buying travel products online. What are the most important factors affecting when choosing a travel agency? The purpose of the study is to research the brand awareness of the principal company, TravelBird, among Finnish people. The aim is to find out if Finnish people know the principal company, if yes, what kind of images they have about it and do they see the brand as attractive. Another objective is to get information of the level of the brand awareness and about the interest towards its services.

The theoretical framework consists of two bigger subjects. The first one is online tourism intermediaries delimited to online travel agencies and tour operators. The second one consists of brand, brand awareness and the affect of brand awareness on consumers buying behaviour. The empirical framework consists of quantitative research made for current and potential customers of TravelBird with an online questionnaire.

TravelBird is a Dutch online based travel agency who provides travel packages in 12 different countries. It was established at 2010 by two Dutch men, Symen Jansma and Dennis Klomparberts. In 6 years TravelBird has grown from a company of a few people to a company of over 400 employees. There are employees from almost 30 different countries and thus provides a very international working environment. The office is located in the city center of Amsterdam. There are around 20 different deparments which all has their own responsibility area. Those are for example global marketing, sales and IT which is concentrated on developing the website. (TravelBird 2016).

Figure 1. The logo of TravelBird (TravelBird 2016).

TravelBird's main idea is to inspire people and make booking and travelling as easy as possible. TravelBird mostly offers ready packages that normally includes flights, hotels, transfers and excursions. These packages can be city trips, sun holidays, roundtrips or such as a ticket to a spa and all of these can be booked by families, couples or single travellers. TravelBird also offers hotel packages with competitive prices. TravelBird has been now operating for 6 years and 4 million travellers have travelled with them so far. TravelBird Finland started in May 2014 and is now a group about 10 employees, including for instance web editors, marketing- and sales persons and customer advisors. (TravelBird 2016.)

TravelBird publishes 6 new offers everyday and these will be presented on their daily newsletter that goes to everybody who has subscribed for their newletter (TravelBird 2016). Below (picture 2.) is presented an insight of TravelBird's website and their way to marketing their offerings.

Figure 2. Screenshot from TravelBird's website (9.10.2016)

2   ONLINE TOURISM INTERMEDIARIES

After the development of the printing press, internet is the most important innovation ever since. Many of the existing media are combined through internet. It brings new capabilities of interactivity and addressability but it also transforms the very essence of what it means to be a human being in society and the way individuals conduct their business with each other. Millions on people worldwide use internet for working, learning, entertainment, socializing, leisure and shopping. (Buhalis & Jun 2011.)

Information and communication technologies (ICT) improve the ability of organizations to increase their productivity, manage their resources, market their offerings and communicate their policies, and develop partnerships with all their stakeholders, such as consumers and suppliers. ICTs also helps and enable organizations to expand geographically and coordinate their activities globally, nationally and regionally. ICTs include hardware, software, groupware and netware as well as the intellectual capacity to program, develop and maintain the equipment. (Buhalis 2003, 6.) Buhalis (2003, 7) considers ICT's as:

> *"the entire range of electronic tools that facilitate the operational and strategic management of organizations by enabling them to manage their information, functions and process as well as to communicate interactively with their stakeholders, enabling them to achieve their missions".*

Intermediaries are the ones who unite buyer and seller with the aim of reducing transaction and supply costs between buyer and seller instead of totally eliminating the intermediary. If a producer chooses to use intermediary, they can reduce promotion costs and possibly transfer a certain risk to the distributor depending on the contracts made. However, a producer might suffer from a loss of margins and influence on the distribution process. For the consumer, the use of intermediaries often offers competitive prices, special expertise and no need of search and transaction costs. (Cooper 2005, 422-423.)

Travel planning, including travel information search and booking, are one of the main reasons people use the internet. One of the most successful e-commerce implementations are online travel booking and associated travel services. For a successful organisation especially in the tourism industry, e-business is an essential prerequisite in the emerging, globally and internet-empowered business environment. (Buhalis & Jun 2011.)

2.1   Online travel agencies

The main distributors of the tourism product are travel agencies. For customers, they offer objectivity in the advice and expert product knowledge. Outgoing travel agencies offer travel services such as provision of passports and visas and travel insurance. Travel agencies can not stock travel products since they do not own the services instead they can stock travel information in the form of brochures, data and leaflets as well as personal expertise of travel consultants. They do not purchase tourism products in advance but they reserve/issue travel documents such as tickets and vouchers. (Buhalis 2003, 261-262.) Outgoing travel agencies can be divided into numerous categories depending on several variables such as size, type of business, appointment and geographical spread. Only a few travel agencies operate globally but most of them are multinational, national or regional. (Buhalis 2003, 263.)

The travel agency industry has been revolutionised by the internet since the agencies now can reach their travel inventory directly. They are able to book and search everything such as hotels and airlines online, increasing their bookable inventory. Internet enables them to promote their organisations and sell their own services. (Lai, Huang, Lu & Chang 2013.) The internal organization of travel agencies experienced major improvements because of the development of information and communication technologies. With the internal systems and intranets travel agencies can maximize their efficiency. (Buhalis 2003, 6.)

2.2   Online tour operators

Paid holidays, more free time and income disposal were the significant changes in society which enabled tour operators to become a significant part of the travel industry in the 1950's. Since then, there has been a huge progress in the tour operator industry which has been assisted by developed information technologies and transportation, such as faster airplanes with bigger capacity. (Cooper 2005, 427.)

Tour operators are organizers who create and put together travel packages. They can sell them directly or offer them for sale through retailers. Packages are pre-arranged and sold at an inclusive price, normally including different combinations of accommodation, transport and sometimes services such as catering or attractions. Tour operators sometimes even pre-purchase a number of travel services but normally they only pre-reserve them and set up a package at a single price. (Buhalis 2003, 242.)

There are two types of tour operators where there is a clear distinction between them. Large/mass operators cover a very wide range of tourism products and destinations when small/specialist operators are concentrating on themed or activity holidays and provides holidays for a few destinations only. Small/specialist operators tend to charge premium prices for specialized services when covering niche markets while bigger operators concentrate on sales volume instead of profit margins. (Buhalis 2003, 242-243.)

Information communication technologies plays a crucial role in communication between a tour operator and all the partners, including transportation and accommodation principals, travel agencies and consumers. Their function in the marketplace obligates them to coordinate simultaneous movement of large number of travellers and it represents a major operational management challenge. Internet together with intranet and extranet are stratetic tools and have many critical benefits for tour operators. (Buhalis 2003, 244.)

2.3   Consumer behaviour in online tourism

Online tourism empowers the interactivity to unpredecedented levels. It offers new tools and mechanisms for direct communication with consumers. They can now access information on everything on 24-hours/365-days-a-year basis. This creates more experienced and sophisticated travellers since they become more and more knowledgeable and seek exceptional value for time and money. Consumers increasingly require special expertise that involve rich artistic, cultural, environmental and social resources. (Buhalis 2003, 313.) When organisation wants to make their marketing activity more successful, an understanding of consumer behaviour is crucial. (Horner & Swarbrooke 2016, 3.)

People are becoming more and more reliant on internet since it includes a huge amount of information and essentially represents the "external memory" of people. Social media, which has tremendously grown in the past years, has also changed the dynamics of online communications. Search engines of internet also have a major impact on travelers' access to tourism products. Smart phones and their apps for travel, also creates easier access to travel information and experiences of other people which again influence on individuals decicions. (Xiang, Magnini & Fasenmaier 2014.)

In recent years, this word-of-mouth effect is considered extremely influential what comes to people's travel planning. Travel related information is easily obtained from the internet, for example, experts' suggestions on tourist attractions or accommodation price and information. (Lai, Huang, Lu & Chang 2013.) Electronic word-of-mouth as well as the whole social media is changing the way people read, search and trust and same time collaboratively produce information about tourism destinations and suppliers. Thus tourists become co-marketers, co-producers, co-designers and co-consumers of travel and tourism experiences. Personal channels of communication exist when two or more people communicate directly with each other using various forms: on the phone, face to face, through mail or e-mail, online reviews (electronic recommendations and

experience sharing) or through internet ''chat'' designed for electronic word-of-mouth. (van Zyl & Sotidiaris 2013.) Comprehensive knowledge and increasing travelling experiences available are creating more and more demanding travellers who have different motivations and desires. This leds to a point were more personal and unique services become desired. (Buhalis 2003, 110.)

