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Attracting customers to Nipponsport in Finland

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Laurea University of Applied Sciences

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Attracting customers to Nipponsport in Finland

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The case company of the thesis is Nipponsport that is a part of an International company named Group Nordica that operates in the Nordic Regions. Group Nordica bought Budosport Visions Ltd business Operations which was selling martial arts equipment through a physical store and a website year ago in Finland and changed the name to Nipponsport.

There are four objectives for the thesis. First objective is to find out the factors that affect the customer decision making for products at Nipponsport that happen in the different stages of the customer decision process. Another objective is to know the current image Nipponsport. The third objective is to know what information channels do our customers value and use. The last one is to find out what are the most known brands known from the product selection that Nipponsport has. These objectives will help in achieving the aim of attracting more customers Nipponsport in Finland.

The theoretical part will consist of concepts such as customer decision process, corporate image, information channels, and brands that will be explained and how they have a relation to attract more customers. The results of the questionnaire will help Nipponsport to make the customer selection process easier for the customer. Then the results of the questionnaire will be shown, analysed with the chi square of independence analysis, and explained.

The study was conducted by using an electronical questionnaire that was sent to regular customers as well as club customers so that we can acquire reliable results. The questionnaire will help in data collection. The questionnaire was conducted with Nipponsport and focused on four themes that are information channels, brands, corporate image, and customer decision process.

The results show which are the most important factors in the customer decision process such as quality, speed of delivery, and price etc. The brands that are known to the customer are Adidas, Venum, and Nipponsport. Customers search for information from traditional as well as digital channels when looking for martial arts products. Lastly Nipponsport has strong corporate image since customer see that characteristics such as trustworthy and customer friendly suit them well.

As a conclusion the company is performing well in Finland and it is able to attract customers by utilizing the results of the questionnaire. It is recommended to make further studies regarding the competition in order to better position itself in the market and also a deeper study regarding the shop as a strategic contributor to attract more customers.

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1 Introduction

1.1 Background

Understanding what are the factors that affect the customer decision process for a product is important in order to know which factors a company should focus on. The decision process has concepts regarding situational influences, problem recognition, information search, evaluating and selecting alternatives, outlet selection and purchases, and lastly post-purchase processes, customer satisfaction and consumer loyalty. These steps of the process are important to explain since the customer goes through these steps when deciding to purchase a product.

Corporate image differs from one person to another due to the fact that each customer has different information and experiences from the company. So, it is important to know the current images that customers have perceived of the company in order to maintain and improve them if necessary.

1.2 Case Company Nipponsport Finland

Group Nordica was established in Denmark by Lars Juul Madsen and Hemrik Thor Callensen, and it owns the business concepts of capstore and Nipponsport. Group Nordica has three branches that are Capstore, Nipponsport and Kinesioteippi. Each branch offers different Products. The company is international and operates in Denmark Sweden, and Finland virtually as a web shop for the Nipponsport concept. It also has a shop in Finland as well as Denmark where the concepts of Nipponsport and Capstore are implemented.

Nipponsport concept is surrounded around martial arts, so it sells suits and equipment such as protective gear like mouthguards, for a wide variety of martial art sports ranging from stand-up style such as kick boxing to ground style such as Brazilian jujutsu. In Denmark the concept is known as Nippon as a shop and as website as Nippon.dk and It has been for more than 10 years. On the other hand, the concept is named nipponsport.fi in Finland and nipponsport.se in Sweden. Some of the products that we sell are Daedo and Matsuru that provide clothes and protective gear for taekwondo and karate. Tatami Fightwear and Macaco Branco makes suits for Brazilian Jujutsu. Adidas, Nipponsport, and Venum brands provide suits as well as protective gear for various martial arts. The central warehouse is located in Denmark where there are more brands in addition to the few that were mentioned.

During the last year nipponsport shop branch was opened in Finland by Antti Sundquist who was an employee in the company and then he became the country manager in Finland. Group Nordica bought a martial arts shop which was located in Mekaanikoknatu in Siilite and its website known as Budosport visions Oy and all its business operations. Also, the company's clients contracts where renewed when nipponpsort claimed the business. In 2017, January the shop relocated to Kaisaniemenkatu 6 in Helsinki. There are fewer brands in Finland of which is kept more in stock in the warehouse. The rest of the brands can be ordered from the website and it will be then shipped to the customer from Denmark.

Through the website, orders are made by the individual customers as well as the clients that are martial art clubs that offer various kinds of martial arts in one place. It is also possible for the customers or the clients to come to shop and take their products.

There is not much competition in the market of martial arts since it is a niche market, so Nipponsport is performing well since it provides products to various types of martial arts as mentioned before. Some of the competitors provide products for specific type of martial arts such as kamppailulajivarusteet that provides products mainly for Brazilian jujutsu.

1.3 Purpose of the Thesis

There are four objectives for the thesis. First objective is to find out the factors that affect the customer decision making for products at the case company Nipponsport which is the main focus of the thesis. Another objective is to know the current image Nipponsport . The third objective is to know what information channels in social media do the customers value and use. The last one is to know which brands are known by the customers that the company has in their collection to offer to the customer. These objectives will help in achieving the aim of attracting more customers Nipponsport in Finland.

The research questions are “what are the factors that affect the customer decision process?”, “what is the current image of Nipponsport that customers have about us?”, “What are the information channels used by customers when searching information about martial arts products?”, and “which brand products are known to customers?”.

1.4 Theoretical Approach

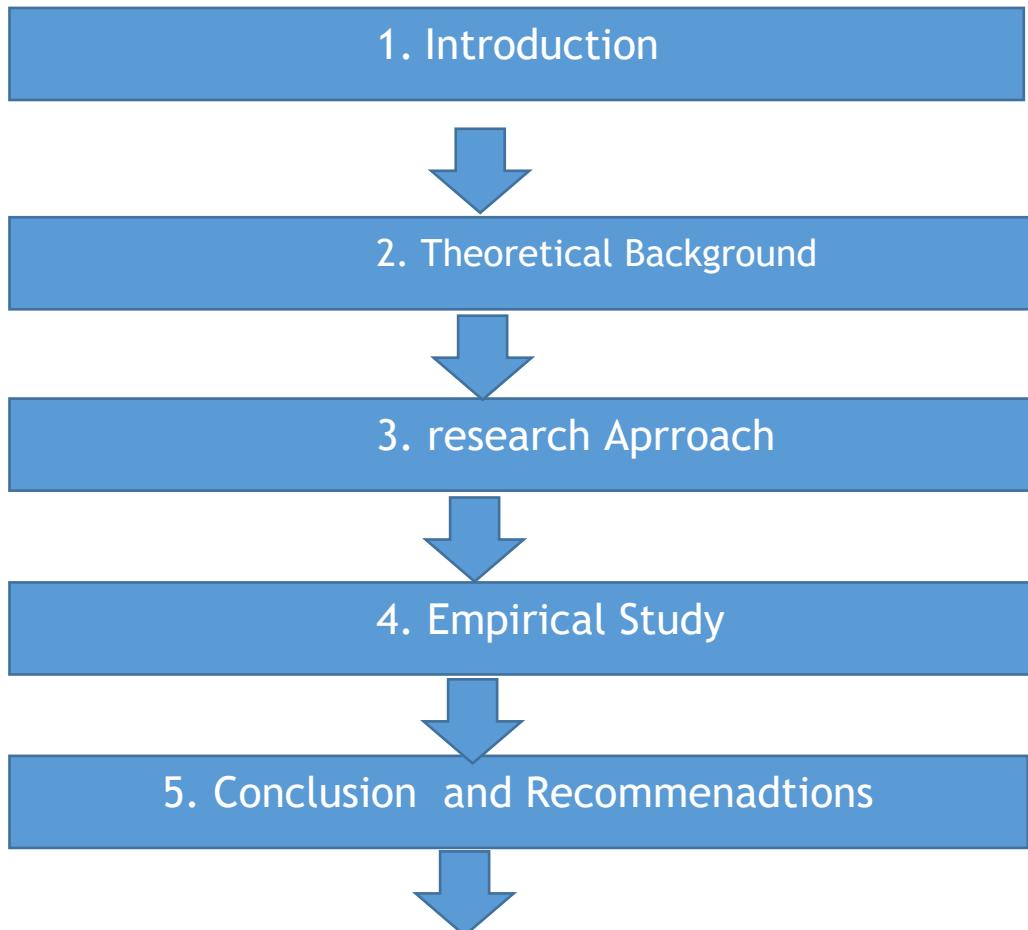
The main focus of the thesis will be on customer decision process since it contains most of the opportunities to attract more customers during different stages of the process that the customers undergo.

It also includes other topics as part of the process as well that help to influence the customer experience either positively or negatively. The other topics that are covered in thesis are corporate image, information channels, and brands.

Customer decision process chapter will include concepts regarding situational influences, problem recognition, Information search, evaluating and selecting alternatives, outlet selection and purchases, and lastly post-purchase processes, customer satisfaction and consumer loyalty. The concepts will be based on the Consumer behaviour implications for marketing strategy book written by Neal Quester Hawkins.

In the corporate image chapter, the concepts covered are corporate reputation, factors that affect corporate images, and finally how to manage corporate images and reputations. In the brands chapter there will be a brief explanation about brand awareness, positioning, and the customer value it holds. Lastly, the information channels theory will have a short description about the channels used that are used by the customers in order to find information about martial arts products.

