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Leasing Cars in the Region of Kainuu

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Abstract

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This thesis was commissioned by No-Pan Auto Oy. No-Pan Auto is Toyota car retailer in Kajaani and Kuhmo, besides car sales they offer car renting, maintenance, spare parts and leasing services. No-Pan Auto is the only brand car retailer in Kainuu originating from the region itself.

The objective of this bachelor thesis was to find out the possible demand for car leasing and could it be beneficial to expand more in to the field and at the moment leasing service itself is not marketed actively. As car itself is considered a necessity in most of the Finland, car industry is in constant change all the time to offer the best possible service for car owners. On the other hand, owning a car is very expensive, increasing fuel prices, taxes, insurances, maintenance all cost money. Not to mention the fact that in most cases people only focus on car ownership, leasing is fairly new trend in Finland and some people might have heard of it, but many may not know exactly what it means to lease a car. This thesis opens up leasing as an alternative for consumers in means of car usage and helps to understand it. Another aspect of the thesis is to raise awareness of car leasing for companies to use in means of car usage.

Theoretical parts of the work focus on consumer behavior and its effect on car leasing. Going through how leasing has been received in different parts of the world and if it's a possibility to raise popularity of car leasing in Finland. A survey regarding the topic was commissioned and its results used in the work itself. Survey was done in order to gain consumers point of view regarding car usage. Two interviews with experienced persons in sales and leasing field were also commissioned in order to get insight in sales perspective.

Practical parts of the thesis focus on the development ideas for the commissioner, such as what to take into account when proceeding with marketing leasing services and what are the challenges to overcome in the region of Kainuu.

As car ownership is becoming more and more expensive in Finland, due to increasing fuel prices, car tax and insurances. At the same time car remains a necessity for many Finnish citizens and increasing climate awareness affects buying decisions. Finland also has one of the oldest cars in the EU, old cars tend to cause more emissions compared to new ones. New cars on the other hand cause less emissions, but at the same time are out of question for regular Finnish citizens to afford to buy. Leasing could also play a role in lowering the carbon emissions caused by traffic. It also offers a customer friendly alternative for uncertain times in the industry. Uncertainty for instance is generated by the development of electric and hydrogen cars.

Tiivistelmä

Tekijä(t): Viitanen Jani

Työn nimi: Autoleasing Kainuun alueella.

Tutkintonimike: Tradenomi, Liiketalous

Avainsanat: autoleasing, kuluttajan käyttäytyminen, B2B, B2C, automyynti, markkinointi, auton omistaminen

Tämän opinnäytetyön toimeksiantajana on No-Pan Auto Oy, joka toimii Toyota jälleenmyyjänä Kajaanissa ja Kuhmossa. Automyyntiin lisäksi yritys tarjoaa korjaamopalveluita, varaosamyyntiä, autovuokrausta ja autoleasingopalveluita. Omistajuudeltaan toimeksiantaja on ainut kainuulainen merkkijälleenmyyjä alueella.

Tämän opinnäytetyön tavoitteena oli selvittää mahdollista kysyntää autoleasingille ja voisiko leasingpalvelua laajentaa alueella enemmän, sillä tällä hetkellä leasingia ei markkinoida aktiivisesti. Auto itsessään on monelle suomalaiselle välttämättömyys ja autoala on jatkuvassa muutoksessa, tarjotakseen parasta mahdollista palvelua asiakkaille. Kuitenkin, auton omistaminen on erittäin kallista, nousevat polttoaine kustannukset, verot, huollot ja vakuutukset kaikki maksavat omistajalle. Ihmisillä on usein tapana keskittyä vain auton omistamiseen ja leasing itsessään on Suomessa uusi ilmiö. Ihmiset ovat saattaneet kuulla leasingista, mutta kaikki eivät välttämättä tiedä mitä se tarkoittaa. Tämä opinnäytetyö avaa leasingia mahdollisena vaihtoehtona auton omistamiseen. Toinen tavoite on lisätä tietoisuutta yrityksille leasingin tarjoamista mahdollisuuksista.

