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Comparing the brand image of two market leading pram brands - Bogaboo and Em-maljunga

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Comparing the brand image of two market leading pram brands - Bugaboo and Emmaljunga

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Comparing the brand image of two market leading pram brands - Bugaboo and Emmaljunga

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Brand image is one of the most significant factors affecting the success of brands. Information channels have a large impact on brand images, but there is many other aspects on branding.

Bugaboo and Emmaljunga are pram brands with different brand image. Emmaljunga is and old and traditional brand, whereas Bugaboo is a new and trendy brand. The case company Lastentarvike is selling Emmaljunga and helps with this research.

The main objectives of the thesis project are to study how pram purchasers perceive the brand image of Bugaboo and Emmaljunga, to clarify the factors that affect the decision-making process and to find the information channels customers use when searching for information about prams. The main emphasis is on brand image. The other topics are introduced more briefly.

The theoretical section focuses on branding. It explains different areas that are important when creating a strong brand. The effect of information channels on branding and decision-making process are elaborated also in the theoretical section.

The research method used is quantitative method. An interview was carried out with Lastentarvike to gather background information and a questionnaire was published online to conduct this research. The questionnaire was designed in collaboration with Lastentarvike. The main areas the questionnaire gathered information about were the brand image of Emmaljunga and bugaboo, the factors that affect the decision-making process and the information channels the customers use when looking for information about prams.

The results show that Emmaljunga is more recognized among the respondents and it is recognized as an old and traditional pram. Bugaboo is considered to be a unique, trendy and modern pram and its logo was more liked. The official webpages of a baby store are the most important channel when searching for information about prams.

To maintain the good brand image of Emmaljunga Lastentarvike should make sure their webpage is up to date and this research should be redone in the future to ensure the reliability of these findings.

Keywords: Brand image, Decision-making process, Information channels

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1 Introduction

1.1 Background

Good brand image is important for companies. This leads to have good customer relationships and brand loyalty. Price increases and decreases are more better accepted when brand is strong. When considering future for the company, the brand extension and trade cooperation are more likely to happen and success. The terms brand, product, trademark, and logo definitions often get mixed up in consumers mind. Product is a consumer product that companies sell for a specific purpose and has a limited lifecycle. Trademark, on the other hand, is a way used by companies to differentiate themselves from the product of service competitor offers. The logo is a feature that adds value to the product or service in the mind of the consumer. The brand is unique in the consumer's opinion and its lifecycle is unlimited. (Lindeberg-Repo 2005)

The brand should be a promise of the quality of the product or service, and the customer should be able to trust this promise. The brand should therefore keep its promise or else the customer feels disappointed. Many companies want to give an impression of the good quality of their products, but if the customer does not experience the quality of the product in practice, there will not be a quality brand. A working and successful brand provides the customer with security and confidence. The brand includes a promise of the expected quality, and the quality brand always creates a quality experience for the customer. According to figure 1, the quality brand is a product that is expensive but strong as a brand. (Silén 2001)

| | | | |
|----------------|--------------------------|-------------------------|-------------------------|
| Product | Expensive | Potential quality brand | Quality brand |
| | Reasonably Priced | Unknown brand | Trusted and known brand |
| | | Weak | Strong |

Brand

Figure 1: Brand and quality (Silén 2001)

1.2 Purpose of the thesis

The purpose of the thesis is to study the brand image of Emmaljunga and Bugaboo. The emphasis in this thesis will be on brand image. The study also clarifies the factors that affect the decision-making process and the information channels the customers use when researching information about prams. The information channel section has a focus on digital marketing and social media.

The research questions in this thesis are “What is the current brand image of Emmaljunga and Bugaboo?”, “What factors affect the decision-making process?” and “What channels customers use when searching information about prams?” This thesis will aim to answer these questions to help Lastentarvike to build even stronger brand identity, clarify the decision-making process and help with digital marketing implementation.

Lastentarvike is the case company that has helped to accomplish this research. The research questionnaire was sent to various Facebook groups and via email to regular customers of Lastentarvike.

Hypothesis of this research is that Emmaljunga will be recognized better and seen as more traditional pram while Bugaboo is new and trendy. The main factors that affects the decision-

making process are safety, quality and practicality. Social media is a big factor when looking for information about prams.

1.3 Case company Lastentarvike Oy and the Brands in the study

Lastentarvike Ltd is the company the research is done for. This thesis will give them an updated research on Emmaljunga's brand image and knowledge about customer values on decision-making process when choosing a pram. Lastentarvike has been on the field for 50 years and is the leading company on selling baby prams in Finland. Lastentarvike represents Emmaljunga in Finland and imports their prams to Finland. Emmaljunga is a Swedish brand which is also made in Sweden. Emmaljunga was founded in 1925 and it is one of the best pram brands on the market. Bugaboo is the biggest competitor on prams. Bugaboo is designed in Holland and has been on the market for 15 years.

Lastentarvike Ltd was founded in 1967 by the father of the current owner. It started when the founder Mr. Juuso Huttula started to fix strollers and prams in his garage. Then some companies started to contact him about if he was interested on selling their product on the side of the repair shop. He agreed and then the first Lastentarvike store was founded.

The current owner Mr. Jonas Huttula has worked in Lastentarvike for 30 years. He became the CEO in 2005 when Mr. Juuso Huttula retired. Turnover for Lastentarvike wholesale was in 2015 12 000 000€, the whole corporates' turnover was 15 000 000€ and the total asset is 11 000 000€.

Lastentarvike has 18 retail stores around Finland. The head office and main warehouse locates in Varisto, Vantaa. Currently Lastentarvike has approximately 80 employees. In the office, there is 15 employees, warehouse has 5 employees and the rest are in the stores, 2-6 employees per store depending on the size of the store. Lastentarvike has many retail stores around Finland and they are always interested in finding new franchising entrepreneur who wants to open a new store.

Lastentarvike wants to offer high quality service and products, and their target is to be customer orientated in their services. Lastentarvike has been a retailer and importer since it was founded. They import almost all the products they sell in their stores. This is one of the reasons they can meet the customer's needs and have quick response time when customer's demand is for something else that they have in the store right at the time. They have products for babies from age 0-3. Biggest product lines are prams, strollers and car seats.

Lastentarvike has been focusing on the marketing a lot. In the past before the internet and online marketing Lastentarvike had their own magazine. It was a catalogue where the new

products were displayed. Nowadays Lastentarvike has major marketing focus on Social media and internet campaigns. Lastentarvike has good marketing team and they make their marketing plans for the year ahead. Their marketing budget is three percent of the annual revenue and this includes all of the expenses. (Huttula 2017)

Emmaljunga is one of brands that is in the research. It is sold in Lastentarvike and they have been importing Emmaljunga since 1972. Emmaljunga has a long history. Emmaljunga is from Sweden and they have been manufacturing strollers since 1925. At first they were producing products in very simple factory and everything was hand made. In the 1950 they built a new factory building and they industrialized. They made new sales records in 1970 and then in the 1980 they started to expand because of the foreign trade. Still today the standard for quality is extremely high and that is the strong base for Emmaljunga's success. (Emmaljunga 2017) (Huttula 2017)

Bugaboo is the other brand this study is looking into. Bugaboo was found in 1994 in Holland. The founder Max Barenbrug designed the first stroller for his school graduation. It was totally new concept at the time. Bugaboo is known for its modularity and it is loaded with functionalities that could be used even in the woods. Bugaboo is manufactured in their own factory in China. (Bugaboo 2017)

1.4 Theoretical approach

In this thesis, main focus in the theoretical background is on Brand image. The other topics that are covered on the theory are the information channels and decision-making process.

The section on brand includes brand awareness, brand identity, brand Image, brand loyalty, brand equity and brand positioning. All of these are important when building a strong brand.

Information channels theory includes short descriptions about the channels that are used for communication and it covers also some of the most popular social media channels.

1.5 Methodology

This thesis use quantitative method. The method used is a questionnaire. Interview was conducted with Lastentarvike to gather background information and questionnaire was build on the three main themes in this study, brand image, decision-making process and information channels. Questionnaire was published online. The information about the interview and the results of the questionnaire are presented and analysed at the end of this thesis.

1.6 Framework

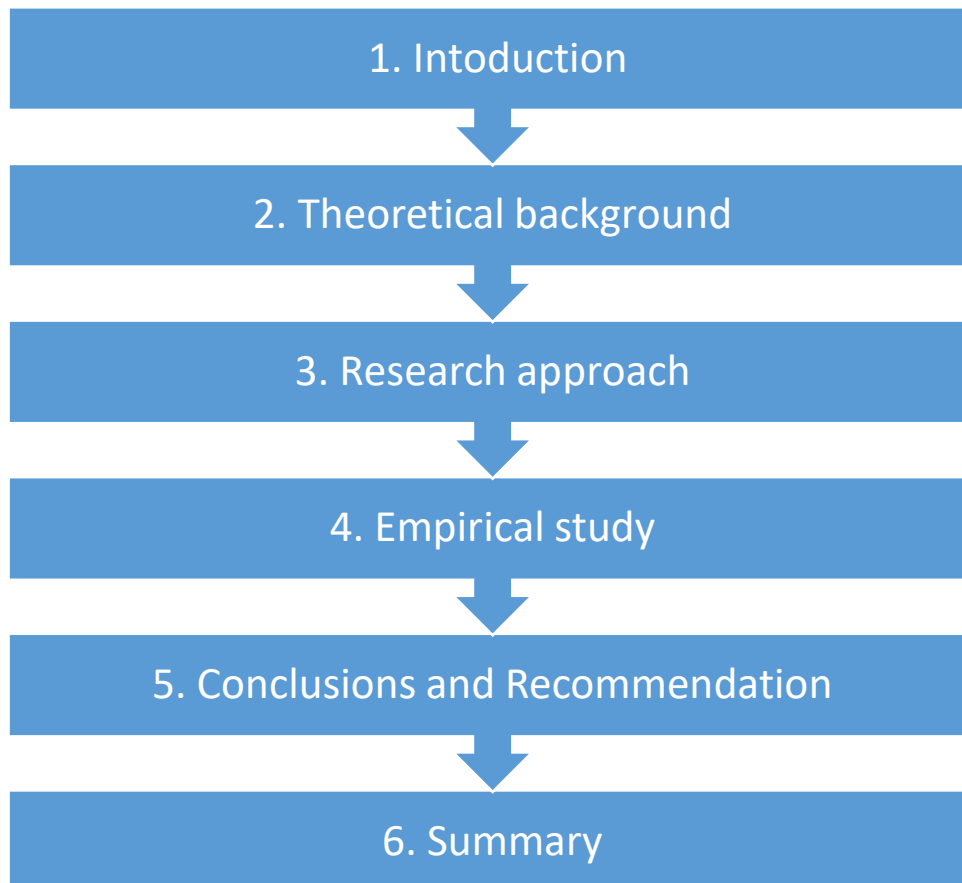


Figure 2: Structure of the thesis

2 Theoretical background

2.1 Brand

A brand has many definitions. For some, it may mean exclusively the company's logo and design or to some it may mean the way a company differentiates itself from competitors. The brand has all the things mentioned above, but also many other characteristics. (Anttonen & Hirvi 2008)

An effective brand connects a company to a certain service or product and at best even a pioneer of that specific category and creates an image that identifies a service or a product. Over time, this image becomes associated with a level of credibility, quality and satisfaction in the consumer's mind. The brand tells a story about the company and its identity. A good brand appeals to the emotions and to communicate in their own, unique way. Its aim is to

create customers and other stakeholders in the image, which facilitates the marketing, sales and customer making a purchase. The brand also determinates how the company operates and behaves. The whole enterprise-wide approach is there to ensure a certain quality to customers. (Millman 2013)

Each company has or at least should have their own values, goals and vision for their future. These have a lot to do with a business having a significant impact on both short term and long term success of a business including its processes and performance. One of the success factors is a strong relationship with the company's customers, partners and to its competitors. It aims to network and establish new relationships in the long term. This is also true for the employee relations. On top of these factors, and effective brand follows its own performance and continuously modify their behaviour according to the results. (Millman 2013)

2.2 Aspects affecting on branding factors

2.2.1 Brand Awareness

Brand awareness is a measure of how well the brand is known within its target markets. Having a unique and easily memorable brand helps the company to build brand awareness and create long-term position in the marketplace. Aaker (2002) points out that brand awareness is divided to two parts: identifying the brand (brand recognition), where the customer identifies the brand when seeing it at a store; and seeing and remembering brands (brand recall), which means recalling of a brand by giving the consumer a hint, such as the identification of Adidas by its stripes or Apple by iPhones ringtone.

