

ENGAGING YOUNG CUSTOMERS IN SOCIAL MEDIA

Case: Lahti Symphony Orchestra

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Abstract

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ABSTRACT <p>Since new music is being constantly created and the young people cannot find symphony music that relevant anymore, symphony orchestras around the world are struggling to appeal to the younger audience. To stay relevant in the eyes of young people it is crucial to be present on social media and produce content that makes the symphony concerts interesting. The thesis aims to find out how the case company could increase engagement from young people and raise the awareness of the company amongst young people.</p> <p>The thesis uses deductive methods and quantitative research to analyze the social media use of young people and their awareness of symphony orchestras and interest in symphony concerts. The data was collected from secondary and primary sources. The secondary sources were books, electronic articles and other online materials for the theory parts of the thesis. The primary data was collected with a questionnaire and then analyzed, to understand more about the prevailing attitudes.</p> <p>The key findings of the thesis were that to get more engagement in social media, it is important to first raise awareness of the social media pages. To raise awareness of the social media pages, many methods can be implemented, such as using search engines and announcements at concerts to draw people to the company's social media pages. Also to get the people to engage, it is important to know that people prefer inbound marketing techniques over outbound marketing techniques on social media.</p>		
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CONTENTS

1	INTRODUCTION	1
1.1	Research Background	1
1.2	Thesis Objectives, Research Questions and Limitations.....	1
1.3	Theoretical Framework	2
1.4	Research Methodology and Data Collection	2
1.5	Thesis Structure	3
2	MARKETING IN SOCIAL MEDIA.....	5
2.1	Social Media	5
2.2	Social Media Marketing	5
2.3	Owned Marketing in More Detail.....	6
2.3.1	Search Engines Contribute to Social Media Awareness	6
2.3.2	Website	7
2.3.3	Blog Posts	7
2.3.4	Social Media Sites	8
3	CUSTOMER BEHAVIOR ON SOCIAL MEDIA	10
3.1	Customer Buying Behavior	10
3.2	Consumer Journey	12
4	CASE: LAHTI SYMPHONY ORCHESTRA	15
4.1	Case Company Overview	15
4.1.1	Vision and Mission.....	15
4.1.2	Products	16
4.1.3	Brand Image and Market Segmentation.....	16
4.2	Case Company's Marketing Situation	19
4.2.1	Advertising.....	19
4.2.2	Social Media Utilization.....	19
4.3	Competitors	20
5	EMPIRICAL RESEARCH AND DATA ANALYSIS.....	22
5.1	Data Collection	22
5.2	Formulation of Survey.....	23
5.3	Analysis of Survey	24
5.3.1	Background Variables.....	25
5.3.2	Picture Questions	34
6	SUGGESTIONS FOR THE CASE COMPANY.....	37
6.1	Raising Awareness	37

6.2	Being Interesting.....	38
6.3	Encouraging Engagement	39
7	CONCLUSIONS	42
7.1	Answers to Research Questions.....	42
7.2	Validity and Reliability	43
7.3	Suggestions for Further Research	44
8	SUMMARY	45
	LIST OF REFERENCES.....	47
	APPENDICES.....	49

TABLE OF FIGURES

Figure 1 Thesis Structure.....	4
Figure 2 Customer Journey (Solis 2013, 103.).....	13
Figure 3 Customers Segmentation Segments (adapted from Kotler & Armstrong 2014, 215.)	17
Figure 4 Data Collection	23
Figure 5 Q1: Symphony Concert Experience (N=130)	25
Figure 6 Q3: Gender of Participants (N=130).....	26
Figure 7 Q4: Nationality of Participants (N=129)	26
Figure 8 Q5: Occupation of Participants (N=129).....	27
Figure 9 Q6: Daily Social Media Usage (N=130).....	27
Figure 10 Q7: Social Media Platforms (N=130).....	28
Figure 11 Q8 & Q9: Liking & Sharing Habits (Both questions: N=130)	29
Figure 12 Q10: Symphony Orchestra Awareness on Social Media (N=130)	29
Figure 13 Q11: Motivation to Follow on Social Media (N=130).....	31
Figure 14 Q12: Likelihood of Going to Symphony Concert (N=114)	31
Figure 15 Q13: Why Go to Symphony Concert (N=130)	32
Figure 16 Q14: Perception of Symphony Concerts (N=130)	33
Figure 17 Q5 & Q14 Perception of Symphony Concerts of Students & Non-students (N=130)	33
Figure 18 Picture Questions in Numerical Order (Pictures 1, 4, 5, 7: N=130; Pictures 2, 3, 8, 9, 10: N=129; Pictures 6, 11, 12: N=128)	35
Figure 19 Picture Questions in Thematical Order.....	36

TABLE OF ABBREVIATIONS

UGC: User Generated Content

WOM: Word of Mouth

SEO: Search Engine Optimization

RSO: Radion Sinfoniaorkesteri

1 INTRODUCTION

1.1 Research Background

When looking at the symphony concert audiences it is very noticeable that many of the attendants are pensioners and a very small minority consists of university students or young people who are in their 20's. With that being said, there are still young people who enjoy classical music and that attend symphony concerts. In the era of social media and marketing shifting towards online marketing, it would be very useful for the symphony orchestras, if their young customers were engaged in their social media content and shared their concert experiences. This earned marketing would bring more interested young customers to the concerts and bring more publicity in the social media for the company.

Getting young people to show interest towards symphony concerts in their social media channels is a global struggle (Faze 2016), and the case company of this thesis is not an exception. The case company has been struggling with this problem for a while and with the new strategy work they did in the spring of 2018, they now have the tools and motivation to start tackling this problem.

The aim of this thesis is to deliver to the reader what young people are interested about and how they use social media, also the thesis will tackle the rules of social media and how to get more visibility in different platforms. The thesis will motivate the case company to be more customer-centric when it comes to the marketing done in social media.

1.2 Thesis Objectives, Research Questions and Limitations

The aim of the research is to find out how the case company could achieve better engagement in their social media channels among their young customers, aging from 19 to 30, and that way get more publicity in social media and maybe even draw the attention of potential new young customers. By "young customers" this thesis refers to these people from 19 to 30 years old. The main research question is:

How could the case company engage more young people in their social media channels and that way increase the awareness of the company amongst young people?

To come to the final conclusion the thesis considers 3 sub-questions to find out more about the markets and to understand its needs better.

What digital marketing practices would help the case company to raise awareness of their social media channels?

What kind of social media content interests young people?

What is needed for the customers to generate company related content?

By understanding the answers to these questions more in depth, the writer can understand the customers better and create suitable suggestions for the case company's social media channels.

Like most of the studies, this study also has some inevitable limitations. The first is that this study will only concentrate on the people from 19 to 30 years old. This means that people in their 30's, that are still young, are left out from this research. Also, the results of the survey are going to express one group of people. To get a deeper understanding of young consumers, it would be good to conduct a bigger, larger-scale study to understand both genders and foreigners and Finns as separate customer segments.

1.3 Theoretical Framework

The theoretical framework of this thesis consists of two parts which focus on helping the case company understand their customers more and all the possibilities there are for online marketing.

In the first part of the theory, in Chapter 2, social media and social media marketing are being discussed. The chapter digs deeper to owned marketing and to which methods encourage customers into action on social media and how to guide consumers to the social media channels the company has.

In Chapter 3, the theory of customer behavior is explained. At first the chapter discusses customer buying behavior and at the end of the chapter the steps of a consumer journey are explained to understand more about what influences the customers and at which point in their journey.

1.4 Research Methodology and Data Collection

When choosing the research method used in a thesis, it is important to think what kind of results are needed and which research method, quantitative or qualitative, is more suitable for achieving the research's purpose.

In quantitative research, the research questions are usually very specific, and they ask the relation between two or more variables. The questions are usually very narrowed down so that it is easy to know the limits of the question. (Johnson & Christensen 2008.) The aim of quantitative research is to precisely measure something e.g. consumer behavior or the

opinions and attitudes of the customers. Usually the main research method is a survey that draws conclusions of a bigger group of people. The questions “how much, how often, how many, when, and who” can be answered with such questionnaires. (Sachdeva 2008, 182.)

Qualitative studies aim to find answers to the underlying psychological reasons people have for making decisions, they also try to understand why something happens the way it happens. Qualitative research searches for the answers to *why* and *how* questions. Qualitative research can implement interviews to find out more about the situation, observe a group behavior to understand more about patterns, analyze records of past to understand more about the history of the matter, etc. The research aims to describe or understand the situation more and then draw conclusions. (Sachdeva 2008, 165.)

The biggest differences between quantitative and qualitative research are that quantitative research tries to generalize the research and it can be analyzed with a computer. The research has all its data inside the categories that show statistics. In qualitative research, the aim is more in trying to explore complex human issues and the answers usually lie within the answers of individuals. Many times, the answers cannot be analyzed with computer but need to be read through by a human who has the cognitive ability to understand the hidden meanings behind the words. (Sachdeva 2008, 183.)

As for this research, the quantitative research method will be used as the base of the study to get more of a holistic perspective on the research question and the sub questions. A questionnaire will be used to find out how young people use the social media and what would motivate them to engage in the social media activities of the case company.

1.5 Thesis Structure

This thesis consists of two parts, first the theoretical part and after that the empirical research part. Chapter 1 of this thesis will introduce to the reader the topic of this thesis and introduce the main research question and three sub-questions which will be answered throughout this thesis.

Chapter 2 and Chapter 3 will dive into the theory of this thesis. Chapter 2 considers the theory of marketing in social media and Chapter 3 introduces the theory of customer buying behavior.

Chapter 4 will introduce to the reader the case company and will discuss the current social media marketing situation of the company, more in depth. In Chapter 5 the empirical

research is introduced, and the survey results will be analyzed. After knowing the results of the empirical research in Chapter 5, Chapter 6 will introduce suggestions for the case company.

Chapter 7 will give the reader a conclusion of the research by answering to the research questions, analyzing the validity and reliability of the research and giving suggestions for further research. Last, in Chapter 8 the reader can find a summary of the research and the thoughts of the researcher. The thesis structure can be also visualized from the Figure 1 below, for a clearer understanding.



Figure 1 Thesis Structure

2 MARKETING IN SOCIAL MEDIA

This chapter will introduce the concept of social media marketing and go into more detail about how a company can use owned media, the search engines, their website and their social media accounts, to draw more attention to the company and get more followers online.

2.1 Social Media

Social media is the digital media that enables communication via computers and phones (Collinsdictionary 2018). From a marketing point of view, social media encourages the “audience participation, interaction and sharing” (Chaffey & Smith 2017, 644). Social media can be used by companies to raise awareness of their brand and to advertise directly and indirectly.

2.2 Social Media Marketing

So, what is social media marketing then? It means that the marketing practices are used in a social media environment. Social media strategies can be divided into three main categories: Paid, owned and earned marketing. Paid marketing is when a company pays to get their advertisement on a place where people will notice it (Burcher 2012, 9). Owned media is defined as “every asset owned by the brand”. This includes social media platforms like blogs, Facebook pages, Twitter accounts and branded communities. With owned media the released content will stay on the internet for a long time and people can link to it from different websites. This is a way to bring more traffic to the company’s own platforms and websites. (Halligan & Shah 2014, 24.) When consumers share their experiences of the brand online, it can be called earned marketing from the company’s point of view. These experiences are a free way to market online. From the customer’s point of view this content can be called User Generated Content (UGC). When a consumer is sharing their experiences of a company online, with their friends and family, and more and more people start talking about the company, it can be called a Word of Mouth effect (WOM). When this effect happens, the message it holds, good or bad, becomes more valuable and genuine in the eyes of consumers, than the advertising that the company is doing on their own. If the WOM is positive, it can become a powerful free marketing tool, but when it is negative it can be very harmful to the image of the company. (Burcher 2012, 19.)

2.3 Owned Marketing in More Detail

Owned marketing, meaning that the company tries to redirect people to their own social media platforms and to their website is a key part in getting more people interested and involved with the company's activities (Halligan & Shah 2014, 23). This sub-chapter will dig deeper into the theory of owned marketing and how to make the company's social media content interesting and transform people that are aware of the company's existence into their followers and followers into buying customers.

Whereas outbound marketing "traditional bought marketing" is when you try to forcefully sell your product to people, inbound marketing refers to when you draw customers in with something helpful to the customer. You will not sell anything at this point, and you just try to be helpful and hope the readers "connect the dots" and get interested in the company's other content. (Halligan & Shah 2014, 36.) This customer-oriented marketing is becoming more and more important, when young people are so numb to the straight outbound marketing that they do not even react to it anymore. Young people find the answers to their questions online and here is where the company could step in and do some inbound marketing, offer something the young customers are searching for, and then get them to come to the website and become more interested in the company. When the young customers get interested in the content of the company they will start following and also engaging more in the company's social media activities, which means that they will also start generating user generated content. There is a big potential in young people and if they started creating user generated content, it would be beneficial for the company. There are different approaches to inbound marketing on different platforms.

