

Saimaa University of Applied Sciences  
Business and Culture  
Faculty of Tourism and Hospitality  
Degree Programme in Hotel Restaurant and Tourism Management

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# **Customer Segmentation and Efficient Marketing Case: Teboil Simpele**

Thesis 2018

## **Abstract**

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The thesis research was made in the partnership with the service station Teboil Simpele. The purpose of this empirical research was to study customer segmentation of Teboil Simpele and how the clientele has changed during two and a half years. The thesis' aim was also to examine suitable marketing channels for different customer segments, as well as to find out customers' attitudes towards marketing. In addition, customer satisfaction was studied as well.

The theoretical part contains subject matters, such as targeting the marketing, marketing process and marketing communications, as well as customer segmentation related matters. Relevant theory was used to interpret the research results. In other words, they were used to help the reader understand background for this research and to lead the reader to the research part of this thesis fluently. The main topics of the theory are implemented in the research, as well as applied in the inquiries of this thesis research.

The research method used in the thesis was quantitative and the data for this research was gathered in two parts with a questionnaire handed out to the customers at Teboil Simpele. The first survey took its place at Easter 2015 and the second survey was conducted during Christmas 2017. The author herself was executing the whole process of collecting the answers. The total number of respondents was 373 in 2015 and 366 in 2017. The research results indicated that the clientele of Teboil Simpele had slightly changed over the years. Based on the results different customer segments were identified. Generally customers' attitude towards marketing was found out to be slightly negative. However, differences among customer segments could be noticed.

Keywords: service station, customer segmentation, marketing, marketing channels

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# **1 Introduction**

## **1.1 Justification for the topic**

As known, the hospitality business is highly competed and the competition over customers is rather harsh. Among the service station business the statement agrees as well. There are multiple big companies and chains operating in Finland e.g. Neste, ABC, Teboil, St1, SEO and Shell.

These days it is necessary for companies to know their customers in order to succeed. Relevant questions concerning who are using the services, which services are used and who are the most important customers should be highlighted. Ideology of "something for everyone" rarely works effectively. Companies should identify which customers segments are the most important and profitable for them in order to serve them well and succeed in the competed field of business.

Moreover, marketing is rather essential nowadays in case the company to be successful. Since the competition is hardening constantly, also visibility of the companies should increase in order not to disappear into the mass. People watch TV, listen to radio, read magazines and use social media. Even unconsciously all that information has an effect on peoples' minds.

Overall, marketing related activities are rather expensive these days. The lower the budget is, more carefully it should be planned and focused. If companies know their most important customer segments, they can try to identify the most effective marketing channels and tools to gain the maximum return out of it.

The author herself works for Teboil Simpele thus having her own interest towards the results as well. This research provided an excellent chance to research the clientele and depending on the results maybe discover tools to enhance the company's marketing activities.

## **1.2 Aims and delimitations**

The aim of this research is to study customer base of Teboil Simpele; of whom the clientele consists of, have any changes occurred during the two and a half

years and to examine if customer segments can be recognized. In addition, marketing related issues are studied as well, e.g. customers' interest and attitudes towards marketing and effective marketing channels. An ideal result of the research is to identify different customer segments important for the company as well as to find the most suitable marketing channels for each segment in order to focus on right marketing activities on a right segment.

However, as in any research, there are delimitations in this study as well. As the population, in this case the customer base of Teboil Simpele, is so enormous and varies on a daily basis, it is somewhat impossible to get an accurate sample representing the whole population. The clientele of Teboil Simpele varies rather dramatically especially depending on the season, but also on daily and weekly basis. The author made a decision to include a holiday season into the research as well, in order to get information about tourists and potential customers. That has an effect on the final results, and the conclusions made out of the questionnaire answers cannot be generalized too strictly.

### **1.3 Introduction of Teboil Simpele**

Oy Teboil Ab is a company engaged in the import, marketing, sales and distribution of oil and energy products in Finland. In 2017 the company's turnover was EUR 1.8 billion with a market share of 26.5%. It is a subsidiary of the Russian company Lukoil. Teboil's operations are divided into two business operations units. Its service station and unmanned service station operations are comprised of a network of around 550 branches of service stations, unmanned stations, D-stations for commercial traffic and loyalty cards for customers. Direct sales operations concern the corporate sale and wholesale of fuel oils and diesel, the consumer sale of heating oil, and the sale of lubricants and liquefied petroleum gas. Teboil's national distribution network consists of 114 service stations and 203 unmanned stations, of which 63 are Teboil Express unmanned stations. Commercial traffic is served by 450 refuelling points, of which 217 are D-stations. (Teboil 2018.)

Teboil Simpele is located in Simpele, Rautjärvi, which is in the northern end of South-Karelia. The service station has a great location right by the route 6, in

the half way of Lappeenranta and Savonlinna. Due to the location it is a great stopping point for the travellers heading to North as well as travellers driving the opposite way.

Teboil Simpele is owned by Tuomo Asikainen who is the previous owner of Neste Imatra. The ownership of Teboil Simpele changed in September 2013. The management consists of the owner and two managers. One of them is in charge of the kitchen operations and the other one is titled as a customer relationship manager. At the moment, there are a total of 19 permanent workers. During the summertime the number of customers is higher and summer help is needed. Otherwise the number of workers is rather constant.

Teboil Simpele is one of the medium size service stations that has a café and a restaurant, its own fast food brand called TR Pizza & Burger, a small grocery store with a car accessory department, a car wash, meeting facilities and a small-scale accommodation (three rooms and sauna). There is also a small bar which is occasionally used, mostly on order. Every second week the local society of retirees organize a live music dancing event and the bar is open. The total number of the seats in Teboil Simpele is 300.

The turnover of Teboil Simpele in September 2016 - 2017 was 1.726 million euros whence the share of the restaurant sales is more than 70 percent. Overall the sales consist of three different components; restaurant sales, other sales such as the grocery store and car accessories, and car wash. Naturally there are changes in the sales depending on the season. Summer is a high season for the sales, as well as the national holiday seasons such as Christmas, autumn and winter holidays. January and February are typical months of low season. These variations in sales create multiple challenges for the business. (Tuomo Asikainen 2018.)

Marketing activities are one of the big investments made. It is very important for the business but also expensive to execute. The way of doing it is worth to be carefully thought and planned. Since Teboil Simpele is part of the chain Oy Teboil Ab, the chain is in charge of the national marketing. It also sets some restrictions concerning the marketing. All of the TV and radio campaigns are

national and executed by Oy Teboil Ab but individual service stations are in charge of the regional marketing. The marketing budget for the financial period of 09/2017 – 09/2018 is 12,000 euros. Currently the marketing consists of local and Imatra area newspapers, social media (Facebook, Instagram) and billboards by the route 6. Marketing in the newspapers focuses mainly on the lunch sales. (Tuomo Asikainen 2018.)

## **2 Targeting the marketing**

BusinessDictionary (2015 c) defines marketing as follows: “The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing: product, price, place, promotional strategy. “

According to Bergström & Leppänen ( 2009, 20) marketing is not only a strategy but also a tactic. At the same time it is a way of thinking and acting. Nowadays marketing is seen in an essential role on a strategic level as well. Customer relationship type of thinking, and customer oriented approach in a business world have become more relevant. They are important factors in businesses' decision making processes. The very bases of marketing thinking are the current and potential customers' needs, values and wishes, whereby the products and services are developed.

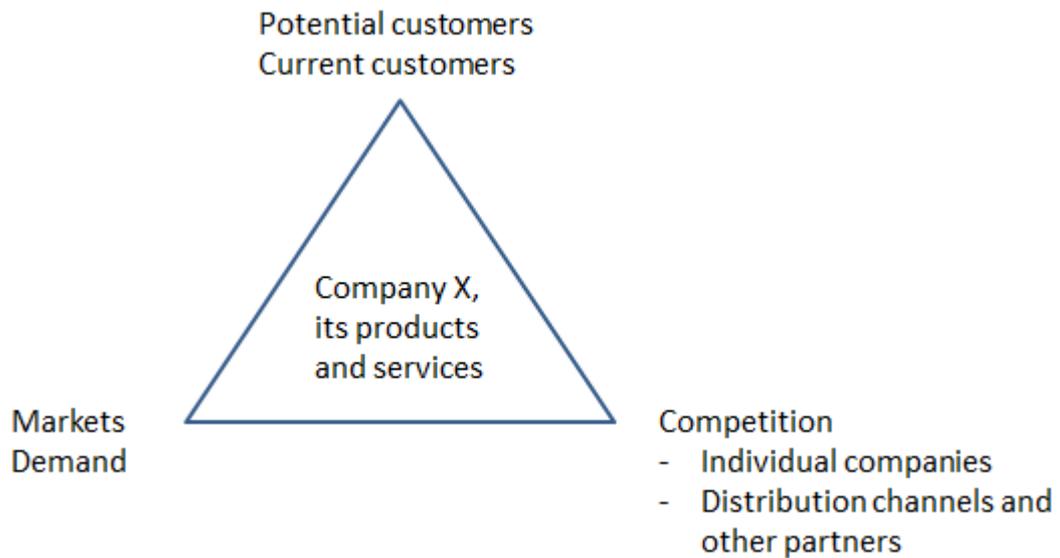


Figure 1 Company's marketing environment. (Isohookana 2007, 36)

Today's marketing oriented approach is very comprehensive. In most of the cases companies have to be active in marketing in case to succeed. This orientation can be seen in a company's way to operate but also to act. Market environment should be followed, and the most important factors to be analysed are the markets and demand, customers, competitors, and other operators such as distribution channels and partners. Company should segment the markets into smaller target groups in case to focus on the most important and profitable segments and their needs and wishes. This way company can differentiate from the competitors and position itself. (Isohookana 2007, 36)

One important factor in marketing is a marketing strategy, which can be defined as *"An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan."* (Business Dictionary 2015 d.)

## **2.1 Main tasks of marketing**

According to Bergström & Leppänen (2009, 24) marketing has four main tasks. These tasks of marketing in terms of dealing with the demand and supply are; identifying the demand, creating and maintaining the demand, satisfying the demand and controlling the demand.

Identifying the demand and constant market research are important for the company since the markets and demand are rapidly changing. Company has to know its customers, both current and potential. The needs, values and buying behaviour are relevant matters to follow up. Forecasting of the demand is an important factor as well. It is a base for product development, marketing communications and other marketing decisions. (Bergström & Leppänen 2009, 24.)

Company tries to create a demand by being somehow more attractive compared to its competitors. Advertising is used to attract a chosen target group of customers. Advertising, selling, customer service and other customer contacts are ways to maintain customer relationships. (Bergström & Leppänen 2009, 24.)

Company is constantly trying to meet the demand by developing its products or by creating a new product. Customer feedback and other market researches are used for these purposes. Availability, fluency and customer service are important factors of demand satisfaction. (Bergström & Leppänen 2009, 24.)

Sometimes supply does not meet the demand, if the demand is too high compared to the products or services available. Demand management is all about managing the demand by different means, such as pricing policy. Demand can be led to another direction or just controlled. Open and rapid informing is essential for a company. (Bergström & Leppänen 2009, 24.)

## 2.2 Marketing process

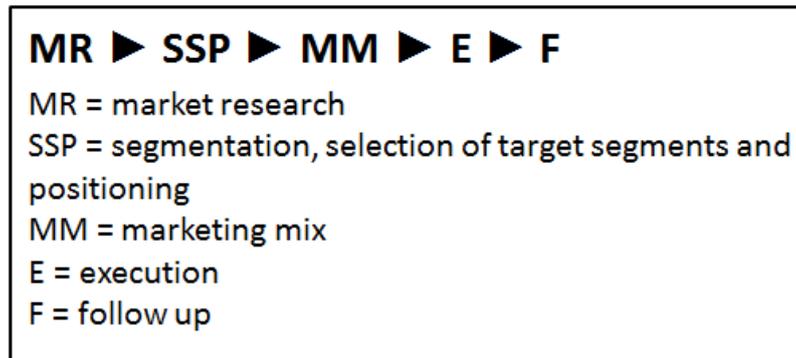


Figure 2 Marketing process. (Kotler 1999, 50)

According to Kotler (1999, 50), the base of marketing process consists of five stages. See the figure 2. Efficient marketing begins with a market research. According to results of the research, different customer segments can be found. SSP represents the strategic approach in marketing. Company chooses the most suitable segments to be targeted and creates a proper marketing mix for each segment. The next stage is the actual execution and finally, company follows and evaluates the results. As a result of this, company can change its strategy (SSP) and tactics (MM).

Market research is the base for company's marketing. Exploring the market possibilities is necessary for a profitable business, and marketing strategies should be drawn from the market research. As a result of the market research, different kind of customer segments can be found. These segments differ from each other for example by needs and wishes. (Kotler 1999, 51-52.)

Market research reveals multiple different customer segments and company should decide which of them they focus on. The main principal is that company should select segments which they can serve well. When the segments are chosen, company should position its product or service in a superior way. When the segments are chosen right and the positioning is done properly, target customers should be able to recognize the benefit of choosing that particular product or service over the competitors. (Kotler 1999, 52-53.) Rope (2003, 156) highlights that strategic decisions made in marketing are related to the struc-

tures of the company's business idea, e.g. segmentation, image, supply and the way of act.

Tactical side of marketing includes the tools that support positioning and ease the marketing. These tools are called marketing mix and are more commonly known as 4 P's of marketing. The topic will be discussed more thoroughly later on. (Kotler 1999, 53.)

The main task of the marketing mix is to put the right product in the right place, at the right price, at the right time. Therefore company has to know its product or service, as well as the customers they are aiming to market it. (Mindtools 2016.)

After strategic and tactical planning, company executes the wished actions. At this point of the process problems can evolve and careful follow up is needed. Feedback is usually collected from the markets and changes are made based on the results. (Kotler 1999, 53-55.)

Company should follow up its actions and business growth. There are multiple tools for that, e.g. growth in sales, market share, quality-price ratio compared to the competitors, customer loyalty; number of regular customers, number of new customers and number of unsatisfied customers. If the goal set in the beginning is not reached, company has to re-evaluate its marketing mix, segmentation and positioning. (Kotler 1999, 54-55.)

### **2.3 Types of marketing**

There are multiple types of marketing and marketing strategies for companies to choose. Business Dictionary (2015 e) defines mass marketing as *"an attempt to appeal to an entire market with one basic marketing strategy utilizing mass distribution and mass media. Also called an undifferentiated marketing."*

Mass marketing is a market coverage strategy in which a firm decides to ignore market segment differences and uses one strategy to appeal the whole market. Mass marketing targets the largest number of people possible. Traditionally mass marketing focuses on radio, television and newspapers where the media reaches the largest audience possible. Products and services needed by almost

every person of the society are suitable for mass marketing. (Chron 2015 b; Kotler 1999, 43.)

The trend of mass marketing is said to weaken constantly due to the change of marketing strategies and moving towards CRM (customer relationship marketing) type of thinking. Moreover, mass marketing can be extremely expensive compared to the impact achieved. (Chron 2015 b; Kotler 1999, 43.)

Segmented marketing, also known as differentiated marketing, is defined by Business Dictionary (2015 b) as follows: *“A sales growth strategy in which several market niches or population segments are targeted with different products for each niche or segment.”*

Segmentation is a foundation for differentiated marketing. Markets consist of segments with different needs and wishes. Differentiated marketing is a market segment coverage strategy where company tries to appeal two or more clearly defined market segments with specialized products and marketing activities tailored to each separate segment. (Allbusiness 2015, Chron 2015 a)

Differentiated marketing is used when company targets at least two market segments or target groups via campaigns. Differentiated marketing strategies can target many more segments as well. In addition, in a same campaign there can be different messages for different segments. (Allbusiness 2015; Chron 2015)

Single-segmented marketing, also known as concentrated marketing is defined by Business Dictionary (2015 a) as follows: *“Growth strategy in which resources of a firm are focused on a well-defined market niche or population segment.”*

A concentrated marketing strategy is a strategy where a product is developed and targeted to one well defined and specific market segment. It aims to a narrow and specific group of consumers through one specialized marketing plan considering only the needs of the targeted segment. (Marketing91 2015.)