Trust can be defined as consumers will to believe that the sellers are sincere and they acknowledge their high degrees of trustworthiness on online shopping and transaction processes. This in turn generates consumers' goodwill belief that the sellers are kind. Website trust can also be defined as the extent of belief that people produce throughout using online shopping websites. These are mainly based on the hypermarket's image, good reputation, performance, commitment and emphases toward service attitudes and operating performance. Stable privacy polices and terms and conditions on the website, allow consumers to generate more trust and confidence toward the website. (Lai et al. 2013.)

2.4   European Union consumer protection law

Traveller's rights are affected by a choice to buy a package tour or to travel independently. When choosing a package tour, tour operator is responsible for all the services, for example transfer and accommodation. Responsibility can not be transferred to the subcontractors, such as transfer company, accomodation or another travel agency, which are needed when building the package tour. On a package tour, the traveller has a protection of package travel conditions from the moment of buying the trip till the end of the trip. They have a right to cancel it and get help an emergency situation. (Finnish competition and consumer authority 2014.) Often traveller was neither protected for example in case of bankruptcy of travel agency or tour operator nor in some unexpected situation at destination where help was needed. Nowadays, the new legislation of package tours protects traveller in these situations. (Mäki-Fränti 2015.)

The tourism industry has gone through big changes after the first package travel directive was published in 1990. Since the increase of competition, changes in consumer behaviour and internet development it is important to keep the tourism legislation up to date. Before the new directive, travellers have thought they have much bigger protection than they had in reality. All travel agencies and tour operators, who sell a combination of two or more tourist services, belong to the legislation of package tours since they have an obligation to have an insurance. This new legislation of package tours creates more equal competition situation amongst all travel companies since they are all bound by the same rules. For the traveller, this also brings a right to claim a compensation of displeasure in case the trip does not correspond to what has been agreed but only when it is the fault of tour operator. (Mäki-Fränti 2015.)

3   BRAND AWARENESS

In this chapter, I discuss brand and brand awareness as well as images and brand image. First I tell how brand is defined and what is the meaning of it. Second I introduce the formation of the brand and the meanings of image and brand image. The last part is about brand awareness and establishing it.

3.1   The definition and meaning of brand

Brands has been used for centuries to distinguish the products or services of different companies from each other. In principle, whenever a marketer creates a new name, symbol or logo for a new product, she or he created a brand. (Keller 2008, 2.) Brand is a multi-dimensional phenomenon which is traditionally defined as name, symbol, concept, sign, or some other feature (Malmelin & Hakala 2008,17-18). The meaning of that is to distinguish the product or a service from competitor (Keller 2008, 2). Creating differences is what branding is all about (Kotler & Keller 2016, 387).

In the Finnish media guide (Brand 2016) it has been told that brand is a positive reputation, which is formed around a trademark. The factors that influence on the formation of brand value are its name or logo's awareness, customer loyalty, the feeling of quality which comes with a brand and images attached to a brand. Brand can also be seen as a summary of content or identity of the product or service. Brand makes the product attractive in the eyes of the customer and promises quality. Succesfull and well-known brand creates added value for the product.

Malmelin and Hakala (2008, 18) believe that a future brand and road to success is radical brand. Radical brand consists of everything that the organization does, how does it look like, how they communicate, how does it sound like and how it is talked about. It is a mindset that guides the organization, as well as unifying vision of activities and communication.

3.2 The formation of the brand

Everybody has to work on the awareness, attractiveness and success of the brand. Although brand gets its final form in peoples' minds and it can be very different image when asking from different people. Behind the attitude and image there are always each values, interest, the information received and acquired, and possible experiences of the brand. (Von Hertzen 2006, 91.)

Kapferer (2012, 8-9) defines a brand as a name with the power to influence. A brand can have a name that is easily pronounceable and spontaneously evokes desirable accociation but a name to become a brand it needs to command trust, respect, engagement and passion. Brands must convey trust, certitude and emotion as well as be a risk reducer. The perceived risk could be experiental, economic (linked to price), functional (linked to performance), psychological (linked to our self-concept) or social (linked to our social image). This is why it takes so much time to build a brand awareness, trust and emotional bonding. The product or service, together with the people at points of contact with the market, the places, the price, the communication makes a name acquire the power of a brand. These are the sources of cumulative brand experience. (See figure 1.)

Brand concept (remarkable value proposition) tangible and intangible values

Brand name and symbols, semiotic invariants

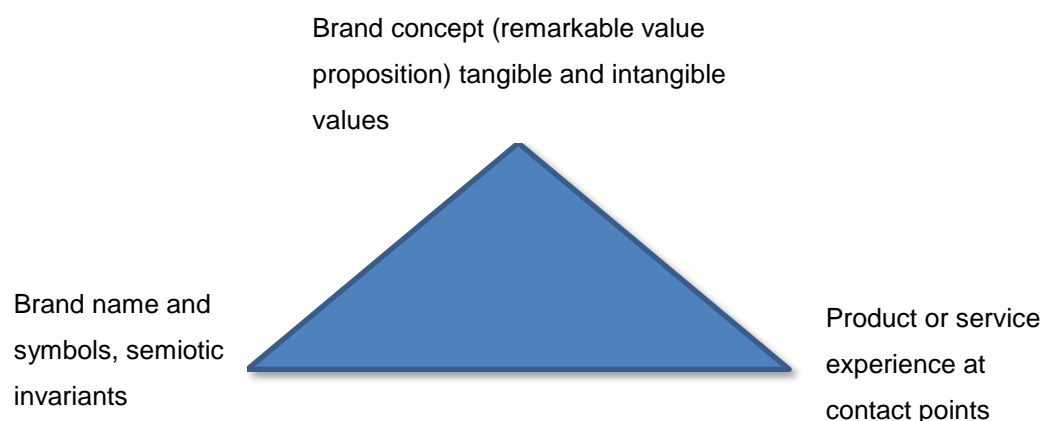Product or service experience at contact points

Figure 3. The brand system. (Kapferer 2012, 10.)

3.3   Brand awareness

One of the fundamental dimensions of brand equity is brand awareness, often seen as prerequistite of peoples' buying decicion (Kotler & Keller 2016, 235). Generating and maintaining brand awareness has long been held one of the main goals of marketing. The set of brands also defined as consumer's consideration set, to which a consumer gives a serious attention when making a purchase decicion. The brands that enter consumer's consideration set, is strongly affected by the brand awareness. (Mcdonald & Sharp 2000.)

Kotler and Keller (2016, 20) define brand awareness as fostering people's ability to recall or recognize the brand in sufficient detail to make a purchase. Keller (2008, 54) sees brand recognition in a way that, are the consumers, who have prior exposure to the brand, able to recognize the brand when given it as a cue. Brand recall is defined as consumers' ability to seek the brand from memory when for example given a cue of a purchase usage situation or product category. Brand recall is more important for online brands when the consumer decicions are not made at the point of purchase but settings away from the point of purchase. Recall is not that easy to achieve than recognition since consumers more likely recognize for example the color than the name of the brand. Top of mind awareness (TOMA) is the brand that comes to mind when thinking of a particular product class, without a cue. These levels of brand awareness are presented on the figure 2. below.

Figure 4. Brand awareness pyramid (Aaker 1991, 62).

Brand awareness is not a mere cognitive measure in fact, it is correlated with many valuable image dimensions. When a brand is known, every individual knows it is known and this leads to spontaneous inferences. Awareness is mostly correlated with aspects such as trust, reliability, high quality, closeness to people, a good quality/price ratio, accessibility and traditional styling. (Kapferer 2012, 21.)

The benefits of creating high level of brand awareness are consideration advantages, learning advantages and choice advantages. Strength and the formation of the associations that make up the brand image is influenced by brand awareness. Marketers must first establish a brand node in memory to create a brand image. The nature of which affects how easily the consumer stores and learns additional brand associations. Registering the brand in the minds of consumers is the first step in building brand equity. Whenever consumers are making purchase decicions, they must consider the brand or as mentioned earlier, be a member of the consideration set. Consumers more likely have a handful of brands that receive a consideration for purchase instead of having only one brand they are loyal to. The third advantage of creating a high level of brand

awareness is that it can affect choices among brands in the consideration set. This in turn is affected by consumers purchase motivation and purchase ability. For many consumers choosing a brand is not a life-or-death decision. If among brand category, there is a lack of perceived differences it is likely to leave the consumer unmotivated about the choice process. Many times consumers do not have the necessary knowledge or experience to judge product quality even if they so desired. These are for instance products with a high degree of technical sophistication. (Keller 2008, 54-55.)