1.5 Framework of the Thesis



6. Summary

Figure 1: Framework of The Thesis

2 Theoretical Background

The theoretical background of the thesis will be explaining customer decision process, corporate image and reputation concepts information channels, and brands since they go hand to hand with the objectives of the thesis so it is important to understand what theories have been done about them.

2.1 Customer Decision Making Process

According to Hawkins (2009), the term consumer decision suggests that the customer carefully evaluates the attributes of a set of products, services or brands, and rationally selects the one that solves a clearly recognized need for the least cost. However, many consumer decisions depend also on the emotional value that comes along with purchasing the brand such as it may make him feel good.

Explanation on situational influences that affect the consumer behaviors introduced because it affects the customer decision process, after which the five stages of the process are explained. Figure 2 shows the steps as well as the consumers attitudes/needs that affect each stage of the process. Hawkins (2009), also states that situational influences have a direct impact on their own but they also interact with product and individual characteristics to influence behavior.

According to Hawkins (2009), It is important to understand which situations affect the purchase of products or services in order to serve the customers according to them, so a consumer should be viewed according to the situation he is in because they will have an influence on the purchase decision.

There are four main types of situations. The first is communication situation which is the manner in which the customer will receive information and it requires to utilize the correct medium in which the communication will be conveyed to the customers in order to deliver an effective message to the them. (Hawkins 2009)

Another one is purchase situation which is a situation that is dependent on product preference, time, and opinion influence. Then there is the usage situation which is to understand the customers usage needs to the products and in which way the company can show that their

products are relevant to the needs. The fourth one is the disposal situation that means the easy and convenient way of disposal of the products that customers have purchased. (Hawkins, 2009)

There are five situation classifications that affect the consumer behavior that should be taken into consideration by the companies. Physical surroundings such as the decor and lighting displayed around the product. Social surroundings deal with other present who could have an impact on consumer behavior. (Hawkins 2009)

Temporal perspectives that relates with the effect time has on consumer behavior. The fourth is task definition that reflects the purpose for engaging in the consumption behavior. The fifth is antecedent states that are features of the individual that do not last such as moods and monetary conditions. (Hawkins 2006)

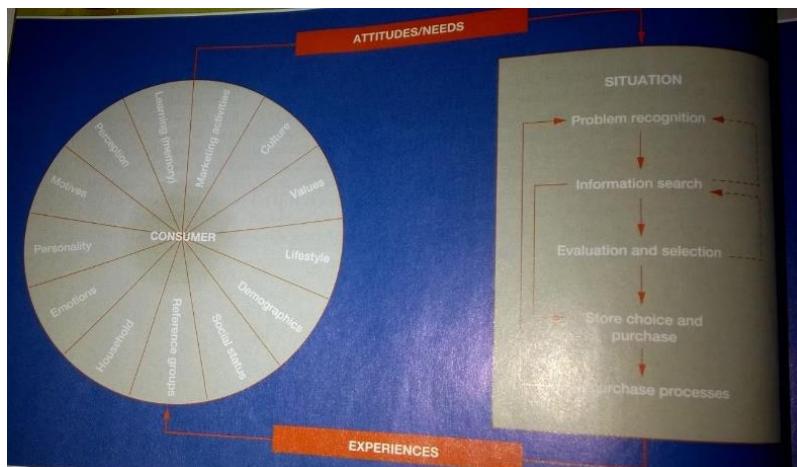


Figure 2: Customer decision process

2.1.1 Problem recognition

Problem recognition is the first stage in the consumer decision process. A problem is recognized when there is a conflict between the customer's actual state and the desired state that will initiate the customer to take action towards the problem depending on the situation, its importance to him, and the dissatisfaction created by the problem. (Hawkins 2006)

2.1.2 Information search

After problem recognition, consumers may engage in internal as well as external search. Information may be looked on the appropriate evaluative criteria for the solution to the problem. (Hawkins 2006)

According to Hawkins 2006, using internet search engine such as Google by the customers to browse for relevant information about the products has increased since it is convenient, fast, and effortless.

Hawkins (2006) states that internal information which is information stored in memory due to past experiences, is actively acquired in previous searches and taught personal experiences, or it is passively learned through low involvement learning.

Consumers engage in external information search only to the extent that expected benefits outweigh expected costs. It is collected from external sources such as friends and family, independent sources such as consumer groups and government groups, marketing sources such as sales personnel and advertising, and experienced sources such as direct product inspiration or trial.(Hawkins 2006)

2.1.3 Evaluating and selecting alternatives

After the necessary information is collected the customer moves to evaluate and select alternatives. Evaluative criteria are the features a consumer looks in response to a certain problem. They are characteristics that consumers use to compare different brands in the light of their particular consumption problem. Color, price and quality are some of the evaluation criteria that a customer may have. (Hawkins 2006)

As for the selection alternatives a customer may apply decision rules to select a brand. One of them is decision based on customer's feelings instead of having certain criteria that the brand has to meet. Another one is compensatory rules such as the lexicographic rule which means that the consumer ranks the criteria in order of importance. (Hawkins 2006)

Then the consumer selects the brand that performs best on the most important attribute. If there are more than one brand that tie on the same attribute, then they are evaluated on the second most important attribute or criteria. Lastly, there is the compensatory decision rule that states the brand that rates highest on the sum of the consumer's judgement of the relevant evaluative will be chosen. (Hawkins 2009)

2.1.4 Outlet selection and Purchases

According to Hawkins 2009, after the evaluation and selection alternatives are set, the customer purchases the product. The purchase can happen digitally through a webpage or physically in a retail store.

Internet users prefer online shopping due to its convenience and time saving potential. Consumers decide to come to a shop due to the fact that they can see, feel, touch, and try on the products before they buy. Customers store selection is affected by the outlet image. Some of the dimensions of an outlet image are service, merchandise, and convenience. (Hawkins, 2006)

Hawkins (2008) states that when the customer is in the shop he might end up buying a different product from what he initially planned to before entering the store that happens due to the additional information received regarding brands. This is referred to unplanned purchases.

2.1.5 Post-purchase processes, customer satisfaction and consumer loyalty

Following the purchase, consumers use their products or services and see how it works practically which results in post-purchase evaluation that determines whether the consumer is satisfied or dissatisfied. Complaint and word of mouth communications are also part of post-purchase process. Lastly the product's disposal is the last step in this process. (Hawkins, 2006)

According to Hawkins 2006, it is important for a company to be aware of how products perform in use because when consumers use a product to fulfill their needs but if it does not a negative evaluation may result which can result in a bad image that decreases sales. Another reason to monitor product usage is to use feedback to modify products, indicate new uses for existing products, and explore opportunities for new products

Customer satisfaction is a part of the post purchase stage which is important because it means that the product or service has met the needs of the customers. If a customer is dissatisfied since products were not up to the customer's expectations it will lead to switching brands, products or stores, and warning his friends about them. In this case companies should encourage dissatisfied customers to them in order to find a solution and make adjustments. (Hawkins 2006)

2.2 Corporate Image and reputation

In this chapter of the theory there will be given a definition to corporate image and who are the ones responsible of creating it. There will be also a definition for corporate reputation

and the external as well as the internal benefits that a good reputation will bring to the company.

According to Dowling 2009, Corporate image is a set of feelings and beliefs a customer has about an organization. It is important to note that there are many images that the company will have because of the different publics the company has such as customers, stockholder, vendors, and buyers will see different aspects of the corporate image.

It is also important to mention that each member of the company will be responsible for creating and selling the corporate image due to the fact that each activity of the company adds some meaning to the public's meaning that picture of management that is running the organization. (Balmer & Greyser 2003)

Dowling 2009, states that corporate reputation refers to the attributed values evoked from the person's corporate image. So, it is important to build a good reputation for the company due to the external as well as internal benefits it will have for the company.

Externally a good reputation helps to add psychological value to products and services such as trust. It will also be beneficial when introducing new products. (Dowling 2009)

A good reputation is also helpful for the customer. it will lower the risk they perceive when purchasing products or services and it helps them in choosing between products and services that they see as functionally familiar. It also helps in attracting better quality employees when the company wants to recruit. (Dowling 2009)

Internally a good reputation helps to motivate the employees which will create an environment which is built around trust, belonging and commitment that will result in increased employee job satisfaction. It also helps in maintaining the reputation internally between the employees when the company experiences sudden changes such as downsizing. (Dowling 2009)

2.3 Information Channels in Social Media

This section of the theory will introduce us to information channels in the form of social media such as Instagram ad Facebook, Google web search, and Word of mouth that are considered the main channels used to gather information by customers to find information.