Concentrated marketing is mostly used by small businesses with limited resources since it enables a company to achieve a strong market position without mass production, mass distribution or mass advertising (Marketing91 2015).

## 2.4 Marketing mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4P's make up a typical marketing mix; product, price, place and promotion. However, nowadays, the marketing mix increasingly includes several other P's like Packaging, Positioning, People and even Politics as vital mix elements (The Economic Times 2015 a).



Figure 3 Four P's of Marketing. (Brand Driven Digital 2015)

Marketing mix elements, 4 P's invented by McCarthy, play a crucial role in marketing and are the most visible elements of it. That is why companies should choose them carefully, as well as emphasize them. They are the elements by which companies attempt to influence customers in a desired way.

Product refers to the item actually sold. It is an integrated whole of goods, services and images which a company markets. Products and services are usually divided into three different levels; core product, tangible product and augmented product. Core product is that core service or physical product which a customer buys. Tangible product consists of the elements which give a product its identi-

ty, for example product name, brand, packaging, colour and design, and service environment and image. Augmented product is all the additional services which can be attached to the core product. They are ways of customizing the product which gives it added value. In any case the product must deliver a minimum level of performance, otherwise even the best work on the other elements of the marketing mix will not do any good. (Economic Times 2015 a; Lahtinen & Isovii-ta 1994, 16-17.)

Price is the actual amount the end user is expected to pay for a product. Pricing has a straight influence on the sales of a product. Pricing is linked to the perceived value of the product. If the product has been priced too high or even too low compared to the perceived value customer gains, the product will not sell. This is why pricing has become a more and more important part of marketing strategy. (Entrepreneurial Insights 2015.)

Components affecting to pricing can be divided into external and internal factors. Demand and competition are affecting company's pricing decisions externally. Production and marketing expenses as well as strategical and marketing objectives have an internal influence on pricing. (Viitala & Jylhä 2006.)

Place or placement is all about the distribution; how the product will be provided to the customer. Company has to react to the market demand and the product needs to be available in the right place, at the right time and in the right quantities. (Bergström & Leppänen 2009; Entrepreneurial Insights 2015.)

Promotion means all the ways to reach and affect the customers. The concept of promotion includes all the marketing communication strategies and techniques, such as advertising, sales promotions, special offers and public relations. Marketing and promotion should be differentiated by each other since promotion is just a communication aspect of the entire marketing function. (Entrepreneurial Insights 2015.)

The classic marketing mix based on the 4 P's works especially when new customer groups are targeted. When the aim is to develop customer relationships, other P's of marketing and customer relationship marketing tools are used. See figure 4. (Viitala & Jylhä 2006, 126.)

| <b>4 P</b><br>McCarthy<br>(1960)       | <b>5 P</b><br>Judd<br>(1978)                     | <b>6 P</b><br>Kotler<br>(1984)  | <b>7 P</b><br>Brooms &<br>Bitner (1981)   | <b>15 P</b><br>Baumgartner<br>(1991)   |
|--|--|---|---|--|
| Product<br>Price<br>Place<br>Promotion | Product<br>Price<br>Place<br>Promotion<br>People | Product<br>Price<br>Place<br>Promotion<br>Political<br>power<br>Public opinion<br>formation | Product<br>Price<br>Place<br>Promotion<br>Participants<br>Physical<br>evidence<br>Process | Product<br>Price<br>Place<br>Promotion<br>People<br>Politics<br>Public<br>relations<br>Probe<br>Partition<br>Prioritize<br>Position<br>Profit<br>Plan<br>Performance<br>Positive<br>implementati<br>on |

Figure 4 Marketing P's. ( Viitala & Jylhä 2006, 126)

As demonstrated above, there are also widened versions of classical marketing mix. From the point of customer relationship oriented approach, especially people, process, as well as physical evidence such as customer service environment are very important. Especially in the international markets politics can affect on sales. Therefore companies use lobbying and political power as marketing tools. (Viitala & Jylhä 2006, 126.)

As seen, there are different kind of marketing mix theories. The classic 4 P model has expanded into 7 P model, that adds to the aforementioned also concepts of physical evidence, people/participants and process. Physical evidence is about where the service is being delivered from. It is the element of marketing mix which distinguishes a company from the competitors. Customers make judgements about the company based on the physical evidence. People are the employees that execute the service. Process covers all the processes and systems within the organization that affect the execution of its services. The 7 P's

of marketing are used when the product in case is a service, not a physical good. (The Free Encyclopedia 2015; Learn Marketing 2015.)

Then again, in the 1990's, the concept of four C's was introduced as a more customer-driven replacement of four P's. There are two theories, Lauterborn's four C's (consumer, cost, communication, convenience), and Shimizu's four C's (commodity, cost, communication, channel). (The Free Encyclopedia 2015.)

## **2.5 Marketing communications**

It is necessary for a company to make customers aware of their products or services. Marketing communications are the tools for creating demand among the targeted customer segment. Company's strategy is highlighted in the marketing communications and from the company's point of view it is very important to be aware of the strategy for the all aspects. If the strategy does not match the marketing communications, it does not reach the targeted customers either. Marketing activities are commonly very expensive when again companies' budget for marketing is rather limited. (Hesso 2013, 114.)

As said, marketing communications should be targeted into a wanted customer segment and it should catch the interest of a customer. Company should have a clear general view of its visions, business idea and strategy. Marketing is the way of forwarding this big picture for the customers, in order for customers to get interested in the company and their supply. (Hesso 2013, 115.) Marketing process should always be planned thoroughly beforehand before the actual execution, see figure 5.

|   |  |  |  |   |
|---|--|--|--|---|
| <b>Current situation</b>                      | <b>Own Company</b><br>-Development of turnover and profitability<br>-Product<br>-Customer segments<br>-Marketing; policy of distribution, pricing and sales promotion<br>-Image of the company | <b>Competitors</b><br>-Development of turnover and profitability<br>-Product<br>-Customer segments<br>-Marketing; policy of distribution, pricing and sales promotion<br>-Image of the company | <b>External factors</b><br>-Population; number, location<br>-Potential customers<br>-Purchasing power<br>-Politics<br>-Attitudes | <b>Consumer Expectations</b><br>-Habits of consuming<br>-Habits of buying<br>-Preferences |
| <b>Frame of the planning</b>                  | <b>Positioning</b><br>- Wanted image in the mind of consumers, has to be better compared to the competitors  |  | <b>Specification of the market possibilities</b>   |   |
| <b>Preliminary result</b>                     | - Marketing objectives<br>- Marketing strategy<br>- Objectives and strategy of marketing communications  |  | - Competitive tools (actions and tactics) used in marketing communications   |   |
| <b>Planning and execution of the campaign</b> | <b>Creative planning</b>   |  | <b>Media planning</b>  |   |
| <b>Final result</b>                           | - Changes in information, attitudes and practices.<br>- Increase in turnover, development in profitability.<br>- Market growth.  |  |  |   |

Figure 5 Planning process of marketing communications. (Siukosaari 1999, 31)

Marketing is usually divided into two different categories; media advertising (e.g. magazines and newspapers, tv, radio, outdoor and billboard advertising, internet) and direct advertising which can be addressed or non-addressed (Hesso 2013, 115). Media advertising is rather expensive for companies and nowadays social media provides new channels and tools for the company's marketing communications. The trend of social media and its popularity is growing constantly and it is a rather inexpensive marketing channel. Examples of social media platforms used in marketing are Facebook, Instagram, Twitter and YouTube.

### Media advertising in 2017

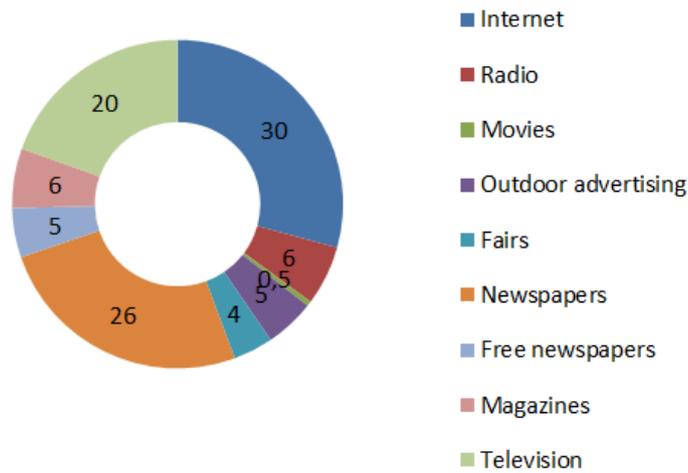


Figure 6 Media advertising in 2017. (Kantar TNS 2018)

As seen from the figure 6, the share of internet advertising is 30% of all media used in marketing. Internet advertising includes also social media which can be used for example as a tool to get ideas for product development, to launch a new product or service, to get customer feedback, to research consumers' purchasing habits or to gain loyal customers and maintain the customer relationships. In order to be successful, social media advertising should be sustained and visible. Compared to the traditional media, social media provides bidirectional communication and interaction with customers but the downside is the uncontrollability of the media. The use of the social media as a marketing tool requires integrity and sincerity from the company and it has to deal with a negative feedback as well. (Bergström & Leppänen 2009, 378-380.)

### 3 Segmentation

Market consists of buyers, and buyers differ in many ways. Segmentation is an effective way to group the buyers and there are multiple ways for doing that. Next chapter will examine levels of segmentation, patterns of segmentation, segmentation procedure, basis for segmenting the markets, and requirements for effective segmentation.

### 3.1 The concept of segmentation

Every company should have a business strategy, meaning the means by which a company sets out to achieve its desired ends (objectives). It can simply be described as a long-term business planning. (Business Case Studies 2015.) A company can be the best of its field by service, image or technology but yet does not reach the set goal. Usually the problem is in the execution of the practices. Company must follow its strategy in the procedure thus creating a competitive advantage. In the practice, there is a need for customer information and knowledge when company decides to develop its services. This information, customer strategy, is an essential part of business strategy. (Ala-Mutka & Talvela 2004, 42-45.)

Customer strategy is a synthesis of traditional perception of strategy and customer based business model. Strategy is formed on the basis of corporate strategy, and customers and markets are highlighted. Customer strategy is divided into three parts; customer segments, service strategy and segment-specific action models, product/service supply and recognized competitive advantages. (Ala-Mutka & Talvela 2004, 46-47.)

Customer segmentation is an essential part of company's strategy and especially efficient marketing. It can be defined as *"the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on"*. (Tech-Target) However, it is important to make a clear division between terms customer segmentation and market segmentation. Market segmentation divides the prospective buyers into groups that have common needs and will respond similarly to a marketing action. Market segmentation enables companies to target different categories of consumers who perceive the full value of certain products and services differently from one another. Generally three criteria can be used to identify different market segments: homogeneity (common needs within a segment), distinction (unique from other groups) and reaction (similar response to market). (Investopedia 2015.)

There is a slight difference between the terms since market segmentation also involves segmenting potential markets and customers while customer segmentation focuses mainly on the current customer base aiming to generate more value from the customers. From the company's point of view it is important also to recognize the potential customer groups if the aim is to expand the markets and thus achieve more sales. (Laine 2011, 28)

There are two different ways of segmenting. Traditional segmentation focuses on identifying customer groups based on demographics and attributes such as attitude and psychological profiles. Value-based segmentation however concentrates more on the cost efficient side of the customer relationship. The focus is on the revenue a certain group of customer generates, compared to the costs of establishing and maintaining the relationship. Wholly, the most important aim of segmentation is to help the company direct its limited resources to the right customer groups and thus save time and money. (TechTarget 2015.)

Basically, segmentation can be seen as a process of defining target groups so that the company has a better opportunity to achieve sales and profit targets. It is essential for companies to recognize the recent and potential customers from the many respects. Segmentation is a very usable tool for this and can be used for multiple purposes. The main purpose of segmentation is to plan and execute company's operations by heading the assets and conducting the business. Typical situations when segmentation is used are; creation of a business idea, development of marketing communications, development of the product or service supply and selection of the markets. (Ala-Mutka & Talvela 2004, 52.)

### **3.2 Segmentation procedure**

Customer segmentation should be based on the corporate strategy and customer strategy. Customer knowledge is usually based on experience and not documented which makes involvement of key personnel working closely with customers essential for successful segmentation process. The most common problem that companies face with segmentation is that it is not done thoroughly enough or the segmentation is done too fast without defining the reasons and desired outcomes. (Ala-Mutka & Talvela 2004, 54; Laine 2011, 29.)

Lahtinen & Isoviita (1994) introduce a five-staged segmentation procedure model (see figure 1). According to it the process of segmentation starts by establishing the objectives. After these objectives are established, segmentation is divided into the following five steps:



Figure 7 Segmentation Procedure (Lahtinen & Isoviita 1994, 42)

### 3.2.1 Identifying objects

The process of segmentation starts with identifying objectives and potential customers. In case of a new company, potential customers and the needs that it can meet have to be identified first. A company already in operation tries to discover new markets for already existing products and services by the help of segmentation. The same product or service can be suitable for different kind of people, making them all potential customers. However, the aim is to identify which of these segments would be the most profitable to target. (Lahtinen & Isoviita 1994, 42.)

### 3.2.2 Segmentation criteria

The second stage of segmentation process includes determining the segmentation criteria and segmenting the markets. Usually, potential customers differ from each other in many respects and have to be divided into homogeneous groups. According to Lahtinen & Isoviita (1994) these segments have to fulfil the following requirements:

1. The number of customers in each segment must be measured in an accurate and reliable manner so that marketing operations for the segment can be determined.
2. Segments must be large enough to be profitable. A segment can be identifiable and stable but not large enough to be profitable.
3. Segments must be easily accessible to be targeted. This means that marketers must be able to reach the market in an economical way.
4. Segments must be distinctly separate. Customers' needs and preferences vary a lot. Therefore there are particular criteria combining a certain segment, simultaneously distinguishing it from another one. (Lahtinen & Isoviita 1994, 43.)

Clow & Baack (2010) state that a market segment should pass the following states in order to be considered a viable target for a specific marketing communications campaign:

1. The individuals within the market segment should be similar in nature, having the same needs, attitudes, interests and opinions. This means persons within the segment are homogenous.
2. The market segment differs from the populations as a whole. Segments are distinct from other segments and the general population.
3. The market segments must be large enough to be financially viable to target with a separate marketing campaign.
4. The market segments must be reachable through some type of media or marketing communications method. (Clow & Baack 2010, 125.)

Segments can be based on a number of different criteria. Segmentation criteria are elements which distinguish customer buying behaviour. Above-mentioned requirements must be considered when selecting the segmentation criteria. Buying behaviour must be well understood to avoid artificial or inaccurate segmentation. The risk of phantom segmentation, meaning the creation of segments that do not exist, is hazardous as well. (Lahtinen & Isoviita 1994, 42-43; Schiffman & Kanuk 2010, 73.)

There are different segmentation criteria and the terms vary a lot. The most common terms are hard and soft segmentation criteria. Traditionally hard criteria include economic, demographic and geographic variables. Economic and demographic criteria are the most common bases for segmenting customer groups since the variables are easy to measure. Furthermore, consumer preferences and use rates often vary closely with them. Criteria include variables such as age, life cycle, gender, income, occupation, education, religion, race and nationality.

Soft segmentation criteria, in other words psychographic segmentation, are rather recently added terms in segmentation. Customers are divided into segments based on variables of social class, lifestyle, personal characteristics, purchasing motives, values, stage in customer relationship etc. This is more efficient way of separating potential customers than traditional hard criteria and it is used especially in travel industry. However, segmentation on the basis of soft criteria is more complex due to its hard measurability. (Lahtinen & Isoviita 1994, 44, Kotler, Bowen & Makens 2010, 202-206.)

Finally, the most essential segmentation criteria are selected and segments are formed. Segments are based on different criteria and usually each segment is a mix of hard and soft variables.

