



FEASIBILITY OF OPENING A VEGETARIAN RESTAURANT IN VARKAUS

Thesis

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Abstract <p>Nowadays people pay more and more attention to health issues. Many believe in the influences of food intake to person's health and physical condition. A solution to healthy food and/or to sustain the ecology is widely spoken as vegetarian food. Number of veggies and people finding interest in the food increase day by day. The trend is not different in Finland. It could be said that there is the need of people concern about vegetarian food dining, but the offer is still low. Vegetarian restaurants are quite rare even in big cities like Helsinki, and Tampere. Hence, it is not a wonder that there is no vegetarian restaurant in a small city like Varkaus.</p> <p>For those reasons, the thesis was aimed to carry out a research to figure out people's opinions on a vegetarian restaurant in Varkaus. Furthermore, it could be useful for investors or people having the same interest in this restaurant business. The thesis was structured with first theoretical part: related information from books and other sources; then the research process and finally the conclusions. The research consisted of quantitative method: making questionnaire survey among 300 people in Varkaus and qualitative method: depth interviews with 8 individuals; then the analyses from these findings. The conclusions are given with summarizing the results and suggestions for marketers.</p> <p>The objective was achieved; people did share their opinions on the subjects. As a result, 76 respondents out of 300 answered to the questionnaire and all 8 individuals took part in the interviews. By analyzing the results, it was found out that people would consider visiting a vegetarian restaurant if there was one. However, risks to be taken were obvious in new kind of restaurant and small city like Varkaus. Thus, for sure and more potential, it could be better to open a vegetarian restaurant in a bigger city or in Varkaus within few coming years.</p>		
Keywords vegetarian restaurant, Varkaus, marketing research, veggie, survey, interview, vegetarian food		
Note		

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1 INTRODUCTION

The thesis topic was derived from my own interest in dining and food selections. In the same way, it was noticed that a trend in vegetarian eating was growing. On the contrary, there had not been so much sufficient or tasty vegetarian foods and there was not even one in Varkaus. Under these circumstances, I had the motivation to make a marketing research on the subject of how people react to the opening of a vegetarian restaurant in Varkaus. Thus, the main issue concerning the thesis is conducting a marketing research and analyzing the received results.

The researcher will benefit from the research to decide whether or not to open the vegetarian restaurant. Lots of information will be provided to the person having the same business idea and interest as well. And finally, it will be the first step before the restaurant will be opened so that customers will benefit from new service- another kind of restaurant which has not existed before in the local area.

The thesis includes of four main sections: reviewing the literatures, making the research with quantitative and qualitative method, analyzing the results and giving final summary and suggestions. The first section is written to connect the related theory and information sources with the topic. The second section's objective is to produce primary data from both method researches: a questionnaire survey to 300 people and depth interview with 8 persons; in quantitative and qualitative research, respectively. In the third section, results analyses will be done with the help of SPSS program for survey collections and researcher's writing skill for interview findings. The last section, the summary shows the opinions of 76 respondents out of 300 people through 15 questions as well as deeper thoughts of 8 interviewees. Additionally, it is withdrawn and summed up from all the findings plus researchers' own point of views in form of suggestions.

The research went well when participants to the survey and interviews really shared their views and contributed direct thoughts. The vegetarian restaurant could have chance if it can fulfil the necessary conditions which respondents advised. Though, Varkaus seems not to be a perfect choice to open a vegetarian restaurant, many factors would make it possible. These wonders will be explained and reasoned in the following chapters.

2 VEGETARIAN FOOD IN A NUT SHELL

Vegetarian food is defined differently or it is often confusing what vegetarian food consists or does not consist of. Thus, one part of this chapter will give some definitions of vegetarian food. Additionally, vegetarian and meat eating food can be found contrary to the other. Last not the least; vegetarian food is forming a trend recently in a wider popularity.

2.1 Definition of Vegetarian Food

According to Vegaaniliitto, the Vegan Society of Finland, vegans do not eat anything related to animals for the reasons of ethic, ecology and/or health. With Vegaaniliitto's standard, a vegan does not eat flesh; fishes even any products from animals like dairy products: milk, cheese, pastries, egg or honey not even additives with animal origin like yeast. It is considered as strict vegan. People can have different definition of vegetarian eating. Many also call them vegetarian providing that they do not eat meats; eggs, dairy products are still accepted. Fishes sometimes are still counted in the vegetarian list despite that they are living creatures as well. Above all, meat-eating is protested the most. Since it concerns morality (animals are raised, killed just to be your food) and it also attributes to huge amount of emissions CO₂, 18 % of the whole world green house-effect. Among the cattle, to produce beef utilizes most energy and emits the highest amount of CO₂. To get one kilo of beef, 16 000 litres of water is needed. (Tehtävä suomelle 2010, the Vegan Society of Finland)

One article consisted of both opposite opinions on vegan foods. There are many explanations for eating vegetable is better choice for human and it is environmental-friendly. The opposite claims that lots of rain forests are chopped down for cultivating Soya-meat substitute. But the defence was debated by the fact that only one tenths of the rain forest was turned for cultivating Soya. And Soya is not the only choice there are similarities which can be found in Finland and the nearby European countries for example: rape flower, many other beans suitably grown in the Westerns. (Aamulehti 2009)

Moreover, it was suggested that people can add more vegetable dish to their daily meals or eat vegetarian dish 2 days in a week. That could make a lot of changes. It was told that if people in Asia and Africa eat as half as the Finnish meat-eating portion, the environmental catastrophe may step a head. (Aamulehti 2009)

2.2 Comparison of Vegetarian and Meat Eating Food

Grandhia- famous Indian leader said: “The greatness of a nation and its moral progress can be judged by the way its animals are treated.” (Milonoff and Rantala 2010, 196) Date back to humanity history, it was told in many history lessons, documents and books that human beings ate other animals. Meat eating may stay in our gene and memory. The early time history was millions or thousands years ago already. Thus, it cannot be the reason when animals are killed so much more than it would need to be. (Milonoff and Rantala 2010, 191)

Eating meat causes unhealthy problems to people and at the same time destroys vastly the ecology. Those who eat a lot of meats like in Western countries' diet will get ill. (Milonoff and Rantala 2010, 192) Many can claim that forest and organic meat sources do not harm to the climate change or cause any health problems. And if human is from the history omnivore, why they can not eat these forest and organic meats. Those meats are of good quality and ecological also but account for only small percentage of the total meat mount people are eating. The rest 99 % comes mainly from industrial grown and tortured animals. People can manage well without meats. But many think that it is impossible. Vegetarian foods are healthier still provide enough daily calories, vitamins, supplements, energy as much as normal food (meat, fish, and living creatures) when eating properly. In India, vegetarian diet has long history; largest portion of the population are vegetarians including not only Hindu priests. (Milonoff and Rantala 2010, 191- 195) One pointed out her own experience that her health status improved after abandoning flesh and fish. She did not get sick at all and feeling good after her being a vegan. People told that they are at normal, average weigh while eating more vegetables. (Aamulehti 2009)

Eating meat is no longer matter of own pleasure or one's own thing. Immoderate meat eating has remarkable effects on planet, its nature and causes the continuation of intensive farming of animals. Besides, while people are unhealthy; the society will be put in front of million euro bills every year. Thus, vegetable food adding would benefit all. (Milonoff and Rantala 2010, 193)

2.3 Vegetarian Food Trend Nowadays

In the old time, in the rich industrialized countries; people considered only freaks are vegetarians and a famous example of vegans is Hitler. Society does still not accept vegetarians as really normal type of people. A question was raised to Tunna – one of the famous Madventures guys because he is a none-meat eater that: “Are you gay or what?” Nowadays, the freak definition may eliminate while many pop stars, actors, actress, celebrities announced themselves vegetarians. (Milonoff and Rantala 2010, 194)

The article proved that in Finland there are quite a lot of vegetarians. According to different researches, 3 - 5 % of Finns are vegetarians. The percentage does not sound great however, if calculated from the population of five millions inhabitants it means 150 000 - 250 000 of people. The number is quite big because it can consist of many small province populations together. For example, with the Varkaus population scale 250 000 equals to ten times the city inhabitants. In the climate change discussion, it was acknowledged that vegetarianism has got many new positive raises; and Finnish Food Information organization also expects the gain in amount. However, it was sure how people define what a vegetarian actually eat. It was doubted that some thought themselves vegetarians but occasionally eat meat or at least fish and egg. (Fifi 2009)

Number of vegans is increasing in young and middle-age group. It was thought that young people eat vegetarian diets variably in their age stage due to certain fashion, trends among the youth. However, with the research, it was proven that; the decision came from their awareness of animal tortured to become foods and of environment protection. (Aamulehti 2009)

3 THE MARKETING ENVIRONMENT OF RESTAURANTS IN FINLAND

In order to have a successful business, marketer has to acknowledge of any changes and trends in the environment to provide appropriate products, services. It was said on an internet article that Finns eating out from home in the 1990s decreased but increased in the 2000s. Amount of money spending in restaurant and cafes rose from year 1998. (Kasvisruokaa verkossa) Helsingin Sanomat said that Finns dine out at the average of six times in a month. The visits to restaurants and cafes have increased by twice from the middle of 1980s. Lunch is accounted for six out of ten restaurant meals, from which half of those lunches are eaten at staff and student restaurant. Finns most favourite meal options are whole meat or cutlet. Result from a research two years ago showed that most popular main dishes are hamburger, pizza and chicken food. The rising popular foods are salads, vegetable, fish and seafood. (Helsingin Sanomat 2010)

3.1 Restaurants in Finland

‘With a long-held love of fish and flesh, Finland is a difficult country for vegetarians. If you’re in Helsinki, then there are few dedicated restaurants, but outside of the capital you’ll be trawling menus for pizzas or pastas. Strict vegetarians need to look out for pea soup with a meaty stock and fish-based pastes and dips.’ (Google Books-Symington, 61)

People usually go to the restaurant at lunch when they can get really good deal lunch buffet. The lunch is around 11am – 3 pm and dinner 5 - 9 pm. Finnish people eat dinner at restaurants quite early so they can get home or going to the bar afterwards to have some drinks. In the lunch time, there are more eaters since officers and people from work can pass by to have a good lunch. If the meal price is affordable and at the average level; it can be quite crowded in the restaurants. Lunch buffet also offers lots of various food choice from salads; appetizers like chips, light soups, breads to main courses and then some deserts. (Google Books-Symington, 60)

3.2 Economic Environment

Income distribution plays an important part for the marketers to segment the target market. One restaurant has to choose to which segments of customers they would like to offer the services: to everyone like ABC, Mc' Donald (everyone finds certain kind of food from there); to high-income people (special restaurants with above the average price 20+ €, providing excellent delicacies, wines, maybe live music, etc.); to middle-income people (restaurants serve normal-price food about 10 €). (Guide picker) Though people having thick wallet can go to any kind of restaurant from cheap to expensive ones, thinner wallet has to choose what suits their pockets. Finns save 20 % of their money for the bad days. It is quite high compared to Japanese 13,1 % and American 4,7%. (Tarkkamarkan blogi) This can be illustrated in two ways that Finns might want to save money more than spending on restaurant meals or Finns have firm savings that they can enjoy dining habit without difficulties. This wondering will be answered with the research result carrying later on.

Additionally, the surrounding economic environment also has effects on the restaurant business. For instance, while the tax reduction on food issued last year 2009, every people expected to see the change in super market as well as in the restaurants (since restaurant consists of food). A woman told that she doubted to notice that the price in restaurant B did not decrease at all. It was an unpleasant to have same meal price while food price dropped. Similarly, when the food price grew and meal price stayed the same; she did not see it as a good sign either. She complained that how the restaurant managed to offer as such only if the food quality got worse. Moreover, the recent happening is the economic crisis. It is supposed that restaurant marketer should take a notice whether it has any influences on a restaurant business or not. (Kotler 2003, 168-169)

3.3 Social - Cultural Environment

Social and cultural factors play very vital roles in helping marketer to perceive thoroughly of their potential customers. 'Society shapes our beliefs, values and norms.' A person belongs to a society and a typical culture that he is almost hardly aware of it. The way of people's living, thinking, behaving may vary from one

individual to the others. Still they are doing in certain manners within the culture and society border. Time past time, people start to live more freely providing obeying laws and legislations. They also concern more about self-satisfaction. One pursues peace through out the life, living simply without any attention to the complicated world. One seeks for pleasure, finds him/ her in fun, changes and escapement. While the other wants 'self-realisation', he buys desired car, holiday trips and playing sports. Thus, marketer must always listen and sense the customers' needs and wants. People nowadays scare of nature catastrophes, they become more environmental-friendly. As a consequence, they really would like to buy ecological products as attributions. Although view of themselves first comes in everyone's mind, people do care views of others, of society and of nature as well. (Kotler 2003, 175)

Even though how terribly many want to classify oneself as a particular individual, owning a dissimilar personality to any others; they consider view of others and are still 'seeking their own kind, serious and long-lasting relationship'. Commune was and being with human all over the time. Numbers of person; who do not want to relate to anyone else, living by herself/himself in the entire life; can be said as small minority. The majority takes part in his society and interacting more or less with other society members. People do things similarly just simply because lots of others do so. For example, drinking coca-cola does not bring any health profits but in contrast it affects teeth' health and containing sugar to partly cause weigh-gaining. However, coca-cola still reaches numerous buyers around the world. (Kotler 2003, 176)

Additionally, view of society is how people have different attitudes toward the society. 'Some defend it (preservers), some run it (makers), some take what they can from it (takers), some want to change it (changers), some are looking for something deeper (seekers), and some want to leave it (escapers).' A clear example for the makers are people who eat, dress, live well; type of achievers in the society. Changers live differently compared to the makers, more simply by driving smaller cars and do not pay so much attention on clothes. Movies, music, surfing and camping are interested in the most among escapers and seekers. So restaurant, especially vegetarian restaurant marketers need to figure out whether

people's attitudes toward the society have any connection with their dining habit. (Kotler 2003, 176)

Last not the least the view of nature is now spread through wider and deeper. Media and many other information channels are guiding, teaching people to actual participation in protecting the environment. People begin to notice that living harmony and with respect to the nature bring sustainable cooperation. Natural products are increasingly preferred by consumers from food to cosmetics. Those products are safe to use without any chemicals and artificial substances and above all people feel they are doing right to the ecology. (Kotler 2003, 176)

Kotler mentioned that celebrities have strong impact on people's lifestyle: 'hairstyle, clothing, sexual norms, and life goal'. For instance, the Beatles, Elvis Presley in 1960s influenced the whole world with their long hair style for men and ways of dressing. In a lot of advertisings, well-known celebrities were invited to cast. Though companies have to pay them amazing big amount of money, their faces on the ads ensure that audiences would like to pay attention to the ads and buying the products. (Kotler 2003, 177)

4 CONSUMER MARKET AND BUYER BEHAVIOUR

Buyer's decision making is resulted normally from step(s) in the process of Model of Buyer Behaviour as the following:

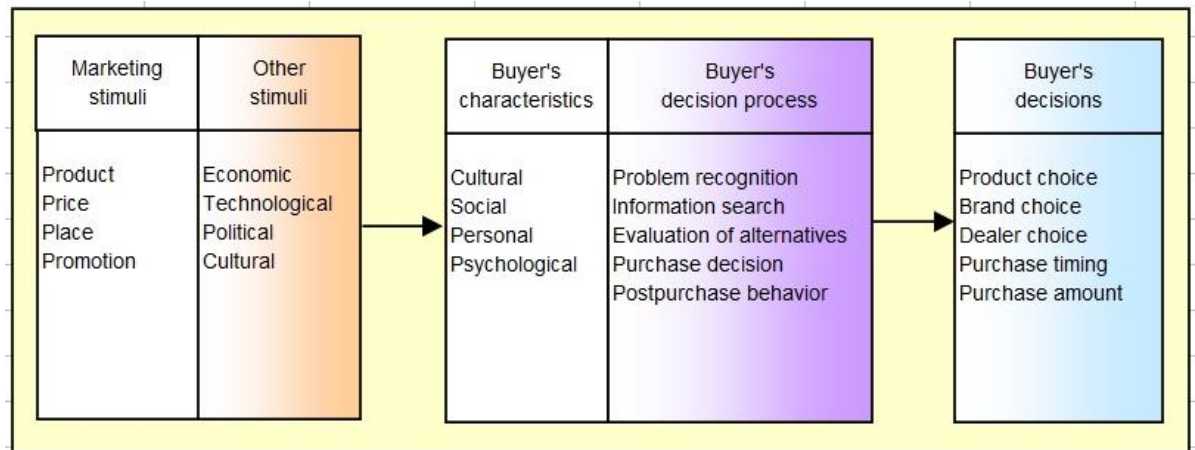


Figure 1. Model of buyer behaviour (Kotler 2003, 184).

