ARCADA

Evaluation of Degree Thesis

The Department of Business Management and Analytics

Author

Shahrazad Karis

Title

Marketing and Selling of Products to Different Foreign Ethnic Groups in Finland

Professional or occupational relevance

One aim of this thesis is to explain how marketing and selling to different ethnic groups in Finland is perceived by members of these groups. The topic is relevant as the foreign minorities in Finland are a growing group to target for marketers.

Method and work process

The theoretical framework of this thesis is relevant to the approach even if it would had been beneficial to the work to have more sources. Also, use of more specific sources from previous research done on marketing to ethnical groups would have been beneficial for the framework. A qualitative research method is chosen for this thesis. A simple survey of nine open-ended questions was sent to twenty individuals from different foreign groups. The choice of method and the empirical work process are not totally clear and in line with a qualitative mindset even though the chosen method is a qualitative survey. The sample remains small and this has to be pointed out to the reader since has implications for understanding of the results, among other things the generalizability.

Results and reflective discussion

N'vivo software was used to code and analyze the data collected from the sample and the writer clearly has described how to use the tool. The data is partly systematically presented but could had been more transparently structured as a whole. Now the reader has difficulties following how the conclusions in the discussions are made on the basis of the data presented. The reflective discussion has quite a weak connection to the theoretical part. A deeper reflection is missing. The thesis do not answer to all aims or research question (N=4) and this might partly be difficult to do since the introduction presented somewhat blurred aims.

Approach

The thesis process was lengthy and the student did not always show the ability to work independently.

Overall impression and structure of thesis

The language is good and the thesis structure is sufficient. However, the understanding of methodology and presentation of empirical data is only on satisfactory level and the research design is not transparent. The maturity examination and the presentation in the thesis forum support the given grade.

Grade 1

Espoo 2.10.2020

Tove Kietz, Assessor

Christa Tigerstedt, Supervisor

The following factors are evaluated:

1. **Focus and relevance for the profession or occupation**

   a. Benefit for the target group and profession or occupation
   b. Delimitation, object
   c. Positioning and connection to earlier research
   d. Understanding of the chosen theme (concept, theories)

2. **Method and work process**

   a. Choice of method and application of method
   b. Presentation and purposefulness of the work process
   c. Information retrieval and processing

3. **Results and reflective discussion**

   a. Presentation of results
   b. Evaluation and critical review of results

4. **Approach**

   a. Originality or innovativeness
   b. Courage
   c. Independency
   d. Creativity

5. **Structure of degree thesis**

   a. Design, logical structure and necessary parts
   b. Readability and flow
   c. Source reference apparatus
   d. Level of transparency and objectivity
   e. Quality of language

6. **Ethical relevance**

   a. Research ethical formalities
   b. Ethical examination
   c. Sustainable development

ARCADA

Marketing and Selling of Products to Different Foreign Ethnic Groups in Finland

Shahrazad Karis

Degree Thesis
Degree Programme: BBA
2020

DEGREE THESIS	
Arcada	
Degree Programme:	Business Administration
Identification number:	
Author:	Shahrazad Karis
Title:	Marketing and Selling of Products to Different Foreign Ethnic Groups in Finland
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Commissioned by:	

Abstract:

Marketing and selling of products to different foreign ethnic groups in Finland were explored and analyzed in this thesis using the qualitative research method by selecting a random sample of individuals both males and females from different minorities living in Finland. Nvivo software was then used to code, analyze and visualize to obtain a deep insight of this sample of foreigners who have lived in Finland over three years in terms of marketing and ads preferences such as the languages, designs, color of these ads and also the impact of traditions and culture on respondent's preferences in following ads. After an intensive screening and examining of all respondent's answers to qualitative survey questions and coding, the author concluded that the Finnish companies should add some other languages to their ads especially on social media sites, train and employ more foreign workers from ethnic groups living in Finland since they know the traditions, culture, and preferences of their ethnic groups and that will increase customers. There was a noticeable difference in the source of advertisement channels preferred by respondents. Ads in social media were highly preferred over TV, newspaper ads. There was not a noticeable difference in ad preferences in terms of the number of years the respondents lived in Finland as the majority in this qualitative research shared the same concepts of having ads in some other languages besides the Finnish language, employing more foreign workers, and investing more in social media ads. The percentages of the preferred source of ads were also obtained and were very useful in knowing which channel of advertisements to focus on more.

Keywords:	Marketing, advertisements, ethnic, Finland
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FOREWORD

I would like to thank my teachers at Arcada and special thanks to my supervisor
Christa Tigerstedt for her kind support and assistance. I would also like to thank my parents for their kind support during my studies.

Helsinki, October 2020
Shahrazad B. Karis

1. Introduction

Marketing, the act of promoting and selling services and products to consumers is one of the very important parts of any business. Marketing to ethnic groups with different ethnic backgrounds can be challenging and demands extra efforts to understand their culture, traditions, preferences, etc. Culture means different things to different people. Cultures are different, not right or wrong, better or worse, as cited by Rashed (2015) Consumers from different cultures have different attitudes, perceptions, tastes, values, and preferences and therefore marketers need to pay attention to cultural factors in any targeting group to ensure effective product marketing to different cultures and people with different ethnic backgrounds. Language is one of the factors that play an important role in marketing, the language of advertisement, and its translation into different languages as this plays a big role in how people can understand and pay attention to the ad. For example, the campaign for a product named "Schweppes tonic water "in Italy was translated as "Schweppes toilet water." Another examples the American brewer Coors ad "Turn it loose" was translated in Spain as " Get diarrhea, yes really" and not to forget the famous American company GM when it advertised one of it is new cars as Nova which was translated into the Spanish language " it does not go." (Rettig, 2017).

These are just a few examples of how many companies overlook the demand, culture, language, and demographic of the ethnic group s especially when the company advertises abroad. For instance, the Japanese tend to prefer ads that are focusing on their traditions, family-oriented, and show respect for old people (Rettig, 2017).

Another example is the IKEA company (www.ikea.com) that has branches in many countries with different cultures, One would easily expect that Ikea takes into consideration the cultures and traditions when advertising and marketing its products and this can be achieved by employing locals from each country they open a new branch in. Ikea design furniture for instance according to the demand of the region it operates in, China, Finland, Africa, etc. So, understanding the culture of the group you are marketing to is very important. Another example could be Stockmann in Helsinki, where almost all shop assistances are capable of speaking Finnish, Swedish, and English language, and even the Russian language is widely used nowadays. Some companies in Finland give priority of employment to multilingual applicants and job seekers with international backgrounds to attract and serve their diverse customers.

The culture and its components are shown in Figure 1 below are growing with the fast increase of populations of some minorities or groups that are moving to new countries due to the wars or economic problems. To include these groups in marketing plans and strategies, understanding their culture and traditions will be the first step towards effective marketing, more customers, more profit.
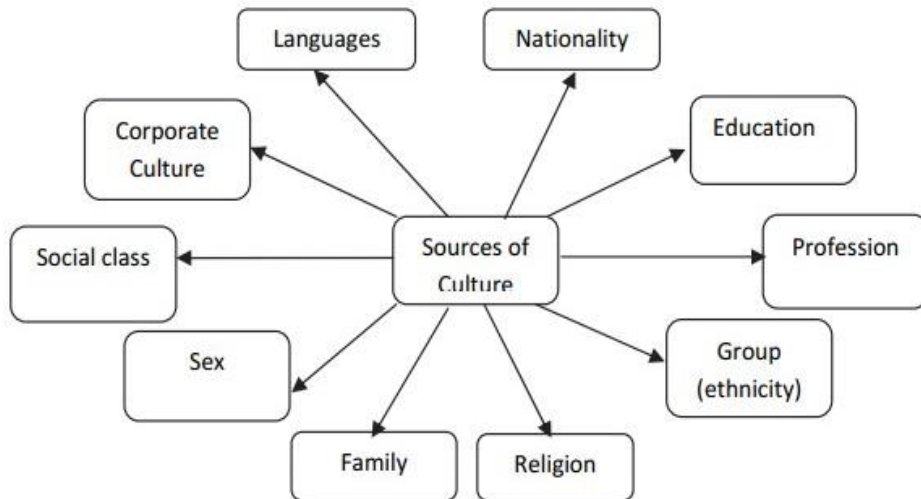
Figure 1. Source of Culture (Rashed, 2015, p7).

Marketing and marketing research, methods, tools, and types are covered in detail in many books and literature in general. So, this research work will mainly focus on marketing and selling products to foreign ethnic groups in Finland since it would be interesting and useful to explore the different current marketing channels, ads preferences, the reaction and behavior of foreign ethnic groups to marketing and advertisements made by companies in Finland. and to explore the current marketing strategies that target these ethnic groups via qualitative research and then investigate, analyze in an attempt to understand the reactions, preferences, etc. and accordingly improve and maximize the amount of selling and profit on one hand and recruiting foreign workers from these ethnic groups as a way of integration on the other hand. Some expected results after the completion of this research can be summarized as:

1) Explore and identify the reaction, behavior, ad preferences, and needs of customers from different foreign ethnic minorities in Finland in terms of marketing and advertisements made by companies in Finland.

2) Provide a useful source of literature for future researchers and provide companies with helpful information on culture, ad preferences, etc. of foreign ethnic groups so that interested companies can include these minorities in their marketing plans.

3) It will provide me personally with very beneficial information about foreigners in Helsinki, their preferences, culture, etc. Since I belong to a minority living in Finland and have been working alongside my studies for a Finnish K-Market company for some years.

1.1 The Aim and research question

The main purpose of this thesis is to explore and investigate the reaction of foreign ethnic minorities in Finland to the existing marketing and advertising strategy in terms of culture including, for example, language, preferences, colors, religion, etc.so that companies in Finland can benefit from this thesis and build effective and useful marketing communications with these ethnic groups and to better understand their customers' preferences, needs, and satisfaction so that the advertisements are made in a way that can attract more customers from these foreign ethnic groups by for instance offering ads in their languages, conducting statistical surveys to know their needs, preferences, etc. which can make a significant contribution to their profit in the future especially when the size of these minorities increases to a noticeable proportion of the total population in Finland.

