

KYMENLAAKSON AMMATTIKORKEAKOULU
University of Applied Sciences
International Business Management

Maija Joenperä

THE COMPARISON OF BRAND IDENTITY AND BRAND IMAGE:
CASE DEUZER

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ABSTRACT

KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

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JOENPERÄ, MAIJA

The comparison of brand identity and brand image:
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Supervisor

Minna Söderqvist, Principle teacher
Matti Salmi, Purchasing director

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The objective of this study is to determine whether the brand image of Deuzer matches the brand identity which Hong Kong Group Oy has set to the brand. The thesis is commissioned by Hong Kong Group Oy.

The theoretical section of this study gives information about the brand, brand image and brand identity. In addition, the theory of private label is explained as Deuzer brand is a private label of Hong Kong Group Oy. Also dimensions of customer value and their importance are part of the theory.

For the empirical research section, Deuzer's brand identity is defined based on the interviews with the management of Hong Kong Group Oy. The quantitative research method is then used to create a structured survey among the customers of Hong Kong department stores in order to define the brand image of Deuzer.

The research method used in this thesis is a case study. A structured web-based questionnaire was conducted in November 2014. The questionnaire has been sent to the members of Hong Kong club and Facebook page. There were 747 of respondents of the survey and the response rate was 2,1 percent.

As the result of the thesis, based on the survey the realization of Deuzer brand and brand image is defined. The results of the survey are examined and compared to the brand identity structure. In addition, the comparison of the company's brand identity and brand image defined by the results of the questionnaire is described. The results showed that the target group, the usage and the values of Deuzer brand matched when comparing to the brand identity of the company and brand image of the customers. As the conclusion, members of Hong Kong club are loyal towards Hong Kong and Deuzer brand but still one third of the respondents have not heard about Deuzer. Therefore the company needs to develop new ways to increase visibility and awareness of the brand. It is confrontational to create a strong private label which can compete with the national brands and is reliable and credible in the consumers' minds.

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1 INTRODUCTION

1.1 Motivation for the study

The research topic of this work is the comparison of brand identity and brand image: Case Deuzer. The information of Deuzer is one of the main concepts of the work. Deuzer brand is used for traditionally male dominated product groups such as building, reparation as well as technical and do-it-yourself products. The product line includes items like power, hand and garden tools, machines, electronics and white goods, flashlights, batteries, heaters, washing liquid for windshield, lamp oil, work clothes, car and motorbike equipment. A short brief of Hong Kong chain in general is also discussed in this thesis. (Hong Kong Group Oy, 2014)

In today's businesses the key word is competitiveness. Branding has been part of the marketing activities already for centuries and nowadays it is getting more and more important when thinking of business activities (Keller 1998, 43). According to Nilson (1998, 47) the firm needs to have a perceived competitive advantage if it wants to succeed. There are many studies about brands both domestic and international readings. For instance Ponsonby-McCabe et al. (2006, 175-177) are of the opinion that brands are seen as key value creating resources and valuable sources of competitive advantage as they are particular, hard to copy for the competitors and also protected by the law.

Tools are one of the largest product groups in Hong Kong chain and Deuzer products form the biggest private label collection for the company. Demand for this kind of products was noticed in the end of 1990's and the brand was then launched in 2000. The goal of the company's strategy is to sell more private label products meaning that the sales of Deuzer items will increase in the future, too. In order to increase the sales, it is significant to define what the brand image of Deuzer is. The reason for this study to be written is the noticeable lack of research conducted on private labels of home and specialty goods trade in Finland whereas there are many different studies concerning the trade of retailing groceries. (Hong Kong Group Oy, 2014)

The author's own interest towards the topic is another reason for this study. The author has been working in Hong Kong Group over two years as a product group manager. She is responsible for sales and profit, inventory turnover as well as stock level of the product categories of Clothing and Pet food and products. The author's typical work activities are managing categories of these two product groups, defining new opportunities for growth, analysing consumer buying patterns and predicting future trends. Also negotiating terms of contract with suppliers are part of her work duties. Planning and decision making of products for marketing campaigns (store, print & TV) are the essential part of the work. In addition, maintaining relationships with existing suppliers and sourcing new suppliers is a part of the work duties. She is in charge of category management and pricing in two product groups, as well. (Hong Kong Group Oy, 2014)

Taloustutkimus Oy conducted a research concerning the private labels of Hong Kong chain in spring 2014 as there were too many private labels in the company. Also Deuzer was examined in that research. The aim of the previous research was to find out which private labels to keep in the assortment of Hong Kong chain in the future. After the study the management of Hong Kong Group Oy created a strategy for the private labels and Deuzer brand was one of the private labels that the company decided to concentrate on. The study by Taloustutkimus Oy showed that it is possible to develop the brand awareness and the right brand image of Deuzer in the future, because fortunately the brand image of Deuzer does not have any significant burdens at the moment. (Vihavainen, 2014)

1.2 Hong Kong Deuzer

According to the firm's internal material (2014), Oy Hong Kong Import Ltd. owns and operates 26 Hong Kong department stores, located mainly in the Southern part of Finland. The northeast department stores are located in Mikeli, Kuopio, Jyväskylä, Vaasa and Kokkola. Kokkola is the newest store established in March 2014. The company was founded in 1989 and it is currently

owned by its management and private investors. Hong Kong department stores are selling general merchandise at discounted prices in many different product categories, including gardening, fishing, tools, outdoor, house appliances, electronics, small appliances, food and beverage, automotive accessories and various toys. (Hong Kong Group Oy, 2014)

The department stores carry between 25 000-35 000 different items depending on the season. The company also sells a wide assortment of international and local branded products. The group parent company Hong Kong Group Oy is also responsible for the company's own import including private label products. Own import is extremely vital for the company in these days. Through its own import strategy Hong Kong is able to differentiate from key competitors and provide certain, carefully chosen products with an excellent relation of price and quality. The own import operations have been established in 2001 and employs 7 persons. Through its own activity Hong Kong imports season and campaign articles as well as private label products to all Hong Kong department stores. At the moment there are approximately 250 active suppliers and 2000 items. Total sales of the group reached over 140 million euros in the financial year 2013-14. The group currently employs over 600 employees. (Hong Kong Group Oy, 2014)

Hong Kong mission statement is "More than you are looking for". The goal of the company is to provide more than the customer is looking for, which means the company offers a wide and surprising assortment of goods. Hong Kong tries to be the best in its peer group and keeps improving as well as developing on a daily basis. Hong Kong's main competitors of the product group of tools are Motonet, Puuilo, Tokmanni, Kodin Terra, K-Rauta and Bauhaus. In addition, online stores are taking nowadays over the markets. Motonet has the same kind of selection as in Hong Kong chain whereas Puuilo has a large assortment and cheaper prices. Kodin Terra and K-Rauta are strong competitors in brand tools while Tokmanni has a wide online shop. In addition, Bauhaus has a very wide selection and strong private labels. (Hong Kong Group Oy, 2014)

There are five key competitive factors in Hong Kong chain which are product assortment, flexible chain store structure and continuous growth in number of stores. In addition, own import and e-commerce are the Hong Kong's key competitive factors. Product assortment is wide in the Hong Kong chain. Price and quality relation of the company is reliable in all price categories and the product assortment in all product groups is abundant, surprising as well as demand creating. Anyhow, the price category of advertisement products is clearly low and the corporation is very competitive in that section when comparing to the competitors. (Hong Kong Group Oy, 2014)

Flexible chain store structure enables easy shopping for the consumers. Through the common product assortment and pricing throughout all the stores Hong Kong ensures that customers are satisfied and come back shopping again. Hong Kong concentrates on continuous growth in number of stores. Through new openings Hong Kong aims to cover the most interesting and important market areas. By expanding step by step Hong Kong also ensures that the internal resources are adequate and growth keeps cash flow positively year by year. Through technologically advanced solutions Hong Kong offers unique easiness while purchasing online. Product assortment can also be offered to the ever increasing customer base. At the same time E-commerce will also increase customer flow to the department stores and vice versa. (Hong Kong Group Oy, 2014)

1.3 The aim, objective and research question of the study

With this research Hong Kong Group Oy will get valuable information about the brand identity and brand image of Deuzer. First of all, the objective of this study is to determine whether the brand image of Deuzer matches the brand identity Hong Kong Group Oy has set to the brand. The aim is to offer better private labels for consumers. Solomon et al. (2009, 305) define a private label as retailer's exclusive trade name which is also known as own-label brand or own brand. The history of retailers' private labels started in the late 1960s (Goldsmith et al. 2010, 340).

To this end, the research needs to answer the following question:

- How well does the brand image Deuzer relate to its brand identity?

Additionally, the research will answer the questions:

- What is the brand image of Deuzer?
- What is the brand identity of Deuzer?

1.4 The structure of the study

The main theoretical concepts in this thesis consist of brand, brand image, and brand identity. Also private labels are covered in detail. In addition, customer value dimensions are discussed as it is important to understand what kind of value the customer gets when buying Deuzer products. The majority of the information concerning the Deuzer brand and the company presentation are based on internal material of the corporation as well as interviews of the management. As the theoretical part of the work concentrates on brands, private labels, and customer value dimensions, the empirical part emphasizes these attributes.

For the empirical research section, Deuzer's brand identity is defined based on the semi-structured interviews of the management of Hong Kong Group Oy in chapter 3. A quantitative research method is then used to create a structured survey among the members of Hong Kong club and Facebook in order to describe the brand image of Deuzer. Results of the interviews and questionnaire are introduced in chapter 4. The last chapter consists of the conclusions of the study and also the findings of the research are introduced from the theoretical and the managerial viewpoints. In the final chapter suggestions for further research and development based on the evaluation of the own study, and implications for the commissioner are presented, too.

2 BUILDING A BRAND

2.1 Brand definition

Keller (1998, 5) defines a brand according to the American Marketing Association (AMA) as follows:

A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

The brand is an image, which tells about the experience that the customer can expect about the product. (Lindroos et al. 2005, 21). Keller (1998, 5) differentiates the meaning of a product and a brand. A brand is a product but more than that, because it differentiates a product from other products, which have the same meaning. Branding enhances a higher level of meaning to a product or service, and in that way adds its value to the customers. The brand is born when people feel that the product has some extra value compared to other products of the same product category. A brand is formed after a seller creates a new name, symbol or logo for a new article. (Keller 1998, 5.)

The product is an element that the basic solutions of marketing are built around it. In general, in marketing acts the product solutions influence implementation of other competitive weapons. (Rope 1999, 73) The product means physical product and service and also for instance a guaranty. In addition to the name, physical signs of the product are package and design. (Laakso 1999, 35) The main aim of the product solution is to achieve a competitive advantage. The customer will do decisions on the basis of the competitive advantage. (Rope 1999, 74.)

According to Laakso (2003, 23) the singer, Madonna, fills the sign of brand if people buy her disc only based on the name and without hearing the music at all. In other words, a brand is a word or a logo that makes a distinction between similar products or services. In the business world there is a lot of com-

petition and many times the products or services are similar. That is why some brand names are also trademarks because then other firms cannot use their idea. (Hammond 1994, 162.)

Anholt (2005, 1) states that the brand value that marketing adds to the products and services is evidently an intangible value. People cannot evaluate it easily, but however, a brand symbolizes capital because companies and merchants can charge more money for their products and services. They can also preserve a strong and lasting relationship with their clients. (Anholt 2005, 1)

Hansen et al. (2003, 12-15) are of the opinion that almost everything can be branded. Products, firms, retail businesses, services, towns, associations and persons can be brands, as well. A brand name is meant to give positive images about the brand in peoples' minds. A brand attitude means all the information that a certain brand name gives to the people. It presents the individuals' feelings, awareness and experience with the brand. If the advertising has been done successfully, the brand is in the customer's minds and then construct positive brand attitude that guides to strong brand equity. (Hansen et al. 2003, 12-15.)

The first commercial brands were created in the United States in 1950's. At that time, people thought that branding was a passing fashion but then it was released that the conspicuousness of the brand, experienced quality, strong brand associations, customer loyalty as well as a clear brand personality are necessary when thinking of the competition. (Laakso 2003, 3.)

In today's businesses the key word is competitiveness. Branding is getting more and more important when thinking of business activities. According to Nilson (1998, 47) the firm needs to have a perceived competitive advantage if it wants to succeed. Ponsonby-McCabe et al. (2006, 175-177) are of the opinion that brands are seen as the key value creating resources and valuable sources of competitive advantage as they are particular, hard to copy for the competitors and also protected by law. Branding has been part of the marketing activities already for centuries (Keller 1998, 43). Keller explains that brand-

ing aroused when craftsmen wanted to identify the fruits of their work in order that customers could recognize them without difficulties (Keller 1998, 43).

Lindroos et al. (2005, 20) are of the opinion that a brand name came from the USA and it means marking cattle by burning animal's leather with a hot iron. Then the animal had an owner's mark. The name brand meant the producer's ownership of his or her product. It also signified a separation of the product from other supply in recognizable way. Nowadays the customer defines the brand. The consumers are the base of the activities of the corporations and also determination and management of the brand are customer criteria oriented. (Lindroos et al. 2005, 21.)

The product packaging is defined as follows according to Solomon et al. (2009, 307):

A package is the covering or container for a product, but it is also a way to create a competitive advantage.

According to Richmond (2011, 82) nowadays the packaging has developed significantly whereas before private labels were considered simple black and white packaging. Richmond (2011, 82) continues listing different factors to take into account when talking about private label packaging. First, the factors and benefits of packaging should be the same or better than of national brands. Secondly, the retailer should consider that a package characterizes profitability, newness and suitability. Graphics on the private label product packaging should be in line with the brand image and essence. Finally, packaging should respect the international standards of packaging for example easy opening of the item. (Richmond 2011, 82.)

2.2 Brand building

According to Aaker et al. (2000, 32-34) in the company's perspective the brands are much more than just separating from other products. Strong brands for instance increase the company's capital and revenue of shares. In

addition, with strong brands it is possible to gain a competitive advantage. (Aaker et al. 2000, 32-34.) Some of the researchers predicted that the sales of national brands decreases after private labels came to the market but as a matter of fact the meaning of the national brands has been highlighted. This has happened because when trying to survive from the competition of private labels, the most significant manner is to create so strong brand that the consumers are willing to pay extra for that. (Steenkamp et al. 2010, 1011-1012.)

According to Gad (2001, 221-225) building a brand is subjective. The keyword is uniqueness. Every business needs to create its own brand and be aware of what it represents (Gad 2001, 221-225). When building a brand, there are three important elements: quality, reliability and stability (Silén 2001, 124). According to Aaker et al. (2000, 373) creating visibility, and association and differentiation as well as developing deep customer relationship are components of brand building. A brand identity and brand positioning conduct all these three fields. Figure 1 shows the brand building features (Aaker et al. 2000, 373).

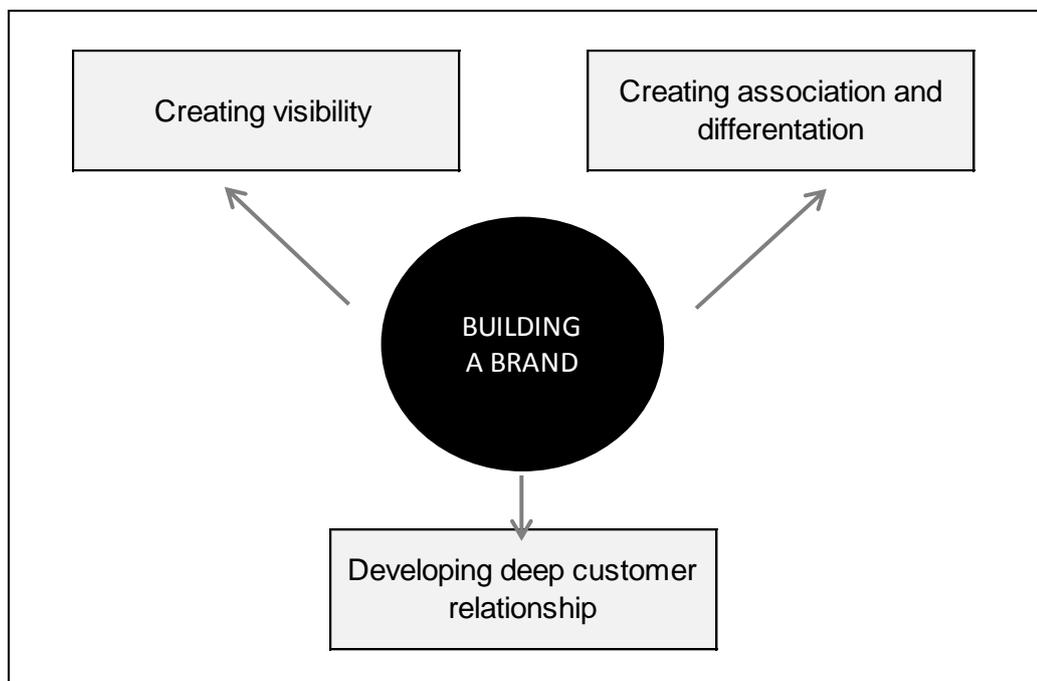


Figure 1. Fields of brand building (Aaker et al. 2000, 373)

When examining a buying process and an attitude of a customer towards brands, the visibility can be divided into several levels. The levels are identification, spontaneous recall and primary recall. The identification means that the customer has heard of the brand, spontaneous recall means that what kind of brands the customer knows and primary recall signifies that what is the first brand that comes to the customer's mind. The main aim of the little brand is identification but in other cases the spontaneous recall is more important. (Aaker et al. 2000, 374-375.)

Many times conspicuousness in all three categories is the main goal and the final indicator of the result. The brand identity directs the creation of association, which is the main area of building a brand. In addition to a strong association, the purpose is having a differentiated brand because it is a key maker of a strong brand. A firm needs to find a sensitive point of a customer when creating deep customer relationships. The loyal regular customers are very important to the corporations not only because of the influence on other people but also because they form a stable base to the sales. (Aaker et al. 2000, 374-375.)

Nowadays it is hard for the companies to try to keep the brand first in customers' minds and first in the market. A well-organized brand management demands identifying customers, the market place and competition. In addition, capabilities of the organization are required. (Nilson 1998, 41.) According to Kautto et al. (2004, 108) the main purpose of the marketing process of a chain, is to create a concept on the basis of customer promises, which is a well-known and interesting brand. The aim of the building the chain brand is to have better conspicuousness of the brand than the competitors (Kautto et al. 2004, 108).

2.3 Strategic brand management process

Strategic brand management process includes four main points. (Keller 1998, 38)

1. Identifying and establishing brand positioning
2. Planning and implementing brand marketing programs
3. Measuring and interpreting brand performance
4. Growing and sustaining brand equity

The brand positioning means how a product appears in relation to other products in the market. Competitive brand positioning means that the firms build brand advantage in consumers' minds. Three factors help to plan and implement brand-marketing programs and build brand equity. First step is to choose brand elements, which are brand, names, URLs, logos, symbols, characters, packaging, and slogans. Secondly, marketing acts related to the brand are very vital when thinking of the brand equity building. With the help of marketing programs, the corporations are able to form strong, favourable and unique brand connections in different ways. Finally, brand associations can be linked to other entities that have their own links. For instance the brand can be linked to the company through branding strategies or sporting or cultural events through sponsorships. (Keller 1998, 38.)

When measuring brand equity, the brand value chain and implementing a brand equity measurement system need to be evaluated. In addition, it is essential to understand how branding strategies appear company's activities. If the companies want to manage successfully brand equity, they should define the corporate branding strategy. (Keller 1998, 38.)

Ailawadi et al. (2004, 332) are of the opinion that the image of the retailer in the consumers' minds forms the base of brand equity. It is not easy to the companies, to build brand equity of private labels because nowadays most of the profit of retailers comes from the sales of national brands. In addition, retailers need to be careful when developing the sales of private labels because there is a risk that manufacturers do not negotiate deals with the retailers.

When the company has attained brand equity, it signifies that in the future the firm can ask higher prices for the reason that the consumers are willing to pay more. (Ailawadi et al. 2004, 332.)