3.4   Images and brand image

The preconditions of an organisation are positive images and meanings. Nowadays, it is not only the material markets that companies are competing in, but also intangible markets. The images of an organisation in consumers' minds are the ones that control the consumption. For consumers, brands primarily occur as images and perceptions and these are personal for every individual. (Malmelin & Hakala 2008, 124-126.)

Brand image is about consumers' perceptions about a brand. Images are multidimensional and they reflect characteristics of a product or service or aspects independent of those. (Keller 2008, 51.) Marketing programs that link strong, favourable, and unique accociations to the brand in memory, is what it takes to create a positive brand image. (Keller 2008, 56)

4   EMPIRICAL RESEARCH

The empirical part of the study is based on a quatitative research to be made for TravelBird's current and potential customers with a self-administered online questionnaire. The aim is to find out how well-known TravelBird is among Finnish people and what kind of images people have about TravelBird. The purpose is to figure out whether people see TravelBird as an attractive online travel agency or not.

4.1   Research design and methodology

Research design is the framework or plan for a study which guides the selection of sources and types of information. It outlines procedures for every research activity. A research design ensures that the study will be relevant to the research problem and will use economical procedures. (Blumberg, Cooper & Schindler 2008, 195.) It is the general plan of how you will go about answering the research questions. Research designs are classified into three traditional categories: descriptive, exploratory or explanatory. (Saunders, Lewis & Thornhill 2009, 136-140.) The choice of the most appropriate design depends on the research problem and the research objectives (Malhotra 2007, 78).

In this study, a descriptive research design is applied. Descriptive research is a type of conclusive research that has its significant object the description of something, usually market functions or characteristics. The characteristics of descriptive research are that it makes a clear statement of the problem, defines clearly the information needed and that the research is pre-planned and structured. (Malhotra 2007, 82.) This study applies descriptive research since it tries to describe an accurate profile of persons, events or situations (Saunders et al. 2009, 140).

The research questions and objectives, the amount of time and resources available, as well as the philosophical underpinnings are guiding the choice of the research strategy. Research strategies should not be considered as being mutually exclusive. (Saunders et al. 2009, 141.) In

this study the research strategy used is survey strategy.

The chosen research methodology for this study is quantitative research in order to collect sufficient sample of relevant data. According to Keller (2008) quantitative research gives more definitive assessment of the depth and breadth of brand awareness. Quantitative research can be defined as a method where the data is analysed numerically. It answers to questions like how many, how much and how often. (Vilkka 2007, 14.) The most common quantitative data analysis techniques are charts, graphs and statistics and they help when exploring, presenting and examining relationships and trends within our data. Quantitative data is something that can be easily quantified to help answer the research questions and to meet the objectives. (Saunders et al. 2009, 414.) I chose quantitative research method since the research questions of this study are corresponding to the ones used in quantitative research method. Quantitative research gives a general picture from relations and differentials of variables (Vilkka 2007, 13). In this study the variables are for instance, how much consumers have generally purchased travel products online and how much they have purchased from TravelBird.

4.2   Data collection

In this study, structured questionnaire as a research design is applied. Questions are presented with exact same wording and in the same order to all respondents. In this research, the reson for standardizing the questions is to ensure that all respondents are replying to the same questions and the replies are comparable. The questionnaire used in this research is designed by defining the information needed to answer the research objectives and questions. In addition, the questionnaire is structured, designed, formed and modified basen on the theory about measuring brand awareness and previous brand awareness researches.

The questionnaire type chosen for this quatitative research is a self-administered questionnaire. Self-administered questionnaires are normally administered electronically using internet or intranet and completed by the

respondents themselves. In this type of questionnaire, it is important to design it the way that it is easy for everybody to answer with all devices. (Saunders et al. 2009, 362-364.) I am using the online programme, Webropol, to create this questionnaire. This way I only need to share the link of the questionnaire to the respondents and the program automatically collects all the data and creates the basic statistics, tables, charts and perceptual maps. The respondents are given multiple-choice options, list questions, one open question and likert-style rating questions with options from 1 to 4. Rating questions are often used when collecting opinion data. In these type of questions, the respondent is asked how strongly he or she agrees or disagrees with the presented statement. (Saunders et al. 2009, 375-378.) I used the same adjectives through the whole questionnaire to make it easier for the respondent to answer.

At the same time I advertise the survey on tourism-related forum called Suomi24, where the aim is to reach out the people who are not familiar with the case company but are interested in travelling. I chose that forum since it is very well known in Finland and lots of people who have aim to travel somewhere goes through that forum. However, if after all, I do not have enough respondents, I will advertise the survey on my personal Facebook page. I believe there I have enough contacts to reach the aimed number of respondents. However, this is not desirable way to get respondents since there people know me personally and that can distort the results. The questionnaire can be found on the appendices (appendix 1).

4.3 Target population and sample

The objective of the research is to obtain information of the characteristics of a population. A population consists of all the elements that share a common set of characteristics and that comprise the universe for the purposes of the research problem (Malhotra 2007, 335). According to Saunders (2009, 212) population is the full set of cases from which a sample is taken. For all research questions and objectives, where it would

be impracticable to collect data from the entire population, need to be selected a sample. A sample is a subgroup of the population selected for the participation in the study. (Malhotra 2007, 335.) Sampling saves time and therefore it is an important consideration when there are tight deadlines (Saunders et al. 2009, 212).

Sampling design starts by specifying the target population. The target population is the collection of objectives and elements that possess the information sought by the researcher and about which inferences are to be made. It should be defined in terms of sampling units, elements, extent and time. An element is the object from which or about which the information is desired. Usually, in survey research, the respondent is the element. An element or a unit containing the element is called sampling unit. (Malhotra 2007, 335.) Target population must be accurately determined before the presentable sample can be chosen from it (Heikkilä 2008,34). The research can be ineffective and misleading if the definition of the target population is imprecise (Malhotra 2007,336).

The primary intention is to receive information from the potential target audience of the case company, meaning people over 18-year-old who travel or are interested in travelling. In this research the whole population is the case company's target audience and the target population consist of Finnish over 18-year-old male or female, head of household who is mostly responsible of making travel bookings. Target population is divided into two smaller groups, people who knows the case company and people who are not familiar with it.

After the target group of the study has been determined, a sample frame has to be constructed. A sample frame is a representation of the elements of the target group. It consists of a list or set of direction for identifying the target group. (Malhotra 2007,337). In this study the sample frame is difficult to determine from the target population since there do not exist a list of the company's potential customers.

It would be impractical and time consuming to survey the entire population and that is why a sampling technique was applied. Sampling techniques offers a range of methods that enable you to reduce the amount of data that needs to be collected. Instead of collecting data from all the possible cases or elements, in this case, only the data from a sub-group is considered. Sampling techniques can be divided into two groups: probability sampling and non-probability sampling. When using probability sampling, each case being selected from the population is known and is normally equal for all cases. Survey and experimental research startegies are often associated with probability sampling. (Saunders et al. 2009, 210-212.) In contrast, non-probability sampling is subjective and arbitrary. Each member does not have a known non-zero chance of being included. (Blumberg et al. 2008, 235.) In this study probability sampling is applied because the respondents will be chosen randomly.

4.4   Research Implementation

In this study, self-administered survey was implemented to survey the online purchase behaviour when buying travel services online as well as the attractiveness and the level of brand awareness of the case company. The information about the purpose of the research was provided in the questionnaire together with the information of the lottery of 50euro gift voucher for TravelBird. If the respondents were willing to take part of the lottery, they were asked to leave their personal information at the end of the questionnaire.

A draft of the questionnaire was sent to TravelBird to the country manager of Finland and to the team leader of web editors. Changes and additions were made according to their comments. Option "value for money" was added to the questions that figures out the most important factors when buying travel services. In addition, in the question "From where have you heard about TravelBird?" the option "advertisement" was added. After this the questionnaire was piloted among six people before sending it to the real respondents. The aim of the testing was to make sure that the

questionnaire is as functional and smooth as possible and that all the questions are easy to understand and answer. The feedback from the test respondents was mostly positive and only a few typos were fixed.