One person chooses to buy a certain product but not the other because many factors effect on his decision. For example, a simple daily product as shampoo, he must think which kind of hair she has: dry, normal or with dandruff; if the price is suitable for his pocket, whether he likes the brand or not, did anyone comment on its quality. Lots of information naturally comes up to his mind or he searches for that information. When analyzing, those wonders can be listed as each factor of the table. In case of choosing a restaurant to visit, the decision making can be split such as: The market offers restaurant food, service with a certain price, clear address where situated nicely decorated restaurant and sometimes promotion of cheaper price for larger customer group. Other stimuli can be economic reason: during the recession fewer customers than normal economic situation. Buyer's characteristics from cultural, social, personal and psychological elements are illustrated in details below. Likely, a person from middle social class, having average income and children family, about forties might have different choice of restaurant than someone richer, having more abundant salary, living single and a bit elder. The next step is buyer's decision process: one recognizes he is hungry and wants to visit a restaurant; he asks for someone else who suggests a good restaurant; he considers which sound bests for him and then finally goes to one

restaurant; if it is ok, he is going there for a second time. Lastly, buyer's decision is seen in to which restaurant he picks, when he decides to have the meal lunch or dinner and whether he eats alone or taking companies.

4.1 Cultural Factors

'The culture of a society consists of the common attitudes, beliefs, ways of living, thinking and acting, and language which are passed on from one generation to another by way of social institutions such as the family, schools and the workplace. ... This all contributes to an overall common perception of the world that will vary from ethnic group to ethnic group and from nation to nation.' (Wright 1999, 80)

Social classes

Kotler explained in his book the importance of social classes in cultural factors. Since social classes divide people to similar groups of income, occupation and behaviour, education, and are of residence. The classes are not built up by a single variable of income or occupation but consists the combination of those variables. Social classes are usually separated into lower-class and upper-class. In Vietnam, the separation between lower and higher- class are quite deep and clear. Higher-class people are rich; and/ or highly educated; having successful career; owning expensive car, luxury house, etc. In contrast, lower-class are poorer; education to high school or even college but having low-income job; not owning any car, and living or renting normal small house, etc. People from higher-class are more respected in Vietnam. Additionally, they benefit from their class as they are more taken care of when having some services like go shopping and going to the restaurant. The social-class variations exist in Finland but it does not distinguish so clearly. 'Finnish culture is extremely non-hierarchical and attitudes to social status are highly critical. In Finland, it is almost impossible to use your position to set yourself above other people.' (Tehtävä suomelle 2010, p 59) (Kotler 2003, 184)

Culture

In comparison with Vietnamese culture, people dining in Finland's restaurant get less served. It is noticed that in restaurant in Vietnam, beers are noticeably poured to the glass of eater constantly so customer does not has to do himself; as he is always taken care of. But in restaurant in Finland, beer is poured once only when it was first bought out. Finns are very polite while they never give bad comments on food even though when it does taste bad. They respect the cook without any complaints. In other hands, Vietnamese give direct comments when food does not taste good. It might hurt the cook's feeling but he learns to make it better. Those facts should be taken into consideration if a restaurant owner would like to try some changes in providing the services. (Kotler 2003, 184-185)

Sub-culture

The way how some persons live and behave and accepted among a certain group forms sub-cultures. Sub-cultures divide the whole society into smaller segments of people sharing commons. There are some examples of sub-cultures such as students being adapted to the new sub-culture while they enter school, living students' life, getting away from home; whose beliefs and values are different from the rest like vegetarian groups, black groups. While noticing the existence of sub-cultures, marketer can provide special products aiming at the target groups. (Wright 1999, 81)

4.2 Social factors

Social factors include of reference groups, small groups, family, roles and status. There are people who have influences on the others to or not to purchase some products or service; they are called reference groups. Small groups may be a part of reference group. Additionally, family always has close relation to most individuals' lives. Eventually, roles and status are how people are seen in others' eyes in the society.

Reference groups

'A reference group is an actual or imaginary individual or group conceived of having significant relevance upon an individual's evaluations, aspirations, or behaviour'. (Solomon, 319) According to G. Whan Park and V. Parker Lessig, reference group has influence in three forms: information, utilitarian and value-expressive influence. Information influence is shown while people search for information prior to their purchase, asking, observing from who has experienced the products or from experts. Utilitarian influence can be seen when buying decisions are made upon family members, social mates' suggestions or influence. Lastly, value-expressive influence derives from the fact how and what kind of image a person wants to be perceived if he/she buys this product; if she/he will be admired or special. (Solomon 2002, 320)

Reference group becomes important only when people need to buy more valuable stuffs not the necessities. For instance, people search for information on the internet, magazines, asking from friends, family's advice when they are going to buy a new mobile, laptop, luxury perfume even. The purchasing result will turn up side down if the wrong choice is made. Following, a lot of money is somehow wasted and they have to bear with it. Finally, the total feeling is unsatisfied and disgusted. Similarly, it happens when a wrong restaurant is selected. The money amount may be not a huge problem if the meal price is around 10 euro. Nonetheless, the bad feeling of not having good food, it is not worth it, turns out to be an obsession. People start to think why they did not check the restaurant in advance. For this situation, 'expert power' is of great help. People can look at paper or online sources on restaurant reviewing, expert's critics, opinions or suggestions. It sometimes costs nothing to read those comments and the sources are reliable and trustworthy. (Solomon 2002, 325-327)

Group consumption is usually greater than the sum of each individual's. When buying alone, a person buys what she/he needs and sometimes even thinks back and forward whether to finally take it. In contrast, she/he will buy more in amount or even unnecessary purchase and circling in larger area while her/his company comes along. People purchase this way to get the approval of others. Shopping

alone, it is common if one gets something or not. But going in pair or with several more, if somebody else have full bag of stuffs; the other person must pick up at least a thing even it is not needed. That's why, the vegetarian restaurant can provide special offer if customers come in as a group. It appears that half of the group are not interested in vegetarian eating but the other half can persuade the rest to go to the restaurant if they really want to.

Small groups

Moreover, reference group come from groups of people such as family, friends, neighbours, co-workers, colleges or religious, profession. In the same working, living environment; people frequently share their experience on certain products, services sometimes not on purpose to persuade other to purchase the same stuffs. It is a simple chit chat, story sharing. Other occasions, some may think that those products and services are so excellent that her friends, family members should definitely get exactly the same. Hence, she starts to convince them to buy the similarities.

Family

In Finland, family is of the most important to many people. Thus, dining in the restaurant is often a family gathering and the decision whether to go or where to go, what to eat mainly affected by family's members. Who is the decision maker depends on countries and social classes. In Finland, it is equal between men and women; maybe both have fair votes when deciding in buying something. Though Finns are living in modern society, men and women sharing lots of household work; they are more convenient with the tradition that women have higher position in the consumption of food, clothes, households and men are capable of choosing car, construction, working tools. It is good to know who the opinion leader is between men and women in the restaurant business, so that marketers can design appropriate advertisings. (Kotler 2003, 187-189)

Roles and status

A person in the whole life may have many roles in the family to be son, daughter, mother, father, grand ma, grand pa, husband and wife; or team member, team leader, manager and so on. Thus, our purchase varies according to our roles. A mother in the family has to worry about many things; she makes careful purchases from daily products to make both ends meet while her young daughter can pick up right a way an expensive, new fashion jeans. Not only roles but status also has influences on the purchase patterns. Status is how a person ranked in the relationships with others and it tells about one's 'power, privilege and respect'. A manager often dressed up better and drives more expensive new car than his officers. The statuses help marketers in clarifying the potential customers to certain products. For instance, it would be useful to send the novelty luxury car leaflets, brochures to those managers than to the officers. (Wright 1999, 83)

4.3 Personal Factors

Young singles and no-children couples use the most money for restaurant visiting, about 900-1000 euro per person in a year. One bread-earners, elder couples and singles put less money on restaurant, about 400 euro. The group using the least money on dining in restaurants is children family only 200 - 300 euro in a year. Eating out is rising slowly; young people visit the restaurants more. It is wondered if this links to the change of generation or age. If it links to generation, dining out is growing in the future. Attitude towards the utilization of services are becoming more widely. (Nice house) It can be said that the most potential customers in accordance to the 'age and stage in life cycle' for the restaurant are newly married couples (younger people at works but no children-burden yet).

Body image

One person's body image is becoming increasingly crucial day by day. Media all around the world nowadays fill people's brain with so-called ideal body image which men must have muscles, women desire to be close to slim models. It is so difficult to be not upset if you are dissimilar to your skinny or perfect muscles idols when

you see them on TV, newspapers, internet, posters every now and then, here and there. The ideal slim standard today was not suitable in several decades or centuries earlier, when beauty that time preferred full shape or 'hour glass figure' (like Marilyn Monroe in the 1950s) to skinny women. Men and women try to do exercises with all kinds of sports and count on every single calorie they take in daily. For only certain men, how their body shape looks like is important. But for most women, in order to have dreamed body shape; they are not tired of doing whatever it takes from eating less even starving themselves sometimes to follow any weigh-reducing program and pills. Women take it extremely serious since it is not merely about their looks but it connects to fashion, to the world trend. It is truly sad not to up-date or be left behind. Diet food is highly appreciated by women such as their rescue manner to keep fit. Many changed or are changing their diet to vegetarian food simple for this body image result. (Solomon 2002, 145-149)

Lifestyle

The following chart shows the value and lifestyle factors in details:

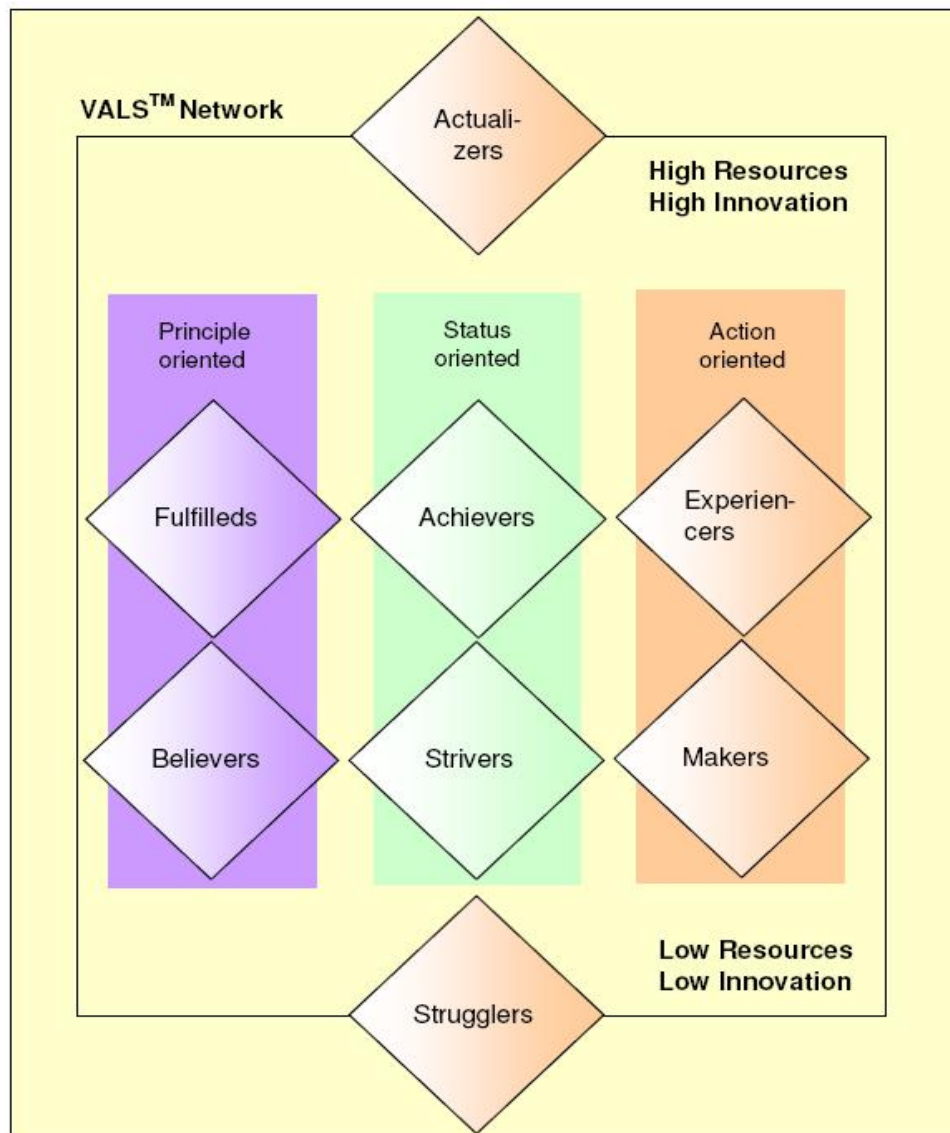


Figure 2. VALs 2 segmentation system. (Kotler 2003, 192)

Vertical columns show levels of resources which may be affected by income, education, willingness to buy and the horizontal rows show the 'self-orientation' (Solomon 2002, 181). Principle orientation people make buying decision by themselves, Status orientation's decisions base on their mates' opinions and Action orientation's consumptions have effect on others. The potential customers of the vegetarian restaurants probably come from the Experiencers, Fulfilled and then Achievers and Strivers. Actualizers and Experiencers are the most favour groups;

they would like to try new thing and having enough resources to put on some meals without so much wonders. Fulfilled people have also certain level of resources which make their purchasing decision not so tough. They make decision on buying products themselves when seeing that it is practical. Thus, when they figure out themselves many benefits of having a vegetarian meal, they might not hesitate to take the action. Another member among the resource-having row is Achievers. They care about their status and certainly can afford a restaurant meal. Then it is not too difficult to go to vegetarian restaurant to be considered as ecological thinking. It is almost the same with strivers except they do not have so many resources. However, the vegetarian restaurant meal does not cost more than other normal restaurant's price; they could also easily afford it. Finally believers, makers and strugglers seem not to be the potential customers. Believers may stick with their acquainted restaurants; makers cook the foods at home themselves and strugglers concern more about getting basic needs before hand. (Solomon 2002, 181-182)

Regional consumption differences

In Finland, it should be considered whether Finnish like too spicy or strangely spiced and marinated food. It is vital for marketer to research on their food references in order to provide suitable food choices. People also believe more in food country brands. What sounds familiar happens to be trusted more naturally. Chinese, Indian, Thai, Turkish, Italian foods have successful brand identity or Finnish people know how Finnish food is at least in Finland. Going to the restaurants among those, diners have common image that what they are going to get. Therefore, it could be recommended to put on the menu from which country styles the vegetarian foods are processed. (Solomon 2002, 184)

4.4 Psychological Factors

Besides outer factors like cultural and social ones, personal and psychological factors are more self-related. Psychological factors are gathered from attitudes, motives, needs and self-consciousness.

Attitudes

‘An attitude is a person’s enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea. People have attitudes toward almost everything: religion, politics, clothes, music, and food. Attitudes put them into a frame of mind of liking or disliking an object, moving toward or away from it.’ Though people’s attitudes toward vegetarians and vegetarian foods are becoming more positive in term of acceptance, they still do not regard vegetarians as normal as themselves. Changing in attitudes requires lots of time and combination of different factors. Marketers should modify their products to match with people’s attitudes rather than doing the other way around that is to change the attitudes of customers. In case of the vegetarian restaurant business, it could be easier to market vegetarian foods to people as a typical food option rather than demanding them to be all vegans to eat your foods. (Kotler 2003, 199)

Motives

When one person goes to the restaurant, we can say that she/ he tries to satisfy the need of an hunger but also other benefits to show one’s value, lifestyle. Because of hunger, people can eat home, ready made food from the supermarkets with so much cheaper price. But when dining in the restaurant, both utilitarian and hedonic needs are served. Utilitarian needs illustrate what products or services offer in tangible measures like going to a restaurant comes along with the image of being full with good food; people are served, they do not have to buy the ingredients, cook or wash dishes. Hedonic needs cover other aspects than what are visualized usually like ‘excitement, self-confidence, fantasy and so on’. While dining in a restaurant, people do not only eat but enjoy the food, inner decoration, music also. Thus, no more basic needs are counted in this case. People acquire enjoyment and sometimes approval of their tastes from others. When deciding to go to a certain restaurant but not its similarities, people are in approach-approach conflict. One example could be a decision to go to a normal restaurant or a vegetarian restaurant. It sounds more familiar to visit a normal restaurant, where you can choose among the various food choices from the menu with fish, meat, vegetables just like you often do. However, a vegetarian restaurant seems to be different since it is new, you have never visited before. Even though, in the restaurant you might

find it weird only non-meat, no fish food at all except all kinds of vegetables; it happens so that you feel doing something ecologically, not guilty by eating killed animals. Therefore, in order to get people to a vegetarian restaurant; marketer needs to convince customers with lots of vegetarian food advantages over the normal food and that vegan food can be as much delicious as any meat or fish one. (Solomon 2002, 104-106)

Needs

In the Maslow's Hierarchy of needs chart, all the five needs are illustrated in details.

