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TUUSULA HOUSING FAIR CUSTOMER EXPERIENCE



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This bachelor's thesis aimed to examine why the customers visit the Housing fair and how would then profiling the visitor based on this research help the Housing fair organization. As this year 2020 began, the global pandemic COVID-19, has affected the consumer behavior during Spring and Summer 2020 in Finland and had this affected the customer behaviour of the visitors.

This research was conducted for the Tuusula Housing fair 2020, and the Housing fair organization can and will use at least some part of the questionnaire results for future fairs. Several questions in the questionnaire are related to COVID-19 affecting consumer habits and giving some ideas for improvements for the fair.

This thesis was executed using a qualitative method. The material was collected from the self-completed questionnaires which were sent to the respondents. I met these respondents, 27 persons, at the Tuusula Housing fair in August. I visited the Housing fair on two days, and these visitors had given email addresses to me to collect data. I have analyzed the responses to the questionnaires, which is an essential part of this thesis. I have sent some details to the Housing fair organization immediately in August to look at those, and if they think necessary, also act and make changes on the fair that was still ongoing.

Findings that are based on the research for the marketing should be aimed for younger visitors 25 year onwards and to keep the middle-age loyal visitors to coming to the Fair.

KEYWORDS:

Housing Fair, customer, consumer behavior, marketing, COVID-19, customer experience

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1 INTRODUCTION

Objectives of the study

The original idea for my Thesis has changed from only to research why people visit the Housing Fair despite the global pandemic COVID-19. First, it was unclear whether the Housing Fair would be organized and then occur. The Housing Fair organization had to make many changes according to the law, and the timing was the first significant change. The Housing Fair is usually organized from July to early August, the primary holiday month in Finland. This time it took place in August. It affected a lot due to the visitor numbers to the Fair as it was much harder for families travel to the fair when they have already started working. The second colossal change was how to organize a safe environment for visitors? The Housing Fair organization made several changes, and those could be seen already at the parking lot. A free facial mask was available for everyone and hand disinfectant lotion. The Housing Fair was only 1.5 kilometers away and bicycles were offered as an alternative solution to travel.

1.1 Motivation

I am interested in houses, building, renovation, interior decoration, and have visited the Housing Fair eight years consecutively in different cities around Finland (sometimes with friends, but also alone). Based on my passion, the Housing Fair is the organization, and my topic with specific research ideas related to came more apparent during the summer.

I knew some quantitative research is done every year of the visitors to the Housing Fair. I decided instead to do qualitative research on my topic.

My motivation for doing the Thesis of Housing fair organization is the fascination of knowing how people live in Finland, what kind of houses or apartments they think makes them happy, interior design, and the building process itself. I like looking at house and apartment layouts and selling advertisements. I have drawn myself those layouts as I like to think, which is the minimum amount of square meters needed, for example, to a bedroom or bathroom. What is required on a functional space and furniture can be fit there nicely, and not too much extra space is left just for the fun of it. The square meters interest me because it costs more to build a bigger house, more money goes then for heating and time for cleaning. I bought a house last year, and I have

also lived earlier in a home, so I'm still fascinated by what kind of issues can come up when living in a house that you might not have, for example, when living rental in an apartment.

Tiny house projects interest me also, and in the last Housing fair in Kouvola, several options are shown, so this trend from the US is finally in Finland. Here we have stringent laws about building, and here we just are not allowed to build whatever size we want (not for permanent or even leisure houses), but there is a broader interest for this and in Vantaa were the first tiny house was built. People are becoming more eco and price-conscious and want a more straightforward life if I understand this trend. In Finland, these tiny houses are usually built and established to the ground. In the USA, people have mobile versions in a trailer and go around the country instead of the traditional motor home. Blogs and Facebook sites are launched purely for tiny house living, and I follow those too even though I want to live in a bigger house as it is not very comfortable with animals to live in a tiny house.

I also think as I like the Housing fair so much, should I apply to work at some point for them or to a company building houses or to architecture office where they are drawing the buildings or home decoration business. Maybe some studies related to these areas I will do first in my free time.

As I wanted to write this these of Housing Fair in Tuusula I reached out to several persons of the organization. My primary contact was then Anne Pallaste, Development Manager. I sent my questionnaire before visiting the Housing Fair in Tuusula and the Introduction letter that I could give to visitors at the fair.

The organization is conducting each year a customer survey. My contribution and goal for this subject is to achieve more detailed research questions related to their customers to find out the motives for the visit. The goal is also that the organization can benefit from it and use it in their marketing activities to receive more customers to visit the Housing fair. More customers will, of course, increase the sales of tickets to the actual event. For example, increasing the sales of home decorations, furniture, saunas, roofs, heating systems with their marketing area in the Housing Fair and not specifically related to building and living are some other items sold to food, magazines and subscriptions).

Several theses are in Finna like Why don't young adults visit fairs, Customer satisfaction and fairs, and Lightweight block building (Raisio Housing fair) house. The first two theses are interesting as I would like to know more about how to attract more visitors to the Housing Fair.

Young adults are the customers who are ideal as they are building their first houses. According to Nurmi (2004) lack of interest from younger to visit fairs.

I think the Housing fair is in a good position and has a marketing advantage compared to other fairs. The Housing Fair is always arranged for a whole month during the holiday season in Finland, so people don't necessarily have to go there on the weekends (Friday-Sunday). They might have some other activities in their life. According to Harska (2006) research of customer satisfaction for ITW Minna Packaging Systems was another interesting thesis.

1.2 Research questions and objectives

The research objective was then via questionnaire to find out how to attract more customers to the Housing fair each year, and the best way to accomplish that is to find out the customers' main reasons for the visit.

Research questions for my thesis based on what the Housing fair organization could benefit from the research to receive more visitors. The second objective was to find out has the COVID-19 affected the fair visitors customer behavior.

1. Why do the customers come to the fair? Profiling the customer is to be done for the Housing fair organization to gain more visitors
2. Has Covid-19 affected the people who visited the fair during summer 2020?

We (Finns) were also forced to stay home more for remote work, no concerts, no sports clubs open, etc. Reasons behind the visitors motives and thei customer behavior were found out in the analysis. These findings I can share with the Housing fair organization. They can use the information I gathered for this year's customers in their future target marketing to reach more persons and possible visitors to the Housing fairs and to make changes based on the customer responses.

In this thesis are literature and theoretical parts, methodology behind it and analysis and conclusion to finish it.

2 THE HOUSING FAIR ORGANIZATION

The housing cooperative had organized the Housing fair since 1970 in Finland. The first Housing fair in Tuusula in 1970 was seen with 39 houses for 85 000 visitors, and this year 2020 was already the third time organized in Tuusula. The operating plan was to increase knowledge or living and improve house planning and building quality when the Housing fair was established. This fair has been organized yearly since 1970, and also some related fairs for summer houses have been arranged, for example, in Parainen in 2005. The members of the Housing fair cooperative are: Asuntoreformiyhdistys ry, Suomen Asuntoliitto ry, Danske Bank A/S, Suomen siviiliike, Finanssiala ry, OP Osuuskunta, Suomen Kuntaliitto ry, Suomen Messusäätiö, Säästöpankkiliitto. (Asuntomessut, 2020)

2.1 Housing Fair themes

Tuusula Housing fair has had some of the same themes throughout the years as it wants to improve good living and concentrate on sustainable housing solutions. For the first time, carbon footprint and handprint have been calculated on the Housing Fair houses in Tuusula. The focus is to offer information and ideas of saving energy, home decor, as well as different ways of living and gardens. In recent years, the Housing fairs started showing besides houses but also, for example, restaurants, club rooms for the apartment buildings, and daycare facilities. (Asuntomessut, 2020).

2.2 The 2020 Tuusula Housing Fair

The Housing Fair in Tuusula was organized from 3rd to 30th August. The Housing Fair organization has primarily invested in their internet pages compared to previous years, even after the fair itself. It is a great way to receive more visitors to the internet site and future customers to see what was shown in the Tuusula Housing fair.

2.3 Housing Fair on social media

The Housing fair organization is going forward also on social media. They have activated asuntomessut_official accounts for people even globally to follow them. In November 2020, they have 11.4 thousand followers and over 1 000 posts on their account on Instagram. Beautiful pictures and informative site, also link to the intranet pages, are shown, so it is very well done and an excellent addition for the Housing Fair's marketing. The introduction text is Virtual Housing Fair has been opened, come, and explore the housing fair homes in the future village town of Tuusula now online free of charge! Their internet site is more detailed than ever those houses shown for the Tuusula Housing Fair visitors and to anyone interested in the latest trends, for example, in the home decor, bathroom and kitchen trends, and what kind of places were build for this year.