Delvecchio (2001, 241) points out that comparing the brand equity chance between private labels and national brands, national brands have higher brand equity because of the numerous communication campaigns. Private labels should have more communication campaigns if willing to compete with the national brands but often companies do not use the communication campaigns for their private labels for the reason that the costs of the articles is wanted to keep low. (Delvecchio 2001, 241)

2.4 Brand image

A brand image signifies what customers think about the brand. When a firm develops its brand identity, a brand image gives information that is useful and important to the company. (Aaker 2002, 69 - 70) Kapferer's (2004, 98) point of view the brand image is the way of firm's customers conceive the company in terms of functions such as values, mission, achievements and product features like product range, quality and price whereas the brand identity is the manner the company sees itself in the features mentioned. Keller (2008, 66) is of the opinion that the brand image is stakeholder's perceptions and preferences for a brand that is measured by the several kinds of brand associations held in memory. The image of the brand image is conceptualized as the whole impression that the corporation makes on its various audiences and external stakeholders and that is why it describes the reception of the firm in its surroundings (Christensen et al. 2001, 296).

2.5 Brand identity

According to Aaker (2002, 69-70) when forming a brand identity, it is much more than discovering what customers say they want. A brand identity needs to tell the main idea and the vision of the brand. Aaker (2002, 69-70) also dif-

ferentiate a brand image and brand identity as they have dissimilar roles. A brand image expresses the history and it is passive, but a brand identity should be active and focus on the future. In addition, a brand identity constructs changes more than accept existing perceptions and it should be planned and shown in a business strategy. When the brand identity is set by the company, it will lead to a sustainable advantage. (Aaker 2002, 69 – 70.)

Grönroos (2007, 331) states that building a brand is a constant process where the customers get messages about the brand and they are reacting towards them. Consequently the brand identity is not formed before the brand image. Even both concepts are connected to each other, between the identity and image can be abysses. It may be so that the customers do not see the company in the way the firm would like the customers see them. (Grönroos 2007, 331.)

According to Kapferer (1997, 91-92), brand identity can be explained through the following questions:

- What are the vision and purpose of the brand?
- What separates the brand from the others and makes it recognizable?
- What are the values of the brand?
- What are the needs the brand answers to?

The answers to these questions form the brand identity. Both of the definitions of Kapferer (1997, 91-92) and Aaker et al. (2000, 51) are outlined that the brand identity is a corporation's explanation of itself. They (2000, 66) add that a consistent and flexible brand identity performs like a requirement for a strong brand. Kapferer (2004, 120) explains that for most of the people, their place of birth or their domicile show an important role of expressing their personality. Also brand origin determines the personality of brand. Identity has its roots on the founding acts like a brand: its channels, places, products as well as communications. (Kapferer 2004, 120)

Aaker et al. (2000, 51) are of the opinion that brand identity is the firm's definition of how the company wants the target group to see the brand. They (2000, 31) continue to argue that a well-defined brand identity acts as a basis for the management of an intentional and successful brand strategy. The brand identity is formulated from a set of unifications the firm wants to maintain or build like different components of brand personality (Aaker et al. 2000, 43).

2.6 Brand awareness and brand loyalty

Rossiter et al. (1992, 264-265) are defining brand awareness as the measure of the effectiveness of brand communication. According to Aaker (2002, 32) brand awareness indicates the strength of an existence of the brand within customers' minds. Aaker (2002, 33) continues describing the following three elements determining total awareness of the brand: brand recall, brand recognition and top of the mind awareness. Top of the mind awareness signifies that some articles or services have a higher position of the brand in the customer's mind than others (Aaker 2002, 33).

Keller (1998, 8-9) points out that a brand has a significant value to both customers and corporations. Customers expect that the brand will act in a particular way. If the brand proves good, then the customers offer their trust and loyalty towards to the certain product. Brands make consumers' daily actions easy and give more variation to their lives. The certain product can be estimated in a different way depending on the brand identification or attribution that the products have. Firms can derive advantage from brands in many ways. Brands give legal property to the businesses and they can be bought and sold. Brands certainly influence consumers' behaviour. In addition, thanks to brands, the firms make more profits than without them. (Keller 1998, 8-9.)

According to Silén (2001, 121) a brand loyalty varies between 20% and over 75%. The brand loyalty depends on the product category. The consumers are the most loyal with cars, beer and detergent. Aaker (2002, 21) explains that it is easier and cheaper to keep old customers than trying to get new ones.

Aaker adds (2002, 21) that it is really essential that the firms do not forget the existing customer while seeking new ones.

2.7 Private labels

In the exchange of millennium there were only few private labels on the Finnish market when talking about home and specialty goods trade. Luoto (2013) states on the blog of Kauppa.fi site that the most usual purposes for the private labels in the business are strengthening of chain brand, adding sales margin and differentiating from the competitors. In addition, the aim of the trade is controlling of supply chain management and improving products' quality. With the private labels businesses can offer to the consumer's first rate items that can be consumed every day and which are cheaper than national or international brands of the market leaders. Luoto (2013) adds that according to the study of Nielsen, consumer purchases of private labels in 2011 in Finland were 19 percent whereas for instance in Great Britain and in France the share of private labels was about 30-40 percent, thus in Finland the share of private labels is still small. (Luoto 2013)

It is possible that the customer changes the purchases to private labels as saving performance as it happened in last recession in the economic period. Even though part of the private labels products are competing with a price, the corporations invest also very much to the quality. Exactly the good quality and price relation is the reason the consumers often continue buying private labels after the economic depression period even the saving necessity has been gone. (Luoto 2013)

One of the main tasks of the trade is to create a comprehensive product selection that the consumers are interested in. It is obvious that the corporation needs to take into account all the customer groups, both euphemisms for poor and wealthy. All in all, both customers and corporation benefit from the private labels. Anyhow, the consumer decides when doing the purchasing decision. (Luoto 2013)

Solomon et al. (2009, 305) define a private label as retailer's exclusive trade name which is also known as own-label brand or own brand. According to Goldsmith et al. (2010, 1), it depends on the viewer that how private labels are seen. Retailers see them as profit whereas national brand manufacturers see them as competing products. Consumers on the other hand consider the private labels as good alternatives to more expensive products available at shelves of the stores. (Goldsmith et al. 2010, 1) Olsen et al. (2011, 1) are of the opinion that these days private labels are considered as premium products among others but before they were seen as subordinate to manufacturers' brands.

DelVecchio (2001, 239) examines that how brand names act as a symbol of quality and have an influence on the purchasing of private labels. Delvecchio (2001, 239) continues that private label's improved quality, customers' price awareness and economic depression are reasons for private labels' growth. One of the reasons is that retailers have increased the supply of private labels, as well. In a retailer's point of view the private labels offers larger product range for customers and higher profit margins. In addition, private labels improve the bargaining power of the companies as well as enhance possibilities in sales channels. (Delvecchio 2001, 239.)

Delvecchio (2001, 247) states that a retailer needs to understand that private label purchasers are often more aware of prices than the purchasers of national brands. The buyers of national brand expect also a certain level of quality (Delvecchio 2001, 247). In Hong Kong chain the same persons purchase both national brands and private labels so every purchaser is conscious of prices but of quality, too (Hong Kong Group Oy, 2014).

According to DelVecchio (2001, 239-249), the customers are happy about the price and quality correlation of private labels. When the price of the article grows, also the opinion of the quality increases. Miller (1992, 15) points out that *Once consumers have tried a private label and found it to be good, or good enough, and are used to paying that price point, it is going to be a challenge for the national brands to get them to go back.*

The history of retailers' private labels started in the late 1960s. The companies noticed the potential of private labels between 1980s and 1990s. In that time the quality, marketing and variety of private labels started to develop. Then, in the 1990s the selection of private labels expanded to consumer goods such as clothing and home articles in addition to food suppliers. (Goldsmith et al. 2010, 340.)

According to Ailawadi et al. (2004, 147), the share of the shelf space should be appropriate between private label and national brand products so that the consumers are able to find right alternatives. They (2004, 147) also are of the opinion that the companies should not have too high market share of private labels because the customers who buy private labels are many times purchasing fewer products when comparing to the consumers who buy national brands.

Sinha et al. (1999, 238) are of the opinion that because customers feel that the national brands are too expensive and consumers are more and more price conscious, that has an influence to growing success of private labels. They add (199, 238) that the customers are called price seekers who consider the price as the most important aspect of the product. Ailawadi et al. (2004, 147) point out that retailers should pay attention both to price setting and quality of private labels since positioning the private label only on low price can lead to lost margin benefit.

When continuing on developing the quality of private labels, it is possible that retailers finally reach the quality level of national brands. It would mean that customers get the same quality level when purchasing private labels instead of national brands although they pay less for the articles. (Delvecchio 2001, 239.) Private labels are considered historically worse than national brands when talking about quality (Richardson et al. 1996, 164).

When speaking about competitive weapon, the price is a critical marketing act because customers will choose competitor's product if they feel they do not get enough replication for their money (Laakso 1999, 36). The price is an indi-

cator of value of the product; the quality needs to appear at the price if the firm wants to have an image of good quality. The price affects the positioning of the product because both too high and too low price prevent the sales of the product. It is important to set the price according to the target group because a price level can vary a lot depending of the target group. Of course, when seeking the profitable business, the price needs to be examined from the perspective of the cost-effectiveness. Every extra Euro improves the profitability if a price setting does not prevent the sales of the product. (Rope 1999, 88.)

2.8 Customer value

After clarifying the brand building and nature of private labels, it needs to be examined that what kind of value the customer gets when buying a product. There are several terms in the marketing literature that define the value perceived by customers (Ulaga et al. 2001, 527; Woodall 2003, 1). Various academics have examined customer value in different ways but the central idea seems to be the same. According to Ulaga (2001, 318) most researchers outline customer value as the relation of obtained benefits and tolerated encumbrances by the customer whereas Walters (1999, 249) states that the customer value means the benefits that customers expect from a given product or service. Lapiere (2000, 123) is of the opinion that the customer value can be stated as the difference between the sacrifices and benefits perceived by customers.

According to Ulaga et al. (2001, 525), customer value is defined as follows:

The trade-off between the multiple benefits and sacrifices of a supplier's offering, as perceived by key decision-makers in the customer's organization, and taking into consideration the available alternative supplier's offerings in a specific use situation.

According to Aaker (2008, 139) a successful business strategy has to add value for the customer and the value needs to be real, not only assumed. Aaker (2008, 140) continues to arguing that when a value is driven from the

customer's perspective it is more probable to be real than if a value is from the business operation.

Ulaga et al. (2001, 530) describe the value dimensions as benefits and sacrifices. Woodall (2003, 2) states that customers seek value by finding a good combination of benefits and sacrifices or by reducing their sacrifices. Woodall (2003, 12) adds that the sacrifices can be divided into two groups: monetary and non-monetary costs. Non-monetary costs are for instance relationship and psychological costs. Also time and effort costs are categorized as non-monetary costs. (Woodall 2003, 14.) A monetary sacrifice is the actual purchase price of the product which is related to every purchase (Kotler et al. 2006, 141).

Woodall (2003, 9-11) describes that benefits contain product and service features. In addition, benefits consist of consequences of using an article (Woodall 2003, 9-11). Woodruff (1997, 142) is of the opinion that customer value links products together with the use of situation and related implications. Businesses need to search constantly for new methods to achieve and maintain competitive advantage (Woodruff 1997, 139).

According to Anderson et al. (2004, 6) customers pay a price so that they receive some benefits. The benefits have four various groups: service, economic, product and relational benefits. Customers get these benefits when paying the price for a market offering. (Anderson et al. 2004, 6.)

Smith et al. (2005, 41) are of the opinion that economic value means product's objective value compared to the competitive substitute item. The customer gets a feeling of saving money either because of the best trade-off between quality and price or of the lowest purchase price in the market (Smith et al. 2005, 41). Woodruff (1997, 142) describes product related benefits as desired physical product attributes that build the foundation for customer value. Ulaga et al. (2001, 534) are of the opinion that technical and physical characteristics include for instance ease of use, product attributes, and reliability of goods.

The company is able to offer service related benefits to its customers, for instance, maintenance, repair services, training and delivery support customers' use of products (Grönroos 2007, 198). Ulaga et al. (2004, 312) states that relational benefits consist of for instance supplier's innovative capability, mutual trust, location and reputation. Suppliers are capable to recognize how they can advance to value creation beyond selling goods as they understand relationship-related value features. (Ulaga et al. 2004, 312.)

Figure 2 illustrates the theoretical framework of the thesis in more detail. The theoretical framework is formed based on the main theoretical features and empirical aspects. The questions for the interview and survey in chapter 3 have been invented based on these main theoretical concepts.

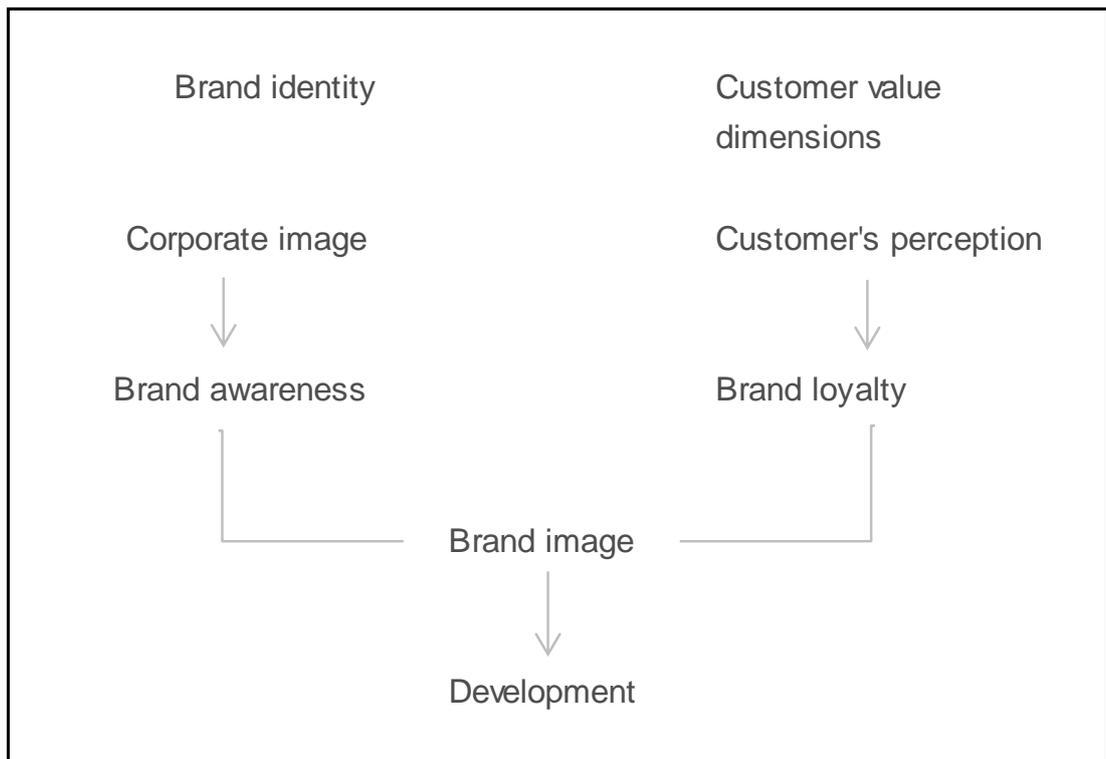


Figure 2. Theoretical framework

3 METHODOLOGY

The research method used in this thesis is a case study as the idea is to research this target as versatile as possible and using different sources and research methods. Also my own position in the company specifies that the research method is a case study. The research process is formulated by theory of brands, brand image and brand identity. In addition, background of private label is explained as Deuzer brand is a private label of Hong Kong Group Oy. Also dimensions of customer value and their importance are part of the theory. Data acquisition and data analysis of the interviews and questionnaire are explained next.

3.1 Data acquisition and analysis of the interviews

For the empirical research section, Deuzer's brand identity is defined based on the interviews of the management of Hong Kong Group Oy. The qualitative research includes semi-structured interviews to collect qualitative research data to measure the qualitative aspect of the case study. Product group manager Mika Lehtinen and marketing director Markus Vihavainen were interviewed in November in order to get information about brand identity of Deuzer. Deuzer brand is Hong Kong department store's private label. The questions were only the guideline to the interviews; the conversations were free to live. Lehtinen was telling more about Deuzer's history and its launching process whereas Vihavainen was interviewed according to the following questions.

1. What is the target group of Deuzer?
2. How has Deuzer brand been built?
3. How has the visibility been built?
4. How have associations and differentiation been created?
5. How has the deep customer relationship been created?
6. What kind of images is meant to create with Deuzer?
7. What kind of challenges Deuzer has?
8. What kind of elements affect to the forming Deuzer brand?

9. What kind of marketing actions there have been done?
10. Who are the main competitors of Deuzer brand?
11. What makes Deuzer different from the competitors?
12. How does the company want to see Deuzer products?
13. What are the values of Deuzer?
14. What kind of value does Deuzer bring to the customer in other words what gets customer when buying Deuzer products?

The questions were invented based on the theory. The main theory used in the interviews was a brand identity according to Kapferer (1997, 91-92) as he states that brand identity can be explained through the following questions and the answers to these questions form the brand identity:

- What are the vision and purpose of the brand?
- What separates the brand from the others and makes it recognizable?
- What are the values of the brand?
- What are the needs the brand answers to?

In addition, the customer value dimensions were taken into consideration when forming the interview questions. There are four various groups of the benefits the customer get when buying products: service, economic, product and relational benefits. This theory was based on the arguments of Anderson et al. (2004, 6).

3.2 Data acquisition and analysis of the questionnaire

After the interviews were done, the quantitative research method was used to create a structured survey. The questionnaire was formed based on the results of the interviews. A structured web-based questionnaire was conducted in November 2014. The questionnaire was sent to members of Hong Kong club and Facebook. There were 747 of respondents of the survey and the response rate was 2,1 percent. In this kind of Hong Kong's questionnaires the response rate has been normally from two to five percent therefore the re-

sponse rate is not too low. Also one gift card of 50 euros was raffled among the answerers to inspire people to answer.

Sex, age, distribution of incomes per month (€) without taxes and the profession or status were asked to find out the basic information of the respondents. The alternatives for the age distribution question were under 20 years, 20-29 years, 30-39 years, 40-49 years, 50-59 years and 60 and over 60 years. The alternatives of the profession or status of the respondents were entrepreneur, manager, specialist, official, labourer, farmer, student, pensioner, house wife or husband and unemployed. The target group was formed with these questions.

Recognition of the listed brands of tools contained different alternatives which were chosen using the national and international brands as well as private labels of different retail chains. Recognition of the different brands and the brands the respondents buy were formed to cover awareness of Deuzer. In addition, to determine the awareness of private label Deuzer, the question about the familiarity of Deuzer brand among respondents was asked. The alternatives were the following: I have bought Deuzer products/I know the brand well, I know the brand but I have not bought Deuzer products, I have heard about name but I do not know the brand and I do not know the brand.

The question of how often the customer is buying private label products was chosen to find out if the customers mind the brand or not. The alternatives were the following: never, rarely, often and almost always. This particular question was a little bit leading therefore the result may not be totally reliable. Also it is possible that people do not differentiate if they are buying private labels or national brands.

Primary buying location of tools was asked because of the clarification of the main competitors but also how Hong Kong chain is positioning in the field of tools. The question where you have heard about Deuzer brand for the first time consisted of four alternatives: I have visited Hong Kong's department store, I have seen paper or TV advertisement, I have heard about brand from

a friend and I have not heard about brand. With this question the awareness of the brand was covered and to find out how the customers have heard about Deuzer.

The main use of tools when buying them was asked to discover the target of the usage. The alternatives were for building, renovation, creating, occasional use of homes and I have not bought. The question about relating to build a brand was asking the respondents to name three things which they thought described the Deuzer brand best in their opinion.

Alternatives of the features why buying Deuzer were a brand, a package, a price, advertising and a quality. These alternatives were chosen based on the literature that is why there were quite few options to choose. This question tells about what characteristics of Deuzer the respondents appreciate when they choose the particular brand.

Statements concerning the features that affected the purchasing decisions when buying tools and when buying private labels were formed based on the five categories: a brand, a package, a price, advertising and a quality. Respondents chose the option on each phrase that was the most suitable in their opinion by circling the number from the scale of 1-5, in which: 1= completely disagree, 2= somewhat disagree, 3= Undecided, 4= somewhat agree, 5= completely agree. Giving a school grade for Deuzer products (4-10) was asked to find out the respondents' attitude towards the brand. Buying Deuzer products within the next year tells about the respondents' loyalty towards the brand.