The focus of this thesis will be mainly on the second question of the following important questions in marketing and advertising to foreign ethnic groups. The questions are interrelated and the goal is to answer these questions by collecting data through a qualitative survey questionnaire, obtain and analyze the results as an attempt to provide companies in Finland with a source that can help build effective and useful marketing communication channels with foreign ethnic groups in Finland when planning their marketing and advertising strategies.

- How should companies in Finland build effective and useful marketing communications with different foreign ethnic groups in Finland?
- What type of advertisements can attract consumers from a different ethnic background? What should it include? Benefits and costs.

- What can be done via social media to attract more consumers of these ethnic groups in some business sectors such as food, sports, clothing, education, etc.?

1.2 Thesis Structure

Two main elements are used in this thesis work, theoretical and practical. The theoretical part covers an introduction to the basics of marketing, definitions, literature review, marketing segmentation, and advertising media. The practical part covers the method and software used for exploring and coding the collected data via a qualitative statistical survey through a questionnaire designed and directed to individuals from different foreign minorities in the Helsinki area, and then code, analyze and visualize using Nvivo software. The obtained results are then discussed and analyzed. The survey questionnaire, a sample of respondents' answers, some clarification Figures are given in the Appendix.

2. A contextual and theoretical framework

Economic value or technology and performance are no longer sufficient in nowadays selling and marketing strategies. Companies must meet both the economic and cultural needs of buyers. For companies to succeed, they should train their marketers to build long-term growth from shared interests with consumers (Pauwels, 2006, pp.234-254).

Marketers thus focus on ethnic pride and nationalism by sponsoring local festivals and national holidays and making frequent use of cultural icons, artifacts, ethnic figures, or popular imagery. In recent marketing research, it has been confirmed that consumers increasingly choose products not just because of what they do, but because of what they mean. The symbolic meaning is more important than mere utility.

Pauwels (2006) cited that a Boston University sociologist, perfectly sums up the new dilemma faced by ethnic marketers today: "Which makes more business sense? To mount separate promotions and campaigns for each ethnic market? Or to try to develop advertising and media that will be able to grab all the diversity, a kind of mosaic marketing".

The act of buying is a way for some people to express their ethnic identities. and therefore with the many new groups of immigrants landing in Finland and making Finland their

homeland, marketers need to consider these new-comers when marketing and selling products to foreign ethnic groups in Finland.

In the last two decades, many foreigners moved to Finland due to various reasons such as wars, economic problems in some countries, and the growing reputation of Finland as a free and democratic country that preserves human rights, free education, etc.
This means a new marketing strategy, research, and plan became very necessary to meet the requirements of these new groups. A plan that should take cultural interests, religious values, preferences, traditional dresses, etc. into consideration and this can be done by communicating with these new ethnic groups, conducting statistical surveys, and getting to know them.

 Effective marketing means conducting statistical surveys and interviews to understand and know customers, their needs, and preferences to build new marketing plans and strategies. Statistical surveys were the key points in building effective marketing to multicultural consumers with different ethnic backgrounds in some countries like the USA, UK, and in general in countries that received immigrants many years ago such as Afro-Americans, Latinos, Hispanics, etc. Companies in these immigration countries developed and adjusted their marketing plans and introduced many new designs and plans that suit their new arrivals to increase their selling and open new brands in areas where new immigrants landed mostly (Pauwels, 2006, pp.234-254). According to the official statistics of Finland (Statistics Finland – Statistics) and as also cited by Mannila, S., Messing, V., Van den Broek, H. and Vidra, Z (2010, p21) this was not the case in Finland and some other Nordic countries did not have large groups of immigrants from Africa and Asia, and some other continents until lately, It was in the late1990s when the first noticeable group of refugees and immigrants arrived in Finland, but it seems the figures were too small to attract companies' attention to consider them or to include them in their marketing plans and research.

Since marketing contributes significantly to the selling and profit of any organization. So how efficiently the marketing job is done, depends very much on how the marketer understands the culture and environment of the people they are targeting. Every culture is somehow interrelated to some other cultures in many aspects but some unique properties

and characteristics define the cultural differences and therefore should be taken into consideration not only in marketing but also in general life to understand and be able to establish a peaceful community and accordingly to expand the business and gain more profit.

One of the efficient ways to understand other cultures, their preferences and requirements is the feedback and actually, it is the real way to know how to deal with other cultures and improve the services and products according to the received feedback, not to forget the fact that having multicultural and international employees can benefit and contribute to the profit of companies, organizations, etc.in many ways. Pires and Santon (2005) cited that, when marketing in a cultural environment with different ethnic groups, then revision is also a key point, that is, by testing something and see how it functions and if it does not meet the requirements then it is replaced by something better after research via statistical surveys and interviews. For instance, when a restaurant in Helsinki that is located in an area where most of the inhabitants are African advertises and offers a special meal but at the end of the day, the restaurant owner realizes that the food is not sold at all probably because that type of meal was not familiar or was unknown to the customers or maybe the language of advertisement was not understandable by foreign customers, so the owner asks for feedback and replaces that specific meal with one that the customers prefer according to the feedback received. These attempts or rounds are very effective in terms of cost and time for instance.

The cost of the loop should be very small at the beginning and for the case of the above-mentioned restaurant, the owner should make just a few meals at the beginning and increase or decrease the number of meals after receiving feedback from customers and how much food is sold. The time and risks are also important in these loops since spending too much time in offering certain services or a special type of meal in this example before receiving the customers' opinions can lead to a big loss. The risk of not selling the meals or selling just a few meals should be very small by making an experiment of a low cost at the beginning. According to Pires and Santon (2005), These loops can be done as follows:

1) Keep the costs for every single loop as small as possible
2) keep the time frame of each of these loops as short as possible
3) keep the risk of each of these loops as low as possible
4) figure out how to get as much feedback in that process as you possibly can

Rettig (2017) also cited that effective and successful marketing includes familiarity with the needs and expectations of customers, and Rettig (2017) suggested that this can be done by following the steps below:

1) take things much slower
2) focus on learning more about the target market and local consumer behavior
3) build constant feedback systems into your marketing strategy
4) hire local and international workers and employees
5) plan a very flexible strategy and design advertisements that meet customers' needs and preferences

2.1   Foreign Ethnic Groups in Finland

In recent years the numbers of foreigners from different ethnic groups have significantly increased in Finland and became an important population that contributes and consume a considerable amount of products in the Finnish market and therefore many companies from different sectors started planning to target these groups by building some new strategies, such as employing qualified workers from these foreign ethnic groups and designing new adds that match their culture, new ways of approaching these minorities.

Finland is very ethnically homogeneous. Most of the population is ethnic Finnish. The earliest inhabitants of the area were hunter-gatherers, most closely related to the modern-day Sami people of Finland. There are about 4,500 Sami left in Finland who are officially recognized as a minority. The Sami people have been living north of the Arctic Circle for over 7,000 years and account for a 5% minority in the Lapland Province (Mannila, S., Messing, V., Van den Broek, H. and Vidra, Z., 2010, p22).
Approximately 3.5% of the population is made up of foreign citizens, which is one of the lowest rates in the European Union. Most foreign citizens are from Estonia, Russia, Sweden, Somalia, and other nations. Tables 1 and 2 below show some statistics of Finns and some other minorities living in Finland.

Table 1. Ethnic groups, languages, religions, and sex ratios (Statistics Finland - Statistics, 2019).

Ethnic Groups					
Finn 93.4%	Swed 5.6%	Russian 0.5%	Estonian 0.3%	Romani 0.1%	Sami 0.1%
Languages					
Finnish (official) 87.9%		Swedish (official) 5.2%		Russian 1.4%	other 5.5%
Religions					
Lutheran 70.9%		Finnish Orthodox 1.1%		Other 1.7%	unspecified 26.3%
Sex Ratio					

Table 2. Birth rates of males and females (Statistics Finland - Statistics, 2019).

at birth: 1.05 male(s)/female
0-14 years: 1.05 male(s)/female
15-24 years: 1.04 male(s)/female
25-54 years: 1.04 male(s)/female
55-64 years: 0.97 male(s)/female
65 years and over: 0.76 male(s)/female
total population: 0.97 male(s)/female

According to Statistics Finland (2018), there were 387,215 foreign-born residents in Finland, corresponding to 7.1% of the total population. Of these, 261,508 (4.8%) were born outside the EU and 125,707 (2.3%) were born in another EU Member State. Some of the largest ethnic groups in Finland are Swedes, Russians, Estonians, Somalis, and recently many other groups from Asia, Africa, and Meadleast countries.

This research work is an attempt to include as many as possible individuals from these foreign ethnic minorities when selecting a sample for the planned qualitative research so that the sample is a good representative and the results will be reliable and real.

Country of citizenship	2017	%	2018	%	Annual change, %
Estonia	51 539	20,7	51 456	20,0	-0,2
Russia	29 183	11,7	28 747	11,2	-1,5
Iraq	11 729	4,7	13 078	5,1	11,5
China	8 742	3,5	9 230	3,6	5,6
Sweden	8 018	3,2	7 996	3,1	-0,3
Thailand	7 533	3,0	7 632	3,0	1,3
Somalia	6 677	2,7	6 448	2,5	-3,4
Afghanistan	5 792	2,3	6 198	2,4	7,0
Syrian Arab Republic	5 290	2,1	6 016	2,3	13,7
Viet Nam	5 603	2,2	5 941	2,3	6,0
Others	109 346	43,8	114 830	44,6	5,0
Total	249 452	100	257 572	100	3,3

The table above shows the growth of ethnic minorities in Finland over time and there is a total of 3.3% increase in the population which will become an important portion in the future to the Finnish labor market, economy, and of course a very good target for marketing companies. Including these groups into marketing strategies and advertisements will be important to consider especially, for goods and services companies that have branches in other cities in Finland.

