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Gamification in automotive marketing

A conceptual framework for implementation

This research outlines a conceptual framework for implementing a gamified web application into the branded website of an automotive manufacturer along with website design updates to increase interactivity and overall user experience. The extensive literature review establishes a strong foundation for the study's arguments of improving brand loyalty and brand image, improving customer retention rates, increasing inbound site traffic and ultimately increasing the number of sales leads, showroom visits and higher profits. Success relies heavily on favorable and positive brand experiences that were found to increase customer satisfaction and brand loyalty. These brand experiences are to be delivered via a positive user experience of the manufacturer's website and the use of newly developed gamified car configurator application. The objective of the application and site is to get the users to experience the state of flow, which is a positive, gratifying experience.

The study distinguishes several features such as accessibility, acceptability, ease of use and flexibility that should be incorporated to the design to ensure the appeal of a wide audience. As the configurator is to be implemented on the branded website, the site itself should be updated to aid in achieving the flow-state, with added interactivity, novelty and again ease of use, to prevent visitors from becoming frustrated. Following the recommendations of increasing interactivity and novelty, designing accessibility and the ease of use and implementing a social feature will allow the goals and objectives outlined above to be reached.

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1 Introduction

Due to the significant advances in technology, the role of marketing and marketing communications is under constant turbulence and state of change. New forms of marketing communications are being developed and keep surfacing with astonishing rates; gamification in marketing is one of these phenomena.

Studying the effects of gamification and contemporary, interactive website design in the automotive marketing is a marginally researched area. This particular research can be regarded as exploratory as the aim of this research is to uncover the potential of utilizing gamified applications in online marketing efforts and to gain additional knowledge to create a useful concept to utilize in automotive marketing. Honda will act as an example on which the concept outlined by this research will fictitiously be applied on.

According to Google's Insights for Search, the amount of searches and content regarding gamification has increased exponentially since 2010 and has continued to grow thus representing a massive interest towards this particular subject and a current topic to research. The subject of gamification is constantly covered on different marketing journals and industry websites, such as Mashable.com and SEOMoz.org, both of which are frequented by industry professionals. Gamification has also grabbed the attention of academics, and to exemplify the growing interest in gamification, a research group called Gamification Research Network (GRN) was formed around studying the aspects and uses of gamification and utilizing game design, features and functionality in non-game contexts, i.e. marketing.

As games are usually played for enjoyment purposes and games aim to deliver unique and positive experiences, this research is built upon a similar foundation. The extensive literature review will begin from the basic concepts of marketing communications, continuing to the technical advances made in the recent years, to outlining several branding concepts and theories related to favorable experiences and effects of those experiences. The research will then study consumer and buying behavior along with how consumers search for information online with the intent of buying. Next the concept of flow is studied which is directly related to the experiences consumers experience is

online and which factors are directly related to induced the state of flow. Lastly, the literature review covers the theory behind gamification and designing games for a wide audience.

There is no previous research regarding this particular topic, more specifically about utilizing gamification in automotive marketing. Most of the research materials used in this study are relatively general, however Sahin et al's (2011) research on brand experiences uses the automotive industry as an example as well as Satish and Bharadhwaj's (2011) research on information search concentrates on the buying process of a new car in India.

As mentioned above, there is no previous research on this particular area of online marketing. With gamification being a topic of continuous conversation online and academic research, but not on this specific topic, it is an immensely interesting topic to study. This research will attempt to uncover the effects of introducing a gamified online application in the form of a car configurator along with other website design updates, concentrating on the positive effects on brand image, brand personality and brand loyalty and ultimately the effects on store visits, buying behavior and sales figures.

Figure 1 below outlines the entire study and represents how the research will progress through stages and ultimately present recommendations on how Honda is able to reach the goals and objectives set by this research.

Figure 1. Research outline and process
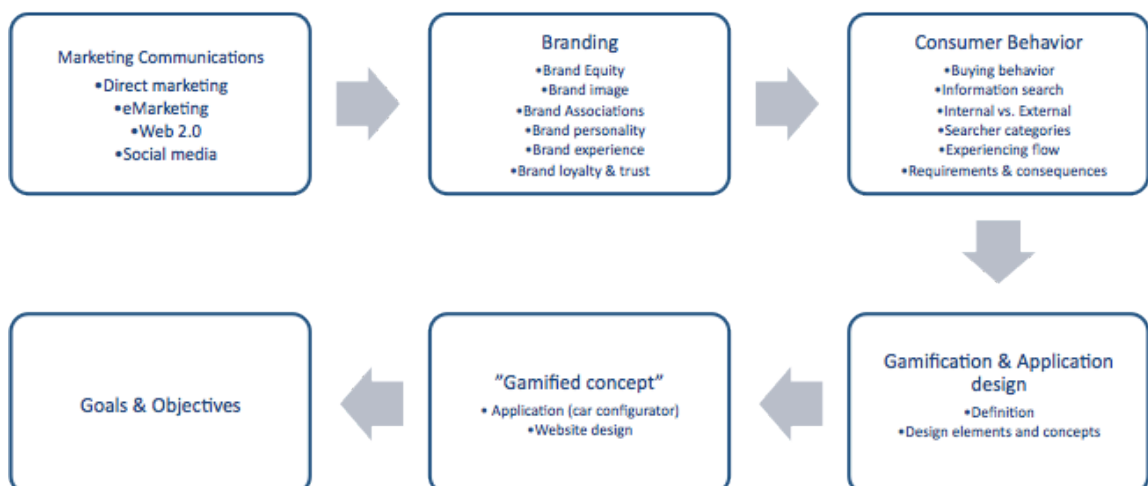
2   Literature review

The literature review of this particular research is based on a variety of relevant sources ranging from basic marketing text books to journals and researches that cover all the different theories, models and findings that can be directly related to introducing a gamified web application to an automotive manufacturer's online marketing strategy. The starting point of this literature review are foundations of marketing communications, commencing to different aspects of branding and brand strategy as well as consumer behavior, followed by segmentation and targeting and finally the theory behind gamification, web design and interactivity in online marketing strategy.

2.1   Marketing communications

After companies have successfully developed their product offering, decided on the pricing strategy and made it available for consumers, they are required to communicate with their prospective customers to make their offering known to them (Kotler et al. 2005). Marketing communications, also known as the promotion mix, consists of five main promotional tools: Advertising, personal selling, sales promotion, public relations and direct marketing. The objective of marketing communications is to influence or persuade consumers by conveying different types of messages, whether they are addressed to individual consumers or directed towards reaching a larger audience, is dependent on the objectives of the company in question. (De Pelsmacker et al., 2010).

As this research focuses on online marketing strategy, one of the most important tools utilized as well the foundation for online marketing stems from *direct marketing.* The definition of direct marketing is defined as (Kotler et al., 2005), "Direct connections with carefully targeted individual consumers both to obtain an immediate response and to cultivate lasting customer relationships - the use of telephone, mail, fax, email the internet and other tools to communicate directly with specific consumers." Direct marketing is sometimes referred to as "retention marketing" or "relationship marketing" with the objective of building long-term relationships and increasing customer loyalty. The effects of successful relationship marketing lead to customer retention and with the combination of gaining new customers, the amount of customers increases and with long-term relationships can lead to higher profitability. Returns per customer in-

crease, operational costs will decrease, positive word-of-mouth leads to the acquisition of new customers and old, loyal customers become less price-sensitive. (De Pelsmacker et al., 2010).