2.3.1 Facebook

According to Facebook, the most popular social media in the world, Facebook was founded in 2004 by a group of students including the present CEO Mark Zuckerberg . Facebook Inc, employs over 3000 employees. It has bought other companies in order to solidify its position in the messenger world such as WhatsApp (CNN 2014)

Facebook had over billion users around the world. Facebook is used so that people can connect with other people. It is a convenient way to keep in touch with friends, share life occasions, and post personal pictures and info for others to see. There is also the news feed that shows other users updates, targeted updates and advertisements, and a messenger where private chats can be done between the users. (Facebook 2017)

Facebook is used by companies to reach customers, build brand and taking care of existing customers relationships by keeping them posted and engaging them in activities. Companies target their updates and adds to reach a specific customer segement that can be segmented according to age, gender, or by the likes he customer has made. (Facebook 2017)

2.3.2 Instagram

Instagram was founded in 2010 by Kevin Systrom and Mike Krieger. It has over 600 million users active users and is available in over 25 different languages. This application ls supported by apple mobile devices, windows 10, and some third party devices like Blackberry.(Instagram 2017)

Instagram is used by users to add pictures to their profiles and write a description to it. It is popular to insert hashtags after a picture to make it easier for other for others to find the picture and the profile. Users can follow other users and browse a feed of recommended pictures of users that might be interesting to follow based on the searches and hashtags of the user. (Instagram 2017)

Instagram is used by the companies to get followers and coverage online. Competitions can also be released for followers and give discount offers for their followers. Instagram is a convenient platform to use in order to build image for the company. (Instagram 2017)

2.3.3 Web Search

According to Levene (2010), searching and navigating the web are methods used in order to find information by using navigation tools and search engines that are either built in or plugged in to the browser or are provided by websites. (Levene. M. 2010),

Levene (2010) states that search engines help us find information from the web since they are the primary information gatekeepers of the web. It narrows down the vicinity of web pages that could contain the relevant information and provide alternative entry points for the user start a navigation session from. After the relevant web pages are found it presents a summary for each of them to the searcher. Then the user may choose to browse the page and click on the links provided in it to go to the webpage of interest.

The search engine will give organic results which are known as free results websites. It also gives sponsored websites which are ads paid by the companies to the search engine in order to advertise their products so, the search engine marks them as sponsored to distinguish them from the organic results. (Levene, M. 2010)

2.3.4 Word of Mouth

According to Silverman (2011), defines word of mouth as “the exchange of information about a product or service among people who are independent of the producer”. There are three participants who create the word of mouth.

The first one is the person who creates the word of mouth unit or experience who can be anybody who interacts with the customer. Then there is the sender who receives the word of mouth unit who will share his experience with another person. Lastly there is the receiver which is the person given the information to. The information can be positive or negative and its topic can be related to any concept of the business. (Silverman, G. 2011)

Word of mouth have an impact on customer behavior. According to O’leary (2008), word of mouth is influences consumer brand switching more effectively than other forms of messaging and that it is also more effective than any type of advertising in changing negative or neutral attitudes on brands to positive ones. Word of mouth also impacts the shop so it is important to take care of customers. Positive word of mouth brings more customers and a better reputation but negative word of mouth has. A recent study done in Warton that out of hundred customers six will tell the company about their bad experience but thirty-one will tell their friends about their bad experience and not recommend the shop for them.

Sernovitz (2009), states that there are three reasons customers will talk about the company and produce word of mouth. The first one is the products or services provided to them which will result in be positive or negative talk between the customers. Another reason is that talking makes the customer feel good by helping other people, looking smart or feeling important. Lastly when he shares information about an experience with other they feel connected to the group that share the same interests and topics.

2.4 Brands

Brand is the entire set of images, ideas, activities, and symbols that upgrades a product from being only a commodity. A strong brand secures an ongoing customer demand to the company that provides it which will in return have a positive effect on profit. In the brands section, brand's value proposition, trust and Equity and how they benefit the company will be explained. (Titans of Branding 2001)

2.4.1 Value proposition

Also, the brand carries value, since it tells the buyer that with the purchase of a particular product or service he is assured of the value the brand represents, which is known as the value proposition. It is also important to note that different brands have different values which means that they have different value proposition. (Titans of Branding 2001)

2.4.2 Brand Trust

Companies use brands to earn trust, which in exchange allows them to enter the market. Building trust in a brand is affected by the degree to which a firm is able to deliver on the promises it makes to the customer. This is important because customers who have trust in brands can be then created to loyal customers. Time is needed in order to create trust between customer and the brand which is essential in order to foster brand equity. So, the customer needs to experience the brand first and then form impressions about it. Repeated positive impressions takes form in the customers mind as brand trust. (Titans of Branding 2001)

2.4.3 Brand Value

The brand equity can be seen from three different perspectives and a company has to keep in mind all three of in order to build true brand value. First is the perspective of the customer

to brand equity that is built when the company's strategy involves understanding and catering to the functional and emotional needs of customers in order to retain and grow its brand equity. While from the firm's perspective the brand is one of the assets that can provide competitive advantage. Brand equity is also a differentiating factor in the success of any company. While from the shareholder's perspective, it revolves around the fact that the economic value of brands has increased the demand for effective management of the brand asset. (Titans of Branding 2001)

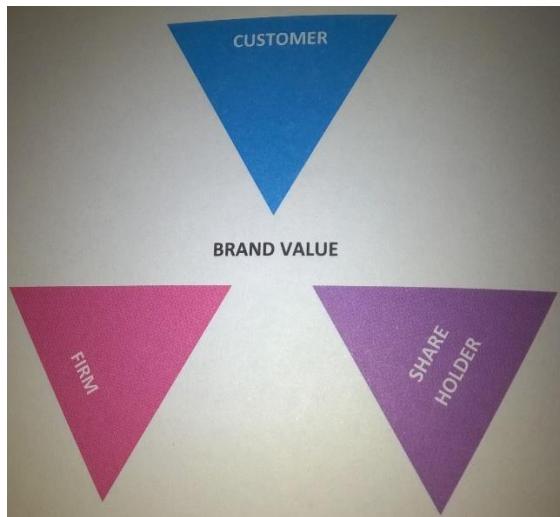


Figure 3: Brand Value

2.5 Theoretical Summary

The theoretical background states there are factors that should be focused on in order to attract customers. It is essential to understand how each of these factors contribute to the cause of attracting customers and that they are related to each other.

One of them being the customer decision process and how to understand how each stage from the consumer point of view in order to ensure that the customer decide to buy from us and encourage others to buy from the same company.

Corporate image is another factor and it is considered to be a part that in the consumer decision making process in the pre-purchase stage. It is important to ensure to have a good corporate image since it will help in attracting customers.

It is important to understand the significance of information channels and how to implement them properly. Information gathering is also considered a part of the customer decision making process. It is important to use social media and web search since it has become part of the customers daily life so the company should be able to contact, promote, engage, and sustain his customers by using social platforms. It is also important to pay attention to what kind of a reputation you will have between the customers that happens as a result of the word of mouth and it affects the company's image either negatively or positively.

It is important to have a right selection of brand products since strong brands bring with them loyal customers and attract new ones. This affects the consumer's purchase decision stage in the consumer decision process when he is trying to buy a product.

3 Research Approach

Research is a process that people take in a systematic way in order to find things out. According to Saunders, Lewis and Thornhil has three distinctive characteristics.

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

The 'systematic' means that there is a logical relationship in the research and it is not just built on beliefs. As for the 'to find things out' means that there is multiple purposes (Saunders et al. 2016)

This section will discuss about the research process and the methods used in this study and why. Furthermore, the reliability and validity of the method used are presented in this section.

3.1 Research process

According to Saunders, the research process consists of 8 stages that are linked to each other in a linear manner. Since the steps are revised in each stage they tend to overlap in reality. The process starts with the student's intent to start the research and then pick a research topic and clarifying by having clear aims and objectives.

This is considered the most important part of the research project. Then the literature should be critically reviewed in order to know what to include from the books you have as information source. Also Understanding one's own philosophy and approach helps in understanding beliefs and assumptions about the development of knowledge. Then the research design is

formulated which is the plan of how the researcher will go about answering his research questions clearly and cohesively.

After that it is time to plan how to collect data through one or more ways such as sampling and questionnaires. Then analyze it using qualitative or quantitative methods in order to understand the data collected. The when the earlier stages have been figured out and completed, the researcher can start writing the thesis and finally submit it. It is important to mention that the researcher should revise with the supervisor when there is uncertainty in any step of the research process. The figure below shows the stages of research process along their revision and overlapping.