2.3.1 Search Engines Contribute to Social Media Awareness

Nowadays, when people do not know the answer to something, they automatically reach for Google or some other search engine and search with key words from there. People usually go to the first search result, which means that the company should be in the first place of searches of many different key words. (Halligan & Shah 2014, 47.) As for the case company, there are always possibilities to build up the awareness through the search engines and placing higher in the search results. It is crucial that the case company shows up when different key words are being searched. If the company only comes up when the customer really knows and wants to go to specifically to the case company's website, it does not promote the awareness of the case company. Also, it is important that the social media accounts of the case company; Facebook, Twitter, Instagram and YouTube; show on the first page when searched for the name of the case

company. The first step to get young people engaged in the company's content is to build awareness and one of the key factors is to show up on the search engines. That way young people can find interesting content of the company on their social media channels and bit by bit start to get more interested in the company. There are two kinds of approaches to getting your company to the first search results:

- Search engine optimization (SEO)

SEO, as the search engine optimization is called, is one of the two ways to get to the top of the search results. It involves naturally or organically ranking in the top page of the search engine results. (Chaffey & Smith 2017, 369.) There are many ways to improve the ranking. These SEO rules can be found from the websites of the search engines. They will tell the rules and how to improve your natural ranking more in detail.

- Paid search engine marketing (Pay Per Click)

Paid search engine marketing is the second way to get to the top listings of the search engine results. These places are on top of the page, even above the natural search engine results. These results are paid advertisements, whenever a user clicks on those paid per click results, the company that owns the link will have to pay to the search engine company for the visitor. (Chaffey & Smith 2017, 384.)

2.3.2 Website

The website should be like a hub where people can come and feel like part of a community. People tend to return to websites where they find something interesting that appeals to them. If the website is just filled with marketing messages, the customer probably does not return because they do not get anything in return from the company. In other words, the company needs to give something to receive customers' interest. (Halligan & Shah 2014, 9.)

2.3.3 Blog Posts

Blog posts are an excellent way of making the website like a hub where people can find something they need and also something they did not know they needed. For people to get interested in a company, as explained earlier, the website needs to be interesting, and one way to make it more interesting is to create blog posts about the industry and tell more about the company to other people. (Halligan & Shah 2014, 36.) The blog posts should not be selling speeches, they should be more like a friendly introduction to the industry. This makes the company seem more genuine and people tend to like a personal friendly approach more. One advantage of blog posts is that anyone can share them to

the social media and that generates free publicity for the company. (Halligan & Shah 2014, 29.)

2.3.4 Social Media Sites

People are on social media for several reasons: they want to keep up with the latest news of the world and their friends, to educate others and themselves and they also want to be entertained (Chaffey & Smith 2017, 188). Different social media platforms have thus a different purpose and they have their own pros and cons. Below is a brief explanation about each of the platforms the case company uses.

- Facebook

Since Facebook has so many users, over 1 billion, and over 700 million users log in every day, it is an easy platform for meeting people. For a business it is important to get a wide coverage, and in Facebook that is possible. One other pro of Facebook is that when people like something, it is possible for it to go viral, the post gets shared by numerous people, which brings more publicity for the company. (Halligan & Shah 2014, 70.)

- Instagram

Instagram is one of the most popular social media networks alongside with Facebook, Twitter, Pinterest and a few others. On Instagram a company can get people interested, first in their content and then in their products, via images. Like the popular saying goes "A picture is worth a thousand words". With Instagram there are as many options for the content of the pictures as there are to any other marketing content. Since Instagram is very popular and people really like to just feel emotions visually, it might be a good idea for the case company to try to make emotionally captivating content (Gross 2018).

- YouTube

YouTube is a good way of sharing videos about the industry and giving some value for the customers through moving image. If the YouTube videos are just advertisements, people will get tired of watching them and the channel will not get that popular. The videos the company produces do not have to be very long, but they should be interesting and amusing to watch. YouTube is a very good business tool. YouTube videos can be embedded on a blog and the readers of the blog can watch the video right in the blog. (Halligan & Shah 2014, 85-86.)

- Twitter

Twitter is a popular platform for microblogging, meaning that every post can be only 140 characters long. Over time, Twitter has turned into a platform for various

kinds of people who tell about their thoughts to their followers. People share links of what they found in other websites and their thoughts on the hottest topics on the internet. In Twitter the company can share their thoughts on relevant topics and people with a similar mindset will start to follow the company on Twitter and through it, maybe in some other platform too. (Halligan & Shah 2014, 79.)

3 CUSTOMER BEHAVIOR ON SOCIAL MEDIA

This chapter will explain the reader why understanding customer behavior is important, what factors influence their decisions and the journey every customer goes through before and after buying a product. By understanding this chapter, it is easier to understand the customers and how to influence their buying behavior through social media.

3.1 Customer Buying Behavior

People in their 20's are considered to belong to the millennial generation (born between 1977 and 2000) and they have a specific skill, they are very used to the internet and social media use. They have been raised up in the era when everything digital started to develop and they have grown with up with the first iPhones and first Facebook accounts. The millennials prefer to look up information about a brand and its products online rather than believe the original outbound marketing techniques. (Kotler & Armstrong 2014, 100.)

For a company to thrive in the social media era, it is very important for them to know everything about their customers on the internet. The engagement rates cannot go up if the company does not understand the reasons behind their customers' behaviors, and then use that knowledge to create content that will draw more customers to them. (Solis 2013, 93.)

On social media, customers are mostly in charge of the company's publicity. To get visibility in e.g. Google or Facebook, the company needs to have supporters that would engage in the activities of the company. On the internet, people will support things that have many followers (Chaffey & Smith 2017, 171). Usually when there are many people enthusiastically supporting something, it attracts other people too, to come to support. Therefore, it is very important for the company to be customer-centric. It attracts the promoting crowd that will bring in more and more interested people.

People nowadays do not have a very long attention span, meaning that they cannot concentrate on one thing for too long because of their concentration skills, interests and amount of distractions. That is why the content on social media should be very simple, visually appealing, attention catching and unique to its platform. (Chaffey & Smith 2017, 178) The more there are words, the more likely it is that they will not read the text until the end. Also, in different platforms there are different minded people and it is important to cater to each platform's users in a way they feel more attracted to the company.

According to a survey conducted by Crowdtap in 2012, people trust people they know in real life the most, when making purchase decisions. If a friend or a family member tells on

Facebook, how much they liked a product or a service, the user is going to instantly be more aware of the product/ service and even think about purchasing it for themselves. (TabJuice, LLC.; socialcommercetoday.com; blog.squeakywheelmedia.com; interbranddesignforum.com. as stated in Solis 2013, 88). The WOM on the internet is a powerful purchase decision influencer since on the internet, reviews of any product can be found in a blink of an eye and they can be reached anywhere in the world (Burcher 2012, 19). That is why it is very important to get satisfied customers to make more user generated content, even if it is only in the form of liking a post or commenting. Those liked posts and comments are going to be recommended to friends and family members, which informs other possible consumers about the product or service. This is like an indirect WOM where the friend or family member did not recommend anything directly but still with their online actions, made a product appeal more to their acquaintances.

Sometimes the customers do not know how to decide, and they subconsciously start following the Cialdini's Six Principles of Influence that can be found below:

- Follow the Crowd

When the customers cannot decide what to purchase next or which one to purchase, they usually follow the crowd by searching information about the latest trends and what is popular among other people. Popularity lists and reviews are what help the consumers make decisions in a time of indecisiveness. (Solis 2013, 130-136.)

- Follow the Authority

When consumers face decisions, they also find help from the people online who have influence. This influence can be achieved by being a licensed expert in a field or even just having many followers and being in that way an expert. Consumers find reviews from these people trustworthy. (Solis 2013, 130-136.)

- Scarcity is King

When consumers feel there is a limited supply of something, they feel more pressured to make a purchase. Exclusive deals and memberships are a good way for a company to make sure the consumers understand that they get more value by purchasing their product. If the company promotes the scarcity of their products on social media and gives exclusive deals on their social media channels, the consumers feel that there is some value in following them in social media. (Solis 2013, 130-136.) The company could, for example, offer concert tickets for people who share and like their post or who comment in it. This engagement also helps the social media algorithms to promote the post to people who have not seen the post yet.

- Follow Those Like You

Consumers tend to follow people they think are like them or that they can relate to. These people can be peers or someone who is in a similar situation and then recommends a helpful product. When people find the person recommending a product attractive, relatable or admirable they are more likely to follow the lead and purchase something recommended. (Solis 2013, 130-136.) This could be handled for example by paying an influencer online to produce some content about the concerts and the company and guide the young followers to the company's social media pages. When the young people watching the content feel that they can relate to the content creator, they might even get interested in symphony orchestras and their music.

- Consistent Purchases

If a consumer has two options, a brand they have no idea about and a brand they have been using for a long time or have some experience with, it is more probable that the consumer will stick to the old ways and go with the more familiar brand even if it is more expensive. (Solis 2013, 130-136.)

- Doing Good for Others

The consumers appreciate a company that does good for others. Many times, companies just expect the consumers to pay and appreciate the product they bring to the consumers, but it is a little extra when the company does good for others. (Solis 2013, 130-136.) A good could be what the company is already doing, having projects together with children to encourage them to learn more about culture.

When the company understands these 6 principles, it is easier to support the customers with their purchase decisions and with some small actions, the company might be even able to influence the customer's decisions.

3.2 Consumer Journey

Digital analyst Brian Solis has created the "dynamic customer journey" table to show more in detail the journey the customers go through before they buy and after they buy. He explains in his book *What's the Future of Business?* that the customer journey is a never-ending journey that can be influenced by other people's good and bad reviews in every step of the journey. (Solis 2013, 98-117.) The customer journey consists of four stages

that can be seen in the Figure 2 below:

Altimeter's Dynamic Customer Journey

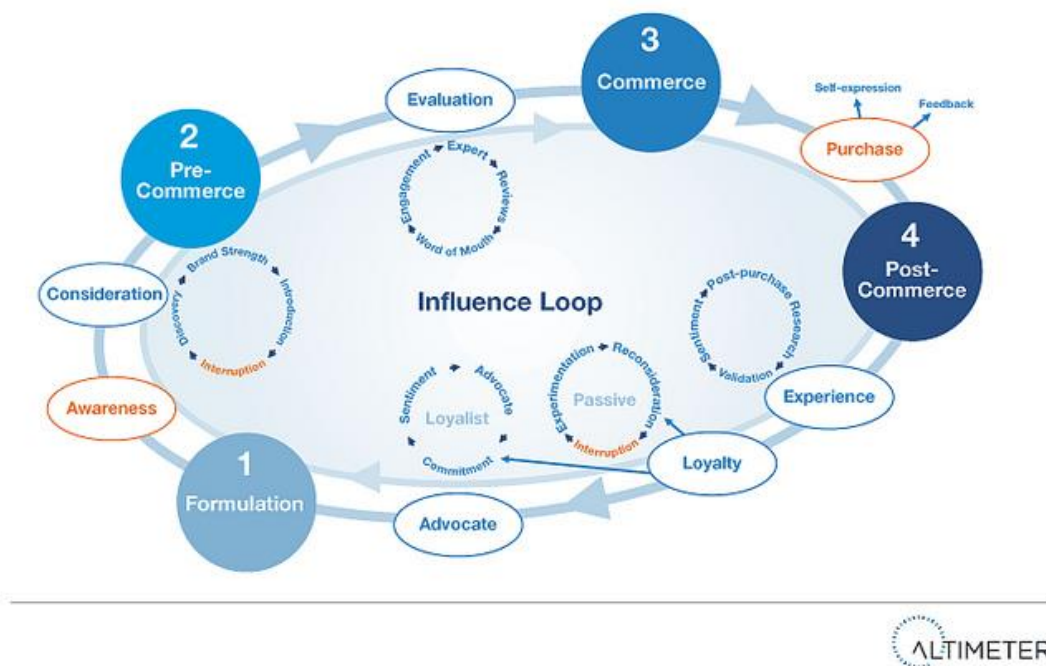


Figure 2 Customer Journey (Solis 2013, 103.)

The first stage called *Formulation* consists of first the awareness on the part of a consumer and then they might consider the product. It becomes like an option for the consumer.

The second stage is called the *Pre-Commerce* stage and there the now possible customer evaluates the reviews they are getting online and offline. They want to be influenced by other people's opinions, so they might ask some people, read reviews, ask an expert and get engaged in the company's social media pages. (Solis 2013, 98-117.) People might be interested in the company, but they still might not yet be ready to use money or buy something from the company. That is why it is important to offer other options for those kinds of customers to further engage them in the company's activities and later get them buy something when they are ready. (Halligan & Shah 2014, 128-129.)

The third stage is called *Commerce* and there the customer has gotten to the point that they are ready to purchase. They will first search for the best prices online, search the nearest shop from their phone, read the barcode, and share their thoughts of the product before purchasing. Right after the purchase they might share their reviews and feedback about the product, packaging and customer service on their social media channels, which will contribute to others' buying decisions in the step 1. and their possibilities of going to a second round.

The last stage is the *Post-Commerce* stage where the customers experience the product and form their own long-term opinions about it and then they become loyal to the company if they think it is worth it. There are two kinds of loyal customers: those who are passive and do not show their loyalty on their social media pages and those who become advocates for the brand, telling about the brand online and generating user generated content.