As technology has developed significantly in the recent years and especially as Internet has grown its importance as an communications medium, E-communication has become an increasingly effective part of the communications mix and thus a large portion of marketing communications has shifted to the online realm. E-communications allow companies to interact between the company and its potential consumers and other stakeholders (De Pelsmacker et al., 2010). The foundation for e-marketing lies in generating a brand website, which contain specific brand-related information and services. The site can be used to communicate with target groups as well as an interaction platform to collect consumer information or potentially interact with prospective consumers and as such, brand websites play an essential role in sustaining or increasing customer loyalty. Maintaining a branded website requires continuous development, maintenance and updates to retain the positive image of the brand and to generate a continuous stream of visitors to the site. (De Pelsmacker et al. 2010).

More relevant to the topic of this research are the branded online games as a type of entertainment and information used as a tool to generate interaction with brand as well as positive, brand-related online experiences. Objectives of online game advertising can be one of the following: Building brand or product awareness, driving traffic, generating conversions or sales leads, collecting visitor or consumer data or possibly education (De Pelsmacker et al. 2010). Differing from the definition of online games, gamification includes the same objectives, and is defined as follows: "'Gamification" is the use of game design elements in non-game contexts." *(Deterding et al., 2011)*

A brand website and game advertising form the basis for a gamified web application as both of these are integral elements in formulating a successful strategy. The branded website functions as the platform or as the setting for the application and the online game as the starting point for development, which will then be transformed into one of the site's features.

2.1.1   Web 2.0

As technology has been developed in tremendous strides within the last decade, the internet has not remained in its original, static form but it has evolved into a new, even more challenging medium than what it was before. With such phenomenons as social media and the rapid developments in internet and mobile technology, the web has been updated to its "second" version, the Web 2.0.

However, to clarify and properly define what Web 2.0 means, Tim O'Reilly formulated a compact definition in 2005 which goes as follows: *Web 2.0 is the network as platform, spanning all connected devices;* Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "architecture of participation," and going beyond the page metaphor of Web 1.0 to deliver rich user experiences*. Simply put, web 2.0 stands for a constantly moving and continuously updating interactive online entity that spans across a variety of platforms and in which the every-day user holds a large portion of the power and development relies in the participation of its users.

This phenomenon has been the topic of discussion and research due to its implications to businesses and how to modify their online strategies accordingly. The transformation of the web from 1.0 to 2.0 has had several effects, with one of the most important ones being that the locus of power has shifted from the firm to the consumer as this new technology has enabled consumers to become the generators of content and media in addition to merely consuming it as well as granted them with the ability to directly influence companies in online environments. (Berthon et al., 2012).

2.1.2   Social media

Social media is often considered a synonym to the Web 2.0, however the technology merely provided the tools and the foundation to build and develop different types of

online solutions and gave rise to the new, revolutionary form of communication and media. The content that is spread within social media comprises of for example text, pictures or videos. However the significance of social media lies in the shift from individualism to collectivist thinking, where the leverage is in the power of many and engagement is the key to success. (Berthon et al., 2012). The structure of social media comprises of seven building blocks, in which identity is the center of attention and conversations, sharing, presence, reputation and groups all influence each other in different ways. Identity represents the extent to which users or companies reveal their identities, conversations represent the extensiveness communication, sharing represents the exchange, distribution and receiving of content, presence represents accessibility, relationships the extent of relation users to each other or the company, brand or product, reputation represents the standing of in a social media setting and groups the extent of forming communities of sub-communities within social media. (Kietztmann et al., 2011). Due to the relatively large amount of alternatives in social media channels and types, Berthon et al. (2012) propose that the most prominent social media types and their usage is determined by the state of technology, culture and potentially the role the government in the target country.

As such, the web 2.0 has given rise to a new form of direct marketing and social media has become an integral part of e-communication that have to be taken into account when formulating an online marketing strategy and when developing and designing web applications and web sites.

2.2   Brand considerations

The brand and branding are an integral part of this research and thus, this section of the paper will cover different brand and branding related issues, aspects and theories that are relevant in designing a gamified web application for an automotive manufacturer. The brand theories and concepts relevant to the development, design and outcomes of the gamified web application are illustrated in figure 2 below. The concepts and the application have a symbiotic relationship where the application affects how the brand is perceived, which personality traits consumers endow the brand with, the degree to which consumers associate the brand within its general product category, what kind of experiences the brand is able to deliver and ultimately how positive brand ex-

periences affect the loyalty and trust of consumers and how all the above mentioned factors have a significant effect on how the application should be designed to provide maximum advantage.
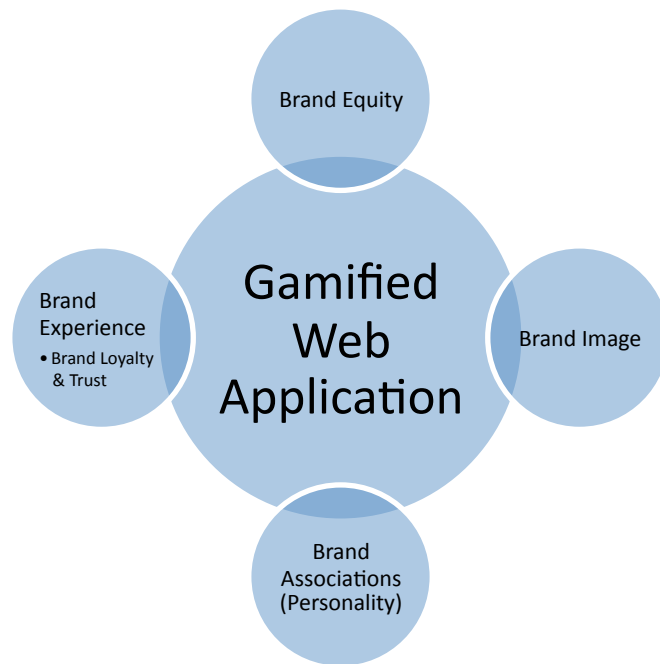

Figure 2. Brand concepts and the gamified web application

2.2.1   Brand equity, image and associations

Branding is used to distinguish the goods of one producer from another. A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition (Keller, 2003).

The strengths of a brand lie within the minds of the consumers and what they have experienced, learned, felt, seen or heard regarding the brand. Brand equity is generated by favorable consumer responses, i.e., how consumers react or behave when faced with a buying decision, price increase or an extension to a product line. The effects of positive brand equity are for example improved perceptions of product performance, greater loyalty, larger margins and increased marketing communications effectiveness. (Keller, 2003). All of which can be regarded as plausible objectives after the implementation of the gamified application concept to be outlined in this research.

One major source of brand equity is brand image and thus it is an extremely important part of brand- and marketing strategy. A positive brand image is formed by marketing campaigns or programs that create strong, favorable and unique brand associations in consumers' memory. Brand image is generated by brand associations which come in a variety of forms, ranging from information communicated about the brand by the company to word-of-mouth within consumers to assumptions and references to the origin of the brand and the possibly culture (Keller, 2003). As the Internet is arguably the most important communication medium, providing favorable associations and experiences in an online environment is essential in achieving success in online marketing and in today's business environment.