Brand awareness has become increasingly significant with the evolution of the Internet and digital technology. The public is more equipped with mobile and social media tools to communicate quickly about any brand. This means that establishing a strong reputation for good products or services, integrity in the business practices and community involvement are even more critical to long-term success. (Aaker 1996)

Brand awareness is a dominant factor in purchasing choices (Koniewski 2012). It is a marketing conception and tool, which has been adopted by researchers to see how the consumers know of the brand existence and it is mostly linked with aspects such as quality/price ratio, trust, reliability, high quality, styling and so on. (Kapferer 2004, 21-22) Relying on consumer's brand awareness is a used tactical decision when purchasing a product for the first time. It refers to the extent to which brands correlated with specific products or services are recorded by potential and currently existing consumers mentally. (Aaker 1996, 10)

Brand recognition is the ability of consumer to recognize a brand, from earlier knowledge, when they are asked questions about that brand or when they are shown that specific brand. An organization must repeatedly provide consumers with a consistent visual or auditory learning experience. When people are able to identify a brand by its visual attributes: such as logos, slogans and colors the consumers can clearly differentiate the brand as having being earlier noticed or heard. (MSG 2013) It is believed that when a consumer has seen a brand several times in the past, they tempt to think that the product is good since the company is using money to marketing the brand. For this reason, consumers make the purchasing choices easier. The familiarity factor can be especially important to the brand, and in every case awareness building is necessary to reduce this liability. (Aaker 1996, 11)

Brand recall is the potential of customer to remember a brand from his memory when given the product category. Brand recall is a qualitative measure which is often tested through surveys or interviews. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. (MSG 2013) Professor Keller (2008, 54) has argued that brand recall is not as effective as brand recognition at the moment of purchase, but consumers' brand evaluations and choices will still rely on what they are able to retrieve from memory about the brand. Brand recall is tested by asking participants questions such as "name as many phone manufacturers you know" or "can you explain what a Fazer is?". Through these methods a company will know how well a brand name relates to a product type or class of products. (Keller 2008)

2.2.2 Brand Image and Identity

"Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for." (MSG 2013) Knowledge and understanding of a brand image provides essential background information when creating and developing a brand identity. (Aaker 1996, 69)

Referring to Management study guide (2013) brand image is what people believe about a specific brand. Basically it is nothing but the buyer's vision about the product. Brand image conveys emotional value and not only a mental image. Brand image is based on how an organization is contacted and observed by people external to an organization. It should clearly state an organization's vision, mission and values to all. The three main characters of a strong and positive brand image are: unique logo that consumers would remember; slogan portraying organization's business shortly; and brand identifier supporting the key values. Management study guide (2013) claims that brand image is the full picture in consumers' mind that is

shaped from all sources. Consumers purchasing a product, is not only purchasing a product, but also the image of a brand.

“Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customer’s expectations. Positive brand image enhances the goodwill and brand value of an organization.” (MSG 2013)

The brand identity’s idea is to find a way to establish a relationship between the brand and the consumers by creating a value proposition involving functional, emotional or self-expressive benefits (Aaker 1996, 68). The small difference between brand image and brand identity is that the image is more like a tactical asset that can be changed and the identity is like the timeless asset that includes the dateless values for a brand. (Kotler 2006, 93-94)

| | Brand Identity | Brand Image |
|-----------|--|---|
| 1 | Brand identity develops from the source or the company. | Brand image is perceived by the receiver or the consumer. |
| 2 | Brand message is tied together in terms of brand identity. | Brand message is untied by the consumer in the form of brand image. |
| 3 | The general meaning of brand identity is “who you really are?” | The general meaning of brand image is “How market perceives you?” |
| 4 | It’s nature is that it is substance oriented or strategic. | It’s nature is that it is appearance oriented or tactical. |
| 5 | Brand identity symbolizes firms’ reality. | Brand image symbolizes perception of consumers |
| 6 | Brand identity represents “your desire”. | Brand image represents “others view” |
| 7 | It is enduring. | It is superficial. |
| 8 | Identity is looking ahead. | Image is looking back. |
| 9 | Identity is active. | Image is passive. |
| 10 | It signifies “where you want to be”. | It signifies “what you have got”. |
| 11 | It is total promise that a company makes to consumers. | It is total consumers’ perception about the brand. |

Figure 3: Brand identity Vs. Brand image (MSG 2013)

2.2.3 Brand Loyalty

According to Aaker a company’s brand’s value is mostly created by the customers loyalty and the amount of purchases that has been made. Thinking loyalty as an asset encourages and

justifies loyalty-building programs, which helps the company to create and build better brand equity. Better consumer loyalty also leads to less expenditure, because it is much less costly to keep the already existing buyers than try attracting new ones. It is also vital, that the company tries to strengthen the relationship with existing customers and at the same time strengthen the brand loyalty. (Aaker 1996, 21)

Rowley (2005, 574) concludes that brand loyalty has different aspects and ways to experience it. There are four types of loyalty: captive, convenience-seekers, contented and committed. Captive customers prefer repeatedly purchasing the same product, service and brand because of lack of opportunities to substitute for alternatives. Convenience-seekers may not respect the brand, but pay attention on the convenience side of the purchase. In stead, contented consumers have a positive attitude to a brand, but they will not attempt to some extra consumption. The perfect one is the committed, who are active both in attitude and behavior.

2.2.4 Brand Equity

Brand equity is the value of a brand. According to Aaker (1996), it is related to brand name awareness, brand loyalty, perceived quality, strong mental and emotional associations, and some assets like patents, channel relationships and trademarks. According to Keller (2008), there are seven benefits of Brand equity: be perceived differently and produce interpretations of product performance; enjoy greater loyalty and be less vulnerable to competitive actions; command larger margins; receive greater trade cooperation; increase marketing communication effectiveness; yield licensing opportunities; and support Brand extensions. All the brands existing should have appropriate management to avoid having less brand equity and losing attention during process. Aaker (1996) states that the identity should be differentiating on some dimensions, suggest party on others, resonate with customers, drive brand-building programs, reflect the culture and strategy of the business, and be credible. It can be seen from figure.

Measuring brand equity is considered important because it has a lot to do with the success of a company. Consumer's perception of a brand is believed to have a powerful influence to business outcomes, such as sales and market share. (De Chernatony & McDonald 2003, 443-457)

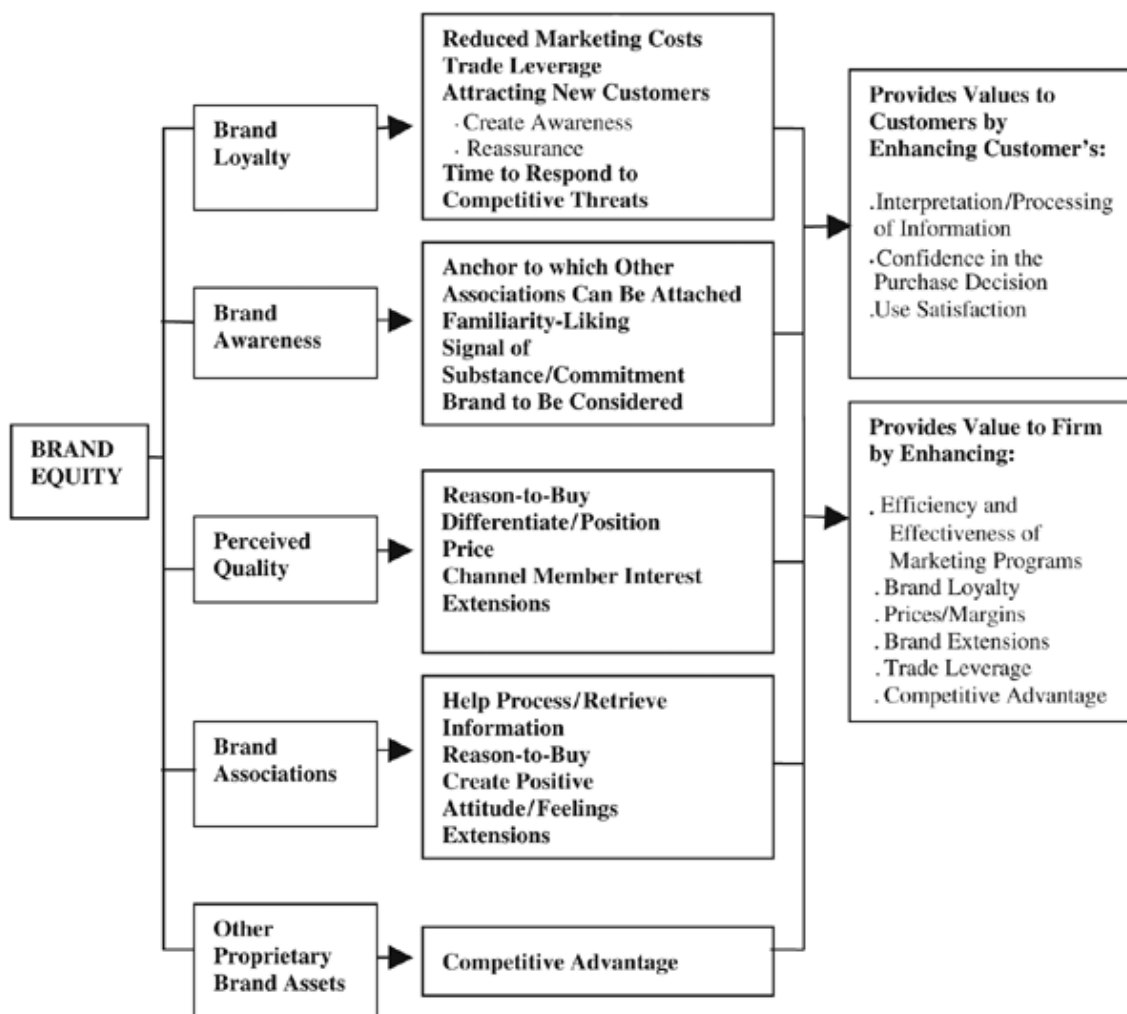


Figure 4: How Brand Equity generates value (Aaker 1996,9)

2.2.5 Brand Positioning

The basic idea of positioning is to manipulate something that already exists and get into the customer's mind. There are several ways to position products to certain segment of customers. Positioning can happen in products' uniqueness, price, design, method of distribution or any other combination that is different from others. (Palmer 2009) Positioning could be referred to as making a "value proposition" (Crane 2010) or "marketing promise" (Crane 2010). The intended position should counter the unique desired of the customer. (Crane 2010)

It is hard to create something totally new that does not exist already in the mind of the customer. Idea is to connect new things with old. Important in positioning is to plant the brand in to the minds of the customers and especially in to the mind of the prospect. Prospect is a customer that is in the target group for example, in certain age group or household. A customer-focused value proposition, that is trustworthy and identifiable, can be the key to a successful positioning without changing the product. (Van Haften 2017)

There is many products, companies and marketing channels and good positioning is the key to stand up from others. In marketing, strategy is everything. The first company to get in to the customer's mind is the winner of positioning. It is important to understand the position the brand has in customer's mind instead of forcing some idea to the customers that doesn't match up with their vision of the brand. The mind rejects information that it is not familiar. It only accepts information that matches the current mindset. (Ries & Trout 2001: 29)

Company should examine their brand's strengths and weaknesses, and consider the market-place they have for it. Position maps are used by many companies to find out their own position in the market. Positioning maps can be used with important criteria which are used by customers. For example, which are criteria for choosing a shirt: price/quality. Sometimes the product does not satisfy the targeted segment customers and positioning map can be used to find another gap and another segment that has use for the product. Positioning map is mostly for products and not used for customers. When using product positioning it is important to find target markets. (Palmer 2009)

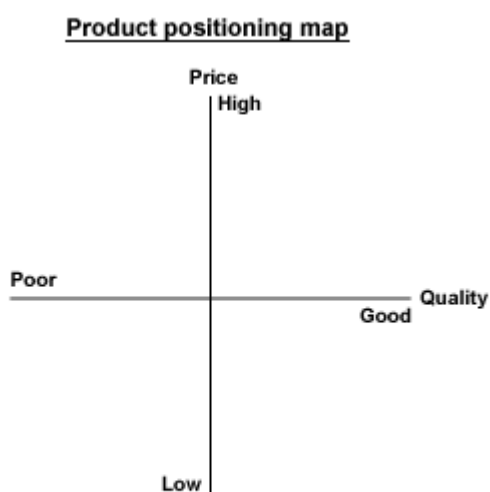


Figure 5: Positioning Map (Positioning/ Perception maps 2017)

Positioning is more than just advertising and promotion. It involves the whole marketing mix and the marketing mix must be managed well to reach good positioning. Marketing mix should be sustainable in long term. (Palmer 2009)

After good positioning company should reconsider their positioning strategy regularly. Palmer (2009, 252) has listed reasons why repositioning should be done. First the original positioning might have been done based on overestimation of the brand's competitiveness on the market.

Second, the nature of the demand on the market might have changed over time. Third, the image of the brand needs to change over time. If the brand was first low-cost and simple and it should then grow to be high-value/high-quality brand the positioning should be redone.

“Positioning starts with a product, service or solution. Positioning is the necessary foundation and the starting point for a Brand identity.” (Firebrick consulting 2013)

Brand is what customers expect to get or experience. Brand is the face of the product or company. It gives personality for the product. Branding lasts for a long time.

Value proposition of a brand can increase by good positioning. Main question positioning answers is “why by me?” and positioning answers for the competitive differentiation. Positioning focuses on target customers and customer segments. Positioning only lasts for a year or two.

2.3 Information channels

Information channels have big impact on branding and there is many different ways to communicate with the customers. News papers, paper adds and radio are very traditional ways to communicate but now digital channels are getting more popular. (Stephen 2013) This thesis is focusing on the digital marketing and social medias.