The research was implemented by collecting data in three different ways. First it was sent twice through TravelBird's newletter to reach out the people who are familiar with the brand and possibly have made a booking previously. After this I advertised it on the internet on travel related forum called Suomi24. From there I hope to reach as many as possible of the people who are interested on travelling and online booking. I chose this specific forum since it is quite known and popular in Finland. There people can share their travelling experiences anonymously and at the same time gain information from others. Since after this I did not have enough respondents, I advertised it on my personal Facebook page.

The data was collected between 18.9.2016 - 23.9.2016 in the ways described above. The background variables were determined to be gender, age and living status of the respondent. Two main focus parts were general purchase behaviour and the brand awareness and attractiveness of TravelBird. The structured questionnaire functioned as a data collection method. The questionnaire form is included in appendixes (appendix 1).

The aimed number of respondents were 150 but the actual number of respondents were 133. As mentioned, I collected data in three different ways on 18.-23.9.2016. After the questionnaire had been sent twice, 18.9.2016 and 21.9.2016, through TravelBird's newletter I had 37 respondents. After advertising at Suomi24 forum 21.9.2016, I had 57 respondents and eventually after putting it to my personal Facebook page 22.9.2016, I had 133. It was not the targeted amount but it was enough since 100 was minimum.

4.5 Research results

The research results are presented by subjects which are general purchase behaviour, the brand awareness of TravelBird and the attractiveness of TravelBird. To visualize the results, I have created illustrative figures and tables. All the data was collected using Webropol tool but the tables and figures are created using Microsoft Word. All the questions did not have the same number of respondents since not every question were mandatory to all of the respondents.

In the questionnaire, there was one totally open question but many of the questions included an open question depending on the answer of the respondent. The majority of these answers are left out from the analysis of the study. There was a lot of material so it would have needed qualitative analysing for which I did not have time. However, the material is very valuable for the case company and that is why the material will be sent to the case company separately later on.

4.5.1 Online purchase behaviour

When asked about the frequency of buying travel products online, most of the respondents answered affirmative (91%, n=121) and only 9 % (n=12) answered negative.

One third (31%, n=38) of the respondents have previously bought travel products from a foreign company. In this context, it was also asked "from where" the respondent have bought travel products previously and those were for instance Ebookers, Booking and Supersaver. Half of the respondents (48 %, n=58) have never bought travel products from a foreign company and surprisingly one fifth (21 %, n=25) do not know if they have made a purchase from a foreign company. (figure 3.)
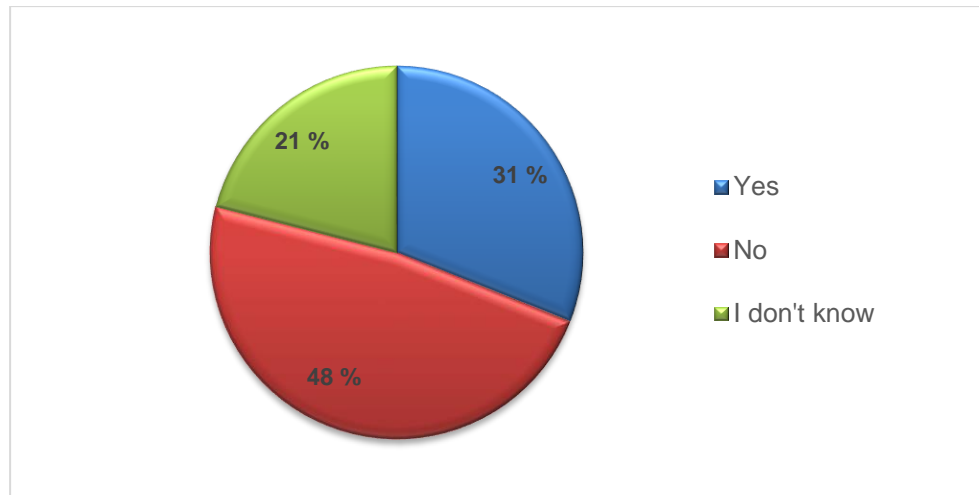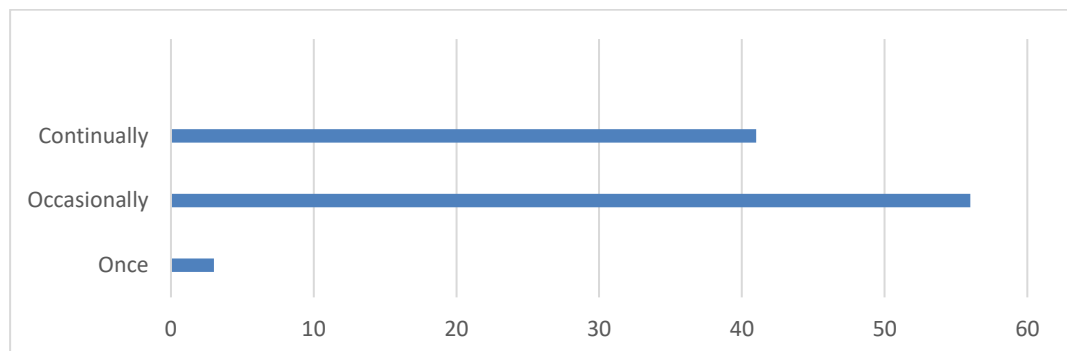
Figure 5. Buying travel products from a foreign company. (n=121)

The purchase frequency of travel products was also investigated. A little bit over half (56 %, n=67) of the respondents said occasionally and 41 % (n=49) said continually.

Table 1. The Frequency of purchase. (n=120)

Part of the general online purchase behaviour was to figure out what type of services the respondents are used to buying online. Since TravelBird offers mostly travel packages, the aim was to find out how much interest the respondents have towards travel packages. The respondents were able to choose more than one option. The most typical travel services were hotel (78%, n=95) and package trip (64%, n=78). Third of the respondents have bought some kind of excursion or concert tickets online. One third (27%, n=33) answered "other" and most of the answers were flights, bus or train tickets. (Table 2.)

Table 2. The type of travel product. (n=121)
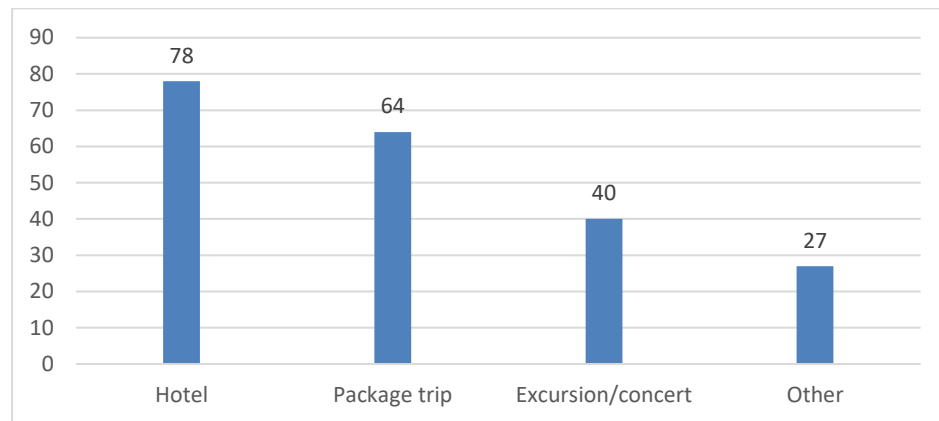
The respondents who had previously bought travel products online, were asked about the type of product they have bought. This was a likert-style-rating question with options 1-4 so the numbers on the table (tab 5.) are averages of the answers. There were many factors that seemed to be more important than the others for the respondents, especially good quality-price ratio, easy purchase, clear web page and cheap prices. On the other hand, the factors Finnish company, well-known brand and opening hours were also seen as important with the average of at least two.