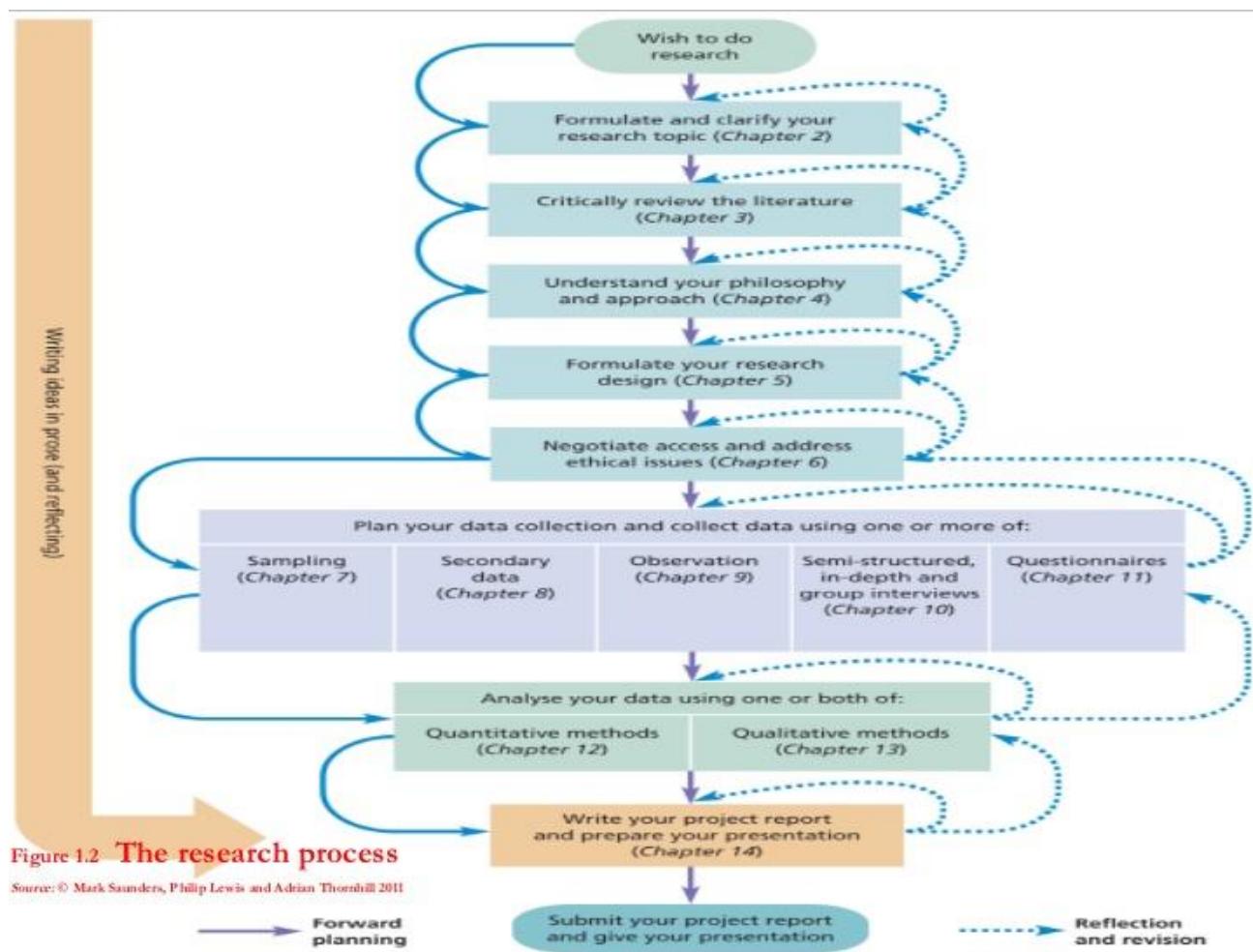


Figure 4: The research process

3.2 Quantitative method

According to Bryman and Bell 2011, quantitative study is a research strategy that emphasizes quantification in the collection and analysis of data that entails a deductive approach to the

relationship between theory and research, has incorporated norms of the natural scientific model, and embodies a view of social reality as an external, objective reality.

The analysis of quantitative method is generally presented in graphics or charts. Explanatory Data Analysis (EDA) can be useful when going through analysis stages since it comprehends larger area and recommends to use graphs to get a better understanding of quantitative data gathered. (Saunders, Lewis, Thornhill et al. 2016)

According to Saunders 2016, usually used terms are bar graphs, bar charts, and sometimes pie charts which are officially graphs.

Gathered date can be presented in different ways.

- Highest and lowest value
- Trends of the data
- Percentages of the data
- Distribution in data

Then this data can be compared in order to answer the research question. (Saunders, 2016)
For example finding out the known brands in martial arts products.

3.2.1 Methodology in the study

Quantitative method was used in the study in order to collect data and gather information. Questionnaire was the option chosen to conduct the research with.

According to Saunders 2016, A questionnaire can be online, mobile, mail, or face to face. It should be carefully designed, clear, and visually pleasing. It should also have clear and good instructions in every question and a logical sequence to it.

It is also important that it is categorized and the questions numbered. The design of the questionnaire affects the reliability and response rate of the data collected. The characteristics of the respondents affect the implementation method that should be used for the research.

Group Nordica is the case company helped to accomplish this research. The research questionnaire was send to the customers via email to regular customers that have given permission to send research related to Nipponsport in general since gathering customer emails from the customer history is not allowed unless the customer approves of it.

The questionnaire was sent to customers online to gather information and collect data from customers. It contained closed questions, multiple choice, and scale questions. The link to the survey was sent to customers of Nipponsport via email.

3.2.2 Sample size

The questionnaire was sent to 634 regular customers via email through Kyselynnett.com website as well as Facebook that are located in Finland. A total of 56 customers answered the questionnaire which was set from 18.9.2017 to 18.11.2017.

3.2.3 Questionnaire questions

The questionnaire consists of eleven questions written both in english and finnish to ensure a better response. The questions are divided into five themes background information, information channels, Brands known in martial arts, Nipponsport image, and factors that affect the customer purchase decision. The questionnaire is found in Appendix. 1.

The first question is about gender of the customer and the second is about his age which is separated into 14-25, 25-45, and above. The third question is about the living place and the options available were city, suburb, and country side. The fourth question was about the type of martial arts the customers trains. The fifth question asks from where did the customer find out about Nipponsport. The sixth question is “are you buying your first martial arts products from Nipponsport?”. The seventh question is “To whom are you ordering/buying the products?”. These questions give background information about the customers.

The eighth question includes the information channels theme. It asks how important are the information channels when looking for information about martial arts products by scaling them from one to five where one is not important where as five is very important.

The next theme is about the brands known to customers. The ninth question ask of the customers how familiar are the brands that Nipponsport has to offer in its product collection by scaling them from one to five where one is not familiar at all while five is very familiar.

The fourth theme is factors that affect the purchase decision of the customer. The tenth question is “How important are the factors when purchasing/ordering martial arts products”. The customer scales the factors from one to five where one is not important where as five is very important.

In the last theme the customers are asked to scale how well does the characteristics that are listed in question 11 describe Nipponsport image as a shop/website from one to five where one is not well where as five is very well.

The tables in figures 12,13,14, and 15 are multiple choice tables where the results are shown from the questions 8,9,20, and 11 and gives us an arithmetic average of the customers answers so that we can know how familiar brands are or how well a certain characteristic describes Nipponsport image.

3.2.4 Validity and Reliability

According to Bryman and Bell, the research is reliable if the same answers are received when the questionnaire is done again. If the stability, inner reliability and inter-observer consistency factors are evident in the research then it is reliable.

Bryman and Bell state that validity is the most important criterion of a research and it is concerned with the honesty of the conclusions that generated from the research. There are several ways of establishing validity such as face validity.

Limitations of the research might affect on the reliability and validity of the research which should be taken into consideration from the beginning of the research and taken into account. The limitations of this research are based on the method used. So, the limitations of the questionnaire are how the answers were collected, the duration, is there any certainty who answered and how many answered.

The answers were collected online in Kyselynnett.com webpage. The respondents are regular customers of Nipponsport so the people are related to the study area and the questionnaire got a total of 56 answers. The study met the requirements since the data collected from the answers were sufficient in order to answer the research questions that were set in the thesis.

4 Empirical Study

The empirical study has been conducted to find out the current image of Nipponsport, brands known to customers in our product selection, factors that affect purchase decision process, and important information channels used when looking for martial arts products. The results are introduced below and visualized as charts and figures. The results are shown in this chapter and analyzed in the end. The results and analysis will answer the research questions.

4.1 Questionnaire results

4.1.1 Background information of the respondents

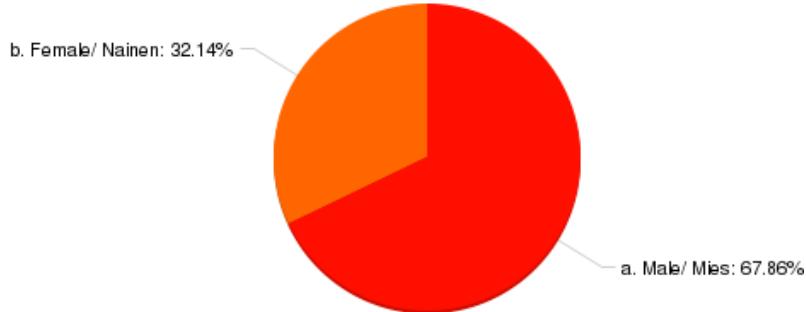


Figure 5: Gender

67,86 % of Nipponsport customers are males on the other hand 32,14 % are females. This outcome was expected due to the fact that majority of martial arts sports are primarily practiced by men.

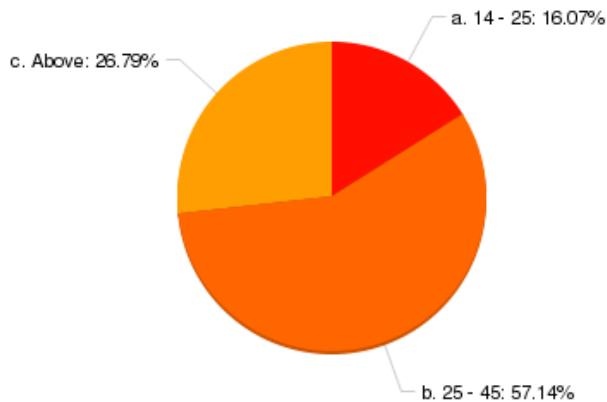


Figure 6: Age

Majority of the customers are between the ages of 25 - 45, second biggest group was above 45 years old, and the rest 16 % were between the ages 14 - 25. The results gathered were adequate since the major group age was the target age. The above figure shows the results for each age group

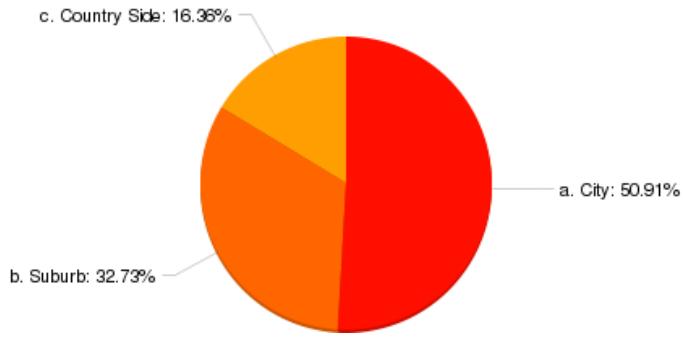


Figure 7: Living location

Most of the customers lives in the city and the second biggest group live in the suburbs. The rest live in the country side. The location of the customer affects his customer decision process.