Figure 2 and Table 4 below from statistics of Finland (Statistics Finland - Statistics, 2019) show how the languages and population of Finland according to the locals and immigrants, which is very important for marketers to know when planning and designing advertisements to different ethnic groups in Finland. Knowing the language, culture, traditions, and size of these ethnic groups is the key to attracting them to the market especially direct selling and marketing.
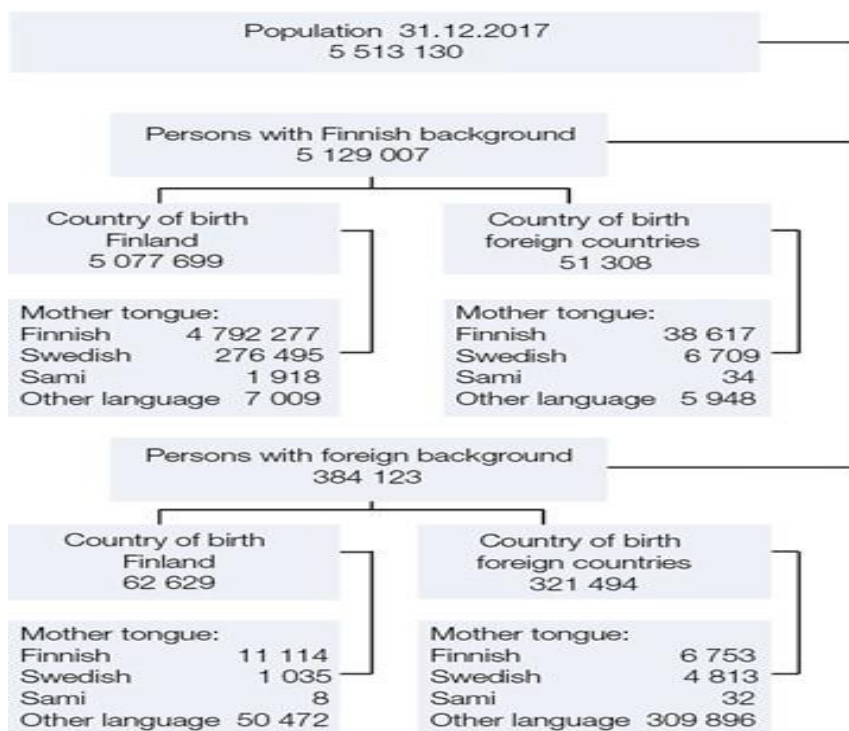
Figure 2. Population of Finland (Statistics Finland - Statistics, 2019).

Table 4 Spoken languages in Finland (Statistics Finland - Statistics, 2019).

Language/Year	2015	2016	2017	2018
Finnish	4 865 628	4 857 795	4 848 761	4 835 778
Swedish	290 161	289 540	289 052	288 400
Sami	1 957	1 969	1 992	1 995
Other languages total	329 562	353 993	373 325	391 746
Russian	72 436	75 444	77 177	79 225
Estonian	48 087	49 241	49 590	49 691
Arabic	16 713	21 783	26 467	29 462
Somali	17 871	19 059	20 007	20 944
English	17 784	18 758	19 626	20 713
Kurdish	11 271	12 226	13 327	14 054
Persian, Farsi	8 745	10 882	12 090	13 017
Chinese	10 722	11 334	11 825	12 407
Albanian	9 233	9 791	10 391	10 990
Vietnamese	8 273	9 248	9 872	10 440
Total	5 487 308	5 503 297	5 513 130	5 517 919

Marketing on one hand which has been defined earlier can also be expressed as a system that connects and interacts with many activities that are designed to plan, promotion, price, distribute, etc. for companies and organizations in a competitive way that leads to profit with a focus on customer needs and constantly develop programs to satisfy different market segments. On the other hand, a marketing strategy is a comprehensive plan formulated particularly for achieving the marketing objectives of the organization.

Paley and Martin (2007) in their market strategy approach emphasized that searching for fresh market opportunities and search for new market segments that are unserved or newly emerging such as the foreign minorities in the Helsinki area that are considered in this research work should be done via a creative marketing plan to look for new opportunities and create new segments, focus on the customer, build networks, apply technology, etc. Since this thesis work explores marketing plans and strategies as perceived from consumers' perspective among foreign ethnic minorities in Finland and how Finnish companies look at these minorities when marketing and advertising, the focus in the following part will be on marketing strategies importance when approaching or segmenting these minorities.

2.2 Marketing Strategy

Marketing strategy is one of the most important factors to consider when starting a new business and after defining the other essential parts of the business such as demographic, geographic, etc. that are needed in building a business strategy when companies start marketing and designing advertisements. Marketing strategy comes in many different ways and uses a variation of tools and anything else that can influence and increase the number of its customers and the demand for its products (Paley and Martin, 2007, p30). There are four terms or variables that make the mix marketing such as product, price, place, and, promotion each of which has its effect on marketing. These four variables can be combined to build a very effective marketing strategy and the other four variables that are closely related can be customer solutions, customer cost, convenience, and, communication which simply means that customers want to know the total cost of the product or service, good communication with the seller, and receive a satisfactory service in case of for instance a defective purchased product (Paley and Martin, 2007, pp-29-31).

Many different ways can be used to market a business. Some of the very common ways of online marketing are Facebook, Emails, Instagram, LinkedIn, etc. as an example, the role of social media nowadays became very powerful since most of the marketing, shopping, and services are done online in many advanced countries.

Platforms such as Facebook, Instagram, Twitter, etc. are used widely by companies to advertise and reach people easily to promote their products and services. Videos are also effective tools to advertise by recording some videos about products and services in languages spoken by new targeted segments or groups to help customers to quickly understand since visual explanation makes it easier for customers to understand.

2.3   Market Segmentation

A segment that is a group of people is used by companies in marketing and when selling products to these selected segments it is called the target market. In targeted marketing, companies have the opportunity to make different offers, special prices, and promotions to a selected group of people instead of selling the same product to everybody.

Dividing customers into segments depends on conducting statistical research and this can help companies to find the right direction for their marketing by gathering the common grounds these smaller groups share. It simply means putting customers that have similar preferences, needs for instance in a group so that the companies can perform better in terms of marketing, and advertising.

Segmenting and targeting markets have many benefits such as keeping your customers from other competitors, assign more money and selling offers to attract and focus on the most profitable customers, offer new product lines and produce more profitable brands. Remarketing of old products and brands is also one of the benefits that companies can use to identify new customers. (Kotler and Armstrong, 2018).

According to Kotler and Armstrong (2018, p130), market segmentation types can be classified as follows:

- **Geographic segmentation**

This segmentation divides the market into different regions or areas based on location, size of the city, and population density. For instance, a city with a large population will have more branches of a certain service or goods in that location and how to communicate with them. Many companies use the zip codes of the regions where their customers live

and accordingly know how to distribute their marketing efforts. So, the geography factor is essential simply because the interests-difference, values, and preferences can widely vary between cities, regions, and countries, so marketers need to recognize these differences and advertise accordingly.

- **Demographic segmentation**

Demographic segmentation helps companies to divide their market into variables such as age, gender, education level, family size, occupation, income, ethnicity, and more. This form of segmentation is a widely used strategy since individuals' needs are related to at least one of the demographic elements. An example of these demographic factors is ethnicity which is the main point of exploring and investigating in this research work which has a great significance in marketing. The ethnic markets in Helsinki are a good example of this factor and can show how important this factor is by just observing the buyers in an ethnic shop and their ethnic backgrounds. For instance, one can easily see many Russians buying their products from a shop with Russian products or seeing many Chinees eating at Chinees restaurants.

Age is one of the important variables of demographic segmentation and many companies consider this factor seriously and divide their customers to for instant, children, adults, middle-aged, and seniors since these groups share many preferences. Another variable is gender, which is obvious as men and women have different likes and dislike tastes, ways of thinking, so marketing and advertising to these two different segments have different plans and strategies.

Income also is a considerable factor when marketing and therefore companies try to segment consumers according to their income and know what kind of products to promote according to whether the consumers belong to a high or lower-income group. Ethnicity and religion have become essential factors in marketing especially nowadays with global internationalization, moving of people all over the world, and country changing for many groups due to wars and economic difficulties. These different ethnic groups have different attitudes, cultures, habits, interests, and beliefs and of course, this affects their buying habits. (Kotler and Armstrong, 2018).

- **Psychographic segmentation**

Psychographic information is one of the factors that companies pay a lot of attention to due to its role in segmenting customers since the customer's activities, opinions, etc. are

closely related to what they buy or need. Psychographic segmentation focuses on conscious and subconscious motivators and, also some traits such as values, personalities, interests, attitudes, lifestyle. Extensive surveys and interviews can be very effective and useful in understating the targeted customers in this segmentation. This can help companies to design special programs that meet their customers' needs.

- **Behavioral segmentation**

Customers normally act or behave in a certain way towards products, so this behavioral segmentation can help companies divide customers into groups to easily understand their reactions and behaviors towards their products, for instance producing a product with special properties for a special group that asked or wanted products with those special properties and this means that this segmentation pays more attention to some specific reactions and behaviors of customers and their attitude in buying. Many companies nowadays offer a review section for customers on their websites to gather information about this type of segment.

2.4   Market Channels

The variation of marketing over channels and multichannel is crucial since it utilizes both online and offline marketing communications channels to target and, reach customers. The main goal of multichannel marketing is to build a strategy and make plans to allocate the right resources so the companies can achieve business sales targets within a specific timeframe that could be annually or longer. (Kotler and Armstrong, 2018).

The most common communications channels are for example:
- Websites
- Physical stores
- Catalogs
- E-mail marketing
- TV
- Text messaging
- Blogging
- Direct mail

An effective multichannel marketing plan provides companies with workable and useful marketing communications techniques to meet customers' needs for a particular product or service. It connects multiple channels into one to produce multi-channel communication marketing channels.

3. Method And Data Analysis

The qualitative survey is the study of the diversity of a topic within a given population. The main steps in qualitative research are data collection, analysis of data, making hypotheses about the topic of research, and testing some samples theoretically until the researchers reach a full explanation of the subject. A qualitative sample should represent the variance or diversity of the research subject within the target population. The data collection can be done in many different ways but the most common way is by asking people, for instance via a qualitative questionnaire. The analysis focuses on finding or explaining the relationship between the characteristics of units or individuals and the explanation of the variance in the research topic.