Digital marketing is the promotion of products or brands via one or more forms of electronic media. By using digital marketing it is possible to analyze the marketing campaigns and project and see what is working and what is not. Today, half of the media we consume comes from digital marketing. As consumers’ media consumption habits change, so does firms’ ability to reach them. Reaching consumers from digital marketing channels has several advantages compared to offline marketing. It makes possible for the companies to target their marketing easier to specific customer groups and to measure how effective their marketing is. (Stephen 2013)

Digital marketing is so pervasive that people have access to information at any time and any place. Consumers are looking for brands that they can trust, companies that they know of, modern and personalized communication and exactly tailored services and products to their needs and preferences. (Stephen 2013)

2.3.1 Brands in Social media

Social media is not just a great way to keep up with people but also great to share ideas and interacting with other users. It is becoming an integral part of life online as social websites and social components. Marketing wise, it is used to market products, promote companies and brands, connect with people and bring up new business. (Zarrella 2009)

Social media analytics is gathering data on social media websites and analyzing that data to make easier business decisions than before. Social media marketing takes advantage of consumers networking to help a organization increase their brand awareness and to reach customers. One of the main components of social media marketing is social media optimization (SMO). It is a strategy for attracting new consumers to a company's website. SMO is adding social media links or by promoting activity and it can be used just for a few days, or for a longer time period. (Zarrella 2009)

2.3.2 Facebook

Facebook was found in 2004 by a group of students including present CEO Mark Zuckerberg. It is most popular social media channel in the world. Facebook competes with google of the world most popular website title now but was the leader in 2010. Facebook Inc. employs over 3000 employees. Facebook has bought many other companies for example, Instagram and Oculus rift. (Facebook 2017) "Brands and consumers are sharing and publishing more content than ever, so competition for attention is fierce. In the past two years, content consumption on facebook has increased 57%". (Patel 2017)

In 2015 Facebook, had over billion users all over the world. Users use Facebook to connect with other people. It is convenient way to share life occasions and keep contact with friends. Users can add friends, put personal info and pictures online for others to see. On Facebook, there is a News feed that shows other users updates, targeted updates and advertisements also messenger where users can send private messages. There is also many other apps and games and many games allows Facebook user to login to the game with Facebook. (Facebook 2017)

For companies Facebook is easy channel to reach customers, build brand and to take care of the existing customer relationships. Companies can target their updates and adds very accurately to reach the right customer segments. Segments can be divided for example, in age groups, gender groups, by residential area or by the likes the customer has made. Companies can also buy publicity for their updates and adds to reach more customers. (Facebook 2017)

2.3.3 Instagram

Instagram is a social media channel which was found in 2010 by Kevin Systrom and Mike Krieger. It was first launched only for Apple devices and then two years later it was available for Android devices also. Instagram has over 600 million active users and it is available in 25

different languages. This application is now supported by Apple mobile devices, Android devices, Windows 10 and some third-party devices like Blackberry. (Instagram 2017)

Users are divided equally mostly between Apple and Android users. Age limit for Instagram is 13 years. The age distribution range is wide but 59% of the users lands between 18-29 year olds. Second biggest group is by 33% 30-49 year olds. 38% of women who are online use Instagram and 28% of men who are online users. (York 2017)

Instagram users add pictures to Instagram and they can write something to the description. On Instagram, it is very popular to put hashtags after a picture to make it easier for other users to find the picture and the profile. Users can follow other users and browse a feed of recommended pictures of users that might be interesting to follow based on the searches and the hashtags of the user. There is some trends people follow on Instagram. For example, Weekend Hashtag Project, Woman Crush Wednesday, Throwback Thursday and Selfies. To participate on these trends users put hashtags like #WCW and #TB on their picture description. (Instagram 2017)

Instagram is a convenient place for companies to get followers and coverage online. Companies often release competitions for followers and give discount offers for their followers. Instagram is good place to build image around the brand so it is important that the company page has only direct advertisements rarely and more of a story of the company's everyday life. (Instagram 2017)

2.3.4 Blogs

Blogs are frequently updated online journals. First blogs were wrote by individuals who wanted to share their life. People write about their personal life or some part of it like what they prepare for food, their hobbies or passions. Blogs are good place to get heard and to share opinions with the opportunity to reach hundreds or even thousands of people. (Blog 2017)

Now days blogging is a hobby. There are blogs about hair tips, technical information, celebrity scandals, political rumours, trends in cooking, health, sports, fashion and personal blogs. (Blog 2017)

In 2014 there were about 172 million Tumblr and 75.8 million WordPress blogs existing. Both are blog platforms that allows to write and publish blogs. (Blog 2017)

Companies can have their own blogs to write about their products and services but this is a big effort from the company. For many companies, it is most convenient to give products or

service for an already popular blogger, that has follower from the right field, to blog about. Many customers follow blogs and especially lifestyle bloggers have huge impact on trends and decision-making. For example, fitness bloggers use only certain supplements and they show them in every picture, they write about the supplements and recommend it to the followers often with an offer code. (Blog 2017)

2.4 Decision-making process between brands

Customers make decisions every day on products and services they purchase. The choice is not always easy when there are hundreds and thousands different options. Purchasing moment is great opportunity for marketers to start considering what made the customer buy this product and not the other one next to it. Customer can get a lot of information about the product beforehand. For example, internet, TV, advertisement on the billboards, salespeople and their friends. It might take considerable time to make the buying decision especially with more valuable products. This is the time for companies to affect the customers mind with good placing and branding. (Palmer 2009)

We are interested in those factors that guide the customer's decision-making process and what motivations and motives the customer has before and after decision-making. There are as many bargains as buying factors. The customer can have as many open and hidden motives as possible. Customer strives to achieve and avoid something. One often wants to get bigger profits or reduce costs. Eliminating failure, workload, or mistakes may also be factors affecting buying decisions. People who make purchasing decisions also have a status or valuation that can be a reason for buying. Marketing can have different influences on people. The factors affecting the customer's purchasing decision, such as price, product characteristics, delivery terms, warranty and service level are factors. Confidence in the seller, experience of product, safety, comfort and company reputation in the market. 80% of the decisions are made by emotional factors and 20% on the basis of the factors. Every customer is an individual and has their own perception and value. (TrainEtta 2014)

Different types of customers are easy to separate by: age, gender, and geographical location. Products must be positioned relatively to the competitors so that the target customers find a specific product, targeted to them, the most attractive to satisfy their needs. Trigger points in life affects the decision making. For example, birth of a child. (Palmer 2009)

Decision making for a product is influenced by the elements of the products. Black box model is a simple way of explaining the decision-making process although it is too general for specific situations. In Black box model the three areas are Inputs, Black box and Outcomes. (Palmer 2009) There is number of inputs in service or a product that influence the purchasing

decision. “Range of psychological, sociological, economic, and situational factors” (Palmer 2009) are influential inputs that companies can have an impact on when positioning the product or a service in to the customer’s mind. Next step is the Black box. That is the place where the decision is made. Processing determinants is part of the decision making. It includes psychological influencers like motivation and opinion about the product, inhibiting factors and social and cultural influences. Outcome is the decision about the purchase. Options are purchase now, don’t purchase and defer purchase. (Palmer 2009)



Figure 6: Black Box (Desing Shack 2017)

Another model to explain decision making process is AIDA model. E. St. Elmo Lewiskin has developed the AIDA model shown in figure 7 in the 20th century. The model wants to show the seller the sales flow step-by-step. The frame provides a base for convincing sale and communication. Attention, interest, desire, and action describe the buyer’s discretion as far as information is concerned until the purchase decision. (Egan 2007)(Donaldson 2007)

THE AIDA MODEL

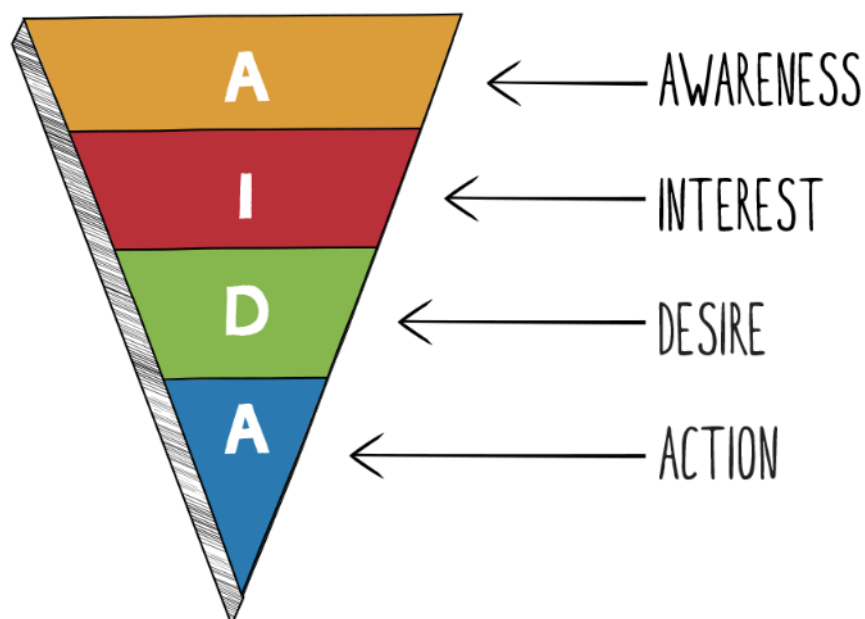


Figure 7: The AIDA model (Smart Insights 2013)

AIDA is intended to provide the customer with information about the product and provide a solution. There are two main principles of sales. The first major principle is that an intelligent seller is genuine and therefore, with voice, arouses a sense of the customer. He knows how to argue what the customer wants to hear; The customer's needs. Another key principle is to sell to the customer the benefits that are made for the customer. This raises the customer's reason for purchasing the product. (Bird 2007)

These two mentioned models help researches to understand the consumers buying process and they can also be a significant help in companies marketing processes. Understanding the customers attitudes and lifestyle are important when researching the customers buying process. Price can affect the buying habit a lot. Customers who are buying the product for the first time might not be aware of the prices of the competitors' products but frequent buyer are much more "price-sensitive, or more demanding in the features" (Palmer 2009)

2.5 Theoretical summary

In theoretical background it is stated that there is many aspects that affect the brand image and decision-making process. The key point is to understand how these are connected and how all of the topics are essential for each to be successful. Good communication and positioning when creating logos and names creates good brand awareness and brand image. Then

brand loyalty and brand equity can be earned from the consumers. When these aspects are recognized then it is possible to continue to brand evaluation and brand comparison. All of these themes affect the final decision-making. The connection between the key areas in the theoretical background can be illustrated with this figure.

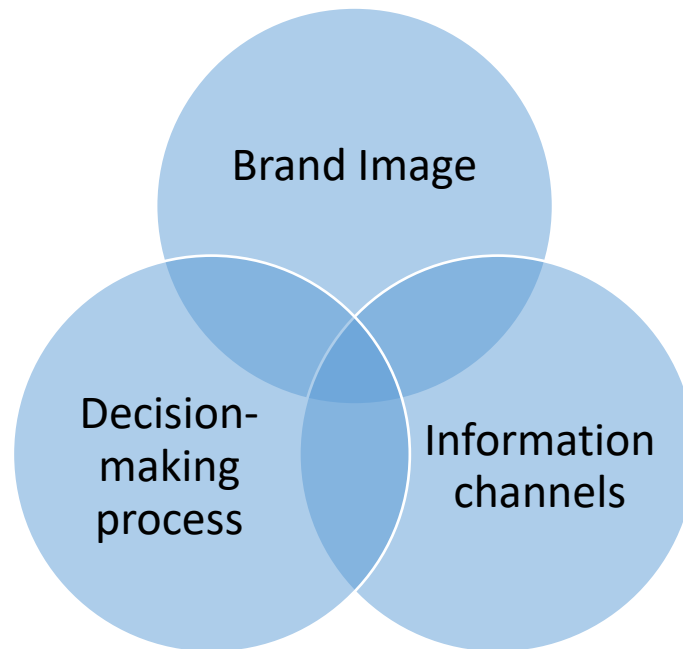


Figure 8: Theoretical framework

3 Research approach

Research is a process where the goal is to find things out. Saunders, Lewis and Thornhill (2016) states that a research has three clear characteristics.

- Data are collected systematically
- Data are interpreted systematically
- There is a clear purpose: to find things out

The 'systematic' means that there is logical relationship in the research and it is not just based on beliefs. (Saunders et al. 2016)

This section will discuss about the research process and the methods that are used in this study and why. The reliability and validity are presented in this section.

3.1 Research process

Process of the research has been presented in the following figure. The first step is to choose the topic. The study area around the topic should be relevant to create valid research. In this step the question ‘Why is this research being done?’ should be answered and hypothesis should be created. (Bradley 2007) Second step after choosing the topic is to find proper resources and literature to make solid base for the research. Next the research question should be generated to clarify what the research is answering to. The results should be carefully examined and evaluated and then the sources should be used to support the research. (Bradley 2007)



Figure 9: The research Process (Research Guides 2017)

3.2 Quantitative method

“Quantitative research is everything concerning numbers and statistics.” (Bradley 2007) This makes the use of quantitative research suitable to target customers regardless if they are past, present or potential future customers. Different elements of marketing mix can be easily measured (Bradley 2007). Quantitative method is good way to approach this research topic when the brand image of two different pram brands is under research. This research uses a questionnaire to gather primary data. When the questionnaire is done well based on the theoretical search it can give valid information about the research.