2.4 Tuusula Housing fair 2020 in news, newsarticles and magazines

I have collected tens of news articles about the Tuusula Housing fair as it is a large and one of a kind event organized in Finland. These give some background because many people want to build their own houses or at least dream that maybe someday, somehow, it would be possible. Every year, different media like tv channels, magazines visit the fair in advance to see the houses, surroundings, organizing city and mainly what is new, trends, and aspects of living as every year themes change. I have also bought and ordered several magazines related to houses, living, and interior design realted to the Housing fair. People want to spend more time at home with their families and friends, so they are more interested in fixing or renovating their homes, houses, and cottages. In Finland, we call this trend *kotoilu* in Finnish. In 2013, this article on doing things at home-cooked food and handicrafts was decorated and renovated. This is the opposite of our everyday hectic working life, and people would feel more relaxed in everyday life and enjoy more of the soothing feeling in the evenings and weekends. (Sertti, 2020)

The city of Tuusula still has several plots unsold or will be sold due to fair arrangements until after the Housing Fair is held. Also, there is a wide range of fixed-price plots in continuous search, fixed-price plots applied within the application period, and tender properties. Tuusula is quite close to Finland's capital, Helsinki, so by train and car, the journey to work or school is not too long. (Aatsalo, 2020)

3 LITERATURE REVIEW

3.1 Marketing

What is marketing and why *to market*? Marketing is based on human needs, and that we are trying to find ways to satisfy. Needs are categorized into three sections; individual, social, or physical. Social human needs include the feeling of belonging to a group and human basic physical needs, such as food and security. The most exciting need is the individual need in terms of marketing. It includes self-expression and a desire for knowledge. How to satisfy this need? Consuming is the easiest way, and these are there for called wants and hugely influenced by consumers' cultural and personal experiences. Depending on which part of the world you live in, certain behavioral models can be seen easily. (Moore and Pareek, 2010)

3.2 Marketing Research

How to do marketing research. This can be seen as a process which is divided into different stages.

The most important stage is the first; problem formulation. The reason that if the problem is not clearly identified, the research is not creating value. Second is selecting the research methodology in which even a couple of research methodologies can be used. The third is the development of research design, so the research question can be answered. Forth is selecting the data collection techniques, which can be divided into observation and communication techniques. The fifth is the actual data collection can be done nowadays partly or all via computer programs by the company, or they can hire external vendors to do it for them. Here limitation might come as an issue, for example, the bud , time, or the accuracy of information gathered. The sixth is analysis and data interpretation. If you do not analyze and then, based on the interpretation of data, the marketing plan, it was just a waste of time, cost, and energy. (Nair, 2009)

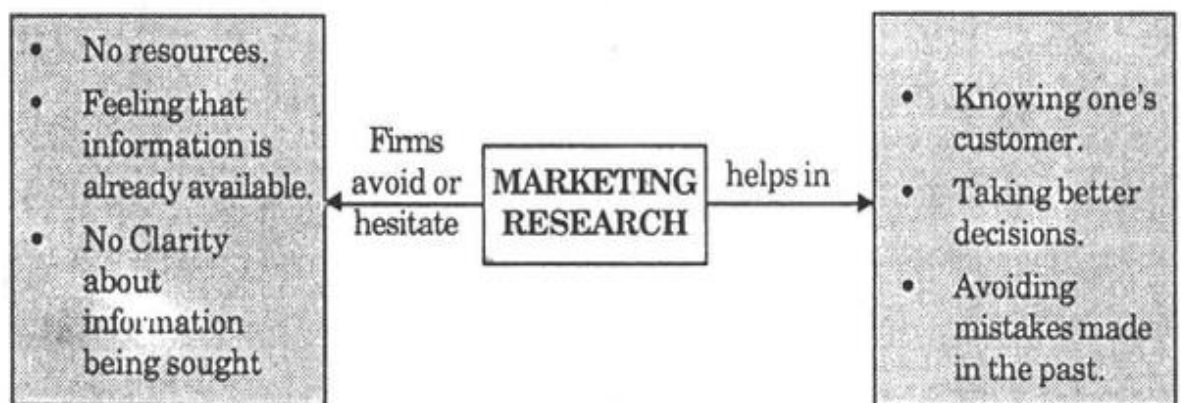
Data analyzing techniques are divided into two; to lower level (includes techniques to summarize, measure dispersion, cross-tabulate the data), and to the higher level (data

analysis since hypotheses could be tested or draw inferences from the sample data). (Nair, 2009)

What does marketing research mean? It is created for the identification and solution for the problem which a marketer is facing. Using market research, you can find a systematic and objective search for the relevant information which is needed to do successful marketing. (Nair, 2009)

The figure 1 below is describing marketing research and how it can help firms and also how to avoid certain aspects

Figure 1 Market research (Nair, 2009)



3.3 Internet and social media in marketing

Internet marketing is also an option when the marketing plan is done, as the cost of an internet page can be developed for their needs is less compared to the traditional marketing costs like television or newspaper. This way, the company can reach their customers and future customers easily and fast nor depending on the time or a day of the year as a webpage can be updated all the time, automatic emails sent at a certain time for people and also the customers can reach the company if and when needed.

3.4 Benchmark analyses to reach customers

Marketing can be expensive, so the analyses should be conducted properly. Several companies are likely competing for the same customers, so standing out from them is crucial. With the correct benchmarking of the customers, the company can reach its audience with a great message, story, and campaign at the correct time to achieve the desired outcome. (Bauer et al., 2016)

3.5 The Customer-Centric checklist

The Customer-Centric quiz includes the next parts: Culture, Organization, Marketing management, and Research. Questions in this quiz are to help companies and organizations to rate their effectiveness on customer-centricity. These quiz results can be compared to other organizations as there is a scale for this. There, a company can make the comparison of results and find out if they are truly a customer-centric organization and if they gain a lower score to improve their marketing to the customers. I have added in the Appendix 11 the Customer-Centric checklist and the results. (Cundari, 2015)

A company wants to create a great customer experience to engage them in their product or service for loyalty reasons too. The content needs should be engaging, helpful, and memorable to earn the customer to value it enough to use the company again. It has been researched that people are spending more time on the internet than before, and that gives companies a possibility to gain their attention even more there and with great marketing to help them to make a purchasing decision. (Cundari, 2015)

3.6 Customer engagement

Customer engagement develops over time, so you can't achieve this with one purchase or service. This kind of relationship or a bond between a company and a customer develops over time. It is only possible with positive and long-lasting satisfactory experiences with the company. The customers behavior has evolved in the social media as they not just provide

feedback for the company, but also share nowadays also their experiences with the company. This type of customer engagement should be valued and it benefit both parties; the other receives great feedback and the other great products or service. (Palmatier et al., 2018)

Social media should be thought of as an effective way to reach consumers. Social media channels like Facebook, Instagram, and Pinterest are popular, especially among the younger generation.

3.7 CGC tool

Companies have understood that they need to find out a way to reach the correct people, and a tool called consumer-generated content (CGC) is one way to reach this. Consumers are the ones creating and/or publishing material, for example, photos or reviews, and they will share that material mainly on the internet. The companies can achieve a crowd which they might not receive with their own marketing, so this is a brilliant way to gain new customers. Traditional CGC platforms are, for example, YouTube, Facebook, Instagram, and blogs. (Moriuchi, 2019)

4 THEORETICAL FRAMEWORK

4.1 Consumer behaviour

A consumer can be any person despite their background, meaning, gender, age, and location. How to attract the customer interested in the product or service; marketing efforts and the customer's mindset to receive those are the key elements. A marketer needs to deliver relevant information, and when the customer ingests it, the buyer decision process will start. Usually, the buyer decision process's first step is need recognition, and in this step, the potential consumer/buyer sees the need for this product or service. This step is, therefore, called need recognition. (Solomon, 2018)

The second step is an information search in which the consumer is seeking information from different sources to make the buying decision. In the third step, the customer is considering between choices, valuing the positives and the disadvantages. This step is called the evaluation of alternatives stage. Consumers'/buyers' purchasing habits influence the decision; for example, which factors are the most important, and the fourth step is called purchase decision. The fifth step is post-purchase behavior or buyer's remorse depending on the satisfaction after the purchase. Hopefully, the buyer is happy with the purchase, so the expectation is fulfilled. For some reason, if the purchase is a disappointment, the buyer might not make the purchase from the same company or brand in the future and look for new if the perceived performance did not meet the product or service's expectation. (Solomon, 2018)

Earlier market researchers have called consumer behavior a buyer behavior. The change has happened as now they see consumer behavior as an on-going process. In this, the consumer wants to obtain, consume, or dispose of products or services. The consumer can be an organization or a group, so they can, for example, be responsible for making purchases continuously for a specific reason. If they receive a good customer experience, they will likely use the same vendor repeatedly to make the order. The need and desire can then be satisfied. (Solomon, 2018)

4.2 Variables affecting consumer behavior

Demographic variables like age, gender, marital status can affect consumer behavior. Income and lifestyles are factors that affect consumer behavior. (Solomon, 2018) The Housing Fair visitor can be from younger couple interested of planning to buy a house and/or make renovation in an old house/apartment at some point.