Qualitative research is also defined as any form of collecting information that can be used to describe a set of collected data from individuals via interviews, questionnaires, etc.
The designing of the survey is made when there is unawareness of individuals' or groups' general attitudes, opinions, or even words they use to describe your topic which means it is unpredictable.
Another useful aspect of qualitative research is that it can provide us with very useful and detailed information about our topic of interest, especially when conducted with a small group (sample), however, one of the downsides of qualitative research, it cannot help us make a decision. (Bryman and Bell, 2011).
Bryman and Bell (2011), listed some of the common forms of qualitative research that are used frequently:

- Interviews
- Case studies
- Expert opinions
- Focus groups

- Observational research

- Qualitative survey via questionnaires

The design of a qualitative questionnaire depends very much on the type of research or survey to be conducted and since this research work is qualitative so the focus will be on qualitative forms and methods. Qualitative research is mainly about the study and analysis of characteristics such as habits or motivations that influence the decisions made by people for instance. Researchers can collect this information or data via inquiries or interviews to explore, analyze and then gain more understanding about feelings, attitudes, and habits that are not quantities and can not be measured on scales but provides important information for researchers when conducting statistical researches to support the collected data.

All the data should be treated confidentially, and a short description of the research must be given to the respondents along with how the data will be used, how the privacy of an individual is respected and put the involved individuals at ease to answer the questions by telling them to know that the whole thing is voluntary.

The questions can vary from survey to survey depending on the field of research whether it's health, agriculture, education, etc., but the most essential point is to make the questionnaire as clear as possible since most people tend to answer easy and clear questions and they do avoid answering complicated or very personal questions.

In this thesis, the qualitative questionnaire (given in the appendix) is directed to foreign individuals who have been living in Finland for over five years and are familiar with the Finnish language. The qualitative questionnaire includes nine open-ended questions with expected answers that are non-measurable (non-scalable) so that a qualitative method can be applied to explore and analyze the collected answers. The questions are chosen and written in a way so that the expected answers are closely related to the research aim and provide useful feedback that covers the most important information needed for conducting this research work.

3.1 Sampling and data collection

Qualitative data collection which is non-numeric helps to explore, visualize, and provides a deep understanding of research work. To reach accurate results and conclusions the data collected should be rich enough to be able to analyze and generalize. No matter which

method researchers choose to collect qualitative data there is always a huge amount of data involved in the process for example in this very simple research work where a simple survey of nine open-ended questions was sent to twenty individuals from different foreign ethnic groups living in Finland, the survey was conducted in spring 2020 by contacting the individuals directly or via emails, but still contained a huge amount of information to code and analyze using pen and paper but luckily a software program such as Nvivosoftware could help cluster, classify, visualize, and get insights. There are also different methods of collecting qualitative data as mentioned earlier such as interviews, questionnaires, etc. but they all take a considerable amount of time to transcribe, read the texts carefully before the process of analyzing data. In this thesis, the sample was selected based on ethnicity, gender, number of years living in Finland, basic knowledge of the Finnish culture. The sample size of twenty individuals was chosen believing that this size was sufficient to cover the portion of the population of foreign ethnic groups in the Helsinki area.

A sample of twenty individuals from different nationalities and ethnic backgrounds such as Russians, Somalis, Iraqis, etc. in Finland was selected based on some factors as mentioned earlier. For instance, the individuals have been living in Finland for more than 5 years and up to 20 years and this provides a better understanding of how foreigners react and understand the current marketing strategies and ads made by Finnish companies, how they got integrated into the Finnish culture and traditions according to the number of years they have been living in Finland.

3.2 Nvivo Software

Qualitative data analysis includes many different types of data such as videos, audio recordings, pictures, and text documents. In this thesis, the focus is on text analysis. where words in the text are considered, for example, words are coded or decoded, participants' actions or preferences are noted. (Bryman and Bell, 2011).

In this empirical work, the qualitative method is used via a qualitative survey (given in the appendix) and it is designed and directed to foreign individuals living in the Helsinki area to cover the main question of interest in this thesis so that a clear and useful understanding of the results can be obtained. All the collected answers to the qualitative survey in Microsoft word documents are formatted with qualitative survey questions as headings

and the respondents' answers as normal text, examined, and then imported to the Nvivo software package to code, explore, and visualize. The auto-code function in Nvivo creates codes automatically which is very similar to the manual coding, that is, to highlight the important (most related) text to the research questions in the respondents' answers and then create themes to later analyze and obtain the main conclusions.

NVivo is a qualitative data analysis computer software package. It has been designed for qualitative researchers working with very rich text-based or multimedia information, where deep levels of analysis on small or large volumes of data are required.

NVivo is used mainly by academics, government, health, and commercial researchers across a diverse range of fields, including social sciences such as autography, psychology, communication, etc. as well as fields such as forensics, tourism, criminology, and marketing. (*Nvivo*, QSR International, 2020)

NVivo accommodates " a wide range of research methods, including network and organizational analysis, action or evidence-based research, discourse analysis, grounded theory, conversation analysis, ethnography, literature reviews, phenomenology, mixed methods research, and the Framework methodology. NVivo supports data formats such as audio files, videos, digital photos, Word, PDF, spreadsheets, rich text, plain text, and web and social media data. Nvivo software can handle, code, and visualize a variety of data formats such as Microsoft Excel sheets, Microsoft Word documents, etc." *(Nvivo*, QSR International, 2020). In this thesis and the qualitative survey used, the data means the respondents' answers to the qualitative survey questions. The Nvivo software is a great tool to explore, code, cluster, query, reflect, and visualize the collected data and this can be of great help when analyzing the data since visualization is an important factor in understanding data.

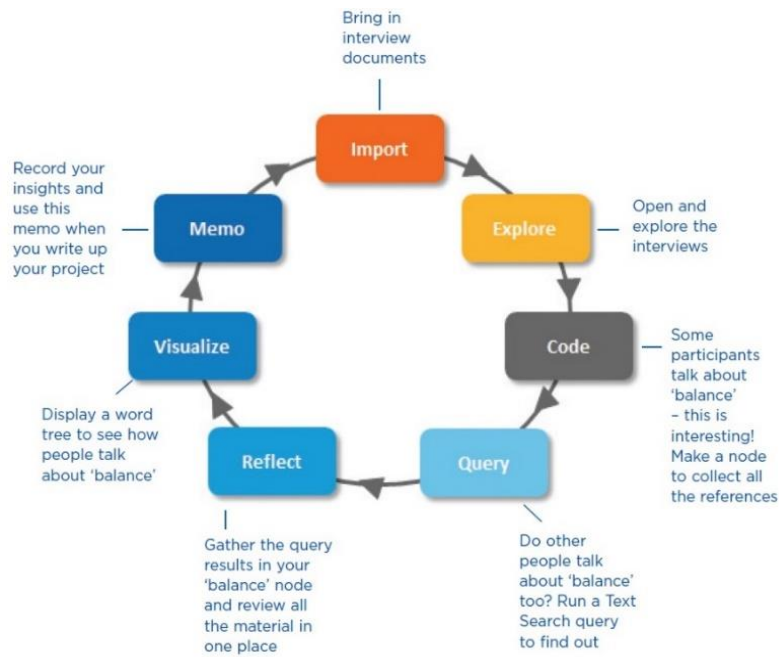The process of Nvivo software is shown in Figure below.

Figure 3. screenshot of Nvivo software (Nvivo, 2020)

3.3 Analysis in Nvivo Software

The Nvivo software is used for this qualitative research by starting a new project in the software and then the twenty data files that are respondent's answers to the nine questions in the survey questionnaire are imported, Table 6 below shows the percentage coverage (participation in answering the questions) of respondents. More details are given in the Appendix.

Table 5 Percentage coverage of participants.

Type	Name	Coverage
Document1	Survey answer 1	4,22%
Document2	Survey answer 10	3,56%
Document3	Survey answer 11	6,69%
Document4	survey answer 12	12,60%
Document5	survey answer 13	3,02%
Document6	survey answer 14	5,28%
Document7	survey answer 15	9,14%
Document8	Survey answer 16	0,95%
Document9	Survey answer 17	5,54%
Document10	survey answer 18	5,41%
Document11	survey answer 19	3,06%
Document12	survey answer 2	5,25%
Document13	survey answer 20	6,43%
Document14	survey answer 3	3,48%
Document15	survey answer 4	7,71%
Document16	survey answer 5	7,22%
Document17	Survey answer 6	7,38%
Document18	Survey answer 7	4,71%
Document19	Survey answer 8	0,59%
Document20	survey answer 9	6,83%

There are different ways of coding the data in Nvivo software and one of the easiest and useful ways that can save time is auto-coding. In the auto-coding process, the software creates nodes for the imported data written in Microsoft word documents (word files in this research work) and applies the text format- recognition automatically for headings (survey questions) and normal formatted paragraphs (respondent's answers). This is very handy when coding and visualizing nodes, creating a matrix for nodes and other querries and the same procedure is utilized in this thesis which means that all the word files (twenty respondents' answers) are imported to Microsoft word and then all nine survey questions are formatted as HEADINGS and all the respondents' answers are formatted as NOR-MAL text. The predefined classifications such as demographic, preferences, etc. can be applied to the imported and formatted files which means that Nvivo can automatically classify the respondents to for instance male and female, number of years living in Finland, ad preferences such as TV, social media, as shown in Figure 4 below.

Figure 4. Text files coded into nodes.