4 RESULTS

4.1 Interview results

Product group manager Mika Lehtinen and marketing director Markus Vi-havainen were interviewed in November in order to get information about brand identity of Deuzer. Deuzer brand is Hong Kong department store's private label. Deuzer brand is used for traditionally male dominated product groups such as building, reparation as well as technical and do-it-yourself products. Product line includes items like power, hand and garden tools, machines, electronics and white goods, flashlights, batteries, heaters, washing liquid for windshield, lamp oil, work clothes, car and motorbike equipment. (Vi-havainen 2014)



Figure 3. Deuzer measuring tapes

There are both national brand items and private labels in the Hong Kong's assortment. Six main private labels are used in Hong Kong chain. Deuzer is the biggest and the most important private labels of the company. Tarhurin is a brand of the garden and consists of products such as greenhouses and spades. Happy Angler is a main brand relating to fishing equipment whereas private label FinnMark is used to hunting and hiking goods. American Barbe-

cue brand is used only to grilling items. NoLimit is a youthful brand for sport and leisure and the newest private label of the firm is Hem&Hus, which is targeted to home and decoration articles. (Vihavainen 2014)

Hong Kong Import Ltd. is responsible for the supply chain of Deuzer products. The management wants to make sure that Deuzer is the brand which customers buy mostly in all product groups mentioned above. The main reason of importing products is to get a better sales margin when comparing to national brands. In addition to that, it is important to distinguish from the competitors. It is a clear competitive advantage when the firm has a diverse range of articles when comparing to the competitors. The company imports campaign and season products which have a high volume. (Vihavainen 2014)

Hong Kong's own import function started in 2000 and Deuzer was the first private label of the company. According to Keller (1998, 5) a brand is formed after a seller creates a new name, symbol or logo for a new article. The Deuzer logo as well as the design of boxes and labels was innovated by Hong Kong's advertising department. Next there is introduced the development of Deuzer logos in figures 4, 5 and 6.



Figure 4. Original Deuzer logo (Hong Kong Group Oy, 2014)



Figure 5. Next version of Deuzer logo (Hong Kong Group Oy, 2014)

DEUZER®

Figure 6. Current Deuzer logo (Hong Kong Group Oy, 2014)

The product group managers, Mika Lehtinen and Kimmo Snygg, figured the brand name Deuzer on the underground station during a fair trip in Germany. The underground station was called Deuzer and they thought the name sounded good for tools as Germany is the Mecca of tools. (Lehtinen 2014)

When starting the import function, there was only little competition of private labels in Finland. There was a clear niche market for the Deuzer brand and the products were invented to the demand of the market. Today the Deuzer products form approximately 20 percent of the own imported goods of the firm. In the beginning the Deuzer range consisted of, for instance, power tools, walkers and a milk frother. Every year the amount of the Deuzer items were augmented to five to six products. In 2002 hand tools were taken to the selection of own import. In 2006 the company started to import also garden work machines, for example lawn movers. The figure 7 shows grinding machines and the display of the tools at the store. (Lehtinen 2014)



Figure 7. Deuzer products

The brand identity is the firm's definition of how the company wants the target group to see the brand (Aaker et al. 2000, 51). For this thesis the brand identity of Deuzer was found out by interviewing the management of Hong Kong using the semi-structured method. The following questions clarify the brand identity (Kapferer 1997, 91):

- What is the vision and purpose of the brand?
- What separates the brand from the others and makes it recognizable?
- What are the values of the brand?
- What are the needs the brand answers to?

The biggest competitors for Hong Kong chain are department stores such as Motonet, Puuilo, Tokmanni, Kodin Terra, K-Rauta and Bauhaus. However, the main competitors in the assortment are Einhel and Biltema as well as the private labels of other department stores. Pricing strategy for Deuzer is planned so that the products are placed between the expensive and cheap products. Promotion of Deuzer is a part of the Hong Kong's own advertising such as catalogues, newspaper and TV advertising. There has not really been any image advertisement focusing on just on the Deuzer brand, but the advertisement has been more focused on the actual product. New innovations for Deuzer products come from observations of competitors' items and national brand products. Visiting fairs at least biannually is also an important part of the development process of the product line. (Lehtinen 2014)

Deuzer products are designed for amateur use and one can easily do a bit of fixing up with them. Deuzer product line is targeted for men over the age of 30. However, these tools are not meant for professionals who have very demanding needs or for consumers who value only the price or status. In addition to easy usability and rationality, Deuzer products are designed to look and feel good, modern and attractive. (Vihavainen 2014)

According to the management of Hong Kong Group Oy, the main values of Deuzer are reliability and good price and quality relation, and these are also Deuzer's main competitive advantages. Comparing to some brands in the

same product groups, Deuzer is inexpensive and applicable; the relation of price and quality is good; and the products are easy-to-use and functional. Deuzer's position is somewhere between the most expensive and the cheapest alternatives in every product group. It is important that there are expensive and cheap alternatives available, because they give consumer carcass of the product group. Many customers however feel more safe and familiar when they stay with the middle class products and within the products group it is possible that the consumer ends up choosing Deuzer due to several reasons. (Vihavainen 2014)

Even though the customers who buy Deuzer products are not seeking to add any extra status to their purchase, they still have some other expectations for the product. It does not automatically mean that if the customers consume economically and rationally, they would be prepared to accept bad quality. Many people could have afforded to buy more expensive brands, but as they are very aware of their needs they think it is not necessary for them to pay for additional features or added luxury. (Vihavainen 2014)

As a successful business strategy has to add value for the customer (Aaker 2008, 139) the vital question is how the customer benefits from buying Deuzer products. Once customer decides to buy Deuzer items, it can be seen as a reasonable decision when thinking about the price. Perhaps the customer could have afforded to buy a more expensive product, but with Deuzer he or she can do the work needed. Deuzer does not have the best technical and innovative features in the market, so the customers do not get anything supreme when selecting Deuzer. However, a product related benefit with the Deuzer brand signifies that the brand is reliable for the basic work and it does what the product is designed for; for instance with a borer the customer can bore the screw to the wall. Service related benefits on the other hand are not so good since there is barely any maintenance for Deuzer articles. Hong Kong Group Oy offers no maintenance for damaged products, but there are some replacement parts available for certain articles. Relational benefit for the cus-

customer in the long run is a guarantee of the reasonable purchase when choosing Deuzer articles. (Vihavainen 2014)

Brand identity of Deuzer aims to create an image of a serious and international brand. The idea is also that the consumers do not see Deuzer as a private label, but as real brand for which competitors and reference group can be found among the main brands of the same product groups. Deuzer is performing well and consistently in every product group and this helps to strengthen the image of reliability as well as make it easier for consumers to choose the products. Every product builds up an image of first-rate logical choice. Consistency is not only limited to the look and appearance of the package. Alternatives of products' colors need to be chosen according to Deuzer's instruction of color. (Vihavainen 2014)

Appearance and the look of a Deuzer product is modern, stylish and elegant in a simple way. The look also exudes strength and reliability. Appearance is however planned so that it communicates a promise of quality without being too expensive. Main language used in the power tools packages of Deuzer is English, but also auxiliary languages are used to give more of an international image and to serve especially Estonian and Russian customers. In other product groups the main language is chosen between Finnish and English depending on the policy of other brands in that product group and for instance Finnish is used with staples because of clarity. The role of Hong Kong Import Oy is stated only on the importer information in the package. (Vihavainen 2014)

When making material choices for any product it is very vital to pay attention to quality impression. Especially in small price differences it is recommendable to choose a little bit more expensive alternative but still supporting quality expression. For Deuzer the power tools and gardening machines are the most important products when thinking about the brand image. With these products it is extremely important to get a physical sample of every new product to make sure the customer's quality impression of the brand is fulfilled. The

product group manager together with the marketing department is in charge of the acceptance before production. (Vihavainen 2014)

4.2 Survey results

To be able to gather an extensive amount of data, questionnaire was decided to be the best solution. The questionnaire used in the current research was built by exploiting existing literature concerning the key concepts of the study. This research is done by using a structured survey which is planned to the customers of Hong Kong that belong to Hong Kong's club or Facebook group.

A structured web-based questionnaire was conducted in November 2014 and it was sent to members of Hong Kong club as a part of club email. The email contained a link to the questionnaire. In addition, the questionnaire link was available on Hong Kong Facebook page. The questionnaire was open during one week. The survey reached approximately 35 000 persons; in Facebook group there are around 5 400 persons and in Hong Kong club around 30 000. People who are belong to the Hong Kong club have been registered as a member in a department store so they are or have been the customers of Hong Kong whereas in Facebook anyone could have "liked" Hong Kong site so they are not necessarily the customers of Hong Kong.

There were 747 respondents to the survey and the response rate was 2,1 percent. In this kind of Hong Kong's questionnaires the response rate has been normally from two to five percent therefore the response rate is not too low. Also one gift card of 50 euros was raffled among the answerers to inspire people to answer. The questionnaire was planned so that answers to the questions were compulsory otherwise it was not possible to continue answering.

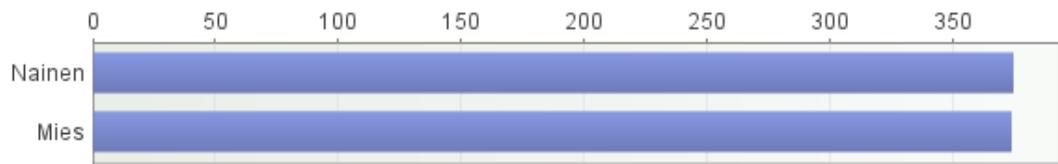


Figure 8. Sex distribution

Sex of the respondents was divided almost equally between females and males; 374 women responded to the questionnaire and 373 respondents were men. The selection of Hong Kong department store is serviced mostly for men and therefore it was surprising that half of the respondents were women. It means that also women have been shopped in Hong Kong's department stores as the Hong Kong club registering happens in the stores.

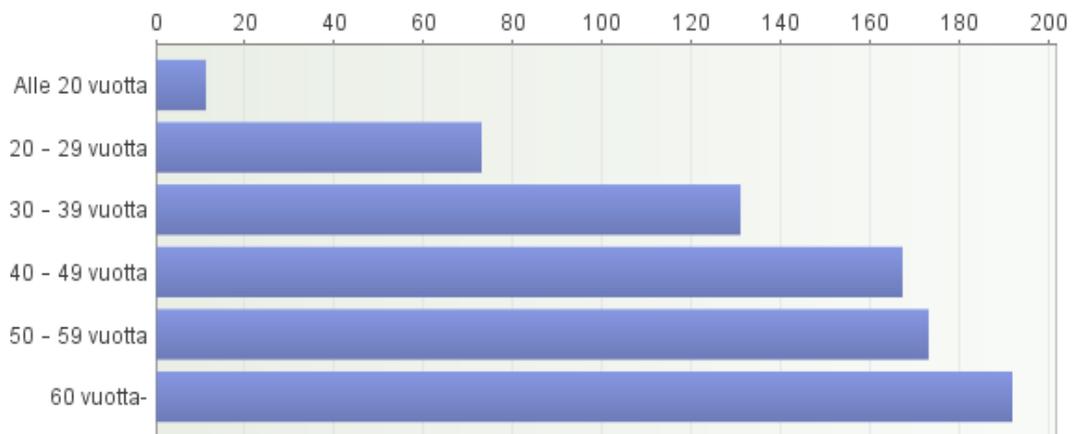


Figure 9. Age distribution

The alternatives for the age distribution question were under 20 years, 20-29 years, 30-39 years, 40-49 years, 50-59 years and 60 and over 60 years. Respondents represented all of these six age groups, but majority of them were from the last two options. 60 and over 60 years old people formed 26 percent of the respondents; females 10 percent and males 16 percent. 50 and over 50 years old made up 23 percent together; females 13 percent and males 10 percent, whereas respondents from age group 40 to 49 years old added up to 12 percent. Age group 30 to 39 was split in half between females and males,

both being 9 percent and totalling 18 percent. Under 20 years old respondents, females formed 1 percent and males 0,5 percent of the answers. The age distribution showed that Hong Kong is not the first choice department store for young people.

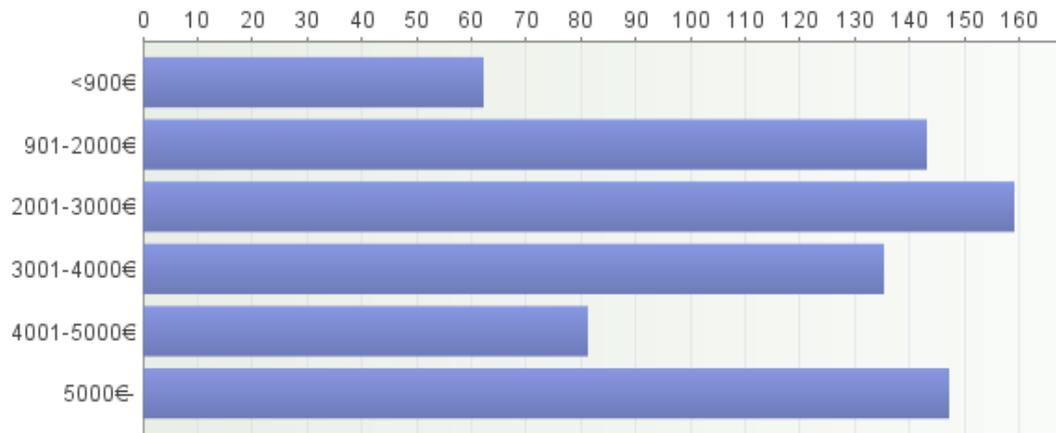


Figure 10. Distribution of gross incomes per month (€) without taxes

According to the questionnaire results, the income group of 2001-3000 formed the biggest respondent group as the respondent rate was 21 percent. In addition, there were 20 percent of respondents who earned over 5000. This results mean that usually the older people have bigger earnings for instance when comparing to students or homemakers.

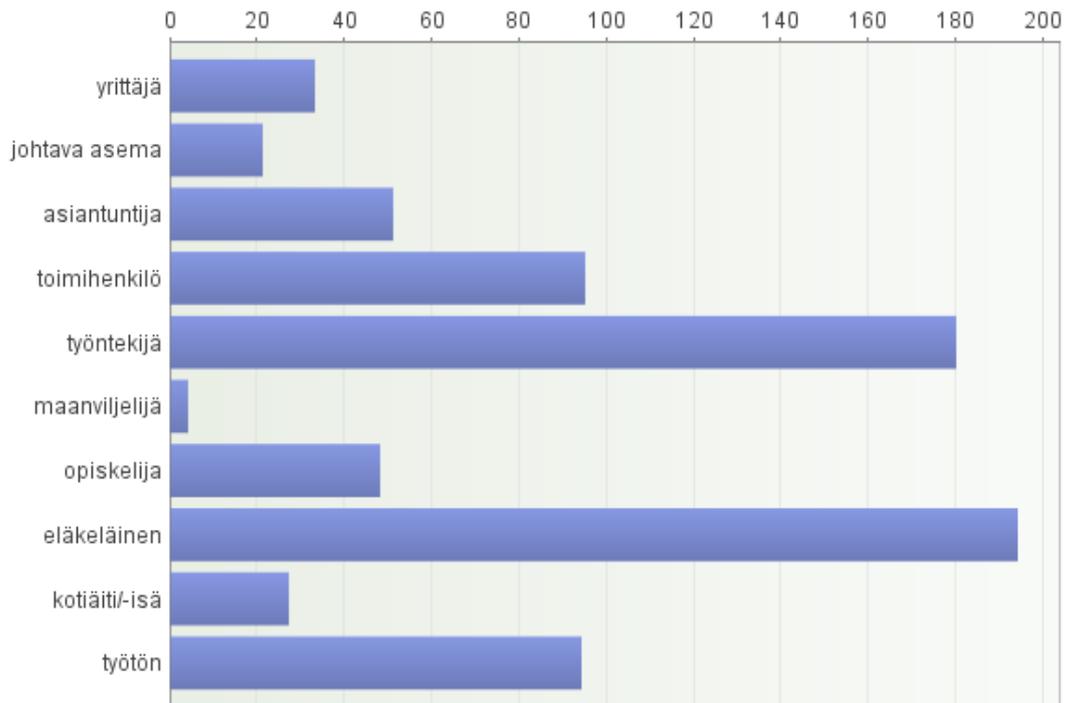


Figure 11. Profession or status

The alternatives of the profession or status of the respondents were entrepreneur, manager, specialist, official, labourer, farmer, student, pensioner, house wife or husband and unemployed. Figure 11 shows that pensioners formed the biggest respondent group with 26 percent. The respondent rate of women was 12 percent and men 14 percent when noting the group of pensioners. Labourers were the second biggest group, forming 24 percent of the respondents; women 13 percent of the respondents and men 11 percent. Historically manual workers as well as retired persons have formed the main customer base of Hong Kong department stores.

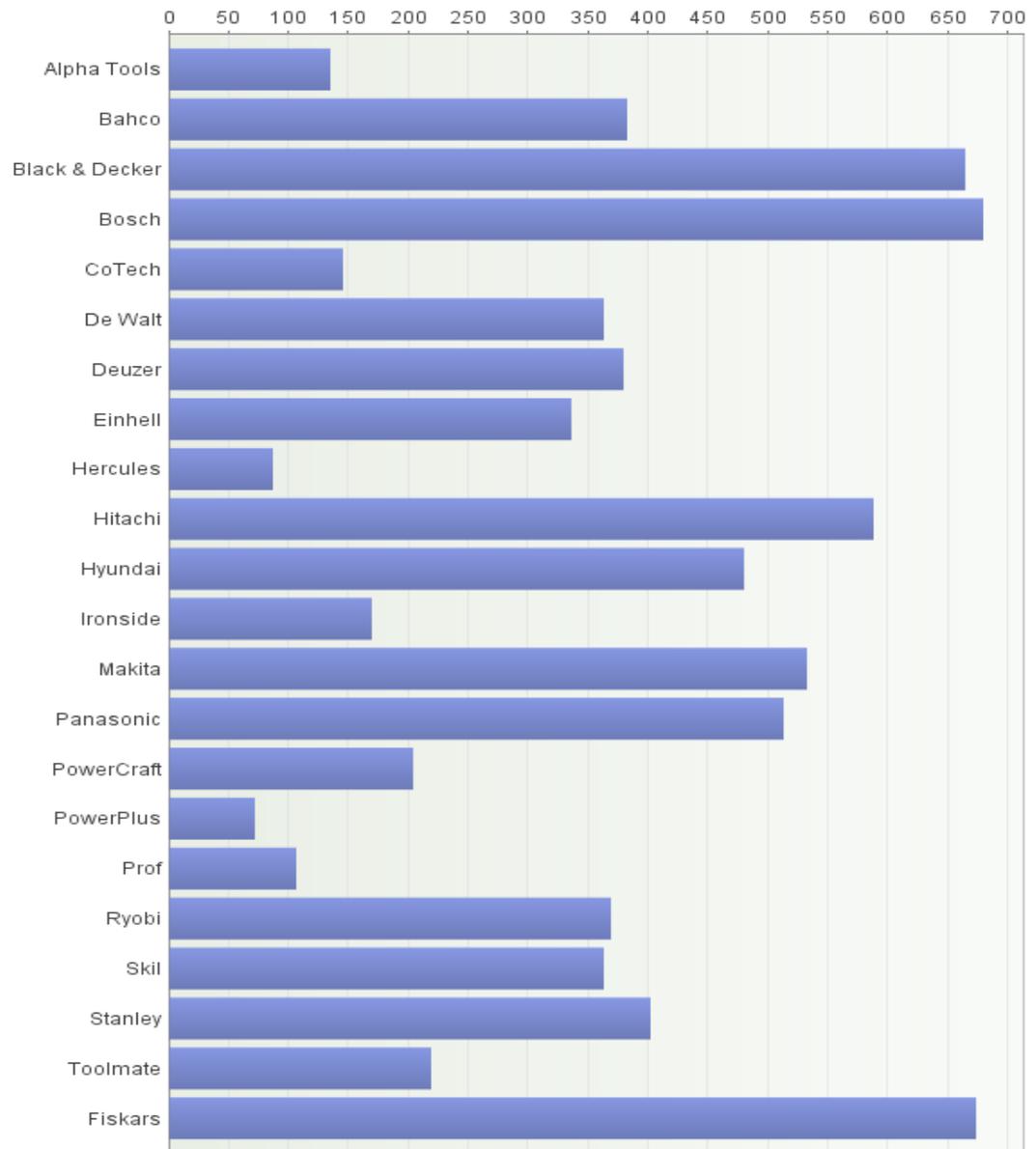


Figure 12. Identification of the listed brands of tools

This question examined that which of the listed brands of tools the respondents recognized. The alternatives were national and international brands as well as private labels of different retail chains. In this particular question it was possible to choose many alternatives. The figure indicated clearly that Bosch is the most well-known brand since 91 percent of the respondents stated they recognized it. Black & Decker was also known well comparing to other brands as well as Finnish national brand Fiskars. 89 percent of the respondents identified Black & Decker and 90 percent of the respondents recognized Fiskars'

brand. The well-known international brands are favoured by workmen since many firms use them at construction sites.