The analysis of quantitative method is often presented in graphs or charts. Exploratory Data Analysis (EDA) can be useful when going through analysis stages. EDA comprehends larger area

and it recommends to use graphs to get better understanding of the quantitative data. (Saunders et al. 2016)

Often used terms are bar graphs, bar charts and sometimes pie charts which are officially graphs. (Saunders et al. 2016) The gathered data should be presented in the way that it answers to the objectives of the study and the research questions.

Gathered data can be represented in various ways:

- Highest and lowest values
 - Trends of the data
 - Percentages of the data
 - Distribution in data
- (Saunders et al. 2016, 512)

Then this data can be compared in the most convenient way to answer the research question. For example. Comparing variables. (Saunders et al. 2016)

Qualitative research is the methodological orientation of scientific research that seeks to comprehend the quality, characteristics and meanings of the object comprehensively. The qualitative research includes a number of different traditions, approaches, and methods for gathering and analyzing the human and its behaviour, so it is not an exploration of any particular discipline or just one type of study. (Tuomivaara 2005)

The exact separation between qualitative and quantitative research is in practice difficult. Often, they complement each other and the same study can be based on both research directions. (Tuomivaara 2005) The background philosophy of qualitative or quantitative research, the nature of the research tasks and the choice of the target group differ from quantitative or qualitative research, so the trend analysis methods must follow previous choices and commitments. In a qualitative study, the amount of material to be collected for research and the time taken to collect data are often determined only during the research process. The definitive methods of qualitative research can only be refined during the study when the researcher begins the outlined material and different ways of collecting the material. The aim of the analysis is to obtain a wide range of extensive and versatile content. The qualitative analysis will also have to apply the analytical methods provided to his own material, as there is not only one correct way to analyze the material. There are many ways of analyzing qualitative data, and the researcher can modify and refine existing ones or develop new ones. (Tuomivaara 2005)

The table below shows the differences between quantitative and qualitative research.

| Research Aspect | Quantitative | Qualitative |
|-------------------|---|---|
| Common purpose | Test hypotheses or specific research question | Used in exploratory research with general research objects |
| Approach | Measure and test | Observe and interpret |
| Data | Measurable | Verbal |
| Methods | Surveys, interviews & observations, reviews of records or documents for numeric information | Focus groups, in-depth interviews, and reviews of documents for types of themes |
| Information level | Less in-depth but more breadth of information across a large number of cases | More in-depth information on a few cases |

Figure 10: Differences between Quantitative research and Qualitative research

Quantitative research answers questions such as “how much” or “how many”, which makes it statistically strong and credible, where qualitative research method answers question “why” which in stead gives the interviewer a chance to find out how people feel or think.

3.2.1 Methodology in the study

Quantitative method was used for this study. A questionnaire were chosen to be the best options to conduct this research with.

Questionnaire should be carefully designed, clear and pleasing visually. The questionnaire should have good intructions on every question and move logically. Also it is important that it is categorized and the questions are numbered. The desing of the questionnaire affects the reliability and response rate of the data collected. A questionnaire can be online, mobile, mail or face-to-face. The characteristics of the respondents affect the implementation method that should be used for the research. (Saunders et al. 2016)

This research was done as an online questionnaire to gather the information and to collect data. The questionnaire contains closed questions, multiple choice and scale questions. The

link was published on various Facebook groups meant for parents and to regular customers of Lastentarvike via email.

The online questionnaire was sent to the respondents via email by Lastentarvike and it was also published on closed Facebook groups which are meant for parents. The sources should be people who have bought or are buying a pram. The answers are collected and the research collected more than 500 answers.

Interview was used to gather background information about the topic and the case company. Interview is a purposeful conversation between two or more people. Purposeful questions should be prepared for the interview. Interview is a good way to gather valid and reliable data. It is also a good way to formulate the finalized research questions and objectives for the study. There is many types of interviews; structured, semi-structured and unstructured interviews for example. Structured interview is based on a questionnaire and the questions should be asked exactly as written. Semi-structured interview has list of themes which are discussed in the interview. This gives freedom for additional questions if them are required. The unstructured interview is more informal and it is used to explore indepth more general area. (Saunders et al. 2016)

This study used semi-structured interview method. The interview was used to get information about the case company and the brands. The interview was based on the theoretical background and it was with the owner of Lastentarvike. The three themes, brand image, decision-making process and information channels were used to structure the interview. The owner of Lastentarvike wanted to help on building the questionnaire. They for example helped on creating the options factors that are asked in the decision-making process section in the questionnaire.

3.2.2 Sample size

The questionnaire was published on Facebook groups Lastenvaunuhullut and Turun Seudun Mamit and there is 13978 members altogether. It was also send via email to 20 000 regular customers of Lastentarvike in the Uusimaa area. Online questionnaire got 564 answers altogether. The questionnaire was online between 24 March 2017 to 2 April 2017.

3.2.3 Questionnaire questions

The questionnaire includes eleven questions and it was written in Finnish and English to ensure better response rate. The questions are in four themes background information, decision-making process, brand image and information channels. The whole questionnaire can be found in Appendix 1.

First question is about the gender and the second question is about age. Age is separated to <25, 25-30, 31-40, 41-50 and >50. Third question is about the living place and the options are city, suburb and countryside. Fourth one is "Are you buying your first pram?". Fifth is about brand awareness: "How familiar are you with the following pram brands?". These questions give basic information about the respondents.

Next theme is decision-making process. The sixth question is "What features do you value when choosing a pram?" and the features are asked to be graded from one to five where one is not important and five is very important.

In the Brand image theme section there is four questions. First Bugaboo and Emmaljunga are separately asked to be graded from one to five on how well the adjectives represent the brand. The second question is about the logos of Emmaljunga and Bugaboo. The logos are presented in the questionnaire so the previous knowledge of these brand logos is not necessary. Last is "Do you know where the brands are made?".

Last theme and question is about the information channels the respondent use when searching for information about prams. The options are asked to grade from one to five where one is not important and five is very important.

3.2.4 Validity & Reliability

In every research the target is to avoid mistakes and to critically observe the reliability of the research. The theoretical background, the research methods and the results of the research are the base of reliability. As Bradley (2007) stated that if the research is reliable the research could be done again and the result would be the same. Validity and reliability should be questioned in every part of the research because everything can affect the outcome of the study. For example, wording of the questionnaire, the way the questionnaire was published and the methods used. (Bradley 2007)

"Reliability is a necessary condition for quality measurement, but it alone is not sufficient." (Dane 2011, 140) When considering validity, the questions are what did the research actually answer to and what was it supposed to answer to? For example, on a questionnaire about a

brand image, does the attitude or previous experience affect the answers the respondent is giving.

The validity and reliability are considered when the questionnaire for this research is done. The questionnaire had been carefully considered with Lastentarvike and all the questions are related to the thesis. The questionnaire includes multiple choice questions and scale questions. The questions are logically designed from the theoretical background to ensure the validity and reliability.

Limitations of the research might affect on the validity and reliability of the research. The limitations should be noticed in the early stage of the research and taken in to account. The limitations that should be considered on this research are based on the method used. Limitations for questionnaire are, how the answers were collected, is there any certainty who answered and how many answered.

The answers were collected online. The respondents are people from the private Facebook groups for parents and the regular customers from Lastentarvike so the respondents are people related to this study area and the questionnaire got 564 answers.

4 Empirical study

The empirical research has been conducted to find out brand image of the two pram brands Bugaboo and Emmaljunga, to clarify decision-making process when buying a pram and find out information channels the customer use when searching information about prams. The research results are introduced below and visualized with charts and figures.

The results are shown in this chapter and analysed in the end. The results and analysis will answer to the research questions:

- What is the current brand image of Emmaljunga and Bugaboo?
- What factors affect the decision-making process?
- What channels customers use when searching information about prams?

4.1 Information about the interview

The owner of Lastentarvike was interviewed for this thesis. The interview was based on the themes in the questionnaire and the theoretical background. The company information and information about Emmaljunga and Bugaboo was collected from this interview.

First the owner Jonas Huttula replied to our questions about the company and the pram brands. Current expected situation with the brands was that Emmaljunga's brand image is strong and solid in Finland but Bugaboo has started to be real competitor that has got Lastentarvike a little bit surprised. Mr. Huttula was very happy about the research methods that were chosen for this study and about the questions we planned together, and he is waiting to get the results of this thesis.

Mr. Huttula experiences Emmaljunga brand image to be strong in Finland. He assumed the result would be the following: Emmaljunga is recognized as a traditional pram when bugaboo is more trendy and new. In the interview, the discussion also went to the matter of the brand itself. Mr. Huttula was very open minded to the idea that the brand of Emmaljunga might need updated positioning plan and brand image fresh up.

Factors of what Lastentarvike considers to be the most important for prams were clarified with Mr. Huttula. The factor adjectives were chosen with Lastentarvike to find out if the valued factors of respondents match the idea of what Lastentarvike has about Emmaljunga and Bugaboo.

Information channels was one of the topics in the interview. Lastentarvike has social media marketing but the channels might not be the best. The research questions were designed to find out where the customers want their information from.

4.2 Results of the questionnaire

4.2.1 Background information of the respondents

First five questions are basic information about the respondent. Gender, age, living place, are they buying their first pram and brand awareness on the field. This information gives us general idea of the respondents for the upcoming analysis.

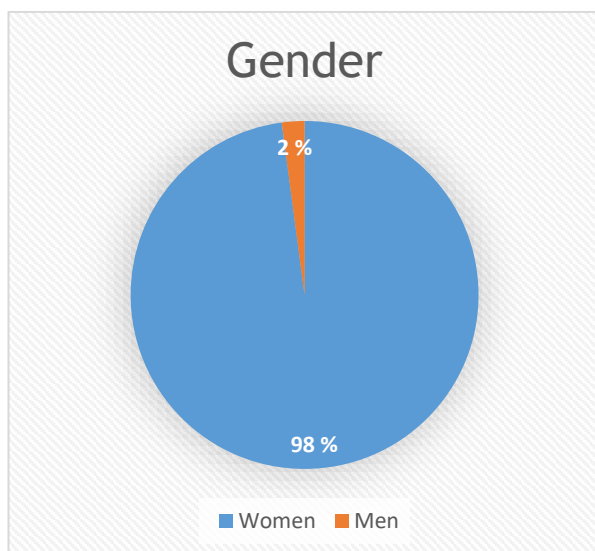


Figure 11: Gender

97,9% of the respondents were women. Possible reason for this lack of men respondent might be that this questionnaire was sent through Lastentarvike and most of the time the mother adds her email to their customer register.

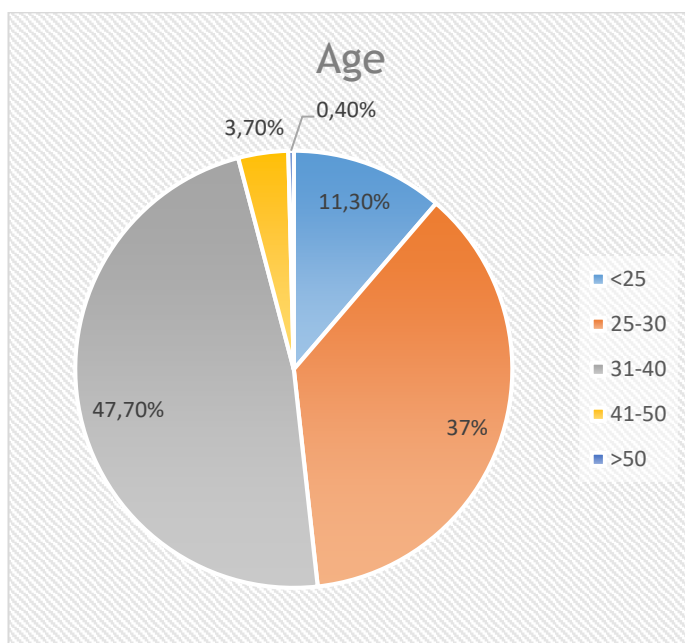


Figure 12: Age

Majority of the respondents were aged 31-40 years old, second biggest group was 25-30 years old. The method used, to gather the answers, was successful since these two major age groups were the target groups. Rest 15% of the respondents were younger than 25 or older than 40 years' old. The figure 12 shows the age range.