3.4 Empirical Insights

In this qualitative research, the respondents have been classified according to their gender (male and female) by creating a case for the imported files and then attributes of case classification such as ads preferences, number of years living in Finland were added. This operation simplifies the coding of files and creating useful nodes. It also helps in comparing cases between males and females. Figures 5-6 below show the cases and attributes.
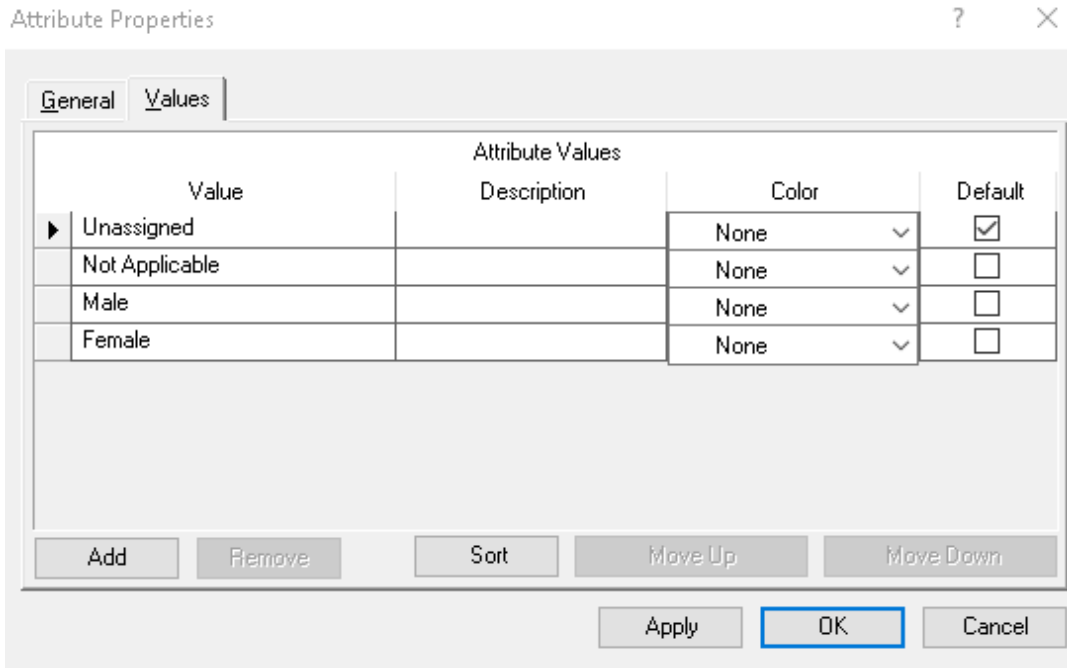
Figure 5. Case classification with gender attributes.
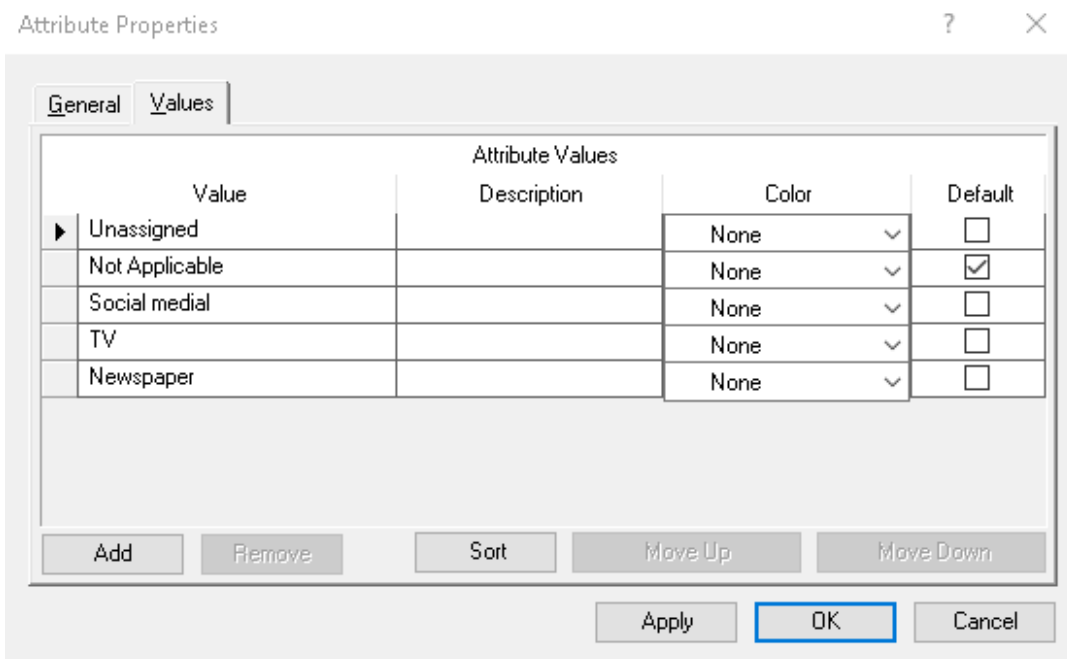
Figure 6. Case classification with ads preferences

The demographic factor is important when conducting statistical research in marketing and making advertisements for foreign ethnic groups living in Finland in terms of ethnicity, roots (country of origin), and period living in Finland since the reaction, behavior,

and preference can vary widely between males and females regarding, for example, colors, brands, etc.

The other essential case classification attribute in this research was respondents' priority in following the ads from different channels such as social media, TV, and newspaper. Social media such as (Facebook, Instagram, Twitter, etc.) seem to be dominating the advertisement business nowadays.

4. Findings and Analysis

Grounded theory in marketing usually begins with the collection of qualitative data. As researchers review the data collected, repeated ideas, concepts or elements become apparent, and are tagged with codes, which have been extracted from the data. As more data is collected, and re-reviewed, codes can be grouped into concepts, and then into categories. These categories may become the basis for a new theory. Thus, grounded theory is quite different from the traditional model of research, where the researcher chooses an existing theoretical framework, and only then collects data to show how the theory does or does not apply to the phenomenon under study (Bryman, 2015).

This research work is based mainly on this grounded theory, where data are collected, reviewed, examined, most common, and relevant texts are extracted, clustered and concepts and conclusions are made out of created themes, that is, the inductive method is applied.

To get a deeper insight into twenty respondents' answers, their reactions, preferences, etc. a complete reviewing and examining of the survey answers were performed to further understand their points of view and opinions on Finnish marketing and advertisements by extracting the most important information in terms of survey questions and after carefully reviewing and examining the important and common useful sentences and words, the extract is combined to themes as shown in Table 6 below:

Table 6. Extracts and Themes.

Ads channels	- I am mostly using social media, so I am more attracted to social media Ads
	- Instagram. Sometimes they are relevant, something which I was looking for
	- I watch TV at home and follow some Finnish programs
	- Social media because I follow advertisements and news on it
	- I follow ads on social media
	- Television is the best as I know
	- I go through newspaper ads more
Ads in foreign languages	- Some ads in English and Swedish because I think that will attract more customers
	- Things in languages other than Finnish
	- Arabic language/subtitles
	- Subtitles in English were always nice
	- more information in English.
	- To have some ads in Russian and English languages
Recruiting and employing foreign workers	- Startups are most likely to succeed in cultivating the multinational work culture
	- I agree to have international workers and employees with multicultural backgrounds
	- opening some new training courses and workshops for foreign workers
	- Finnish companies and businesses should get foreign workers and employees more involved in their business
Culture and traditions	- I think Finnish ads have more "earthy" colors
	- I prefer Finnish ads compared to US ads, Finnish ads can be funny and clean
	- Very clear details of items and prices without any exaggerations.
	- The advertising and marketing in Finland are different from what we have in Turkey.
	- I am mostly attracted to graphic designs
More investment in ads in social media	- but active engagement in social media via their channel and holding contests, games via Instagram, or Facebook
	- The Finnish companies should target more ethnic groups on social media by employing some individuals from these ethnic groups as advertisers on Facebook

In the first question, the respondents were asked what were their ethnic backgrounds and how long have they been living in Finland. According to their answers, the respondents belonged to different ethnic groups from different nations such as Russia, Iraq, etc. and the purpose was to have a diverse multicultural sample that could include individuals from different backgrounds and to see the differences in their backgrounds and how will that affect their ads preferences for instance. The majority of the respondents have been living in Finland for some years that were sufficient to familiarize themselves with Finnish culture, commercial ads, and somehow integrated into Finnish society. The number of years the correspondents lived in Finland did not affect their preferences since there was not a noticeable difference among respondents in terms of the number of years living in Finland and their desires, ads preferences, etc. as it is shown in Figure 7 below.
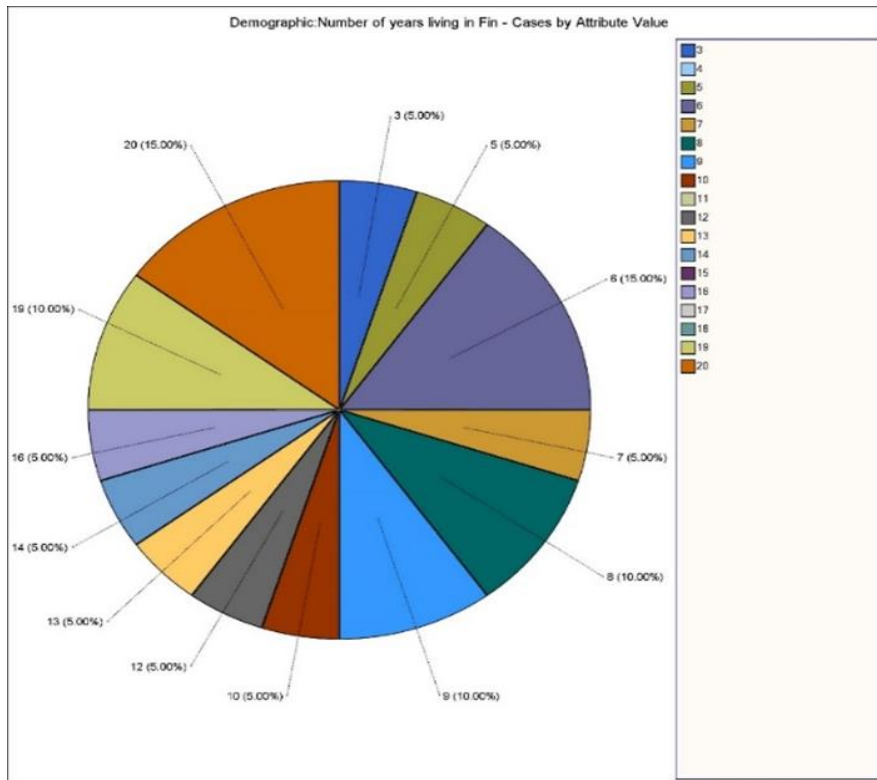
Figure 7. Number of years the participants lived in Finland

In the second question, the respondents were asked their gender, to have a good representative sample of both males and females and mainly to see if the gender played a role in respondents preferences regarding marketing and ads on different channels such as TV, social media, etc. and also to see if for instance females preferred a special advertising channel as an example. The sample included 61.90 % males and 38,10 % females as shown in Figure 8 below which is quite a balanced sample to investigate and analyze the data properly.