One of the most important and largely researched type of brand association is brand personality. Brand personality is formally defined as "the set of human characteristics" associated with brand (Aaker, 1997). Consumers tend to find symbolism or self-expressive traits in brands, which is largely what the companies are looking for (Keller, 2003). Brand personality has two large antecedents; personality characteristics as well as demographic characteristics. The effect is that the brand personality traits consumers connect to a brand vary on an individual basis, depending on personality traits, gender and the perceived societal class. Consequences of brand personality associations increase consumer preference and usage, creates emotional responses and increases levels of trust and loyalty (Aaker, 1997). Brand personality framework is based on five characteristics: Sincerity, excitement, competence, sophistication and ruggedness (as represented in Fig. 3). Aaker's (1997) research suggests that brand personality dimensions possibly operate in different ways or influence customer preference for different reasons. Where sincerity, excitement and competence tap natural, innate parts of human personality, sophistication and ruggedness tap parts that individuals do not necessarily have but desire to have. However, it is important to notice that the research was conducted in North America and the particular research does not prove if the framework is transferable within different cultures.
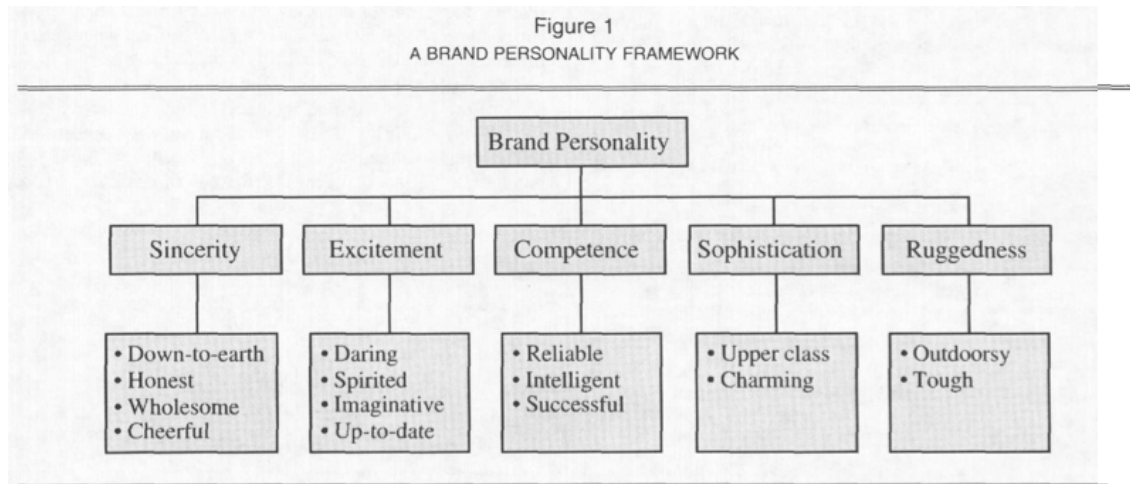
Figure 3. Brand Personality Framework (Aaker, 1997)

2.2.2 Brand experience

Due to the emergence of the Web 2.0 and the huge advances in computing technology, creating elaborate, interactive online solutions is not only possible, it is even expected from large corporations with the readiness and tools to provide them. Experiences are not limited to "real life" and providing favorable experiences in an online environment can have tremendous effects, especially with the help of social networks.

Brand experiences are sensations, feelings, cognitions, and behavioral responses caused by brand-related stimuli that are a part of brand's design and identity, packaging, communications and environment (Brakus et al., 2009). Consumers encounter various brand-related stimuli such as colors identifying a brand, shapes, typefaces or background designs, slogans or mascots or brand characters. These stimuli are an integral part of a brand's design and identity, packaging and marketing communications and are subjective, internal responses by consumers. In contrast to other brand constructs, brand experiences occur whenever there is a direct or indirect interaction with the brand, the experience itself does not have to be surprising; it can be both expected of unexpected. Also, compared to brand personality which was discussed above; brand experiences are actual sensations, feelings, cognitions and behavioral responses that are conceptually and empirically different in comparison to brand evaluations, involvement, attachment and customer delight (Brakus et al., 2009).

Brakus, Schmitt and Zarantonello (2009) studied the effects of brand experiences in predicting consumer behavior. Firstly, according to their results, brand experience acts as an antecedent of brand personality and if consumers have favorable brand experiences, they are more inclined to endow the brand with personality associations. Secondly, as consumers endow brands with more human characteristics, the more satisfied they are with the chosen brand and are more inclined to stay loyal to the brand. One of objectives and motivations of their research was to establish a model or a framework for measuring brand experience; as a result of their research, the established dimensions are sensory, affective, intellectual and behavioral responses. The scale and dimensions are based on extensive research on human behavior and psychology as well as product of their studies and surveys that proved their hypotheses.

Extending from Brakus', Schmitt's and Zarantonello's research (2009), Zahin, Zehir, Kitapci (2011) studied the effects of brand experiences, brand trust and brand experiences using the automotive industry as a foundation. Their research showed that brand experiences create and develop a trust-based relationship between the brand and the consumer. These experiences occur in a variety of different settings when consumers search, shop and consume brands.

Perks and Ha (2005) studied the effects of consumer perceptions of brand experience on the web and how it affects brand familiarity, satisfaction and brand trust. In an online, web-centric setting, brand experience is defined as positive navigations (i.e. being part of an online community) and perceptions (i.e. Variety and uniqueness of visual displays and value for money) with a specific website. Consumers and online customers expect contemporary websites to offer them an experience along with the sought after information. Active internet users and e-consumers are more likely to frequent and use a good website that offers a positive experience. Brand experience and familiarity are components that form consumer knowledge and impact their cognitive structures. For example, consumers that do not have an experience with a particular branded website are more likely to use extrinsic information in assessing brand quality, as they have relatively low amount of previous brand information in their memory, which makes information processing increasingly difficult. (Perks & Ha, 2005). Their

research defines how brand experiences influence brand trust positively and thus work towards creating deeper, more meaningful customer relationships.

Brand affect is a concept that shares similar characteristics with brand experiences. Brand affect is described as the potential to elicit a positive emotional response in the average consumer after using the the brand. As such, brand affect can be viewed as a precursor to brand experience although in a significantly more limited scale (Chaudhuri & Holbrook, 2001).

As such, brand experiences constitute an integral part of the foundation in the objective of increasing brand loyalty, rejuvenating brand image, retaining customers and to draw in new customers by using experiences as a logical starting point.

2.2.3   Brand loyalty & trust

Keller's model of customer-based brand equity, it's final level of focuses on the identification and type of relationship between a brand and a customer. Brand resonance refers to the nature of customers' relationship with a brand and the extent they feel "synced" with the brand in question. The concept of brand resonance is broken down into four categories: behavioral loyalty, attitudinal attachment, sense of community and active engagement (Keller, 2003).