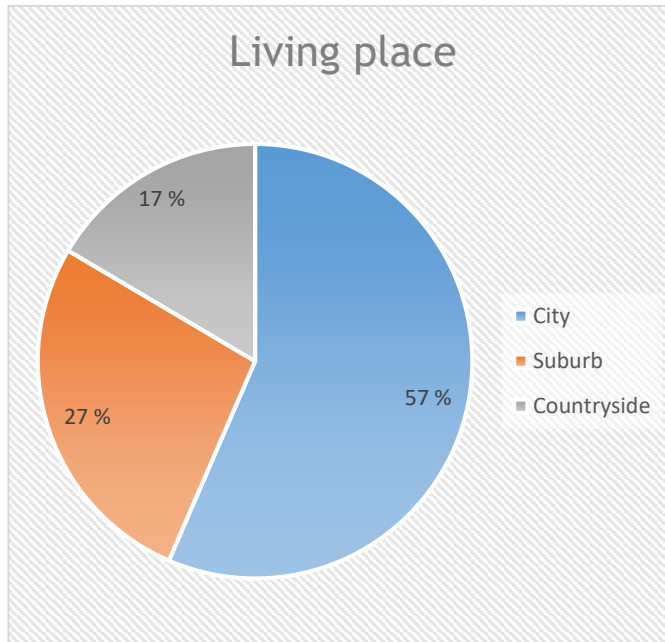


Figure 13: Living place

Over 50% of the respondents live in the city, 27% lives on suburbs and the rest live on the country side. The living place and the surrounding can affect the decision-making process and what factors the respondent values in a pram.

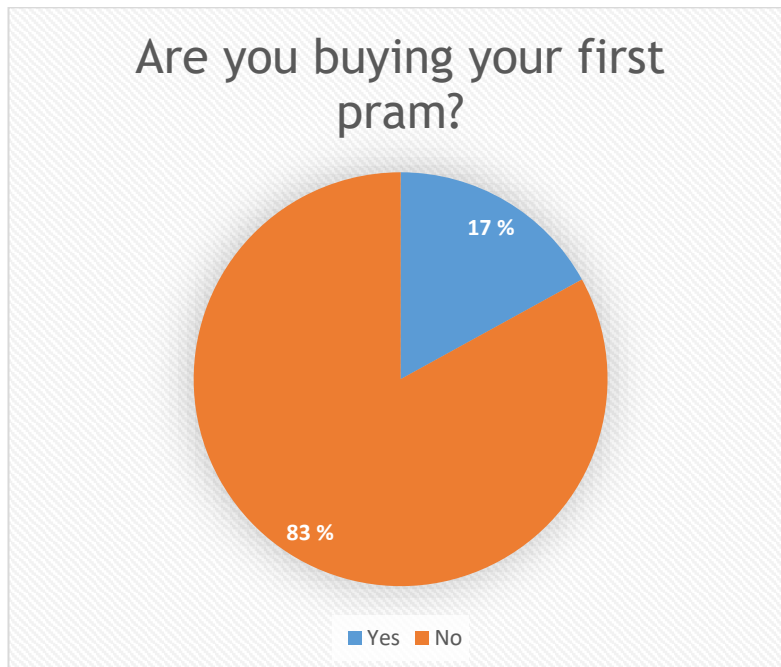


Figure 14: Are you buying your first pram?

Only 18,6% of the respondents were about to buy their first pram and the rest had already bought a pram before. The target group was the consumers who are buying their first pram but this does not affect the analysis of the results. The figure 14 shows the result.

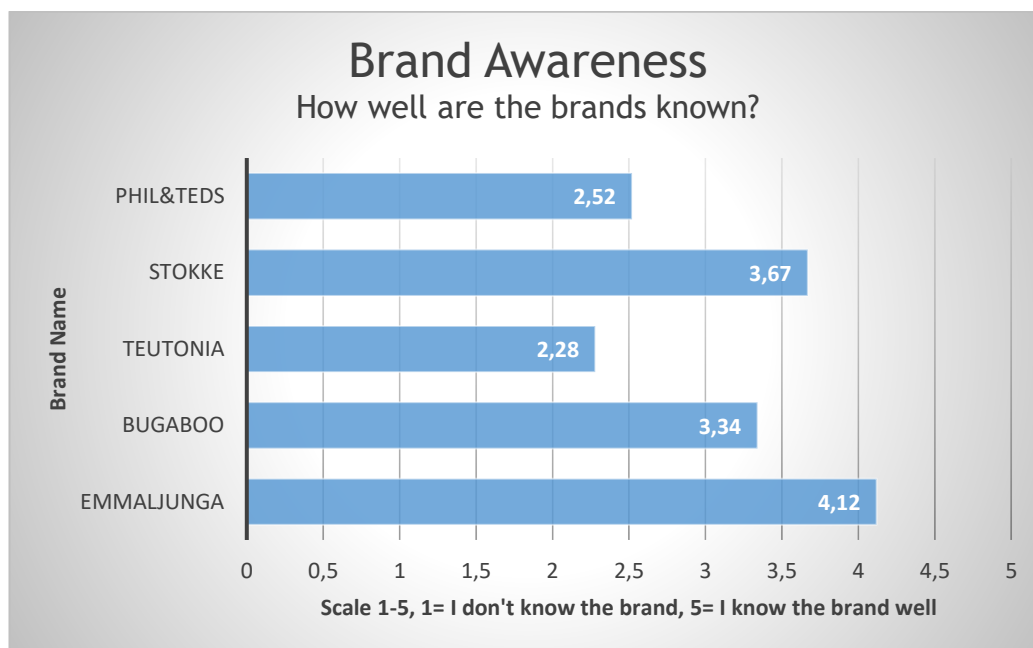


Figure 15: Brand awareness

In the questionnaire there was a question about brand awareness which was designed to examine the level of current brand awareness and the performance of the brand image on consumers. To know the level of awareness, we offered the respondents a scale from 1 to 5, from “I do not know the Brand” to “I know the Brand well”. By analyzing the different rates of each alternative, the current level of brand awareness can be examined.

Figure 15 demonstrates that Emmaljunga is the most known brand. After Emmaljunga is Stokke, then Bogaboo, Phill&Teds and Teutonia. As a conclusion, the case brand Emmaljunga’s brand awareness is high in target area. Compared to its competitors, it has managed to leave an image to consumers mind and made it easier for them to recall it. Due to Teutonia brand’s lowest recognition, the brand should utilize effective marketing channels to advertise its brand in order to be more succesful.

4.2.2 Brand image of Bugaboo and Emmaljunga

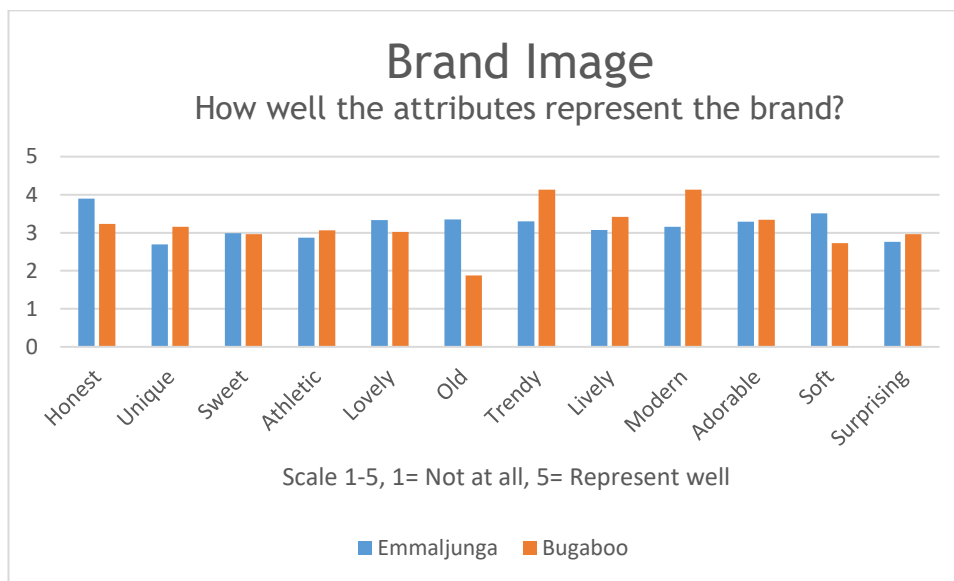


Figure 16: Brand image

The statement examines Emmaljunga's and Bugaboo's brand image and how the respondents feel when offering them 12 different attributes that they could choose how they represent mentioned brands. The attributes were chosen with Lastentarvike representative and they are attributes they or their competitors use in their marketing. The respondents were given a scale from 1 to 5, from 1 being "not at all" and 5 being "Represents well". This question answers our research question; What is the current the brand image of Emmaljunga and Bogaboo.

As seen from a figure 16 Emmaljunga's attributes that represent the brand the best were; honest, sweet, lovely, old and soft. As a conclusion, Emmaljunga is considered as an honest brand that has comfortable and classic prams to offer to its consumers, as the hypothesis was. These are also attributes that describe Emmaljunga's values.

Bogaboo's attributes that describe the brand the most are; unique, trendy and modern. The results show that the consumers think of same values that Bogaboo wants to represent. Bogaboos values as it is stated on their website "We view ourselves as mobility concept creators with an inherent and strong drive to innovate" (Bugaboo 2017).

Results of how consumers see Emmaljunga and Bogaboo are both favourable. It is according to our hypothesis and how Lastentarvike sees Emmaljunga as well. This study shows that Emmaljunga could strengthen especially their brand image of being trendy and modern by using for example digital marketing channels such as Instagram or Facebook that can be seen from

the Figure 22. These both channels are popular when consumers are in a decision making process, so there would be more room for growth and creating more brand awareness online. Also social media could be their best asset when creating creative marketing and branding strategies that could strengthen their brand equity and show that the brand can be even more trendy and modern.

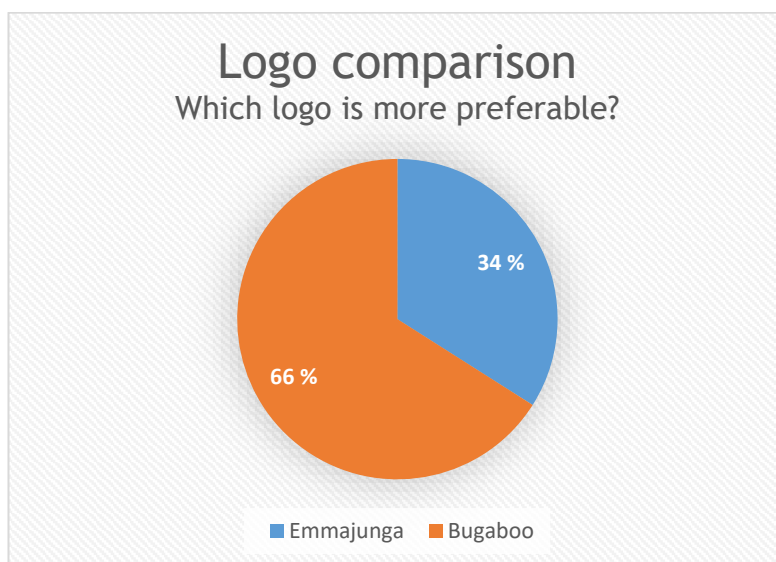


Figure 17: Logo comparison

Next question in field of brand image was about the logo. A logo is big part of a brand image. Both logos were put on the questionnaire and the preference between these logos was asked. The knowledge of these brands was not necessary since both logos were visible on the questionnaire. Respondents chose the most preferable logo. The manufacturing country was asked in the questionnaire as a multiple-choice question.

The logos of both brands, Emmaljunga and Bugaboo, were in the question which asked preference of these logos.



Figure 18: Bugaboo (Bugaboo 2017)



Figure 19: Emmaljunga (Emmaljunga 2017)

The visual identity of a logo can make or break a brand in the eyes of a consumer. Just looking at a logo, it should serve the company's values, loyalty and how they want to be seen. It is a tool to help communicate a brand and represent a brand.

66 percent of the respondent preferred the logo of Bugaboo. This was assumed answer to this research question. The figure 17 shows the difference between the logo of Emmaljunga and Bogaboo, and how Bogaboo's logo is considered more favourable to the consumers.

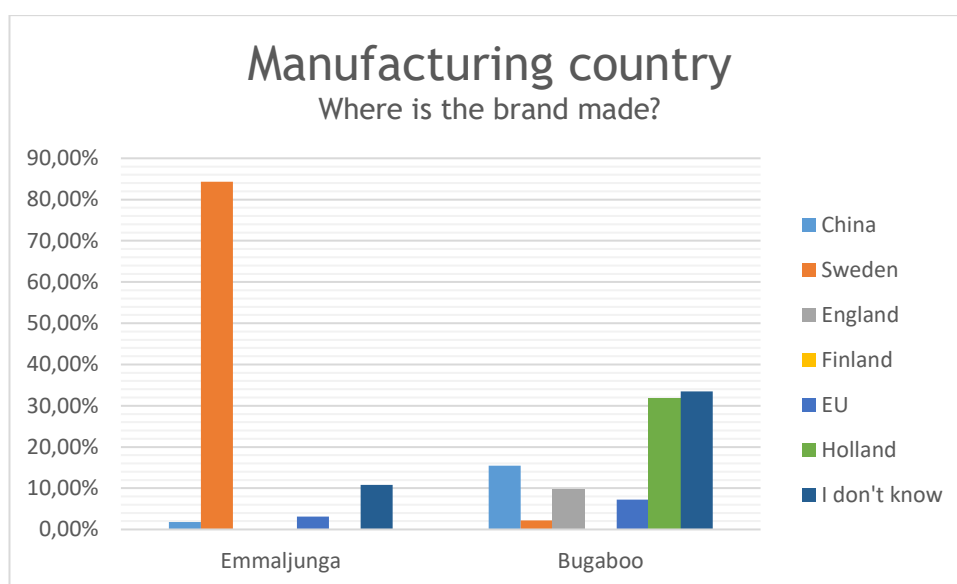


Figure 20: Manufacturing country

Knowledge about the manufacturing country was also asked because it might affect the decision-making process. The knowledge on Emmaljunga's manufacturing country was well known. 84,3 percent of the respondent knew Emmaljunga is made in Sweden. Bugaboo was much more unknown. Bugaboo is made in China and only 15,5 percent knew the right answer. 33,5 percent did not know the manufacturing country and 31,9 percent answered Holland where it is designed.