Deuzer was recognized well when comparing to other private labels on the market. For instance Toolmate, Prof, PowerCraft, Ironside, Hercules, CoTech and Alpha Tools are other chains' private labels and comparing to them, Deuzer is identified much better; 51 percent of the respondents recognized the brand. Deuzer however is not as well-known as international, famous brands, which have been in the market for decades already.

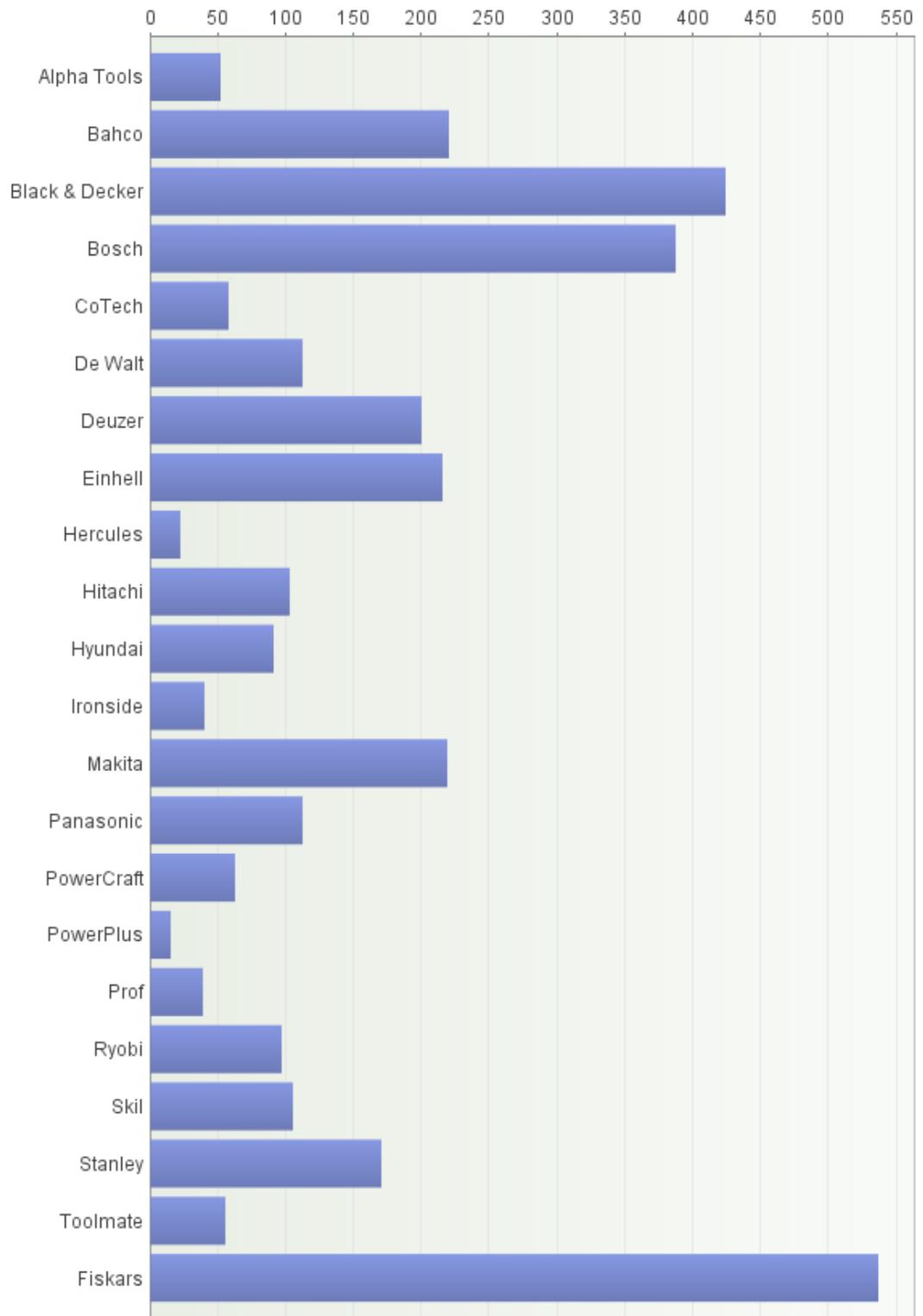


Figure 13. Purchases of the listed brands of tools

The question was about which brands the respondents of the questionnaire had bought and it was possible to choose many alternatives in this question. Respondents had bought Fiskars brand the most; 72 percent of the respond-

ents in total. The respondents bought also Black & Decker and Bosch very much as the response rate of Black & Decker was 57 percent and Bosch it was 52 percent. 27 percent of the respondents had bought Deuzer products.

The figure demonstrated that the respondents mostly buy the reliable, older brands. It is hard to replace old, well-known brands which survive well in the market. Deuzer has been on the market already 14 years therefore its awareness among customers is better than competitors' private labels. Other private labels mentioned in this question are new ones, so they are still relatively unknown among the consumers. The awareness of the brand increases the more buying occasions there are. Deuzer was bought more than other private labels of the market.

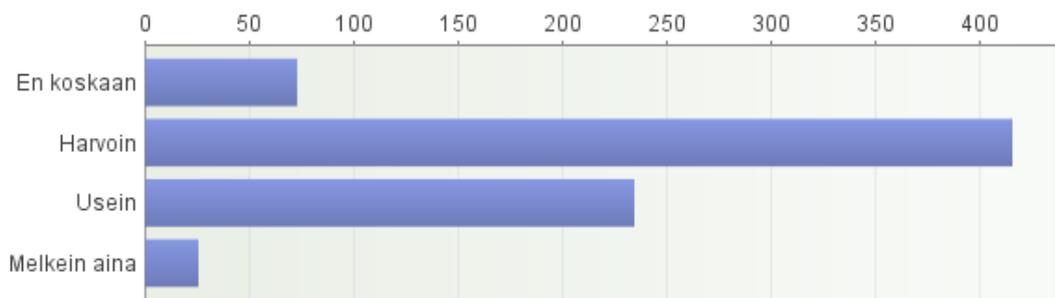


Figure 14. Buying occasions of private label products

The question was how often the customer is buying private label products. The alternatives were the following: never, rarely, often and almost always. The question was a little bit leading therefore the result may not be totally reliable. 56 percent of the respondents were buying private labels rarely whereas often were buying 31 percent of the respondents. 33 percent of the respondents were buying often and almost always private labels.

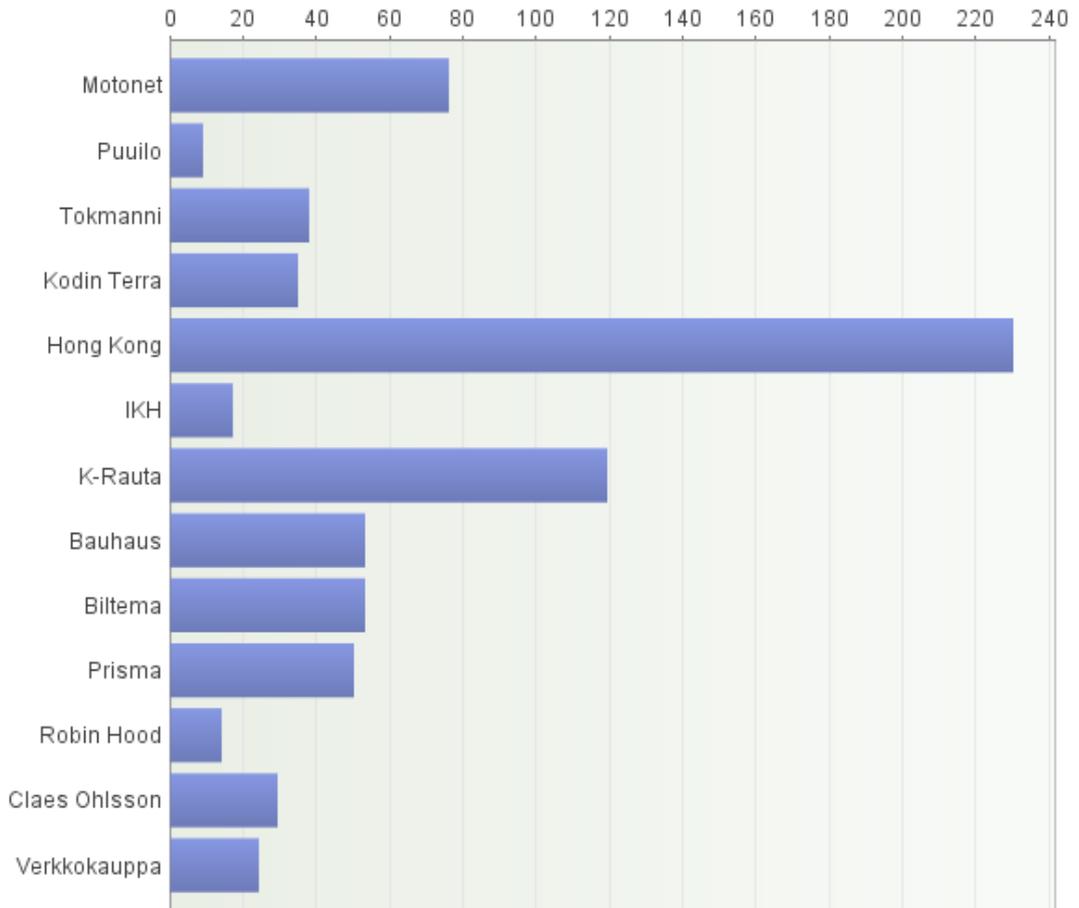


Figure 15. Primary buying location of tools

There was only one alternative to be chosen in this question as the point was selecting the primary buying location of tools. This figure shows that the question is not completely comparable as the members of the Hong Kong club were the target group of the questionnaire and they seem to be very loyal towards Hong Kong. 31 percent of the respondents told their primary buying location is Hong Kong. Therefore critical thinking is needed when analysing this particular question. In addition, this figure showed that the respondents buy tools from K-Rauta and Motonet more than from other chains. In Puulo and Tokmanni there is not a strong assortment of tools, Claes Ohlsson is expensive and quite new in the market. Prisma and Kodin Terra have good choice of tools. Biltema sells only private labels so that is a possible reason for their low percent of this question.

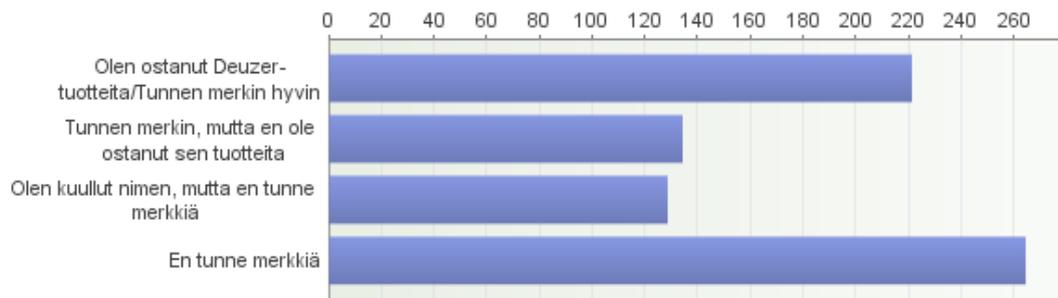


Figure 16. Awareness of the private label Deuzer

This question was about the familiarity of Deuzer brand among respondents. The alternatives were the following: I have bought Deuzer products/I know the brand well, I know the brand but I have not bought Deuzer products, I have heard about name but I do not know the brand and I do not know the brand. A big part of the respondents, 35 percent, was not familiar with Deuzer brand. There were 27 percent of women and only one percent of men who did not know the Deuzer brand. The claim “I have bought Deuzer products/I know the brand well” covered 28 percent of the responses; 7 percent of the respondents were females and 22 percent males. The figure presented clearly that women are not aware of Deuzer brand, which can be explained by the fact that usually it is men who take care of the households’ matters relating to building and renovations.

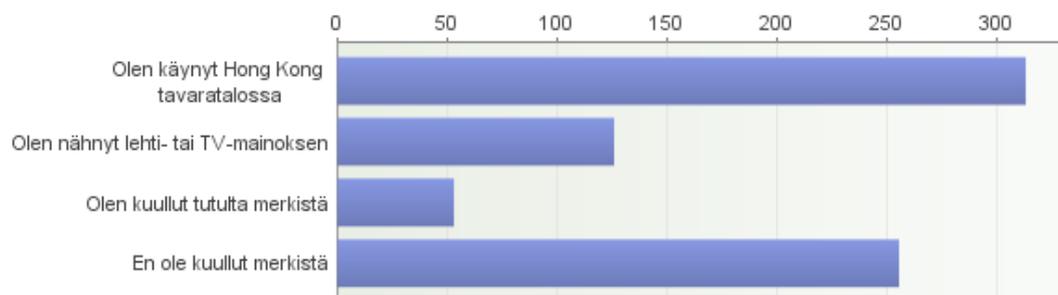


Figure 17. Hearing about Deuzer brand for the first time

The question where have you heard about Deuzer brand at the first time was formed to find out the awareness of Deuzer brand. The question consisted of

four alternatives: I have visited at Hong Kong's department store, I have seen paper or TV advertisement, I have heard about brand from a friend and I have not heard about brand. Advertisement and hearing from friends support the awareness of the brand, but the store is still the most important factor of showing the assortment of goods as the respondent rate of visiting the department store was 42 percent. 34 percent have not heard about Deuzer. Again, one percent of these were men and 26 percent of women.

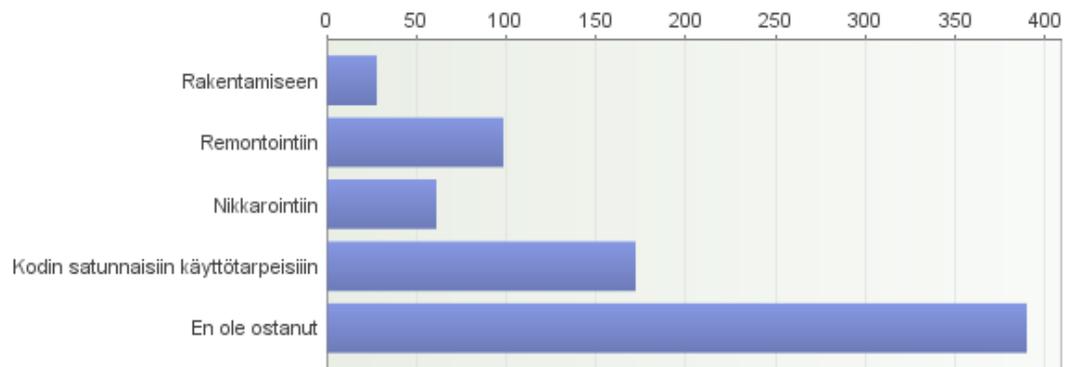


Figure 18. Main use of tools when buying them

The question was what the main use of tools is when buying them. The alternatives were for building, for renovation, creating, occasional use of homes and I have not bought. The result illustrated that most of the respondents had not bought Deuzer tools but those who did, are purchasing the goods for occasional use at home or in other words the goods are bought for amateur use.

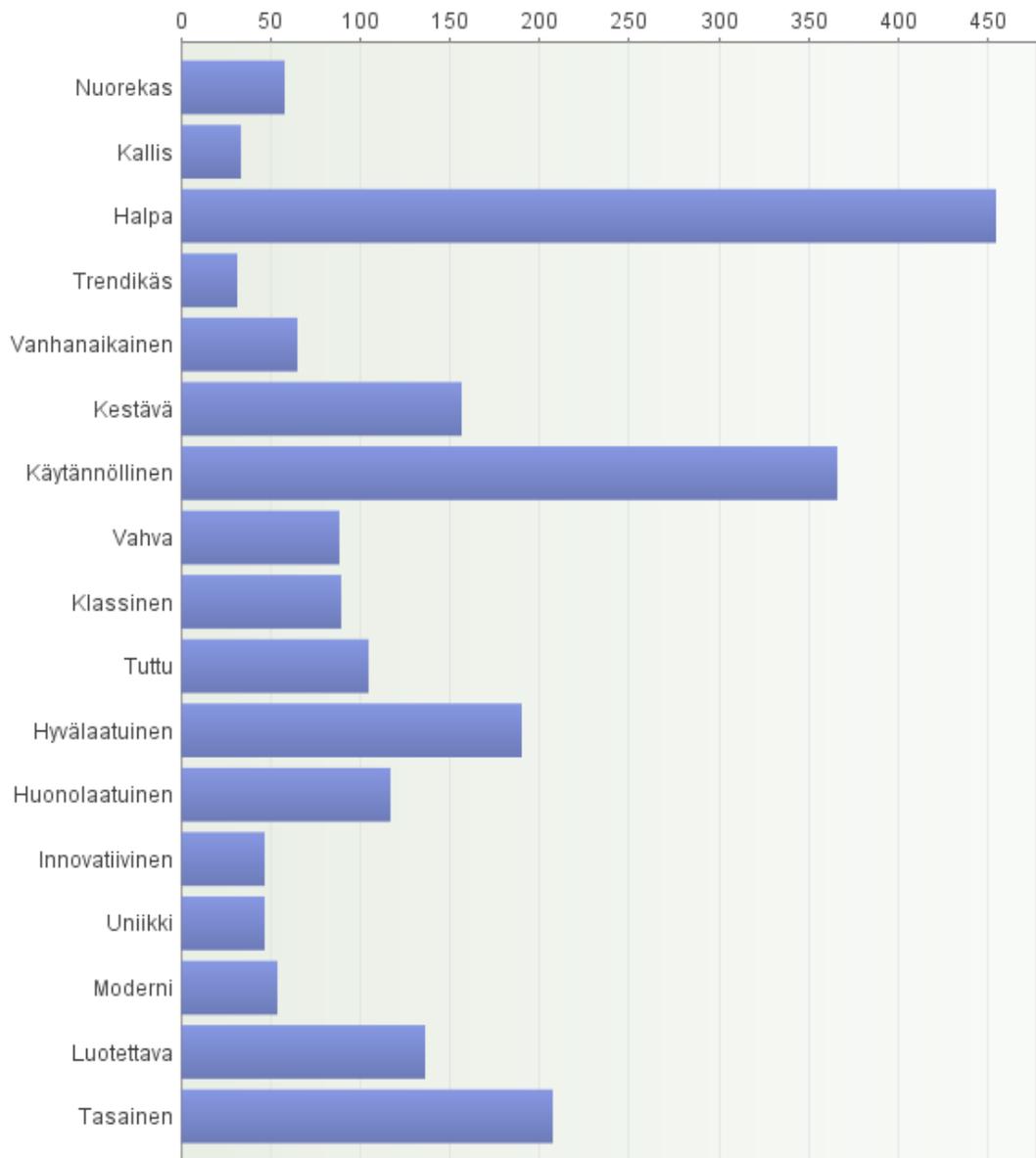


Figure 19. Choosing three alternatives which described Deuzer the best

Respondents were asked to name three things which they thought described the Deuzer brand best in their opinion. The respondents of the questionnaire described Deuzer brand as follows: “Cheap 67 percent, practical 49 percent and stable 28 percent of the respondents”. In addition to these, good quality and reliability were the features the respondents also appreciated. The figure expressed that the price and quality correlation was good. It seems that the customer has approved the quality of the brand.