Above mentioned criteria are used in traditional segmentation but there is also another way for segmenting the customers. Value-based segmentation is used when the focus is on the revenue a certain group generates, compared to the costs of establishing and maintaining the relationship. It has been noticed that targeting already existing customer groups is more efficient and cost effective

than trying to reach new and potential customers. In this case, customers are divided into groups of potential customers, casual customers, regular customers and key customers depending on the sales volume and profitability (see figure 2). (Bergström & Leppänen 2009, 156-157; Ala-Mutka & Talvela 2004, 74.)

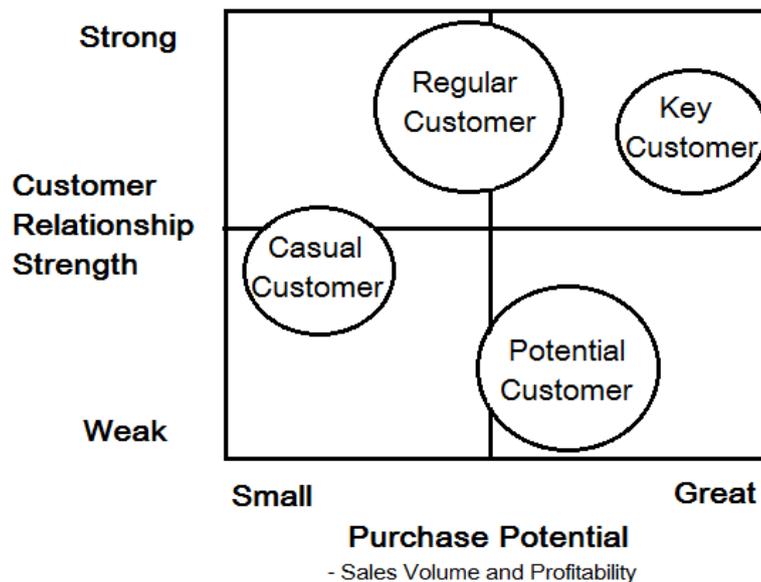


Figure 8 Example of value-based segmentation. (Ala-Mutka & Talvela 2004, 74)

### 3.2.3 Selection of target markets

After the markets have been divided into segments, the next stage of the segmentation procedure is to select the target groups. Not all target groups are profitable for a marketer and therefore segments that can be served well and can increase the profitability should only be selected. (Lahtinen & Isoviita 1994, 44.)

It is important for a company to analyse each potential segment. Buying behaviour, criteria of purchasing and other related subjects should be taken into consideration. A requirement for selecting the segments is choosing a proper strategy according to the corporate strategy and customer strategy. (Bergström & Leppänen 2009.) According to Lahtinen and Isoviita (1994) there are three al-

ternative approaches for selecting the segments: undifferentiated marketing, segmented marketing and single-segmented concentration (see figure 3).

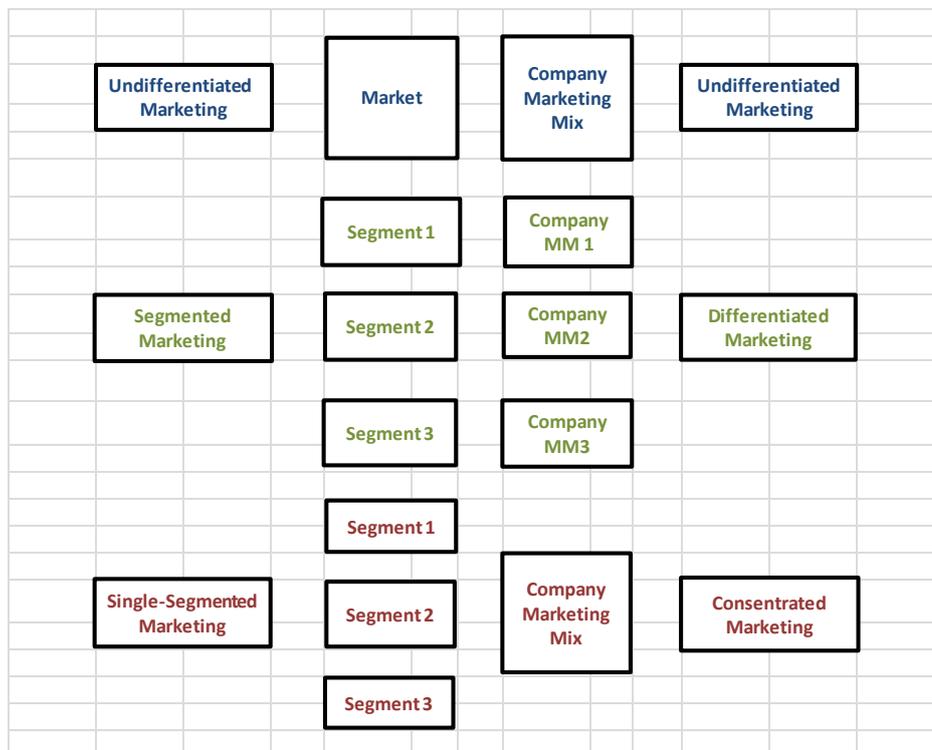


Figure 9 Alternatives of Target Market Selection. (Slideshare 2015)

In undifferentiated marketing, the company does not segment its customer base and the same product is marketed to all potential customers. Segmented marketing means that the company has subdivided potential customers into segments to be targeted. Different marketing activities are used to market differentiated product versions for each segment. Also, some segments are temporarily or permanently ignored after the selection of target groups. Single-segment concentration is used when companies want to focus their entire marketing effort on one segment in isolation. The company selects the segment in which it feels that it is the strongest. (Lahtinen & Isoviita 1994, 40-41.)

Depending on the approach a company selects, the proper marketing tools and activities used are selected as well. This will be discussed more thoroughly later on.

### **3.2.4 Marketing decisions, implementation and result control**

A company has to decide which product or service will be marketed to each segment after having the target groups selected. Choosing the right type of marketing activity used is important as well. (Lahtinen & Isoviita 1994, 45.)

The success of marketing activities must be evaluated. Marketing can be considered successful when customers are satisfied and marketing and operational activities are profitable. Control provides valuable information for developing operations and improving customer service. If the implementation of marketing techniques has not been successful, the reason for this must be identified and action to amend the situation should be taken immediately (Lahtinen & Isoviita 1994, 45.)

### **3.3 The advantages of market segmentation**

The underlying assumption of market segmentation is that a company cannot be all things to all people. The best way to achieve a competitive advantage is by specializing in a particular attractive segment which the company is able to serve better due to both the superior knowledge of the needs and preferences of this segment/these segments and also the resources, goals and core competencies of the company. (Morrit 2007, 6-7.)

Market segmentation is an effective way to target the budgeted money of marketing into considered group. Marketing is very expensive and the resources are limited. It is more efficient to target certain potential customer groups via targeted marketing than try to reach them all. In these cases the result usually is negative, since there are not enough resources to reach everybody properly. Marketing to segments that are more likely to patronize a company is cheaper in the long run, since the company is able to attract more of the target customers with the same amount of money. (Morrit 2007, 6-7; Bergström & Leppänen 2009, 152.)

There are certain factors that combine customers of a certain segment. When creating the segments also the combining factors have to be determined. At the same time, this means a deeper understanding of the target customers' needs

and preferences. Business is all about fulfilling customers' needs and if one does it better than another, naturally it gives a successful company an edge over its rivals and an ability to generate greater value for the firm.

### **3.4 Positioning**

*“Market positioning means creating an image in the mind of your target segments regarding your product or service and how it compares with the competition. Effective positioning requires that your target segments regard your product as unique, possessing valuable attributes, and having superior value. It means that your brand name will naturally come to the top of their mind as the product of choice when they are in need of your services.”* (Morrit 2007, 145.)

There is an era of an oversupply of competing brands and products in the twenty-first century and consumers are bombarded by advertising and promotion messages. Products and services should not only be differentiated in the mind of the targeted customers by effective marketing, but also differentiate in a way that is perceived as valuable by the target segments. Morrit (2007) sets the basic premises of positioning as follows:

1. Positioning takes place in the mind of your target customers.
2. Positioning is based on the concept that effective communication with target customers requires at the right time, place, and circumstances.
3. Advertising is about being the first to get into the mind of your target customers.
4. You cannot position your company without first getting into the mind of your customers.

Before determining the position strategy, it is important to specify why customers are purchasing a particular product or service. Determination of these “key drivers” will help to determine the positioning of the company. (Morrit 2007, 146.)

#### **3.4.1 Components of consumer product perceptions**

Salience, determinacy and importance are the three components of customer perception of a product or service. Salience refers to the attributes that first

come to the mind of target customers when selecting the product or service. However, salient attributes may not determine the choice. Determinacy attributes are qualities used by target customers, such as reputation, price/value, and service and product quality. These attributes are critical in a decision making process and determine the choice of a customer. Factors of determinacy are used in positioning of the firm. (Morrit 2007, 146-147.)

Importance attributes are not determining, however important attributes for targeted customers. Existence of these features is important but not determinant, except in a case of absence. It would be a sufficient reason to reject the option of a certain product or service. Importance factors are often used to arouse interest towards a product or service or to create a combination of features that will lead to determinance. (Morrit 2007, 147.)

### **3.4.2 Elements and strategies of positioning**

Morrit (2007) states that good positioning is dependent on three criteria; creating an image, differentiating the product/service and making a promise (all based on salient and/or determining attribute, and/or importance factors).

Positioning is a strategic marketing process where the goal is to create an image of highly valued, distinctive and/or superior product or service in the minds of target customers. It is also about how the company's products or services are perceived compared to the competitive ones. A good position in the market allows the product and its company to ride out bad times more easily and allows flexibility to the brand or product in extensions, changes, distribution and advertising as well. (The Economic Times 2015 b; Morrit 2007, 148.)

According to Morrit (2007) products can be positioned by; specific attributes, needs or benefits, price/quality, use or application, users or class of users, against the competition or against a product class.

### 3.5 Segmentation as a marketing strategy

According to Rope (2003) company has three segmentation options to choose from; non-segmented marketing, selective marketing and focused marketing. See the figure 10.

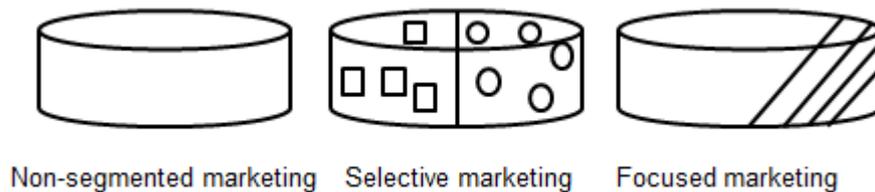


Figure 10 Alternative strategies in market segmentation. (Rope 2003, 166)

First company has to decide how strict their segmentation policy is. The decision has to be made on occasion and there are several matters to be considered e.g. resources, homogeneity of the services/product, life cycle of the product, homogeneity of the markets, number of competitors, competitors' strategies and size of the markets. (Rope 2003, 166-168.)

Rope (2003) states that when the foundation of the segmentation is clear, company should answer the following questions which are the base of the segmentation strategy selection:

1. What is the targeted market share?
2. Which factors are used as a foundation of segmentation, in order for them to meet the company's knowledge.

Companies have used the non-segmented marketing-model a lot in the past. Markets are handled as a whole and majority of the potential customers are pursued to please. Only common needs of the customers are paid attention, differences are ignored. Among today's markets this kind of marketing rarely works. (Rope 2003, 169.)

Selective marketing is popular among big and successful companies. Selective marketing means that the company operates widely on different segments but has a different product and marketing designs for each segment. Huge resources are required for this. Usually selective marketing approach is good for companies operating in some narrow field of business with rather small customer base. (Rope 2003, 169-170.)

If the company chooses a couple of segments from the markets to focus on, focused marketing is used. Good market share is possible to gain if the needs of these selected segments are fulfilled. These days focused marketing is the most favored segmentation strategy among different companies. (Rope 2003, 170.)

According to Rope (2003) there are two different types of focused marketing; fully focused marketing and limited marketing. Fully focused marketing involves only one narrow segment. This kind of marketing strategy is rarely used due to its "all eggs in one basket" - type of orientation. Base of limited marketing is carefully limited and chosen segments. Based on the resources company chooses couple of the most important segments for its business. Limited marketing is seen as a base and prototype of segmented marketing and is used by majority of the companies.

## **4 Research implementation**

This part introduces the actual research of the thesis. This thesis research is an empirical research because it studies a real world phenomenon and is investigated by using systematic gathering of information. The following sub-chapters consist of introducing the research questions, research method and the research process of this thesis research, followed by the collection of data and data analysis.

### **4.1 Research method and research questions**

The main research questions of this thesis are:

1. Who are the customers of Teboil Simpele? Can they be segmented?
2. Are there differences among the different customer segments concerning attitudes towards marketing?
3. What would be the most effective marketing channel for each segment?

The aim of this research was to find out who are the customers of Teboil Simpele and more importantly, who are the regular customers. In addition, can these customers be segmented and if so, what kinds of customer segments exist. A hypothesis was that majority of the customers can be segmented into certain groups, such as truck drivers, workers and retirees. Another matter highlighted in this research was what would be the most suitable and effective marketing channel and if it varies between different customer segments.

The research method used in the thesis is quantitative. A quantitative research includes collecting, transforming, presenting and analysing statistical data and interpreting the results. (Mirola 2013). The research of this thesis is carried out by questionnaires. The questionnaire is a semi-structured survey which means that it contains both open-ended and closed ended questions. Respondents can freely answer to the open-ended questions. The closed ended questions e.g. multiple choice questions and scales, are questions where respondents have to choose the most suitable option from the given ones. Mostly the questions

used in this survey are closed ended questions in order to transfer the results in to numeric data and to ease the analysing of the results.

## 4.2 Research process

Lahtinen and Isoviita (1998) determine the research process as follows:

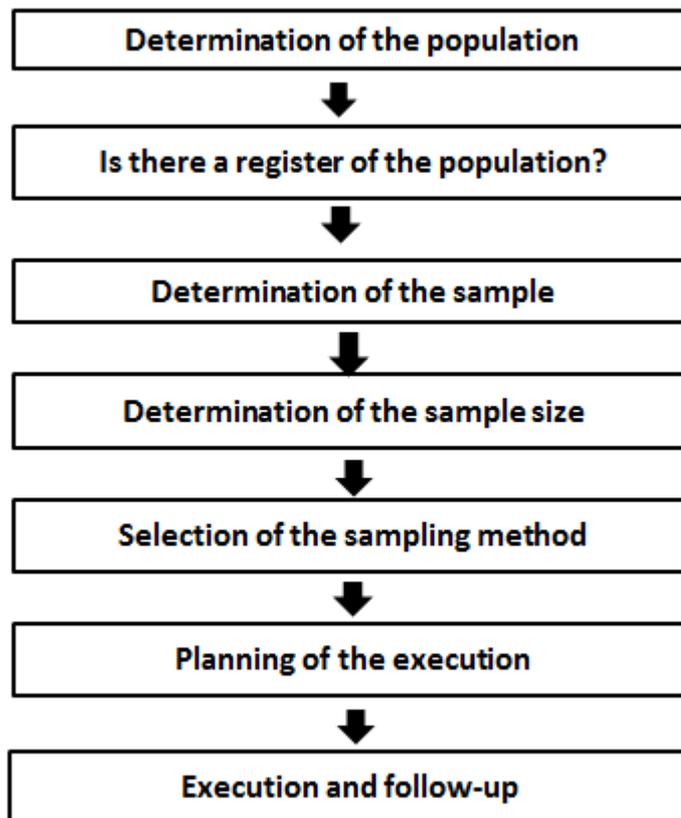


Figure 11 Phases of systematic sampling. (Lahtinen & Isoviita 1998, 51)

The population in this particular survey is the clientele of Teboil Simpele. Oy Teboil Ab has its own regular customer program thus having a register of the loyal customer card owners. This information cannot be used for the safety regulations. Moreover, it does not provide any precise information about customers of Teboil Simpele. Additionally not all customers using services of Teboil Simpele have the loyalty card.

Since the population is too wide to be studied thoroughly, sampling has to be done. Sample has to represent comprehensively the whole population in order to the results to be reliable. (Lahtinen, Isoviita 1998, 51.) Due to this, the follow

up periods include weekdays, weekends and a holiday period to target as many customers as possible.