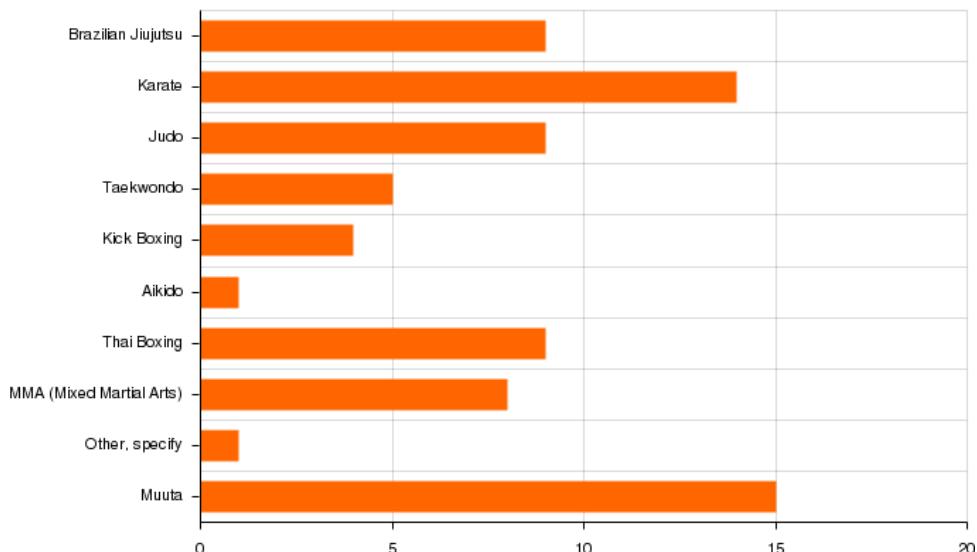


Figure 8: Types of martial arts practiced

The Figure above shows the distribution of the customers according to martial arts sports exercised. Our customers mostly exercise karate and other type of martial arts. Then Thai boxing, Judo and Brazilian JiuJutsu is exerted by the same number of customers. Lastly mixed martial arts (MMA) is also practiced noticeably.

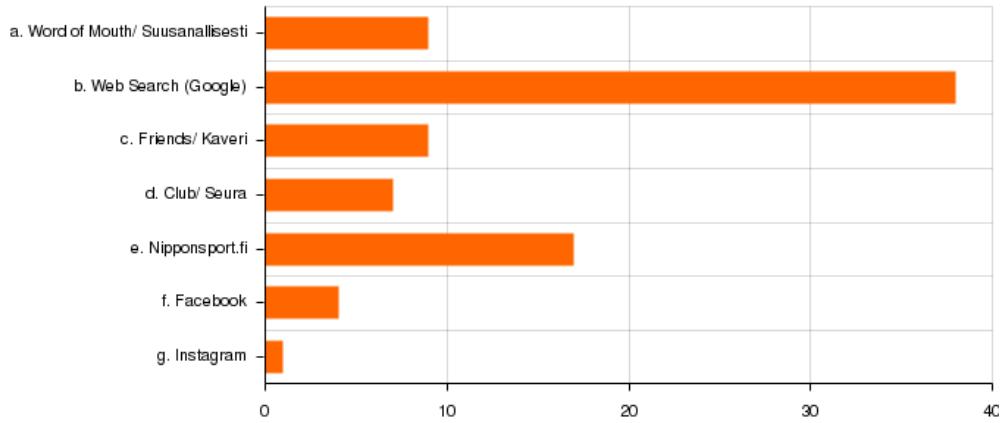


Figure 9: How did you find out about Nipponsport ?

Figure 9 shows how did the customers find out about the customers. The customers found out about Nipponsport through googling which was to be expected since the company advertises by using google adverts. Second biggest information channel is the Nipponsport website. Lastly word of mouth and and customers inform friends about nipponsport company.

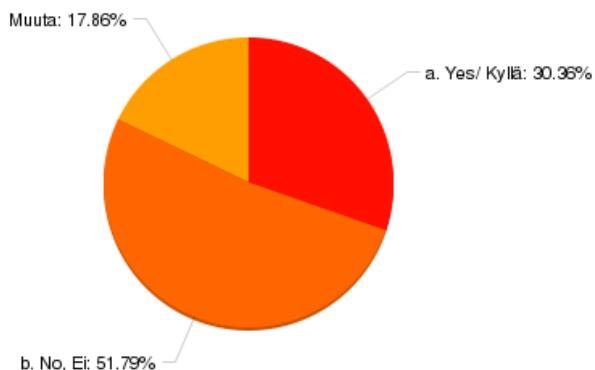


Figure 10: Are you buying your first martial arts product ?

Around 52 % of the customers have already bought their first martial arts products from somewhere else while 30 % have bought their first product from Nipponpsort. The rest bought from another source entirely such as the Venum shop. The purpose of this question is to find out how many of the customers are buying from the competitors. The results show that we are doing well in the industry since most of the customers are buying their products from us even though they have bought earlier from somewhere else.

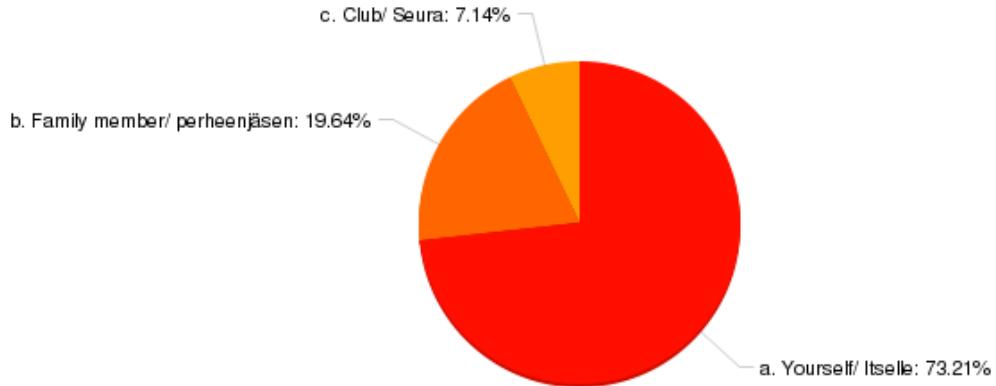


Figure 1: To whom are you ordering martial arts product?

Around 73 % of the customers are buying products for themselves and the second biggest segment buys the products for their family member and the rest club customers that tend to order to their club members that can range from 30 to 300 customers or even more.

4.1.2 Current image of Nipponsport

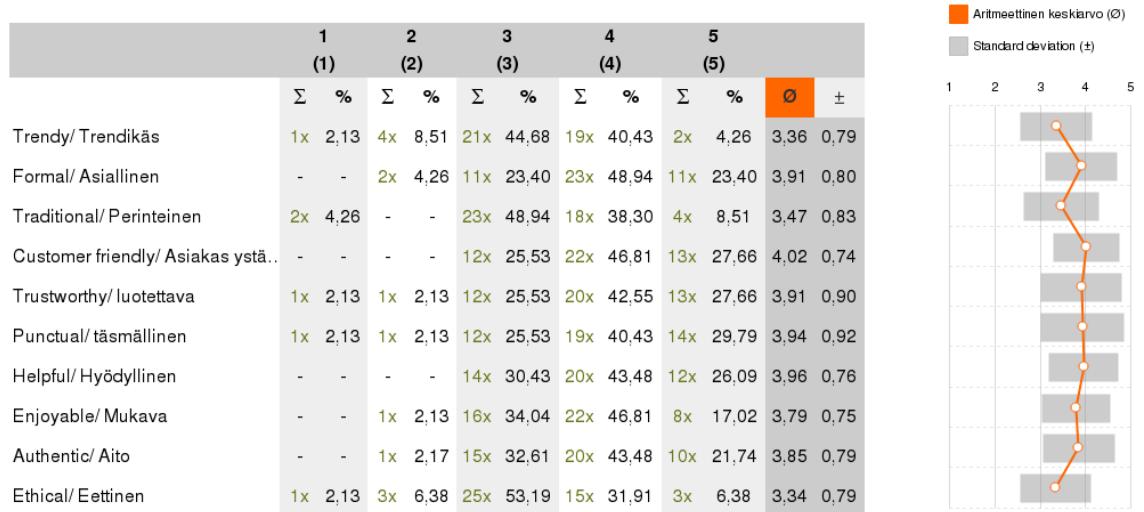


Figure 11: Corporate Image

To know the current image of Nipponsport is one of the objectives mentioned in the statement. It is important to have an idea about the current image of the company because it attracts customers if it is positive but if it is negative it will repel them. So the customers are asked to scale the characteristics that are listed in question 11 describe Nipponsport image as a shop/website from one to five where one is not well where as five is very well.

Customer friendly and helpful characteristics are the strongest for Nipponsport. Then the characteristics such as formal, punctual and trustworthy are also strong. Lastly characteristics such as enjoyable and authentic are high as well.