Työn teoria perustuu kuluttajan käyttäytymiseen ja sen vaikutukseen autoleasingiin. Käyn läpi, miten leasing on vastaanotettu muissa maissa ja olisiko autoleasingilla enemmän mahdollisuuksia Suomen markkinoilla. Tutkimuksessa hyödynnettiin asiakas- ja markkinapohjaista kyselyä. Kyselyn tuloksia käytettiin hyödyksi työssä. Kyselyn ideana oli tuoda esille kuluttajan näkemyksiä aiheesta. Lisäksi haastateltiin kahta myyntityön ja leasingin ammattilaista, jotta näkemystä myyntiin osalta saataisiin hyödynnettyä.

Autoilusta tulee Suomessa jatkuvasti kalliimpaa, johtuen nousevista polttoaine kustannuksista, veroista ja vakuutuksista. Samaan aikaan auto on monelle suomalaiselle välttämättömyys ja ilmastotietoisuus ostopäätöksissä nostaa merkitystään. Suomessa autokanta lukeutuu EU:n vanhimpiin, vanhat autot aiheuttavat enemmän päästöjä verrattuna uusiin autoihin. Uudet autot toisaalta tuottavat vähemmän päästöjä, mutta ovat tavalliselle suomalaiselle liian kalliita omistettavaksi. Tällä tavoin autoleasing voisi toimia yhtenä ratkaisuna liikenteen päästöjen vähentämiseksi, sekä olla asiakasturvallinen vaihtoehto autoilulle epävarmana aikana. Epävarmuutta lisäävät erityisesti vaihtoehtoiset energiamuodot, kuten sähkö ja vety.

Forward

During my practical training in No-Pan Auto I suggested from the very beginning that I would gladly do my thesis for the company and in that way be beneficial for the company's future. I came up with topic ideas by myself and one was suggested to me by the sales manager of the company, Harri Lumpo. In the end it was the idea suggested by Harri which was chosen by the CEO of the company, Mauri Huotari for my thesis topic.

The research opened my own eyes for car usage and gave good insight for myself in the future for car ownership. Although I am still unsure which would be the best way for me to acquire a car, private leasing or part-time payment method. Perhaps I will come back to thinking of this when the time for it comes. For now, I don't need my own car, so perhaps it is best I do not trouble myself with the topic for now.

Thanks to the whole No-Pan Auto staff in Kajaani for the pleasant internship experience and guidance during my thesis. I am especially grateful to the sales manager of No-Pan Auto, Harri Lumpo and the regional sales manager of Office Pro Finland, Olli Holopainen for the interviews, knowledge and years of sales experience provided for my thesis. Let's not forget my thesis supervisor Liisa Mikkonen for great cooperation and guidance during my thesis, even if everything did not go as planned and minor complications happened along the journey.

Jani Viitanen

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1. Introduction

The goal of this thesis is to find out market demand for leasing car services for a company of No-Pan Auto Oy operating in Kajaani, which acts as the commissioner for this thesis. The objective of the work is to find out the demand in different age groups and to develop a possible marketing strategy for leasing car service. The assumption of the commissioner is that the younger generation is the most ideal target group for private leasing services. For this assumption the research will find scientific facts either against or in favor of this assumption, it is an ideal starting point for the research.

Leasing service for cars is car renting for longer periods of time, in most cases a leasing contract is made between the customer and the lease company. The period time varies and the most common ones last from 1 to 4 years, the contract involves monthly payment for the customer depending what kind of car they are leasing. Leasing contract involves kilometer limits for the car, for example a lease contract for 3 years could involve 60 000 km limit. This means the customer cannot exceed this limit during the 3 years period without extra fees. Lease car is an ideal way of car usage for changing life situation, for instance a person could right now be living in a rural area and has need for a car. But after one year the person might move to bigger city where having a car is not a necessity. The options are to buy a car the person can afford to buy, which might not necessarily be the latest model with its advantages of reliability and comfort. Leasing on the other hand allows the person to have a relatively new car at disposal, eliminating the disadvantages of owning an old car with hundred thousand of kilometers driven, it requires more maintenance and it's very difficult to discard later on, in general it's a bad investment. Leasing allows the person to make one year deal for the car and eliminates the need of getting rid of the car completely, after the time period the customer just returns the car to the company.