4.3 Models of consumer behavior

Depending on the author, we can see many models of consumer behavior. Mainly those are categorized into two types; economic and psychological.

These economic models are based on the customer behavior of satisfying the need. The companies have enough information already, so the consumers can decide to purchase what they can afford. If they're satisfied with the product or service, the customer is delighted, but if disappointed, the customer will go somewhere else next time.

These psychological models are based on the customer behavior of satisfying the need too. Those are done more on spontaneity and that their decision is affected by social and personal factors. Marketers like to explain consumer behavior with these psychological models even though those are more complicated. (Moore and Pareek, 2010)

5 COVID-19 VIRUS BACKGROUND, CHANGES IN CONSUMER HABITS AND FINANCIAL IMPACT

5.1 COVID-19 background

Coronaviruses are known to cause respiratory infections or illnesses to humans and animals. This recently discovered (in 2019 in Wuhan, China) coronavirus causes disease COVID-19. It has become a global pandemic affecting many countries starting late 2019 and continuing at for year 2020 this same virus is still spreading globally. (World Health Organization, 2020)

5.2 COVID-19 immediate changes for people in Finland in March 2020

On March 12th, 2020, was a significant turning point in Finland when the Finnish Government with the Ministry of Social Affairs and Health gave people's official recommendations and preparedness measures in a press info session. For example, remote work was highly recommended, if possible. Schools and daycare were closed for two months in March. Online studying and homeschooling was the option. (Valtioneuvosto, 2020). The guidance was given for citizens, for example, holiday travel to moved further (only necessary work travel). The officials also recommended that all public gatherings or events for over 500 persons be canceled until the end of May or to organize only smaller events. Social activities in sports and other leisure-time canceled to avoid close contacts and keep social distance are elderly and certain medical conditions. This way, Finns could prevent getting infected and spreading the COVID-19 virus in our country and abroad. The National Institute for Health and Welfare (THL) sent an information package on the coronavirus to every house in our official languages, Finnish and Swedish. The institute has the most updated health issues and has the latest recommendations by the regions for everyone to check on their internet page. (Valtioneuvosto, 2020)

5.3 COVID-19 and consumer behaviour in 2020

The dramatic change that happened from March 2020 onwards marked that most people in Finland stayed in a home more than before due to remote work, lack of using sports arenas, etc. hobby possibilities. Suddenly, many found out that they have more time in their hands for spending leisure time at home than before due to COVID-19.

5.4 Garden business during Spring-Summer 2020

In the news on television and newspapers already in the spring, 2020 was information that in garden businesses were many customers, and the sales were better than expected and compared to the previous year. (Kauppi, 2020) Some found out that garden stores had online service so that someone could deliver the plants, flowers right to their doorstep without them visiting the store themselves. Then they could avoid being in contact with other customers and getting affected by this COVID-19. (Mäki-Petäjä, 2020)

5.4.1 Puutarhanikkarit surprise positive result

Puutarhanikkarit, a garden company, had the best spring result ever in 2020 due to customers rush to their store. It was an exhausting time for the gardeners as they made long hours than expected, but they got to their summer holiday during the midsummer as the company had sold out all the products they've ordered. Puutarhanikkarit had the same problem this spring, like many other companies; how to obtain enough goods, but they have had long-time partners, so they've managed to receive the plants and products they wanted. (Mtv uutiset, 2020).

5.5 Kesko made profit in 2020 second quarter

Kesko had a surprisingly good second quarter in 2020. As a result, it was record-breaking due to its decisions to react fast to the situation with a functional strategy. In building and house technics, a positive impact is possible. The result was so that sales increased 0,8% and were 2814.5 million euros. A comparable result was 155.2 million euros, and it had raised 32.9 million euros. Kesko's sales were strong in the grocery trade and the construction and technical services. The garden products are included in the building site numbers, and those are sold, for example, in K-Rauta Finland. (Arvopaperi, 2020) K-rauta has been part of many years of the Housing Fair and in Pori 2018 they build a two terrace house Casa Terde. These special buildings attract visitors to the Fair and for their stores around Finland. (Asuntomessut, 2018)

5.6 Tikkurila made a great result in 2020

Tikkurila, a paint company in Finland, has made a great profit during April-June in 2020, the Tikkurila result got better over 60% before taxes. This is because customer sales were recovering rapidly, even though many other businesses are not doing well. (Taloussanomat, 2020)

On October 29th, 2020 was announced on Tikkurila business review that the company had made 27 million euros result, so it is one of the companies that have produced excellent results due to COVID-19. During July-September sales grew 4.6 % and also a profit for the whole year result. (Arvopaperi, 2020).

Tikkurila sells both indoor and outdoor paints, for example, to walls, floors, and saunas, but also products for furniture indoor and outdoor, so the company has an advantage over their most significant competitors like Teknos in Finland.

5.6.1 Consumer contacts to Tikkurila in 2020 grew significantly

I talked to mister Rami Kuparinen, Head of Technical support in Tikkurila, on 16th November. He told me that they received many contacts via chats and calls regarding paints, colours, and painting techniques from April onwards. They have a service called Maalilinja (Paint line). These contacts sometimes came directly from the consumers and the stores as their salespersons needed help immediately. Tikkurila had the basics done well, and they were not forced to close the factory in Spring 2020 as they had safety measures like keeping social distance, no face-to-face meetings, etc. Rami also told me that this year COVID-19 made changes to their plans for the Tuusula Housing fair compared to a previous year 2019 in Kouvola. In there, Tikkurila took part in the Renovation week where the visitors had an opportunity to ask questions and see their products used.

5.7 COVID-19 long term changes for people in Finland and consumer behaviour

No one can tell the long-term changes people will make for their lifestyles due to this virus. Some speculations already are that people will not travel abroad like before and will be more interested in working remotely and spending on their homes and cottages. (Ziemann, 2020)

On 8th October 2020, the Finnish Government had to hold again press conference the official recommendations for people due to the increase of affected persons in Finland. The second wave is ongoing, unfortunately, also in Finland. Using masks is recommended in public places, busses, etc. (HUS, 2020).

October 27th on Focus Economics was some facts and predictions of how Finland is coping during the pandemic. In quarter 2, June was a slow month financially, but July-August was a bit better. Unfortunately, the unemployment numbers rose in September. Consumer spending decreased, so the quarter 3 figures are hard to predict in the end, too, as most of the year so far, massive changes in the consumer financial status and companies have fallen dramatically. Focus economics, 2020)

5.8 Finnpanel results and television programs watched during spring-summer 2020

Finnish people had a dramatic change in March 2020 due to corona spring for their ordinary lives when the Finnish Government had announced the recommendations to stop the spread of coronavirus. Staying home also allowed people to spend more time in front of the television. On average, Finns started to watch tv for approximately 3 hours per day. Even though due to COVID-19, this change of growing time in front of the television happened as the regular huge events like World cup Hockey, Eurovision song contest, Formula 1 races, and some other huge events were canceled by the organizers. Huge increase +13% in age group of 35-44 years watching television are a couple of reasons. Hobbies like gym and swimming halls were closed, bars, and restaurants also, so they could not spend time on those and stayed instead more home than usual and watched television instead of being active outside.

I sent a request to finnpanel responsible for the viewer's research and it was forwarded to Taina Mecklin, Research Director in MTV Oy. According to Taina, I got the exact figures of how Finns have watched three Finnish tv-programs (Kotoisa, Suomen kaunein koti:kesämökit, Huvila & Huussi) from January-May and four international tv-programs (Grand Designs, Grand Designs Australia, Grand Designs New Zealand and the Block) during March-August. Excel of the results is in the Appendix 9. These Finnish programs have received a massive number of watchers. I would also think that the advertisements during the commercial breaks have also gained the right audience, so it was also beneficial for the companies to show their products and services for these slots.

These were measured between 13 March to 15 April and compared to the same period's figures a year earlier. In 2020 the beginning of the year showed figures increase 30% on Areena, MTV service, and Ruutu also compared to a figure a year ago.