Sample size is set to minimum 350 customers to ensure the reliability of the results. Probability sampling is used, which means that there is an even chance for every sampling unit of the population to be chosen for the sample. (Lahtinen, Isoviita 1998, 55). In practice, the questionnaires were offered to as many customers entering Teboil Simpele as possible during the follow-up periods.

The research process consisted of two different surveys. The first survey was conducted in spring 2015, during the Easter holiday. The second survey took place in December 2017, during the Christmas holiday. In both surveys answers were collected during the whole week, including weekdays and weekend, in order to collect as reliable data as possible. Both regular customers and passers-by were targeted. Surveys were offered for almost every customer entering Teboil Simpele to ensure as accurate sample as possible. Also, holiday season was taken into consideration in both of the surveys.

The questionnaire forms used in the surveys were quite similar. Some modifications were made after the first survey because of the dysfunctions of the layout. A couple of relevant questions concerning social media and satisfaction were added as well. During the first survey, questionnaire form was translated into three languages; Finnish (Appendix 1), English (Appendix 2) and Russian (Appendix 3). The second survey was executed only in Finnish (Appendix 4) and English (Appendix 5) due to the lack of Russian speaking respondents.

## **5 Data analysis**

The gathered data of the questionnaires is presented, examined and analyzed more precisely in this chapter. The outcome of this research is presented question by question, comparing the results of both questionnaires followed by cross comparison and thoughtful analyzing.

## 5.1 Background questions

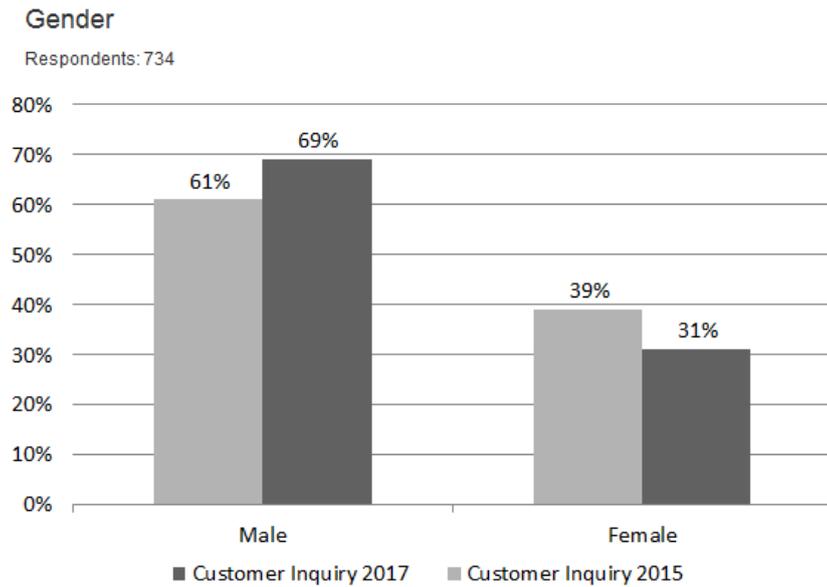


Table 1 Division of genders.

The table 1 shows the gender distribution of respondents. As seen from the graphic, there have been slight changes over the years concerning the division of genders. Both times there were more male respondents than women. In 2017 almost 70% of the respondents were male. Overall the share of male customers has increased by 8 percentage points compared to the earlier survey.

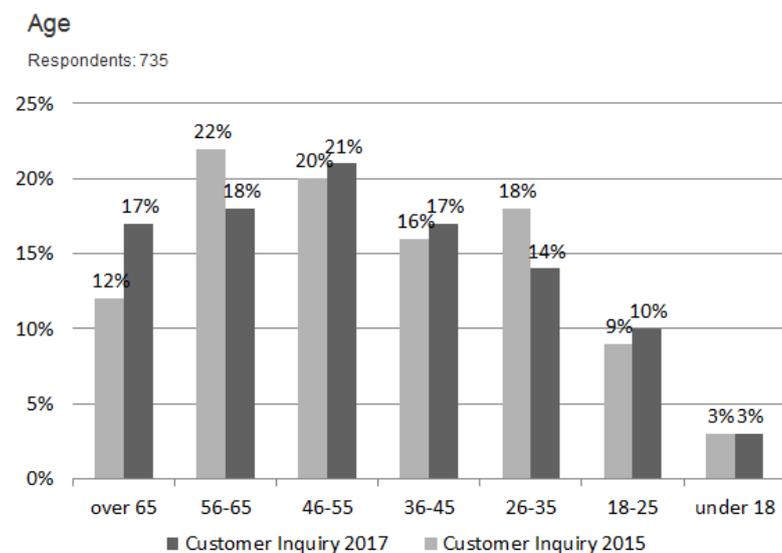


Table 2 Age distribution.

Table 2 demonstrates the age distribution of clientele. The division differs among the surveys relatively much. In 2015 the biggest age group was overwhelmingly from 56 to 65 years old customers. The number of customers from 46 to 55 years old was rather high as well. Moreover, there is a peak of customers within 26 and 35 years old as well. Then again, in 2017 the age distribution among respondents rises towards the group of 46 and 55 years old and decreases after that again. The deduction is that the age distribution of clientele of Teboil Simpele is somewhat even, though slightly emphasized to elder customers, aged from 36 to over 65 years old.

## Residence

Respondents: 737

|                            | Customer Inquiry 2017 |            | Customer Inquiry 2015 |            |
|----------------------------|-----------------------|------------|-----------------------|------------|
|                            | N                     | Percentage | N                     | Percentage |
| Rautjärvi                  | 91                    | 24,86%     | 65                    | 17,52%     |
| Parikkala                  | 22                    | 6,01%      | 19                    | 5,12%      |
| Imatra                     | 24                    | 6,56%      | 15                    | 4,04%      |
| Ruokolahti                 | 5                     | 1,37%      | 7                     | 1,89%      |
| Lappeenranta               | 39                    | 10,65%     | 40                    | 10,78%     |
| Helsinki metropolitan area | 32                    | 8,74%      | 39                    | 10,51%     |
| Other Southern Finland     | 49                    | 13,39%     | 67                    | 18,06%     |
| Joensuu                    | 44                    | 12,02%     | 63                    | 16,98%     |
| Savonlinna                 | 19                    | 5,19%      | 11                    | 2,97%      |
| Punkaharju                 | 3                     | 0,82%      | 2                     | 0,54%      |
| Other Eastern Finland      | 28                    | 7,65%      | 34                    | 9,16%      |
| Western Finland            | 8                     | 2,19%      | 5                     | 1,35%      |
| Northern Finland           | 0                     | 0%         | 0                     | 0%         |
| Russia                     | 0                     | 0%         | 0                     | 0%         |
| Other, what?               | 2                     | 0,55%      | 4                     | 1,08%      |

Table 3. Residence distribution.

There are major differences among the results in 2015 and 2017 concerning the residence distribution of respondents. As seen from the table 3, the share of locals has increased by 7.3 percentage points covering one fourth of the whole sample. On the other hand, the number of customers from Joensuu has decreased by 5 percentage points. The share of customers from other Southern Finland has decreased by 4.7 percentage points as well. The results concerning other nearby towns have stayed relatively stable, varying around two percentage points to both directions.

## Are You

Respondents: 734

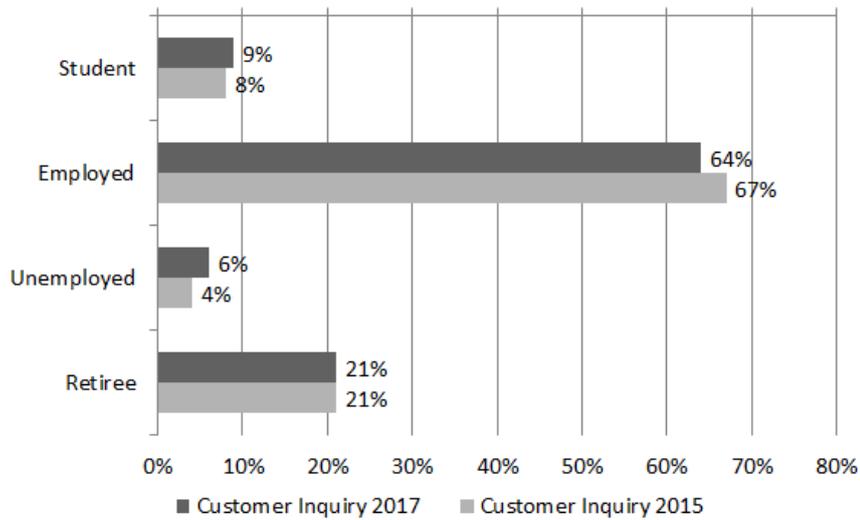


Table 4 Working status.

Table 4 above indicates the working status of the respondents. The results are relatively same in both surveys and no major changes have occurred. As seen from the graphics, majority of the respondents are employed covering more than 60% of the sample. Around 8 % announced themselves as students and 4-6% as unemployed. According to the results retirees cover approximately one fifth of the whole sample. Essentially the mission of this particular question was to examine what is the share of retirees among the customers of Teboil Simpele and to clarify if they can be defined as one important customer segment of Teboil Simpele.

### In what kind of situation You stopped at Teboil Simpele?

Respondents: 727

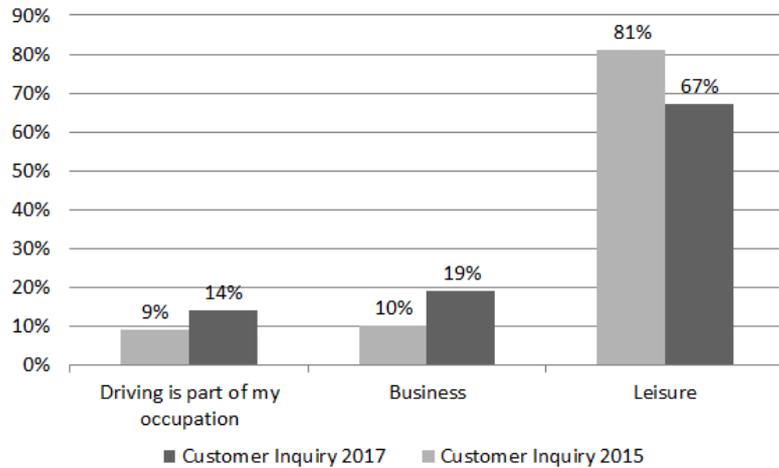


Table 5 Stop-over situation.

Table 5 above demonstrates customers' stop-over situation. The main focus was to examine what is the share of the customers who are professional drivers e.g. people driving a truck. The number has grown by 5.5 percentage points over the years, now covering 14% of the sample. The hypothesis was that professional drivers are one important customer segment of Teboil Simpele.

Another hypothesis was that local and nearby working people form one important customer segment as well. This hypothesis proved right to some extent. The share of these business customers has increased by 8 percentage points within the past three years and recently cover approximately one fifth of the sample.

In spite of the results, inclusion of the holiday seasons has to be taken into consideration as well. The customer spectrum varies significantly when a holiday season is on, thus affecting on the results of this very research. The assumption is that the share of workers and professional drivers would be bigger if the holiday season was separated.

## 5.2 Motives

Did You plan to stop by Teboil Simpele beforehand?

Respondents: 733

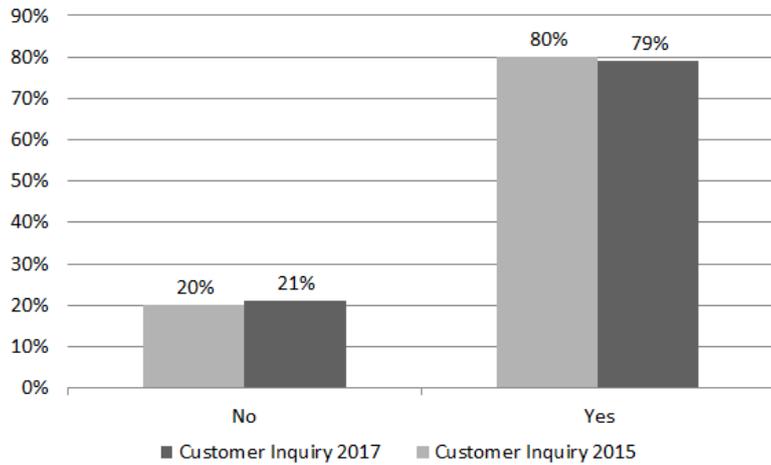


Table 6. Orderliness.

One matter was to find out how big percentage of the customers planned their stop over beforehand, and more importantly what affected the decision to stop in case it was not planned in advance. The reasons for it are clarified later when the cross comparison of the results is made. Table 6 above shows that only one fifth of the sample did not make the decision in advance. The results have stayed rather steady throughout the years.

## What is the main reason for Your stop-over? (You can choose multiple options)

Respondents: 732, options chosen: 1569

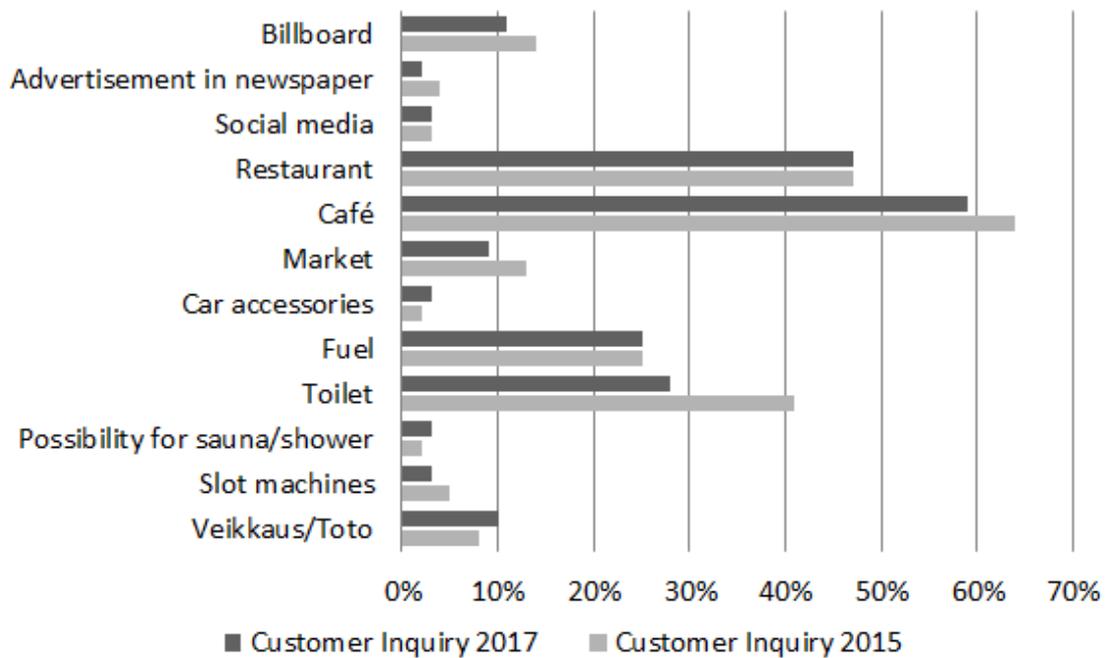


Table 7 Motives for the visit.

Motives and factors that caused the visit are in the table 7 above. There are no significant changes between the results excluding the need of toilet which was not rated as a main reason for a stop-over as often as in the earlier survey.

Overall, café and restaurant services are perceived as the most important reasons for a stop-over. Fuel and toilet are somewhat essential needs as well. Interestingly, around ten percent of the respondents mentioned billboard as the main reason for the stop-over. Other marketing related activities e.g. advertisement in newspaper or social media did not affect decision as significantly. Other services such as car accessories, market and gambles could be seen as supplements more likely than the main reasons for a stop-over for customers.