This research presents the current and past situations worldwide in the leasing business, from car leasing to leasing overall in different products and services. It also gives development suggestions to the commissioner how to proceed with private car leasing, in means of marketing and which groups are the most ideal customers for the service. Kainuu region itself has its own challenges to overcome, such as long distances which do not favor the kilometer limits involved in lease contracts. The comparisons regarding the research must be relevant to the region of Kainuu, because the region is the commissioner's target market.

2. Leasing as the means of consuming

Leasing is atypical rental service in which the lease company provides an asset which the leaser has an ownership of and provides it to the leaser. Lease company retains the ownership of the product, which differ from more traditional way of payment, such as cash or card payment in which the customer buys the ownership of the product. In case of leasing the customer can use the leased asset in terms of the owner. (Sixt Leasing, n.d). In short terms leasing is a long-term rental agreement for a certain product or service.

Leasing consists different types of lease agreements, the most common ones are absolute net lease, triple net lease, modified gross lease and a full-service lease. Below examples of leasing buildings, apartments or operational environments.

Absolute net lease: The tenant takes absolute care of all the assets of the building, which includes taxes, insurance and maintenance for instance. Because of the extra responsibility by the customer, the owner usually uses lower monthly fees. Most common customers for this form of leasing are large companies, which understand clearly the terms of the contract. (Corporate finance institution, n.d).

Triple net lease: The main difference between absolute and triple net lease is that triple net lease includes property taxes, insurance and maintenance. In this form of leasing the owner has more responsibilities and terms for the tenants, giving the tenants less responsibilities, but in return have less options for landscaping and exterior maintenance. Most commonly this form of leasing is for single- and multi-tenant apartments. Due to this the tenants have a higher monthly fee and the owner more rights to the building itself, but in return more responsibilities. (Corporate finance institution, n.d).

Modified gross lease: Transfers the entire burden to the owner, tenants only pay for janitorial costs, utility and internal maintenance costs. Due to his monthly fee is usually higher, none the less MGL is advantageous for tenants, due to owner taking responsibility of the associated risks and tenants rate remain the same usually all year. The owner however can charge a premium for each month for building maintenance. (Corporate finance institution, n.d).

Full-service lease: The name suggests that full-service lease covers all the costs, the only exceptions come in data and telephone costs, otherwise it covers absolutely everything. Premium can be charged to cover the costs of the tenancy. Type is favored in huge multi-tenant units, as it's the most practical way to arrange such apartments. (Corporate finance institution, n.d).

Car leasing

According to OSV (2017) the foundation for modern car leasing basics goes back as far as 1700s USA, the service back then involved transportation methods, such as horse carriages. The way we recognize car leasing today was founded by an American Zollie Frank who started long-term car leasing in 1914, the popularity and booming of the business however happened in late 1940s. As leasing businesses started operating financial institutions such as banks started to take an interest in the field. Banks themselves made loss at this time due to the lack of understanding how the vehicle loses value in usage, the consumers benefitted as they could drive cars they couldn't otherwise afford to.

The idea behind car lease is that lease covers the cars depreciation as driving the car causes loss of value for the vehicle, as well as the fuel and taxes. Leaser this way profits from leasing the car, in return the customer gets to drive a new car stress free of ownership with all the benefits. Eliminating the need of actually buying the expensive car. (Jones, 2018).

Increase in demand for car leasing

In order to go through the reasons for demand increase one needs to understand the reason behind car lease. People prefer reliability and comfort over unreliability and uncomfortable, this reason alone makes new cars more attractive compared to older ones, due to their reliability and comfortable driving. Compared to owning an old car with little value and need for consistent maintenance, having a new car at disposal sounds quite tempting. It's also considerably affordable compared to actually buying the car. Lease car offers lot of flexibility for the person, if one wants to drive the latest model cars lease is the ideal way to do so and still afford it. For instance, one can make a lease contract for 2 years and after that make a completely new contract for another recent car. (Jones, 2018).