News has been the most popular tv-program during the Spring in Finland. The most-watched tv-program was Yle 1 tv-news on Monday 30 March. It was the day when the Finnish Government decided to continue several restrictions due to coronavirus from spreading in Finland. This broadcast got 1 431 000 people watching the news.

In the questionnaire, I have a couple of questions for the respondents about their watching habits towards home, interior design, and garden etc shows during Spring-Summer 2020. Television programs in total of 48 that I have counted from different channels during Spring-Autumn 2020 were shown in Finnish television. Some of those have been shown for several years and those have their regular loyal viewers. Programs like Suomen kaunein koti / The prettiest house in Finland and Grand Designs have been aired for over a decade both which tells about the popularity of the those. I have added to Appendix 10 the list of tv-program names as I personally found it really interesting that there were available so many of those kind of topics.

6 METHODOLOGY

6.1 Method of collecting data

The qualitative research method was the most suitable for the data collection method for this thesis. Questionnaire was used only as interviews during COVID-19 in the Fair were not recommended and thought be the author and Anne Pallaste, Development Manager of the Housing Fair organization to be ideal way to conduct this survey.

The qualitative research method is a popular way to receive information, for example, by using a questionnaire and/or also with open questions. With these answers, companies can find out more about their customers and are happy with their decisions. (Taylor et al., 2016)

Questions on the first part on the interviewee's background information for statistical reasons, such as gender and family. For the second part, questions related to the research will be specific questions about the experience of visiting the Tuusula Housing fair. The reasons why visitors are coming there, are they visiting yearly, are they planning on building their own house, or interested in the new trends on house decorations, open questions of ideas on how to lure more visitors.

The research data was manually analyzed from the 27 respondents as no electrical methods was used for analyzing. Responses were saved in pdf and word formats by the respondents and every answer was manually added to a word document under the question or counted, so the word was updated immediately after every received response.

6.2 Qualitative Methodology

What is the qualitative methodology, and how to describe it? The qualitative method is a way to make precise data by researching human behavior or what they have written or spoken from a group of people. (Taylor et al., 2016)

6.3 Questionnaires

What is a questionnaire? A questionnaire can have both a survey, which can be self-completed, or an interview face-to-face or phone. Quite often, the questionnaire is understood as a set of questions that are the same for all the respondents. This way is efficient to gain many responses, but if you would like to ask more later, you quite likely do not have the person's contact details as these are usually done anonymously. (Saunders et al., 2016)

6.4 The design of questionnaire

The design of questionnaire is essential element as the respondents are more likely to answer, and the reliability and validity of the collected material are better. Careful design of the questions is the first key element, planning, and execution of the delivery and then returning the questionnaires in time. The explanation of the purpose of the questionnaire and excellent presentation helps to receive the respondents interested in it. (Saunders et al., 2016)

6.5 Collecting primary data using questionnaires

The questionnaire was done by the author of the thesis to collect primary data of the visitors. A self-complete questionnaire was chosen method for this thesis. The respondents had given their email addresses to her for this purpose only. On Appendix 7 is the Questionnaire in English and on Appendix 3 is the Questionnaire in Finnish. 26 persons sent questionnaires back during three weeks and one person wanted to verbally respond to the questionnaire at the Tuusula Housing Fair.

6.6 Data variables

Factual and demographic characteristics (age, gender, marital status). I did ask these in my questionnaire, but I left out questions of income, education, and occupation. The reason for that is that I did not find these relevant questions as I only wanted to know if they are professionals. Still, otherwise, I do not see that it has any relevance will they visit the fair in the future or not education.

The respondents want to think about attitudes and opinions before answering as these are their own opinions, not just the fact like how old you were (my respondents had time to think as I sent the questionnaire and asked when I met them).

Behavior and event variables have the data of what has happened, what will happen at the moment, and what will happen in the future. My respondents could tell that have they visited the Housing fair before this time and will they visit the fair in the future. (Saunders et al., 2016)

6.7 Analyzing qualitative data

As in this thesis, the questionnaire was used to create qualitative research, the relationship between the researcher and the research is not affecting the research's results in any way. Some qualitative researchers are not believed to be genuinely objective in their research, so they have bias beliefs of the subject. (Saunders et al., 2016) Qualitative researchers can interact with the interviewee or in this thesis via questionnaire. This way, they can learn about the participants and their views. (Taylor et al., 2016)

The Housing fair organization can do this qualitative research and use quantitative research to gather valuable information about the visitors' experience and motives for the visit each year. (Taylor et al., 2016)

60-69 2 (1 man, 1 female)

70-79

80->

The respondents in the questionnaire were all over 20 years. Some of them are still either on the work-life or students, and most of the respondents are so-called middle-aged persons. These respondents 24 persons visited either on August 7th or August 12th and the three other persons on other days in August.

3. Location Western Finland 6 (2 men, 4 female) South Finland 18 (6 men, 12 female) Eastern Finland Middle Finland North Finland 3 female

The Housing Fair was organized this year in Tuusula in the Southern part of Finland. As expected, most of the respondents were from South Finland too. Some from Western, East, and North of Finland, but none of the respondents were from Middle Finland.

4. Family single 5 (1 man, 4 female) common-law marriage 7 (2 men, 5 female) married 10 (5 men, 5 female) married with children 4 female widow a female person wrote divorced with grown children 1

Most of the visitors according to responses were either married or in a common-law relationship. MARKETING in the future, I would try to target also single people and younger audiences to the fair.

5. Are you professional in living or building? If yes you can comment from the professional view the fair.

I wanted to give a comment option to the persons who have the professional opinions of what they saw; the good and the critique. I had both female and male respondents to answer, so their comments are separately here.

Female respondents thought that at such trade shows, you go on the same lines/ trends, roughly all the destinations. The same stone in all the yards in the same colors and this year a lot of conifers and stone yards. Inside all the same kitchen with the black color, bathrooms with the same furniture, colors for taps, etc.

Male respondents thoughts were that the apartments were, as a rule, inoperable. The interior stairs and walkways took up a lot of space. Bedrooms were small, with many apparent details, the facades of the buildings' new fashion color black environment was completely unsuitable. In buildings, there were no decent eaves (there will be moisture problems). The use of CLT (cross-laminated timber) wooden elements should be a significant increase in the construction of a small house!

6. What fair did you visit last time?

Most visitors to Tuusula Housing Fair had last time visited the previous year's Housing Fair in Kouvola. For this result, there is the typical answer as almost every other Fair's this year has been canceled or postponed to next year 2021 or the following year 2022. Some had visited in Kalajoki and in Parainen on the leisure fair in earlier years. Also Educa-training fair in January 2020 was mentioned, and some had visited in the Autumn 2019 Habitare and Turku on the building and decor fair in 2020.

7. When you have visited Asuntomessut last time if you have (Espoo 2006 , Hämeenlinna 2007, Vaasa 2008, Valkeakoski 2009, Kuopio 2010, Kokkola 2011, Tampere 2012, Hyvinkää 2013 , Jyväskylä 2014, Vantaa 2015, Seinäjoki 2016, Mikkeli 2017, Pori 2018 , Kouvola 2019) or earlier?

The Housing Fair visitors or even fans I could call them to visit almost every year the Fair as it is a part of their regular Summer attractions. Now there are several years consecutive that the Housing Fair is organized in the Southern part of Finland, so those who live in Western or South Finland have a reasonable driving distance from home to the Fair and are more likely to visit the Fair. For example, 9 female visitors were in Kouvola 2019 and 2 male visitors. From these female respondents 5 had visited also a couple of previous Housing Fairs consecutively and have planned to visit the Fairs except Oulu in the coming years.

8. Why did you visit the Housing Fair this time?

Here are some of the comments, and the responses are quite similar than the Housing Fair organization have received in previous year's survey.

I haven't been to the housing fair for a long time from interest, and the destination was in Tuusula, which I think is a beautiful green area.

Habit. Our summer tradition includes the housing fair, in addition to us, it is nice to watch new apartments.

We dream of building a house to get ideas. I've been coming every year since 1998.

The fair was close by, and my home has been build for the last couple of years.

Interior decoration, trends, yard solutions, etc., are still of interest at the moment.

Starting a private house construction and getting ideas for renovations. Interest to see what kind of small houses are being built today.

Mainly watching the interiors of the houses and picking up interior design ideas for your own home.

Looking at the responses the interest are on interior design, buildings, tradition, trends. These are the main items that could and should be looked more in details each year to attract more customers to the Fair.