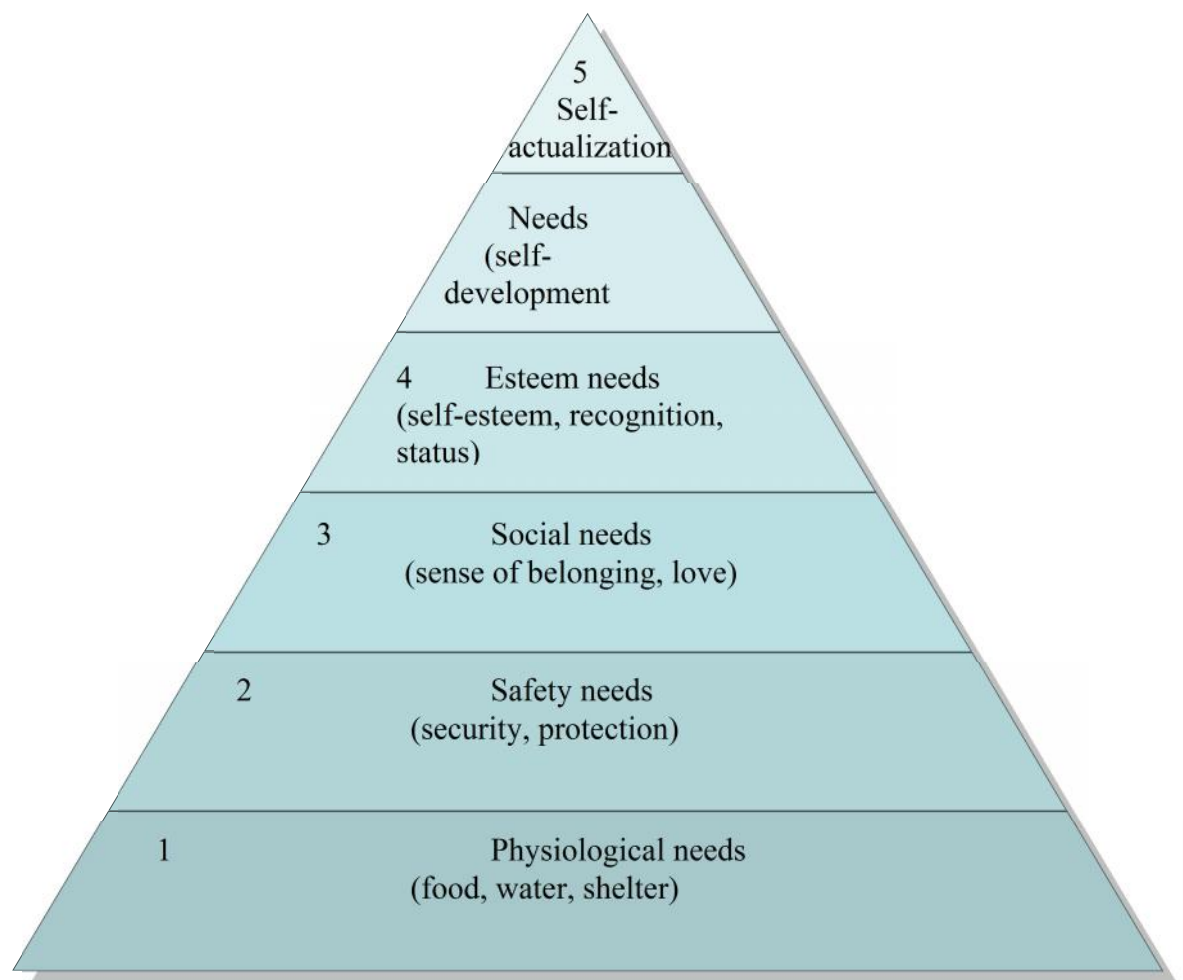


Figure 3. Maslow's hierarchy of needs (Kotler 2003, 196).

Self-consciousness occurs only when people have fulfilled their basic needs physiological and safety needs. In other words, an empty-stomach or/ and under danger guy would not care about the vanity, luxurious wears nor how he is in some

stranger's opinions. However, all the needs are like steps on the ladder, people always wish to go higher and higher; fulfilment of all the needs are clearly desirable. According to Kotler, the basic needs are prerequisite; each next level (needs 3, 4, 5) is gained one after the other just like in a hierarchy. Nevertheless, Solomon mentioned that the needs are not necessarily satisfied in 1 to 5 orders. People in different culture consider some needs more essential and obligatory than others. For instance, the hierarchy may be correct in Western culture scale. Nonetheless, in Asia people want the sense of belonging in the society just more than esteem needs. When visiting a vegetarian restaurant; the action can be said to satisfy all the needs. People feel hungry, they need to eat; food will be found in a restaurant. In the restaurant, it is safe, well and warmly decorated, a good shelter. They are belonged to group of people who like dining out. Their status is at least at some level that they afford the meals for themselves, which are times more expensive than normal food. Finally, 'self-fulfilment' are those good feelings of enjoyment, cheer and appetite. (Solomon 2002, 108-110 and Kotler 2003, 196)

Self-Consciousness

'You are what you consume' is a short but condensed sentence describes the tight relation between the consumers themselves and their consumption products. What people buy reflects to the whole community what kind of individual he is. Hence, consuming some products is no longer for oneself but to be realised as such in the commune's eyes. If one considers it so important how others thinks think about themselves, they put more efforts on making a perfect outer look like wearing fabulous clothes and putting on make up, perfume. Those people naturally gather in group of 'public self-consciousness' concerning own public image. Similarly, 'self-monitoring' people care to adjust their tastes to fit in their environment and their mates have large effects on their product selections. 'Self concept' and 'social identity' are always in people's minds result in their consumptions of typical products. 'Self concept is the beliefs a person holds about his or her own attributes and how he or she evaluates these qualities' (Solomon 2002, 532). Rich people drive Lexus cars because it shows their wealth and they can be easily recognized with admire in the society. (Solomon 2002, 135-137)

4.5 Marketing communication

The vegetarian restaurant is quite new business at least in Varkaus area. Opening or visiting a normal restaurant seems familiar to business men and consumers. However, vegetarian food needs abundant efforts to be known by customers. Thus, marketing communications are highly regarded at this initial stage.

4.5.1 Conventional Marketing Communication Modes

The first message sent out carries with it pressures. Since the first one is also the start and only chance to reach the customers. Among conventional marketing, advertising is the most suitable way in the case of opening a vegetarian restaurant in Varkaus when considering lower cost to reach large amount of audience. In addition, it is a small business so the owner might not have so redundant financial resources. The restaurant has to start from the scratch so that any spending must be considered twice and a brand new business usually faces challenges. The aim to use marketing communication modes is to get customers once trying the food and services in the restaurant. Therefore, other marketing communication modes like direct marketing, sales promotion, personal selling, and public promotion do not sound so practical. They all require investments on staff, finance and raising reputation which are obstacles and inappropriate for the restaurant at this early stage.

Product adoption

The following figure shows the process of adoption which means the process that customers get “committed to the use of new product” through communication channels.

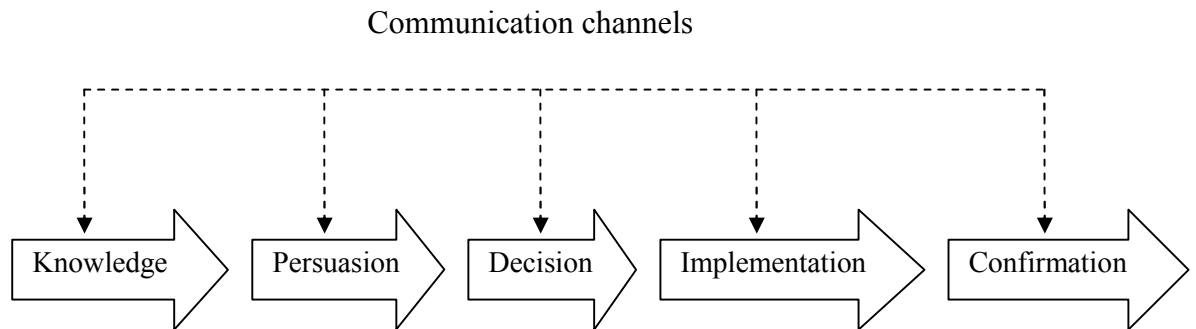


Figure 4. Stage in the innovation decision process of adoption.

In the first step of the process-knowledge, individuals have not so much information about the new product or service. Mass media like TV ads may help to access large amount of audiences. A vegetarian restaurant in Varkaus is so new that people hardly know even when it begins to exist. The ads give first introduction from the restaurant to the audiences. Secondly, in the persuasion step, individuals have already some ideas about the restaurant; they need recommendations from others with experience of the restaurant. After collecting information about the restaurant from these sources, the individuals may like or dislike the restaurant. Thirdly, in the decision step, some communications from the restaurant are important to lead them to trial of the service. As a case in point, the restaurant can offer food trials at some local expo like Savonia expo. Fourthly, the implementation step requires communications to provide customers with sufficient information about the restaurant service to develop the trial experience. It could be a column about the restaurant at the local newspaper Sinun Savo or Warkauden lehti that concludes also pictures and ingredients of some dishes. Then the customers are willing to visit the vegetarian restaurant and try the food. Lastly, it is the confirmation stage whether this new restaurant is accepted or rejected. Planned communications are helpful to redirect the old thinking that vegetarian foods do not taste good.

(Fill 2005, 52-54)

The following figure shows five groups of adopters in the new product adaptation process.

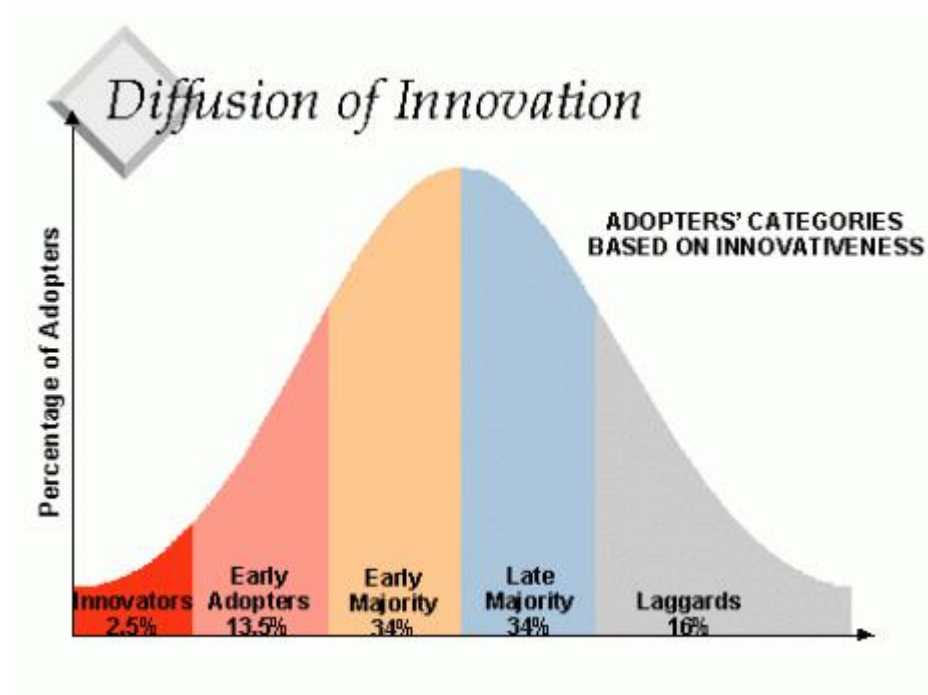


Figure 5. Diffusion of innovation. (Sanamagan)

Innovators "like new ideas and have a large disposable income." Early adopter group "contains a large proportion of opinion leaders", are younger than other group; "takes more publications and consults more sales people" and thus, "is important to the marketing communication process". The early majority are opinions followers. The adaptation to innovation decreases to late majority who adapt to new product "because of social or economic factors". Finally, laggards have lowest income, social status and education among all groups and it takes them long time to "adopt an innovation". (Fill 2005, 54-55)

There are several choices to distribute the print ads such as with local newspapers Warkauden lehti, Sinun Savo, leaflet. People read the local newspapers and search for information on it. Many title like new opening, with discounts, special promotion campaign could attract attention or curiosity. Ads on TV are also another option. However, it becomes more disgusting for TV viewers with the frequent appearances of ads. Despite that fact, TV commercials reach numerous audiences. Hence, it is worth trying at least for a short time. The efficiency can be seen right away with amount of guests increasing or steadying. Kotler stated in his book that lower-class people prefer TV while upper-class prefers magazines and books in the media

section. Therefore, advertising copy and dialogue must be appropriate towards target group. (Kotler 2003, 184) Besides advertising, word of mouth is an amazing secret of marketing. Silverman George proved it to be more efficient than conventional marketing from multi-sectional explanations.

4.5.2 Word of Mouth

In the field of restaurant, a nice ad on TV, magazines is simply ignored by audiences. Nothing can guarantee the quality and taste of food and service. Buyers do not like to take risk in this dining event. From personal experience, it was more comfortable and happier to choose a restaurant after reading good comments on it or getting somebody else's suggestions. On the other hand, word of mouth gains more trusts. A question might suddenly come up to one's mind: What makes word of mouth (WoM) so powerful. Firstly, it benefits the customers, who are usually the victims of massive ads, by shortening their decision making process. Those other comments and suggestions came from their own work of finding information and trying the product or service. Their decisions have been made and they learned the purchase as good or bad or neutral. While getting the others' experience, people do not have to taste the failures. (Silverman 2003, 21-30)

Secondly, the message content is neutral, trustable and manner of delivering it is based on natural communications among persons. People are now bundled with ads, commercials, billboards everywhere, every time and surrounded by them. The message is sent from the companies but the receipt of it is sometimes obligatory to receivers, causing uncomfortable. WoM is non profit force, independence in contrast with ads which are owned and designed by the company. The ads and personal selling certainly boost the product or service so much higher than the truth. Consequently, customers feel like they are cheated if believing absolutely in the advertisings of any kinds. Conversely, customers hear about the negative sides, truth, and honest opinion only from WoM. Furthermore, WoM is convenient to listeners because it provides relevant information what they are looking for, 'custom tailor'- the right story is told to the right person. In other words, listeners will get the perfect packet of information transfer. For instance, A will tell about car stuffs like which are good brands, year model, gasoline consumption, price, space, etc. as

advices to B, who is interested in buying a new car. It would be waste of time to listen to A if B has no intention to buy a car or B may think that A shows off his knowledge. WoM is customer driven; one has right to listen to or switch the topic. And it can be seen in the form of verbal, written note; phone call, text message or on the Internet like rating or recommendation web, forum. Those communication tools easy out persons who search for information also the ones who want to post their thoughts. (Silverman 2003, 21-37)

Thirdly, the spread of WoM is out of control which positive experience buyer leads to tell three others while negative one dramatizes to tell about eleven persons. "This is often because the positive experiences are expected and soon forgotten, but the unresolved negatives get people angry and frustrated, energizing word of mouth. Studies have also shown that unexpected extraordinary service also causes strong positive word of mouth. In fact, some of the strongest and most frequent word of mouth is caused when dissatisfied customers are turned around by an extraordinary response to their expression of dissatisfaction." (Silverman 2003, 26-27) Therefore, in the restaurant business it should be noticed by the staff that this service need to be good to be told to other customers and guest's dissatisfaction should be minimized.

Fourthly, for the company, WoM does not cost anything and its efficiency is highest and fastest among all marketing communications. It was said by Silverman that 'the product literature give you only promises. Word of mouth gives you reality.' (Silverman 2003, 34-35) WoM thought to be out of control but they can be influenced and controlled by marketer. One important factor is that influencers like to influence. In order to reach large amount of audience, marketer needs to find out the influencers first.