By acknowledging these stages and taking good care of the company's image online, it is easy to gain more loyal customers. In the case of the case company, it would be important for them to get good reviews on their ticket selling website www.lippu.fi for other customers to feel that the concerts are worth going to.

4 CASE: LAHTI SYMPHONY ORCHESTRA

This chapter will tell about the case company in general, their vision and mission, what products they offer and their market segmentation. Then it will explain their current marketing situation on social media and lastly it will cover their competitor analysis. Since the writer of this thesis did her internship in the case company, some of the ideas are from what she understood about the company during her internship period.

4.1 Case Company Overview

Lahti Symphony Orchestra is one of the 30 orchestras operating in Finland (Sinfoniaorkesterit.fi 2018) and it is financially funded by the city of Lahti. The symphony orchestra is called a “small-town wonder” as it has become very famous for its good principal conductors. The current principal conductor and artistic director is Dima Slobodeniouk and he is also the music director of Orquesta sinfonica de Galicia. The home of the orchestra is in Sibelius Hall in the harbor of lake Vesijärvi in Lahti. (Sinfonia Lahti 2018.) In the spring/summer of 2018 the company finished their new business plan and their marketing plan with it. The company has less than 10 people working in their office, so the resources to start a new project are not that big, since most of the workers are already working long hours to keep the company running.

4.1.1 Vision and Mission

A vision statement is as is, the company’s view of the future, where they strive to be in the future (Kotler & Armstrong 2014, 63). The vision of the case company is to “improve the lives of as many people as possible with the art of music that the symphony orchestra makes” (Lahti Symphony Orchestra Strategy 2018). This means that they will not concentrate on just one customer segment but try to bring as any different people to the concerts as possible, which is a good intention, but it is very hard to make it happen in real life.

The company’s mission is what they want to accomplish in the long run in a bigger perspective. The mission statements companies make are usually market oriented (Kotler & Armstrong 2014, 63). The mission of the case company is to “concentrate on providing unique, fresh and high-quality experiences, making new while respecting the traditions. We will meet the customer authentically in our live concerts and in the form of recordings.” (Lahti Symphony Orchestra Strategy 2018.)

Both, vision and mission, are important especially for the company's employees, so that they know what they are striving for and all have a uniform view of the future of the business (Kotler & Armstrong 2014, 63).

4.1.2 Products

Lahti Symphony Orchestra's main product is the live concerts that they provide almost weekly during the concert season. They have to market every concert as its own, but it is like a perishable product, once it is over, they have to move to the next one. In the concert business it is very difficult for the case company to fill the seats since, for the customer everything sounds the same every week and for the specialists in the office, everything is so different every week.

The company has some side products amongst which the most profitable one is their seasonal membership program, which gives some extra to the customer while the customer commits to coming to enjoy the concerts regularly. All these membership customers are over 50 years old and most of them are pensioners that want to use this opportunity to socialize with like-minded people. This is what keeps the case company alive at this moment and it will not change soon but it would be good to also get some other customer segments to the concerts, in bigger numbers, to change some of the stigma around symphony concerts.

The company also produces soundtracks, like the one they produced for the movie "Tuntematon Sotilas" in 2017. The company also produces other recordings when they get the opportunity to do so. They have a recording contract with the Swedish recording company BIS. (Sinfonia Lahti 2018.)

4.1.3 Brand Image and Market Segmentation

Nowadays having a strong brand image is very important. When the customers trust the brand, they will tolerate bigger changes the company makes and will respect and trust that those are the right decisions. (Solis 2013, 142-143.) If a strong brand image is not established the company will lose its customers once there is a big change, since the consumer does not trust the brand and thus, might start to support some other competing brand. It is very difficult to get these lost customers to return, so it would not be wise to lose them in the first place.

The case company has a good brand reputation worldwide due to its past two principal conductors that were eager to take the orchestra to the world stages and made it to them too. The company has gotten a very good reception abroad in countries like China, South-

Korea, Japan and America. The orchestra even got to revisit for a concert in Japan three times and once in America.

The company also has about 800 customers purchase the membership every concert season. Many of the customers have been re-purchasing memberships for years, some even for 10 years. For a small-town orchestra, it is a very good achievement and shows how well they have built their brand and brand reputation.

The companies that have many kinds of customers whose needs are different from each other, need to divide their customers into different segments to know how to appeal to all of them. Customers can be segmented according to four variables which are geographic, demographic, psychographic and behavioral. In Figure 3 below the main differences are laid out clearly. (Kotler & Armstrong 2014, 215.)

Geographic	Demographic	Psychographic	Behavioral
<ul style="list-style-type: none"> •Country, city, neighborhood •Religion •Climate, population density 	<ul style="list-style-type: none"> •Age, life-cycle stage, generation •Gender, ethnicity •Occupation, education, income 	<ul style="list-style-type: none"> •Social class, lifestyle •Personality 	<ul style="list-style-type: none"> •User status, loyalty status, usage rate •Occasions, benefits

Figure 3 Customers Segmentation Segments (adapted from Kotler & Armstrong 2014, 215.)

The case company has segmented their customers according to their demographics. Mostly according to their life-cycle stage and they also have used a bit of the elements of psychographic segmentation to balance the segments.

The case company has differentiated six different market segments in their strategy they could appeal to. They are:

- Loyal Customer
Usually a female pensioner living in a single house in Lahti region and having some spare money to spend on leisure. She might even buy a membership for the whole concert year.
- High Culture Enthusiast

Comes from some other city in Finland to see a particular concert, maybe because of the soloist or because it is a more special to them than the weekly concerts. Usually this person would be in a relationship and maybe come together with their partner to the concert.

- Foreign Tourist in Finland

Comes from Asia and uses some money on high culture on their trip. They might come in a bigger group or with family.

- Young Person in Their 20's

20-year-old male art student. He does not understand classical music and does not really have a lot of money to make ends meet.

The other possibility the company proposed is a male 27-year-old single car dealer who makes enough money to splurge on something he likes. He does not have a partner yet, so he might come to the concert to meet someone likeminded.

- Middle-Aged Mother

A middle-aged divorcee mother from Lahti who thinks high culture might not suit her. She has some money to spend on herself.

- Ice Hockey Fan

The hardest market segment to get to come to the concerts is the middle-aged ice hockey fan who has his family responsibilities but also has some money and time to spare for his hobbies. But his favorite hobby is watching ice hockey and he does not think classical music could compare to it, so he always ends up choosing ice hockey.

(Lahti Symphony Orchestra Marketing Strategy 2018.)

Like mentioned at the beginning of this thesis, this thesis will concentrate on the young people in their 20's. And even though the case company only has stated two different young men in their young people customer segment, they were interested in also knowing about young women's social media interests. Thus, this thesis will not limit the research on only to young men but takes in count anyone belonging to the age group. This is one of the potential customer segments the case company would like to put more effort in, but since their core customer segment is the loyal concert customers, it is difficult to move too far away from them. Concentrating on the existing market takes so much time from the marketing team that they have almost no time left to dedicate to the new customer segments they want to try out.

4.2 Case Company's Marketing Situation

Since knowing about the case company's marketing situation, especially in the social media field is important for the research, in this sub-chapter the marketing situation of the case company will be introduced; first their usually advertising practices and then their social media advertising activities and lastly their competitors on the social media market.

4.2.1 Advertising

The case company uses most of its marketing resources to outbound marketing. They make many pamphlets for the customers and the time they spend designing them is a lot from the overall time they have in their hands. They also advertise weekly in a local newspaper and have sometimes bigger announcements in other magazines and newspapers. They send advertisements directly to the homes of customers that have been their customers before and they also send advertisements to movie theatres, libraries and to their business partners. Since most of the marketing practices revolve around this traditional marketing, there is not much time and resources to spare to the online marketing which is becoming popular even amongst their biggest target market, the pensioners and over 50-year old's.

4.2.2 Social Media Utilization

The case company currently runs their own social media pages on Facebook, Instagram, Twitter and YouTube. They are not new to the use of these platforms, but since there is no one who really 100% concentrates to the upkeep of the social media channels, they have not been that well-kept. The content is usually very sale-oriented, especially in Facebook, with the information about upcoming concerts, which is good, but in the long run and for the bigger picture, not so beneficial.

On Facebook the company does some paid marketing, right before their significant bigger concerts for selected customer segments. They also post some news articles around the web that mentions the company or its employees.

On Instagram the case company has a lot of information about their upcoming events, but in an increasing scale they also post about their concert practices and in their Instagram stories they are quite active with small updates. There are not many giveaways or questions that would really ask for the consumers' engagement.

On Twitter the company mainly concentrates on sharing news articles and retweeting articles they are connected to. Usually on Twitter the companies share their thoughts, but

in the case company's case, even though they are quite active in the platform, they do not share their thoughts. They treat the platform more as a page to share news about the company on, which are usually from the local newspaper. To be able to read the newspaper article, one needs to be subscribed to the local paper to get the access to read the articles the company is sharing. Since there are many people who do not subscribe to the local newspaper, many of the consumers are left out on the news about the company.

The company's YouTube page has not had many activities for a long time, so it is not so useful to talk about the old content in this thesis since it is not that relevant. To get more views, the company should create more timely content to engage more people on YouTube.

As of 15.10.2018 they have followers as can be seen in the Table 1 below.

Table 1 Followers of Lahti Symphony Orchestra in October 2018

Platform				
Followers	15 207	1 210	1 943	1 350

4.3 Competitors





The symphony orchestra does not only have to compete with other symphony orchestras, but also with some other recreational activities, such as: watching tv, going to a theatre, going to movies, going to a pop concert, etc. Therefore, on their social media channels they should show to young people why it would be interesting and fun for them to come to the concert, instead of watching football from the tv or going to the movies.

Lahti Symphony Orchestra's competitors, when it comes to getting the attention of young people online, are all the symphony orchestras around the world that run their social media pages. The company's competitors can be separated into two groups: Finnish symphony orchestras and foreign symphony orchestras.

As could be assumed, Finnish symphony orchestras have a way smaller following than some bigger foreign symphony orchestras. They have the same customers, especially the southern symphony orchestras have same customers. Radion sinfoniaorkesteri (RSO), which operates in Musiikkitalo in Helsinki, is one of the most known and followed symphony orchestras in Finland. As can be seen in the Table 2, the company is in the same level with Lahti Symphony Orchestra, in terms of followers on social media. They do





not have a YouTube channel, but they have more followers on Twitter and Instagram. In the table below can be seen the followers RSO has on social media.

Table 2 Followers of Radion Sinfoniaorkesteri in October 2018

Radion Sinfonia Orkesteri				
Platform				
Followers	9 727	2 032	4 535	

Abroad, Lahti Symphony Orchestra is still far away from the worldwide leaders, as can be seen from Table 3. As a comparison, the world renown Berlin Philharmonic has almost 1 300 000 Facebook followers as opposed to Lahti Symphony orchestra's 15 000 followers. On Instagram Berlin Philharmonic has 118 000 followers as opposed to Lahti Symphony Orchestra's 1 200 followers. In the table below can be found the current followers on Berlin Philharmonic on social media.

Table 3 Followers of Berlin Philharmonic in October 2018

Berlin Philharmonic				
Platform				
Followers	1 297 723	118 000	129 000	232 897

It is important for the case company to realize the potential of social media, and what the number of potential followers could be if they put effort into their social media pages even more. It is a given that all Berlin Philharmonic's followers are not from Berlin, not all are even from Germany. Many music lovers abroad follow Berlin Philharmonic and that is what could motivate the case company to also believe in the power of social media and that there is potential. What makes a big difference in the number of followers is the language used in the social media channels. Meaning that if the company wants to be more relatable in social media, which is open worldwide, they should cater to the international audience in English, which is what Berlin Philharmonic is doing. If the social media activity happens only in Finnish, it only caters to Finns and the possibilities to grow are very limited.

5 EMPIRICAL RESEARCH AND DATA ANALYSIS

This chapter will first explain the reader how the empirical research of this thesis was formed and why there are certain kinds of questions in the survey. Second this chapter will talk about how the data was collected and last the results of the survey will be analyzed to understand the motivation to share and engage with social media content of young people.

5.1 Data Collection

As explained in Chapter 1, there are two kinds of research methods, qualitative and quantitative. In this thesis the quantitative research method is used as stated at the beginning of the thesis.

This thesis uses three sources of information. First is the information obtained when the writer did her internship at the case company, which includes oral sources and the strategy and marketing plans of the case company, second the statistics from the Facebook analytics page of the company and third the consumers' opinions obtained in a form of survey.

The data collection of the survey was started 15th of November and the survey was closed 18th of November. There were in total 131 valid answers out of 153 answers. The answers that stated that the respondent was not in the preferred range of age, 19 to 30 years old, were filtered out and that is how 130 valid answers remained. The survey was available in Finnish and in English. It was shared in both languages on the Instagram and Facebook pages of the writer, in the Facebook class page of the writer in English, where the students of her class of International Business of 2015 gather to talk about the class projects, and in Finnish in Lahti Facebook group, where people from Lahti gather to share their thoughts and share their opinions. The Lahti Facebook group had 38 447 followers at the time of posting the survey.