9. Will you visit the Housing Fair in the future (next Lohja 2021, Naantali 2022, Loviisa 2023, Kerava 2024, Oulu 2025?)

Men did respond would not likely revisit the Housing Fair; why I wonder. Maybe they came specifically to this year's Tuusula Housing Fair to search for some product and ideas, or this was their spouses' idea to visit the Fair this time.

Some female respondents said they would visit all the next five Housing Fairs, not depending on where those are organized. Some female respondents said that they will not travel to Oulu (at least now they think this) as it is the furthest place in the coming five years.

10. Where did you find out information of the Housing Fair? Was there marketing of event good?

Here are the comments, and I didn't put twice the same responses.

A friend of mine reported the fair; I hadn't seen the ads yet. Well, it wasn't followed, but I think I heard the ads pretty late. Ten years ago, the housing fair came at the same time, so the time is well known.

The previous fair was in my home town, so that's how the information came in. The changed date was well informed. I think marketing has been limited. This is how I guided the sign in Helsinki, and I remembered the fair.

Online marketing has been normal and adequate. From my wife. Marketing had well reached her.

3-4 years ago, when Tuusula was chosen as a fair city, then the reported Tuusulan FB group.

From Instagram and interior design magazines. When tracking the house-specific accounts. So through them, marketing was best targeted at me.

Newspaper advertising, radio advertising, and marketing are moderate and radio advertising. Otherwise, the marketing didn't reach.

From TV and I'm a subscriber to the Housing fair newsletter. There was also a commendable advertisement on social media. Newspaper and internet.

I live in Tuusula, so the information came through the city, and I think the marketing has been good.

When looking at these comments, marketing has reached almost all the respondents personally. Not sure, the marketing was somehow different compared to the previous years, but regarding the answers, it could be more efficient. Some of the respondents are ordering the Housing fair newsletter or follow their accounts on social media, so from those, the information of the rescheduled dates of the Fair has reached them well.

11. Had the changes due to COVID-19 in the fair for example limited amount of visitors inside the buildings, hand disinfectant and masks for free

- a) Well
- b) Poor

Free commenting

Most of the visitors, 25 respondents (female), thought that the Tuusula Housing Fair organization had created adequate safety measures due to COVID-19, and they felt safe during their visit. Only two men thought that safety measures were not enough. This is interesting as, of course, they visited the same days as the other respondents, but this is an ok answer as this describes how they felt the situation, and in it is nothing wrong.

Here are some comments that I've received for my questionnaire about the safety measures.

The staff were amiable and helpful at the gates and everywhere. My day visit was quite congested, and the queues' security distances didn't keep up. It was a positive surprise that we also shared facial masks. People's behavior in lines was indifferent — literally.

I was visiting on a popular day when queues were formed due to restrictions in the yard areas, and it took time to queue for waiting. Respirators may have been necessary on the bus, but otherwise, there was little to use them. It felt awkward on a hot day. There were hand tests everywhere and enough, yes.

There were flaws, but not well and not poorly. Why urge you to go in order when items become congested. Free passage would be the best solution.

Everything worked well during the shuttle bus, but as soon as I got to the fairgrounds, almost everyone removed the face masks and queued to look at the apartments.

I think the Tuusula housing fair had taken into account the safety distances nicely, and most of the houses were admitted to a limited number of people at a time.

A couple of things that were the outcome are that let's keep in the future restrictions in the buildings by the visitors and the tickets sold advance to a specific time.

12. Have you visited other fairs related to building, home decor (Habitare etc)?

Over half (52%) of the respondents had visited other fairs like Habitare and some even several times. Comparing to the figures of same respondents visiting numerous times the Housing Fair in different cities.

13. Tuusula Housing Fair had four themes

- a) History of living 50 years
- b) Decor and renovation

c) Ecologically sustainable living

d) Art offering for living

The respondents said that the four main themes in Tuusula Housing Fair were considered interesting and versatile. Most of the visitors were interested in b) Decor and renovation and c) Ecologically sustainable living; the other two got only two answers.

14. Has COVID-19 affected your plans at home? Yes No

Fifteen of the visitors said that this had not been affected, and twelve said that this has. The following questions are the outcome in detail to what issues this COVID-19 has affected. I also thought that some might not consider that this virus didn't have affected the decision as they might have planned already as in the Spring and Summertime in Finland are the Holidays and garden work, for example, can be done.

15. If yes, have you invested more (you can also tell shop/chain names that you have made purchases)

a) Decor

b) Renovation

c) Started building

d) Garden

e) Yard

f) Something else

The respondents said that they had invested in Decor or Renovation the most, so the same respondents have answered both of these. First, the respondents had stopped visiting shops and flea markets but shortly began shopping either in stores or via the internet, both new and used goods.

Pentik, FinnMari, and department stores were mentioned as shopping places for home decor by the respondents.

K-rauta, Bauhaus, Byxxmax were mentioned as stores for home renovation shopping places. Several people had visited these stores several times to continue their projects. Some companies Tikkurila ja Kesko, for example, have made a good profit during the Spring and Summer.

The respondents had visited Kukkatalo and Plantagen in several cities and Viherlassila, according to the questionnaire. One person answered that they build a flower bench, but they would have made it anyway, quite likely this Summer.

I got the answer that some had modified their old furniture as they had more time in their hands instead of immediately buying new items for the home.

16. Has your interest to invest to home in Spring/Summer tv-programmes? If yes, can you name something or what/which subjects (Grand Designs)?

- a) Decor
- b) Renovation
- c) Started building
- d) Garden
- e) Yard
- f) Something else

48 different tv-programs related to these above mentioned were shown on Finnish television during Spring-Autumn, for example, Love it or List it, Fixer Upper, and The Block. Most female respondents had watched at least three types of programs related to Decor, renovation, and gardening.

Some of those programs were replays, so it tells that people have watched those already previously as they remembered. Three respondents said that the tv-programs did not affect by the reason that they had already begun their renovation and plans were actively on-going, but still, for example, they had to watch Huvila& Huussi and Suomen kaunein koti as those are great programs.

17. Would you like to make changes to your life or have you done some of the options below

- a) Move to city
- b) Move to countryside
- c) Purchase a cottage
- d) Acquire an rental garden
- e) Something else

A couple responded that they do not want to change anything or anything at the moment. Some have started the renovation project on their summer cottage or home during the Spring or Summer. Three wanted to purchase the summer cottage now. Three persons wished to move to the countryside, and one female respondent told had already done that, exactly 45 km from Helsinki to Kirkkonummi, where are now street lights, etc., and they are enjoying it a lot. One female person said that they are starting to build a house for themselves.

18. Was Tuusula Housing fair functional and could you see yourself enjoying living in the Fair area? Yes No

This question about the functionality of the Tuusula Housing fair was equally split into yes and no answers. Most of the respondents liked the area itself and the houses and the environment pleasant to see themselves living there. Some thought that the properties were a bit too small, so the neighbors are relatively close to each other, and they are now customed that there are bigger yards, etc., so not immediately is the next-door neighbor. Some thought the area was nice, but it is too far from their current workplaces. Some did not like that there is everywhere asphalt used and not enough green/grass between the houses.

19. Did you find the Exhibition Hall and other companies offering interesting?

Most of the female respondents said that they find the Exhibition Hall companies interesting, but male respondents found only a couple of interesting companies there. Some criticism was told as the companies seem quite the same each year, so eight respondents would like to see other companies for the change or added in the coming years (4 persons were really dissatisfied and 33% were at least partly happy with the current companies). Products like jewelry were not impressive, but not that much of those were exciting, and those are nothing related to the fair itself. Some were partly satisfied with the companies they saw in the fair and in the exhibition hall. Some female respondents did not appreciate the sellers' aggressive type of approach and the market square feeling in the Tuusula housing fair.

Some respondents want to receive more good deals/offers from the sellers in the fair and show new products that you can not purchase everywhere else as this is a special occasion.

20. Did you find from Tuusula Housing Fair what you were looking for (product, service, inspiration etc?)

Male respondents said that they always find something exciting or their curiosity was satisfied and also they got ideas from there for their own homes and were happy about that. Some male and female respondents said that, not really, as they were not looking for anything special this time. Some got good experiences and a new perspective on the interior. An exciting area and nicely built public areas (functional) were told in the answers.

One female respondent had a happy surprise; there was an armchair on one of the apartments showing, which she had planned to acquire for her own home.

A couple of respondents comments that the houses were very similar to formula, colors, materials, boring so that they couldn't find any new tips, ideas, etc.

Some female respondents were partly satisfied as they got the inspiration for interior decoration, such as black-burning shower walls and indoor doors.