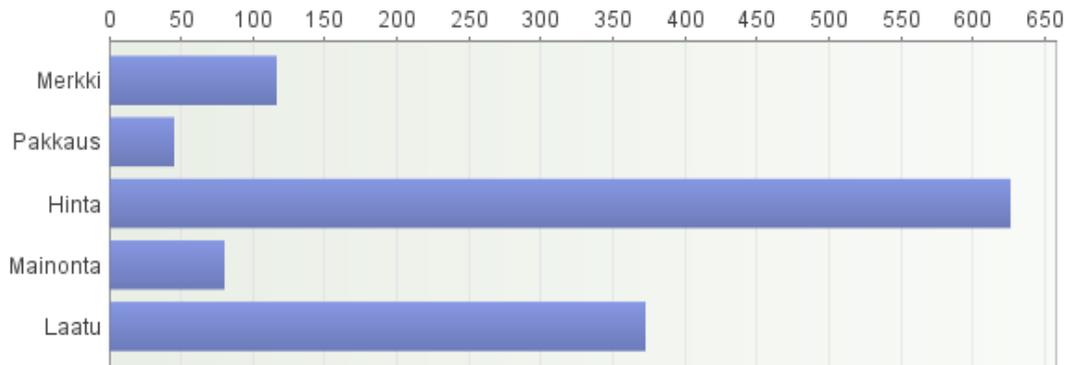


Figure 20. Features why buying Deuzer

Based on this questionnaire price is the feature which has the most effect on the purchase decision of tools and 84 percent of the respondents stated that price is the most important reason to buy Deuzer articles. After the price, quality is the second important factor when purchasing Deuzer products; 50 percent of the respondents mention quality as a reason why they would buy Deuzer items.

Table 1. Statements concerning features that affect the purchasing decisions when buying tools

When you buy tools, product's	1	2	3	4	5	Total	Average value
Price has an effect on your buying decision	11	26	88	334	287	746	4,15
Package has an effect on your buying decision	196	238	223	71	19	747	2,3
Brand has an effect on your buying decision	28	63	249	312	94	746	3,51
Promotion has an effect on your buying decision	74	213	280	156	23	746	2,79
Quality has an effect on your buying decision	15	17	86	339	289	746	4,17
Total	324	557	926	1212	712	3731	3,38

Different statements were concerning the features that affected the purchasing decisions of the respondents. Respondents chose the option on each phrase that was the most suitable in their opinion by circling the number from the scale of 1-5, in which: 1= completely disagree, 2= somewhat disagree, 3= Undecided, 4= somewhat agree, 5= completely agree.

The average value of the statement “Quality has an effect on your buying decision” was 4,17 whereas the average value of the claim “Package has an effect on your buying decision” was 2,3. This showed that the package has less influence on the purchasing decisions of the respondents than quality. In addition, price has more impact on the buying decision of respondents than promotion and brand itself. This figure showed that well-known international and national brands have established very good brand images reflecting to product quality.

Table 2. Statements concerning the features that affected the purchasing decisions when buying private labels

When buying private labels, product's	1	2	3	4	5	Total	Average value
Price has an effect on your buying decision	22	22	85	293	324	746	4,17
Package has an effect on your buying decision	219	200	216	91	20	746	2,32
Brand has an effect on your buying decision	58	103	278	250	57	746	3,19
Promotion has an effect on your buying decision	108	186	276	152	25	747	2,73
Quality has an effect on your buying decision	33	24	129	327	233	746	3,94
Total	440	535	984	1113	659	3731	3,27

Different statements were presented concerning the features that affected the purchasing decisions of the respondents. Respondents chose the option on each phrase that was the most suitable in their opinion by circling the number from the scale of 1-5, in which: 1= completely disagree, 2= somewhat disagree, 3= Undecided, 4= somewhat agree, 5= completely agree.

When buying private labels, the price affected most the purchasing decision of the respondents; average value was 4,17. Quality had also more impact to the buying decision than other features. The average value of package was only 2,32 and promotion was 2,73.

Table 3. Giving a school grade for Deuzer products (4-10)

	4	5	6	7	8	9	10	Total	Average value
Schoolgrade	31	34	56	270	283	64	9	747	7,3

According to the respondents, the average school grade for Deuzer products was 7,3. The respondents gave grade 8 283 times which was the most on scale from four to ten.

Table 4. Buying Deuzer products within the next year

	täysin eri mieltä	melko paljon eri mieltä	ei samaa eikä eri mieltä	melko paljon samaa mieltä	täysin samaa mieltä	Total	Average value
Yourevaluation	60	88	366	211	30	755	3,08

On the claim if you are going to buy Deuzer products during next year the respondents disagreed, 366 persons were of that opinion. The average 3,08 means that Deuzer is not very known brand among the respondents and they are not a very brand loyal. 32 percent of the respondents were of the opinion that they agree or somewhat agree on the claim.

5 CONCLUSION

5.1 Summary of the main findings

The brand identity and brand image of Deuzer, which are the sub questions of the research, are already described in chapter 4. In addition, the main research question is “How well does the brand image Deuzer relate to its brand identity?” and it is explained next. The company’s brand identity of Deuzer is compared to the results of the questionnaire on brand image.

According to Aaker (2002, 69-70) a brand image means what customers think about the brand. When a firm develops its brand identity, a brand image gives information that is useful and important to the company (Aaker 2002, 69 - 70). Kapferer (2004, 98) is of the opinion that the brand image is the way a firm’s customers consider the company in terms of functions such as values, mission, achievements and product features like product range, quality and price whereas the brand identity is the manner the company sees itself in the features mentioned. According to the company’s brand identity, the target group of Deuzer is men over the age of 30. Based on the results of the questionnaire, the target group is older men therefore the company’s brand identity and brand image of customers match very well in this particular issue.

Anderson et al. (2004, 6) express the point of view that customers get different kind of benefits when paying the price for a market offering. The benefits have four various groups: service, economics, product and relational benefits (Anderson et al. 2004, 6). Deuzer products are not targeted for professionals who demand a lot and have special needs, or for consumers seeking only for status or value only the price. The result illustrated that most of the respondents buy Deuzer tools but those who did, purchased the goods for occasional use at home or in other words the goods are bought for amateur use. Therefore the usage of Deuzer products matches also when comparing to the brand identity of the company and brand image of the customers.

According to Silén (2001, 124), when building a brand, there are three important elements: quality, reliability and stability. The main values of Deuzer are good price and quality relation and reliable products. These three features are also Deuzer's main competitive advantages. Comparing to other brands of the same category, Deuzer's position is placed between the most expensive and the cheapest alternatives. Deuzer is inexpensive and applicable; the relation of price and quality is good and functional. According to the respondents, Deuzer brand is described as cheap, practical and stable. In addition to these; good quality and reliability were features the respondents appreciated. The consumers have in general positive attitude towards the Deuzer brand. This shows that the company has managed to build a private label well and the customers see Deuzer brand as the company has planned.

According to Aaker (2002, 32), brand awareness indicates the strength of brand existence within customers' minds. Advertisement and hearing from friends about the product support the awareness of the brand, but based on the results, the store is still the most important factor of showing the assortment of goods. Delvecchio (2001, 241) points out that private labels needed to have more communication campaigns if willing to compete with the national brands but often companies do not use the communication campaigns for their private labels for the reason that the costs of the articles is wanted to keep low. Anyhow, one third of the respondents have not heard about Deuzer; but the members of the Hong Kong club are loyal towards Hong Kong and Deuzer brand. Naturally, it would be extremely important to get also new customers and the advertisement is one of the best alternatives for that. When the firm is able to develop its awareness, it also increases the customer base. In addition, these days the home make up and all the matters related to busy work are valued extremely high among people so Deuzer has a clear niche market in the business.

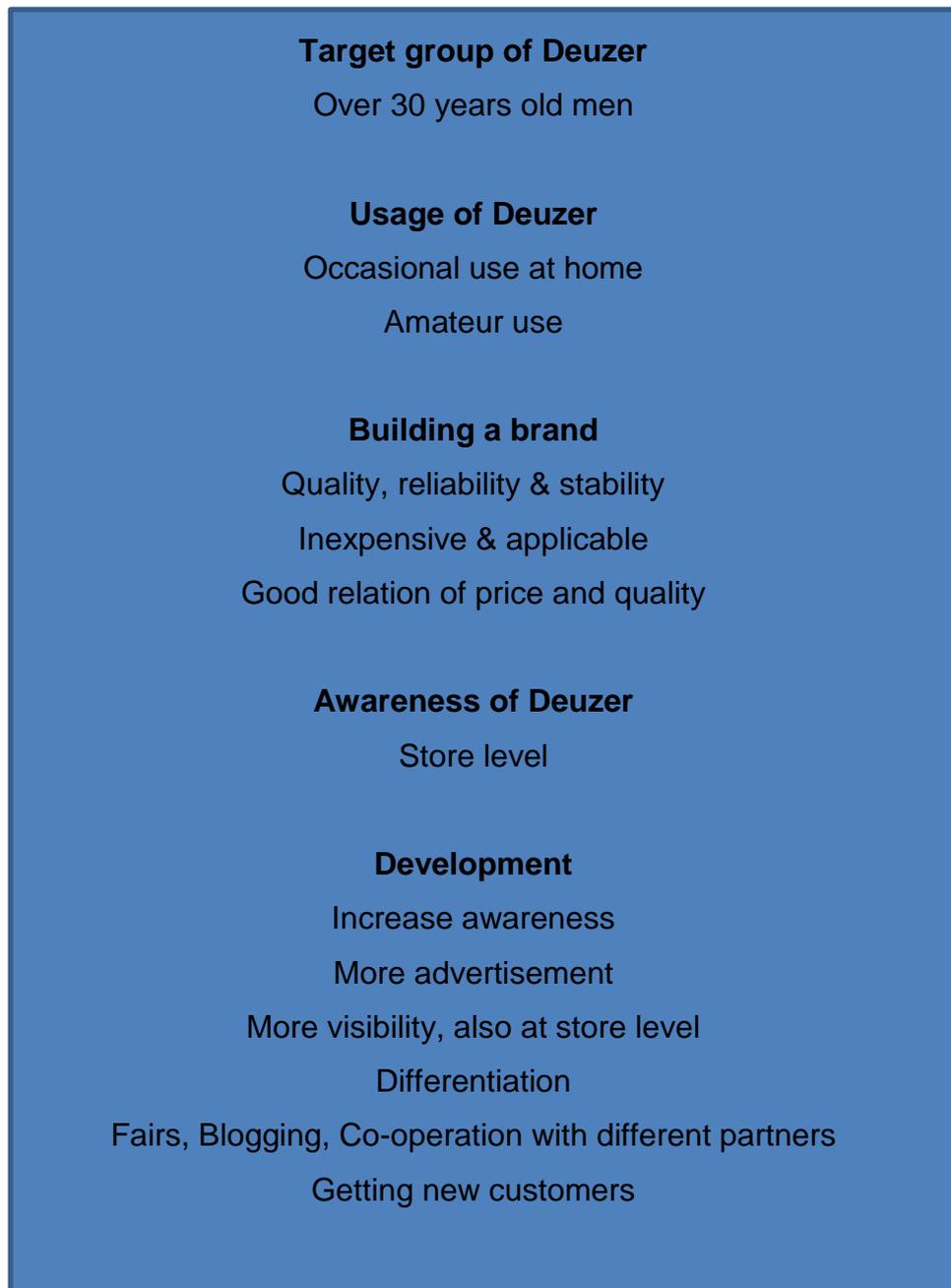


Figure 21. The conclusions based on the results

5.2 Implications for the commissioner

Aaker et al. (2000, 373) state that creating visibility, association and differentiation as well as developing deep customer relationship are components of brand building, and brand identity conduct all these three fields. When the private label Deuzer was new in the market, it was quite easy to sell the goods even without a clear strategy. In 2000 there was practically no competition

within the segment of tools and private labels, and the products were sold extremely well without any big effort toward the brand management. Anyhow, in these days the competition is extremely hard in the market and branding is nowadays an important aspect of a business. Consequently for instance sponsoring and blogging could be new ways of marketing the goods and the brand itself, and that way it would be possible to get more visibility. It would be useful to find customers, who would test the items, tell about the usage and recommend them in the blogs. In addition, co-operation with different operators would be valuable to the company, for instance private actors of construction companies could use and recommend Deuzer products in public. Also having an exhibition of Deuzer products on the fair could reach at one time many new customers and co-operation partners.

As the competition is very tight and the common economic position is fluctuating it is not so effortless to allure customers to the department store and sell the particular item. Anyhow, Delvecchio (2001, 239) is of the opinion that private label's improved quality, customers' price awareness and economic depression are reasons for private labels' growth. These are the motives that although the economic situation is unstable at the moment and the competition is hard; there are possibilities to increase awareness of the brand.

The management has recently made the line for private labels, which means that the selection of private labels is clearer now. The strategy for private labels was evaluated based on the research of Taloustutkimus Oy, as before there were too many private labels in the company and the situation of brands was unclear. The study by Taloustutkimus Oy showed that it is possible to develop the brand awareness and the right brand image of Deuzer in the future, because fortunately the brand image of Deuzer does not have any significant burdens at the moment. However, the work is just in the beginning as the following investigation of the corporation's brand identity and brand image of Deuzer shows. It is confrontational to create a strong private label which can compete with the national brands and is reliable and credible in the consumers' minds. This is suitable to the firm because according to Aaker et al. (2000, 32) with strong brands it is possible to gain a competitive advantage.

According to Ailawadi et al. (2004, 147), the share of the shelf space should be appropriate between private label and national brand products so that the consumers are able to find right alternatives. They (2004, 147) also are of the opinion that the companies should not have too high market share of private labels because the customers who buy private labels are many times purchasing less products when comparing the consumers who buy national brands. In Hong Kong chain there could be more visibility at store level for private labels as according to Goldsmith et al. (2010, 1), the consumers consider the private labels as good alternatives to more expensive products available at shelves of the stores. The brand strategy of the company is aiming to maintain also national brands in the collection. In addition, the product group manager needs to continue to be constantly up-to-date and seek new products and find new innovations for the products, for instance by visiting fairs regularly.

5.3 Suggestions for further research & development based on the evaluation of the own study

It would be valuable to the company to research more detailed the buying habits of the customers when talking about tools. Also the differentiation of the products comparing to the competitors' articles is vital. It is obvious that increasing the awareness of the brand, the marketing actions should be taken into account better.

In the questionnaire of this research, alternatives why buying Deuzer, were a brand, a package, a price, advertising and a quality. These alternatives were chosen based on the literature that is why there were quite few options to choose. To find out better the attributes why customers are choosing Deuzer, the wider collection of alternatives or customers' own opinions could be used in the questionnaire. In addition, it would be valuable to the company to get new customers but without forgetting the old ones as Aaker (2002, 21) explains that it is easier and cheaper to keep old customers than trying to get new ones. Aaker adds (2002, 21) that it is really essential that the firms do not forget the existing customer while seeking new ones.

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HONG KONG

Tämän tutkimuksen aiheena on Hong Kongin oma merkki Deuzer.

Tutkimus lehdään osana Kymenlaakson ammattikorkeakoulun opinnäytetyötä.
Tutkimuksen tulokset ovat osa suurempaa kokonaisuutta, joten yksittäisiä vastaajia ei voida kyselyn perusteella tunnistaa.

Vastanneiden sekä yhteystietonsa jättäneiden kesken arvotaan yksi 50 euron lahjekortti Hong Kong-tavarataloon. Yhteystietojanne käytetään vain arvonnän mahdollisen voiton ilmoittamiseen. Voittajalle ilmoitetaan henkilökohtaisesti.

Vastausaika kyselyyn on 3.-9.11.2014

Kitos ajastasi.

1. Sukupuolesi? *

Nainen Mies

2. Ikä? *

Alle 20 vuotta 20 – 29 vuotta 30 – 39 vuotta 40 – 49 vuotta 50 – 59 vuotta 60 vuotta-

3. Taloutesi yhteenlasketut bruttotulot kuukaudessa (ennen veroja)?

<900€
 901-2000€
 2001-3000€
 3001-4000€
 4001-5000€
 5000€-

4. Ammattisi / asemasi? *

johtava asema
 yrittäjä
 kotiäiti/-isä
 työntekijä
 asiantuntija
 työtön
 toimihenkilö
 maanviljelijä
 opiskelija
 eläkeläinen

Seuraava ->



Tämän tutkimuksen aiheena on Hong Kongin oma merkki Deuzer.

5. Tunnistatko seuraavia työkalumerkkejä? *

Voit valita useamman vaihtoehdon.

- Alpha Tools
- Bahco
- Black & Decker
- Bosch
- CoTech
- De Walt
- Deuzer
- Einhell
- Hercules
- Hitachi
- Hyundai
- Ironside
- Makita
- Panasonic
- PowerCraft
- PowerPlus
- Prof
- Ryobi
- Skil
- Stanley
- Toolmate
- Fiskars

6. Oletko ostanut seuraavia työkalumerkkejä? *

Voit valita useamman vaihtoehdon.

- Alpha Tools
- Bahco
- Black & Decker
- Bosch
- CoTech
- De Walt
- Deuzer
- Einhell
- Hercules
- Hitachi
- Hyundai
- Ironside
- Makita
- Panasonic
- PowerCraft
- PowerPlus

- Prof
- Ryobi
- Skil
- Stanley
- Toolmate
- Fiskars

7. Kuinka usein ostat omia merkkejä eli private label-tuotteita? *

Private label on kaupan oma merkki, joka tarkoittaa kauppaketjun tuotteita, jotka myydään valmistajan merkin sijasta kaupan omalla nimikkeellä.

- En koskaan
- Harvoin
- Usein
- Melkein aina

8. Mikä on ensisijainen työkalujen ostopaikkasi? *

Valitse ensisijainen ostopaikka.

- Motonet
- Biltema
- Claes Ohlsson
- Prisma
- Tokmanni
- Kodin Terra
- IKH
- Robin Hood
- Puullo
- Hong Kong
- Verkkokauppa
- K-Rauta
- Bauhaus

9. Onko Deuser (private label) merkki sinulle entuudestaan tuttu? *

Private label on kaupan oma merkki, joka tarkoittaa kauppaketjun tuotteita, jotka myydään valmistajan merkin sijasta kaupan omalla nimikkeellä.

- Olen ostanut Deuser-tuotteita/Tunnen merkin hyvin
- Tunnen merkin, mutta en ole ostanut sen tuotteita
- Olen kuullut nimen, mutta en tunne merkkiä
- En tunne merkkiä

10. Mitä kautta kuult Deuser merkistä ensimmäisen kerran? *

- Olen käynyt Hong Kong tavaratalossa
- Olen nähnyt lehti- tai TV-mainoksen
- Olen kuullut tutulta merkistä
- En ole kuullut merkistä

11. Mikä on pääkäyttötarkoituksesi ostaessas Deuser työkaluja? *

- Rakentamiseen
- Remontointiin
- Nikkarointiin
- Kodin satunnaisiin käyttötärpeisiin
- En ole ostanut

12. Valitse mielestäsi kolme soveliainta vaihtoehtoa, jotka kuvaavat Deuser merkkiä parhaiten? *

Valitse kolme soveliainta vaihtoehtoa.

- Trendikäs
- Tuttu
- Hyvälaatuinen
- Vanhanaikainen
- Klassinen
- Käytännöllinen
- Huonolaatuinen
- Moderni
- Uniikki
- Nuorekas

- Innovatiivinen
- Vahva
- Kallis
- Luotettava
- Tasainen
- Kestävä
- Halpa

13. Minkä ominaisuuksien perusteella ostaisit Deuser-tuotteita?

Valitse enintään kolme mielestäsi soveliainta vaihtoehtoa.

- Merkki
- Pakkaus
- Hinta
- Mainonta
- Laatu

[← Edellinen](#) [Seuraava →](#)

Seuraavassa on esitetty väittämiä, jotka liittyvät työkalujen ostamiseen.

14. Ostaessasi työkaluja, tuotteen *

Miten hyvin väittämät vastaavat mielipidettäsi.

Valitse kunkin väittämän kohdalla sopivin vaihtoehto. **1= Täysin eri mieltä, 2= Melko paljon eri mieltä, 3= Ei samaa eikä eri mieltä, 4= Melko paljon samaa mieltä ja 5= Täysin samaa mieltä.**

	1	2	3	4	5
mainonta vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hintaa vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
merkki vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
laatu vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pakkaus vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Ostaessasi private label tuotteita, tuotteen *

	1	2	3	4	5
hintaa vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pakkaus vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
merkki vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mainonta vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
laatu vaikuttaa ostopäätökseesi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Minkä kouluarvosanan antaisit (4-10) Deuser tuotteille? *

	4	5	6	7	8	9	10
Kouluarvosana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Tulet ostamaan Deuser tuotteita seuraavan vuoden aikana? *

	täysin eri mieltä	melko paljon eri mieltä	ei samaa eikä eri mieltä	melko paljon samaa mieltä	täysin samaa mieltä
Arviot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Yhteystiedot

Yhteystiedot tarvitsemme mahdollisen palkinnon lähettämiseksi. Yhteystietoja ei käytetä muussa markkinoinnissa.