Demographic:Gender - Cases by Attribute Value

Male
Female

Female (38.10%)

Male (61.90%)
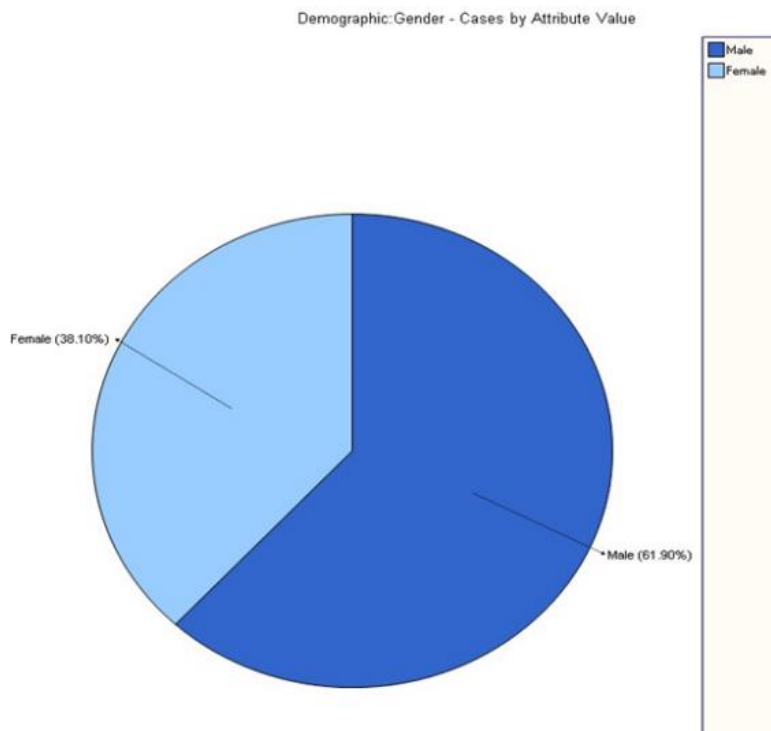
Figure 8. Participants gender in percentage

In the third question, the respondents were asked what advertising channels such as TV, social media, newspaper, etc. attracted them most and why they preferred those channels. After examining the answers and performing the coding process, it turned out that the majority of respondents both males and females showed a great interest in ads that are advertised via social media such as Facebook, Instagram, etc. which means that social media nowadays play a significant role in marketing and communicating with consumers and this is an indicator that the companies should invest more in social media advertising and reaching foreign minorities in Finland since it is the main source of information, news and of course ads. Other advertising channels such as TV and newspaper were of less interest by respondents but still preferred by some people and that is probably due to their ages or a limited usage of internet and social media or some other personal reasons. Only one respondent showed no interest in ads but that did not affect the flow of the research work and results obtained.

In the fourth question, the respondents were asked about their suggestions and what they wanted to have in Finnish ads and marketing to attract more customers from their ethnic groups. Almost all respondents in the sample preferred and suggested having ads regardless of the advertising channels in another language and mainly in English since it

is very costly and time-consuming to have ads in many different languages, and also English language is widely used and understandable by many people. This is good news for Finnish companies that they can offer their ads in English only and not in many languages to easily communicate and reach people from these foreign ethnic minorities to attract more customers and build a suitable marketing and advertising plan and strategy that can fit their culture, preferences, traditions, etc. A few respondents suggested having TV subtitles for ads in English, ads that include offers and discounts in Newspapers, Flyers, etc some information in English in terms of offers-time, amount of discount for instance. Some respondents suggested that Finnish companies should start targeting these foreign minorities in depth by making products and offer services that are specially designed and produced to attract more new customers since the population of these foreign minorities is growing fast and constituting a considerable portion of the Finnish population.

In the fifth question, Finnish marketing and ads can be different in design, color, traditions, etc than those of individuals in the sample, so the respondents were asked to list the main differences, and were also asked to mention what attracted them most in ads made by Finnish companies. The answers to this question varied widely among the respondents depending on their background, religion, culture, etc. and whether they were from Europe or Asia for instance. Respondents from Africa and Asia, for instance, seemed more conservative towards TV ads that showed women advertising a beauty product or hair-style and the way the women dress or behave in these ads while respondents from Europe and other western countries did not pay attention to this factor but instead focused more on the quality of the ad, sound, and music attached to the ad as another example. Culture, traditions, and religious rules in some countries can vastly affect the type, design, etc. of ads and that is why it is very essential for companies and even before market targeting a group to understand and know how to approach, what they like, dislike, what is allowed and not allowed in their culture, this is just an example but of course, there is more to look at in details when deciding to market to people with different ethnicity, background and so on.

In the sixth question, the respondents were asked to express their opinions in terms o what Finnish companies should do more when marketing in social media (Facebook, Instagram, Twitter, etc.) to attract more customers from foreign ethnic groups in Finland. This question attracted the attention of respondents greatly since the majority uses the

internet and social media applications daily and they think that Finnish companies should start conducting statistical surveys to explore and understand the needs and preferences of individuals from these ethnic minorities in details and build some special channels of communication with each target group in their language knowing that this kind of marketing and ads are very effective in Facebook and Instagram for instance. Some of the respondents also suggested that Finnish companies should contribute and participate in some events held by these minorities such as their religious, or traditional parties to further understand their traditions, their preferred colors, etc. and this will lead to building a strong channel of communication and help the companies to attract new customers and keep the loyalty of their old customers.

In the seventh question, Many companies try to employ people from different ethnic groups who are multicultural, multilingual to understand customers from these ethnic groups, their traditions, favored colors, etc. and in this question, the respondents were asked to express their ideas and thoughts on how this can be done in Finland? and how to improve the current state. All twenty respondents considered this question with great interest and provided useful ideas and suggestions that included among many offering more intensive business-oriented courses in the Finnish language, open new recruiting centers in areas populated with these ethnic groups. Respondents believe that the majority of customers will feel happy, buy more, and build a long term bond with companies where the salesman, for instance, is multicultural, speak their language or at least understand some traditions of where the customers come from.

Another idea was given by some respondents that the Finnish companies should search and look closely at the size of the population of each ethnic group and try to market target these groups separately by employing a few qualified individuals from these ethnic groups and train some unqualified ones constantly for the future. For foreign groups with a large population such as Russians or Somalis in the Helsinki region, for instance, there is already some kind of this strategy but it needs improvements by including other smaller minorities, more recruiting, and more communications. Respondents also believe that companies that have foreign workers and employees are recognized very well, receive more attention and respect, etc. from foreign groups simply because from customers' point of view this kind of companies believe in diversity and treat their workers and customers in a way that is not based on any racial difference or culture, religion, political, differences.

In the eighth question, the respondents were asked what they think of marketing and advertising in Finnish newspapers, flyers, radio, TV, and provide a short example. The respondents' answers to this question again varied widely depending on their background, culture, traditions, etc. As an example, the respondents from Estonia did not see a big difference in TV or social media ads except the language while respondents with African background found Finnish ads very strange in terms of content, colors, age-suitability for TV ads. This is understandable due to cultural differences, for instance, one would not expect to see people drinking a cold drink while sitting in the sauna in any TV ads in Africa, for some obvious weather-related reasons and of course some other religious and traditional reasons, but these kinds of ads are popular and acceptable in Finland since sauna is a great part of Finnish culture, this is just a simple example of how the culture affects the nature, content, style, etc. of marketing.

In the ninth question, the respondents were asked to freely add any comments or information of their choice. Most of the respondents who answered this question again suggested having more ads in the English language, more recruiting of foreign workers, statistical surveys to better understand and know foreign ethnic groups in Finland, their needs and preferences as customers.

The visualization tools in Nvivo software can provide very useful information and hints on the most common and similar words in respondents' answers that help in making conclusions, for instance, Figure 9 below shows the word cloud of most common and popular words (words in big text format) used by respondents. One can easily see that respondents are interested in training and recruiting foreign workers, ads in other languages as an example.

Figure 9. Word cloud of common and frequent words

The clustering of words shown in Figure 10 below shows the most similar words used by participants in their responses which is very helpful in recognizing how participants are connected in their responses, the relationship between their answers, and what kind of preferences, reactions, and goals they have in common which again helps to determine the similarities and how the answers are related to each other. For instance, in Nvivo Figure 10, survey answer 1 which is the first respondent's answer to the survey questions is connected to survey answer 5 which is then connected to other respondents' answer and this shows that these respondents share the same words in terms of preferences such as language or social media and this can be seen from the clustering of most occurring words.

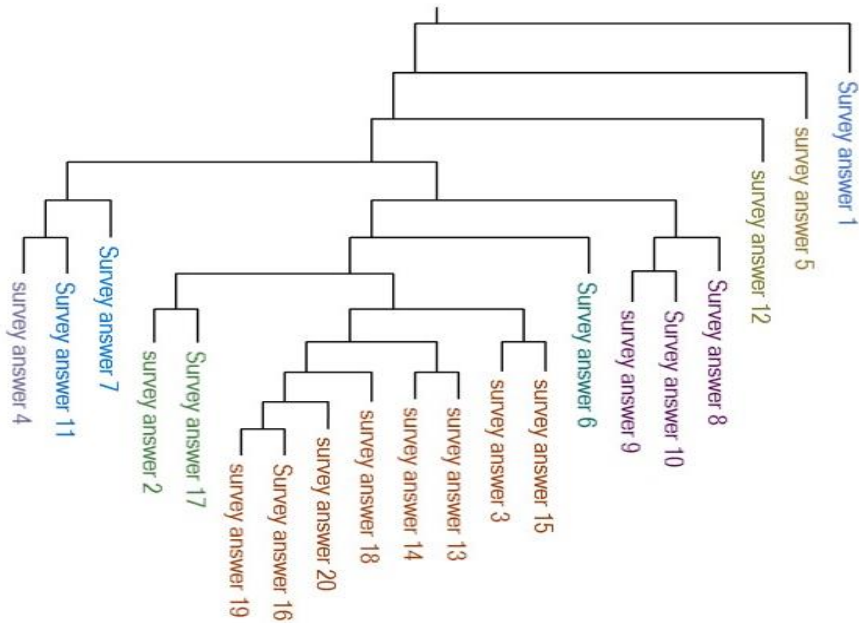Items clustered by word similarity

Figure 10. Words that co-occur are clustered together.