Some companies were mentioned, like Keittiömaailma, whom the respondents had visited and liked what was offered for them. Also, the jacuzzi selling places were mentioned.

In conclusion the male respondents liked in the Exhibition hall and market area especially the products like jacuzzi's and saunas and, of course, the houses which were their main reason for them visiting the Fair. Five female respondents were looking for inspiration, but found only partly as the trends are still quite the same as last year with colours and materials. The opposite response came from six female respondents whom were inspired and have now ideas for renovation to their bathrooms and kitchen.

21. Improvement or development ideas to the fair, good and poor etc comments

The final question was exciting part of the questionnaire as the free comments on improvement or development ideas to the fair, good and critique for the Housing Fair organization. Some comments were sent already during the fair in August to the the Development Manager Anne Pallaste as requested. This question of improvement ideas was because I already had something that could be useful for this year already.

The special restrictions concerning all buildings for the number of visitors simultaneously, which caused a bit of queue, but people still preferred this for the usual system. Now they could see the houses better and take pictures than earlier. These restrictions are what visitors like to see continued in the coming Housing fairs, too, as it gives more of an opportunity to gain more personal space than before.

The bus ride and biking options were also commented positively. Some enjoyed this fun idea of using a bike and would like to do this if possible in future fairs. Before entering the bus, masks were offered and hand disinfectant.

A question came from one female respondent as there were these townhouses/rowhouses, why there were none of those open, so they could see what it looks like inside?

More information boards in the area should be added, as this time, some people started to walk away from the site, but they had just seen half of the Housing fair area and then returned. There was a route marked, so people were expected to follow, but that caused ques, so some skipped several houses and returned later to those for shorter queues.

Some exact comments below from the respondents:

In the future, the entry in steps could be limited too, and this was told by many respondents.

Nice fairs and inspiring items. The staff were very friendly and helpful. Waiting in line for everything was only exhausted, but otherwise, a positive experience.

It's a great experience. Thank you so much :D +parking was a bicycle ride from the fairgrounds

Urges people to be brisk to make the queues move smoother. More exhibitors, more material recycling and reuse for items, cheaper interior decoration, garden ideas raised, and yards in order before the fair.

Invest and change the exhibitors of the Exhibition Hall. Entrepreneurs also introduce their products from industries other than hot tubs, terrace glazing, or technical representatives, more accompanying program, event numbers, lectures, etc. day of the fair. The fair was well executed, and the pandemic was noticed with the measures to protect visitors. Overall the Tuusula Housing fair was a pleasant experience.

7.2 Analysis

At the Tuusula Housing fair were more female than male visitors based on the questionnaire. Should the organization try to reach more male customers in the future is one question that could be investigated. Many female respondents said that they visit yearly or quite often the Housing fair the customer engagement efforts could be something to invest more.

The visitors' age is one aspect that also should be thought of as now most of the visitors are so-called middle-aged persons. I can understand that as they have higher income and are more likely to invest more in living issues than younger visitors. To receive more different aged customers, the Exhibition hall's attraction, for example, could be one answer. There more companies and products with reasonable offers could be one solution that I would suggest.

Marketing of the Tuusula Housing fair was reasonable based on the answers. As the tickets were sold online only in 2020, many visitors have gotten at least two emails from the organization (access and link to a survey). Internet pages have been updated accordingly, and new features should be done yearly from now on to attract customers to visit those during the year. Social media is something the Housing fair organization has and should, even more, use in their marketing to attract younger visitors to the Fair.

COVID-19 has affected everyone globally, and the Tuusula Housing Fair was no exception to this issue. The Fair was rescheduled from July to August, and that quite likely affected the number of visitors. Almost everyone visiting and responding to this questionnaire felt that the Housing fair organization had done enough regarding the safety measures and were satisfied with these. They hoped that in the future Fairs some parts would be used, for example, the number of visitors at a house at the same time. One innovative idea was to make social media more information about each house to decide whether they visit all the objects as queueing took time.

The respondents had invested in Decor and Renovation the most during Spring-Summer 2020. The amount of tv-programs related to the home in Finnish television is enormous. I think it has also affected consumers to look at their homes more closely as most respondents told to watch at least three different programs.

Garden is the third based on the questionnaire which had consumers running to the stores this Spring and the companies were making good result due to this. In the Housing fair the yard's, green areas and the garden boxes were well executed, and could have given some ideas to the visitors.

The Exhibition Hall got lots of comments from the visitors. Every year has several same companies present and gives visitors inspiration for interior decoration, and they can make some purchases there too. Many consumers liked to see in the next Fair that some new companies either inside the Exhibition Hall or outside where is this wide alley before the first houses.

Visitors of the Fair appreciated restrictions as not everyone came in the morning to the Fair, but instead at different hours, and the Housing Fair was open later in the evenings than usual due to this measure. Even the queues did not bother them as then in the houses were fewer people simultaneously and the possibility to see the houses more broadly than before. Visitors liked the idea of riding a bike to the Fair instead of taking the bus.

Positive visitor experiences were evident from the responses to the questionnaire. Almost everyone is planning to the Housing Fairs also in the coming years. Great feedback from the customers is what every company or organization wants. With some improvements and marketing efforts, the Housing Fair organization can receive new visitors to the Fair and keep the existing visitors happy.

8 CONCLUSION

My thesis is about the Housing Fair organized in Tuusula in the summer of 2020. This thesis was executed based on my interest purely as the Housing Fair organization did not commission it. For that reason, I could focus on ideas that I had and did not depend on the need for an organization to research a specific topic related to the Housing fair in Tuusula. I initially had one idea, but due to the global pandemic, I got a second idea that widened my research quite much for this research.

Answers to my research questions

I had one main research question for this study based on my idea of how the Housing fair organization would benefit from my Thesis, and it would create value and the second of how COVID-19 had affected customer behavior

1. Why do the customers come to the fair? Profiling the consumer is to be done for the Asuntomessut organization to gain more visitors
2. Has Covid-19 affected the people who visited the fair during summer 2020

Asuntomessut can utilize the results of my research on the coming Housing fairs. During the Tuusula Housing fair in August 2020, I did send them the main topic of their interest, which was what they could do better or have improvement points for the fair and were the measures due to COVID-19 enough from the customer point of view. The visitors, 27 persons, told on several answers why they visit the Tuusula Housing Fair, and those are written in the Analysis part of the thesis. My main findings are that there are one customer group, middle-aged persons, which visits almost yearly the Housing fair. The number of younger persons visiting is low at the moment and the main thing is try to attract with different marketing more to the Fair.

The improvement ideas for the Housing fair include using same safety measures that were already used in the Housing fair in Tuusula due to the COVID-19 virus.

Implications for further research

The Housing fair organization does their basic research every year, but they should do more specific questions for the Housing Fair visitors to receive more answers like me with open

questions, what they like, and what they did not like and improvement ideas. If I worked on the Housing fair organization, I would be putting marketing efforts towards younger visitors like 25 years onwards as those Finns are the future customers. They receive a few visitors from abroad, but those are not so huge customer group that should marketing be aimed at them specifically. I would concentrate on Marketing research and efforts could be targeted on social media for 25-35 year persons. Based on those results, marketing directly for them as the standard marketing efforts done now are not growing the number of visitors to the Housing Fair.

One aspect is to keep the current customers, mainly middle-aged visitors, to visit the Housing fair also always in the future. The Housing fair organization should also put effort into customer engagement to keep them. Based on the questionnaire responses that I got results that the investment and ideas to develop the marketing area and the Exhibition Hall, the products and companies should be more thought and not identical every year. Some new ideas on attracting customers to enjoy and spend money with new companies, and thought what aspects in the home, garden, or yard would get more visitors' attention. For example, In the Tuusula Housing fair, two companies presented jacuzzi's, so those had the attention of the visitors to stop at their stands as those were new products displayed.

Pitfalls of the study

I have send the Housing Fair organization a collection of the free comments, but this is, of course, not covering all possible aspects as then I would have wrote a complete book about the fascinating items for them. The questionnaire would have had at least double the amount I had asked, but who likes to answer long surveys. The Housing Fair organization does a survey each year themselves. They can use these answers and receive some other opinions/comments/ideas based on my questionnaire to help them future marketing, safety measures, and functions if they see those useful and economic measures.

This year 2020 showed that even though people are interested in the Housing fair can some obstacles, like the change of visiting time affect the number of customers and the COVID-19 pandemic was the reason for the shift of the visiting time.