For obvious financial point of view for both enterprises and individual consumers by leasing a car they can invest the same money they would need for buying a car to something more profitable, such as improving the efficiency of the company or to stock market. It is also possible to obtain

the car without paying beforehand via cash for instance, as long as the customer's credit report is suitable for it. (Joutsen, 2020).

From 2014 to 2019 car leasing has become increasingly popular all over Europe and customers in Europe are getting more and more accustomed on not owning a car themselves. On the other side low interest rates allow for interesting lease prices, which makes lease an attractive alternative. Another reason considers the customers capital which they do not want to risk when leasing is a less risky alternative in comparison to ownership. (Uyttebroeck, 2020).

3. Consumer behavior

Consumer behavior is the way how consumer makes buying decisions and behave in the market. In order for a company satisfy customer needs and demand one needs to understand customer behavior. Consumer behavior involves ideas from several fields of science such as psychology, biology, chemistry and economics. Studying consumer behavior is important in order to understand what factors influences buying decisions and how to utilize these factors. (Radu, 2021)

According to Radu (2021) consumer behavior involves four main types, which are the following.

1. Complex buying behavior:

Encountered usually when making expensive and infrequent buying decisions, such as cars. In this behavior the customer does plenty of research before committing for a financially high investment.

2. Dissonance-reducing buying decision:

Consumer is highly involved in the purchasing process but has difficulties determining the differences between brands. Dissonance will occur that customer might regret the decision. After the purchase consumer starts searching information about the product, in order to ease the tension whether the right buying decision was made.

3. Habitual Buying behavior

Consumer has very little involvement in the product or brand category. Instead, the consumer purchases the favored product. Prime example of this could be bread, only the fact that you have bread matters. This creates a habitual pattern for the person.

4. Variety seeking behavior

In this kind of behavior, the consumer buys a different kind of product, but not because they did not like previous one. Instead, they seek variety and want to try out different brands. Prime example would be shower gels.

Consumer behavior for car industry is most certainly complex consumer behavior, due to the value cars consist. This is unlikely going to change in the future for retailers.

Influence of market in consumer behavior

Consumers are expecting higher quality, service and options for customization. They perceive fewer product differences and are less loyal to brands. Due to the possibilities of the Internet price comparison and offering are wider, allowing consumers to shop more intelligently. Store-based retailers are suffering from an oversaturation of retailing. This means small retailers are losing to the bigger retailers. Growing competition from direct-mail firms, newspaper, magazine and TV direct-to-customer ads for instance are also creating tension for small retailers. In response to these threats retailers have begun to offer "experiences" instead of products, for example coffee machines, performances and visualized material as part of their offering. To bring something physically unique to the customer that they cannot get from online stores. This also affects the marketers to adjust respond to behavior changes. Long-term profitable customers are key objective and main focus for marketers in comparison to short-term buyers. (Kotler 2000, 15-16).

Understanding consumer behavior

The objective of marketing is to meet and satisfy customer needs. Consumer behavior studies on the other hand focus on how individuals select, buy and use products and services in order to satisfy their needs. Complete understanding of consumer behavior is never easy, they can say one thing, but do the opposite. They may lack the touch in their motivations and change their minds due to influences and changes in the last minute of the buying decision. By not understanding the customer needs can lead to major mistakes, such as Kodak Advanta camera, which was marketed as a high-tech product for a market dominated by middle-aged people. This sort of people tends to value simplicity over complex technology, which loses appeal in such consumer segments. (Kotler 2000, 87).

Factors and Influences

Certain influences and factors play a role in consumer behavior and these should not be underestimated when marketing and developing products and services for the market. The following factors for example can affect the consumer and buying behavior of the person.

Culture: The most fundamental determinant of wants and behavior. A child growing up in The US is exposed to values of achievement, successfulness, activeness, individualism, freedom, external comfort, efficiency and practicality. (Kotler 2000, 88).