### How often do You visit Teboil Simpele?

Respondents: 728

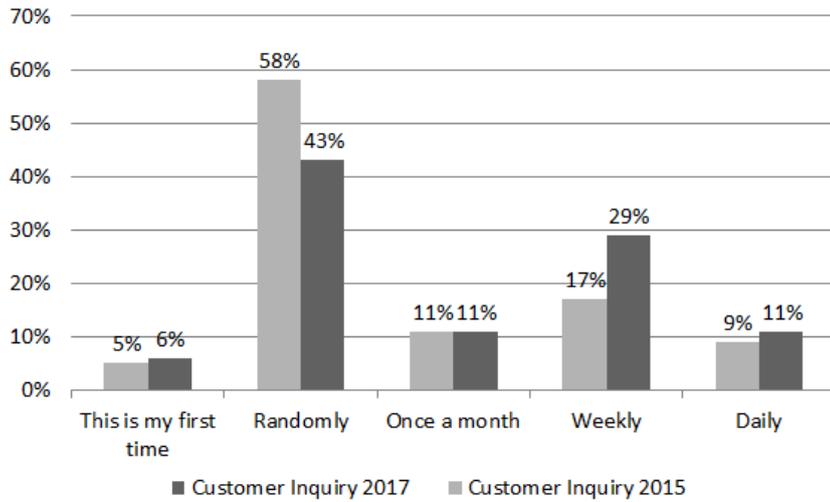


Table 8 Frequency of visits.

As the table 8 shows, the distribution of visiting frequency has changed rather significantly. The amount of customers who could be classified as regular customers, including the customers who are using the services daily or weekly, has increased substantially. The share of daily customers has increased by 2.5 percentage points and weekly customers by 10.8 percentage points. The number of customers who visit Teboil Simpele approximately once a month has stayed steady while the number of random customers has decreased by 14.8 percentage points. The share of first-timers has stayed rather steady as well.

This particular question was added to get more in-depth information about customer segments after recognizing them, as well as to find the proper tools for marketing in case to reach the regular customers. Cross comparison is made later on to examine these perspectives.

## Are you travelling

Respondents: 732

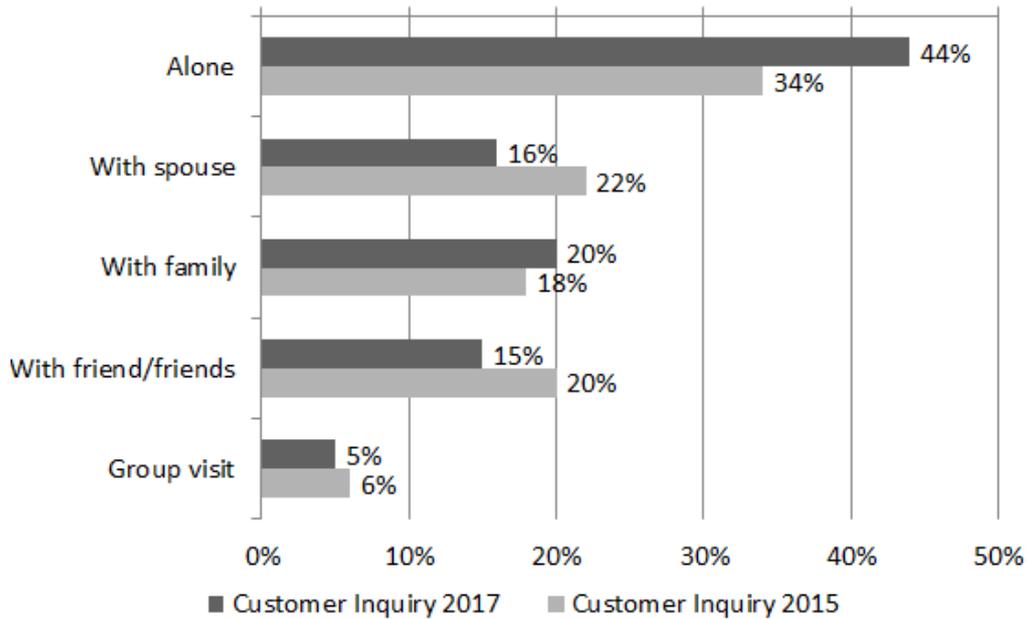


Table 9 Travelling company.

According to the results shown in table 9, the number of customers visiting Teboil Simpele alone has increased by 10 percentage points. At the same time the share of customers coming with a spouse or friend/friends has decreased in a proportionate way.

When analyzing customer segments of Teboil Simpele it is important to find out the share of different kind of customer groups e.g. group trips by buses. The share of these group visitors is rather insignificant with only around five percent of the whole sample. The hypothesis was that group visitors are one semi big customer segment of Teboil Simpele. In the light of these results the assumption proved to be wrong.

### 5.3 Marketing

#### Are you interested in the offers of Teboil Simpele?

Respondents: 699

|     | Customer Inquiry 2017 |            | Customer Inquiry 2015 |            |
|-----|-----------------------|------------|-----------------------|------------|
|     | N                     | Percentage | N                     | Percentage |
| Yes | 138                   | 38,66%     | 77                    | 22,51%     |
| No  | 219                   | 61,34%     | 265                   | 77,49%     |

Table 10 Interest towards marketing.

As seen from the table 10 above, customers' interest towards marketing is rather negative. More than 60% of the respondents were not interested in the offers of Teboil Simpele. However, the interest has increased significantly throughout the years. The number of customers with a positive attitude towards marketing has increased by 15.4 percentage points which is a proportionately great change.

#### What would be the most suitable channel?

Respondents: 447, options chosen: 493

|                            | Customer Inquiry 2017 |            | Customer Inquiry 2015 |            |
|----------------------------|-----------------------|------------|-----------------------|------------|
|                            | N                     | Percentage | N                     | Percentage |
| Email                      | 43                    | 14,73%     | 29                    | 15,76%     |
| Text message               | 27                    | 9,25%      | 22                    | 11,96%     |
| Social media               | 100                   | 34,24%     | 69                    | 37,5%      |
| Advertisement in newspaper | 122                   | 41,78%     | 81                    | 44,02%     |

Table 11 Suitable marketing channels.

In 2015 only 184 respondents out of 373 answered the question concerning their preferences to receive offers and other marketing related material. Table 11 demonstrates that the respondents favored advertisements in newspapers with the total of 44 % as well as social media advertising with the total of 37.5 %. Options concerning email or text messages were chosen only by 22 or 29 respondents.

In 2017 263 respondents out of 363 answered the question. Around 42 % of the customers still favored newspaper advertising and 38 % perceived social media

as their favorite. Relatively the popularity of email and text messages as marketing channels has stayed rather steady.

Do you follow Teboil Simpele on social media?

Respondents: 364, options chosen: 365

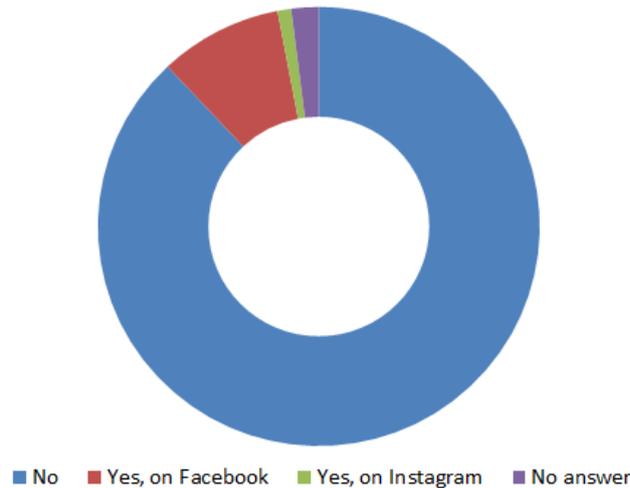


Table 12. Interest towards social media.

Question concerning customers' interest towards social media of Teboil Simpele was studied in the latest survey. As seen from table 12, results show that majority of the customers does not follow Teboil Simpele on a social media. Only 37 respondents out of 364 told they follow the company on a social media and majority of them mentioned Facebook as a priority.

#### 5.4 Customer satisfaction and other matters

Matters concerning customer satisfaction and customers' willingness to recommend the services of Teboil Simpele were studied as well. The exact results and open ended answers are excluded from the analysis due to the wishes of the owner of Teboil Simpele. Moreover, the information got from the surveys concerning these particular questions is not relevant for the analysis either.

Vaguely could be said that the average of all the factors measured concerning the customer satisfaction was around 4.5, within the scale 1-6 where 1 equals poor and 6 excellent. Child-friendliness, customer service and restaurant related matters were the most highly valued factors.

## **5.5 Cross-comparison**

The aim of this research was to find out who are the customers of Teboil Simpele and if they can be segmented. If segments can be found, the aim was to identify which of them are the most important for the company. The other highlighted question was to clarify customers' interest towards marketing and to find effective and most suitable marketing channels for each customer segment. Cross-comparison was made out of the survey conducted in 2017 to study these matters and the results are discussed over the next sub-chapters.

### **5.5.1 Customer segments**

Especially customers seen as regular customers were in a key role while finding out the important customer segments of Teboil Simpele. Forty percent of the respondents told that they use Teboil Simpele's services daily or weekly. The results indicate that 83% of the weekly and 98% of the daily customers were men. Around 50-60% of them were locals and 14-20% either from Lappeenranta or Parikkala. The rest of the results were somewhat evenly divided among other options. A hundred percent of the daily customers came alone, while 68% of the weekly customers came alone and 20% with a friend or fiends.

Age distribution among the regular customers was emphasized from 36 to over 65-year old customers. Around 67% of the daily or weekly customers were employed and 25% retirees. As seen from the table 13 below, 46% of the regular customers stopped at leisure time, 29% in a business related situation and 25% were professional drivers.

In what kind of situation You stopped at Teboil Simpele?

Respondents: 360

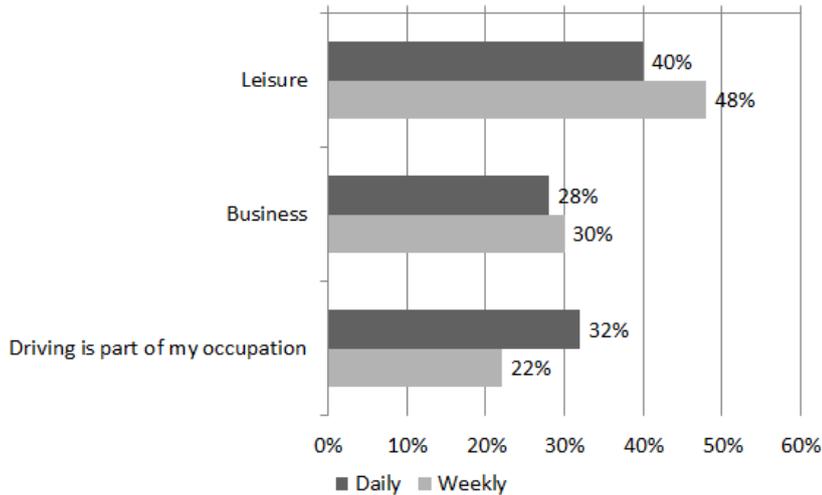


Table 13 Regular customers' stop-over situation.

What is the main reason for Your stop-over? (You can choose multiple options)

Respondents: 360, options chosen: 728

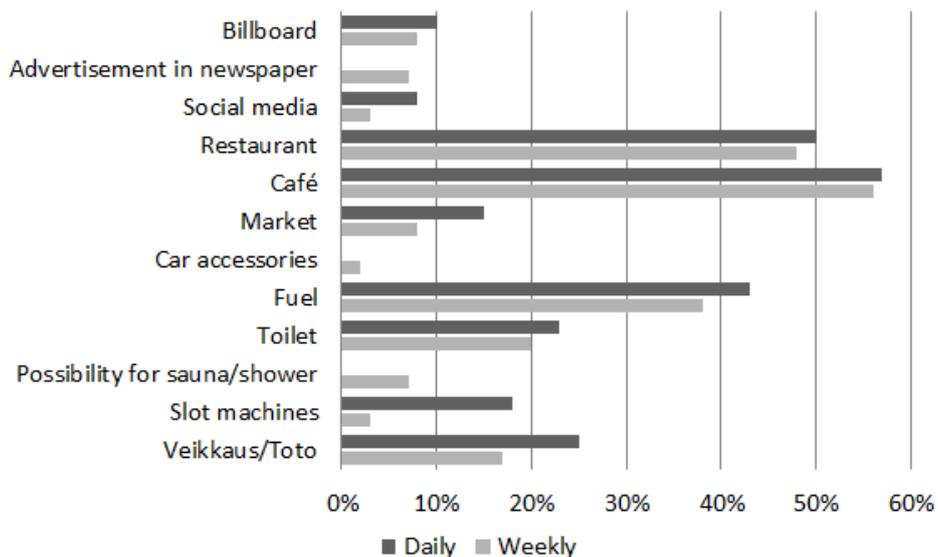


Table 14 Regular customers' motives for their visit.

Table 14 presents the motives for the visit of regular customers. Services of café and restaurant were used the most among regular customers. Other important services were fuel, toilet and Veikkaus. The rest of the services were rather insignificant according to the results. Interestingly, daily customers used significantly more services of slot machines, Veikkaus/Toto and the market

compared to the weekly visiting customers. Also social media was mentioned as a motive more often among daily customers. Then again, advertisements in newspapers, sauna/shower possibility and car accessories were considerably more notable motives among weekly visiting customers.

Some generalizations could be made when the results were analyzed from the point of view of respondents' residence. Twenty-five percent of the respondents were locals and 70% of them were over 46 years old. The main reasons for their visits were café, restaurant, fuel and gambling. In addition, 84% of them visited Teboil Simpele either daily or weekly. Majority of the customers from Joensuu came with their families or some other company. They said they visit Teboil Simpele mostly randomly and the motives for their visits were café services and toilet. Approximately 50% of the customers from Lappeenranta came alone and they stopped mostly for restaurant and café. According to the statistics, respondents from Helsinki metropolitan area were younger and were travelling with a company. Fifty-nine percent did not plan beforehand to visit the place and more than one third mentioned billboard as a reason for their stop-over besides café and toilet.

### Residence

Respondents: 366

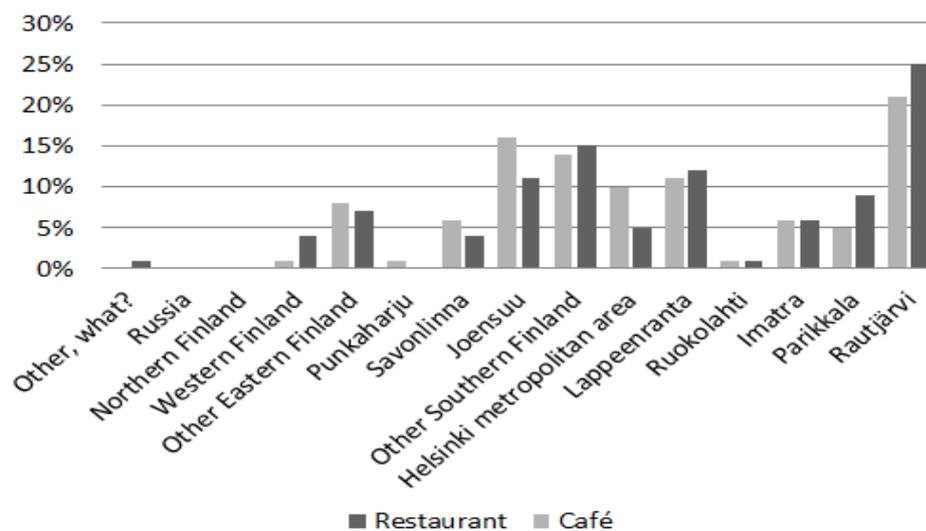


Table 15. Residence distribution among the users of restaurant and café services.

According to the results, services of café and restaurant were the main reasons to stop for around 50% of the respondents. As seen from table 15, 20-25% of these customers were locals, 11-12% from Lappeenranta and 11-16% from Joensuu. Interestingly, the percentage was rather same among customers from Parikkala and from Helsinki metropolitan area. The age distribution varied rather evenly starting from the under 18 years old to over 65 years old with the peak in 46-55 years old customers. Around 59-71% of the customers using restaurant or café services were using the services during their leisure time. Moreover, 41-49% of the customers visited Teboil Simpele randomly, 26-29% weekly and around the same percentage either daily or once a month.