An example of how the visualization in Nvivo can help to cluster the related items or texts in smaller groups and then themes to get an easy way of gathering likewise or common texts together as shown in figure 11 below.

Figure 11. Word tree connection (marketing connection to other words).

5. Discussion and Conclusion

This thesis aimed to explore and investigate the reactions and opinions of foreign ethnic groups in Finland to the existing marketing and advertising strategies and policies concerning market segmentation, advertising, and communications with these foreign ethnic groups and obtain results that can help Finnish companies to build effective communication and marketing channels with these foreign ethnic minorities in Finland as well as types of ads that can attract more customers from these minorities.

As mentioned earlier in the literature review, culture and its elements such as language, religion, customs, traditions, etc. have a great impact on marketing and advertising. An effective marketing segmentation, good communication routes, and statistical surveys are the main tools for identifying and reaching these foreign ethnic groups.

Marketing and advertisements made and designed for foreign ethnic groups have been in the focus for many companies lately due to the rapid increase in the number of immigrants

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and refugees especially to European countries including Finland. Internationalization and cross border trading also play a big role in marketing plans and strategies in terms of customers' preferences, traditions, culture, etc.(Pauwels, 2006). The author of this thesis wanted to explore and investigate the preferences, reactions, language preferences, and other cultural-related issues of foreign ethnic groups in Finland towards Finnish marketing and advertisement to explore, analyze, visualize and come up with results that can provide Finnish companies with tips and ideas to improve their marketing and advertising strategies towards foreign ethnic groups in Finland since their population is growing and there is a noticeable increase in their population compared to many years ago as mentioned in chapter two (2.1 foreign ethnic groups in Finland) and therefore should be taken into consideration for companies that produce for instance goods and services to attract more customers and gain more profit.

Throughout the exploring, research, and analysis, the author of this thesis found out that a vast majority of respondents in the qualitative survey questionnaire preferred to have ads in other languages and mainly in English since it is an international language. Designing special ads in a different language and considering for instance colors, figures, or pictures that appear in these ads can be very costly but in most cases, the size of the foreign ethnic minority plays a big role in whether it attracts companies' attention or not.

According to the respondents' answers and analysis of data, ads in social media channels were the most popular, and almost all respondents found social media such as Facebook and Instagram for instance as a very effective way to advertise since most of the people are in touch with these platforms daily and therefore it is important and beneficial for the companies to invest more on social media in terms of contacting foreign ethnic groups in Finland.

Recruiting, training, and employing foreign workers in Finnish companies and including them in Finnish ads and marketing were suggested by all respondents as a good and effective way for some Finnish companies that serve, sell, and deal regularly with these ethnic minorities to attract more customers and eventually increase their profit since these foreign workers possess the knowledge of other cultures, speak their minorities' languages and aware of cultural differences.

In addition to the research question (how should Finnish companies build effective and useful marketing communication routs, relevant and effective advertising channels with different foreign ethnic groups in Finland), another useful note was obtained from case

classifications in Nvivo software showing that there was no noticeable difference between males and females as shown in figure 8 above in terms of having ads in other languages but there was a noticeable difference among participants in terms of the source of their favorite ads as the majority preferred social media over TV and newspapers. The number of years the participants lived in Finland did not play a big role in their choice of ads' language since they all desired to have the ads in their language or at least in the English language. So one can conclude that the types of ads that attract more consumers (according to respondents' answers) should include cultural factors such as language, behavior, religion, traditions, etc. It should be mentioned that most of the research procedure starting from data collection, exploring, coding, visualizing, and analyzing went smoothly despite some delays in receiving data from respondents and also the time spent in learning Nvivo software, designing and formulating survey questions was one of the other difficulties since they should be clear, precise and cover research questions, but open-ended questions in qualitative research need a lot of exploring, reviewing, coding, etc. the answers to these open-ended questions are unlike the numeric question in qualitative research for instance.

After data collection, clustering, coding, visualizing, and analyzing, the main results can be summarized as:

- More ads in foreign languages, preferably in English as it is an international language.
- Finnish companies should invest more in advertising on social media using different languages such as English and Russian simply because social media platforms such as Facebook, Instagram, etc. became the main source of information and news for many people.

  According to respondents' answers the following two points were suggested and recommended by respondents:
- Finnish companies should recruit, train, and employ more foreign workers from different ethnic groups and include them in their ads and marketing to increase their customers and subsequently gain more profit.
- Advertising companies should take into consideration the traditions and culture of these ethnic groups in terms of designs, colors, etc.

5.1 Trustworthiness of Study

Marketing and advertisement to foreign ethnic groups in Finland was the focus of this thesis and after collecting a sample of random data confidentially from individuals that belong to different ethnic groups, a qualitative research method using Nvivo software was applied to code, explore and analyze. The author then concluded that the research met the main research question in obtaining the essential key points needed to improve the marketing and advertisements directed to foreign ethnic groups in Finland.

The credibility of this research comes from the fact that all data, and information were real, accurate, and the data was collected carefully from twenty individuals that belong to different foreign ethnic groups such as Russians, Estonians, Brits, Iraqis, etc. in the Helsinki area with an essential goal of having a good representative sample and expecting realistic answers to the nine questions of the qualitative questionnaire. The respondent's answers were all reviewed and examined one by one very carefully to check reliability, how they matched and met the questions' purposes. All findings and conclusions are based on real data, respondents' answers, author's analysis, and therefore the results are very reliable from the author's point of view and belief.

5.2 Future Research

The recommendation for future studies in this field could be a deeper investigation and analysis by using a larger sample to include other regions of Finland so that the research sample includes individuals from foreign ethnic groups from different cities in Finland and see their perspective of Finnish marketing and advertising using the same approach used in this thesis. Another recommendation for future research could be a quantitative survey, selecting a larger sample from different regions of Finland, use some suitable scale such as the Likert scale, apply some quantitative measures such as ANOVA, Chi-square, and correlations. Such a study might provide a more precise understanding for instance how accurately the number of foreign customers from different ethnic groups buying products from different shops is related to the number of foreign workers working for the same shops as an example. It would be very interesting to find the correlation between the number of customers attending a certain market and the number of foreign workers from ethnic groups that are working for the same market.

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Appendix

Research Survey Questionnaire

Marketing and Selling Products to Foreign Ethnic Groups in Finland.

Hello,

My name is Shahrazad Karis, I am studying business administration at Arcada University of Applied Sciences. For my graduation thesis, I am conducting a statistical qualitative survey on foreigners living in Finland who belong to different ethnic groups. The research is about marketing and selling to foreigners from different ethnic groups in Finland. I would therefore truly appreciate your assistance in answering the following questions. All answers and information are strictly confidential. Thank you very much.

1. What is your ethnic background and how long have you been living in Finland?

2. What is your gender?

3. What types of ads (TV, Newspaper, Social media, etc.) attract you more? why?

4. What do you suggest to have in Finnish ads and marketing to attract more customers from your ethnic group?

5. Finnish marketing and ads can be different in design, color, traditions, etc. than yours, what are the main differences and similarities? What attracts you most?

6. What do you think the Finnish companies should do in terms of marketing in social media (Facebook, Instagram, Twitter, etc.) to attract more customers from foreign ethnic groups in Finland?

7. Many companies try to employ people from different ethnic groups who are multicultural, multilingual to understand their customers, their traditions, favored colors.....etc. How do you think this can be done in Finland? and how to improve it?

8. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

9. Please kindly feel free to add any comments or information about your choice.

THANK YOU FOR TAKING PART IN THE SURVEY!

Sample of text coding

Below is a sample of text extracts from codes of survey questions where the texts are the most common words and sentences in the answers of twenty respondents to question number three in the survey questionnaire. The same procedure was used for the rest of the survey questions.

Q3. What types of ads (TV, Newspaper, Social media, etc.) attract you more? why?

-I am mostly using social media, so I am more attracted to social media Ads, also bill-boards, poster advertisements. I find TV commercials annoying

-Social media ads because they tended to suggest products based on my browsing history.

- Instagram. Sometimes they are relevant, something which I was looking for.

-Newspaper (analog & digital, social media (linked to news, political parties, and similar)

-Social Media because I use for instance Facebook and Instagram quite often.

-I watch TV at home and follow some Finnish programs

- I follow all social media, newspapers, TV, flyers, and all other advertising channels.

-Social media
- My most preferred methods are TV, newspaper,

-I watch TV quite often and follow the ads

-Social media because I follow advertisements and news on it.

- All ads attract me. I go through newspaper ads more

- I follow ads on social media and sometimes on TV

-Social media ads. These usually appear after I have been shopping or browsing online.

-Television is the best as I know to expect them during commercial breaks

-for sure pay more attention to social media (e.g. Instagram).

-Social media- pictures, videos, and blogs.

-Newspaper/posters; they seem to have less crap,

-Social media

-Social media. I hardly watch TV

Some screenshots of Nvivo analysis and visualization

Auto-coding screenshots

\<Internals\\survey answer 14\> - § 1 reference coded [8,28% Coverage]

Reference 1 - 8,28% Coverage

5. Please kindly feel free to add any comments or information about your choice.

t would be great if Finnish companies could conduct more statistical surveys among foreign ethnic groups so that they get to know them better.

THANK YOU FOR TAKING PART IN THE SURVEY!

\<Internals\\survey answer 15\> - § 1 reference coded [7,83% Coverage]

Reference 1 - 7,83% Coverage

6. Please kindly feel free to add any comments or information about your choice.

t would be great to an online newspaper or website in the Russian language advertising all products, services and their prices.