Lastly, WoM comes from three main sources while the information is transferred from expert to expert, expert to peer, peer to peer. Experts have valuable opinions to have strong effects on normal citizens. Particularly in the information technology era, people are free to give comments, own thoughts on every field like music, fashion, food, certain products and services. Internet-a free search tool gives plenty of related alternatives. The opinions often differentiate one from the others. Someone, who needs to search for these reviews, is troubled by bunch of

information. Experts appear to be a handful assistant for the reason that they have wide knowledge and experience to distil, filter, and extract the most excellent out from the worst or the middle products. It is not difficult to get experts talk about the product or service. They can be invited to seminars, trade fair, conferences. (Silverman 2003, 83-88)

4.5.3 Internet and Social Networks

The Internet is ‘now the largest mass-communication medium, by far...’ and “provides a complementary facility to the other marketing communication tools and as such should be used with, and not instead of, the established means of marketing communication”. (Slide share 2008) (Fill 2005, 264) Marketer nowadays should take notice of the Internet and use it together with other marketing communication tools to archive success. Rupert Murdoch-owner of News Corp, and My Space had stated that “Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now it’s the people who are taking control...” (Slide share 2008)

Magazines, newspapers, prints, broadcastings are no longer the dominant communication tools. Instead of one way conventional communication: audience read or listen what organisation say to them; people prefer interact with the organisation or among each other in two way communication such as website interaction or social networks. It was said by Fresh consulting in 2009 that there were “100 millions of people on Facebook, 10 million users on Twitter” and they are “not any more colleague kids”. Lots of more individuals are becoming members of these social networks, especially the growing of “35-54 year old age”. (Slide share 2009)

In the social networks, people can easily put their thoughts, having conversation, interaction, sharing information and so on with other users. Online communities... were mentioned as “one of the key elements that differentiates interactive from traditional media”. Furthermore, online communities also create interactions between users that “are significant to organisations as they can be a source of

information about customer feelings and attitudes that many be strong or weak.”
(Fill 2005, 599)

Social networks like Facebook and Twitter become day by day more popular and it should not be ignored by the marketers. It is so common that many people post comments on some items they have just bought, services –holiday trip, hotel or restaurant they have visited; post the link of the product's sites and so on. The comments consequently attract more or less attentions of other users within the connection. Depending on the popularity of the person, the word draw corresponding amount of people. People trust their friends or mates' recommendations. The users are simply sharing their personal life experience but at the same time they are indirectly doing excellent marketing communication in the form of word of mouth for the product or service's company. Thus, any organisation can take the privilege advantages of the social networks to spread the word. The key issue is for the organisation to reach of the opinion leader among these social network users.

5 MARKETING RESEARCH

The aim of the thesis is to carry out a field study research, which means taking the picture of individual, groups from Varkaus people in the naturally living environment in the sense of their reactions and behaviours towards a vegetarian restaurant. The research will be based on the use of both main methodologies: Qualitative and Quantitative research. The main approaches for either one of the methods is considered by figuring out the purpose of the research, nature of the research process, data collection method, deductive/ inductive analysis and the way researcher speak out from the collected data.

5.1 Qualitative and Quantitative Research

Qualitative approaches are counted on five factors. Firstly, the main point of this methodology is to achieve a thorough understanding and explanations about the manner people create the happenings among and from themselves, e.g. their actions, attitudes, behaviours towards certain phenomenon. Secondly, while doing the process, researcher's interaction with participants (who are researched, involved) plays a vital role. No pre-determined suggestion or hypothesis will be set in advance. After the whole works of designing the research, interviewing, interpreting the data; then it comes the various statements or results. Thirdly, data collection in qualitative research is not big in size of number, countable variables but thick and deep in content. The content is received from digging the furthest thinking of complicated, complex human mind. On purpose, participants are selected so that it is possible to conduct and later on collect verbally interview comments, documents, field notes and nonverbally drawings, photographs, videotapes. Fourthly, inductive analysis is the format for analysing data in qualitative research. The conclusions will be withdrawn from previous generating all the data illustrations, facts, and findings. Lastly, the language style will be more likely literary even though the researcher might conduct a science field research. That why, it is required from the research a good writing skill as well since qualitative research demands more communication interaction with participants

(the interview) and ability of decode collected data (what does this really mean by people saying this or that?). (Leedy 1997, 104-111)

Many differences or even counterpoints with qualitative research can be found in quantitative research. The purpose of a quantitative research is to explain and predict the consequences of certain happenings. In order to do that, research has to work with theory frame 'to establish, confirm, or validate relationships and to develop generalizations' (Leedy, 106). On the contrary with qualitative research, hypothesis is used in quantitative research also more constructed guidelines and theory basics are essential. Variables in this kind of methodology are measurable. Unlike qualitative research, where researcher's point of view, own words are recommended. In quantitative research, the researcher must prevent to be subjective and drive the research out of bias, narrow context when generalizing. In data collections, huge difference between the two methodologies is that: qualitative research aims at the depth of the problem through summarizing through a small amount population's research (few people to be interviewed) but quantitative research acquires larger amount of research population. Therefore, well-constructed questions in questionnaire (of quantitative research) are distinguished from half-constructed questions in interview (of qualitative research). The first-mentioned method represents objectiveness; strictly obedience of science logic with clear proves.

For data analysis, quantitative research utilizes the absolutely up size down method compared with qualitative one. Deductive is used instead of inductive. The whole research might start with a hypothesis or hypotheses or a defined idea. The rest is followed with the process of proofing that the above- mentioned statements are either right or wrong. Finally, quantitative research can reveal the surface truth when it concerns about gathering numerous information on variety of individuals or groups. In return, numerical statistics are able to be achieved. (Leedy 1997, 104-111)

Mainly qualitative methodology is of advantages; however, quantitative is also importance, of great assistance. Quantitative methodology makes it difficult for researcher when collecting data by survey. While sending out questionnaire, at a start, it is difficult to reach desired number of sampling population (for this thesis,

300 people). Ways of distributing the questionnaires were thought to be delivering pen-paper questionnaires. Other options like web-based, emails or normal post show their weakness. Through email and web-based, the outcome seems to be negative. Nowadays, people are uncomfortably piled up with email and websites from everywhere. They are not willing to deal with the questionnaires or even if they are, it is doubt whether they truly spend time on those or are serious answering carefully the questions. Not better result comes with normal post. It is possible to get some amount of people's addresses and names to send them paper-pencil questionnaires (with all needed return envelopes, stamps and introduction letter). However, people recently are also fed up with everyday print advertisings, leaflets so that they hardly fill in the questionnaires and more rarely to return them as researcher wished. Additionally, the return rates are so low that collected data cannot stand to represent the whole population. (Leedy 1997, 104-111)

5.2 Data collection

Nature of data was described by Leedy as only "manifestation of the truth". To get the total or real truth is somehow impossible; thus, researchers try to point out what is true through their data collecting. The data one collects today may be correct and stay the same tomorrow but very likely the data change in the next day, within one or two weeks, months. Many factors counted for the data change not to blame the researchers. For instance, a research asks customers' point of view about a new product today; lots of them do not even know the product, some percents say that it is good after their usages and some say they would try. One month later, thing may happen so differently either in upward trend that lots of people buy the product with satisfaction or downward trend by forgetting that product. Under dissimilar circumstances, time, place the data vary. (Leedy 1997, 99)

5.2.1 Quantitative Research

Descriptive research was chosen to carry quantitative research, due to the purpose of measuring “a phenomenon- to find out how widespread it is, or how it varies across a given population.” (Buckingham & Saunders 2004, 44).

Quota sampling

Quota sample of 300 people for answering the questionnaire was decided. The sample was defined to gather as much as possible the variation of age; presence of both genders male and female, different people (student, at working age, pension people and so on). The places of delivering the questionnaire were Savonia-University of Applied Sciences, Varkaus high school, one super market and one work place. Quota sample showed advantages of “quick and cheap” and there was no need for a sampling frame (“A complete list of all the individuals in a population who are eligible to be included in a sample” as mentioned in Buckingham and Saunders’ book page 295). However, one disadvantage was that the quota sample is “not based on chance” or decreases the probability statistics. In brief, after considering the advantages and disadvantages, the researcher decided to choose quota sample as the most suitable option. (Buckingham & Saunders 2004, 121-122)

Questionnaire

While making the questionnaire, sensitive issues such as personal questions were avoided, thanks to the supervisor’s advice. The aim was to find out if there could be any relations between people’s income and career to their visit to a restaurant. However, the income and career factors were dismissed. Thus, Buckingham A. & Saunders P. advised that “Personal questions may cause embarrassment and should only be used with considerable caution and a lot of care.” The important issues in making the questionnaire were to avoid leading questions, being concrete, specific and giving clear instructions to the respondents. The questionnaire was quite clear, simple, and understandable in the content which no respondents needed to ask the meanings of the questions except that one participant asked whether she is a vegetarian if she eats some fish. In this case, due to the variation

of vegetarian definition (mentioned in page 7), either answer yes or no is accepted and it is not the fault of unclear question. The questions were formed so that researcher could get also detailed answers. Furthermore, the instruction was clearly stated what responded needed to do. (Buckingham & Saunders 2004, 51, 78-83)

Questionnaires were tried out with pre-test. They were sent to friends and colleagues. The pre-test showed that wording and instruction in the questionnaire was fine. Besides, for the price question, some asked if they could tick 2 options. After the pre-test, a pilot survey was simply made. Base on the data from questionnaire, analysis was made with SPSS program. The consideration to visit a vegetarian restaurant seemed low among male respondents. Thus, more female respondents were aimed to reach since they were more in the potential customer group. (Buckingham & Saunders 2004, 84-85)

Furthermore, the questionnaire was in a form of one A4 paper, folded half vertically which made four pages. The first page- one side of the cover was the introduction. The fourth page – other end of the cover was some pictures of vegetarian food. The two pages inside were the fifteen questions with mostly ticking option and only three questions provide option Other which might require a little writing if they wished to. In the end, after the questions, researcher wrote thanks to the respondents' cooperation. The whole questionnaire looked likely a menu. It was done on purpose to make the questionnaire more attractive and decrease respondents' bore while answering to the questions. (Buckingham & Saunders 2004, 84)

Moreover, questionnaires were printed in two versions in English and directly translated in Finnish. The Finnish questionnaires were used mostly. Among 76 responses received, 65 of them were in Finnish and the rest 11 were in English. Foreigners also had chance to participate to the survey. Thus, most of them chose their home country's cuisine as the one of the favourites. The questionnaires are Appendix 1 and Appendix 2 attached in the Appendices.

5.2.2 Qualitative Research

Qualitative research was done through qualitative interviews; guided and semi-structured interview was selected. The interview was taken place with eight persons living, working or studying in Varkaus. Among them, there were two vegetarians, one young lady, one young man, one elder woman, one elder man, one restaurant owner and one going to be entrepreneur. The interviewees were picked according to the idea of target customers, who may be interested in the vegetarian restaurant and entrepreneurs, who could give practical comments about the business.

Guided and semi-structured interview

The theme interview aimed to give “outline of ...themes, but variation in working and sequence; both ‘what’ and ‘how’ questions”. The interview questions need to be simple rather than complex, neutral than leading to minimize bias. The interviews were started with brief introduction similarly to the questionnaire introduction but verbally since the literal agreement was not required by the interviewees. Six out of eight interviews were face-to-face interviews and two were phone interviews between the researcher and a single interviewee. The interview conversations were written down in some notes. The later records were used and analyzed in the thesis. (Eriksson & Kovalainen 2008, 82-85)

Interview questions

The questions were designed at first to be simple and clear and minimize interview bias as well as researcher’s discretion. Among interviewees, there were non English-native speakers, some Finnish-native speakers. Finnish language was used to ask who are more comfortable with Finnish. The researcher could handle Finnish language at certain level and had a Finnish-native speaker assistant. For the rest, English was used because it was the best choice for both interviewer and interviewees. Interviewees were encouraged to tell their real thoughts and that researcher would not favour either this or that way of answering. The same questions were stated differently to ensure that respondents understood thoroughly what was asked. Researcher reminded to ask whether the questions were clear and understandable to eliminate confusions. (Buckingham & Saunders 2004, 133-134)

5.3 Ethics in Marketing Research

In the survey questionnaire as well as the speech before the interview, the researcher explained in the introduction what she was going to do, the reason for carrying on the research also the promise to protect respondents' privacy. Researcher's name and information as a student doing the final thesis with its clear title were given at first. The respondents were required to fill in the questionnaire and informed beforehand that a short time of 5 minutes it could take. It was also guaranteed that their information would not be used for any other purposes except the researcher's studying purpose. The place, date and signature of the researcher were present as the promise and agreement done literally (in the survey questionnaire). No name or further personal information as address or phone number were required. Either doing survey questionnaire or the interview, the first task was to gain respondents' trust in assisting the thesis and professional way of making the research as not to harm their privacy and confidentiality. All the results collected were recorded frankly without distortion of truth. (Leedy 1997, 115-116)

5.4 Results from the Survey

All the answers gathered from the survey were recorded to the SPSS program and analyzed with system's assistance. SPSS 13.0 and SPSS 16.0 Brief Guide were used. As a result, 300 questionnaires were sent out and 76 replies were received which means that the result rate is 25 %. In some questions, the missing values were also reported when participants did not reply to the questions.

5.4.1 Age and Gender of the Respondents

People of different age and gender group are supposed to have different point of view towards the opening of a vegetarian restaurant in Varkaus. Women seem to be more interested in the topic more than men. Young people would like to try new things more than the older groups. Therefore, the age and gender variables will tell who the vegetarian restaurant's potential customer group are.

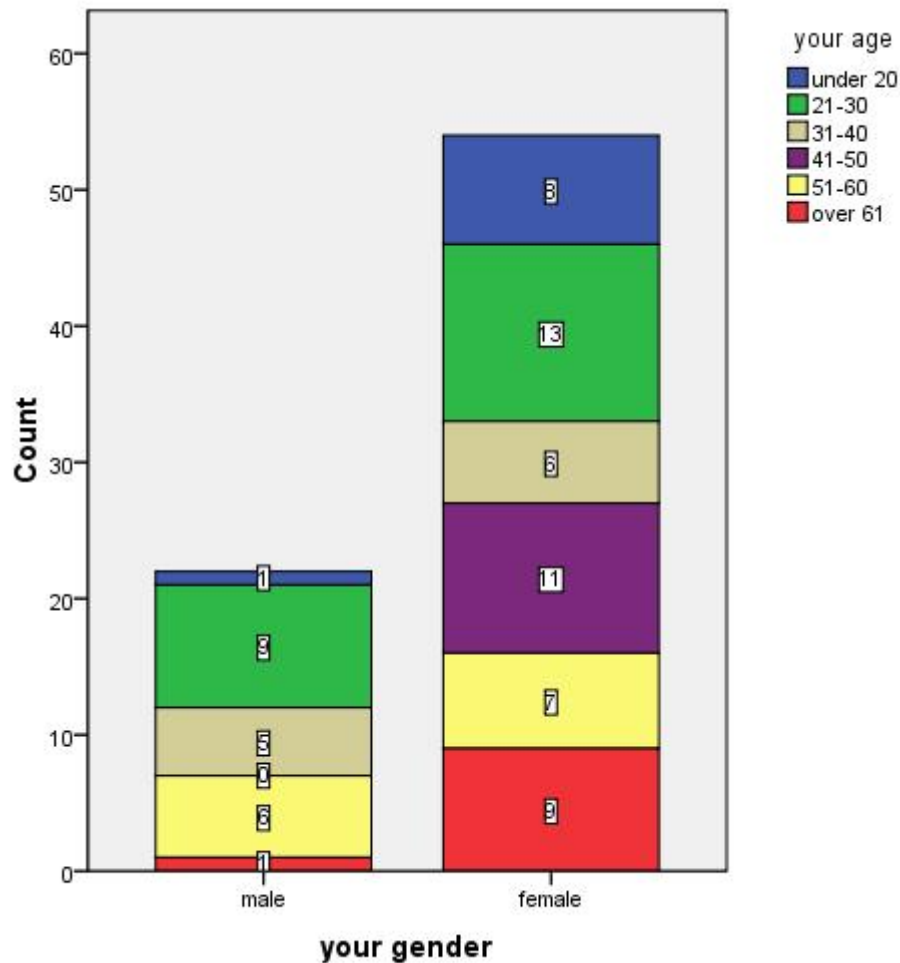


Figure 6. Respondents' age and gender, $n=76$.