Figure 4 Data Collection

5.2 Formulation of Survey

The questionnaire was formulated by using google forms, and the final version of the survey in English and in Finnish can be found at the appendix.

In the first part of the survey some demographic questions are asked to know if the person answering the survey matches the scope of the survey or not. Answers that do not match the characteristics the survey needs, can be filtered out. It is essential to know if the person answering the survey has any prior experience on symphony concerts and if their age matches the 19 to 30 years old scope of the survey.

Then, to know more about the people answering and to analyze better different groups that fit into the scope, there are some questions that ease it, like: the sex, nationality and occupation of the person responding. Even though the survey was for both male and female, it is important to note that 89% of the 130 participants were female. That leaves only 11% of males, which means that the groups are not comparable.

Usually it would be good to analyze the answers with cross tabulation, which shows how different answers one group gives in comparison to another (Aprameya 2016). In the case of this survey, cross tabulation is not valid since there were only 14 male respondents against 116 female respondents. The nationality of the respondents had a similar situation; 94% of the 129 respondents were Finns and the remaining 6% were foreigners. With less than 20 responses against over 100 responses, it is not reliable to cross tabulate these factors.

In the second part of the survey there are some questions about the social media usage of the respondent, to identify the social media habits of the young. When the results of the

survey are being analyzed, there will be more insight about how often young people use social media channels, how they generally view companies' channels on social media and if they engage in them and which social media channels young people use.

The third part of the survey is about the young people's perception of symphony concerts. This part helps in understanding the interest young people have in symphony orchestras and if a young person happened to go to a concert, why would they attend it. In marketing, the opinion of people is very important. When you know what people look for in a symphony concert, it is easier to market the dreams and ideas to more people and appeal to the young on social media.

The last part of the survey is all about pictures. There can be very different kinds of content on the social media channels of a company. It is important to understand what kind of content brings more people to engage with the content published. The pictures have been taken from the company's Instagram page where there is the most variety in content (Instagram.com 2018). Also, it is very difficult to ask people about text posts, so it is better to just do the content testing with plain pictures and their captions. There are 6 types of photos that can be identified from the Instagram page:

- Nature or scenery photos
- Advertising photos
- Professional artist photos
- Casual photos from practice
- Group photos
- Artistic pictures of what the orchestra is up to

The person answering is asked to choose on a Likert 5-point scale, that gives the respondent 5 options from very unlikely to very likely to choose from, how probable it is that if they saw a picture online that they would like, share or comment on it (SurveyMonkey 2018). The pictures with the most votes and the styles that are more popular will give a good result and guide the way for the company's future social media activities. Since there are 6 types of photos, for the survey's sake every type is being asked twice, so in total there are 12 questions about the pictures in the survey.

5.3 Analysis of Survey

This sub-chapter will analyze the answers of the survey. First the background variable questions as well as the questions about general social media habits will be analyzed and then the picture questions will be analyzed.

5.3.1 Background Variables

At first in the survey it was asked if the participant had ever been to a symphony concert. It is important to know it to know about their general knowledge on the topic. As can be seen in Figure 5 the 45% of the 130 participants of the survey were experienced with symphony concerts and 55% were not. Thus, it shows that there is still something that can be done to raise awareness of the symphony concerts.

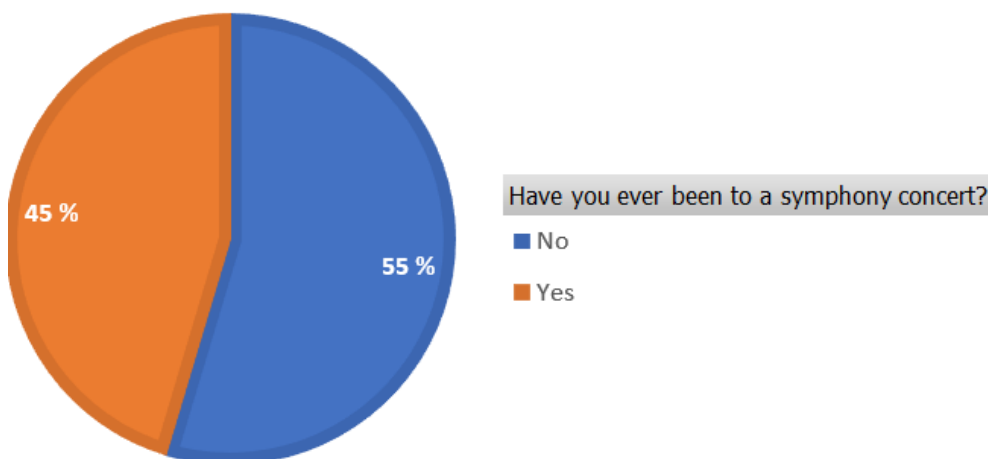


Figure 5 Q1: Symphony Concert Experience (N=130)

Moving on to the other background variables of the respondents, as can be seen in Figure 6, 89% of the 130 respondents were female. From Figure 7 can be seen that 94% of the 129 respondents were Finnish. Even though the survey was available in Facebook in a Lahti group where there are over 38 thousand followers, the engagement that mostly came from women can be also seen in the light of 19-30 years old men not engaging as much as women do in social media. Since the survey was also distributed among the social media followers of the writer, who is a female, and has more females following her than young men, it is logical that from that way more women answered the survey. Since 94% of the answers 129 came from the Finnish survey, it is only logical that most of the people who responded to the survey were Finnish.

What is your sex?

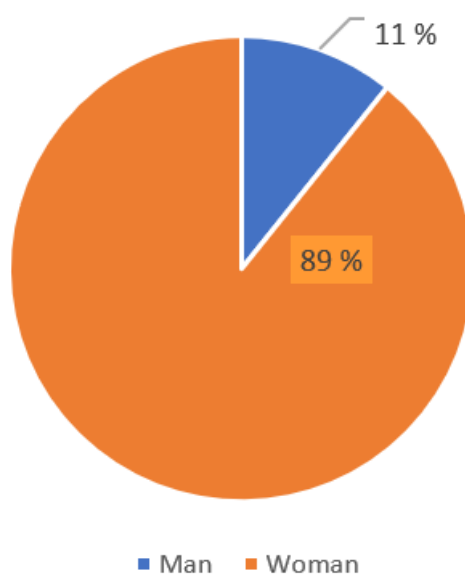


Figure 6 Q3: Gender of Participants (N=130)

What is your nationality?

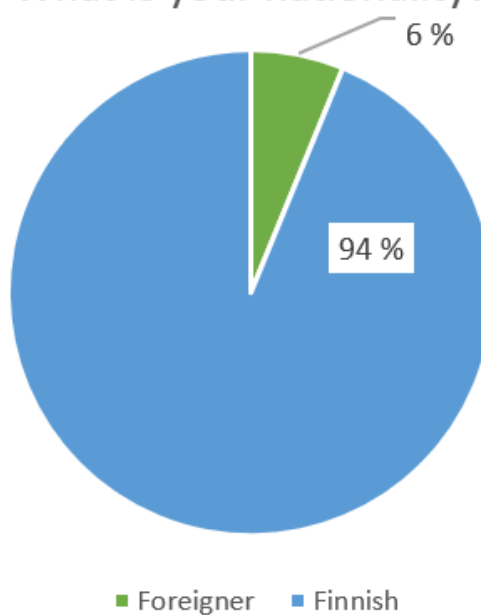


Figure 7 Q4: Nationality of Participants (N=129)

In Figure 8, the survey asked about the occupation of the participants, which would help with understanding more the background of the participants. Usually students and people in the working life use their money and resources differently. It can be seen from Figure 11 that 59% of the 129 participants were not students, even though there are still a

significant over 41% of students.

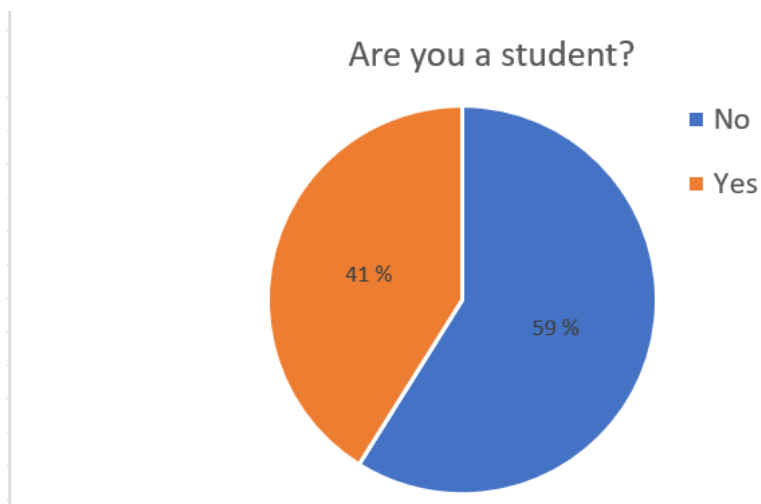


Figure 8 Q5: Occupation of Participants (N=129)

Since one of the aims of the survey was to find out more about the social media habits of young people, Question 6 was formulated. In Figure 9, the daily social media usage was asked, and as can be seen from the figure, 90% of the 130 respondents use social media at least 4 times a day, which is a lot. 67% answered that they use social media “constantly” so there is definitely an online market, it just has to be reached.

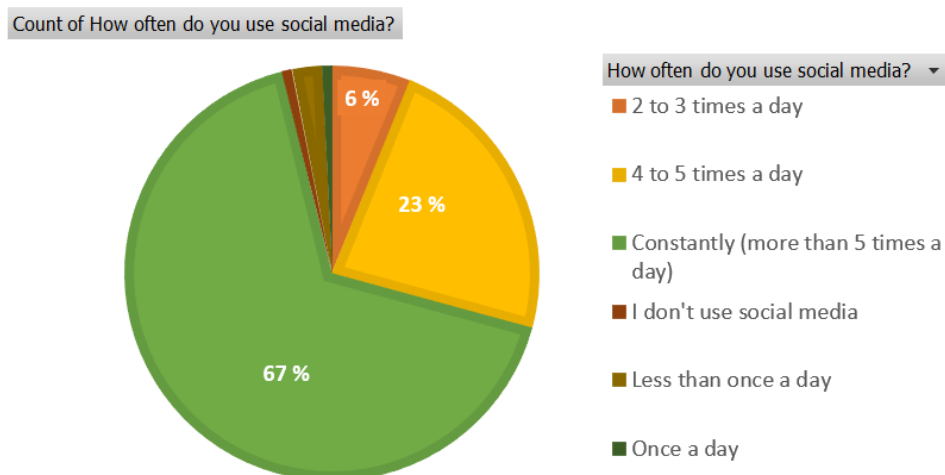


Figure 9 Q6: Daily Social Media Usage (N=130)

In Question 7, the most used social media accounts were asked. As can be seen from Figure 10, the most used platforms are Facebook and Instagram, both with over 100 respondents out of the 130 in total. On the second used social media channel category come Snapchat and YouTube, both with over 80 respondents out of the 130. Twitter was

not so popular amongst the respondents. It had less than 20 respondents within the 130 respondents. Since men's opinions got overpowered by the women's answers, it is possible that this table could probably reflect more of the female side of the consumers. But since it is not possible to cross tabulate as mentioned at the beginning of the survey, this can only be speculated.

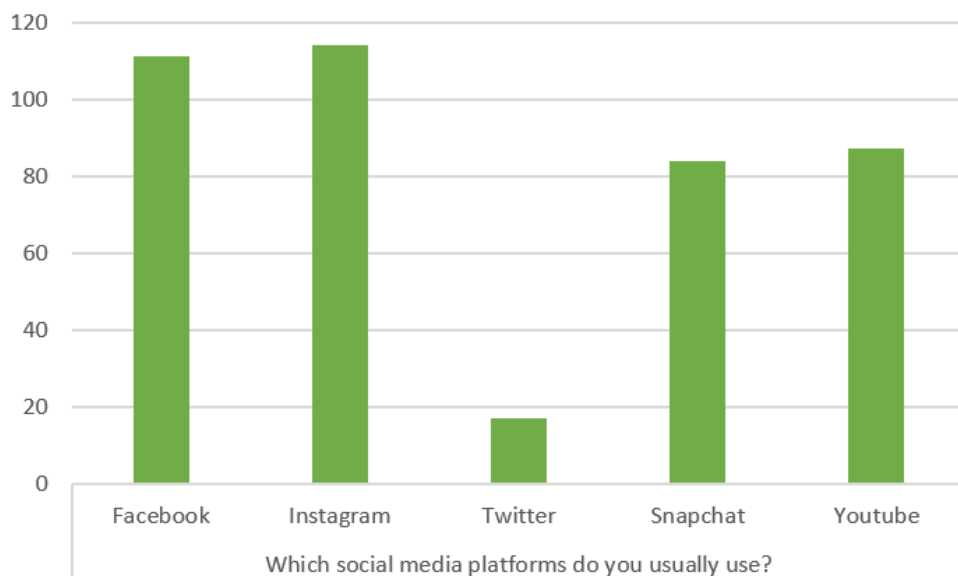


Figure 10 Q7: Social Media Platforms (N=130)

In Figure 11, Question 8 and Question 9 are combined to see more of the trend of how much people like and comment on the social media posts of companies. These questions were asked using a Likert scale, since it is easier for the respondent to think about their opinion on the subject. When looking at Figure 14, it can be seen that 85% of the 130 respondents would never or almost never comment on a company's post. The odds of the consumers liking or sharing the posts are higher; on one hand 22% of consumers say they would never like or share companies' posts, but on the other hand 22% of the consumers would sometimes do it. Even though people are not that interested in liking, sharing or commenting on commercial posts on a regular basis, they might still like and comment to the content they really feel is worth it. Since the respondents are not choosing the never choice so much for the liking and sharing question, there is still a chance to get

at least likes and shares on the posts. Commenting can be tricky, since almost 45% of the 130 respondents answered they would never comment on a commercial post.