THANK YOU FOR TAKING PART IN THE SURVEY!

\<Internals\\Survey answer 16\> - § 1 reference coded [5,82% Coverage]

Reference 1 - 5,82% Coverage

1. What do you suggest to have in Finnish ads and marketing to attract more customers from your ethnic group?

<Internals\\survey answer 15> - § 1 reference coded [4,42% Coverage]

Reference 1 - 4,42% Coverage

Because I like to see ads related to women's fashion and prices. I also want to keep up to date with news and what is happening in the world.

<Internals\\Survey answer 16> - § 1 reference coded [1,27% Coverage]

Reference 1 - 1,27% Coverage

Arabic language/subtitles

<Internals\\Survey answer 17> - § 1 reference coded [4,41% Coverage]

Reference 1 - 4,41% Coverage

- My most preferred methods are TV, newspaper, and ads delivered to home. Because I feel like they are more natural and lively.

<Internals\\survey answer 18> - § 1 reference coded [0,06% Coverage]

Reference 1 - 0,06% Coverage

<Internals\\survey answer 19> - § 1 reference coded [2,31% Coverage]

Reference 1 - 2,31% Coverage

Social media because I follow advertisements and news on it.

2. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

I think the future of Finnish advertising is very promising, but more diversity is needed. The use of humor and creativity is always a plus if it's done with good taste.

<Internals\\survey answer 12> - § 1 reference coded [19,08% Coverage]

Reference 1 - 19,08% Coverage

3. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

In recent years many developments in terms of appearing more international and more open to other ways of life.

Still, a way to go so everyone feels included but no one excluded (also not to forget the ordinary native Finns if a company ad exists only of black, Muslim and gay people.)

In general, there should be only languages where everyone can access (Finnish & English).

Unless there is a product, service or offer targeting mostly exclusively people with certain languages.

Exception/ Example: Somali concert in Helsinki or a Kurdish food shop.

I think they are suitable for Finnish culture and customer preferences. But as I mentioned they should start looking at the new-Finnis and other foreign minorities.

9. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

They are perfect and flyers are rich in information about for example offers and discounts.

10. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

As stated earlier, I find the audio advertisements mostly unattractive as they tend to be vocally loud with the humor feeling forced. Any English used in marketing tends to be overused phrases. If I happen to see any ads in written English, I will read or show some interest in them.

4. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

I think the ads and marketing I general are designed to suit the Finnish market, meet the Finnish culture and traditions. Almost all ads on TV are only in the Finnish language for instance.

<Internals\\survey answer 14> - § 1 reference coded [11,76% Coverage]

Reference 1 - 11,76% Coverage

5. What do you think of marketing and advertising for example in Finnish newspapers, flyers, radio, and TV? please give a short example.

Tv and newspapers are my favorite media so I think there should be a little bit more explanations in other languages, at least the names of some products that are very difficult for foreigners when they are written in Finnish language only.

<Internals\\survey answer 15> - § 1 reference coded [10,54% Coverage]

Reference 1 - 10,54% Coverage

3. Many companies try to employ people from different ethnic groups who are multicultural, multilingual to understand their customers, their traditions, favored colors.....etc. How do you think this can be done in Finland? and how to improve it?

A similar situation as answered in question 6:

More "inclusive marketing": If the company wants to attract more diverse people it needs to show a diverse company: Interracial workforce of all genders and religious beliefs in company ads and bringing examples of how minorities can still live their way of life (a canteen that offers kosher/halal food, a homosexual person stays next to a hijabi on a company ad, etc.)

<Internals\\survey answer 13> - § 1 reference coded [15,65% Coverage]

Reference 1 - 15,65% Coverage

4. Many companies try to employ people from different ethnic groups who are multicultural, multilingual to understand their customers, their traditions, favored colors.....etc. How do you think this can be done in Finland? and how to improve it?

This is very much needed. Finnish companies and businesses should get foreign workers and employees more involved in their business so they can easily understand their customers and receive their feedback to further improve the services and products.
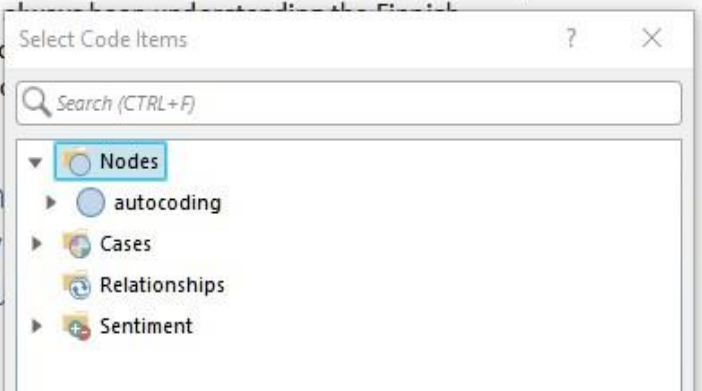
3. What types of ads (TV, Newspaper, Social media, etc) attract you more? why?

I am mostly using social media, so I am more attracted to social media Ads, also billboards, poster advertisements. I find TV commercials annoying and especially when I am watching an interesting program and then commercials come up.

4. What do you suggest to have in Finnish ads and marketing to attract more customers from your ethnic group?

I think most of the commercials/ advertisements in Finland are designed mainly for Finnish consumers and the main challenge for me has ~~always been understanding the Finnish~~ language. So, I think the best way is to have m~~ore~~ advertisements. That way, I can easily be attra~~cted~~ without understanding what they are saying.

5. Finnish marketing and ads can traditions.....etc than yours, w similarities? What attracts you

Select Code Items ? ×

Search (CTRL+F)

▼ ◯ Nodes
  ▶ ◯ autocoding
  ▶ ◉ Cases
  ◉ Relationships
  ▶ ◉ Sentiment

Nodes clustered by coding simi ✕

Node A	Node B	Pearson correlation coefficient
Nodes\\autocoding\5. Finnish marketing and ads ca	Nodes\\autocoding\2. What is your gender~	1
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Text coding in Nvivo:

Examples of visualization of nodes and related source files (respondents' answers).
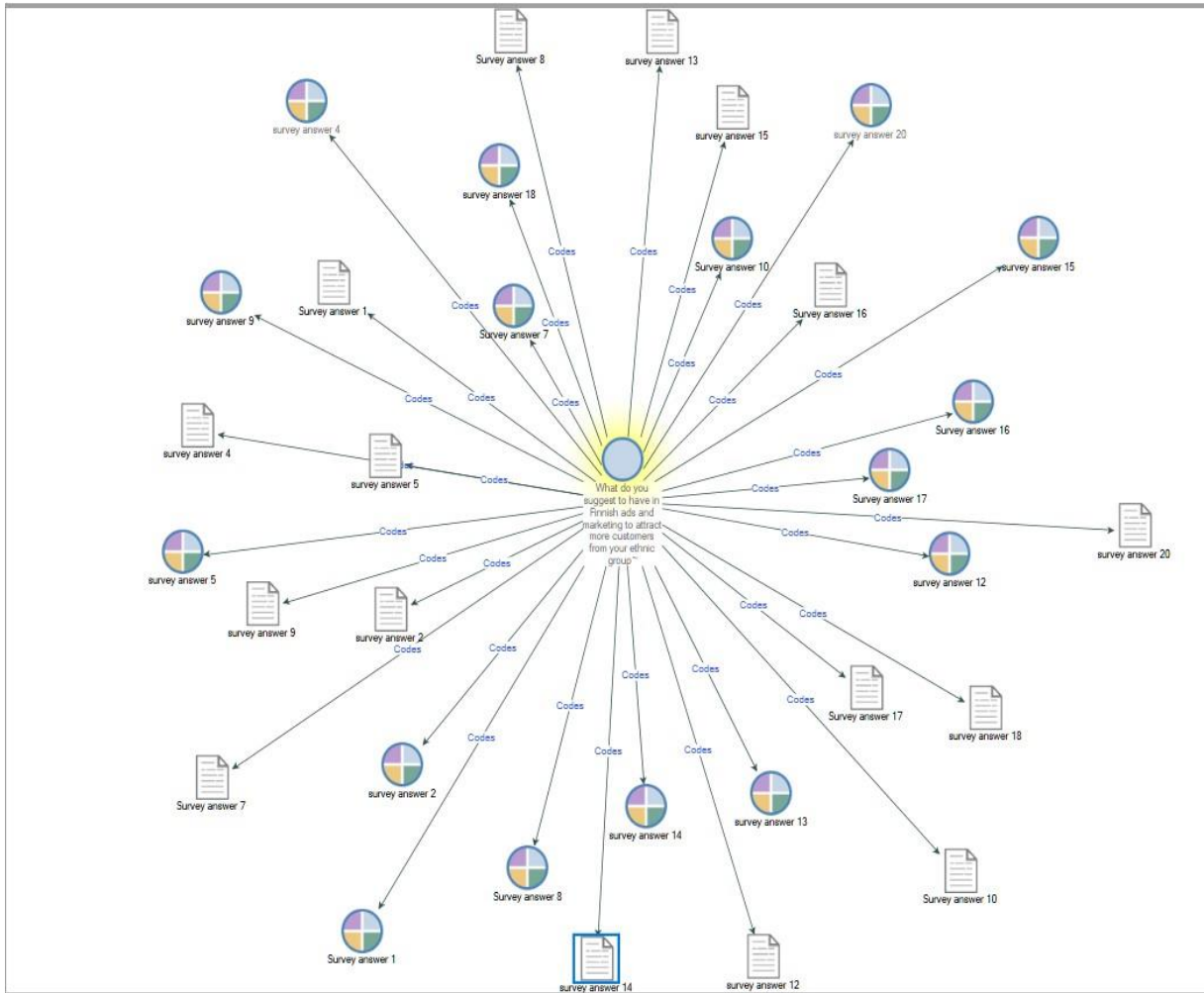

Figure 12. similarity and common words in respondents' answers to a question.

Figure 13. Network of survey questions and respondents' answers.

The cloud of common and similar words in respondents' answers

Figure 14. Word cloud of most frequent and common words.