Figure 6 shows the age and gender of respondents. 71 % of the respondents were females and 29 % were males. Female respondents represent all the six variations of age – the six age interval in each 10 year of age. Only 41-50 age interval is absent from the male category. During the questionnaire delivery in the supermarket, it was noticed that elder were more eager and friendly to accept answering the questionnaire and younger people age 21-30 were also. Middle age or family people (with children along) said they had no time or were in hurry to spend time on the questionnaire. More men were uninterested in participating to the survey because of the vegetarian restaurant topic: we prefer meat or there is no use in answering when I do not it such food. Male and female respondents were not equal in number because it was selected on purpose. Men showed less interest in the topic of vegetarian restaurant. Thus, more chances were given to women for the reason that they seemed to be more of potential customers. Furthermore, instead of collecting predictable negative response to the subject, various replies on the issues were more valuable.

5.4.2 Frequency of Vegetables Eating

The food culture of each country really varies from the other. In many Asia countries, people do eat meat but each meal consists of meat slices with vegetables and rice or noodle. The meal in Finland typically includes of more meat in form of steak, meat ball or sausage. Especially one man's meal can go well with sausages. Asian people can visit vegetarian restaurant weekly even if they are not vegans since lots of vegetables appearance already in their daily diet. It is naturally more difficult to convince for instance Finns to go to a vegetarian restaurant if they find no interest in eating vegetables. However, some researches showed that people in Finland are eating more or at least advise to eat more vegetables daily. Thus, the result from this question will illustrate whether people eat vegetables a lot or not then it comes the probability of their visiting to the vegetarian restaurant.

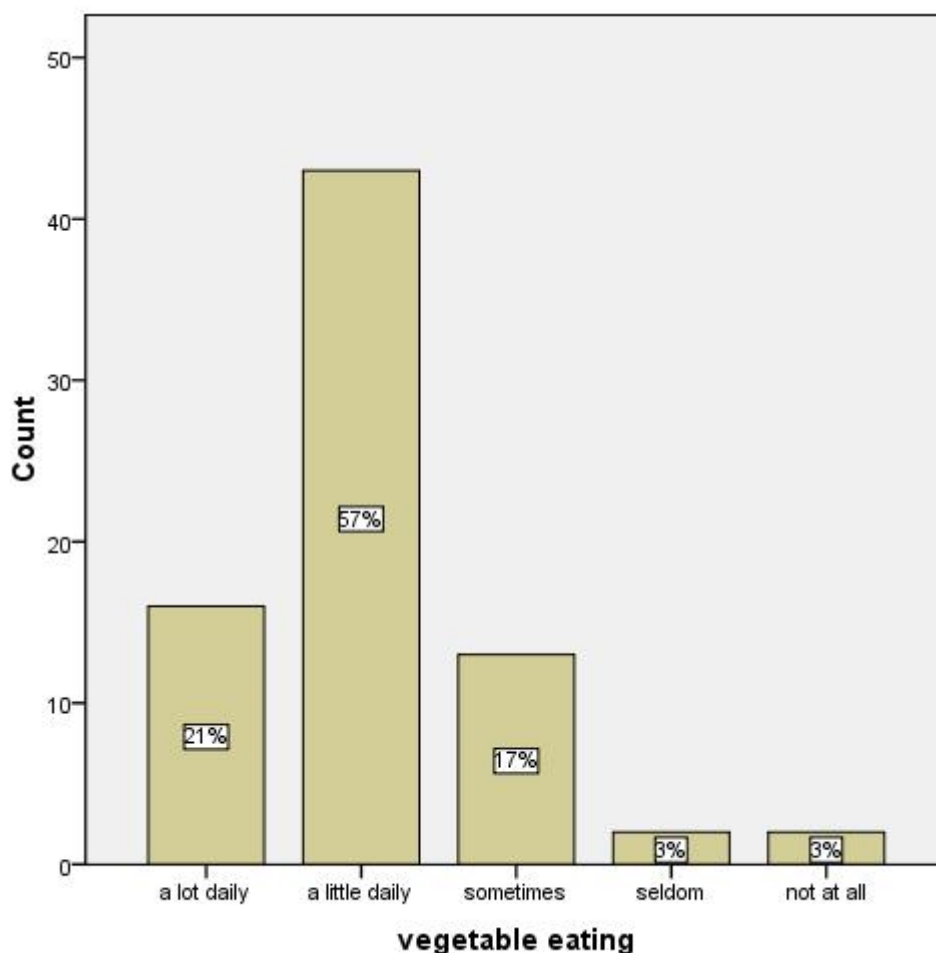


Figure 7. Vegetable eating frequency, $n=76$.

As illustrated in Figure 7, 21 % of the respondents replied to eat vegetables a lot daily; more than half of the respondents with 57 % eat a little daily; 17 % for

sometimes; 3 % for seldom and 3 % not at all. 5 vegetarian respondents (7% of the sample population) chose the option of eating vegetable a lot daily. Only 2 males ticked the option not at all. It can be seen that most of the respondents eat vegetables a little daily or a lot daily or sometimes and small number eats seldom or does not eat at all.

5.4.3 Effects of food choices people's health and physical condition

Vegetarian restaurant is always proud to promote that the restaurant will offer healthy and keeping fit food. If customers really care about how foods choices can affect ones' health and physical condition; they will find that vegetarian foods make sense. The question will help marketer to have the idea how people pay attention to their food choices.

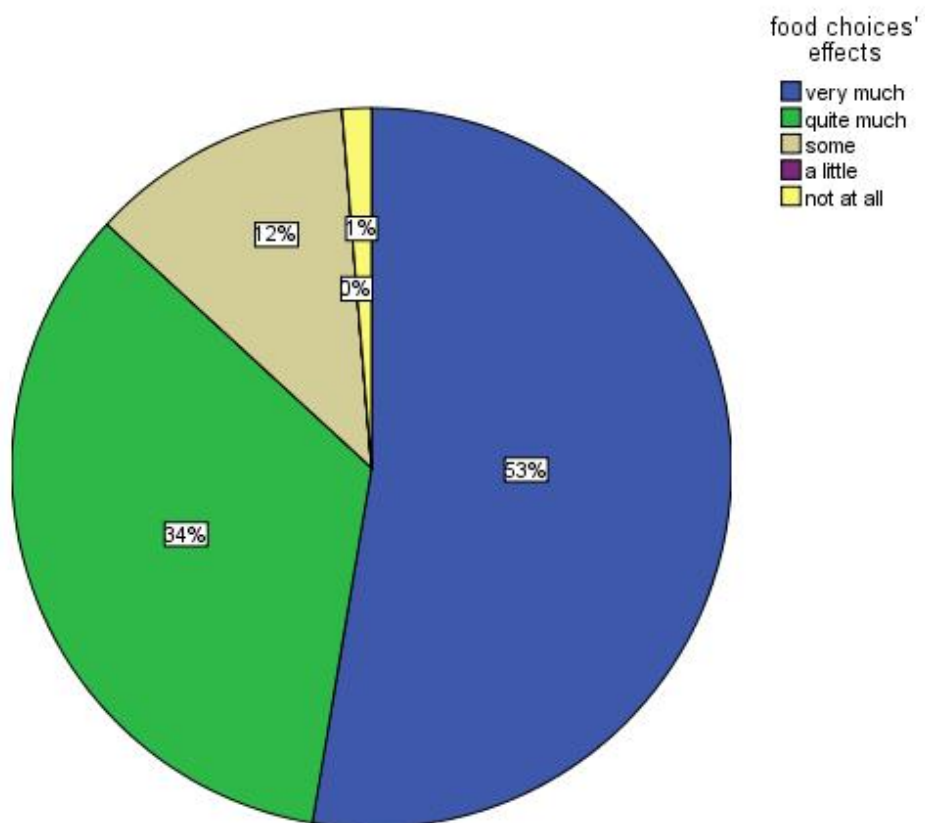


Figure 8. Effects of food choices people's health and physical condition, n=76.

As shown in Figure 8, out of 76 responses, effects of food choices to health and physical condition were considered with 53 % as very much, 34% as quite much, 12 % as some and 1 % as not at all. Nobody chose the a little option. Most people are aware of the fact that their food choices can influence their health and physical condition. The aim of putting this question was to see people's opinions on food selections. Though vegetarian foods are still new or undiscovered by the majority, if they are concerned about the food choices, they might be enthusiastic to give vegetarian foods a try.

5.4.4 Problems Meat-Eating Will Cause

Many vegetarians start abandoning to eat meat because of the ethics concerning animals. Many other persons find the same or different reasons not to eat meat due to the reasons it may cause. It was believed that there could be a relationship between the thought about meat-eating problems and the attitude towards vegetarian eating. The more people negatively think about meat-eating, the more positively they think about vegetarian eating.

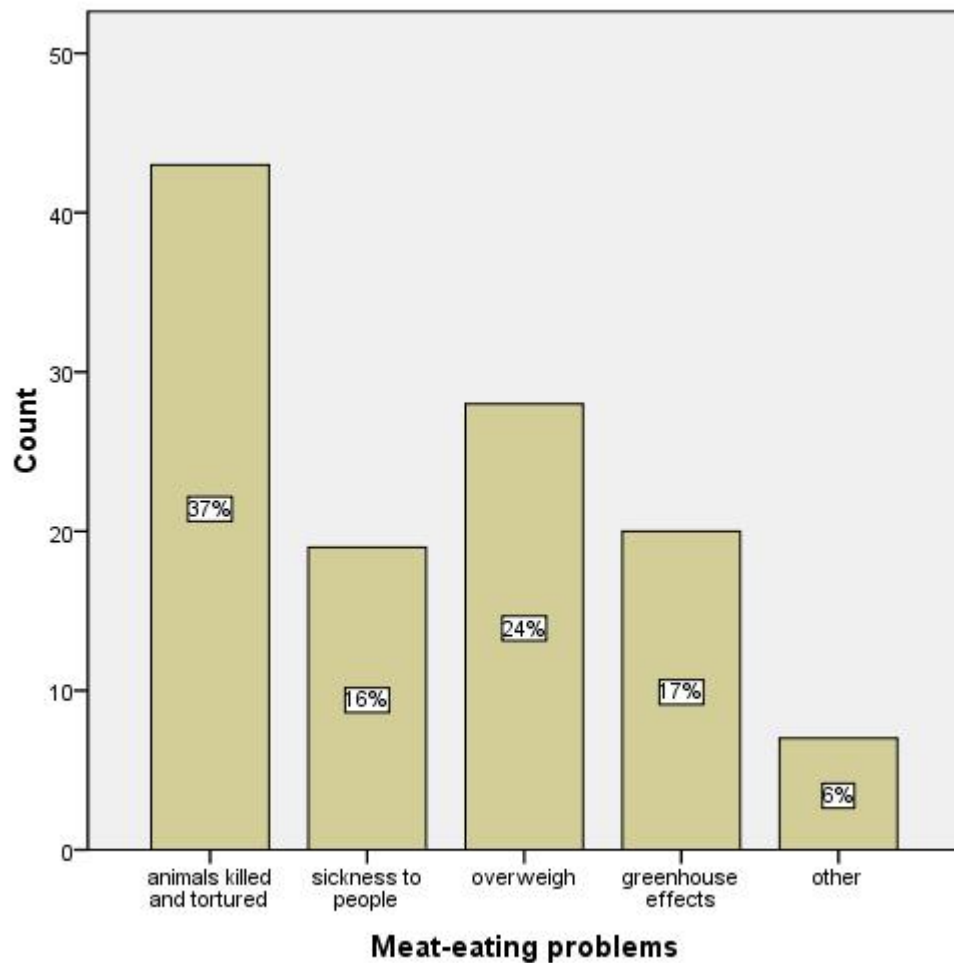


Figure 9. Meat-eating problems, $n = 73$ (76 respondents, 73 replies).

Among five options to the question of meat-eating problems, first option Animals killed and tortured was ticked most of all with 37 %, then in the decreasing order: overweight 24 %, greenhouse effects 17 %, sickness to people 16 %. For the option other, as recorded; it was written with infectious disease, one did not agree with the question, no problem. Large amount of respondents agreed with either one or more than one option of the questions. However, few did not have the same opinion. To them, no problem will be caused by meat-eating.

5.4.5 Considered Visiting a Vegetarian Restaurant

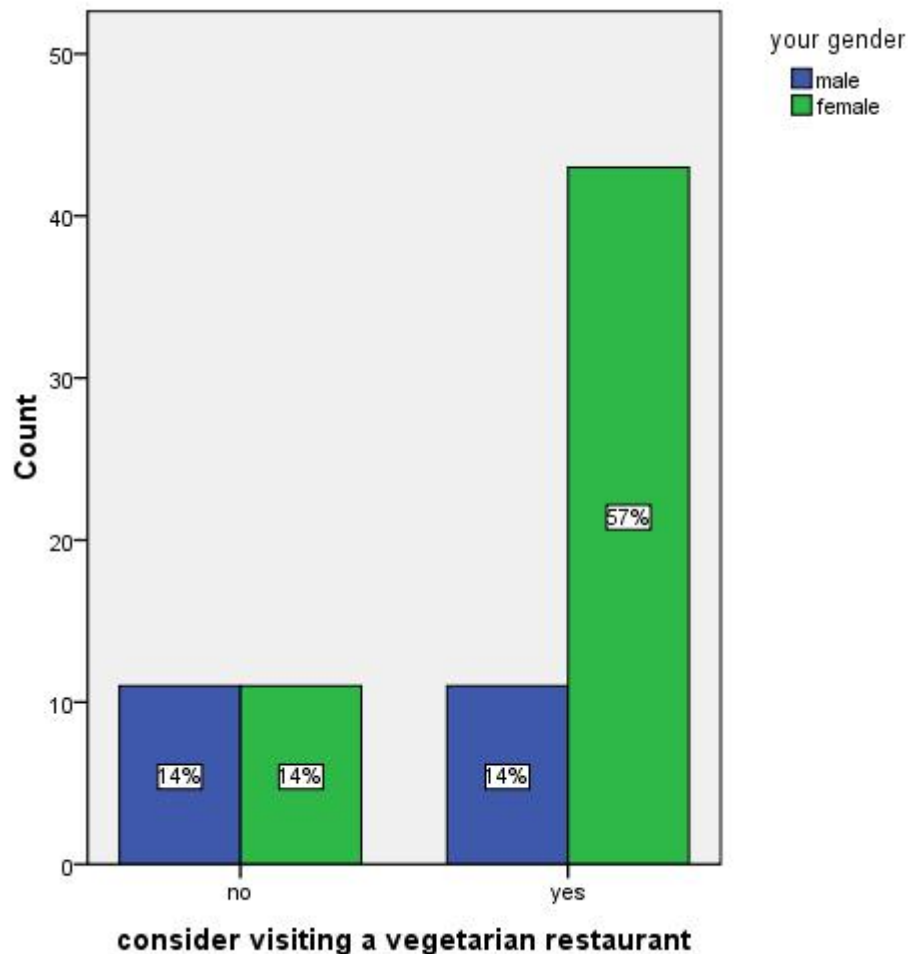


Figure 10. Consider visiting a vegetarian restaurant, $n = 76$.

There is probably a link with the vegetable eating frequency and the consideration to visit a vegetarian restaurant. As can be expected, women eat more vegetables and are more willing to visit the vegetarian restaurant. 57 % of the female respondents replied yes, which is almost four times more the number with no reply of 14 %. Half of the male respondents answered as no (not consider visiting a vegetarian restaurant); which is accounted for 14 % of the respondents. The same number of the males, 14 % of the respondents replied as no to the question. Despite the huge portion of non-vegetarian number, people still considered to visit the vegetarian restaurant.