4.2.3 Factors when choosing a pram

There is wide range of factors that are big part of decision-making process and very affecting when positioning a brand to the market. The presence of these factors, the customer appreciates, makes the product stand up from the other products and the purchasing decision easier for the customer. The question asked the respondent to scale listed factors from one to five. The factors were carefully chosen and they were connected to decision-making process when buying a pram. The adjectives and different factors were connected to words that connects to prams and babies, adjectives the pram brands use in their advertisement. The scale was from 1-5 where 1= Not important and 5= Very important.

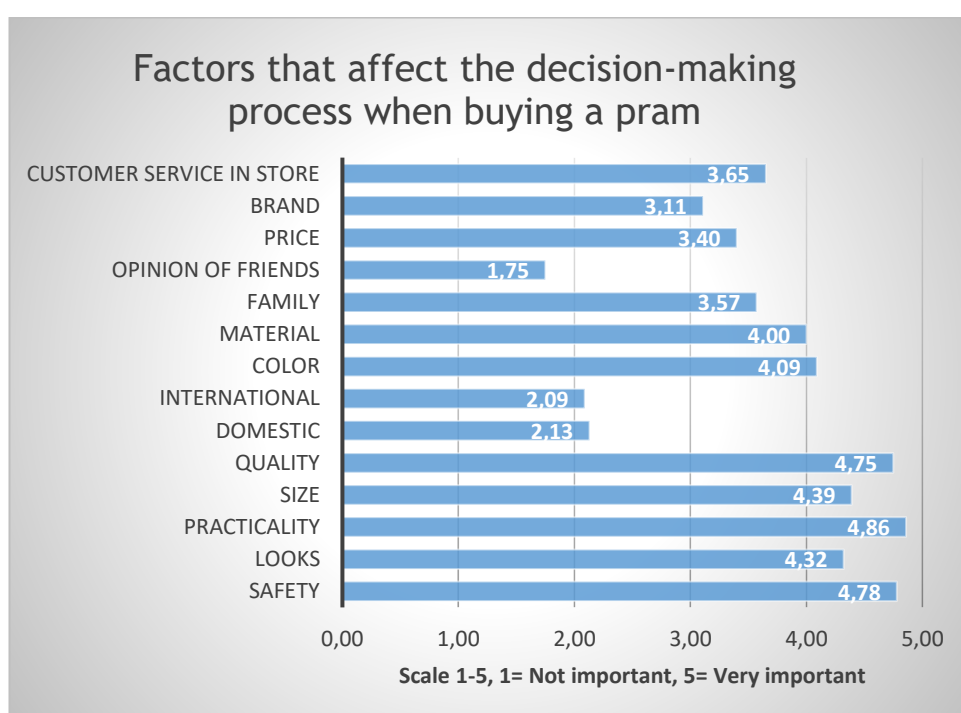


Figure 21: Factors that affect the decision-making process when buying a pram

Figure 21 shows all the different factors that were rated in the questionnaire. The average has been calculated for every section. Practicality was the most valued feature, the second factors was safety and the third factor was quality. Surprisingly opinion of friends was not as important as the suspected result. In the chart, can be noticed the features that comes from the outside are not as important as the features that are in the pram itself. For example, for brand the average answer was around three when for size, looks, quality the average answer was above four and these features are what builds a brand.

The average number 3,65, for customer service in store, was also surprisingly low, but considering digitalization and that all the information is available on the internet maybe the reason

that the instore service is less and less important all the time. Based on the answers the adjectives used in pram brands marketing are important values to the customers and the factors affect the decision-making process because the internal factors in a pram are important.

4.2.4 Important information channels

When planning digital marketing, and positioning it is essential to know and understand where the consumer is and what they want to find. Social media is important part of marketing and the advantages it gives compared to offline media are noticeable. For example, the target marketing.

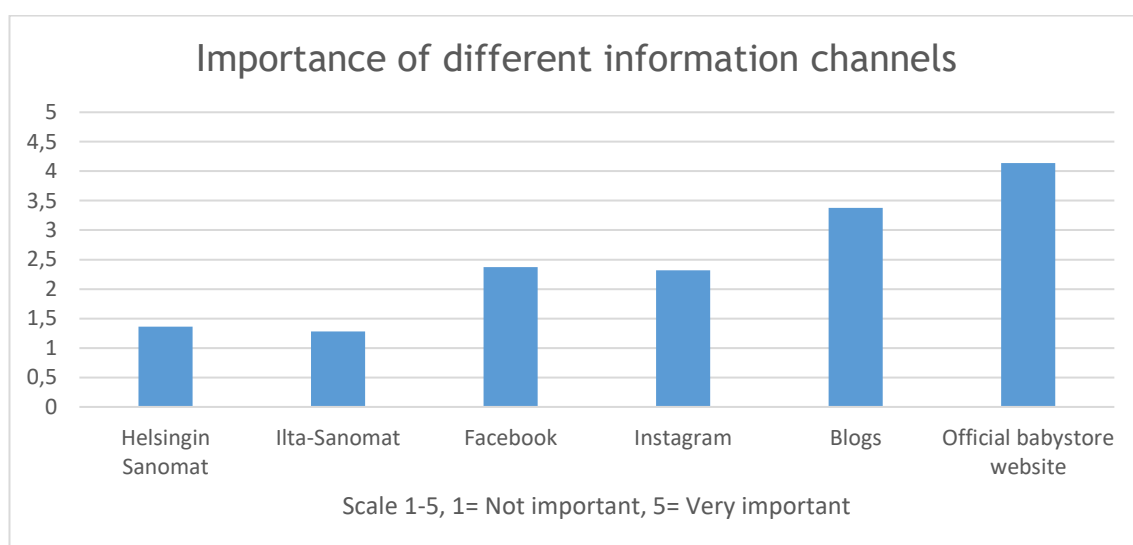


Figure 22: Importance of different information channels

Last question examined that which marketing channels are important for the respondent when searching information about prams. Channels listed are popular channels in Finland and used by Lastentarvike. Scale was 1-5 where 1= Not important and 5= Very important.

Most important channel for the respondents was clearly the Official baby store websites. It got average answer rate of 4,14. This is exceptionally high rate compared to the average rate of the other channels. The second most important channel was Blogs with average rate 3,38. Facebook and Instagram were quite equal to each other with rates 2,37 and 2,32. Facebook and Instagram were expected to be more important to people. As noticed in earlier in the value section also surprising score for opinion of friends was lower than expected. These aspects might be uncommon. News media Helsingin Sanomat and Ilta-Sanomat weren't considered as important channels. Both news channels have average rate less than 1,5. The figure 22 present the importance of different information channels.

4.3 Data analysis

In this chapter the data is analysed by using statistical significance tests. There is two main groups: non-parametric and parametric. Significant testing helps to rule out the possibility that the result of this study would be due to random variation in the sample. (Saunders et al. 2016) To find out relationship between two variable the chi square test is used in this study.

The chi square test calculates the probability of the data to occur by chance alone. It finds out how likely the two variables are independent. The null hypothesis is that the variables are independent from each other and the p-value, that is calculated from chi square test, is used to either accept or reject the null hypothesis. The result under $p = 0,05$ means that the variables are not independent from each other. (Saunders et al. 2016)

The chi square test is based on frequencies observed and frequencies expected. The formula basically calculates that how much the frequencies observed and expected differ from each other. O_i = Observed frequencies, E_i = Expected frequencies, Σ = the sum. Expected frequencies is calculated: $E_i = \text{row total} \times \text{column total} / \text{overall total}$.

$$X_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

4.3.1 Analysis of the brand image of Bugaboo and Emmaljunga

Relationship between the brand image of Bugaboo and Emmaljunga and that if the respondent is buying their first pram is analyzed with Chi Square test. From the options in the questions, the biggest brand image differences found in the results will be in this analysis.

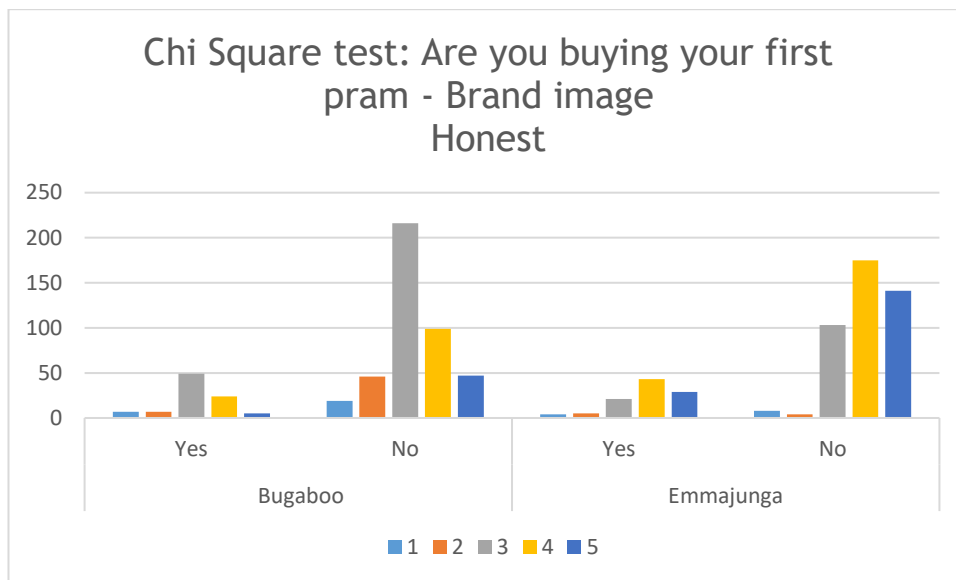


Figure 23: Chi Square test: Are you buying your first pram - Brand image Honest

In the questionnaire, honesty was one of the brand image options that was graded. The Chi Square test gives Bugaboo p-value of 0,132 ($X^2= 8,481$) and Emmaljunga p-value of 0,618 ($X^2= 3,536$), the null hypothesis is accepted. In other words, the brand image honesty is independent.

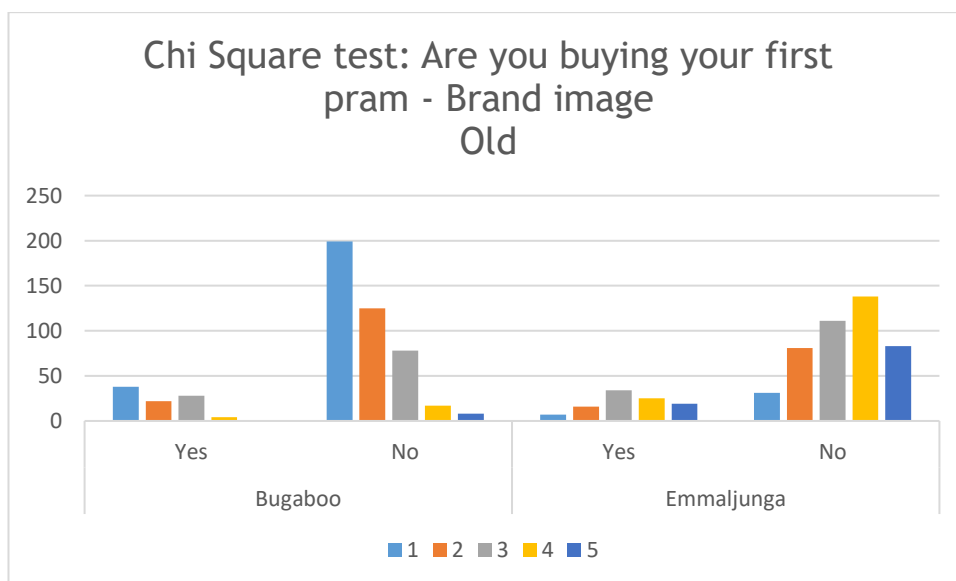


Figure 24: Chi Square test: Are you buying your first pram - Brand image Old

Next the result option old is put to the Chi square test. The p-value for bugaboo is 0,098 ($\chi^2=9,3$), this is close to the critical value 0,05 but still bigger than it and the null hypothesis is accepted. For Emmaljunga the p-value is 0,585 ($\chi^2=3,755$) and the null hypothesis is accepted in this case also. Variables are independent.