Social class: Social class reflects income, education, occupation and other indications. People in the same social class share similar values, interest and behavior. Social class on the other hand can change for the person over the lifetime either up or down. Because of this some marketers and brands focus on certain social classes, prime example would be a luxury car brand Rolls Royce, whose target groups are high class citizens and money is not the only criteria to buy one. (Kotler 2000, 89).

Reference groups: Combination of all the groups either in face-to-face contact or indirect contact with the individual, affecting the consumers behavior. Groups with direct influence to the behavior are called membership groups. Such groups can be friends or hobby groups, such as a football team. Although marketers try to identify target customers' reference groups, the level of these groups influence varies among products and brands. Manufacturers must reach influential opinion leaders by identifying the psychographic and demographic characteristics associated with such opinion leaders. The opinion leaders are key persons to identify the preferred medias, opinions and other aspects affecting the possible marketing methods, for how to market company's products and services. Clear example of opinion leader utilization can be seen in the fashion industry, where the designers use the visibility of celebrities in order to market themselves. (Kotler 2000, 89).

Family: The most important consumer-buying organization in society is family. A child cannot make buying decisions on their own, the decision is made by the parent, however they do have influence over buying decisions, especially if the parent asks for it. In some cultures, role of gender plays a role in decision making. (Kotler 2000, 89-90) Depending what kind of purchase the couple is making the opinion of female and male usually weight differently. For example, in car purchase the opinion of male counterpart tends to weight more, on the other hand in kitchen decoration female's opinion tends to count more.

Personality

Personality can be used to analyze consumer behavior, provided that personality types can be classified accurately and certain traits of consumers personality can be utilized in marketing. Triangular problem with personality rises with self-image, ideal self-concept and other-self-concept, which creates a problem of, which self does the person want to satisfy in making the purchase. (Kotler 2000, 93) Confidence, dominance and authority can be seen as utilizable traits in marketing masculine products. For car sales masculinity can be seen in cars such as Toyota Hilux or Land Cruiser, which are four-drive cars and offer a car for all conditions. Alternatively, cars such as Mini

Cooper and Volkswagen Beetle are feminine cars and represent gentleness for instance, attracting more feminine consumers.

Prejudices

Consumers hold beliefs and attitudes towards brands, which affects their behavior. Faith, opinion and knowledge can create such prejudices towards products, brands and manufacturers. This may or may not hold any emotional value for the consumer. Companies are interested of beliefs and attitudes of their products. Prejudices affect the brand image and consumers behave according to their beliefs, for example Chinese made products are usually seen as cheap and lower quality in comparison to Japanese made products. Country of origin for one creates beliefs and prejudices of brands and products. Japanese made products before World War 2 had a cheap image, but today the belief is quite the opposite. The poor belief and image thus can be overcome, but the poorer the image more difficult it is to overcome naturally. Easier way for companies to overcome such attitudes is to change the company to existing popular attitudes rather than changing consumer attitudes. When company adopts certain attitudes, which attract more customers the company profit also increases. (Kotler 2002, 95-96). However, drastic changes can damage the company if for instance the basic values of the company change to the opposite. In such cases, a company can be seen as a turn cloak for abandoning its core values and beliefs, which they are known for. Today however it seems that the companies who do not change and innovate according to the trends fail, prime examples of this are Nokia and Kodak. These companies lost in competition because the competitors offered better products and customer satisfaction.

Summary

In order to effectively utilize consumer behavior, one needs to understand what affects consumer behavior. Culture, social class, reference groups, family, personality, beliefs and attitudes all affect the behavior. Once these are understood and product analysis completed, then the actual marketing of the product can begin. The customer itself is a combination of the factors behind consumer behavior.

The five-stage consumer buying process consists of problem recognition, information search, evaluation of alternatives, buying decision and behavior after purchase. Marketeer has to understand the buyers influences and behavior in each stage in order to satisfy customer's needs. Satisfied customer in theory continues to purchase from the same place in the future and also spreads the good word for their reference groups, friends and family, attracting more customers for the company. (Kotler 2002, 102-103).