5.4.6 Reasons to Visit a Vegetarian Restaurant

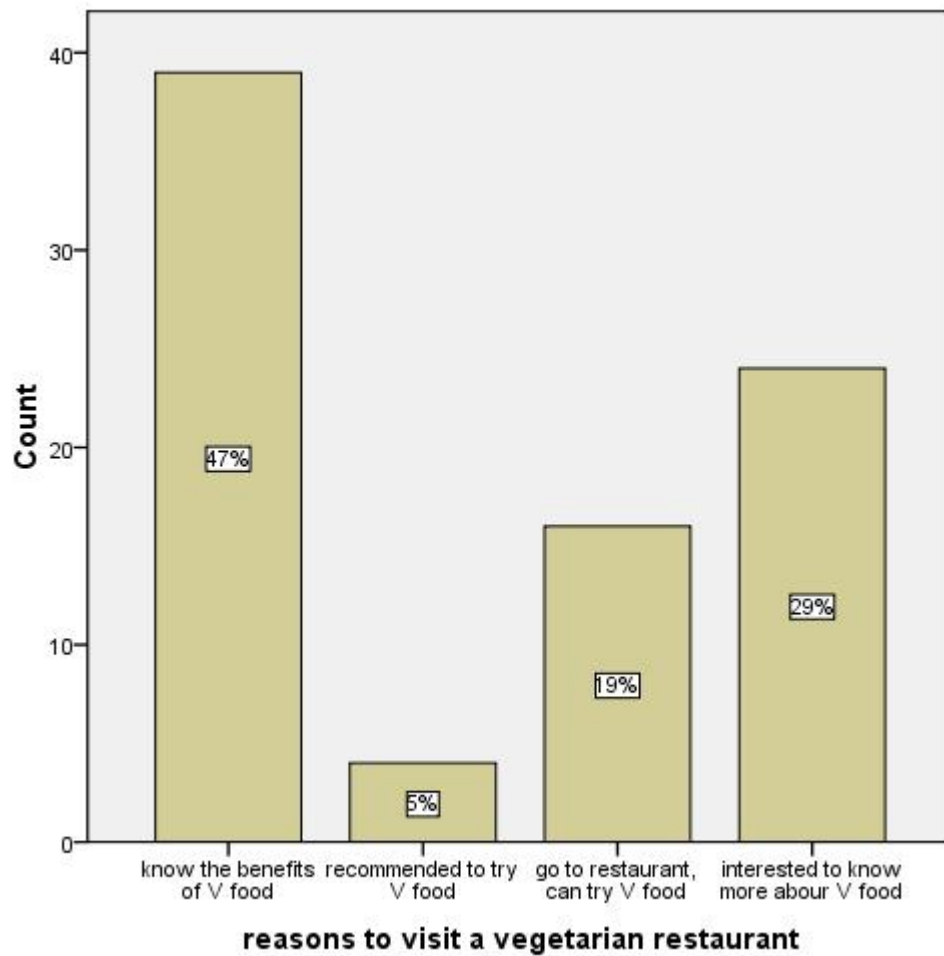


Figure 11. Reasons to visit a vegetarian restaurant, $n=56$ (76 respondents, 56 replies).

Figure 11 lists some options that explain why people consider visiting a restaurant. Option of I know the benefits of vegetarian foods is counted for 47 % of all replies; the percentage falls to 29 % for interested to know more about vegetarian food, 19 % for I can try vegetarian food and 5 % for recommended to try vegetarian food. Besides, there are 20 missing values which means 20 respondents did not agree with any option of the questions.

5.4.7 Reasons Not to Visit a Vegetarian Restaurant

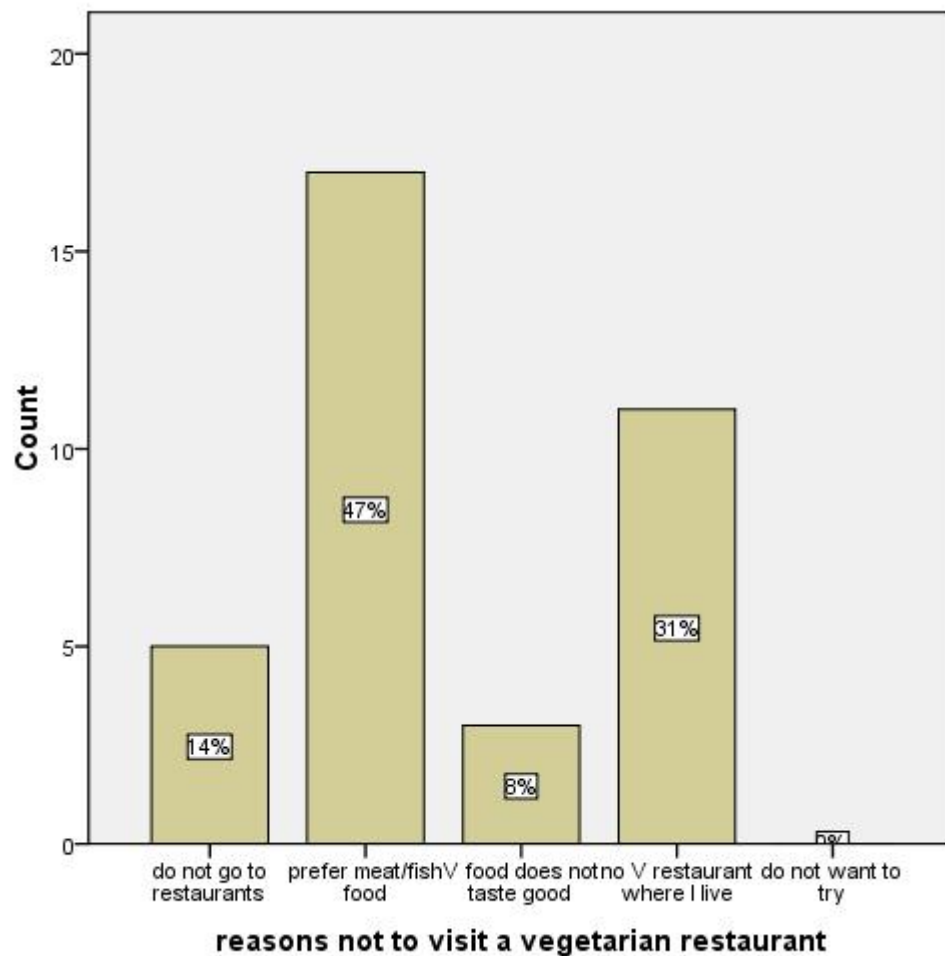


Figure 12. Reasons not to visit a vegetarian restaurant, $n = 31$ (76 respondents, 31 replies).

The large portion 47% of respondents does not consider visiting a vegetarian restaurant because they prefer meat/ fish food. The second most chosen reason is that there is no vegetarian restaurant where they live with 31%. 14% do not go to eat in restaurants. One respondent shared the reason that it is more economic to eat at home and every member can join the meal at the same time. 8% believe that vegetarian food does not taste good. Additionally, 45 participants did not answer to this question.

5.4.8 Frequency of Vegetarian Restaurant Visiting

More respondents said to consider visiting a vegetarian restaurant than not to consider. However, it could not be a promise that the vegetarian restaurant would have enough customers to operate. Hence, by asking about the frequency of visiting, it will tell more detailed amount about how many customers are showing up.

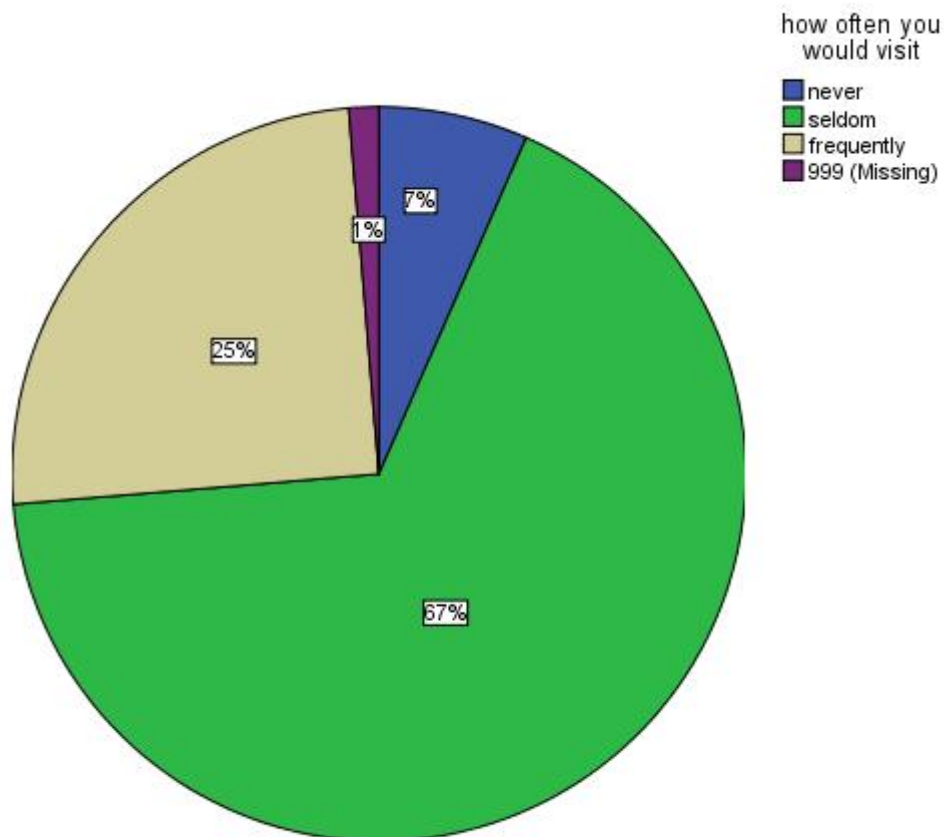


Figure 13. How often to visit a vegetarian restaurant, n= 75 (76 respondents, 75 replies).

The pie chart in figure 13 shows that 67 % would seldom visit a vegetarian restaurant if there is one nearby, 25 % frequently, 7 % never and 1 % data missing - 1 person did not reply to the question. Only 3 from 5 vegetarians said they would visit the restaurant while the rest 2 said to visit seldom. 19 persons from the whole 76 respondents chose that they would visit the restaurant frequently.

*Table 1. Cross tabulation: how often you would visit a vegetarian restaurant * consider visiting.*

Cross tabulation: how often you would visit a vegetarian restaurant * consider visiting

Count		visiting		
		consider visiting a vegetarian restaurant		Total
		no	yes	
how often you would visit a vegetarian restaurant	never	4	1	5
	seldom	16	35	51
	frequently	1	18	19
Total		21	54	75

Table 1 shows the correlation between whether to consider visiting a vegetarian restaurant and the frequency to visit. People who do not consider visiting a vegetarian restaurant would still visit seldom or even frequently (one example) and one person would never visit even though considers visiting the restaurant. The reasons for that may be people did really concentrate on the questions. Question about frequency of visiting a vegetarian might be thought to be frequency of visiting a restaurant (normal restaurant).

5.4.9 With Whom to Visit a Vegetarian Restaurant

It is quite often that a person goes to a restaurant with company and some others do go alone also. Therefore, in the restaurant setting, there are tables for two persons then tables for larger group. The menu is also added with dishes for group of people. Thus, it is good to know whether a restaurant visitor goes alone or with company to offer special treat for group of customers.

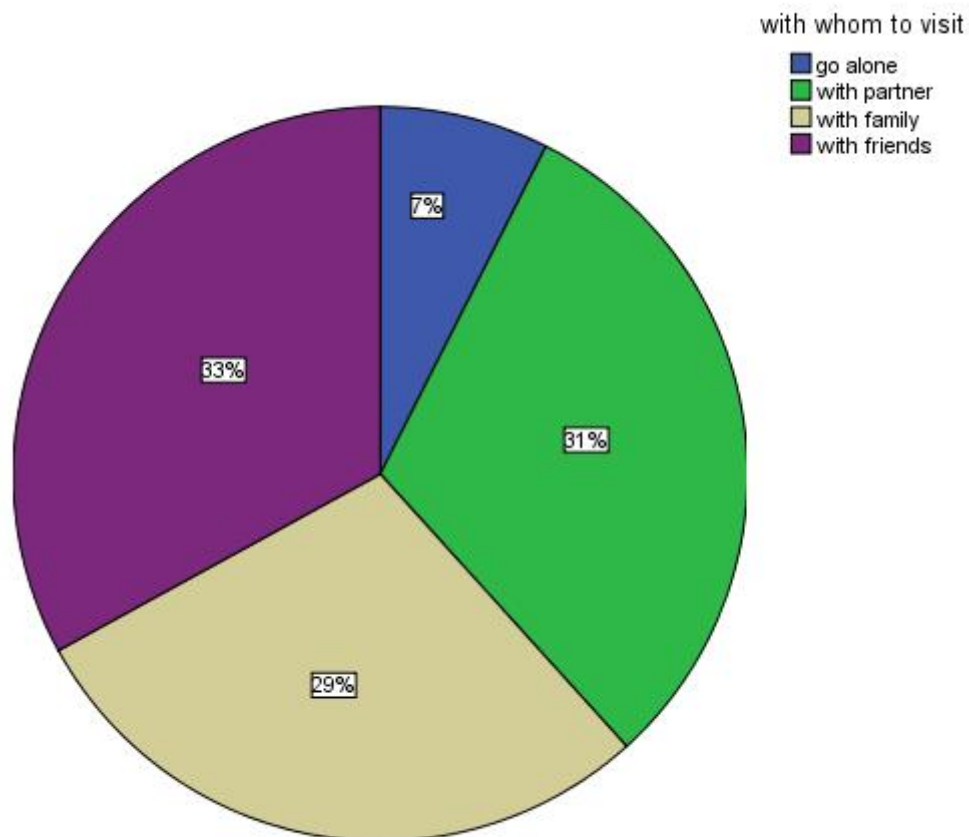


Figure 14. With whom to visit a vegetarian restaurant, n= 72 (76 respondents, 72 replies).

People prefer to go along with somebody else: partner, friends and family when visiting a restaurant rather than going alone mostly. Each option of with someone shares relatively equal percentage 33 %, 31 %, 29 % while much smaller percentage is shared by option go alone. It was quite predictable that restaurant eater often takes company with.

5.4.10 Suitable Price for a Vegetarian Meal

The aim of the question was to find out what customers think about the suitable price for a meal in a vegetarian restaurant. The information given from customers themselves reduces the risk of impractical price either too high or too low. The collecting information will directly assist a marketer in setting a proper meal price. The first option 5-6 euro to the question about meal suitable price was most chosen with 42 %. It can be explained because people might think vegetarian foods made from vegetables which are supposed to be cheaper than meat and fish. The second price level 7-8 euro was agreed with by 36 % of the respondents. Actually, 7-8 euro is such average restaurant meal price at least in Varkaus. 19 % of the participants ticked for 9-10 euro price. Very few 2 % chose the price over 10 euros. It could tell that customers were not eager to pay high for the vegetarian foods.

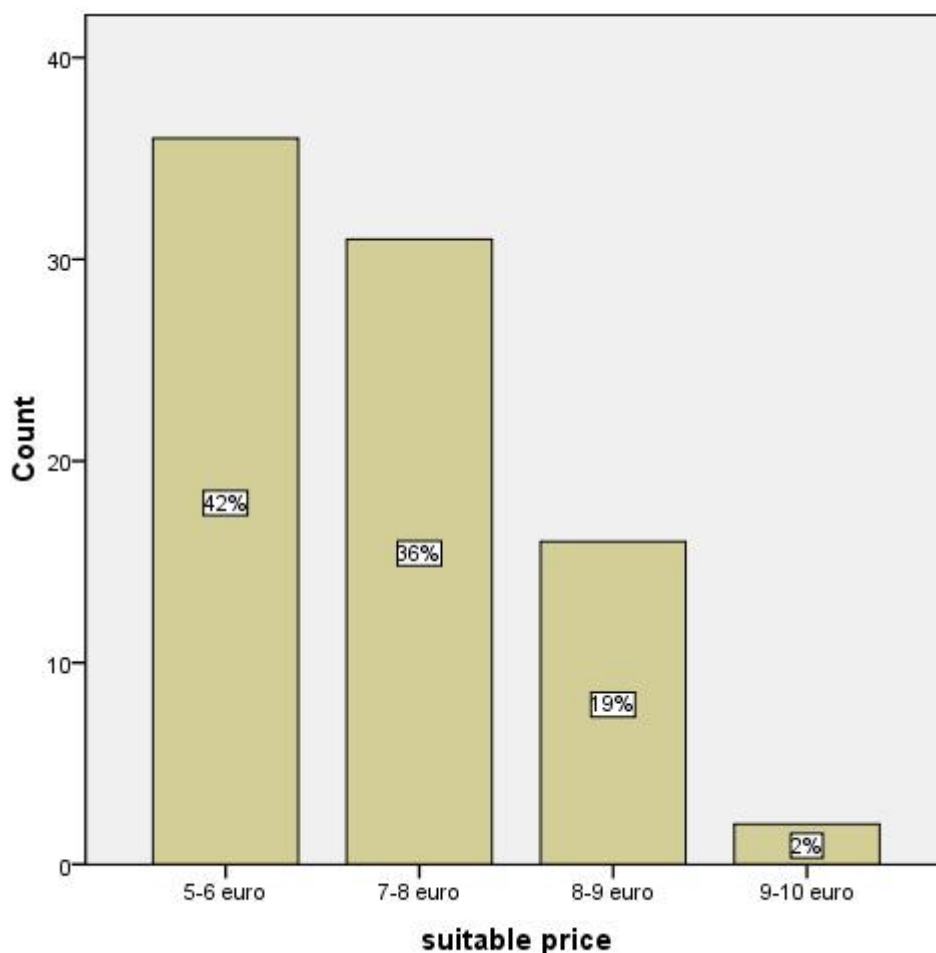


Figure 15. Suitable price for vegetarian meal, $n=76$.