I enjoyed making the questionnaire and talking to the visitors at the Tuusula Housing fair. I could see myself doing similar things in the future as some of the visitors were interested in talking to

me as we had one thing in common the interest of the houses. Most of the visitors I stopped to discuss were positive towards the idea what I'm doing even though they were not interested in answering my questionnaire. My mission was to find out why they are the visitors at the Tuusula Housing Fair and how COVID-19 has affected their behavior as it has changed mine as a customer during this pandemic in 2020.

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Information post in Finnish

Hei,

Olen opiskelija Turun Ammattikorkeakoulussa ja kirjoitan opinnäytetyöni liittyen Tuusulan Asuntomessujen kävijäkokemukseen ja miten covid19 on vaikuttanut kulutuskäyttäytymiseenne kotiin liittyen. Vain Suomessa asuvia kävijöitä etsin haastateltavikseni.

Haluaisin haastatella teitä joko puhelimitse tai kyselylomakkeen avulla elokuussa 2020.

Kiitos paljon

Heli Varjonen

Puhelin 040 7180 820

Email heli.varjonen1@edu.turkuamk.fi

Cover letter for questionnaire in Finnish

Hei,

Kiitos että pysähdyit keskustelemaan kanssani Tuusulan asuntomessuilla. Olen tosiaan opiskelija Turun ammattikorkeakoulussa ja teen opinnäytetyöni liittyen Tuusulan asuntomessujen kävijäkokemukseen ja miten covid-19 on vaikuttanut kulutustottumuksiin tänä keväänä ja kesällä.

Liitän word-dokumenttina kysymyslomakkeen eli se kannattaa avata, laittaa vastaukset joko x tai tekstiä ja tallentaa ja sitten minulle takaisin palauttaa elokuun aikana.

Kiitos paljon jo etukäteen vastauksistanne ja ajastanne ja jos teille tulee jotain kysyttävää mieleen, niin laittakaa sähköpostia minulle.

Terveisin

Heli Varjonen

BBA opiskelija

Email heli.varjonen1@edu.turkuamk.fi

KYSELYLOMAKE

1. Sukupuoli Mies Nainen ei
 halua vastata

2. Ikä 16-20 21-29 30-39
 40-49 50-59 60-69
 70-79 80->

3. Asuinpaikka Länsi-Suomi Etelä-Suomi Itä-Suomi Keski-Suomi
 Pohjois-Suomi

4. Perhesuhteet yksineläjä naimisissa naimisissa lasten kanssa
 leski

5. Oletteko asumisen tai rakentamisen ammattilainen? Kyllä Ei

Jos kyllä, vapaasti voit kommentoida mitä mieltä olit oman ammatillisesta näkökulmasta messuista

6. Millä messuilla kävitte viimeksi?

7. Milloin olette viimeksi käynyt asuntomessuilla, jos olette aiemmin käynyt (Espoo 2006, Hämeenlinna 2007, Vaasa 2008, Valkeakoski 2009, Kuopio 2010, Kokkola 2011, Tampere 2012, Hyvinkää 2013, Jyväskylä 2014, Vantaa 2015, Seinäjoki 2016, Mikkeli 2017, Pori 2018, Kouvola 2019) tai aiemmin?

8. Miksi vierailitte nyt asuntomessuilla?

9. Aiotteko käydä asuntomessuilla tulevaisuudessa (seuraavaksi Lohja 2021, Naantali 2022, Loviisa 2023, Kerava 2024, Oulu 2025)?

10. Mistä saitte tietoa asuntomessuista? Oliko tapahtuman markkinointi hyvää?

11. Toimiko COVID-19 myötä tehdyt muutokset järjestelyissä mielestänne mm.

Rajattu henkilömäärä kohteissa samanaikaisesti sisällä, käsidesi ja kertakäyttöisten hengitysuojaimien ilmaiseksi jako

- a) Hyvin
- b) Huonosti

Vapaa kommentointi :

12. Oletteko käynyt muilla messuilla liittyen rakentamiseen, sisustamiseen (Habitare yms)?

13. Tuusulan Asuntomessujen neljästä teemasta mikä kiinnosti eniten:

- a) Asumisen historiaa 50 vuotta
- b) Sisustaminen ja remontointi
- c) Ekologisesti kestävä asuminen
- d) Taiteen anti asumiselle

14. Onko COVID-19 virus vaikuttanut suunnitelmiinne kotiin liittyen? Kyllä
Ei

15. Jos kyllä, oletteko enemmän panostanut enemmän (voitte myös kertoa kauppojen/kauppaketjujen nimiä mistä eniten olette tehneet ostoksia)

- a) Sisustamiseen
- b) Remontointiin
- c) Aloittanut rakentamisen
- d) Puutarhaan
- e) Pihaan
- f) Johonkin muuhun

16. Onko innostukseenne laittaa kotia vaikuttanut keväällä / kesällä esitetyt tv-ohjelmat? Jos ovat niin voitko nimetä jonkin tai mikä/minkä aiheen tv-ohjelmat (esim. Huvila & Huussi Rempalla kaupaksi, Grand Designs, Asunnon

metsästäjät, Unelmarempat, Kiinteistöveljekset, Remonttipari, Kotoisa, Piha ja parveke, Upeat minikodit, Suomen kaunein koti)?

- a) Sisustamiseen
- b) Remontointiin
- c) Aloittanut rakentamisen
- d) Puutarhaan
- e) Pihaan
- f) Johonkin muuhun

17. Haluaisitteko muuttaa elämäännä jotenkin tai oletteko jo tehneet tänä vuonna jonkin alla olevista vaihtoehdoista

- a) Muuttaa kaupunkiin
- b) Muuttaa maalle
- c) Hankkia kesämökin
- d) Hankkia kasvupalstan
- e) Jotain muuta

18. Oliko Tuusulassa messualue mielestänne toimiva ja voisitteko kuvitella nauttivanne asumisesta siellä? Kyllä Ei

19. Oliko Näyttelyhallin ja muualla alueella olleiden yritysten tarjonta teitä kiinnostavaa?

20. Löysittekö Tuusulan Asuntomessuilta mitä haitte (tuotteen, palvelun, inspiraation yms)?

21. Parannus tai kehitysehdotuksia messuille, risut ja ruusut ym kommentit

Message in my Facebook in Finnish

Hei, tänään 3.8.2020 alkavat Tuusulan Asuntomessut <https://asuntomessut.fi/> ja kestävät elokuun. Jos olet menossa käymään olisin kiinnostunut haastattelemaan vierailukokemuksestasi ja miten covid-19 on vaikuttanut kulutuskäyttäytymisesi kotiin liityen, koska olen tekemässä opinnäytetyötäni niihin liittyen. Vain Suomessa asuvia kävijöitä etsin haastateltaviksi. Kiitos etukäteen ja laitathan minulle viestiä, jos haluat osallistua.

Information post in English

Hi,

I'm a student in Turku University of Applied Sciences and I'm writing my Thesis related to customer experience in the Tuusula Housing fair and how has covid-19 affected the customer habits during this Spring and Summer. I only look for persons living in Finland to be interviewed.

I would like to interview You via phone or questionnaire during August.

Thank you

Heli Varjonen

Mobile number 040 7180 820

Email heli.varjonen1@edu.turkuamk.fi

Cover letter for Questionnaire in English

Hi,

Thank you for stoping to talking to me at Tuusula Housing fair. As I told, I'm student in Turku University of Applied Sciences and I'm writing my thesis regading the customer experience and how has covid-19 affected the customer habits during this Spring and Summer.

I'll attach here the questionnaire in word-document, so please open it, answer with x or text and save it, and then send it back to me during August.

Thank you in advance from your time, and if you have want to ask something then please send me an email.

Regards

Heli Varjonen

BBA student

Email heli.varjonen1@edu.turkuamk.fi

QUESTIONNAIRE in English

1. Gender male female do not want to answer

2. Age 16-20 21-29 30-39
 40-49 50-59 60-69
 70-79 80->

3. Location Western Finland South Finland
 Eastern Finland Middle Finland
 North Finland

4. Family single [common-law marriage](#)
 married married with children widow

5. Are you professional in living or building?

 If yes you can comment from the professional view the fair

6. What fair did you visit last time?

7. When you have visited the Housing Fair last time if you have (Espoo 2006 , Hämeenlinna 2007, Vaasa 2008, Valkeakoski 2009, Kuopio 2010, Kokkola 2011, Tampere 2012, Hyvinkää 2013 , Jyväskylä 2014, Vantaa 2015, Seinäjoki 2016, Mikkeli 2017, Pori 2018 , Kouvola 2019) or earlier??