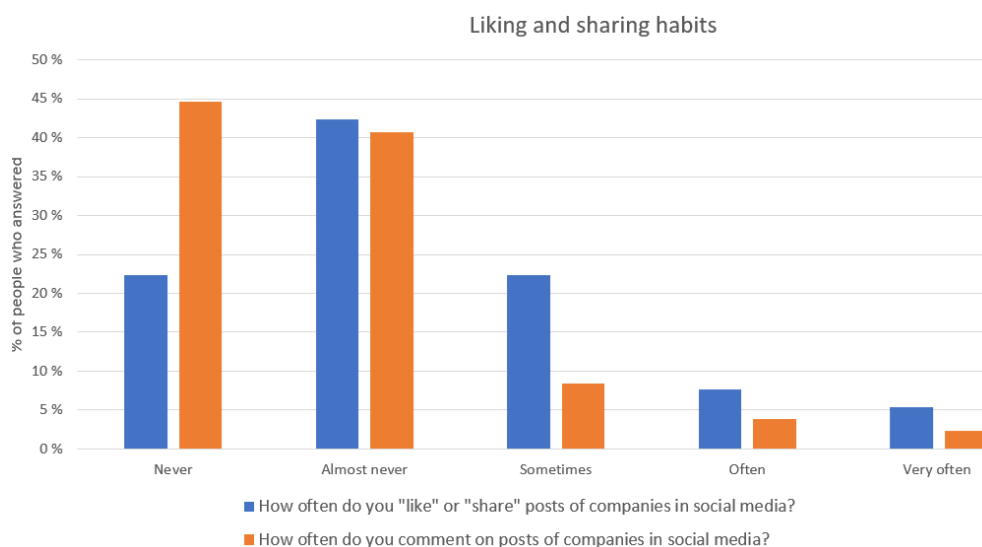


Figure 11 Q8 & Q9: Liking & Sharing Habits (Both questions: N=130)

Have you come across any symphony orchestra channels on social media?

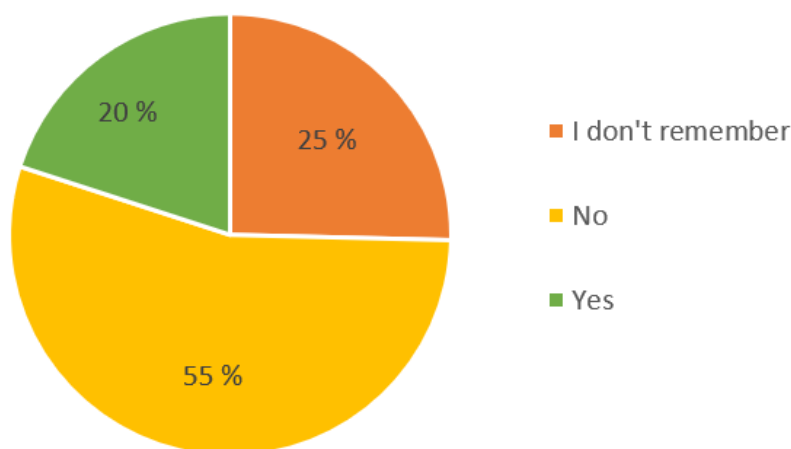


Figure 12 Q10: Symphony Orchestra Awareness on Social Media (N=130)

In Figure 12, the awareness of the symphony orchestra social media channels was asked. As can be seen in the figure, out of the 130 respondents, most of the people were not really aware of these social media channels online. Even though the answer “I don’t remember” got 25%, it means that even if the consumer saw the channel online, it was not impactful enough. If the “I don’t know” answer and “No” answer are combined, 80% of the respondents were not aware of the symphony orchestras’ existence online. When looking at the information of the figure, it can be concluded that since the awareness of the people

is not very high, only 20%, there cannot be much engagement in the social media channels. People need to be aware, see the company on their recommended page and then be impacted with incredible content that leaves a memory to the internet user. This way even if the user does not follow immediately the company, they remember it and sometimes can return to check the latest news about the company from their social media page.

To understand more about the social media habits of the consumers, in Question 11, a very straightforward question was asked: "What could motivate you to follow a symphony orchestra on social media?" When looking at Figure 13, it can be seen that people who really visit symphony concerts would like to follow the company. It would be a way of keeping up with the latest concerts and backstage pictures. The company could use social media as a tool to make their customers feel like a community and make them feel like they are part of the orchestra by telling more inside and backstage things on their social media pages. Also, the same amount of people (20/130 respondents) feel that they could follow the social media page if they had giveaways. This information, since the respondents really felt this way by voluntarily clicking the option, could be used to raise awareness of the company's social media pages. Usually when there is a giveaway, the company asks for some kind of engagement in return, so if the company would really like the channel to pick up on the algorithms, it should use the comments and likes to make the pages seem more popular, even when people come to the pages with some kind of ulterior motives.

At the little over the 10 respondents mark, there are four different groups: the ones who like to support for a good cause, the ones who would just follow since it is popular, the ones who would follow if someone famous is interested in the company and the ones who would follow their friends' steps. Using these four group's motives as a bait, it could be easier to make different themes for the marketing campaigns on social media, and really get people to engage.

In the "other" answers part there were some people who said nothing could make them follow a symphony orchestra on social media, which is what the company needs to accept. Not everyone is going to be interested in classical music, no matter how hard you

try to match their needs.

What could motivate you to follow a symphony orchestra in social media?

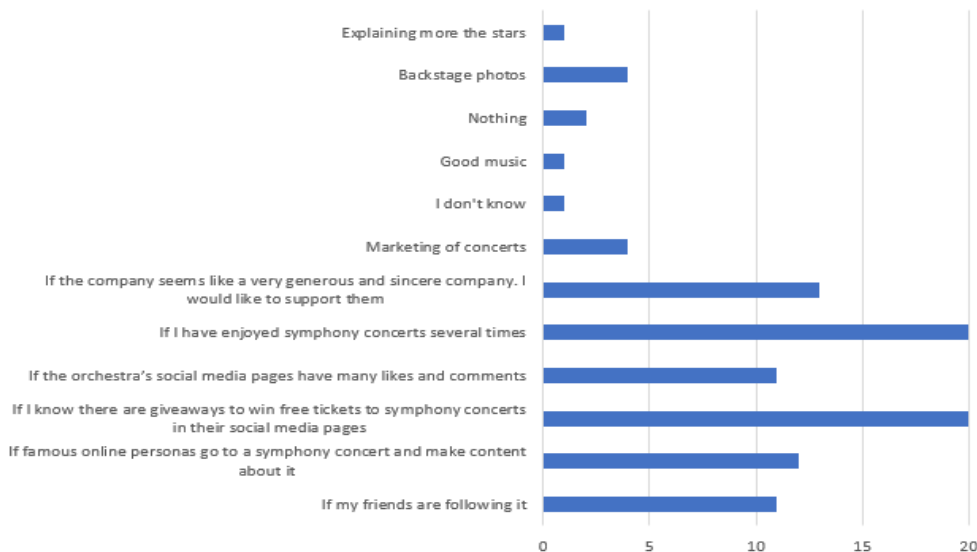


Figure 13 Q11: Motivation to Follow on Social Media (N=130)

In Question 12 of the survey, people did not really seem to want to take any sides. In Figure 14, there are 23% of 114 respondents who would “likely would go to a symphony concert” and 23% of “unlikely would go to a symphony concert” and the in between occupies 27%. This shows that people seem to be open to going to a symphony concert. They would just need a push, some less and some more, to get interested enough to make a purchasing decision.

How likely would you go to a symphony concert?

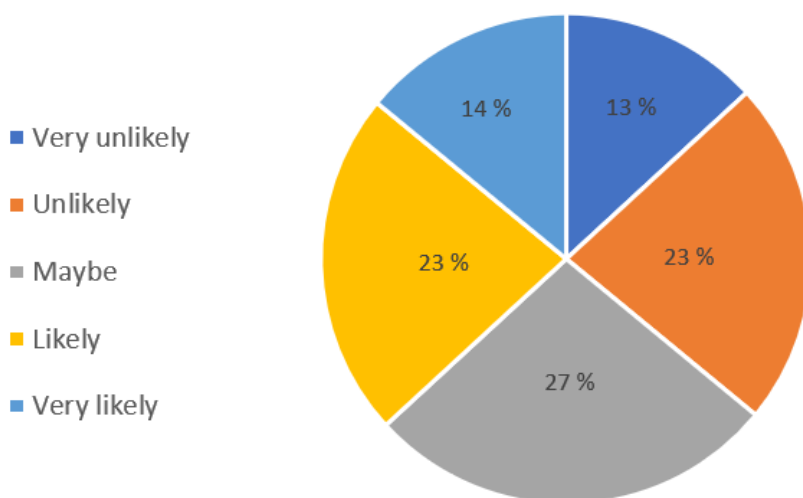


Figure 14 Q12: Likelihood of Going to Symphony Concert (N=114)

In the company's strategy, they have a part which states that one of their young men customer groups might want to try to find a partner in their concerts. That is why in Question 13 there were different options to choose from in terms of motivation in going to a symphony concert. One of the options was "To find a partner", as can be seen in Figure 15. Unfortunately, even when it was one of the pre-made choices, no one picked it. People could have easily picked it with some other answer, since it was a multiple-choice question, but at the end of the survey there were no votes to it. This could be because as can be seen in Figure 6, 89% of 130 respondents were female. Thus, if the survey was only conducted on men, the results could be different.

Enjoying the music got over 90 votes out of 130, being the most voted of all the options, and therefore the company should focus on transmitting the music to consumers on their social media channels. Also, symphony concerts as a family gathering got the second place in the votes with 60 votes out of 130, and this could also be an open door for marketing in social media. The other significant three categories were: dating, relaxing and seeing someone famous. In the "others" option there were also many interesting ideas which will be stated in the conclusions part as recommendations for the company.

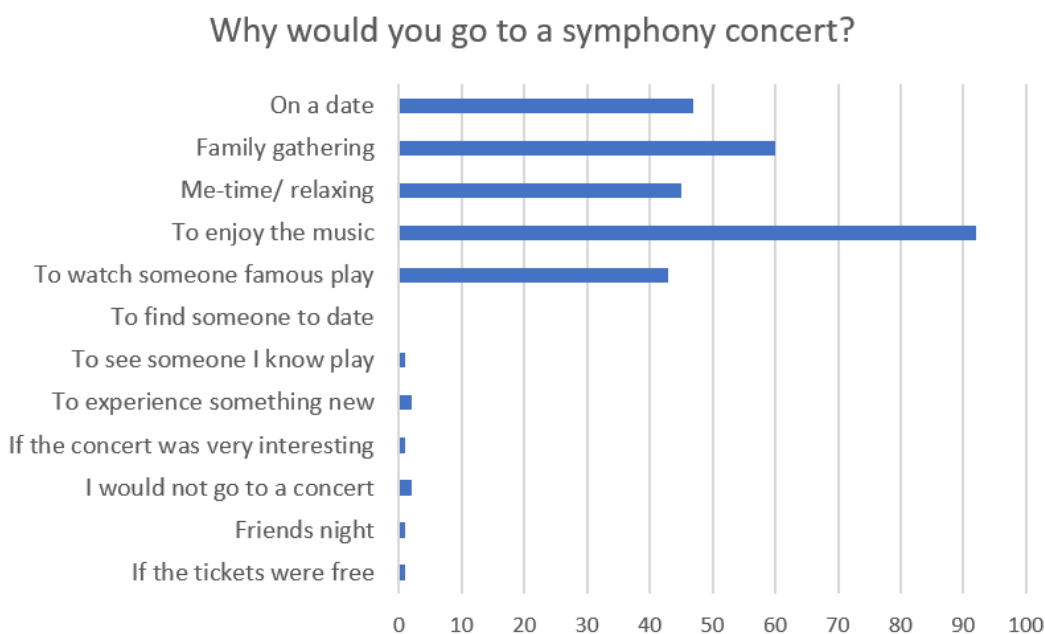


Figure 15 Q13: Why Go to Symphony Concert (N=130)

In Question 14 the perception of the symphony concerts of the consumers was asked. This helps the company to understand the customer better and to tackle the roadblocks they have when it comes to going to concerts and following them on social media. As can be seen from Figure 16, over 40 people, out of 130 respondents, stated that they really liked the concerts and there did not seem to be any problem or block in going to concerts.

