Valeria Anttonen

Marketing Research on Consumer Behaviour and Drinking Habits of People Living in Imatra - Lappeenranta Region, Finland
Abstract
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The aim of this bachelor’s thesis was to carry out a marketing research aimed to understand the customer behaviour and customer drinking habits in Imatra-Lappeenranta region. The author believed that some companies within catering industry operate without considering the essence of customer behaviour and their drinking habits.

The research consisted of three different approaches for better analysing the topic in question: direct observation, on-line survey and in-depth interview. Direct observation included author’s seven years of experience and review on customer behaviour and drinking habits in Finland. On-line survey and in-depth interview included structured questions which, together with direct observation method, helped to understand the customer living or visiting the town of Imatra and Lappeenranta region.

The bachelor’s thesis provided an informational base related to consumers’ behaviour and habits within catering industry of South Karelia. The author expressed personal suggestion for improvements in bar industry in Imatra and Lappeenranta. This thesis work can be used as analysis for product and service targeting towards specific customer segments.

Keywords: marketing research, customer behaviour, drinking habits, Finland
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Appendices
  Appendix 1 On-line questionnaire development
1 Introduction

Nowadays, our world is full of different catering businesses including cafes, restaurants, bars, clubs and others. The reason is simple – it is one of the most profitable businesses. Every human being has a natural need for food and drink, and sometimes it is very hard to stay uninterested in delicious food and huge variety of drinks which are offered to us by catering businesses.

If you think about the number and different types of these businesses, as a tourist or frequent visitor of these places you may become happy, since you have more options and offers, but as a person who wants to launch one’s own catering business – you will be shocked and disappointed. Why? The answer is very simple – there is a lot of competition which knocks your ideas and plans down.

At this point it is good to start thinking of new a catering approach: something new, something what has never existed, especially in the South Karelian area, namely in Imatra-Lappeenranta region. But before that you need to understand your customers and their drinking habits. You need to know what they like, what they want or need from catering industries.

Entrepreneurs need success as not every person likes to lose, and that's right. But the success of the business requires not only the dedication of the leader, but also the constant actions aimed at the development of the company. And development, as a rule, requires financial injections.

One of the components, which provides the financial investments in your business, is a competently drawn up business plan that includes such a section as a marketing research. The main task of this section is to demonstrate by means of facts and figures the "success" of both existing and forecasted businesses.

This topic is considered to be as an actual theme nowadays as any successful business is built on the basis of competitive strategies, whereas strategies are produced with help of carefully planned marketing researches.

The marketing research focuses on careful studying of consumer behaviour within catering industry in Imatra – Lappeenranta region as well as on drinking
habits of people living in this area. The research will provide a good base which would help to identify the profitability of businesses entering this region as well as new interesting and innovative ideas which people are lacking here.

2 Research objectives and methodology

This chapter of thesis presents objectives of the research as well as tasks to be solved.

2.1 Research objectives

The purpose of the thesis is to conduct a marketing research. The aim of the marketing research is to understand consumer behaviour and identify beverage interests and needs of people living in Imatra-Lappeenranta region or those who frequently visit this area as a tourist. The results of the research provide base for determining different customer segments, their behaviour and drinking habits. Also, the research gives an opportunity to assess the effectiveness in sense of profitability of the segmentations.

In accordance with the goal, it is necessary to solve the following tasks:

1. To study the essence of the customer segmentation and customer behaviour, especially in Imatra-Lappeenranta region;
2. To identify other bar industries in the area;
3. To consider a structure and content of the marketing research;
4. To assess the efficiency of the project and to present the result of the research;
5. To understand the drinking habits of people living in this area;
6. To identify customer segments in Imatra – Lappeenranta region according to research results;
7. To determine the profitability of customer segments for Imatra – Lappeenranta market.
The research methods are chosen in accordance with the purpose and objectives of the thesis, namely analysis of catering industry in Imatra-Lappeenranta region as well as customer behaviour and drinking habits of people living in this area or frequently visiting it.

To achieve the best results of the research the following methods are chosen: direct observations, which are author’s personal observations within 8 years of living in Finland, and qualitative research method in form of in-depth interview and on-line survey.

In a broad sense, any knowledge begins with observation - a direct observation of the reality. In some cases, we observe ourselves or we use the data of observations of other persons. Thesis focuses on direct observations with aim to collect additional information to research question. Additional information collected from direct observations together with on-line survey provides required results and opportunity to identify the customer groups and analyse them.

A qualitative research method in form of interview and on-line survey and is chosen because accurate and detailed data is needed. The qualitative method is extremely useful when the topic is too complicated to get a "yes" or "no" answer to the main question. Such methods are much easier to plan and perform. They are useful when you need to make budget decisions.

An in-depth interview is a method of qualitative research in the form of a conversation with the respondent face to face according to a pre-prepared script. The method is designed to study the nuances of respondents' attitude to the object under discussion, to identify the respondent's feelings and beliefs about the topic under discussion, and to elucidate the motivation of his actions in this area. This is a direct method of obtaining information with deeper and more detailed discussion of problems; conversation usually passes more freely, because the respondent's statements are not affected by others. (Page 2010.)
The on-line survey involves the respondent's opinion on a certain range of questions included in the questionnaire through a personal or indirect contact of the interviewer with the respondent. The survey consists of collecting primary information by asking people about the level of their knowledge, attitudes to the product, preferences and purchasing behaviour. As a rule, the survey consists of several stages, namely:

- Development, verification and replication of the questionnaire;
- Sampling;
- Interviewers are instructed;
- Conducting a survey and monitoring the quality of data;
- Processing and analysing of information received;
- Drawing up of the final report;

The following stages will be executed during data analysis:

- data reading;
- data organization;
- content analysis;
- creating links between data and thesis case.

(Conduct Online Surveys 2017.)

The minimum number of 100 respondents is needed for conducting successful on-line survey and giving the best results.

2.3 Research limitations

On-line studies have their strengths and weaknesses, which allow assessing the suitability and appropriateness of their application in research practice. It should be noted that the specifics of conducting online studies are mostly due to the Internet environment, which makes it easier and faster to modify the questionnaire in accordance with new data. However, in spite of a number of advantages of this method, it is worth paying attention to a number of limitations that act as a barrier to research in the online format.

On-line survey does not cover all target audiences. The main target audience is residents of towns and cities with constant access to the Internet.
There is limited nature of the social presence, the inability to track the non-verbal reactions of the participants (facial expressions, postures, gestures, eye movements, intonation, pauses, special accents, semantic accents, etc.).

The answers are less spontaneous, since participants have a long time to think about the answer. (Sincero 2012.)

2.4 Research expectations

The author expects to gather detailed and deep information from the respondents about customer behaviour and beverage preferences of people living or frequently visiting Imatra-Lappeenranta region. Another expectation is to prepare good information basis which will help other businesses to analyse the efficiency of their companies, products and services in relation to customers living in this area.