In what kind of situation You stopped at Teboil Simpele?

Respondents: 360

■ Leisure ■ Business ■ Driving is part of my occupation

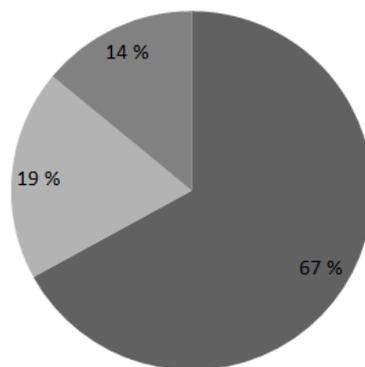


Table 16 Stop-over situation in 2017.

One hypothesis was that two significant customer segments of Teboil Simpele were professional drivers and local or nearby working people which proved to be right assumptions according to the results. See table 16. Majority of them were male with the age range of 18-65 years old. Residence of the respondents varied extensively as seen from table 17 below. Business related customers were mainly locals or from nearby towns when again the residence distribution of professional drivers was more dispersed.

## Residence

Respondents: 366

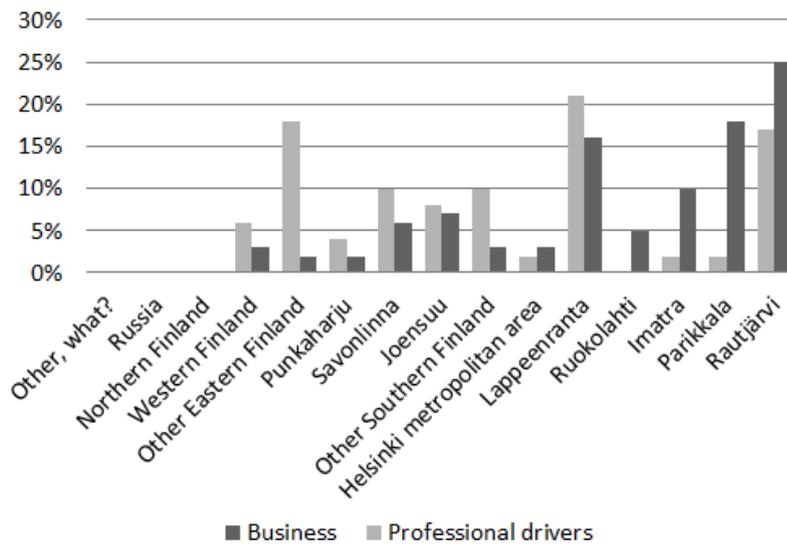


Table 17 Residence distribution among professional drivers and business customers.

Restaurant and café services were the most used among the professional drivers and business customers, with percentage range of 41-60% of the respondents. In addition sauna, shower, toilet and fuel were perceived important as well, especially among the professional drivers. Majority of these customers visited Teboil Simpele alone. The frequency of the visits varied from daily to randomly with the highest share of weekly visits with around 44% share.

Based on the results it was impossible to examine exact information and to make any precise generalizations about the tourists visiting Teboil Simpele. Around 67% of the respondents visited Teboil Simpele during their leisure time. 40% of the respondents were female and 60% male. As seen from table 18 26% were locals, 11% from the nearby towns, 7% from Lappeenranta, 4% from Savonlinna, 12% from Helsinki metropolitan area, 14% from Joensuu and 17% from other Southern Finland.

## Residence

Respondents: 242

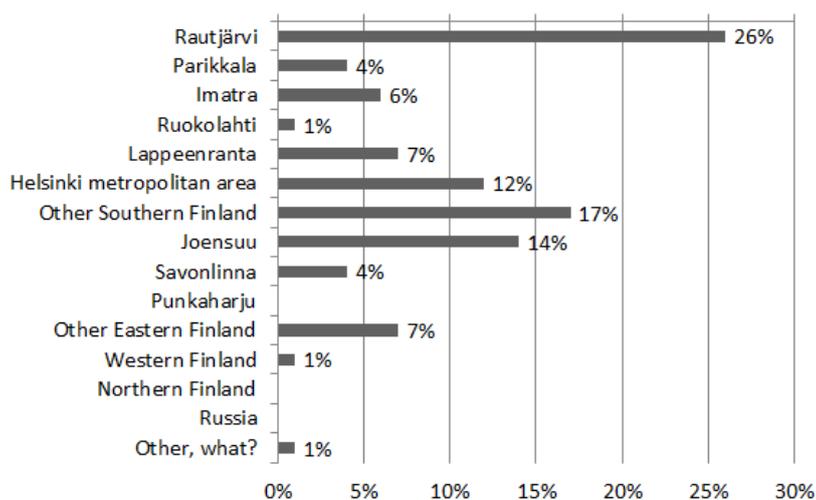


Table 18 Residence distribution of leisure time visitors.

Age distribution of leisure time visitors was somewhat steady if the share of retirees (over 65 years old) is drawn out. Seventy-five percent of the respondents planned to stop by Teboil Simpele beforehand and the main reasons were café and restaurant services followed by toilet and fuel. Thirteen percent of the leisure time visitors mentioned billboard as the main reason to stop.

Of leisure time visitors 28% were travelling alone and 67% with their family, friends or a spouse. Only 5% answered to be part of a group of which close to 50% were from Joensuu and 23% from other Eastern Finland. Over a half of the respondents visited Teboil Simpele randomly, 20% weekly, 11% once a month, 9% for the first time and 7% daily who presumably are mostly locals.

One matter to be studied was planned visits. Twenty-one percent of the respondents told they had not planned to stop by Teboil Simpele beforehand. Twenty-five percent of them were from Helsinki metropolitan area, 21% from other Southern Finland, 13% from Joensuu and 9% from Lappeenranta. One fourth mentioned that billboard was the main reason for their stop-over. Other important services were café, toilet and restaurant. Majority of them visited Teboil Simpele either randomly or for the first time.

When exploring the results from the point of view of travelling company, 40% of the respondents visited Teboil Simpele alone and majority of them were male.

40% of them visited the place on leisure time and 60% were either professional drivers or business customers. Almost 70% of them can be stated as regular customers due to their daily or weekly visits.

### Residence

Respondents: 74

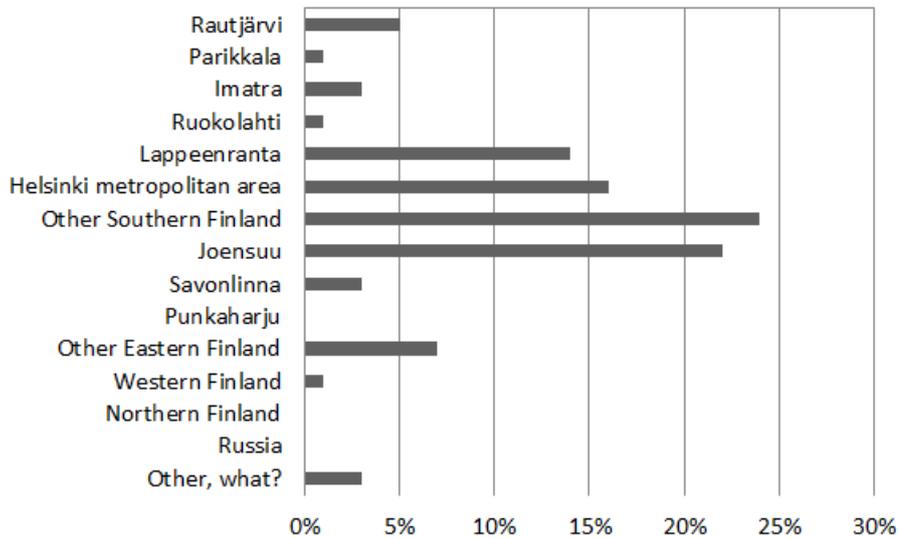


Table 19 Residence distribution among families.

Approximately one fifth of the sample told they visited Teboil Simpele with their family. As seen from table 19, interestingly only 5% of the families were locals whereas 14% from Lappeenranta, 16% from Helsinki metropolitan area, 22% from Joensuu and 24% from other Southern Finland. The majority of the families were rather young aged with a peak of 26-35 year old respondents. Thirty percent of them were students and 60% employed. Almost 40% of the families did not make the decision to stop by Teboil Simpele beforehand. The main reasons for the stop-over were café, restaurant and toilet. For 16% of the families it was the first time they visited Teboil Simpele and 75% said they visit the place randomly.

When the results of male and female respondents were compared, results showed that even 86% of the females visited Teboil Simpele during their leisure time compared to the male respondents' total of 59%. See table 20.

In what kind of situation You stopped at Teboil Simpele?

Respondents: 360

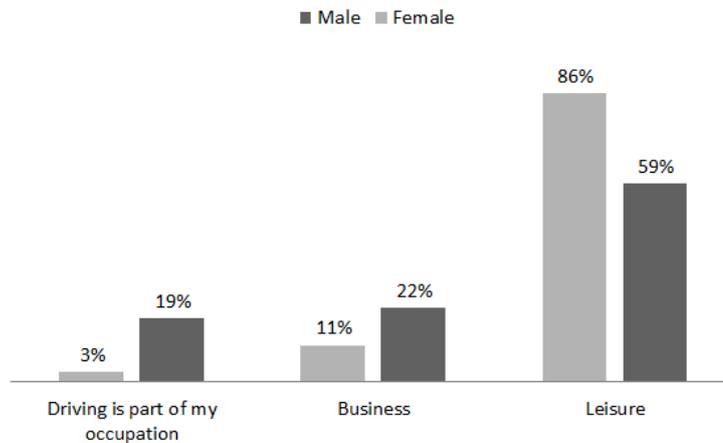


Table 20 Stop-over situation among male and female respondents.

More than 55% of the male customers visited Teboil Simpele alone while 83% of the female customers came with company. Moreover, the results indicated that male customers visited Teboil Simpele significantly more often than female customers. Fifty-eight percent of the female respondents said they visit Teboil Simpele randomly and only 1% daily. Then again 49% of the male respondents said to visit the place daily or weekly and 37% randomly.

Moreover, female customers were younger and were more often students than male customers. Additionally female customers did not plan their visits beforehand as often as male customers. According to results of residence distribution, 28% of the male respondents were locals and the majority of the rest from the nearby towns. Opposite to that, only 18% of the female respondents were locals and majority of the rest from a further distance. The motives for the visit were rather similar except for the results concerning toilet. Forty-two percent of the female respondents chose it as their priority when again only 22% of the male respondents mentioned it.

Sixteen percent of the respondents stopped-over Teboil Simpele due to some marketing activity; billboard, newspaper advertisement or social media. Around 20% of them were locals, 13% from Parikkala, 20% from Helsinki metropolitan area, and the rest mostly from some other further distance city. Forty percent of

them did not plan to stop over Teboil Simpele in advance and 75% of them were leisure timers mostly visiting for café services.

### 5.5.2 Marketing

As said, respondents' interest towards company's marketing efforts is relatively low. Only around 39% of the respondents said they were interested in the offers. On the other hand, the share of respondents with a positive attitude has grown fast past years. According to the results, majority of the customers with interest towards Teboil Simpele's offers were locals with a share of 44%. The interest of the customers from the nearby towns varied around 5-9%. One observation related to respondents' age was that the interest rate increased towards older customers.

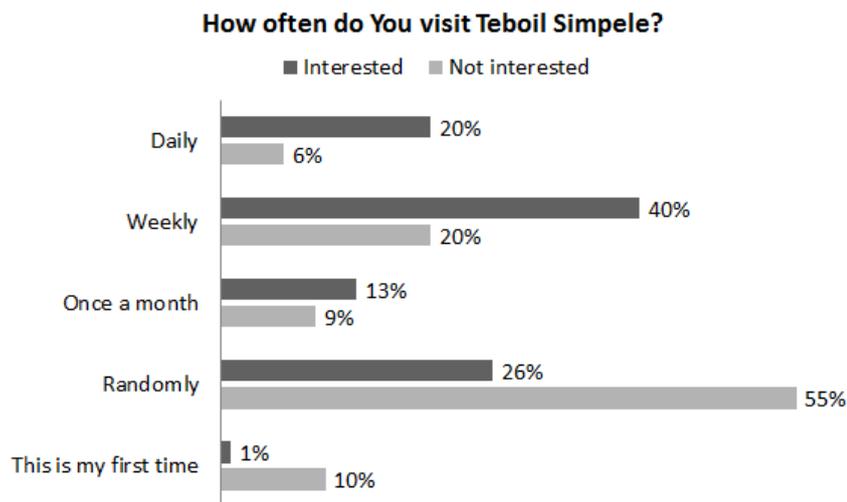


Table 21 Interest towards marketing compared to the frequency of visits.

As seen from the table 21 above, interest towards marketing is not straightforward comparable with the frequency of the visits. Proportionately there were more positive than negative answers among the daily and weekly customers but also random visitors showed their interest towards marketing. Around 20-40% of the regular customers showed their interest towards marketing.

### Are you interested in the offers of Teboil Simpele?

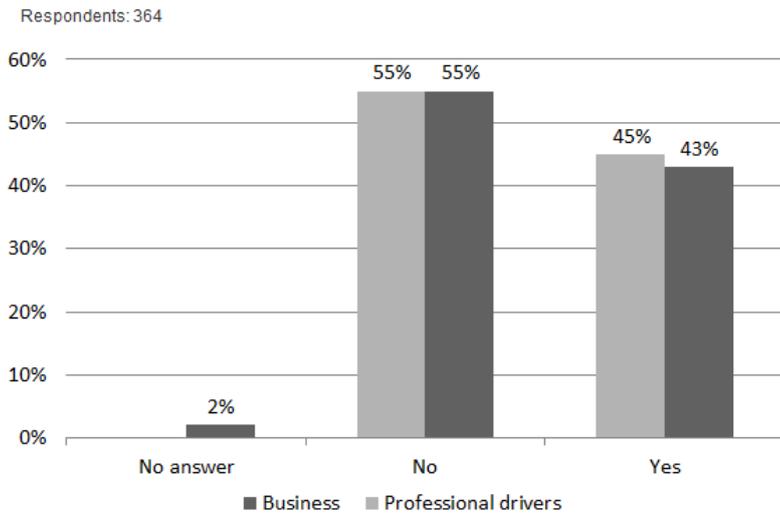


Table 22 Interest towards marketing among professional drivers and business customers.

As the table 22 presents, almost half of the professional drivers and business related customers are interested in the offers of Teboil Simpele. Around 41% of the group visitors expressed their interest as well. 86% of the families stated that they are not interested in the marketing efforts.

### Are You interested in the offers of Teboil Simpele?

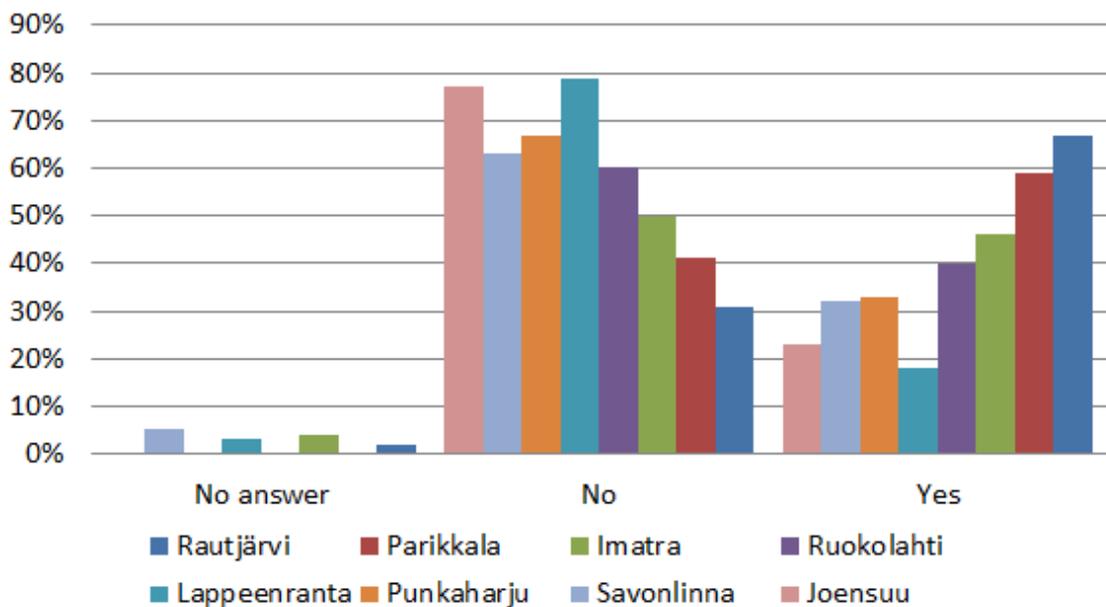


Table 23 Regional interest towards marketing.