The second group was the 34 people out of 130, who just sincerely did not understand the music and that is why they might not go to the concerts. This is not something that can be changed overnight so trying to win these people to come to the concerts in some other ways at first (with means that can be seen in Figure 15); on a date, family gathering, etc. could be beneficial in a long run.

The other roadblocks people seemed to have can be overcome with changing the image of the orchestra bit by bit. The concert being boring, too high class or just too expensive are things that depend a lot on the perception of the person, and that is why they can be tackled with time and marketing efforts.

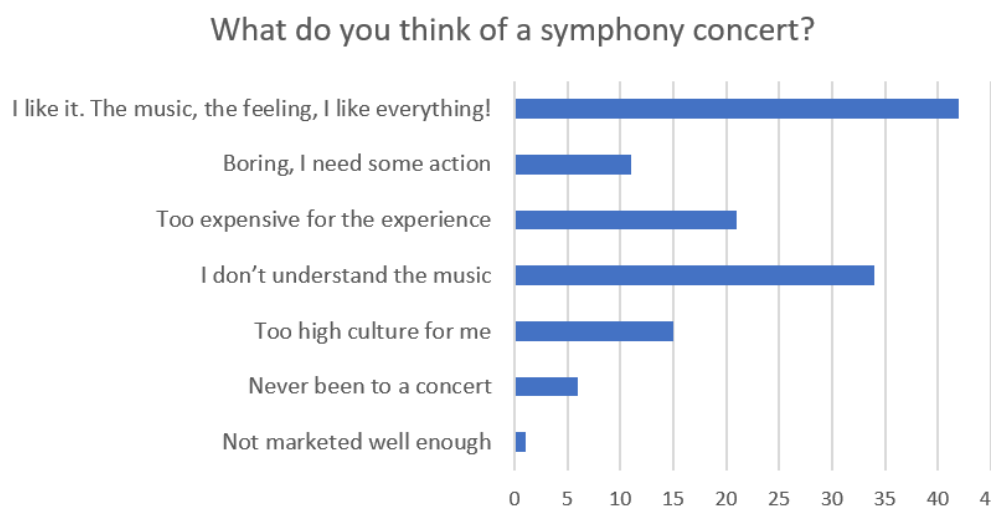


Figure 16 Q14: Perception of Symphony Concerts (N=130)

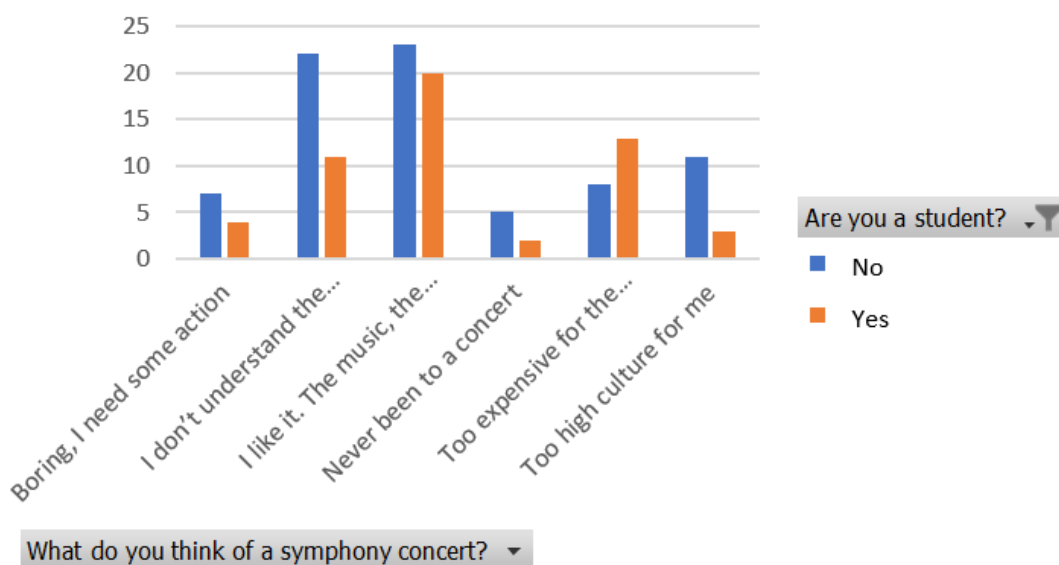


Figure 17 Q5 & Q14 Perception of Symphony Concerts of Students & Non-students (N=130)

As can be seen from Figure 17, where the students and non-students are being cross tabulated with the perception of symphony concerts, the students feel that the concerts are too expensive, whereas the non-students feel that they do not understand the music and thus might not go to the concert. There also seems to be a trend on lower self-esteem when looking at the non-student group. 20 people say that they like the music and they have no roadblocks but the self-esteem and “I might not be good enough” or “I am too middle class” perception comes out when looking at the answers. Over 20 people said that they do not understand the music, which is double of the over 10 who said the same thing as students. Also, the non-students who think that the concerts are too high culture for them are over 10 people whereas only 3 of the students answered like that. It would be good for the case company to try to change that perception people have, and this could be attempted in their social media channels especially.

5.3.2 Picture Questions

As explained, the survey had 12 different pictures which were divided into 6 different categories. The 12 pictures were then mixed so that none of the pictures in the same category were next to each other. In Figure 18 the results of the pictures appear in their original order and the figure shows that the most interesting one out of the pictures was picture 5, with 30% of the 130 respondents answering that they would likely or very likely engage in the picture. As can be seen from Appendix 2, where the pictures of the questions are shown, it was a picture of Lahti harbor. Since the survey was posted on the Lahti Facebook group, there were many Lahti people who answered the survey. Lahti people usually take pride in their city and especially the harbor, which is the heart of the city during the summer months. This is why many people felt emotionally connected to the picture and so felt that they would help promote Lahti’s beautiful summer scenery.

The second most liked pictures were 7, 8, 10 and 12. All of these had more or less about 20% of the 128 to 130 answers marked as likely or very likely to engage. Pictures 7 and 10 are from the same group, artistic picture (with no people in it) which shows that people generally maybe would prefer less faces in their feeds. The top 3 pictures do not have any faces in them, which shows that maybe the company could try to focus more on creating artistic content, rather than posting many pictures with many people, which seems to be an occurring thing especially in their Facebook and Instagram pages. Giving the followers the feel of something artistic and maybe even luxurious, as the cake in Picture 10 transmits.

Pictures 8 and 12 both have people in them and they are from two different categories, but they still emit the same kind of togetherness feeling. The consumers like to see this

kind of pictures since they can feel that they can be part of the group if they go to the symphony concerts of the case company.

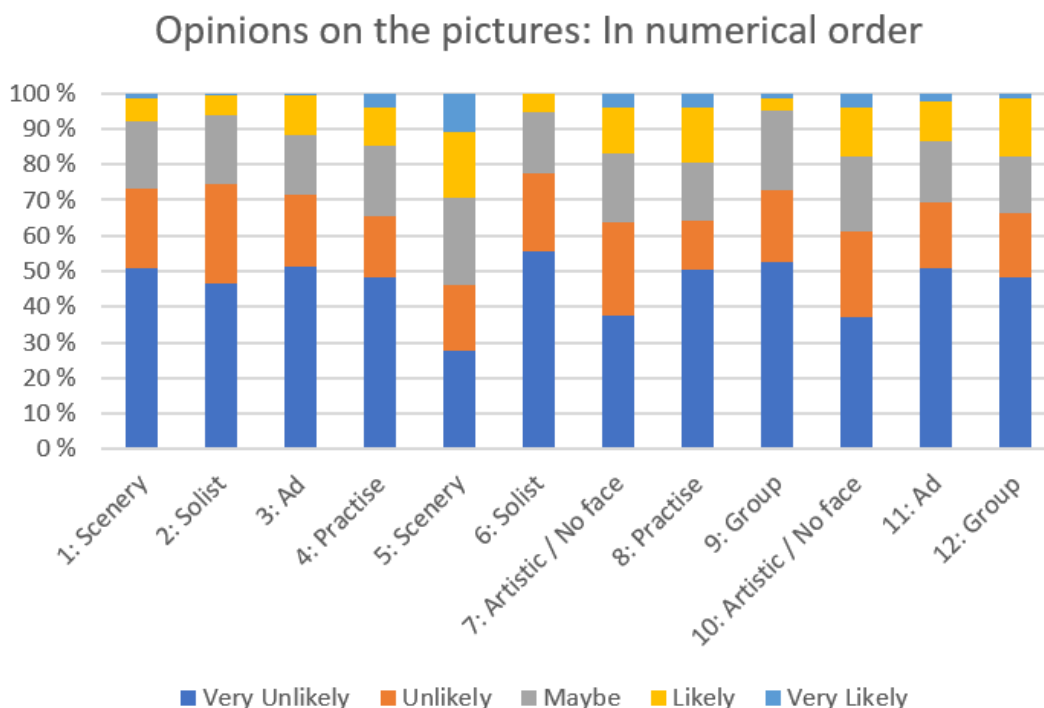


Figure 18 Picture Questions in Numerical Order (Pictures 1, 4, 5, 7: N=130; Pictures 2, 3, 8, 9, 10: N=129; Pictures 6, 11, 12: N=128)

When looking at Figure 18, where the same answers are arranged by category (the categories can be found from Appendix 2), it can be noted that most of the categories had similar ratings. The only two groups that did not have the same kind of ratings in both of the pictures were the scenery group and group picture group.

As stated before, the reason why the scenery picture number 5 was so liked could be because the photo was taken at the harbor of Lahti which is very popular during the summers in Lahti. When looking at scenery picture 1, it can be seen that it had very poor ratings; less than 10% of the 130 responses answered that they would likely or very likely engage in the picture. Thus, it can be concluded that maybe this category is not a safe one to start with on social media. It can be a hit or a miss and to read the consumers and understand what could be a hit, is always not so easy.

As for the groups that had similar ratings with both of the pictures, it can be said that if the pictures did well then, the genre could be more often implemented on the social media channels and if the genre was not so popular it might be better to save that genre for some other purposes. For example, the soloist group, with Pictures 2 and 6, was overall

not that popular. Both of the pictures do not have likely and very likely answers even 10% of the overall 129 and 128 votes. This means that the consumers do not really feel that they would like to engage in this genre of pictures. They might like the picture in their head, but it does not move them to action. With the advertisement group it was a bit of a same story; the likely or very likely answers only got less than 15% of the total of 129 and 128 votes. This also insinuates that it could be better to concentrate on something else than outbound marketing on their social media channels. As stated before, in Chapter 2, people prefer the social media channels and the approach of the company to be less marketing centered and more customer oriented.

The picture groups of practice and artistic pictures (no people) were overall the most liked of the picture groups. On one hand, when the customer is shown that the company also has people behind it, it helps with viewing the company as more humane and it puts a face to the company and it is easier to the consumer to relate or follow the story of the company. On the other hand, the customers need to be marketed an image and a dream of the concert and the company, that is why it would be good to use pictures that do not have people in them and that are retouched with a filter for a more beautiful and eye-pleasing image, like the both images are from the artistic group.

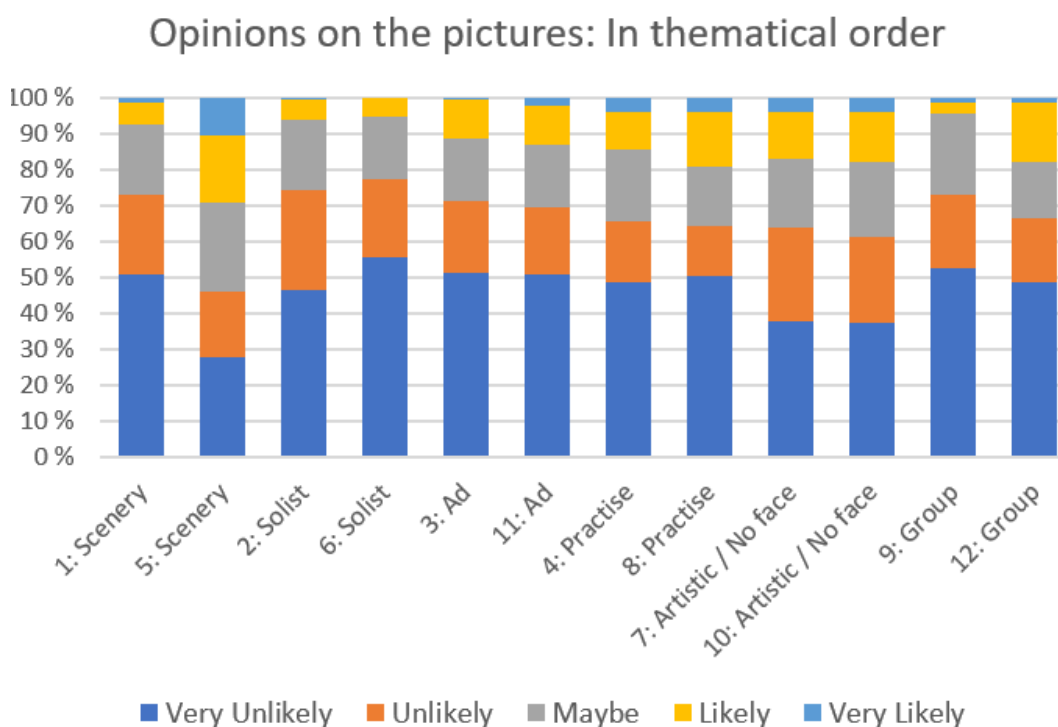


Figure 19 Picture Questions in Thematical Order

6 SUGGESTIONS FOR THE CASE COMPANY

In this chapter, the results are analyzed in the light of the theory and survey answers that have been presented in this thesis and also the experience the writer had while doing her internship in the company and seeing how things were done in the company.