2.5 Research methodology

The theoretical and methodological basis of the thesis was foreign authors’ work on marketing research, business planning, segmentation and customer behaviour, and informative data on competitive enterprises in Imatra-Lappeenranta region that covered the field of accounting were used.

Methods used in the research are direct observations, qualitative research – in-depth interview and on-line survey.

The structure of the thesis includes introduction, theoretical framework, empirical framework, conclusions and list of sources used.

In the first chapter "The theoretical framework of a thesis" theoretical foundations of marketing segmentation and customer behaviour are revealed. The customer behaviour related to restaurant business in Finland is examined. Also, Imatra – Lappeenranta area is introduced, as well as restaurant businesses within this region.

In the second chapter, "The empirical framework of a thesis" the aims of marketing research are presented and marketing research in form of direct observations,
in-depth interview and on-line survey, and qualitative analysis is developed. The research results are examined.

The third chapter "Conclusions and discussion" analyses the results of marketing research and provides an assessment on the efficiency of the customer groups. Also, author's opinion on the best business ideas for Imatra-Lappeenranta region will be presented.

3  Marketing segmentation and customer behaviour in theory

There are known two reasons for creating theories. First, with help of theory we hope to simplify the reality of our world, so that you can somehow understand it and thereby control it and adapt to it. Secondly, theories can be used as a guideline for verifying reality's correctness. (Hills 2000.)

This study covers all the important theoretical aspects needed for perfect understanding of the idea and aim of the study.

3.1  Marketing segmentation

Any business should have a strategy of working with the customers and marketing segmentation is one of them. As an essential part of a successful company, segmentation is defined as a process of dividing consumers or business market into groups by some type of common characteristics, or in other words - the division of all consumers into groups according to predefined criteria. (Hall, Jones, Raffo & Anderton 2010.)

As any business strategy, marketing segmentation has its own goal and task.

The goal of segmentation is to simplify interaction with the market and rationalize the costs on developing marketing programs.

The task of segmentation is to allocate a part of the market to which the marketing activity of the enterprise is directed in order to obtain the maximum effect.

In practise, there are known several major types of segmentation:
**Demographic segmentation** is a differentiation of customers by many demographic characteristics such as age, income, race, gender, occupation, marital status, religion, education and so on.

**Geographic segmentation** depends on the products and services you offer. You can divide your customers according to the country, region, population destiny, size of town or city and climate. People living in different regions have different needs and wants.

**Lifestyle segmentation** is based on activities, interests and opinions of your target customers. This type of segmentation is also known as psychographic segmentation. The idea is to understand how your consumers enjoy their leisure time, so that you can create a product or service which perfectly suits their needs.

**Behavioural segmentation** is a process of dividing customers into groups by their observed behaviour. Behavioural segmentation studies customer behaviour in sense of the level of need in the product, the reason for making a purchase. Also, this segmentation identifies how ready the customer is to make a purchase and how often they perform purchases.

Segmentation brings lots of beneficial effects to the business and helps to target the strategies to reach the grouped customers as correctly grouped consumers react the same way to marketing. (Thomas 2017.)

In addition segmentation helps to:

- Determine the most and least profitable customers;
- Focus on the customers who will most likely buy your products or services;
- Avoid markets that will not be profitable for you;
- Build a loyal relationship with customers, develop and offer them the products and services they want;
- Improve the quality of customer service;
- Keep ahead of competitors in specific market segments;
- Use your resources wisely;
- Identify new products and ideas;
- Improvement of product quality;
- Increase the potential profit.

(Hall, Jones, Raffo & Anderton 2010, p.66.)

Segmentation allows you to send very specific and targeted messages. As a result, customers will be more receptive to your messages.

### 3.2 Customer behaviour

In the theory and practice of marketing, customer behaviour is seen as a multi-component system which includes such processes as data collection and factor/variable analysis that affect customer behaviour as well as decision making.

The number of variables on the basis of which you can predict the behaviour of customers is great. Examples include the following variables: gender, age, values, lifestyle, motivations, characteristics, family influence, the perception of the product or service and so on. But at the same time, most customers want the same thing. They do not only want to satisfy their need, but also get the most possible set of services and smile as a gift, and, of course, all this for the lowest possible cost. At the same time, for the same price (the lowest possible), customers expect to receive the maximum quality. They expect to meet their needs in the shortest possible time. They expect to receive a service of predictable quality. They expect to receive guarantees. Also, they expect the recognition of their right to make a mistake. In practise, it is formulated as an opportunity to return a commodity which was not appreciated. (Johnson, Pham & Johar 2007.)

Today the consumers do not buy goods and services, but they buy positive emotions, satisfaction from the purchase, attitude and quality of service, attentive attitude of the sellers. Customers associate these positive feelings with the brand which forms the corresponding reputation of the company.

If you carefully observe the customers, you can see a variety of behaviours. At the same time, each of these customers has their own needs and wants which led them to your company. A seller should establish a contact with every client and the chosen model of behaviour depends on the effectiveness of interaction with the client. (Magento 2017.)
This study covers the most common types of customer behaviour. (Priest, Carter, & Statt 2013, p.4.)

**Type 1: a single-minded client who knows exactly what he needs.**

As a rule, such a client demonstrates a confident form of behaviour, he can enter into a dispute with the manager trying to impress the manager with his own importance, referring to competition and knowledge of the situation on the market.

**Type 2: an all-knowing client who thinks he knows about a product or service better than a seller.**

Such a client tries to argue the manager, demonstrates his exceptional knowledge, tries to teach you how to work, makes inappropriate objections, tries to convince the manager of incompetence.

**Type 3: a client who likes to talk.**

This client is very talkative and has a developed sense of humour. This type of client easily goes to contact and it is easy to convince him by giving weighty arguments.

**Type 4: an indecisive client who cannot decide what he wants.**

His characteristics are: shy, hesitating, suspicious. It can be difficult to make a decision.

**Type 5: an unsociable client.**

Such a client usually answers questions monosyllabically or does not say anything at all. This type of client creates an impression that he always thinks about something, shows concern in decision-making. He is critical and often answers to the question with a question.

**6 type: a client - a disputant who always disagrees with the manager.**

For each of your proposals this client is ready to give many arguments why this product or service does not suit him. He is suspicious, does not like risk and considers any change as a threat.
Type 7: an impulsive client who is inclined to display negative emotions.

Such a client often comes into conflict with the seller showing aggressiveness. He easily falls into anger. He wants a victory at any cost.

Type 8: a positive customer who is interested in purchasing a product or service.

This type of client is characterized by a positive attitude towards the manager, company, product or service. He believes that the manager is a person who can benefit him. The client is self-confident, focused on the purchase of goods or services. In the process of interaction with the manager, he asks questions about the company, product and service. Also, he shows an ability to listen.