Etunimi

Sukunimi

Matkapuhelin

Sähköposti

Osoite

Postinumero

Postitoimipaikka

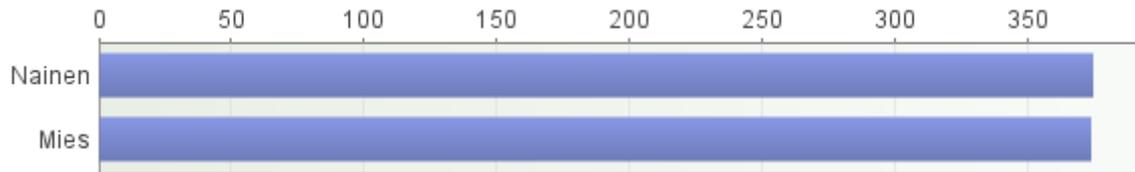
Puhelin

Hong Kong tavaratalo jossa asioit

[← Edellinen](#) [Läheta](#)

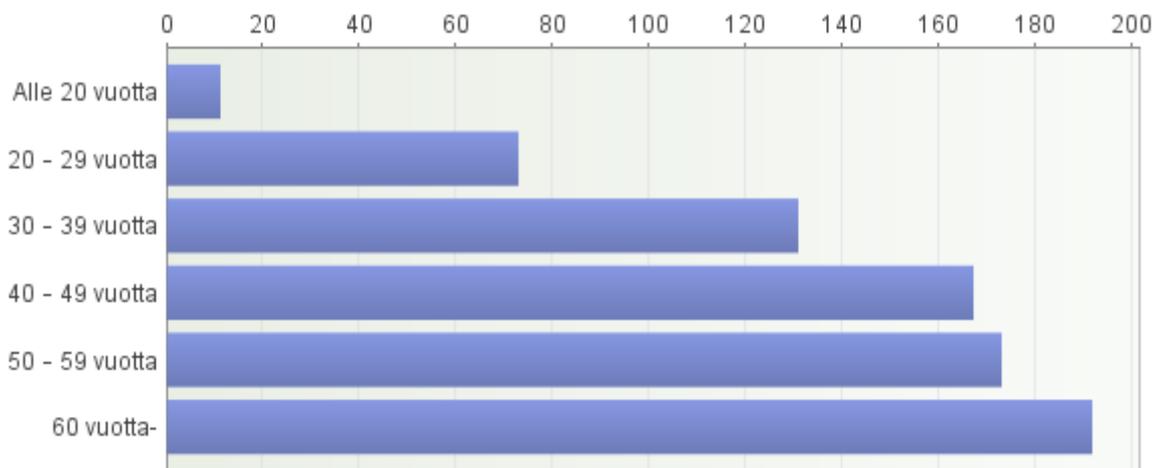
1. Sukupuolesi?

Vastaajien määrä: 747



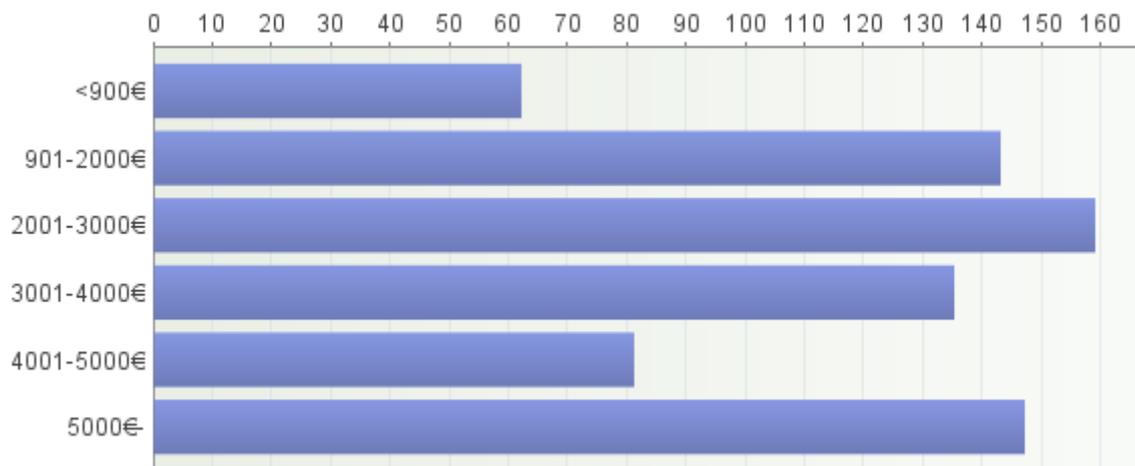
2. Ikä?

Vastaajien määrä: 747



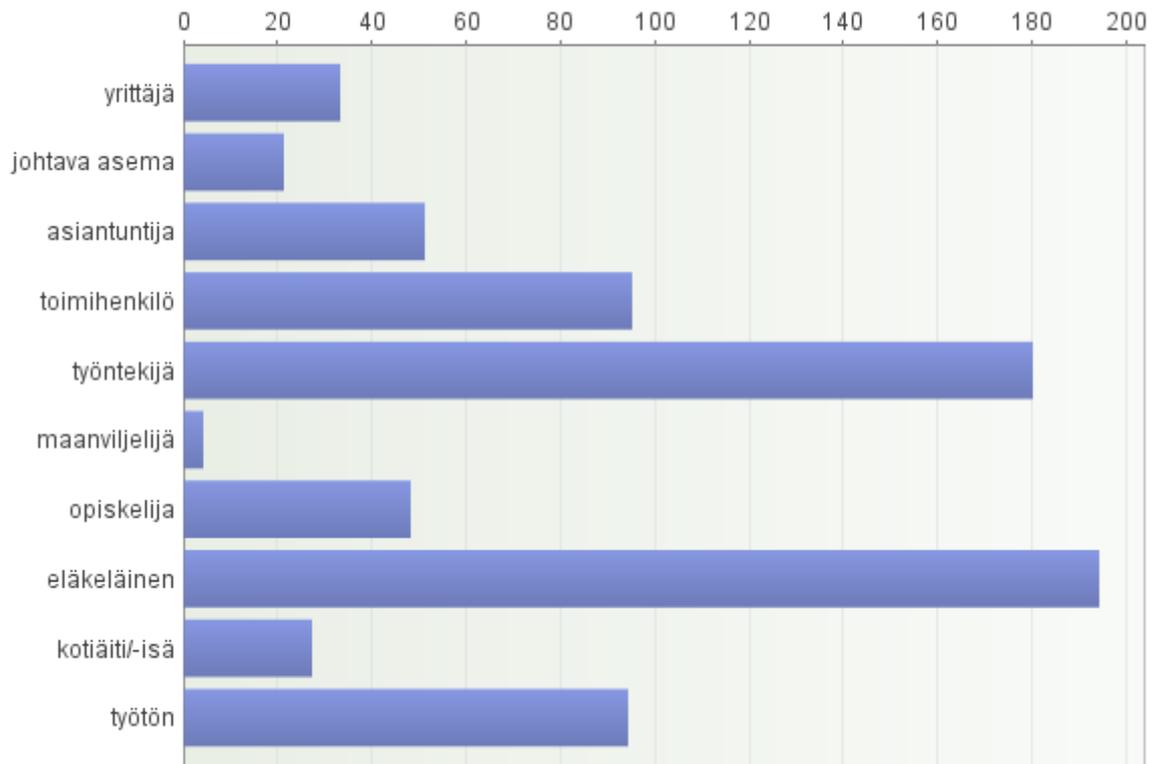
3. Taloutesi yhteenlasketut bruttotulot kuukaudessa (ennen veroja)?

Vastaajien määrä: 727



4. Ammattisi / asemasi?

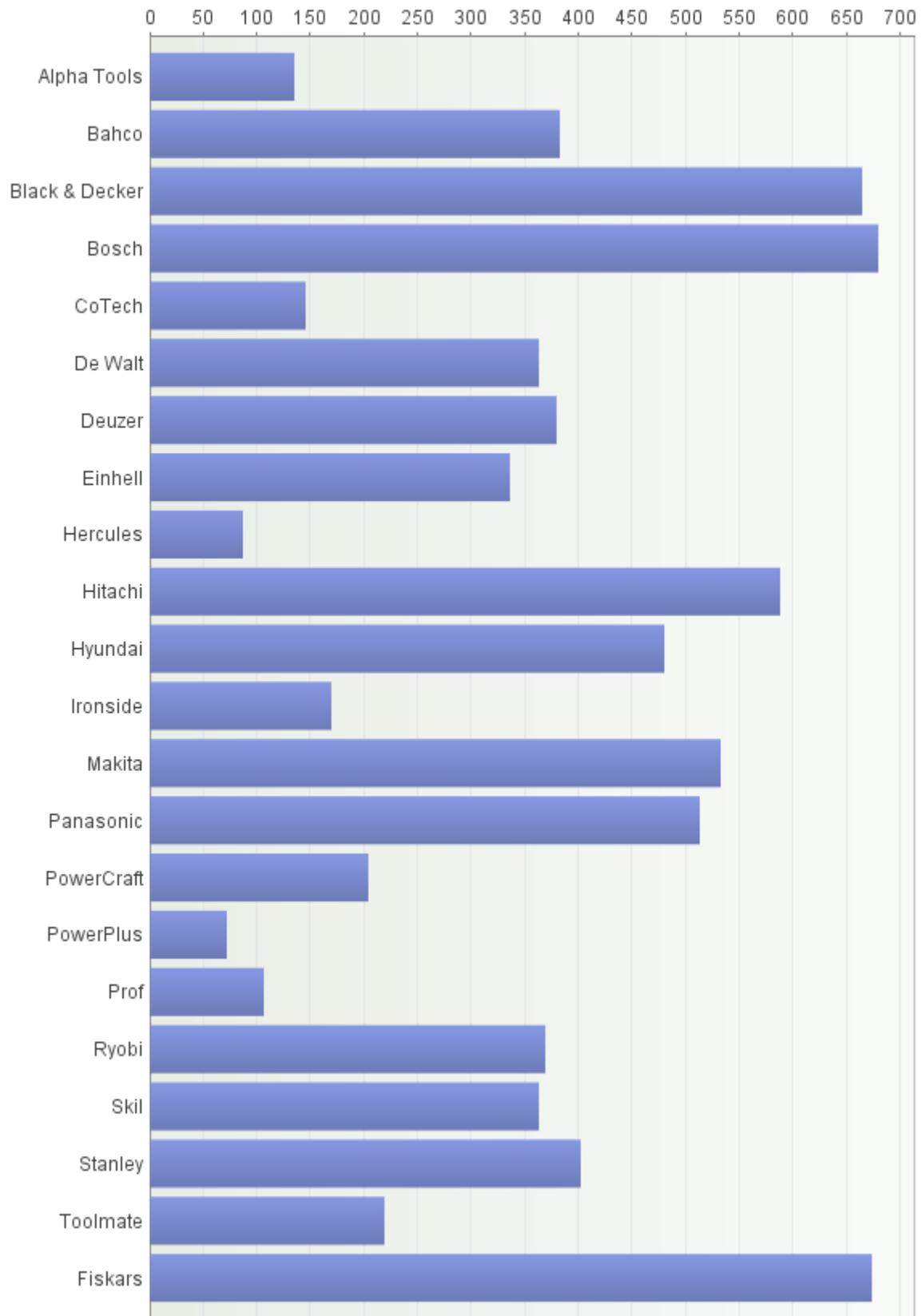
Vastaajien määrä: 747



5. Tunnistatko seuraavia työkalumerkkejä?

Voit valita useamman vaihtoehdon.

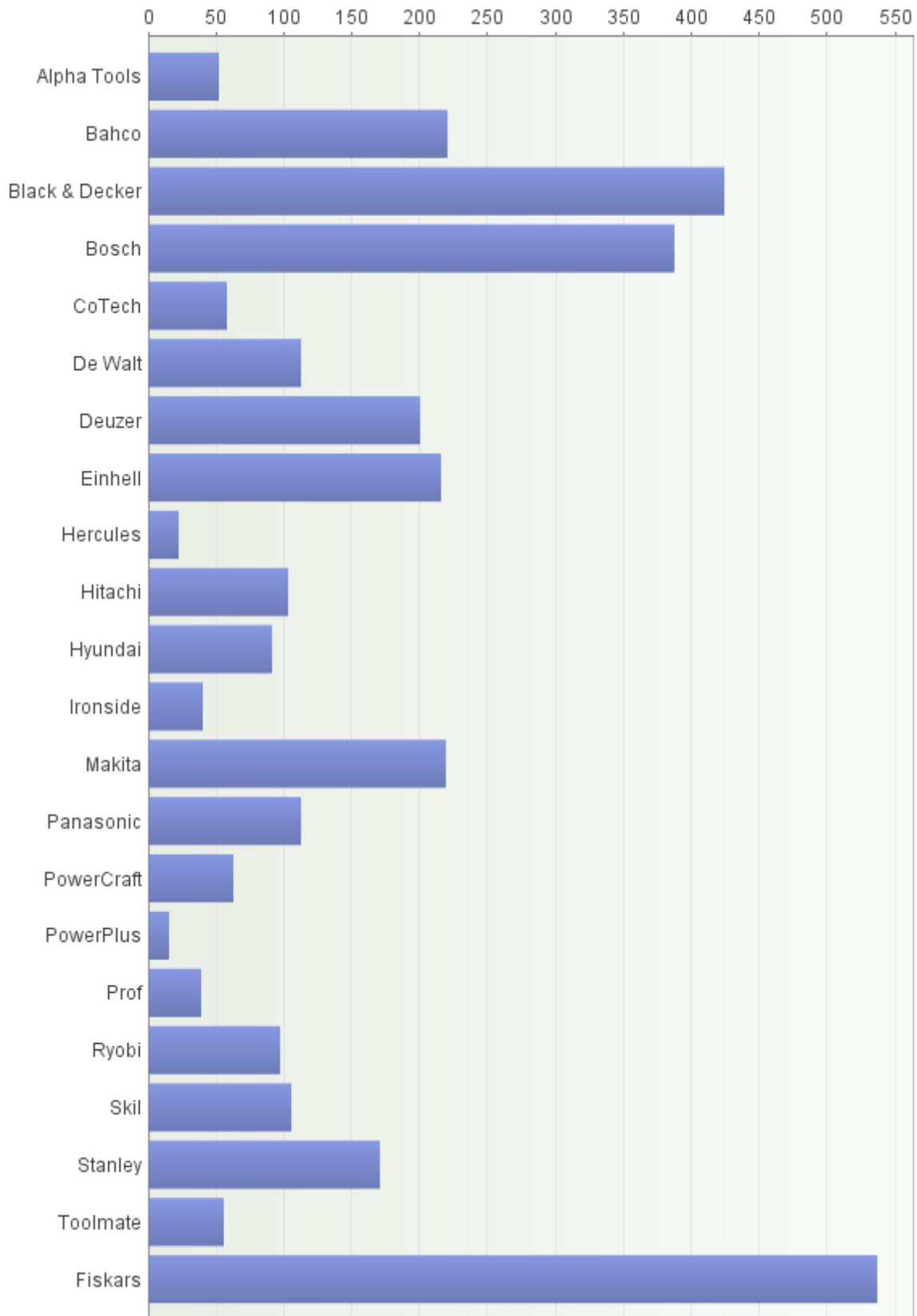
Vastaajien määrä: 747



6. Oletko ostanut seuraavia työkalumerkkejä?

Voit valita useamman vaihtoehdon.

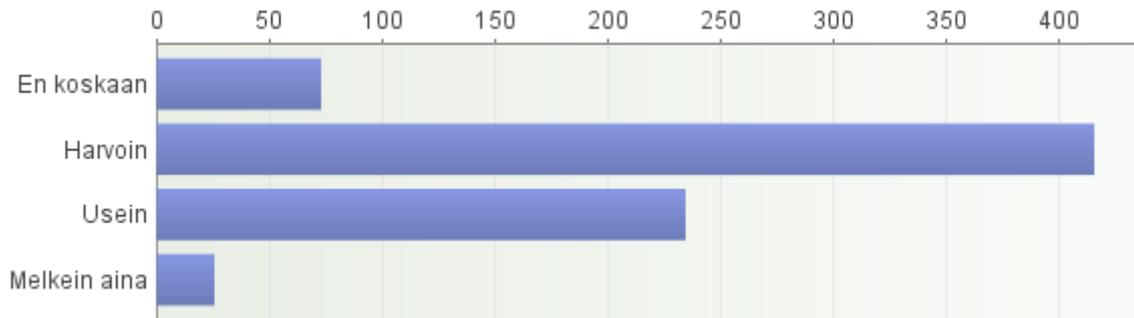
Vastaajien määrä: 747



7. Kuinka usein ostat omia merkkejä eli private label-tuotteita?

Private label on kaupan oma merkki, joka tarkoittaa kauppaketjun tuotteita, jotka myydään valmistajan merkin sijasta kaupan omalla nimikkeellä.

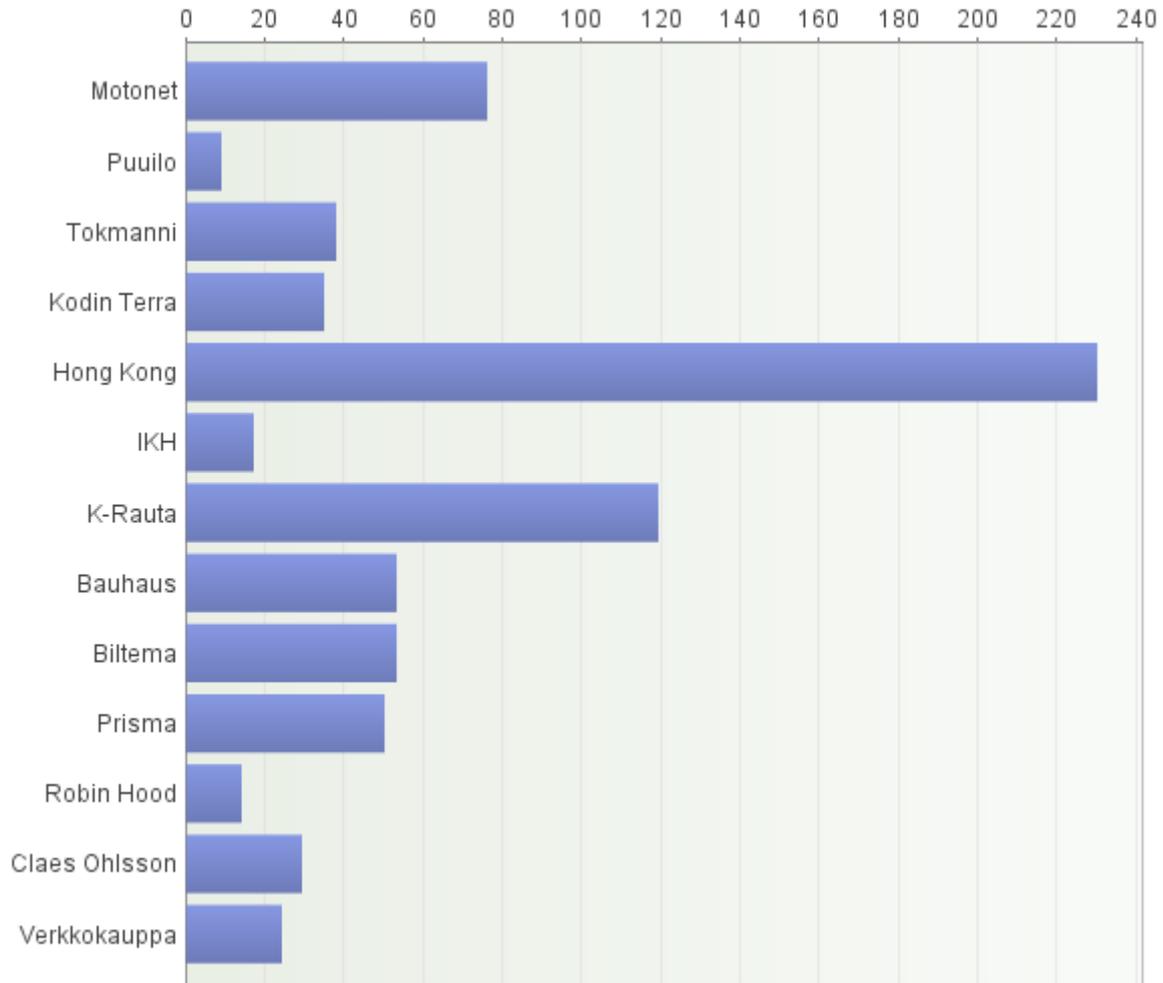
Vastaajien määrä: 747



8. Mikä on ensisijainen työkalujen ostopaikkasi?

Valitse ensisijainen ostopaikka.