Table 3. The important factors when buying travel products. (n=121)
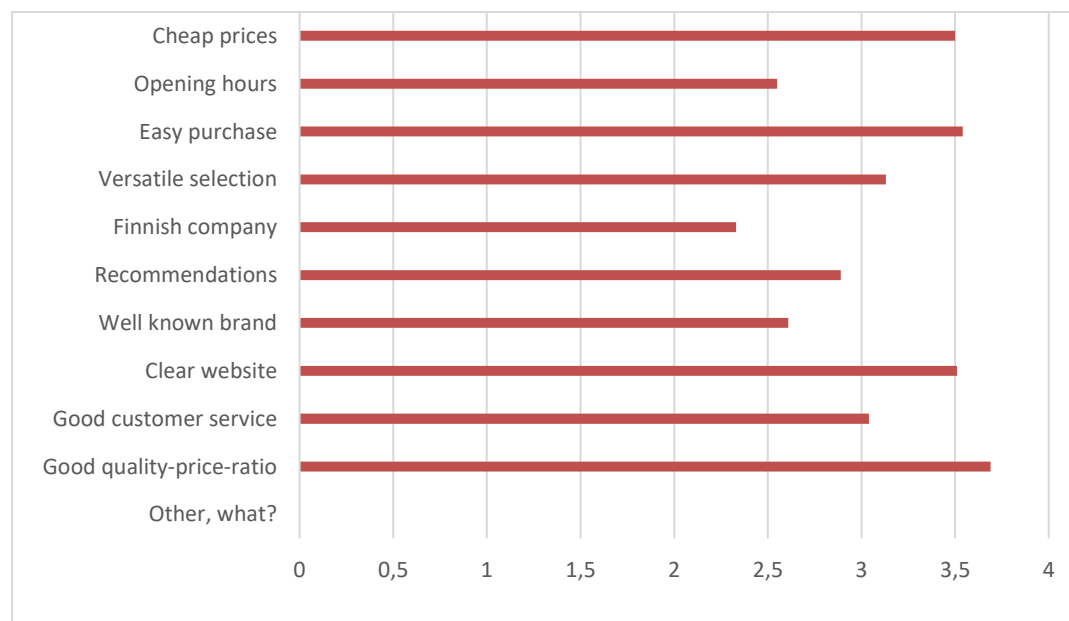
The background variables were determined to be gender, age and living status of the respondent. Majority (80%, n=106) of the respondents were women, one fifth (20%, n=26) were men. There were respondents from all age groups as presented on the table below. This was desired on sampling since TravelBird has customers from all age groups. One third of the respondents (36%, n=48) were under 25-year-old, another third (28%, n=37) were 26-40-year-old, one fifth (22%, n=29) were 41-60-year-old and 14 % were over 60-year-old. (Table 4.)

Table 4. Age of the respondents. (n=133)
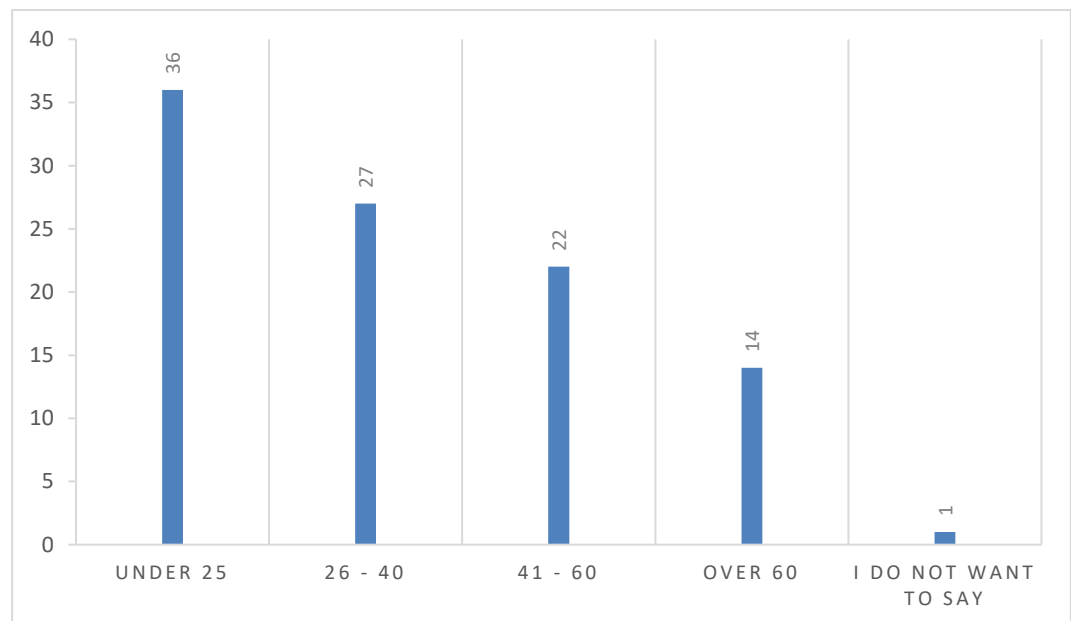
A bit more of the backround was figured out by asking the living status of the respondent since usually it is related to who they travel with. Large group of the respondents live with a partner (40 %, n=53) or alone (34 %, n=45). All the other options were under 20 % which can be seen on the table below (tab 4). It can be concluded that most the respondents travel in the groups of two.

Table 5. Living status of the respondents. (n=133)
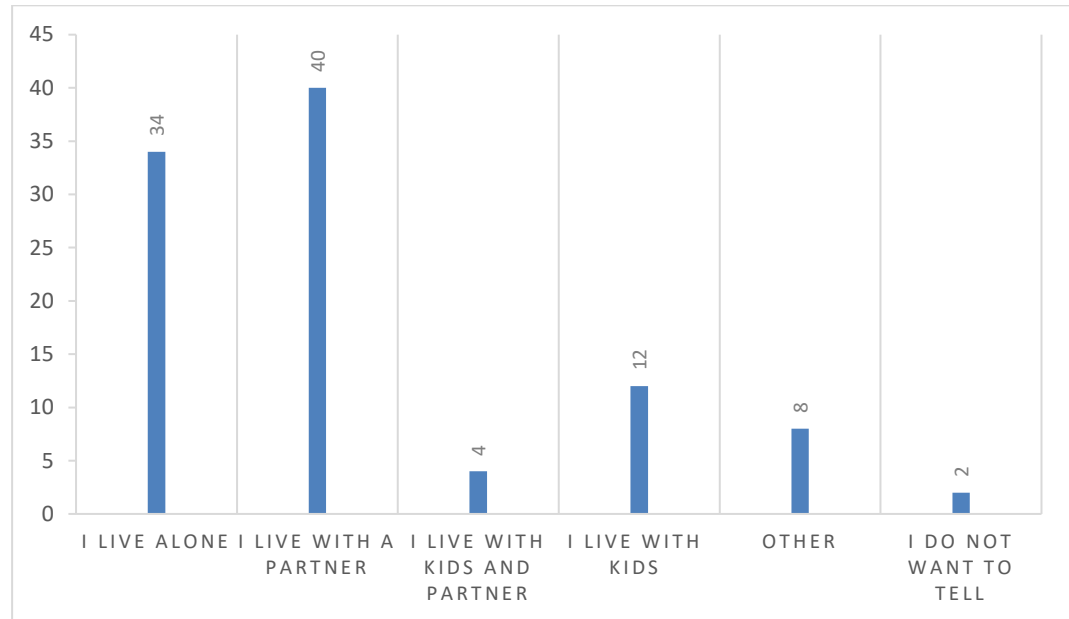
4.5.2 Brand awareness of TravelBird

The brand awareness of TravelBird was studied by asking if the respondent recognizes the logo by showing first only the picture of the logo. Only third (28%, n=37) of the respondents recognized the logo and the rest did not recognize it (65%, n=86) or they were not sure (7%, n=10). When asked about, if the respondents have heard about TravelBird by its name, over half (56%, n=75) answered affirmative and 2% (n=3) were still not sure. The awareness level of the logo and the name of the case company are illustrated on a comparing table below (tab 7).

Table 6. The awareness levels of the logo and the name of TravelBird (n=133)
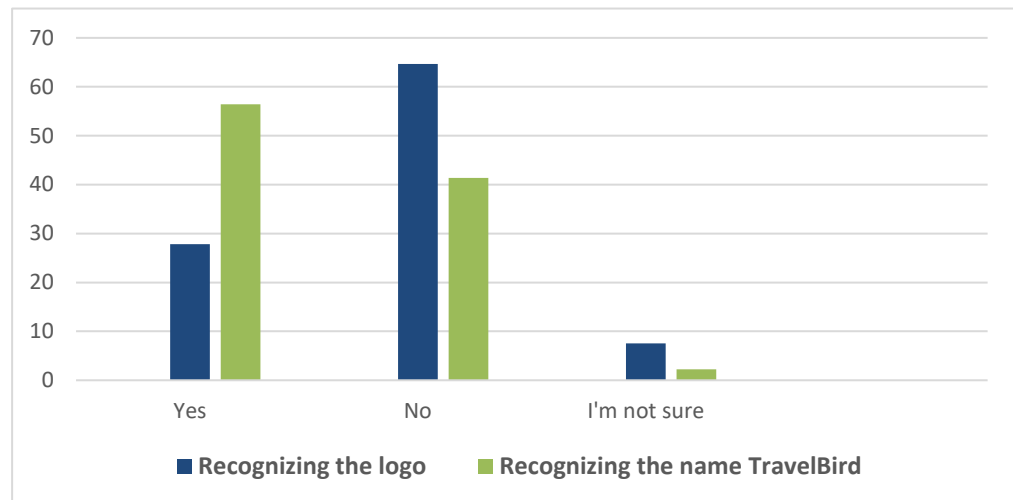
The awareness level of the case company's website was investigated by asking if they have visited the website previously or not. Clearly over half of the respondents (66%, n=50) had visited on the website and third of the respondents (29%, n=22) have not. Respondents who were not sure if they have visited the website were 5% (n=4).