It is suggested to follow the principle of "The seller exists for the buyer, and not vice versa." Despite his character and his mood, the client nevertheless came to you and is ready to spend his money for the purchase of your product or service. Perhaps, this is how he hopes to improve his mood and his life.

4 Customer behaviour related to restaurant business (in Finland)

4.1 General concepts of behaviour in business sphere in Finland

To achieve maximum mutual understanding with the citizens of Finland, and therefore to avoid incidents and unexpected troubles in the process of communication in sphere of restaurant business, it is necessary to understand customer behaviour of Finnish people and comply with a number of basic rules of local etiquette.

A kind of "terrace culture" is cultivated in Finland: at the end of the day, especially on the weekends, most of the population prefer to spend leisure time outside their houses. Finnish people go to their favourite cafes, restaurants and pubs. This is the main kind of leisure, which is inferior, perhaps, only to sports. (Lewis 2006.)

A person comes to Finland and decides to open a restaurant. What does he need to do in order to attract local residents in addition to presenting the good quality
of service and colourful advertising? First of all, try to understand your target customers and, therefore, "adjust" to them. The main issue is to find the best balanced customer appeal.

As you know, there are no rules without exceptions; therefore general concepts of how to behave in business sphere in Finland exist. This thesis has recourse to the specialist in sphere of Finnish business etiquette - Jorma Syväjärvi, the head of MT Partners OY. His company is aimed to help entrepreneurs of different countries to understand the business nature and potential customers in Finland.

According to Jorma Syväjärvi opinion, first of all, the most essential factors that affect the success of the catering industries in Finland are:

- Punctuality. If you have an appointment, you must come right on time;
- In Finland people believe in facts, not in beautiful words. Promises must be fulfilled;
- It is alarming if a person tries to show his wealth. The Finnish consumer will think: "If he is already so rich, then everything is fine with him. Why does he need me?" But of course, a businessman should look good;
- It is a fairly established market; it is very difficult to get a new customer. Therefore, you need to behave so that your customer becomes permanent. Deception and fraud lead to the end of your career;
- Trust. More than 90% of entrepreneurs in Finland work on trust;
- Finnish people are afraid to try something new;
- Finnish people do not like to be supervised;
- Finnish people are interested in good quality products and services. They are very loyal to the companies that offer qualified experience and care about their customers. At the beginning it is always difficult to establish good contact with Finnish customers since you need to win their loyalty.

(Embassy of Finland, Moscow 2012.)
4.2 Eating out in Finland

Most of the Finnish population prefer to eat their main meal at 12:30-2:30 pm; therefore restaurants offer special lunch meals for the fixed price which is usually about 10 euro. The evening dinner takes place usually at home with the family around 6:00 – 8:00 pm, but if Finns eat out, it happens between 8:00 – 10:00 pm. Bars and cafes in Finland serve less expensive offers to their customers, where service charge and VAT are included in the price. Also, one more important factor to mention is that most of the restaurants, cafes and bars have menus in several languages for the comfort of the guests. (Swallow 2011, p.150.)

The Finns are very particular people and they do not like to split their bills, everyone pays their own part of what they ordered personally. Also, Finnish people never drink in round; everyone drinks what they want and when they want.

The Finns eat quickly and try to escape from the table as soon as possible. If they eat in the group, they do not wait for everyone to be served. You can start eating as soon as four people are served their food. (Swallow 2011, p.152.)

Naturally, as in any other country, Finland has a special attitude to alcohol. There are Finns who drink socially and in moderation. But also there are people who have no control over the alcohol and become heavy drinkers. These are people who drink in order to get drunk. However, the yearly consumption of alcohol among Finnish people is below EU average. One of the factors that affects the low alcoholism rate in Finland is very expensive prices for the alcohol and availability of it only in special shops called Alko, restaurants and bars.

Finland has no grapes and therefore local wines are produced with help of berries. As a result the grape wines are imported. Beer is highly popular in Finland and is sold by its strength. If a Finnish person has a choice between cocktail or good quality beers – they choose beer. (Swallow 2011, p.108.)
5 Introduction of Imatra – Lappeenranta region as a business and hospitality area

Lappeenranta and Imatra are towns of amazing natural beauty, which are located in the southeast of Finland in one of the most picturesque places in the world - Karelia. All year round these places are full of not only Finnish, but foreign tourists, especially from the Russian Federation since they are border countries. Local residents adore their town and try to preserve and multiply its unique beauty.

In addition, Lappeenranta and Imatra have created excellent conditions for obtaining a truly high-quality higher education, which meets the highest international standards. Also, the towns are open to business and international cooperation. A unique geographical location - on the border between the European Union and Russia, has contributed to the development of hospitality industry as well as transport and logistics.

Lappeenranta and Imatra region offers wide variety of restaurant, cafe and bar services. Always something new attracts the visitors, you simply cannot pass by.

This chapter refers to the websites visitlapeenranta.fi and gosaimaa.com, and describes the best and most popular places of catering industry which serve alcohol (specifically restaurants and bars) located in Imatra – Lappeenranta region.

The following table presents the most popular restaurants, bars and pubs located in Imatra and Lappeenranta cities.