Behavioral loyalty, i.e brand loyalty is the category that holds the largest significance. Behavioral loyalty refers to repeat purchases and the amount of category volume attributed to the brand, basically referring to the purchase intervals and quantities. Brand loyalty is also closely linked to customer satisfaction and thus greater loyalty to a brand requires deep attitudinal attachment which is subsequently created by positive experiences and high rate of satisfaction to the brand. The latter definition includes degree of dispositional commitment in terms of some unique value associated with the brand and thus measures the level of commitment of the average consumer to the brand (Keller, 2003; Chaudhuri & Holbrook, 2001). These two definitions can be separated into two different types of brand loyalty: behavioral and attitudinal.

Brand trust refers to a slightly different concept, regardless of the relative similarity as a term. Brand trust is the brand's ability to deliver the stated service or perform its stated function according to the consumers expectations. Greater trust in a brand's performance diminishes consumers' feelings vulnerability and improves satisfaction in the brand (Chaudhuri & Holbrook, 2001).

As improving brand loyalty and trust are both clear objectives for introducing the gamified web application as a part of an overall online marketing strategy, there have been several studies that have shown proven results of improved brand loyalty and trust as a result of several factors, such as the brand experiences mentioned above.

Aaker's research shows that manipulating distinct dimensions of the brand's personality, the brand's can affect consumers' levels of loyalty and trust, evoke emotions in consumers (brand affect / experience as discussed previously) or increase consumers' preference and usage of a particular brand and the results of said "manipulations" can be verified utilizing the brand personality framework (Aaker, 1997). Brand personality is believed to offer similar value to consumers as brand experiences, and therefore, the more a human characteristic is associated to a brand, the more satisfied and loyal the customer will be. Thus, brand personality has a positive effect on customer satisfaction and consumer loyalty. According the Brakus, Schmitt and Zarantonello's research, brand personality has a direct effect on consumer loyalty and satisfaction; however, the effect on customer satisfaction was found to be stronger. Thus, brand personality can be used predict consumer satisfaction as the brand personality is seen as more self-expressive and social (Aaker, 1997; Brakus et al., 2009).

Chaudhuri and Holbrook (2001) studied the effects of brand trust and affect to brand loyalty. They hypothesized and ultimately proved the link between brand loyalty and increased market share due to higher level of trust in the brand as well how the brand affects consumers on an emotional level. According to their research, brand trust and affect appear to act as key determinants of brand loyalty and commitment and brand trust also leads to brand loyalty as it creates exchange relationships with consumers. Brand loyalty acts as the foundation of the valued and important relationship created by brand trust and as such, the two concepts are associated with each other as trust is an important factor in relational exchanges. In other words, brand trust in positively

related to both attitudinal and purchase loyalty. The close relationship or commitment to a brand tends to reflect to positive affect generated by the brand and strong and positive affective responses will be associated with high levels of commitment to a particular brand. Thus, if brands that are able elicit an emotional response (e.g. Happiness, joy, affection) from consumers, it should result in a higher level of attitudinal and purchase loyalty. In other words, a consumer with a high trust in the brand is more willing to remain loyal to the brand, pay a premium price for it, to buy new products introduced under the same brand in its existing and possibly new categories and to share some information about their preferences, tastes and behavior.

As a combination or a result of their two previous researches and arguments, Chaudhuri and Holbrook (2001) argue that greater brand loyalty results in an increased market share (particular brand's sales in the relevant product category) due to the larger amount of customers or relationships retained by the brand as well as higher amount of repeat purchases. Chaudhuri and Holbrook found significant positive relation with all three hypothesizes. Brand trust and brand affect were found to directly influence consumers' behavioral and attitudinal loyalty as well as being indirectly related to market share. Brand trust's and affect's positive influence on behavioral and attitudinal loyalty was found to significantly contribute to market share, as such brand loyalty may be viewed as a link in the chain of effects that indirectly connects brand trust and affect to market performance issues of brand equity. However, it must be noted that the product-category and perceived product type influence sensations of brand affect and trust; Hedonic value in a product category was found to positively influence brand affect whereas utilitarian values were found to have a negative effect. (Chaudhuri & Holbrook, 2001).

Experiences have been found to influence brand trust and loyalty as well. If a brand is able to evoke an experience in an individual, the experience alone can lead to satisfaction and loyalty. Experiences can also act as a foundation for more elaborative information processing and inference making those ultimate results in brand association. Brakus, Schmitt and Zarantonello's (2009) research on brand experiences also features several issues and findings relating to brand trust and loyalty. They hypothesized and proved the linkages between brand experiences, brand personality and customer satisfaction and brand loyalty. Firstly, as experiences are results of stimulations and lead to

pleasurable outcomes, the expectation is that consumers will want to repeat the positive experiences meaning that brand experiences influence future-directed consumer loyalty as well as past-directed customer satisfaction. As such, consumers should be more likely to rebuy the brand and recommend to others and less likely switch to a competitors brand. Thus, brand experiences are expected to affect consumer satisfaction and consumer loyalty positively.

As brand experiences as well as brand personality assumptions occur in response to brand contact and both include a categorization process, they both share common ground. As a result, brand experience is expected to be an antecedent of brand personality. If a consumer experiences a positive brand experience, it is more likely that the consumer will then endow the brand with personality associations. The last argument of Brakus et al. (2009) regarding brand experiences and consumer satisfaction was that consumer satisfaction has a positive effect on loyalty. When the consumer has a good feeling of the relationship and is appreciative of the brand, a high level of commitment and loyalty is the result. Brand experience was found to have a strong, direct effect on both loyalty and satisfaction and thus it can be used effectively in predicting consumer buying behavior. If a brand is successful in stimulating senses, makes the individual feel good and engages one's mind and body, a stimulation-seeking individual may work towards receiving similar type of stimulation again. (Brakus et al., 2009).

Sahin, Zehir and Kitapci (2011) further developed from Brakus', Schmitt's and Zarantonello's research and continued to research the link between brand experiences and brand loyalty with the emphasis on high-involvement products, more specifically using the auto-industry as a basis for the research. The theoretical background consists largely of the aforementioned research as well as Chaudhuri and Holbrook's (2001). Zahin et al. (2011) went on to hypothesize that brand experiences have a positive effect on brand satisfaction, brand trust and brand loyalty and that brand satisfaction and brand trust are also important factors in increasing brand loyalty. The automotive industry was chosen for the context of this research due to several reasons: Brand involvement is perceived to be high in this specific industry, a car as a product taps into all the brand experience dimensions and lastly, brand satisfaction and brand loyalty are extremely important for automotive manufacturers.

The results supported Zahin et al's (2011) hypotheses regarding the effects of brand experiences along with the other researches covered. Brand experience is seen to develop a trust-based platform between the brand and the consumer and brand experiences are seen to arise in a multitude of different settings when consumers search, shop and / or consume brands. The study conceptualized brand experiences as subjective consumer responses that are triggered by specific brand-related experiential attributes in such settings. Hypothesis' regarding brand satisfaction and brand trust were also found to have significant effect on brand loyalty. Brand satisfaction has a significant influence on online brand loyalty and satisfaction is seen as one of the determinants of brand loyalty. Brand trust is seen to create exchange relationships between consumers and brands. (Sahin, Zehir and Kitapci, 2011).