8. Why did you visit the Housing Fair this time?

9. Will you visit the Housing Fair in the future (next Lohja 2021, Naantali 2022, Loviisa 2023, Kerava 2024, Oulu 2025?

10. Where did you find out information of the Housing Fair? Was there marketing of event good?

11. Had the changes due to COVID-19 in the fair for example limited amount of visitors inside the buidlings, hand disinfectant and masks for free

 a) Well
 b) Poor

Free commenting

12. Have you visited other fairs related to building, home decor (Habitare etc)?

13. Tuusula Housing Fair had four themes

- a) History of living 50 years
- b) Decor and renovation
- c) Ecologically sustainable living
- d) Art offering for living

14. Has COVID-19 affected your plans at home? Yes No

15. If yes, have you invested more (you can also tell shop/chain names that you have made purchases)

- a) Decor
- b) Renovation
- c) Started building
- d) Garden
- e) Yard
- f) Something else

16. Has your interest to invest to home in Spring/Summer tv-programmes? If yes, can you name something or what/which subjects (Grand Designs)?

- g) Decor
- h) Renovation
- i) Started building
- j) Garden
- k) Yard
- l) Something else

17. Would you like to make changes to you life or have you done some of the options below

- a) Move to city

- b) Move to countryside
- c) Purchase a cottage
- d) Acquire an rental garden
- e) Something else

18. Was Tuusula Housing fair functional and could you see yourself enjoying living there? Yes No

19. Did you find the Exhibition Hall and other companies offering interesting?

20. Did you find from Tuusula Housing Fair t what you where looking for (product, service, inspiration etc?

21. Improvement or development ideas to the fair, good and poor etc comments

Message in my Facebook in English

Hi, today 3rd August starts the Housing Fair in Tuusula. If you are visiting it during August please let me know as I would like to interview you for your customer experience and how has covid-19 affected your consumer habits related to living to my Thesis. I only look for persons living in Finland to be interviewed. Thank you and please send me a message if you like to help me on this.

					Korki- kat- ojam- äärä (000, korki- m. per- jakso)			Tavoit- te- suur- yht. kauden aikana	
Ohjelma	Kau- si	Ennen- tyrka- nava, vko-pä- ivä- klo	Kau- si (ennen- mukaan)	Ennen- tyr- määrä/ kanava	1. erity- s	Mu- ut yht. "	Kaik- ki yht."	000	%
Kotona	3	MTV3	28.1.-14.4.	ja 6 AVA	451	275	726	2 833	53,6
Suomen kaunein koti: kerämi- kit	6	MTV3 to klo 20:00	4.5.-13.7.	6 MTV3 ja 6 AVA	377	480	857	2 927	55,4
Huvila & Huvuri	11	Neljän- nen ma- klo 20:00	16.3.-18.5.	3 Neljän- nen ja 3 Liv	406	398	804	2 941	55,7
Grand Design- unelma- arunnat	16 (u)	MTV3 & AVA	27.3.-8.8.					574	10,9
Design Australia	8	AVA	15.3.-30.8.					677	12,8
Grand Design Uusi- Seelanti	2 (uu)	MTV3 & AVA	16.2.-29.4.	Australiasta erityisesti, josta on				488	9,2
Romanti- lla rahaiksi	12	AVA	10.6.-28.8.					544	10,3

Lähde: Finnpanel TV-mittaritutkimus, kaikki 4+
vuotiaat suomalaiset

Keskikatsojamäärä = minuuttiyleisöjen keskiarvo

Tavoittavuus = väh. 3 min yhtäjaksoista katselua
(mikä tahansa esityskerta tai jakso)

*eri esityskertojen keskikatsojamäärien summa
(vain kauden aikana olevat uusintaesitykset)

Name list of tv-programmes (48) in Finnish tv channels March-November 2020 related to houses, building, renovation and garden. First is the official name on Finnish tv, second is official or unofficial translation in Swedish or English

Suomen kaunein koti / The prettiest house in Finland

Suomen kaunein: Kesämökit / The prettiest house in Finland: Summer Cottages

Huvila & Huussi / Cottage & Outhouse

Rempalla kaupaksi / Selling Houses with Amanda Lamb

Supertähtien asuntoautot / Celebrity Motor Homes

Lottovoittajan unelmakoti / Lottery Dream Home

New Yorkin luksusluukaalit / Million dollar listing New York

Remppa vai muutto / Love it or List it

Grand Designs

Asunnon metsästäjät / House Hunters International

Unelmarempat / Dream fixer upper

Remppa vai muutto Vancouver / Love it or List it Vancouver

Remppa vai muutto UK / Kirstie & Phil's Love it or List it UK

Kotiunelmia / Dream homes

Rakas ostin meille kodin / Honey I bought the house

Kiinteistöveljekset / Property Brothers

Remonttipari / Fixer Upper

Kotoisa / Cozy life

Piha ja parveke / Yard and balcony

Rantataloa etsimässä / Beachfront Bargain Hunt

House rules Australia

Vintage-kodit kuntoon / Home town

Tiny house

Supertähtien yllätysremontit / Celebrity IOU

Minikoti paratiisissa / Tiny Paradise

Kotikulmat kuntoon / Good Bones

Unelmakoti Husdrömmar

Upeat minikodit / Tiny luxury

Neljän tähden talkoot / Four star work party

Pikkukaupungin unelmakodit / Fixer to fabulous

Unelmakoti 100 päivässä / 100 Day Dream Home

Remontilla rahoiksi / The Block

Asuntokaupat sokkona / Blind house hunting

Rakas ostit nmeille kodin / Honey I bought the house

Asunnon metsästäjät maailmalla / House hunters international

Lottovoittajan unelmakoti / My Lottery dream home

Kesämökkiunelmia / Sommerhytta

Laurin talot / Lauri's houses

Kenen kotona? / At whose house

Kenen kotona Ruotsi / At whose house

Hei me rakennetaan / Hey, we're building

Remonttipiiskuri / Renovation officer

Tanskalainen maajussi rakentaa / Bonderøven

Unelmakoti Sisiliassa / Husdrömmar Sicilien

Rantatalon metsästäjät / Beach hunters

Hurja remontti / Extreme makeover home edition

Kiinteistöhuutokauppa / Flip or flop

Unelmakoti veden äärellä / Amazing water homes

CUSTOMER CENTRICITY (5 being High or YES and 1 being Low or NO)**1-5****CULTURE**

Does your organization have someone focused on understanding the customer and ensuring everyone from the C-suite to no-suite understands the needs of the customer? (E.g., chief customer officer, customer evangelist, Advocate, etc.)

Are you, or your team, responsible for all internal and external customer touchpoints?

Does your organization have programs that support the postpurchase customer experience and other actions that encourage loyalty, community interaction, and repeat purchase?

Does your organization have someone responsible for coordinating all user experiences across all touchpoints?

Does your organization collect data to help shape engagement and experience strategies that match customer needs and exceed customer expectations?

ORGANIZATION

Is your organization structured traditionally in departmental silos?

Do senior executives regularly interact with employees on an informal and formal basis?

Does your organization empower employees to take responsibility for delivering on customer needs at every touchpoint?

Does your organization encourage team members to contribute and support ideas, strategies, and proposals?

MARKETING MANAGEMENT

Are you the brand champion in your organization and the gatekeeper for the brand's core values? If so, are these unifying forces across the business?

Does your office serve as the hub for customer and competitive intelligence?

Does your office provide real-time access to customer behavior/transactional intelligence for the entire organization?

Are you responsible for your organization's marketing strategy and its implementation?

Does your role and responsibility include unifying, motivating, mobilizing, and focusing marketing assets and partners to create the greatest market impact?

Does your role and responsibility include connecting and creating dialogue with product, sales, channel, line of business (LOB), and ops + finance teams, as well as inviting field input from both channel and internal/external sales groups?

RESEARCH**1-5**

Are you or your team responsible for assigning and keeping the results of customer research?

Do you and your team visit the marketplace regularly to observe, share, and document the customer purchase journey experience?

Are you responsible for the development and distribution of customer insights to your organization?

Are you responsible for the collection and analysis of customer and transactional data for your organization?

Does your organization have someone responsible for marketing analytics and their relationship to key performance indicators (KPI) and traditional business-performance metrics?

TOTAL

- 86-90** You are a well-oiled customer-centric organization. Bravo!
- 80-85** You have a really solid customer-centric orientation, with some additional upside potential.
- 70-79** You are trying to get there, but you still have some work left.
- 60-69** You're doing okay, but you're on the cusp of being left behind.
- 50-59** You're not keeping up with the competition; it's make-or-break time.
- < 50** We don't want to talk about it.

FIGURES

Figure 1. Market research.

19

Figure 1 Market research