<table>
<thead>
<tr>
<th>Name of the establishment</th>
<th>Type</th>
<th>Offers (type of food/drinks and other offers)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosso</td>
<td>Restaurants</td>
<td>Italian and European food mostly specializes in pizza and pasta. Standard alcohol offers</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Name</td>
<td>Type</td>
<td>Description</td>
<td>Location</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Prinsessa Armaada</td>
<td>Restaurant</td>
<td>European food. Standard alcohol offers</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Teerenpeli</td>
<td>Bar/restaurant</td>
<td>Bar food. Very good variety of drinks. According to reviews the quality of beer is excellent.</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Gringos Locos</td>
<td>Restaurant</td>
<td>Mexican, grill and south-western food. Standard alcohol offers</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Amarillo</td>
<td>Restaurant</td>
<td>Mexican food. Standard alcohol offers</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>The Old Corner Bank</td>
<td>Bar</td>
<td>Bar games, great cocktails and cosy atmosphere</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Soul Bar &amp; Piano</td>
<td>Bar</td>
<td>Bar games, excellent alcohol and quiet atmosphere</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Kolme Lyhtyä</td>
<td>Bar/restaurant</td>
<td>Very good variety of drinks.</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Bar G</td>
<td>Café/bar</td>
<td>Cosy and casual atmosphere, Good variety of drinks</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Pikku Pete Pub</td>
<td>Pub</td>
<td>Great cocktails</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Giggling Marlin</td>
<td>Night club/bar</td>
<td>Fun and good variety of drinks</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Name</td>
<td>Type</td>
<td>Features</td>
<td>Location</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Old Cock</td>
<td>Night club/bar</td>
<td>Fun and good variety of drinks</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>O'Learys</td>
<td>Sport bar</td>
<td>Great atmosphere, tasty food and excellent drinks</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Gi-Ki Oy</td>
<td>Pub</td>
<td>Bar games, great cocktails and cozy atmosphere</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Pub Veeruska</td>
<td>Pub</td>
<td>Bar games, great cocktails and cozy and casual atmosphere</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Baraati</td>
<td>Bar</td>
<td>Great variety of alcohol</td>
<td>Lappeenranta</td>
</tr>
<tr>
<td>Buttenhoff</td>
<td>Restaurant</td>
<td>European and Scandinavian food. Vegetarian friendly. Standard alcohol offers</td>
<td>Imatra</td>
</tr>
<tr>
<td>Rosso</td>
<td>Restaurant</td>
<td>Italian and European food mostly specializes in pizza and pasta. Standard alcohol offers</td>
<td>Imatra</td>
</tr>
<tr>
<td>Pizza &amp; Steak House</td>
<td>Restaurant</td>
<td>Mostly specializes in pizza and steaks. Good selection of beverages</td>
<td>Imatra</td>
</tr>
<tr>
<td>Kulmahuone</td>
<td>Restaurant</td>
<td>Great atmosphere and drinks</td>
<td>Imatra</td>
</tr>
<tr>
<td>Dallas</td>
<td>Restaurant</td>
<td>European food. Standard alcohol selection</td>
<td>Imatra</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>-------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Broadway</td>
<td>Restaurant</td>
<td>European food. Good variety of drinks</td>
<td>Imatra</td>
</tr>
<tr>
<td>Bar Q</td>
<td>Bar</td>
<td>Rock bar, great atmosphere and drinks</td>
<td>Imatra</td>
</tr>
<tr>
<td>Osmo's Cosmos</td>
<td>Bar</td>
<td>Excellent atmosphere and alcohol selection</td>
<td>Imatra</td>
</tr>
<tr>
<td>Street Cafe</td>
<td>Bar</td>
<td>Bar games, great cocktails and cosy atmosphere</td>
<td>Imatra</td>
</tr>
<tr>
<td>Startti-Pub</td>
<td>Pub</td>
<td>Bar games, excellent alcohol and quiet atmosphere</td>
<td>Imatra</td>
</tr>
<tr>
<td>Vuoksenvahti</td>
<td>Bar</td>
<td>Very good variety of drinks.</td>
<td>Imatra</td>
</tr>
<tr>
<td>Kuohu Bar</td>
<td>Bar</td>
<td>Cosy and casual atmosphere, Good variety of drinks</td>
<td>Imatra</td>
</tr>
</tbody>
</table>

Table 1: Restaurants and bars in Imatra and Lappeenranta towns

(Tripadvisor 2017.)

Most of the restaurants and bars located in Imatra-Lappeenranta region serve very good quality alcohol. The selection varies from different ciders, beers to high quality strong drinks. Also, by knowing where to go you may be offered a good variety of draught beers and ciders, as Finnish people like this type of the drink a lot.
6 Marketing Research

The empirical part of the thesis is a description of the organization and process of experimental work. Direct observation method, on-line survey and in-depth interview as marketing research methods are described in this chapter.

6.1 Direct Observation

Direct observation research method contains author’s views and opinions on customer behaviour in Finland. The author has live in this country for over seven years and past experience of living in several countries gives an opportunity to make comparisons in customer behaviour of different nationalities and describe their specifics. This section contains several subtopics.

Finnish people and why they go out.

In Finland there are plenty of places that you could visit during your free time. These places differ by concept and, therefore, people visiting these places differ as well. There are places, such as clubs and some bars/pubs, mostly visited by young people during weekends. Also, some places are open during weekdays, in Imatra-Lappeenranta area mostly on Wednesdays.

Also, there are bars/pubs which are visited by adults or people of different age.

The reasons for going out on weekends are usually to enjoy free time and spend good time with friends. Also, young Finnish people like to meet new people and prefer to celebrate holidays, such as birthdays or graduation, in public places such as clubs or bars.

Older people need more serious reasons for going out. Also, their preferences depend on their occupation and hobbies.

Most of the men in Finland like visiting bars and pubs for a good beer while watching sport games or enjoying good company.
Finnish people and their behaviour in public.

It is not a secret that Finnish people are very shy and therefore building new relationships for them is a little bit difficult. But not when there is good alcohol drink in their hand and good atmosphere around. Maybe this is also one of the reasons for going out – to feel more confident.

Usually, Finnish people are not aggressive when they are under alcohol influence. Quite the opposite, they are very welcoming even if you do not speak their native language. They are always willing to help and accept you into their company and spend good time with you.

Finnish people, quality addiction and fear to trust new companies.

Finnish people appreciate quality in everything, therefore they do not mind to pay a little bit more. They will require good description or recommendations about products/service or even about the whole company. They have a fear to trust you at the first sight. So, be prepared to provide good information and guidelines about what you are offering to them. This is one way to build a trust with your customers in Imatra-Lappeenranta area.

Finnish people and loyalty to local companies.

Finns are very supportive in relation to local Finnish companies. Some of the local citizens prefer to consume only Finnish products.

Finnish people and drinking habits.

Coffee: The first place takes coffee among soft drinks in Finland. The average amount of coffee drunk by one person is 4 cups a day. Finnish people respect the coffee of light roast and drink it, usually black and strong.

Milk: In Finland, milk is a very popular dairy product. It passes a strict quality control, including the presence of antibiotics or other drugs. Most Finns prefer to drink low-fat milk or homogenized milk.

Alcohol: Finnish brands Koskenkorva (38% of alcohol) and Kossu (40%) are considered to be national drinks. Nevertheless, the most popular alcoholic drink of
Finns remains beer, and, mainly, its own, Finnish Lapin Kulta, Karjala, Olvi, Koff and Karhu. All sorts of beer are made with use of Finnish water. Malt (as well as brewer's yeast) has been produced for more than 100 years in Finland. Finland grows organic grain crops, so that all components that are necessary for the production of local beer are also environmentally friendly and natural.

Ladies living in Finland prefer to drink ciders, long drinks and wines. Most of the women know a lot about wines and, therefore, will ask the wine list in the bars and restaurants.

Traditional Finnish drink is sima where the main component is honey. Modern sima has a specific taste due to the sugar and lemon sugar.

**Finnish people and how much they are willing to spend.**

As it has been already mentioned above, Finnish people are ready to pay for the good products, services and unforgettable experiences. Of course, they know standard prices, for example, for drinks and dishes that you offer to them. If you charge over the standard prices, then you need to provide a good explanation why you do so, whether it is quality of the product, its appearance or reputation of your company.

**Finnish people and connection between drinking habits and their occupation/hobbies.**

The lifestyle if Finns depends on their hobbies and occupation. People whose working place requires fresh and fit appearance would spend their leisure time in a formal place such as good restaurant. People whose hobby relates to sport prefer going out to the bars and pubs for watching sport games and drinking good beer.