4.1.3 Factors that affect the purchase decision for a martial arts product

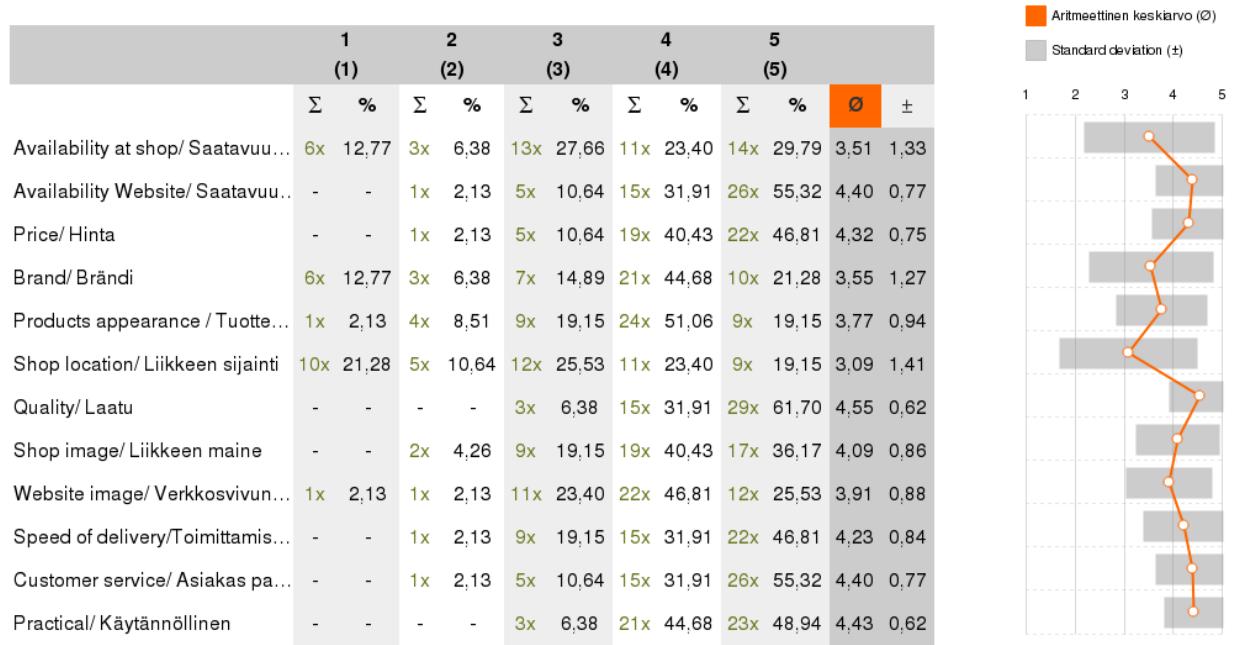


Figure 12: Factors that affect the purchase decision

One of the objectives was to find out the most important factors that affect the purchase decision of the customer in order to focus on them during the customer decision process and make them easier for him. This will result in increase in sales. The customer scales the factors from one to five where one is not important where as five is very important.

The quality of the product is the main factor (4,55/5) for the purchase decision of the product. Then the product factors practical, customer service, and the availability at website are critical as well when it comes to purchase decision. Lastly price, speed of delivery and the shop's image are factors that should be taken into consideration since they affect the customers purchase decision. It is worth noting that all the factors were crucial to the customers and it affects their customer decision heavily.

4.1.4 Brands known by martial arts customers



Figure 13: Brand familiarity

To know which brands are familiar to the customers is important because strong brands tend to attract brand loyal customers which will increase sales. The customer scales the brands from one to five where one is not familiar at all while five is very familiar.

Adidas is the most known brand product by the customers. Then follows Nipponsport and Matsuru brand products which also have a high familiarity by the customers. Twins and Venum have a noticeable familiarity by the customers. The result was known to be adidas since, in addition for Adidas being a well-known brand independently, Nipponpsport company promote it in the martial arts sports industry because it has a contract with it. Most of the brands are not so known.

4.1.5 Important information channels



Figure 14: Importance of the information channels

Finding out about important information channels when looking for martial arts products is also one of the thesis objectives which help in increasing sales because when information is conveyed through the convenient channels it will attract more customers to the company. The channels are scaled from one to five where one is not important where as five is very important.

Customers regard Google search engine as the most important channel when looking for information. Then the next information channels that are important are customers friend's recommendation and nipponsport.fi. Lastly word of mouth and the club's recommendation are important information channels to mention.

4.2 Data analysis

Data was analyzed by the usage of descriptive statistic tables as shown in figures 12,13,14, and 15. According to Saunders (2016), descriptive statistics describe and compare variables numerically by showing the central tendency which is the value that occurs the most. By implementing this method, it is appropriate to find the factors that have the highest values in the purchase decision for example.

Chi square independence test was used in order to find out if the question where dependent or independent from each other. The variables are inserted in a two-way contingency table where the data are inserted as categories and groups. (Saunders, 2017)

Saunders (2017), states that the null hypothesis (p) is to expect that the values are independent and it is calculated from the chi square test (X^2). So, when the result is less than $p=0,05$ then the null hypothesis is rejected and the variables are dependent. The chi square is calculated by distracting frequencies observed (O_i) expected frequencies (E_i) and the result is squared then divided by expected frequencies.

$$X^2_c = \frac{(O_i - E_i)^2}{E_i}$$

$$E_i$$

It is important to note that the results of the questionnaire where grouped into two where the results that of 1 and 2 are a group and the other consisted of the results of 4 and 5, so that they could be placed in to the two by three or two by two contingency table. In some cases, some of the results of the groups where 0 but a 1 was inserted because the program does not accept zero as a value to calculate the chi square. For example, none of the respondents thought that quality was not an important factor when it came to purchase decision but we have to put one as a value in order to calculate the chi square.

4.2.1 Analysis of Factors that Affect Decision Making

Three of the factors that affect decision making where picked according to age of the customers to see if their relationship is dependent or not by using the chi square test. The factors are quality, price, and website image.

Results						
	14-25	25-45	above			Row Totals
Quality (1.2)	1 (0.51) [0.47]	1 (1.72) [0.30]	1 (0.77) [0.07]			3
Quality (4.5)	7 (7.49) [0.03]	26 (25.28) [0.02]	11 (11.23) [0.00]			44
<i>Column Totals</i>	8	27	12			47 (Grand Total)

The chi-square statistic is 0.9017. The p-value is .637089. The result is not significant at $p < .05$.

Figure 15: Quality factor chi square table

First, we have the factor quality that will undergo chi square test. X was 0,9 and p was 0,63 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the factor quality in each of the age categories are independent.

Results						
	14-25	25-45	above			Row Totals
price (1.2)	1 (0.48) [0.57]	1 (1.77) [0.34]	1 (0.75) [0.08]			3
price (4.5)	6 (6.52) [0.04]	25 (24.23) [0.02]	10 (10.25) [0.01]			41
<i>Column Totals</i>	7	26	11			44 (Grand Total)

The chi-square statistic is 1.0653. The p-value is .587045. The result is not significant at $p < .05$.

Figure 16: Price factor chi square table

Next, we have the factor price that is going to have the chi square test. The chi square is 1,06 and p is 0,58 which is greater than 0,05. We can conclude that the null hypothesis is accepted in this case as well, so the factor price in each of the age categories are independent.

Results						
	14-25	25-45	above			Row Totals
Website image (1.2)	1 (0.41) [0.87]	1 (1.78) [0.34]	1 (0.81) [0.04]			3
Website image (4.5)	4 (4.59) [0.08]	21 (20.22) [0.03]	9 (9.19) [0.00]			34
<i>Column Totals</i>	5	22	10			37 (Grand Total)

The chi-square statistic is 1.3718. The p-value is .503628. The result is not significant at $p < .05$.

Figure 17: Website image Factor chi square table

Lastly, we have the factor website image that will be put through the chi square test. X was 1,37 and p was 0,5 which is greater than 0,05 so this means that the null hypothesis is accepted, so the factor website image in each of the age categories are independent.

So, the factors that affect the purchase decision of the customer is independent from the age of the customers according to the results of the chi square analysis, since each of the factors that underwent the analysis were considered to be important.

4.2.2 Analysis of The Familiarity of The Brands

Four of the brands were picked according to the type of martial arts practiced to see if their relationship is dependent or not by using the chi square test. The brands are Nipponsport, Venum, Adidas and Matsuru. Karate, thai boxing, and MMA were chosen in this case the types of martial arts that will serve as categories.

Results						
	Venum	Matsuru				Row Totals
Thai Boxing (1.2)	1 (3.00) [1.33]	5 (3.00) [1.33]				6
Thai Boxing (4.5)	6 (4.00) [1.00]	2 (4.00) [1.00]				8
Column Totals	7	7				14 (Grand Total)

The chi-square statistic is 4.6667. The p-value is .030754. The result is significant at $p < .05$.

Figure 18: Venum and Matsuru Brand Familiarity in Thai boxing chi square table

We have Venum and Matsuru brands in the thai boxing category that will undergo chi square test. X was 4,6 and p was 0,03 which is less than 0,05 so we can deduce that the null hypothesis is rejected, so the brands Venum and Matsuru familiarity are dependent on Thai boxing.

Results						
	NipponSport	Adidas				Row Totals
Thai Boxing (1.2)	1 (0.80) [0.05]	1 (1.20) [0.03]				2
Thai Boxing (4.5)	5 (5.20) [0.01]	8 (7.80) [0.01]				13
Column Totals	6	9				15 (Grand Total)

The chi-square statistic is 0.0962. The p-value is .756495. The result is not significant at $p < .05$.