It is a challenge to get young people to engage in social media, especially when it comes to a classical music company's social media. But in the light of the survey, there are many young people that like classical music and actually really enjoy it. These people just need to be found with the knowledge on how the social media works.

6.1 Raising Awareness

When looking at the result of the survey, it is easy to see that the consumers are not very aware of symphony orchestras or their social media channels online. To get the consumers to engage more in the case company's social media channels, awareness must be built first. As discussed in Chapter 2, the fact that the symphony orchestra takes care of its visibility on the search engines and also even on their own web page, could help the ones that want to find the company's social media channels to find it. Since many people would follow the company on social media if they had campaigns to win something, it would be good to raise awareness about the company.

Raising awareness could also happen in the concerts. During a concert where there is a host, the host could mention that everyone should follow the orchestra on their social media channels. These concerts with a host are more casual and the hosting is made fun. Many times, in these so-called entertainment concerts, that differ from the normal symphony concerts in that they have a host and the music is a mix of other genres of music with symphony music and they are just more relaxed overall, the customers in the concerts are younger and they come to watch this specific performance. This would be a fast way to get many people who would normally not know about the social media channels of the company, to know about the orchestra's channels in one sitting. In the normal symphony concerts the social media channels are already stated at the back of the program. Unfortunately, these programs are not free for everyone, but have to be bought, which makes them less appealing and many of the people going to concerts do not buy them and thus miss the social media channel announcements at the back of the program.

6.2 Being Interesting

Even if people are aware of the company's social media channels, if the content is not interesting enough, they will not start following or engaging. That is why it is very important to be interesting. One of the main purposes of the survey was to find out what kind of content people really are interested in. In the light of the survey, people want to come to the social media site of the company to learn more about the upcoming concerts, what is behind the scenes and they also want to have something pretty appear in front of their eyes, something artistic. About what would interest the customers, one of the respondents stated in the "other" section the following:

"Kävisin enemmän jos mainostettaisiin paremmin. Kaipaisin myös" trailereita" ja covereita ja tunnettuja pop-musiikin biisejä klassisesti. Tulisni mielelläni kuuntelemaan" ("I would visit concerts more often if they were marketed better. I would like to see trailers, covers and classical versions of pop songs. I would gladly come to listen")

(Respondent of survey 2018)

Since the young people the company wants to motivate, live very different than the other target market, the pensioners, it is important that there is different content to appeal to different customer segments. The young customers like something modern like one of the young customers stated in the reference above. Old classics are also good but as the survey results showed, young people also have hard time with understanding the music. Online there are famous young classical music artists that have gained recognition amongst young people by making classical versions of the latest pop songs and movie soundtracks, e.g. 2CELLOS. Thus, if there was a concert marketed towards young people and it was marketed well on the social media, it could bring young customers closer to the company. The same applies to the social media, the company needs to have content that is targeted towards young people. One of the company's players could do a short cover for a pop song and they could post it online. Or they could show what fun things you can do at the concert. Things that make the concert experience less stiff and more relatable help the young people overcome the stigma around symphony orchestras. Also, one good marketing idea could be that the quality of the music and the beauty of the music in the concerts would be emphasized in the social media channels, since people like also going to the concerts because of the music.

From the results of the survey, it can be seen that young people like content that shows something they have a connection with, like the Lahti harbor. The company could use that

information in their social media channels and grow a following of people who appreciate Lahti. Since the company's home, Sibelius Hall, is right at the harbor, it could be good to show the pretty side of Lahti harbor and Sibelius Hall. Also, in the captions of the pictures it would be good to show this appreciation. Maybe the company could state how the company appreciates the views they have from the office or how when you step outside the summer hub of Lahti is right there. Then they could ask their followers what they love about the Lahti harbor.

The consumers seemed to also like group photos of the company's employees and pictures that had no people, that marketed more the experience of concerts. With this information, the company could focus on making content about the employees and this way give the company a face. Also, pictures that show the feeling of the concert evening, how relaxing and a good experience it is, could help the company win over people who prefer their couch over the concerts.

6.3 Encouraging Engagement

When looking at the case company's social media pages, the lack of connection with the fans gets emphasized. There are many informative posts and reposts, but none of them actually encourage the people who see the posts to really engage. When looking at other companies' social media pages, they have many questions for the people. They ask people to engage in the comments. This approach could bring much engagement to the company. As said in Chapter 3, people want to feel that they are part of something. They go where other people; their friends and relatives go. This is why encouraging commenting and asking for liking is a very effective way to get more people. Like stated earlier, the algorithms pick up the ones that have a fast-growing engagement count and people come to engage even more when they see that others have engaged. The company could ask in their social media for example: "If you liked today's concert, leave a thumbs up" or "What would be the best pop-song our orchestra could do a cover on?". Little things like this mean nothing for the consumer engaging in them but when the count grows higher it becomes a very good and free way to do marketing.

From the survey it became sure that people really liked the idea of going to the symphony concert because of the music. Since music was the best driving force of customers, on the social media channels this could be used to market and then to engage. For example, the company could show with a video about what kind of music is coming this week in the concert. In the caption they could ask the people how they like the music preview or if they would like to listen the whole piece at the concert. Also, since family gatherings could be one reason the people would go to the concerts, they could ask their followers in social

media who they would like to go to a concert with. This kind of person to person interaction encourages the consumers to engage more. They feel that their opinion is important and that the company hears them. Also, with personal content, people feel more sympathy towards the company and this could also result in getting more interested people to follow the social media channels and engage on the posts. When there is engagement in one post, people start to feel that they belong to some group, the social media channel becomes a hub, which is no longer for advertising purposes in the eyes of the consumer, but to just take care of the customers. Even though this is not true, and it is just one different way to market, it is important for the customers not to feel used and just feel important as individuals.

In the survey there was a question where many of the respondents answered that they would follow a page that has giveaways. This, even though it is a good way to increase the awareness quickly and to get many followers, might also bring people who are not so interested in the company and just want the tickets of the giveaway. Many times, people just follow a company for the giveaways and then even though for the company it might seem that their awareness has risen, their engagement is very poor since people only engage on the posts with giveaways. If the usual quality is good, then the giveaways can bring the wanted boost for the company. If the company starts to strive with the giveaways, it might make the company look cheap in the eyes of consumers and that is not what the image the company wants either. A healthy balance between quality content and doing good for others by means of an occasional giveaway could be recommended for the case company.

One other thing that would encourage engagement is to post in English. It is understandable that the case company only thinks their potential customers are in Finland, in Lahti, but they have much more market potential among the tourists that come to Finland and would like to see a Finnish Symphony Orchestra play. In Chapter 4 it is stated that the world is full of lovers of classical music and that they just need to be found. Young Finns nowadays understand English, so it would not be away from catering to them at the same time. This international approach would bring much more engagement and maybe a few more tourists too.

By understanding the customer, it is easier to engage them in social media. Here are two of the extra answers people gave in the survey, that give out some good advice for the company:

“Kävisin enemmän jos mainostettaisiin paremmin. Kaipaisin myös” trailereita” ja covereita ja tunnettuja pop-musiikin biisejä klassisesti. Tulisin mielelläni kuuntelemaan”

(“I would visit concerts more often if they were marketed better. I would like to see trailers, covers and classical versions of pop songs. I would absolutely come to listen”)

(Respondent of survey 2018)

“Helposti saatavilla oleva esittely sinfoniasta ja esityksistä, ketä siellä soittaa, miksi minun kannattaisi tulla, arvosteluja? Mitä edes on sinfonia? Soittajien kuulumisia. Ehkä mielenkiintoisinta olisi kuulla, millaista on esimerkiksi yhden soittajan arki tietyllä viikolla.”

(“Easy to get introduction about symphony orchestra and the performances, who is playing, why I should go, reviews? What is symphony? How the players are doing. It would be interesting to hear what one player does during the week.”)

(Respondent of survey 2018)

7 CONCLUSIONS

This thesis' objective was to find out how young people could be motivated to engage more on the company's social media channels. This concluding chapter of this thesis will first answer the research questions, to get the big picture about the topic, then discuss the validity and reliability of the thesis, and in the last part of this chapter the case company will be given some suggestions for further research that they can do later on.

7.1 Answers to Research Questions

To get a deeper understanding on the main research question and the answer to it, three sub-questions were formed. First the answers to the three sub-questions will be given and then the main research question will be answered.

What digital marketing practices would help the case company to raise awareness of their social media channels?

Since the awareness of the case company's social media channels is not that high among young people, it would be crucial to increase the awareness to be able to engage people later on, in their social media channels. For the awareness to be raised different methods can be used. Search engine optimization would help the interested people to find the social media channels straight away from the first search results. This would need some interest in understanding the search engine algorithms more in depth. The company's website could also be used to increase awareness of the social media channels. If the social media channels are advertised on the main page of the website, very clearly, the consumers would find the social media channels easily. The company could also advertise their social media pages in their concerts to many people at once. On social media, getting engagement makes the posts more relevant and they will be shared by the algorithms to those who might be interested. Also, the awareness can be raised with content that interests people so that they do not just pass by but they also stay too look at the content when it appears on their feed.

What kind of social media content interests young people?

To answer this question, the survey was formed, and it was found that young people want something they can relate to on their social media feeds. For Lahti people, appreciation of Lahti could be shown. Also, people like that the company has a face on social media, which could be accomplished with pictures that have employees of the company in photos. The survey also showed that the consumers would like to have content that promotes the feeling of the concerts. The consumers would like to have giveaways on the

company's social media page and some interesting clips of music to encourage the music lovers to come to listen to the full version.

What is needed for the customers to generate company related content?

It is important for the company to find ways to focus on the customer experience and that way the customers can give back in social media. People react to what they like or hate. That is why it is important to keep the experiences of the people who come to the concerts positive. When a customer is happy, they write reviews that help others decide, and this user generated content brings free publicity to the company. As for young people, if the content in the concert is relevant to their age group and they feel that the music resonates within them, they will be moved to create better reviews. Also, the company can write blog posts about the industry to encourage sharing and that also becomes free publicity when consumers share the blog posts on their social media channels. When social media is used right, it is a powerful marketing tool that brings much to the company.

Now that the base of the main research question has been covered with the three sub-questions, it is time to answer the main research question:

How could the case company engage more young people in their social media channels and that way increase the awareness of the company amongst young people?

As the conclusions from the survey showed, people need interesting content they like. They also need motivation. With relevant and interesting content that young people can relate to on social media, they will feel more interested in the company overall. When the company encourages their followers to participate to the posts, the engagement rates will rise. With giveaways, the engagement rate can be risen since that is one of the most effective ways to get more engagement from people who would not normally engage. When there is a giveaway, and someone enters it by engaging, they also might visit the social media page of the company and if the content seems interesting, they stay as followers.

7.2 Validity and Reliability

As every research, the validity and reliability of the research needs to be discussed. The validity of the research has to do with how strong and how accurate the conclusions of the research are (Adams et al. 2014, 247-248). In this thesis, both primary and secondary data are being used. The secondary data originated mostly from renown academic books in the field, academic journals and the case company's marketing plan. Only credible and

up-to-date sources were used. The primary source used in this thesis was the conducted survey. The survey asked for the respondents their age to ensure that all the valid respondents were between 19 to 30. The survey had 131 valid answers and this amount can be considered sufficient to draw conclusions. The survey though could not portray the general opinions of both men and women since 89% of the 130 respondents were female. This leaves a question of what would men answer if they had a chance? How would the answers differ from the survey answers that had mostly female respondents but also had some male answers mixed in there as well?

The reliability of the research has to do with how consistent and repeatable the research is (Adams et al. 2014, 245). The research can be thought as reliable right now. In the survey there were explanations about the literal meanings of the Likert scale's options and respondents always had the option to answer something they really felt like answering in the "more" options to get a more authentic response. It has to be taken into consideration that as time passes, the social media platforms change, and people's mindset and values change it is difficult to replicate the survey anymore.

7.3 Suggestions for Further Research

As stated at the beginning of this thesis the aim of this thesis was to find out how the case company could engage more people in social media. It would be interesting for the case company to do further research on text posts that they have in their Facebook page, since in the survey they could not be implemented due to technical difficulties.

Also, even though the research aimed to study foreigners too, it did not get very much data about foreigners who follow the company. Since there is a whole big market of foreigners online, it would be good to do a separate research about foreigners, who have a different taste in online content than Finns do.