As seen from table 23, locals are the most interested in the marketing efforts. The level of interest is high also among customers of nearby towns e.g. Parikkala, Imatra and Ruokolahti. In addition more than 30% of the respondents from Punkaharju and Savonlinna showed their interest.

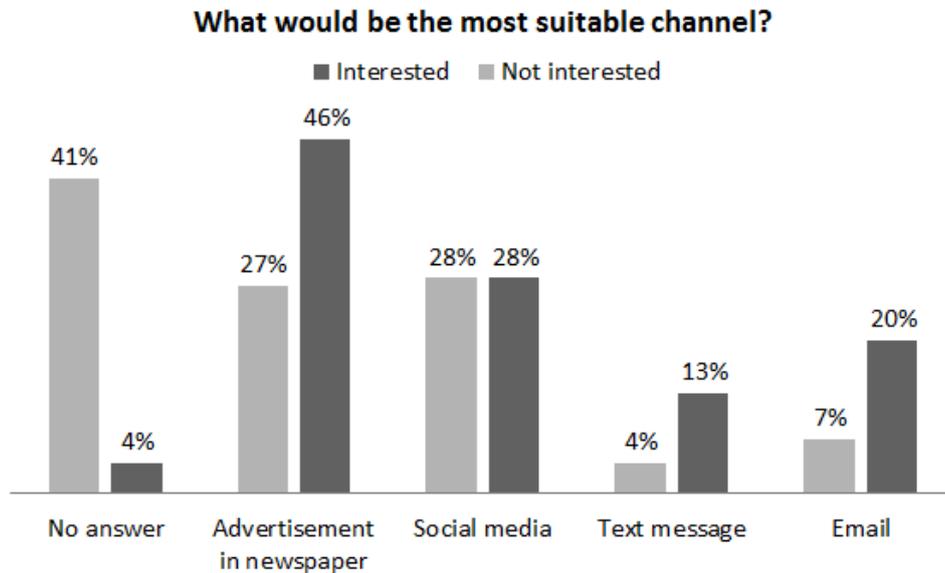


Table 24 The most suitable marketing channel.

As table 24 represents, advertisement in a newspaper followed by social media marketing are the most favored channels among the customers with either positive or negative attitude towards marketing.

Advertisement in a newspaper was favored by 41% of the regular customers and 25% perceived social media as the most preferred marketing channel. Still 75-81% did not follow Teboil Simpele on a social media and only 14-23% of the regular customers followed the company on Facebook. Around 43-45% of the professional drivers and business customers showed their interest towards the offers of Teboil Simpele, while 55% had a negative attitude. Social media and advertisements in newspaper were seen as the best channels. Thirty-six percent of the leisure time visitors told to be interested in the offers of Teboil Simpele. Over a half preferred either social media advertising or advertisements in newspapers. Eight percent of them told they follow Teboil Simpele on a social media.

Around 86% of the families did not show interest towards the offers of Teboil Simpele and the most favored channel was social media.

Interestingly, over a half of the respondents visiting Teboil Simpele alone were interested in the offers of the company. The most favored way of marketing was newspapers followed by social media. Seventeen percent of the respondents followed Teboil Simpele on social media.

Majority of the social media followers at the moment were locals with a 53% share. Age distribution is demonstrated in table 25 below.

**Age distribution of social media followers**

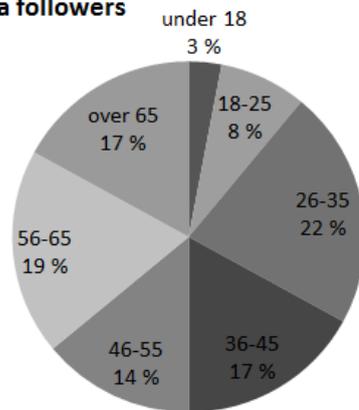


Table 25 Age distribution of social media followers.

**Are you interested in the offers of Teboil Simpele?**

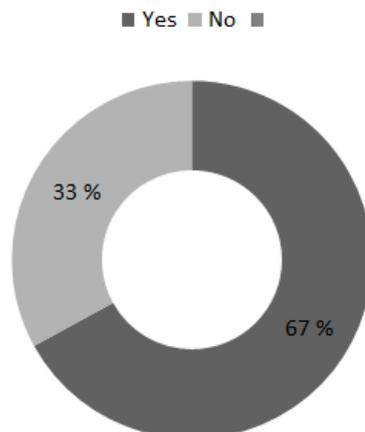


Table 26 Interest towards marketing among social media followers.

As seen from table 26, 67 % of the respondents who followed Teboil Simpele either on Facebook or Instagram were interested in the offers of the company. An interesting notice was that 33 % of the followers answered no even though they followed the company on social media.

## **6 Conclusion**

### **6.1 Discussion of the research results**

The aim of this research was to find out who are the customers of Teboil Simpele and to identify certain customer segments out of the population. The vision was to sort out the most important customer segments in order to focus the company's marketing to the right segments in the most effective way, as well as to discover the need of marketing by studying customers' attitudes. Moreover, the aim was to study if the structure of the clientele has changed during the follow up periods.

The theoretical part of this thesis supported the actual research part and aimed to clarify it for the reader. The relevant theory was used to help the reader to understand all the subject matters of the topic and it tried to lead the reader fluently to the research part of the thesis. The theoretical part of this research consisted of two different main chapters discussing subject matters of marketing and segmentation. These chapters were divided into smaller sub-chapters concerning e.g. targeting the marketing, marketing process and marketing communications, as well as customer segmentation related matters which were used as a base for composing the questionnaire and more importantly for analyzing the results.

In this thesis, the quantitative research was conducted by using a two-phase customer survey method. The survey included two different questionnaires of which the first one was conducted in the spring 2015 during the Easter holiday season and the second one in the winter 2017 during the Christmas holiday season. The questionnaires were rather similar at both times. Some modifica-

tions were made for the second survey due to the dysfunctions of the layout. A couple of relevant questions concerning social media and customer satisfaction were added as well. Overall the amount of respondents was 739. In 2015 the number of respondents was 373 and in 2017 366.

It was rather difficult to find segments out of the sample due to the major dispersion of the answers. A few segments were easy to identify and many combining factors were found among the respondents but summing up the pieces of the similarities into specific customer segments proved to be somewhat challenging. Especially from the aspect of targeting the marketing it was rather difficult to identify the segments and to find the most effective marketing channel for the very segment since the preferences varied so extensively.

However, majority of the respondents were men though the share of female customers had grown in the latest survey. The age distribution indicated that the clientele consists of customers from all the ages, thus slightly bending on the older end of the age-scale. The share of retirees had stayed the same forming approximately one fifth of the clientele. It could be stated that retirees are one visible and important customer segment of Teboil Simpele.

During the follow up periods the number of locals had increased significantly, now representing one fourth of the clientele residence wise. Locals could be seen as one important customer segment. The number of customers from Joensuu and other southern Finland had decreased, possibly indicating the loss of tourists. In addition the amount of randomly visiting customers and group visitors had decreased as well. Company should pay attention to this matter and find out what the reasons are behind the decreasing share of these customers. However, the shares of professional drivers and business customers had grown significantly compared to the year 2015. Altogether these two segments form approximately one fourth of the clients of Teboil Simpele. Additionally they could be stated as important customer segments as well.

The number of customers visiting Teboil Simpele alone had increased rather dramatically. No strict generalizations could be made due to the dispersion of the overall answers. This segment represented many other smaller segments

e.g. retirees, professional drivers and business customers. The number of customers stopping by with their families had increased now forming one fourth of the clientele. Families could be stated as one customer segment as well.

The structure of customers' motives for their stop-over had not changed over the years and the main reasons were overwhelmingly restaurant and café services. According to the results it could be said that the customers of these services are both big and important customer segments for the company. Unfortunately it was rather hard to find combining factors to generalize the segments since all the other information was so assorted. The same applied to the leisure-time visitors who formed a big customer segment as well. The conclusion was that restaurant and café services are very important motivations for customers and these matters together with the customer satisfaction should be paid extra attention to, in order to gain and maintain the customer flow of both regular and random customers. Moreover, these services should be marketed for the customers since they are the main motivators for the clients to visit Teboil Simpele.

The results showed that the number of the regular customers had increased significantly whereas the share of random customers had decreased. These results can either indicate satisfied customers and steady base of regular customers affecting on the shares, on the other hand there is also a chance that there is a lack of pass byers and tourists thus affecting on the results.

Attitudes towards company's marketing had changed into a more positive direction and overall respondents were more interested in the offers of Teboil Simpele than a couple of years ago. However, more than half of the respondents told not to have interest towards the company's marketing efforts. Nevertheless, differences can be found on segmental bases. More than half of the customers travelling alone told to be interested in the offers of Teboil Simpele. Almost the half of the locals, business related customers and professional drivers showed their interest as well. Moreover, the respondents' interest towards the marketing efforts seemed to increase the older the customers were. Regional differences were identified as well. Local customers and customers from Parikkala and Imatra had rather positive attitude towards marketing.

The results concerning suitable marketing channels stayed rather constant and did not vary significantly among different customer segments. Newspaper and social media advertising were the most favored marketing channels among the respondents. Additionally, these marketing channels were chosen as the most favored among the respondents with a negative attitude towards marketing as well. Oy Teboil Ab is in charge of the national marketing and concentrates especially on social media, TV, radio and email advertising. Teboil Simpele can focus on the local printed marketing. From the aspect of Teboil Simpele it is good that all the different customer segments identified favored social media and newspaper advertising, thus making the marketing efforts more efficient and inexpensive.

Respondents were also asked if they follow Teboil Simpele on a social media and majority of them answered no. Teboil Simpele has just recently made an effort to enhance and develop their social media by creating an Instagram account and activating with Facebook and that is why this question was studied as well. Some of the respondents wrote a side note that they do not follow the company yet because they did not know about its attendance in social media but they will after that. In addition, interesting notice was that though some of the respondents were not interested in the offers of Teboil Simpele they still followed the company on social media.

The owner of Teboil Simpele asked the author to think about the following problem: "Your marketing budget is 10,000 euros, how would you spend it?" Analyzing the question without any calculations, in light of the results, the company should concentrate on the newspaper advertising especially locally but also covering the nearby towns as well. Social media advertising should be highlighted more, as said in order to be successful it should be sustained and visible. The use of social media as an advertising tool is rather inexpensive thus making it excellent tool for a small company with a limited budget. However, at the moment company does not have enough followers for the social media advertising to be effective. The author believes better social media advertising to be the key and next step of company's marketing. Moreover, billboards seemed to catch respondents' interest and affected the decision to stop-over, especially

among the customers from further distance, counted as tourists. If there were more billboards on the way, would it generate more customer flow to the company? Company could also try to reach the bus companies especially from Joensuu passing by Teboil Simpele to market them as a good place to stop.

As a conclusion, it can be stated that the objectives and aims set for this thesis research were achieved. The main research questions of this thesis were answered by the analysis of the questionnaires gathered from the customers of Teboil Simpele. The owner of Teboil Simpele received accurate and valuable data about its customers and this research and its results can be seen as helpful and valuable information. Even though the information got from the research was not all new and surprising for the company, it confirms some of their assumptions and gives new aspects. In addition, this research pointed out some questions concerning the changes in the structure of the clientele which the company should analyze more in depth. With the results of this research Teboil Simpele is able to improve its customer knowledge further as well as to focus on better targeted marketing.

## **6.2 Evaluation of the research**

Regarding the validity and reliability of the survey, it is important to take into consideration if the survey measured what it was supposed to measure and how representative the measurement was. From the point of validity, the content of questionnaire was consistent and related to the research questions. Though, some irrelevant matters such as customer satisfaction were studied as well due to the request of the owner of Teboil Simpele as well as the author's own interest. The aim of this research was set beforehand and the questionnaire form was designed based on the research questions and aims of the study. The validity of the results was monitored by an ongoing evaluation of the results and observation in the research settings. However, it is important to point out the random sampling error, as it is not guaranteed that the sample is a representative of the population as a whole.

It is clear that the layout of the questions was not partly successful. First of all the decision to include the holiday season into the research was statistically and

reliability wise a double-edged solution. On the other hand it created a chance to discover seasonal customers of Teboil Simpele and to gain information about their visiting habits. On the other hand it created a challenge of analyzing and generalizing the results in a reliable way. One solution to solve the problem would have been the dates on a questionnaire form. This way the customers of a holiday season could have been easily sorted out from the total results and to analyze apart. In addition, the number of the respondents in this research is rather small compared to the actual size of the population. There is a chance that the overall results do not represent the whole population truthfully.

Moreover, some of the questions were understood wrong, for example questions concerning the satisfaction. Accidentally the scale was set the opposite way than normally and some respondents evaluated their experiences in a wrong way, thus affecting the results. The results concerning customer satisfaction were excluded from the analysis due to the wish of the owner of Teboil Simpele as well as its insignificance for the outcome.

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### Asiakaskysely

Arvoisa asiakas,

Olen Riikka Harmanen ja opiskelen Saimaan ammattikorkeakoulussa hotelli- ravintola- ja matkailualaa. Teen lopputyökseni tutkimusta Teboil Simpeleelle ja aiheenani on yrityksen asiakaskunnan selvittäminen, sekä markkinoinnin kohdentaminen tulevaisuudessa.

Toivoisin Teidän käyttävän muutaman minuutin kyselyn täyttämiseen, sillä jokainen vastaus on minulle tärkeä. Kaikki vastaukset käsitellään täysin luottamuksellisesti ja julkistetaan yhteenvedona osoitteessa [www.theseus.fi](http://www.theseus.fi).

Kiitoksena kyselyyn vastaamisesta arvomme kaksi lahjakorttia (arvo 20€) Teboil Simpeleelle. Arvonta suoritetaan huhtikuun lopussa ja edellyttää kyselyn huolellista täyttämistä, sekä yhteystietojen jättämistä kyselyn loppuun. Yhteystietoja ei käytetä muuhun tarkoitukseen.

Lämmin kiitos vastauksistanne!

Ystävällisin terveisin,

Riikka Harmanen  
Saimaan ammattikorkeakoulu

1. Sukupuoli

- Nainen  
 Mies

- Joensuu  
 Savonlinna  
 Punkaharju  
 Muu Itä-Suomi

1. Ikä

- alle 18  
 18–25  
 26–35  
 36–45  
 46–55  
 56–65  
 yli 65

- Länsi-Suomi  
 Pohjois-Suomi  
 Venäjä  
 Muu, mikä? \_\_\_\_\_

2. Asuinpaikka

- Etelä-Suomi, tarkemmin;  
 Rautjärvi  
 Parikkala  
 Imatra  
 Ruokolahti  
 Lappeenranta  
 Pääkaupunkiseutu  
 Muu Etelä-Suomi  
 Itä-Suomi, tarkemmin;

3. Oletteko

- Opiskelija  
 Työssäkäyvä  
 Työtön  
 Eläkeläinen

4. Suunnittelitko etukäteen pysähtyväne Teboil Simpeleelle?

- Kyllä  
 En

5. Mikä on pysähtymisenne pääasiallinen syy? (Voitte valita useamman vaihtoehdon)





- Mainonta, tarkemmin;
- Tienvarsimainos
  - Lehtimainos
  - Sosiaalinen media
- Ravintola
- Kahvila
- Kauppa
- Autotarvikkeet
- Polttoaine
- WC
- Suihku/saunamahdollisuus
- Pelikoneet (RAY)
- Veikkaus/Toto

6. Millaisessa tilanteessa pysähdyit Teboil Simpeleelle?

- Vapaa-aika
- Työmatka
- Ajaminen on osa ammattiani

7. Matkaseurue

- Yksin
- Puolison kanssa
- Perheen kanssa
- Ystävän/ystävien kanssa
- Ryhmämatka

8. Kuinka usein käytte Teboil Simpeleellä?

- Päivittäin
- Joka viikko
- Noin kerran kuukaudessa
- Satunnaisesti
- Tämä on ensimmäinen kertani

9. Oletteko kiinnostunut kuulemaan tarkemmin Teboil Simpeleen tarjousista?

**Kiitos vastauksistanne!**

Halutessanne osallistua arvontaan, jättäkää yhteystietonne tähän. Voittajiin otetaan henkilökohtaisesti yhteyttä, eikä yhteystietoja käytetä muuhun tarkoitukseen.