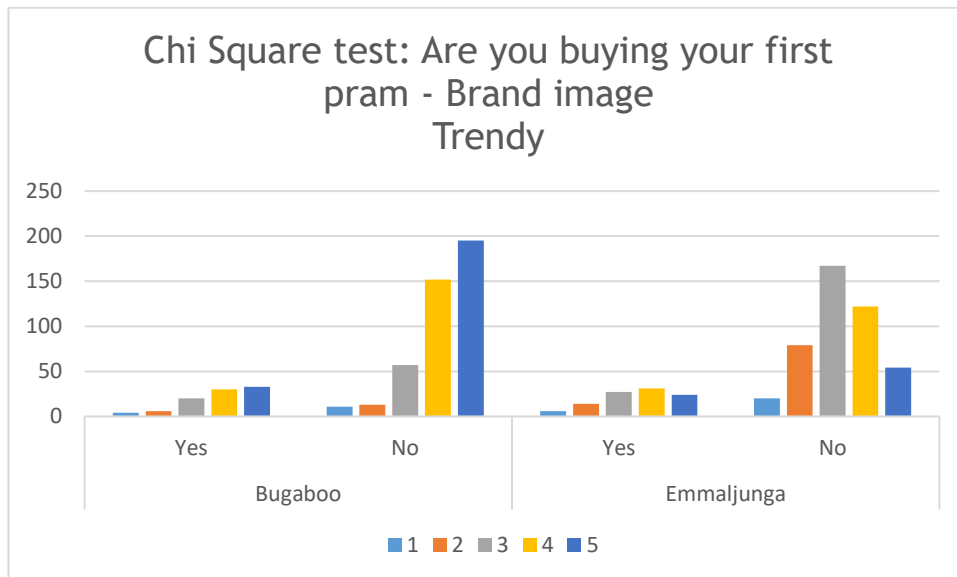


Figure 25: Chi Square test: Are you buying your first pram - Brand image Trendy

Third in this Chi square analysis is the option Trendy. For Bugaboo the p-value is 0,046 ($\chi^2=11,312$) and for Emmaljunga it is 0,033 ($\chi^2=12,107$). Both of the p-values are under the critical point of 0,05 and the null hypothesis is rejected in both cases. This means that the variables are not independent.

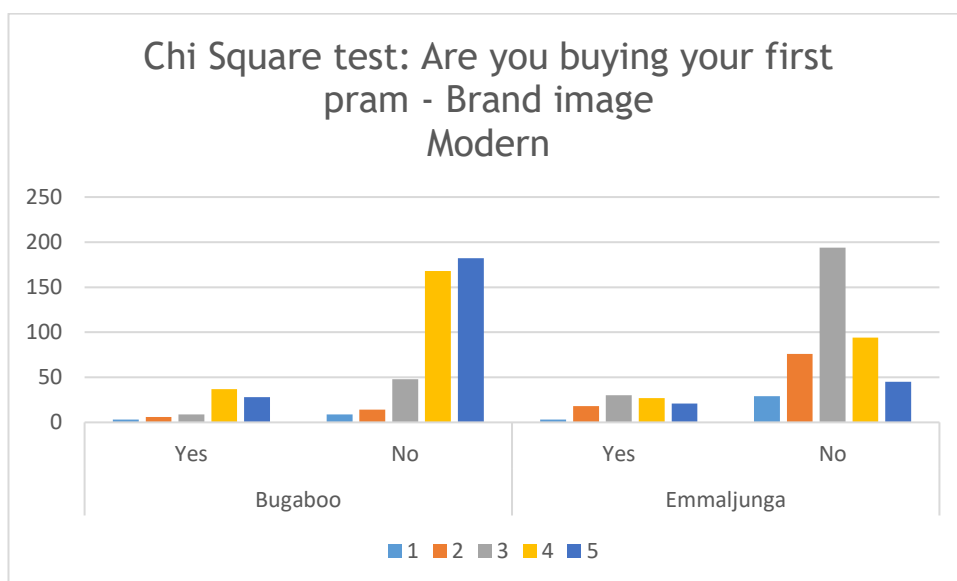


Figure 26: Chi Square test: Are you buying your first pram - Brand image Modern

The fourth analysis is about the option Modern. The p-value for Bugaboo is 0,048 ($X^2=11,157$), this is just below the critical point and the null hypothesis is rejected. The p-value for Em-maljunga is 0,018 ($X^2= 13,614$) and the null hypothesis is rejected because the p-value is under the critical point. The variables are not independent so there is a difference in the brand image whether the respondent is buying their first pram or not.

4.3.2 Factors that affect decision-making process according to age

The results are analysed with chi square test to understand the relationship between living place and factors that affect decision-making. The three most valued factors found in the results are analyzed.

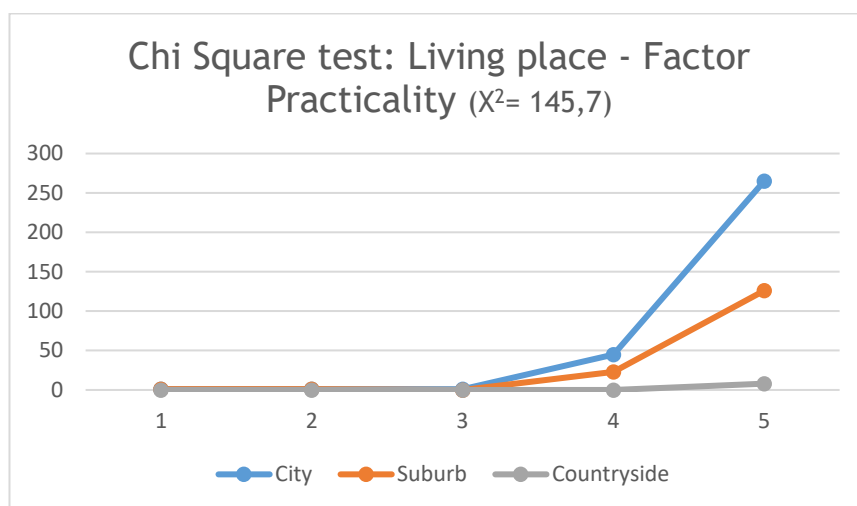


Figure 27: Chi Square test: Living place - Factor Practicality ($X^2= 145,7$)

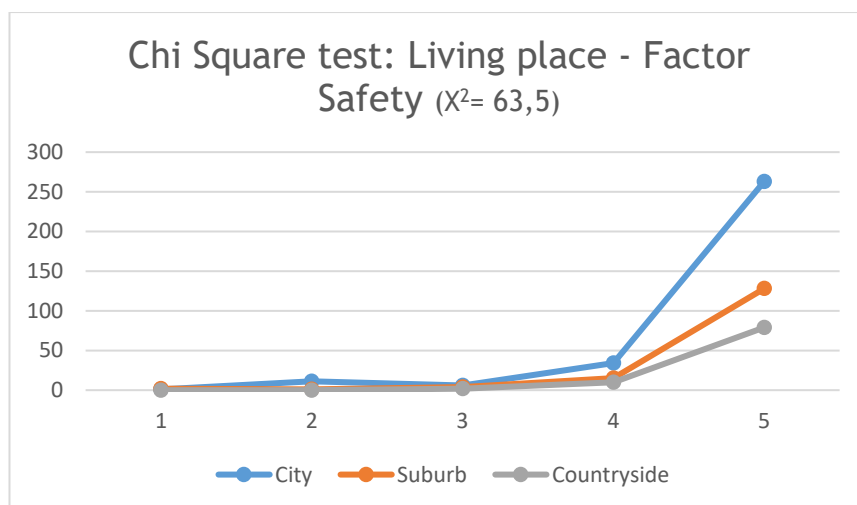


Figure 28: Chi Square test: Living place - Factor Safety ($X^2= 63,5$)

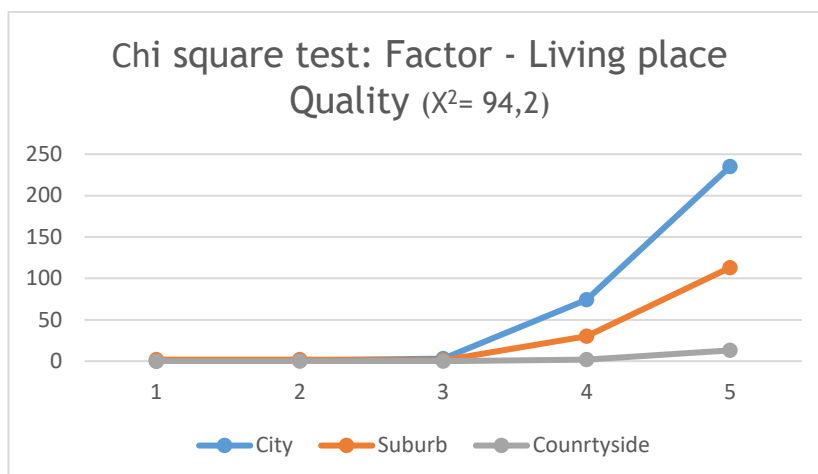


Figure 29: Chi square test: Living place - Factor Quality ($X^2= 94,2$)

When crosstabulating, with Chi square test, the living place with practicality, safety or quality factors the p-value is less than 0,0001 and this means that the result is statistically extremely significant and the null hypothesis is rejected. This means that there is a difference where you live and how much you value these factors. Cramer's V is for practicality 0,295 it means the association between the variables is not high. For Safety the Cramer's V is 0,194, the variables are not associated almost at all and for Quality the Cramer's V is 0,237, the association between the variables is small.

The figures illustrates that all the factors have highest response rate on the very important option. In the city the difference between four and five is the biggest change. The decision-making process for people from city and outside of the city is a slightly different and they value different factors in a pram.

4.3.3 Analysis of the information channels

In this part the Chi Square test is also used. The independence of variables, are the respondent buying their first pram and the information channels, is analyzed.

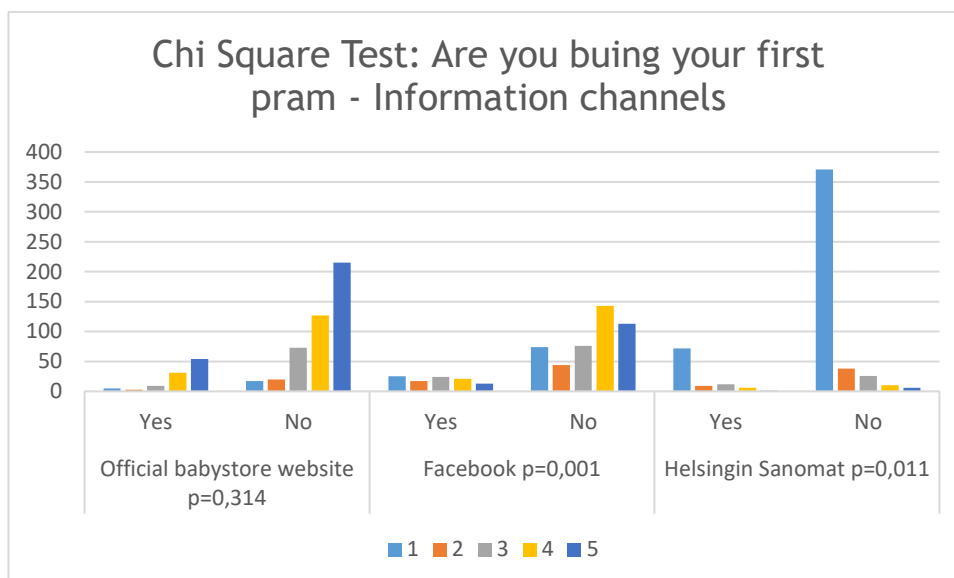


Figure 30: Chi Square Test: Are you buying your first pram - Information channels

The result show that the p-value is 0,314 ($X^2= 5,871$) for Official baby store website. This means the null hypothesis is accepted and the variables are independent.

For option Facebook the calculated p-value is 0,001 ($X^2= 21,594$). This is below the critical point of 0,05 and the null hypothesis is not accepted. The variables are in relationship to each other.

The p-value for Helsingin Sanomat is 0,011 ($X^2= 14,917$). In this case also the null hypothesis is rejected and the variables are not independent. The Importance of Helsingin Sanomat is affected with the variable that is the respondent buying their first pram or not.

5 Conclusion and Recommendations

5.1 Conclusion

The objective of this research was to find out the current brand image of Emmaljunga and Bugaboo, factors that affect the decision-making process and information channels the customers use when searching information about prams. The research process was carried out successfully and the results of the questionnaire were valid so the research questions can be answered.

Based on the analysis of the results the conclusion brings the results together. The survey results correspond to the hypothesis which was that Emmaljunga is seen as more old and traditional and bugaboo is more trendy and unknown. Brand image of Emmaljunga and bugaboo is different in some parts. Emmaljunga is seen as honest and traditional brand and Bugaboo is

seen as trendy and modern. Emmaljunga wants to represent good quality, functionality and Nordic design; our study shows that consumers think the same way. When comparing the brands' logos, the result was that 66% of the respondents liked Bobaboo's logo more. The analysis shows that the brand image is not totally independent from the factor that is the respondent buying their first pram. From this we can understand that experience from the prams affects the brand image of the prams.

Factors that affect the most decision-making are safety, quality and practicality of the pram. In the analysis, the affecting factors that are valued in a pram was compared with living place. The analysis shows that the living place has an impact on which factors are valued. Consumers want to be rational when they are buying their first pram and make sure it is safe for their children, good quality so it will last as long as the buyer needs it and it to be practical and easy to use in everyday life.