Students and young people without specific working place mostly go to the clubs and bars to meet new people and make new connections.
6.2 On-line questionnaire development

During the period of July 2017 till October 2017 the author has conducted an on-line survey “What would be the best bar (pub) idea in Imatra-Lappeenranta region?” The survey was created with aim to interview citizens and visitors of Imatra-Lappeenranta region about their ideas and wishes in relation to a new bar idea in this area. During survey in total 114 respondents participated, whereas the estimated minimum was 100 respondents.

For the convenience of participants, especially Finnish respondents, the questionnaire was published in two languages: English and Finnish. Website surveyhero.com was used as a tool for creating the on-line survey.

6.2.1 Sampling

On-line survey was posted on Russian (VK) and Finnish internet (Facebook) communities associated with Imatra – Lappeenranta region. The survey was aimed to reach people living or frequently visiting this area. Sampling covered mostly working class people as well as other participants who experienced their interest in the topic of the survey. Also, specific audience such as working class people, namely people who work in hospitals, security business, taxi, schools, shopping centres and factories, were reached directly.

6.2.2 Questionnaire instruction

The biggest and most essential part of the thesis is focused on the survey-interview.

The main element in conducting surveys is a questionnaire itself. In the structural plan, a complete questionnaire should include an introduction, where a respectful attitude to the respondents is expressed, namely who is interviewed, for what purpose, and instructions for completing the questionnaire.
Also, the content of introduction depends on audience and source where the survey is posted. The author of thesis shortly and in friendly tone introduces the idea of survey and reasons for participating in it. As a result, participants do not feel an insistence but on the opposite, they feel importance of their participation.

### 6.2.3 Conducting a survey and data quality check

In July 2017 the on-line survey was launched on surveyhero.com platform. Data quality check was conducted during the availability of questionnaire. The main purpose of data quality check was to eliminate repeating, namely multiple participation of the same respondents. Also, the working conditions of the questionnaire were controlled every day.

### 6.2.4 Data processing and analysing

The most important part of the thesis are data processing and data analysing. With help of today’s technology and innovative programs, these tasks are performed very easily.

Excel program offers an opportunity to organize a gathered on-line questionnaire data into tables, graphs and pie charts. Table 1 shows an example of data organization. This system provides better understanding of data and ability to analyse every respondent’s opinion separately. For better representation of information gathered during on-line survey, firstly the general results will be presented and later the information will be segmented into three groups: customer behaviour of...
students, customer behaviour of unemployed people, and customer behaviour of working class people.

For better representation of information gathered during on-line survey, firstly the general results will be presented and later the information will be segmented into three groups: customer behaviour of students, customer behaviour of unemployed people, and customer behaviour of working class people.

According to data analysis, 114 people have participated in the on-line questionnaire. Among them 42% were women and 58% men.

Figure 2 describes the age of participants, where the most frequent age among men and women is 25-34 years: over 50% of participants.

The questionnaire was targeted towards Finnish population of Lappeenranta-Imatra region, therefore 73% of participants were from Lappeenranta, 20% from Imatra and 7% from other towns of Finland and countries of the world.
Among respondents 11% of participants were students and 22% unemployed people. Among 67% of employed people, who have participated in the marketing research, it is possible to see such working places as: security business, factory workers, taxi drivers, cashiers, teachers, doctors, bus drivers, bank and bar workers, and other (not specified).

The marketing research tries to identify a link between different aspects affecting customer preferences within catering industry, especially beverages. At the end of thesis, can be seen if there is connection between working place of the person, their hobbies, what they prefer to drink and eat, how much they spend on going out and what the reasons are for visiting different places that offer food and drinks. The results of survey will provide a platform for interrelations between all the aspects such as hobbies, income, occupation, needs and wants of people living or visiting Lappeenranta-Imatra region. Later, this platform can be used as a tool for analyzing behavior of customers in this area in relation to other existing businesses, new businesses or new products and services.
In order to understand how much customers are willing to spend, we need to know their income:

- 66% of respondents have more than 1000 euro per month, where 61% are men and 39% are women;
- 34% of respondents have less than 1000 euro per month and most of them are unemployed people and students.

An interest toward beverage types is investigated in the survey. According to the figure 3, it can be concluded that light beer and strong alcohol is top desirable types of beverages among survey participants, whereas non-alcohol beverages have less reputation among customers.

![Figure 3: Beverage preferences of survey participants](image)

Figure 3 shows the responds of men and women together. More detailed interpretation of figure 3 according to the gender of participants is presented below.

- 45 survey participants prefer red wine, where 34 (73%) of them are women;
- Over 60% out of 48 participated women would order white wine and ciders;
- 60 respondents prefer light beer and only 26 of them are women;
- Also, 29 female participants expressed sympathy towards a dark beer;
• Men on the opposite side prefer strong alcohol and the percent of them is 68% out of 66 male respondents;
• 59% out of 66 gentlemen buy light beer;
• And 49% of them would give a priority to a dark beer.

Results of figure 3 clearly show that wines and ciders are more popular among female part of the participants, whereas men would rather spend their money on beer and beverages with higher percentage of alcohol.

![Figure 4: Bottled beer or draught beer](image)

The author has had a chance to understand the interest of survey participants toward bottled beer and draught beer. According to the results from figure 4:

• 65% out of 48 women prefer good quality draught beer;
• 68% out of 66 men prefer draught beer.

Hundred percent of participants would love to try a good quality draught beer and cider in Lappeenranta – Imatra region. In addition, 99% of the respondents would love to visit a place that serves good quality locally brewed beers and ciders.

One of the biggest dilemma in Finland is price range of products offered by catering industries. According to the information from “Cost of living in Finland” record, a price for domestic beer (0.5l) varies between 4.50 euro and 6.50 euro, whereas a price for small bottle of imported beer is between 3.00 euro and 7.00 euro. The author of thesis has decided to ask the opinion of local Finnish people on prices for beverages in Imatra-Lappeenranta area. This will help to identify
what kind of beverage price range would satisfy the wallets of customers and how much they are willing to spend. According to the data gathered from the on-line survey:

- 25% of participants would pay between 3 and 5 euro for a good quality draught beer or cider (0.5l). Among them 28% are women and 72% are men;
- 75% of participants would pay 6-8 euro for a very good quality draught beer or cider (0.5l). Among them 47% are women and 53% are men;
- 0% of participants would pay more;

- 54% would pay between 3 and 5 euro for a bottled beer or cider (0.5l). Among them 30% are women and 70% are men;
- 46% would pay 6-8 euro. 58% are women and 42% are men;
- 0% of participants would pay more.

There are always people who are ready to pay extra for quality of products. The marketing research has managed to determine how much customers are willing to pay extra for the quality of beers, ciders and wines and their improved taste.