Perks' and Ha's (2005) research on online brand experiences and consumer perceptions studied how brand satisfaction, brand trust and brand loyalty are affected by different factors in an online environment. Their intention and goal was to provide a link between a website's attractiveness and brand trust. As consumer satisfaction is closely related to brand trust, dissatisfaction in e-commerce translates in negative word-of-mouth about the provider's inability to meet consumers' needs and oppositely satisfaction translates in to positive word-of-mouth and ultimately results in improved brand trust and loyalty. Brand trust in an online setting is defined described above with the addition of adding security and familiarity to the mix to maintain favorable relationships and uphold the trust relationships with consumers. As a results, Perks and Ha hypothesized that consumers who have had an impressive brand experience shows strong satisfaction associated with their experiences or purchases, that impressive brand experiences were also expected to translate into strong trust in the brand and that based on positive experiences and relationships, a consumer who was satisfied by the perceived performance of the brand shows a strong trust in the brand. The results of the study showed support for all three hypotheses. Positive brand experiences had an effect on brand familiarity and thus showed significant reaction to perceived pricing. Impressive brand experiences were also shown to have a significant effect on consumers' brand trust. Greater familiarity with the brand had a large effect on brand satisfaction, when the consumer has web experience, search and customer experience of that particular brand.

Thus, improving the experience that consumers get when visiting a branded website has an immediate effect on familiarity towards the website in question. Perks and Ha's study implies that brand trust developed in the following manner: firstly, various brand experiences and the search for information, secondly, a high level of brand familiarity and thirdly, consumer satisfaction based on cognitive and emotional factors. The above-mentioned factors all affect the solidity of the relationship between brand and consumer. A customer with a high level of trust and brand preference is one that has greatest potential to being ultimately converted into a loyal customer. (Perks & Ha, 2005: 448-449).

Brand satisfaction, brand trust and ultimately brand loyalty are issues with massive importance in formulating a successful online strategy and venture. As such, these three factors are all objectives and goals for the web application and this section details several different issues that contribute towards that goals as well as issues to be kept in mind whilst formulating an online strategy and designing the gamified web application.

2.3   Consumer behavior

Understanding potential customers' behavior in buying situations as well as in an online environment is an important aspect of this research as it affects strategy formulation and application design tremendously. Buying behavior has been briefly mentioned in the previous section regarding branding, however this section goes into more detail about the importance of understanding consumer behavior, what it is in an online environment (more specifically flow) and how consumers search for information online and its effects.

Consumer behavior as defined by the American Marketing Association is defined as follows: Thoughts and feelings people experience and the actions performed in process of consumption. Environment and its contents heavily influence these exact feelings and experiences. The environment includes comments and feedback from other consumers, adverts, price information, packaging, product appearance and many others. Consumer behavior as a concept is very dynamic and involves interactions and ex-

changes of different kinds. Due to the dynamic nature of consumer behavior, continuous consumer research and analysis is vital to keep up with the latest trends, especially in this current digital age and technologies such as the Web 2.0. Interactions include such things as thoughts, feelings and environment's influence between the brand and the challenge is to understand what products and brands mean to them, what consumers must do to purchase and use them and things that influence shopping, purchase and consumption. Exchanges on the other hand involves human contact in the form of giving something of value and receiving something in return, basically meaning that consumers give money to receive a product or a service or more specifically use their to browse the web for product or price information or merely looking for way to pass the time. (Peter & Olson, 2008: 5-9).

Analyzing target consumers is a vital process which consists of three separate elements, all of which are equally important. The first element refers to consumer affect and cognition. Consumer affect and cognition are the two different mental responses individuals exhibit upon being subjected to different stimuli. Affect refers to the feelings of consumers about the specific stimuli and different events, for example, whether to like a product or to find a website interesting. Affective responses vary from favorable to unfavorable as well as in intensity. Affect consists of relatively intense emotions to strong states of feeling to moods and lastly attitudes towards something in particular. Cognition refers to the thinking part of the equation and how for example individuals view a particular product or its stated function. It refers to the mental structures and processes involved in thinking, understanding and interpreting stimuli and events. Cognition includes knowledge, meanings and beliefs consumers have accumulated and developed from their past experiences and stored in their memories. The second element is behavior and it refers to physical actions of consumers that can be monitored, observed and measured by others. The final element of consumer analysis is the environment which consists of all the external stimuli that influence how consumers think, feel and react. Social stimuli are included, referring to the actions of others in cultures, subcultures, social classes, reference groups and families. Physical stimuli are also included, such as stores, products, adverts or signs that could potentially change consumers' minds. (Peter & Olson, 2008: 22-24).

Kotler et al. (2005) recognize four different types of buying decision behaviors; complex, dissonance-reducing, habitual and variety-seeking buying behavior. Complex buying behavior is the most relevant to this research as purchasing a new (or even used) car is a big decision. Consumers undertake in complex buying behavior when they product in question is something they are highly involved as well as perceive large differences among brands. Complex buying behavior occurs also when they product is expensive, risky, purchased infrequently and is highly self-expressive. (Kotler et al., 2005: 276).

2.4   Information search

Information search and accumulation is an important part of the procedure that consumers go through before making a final decision to make the purchase and use the product. Rijnsoever, Farla and Dijst (2009) studied consumers' car preferences and information search channels and how both affect on attitudes and ultimately behavior. Prior to purchasing a new vehicle, it is typical that a certain degree of information search is conducted. Pre-purchase information search can be divided into two different categories: internal and external information search where internal search refers to pre-existing information accumulated from prior experiences and memories and external refers to information retrieved from external sources such as websites. Information search is highly affected by the consumer's involvement in the product category itself. Involvement refers to the relevance of the product to consumers' needs, values, goals and interests and it is highly related to the consumer's previous experiences and knowledge regarding the product category.

Satish and Bharadhwaj (2010) also studied consumer information search among new car buyers in India. They divided consumers to four different search categories: Broad moderate searchers, intense heavy searchers, low broad searchers and low searchers based on their personality traits such as shopping enjoyment, perceived behavioral control, subjective knowledge, optimum stimulation level, need for cognition and technology readiness. Shopping enjoyment suggests that individuals shop to gain utilitarian value or gain hedonic value, meaning that shopping can result instrumental rewards and/or experiential rewards. Shopping enjoyment is perceived to provide joy and enjoyment and it acts as an antecedent to information search. Perceived behavioral con-

trol (PBC) on the other hand is defined as the perceived ease or difficulty of performing the behavior and is assumed to reflect past experience. PBC is also regarded as an antecedent to information search. Subjective knowledge refers to the consumer's perception of the amount of knowledge they think they already have. Subjective knowledge influences individuals' ability and motivation to search for information. Optimum stimulation level and need for cognition (NFC) refer to the state of the individual and their ability and need process the accumulated information. Technology readiness refers to individuals' propensity to embrace and make use of new technologies for accomplishing goals. Positive feelings towards technology propel towards using new technologies, whereas negative feelings may hold them back.

The results of their research showed quite logically that individuals in the intense heavy searchers and broad moderate search category were the most lucrative group in terms of targeting. Intense heavy searchers had the highest enjoyment when shopping for cars, had a high PBC as in they perceived themselves adept searchers, had a high level of subjective knowledge. They also scored high on the technology readiness index which is highly relevant to this research as they showed to be more favorable towards using new technology in the search process. Broad moderate searchers on the other hand were the largest category with relatively high to moderate results on all seven personality traits. The conclusion of the study suggests that in order produce the best possible results, targeting individual or specific clusters is the best way forward. (Satish & Bharadhwaj, 2010: 11-14).