4. Car market and industry in Kainuu

Average vehicle age in Kainuu is 14,2 years, while the national average is 12,2. (Krogerus, 2020) The fact that the average age of a car is especially high in the region of Kainuu creates opportunities for alternative ways of car usage, especially when the possibility is to have a new car at disposal. However, consumer behavior in the market is relatively challenging for leasing possibilities.

According to Harri Lumpo (2021), the sales manager of No-Pan Auto, the people in Kainuu have a tendency of having old fashioned ways of making decisions. For most of the locals it's important to own the car themselves, even if it is the more expensive option for the consumer. Same goes for the entrepreneurs in the area, who are the most ideal customers for car leasing, the pride of ownership is a trait in the locals, which Lumpo has taken note of during his 25 years of working in the industry. Lumpo also mentions that there definitely is employment available in the industry if one is interested, this is due to the fact that car can be considered a necessity for the locals. One very vital skill in car sales is to know the technicality of the car, Lumpo himself only has a vocational decree for car maintenance as well as the training given by Toyota for car sales and management. Lumpo believes the biggest advantage in his career has been the overall technical knowledge of cars and the interest he always had for it.

Toyota is the most popular car brand in Finland according to Mediatech. (2020) No-Pan Auto as a Toyota brand retailer with years of experience in the area has good opportunities to expand to private leasing even if leasing won't be a large field in the area for years to come. Toyota's vision for the future is to provide moving services, according to Lumpo. (2021) This involves everything related to cars, from maintenance to insurances, the consumer doesn't necessarily need to own the car in the vision, but the car is at the customers disposal for a monthly fee including all the services the car requires.

The regional sales manager of Office Pro Finland, Olli Holopainen (2021) was interviewed for this research. Holopainen has worked in sales since 1987 in different industries, including car industry. Holopainen is a native from Kainuu and he was the first person in Finland to make a product service contract, which is a form of leasing. Holopainen admits something revolutionary as that would not have been possible in Kainuu, due to the old-fashioned way of thinking. According to Holopainen, Kainuu could benefit greatly from the way of thinking in Pohjanmaa, where the first products service contract was made for an educational institution in the region. People were open to new ideas and innovations in Pohjanmaa, later on Holopainen expanded the service to the

region of Kainuu as well. Revolutionary services such as the vision of moving services or anything new in particular are usually met with resistance and skepticism in Kainuu. Because of this Holopainen (2021) believes he would have not succeeded in Kainuu with the service he provided, instead he had to bring it somewhere else first and come back with the proof it works.

Reasoning behind leaving the car industry behind for Holopainen (2021) was the lack of flexibility and independence in making decisions, the brand retailers have strict code of conduct, which Holopainen feels is bringing them down in the market. Holopainen had a vision for providing flexible financial services for retailer customers, but the big car brand was against of such ideas. Just like the locals in Kainuu, Holopainen says car retailers are guilty of old-fashioned way thinking and lack the determination and reason to develop and improve their services. Holopainen sees financial institutions such as Santander as a threat for car retailers in leasing business, because they have money at their disposal to buy cars and lease them quite easily as well as such institutes have already been doing it for a while. The advantage which car retailers have is the far greater knowledge of the vehicles themselves and the possibility to offer larger service for leasing, such as including maintenance for the monthly fee. Financial institutions could do the same, but they must outsource the maintenance for another company and this way possibly increasing the monthly lease fees. However, the financial institutions have way better knowledge of insurance offering compared to retailers. Because of this, retailers should also be able to compete by offering insurances for leased cars themselves instead of outsourcing it to the insurance companies.