The factors in this research should be considered when communicating with the customers, through traditional marketing or online marketing. The result of the survey indicates that traditional marketing channels such as newspapers are not as popular as social media channels. The official babytore webpages are still more popular than social media when searching information about prams but, social media channels like Facebook and Instagram should be used wisely and efficiently in order to reach more consumers and target groups. The analysis shows that there is no connection between the fact that is the respondent is buying their first pram or not compared to the importance of official babytore webpages and the variables are not independent when comparing to importance of Facebook and Instagram. The official webpage is important to all the customers when they are searching for information about prams, but social media can be more important to one of the two groups. In this case, we studied that high quality of products and services is a strong base for valued brand image, which leads the consumers to be loyal to the brand. (Aaker 1996)

To support our result of brand image of Emmaljunga there is another study "Brand Values Valuation 2015" survey which is done by The Markkinointi & Mainonta -lehti and Taloustutkimus Oy's revealed a total of 998 brands' appreciation among Finns. The Taloustutkimus selected the examined brands in a separate preliminary study in their internet panel in March 2015. The pre-survey spontaneously identified the most well-known brands in 116 product groups. No answer was given to the respondents, but they were asked, "What brands, brands, brands or businesses do you think of in the product category x?". The target group for the study was Finnish citizens aged 15-79, except for Åland. The survey was conducted in June 2015. The response rate was 40. Respondents were asked to give a grade (4-10) to each brand they know, depending on how much they appreciate that brand. This study's result was the Emmaljunga is the most valued pram brand in 2015. (Brändien arvostus 2015)

5.2 Recommendations

For the company's success, it is important to know how customers really are in the business as a whole. Brand imaging means basically the customer's feelings and ideas about the company's brand. The brand image largely depicts the fundamentals of competitive factors that make it possible for a company to build its brand. (Roy & Banerjee 2007, 142)

For the future, it is important to do this kind of research again with regard to the brand awareness and brand image of Emmaljunga could be changed in the years to come. With another it would be possible to ensure that the result is the same when it is done again. It would also be important, that the research is implemented with the same method, the same target group, and the same research questions. By doing this, it would help the researchers to evaluate and study the results easier and see the changes of the brand image in a long run.

Emmaljunga does not necessarily need repositioning in the market or new brand image. We would recommend Emmaljunga to make their existing values stronger, instead of bringing new characteristics to the brand. Values that are used in marketing should be checked to match with the values the respondent in this research valued. Since the stores official webpages were the most important source people want to find information about pram brands should Lastentarvike make sure their webpage is functional and the content is up to date. If Emmaljunga wanted to achieve even greater level of brand awareness, it could possibly apply more marketing communication tools. By doing this, it would improve their consumers brand recognition and brand recall.

6 Summary

Nowdays, digital marketing and social media marketing have grown so much that some brands have lost their brand image. The competition is tough and the brands should have been able to conform the changes in marketing to survive. It is essential for companies to differentiate themselves from competitors through strong brand building. This thesis is about brand image and concentrating what affects the brand image and the customer decision-making process when buying this brand.

Emmaljunga is considered as an old and traditional brand which arouses safe feeling for customers. The comparison brand is Bugaboo which is new and trendy brand which has managed to success in their digital marketing. The brand awareness of these brands is very different. The theory processed creates a base for this thesis and helps with the research approach. It helps to evaluate the brand image of the case brands and to evaluate the decision-making process.

There are many methods available to build a strong brand. The most important ones are building a strong brand image and brand awareness. Positioning is important part of brand building process and branding is everything when observing the decision-making process. These field are convenient to research by a quantitative method and with a questionnaire. The information gathered is easy to analyse and put into use.

The reluts of the thesis shows that Emmaljunga is more recognized among the respondents than Bugaboo. Bugaboo is seen as unique, trendy and modern. The research shows that the factors valued in Lastentarvike are highly appreciated among the respondents also. The digital marketing channels are used by the respondent and the Official webpages of baby stores the most important when searching information about prams. For Lastentarvike to build stronger brand for Emmaljunga, it is recommended to make sure their webpage is up to date and the research could be redone to ensure the reliability.

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Appendix 1: Questionnaire

Arvoisa Vastaaaja/ Dear Respondent,

Suoritamme tutkimusta lastenvaunuja valmistavien Emmaljungan sekä Bugaboon brändi-imagosta. Tutkimus liittyy liiketalouden opinnäytetyöhön, jota suoritamme Laurea- ammatikorkeakoulussa Leppävaarassa. Tutkimuksessa saatuja tietoja käsitellään luottamuksellisesti eivätkä yksittäiset vastaukset ilmene yhteenvedossa. Olisimme erittäin kiitollisia, jos voit osallistua tutkimukseemme vastaamalla alla oleviin kysymyksiin. Kiitos jo etukäteen!

Peppi Nurminen, peppi.nurminen@student.laurea.fi

Tia Huttula, tia.huttula@student.laurea.fi

We are conducting a research on brand image of two pram manufacturers Emmaljunga and Bugaboo. The research is related to Business managements studies thesis, which we are studying in Laure University of Applied Sciences in Leppävaara. We'll treat the gathered information confidentially. This research is anonymous so not any single respondent can be recognized. We would be very grateful, if you could participate in this research by answering the questions below. Thank you in advance for your response!

Cross the box in front of the option you choose if there is no other instruction.

1 Sukupuoli/Gender:

- Nainen/Woman
 Mies/Man

2 Ikä/Age

- <25
 25-30
 31-40
 41-50
 >50

3 Missä asut? / Where do you live?

- Kaupunki/City
 Lähiö/Suburb
 Maaseutu/Countryside

4 Ostatko ensimmäistä vaunua? / Are you buying your first pram?

- Kyllä/ Yes
 Mikäli et, milloin olet ostanut edelliset vaunusi? / If not, When have you bought your latest pram?

5 Kuinka hyvin tunnet seuraavat vaunumerkit? asteikolla 1-5, kun 1= en ollenkaan, 5= erittäin hyvin / How familiar are you with the following pram brands? Grade 1-5, where 1= i don't know the brand, 5= very familiar

| | | | | | |
|--|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

| | | | | | |
|-----------|---|---|---|---|---|
| Bugaboo | 1 | 2 | 3 | 4 | 5 |
| Teutonia | 1 | 2 | 3 | 4 | 5 |
| Stokke | 1 | 2 | 3 | 4 | 5 |
| Phil&Teds | 1 | 2 | 3 | 4 | 5 |

- 6 Miten tärkeitä seuraavat seikat ovat valitessasi vaunuja? Arvioi asteikolla 1-5, jossa 1= Ei lainkaan tärkeä, 5= Erittäin tärkeää, ruksita sopivin vaihtoehto/ What features do you value when choosing a pram? Grade from 1-5, where 1= Not important at all, 5= Very important, cross over the best option

| | | | | | |
|---|---|---|---|---|---|
| Turvallisuus/ Safety | 1 | 2 | 3 | 4 | 5 |
| Ulkonäkö/ Looks | 1 | 2 | 3 | 4 | 5 |
| Käytännöllisyys/Practicality | 1 | 2 | 3 | 4 | 5 |
| Koko/ Size | 1 | 2 | 3 | 4 | 5 |
| Laatu/Quality | 1 | 2 | 3 | 4 | 5 |
| Kotimaisuus/Domestic | 1 | 2 | 3 | 4 | 5 |
| Kansainvälisyys/International | 1 | 2 | 3 | 4 | 5 |
| Väri/Color | 1 | 2 | 3 | 4 | 5 |
| Materiaali/Material | 1 | 2 | 3 | 4 | 5 |
| Perhe/Family | 1 | 2 | 3 | 4 | 5 |
| Ystävien mielipide / Opinion of friends | 1 | 2 | 3 | 4 | 5 |
| Hinta/Price | 1 | 2 | 3 | 4 | 5 |
| Brändi/Brand | 1 | 2 | 3 | 4 | 5 |
| Myymälän asiakaspalvelu/ Customer service in store | 1 | 2 | 3 | 4 | 5 |

- 7 Kuinka hyvin alla olevat adjektiivit kuvaavat brändiä? Arvioi asteikolla 1-5, jossa 1= ei ollenkaan, 5= kuvaa täysin / How well the adjectives below represent the brand? grade from 1-5 where 1= not at all, 5= represents well

Bugaboo

| | | | | | |
|------------------------|---|---|---|---|---|
| Rehellinen/Honest | 1 | 2 | 3 | 4 | 5 |
| Uniikki/Unique | 1 | 2 | 3 | 4 | 5 |
| Suloinen/Sweet | 1 | 2 | 3 | 4 | 5 |
| Urheilullinen/Athletic | 1 | 2 | 3 | 4 | 5 |
| Rakastettava/Lovely | 1 | 2 | 3 | 4 | 5 |
| Vanha/Old | 1 | 2 | 3 | 4 | 5 |
| Trendikäs/Trendy | 1 | 2 | 3 | 4 | 5 |
| Eloisa/Lively | 1 | 2 | 3 | 4 | 5 |
| Moderni/Modern | 1 | 2 | 3 | 4 | 5 |
| Ihastuttava/Adorable | 1 | 2 | 3 | 4 | 5 |
| Pehmeä/Soft | 1 | 2 | 3 | 4 | 5 |
| Yllättävä/Suprising | 1 | 2 | 3 | 4 | 5 |

Emmaljunga

| | | | | | |
|------------------------|---|---|---|---|---|
| Rehellinen/Honest | 1 | 2 | 3 | 4 | 5 |
| Uniikki/Unique | 1 | 2 | 3 | 4 | 5 |
| Suloinen/Sweet | 1 | 2 | 3 | 4 | 5 |
| Urheilullinen/Athletic | 1 | 2 | 3 | 4 | 5 |
| Rakastettava/Lovely | 1 | 2 | 3 | 4 | 5 |
| Vanha/Old | 1 | 2 | 3 | 4 | 5 |
| Trendikäs/Trendy | 1 | 2 | 3 | 4 | 5 |
| Eloisa/Lively | 1 | 2 | 3 | 4 | 5 |
| Moderni/Modern | 1 | 2 | 3 | 4 | 5 |
| Ihastuttava/Adorable | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|---------------------|---|---|---|---|---|
| Pehmeä/Soft | 1 | 2 | 3 | 4 | 5 |
| Yllättävä/Suprising | 1 | 2 | 3 | 4 | 5 |

8 Kummasta logosta pidät enemmän? Ympyröi numero. / Which logo do you prefer? Circle the number.

1



2



9 Tiedätkö missä maassa merkit on valmistettu? Ruksita vastauksesi / Do you know where the brands are made? Cross over you choise

| | | | |
|------------|-------------------------|---------------|------------------|
| Emmaljunga | Kiina/China | Ruotsi/Sweden | Englanti/England |
| | Suomi/Finland | Intia/India | Hollanti/Holland |
| | En tiedä / I don't know | | |
| Bugaboo | Kiina/China | Ruotsi/Sweden | Englanti/England |
| | Suomi/Finland | Intia/India | Hollanti/Holland |
| | En tiedä/ I don't know | | |

10 Miten tärkeitä seuraavat markkinointikanavat ovat sinulle, kun etsit tietoa vaunuista? Merkitse asteikolla 1-5 kuinka merkityksellinen kanava mielestäsi on. 1= ei tärkeä, 5= erittäin tärkeä / How important are the following marketing channels to you when you are searching information about prams? Mark from 1-5 how important the channel is to you. 1= not important, 5= very important

| | | | | | |
|-------------------------|---|---|---|---|---|
| Helsingin Sanomat | 1 | 2 | 3 | 4 | 5 |
| Ilta-Sanomat | 1 | 2 | 3 | 4 | 5 |
| Facebook | 1 | 2 | 3 | 4 | 5 |
| Instagram | 1 | 2 | 3 | 4 | 5 |
| Blogit/Blogs | 1 | 2 | 3 | 4 | 5 |
| Lastentarvikeliikkeiden | | | | | |
| kotisivut/ | 1 | 2 | 3 | 4 | 5 |

Official babystore site

Appendix 2: Cover letter

Aihe: Emmaljungan ja Bugaboon brändi imago

Hei hyvä kanta-asiakkaamme,

Teemme yhteistyötä Laurea Ammattikorkeakoulun opiskelijoiden kanssa. He suorittavat tutkimusta lastenvaunujen markkinoinnin vaikutuksesta brändi imagoon. Tutkimukseen on valittu johtavat lastenvaunu merkit - Emmaljunga ja Bugaboo - niiden aktiivisen sosiaalisen media näkyvyyden johdosta. Tutkimus liittyy liiketalouden opinnäytetyöhön. Tutkimuksessa saatuja tietoja käsitellään luottamuksellisesti eivätkä yksittäiset vastaukset ilmene yhteenvedossa. Olisimme erittäin kiitollisia, jos voisit osallistua heidän tutkimukseen vastaamalla kyselyyn alla olevassa linkissä. Kiitos jo etukäteen!

https://docs.google.com/forms/d/e/1FAIpQLSd7nrC0si3YShSGKgTTug6ZFZZqGkiYwNNdBwuGiTwCY_THPg/viewform?c=0&w=1

Ystävällisin terveisin,

Lastentarvike oy