- Kyllä
- En

10. Mikä olisi sopivin tapa tähän?

- Sähköposti
- Tekstiviesti
- Sosiaalinen media
- Lehtimainonta

Kuinka kuvailisitte tyytyväisyyttäne seuraavien asioiden suhteen? Rastittakaa sopivin vaihtoehto asteikolla 6=Erinomainen, 1=Erittäin huono.

|                      | 1 | 2 | 3 | 4 | 5 | 6 |
|----------------------|---|---|---|---|---|---|
| Asiakaspalvelu       |   |   |   |   |   |   |
| Hintataso            |   |   |   |   |   |   |
| Kahvion valikoima    |   |   |   |   |   |   |
| Ravintolan valikoima |   |   |   |   |   |   |
| Kaupan valikoima     |   |   |   |   |   |   |
| Ruuan laatu          |   |   |   |   |   |   |
| Siisteys             |   |   |   |   |   |   |

Parannusehdotuksia/Muuta kommentoitavaa:

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Nimi:

Puhelinnumero:

Sähköpostiosoite:



Customer Inquiry

Dear customer,

My name is Riikka Harmanen and I am studying Hotel, Restaurant and Tourism Management in Saimaa University of Applied Sciences. As my final thesis I am conducting a research about customer segments and future marketing in Teboil Simpele.

It only takes about five minutes to answer all the questions. All the information gathered in this survey will be handled confidentially and the final results will be published during on the web, [www.theseus.fi](http://www.theseus.fi).

Two gift cards (worth 20€) will be raffled by the end of April among all the respondents. If You want to take part in the raffle, leave your contact information in the end of this inquiry. Information will not be used for other purposes.

Thank You!

Regards,

Riikka Harmanen  
Saimaa University of Applied Sciences

1. Gender

- Female  
 Male

- Savonlinna  
 Punkaharju  
 Other Eastern Finland

1. Age

- under 18  
 18–25  
 26–35  
 36–45  
 46–55  
 56–65  
 over 65

- Western Finland  
 Northern Finland  
 Russia  
 Other, what? \_\_\_\_\_

2. Residence

- Southern Finland, more precisely;  
 Rautjärvi  
 Parikkala  
 Imatra  
 Ruokolahti  
 Lappeenranta  
 Helsinki metropolitan area  
 Other Southern Finland  
 Eastern Finland, more precisely;  
 Joensuu

3. Are you

- Student  
 Employed  
 Unemployed  
 Retiree

4. Did You plan to stop by Teboil Simpeleelle beforehand?

- Yes  
 No

5. What is the main reason for Your stop-over? (You can choose multiple options)

- Advertising, more precisely;  
 Billboard  
 Advertisement in newspaper





Social media

- Restaurant  
 Café  
 Market  
 Car accessories  
 Fuel  
 Toilet  
 Possibility for sauna/shower  
 Slot machines (RAY)  
 Veikkaus/Toto

6. In what kind of situation You stopped over Teboil Simpele?

- Leisure  
 Business  
 Driving is part of my occupation

7. Are you travelling

- Alone  
 With spouse  
 With family  
 With friend/friends  
 Group visit

8. How often You visit Teboil Simpele?

- Every day  
 Weekly  
 Once a month  
 Randomly  
 This is my first time

9. Are you interested in the offers of Teboil Simpele?

- Yes  
 No

#### Thank You for Your Answers!

If You want to take part in the raffle, leave your contact information here. Winners will be contacted personally and information will not be used to other purposes.

10. What would be the most suitable channel?

- Email  
 Text message  
 Social media  
 Advertisement in newspaper

How satisfied You are with following features?  
Tick the most suitable option within the scale  
6=Excellent, 1=Poor.

|                         | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------------|---|---|---|---|---|---|
| Customer service        |   |   |   |   |   |   |
| Price level             |   |   |   |   |   |   |
| Selection of cafeteria  |   |   |   |   |   |   |
| Selection of restaurant |   |   |   |   |   |   |
| Selection of market     |   |   |   |   |   |   |
| Quality of food         |   |   |   |   |   |   |
| Cleanness               |   |   |   |   |   |   |

Suggestions for improvements/Other comments:

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Name:

Telephone number:

Email address:



Опрос клиентов

Дорогой клиент,

Меня зовут Риikka Харманен и я студент в Университете Саймаа. Учусь на бизнес отелей, ресторанов и туризма. Я делаю свой диплом про Тебойл Симпеле. Тема моего диплома нынешняя клиентура фирмы и улучшение маркетинга в будущем.

Я буду очень благодарна если вы уделите пару минут этой анкете, так как каждый ответ мне важен. Ваши ответы будут скрыты и будут анонсированы в итоге в течении весны по адресу [www.theseus.fi](http://www.theseus.fi).

Чтобы вас благодарить, мы разыграем два подарочных сертификата (стоимость 20€/шт) в Тебойл Симпеле. Розыгрыш будет в конце апреля. Ради этого вам стоит заполнить анкету и добавить ваши контактные данные. Кроме этого ваши контактные данные не будут использоваться.

Огромное спасибо за ваши ответы и помощь!

С уважением,  
Риikka Харманен  
Университет Саймаа

1. Пол
  - Женщина
  - Мужчина
  - Punkaharju
  - Другое в Восточной Финляндий
1. Возраст
  - до 18
  - 18–25
  - 26–35
  - 36–45
  - 46–55
  - 56–65
  - больше 65
  - Западная Финляндия
  - Северная Финляндия
  - Россия
  - Другое, подробнее?  
\_\_\_\_\_
2. Место проживания
  - Южная Финляндия, подробнее;
    - Rautjärvi
    - Parikkala
    - Imatra
    - Ruokolahti
    - Lappeenranta
    - Регион Столицы
    - Другое в Южной Финляндий
  - Восточная Финляндия, подробнее;
    - Joensuu
    - Savonlinna
  - 3. Вы...
    - Студент
    - Рабочий
    - Безработный
    - Пенсионер?
4. Вы планировали заранее об остановке в Тебойл Симпеле?
  - Да
  - Нет
5. Какая у вас главная причина на остановку в Тебойл Симпеле? (Можете выбрать несколько вариантов)
  - Реклама, подробнее;
    - Афиша
    - Реклама в газете





- Социальные сети
- Ресторан
- Кафе
- Магазин
- Автомобильные товары
- Бензин
- Туалет
- Душ/баня
- Игровые автоматы
- Лото

6. В какой ситуации вы остановились в Тебойл Симпеле?

- Свободное время
- Командировка
- Я водитель по профессий

7. Ваша компания?

- Один
- С супругой
- С семьей
- С друзьями
- Групповая поездка

8. Как часто вы заезжаете в Тебойл Симпеле?

- Каждый день
- Каждую неделю
- Примерно раз в месяц
- Иногда
- Это первый раз

9. Вы хотите узнавать о скидках в Тебойл Симпеле?

- Да

#### Спасибо за ваши ответы!

Если вы хотите участвовать в розыгрыше, оставьте ваши контактные данные. Победителям сообщим лично, и контактные данные не будут использоваться для других намерений.

- Нет

10. Какой контакт самый лучший для этого?

- Электронная почта
- СМС
- Социальные сети
- Рекламы в газете

11. Какую оценку вы можете дать насчёт следующих услуг? Поставьте крестик - 6=Отлично, 1=Очень плохо.

|                 | 1 | 2 | 3 | 4 | 5 | 6 |
|-----------------|---|---|---|---|---|---|
| Сервис          |   |   |   |   |   |   |
| Уровень цен     |   |   |   |   |   |   |
| Выбор кафе      |   |   |   |   |   |   |
| Выбор ресторана |   |   |   |   |   |   |
| Выбор магазина  |   |   |   |   |   |   |
| Качество еды    |   |   |   |   |   |   |
| Чистота         |   |   |   |   |   |   |

Советы/Комментарий:

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Имя:

Номер телефона:

Электронный адрес:



## Asiakaskysely

Arvoisa asiakas,

Olen Riikka Harmanen ja opiskelen Saimaan ammattikorkeakoulussa hotelli- ravintola- ja matkailualaa. Teen lopputyökseksi tutkimusta Teboil Simpeleelle ja aiheenani on yrityksen asiakaskunnan selvittäminen, sekä markkinoinnin kohdentaminen tulevaisuudessa. Tämä kysely toimii jatkotutkimuksena aiempaan kyselyyn, joka suoritettiin keväällä 2015.

Toivoisin Teidän käyttävän muutaman minuutin kyselyn täyttämiseen, sillä jokainen vastaus on minulle tärkeä. Kaikki vastaukset käsitellään täysin luottamuksellisesti ja julkistetaan yhteenvedona osoitteessa [www.theseus.fi](http://www.theseus.fi).

Lämmin kiitos vastauksistanne!

Ystävällisin terveisin,

Riikka Harmanen  
Saimaan ammattikorkeakoulu

1. Sukupuoli

- Nainen  
 Mies

2. Asuinpaikka

- Etelä-Suomi, tarkemmin;  
 Rautjärvi  
 Parikkala  
 Imatra  
 Ruokolahti  
 Lappeenranta  
 Pääkaupunkiseutu  
 Muu Etelä-Suomi  
 Itä-Suomi, tarkemmin;  
 Joensuu  
 Savonlinna  
 Punkaharju  
 Muu Itä-Suomi  
 Länsi-Suomi  
 Pohjois-Suomi  
 Venäjä  
 Muu, mikä? \_\_\_\_\_

3. Ikä

- alle 18  
 18–25  
 26–35  
 36–45  
 46–55  
 56–65  
 yli 65

4. Oletteko

- Opiskelija  
 Työssäkäyvä  
 Työtön  
 Eläkeläinen

5. Suunnittelitko etukäteen pysähtyvänne Teboil Simpeleelle?

- Kyllä  
 En

6. Mikä on pysähtymisenne pääasiallinen syy? (Voitte valita useamman vaihtoehdon)

- Mainonta, tarkemmin;  
 Tienvarsimainos





- Lehtimainos  
 Sosiaalinen media  
 Ravintola  
 Kahvila  
 Kauppa  
 Autotarvikkeet  
 Polttoaine  
 WC  
 Suihku/saunamahdollisuus  
 Pelikoneet (RAY)  
 Veikkaus/Toto
7. Millaisessa tilanteessa pysähdyit Teboil Simpeleelle?  
 Vapaa-aika  
 Työmatka  
 Ajaminen on osa ammattiani
8. Matkaseurue  
 Yksin  
 Puolison kanssa  
 Perheen kanssa  
 Ystävän/ystävien kanssa  
 Ryhmämatka
9. Kuinka usein käytte Teboil Simpeleellä?  
 Päivittäin  
 Joka viikko  
 Noin kerran kuukaudessa  
 Satunnaisesti  
 Tämä on ensimmäinen kertani
10. Kuinka todennäköisesti suosittelisitte paikkaa tutuillenne? Rastittakaa sopivin vaihtoehto asteikolla 1= hyvin epätodennäköisesti, 6= hyvin todennäköisesti.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|

Miksi? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. Oletteko kiinnostunut Teboil Simpeleen tarjouksista?  
 Kyllä  
 En

12. Mikä olisi sopivin tapa tähän?

- Sähköposti  
 Tekstiviesti  
 Sosiaalinen media  
 Lehtimainonta

13. Seuraatteko Teboil Simpelettä sosiaalisessa mediassa?

- En  
 Kyllä, Facebookissa  
 Kyllä, Instagramissa

14. Kuinka kuvailisitte tyytyväisyyttänne seuraavien asioiden suhteen?

Rastittakaa sopivin vaihtoehto asteikolla 1=Erittäin huono, 6=Erinomainen.

|                      | 1 | 2 | 3 | 4 | 5 | 6 |
|----------------------|---|---|---|---|---|---|
| Asiakaspalvelu       |   |   |   |   |   |   |
| Hintataso            |   |   |   |   |   |   |
| Kahvion valikoima    |   |   |   |   |   |   |
| Ravintolan valikoima |   |   |   |   |   |   |
| Kauppan valikoima    |   |   |   |   |   |   |
| Ruuan laatu          |   |   |   |   |   |   |
| Siisteys             |   |   |   |   |   |   |
| Lapsiystävällisyys   |   |   |   |   |   |   |

Parannusehdotuksia/Muuta kommentoitavaa:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Kiitos vastauksistanne!**



Customer Inquiry

Dear customer,

My name is Riikka Harmanen and I am studying Hotel, Restaurant and Tourism Management in Saimaa University of Applied Sciences. As my final thesis I am conducting a research about customer segments and future marketing in Teboil Simpele.

It only takes about five minutes to answer all the questions. All the information gathered in this survey will be handled confidentially and the final results will be published on the web, [www.theseus.fi](http://www.theseus.fi).

Thank You!

Regards,

Riikka Harmanen  
Saimaa University of Applied Sciences

1. Gender

- Female
- Male

2. Residence

- Southern Finland, more precisely;
  - Rautjärvi
  - Parikkala
  - Imatra
  - Ruokolahti
  - Lappeenranta
  - Helsinki metropolitan area
  - Other Southern Finland
- Eastern Finland, more precisely;
  - Joensuu
  - Savonlinna
  - Punkaharju
  - Other Eastern Finland
- Western Finland
- Northern Finland
- Russia
- Other, what? \_\_\_\_\_

3. Age

- under 18
- 18–25
- 26–35
- 36–45
- 46–55
- 56–65
- over 65

4. Are you

- Student
- Employed
- Unemployed
- Retiree

5. Did You plan to stop by Teboil Simpele beforehand?

- Yes
- No

6. What is the main reason for Your stop-over? (You can choose multiple options)

- Advertising, more precisely;
  - Billboard
  - Advertisement in newspaper
  - Social media
- Restaurant





- Café
- Market
- Car accessories
- Fuel
- Toilet
- Possibility for sauna/shower
- Slot machines (RAY)
- Veikkaus/Toto
7. In what kind of situation You stopped over Teboil Simpele?
- Leisure
- Business
- Driving is part of my occupation
8. Are you travelling
- Alone
- With spouse
- With family
- With friend/friends
- Group visit
9. How often do You visit Teboil Simpele?
- Every day
- Weekly
- Once a month
- Randomly
- This is my first time
10. Would You recommend Teboil Simpele for your friends? Tick the most suitable option within scale 1= I wouldn't recommend, 6= I would definitely recommend.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|

Why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. Are you interested in the offers of Teboil Simpele?

- Yes
- No

12. What would be the most suitable channel?

- Email
- Text message
- Social media
- Advertisement in newspaper

13. Do you follow Teboil Simpele on social media?

- No
- Yes, on Facebook
- Yes, on Instagram

14. How satisfied You are with following features? Tick the most suitable option within the scale 1=Poor, 6=Excellent.

|                         | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------------|---|---|---|---|---|---|
| Customer service        |   |   |   |   |   |   |
| Price level             |   |   |   |   |   |   |
| Selection of cafeteria  |   |   |   |   |   |   |
| Selection of restaurant |   |   |   |   |   |   |
| Selection of market     |   |   |   |   |   |   |
| Quality of food         |   |   |   |   |   |   |
| Cleanness               |   |   |   |   |   |   |
| Suitable for kids       |   |   |   |   |   |   |

Suggestions for improvements/Other comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thank You for Your Answers!**