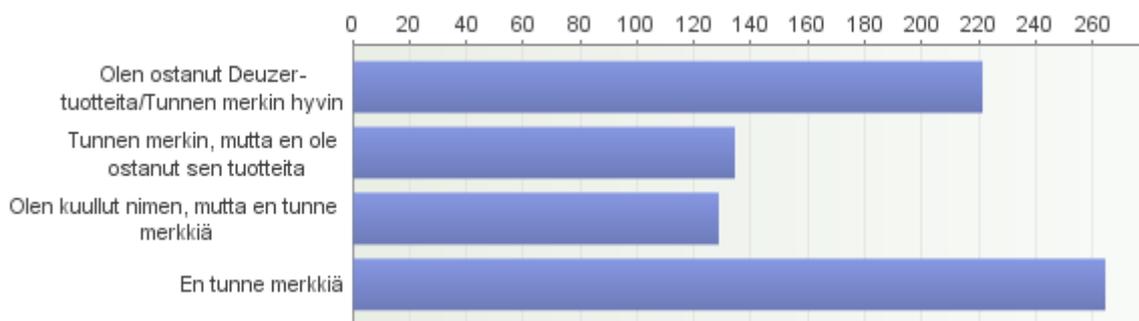
Vastaajien määrä: 747



9. Onko Deuser (private label) merkki sinulle entuudestaan tuttu?

Private label on kaupan oma merkki, joka tarkoittaa kauppaetun tuotteita, jotka myydään valmistajan merkin sijasta kaupan omalla nimikkeellä.

Vastaajien määrä: 747



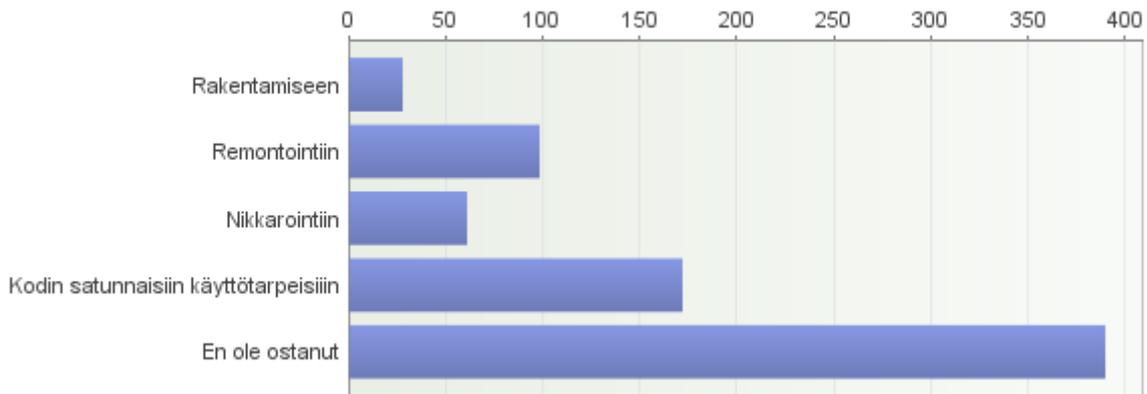
10. Mitä kautta kuultit Deuzer merkistä ensimmäisen kerran?

Vastaajien määrä: 747



11. Mikä on pääkäyttötarkoituksesi ostaessas Deuzer työkaluja?

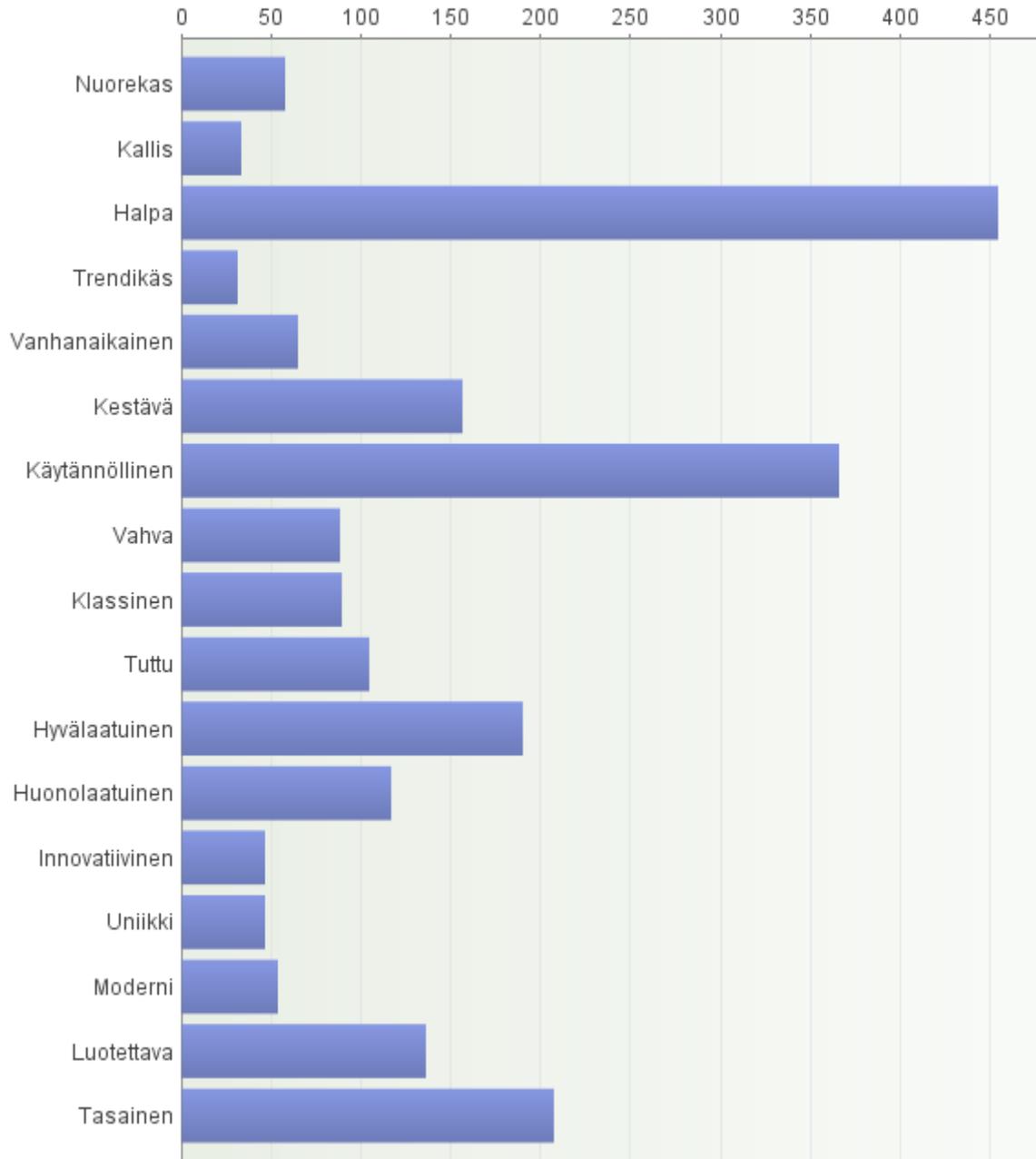
Vastaajien määrä: 747



12. Valitse mielestäsi kolme soveliainta vaihtoehtoa, jotka kuvaavat Deuzer merkkiä parhaiten?

Valitse kolme soveliainta vaihtoehtoa.

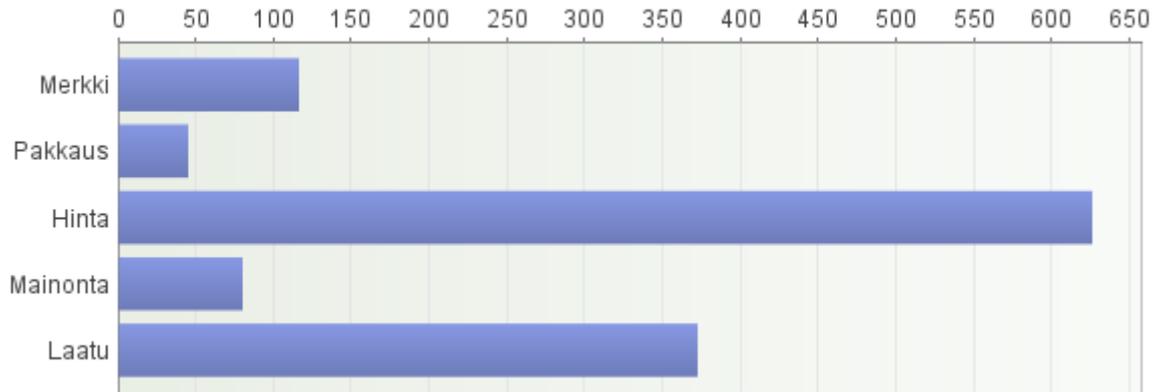
Vastaajien määrä: 746



13. Minkä ominaisuuksien perusteella ostaisit Deuzer-tuotteita?

Valitse enintään kolme mielestäsi soveliainta vaihtoehtoa.

Vastaajien määrä: 744



14. Ostaessasi työkaluja, tuotteen

Miten hyvin väittämät vastaavat mielipidettäsi. Valitse kunkin väittämän kohdalla sopivin vaihtoehto. 1= Täysin eri mieltä, 2= Melko paljon eri mieltä, 3= Ei samaa eikä eri mieltä, 4= Melko paljon samaa mieltä ja 5= Täysin samaa mieltä.

Vastaajien määrä: 747

	1	2	3	4	5	Yhteensä	Keskiarvo
hinta vaikuttaa ostopäätökseesi	11	26	88	334	287	746	4,15
pakkaus vaikuttaa ostopäätökseesi	196	238	223	71	19	747	2,3
merkki vaikuttaa ostopäätökseesi	28	63	249	312	94	746	3,51
mainonta vaikuttaa ostopäätökseesi	74	213	280	156	23	746	2,79
laatu vaikuttaa ostopäätökseesi	15	17	86	339	289	746	4,17
Yhteensä	324	557	926	1212	712	3731	3,38

15. Ostaessasi private label tuotteita, tuotteen

Vastaajien määrä: 747

	1	2	3	4	5	Yhteensä	Keskiarvo
hinta vaikuttaa ostopäätökseesi	22	22	85	293	324	746	4,17
pakkaus vaikuttaa ostopäätökseesi	219	200	216	91	20	746	2,32
merkki vaikuttaa ostopäätökseesi	58	103	278	250	57	746	3,19
mainonta vaikuttaa ostopäätökseesi	108	186	276	152	25	747	2,73
laatu vaikuttaa ostopäätökseesi	33	24	129	327	233	746	3,94
Yhteensä	440	535	984	1113	659	3731	3,27

16. Minkä kouluarvosanan antaisit (4-10) Deuzer tuotteille?

Vastaajien määrä: 747

	4	5	6	7	8	9	10	Yhteensä	Keskiarvo
Kouluarvosana	31	34	56	270	283	64	9	747	7,3

17. Tulet ostamaan Deuzer tuotteita seuraavan vuoden aikana?

Vastaajien määrä: 746

	täysin eri mieltä	melko paljon eri mieltä	ei samaa eikä eri mieltä	melko paljon samaa mieltä	täysin samaa mieltä	Yhteensä	Keskiarvo
Arviosi	60	88	366	211	30	755	3,08

APPENDIX 3

1. Sukupuolesi?

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 – 29 vuotta, Nainen (N=49)	20 – 29 vuotta, Mies (N=24)	30 – 39 vuotta, Nainen (N=65)	30 – 39 vuotta, Mies (N=66)	40 – 49 vuotta, Nainen (N=81)	40 – 49 vuotta, Mies (N=86)	50 – 59 vuotta, Nainen (N=97)	50 – 59 vuotta, Mies (N=76)	60 vuotta, Nainen (N=75)	60 vuotta, Mies (N=117)
Nainen	7	0	49	0	65	0	81	0	97	0	75	0
Mies	0	4	0	24	0	66	0	86	0	76	0	117

2. Ikä?

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 – 29 vuotta, Nainen (N=49)	20 – 29 vuotta, Mies (N=24)	30 – 39 vuotta, Nainen (N=65)	30 – 39 vuotta, Mies (N=66)	40 – 49 vuotta, Nainen (N=81)	40 – 49 vuotta, Mies (N=86)	50 – 59 vuotta, Nainen (N=97)	50 – 59 vuotta, Mies (N=76)	60 vuotta, Nainen (N=75)	60 vuotta, Mies (N=117)
Alle 20 vuotta	7	4	0	0	0	0	0	0	0	0	0	0
20 – 29 vuotta	0	0	49	24	0	0	0	0	0	0	0	0
30 – 39 vuotta	0	0	0	0	65	66	0	0	0	0	0	0
40 – 49 vuotta	0	0	0	0	0	0	81	86	0	0	0	0
50 – 59 vuotta	0	0	0	0	0	0	0	0	97	76	0	0
60 vuotta-	0	0	0	0	0	0	0	0	0	0	75	117

3. Taloutesi yhteenlasketut bruttotulot kuukaudessa (ennen veroja)?

Vastaajien määrä: 727

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4 8)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nai- nen (N=6 3)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 2)	50 – 59 vuot- ta, Nai- nen (N=9 3)	50 – 59 vuot- ta, Mies (N=7 3)	60 vuot- ta, Nai- nen (N=7 3)	60 vuot- ta, Mies (N=1 13)
<900€	5	3	8	7	7	6	6	6	6	4	2	2
901-2000€	1	1	20	4	10	10	13	13	19	14	24	14
2001-3000€	0	0	6	4	12	8	22	15	26	9	23	34
3001-4000€	0	0	8	6	17	10	14	13	16	14	11	26
4001-5000€	0	0	3	2	7	13	12	9	6	10	10	9
5000€-	1	0	3	1	10	19	14	26	20	22	3	28

4. Ammattisi / asemasi?

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nai- nen (N=6 5)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nai- nen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nai- nen (N=7 5)	60 vuot- ta, Mies (N=1 17)
yrittäjä	0	0	0	1	1	1	3	7	6	8	1	5
johtava asema	1	0	0	0	0	4	0	5	5	3	0	3
asiantuntija	0	1	0	0	6	14	4	8	6	8	1	3
toimihenkilö	0	0	3	2	6	9	16	16	25	14	0	4
työntekijä	1	0	15	9	22	22	28	26	28	18	4	7
maanviljelijä	0	0	0	0	0	0	0	0	1	1	0	2
opiskelija	5	3	15	9	5	4	1	5	0	1	0	0
eläkeläinen	0	0	1	0	4	2	7	5	10	12	66	87
kotiäiti/-isä	0	0	7	0	14	0	2	0	3	0	0	1
työtön	0	0	8	3	7	10	20	14	13	11	3	5

5. Tunnistatko seuraavia työkalumerkkejä?

Voit valita useamman vaihtoehdon.

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot-ta, Nainen (N=7)	Alle 20 vuot-ta, Mies (N=4)	20 – 29 vuot-ta, Nainen (N=4 9)	20 – 29 vuot-ta, Mies (N=2 4)	30 – 39 vuot-ta, Nainen (N=6 5)	30 – 39 vuot-ta, Mies (N=6 6)	40 – 49 vuot-ta, Nainen (N=8 1)	40 – 49 vuot-ta, Mies (N=8 6)	50 – 59 vuot-ta, Nainen (N=9 7)	50 – 59 vuot-ta, Mies (N=7 6)	60 vuot-ta-, Nainen (N=7 5)	60 vuot-ta-, Mies (N=1 7)
Alpha Tools	0	1	5	5	4	21	4	26	7	20	5	36
Bahco	1	1	5	12	15	52	26	65	31	67	12	95
Black & Decker	0	3	35	19	57	61	74	80	88	74	64	109
Bosch	5	3	40	20	60	62	78	81	86	74	65	105
CoTech	0	1	5	6	5	31	7	33	4	19	2	32
De Walt	0	1	6	15	26	52	31	68	25	57	8	74
Deuzer	1	2	10	16	26	44	35	63	26	54	14	88
Einhell	0	1	8	12	16	49	25	57	20	59	7	82
Hercules	1	1	3	5	5	12	5	17	6	9	4	18
Hitachi	3	2	31	20	43	62	67	75	64	69	57	95
Hyundai	5	2	26	20	34	52	47	59	55	57	42	80
Ironside	0	2	1	6	2	35	13	39	12	26	3	30
Makita	1	3	20	18	36	55	58	76	61	72	28	104
Panasonic	5	3	23	18	37	56	51	69	58	63	47	83
PowerCraft	0	1	8	11	12	31	10	39	9	35	3	44
PowerPlus	0	2	4	5	1	9	4	16	4	12	1	14
Prof	1	0	2	3	5	21	13	24	9	12	1	15
Ryobi	0	2	7	12	16	54	36	69	32	61	6	74
Skil	0	0	1	11	9	45	27	61	25	66	23	94
Stanley	0	1	6	15	10	52	23	66	45	68	27	88
Toolmate	1	1	5	9	11	27	19	37	19	36	7	47
Fiskars	6	3	45	19	57	61	76	76	87	71	69	103

6. Oletko ostanut seuraavia työkalumerkkeitä?

Voit valita useamman vaihtoehdon.

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nainen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nainen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nainen (N=6 5)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nainen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nainen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nainen (N=7 5)	60 vuot- ta, Mies (N=1 7)
Alpha Tools	1	0	2	1	1	9	0	9	2	10	0	16
Bahco	0	1	4	6	10	39	11	40	15	38	3	53
Black & Decker	0	3	12	7	32	45	35	48	55	56	42	89
Bosch	2	1	17	15	32	44	32	59	38	49	28	70
CoTech	0	0	1	2	2	12	3	13	0	11	1	12
De Walt	0	1	3	4	9	18	8	22	9	13	3	22
Deuzer	0	1	4	5	15	25	17	30	11	33	6	53
Einhell	0	0	4	5	9	33	8	44	11	37	4	60
Hercules	0	0	0	0	0	4	0	4	1	4	1	8
Hitachi	0	2	2	1	2	18	10	14	10	13	12	19
Hyundai	0	1	2	1	2	16	9	13	9	10	8	20
Ironside	1	0	0	2	0	13	2	11	2	5	0	4
Makita	0	1	6	11	13	24	18	33	19	31	11	52
Panasonic	3	1	5	5	8	9	11	9	16	16	11	18
PowerCraft	0	0	1	1	1	13	3	19	3	7	1	13
PowerPlus	0	0	0	0	0	2	1	4	1	2	0	5
Prof	0	0	2	1	1	10	4	11	1	6	0	3
Ryobi	0	1	1	5	6	8	12	17	8	12	1	25
Skil	0	0	0	2	0	12	6	11	6	22	7	39
Stanley	0	0	1	5	6	28	4	29	11	29	10	47
Toolmate	1	0	1	0	4	8	1	10	3	11	2	14
Fiskars	5	3	31	18	46	48	62	53	79	49	63	79

7. Kuinka usein ostat omia merkkejä eli private label-tuotteita?

Private label on kaupan oma merkki, joka tarkoittaa kauppaketjun tuotteita, jotka myydään valmistajan merkin sijasta kaupan omalla nimikkeellä.

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4)	20 – 29 vuot- ta, Mies (N=2)	30 – 39 vuot- ta, Nai- nen (N=6)	30 – 39 vuot- ta, Mies (N=6)	40 – 49 vuot- ta, Nai- nen (N=8)	40 – 49 vuot- ta, Mies (N=8)	50 – 59 vuot- ta, Nai- nen (N=9)	50 – 59 vuot- ta, Mies (N=7)	60 vuot- ta, Nai- nen (N=7)	60 vuot- ta, Mies (N=17)
En koskaan	2	1	9	2	5	0	9	5	14	5	17	4
Harvoin	5	2	16	16	36	33	46	54	60	41	40	66
Usein	0	1	19	6	21	29	25	26	21	28	15	43
Melkein aina	0	0	5	0	3	4	1	1	2	2	3	4

8. Mikä on ensisijainen työkalujen ostopaikkasi?

Valitse ensisijainen ostopaikka.