2.5   Experiencing the flow-state

Developing and designing a gamified web application is an intricate process and the end product has to be interesting, functional and an overall experience for the user. The concept of flow is relevant in regards to the research and as such, inducing the flow-state on the application's users should be regarded as one of its objectives.

Csikszentmihalyi (1977) developed the theory of experiencing flow: "the state in which people are so involved in an activity nothing else seems to matter." When the consumer is in the state of flow, irrelevant thoughts and perceptions are screened out and the consumer focuses entirely on the interaction presented for them. The flow-state

involves a merging actions and awareness with so intense concentration that there is little to no attention left to consider anything else. The consumer's actions within the flow-state is experienced as a unified flowing from moment to moment in which the consumer is in full control of their actions and has little distinction between the environment and themselves, between stimulus and response or past, present and the future. Thus, self-consciousness disappears the consumer's sense of time becomes extremely distorted and resulting state of mind is extremely gratifying. (Hoffmann & Novak, 1996: 58).

There are several antecedents that precede flow. Skills and challenges have to be in perfect harmony for the state to be induced, where skills are defined as the consumers capacities for action and challenges as the opportunities available for the consumer in a computer-mediated environment (Hoffmann & Novak, 1996: 60). The consumer has to be in a state of focused attention which means the centered attention to the limited stimulus field, in this case the web application and computer or tablet screen (Csikszentmihalyi, 1977: 40). In order to improve interactivity, a certain degree of vividness and breadth has to be present. The former refers to the representational richness of the mediated environment and breadth to amount of "tapped" sensory dimensions (aural, focal etc.) To produce a more intensive and enhanced state of flow, interactivity and telepresence act as secondary antecedents. It is important to notice that consumers move in and out of flow and flow's characteristics can be influenced with marketing activities, with the most important being the harmony between skills and challenges that can be achieved by successful interface design. (Hoffmann & Novak, 1996: 61).

2.6   Website attributes and design

Huang (2003) studied how websites can generate experiential experiences and enhance hedonic performance. The experiential experiences are closely refer to the concept of flow and hedonic performance refers to users' tendency to visit website for entertainment rather than for information retrieval. The hedonic performance of a website is assessed from the amount of fun, playfulness, pleasure they experience from the site.

The study recognizes three user-oriented web attributes: complexity, novelty and interactivity. Complexity refers to the amount of information offered by the site, including the number alternatives, number of attributes and variation of information from the attributes. Novelty refers to the aspects of the site that the users find unexpected, surprising, new and unfamiliar and it can be created by freshness of content and innovations in information technology. By far the most important attribute and the most relevant in terms of this research is interactivity, which describes the extent of information exchange between the website and its users and as such, it is the factor that distinguishes websites from other forms of media. Interactivity can be divided into these conceptual domains: Responsiveness (the degree of perceived response to users' needs), individualization (amount of personalized information provided), navigability (the perceived degree of unrestrained connectedness, such as links to other parts of the site to ease information retrieval), reciprocity (perceived two-way information exchange) and synchronicity (perceived extent of real-time bi-directional feedback), participation (the active interaction between user and the site) and demonstrability (perceived degree of human-like characteristics). (Huang, 2003: 425-430).

The findings of Huang's (2003) research showed that complexity tends to distract users from relevant information and the abundance of information too much for users to absorb and ultimately result in being easily distracted. Novelty however was found to excite users' curiosity and thus captures their interest, which means incorporating novel elements within the site will attract curious users and result in experiencing flow. Interactivity was found to have consistent positive impact on control, curiosity and interest and enhancing the feeling of "having control" which excites the curiosity of the users and makes navigation more interesting. These two together can aid users in making decisions as well as tools to enhance online experiential enjoyment. Novelty acts as the initial mechanism in exciting curiosity and interactivity can then generate the full experience of flow. The study also showed that consequences of flow were both hedonic and utilitarian. Thus, increasing interactivity on a site key, meaning that the sites should be designed to be active, responsive, participatory, dynamic and demonstrable. In terms of hedonic performance, the site can be designed to achieve both hedonic and utilitarian performance.

2.7   Gamification and application design

As several car manufacturers feature a car configurator application on their websites, it provides an excellent platform for developing a gamified alternative that provides more value to the visitor and potential customer in terms of online experience, enhanced and more interesting form of information search and provides a way to pass the time on-line. This section will cover the basics of gamification and how to design an interactive website to induce flow and improve user experience.

Gamification as a concept and phenomenon has been growing within a rich field of interacting trends and traditions in interaction design and games which means that there are already several competing, parallel or overlapping concepts. Gamification consists of a group of phenomena, namely the combination of gamefulness, gameful interaction and gameful design which differs from the concepts of playfulness, playful interaction and design for playfulness. Gamification refers to games and not to playful-ness, which is a much broader context and a phenomenon that can be induced as con-sequence of gameplay. Using this as the foundation, gamification can be defined as "the use of game design elements in non-game contexts." (Deterding et al., 2011).

To offer a more detailed definition for gamification, it is as follows: "Gamification refers to the use (rather than the extension) of design (rather than game-based technology or other game-related practices) elements (rather than full-fledged games) character-istic for games (rather play or playfulness) in non-game contexts (regardless of specific usage intentions, contexts or media of implementation." The game-based technology in this case refers to the levels of game design elements of which game interface de-sign patterns such as level, badges or leaderboards and game design principles and heuristics such as enduring play, clear goals or a variety of game styles, are the most relevant for the purposes of this research. (Deterding et al., 2011). In other words, using a gamification within the context of automotive marketing, it would mean utiliz-ing certain elements of game design and infusing gameful design to the interface and ultimately implementing it in any chosen media channel.

Kultima & Stenros' (2010) research helps identify whether a heavily game-influenced approach work in an environment where the clientele is heavily diversified? Kultima &

Stenros (2010) studied designing games and game experiences for a broader audience. The casual games segment is one of the fastest growing segments within the gaming market with an estimated increase in market share of 20% annually. Gaming and games are starting to blend with other environments and with our social activities, becoming a normal part of the day of an individual which is due to the increasing easiness to "pop in and out" of games. This places additional pressure to game designers, as the audience grows larger and more diverse which means that there are radical differences in motives to play, skill levels and game literacies, access to game equipment and resources and even differing world views and ethics. Thus, to design casual game experiences it is to design experiences in a larger experiential context that take into account the different motivations of "gamers" which may not be to experience immersion or flow.

In a situation where the audience is extremely wide, the normalization process of design applies. It values acceptability, accessibility, simplicity and flexibility. Accessibility has an extremely important role as it will redirect attention from typical gameplay-centric design approaches to the expanded surroundings of the total experience within which every game is situated. To solve this issue of designing to wider audiences, the focus is to lower the threshold as much as possible and concentrating on the general appeals of the game such as making the game easy to access, fast to adopt and safe to play. This enables people with less time, attention, skills or resources to be drawn into the game and kept there. (Kultima & Stenros, 2010: 67-71).