Figure 19: Nipponsport and Adidas brand familiarity in Thai boxing chi square table

We have Nipponsport and Adidas brands in the Thai boxing category that will undergo chi square test. X was 0,09 and p was 0,75 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the brands Nipponsport and Adidas familiarity are independent from Thai boxing.

Results						
	NipponSport	Adidas				Row Totals
MMA (1.2)	1 (0.88) [0.02]	1 (1.12) [0.01]				2
MMA (4.5)	6 (6.12) [0.00]	8 (7.88) [0.00]				14
Column Totals	7	9				16 (Grand Total)

The chi-square statistic is 0.0363. The p-value is .848936. The result is not significant at $p < .05$.

Figure 20: Nipponsport and Adidas brand familiarity in MMA chi square table

First, we have Nipponsport and Adidas brands in the mixed martial arts category that will undergo chi square test. X was 0,03 and p was 0,84 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the brand familiarity of Nipponsport and Adidas are independent in MMA.

Results						
	Venum	Matsuru				Row Totals
MMA (1.2)	1 (2.86) [1.21]	4 (2.14) [1.61]				5
MMA (4.5)	7 (5.14) [0.67]	2 (3.86) [0.89]				9
Column Totals	8	6				14 (Grand Total)

The chi-square statistic is 4.3815. The p-value is .036331. The result is significant at $p < .05$.

Figure 21: Venum and Matsuru brand familiarity in MMA chi square table

Then, we have Venum and Matsuru brands in the mixed martial arts category that will undergo chi square test. X was 4,38 and p was 0,03 which is less than 0,05 so we can deduce that the null hypothesis is rejected, so the brand familiarity of Venum and Matsuru are dependent in MMA.

Results						
	Venum	Matsuru				Row Totals
Karate (1.2)	8 (4.09) [3.74]	2 (5.91) [2.59]				10
Karate (4.5)	1 (4.91) [3.11]	11 (7.09) [2.16]				12
Column Totals	9	13				22 (Grand Total)

The chi-square statistic is 11.5892. The p-value is .000663. The result is significant at $p < .05$.

Figure 22: Venum and Matsuru brand familiarity in kArate chi square table

We have Venum and Matsuru brands in the Karate category that will undergo chi square test. X was 11,58 and p was 0,0006 which is less than 0,05 so we can deduce that the null hypothesis is rejected, so the brand familiarity of Venum and Matsuru are dependent in karate.

Results						
	Nipponsport	Adidas				Row Totals
Karate (1.2)	1 (0.84) [0.03]	1 (1.16) [0.02]				2
Karate (4.5)	7 (7.16) [0.00]	10 (9.84) [0.00]				17
<i>Column Totals</i>	8	11				19 (Grand Total)

The chi-square statistic is 0.0572. The p-value is .811055. The result is *not* significant at $p < .05$.

Figure 23: Nipponsport and Adidas brand familiarity in karate chi square table

Next, we have Nipponsport and Adidas brands in the Karate category that will undergo chi square test. X was 0,05 and p was 0,81 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the brand familiarity of Nipponsport and Adidas are independent in Karate.

So, we can deduce from the chi square analysis that some brands are familiar in certain martial arts which is the case with Venum and matsuru where we can notice that Venum is known in Thai boxing and MMA while Matsuru is known in Karate. On the other hand, Nipponsport and Adidas brand's familiarity does not depend on the martial arts of the respondents.

4.2.3 Analysis of Values That Describe Nipponsport

Three of the values that describe Nipponsport corporate image were picked and according to if the person is buying for the first time from Nipponsport is chosen to see if their relationship is dependent or not by using the chi square test. The values are ethical, Trustworthy, and punctual.

Results						
	yes	no				Row Totals
Ethical (1,2)	1 (1.26) [0.05]	2 (1.74) [0.04]				3
Ethical (4,5)	7 (6.74) [0.01]	9 (9.26) [0.01]				16
<i>Column Totals</i>	8	11				19 (Grand Total)

The chi-square statistic is 0.1125. The p-value is .737369. The result is *not* significant at $p < .05$.

Figure 24: Ethical value chi square table

First, we have ethical will undergo chi square test. X was 0,11 and p was 0,73 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the value ethical is independent in each category.

Results						
	yes	no				Row Totals
punctual (1,2)	1 (0.71) [0.11]	1 (1.29) [0.06]				2
punctual (4,5)	9 (9.29) [0.01]	17 (16.71) [0.00]				26
Column Totals	10	18				28 (Grand Total)

The chi-square statistic is 0.1915. The p-value is .66171. The result is *not* significant at $p < .05$.

Figure 25: Punctual value chi square table

Next, we have the Punctual value that will undergo chi square test. X was 0,19 and p was 0,66 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the value punctual is independent in each category.

Results						
	yes	no				Row Totals
trustworthy (1,2)	1 (0.69) [0.14]	1 (1.31) [0.07]				2
Trustworthy (4,5)	9 (9.31) [0.01]	18 (17.69) [0.01]				27
Column Totals	10	19				29 (Grand Total)

The chi-square statistic is 0.2289. The p-value is .632305. The result is *not* significant at $p < .05$.

Figure 26: Trustworthy value chi square table

Lastly, the value Trustworthy that will undergo chi square test. X was 0,22 and p was 0,63 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the value Trustworthy is independent in each category.

So, the values that describe Nipponsport is independent from the fact that if it is the customers first time ordering from Nipponsport according to the results of the chi square analysis, since each of the values that underwent the analysis were considered that the customer felt that they see Nipponsport has a trustworthy, punctual and ethical image.

4.2.4 Analysis of Importance of Information Channels

Four of the information channels were picked and according to living place is chosen to see if their relationship is dependent or not by using the chi square test. The values are friends, word of mouth, web search (Google), and Facebook.

Results						
	city	Suburb	Country side			Row Totals
web search (1.2)	2 (2.24) [0.03]	1 (1.12) [0.01]	1 (0.64) [0.20]			4
web search (4.5)	26 (25.76) [0.00]	13 (12.88) [0.00]	7 (7.36) [0.02]			46
Column Totals	28	14	8			50 (Grand Total)

The chi-square statistic is 0.262. The p-value is .877203. The result is not significant at $p < .05$.

Figure 27: web search information channel chi square table

First, we have Web search (Google) information channel that will undergo chi square test. X was 0,26 and p was 0,87 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the web search (Google) is independent in each of the living place category.

Results						
	City	Suburb	Country side			Row Totals
facebook (1.2)	12 (14.80) [0.53]	9 (8.63) [0.84]	4 (3.57) [0.05]			25
Facebook (4.5)	17 (14.20) [0.55]	4 (8.37) [0.88]	3 (3.43) [0.05]			24
Column Totals	29	13	7			49 (Grand Total)

The chi-square statistic is 2.9088. The p-value is .23354. The result is not significant at $p < .05$.

Figure 28: Facebook information channel chi square table

Next, we have Facebook information that will undergo chi square test. X was 2,9 and p was 0,23 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the Facebook information channel is independent in each of the living place category.

Results						
	city	Suburb	Country side			Row Totals
Friends (1.2)	4 (4.87) [0.16]	4 (3.59) [0.05]	2 (1.54) [0.14]			10
Friends (4.5)	15 (14.13) [0.05]	10 (10.41) [0.02]	4 (4.46) [0.05]			29
Column Totals	19	14	6			39 (Grand Total)

The chi-square statistic is 0.4591. The p-value is .794907. The result is not significant at $p < .05$.

Figure 29: friends information channel chi square table

Then we have the Friends information channel that will undergo chi square test. X was 0,45 and p was 0,79 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the friends information channel is independent in each of the living place category.

Results					
	city	suburb	country side		Row Totals
word of mouth (1,2)	6 (5.00) [0.20]	3 (3.53) [0.08]	1 (1.47) [0.15]		10
word of mouth4,5	11 (12.00) [0.08]	9 (8.47) [0.03]	4 (3.53) [0.06]		24
Column Totals	17	12	5		34 (Grand Total)

The chi-square statistic is 0.6092. The p-value is .737431. The result is not significant at $p < .05$.

Figure 30: word of mouth information channel chi square table

Lastly, we have word of mouth information channel that will undergo chi square test. X was 0,6 and p was 0,73 which is greater than 0,05 so we can deduce that the null hypothesis is accepted, so the word of mouth information channel is independent in each of the living place category

So, the information channels that the customer uses to gather information about martial is independent from the living place of the customer according to the results of the chi square analysis, since each of the channels that underwent the analysis were considered to be important.

5 Conclusion and Recommendations

The objective of this research was to find out the factors that affect customer purchase decision, important information channels when looking for martial arts products, which brands are familiar to the customer, and what is the current image of Nipponsport in order to attract more customers to Nipponsport. The research process was carried out successfully and the results gathered were efficient and valid so the research question can be answered.

Based on the results of the questionnaire, each of the factors are important and have an effect on the purchase decision of the customer in general. The company should be focusing on having good quality to price products since customers regard these two factors as one of the most important factors that have an effect on the purchase decision. It is also important to ensure that we have products that are practical in order to ensure that they are of help for the customers in their training. It is more important to have the products visible online since

the customers prefer to have a look from the website what product collection Nipponsport has so that they can make a decision what they want to order or buy. The company should be able to deliver the products with the promised time and with good customer service. It is important to have a good company image since it is considered one of the factors that affect the customer purchase decision. By focusing on the above mentioned factors Nipponsport will be able to ensure that consumer purchase decision process stays enjoyable which will build loyalty to the regular customers as well as attract new ones.