Images of the case company's website were investigated by asking about the images that come to their mind when visiting the website. If the respondent had not visited the website previously, there was a straight link to the website. This was a likert-style-rating question where the option scale is 1-4 so the numbers on the table (tab 5.) are averages of the answers. There were options "clear" and "good quality" that got an average over 3. Two lowest avarages were options "suprising" and "reliable" (tab 8.). There was also option "Other, what?" and spurisingly there were 15 responses to that. Far above half of those responses were negatively related to the pop-up advertisement of TravelBird's website. One of these answers was:

> "Very annoying. When you go to the website the pop-up advertisement comes up and it is not possible to close it and it makes it impossible to browse through the website. My nerves lasted four seconds."

Table 7. Images that comes to the respondents' mind of the website. (n=133)
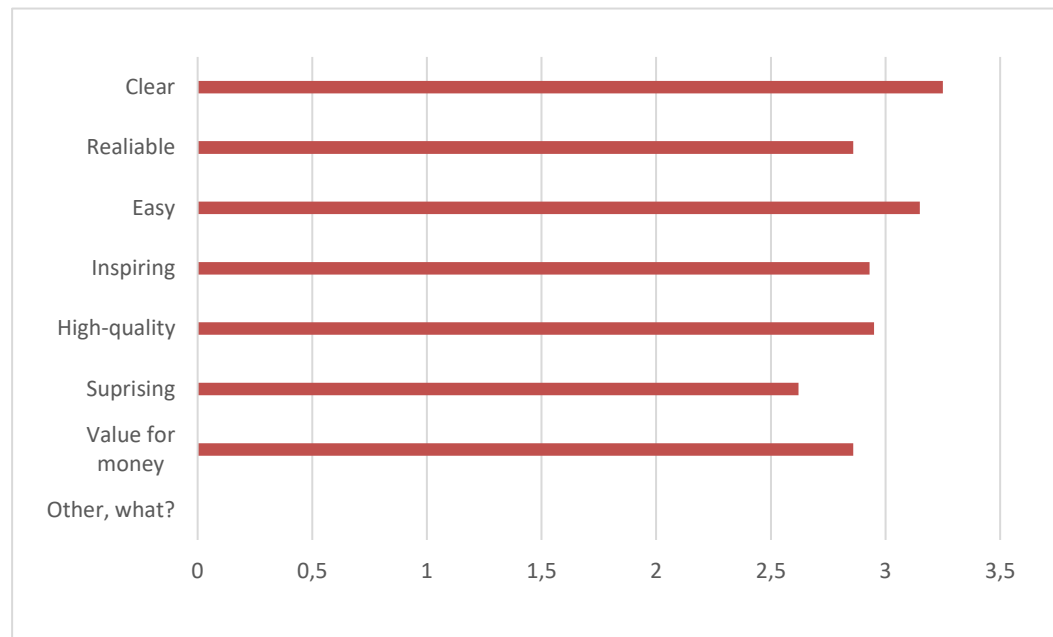
The respondents who had bought service or services from TravelBird were asked about their purchase experience. This was also a likert-style-rating question with options 1-4 so the respondent was asked to evaluate how strongly those specific factors describes purchase experience. The numbers on the table below (tab 5.) are averages of the answers. The adjectives of the purchase experience which had the highest average of over 3,5 were "easy" and "good quality-price ratio". The average of the rest of the adjectives were also over 3 but there no significant differences seen between them. (tab 9.)

Table 8. Purchase experience. (n=9)
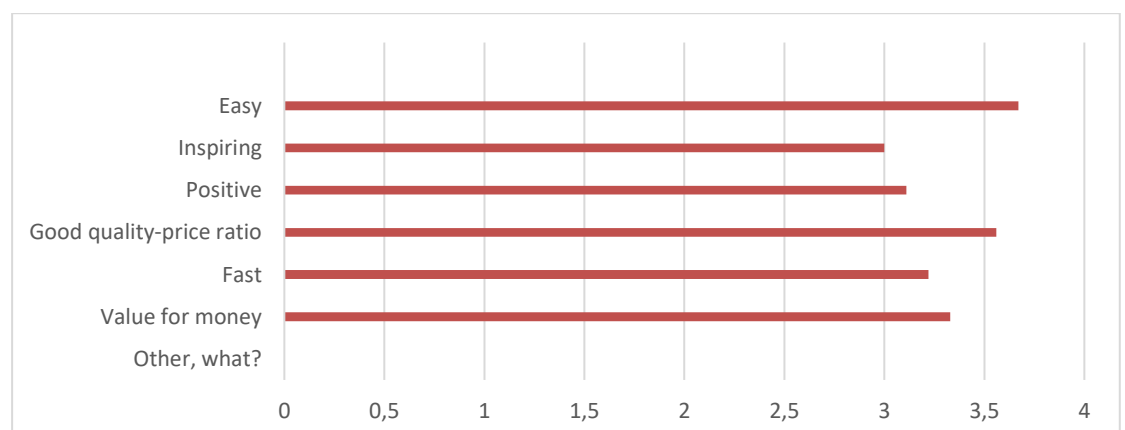
4.5.3 The attractiveness of TravelBird

Those who had made a purchase from TravelBird where asked if they would recommend it to their friends and family or not. The survey showed that majority (83%, n=10) would recommend TravelBird.

The attractiveness of TravelBird was studied by figuring out if the respondents could imagine buying their products in the future. This question was mandatory for all the respondents and therefore it includes respondents who had made a purchase before and respondents who had not. Most of of the respondents (88%, n=117) could imagine using TravelBird's services in the future. Only 12% (n=16) could not imagine making a purchase from TravelBird and they were asked "why?". The most common answer was "I don't like or buy travel packages, I create it by myself."

To find out the most affective advertisement ways and places, the respondents were asked, "Where have they heard about TravelBird?". Third of the respondents (31%, n=23) had heard about the company for the first time through advertisement. (table 9.)

Table 9. The place where the respondent heard about TravelBird for the first time. (n=75)
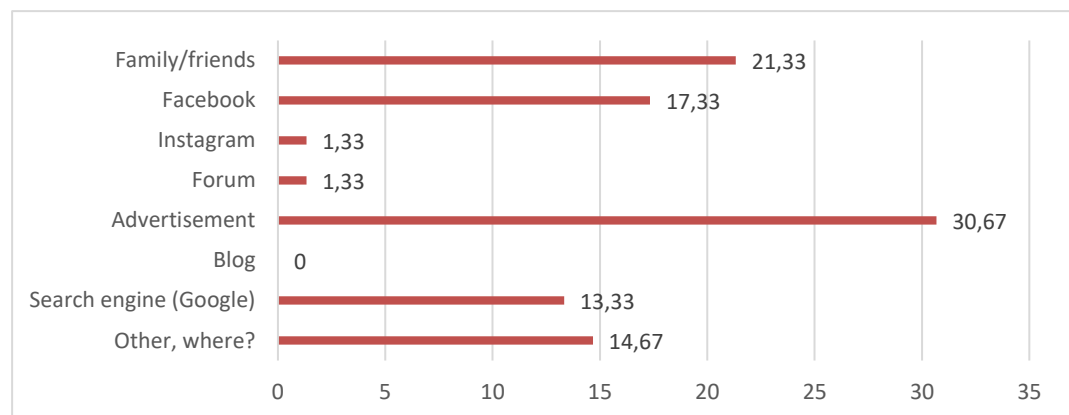
5   ANALYSIS AND DISCUSSION

In this part I will analyse and discuss about the results using theoretical framework. There is not any earlier study made for TravelBird of this subject in Finland so there is not a basis of comparison for the results.