3 Research methods

The academic and informational foundation of this research is based on an extensive literature review that covers relevant theories, concepts, frameworks and studies to this particular research.

All research material has been accumulated from credible sources such as a variety of different marketing-related journals and publications. The emphasis has been on recent publications that contain as up-to-date material as possible to ascertain the relevancy to this research. However, to establish credible foundations for certain theories

and concepts, the study utilizes older publications which have been used to build the arguments of this research on.

No primary research has been conducted due to the lack resources, i.e. The inability to develop the gamified application and updated website envisioned in this research. Questionnaires and surveys were found to provide merely inconclusive and too broad results to be of any concrete assistance. Which is why all the assumptions and hypotheses' have been built upon secondary data and research results that provide a general background but nonetheless are able prove the arguments found below.

For the purposes of this research a single automotive brand was chosen to act as an example as well as a platform for applying the gamified web application concept. After consulting Interbrand's 2011 ranking of the top 100 brands, Honda was chosen for two reasons. Firstly, Honda ranks 19th on the top 100 list, 4th highest automotive brand after Toyota, Mercedes-Benz and BMW. Secondly, due to the fact that compared to Toyota, which is the highest selling automotive manufacturer in Finland, Honda's sales figures only count as roughly a quarter (24,7%) of Toyota's annual sales (in new cars registered in Finland annually by TraFi 2011 - see appendix 1).

4   Analysis

By redesigning and updating Honda's Finnish site as well as including a newly developed, gamified car configurator, Honda Finland could hypothetically reach the following objectives or goals (in no particular order):

1. Higher site traffic and improved web presence
2. Improved and rejuvenated brand image
3. Increased brand trust and brand loyalty
4. Increased number of sales leads, showroom visits and higher profits
5. Improved customer retention rates

A quick site traffic comparison using Alexa.com's web information service indicates that Toyota's regional site ranks significantly higher in global and domestic site traffic rankings than Honda's regional site (see appendix 2 (1). This comparison indicates that

even if Toyota's product offering and price range are relatively on par with Honda's, Toyota manages to sell significantly more cars as well as attract a significantly higher amount of visitors to their site. Comparing the sites also reveals a significant difference. Toyota's site is relatively contemporary in terms of layout and user interface whereas Honda's site looks heavily outdated in today's standards. Honda's site lacks the basic car configurator feature and social media platform integration whilst Toyota's site promotes both the configurator as well as their Facebook on the homepage.

Based on the extensive literature review and the research material provided, I will present my arguments on how these objectives can be achieved along with an implementation concept for both the website's and the car configurator's features.

A logical beginning for the concept lies in the technical side of things. Web 2.0 as defined by O'Reilly, provides an excellent platform for developing and implementing a concept such as described above. Due to the significant advances in internet technology and hardware available for consumers in Finland, designing and developing an elaborate, interactive and user-friendly website and web application (i.e. The gamified car configurator) is well within the boundaries of what can be realistically implemented using today's technology. As the Finnish society is relatively advanced in terms of technology, for example the legal requirement for ISPs to provide at least 1 megabit per second internet connection for their clients, the positive attitude towards technology as well as little government restrictions, provide a balanced foundation for developers to build upon without having to worry about too many restrictions. This is supported by Berthon, Pitt, Plangger and Shapiro's (2012) argument of effectively utilizing social media is dependent on technology, culture and society. Satish and Bharadhwaj's (2010) research on information search also supports this argument, as they showed that technology readiness affects prospective car buyers positively in their use of online resources in the information retrieval process.

Redesigning and updating the site has a significant impact on the brand's visibility online and presence and can thus a result in a substantial increase of inbound site traffic. As the gamified application will ultimately be implemented as an integral feature of site, it is vital that the site itself functions on a high enough level so that it will not hinder the benefits available from the application. The new site's attributes should be

based on the recommendations of Huang's (2003) research on designing websites to induce experiential encounters. Developing the site with users' curiosity towards novelty in mind as well as building the site to be as interactive as possible without sacrificing reliability, credibility and keeping the site user-friendly and easily accessible for a variety of visitors should produce satisfactory results. The site update also gives premise to in-depth search engine optimization and content review. The site should be built within Google's guidelines for search engine optimization to maximize the traffic originating from search engines, in other words relevant and unique content on a site that is written in valid HTML-code to provide a balanced platform for the car configurator as well as a positive online experience for the visitors. Providing the site visitors with a high-quality, well-built online environment increases the chances of frequent visits and positive word-of-mouth as Perks and Ha (2005) concluded in their research.

In order for the car configurator to be regarded as a "gamified application" it will contain elements of game design as described by Deterding, Dixon, Khaled and Nacke (2011) such as game design interface and game design principles and heuristics. The elements in question could be a badge awarded upon completion of the car configuration, a leaderboard of most viewed car configurations (which will require storage of said configurations into a database as well as a clear goal of completion, in this case, the car configuration of choice. Huang's (2003) web attributes are also an integral part of the design, as novelty and interactivity are crucial for the configurator to attract the curiosity of the site's visitors and interactivity to potentially induce the state of flow. As Hoffmann & Novak (1996) showed, the application must be on par with the skills and challenges of the consumers and again, the level of interactivity in terms of vividness, telepresence and breadth of sensory stimulations must be high. Due to the games starting to be a part of everyday life and the audience being increasingly varied and saturated to games, an application of this sort has immense potential. Increasingly as the part of population that have "grown up with games" are within the legal age to drive and purchase a car.

As the target audience is relatively demographically varied, the notion of accessibility, acceptability, simplicity and flexibility become vital for the design. This enables visitors to be drawn into the game without spending too much time or effort in beginning to

use the configurator as well as keeping them interested in finishing the cycle of the game or more specifically, configuration. (Kultima & Stenros, 2009).

The configurator serves an utilitarian purpose in terms of information search and accumulation but can also satisfy visitors' the search for hedonic enjoyment and entertainment whilst potentially, depending on the harmony of skills and challenges, result in a state of flow and thus create a positive online and brand experience. The state of flow was found be in "extremely gratifying" as described by Hoffman & Novak (1996) and thus it is safe to assume that the experience can be viewed as being positive. In other words, the configurator is a tool to aid visitors in their information search whilst providing an enjoyable online experience that can result in the state of flow regardless of the user's motivation of initiating the use of the configurator. The configurator also has secondary benefits. Storing users' configurations acts as a form of market research and can be used predict trends in for example color choices or optional extras as well as measure the desirability of specific models. For example, if 50% of the users who configure a Civic add a reversing camera, this information can be used in the future in the form of a discounted price.

The positive, enjoyable experience is the center of attention in the process of improving brand trust, loyalty and image. Based on Brakus, Schmitt and Zarantonello's (2009) findings as well as Sahin, Zehir and Kitapci's (2011) on positive experiences' effect on brand trust, brand loyalty, brand personality and customer satisfaction, the assumption is that if the gamified application along with the updated website is able to deliver the above-mentioned experience, it'll have the intended effect. The website will obviously be branded with color, typography, slogans and logos associated with Honda, however this same scheme should continue in the application as well to increase brand associations and the overall brand experience. In terms of brand personality, the expectation is that customers will endow Honda with human-like characteristics such as innovative, interesting, informative, reliable and so forth. All these combined should contribute to increased customer retention figures, long-term higher profits and ultimately affecting the price premium paid by customers. The improved and rejuvenated brand image is also a by-product of the favorable and positive brand associations in the form of online experiences and resulting brand personality endowments. (Aaker, 1996).