- 33% of participants would pay 1 euro extra;
- 34% of participants do not mind to pay 2 euro extra;
- 20% of participants pay 3 euro extra;
- 8% pay 4 euro extra;
- And only 5% of respondents would pay more than 5 euro, where 67% are women.

Over 54% of participants who are ready to pay extra for improved taste and quality of beverages are men. Most of them would pay only 2 euro extra and the dominant age of these men is 25-34 years old (57%) and 35-40 years old (22%).

Women on the other hand do not mind to pay much extra for a quality of what they prefer to drink. Around 67% of them would give 5 euro and even more extra. Among them 72% are 25-34 year old ladies and 13% are 35-40 years-old.
If a person is ready to pay extra it does not mean that this person will spend all the money on drinks. Fifty-one percent of people spend 21-40 euros on drinking out monthly. Twenty-three percent of respondents spend up to 60 euros monthly and 20% over 60 euros. And only 1% of participants spends the whole salary.

Working class people do not mind paying a little bit extra and spending a little bit more on good quality beverages, whereas students and unemployed people try to save money and spend only little on drinking out. Also, people working in the sphere of security business, hospitals and schools prefer not to drink so much and only on special occasions.

Every person has a reason for visiting public places and with help of the survey it is possible to see the most frequent ones.

According to the results from figure 5, most of respondents prefer to have good time with friends and family, watch sport games and enjoy a good drink. Some people think that food and music is important. And 30% of participants want to meet new people in the bars and pubs.

All the people who participated in the on-line survey think that a possibility to try a beer before buying it is a great idea. Therefore, 100% of participants expressed a wish to have a beverage tasting, before buying it.
The author of the thesis decides to segment the respondent answers for better understanding the survey result. Segmented groups are students, unemployed people and working class people. The reader will have a chance to understand every group in a better detailed manner, whereas other businesses will have an opportunity to analyse their company in relation to these segmented groups.

**Students as customers**

Eleven percent of on-line questionnaire respondents were students.

**Occupation vs. Hobby**

Students usually have day time busy with studies but evening is full of hobbies such as: cooking, sport games, running, computer games, dancing.

**Income**

Students have less than 1000 euro income per month. Most of this money comes from their parents in order to satisfy living costs of the kids, or is social support which provides student financial help.

**Beverage interests**

Light beer is very popular among students. Ciders and wines are less popular but more among females. Some students prefer strong alcohol.

**Bottled beer vs. draught beer**

Bottled beer is the most popular among students, especially among ladies. Very small percentage prefers draught beer.

**Price range**

- 62% of students would pay between 3 and 5 euro for a good quality draught beer or cider (0.5l);
- 38% of students would pay 6-8 euro for a very good quality draught beer or cider (0.5l);
- 66% would pay between 3 and 5 euro for a bottled beer or cider (0.5l);
- 34% would pay 6-8 euro.
Students do not express a wish to pay a lot of extra for a good quality beer or cider. About 80% of them would pay only 1 euro extra, the rest would pay 0 euro extra.

Reasons for visiting bars and pubs

Students are always keen on meeting new people and this is one of the biggest reasons for going out. Some students prefer enjoying good time with friends.

Unemployed people as customers

Twenty-two percent of on-line questionnaire participants were people without job, or people on pension.

Occupation vs. Hobby

Unemployed people prefer to take care of their health and mental state, and yoga, running, tennis, photography, gardening, and cooking helps them with it.

Income

Most unemployed people have less than 1000 euro per month as income. Very small percentage has a bit over 1000 euro per month.

Beverage interests

Unemployed people go for light beer and ciders. Some prefer red and white wine.

Bottled beer vs. draught beer

Unemployed people, like the students, give preference to bottled beer, but some like draught beer as well.

Price range

- 20% of unemployed people would pay between 3 and 5 euro for a good quality draught beer or cider (0.5l);
- 80% of them would pay 6-8 euro for a very good quality draught beer or cider (0.5l);
• 25% would pay between 3 and 5 euro for a bottled beer or cider (0.5l);
• 75% would pay 6-8 euro.

People without work do not mind to pay a little bit extra for a good taste and quality. About 60% of unemployed people would pay only 2 euro extra. Fewer people would pay more money.

**Reasons for visiting bars and pubs**

Unemployed people also have a reasons for visiting public places and the most common are: spend good time with friends and family, enjoy good drink and food, watch sport game. Young unemployed people would like to make new friends in bars and pubs.

**Working class people as customers**

Sixty-seven % of respondents were employed people with constant income. According to the result of the on-line questionnaire, working places of participants were as follow:

• security business (29 respondents);
• factory workers (3 respondents);
• taxi drivers (4 respondents);
• cashiers (7 respondents);
• teachers (6 respondents);
• doctors (1 respondent);
• bus drivers (2 respondents);
• bank workers (1 respondent);
• bar workers (6 respondents);
• other (not specified) (10 respondents).

**Occupation vs. Hobby**

The survey shows a link between the occupation of people and their hobbies. It can be concluded that:

People whose life is connected to a work which requires good physical power, such as security and factory workers, they like hobbies related to sport, such as gym, camping, fishing, hunting, skiing, running and sport games.
Teachers, bank workers and doctors also prefer hobbies related to improving health and mental state, such as yoga, running, tennis, photography, gardening, and cooking.

Drivers prefer listening to or playing music and play computer games.

**Income**

The income of employed people depends on their working place. In most cases they have more than 1000 euro per month. The average income of employed people in Finland is presented below.

<table>
<thead>
<tr>
<th>Age</th>
<th>Full-time employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Median of total earnings, €/month</td>
</tr>
<tr>
<td>-20</td>
<td>2 030</td>
</tr>
<tr>
<td>20-24</td>
<td>2 168</td>
</tr>
<tr>
<td>25-29</td>
<td>2 402</td>
</tr>
<tr>
<td>30-34</td>
<td>2 616</td>
</tr>
<tr>
<td>35-39</td>
<td>2 776</td>
</tr>
<tr>
<td>40-44</td>
<td>2 760</td>
</tr>
<tr>
<td>45-49</td>
<td>2 714</td>
</tr>
<tr>
<td>50-54</td>
<td>2 700</td>
</tr>
<tr>
<td>55-59</td>
<td>2 668</td>
</tr>
<tr>
<td>60-69</td>
<td>2 612</td>
</tr>
</tbody>
</table>

Table 3: Total earning by age, 2016

(Statistics Finland 2016.)
Beverage interests

People of working class have the highest interest in different types of beer, especially security workers, bar workers, and factory workers. Women doctors, teachers, bank workers and cashiers prefer beer, ciders and wines. Very small percentage of respondents drink strong alcohol, and most of them are bar workers and taxi drivers.

Bottled beer vs. draught beer

Employed people drink draught beer more often than bottled beer. The percentage of women and men drinking draught beer is almost equal.