5.1   Finnish peoples' behaviour when buying travel services

People are becoming more and more reliant to internet since it includes a huge amount of information and essentially represents the "external memory" of people (Xiang, Magnini & Fasenmaier 2014). The study revealed that as mentioned, buying travel services online is extremely common since almost all the respondents of this research have done so.

When I was a customer advisor intern at TravelBird, I noticed how sceptical the customers were about the company when mentioned it is not Finnish and that is why I wanted to figure out does it really have a big affect on consumers purchase decicions. Suprisingly, in my study the option "domestic company" had the lowest average when the respondents gave their ratings of the most important factors affecting when buying travel services. However, it could be concluded that part of the consumers are not always sure if the company is domestic or not. According to the results, where fifth of the respondents was not sure if they have made a purchase from a foreign company.

The study showed that Finnish consumers have bought separate hotel packages the most and second came the whole travel package. As stated by Buhalis (2003, 313) consumers can access information on everything on 24-hours/365-days-a-year basis and hence they are becoming more experienced and sophisticated travellers. It can be generally concluded that since the consumers now have more information, they are more confident on buying all the elements of the trip separately.

According to Kapferer (2012, 21) awareness is mostly correlated with aspects such as trust, reliability, high quality, closeness to people, a good quality/price ratio, accessibility and traditional styling. In this study the

most affecting factors considered were quality-price ratio, easy purchase and cheap prices. So it can be concluded that these results support the theory.

One interesting thing that was not part of my survey instead it came up from the open questions. Over half of the respondents, who answered to the open questions, commented about the pop-up advertisement that comes to the screen when you open TravelBird's website. It is about subscribing for the daily newsletter of TravelBird and it can be closed by clicking "I have already subscribed". However, this was something that many of the respondents did not realize and they were clearly annoyed about it. This kind of pop-up advertisements are quite common these days but normally there is a clear "x-button" where the advertisement is possible to close and in this specific advertisement there is not. This can be quite crucial for some people when they are about to choose online travel agency on the internet. There are so many options to choose from nowadays and the first impression of the website is crucial so it should be as positive as possible.

5.2   The level of brand awareness

There were 8 respondents who had previously made a purchase from TravelBird so it can be concluded that most of the respondents gave their answers only by the images and accociations they have about TravelBird and their website, Hence, most of the respondents belong to the potential target group of TravelBird. It can be mentioned that the respondents who had made a purchase before, experienced TravelBird as a "easy purchase" which is very positive thing for the company. Easy purchase is also one of the main objectives that TravelBird itself is aiming to be.

Only a few people recognized the logo of TravelBird but surprisingly a bit over half of the respondents recognized the brand by its name. I would say that TravelBird brand still has a low level of recognition. Based on my own experience when I did my internship at TravelBird, I did not expect even this high brand awareness among Finnish people. This can be partly

explained by their low-budget marketing which is mostly social media marketing and search engine optimization.

It can be concluded that TravelBird should bring out their logo more since according to Kotler and Keller (2016, 20) consumers more likely recognize for example the color than the name of the brand. Although for the future they should aim for brand recall since Kotler and Keller (2016, 20) states it is more important for online brands than recognition when the consumer decicions are not made at the point of purchase but settings away from the point of purchase.

When an organisation wants to make their marketing activity more successful, an understanding of consumer behaviour is crucial (Horner & Swarbrooke 2016, 3). Since part of the study was to research consumer behaviour when buying travel services online, that is very valuable information for TravelBird Finland if they are going to invest more into marketing.

Even though the brand was recognized by over half of the respondents, it is still not in the consideration set of most of the respondents. According to Keller (2008, 55) one of the advantages of creating a high level of brand awareness is that it can affect choices among brands in the consideration set. This in turn is affected by consumers purchase motivation and purchase ability. It can be concluded that the images of TravelBird are positive mostly based on respondents visit on the website. I believe that TravelBird could enter to many consumer's consideration set if they only put some effort into the marketing and that way raise their awareness in consumer's minds.

The study showed that the respondents really have interest towards TravelBird's services. The interesting thing was that when was asked "why", many of the respondents answered "unknown services but I will definitely check their offerings". Also from this, it can be concluded that TravelBird's services are considered attractive. As stated by Buhalis & Jun (2011) travel planning, including travel information search and booking,

are one of the main reasons people use the internet. Nowadays the scope of offerings is enormous. It is a quite big deal if the company is seen as attractive only by their website.

TravelBird can be seen as an attractive online travel agency. Most of the respondents could imagine buying products from them in the future. It can be concluded that most of the respondents gave their answers based on accociations of the website since only 6% had bought services from TravelBird. It can also be concluded that the website of TravelBird is seen interesting according to those earlier shown research results.

In recent years, word-of-mouth effect is considered extremely influential what comes to people's travel planning (Lai, Huang, Lu & Chang 2013). As the research showed, one fifth of the respondents have heard about TravelBird from a friend or family. It is very low number if considered how big impact word-of-mouth can have nowadays when choosing travel services.

5.3   Validity and reliability

Validity and reliability need to be taken into account in order to ensure the quality of research. The internal reliability and validity of the data you collect and the achieved response rate depend on the structure of your questions, the design of your questions and the rigour of your pilot testing. A valid questionnaire enables to collect accurate data and one that is reliable will mean that the data is collected consistently. Validity and realiability are discussed in terms of questions and answers making sense. (Saunders, Lewis & Thornhill 2009, 371.) Reliability means the ability of the study to give non-random results (Vilkka 2007).

There were 133 respondents in this research which is quite small sample for a quantitative research. This research can be considered moderately reliable. In the theoretical part the topic was precisely defined using reliable references diversely. The questionnaire was coherent and the questions were formulated so that they were easy to understand. This was

made sure by pilot testing in the beginning of the survey. The thing that undermines the realiability is that large group of the sample was collected from the researchers personal Facebook and hence there can be falsify responses. The sample of this research was not determined clear enough and it can be considered too wide. The response rate can not be calculated since there was not a specific target population amount. This research would have been more reliable if the target population would have been targeted more narrowly. Another thing that undermines the reliability is that there were only 8 respondents who have previously bought TravelBirds services. This is why the purchase experiences of the respondents can not be generalized.

This research can be seen as quite valid. The theoretical part addresses diversely subjects that supports the research and also a lot of things the case company can get some advantage in the future. However, theoretical framework could have gone deeper in to the subjects since now it includes too much of only basic information. The research answers to the research questions and it makes it enable to give some development ideas for the future. The thing that makes the validity a bit lower is that the theoretical framework was not totally completed before doing the brand awareness research. That is why the empirical part is not always bindable with the presented theory.

5.4   Own process

This thesis process was longer than it was planned to be in the beginning and it took about five months in total. The beginning was quite slow since the subject of the thesis was not totally sure yet and the formation of it took some time. One of the biggest challenges during this process was that the subject I ended up researching, was not so familiar for me since I have not studied tourism management. It took a long time to get deeper insight of that industry and hence made the start a bit harder. Another challenge was the English language since it is not my native language. I have lived

abroad for a year but obviously the glossary of the theme was not familiar for me.

This thesis was a major learning process for myself and it really felt like I learned something new of myself every week when working with the thesis. I learned how big impact groundwork has in every phase of the thesis. Especially those 3 weeks I put into creating and formatting the questionnaire was all worth it. Overall I think the thesis was quite succesfull and the subject was suitably delimited. I believe TravelBird can gain some valuable information from it and it allows them to develop their services in the future.

The tourism industry is a large and multi-dimensional industry it grows and develops all the time. This thesis only scratched the surface of consumer behaviour in the tourism industry. It would be interesting to go much deeper to consumers' thoughts by using qualitative research method to get the deeper insight. As this study showed, TravelBird's brand awareness is relatively low among Finnish consumers so it would be useful to create a comprehensive and specific marketing plan. This way new and appropriate marketing ways could be found.

6   CONCLUSIONS

The aim of the research was to study people's behaviour when buying travel services online as well as figure out how well-known TravelBird is in Finland. The objective was to find out what kind of images consumers have about the company. The subject was formatted partly during my internship at TravelBird on spring 2016 when I got an insight of the customers' thoughts when working as a customer advisor for five months. This subject was pleasing and it was very interesting to study.