5.4.11 Where to Get Information about Vegetarian Restaurant

The question concerning where to get information about vegetarian restaurant provides marketer the idea of marketing communication tool.

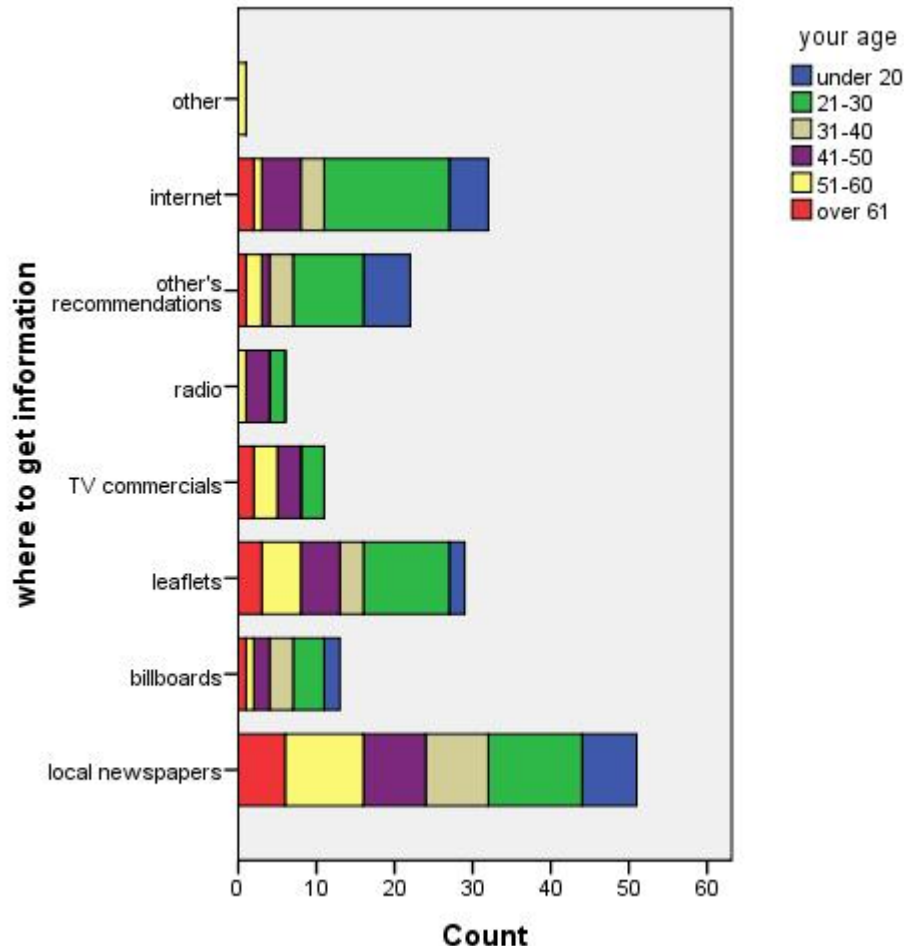


Figure 16. Where to get info about vegetarian restaurant, n= 76.

Figure 16 shows the relation between age variables and where to get information about vegetarian restaurant variables. Local newspapers attract people of all age groups and each age group contributes rather similar portions. Additionally, this media type also gains the largest number of responses with 31 % then it is internet with 19 %, leaflets with 18 %, other's recommendations with 13 % billboards with 8 %, TV commercials with 7 %, radio with 4 % and other with 1 %. Some of the marketing communications are chosen by every age group like newspapers, billboards, leaflets, others' recommendations and internet. The others like radio, TV commercials or other are picked by fewer age groups. Others' recommendations or word of mouth is neither so important nor powerful marketing communication as

Silverman supposed in this case. Eventually, local newspapers and leaflets should be paid more attention to.

5.4.12 Which Vegetarian Cuisine to Impress Vegetarian Restaurant Visitors

The question asked respondents to select option (s) about vegetarian cuisines which makes the impression. The collected result will practically help marketer in deciding the menu- which kinds of food to offer to customers.

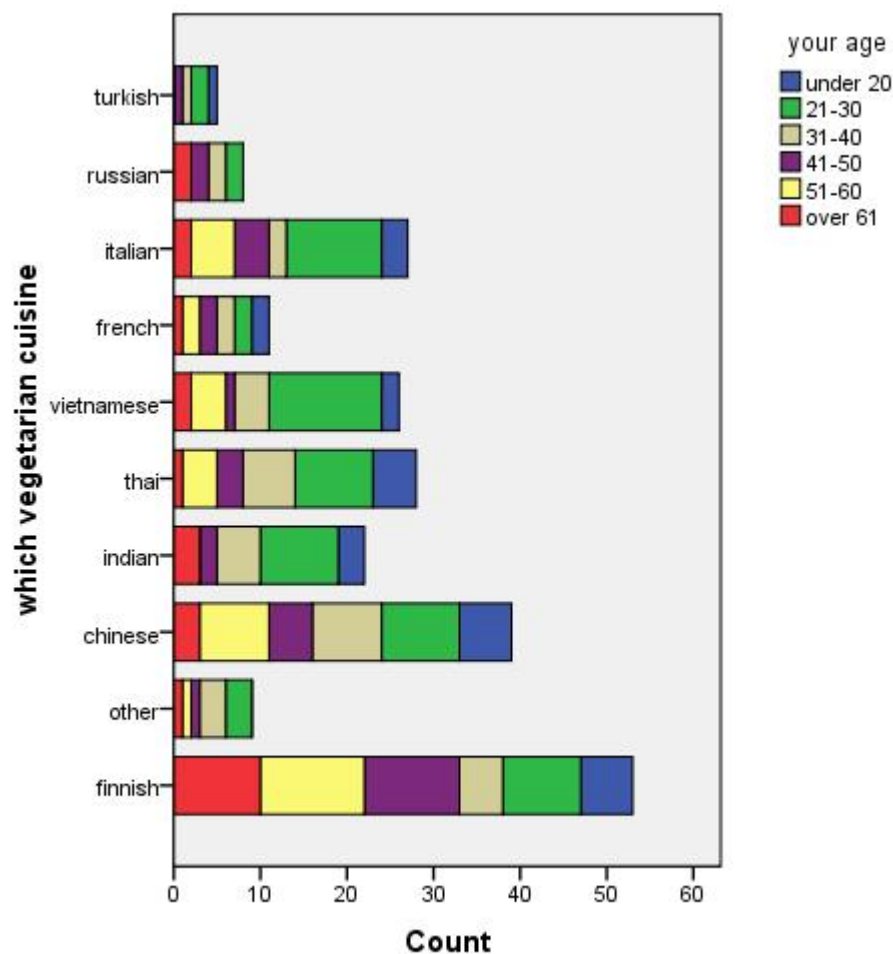


Figure 17. Which vegetarian cuisine to impress vegetarian restaurant visitors, n= 76.

For the cuisine selection, Finnish food proves its strength among Finnish people particularly in Varkaus while the majority of 23 % respondents ticked Finnish cuisine. The second lead is Chinese food with 17 %. The following from 10 % to 12 % - similar share goes to Italian, Thai, Vietnamese, Indian cuisine. French, Russian, Turkish and other (noted with Japanese, English, and Estonian) are least chosen

with 2 % to 5 %. Though the numbers of respondents in each group are not equal, but it can be illustrated from the chart that every age group is interested in the variation of cuisines especially young people age 21-30. Finnish people really have strong belief and loyalty to country brand name. They prefer to use national products as well as to eat home country food. In addition, Chinese food seems to be very famous among Varkaus citizens. In brief, Varkaus citizens like Finnish and Chinese cuisine most of all. Asian cuisines as total also gained a big impression.

5.4.13 Missing Values

Missing values were always coded to the SPSS program along with other variables when participants did not answer to the questions. There were some questions with missing values listed as the following:

7. What kind of problems meat-eating will cause?

9. If yes, why?

10. If no, why?

11. How often would you visit a vegetarian restaurant if there is one?

12. With whom would you visit a vegetarian restaurant if there is one nearby you?

It was natural that respondents can skip either question 9 or 10 due to their option in question 8 (if yes move to the question 9; if no move the question 10). 45 missing values were found in question 10. If no and 20 in question 9. If yes. 3 participants did not agree with the option of questions 7 as they did not tick any given option or wrote that there was no problem, no effects. 4 participants skipped the question 12 with whom to visit a vegetarian restaurant. 1 person did not choose any option in question 11 about the frequency of visiting a vegetarian restaurant. It is also natural if they did not consider visiting a vegetarian restaurant.

5.5 Results from the Interviews

The interviewees were eight persons living, working or studying in Varkaus. Among them, there were two vegetarians, one young lady, one young man, one elder woman, one elder man, one restaurant owner and one person with intention to be

an entrepreneur. The interviewees were picked so due to some reasons. Firstly, interviewer aimed at gathering information from the target customers, who were thought to be vegetarians naturally, ladies, the elders- both men and women. Secondly, the appearance of a young man was to see if younger men were doubt to be target customers; what the explanations behind it were. Thirdly a restaurant owner and an entrepreneur were chosen because the participants could give practical comments about the business. The interviews took place during one month in March-April after the survey conducting. The interviews were carried out with six face-to face interviews and two phone call interviews. Each interview was done with each single individual participant. The interview questions were set differently to the target group. The aims were to gather customers' and businessmen's opinions on the opening of the vegetarian restaurant. The purpose of selecting interview questions was to find out people' opinions related to the topic so that the information would later become informative guidelines for the marketer.

Interviews with two vegetarians

Both of the interviewed vegetarians were females, one is at the age 21-30 year old and the other is under 20 year old. The first one began to be a veggie 9-11 years ago and the second one began 4-6 years ago. The reasons behind it were likewise after seeing a documentation of slaughtering factory or knowing of the massive-meat production. Both thought about the animals and most of all the ethics and environment. These two persons found no obstacles in selecting vegetarian food. They could find foods from normal supermarkets, having own recipes and few dishes in the restaurant. One of them did not like to eat meat and always ate more vegetables. One met no difficulties in regard with friends and family. Though friends and family wondered a bit about the other girl, they finally understood and got used to it.

Both of them would like to visit the vegetarian restaurant if there was one in Varkaus. They noticed also that there were not so many vegetarians in Varkaus. One believed that the restaurant may have enough customers to survive but not a normal crowd while the other thought it could be a bit tough. They both preferred Asian cuisines to Western cuisine and one said that Italian cuisine was good. One shared her good experience of tasting delicious Asian foods that she had never

tasted such delicacies before. And she believed that other non-experienced about Asian foods would like to try also.

Interviews with one young man and one young woman, non-vegetarians

Even though both of the man and woman were at the same age, they shared some different points of view. One said to eat vegetable quite seldom only more fruits in summer time and did not want to increase the amount of vegetables eating while other ate vegetables daily and would want to increase the amount. When being asked about the present poultry and meat industry, they answered differently as well. One thought that the meat industry did not itself cause any problems. Being familiar with the cattle raising, she said that the farmers “follow strictly EU laws, animals do not suffer and they take good care of the process’s wastes, no damages to the environment. The only effect to the environment is the emissions of transportation from the raising farm to the slaughter places.” The other had total contrast view. He believed that the recent meat industry was unnatural and should be stopped. “It can be changed to smaller localized farm just like in the old time. When think about only price, they forget quality. The smaller it is, the more expensive it is but more quality. It not even going to be expensive, because of shorter transportation, no medicines are allowed , pigs should be fed with natural food which lower the cost maybe. Effects can be searched from internet, researches show that waste produced by pig producing effects to soil and water.”

To answer to the question about vegetarian eating and restaurant of this kind in Varkaus, they said that it could be possible. The young lady thought that vegetarian eating was normal but the young man said it a bit strange because he did not have experience about it. Essential factors for the restaurant are the good taste of food and promoting health issue is important, in front of other things. She mentioned that a vegetarian restaurant is unique but cannot stay long and have enough customers in Varkaus and suggested it to be in small size like Pikku Himalaya. However, he believed that vegetarian eating will become more popular in the future, it is starting and especially boom in 3-5 years. He suggested that the vegetarian restaurant should not make itself stand out from the other restaurant group since people have negative attitude towards vegetarian word. It should be normal; simple provides other kinds of food.

Interviews with one elder man and one elder woman

Two interviewees eat vegetables daily so there is no need to increase that amount. They did not have special diets for certain health reason. Poultry and meat industry is not good in their mind. Because animals suffer as well as the environment does and the meat tastes bad. Additionally, while being raised, antibiotics are given to the animals if they are sick. After the slaughtering process, chemicals are added to the meat so as to preserve the meat long; then packed and sealed with protecting gas or that it is marinated- that we can not know the quality of the original meat. The effects to environment can be seen in meat-mass production with massive fertilization. It results in the damages to water system, phosphor emission and acidizing the environment.

To both of them, vegetarian eating was not strange at all. The woman would even like to become vegetarian and thought to stop eating meat. The man said that it is good for him to visit the vegetarian restaurant once a week. He added: "If the restaurant is unique, builds and keeps reputation; it will survive. Even though Varkaus is quite a small place; nowadays when the vegetarian eating is moving forwards, many people really think about it. If there is a trend in eating vegetarian food, it could be a success. "

In Finland and especially in Varkaus, the population is aging and elder people think about health condition even more than younger ones. They advised that the restaurant needs to consider retirement people as potential customers. The reasons for that are the retired can afford easily for good health reasons.

According to their opinions, the food should not be Finnish but Asian. To them Asian foods are healthy and it is the main point In Finland, the spicity should be adjusted to Finns' taste. The taste of food is unforgettably vital as well. The restaurant should have especially tasty vegetarian food at the first time the customers try so that it could stay in mind.

Interview with one restaurant owner (foreigner)

The restaurant owner in Varkaus told that people did not order the dishes with vegetables so much but more under meat/ fish name especially chicken. The restaurant also has 7-8 option of vegetable food and it is usually asked by young or elder ladies. He was asked if he could put more options for vegetable dishes to the menu. He replied that for the small amount of customers demanding the food, 7-8 options was already enough. Still, he could put more vegetable dishes to the menu if it becomes necessary to do so.

He also said that usually, the customers asked from friends' recommendation which dish to order since the friends had experienced the restaurant already. Half of customers visit often and repeatedly because they think the food tastes good and they introduce friends to come. Sometimes, when customers really do not know what to have, then they will ask from the restaurant. The customers will be eager to try new dishes without any doubts.

The most important issues in starting a restaurant in Varkaus in his opinions were that people like the food, good location and atmosphere. Even though there are many restaurants around, people still visit his restaurant because of the taste. Good location brings also advantages and conveniences for customers. The restaurant's atmosphere, decoration and style build good feelings when they are dining otherwise they will make food at home, he said.

Interview with a person with an intention to be an entrepreneur (foreigner)

The interviewee mentioned about the pros and cons a foreigner to establish a business, to open a restaurant. The pros was that the new idea of opening a vegetarian restaurant. The cons were that it is difficult to get Finns try new things; especially they have never tried the concrete vegetarian food. He said that Finns are domestic users, classic and preservative. Younger people may adapt more easily to new things but not the elder-from above 50 years old. And Varkaus has more elder than younger people.

To him, vegetarian food was a good idea to think about. He noticed that Finnish people care about eating, paying attention to fat and unhealthy ingredients, selecting nutritious food and change the meal portion once in a while. In brief they think more about health in eating. He gave some suggestions about the cuisine in the restaurant. Finnish cuisine seems to be easier because people here have been eating for long time and the cuisine has strong and staying image in people's mind. However, they have not eaten and known the good taste that other cuisines could be for example Asian. That may raise also curiosity to try.

When being asked about the most important issues in starting a new restaurant in Varkaus, he talked about four things. Firstly, the restaurant need a clear bound to distinguish vegetarian food and normal food. Secondly, vegetarian restaurant must have variation of nutritious tasty meals and to change the image that vegetarian food consists of some salads or simple potato and carrot. Thirdly, it is necessary to have at least few special delicious dishes that make the reputation for the restaurant and customers can remember the restaurant through those dishes.