Automobile market in the area can be seen in multiple different ways. One point of view is the location where the retailer is located, in Kainuu there are only few car brand retailers. No-Pan Auto is one of them and in fact the only one with roots in the region itself. (No-Pan Auto Oy, n.d.) In comparison to other brand retailers in the region such as Pörrhö, Laakkonen and Hartikainen, the retail stores in Kajaani for these companies are only part of the chain of stores they have. Headquarters for these companies reside in other regions of Finland, No-Pan Auto on the other hand has its headquarters in Kuhmo. As the smallest region in Finland population wise, for locals its important use local services offered by local companies in order to support local entrepreneurship and employment, as the same companies provide taxes to upkeep public services in the area. This perspective gives No-Pan Auto a certain home region advantage compared to other retailers, also since Toyota is the most popular car brand in Finland this alone attracts customers itself. (Mediatech, 2020.) The other brand retailers are of different brand, No-Pan Auto is the only Toyota retailer in the area, the closest one being Juhan Auto in Oulu and O.K.Auto Oy in Iisalmi. These 2 retailers on the other hand are fellow brand competitors, which are the biggest

competitors in for the retailer overall. This is due to the fact that only brand retailers can sell brand-new cars and certain brand loyalty plays a huge role in customer decision making when it comes to buying cars. Because of this the local brand loyal customer has options to compare prices with different brand retailers and make buying decision according to these options. The previous example is more common with buying used cars, also there is also way more competition with used cars. Prime example of used cars competitor is Finland's largest used car seller Kamux, which sells all sorts of car brands but don't specialize in any brand, they also don't offer any maintenance services. Another aspect of Kamux is that they sell imported used cars, mainly from Sweden and Germany. Kamux operates in Kajaani and the company has a significant brand visibility in car retailing, because of the brand visibility the first idea for a consumer is to go to Kamux store for car purchase. This is bit of a challenge for smaller retailers such as No-Pan Auto to attract new customers and such retailers are not the first place which come to mind when the person wants to buy a car.

According to Lumpo (2021) brand-new car sales are very marginal of the profit the companies make, the big profits come from selling used cars rather than brand-new ones. Reasons behind this are the high taxation of cars, which explains mostly the expensive prices in comparison to other countries, also new car is more of a status symbol as older ones can be reliable and practical enough for an average person. Leasing offers a more affordable way for customers to utilize new cars, no ownership or cash payment required in comparison to part-time payment methods where a certain amount of cash payment is required. Since the customer does not own the car at any point, the new car returns to the retailer in prime condition after the contract ends. This leaves the retailer with an ideal used car for selling onwards, due to this leasing creates more funds for the company in a long run. Leasing does not completely replace car sales in any case, instead it offers larger variety of services.

Holopainen (2021) gives an example of an ideal lease customer, a retired person who still can drive but don't necessarily want to buy a car or can't afford it. Also, it might not be financially a good idea to buy a safe new car when you can lease it, the kilometer limits should not be too much of a problem for elderly folk either since they usually drive less and don't have to use the car to go daily to work for instance. The population in the region is relatively old, which means there is a lot of potential customers which Holopainen believes are ideal for car leasing. The population estimate for Kainuu in until 2040 is also ideal for the future of leasing as the population average age is getting higher every year and all the time more people retire. (Kainuun Liitto, 2021.)

5. Research methodologies

This research consists a survey regarding future of car ownership and interviews of Olli Holopainen and Harri Lumpo. These methods were chosen to gather knowledge of both the field professionals and customers. The interviews were also utilized in the research overall, such as in the car market section. As both Holopainen and Lumpo have been working in the market area of Kainuu for decades their knowledge was invaluable in this area particularly.

5.1 Interview with Harri Lumpo

Harri Lumpo was interviewed 3.3.2021 for this research. Harri Lumpo has worked in car sales for 25 years and he is currently the sales manager of No-Pan Auto, his knowledge of the car industry in general was seen as vital for the research. As he was the one who suggested the topic it was a good idea to use the knowledge he has as a good start for the research. The questions for Lumpo consisted about the market area, car ownership, advices for new car buyers, leasing, development ideas and challenges of car leasing. The main difference between younger and older car buyer according to Lumpo is the behaviour. Older customers tend to make hasty buying decisions more often compared to younger customers; they are also more suspicious of the seller. Older customers are also more likely to be unsure what kind of car they want. Younger customers on the other hand are more trusting of the salesman, they tend to prefer part-time payment and leasing more often as well. Reasoning behind this is the expensive insurances for younger customers for the car, with financing the insurance is cheaper for them. They also know quite well what kind of car they want. The biggest concern Lumpo has for younger customers is their irresponsibly behavior for their credit reports, more often he has young customers with unsuitable credit report for financing. This can be due to unpaid phone or electricity bills for instance. The most ideal car leasing customer according to Lumpo is a company which uses several cars, reasoning behind this is car being a poor investment and company should invest to more profitable investments and lease the cars if possible. The problem with young entrepreneurs according to Lumpo is the lack for them in the region as well as the difficulties for financing options for a fresh company. The most significant innovation in the industry according to him is connection between smart phone and a car, as cars are becoming more and more intelligent themselves as well. My Toyota (MYT) for one is a prime example of this, MYT is an app which connects the smart phone and Toyota car, from the app you can locate your car, see where it has been driven lately and how