The thesis starts by handling online tourism intermediaries generally in order to make the basic information and elements clear to the reader. In the same section, I discuss about consumer behaviour in the tourism sector. The other part of the theoretical framework discusses brand and brand awareness as well as the formation of brand awareness. The empirical part of this thesis is concentrated on the case company, TravelBird, through a quantitative brand awareness study. The research was implemented with a self-administered online questionnaire using Webropol. In the last part of the thesis, I concentrated on analysing the results based on the theory.

The first objective I set was to study Finnish consumers' behaviour when buying travel services and also find out the things that affect strongest on consumers purchase decisions. The factors that stood out from the research were easy purchase, quality-price ratio and cheap prices. As stated on the theoretical part consumers can access information on everything on a 24-hours/365-days-a-year basis and hence they are becoming more experienced and sophisticated travellers. The study showed that Finnish consumers have bought separate hotel packages the most and second came the whole travel package. It can be concluded that since the consumers now have more information available they are more confident in buying all the elements of the trip separately.

The second objective was to figure out the level of brand awareness of TravelBird among Finnish consumers and the images they have about the

company and whether they see it as an attractive online travel agency or not. At the same time, the purpose was to examine the attractivess of TravelBird as a brand. The study showed that, surprisingly, cleary over half of the respondents recognized the name of the case company but only a small group recognized the logo. According to the validity of the survey results, I would say that brand awareness of TravelBird is quite low. The most positive thing was that most of the respondents could imagine buying from TravelBird in the future and also most of the ones that had already done so, would recommend TravelBird for their friends and family. So according to the results, TravelBird can be seen as an attractive online travel agency among Finnish consumers.

I believe this thesis is benefitical for the case company since it shows that they have a lot of potential to raise their status on the markets. Generally, this study provides broad information about Finnish consumers' behaviour when buying travel services. As this study showed, people are very interested in their services but they have too little knowledge about the company, and hence they are sceptical about it. By investing little by little more into marketing, TravelBird could achieve a better status on the Finnish markets.

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APPENDICES

Appendix 1. Online questionnaire

Kysely

Osallistu kyselyyn ja voita 50 euron arvoinen matkalahjakortti!

Kyselyn tarkoituksena on tutkia ihmisten käyttäytymistä verkossa matkapalveluita ostaessa. Tavoitteena on samalla kartoittaa erään online-matkatoimiston tunnettuutta Suomessa sekä selvittää minkälaisia mielikuvia se ihmisissä herättää.

Kysely koostuu 20 kysymyksestä ja vie ainoastaan muutaman minuutin. Vastausaikaa on 23.9.2016 klo 23.59 asti.

Kaikki vastaukset käsitellään nimettöminä ja luottamuksellisesti. Mikäli haluat olla mukana 50 euron arvoisen lahjakortin arvonnassa, voit jättää yhteystietosi kyselyn lopussa. Arvonnan voittajalle ilmoitetaan henkilökohtaisesti. Kysely on osa opinnäytetyötäni, joka kuuluu palveluliiketoiminnan opintoihini Lahden ammattikorkeakoulussa. Kyselyyn vastaamalla autat sen toteutuksessa ja onnistumisessa.

Mikäli sinulla on kysyttävää kyselystä tai siihen osallistumisesta, voit ottaa minuun yhteyttä sähköpostitse.

Ystävällisin terveisin,
Sara Antila
Tradenomiopiskelija
sara.antila@student.lamk.fi

1. Sukupuoli? *
○ Nainen
○ Mies
○ En halua sanoa

2. Ikä? *
○ Alle 25
○ 26–40
○ 41–60
○ Yli 60
○ En halua sanoa

3. Perhetilanne? *
○ Asun yksin
○ Asun kumppanin kanssa
○ Asun lasten kanssa
○ Asun kumppanin ja lasten kanssa
○ Muu
○ En halua sanoa

4. Oletko ostanut matkapalveluita verkosta? *
○ Kyllä
○ En, jatka seuraavalle sivulle.

5. Oletko ostanut matkan ulkomaalaiselta matkatoimistolta?
○ Kyllä, mistä? [_____]
○ En
○ En tiedä

6. Kuinka usein olet ostanut matkapalveluita verkosta?
○ Kerran
○ Satunnaisesti
○ Jatkuvasti

7. Mitä matkapalveluita olet ostanut verkosta?
☐ Hotelli
☐ Pakettimatka (esim. hotelli+lennot)
☐ Retki/konsertti
☐ Muu, mikä? [_____]

8. Ostaessa matkapalveluita verkosta, kuinka paljon seuraavat tekijät vaikuttavat ostopäätökseesi? 1=merkityksetön, 2=vähän merkitystä, 3=tärkeä, 4=erittäin tärkeä

	1	2	3	4
Edulliset hinnat	○	○	○	○
Hyvä hinta-laatusuhde	○	○	○	○
Hyvä asiakaspalvelu	○	○	○	○
Selkeät internetsivut	○	○	○	○
Tunnettu brändi	○	○	○	○
On saanut suositteluja	○	○	○	○
Suomalainen yritys	○	○	○	○
Monipuolinen tarjonta	○	○	○	○
Ostaminen helppoa	○	○	○	○
Aukioloaika	○	○	○	○
Muu, mikä?	○	○	○	○

9. Tunnistatko logon? *

○ Kyllä
○ En
○ En tiedä

10. Oletko kuullut TravelBird-nimisestä online-matkatoimistosta? *

○ Kyllä
○ En, jatka seuraavalle sivulle.
○ En tiedä, jatka seuraavalle sivulle.

11. Mistä olet kuullut TravelBirdistä?

○ Perhe/tuttu
○ Facebook
○ Instagram
○ Keskustelupalsta
○ Mainos
○ Blogi
○ Hakupalvelu (esim. Google)
○ Muualta, mistä?

12. Oletko vieraillut TravelBirdin internet-sivuilla?

○ Kyllä, siirry kohtaan 13.
○ En, jatka seuraavalle sivulle.
○ En tiedä, jatka seuraavalle sivulle.

Klikkaa TÄSTÄ itsesi TravelBirdin internet-sivuille. Silmäile hetki heidän tarjontaa ja vastaa tämän jälkeen seuraaviin kysymyksiin.

13. Minkälaisia mielikuvia TravelBirdin internetsivut sinussa herättävät? 1=täysin eri mieltä, 2=osittain eri mieltä, 3=osittain samaa mieltä, 4=täysin samaa mieltä

	1	2	3	4
Selkeä	○	○	○	○
Luotettava	○	○	○	○
Helppo	○	○	○	○
Inspiroiva	○	○	○	○
Laadukas	○	○	○	○
Yllätyksellinen	○	○	○	○
Vastinetta rahalle	○	○	○	○
Muu, mikä?	○	○	○	○

14. Oletko ostanut palveluita TravelBirdiltä? *

○ Kyllä
○ En, siirry kohtaan 19.

15. Kuinka usein olet ostanut palveluita TravelBirdiltä?

○ Kerran
○ 2-4 kertaa
○ Yli 5 kertaa

16. Mitä palveluita olet ostanut TravelBirdiltä?

☐ Hotelli
☐ Pakettimatka (esim. lennot+hotelli)
☐ Retki/konsertti
☐ Muu, mikä?

17. Miten kuvailisit ostokokemustasi? 1=täysin eri mieltä, 2=osittain eri mieltä, 3=osittain samaa mieltä, 4=täysin samaa mieltä

	1	2	3	4
Helppo	○	○	○	○
Inspiroiva	○	○	○	○
Positiivinen	○	○	○	○
Hyvä hinta-laatusuhde	○	○	○	○
Nopea	○	○	○	○
Vastinetta rahalle	○	○	○	○
Muu, mikä?	○	○	○	○

18. Suosittelisitko TravelBirdiä tutuillesi?

○ Kyllä, miksi?
○ En, miksi?

19. Voisitko kuvitella tulevaisuudessa ostavasi palveluita TravelBirdiltä? *

○ Kyllä
◉ En, miksi? [   ]

20. Mitä vielä haluat sanoa TravelBirdistä?

[   ]

Kiitos vastauksestasi!

Mikäli haluat osallistua 50 euron matkalahjakortin arvontaan, jätä tähän yhteystietosi.

Yhteystietojanne käytetään vain arvonnan mahdolliseen voiton ilmoittamiseen.
Yhteystietojanne ei käytetä markkinointiin, eikä niitä jaeta kolmannelle osapuolelle.

21. Yhteystiedot

Etunimi   [   ]
Sukunimi   [   ]
Matkapuhelin   [   ]
Sähköposti   [   ]