Incorporating social media in the mix is crucial, as a carefully chosen medium and properly managed social media profile enables the word-of-mouth to spread significantly wider than in the past. Allowing advocates, fans, ordinary users and even "haters" of the brand to discuss, converse, share and potentially even create content just as instructed by Kietzmann et al. (2011). All forms of interaction between the brand's users or direct conversation with brand itself can be regarded as positive and ultimately contributes to the improved state of web presence and potentially increases inbound traffic to the site. Social media integration is also highly recommendable for the application as it would enable users to share their configurations to their chosen social media networks thus improving web presence and potentially generating conversation online that again translates into increased inbound traffic figures. In 2010, Finland had 1.8 million Facebook users of which 82% were within the legal driving age. The study conducted by Statistics Finland identifies Facebook as the largest and most used social network in Finland which suggests that Honda should center their efforts around that chosen medium and expand to other networks if it's found to have created further value.

To provide increased depth to the concept outlined above, there are a few good examples of contemporary website design and a configurator that closely resembles some of the elements mentioned above. MiniUSA's site (see appendix 2(3) features a variety of good functionality and great design and when compared with Honda's Finnish site, the visual difference is quite significant as illustrated by figure 4 below. The site is easily navigable, highly visual and features a car configurator that has some of the features envisioned for Honda's new application. The configurator is easy to access, interactive, interesting and very responsive. The changes to the car are visible, thus creating an atmosphere of seeing the actual car being customized according to the visitor's wishes. A similar type of interactivity and design could be incorporated to Honda's updated website and the newly developed configurator-application.

Figure 4. Site comparison - Honda & MiniUSA

The gamification could extend further as well. The WHO developed a "reaction time" Facebook game to increase awareness of reaction times to natural disasters. The game is extremely simple and mimics "starter lights" of automotive competitions with the aim of clicking the "react"-button as quickly as possible after the light changes to green. The result of the game could be shared on the user's Facebook-page and thus seen on the News Feeds of friends. A similar application could be added to Honda's own branded website or potentially to Facebook with a direct link to the car configurator thus spreading awareness of the brand and capturing the curiosity of a wider audience.

5   Conclusions & recommendations for Honda

The analysis covers a variety of different issues and concepts and thus a summary of
the recommendations for Honda's updated website and the new configurator applica-
tion are best represented by table 1 containing all the functionalities and features envi-
sioned for the future.

Table 1. Recommendations for Honda

Recommended Features	Description
Accessibility	The site and application must be designed with technologi-cal barriers and "experience in games" in mind to ensure an optimal experience to wide audience.
Responsiveness	Also related to technological barriers, as in the site must be functional regardless of level of technology available to the consumer.
Ease of use	Due to wide range of audience, the site has to easily navi-gable and clear as possible. The configurator has to be eas-ily found and used to ensure that the "configuration cycle is completed".
Interactivity	To enhance the game-like experience, the configurator es-pecially has to be highly interactive to create the "illusion" of car being built / customized.
Novelty	Capturing the attention and curiosity of visitors is key in getting the visitors to initiate the configuration process.
Visuals	The site and application must be visually appealing to en-hance the user experience.
Social / Participatory	Starting a Facebook-page is one of the starting points of creating a more social and contemporary image in the eyes of consumers. The social feature should be included in website to enhance the online word-of-mouth and to give the visitors a possibility to share their experiences.

All the features described above work towards reaching the goals and objectives out-
lined in the analysis-section. As mentioned previously; novelty, interactivity and the
visuals are the key points for Honda. Being the first automotive manufacturer to fea-

ture a highly interactive, gamified configurator with great visual appeal will capture the attention and curiosity of consumers and thus generate conversation, traffic and ultimately increased sales for the brand.

The interactivity and visuals play crucial role and generate a game-like experience, the recommendation is that the consumer experiences the entire process of the chosen car model being built and customized in virtual setting. The aim is to generate favorable brand experiences that translate to brand loyalty, customer satisfaction, increased store visits and test drives and ultimately increase sales and profits.

6 Limitations and further research

This research is limited by the author's inability to field test the actual gamified application and the proposed updates to the website's design. Field test of the gamified application would require extensive assistance from Honda as well as from an experienced game- and web designer that could turn the above outlined concept into reality.

Also, as all of the researches used as references were conducted outside of Finland and most of them outside Europe, there may be some cultural, societal and behavioral variables that have to be taken into account.

As online marketing is often based on using benchmarked and previously proven solutions, as well as taking risks and proceeding via trial and error, this concept is situated within the latter. Further research could approach this issue with a form of functional research that features the application and website designed using the above concept as a foundation targeted to Finnish car buyers to distinguish the different user groups, benefits and potential problems with the site's and application's design. The possibility of introducing a gamified car configurator for smart phones should be researched due to the increasing popularity of (branded) apps and high capabilities of today's higher end mobile phones. Academic research should delve deeper into the elements of gamified applications' effect on business on other areas and attempt to create a clearer distinction between game design and designing for gamification.

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New cars registered in 2011 (Shortened list)

Tilastokeskus **TraFi**
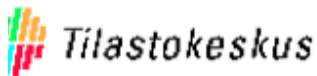
NSIREKISTERÖINNIT

aulu 15. Henkilöautot merkeittäin ja malleittain 1-12/2011

Merkki	Malli	1-12/2011
FORD-HYMER	EX 562	2
FORD-HYMER	YHTEENSÄ	6
FORD-RIMOR	RIMOR AGF77S3	2
FORD-RIMOR	SOUND	2
FORD-RIMOR	YHTEENSÄ	9
GIOTTILINE	YHTEENSÄ	2
HOBBY	DL 500 GESC	2
HOBBY	TL 650 ESC LE	2
HOBBY	TL 500 GESC	5
HOBBY	T 650 AK GFM	6
HOBBY	T 500 FSC	12
HOBBY	YHTEENSÄ	37
HONDA	CR-Z	34
HONDA	INSIGHT	121
HONDA	JAZZ HYBRID	191
HONDA	JAZZ	374
HONDA	CIVIC	676
HONDA	ACCORD	759
HONDA	CR-V	1 137
HONDA	YHTEENSÄ	3 292
TOYOTA	LAND CRUISER (150 SERIES)	2
TOYOTA	IQ	37
TOYOTA	HIACE	92
TOYOTA	LAND CRUISER (200 SERIES)	151
TOYOTA	PRIUS	207
TOYOTA	URBAN CRUISER	271
TOYOTA	AYGO	312
TOYOTA	RAV4	596
TOYOTA	VERSO-S	740
TOYOTA	VERSO	1 090
TOYOTA	COROLLA	1 248
TOYOTA	AURIS	1 865
TOYOTA	YARIS	2 125
TOYOTA	AVENSIS	4 586
TOYOTA	YHTEENSÄ	13 325

Site comparisons (Honda, Toyota, MiniUSA) & Alexa Traffic Data