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nai- nen (N=6 5)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nai- nen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nai- nen (N=7 5)	60 vuot- ta, Mies (N=1 17)
Motonet	1	0	4	4	6	10	6	17	7	5	6	10
Puulo	0	0	0	0	1	0	1	3	1	1	0	2
Tokmanni	0	0	2	1	3	1	1	8	6	6	3	7
Kodin Terra	0	0	1	0	5	3	6	4	9	3	1	3
Hong Kong	1	0	8	9	19	15	30	19	27	30	28	44
IKH	0	0	1	0	0	3	0	5	1	3	0	4
K-Rauta	0	1	8	3	9	9	14	7	21	6	18	23
Bauhaus	0	1	7	0	6	7	9	4	4	8	3	4
Biltema	0	1	7	2	3	7	3	6	3	9	4	8
Prisma	4	0	6	1	7	3	5	3	8	2	8	3
Robin Hood	0	0	3	1	0	1	3	2	1	0	1	2
Claes Ohlsson	1	0	2	1	3	4	2	3	5	1	3	4
Verkkokauppa	0	1	0	2	3	3	1	5	4	2	0	3

9. Onko Deuzer (private label) merkki sinulle entuudestaan tuttu?

Private label on kaupan oma merkki, joka tarkoittaa kauppaketjun tuotteita, jotka myydään valmistajan merkin sijasta kaupan omalla nimikkeellä.

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nai- nen (N=6 5)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nai- nen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nai- nen (N=7 5)	60 vuot- ta, Mies (N=1 17)
Olen ostanut Deuzer-tuotteita/Tunnen merkin hyvin	0	2	5	7	15	32	18	36	12	34	5	55
Tunnen merkin, mutta en ole ostanut sen tuotteita	0	0	5	4	4	14	14	28	11	19	4	31
Olen kuullut nimen, mutta en tunne merkkiä	1	1	8	6	17	10	17	10	21	8	14	15
En tunne merkkiä	6	1	31	7	29	10	32	12	53	15	52	16

10. Mitä kautta kuulit Deuzer merkistä ensimmäisen kerran?

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nai- nen (N=6 5)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nai- nen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nai- nen (N=7 5)	60 vuot- ta, Mies (N=1 17)
Olen käynyt Hong Kong tavaratalossa	0	1	10	12	16	42	26	48	24	46	15	73
Olen nähnyt lehti- tai TV-mainoksen	1	1	5	3	13	11	16	21	16	14	9	16
Olen kuullut tutulta merkistä	0	1	4	2	10	1	7	6	6	2	4	10
En ole kuullut merkistä	6	1	30	7	26	12	32	11	51	14	47	18

11. Mikä on pääkäyttötarkoituksesi ostaessas Deuzer työkaluja?

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=4)	20 – 29 vuot- ta, Nai- nen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 4)	30 – 39 vuot- ta, Nai- nen (N=6 5)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nai- nen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nai- nen (N=7 5)	60 vuot- ta, Mies (N=1 17)
Rakentamiseen	0	1	1	1	2	6	1	7	1	2	0	5
Remontointiin	0	0	2	4	6	9	5	11	8	15	9	29
Nikkarointiin	0	1	1	1	3	8	8	6	3	11	1	18
Kodin satunnaisiin käyttötarpeisiin	0	1	7	6	13	17	17	27	19	21	15	29
En ole ostanut	7	1	38	12	41	26	50	35	66	27	50	36

12. Valitse mielestäsi kolme soveliainta vaihtoehtoa, jotka kuvaavat Deuzer merkkiä parhaiten?

Valitse kolme soveliainta vaihtoehtoa.

Vastaajien määrä: 746

	Ikä?, Sukupuolesi?											
	Alle 20 vuot-ta, Nainen (N=7)	Alle 20 vuot-ta, Mies (N=4)	20 – 29 vuot-ta, Nainen (N=4)	20 – 29 vuot-ta, Mies (N=2)	30 – 39 vuot-ta, Nainen (N=6)	30 – 39 vuot-ta, Mies (N=6)	40 – 49 vuot-ta, Nainen (N=8)	40 – 49 vuot-ta, Mies (N=8)	50 – 59 vuot-ta, Nainen (N=9)	50 – 59 vuot-ta, Mies (N=7)	60 vuot-ta, Nainen (N=7)	60 vuot-ta, Mies (N=17)
Nuorekas	1	0	3	1	3	7	10	6	7	6	8	5
Kallis	3	0	5	1	2	3	3	3	1	4	3	5
Halpa	1	0	22	18	33	57	50	67	46	56	32	72
Trendikäs	1	1	2	1	2	2	8	1	4	1	4	4
Vanhanaikainen	1	0	7	2	4	7	2	16	5	13	4	4
Kestävä	2	0	8	5	20	7	15	7	28	11	23	30
Käytännöllinen	2	3	22	7	35	30	42	40	51	38	39	56
Vahva	1	1	6	1	8	2	6	4	19	8	12	20
Klassinen	0	0	8	3	6	11	14	12	6	9	8	12
Tuttu	0	0	4	3	7	12	11	15	7	7	6	32
Hyvälaatuinen	3	2	14	3	22	8	17	11	25	14	27	44
Huonolaatuinen	2	1	6	5	8	22	6	21	11	16	4	14
Innovatiivinen	0	0	9	3	3	2	6	5	11	1	5	1
Uniikki	1	1	6	3	4	3	5	4	10	4	2	3
Moderni	0	0	3	2	5	3	8	6	9	4	10	3
Luotettava	3	2	8	2	12	6	10	9	23	12	24	25
Tasainen	0	1	14	10	21	16	30	31	25	24	14	21

13. Minkä ominaisuuksien perusteella ostaisit Deuzer-tuotteita?

Valitse enintään kolme mielestäsi soveliainta vaihtoehtoa.

Vastaaajien määrä: 744

	Ikä?, Sukupuolesi?											
	Alle 20 vuot- ta, Nai- nen (N=7)	Alle 20 vuot- ta, Mies (N=3)	20 – 29 vuot- ta, Nai- nen (N=4 9)	20 – 29 vuot- ta, Mies (N=2 3)	30 – 39 vuot- ta, Nai- nen (N=6 4)	30 – 39 vuot- ta, Mies (N=6 6)	40 – 49 vuot- ta, Nai- nen (N=8 1)	40 – 49 vuot- ta, Mies (N=8 6)	50 – 59 vuot- ta, Nai- nen (N=9 7)	50 – 59 vuot- ta, Mies (N=7 6)	60 vuot- ta, Nai- nen (N=7 5)	60 vuot- ta, Mies (N=1 17)
Merkki	1	1	4	1	8	2	11	8	9	11	15	45
Pakkaus	1	0	5	1	4	3	6	7	4	5	6	3
Hinta	3	2	40	21	55	60	72	80	68	68	61	96
Mainonta	0	1	7	1	8	7	11	10	11	3	13	8
Laatu	5	1	26	8	38	23	45	34	63	40	37	52

14. Ostaessasi työkaluja, tuotteen

Miten hyvin väittämät vastaavat mielipidettäsi. Valitse kunkin väittämän kohdalla sopivin vaihtoehto. 1= Täysin eri mieltä, 2= Melko paljon eri mieltä, 3= Ei samaa eikä eri mieltä, 4= Melko paljon samaa mieltä ja 5= Täysin samaa mieltä.

Vastaajien määrä: 747

		Ikä?, Sukupuolesi?										
hinta vaikuttaa ostopäätökseen	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 - 29 vuotta, Nainen (N=49)	20 - 29 vuotta, Mies (N=23)	30 - 39 vuotta, Nainen (N=66)	40 - 49 vuotta, Nainen (N=81)	40 - 49 vuotta, Mies (N=86)	50 - 59 vuotta, Nainen (N=97)	50 - 59 vuotta, Mies (N=76)	60 vuotta, Nainen (N=75)	60 vuotta, Mies (N=117)	
	1	2	0	0	1	1	1	0	1	1	2	0
2	0	1	2	1	3	4	1	4	1	3	4	2
3	1	2	5	5	3	10	9	14	6	8	5	20
4	2	1	21	7	27	29	37	40	48	33	33	56
5	2	0	21	9	31	22	34	27	41	30	33	37
Keskiarvo	3,29	3	4,24	3,96	4,29	4,02	4,28	4,02	4,31	4,13	4,27	4,06

		Ikä?, Sukupuolesi?										
pakkaus vaikuttaa ostopäätökseen	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 - 29 vuotta, Nainen (N=49)	20 - 29 vuotta, Mies (N=24)	30 - 39 vuotta, Nainen (N=66)	40 - 49 vuotta, Nainen (N=81)	40 - 49 vuotta, Mies (N=86)	50 - 59 vuotta, Nainen (N=97)	50 - 59 vuotta, Mies (N=76)	60 vuotta, Nainen (N=75)	60 vuotta, Mies (N=117)	
	1	3	0	3	6	11	16	15	16	31	30	26
2	1	0	15	7	20	26	27	37	25	18	23	39
3	1	3	17	11	19	18	30	26	26	23	19	30
4	2	1	12	0	14	5	6	6	8	3	5	9
5	0	0	2	0	1	1	3	1	7	2	2	0
Keskiarvo	2,29	3,25	2,9	2,21	2,6	2,23	2,44	2,29	2,33	2,07	2,12	2,08

		Ikä?, Sukupuolesi?										
merkki vaikuttaa ostopäätökseesi	Alle 20 vuo	Alle 20 vuo	20 - 29 vuo	20 - 29 vuo	30 - 39 vuo	30 - 39 vuo	40 - 49 vuo	40 - 49 vuo	50 - 59 vuo	50 - 59 vuo	60 vuotta -	60 vuotta -
	Nainen (N=7)	Mies (N=4)	Nainen (N=49)	Mies (N=23)	Nainen (N=65)	Mies (N=66)	Nainen (N=81)	Mies (N=86)	Nainen (N=97)	Mies (N=76)	Nainen (N=75)	Mies (N=117)
1	1	0	4	1	2	5	1	4	0	3	4	3
2	2	0	7	2	3	9	11	8	3	3	7	8
3	1	2	14	8	20	22	31	35	36	24	21	35
4	2	2	17	10	31	19	29	32	40	39	33	58
5	1	0	7	2	9	11	9	7	18	7	10	13
Keskiarvo	3	3,5	3,3 3	3,4 3	3,6 5	3,33	3,42	3,35	3,75	3,58	3,51	3,6

		Ikä?, Sukupuolesi?										
mainonta vaikuttaa ostopäätökseesi	Alle 20 vuo	Alle 20 vuo	20 - 29 vuo	20 - 29 vuo	30 - 39 vuo	30 - 39 vuo	40 - 49 vuo	40 - 49 vuo	50 - 59 vuo	50 - 59 vuo	60 vuotta -	60 vuotta -
	Nainen (N=7)	Mies (N=4)	Nainen (N=49)	Mies (N=23)	Nainen (N=65)	Mies (N=66)	Nainen (N=81)	Mies (N=86)	Nainen (N=97)	Mies (N=76)	Nainen (N=75)	Mies (N=117)
1	2	0	7	3	4	8	5	9	10	8	6	12
2	3	1	6	10	7	29	25	23	17	35	17	40
3	2	3	21	7	32	20	27	34	33	21	33	47
4	0	0	13	3	19	6	20	20	31	9	18	17
5	0	0	2	0	3	3	4	0	6	3	1	1
Keskiarvo	2	2,7 5	2,9 4	2,4 3	3,1 5	2,5	2,91	2,76	3,06	2,53	2,88	2,62

	Ikä?, Sukupuolesi?											
	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 - 29 vuotta, Nainen (N=49)	20 - 29 vuotta, Mies (N=23)	30 - 39 vuotta, Nainen (N=66)	40 - 49 vuotta, Nainen (N=81)	40 - 49 vuotta, Mies (N=86)	50 - 59 vuotta, Nainen (N=97)	50 - 59 vuotta, Mies (N=76)	60 vuotta-, Nainen (N=75)	60 vuotta-, Mies (N=117)	
1	2	1	0	1	1	1	2	0	2	2	1	2
2	1	0	2	1	0	2	4	4	1	1	0	1
3	1	2	6	5	7	7	7	14	5	9	5	18
4	1	1	20	9	30	29	35	46	35	38	30	65
5	2	0	21	7	27	27	33	22	54	26	39	31
Keskiarvo	3	2,7 5	4,2 2	3,8 7	4,2 6	4,2	4,15	4	4,42	4,12	4,41	4,04

15. Ostaessasi private label tuotteita, tuotteen

Vastaajien määrä: 747

		Ikä?, Sukupuolesi?										
hinta vaikuttaa ostopäätökseen	Alle 20 vuo	Alle 20 vuo	20 – 29 vuo	20 – 29 vuo	30 – 39 vuo	30 – 39 vuo	40 – 49 vuo	40 – 49 vuo	50 – 59 vuo	50 – 59 vuo	60 vuotta-	60 vuotta-
	Nainen (N=7)	Mies (N=4)	Nainen (N=49)	Mies (N=23)	Nainen (N=65)	Mies (N=66)	Nainen (N=81)	Mies (N=86)	Nainen (N=97)	Mies (N=76)	Nainen (N=75)	Mies (N=117)
1	2	0	3	1	1	1	1	3	5	2	0	3
2	0	1	0	0	1	1	2	3	0	3	5	6
3	2	1	8	4	7	2	6	10	16	7	7	15
4	2	2	16	5	24	28	36	34	35	27	27	57
5	1	0	22	13	32	34	36	36	41	37	36	36
Keskiarvo	3	3,25	4,1	4,26	4,31	4,41	4,28	4,13	4,1	4,24	4,25	4

		Ikä?, Sukupuolesi?										
pakkaus vaikuttaa ostopäätökseen	Alle 20 vuo	Alle 20 vuo	20 – 29 vuo	20 – 29 vuo	30 – 39 vuo	30 – 39 vuo	40 – 49 vuo	40 – 49 vuo	50 – 59 vuo	50 – 59 vuo	60 vuotta-	60 vuotta-
	Nainen (N=7)	Mies (N=4)	Nainen (N=49)	Mies (N=23)	Nainen (N=65)	Mies (N=66)	Nainen (N=81)	Mies (N=86)	Nainen (N=97)	Mies (N=76)	Nainen (N=75)	Mies (N=117)
1	3	0	4	7	8	20	14	26	34	30	29	44
2	2	0	9	9	16	29	24	27	18	18	17	31
3	2	3	20	6	24	8	30	22	29	17	22	33
4	0	1	14	1	14	8	10	11	12	8	5	7
5	0	0	2	0	3	1	3	0	4	3	2	2
Keskiarvo	1,86	3,25	3,02	2,04	2,82	2,11	2,56	2,21	2,32	2,16	2,12	2,08

		Ikä?, Sukupuolesi?										
merkki vaikuttaa ostopäätökseesi	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 - 29 vuotta, Nainen (N=49)	20 - 29 vuotta, Mies (N=23)	30 - 39 vuotta, Nainen (N=66)	40 - 49 vuotta, Nainen (N=81)	40 - 49 vuotta, Mies (N=86)	50 - 59 vuotta, Nainen (N=97)	50 - 59 vuotta, Mies (N=76)	60 vuotta, Nainen (N=75)	60 vuotta, Mies (N=117)	
	1	2	0	3	5	3	10	3	8	6	2	7
2	1	0	3	4	11	19	9	14	6	13	11	12
3	3	3	21	10	22	18	39	33	40	26	27	36
4	1	1	16	4	25	17	25	27	33	31	23	47
5	0	0	6	0	4	2	5	4	12	4	7	13
Keskiarvo	2,43	3,25	3,39	2,57	3,25	2,73	3,25	3,06	3,4	3,29	3,16	3,37

		Ikä?, Sukupuolesi?										
mainonta vaikuttaa ostopäätökseesi	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 - 29 vuotta, Nainen (N=49)	20 - 29 vuotta, Mies (N=24)	30 - 39 vuotta, Nainen (N=66)	40 - 49 vuotta, Nainen (N=81)	40 - 49 vuotta, Mies (N=86)	50 - 59 vuotta, Nainen (N=97)	50 - 59 vuotta, Mies (N=76)	60 vuotta, Nainen (N=75)	60 vuotta, Mies (N=117)	
	1	3	0	4	8	5	11	3	16	18	8	12
2	1	0	6	5	8	26	18	25	18	29	15	35
3	3	4	20	9	32	18	37	26	30	28	26	43
4	0	0	18	2	16	9	18	18	27	8	20	16
5	0	0	1	0	4	2	5	1	4	3	2	3
Keskiarvo	2	3	3,12	2,21	3,09	2,47	3,05	2,57	2,8	2,59	2,8	2,55

	Ikä?, Sukupuolesi?											
	Alle 20 vuotta, Nainen (N=7)	Alle 20 vuotta, Mies (N=4)	20 - 29 vuotta, Nainen (N=49)	20 - 29 vuotta, Mies (N=23)	30 - 39 vuotta, Nainen (N=66)	40 - 49 vuotta, Nainen (N=81)	40 - 49 vuotta, Mies (N=86)	50 - 59 vuotta, Nainen (N=97)	50 - 59 vuotta, Mies (N=76)	60 vuotta-, Nainen (N=75)	60 vuotta-, Mies (N=117)	
1	3	0	2	3	1	4	4	4	5	3	0	4
2	0	2	1	0	3	4	5	4	2	0	2	1
3	2	1	7	9	9	13	13	22	10	13	7	23
4	2	1	22	5	34	26	31	41	35	38	31	61
5	0	0	17	6	18	19	28	15	45	22	35	28
Keskiarvo	2,43	2,75	4,04	3,48	4	3,79	3,91	3,69	4,16	4	4,32	3,92

16. Minkä kouluarvosanan antaisit (4-10) Deuzer tuotteille?

Vastaajien määrä: 747

	Ikä?, Sukupuolesi?											
	Alle 20 vuotta, Nai nen (N=7)	Alle 20 vuotta, Mie s (N=4)	20 – 29 vuotta, Nai nen (N=49)	20 – 29 vuotta, Mie s (N=24)	30 – 39 vuotta, Nai nen (N=65)	30 – 39 vuotta, Mie s (N=66)	40 – 49 vuotta, Nai nen (N=81)	40 – 49 vuotta, Mies (N=86)	50 – 59 vuotta, Nainen (N=97)	50 – 59 vuotta, Mies (N=76)	60 vuotta-, Nainen (N=75)	60 vuotta-, Mies (N=117)
4	2	0	1	2	2	4	1	2	7	2	4	4
5	0	0	3	2	0	5	2	6	1	6	3	6
6	0	1	6	2	5	7	8	10	3	5	3	6
7	3	0	14	11	26	24	41	29	39	25	31	27
8	1	3	19	7	23	19	23	36	41	25	29	57
9	1	0	6	0	7	6	5	3	6	11	4	15
10	0	0	0	0	2	1	1	0	0	2	1	2
Keskiarvo	6,57	7,5	7,33	6,79	7,49	7,08	7,26	7,16	7,28	7,39	7,25	7,54

17. Tulet ostamaan Deuzer tuotteita seuraavan vuoden aikana?

Vastaajien määrä: 746

	Ikä?, Sukupuolesi?											
	Alle 20 vuotta, Nai nen (N=7)	Alle 20 vuotta, Mie s (N=4)	20 – 29 vuotta, Nai nen (N=50)	20 – 29 vuotta, Mie s (N=24)	30 – 39 vuotta, Nai nen (N=65)	30 – 39 vuotta, Mies (N=67)	40 – 49 vuotta, Nainen (N=82)	40 – 49 vuotta, Mies (N=88)	50 – 59 vuotta, Nainen (N=98)	50 – 59 vuotta, Mies (N=76)	60 vuotta-, Nainen (N=77)	60 vuotta-, Mies (N=117)
täysin eri mieltä	3	0	7	3	5	5	5	5	11	7	5	4
melko paljon eri mieltä	2	0	9	4	6	10	7	14	10	8	7	11
ei samaa eikä eri mieltä	1	3	22	13	33	31	49	37	48	33	46	50
melko paljon samaa mieltä	1	1	11	4	18	17	18	29	29	22	16	45
täysin samaa mieltä	0	0	1	0	3	4	3	3	0	6	3	7
Keskiarvo	2	3,2 5	2,8	2,7 5	3,1 2	3,07	3,09	3,13	2,97	3,16	3,06	3,34