Last but not the least; it is to send a message to customers that the reason and feeling to lead them to the restaurant are for their health and protecting the environment.

Summary of the interviews

It was found out that the ones with more often vegetable eating habit (eating daily) told more effects of massive meat-production to the environments. Beside environmental effects, two vegetarians and one elder woman also mentioned about ethical issues. Except one person believed that meat-production causes only transportation emission; the rest were aware of more damages. The rest said about animal suffering; bad tasting meat with protecting gas or marinated; damages to the soil, water, acidizing and emission to the environment. It can be said most of the interviewees noticeably acknowledge of serious effects massive meat-production causes to the environment.

To become a veggie was not so difficult in the mean of selecting food or being accepted by friends and family. Only one veggie out of two said to have better

health condition and life in general. They began to be vegetarians not for better health reasons but ethics and environment.

For the questions “What do you think about vegetarian eating and a restaurant of this kind in Varkaus?” to 7 out of 8 interviewees, they contributed some same views and some different ones. They really supported the opening of the vegetarian restaurant especially the two veggies. However, it was often said “I am not sure” that the restaurants may have enough customers or may have enough customers to survive but not normal crowd. Still, to most of them vegetarian eating was normal, a good and unique idea. They more believed that Asian cuisines could bring the success and people would like to try the new things. Both for health reasons and protecting environment were suggested to be the concept of the vegetarian restaurant. Health was underlined a bit more. One vital factor was that the food should taste good to build and remind the reputation of the restaurant.

Even though one person with intention to be an entrepreneur thought that it was harder to make elder people become customers than the younger; the two elders said it conversely. They told that elder people care much more about health than the younger ones and they are at retirement age which have afford to eat healthily. Results from the survey showed the same idea as the elders. The elders were more eager to take part into the survey when knowing about vegetarian restaurant topic and answered supportably to the topic.

The interview with a restaurant owner gave also helpful information. People preferred dishes with meat/ fish to vegetables. However, a small amount of young and elder ladies required for vegetable dishes. Customers would definitely try new dishes, he mentioned. It opened also chance to the vegetarian restaurant with these two target groups. It could be really necessary that the vegetarian restaurant later has tasty dishes since few people depend on restaurant’s recommendation to order. They choose from their own references- friends’ recommendations or themselves. Three important issues in opening a restaurant in Varkaus were good food that people like, good location and atmosphere so people would like to come.

5.6 Reliability and Validity

Eriksson & Kovalainen defined validity as “the degree to which a question or construct succeeds in measuring what it claims to be measuring.” The research’s validity was high as it measured what were supposed to measure. Researcher could measure the relations among certain variables which were thought of. The results also answered to the wondering questions. However, the reliability was low since it could change together with the time. They stated about reliability as “the likelihood that a research instrument will produce similar results each time it is used.” People’s opinion might be different, for instance less concerned and more negative towards the vegetarian eating but more concerned and more positive in the next coming years. The research’s results might be unlike what were found at this time. (Eriksson & Kovalainen 2008, 294, 296) (Leedy 1997, 32-36)

6 CONCLUSIONS

This chapter consists of two main parts: SWOT analysis and the conclusions from the researches. SWOT analysis is given to capture the whole picture of the opening a vegetarian restaurant in Varkaus. Additionally, the chapter concludes the works and results collecting from the researches (literature review, quantitative and qualitative research).

SWOT analysis

Kotler has defined SWOT analysis as “the overall evaluation of a company’s strengths, weakness, opportunities, and threats”. SWOT analysis provides the analyses from external environment (opportunity and threat) and internal environment (strengths and weakness). Therefore, the marketer can have the general idea about the business one is doing or going to do. It is safe and wise to know clearly about oneself or one’s business and how it is in the market in order to make decisions whether to step out, move on or improve and so on. (Kotler 2003, 102-104)

Strength

Having a new business idea, the restaurant has no competitor of the exactly same business (there is not yet any vegetarian restaurant in Varkaus), so that the restaurant can concentrate on their target customer group who is interested in vegetarian foods. These foods have many advantages as healthy, nutritious but not causing weigh gain and ecological. Vegetarian foods obviously do not use meat or fish whose prices are increasing and expensive. Vegetables alternatives are cheaper which leads to lower price per dish and makes good appearance in the menu.

Weakness

Vegetarian foods are not yet popular in Varkaus. People still have negative image about the food or they have never tried delicious and various vegetarian food to like.

Opportunity

The restaurant captures the changing trend in people's food since more and more persons concern about healthy diets by eating vegetarian foods. People are advised to eat more vegetables in their daily meals. Hence, it is not a big deal to dine out vegetarian foods once in a while.

Threats

The awareness of vegetarian food is not yet so common in Finland, especially in Varkaus. Finnish people have long history of eating meat and fish and they doubt that vegetarian foods may taste good as well. In Varkaus, this small city already has some existing successful restaurants Rosso, Kaks ruusua, two Chinese restaurant, Thai restaurant, Iskender kebab, Hesburger and Mc' Donald to be named a few. Thus, it is quite tough competition to step in and sharing within this tight dining market in Varkaus.

Conclusions from the researches

According to the quantitative research results, people showed positive attitude towards the opening of a vegetarian restaurant in Varkaus as 71 % of 76 respondents agreed to consider visiting the restaurant. The main reasons for that were that they know the benefits of vegetarian foods and they could try going to the restaurant as they also visit other restaurant as well. However, 67 % agreed that they would visit the restaurant seldom and 25 % to visit frequently. It raises such a consideration whether the need is enough. People prefer to have company while visiting a restaurant to go alone him/herself. The restaurant should notice that to offer group customers such as discount or bonus for large group of customers.

Suitable meal price of 5-6 euro was most selected besides the higher rank 7-8 euro with few percent less. If the vegetarian foods could be good, delicious and at the price 7-8 euro, the restaurant would definitely succeed. Thus, for some tasteful dishes which may require pricey ingredients; the restaurants can absolutely satisfy their customers at that price. It is also recommended for the starting business to begin with this set price 5- 8 euro.

For the marketing tools, local newspapers then leaflets were the main choices, especially local newspaper. This result was a helpful hint for the restaurant owner to do marketing effectively via local newspapers. An idea came up was to inform the restaurant openings with menu and attractive bonus or special offers such as discount of 15 % on opening day. That promisingly brought many people to at least try the restaurant. In the theory part, it was mentioned and suggested that word of mouth, in the question form-other's recommendations (friends', family's), could be very important. However, it took only similar portion as internet or TV commercial. Thus, word of mouth was not as powerful as once supposed. Finnish and Asian cuisines especially Chinese should be taken into consideration.

From the qualitative research findings, some main points of views were figured out. Most of the interviewees were aware of damaging effect massive meat-production causes to the environment of ethical issues as well. The vegetarian restaurant could have enough customers to survive if it is unique, providing tasty food and with good reputation. Environmental friendly and healthy were the most impressed terms the vegetarian restaurant should link itself to. Asian cuisines were more preferred. Potential customers could be the elder, particularly the retired and younger ladies.

In combination of both quantitative and qualitative research, it can be concluded that: Though it is quite slow and silent in vegetarian eating, the opening of vegetarian restaurant is promising especially in few years later.

Due to the wish to collect responses from different groups, the final response rate was 25 % with 76 respondents over 300 planned sample population. Less than one third was achieved. The number was not big enough to represent Varkaus citizens. However, it gave basic sketches about the picture of vegetarian restaurant in Varkaus. Even though the response rate would be higher from elder (over 61) or very young age group (21-30); the results would be dominated by these age groups' opinions. Secondly, participants from age group 21-30 were accounted for 30 percents of the sample populations. It was quite big number compared to other age group of 17 %, 15 % and so on. The fact was that this age group people were more reachable than others.

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APPENDICES

APPENDIX 1 SURVEY QUESTIONNAIRE IN ENGLISH

QUESTIONNAIRE

Dear Ms/Mr

My name is Doan Thi Ngoc Thu, a last year student in International Business Programme at Savonia University of Applied Sciences, in Varkaus. I am writing my final thesis on the topic of **Feasibility of opening a vegetarian restaurant in Varkaus, research among citizens working, living, and studying in Varkaus**. My mission could not be completed without carrying a survey - by delivering questionnaires (the listed questions below) and especially your friendly cooperation. It might take you **about 5 minutes** to take a look and answer to the questions which help me a lot in my studying assignment. I guarantee that the received information is only for study purpose and I will not use them for any other purpose.

Varkaus 15.1.2011

Doan Thi Ngoc Thu

Please tick the box/boxes of your choice. You do not need to write anything if you do not wish to.

1. What is your gender? Female Male
2. What is your age? Under 20 21-30 31-40 41-50 51-60 over 61
3. Are you living in Varkaus? Yes No
 Are you studying in Varkaus? Yes No
 Are you working in Varkaus? Yes No
4. How much do you eat vegetables? (Vegetables: fruits, salads, plants)
 a lot daily a little daily sometimes seldom not at all
5. Are you a vegetarian? Yes No
6. Do you think that food choices have effects on your health and physical condition?

- Very much Quite much Some A little Not at all

7. What kind of problems meat-eating will cause?

(You may choose as many options as you wish!)

- Animals killed and tortured Sickness to people
- Overweigh to people Green house effects, climate change, and ecology destruction
- Others, what _____

8. Have you ever considered visiting a vegetarian restaurant?

- Yes, if yes move to the question **9** No, If no move the question **10**

9. If yes, why? (You may choose as many options as you wish!)

- I know all the benefits of vegetarian foods
- Many people recommend me to try vegetarian foods
- I go to other restaurants also, I can try vegetarian restaurant as well
- I'm interested to know more about vegetarian food

10. If no, why?

- I do not go to eat in restaurants I prefer meat/ fish food
- I tried vegetarian food, it does not taste good There is no vegetarian restaurant where I live
- I do not want to try

11. How often would you visit a vegetarian restaurant if there is one nearby you?

- Never Seldom Frequently

12. With whom would you visit a vegetarian restaurant if there is one nearby you?

- I go alone mostly With my partner With family With friends

13. What is the suitable price for a vegetarian meal?

- 5 - 6 € 7 - 8 € 9 - 10 € over
 10 €

14. Would you like to get information about vegetarian restaurant from? (You may choose as many options as you wish!)

- Local newspapers Billboards on bus, street, supermarket
 Leaflets TV commercials

 Radio Other's recommendations (friends', family's)
 Internet Other, what? _____

15. Which of the vegetarian cuisine(s) may impress you? (You can choose as many options as you wish!)

- Finnish Chinese Indian Thai Vietnamese
 French Italian Russian Turkish Other, what?

**THANK YOU VERY MUCH FOR YOUR CO-
OPERATION!!!!**

APPENDIX 2 SURVEY QUESTIONNAIRE IN FINNISH

Arvoisa kyselyyn vastaaja,

Minun nimi on Doan Thi Ngoc Thu ja opiskelen viimeistä vuotta Varkauden Savonia ammattikorkeakoulussa, International Business opinto-ohjelmassa. Kirjoitan opinnäytetyötäni aiheesta kasvisruokaravintolan kannattavuus Varkaudessa, enkä pystyisi toteuttamaan tätä työtä ilman oheista kyselyä ja teidän arvokasta osallistumistanne. Pyytäisinkin teiltä n. 5 minuuttia aikaanne ja käymään läpi allaolevat kysymykset. Olen erittäin kiitollinen kaikista vastauksista ja vakuutan, ettei ko. vastauksia käytetä muuhun kuin tähän opinnäytetyöhön.

- Kiitos

Varkaus 15.03.2011

Doan Thi Ngoc Thu

Merkitse allaoleviin kysymyksiin paras vaihtoehto.

Sinun ei tarvitse kirjoittaa mitään, jos et välttämättä halua.

1. Sukupuoli? Nainen Mies

2. Ikäsi? alle 20 21-30 31-40 41-50 51-60 yli 61

3. Asutteko Varkaudessa? Kyllä Ei
 Opiskeletko Varkaudessa? Kyllä Ei
 Oletko töissä Varkaudessa? Kyllä Ei

4. Miten paljon syöt kasviksia? (vihanneksia, hedelmiä, salaatteja...)
 runsaasti päivittäin päivittäin joskus harvoin en ollenkaan

5. Oletko kasvissyöjä? Kyllä Ei

6. Uskotko, että ruokatottumuksillasi on vaikutus terveyteesi?
 Kyllä, merkittävä vaikutus suuri vaikutus kohtalainen vähäinen ei ollenkaan

7. Minkälaisia ongelmia voidaan sinun mielestä liittää lihansyöntiin? (Voit valita useampia vastauksia)
 Tehotuotettujen eläinten elinolot Terveysvaikutukset ihmisille
 Ylipaino Ympäristöongelmat (kasvihuonekaasut, saastuttaminen...)
 Muuta _____

8. Oletko ikinä ajatellut käyväsi kasvisruokaravintolassa?

- Kyllä, siirry kysymykseen **9** En, siirry kysymykseen **10**

9. Jos valitsit kyllä, mikä allaolevista kuvaa parhaiten sinun tilannettasi? (Voit valita useampia vastauksia)

- Olen tietoinen kasvisruokien hyvistä terveysvaikutuksista
 Moni on suositellut kasvisruokaravintolaa minulle
 Käyn yleensä syömässä ravintoloissa, voin myös kokeilla kasvisruokaravintolaa
 Olen kiinnostunut oppimaan lisää kasvisruuista

10. Jos ei, miksi?

- En käy ravintoloissa Mieluummin liha / kala ruoka
 Kasvisruoka ei maistu hyvältä Asuinpaikallani ei ole kasvisruokaravintolaa
 En halua kokeilla

11. Kuinka usein kävisit kasvisruokaravintolassa, jos sellainen olisi lähellä sinua?

- Ei koskaan Harvoin Usein

12. Kenen kanssa kävisit kasvisruokaravintolassa, jos sellainen olisi lähellä sinua?

- Enimmäkseen yksin Puolisoni Perheeni Kavereiden kanssa

13. Mikä olisi sinun mielestä kohtuu hinta kasvisruoka-annokselle?

- 5 - 6 € 7 - 8 € 9 - 10 € yli 10 €

14. Mistä haluaisit saada tietoa kasviravintolasta? (Voit valita useampia vastauksia)

- Paikallislehdet Mainostaulut bussissa, kadulla, supermarketissa
 Esitteet TV-mainokset
 Radio Muut suositukset (ystävien, perheen)
 Internet Muu, mikä? _____

15. Minkä maalaisia kasvisruokia söisit mieluiten? (Voit valita useampia vastauksia)

- Suomalaista Kiinalaista Intialaista Thaimaalasita

Vietnamilasita

- Ranskalaista Italialaista Venäläistä Turkkilasita Muu, mikä?

Paljon kiitoksia yhteistyöstänne!!!!

APPENDIX 3 INTERVIEW QUESTIONS FOR DIFFERENT TARGET GROUPS**2 Vegetarians:**

1. Are you a vegetarian?
 - Yes
2. When did you start and what was the reason?
3. Do you meet difficulties in being a veggie? Food selection; others' judgements, reactions (friends, family)...
4. What would you say about your health situation, your life after eating vegetarian foods compared to the previous time?
5. What do you think about vegetarian eating and a restaurant of this kind in Varkaus?

1 young man and 1 young woman:

1. Are you a vegetarian?
 - No
2. How often do you eat vegetables, fruits? And what do you think about increasing that amount?
3. What are your opinions about the present poultry and meat industry? How meat is produced and how it causes effects to the environment?
4. What do you think about vegetarian eating and a restaurant of this kind in Varkaus?

1 elder woman and 1 elder man:

1. Are you a vegetarian?
 - No
2. How often do you eat vegetables, fruits? And what do you think of increasing that amount?
3. What are your opinions about the present poultry, meat industry? How meat is produced and how it causes effects to the environment?
4. Do you have any special diets for certain health reasons? (Would you like to tell about it?)
5. What do you think about vegetarian eating and a restaurant of this kind in Varkaus?

1 restaurant owner:

1. How much your customers eat vegetables: salads, ordering dishes with vegetables? Do they prefer meat or fish?
2. How do customers choose dishes from the menu, from recommendation / from special offers / from their own preferences? How easily would they like to try new dishes?
3. What would be the most important issues to be taken into account when starting a new restaurant in Varkaus?

Entrepreneur or a person with an intention to be an entrepreneur:

1. What pros and cons could you think for a foreigner to establish a business, to open a restaurant?
2. What do you think about vegetarian eating and a restaurant of this kind in Varkaus?
3. What would be the most important issues to be taken into account when starting a new restaurant in Varkaus?