The case company's social media sites do not have so much action, but if they get more engagement and followers, it would be good to investigate the company's customer profiles from Facebook, Instagram and Twitter to get a more extensive idea of the online customer segments of the company.

8 SUMMARY

This thesis aimed to explain about social media marketing, customer behavior and ultimately customer engagement, to understand young people more on social media and how they could be engaged more in a symphony orchestra's social media channels. The goal of this thesis was to help the case company increase their social media engagement with development suggestions and answer the research question the case company proposed.

The theoretical part of the thesis consisted of two parts. In Chapter 2, the social media was introduced, and it provided information about why owned marketing is a key part in social media marketing, how the search engines, the company's website, blogposts and social media pages could be used to increase awareness of the case company and its social media pages. In Chapter 3 the customer behavior theory was explained; the reasons why customers buy something and the reasons they might end up buying a competitor's product instead. The chapter also explained about the importance of understanding customer journey and when the critical decision points come during the customer journey.

After the theoretical framework, in Chapter 4 the case company was being introduced and the reader got a better view of the case company and they could understand the company a little bit more, especially when they learnt about the company's vision, mission and the customer segments they target to.

In Chapter 5 the empirical part of the thesis started, and the formulation of the survey used in this thesis was explained, followed by the results of the survey. The survey was used to find out the social media habits and awareness of symphony orchestras of people from ages 19 to 30. The survey found out some of the social media habits of the consumers, how aware people are of symphony orchestras and how they feel about symphony music and social media posts of the case company.

In the final part of the thesis, in Chapter 6, suggestions for the case company were presented. The understanding of the survey with the theory that was presented in the thesis helped to come to conclusions that would help the case company in their future social media activities.

In the research it was found out that the case company should increase their awareness amongst young people and that way the customers could also start engaging more in the company's social media activities.

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APPENDICES

APPENDIX 1

Surveys in Finnish and in English

Kysely 19 - 30 vuotiaille

Hei! Olen Lahden ammattikorkeakoulun tradenomi opiskelija ja opinnäytetyötäni varten kerään dataa 19-30 vuotiaiden nuorten sosiaalisen median tottumuksista ja kiinnostuksesta sinfoniakonsertteihin.

Teen opinnäytetyötäni Sinfonia Lahdelle, joka toivoo yhä useampien nuorten löytävän klassisen sinfonian musiikin. Kyselyyn vastaaminen tapahtuu täysin anonyymina.

Kiitos osallistumisesta! :)

*Required

Oletko koskaan käynyt sinfoniakonsertissa? *

- Kyllä
- En

Kuinka vanha olet? *

- Alle 19 vuotias
- 19 - 30 vuotias
- Yli 30 vuotias

Mikä on sukupuolesi?

- Mies
- Nainen

Mikä on kansalaisuutesi?

- Suomalainen
- Other: _____

Oletko opiskelija?

- Kyllä
- En

Kuinka usein käytät sosiaalista mediaa?

- En käytä sosiaalista mediaa
- Kerran päivässä tai harvemmin
- 2 tai 3 kertaa päivässä
- 4 tai 5 kertaa päivässä
- Koko ajan (enemmän kuin viidesti päivässä)

Mitä sosiaalisen median kanavia yleensä käytät?

- En käytä sosiaalista mediaa
- Facebook
- Instagram
- Twitter
- Youtube
- Snapchat
- Other: _____

Kuinka usein "tykkäät" tai "jaat" yritysten päivityksiä sosiaalisessa mediassa? *

- | | 1 | 2 | 3 | 4 | 5 | |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| En koskaan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Todella usein |

Kuinka usein kommentoit yritysten päivityksiin sosiaalisessa mediassa? *

- | | 1 | 2 | 3 | 4 | 5 | |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| En koskaan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Todella usein |

Oletko törmännyt sinfonia orkestereihin sosiaalisessa mediassa?

- Kyllä
- En
- En muista

Mikä voisi saada sinut seuraamaan sinfonia orkesteria sosiaalisessa mediassa? *

- Orkesteri tuntuu todella hyvántahtoiselta ja anteliaalta. Haluan tukea heidän toimintaansa
- Olen käynyt nauttimassa useasti konserteista
- Kaverini seuraavat orkesteria
- Internetissä tunnetut ihmiset käyvät konsertissa ja tekevät kokemuksesta sisältöä
- Orkesterin sosiaalisen median kanavissa on paljon tykkäyksiä ja kommentteja
- Tiedän että orkesterin kanavissa on aika-ajoin mahdollisuuksia voittaa lippuja konserttiin
- Other: _____

Kuinka todennäköistä on että menisit sinfoniakonserttiin?

	1	2	3	4	5	
Ei todennäköistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin todennäköistä

Mitkä voisivat olla syitä mennä sinfoniakonserttiin? *

- Kuuluisan solistin näkeminen livenä
- Musiikista nauttiminen
- Me-time/ rentoutuminen
- Treffit
- Kumppanin löytäminen
- Perheen yhteinen tekeminen
- Other: _____

Miten koet sinfoniakonsertit? *

- Liian kallis hintalaatusuhde
- Liian korkeakulttuurista makuuni
- Pidän niistä. Rakastan musiikkia ja sitä tunnelmaa!
- En ymmärrä sen musiikin päälle..
- Tyisiä, tarvitsen jotain actionia!
- Other: _____

NEXT

 Page 1 of 2



Syyskausi alkaa ainutlaatuisella sinfonisella elokuvaelämyksellä, Alfred Hitchcockin Vertigo-elokuvalla. Orkesteri soittaa Bernard Herrmannin säveltämän musiikin Anthony Gabrielen johdolla, elokuvan pyöriessä valkokankaalla. Tätä ei kannata jättää väliin!

	1	2	3	4	5	
Todella epätodennäköisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Todella todennäköisesti



Kiitollinen, onnellinen mutta myös haikea hetki, Sibelius-festivaali 2018 on päättynyt, kiitos kaikille!

	1	2	3	4	5	
Todella epätodennäköisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Todella todennäköisesti

BACK

SUBMIT

Page 2 of 2

Survey for 19 to 30 year olds

Hi! My name is Daniela and I am a student in Lahti University of Applied Sciences and I am currently writing my bachelor's thesis. For the thesis, I am collecting data about the social media habits and interest in symphony orchestras of young people (19 to 30 years old).
If you could spare 5 minutes for this survey I would be very thankful! :)

*Required

Have you ever been to a symphony concert? *

- Yes
- No

How old are you? *

- Younger than 19 years old
- 19 to 30 years old
- Older than 30 years old

What is your sex?

- Male
- Female

What is your nationality?

- Finnish
- Other: _____

Are you a student?

- Yes
- No

How often do you use social media?

- I don't use social media
- Less than once a day
- Once a day
- 2 to 3 times a day
- 4 to 5 times a day
- Constantly (more than 5 times a day)

Which social media platforms do you usually use?

- I don't use social media
- Facebook
- Instagram
- Twitter
- Youtube
- Snapchat
- Other: _____

How often do you "like" or "share" posts of companies in social media? *

- | | 1 | 2 | 3 | 4 | 5 | |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------|
| Never | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very often |

How often do you comment on posts of companies in social media? *

- | | 1 | 2 | 3 | 4 | 5 | |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------|
| Never | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very often |

Have you come across any symphony orchestra channels on social media?

- Yes
- No
- I don't remember

What could motivate you to follow a symphony orchestra in social media? *

- If my friends are following it
- If the orchestra's social media pages have many likes and comments
- If I know there are giveaways to win free tickets to symphony concerts in their social media pages
- If the company seems like a very generous and sincere company. I would like to support them
- If famous online personas go to a symphony concert and make content about it
- If I have enjoyed symphony concerts several times
- Other: _____

Why would you go to a symphony concert? *

- To watch someone famous play
- Family gathering
- To find someone to date
- Me-time/ relaxing
- To enjoy the music
- On a date
- Other: _____

How likely would you go to a symphony concert?

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

What do you think of a symphony concert? *

- I like it. The music, the feeling, I like everything!
- Boring, I need some action
- I don't understand the music
- Too high culture for me
- Too expensive for the experience
- Other: _____

NEXT

Survey for 19 to 30 year olds

How likely would you "like", comment or share these pictures if you saw them online?

1= Very unlikely 2= Unlikely 3= Maybe 4= Likely 5= Very likely



Syksyssä ollaan mutta kesäinen lämpö hellii. Huomenna saadaan vauhtiin odotetut kausikorttikonsertit. Mikäli sinulla ei vielä kausikortti ole ostettuna, hyvin ehtii vielä, mutta kannattaa toimia pikaisesti. Kauden ykkössuosikki kausikorteissa on Suosikkisarja, johon voi valita kuusi mieleistään konserttia. Tervetuloa konsertteihin vanhat ja uudet kausikorttilaiset!

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely



Kevätkausi huipentuu tänään kauden viimeisiin konsertteihin Sibeliustalossa. Sinfoniakonsertin johtaa Joshua Weilerstein ja solistina on Kristóf Baráti. Ja illan päätteeksi vielä soittajiemme kamarimusiikkikonsertti pääsalissa sinfoniakonsertin jälkeen.

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely



Tänään Sibeliuksen viulukonsertton solistina loistaa huippuviulisti Baiba Skride. Avajaiskonsertin johtaa festivaalin taiteellinen johtaja, ylikapellimestarimme Dima Slobodeniouk. Muista myös illan päättävä Wellamo-trion kamarimusiikkikonsertti.

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely



Terveisiä Pietarista! Sellosektio valmiina harjoitukseen!

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely



Hämentynyt bassoklarinetti odottelemassa vuoroaan torstain konsertin harjoituksissa.. 📷 Jaakko Välimäki

1 2 3 4 5

Very unlikely Very likely



Hetkiä Pietarista!

1 2 3 4 5

Very unlikely Very likely



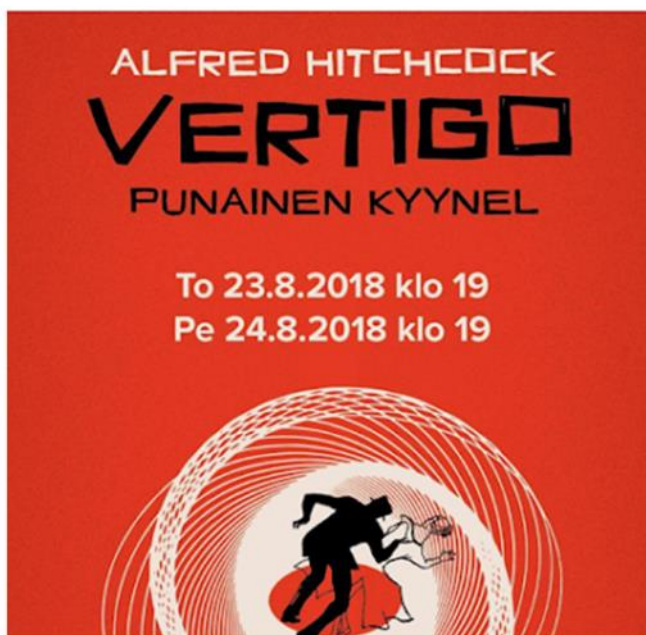
Varaslähtö syksyn Sibelius-festivaalille - Wellamo-trion kamarimusiikkikonsertit Ainolassa tänään klo 12 ja 13 sekä su 17.6. klo 12 ja 13. Festivaalilla trio kuullaan to 6.9. sinfoniakonsertin jälkeen. Triossa soittavat Anu Silvasti, Lotta Nykäsenoja ja Ilkka Uurtimo.

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely



Kahvit ja herkut odottavat väliajalle saapuvaa yleisöä. Tänään kaksi loppunmyytyä Kotkan poikii - Juha 'Watt' Vainio -konserttia. Ilta jatkuu vielä klo 21 Golden Monrepos -salonkiorkesterin tansseilla Metsähallissa.

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely



Syyskausi alkaa ainutlaatuisella sinfonisella elokuvaelämyksellä, Alfred Hitchcockin Vertigo-elokuvalla. Orkesteri soittaa Bernard Herrmannin säveltämän musiikin Anthony Gabrielen johdolla, elokuvan pyöriessä valkokankaalla. Tätä ei kannata jättää väliin!

1 2 3 4 5

Very unlikely Very likely



Kiitollinen, onnellinen mutta myös haikea hetki, Sibelius-festivaali 2018 on päättynyt, kiitos kaikille!

1 2 3 4 5

Very unlikely Very likely

BACK

SUBMIT

APPENDIX 2

Categories of the pictures used in survey:

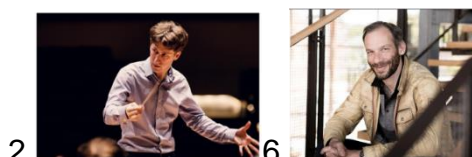
- Nature or scenery photos



- Advertising photos



- Professional artist photos



- Casual photos from practice



- Group photos



- Artistic pictures of what the orchestra is up to (no face can be seen)



(Instagram.com 2018.)