Customers are using digital as well as traditional information channels when they are trying to find out about martial arts products. Customers are using mainly Google web search to look for information, so the promotion by using Google adverts should be kept. Nipponsport website is also another information channel that is used in order to look for information regarding martial arts products, so it is important to keep the website updated regarding discounts or seasonal sales, or arrival of new products to the store or the product selection in general. Customers seem to regard their friends, club, and word of mouth to be important information channels when looking for martial arts products, so it is recommended to think about direct marketing by holding workshops, attending martial arts sport events, and contacting meeting with the clubs and reaching an agreement where they promote us for a reasonable offer from the company. Facebook, blogs and Instagram do not seem to be used by the customers in order to look for information which means that the company should discuss how they can start a project where they activate those information channels, use them for different purpose such as competition activities, or reallocate the resources for another information channel. By using information channels effectively many potential customers can be reached and attracted to Nipponsport and if they are maintained through activities in the information channel's forum they will eventually turn into loyal customers.

Adidas seems to be the most known brand in Nipponsport's product selection since it has products in many different martial arts sports, so it is important to keep the agreement that the company has with it in order to attract brand loyal customers, Nipponsport as a brand is also recognized, so its quality should be improved and it should be promoted through the sponsors we have in order to increase the brand visibility. Venum is a brand that is known Mixed martial arts (MMA), so this product should be kept and promoted for customers who practice it. As for the rest of the brands I recommend that the company should rethink what is worth keeping and taking out of the selection because when the customers see a wide variety of brands they do not know about, then they are less likely to purchase a product.

According to the research results, Nipponsport has a good current image since it is viewed to be customer friendly, enjoyable and trustworthy among other characteristics. It is important to have a positive reputation since it helps in building a strong brand and corporate image

which will make Nipponsport popular resulting in more customers. I recommend that the company should annually send customer surveys to in order to know if the company image has made any changes was it positive or negative, in order to improve or change the way they need to operate in order to ensure that the corporate image is positive and strong. As mentioned before in the theory section, a good corporate image has many advantages when it comes to customer attraction, sales, and product quality encuranse to the customers so it is important to maintain it.

As a conclusion, the case company Nipponsport is performing well in Finland as a web shop and a shop, considering the fact that they have entered the market in summer of 2016 and they should keep up to date in order to sustain a progressive growth for their company. The research done for the company can help them in attracting more customers due to the validity of the results. Furthermore, there should be a research done regarding the competition in order to scale how the company is fairing against its competitors and another project can be done regarding the Nipponsport shop where specific research project can be done regarding its appearance, performance, product selection and appearance, as well as customer service if the company wants to increase its sales and customer attraction.

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Appendices

Appendix 1: Questionnaire

Questionnaire

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Arvoisa Vastaaja / Dear Respondent,

Suoritan tutkimusta koskien Nipponsportin imagoa ja ostopäätökseen vaikuttavia tekijöitä kamppailulajivarusteita ostettaessa. Tutkimus liittyy liiketalouden opinnäytetyöhön, jota Laurea ammattikorkeakoussa Leppävaarassa. Tietojen tuloksien perusteella voimme sitten parantaa Nipponsportin imagoa ja keskittyä niihin tekijöihin jotka ovat teille tärkeitä.

Tutkimuksessa saatuja tietoja käsitellään luottamuksellisesti eivätkä yksittäiset vastaukset ilmene yhteenvedossa. Olisin kiitollinen jos voit osallistua tutkimukseen vastaamalla alla oleviin kysymyksiin.

Kiitos jo etukäteen.

I am conducting a research regarding the current image of Nipponsport and what are the important factors that affect purchase decision when ordering/buying a product. The research is related to Business Management student thesis which I am studying in Laurea University of Applied Sciences in Leppävaara.

The information gathered from the questionnaire will help us improve our performance and focus on the factors that are relevant. The gathered information will be treated confidentially. This research is anonymous so not any single respondent will be recognized. I would be grateful if you would participate in this research by answering the questions below.

Thank you in advance for your cooperation.

Cross your option if no other instruction is given.

1. What is your gender/ mikä on sinun sukupuoli ?

a. Male/ Mies

b. Female/ Nainen

2. How old are you ?/ Kuinka vanha olet ?

a. 14 - 25

b. 26 - 45

c. Above

3. Where do you live ?/ Missä asut

- a. City
- b. Suburb
- c. Country Side

4. What Kind of martial arts do you practice (you can choose more than one)?/ Mitä kamppailulajeja harrastat (voit valita enemmän kuin yhden)?

Brazilian JiuJutsu	Karate
Judo	Taekwondo
Kick Boxing	Aikido
Thai Boxing	MMA (Mixed Martial Arts)
Sambo	Other, specify

5. How did you find out about NipponSport ?/ Mistä sait tietoa Nipponsportista ?

- a. Word of Mouth/ Suusanallisesti
- b. Web Search (Google)
- c. Friends/ Kaveri
- d. Club/ Seura
- e. Nipponsport.fi
- f. Facebook
- g. Instagram
- h. Blogs/ Blogit

6. Are you buying/ ordering for the first time martial arts products from Nipponsport ?/ Oletko ostamassa kamppailulaji varusteita ensimmäistä kertaa Nipponsportista ?

- | | |
|---------------|--|
| a. Yes/ Kyllä | b. If not, where did buy/order your first
martial arts products ?/ jos et, niin mistä
olet ostanut ensimmäiset kamppailulaji
varusteesi ? |
|---------------|--|

7. To whom you are ordering/buying for martial arts products from Nipponsport ?/ Kenelle olet ostamassa kamppailulajivarusteita Nipponsportista

- a. Yourself/ Seura
- b. Family member/ Perhejäsen
- c. Club/ Seura
- d. Friend/ Kaveri

8. How important are the following information channels when looking for martial arts products on a scale of 1 - 5 (1 being unimportant and 5 is very important)?/ Kuinka

tarkeitä ovat seuraavat tietokanavat ovat kun etsit tietoa kamppailulajivarusteista (jossa 1 on ei tärkeää ja 5 on tosi tarkeää) ?

Word of mouth/ Suusanallisesti	1	2	3	4	5
Blogs/ Blogit	1	2	3	4	5
Nipponsport.fi	1	2	3	4	5
Facebook	1	2	3	4	5
Instagram	1	2	3	4	5
Friends/ Kaverit	1	2	3	4	5
Club/ seura	1	2	3	4	5
Web Search (Google)	1	2	3	4	5
Nipponsport.fi	1	2	3	4	5

9. How familiar are the following brands on a scale of 1 - 5 (where 1 is not familiar at all and 5 being very familiar)? Kuinka hyvin tunnet seuraavat Merkit astekosta 1 - 5 (jossa 1 on en tunne lainkaan ja 5 tunnn hyvin)

Nipponsport	1	2	3	4	5
Adidas	1	2	3	4	5
Venum	1	2	3	4	5
Matsuru	1	2	3	4	5
Daedo	1	2	3	4	5
Tatami Fightwear	1	2	3	4	5
Macaco Branco	1	2	3	4	5
Hayabusa	1	2	3	4	5
Shock Doctor	1	2	3	4	5
Twins	1	2	3	4	5
Seitokai	1	2	3	4	5

10. How important are the factors that affect you when purchasing/ordering a product on a scale of 1 - 5 (Where 1 is unimportant and 5 is very important)? Kuinka tärkeitä ovat seuraavat tekijät kun olet tekemässä ostoksen/ tilauksen (jossa 1 on ei tarkeää ja 5 on tosi tarkeää)?

Availability at shop/ Saatavuus

Liikkeessä	1	2	3	4	5
------------	---	---	---	---	---

Availability Website/ Saatavuus

Verkkosivussa	1	2	3	4	5
---------------	---	---	---	---	---

Price/ Hinta

Brand/ Brändi	1	2	3	4	5
---------------	---	---	---	---	---

Products appearance / Tuotteen

Ulkonäkö	1	2	3	4	5
Shop location/ Liikkeen sijainti					
sijainti	1	2	3	4	5
Quality/ Laatu	1	2	3	4	5
Shop image/ Liikkeen maine	1	2	3	4	5
Website image/ Verkkosivun maine	1	2	3	4	5
Speed of delivery/ Toimittamisen nopeus					
nopeus	1	2	3	4	5
Customer service/ Asiakas palvelu					
Customer service/ Asiakas palvelu	1	2	3	4	5
Practical/ Käytännöllinen	1	2	3	4	5
11. How well does following characteristics describe Nipponsport image as a shop /website on a scale of 1 - 5 (where 1 is not well at all and 5 is very well)?/ Kuinka hyvin seuraavat ominaisuudet kuvaavat Nipponsport imagoa liikkeenä/ verkkokauppana (jossa 1 on tosi huonosti ja 5 on tosi hyvin) ?					
Trendy/ Trendikäs	1	2	3	4	5
Formal/ Asiallinen	1	2	3	4	5
Traditional/ Perinteinen	1	2	3	4	5
Customer friendly/ Asiakas ystävällinen					
Customer friendly/ Asiakas ystävällinen	1	2	3	4	5
Trustworthy/ luotettava	1	2	3	4	5
Punctual/ täsmällinen	1	2	3	4	5
Helpful/ Hyödyllinen	1	2	3	4	5
Enjoyable/ Mukava	1	2	3	4	5
Authentic/ Aito	1	2	3	4	5
Ethical/Eettinen	1	2	3	4	5
Efficient/ Tehokas	1	2	3	4	5
Organized/ järjestelmällinen	1	2	3	4	5