Price range

- 21% of employed people would pay between 3 and 5 euro for a good quality draught beer or cider (0.5l);
- 79% of working class people would pay 6-8 euro for a very good quality draught beer or cider (0.5l);
- 20% would pay between 3 and 5 euro for a bottled beer or cider (0.5l);
- 80% would pay 6-8 euro. 58% are women and 42% are men.

Employed people would love to pay extra if the quality of beverage taste is promised to be good. Only employed people would pay about 4 euros extra.

Reasons for visiting bars and pubs

The most popular reasons for visiting bars and pubs are: enjoying good drink, watching sport games and spending good time with friends and family. Working class people are less interested in meeting new people, mostly they prefer to have a relaxed atmosphere and rest from daily routine.

6.3 In-depth interview with Loran Suleyman

On October 20th, an in-depth interview was conducted with one very successful businessman in Imatra-Lappeenranta region. Currently, Loran Suleyman has several catering businesses located in Imatra and Lappeenranta region. The newest one came this year – restaurant and bar Dallas. Dallas aims to satisfy
food and beverage needs of people living and visiting Imatra. Therefore, for the author of this thesis it is very important to know what kind of difficulties were faced by Loran while opening a new restaurant. Loran Suleyman can clearly tell us what people, that living here want from restaurants and bars.

The interview consists of several questions related to topic of this thesis, namely customer behaviour and drinking habits of people living in Imatra-Lappeenranta area. The results of the interview are presented below. (Boyce & Neale 2006.)

It is no secret that the Finnish market differs from the rest of the markets and therefore it is quite difficult to introduce a new business or a new product. For the author of the thesis it was very important to understand what kind of difficulties Loran Suleyman has faced while operating his restaurant and how he managed to fix them. Finnish people love quality of the products, so when there is something new, for example a brand new bar, they need to know that this bar is worth of their money. It can take a good amount of time to create connection with your customers, where connection will prove the quality of products you offer him. And here appears a problem, since businessmen are impatient people, they do not like to wait. They need the payoff right away. Loran had to learn this. He has been working for many years to ensure that the quality of food and drinks was worthy of his customers from the first day of the opening of his restaurant. They deserve only the best. Finns do not mind spending money on good quality, but quality should be in everything. Qualified personnel who knows their work and everything about their field of work. Qualified chefs who work hard and for this Loran Suleyman is ready to give them good money. The same goes for products and drinks that he offers- the best and fresh. The place where Dallas restaurant is located, everything should be comfortable for the client, up to the functionality of the restroom.

Next question relates to the concept of the menu of Loran’s restaurant and products which will be used in the dishes. Also, the author wants to know what kind of customers Loran tries to attract to his establishment. Loran says that he is very attentive in relation to his menu - the freshness of food ingredients is very important, it is the quality of the dish. As for customer segment, Loran’s restaurants are open for everyone: for students, hard workers or retired people. It all
depends on where exactly people want to go, what exactly they want to eat and drink, and where they will get it. Mostly couples with and without children, elderly couples, and young people visit Dallas restaurant. Very few students, as the prices can not quite satisfy their wallet, since the price for good quality food is not the cheapest one in the city. About 70% of Dallas customers are working-class people or people with sufficient financial position. Loran also mentioned the importance of market position of the restaurant because there are catering industries which are not so expensive and the food there is appropriate. The bar is mostly visited by men, women do not prefer to drink so often, since most of them are obsessed with a healthy lifestyle. Most of the women drink wine, cider and some of ladies prefer cocktails. It is a very good idea for the restaurant or bar to get a good wine list with good quality wines. Women are always interested in quality of drink. Most of the people in Finland prefer to drink alcoholic drinks, especially wines, on the weekends.

Initially, Loran Suleyman has had an idea to attract customers by means of a very good quality, but for very little money. It worked and there was even profit, he realized that the contribution to production is much more than the financial return, and the business cannot function like that. Loran raised prices to the standard, and the number of customers did not decrease. So the owner of Dallas restaurant realized that if people love what you give them, they are ready to pay for it and even a little more.

As for a beverage offer in Dallas restaurant, the owner says that he has realized one very important thing. People in Finland like good beer. And Loran made a mistake, he provided a wide selection of different drinks, whereas you could offer a few types of drinks, but of a very good quality. Finns do not like to experiment, if someone drinks draught Karhu beer, most likely they will drink only this type of beer. Of course you can always try to offer them something different, but Loran is more than sure that they will drink it only if it is for free. Now, in the bar of Dallas restaurant, there are a few good types of draught and bottled beer, as well as ciders. Several types of good bottles of red and white wine, which differs in price and therefore will satisfy any buyer. And also there is a high quality strong alcohol.
Next question which Loran Suleyman was asked relates to customer preference of draught and bottled beer. The answer was that usually the customers of Dallas prefer to drink draught beer. But there are also some who like bottled beer, mostly young people. They prefer to drink Czech and German beers. There are people who in principle like to enjoy a drink from a bottle. One more important aspect is that people in Finland, especially in this region, are very supportive in relation to local product.

Another question concerns sport interests of customers. In Finland, there is a tradition of watching sports games and competitions in pubs. In Loran’s opinion there is a kind of pleasure in drinking good beer, supporting your favourite team and find like-minded people. A pub is a place where you can cheer together with others. You feel a completely different atmosphere than at home. It is almost like cheering at the stadium, but not everyone can get there. Someone is far away, for someone tickets are expensive, so the pub is a kind of substitute for the stadium. If the team loses, people usually immediately leave home. And if there is a victory, the customers drink more for joy.

Any businessman has faced problems or difficulties during his carrier. Loran says that in catering industry you face difficulties and problems related to efficiency of workers, such as poor motivation of waitresses or not enough knowledge among kitchen staff. If your customer if not satisfied, you will get complaints. The best strategy at this point is to apply effort for eliminating further complaints.

The research question of thesis refers to connection between occupation or hobby of the consumers and their preferences in beverages. Loran gave his personal opinion about it. He says that people, whose work requires a fresh and fit appearance, do not drink much, or only on special occasions, such as a birthday. If a person loves sports, then they spend some time at the bar watching sport games. So they prefer a glass of good beer and a snack.
7 Conclusion and discussion

7.1 Discussion on the main results

The purpose of this bachelor’s thesis was focused on the understanding customer behaviour and drinking habit of people living or frequently visiting Imatra-Lappeenranta area. The result can be divided into several sub-topics for better understanding.

Quality of products and services

According to the on-line survey and in-depth interview results, the quality of products and services is one of the most important factors for every company, especially if this company tries to build a trustful connection with its customers. Finnish people are interested in life surrounded by good and long durable products, therefore consumers do not mind to pay extra for it.

This concerns quality of service as well. For example in the restaurant, customers want to be served and guided in the best possible way.

Price level

It appears that almost every person knows what prices should be for a specific product or service. Finnish people are the ones who always try to save some money. Excessive waste of money is not in their blood.

In case, your company charges over standard price for some specific product or service, you should be prepared to explain why you charge extra. Finnish people do not mind paying extra if they consider that this extra euro was set logically. Customers should know that this product is worth paying extra money.

Drinking habits

Direct observation, survey and interview results have showed that the most popular drink among people living in South Karelian region is beer. This beverage is popular especially among men.
Finnish people are very loyal to Finnish and local products, therefore Karhu, Olvi, Lapin Kulta, Karjala, and Koff beer are what restaurants, bars and pubs must have.

Draught beer is considered to be very popular in Finland. If you invent some new type of draught beer – it is suggested to give your customers a try before selling it to them. Arranging beverage tasting before buying a product is what most of the survey participants desire.

In case of a sport bar, it would be good to notice that the biggest amount of beer is drunk by men when their favourite team wins.

As for ladies visiting restaurants, bars and pubs: as a consequence of their interest to live healthy live – women prefer good quality drinks, such as wines, and not in big portions. Well-planned wine list could help to meet the needs of ladies.

**Link between drinking habits and occupations of customers**

From the first sight it may seem that there could not be a link between drinking habit of customers living in Imatra-Lappeenranta region and their occupation. This was clearly shown by the results of marketing research. This link exists and you cannot skip it if you want your business to be successful.

It can be noticed that students and young unemployed people prefer to visit bars and pubs for not very expensive drinks. For them the amount and price matter more than quality of the product. As for the service and guidelines, they prefer to choose themselves.

Working class people are considered to be the most profitable. A lot depends on the occupation of the people. By referring to the on-line survey results it can be visible. Working class people prefer quality and do not mind to pay extra. Also, guidelines and good service is very important for them.
7.2 Conclusion

The bachelor’s thesis contains the marketing research on consumer behaviour and drinking habits of people living in Imatra - Lappeenranta region. The approaches used during the writing process are described in the thesis, namely direct observation, on-line survey and in-depth interview.

The thesis focuses on investigation of specifics of Finnish citizens as customers of catering industries, mainly restaurants, bars and pubs. Thesis provides a platform with analysis of customer behaviour in the South Karelian region. It helps existing businesses and upcoming businesses to reconsider their strategies targeted towards Finnish market.

The author’s suggestion for businesses entering catering industry in South Karelian region is to focus on several aspects:

- Quality of drinks in the bar. Good bar should include Finnish beer, and preferably most of them should be draught;
- Lappeenranta is rich of local beer producers. They could be involved in the business;
- Good wine lists including red and white wines;
- Consider the possibility for beer/wine testing before buying. It will help to promote new products and tastes as well as build a trust with customers;
- Proper customer segmentation will result in better profitability of the company. According to the survey, the best profitable customer segmentation is working class people aged 25-50 years.

One of the suggestions for business concept in Imatra-Lappeenranta area could be a brewery bar, where beer and cider are produced locally and involves cooperation with local producers. This idea would bring new concept to this area, possibility to expand beer and cider production and promotion of other producers. Also, there is a chance to improvise with new cider and beer tastes. According to on-line survey result, 100% of respondents expressed a wish to visit this kind of place, a brewery in Imatra or Lappeenranta cities.
As the conclusion, the author would like to notice that this bachelor’s thesis brought a lot of positive emotions since all the participants expressed a great wish to help and assist during working process. It appeared that people living in South Karelia region are willing to improve the area and help new businesses to operate better. Also, the author hopes that some businesses will find this bachelor’s thesis useful for their businesses.
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• Suleyman, Loran – owner of Dallas restaurant in Imatra, businessman. Interviewed on 10 October 2017.


What would be the best bar (pub) idea in Imatra-Lappeenranta region?

What is your gender?
- Female
- Male

What is your age?
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 64 – 74
- 75+

What is your nationality?
- Finnish
- Russian
- Other

Where do you live currently?
- Lappeenranta
- Imatra
- Other

In the past 6 months, which of the following hobbies have you participated in?
- Arts and Crafts
- Baking and Cooking
- Hockey
- Basketball
- Boating
- Camping
- Fishing
- Gardening
- Golf
- Hunting
- Running
- Photography
- Skiing / Snowboarding
- Football
- Swimming
- Tennis
- Gym
- Yoga
- Music (listening and playing)
- Playing computer games
- None of these

Which of the following best describes your current occupation?

- Student
- Unemployed
- Employed (where) ______

What is your average monthly income (salary, social support and other financial supports)?

- Less than 1000 euro
- More than 1000 euro

What type of beverages do you prefer to drink?

- Dark Lager (e.g Guiness, Budweiser Budvar, Krusovice)
- Light Lager (e.g Carlsberg, Baltika, Sol, Heineken, Karhu)
- Filtered Beer
- Unfiltered Beer
- Non-alcoholic Beer
- Ciders (e.g. Somersby, Strongbow, Golden Cap)
- Long Drink (e.g. Sinebrychoff)
- White wine
- Red wine
- Strong alcohol (e.g. Whiskey, Rum, Vodka)

Do you prefer draught beer or bottled beer?

- Draught beer
- Bottled beer

You are offered to try a high-quality locally brewed draught beer/cider (which was made by the owners of the pub). Do you try it or you drink something you already know?

- Yes, I try
- No, I prefer to drink something I've tried before

Would you like to have a chance to visit a local brewery (pub) in Imatra-Lappeenranta region that offers its own high-quality different types of draught beers, ciders and wines?

- Yes, I would like to visit this type of pub
- No

What would be the best price you are ready to pay for 0.5l draught beer in the bar?

- 3 – 5 euro
- 6 – 8 euro
- 9 – 11 euro
- 12 – 14 euro

What would be the best price you are ready to pay for 0.5l draught cider in the bar?

- 3 – 5 euro
- 6 – 8 euro
What would be the best price you are ready to pay for 0.5l bottled beer in the bar?

- 3 – 5 euro
- 6 – 8 euro
- 9 – 11 euro
- 12 – 14 euro

What would be the best price you are ready to pay for 0.5l bottled cider in the bar?

- 3 – 5 euro
- 6 – 8 euro
- 9 – 11 euro
- 12 – 14 euro

About how much you are willing to pay extra for a very good quality beer?

- 0 euro
- 1 euro
- 2 euro
- 3 euro
- 4 euro
- more than 5 euro

What is the minimum you are willing to spend on drinks in the bar within one month?

- 0 euro
- 1-20 euro
- 21-40 euro
- 41-60 euro
- 61-80 euro
- 81-100 euro
- The whole salary
What are your frequent reasons for visiting a bar (pub)?

- Enjoy good drink
- Enjoy good food
- Watch sport games
- Listen to music
- Meet new people
- Spend good time with friends
- Get very drunk
- I don't visit bars

Would you like to have an opportunity to test beer before buying it?

- Yes
- No