much it consumed fuel for instance. For car sales the possibility to buy cars via monthly payment is a significant development, the most ideal for the retailer is to sell via Toyota Jousto solution and before the customer has paid the car completely the retailer would sell another one with the same method and take the other one in exchange. This way the customer gets an even newer car and the retailer has a prime used car for sales. Lumpo says Toyota Jousto has partly replaced car ownership and sees it as a development towards Toyotas moving services concept, he points out ownership behavior is changing due to financing being such a beneficial way of buying a car. The most typical lease customer for Lumpo so far has been another company, due to private leasing not being offered before the interview. The biggest challenge for the area of Kainuu is the potential lease customers old-fashioned way of thinking and pride of ownership, Lumpo even calls this as an obsession of ownership. Another aspect is the lack of big companies and small number of young entrepreneurs. For leasing development ideas Lumpo mentions to bring private leasing to the market as soon as possible, to offer leasing possibilities for used cars but also informs that leasing is not only about cars. No-Pan Auto for one lease coffee machine which customers can use. For a new car buyer Lumpo suggests upcoming private leasing or Toyota Jousto as a mean for car usage as new car is more reliable and company wants to create a good customer relationship from the beginning, from retailers' point of view the good relationship means the customer comes to the same retailer whenever they consider buying a new car or car in general. Car salesmen don't want to get a negative reputation, by offering bad deals because the bad reputation spreads quickly. (Lumpo, 2021.)

5.2 Interview with Olli Holopainen

Olli Holopainen was interviewed in 5.3.2021 for this research, Holopainen was suggested by Harri Lumpo to be interviewed for the research, the interview was agreed for the same week. The idea for the interview with Holopainen was gather in depth information about leasing and means of marketing such services, since Holopainen had extensive experience in marketing such services as well as experience in car industry making him a perfect candidate for an interview. Currently Holopainen works for Office Pro Finland as a regional sales manager, Office Pro Finland offers O365 and other office solutions for companies as well as maintenance, equipment and service renting. Leasing enables offering of versatile service offering, such as everything in one package. For instance, a coffee machine consists maintenance, ingredients and machine itself for a monthly fee. Holapainen says service such as this is pure mathematics, which creates great service,

customer experience and income on a long run at the same time. It also binds the customer to the one company involved with the service, which is the objective. The typical customer for Holopainen is another company, just like for Lumpo in car leasing. Leasing also offers companies to reduce the costs of leasing in taxation, while part-time payment does not give such benefits. Leasing offers much greater customer protection in comparison to ownership, which in his opinion is not widely known. Holopainen has experienced changes in consumer behavior over the years, mainly because the offering has grown tremendously in every field. This according to him has created lot of challenges for local and small enterprises, because these companies have begun to adopt "go to the internet" mentality. This is against all the positive aspects of a local company close to the people, since they are close and can offer unique experience in comparison to shopping online. In terms of sustainability Holopainen absolutely believes leasing is sustainable, leasing allows the company to create plenty of covering and flow of income for the future. In comparison to big sales unregularly Holopainen believes in large amount of item lease creating better covering. The consumer behavior towards buying services instead of owning products is another reason he gives in favor of leasing. In terms of marketing Holopainen mentions he collected lists from The Federation of Finnish entrepreneurship and paid contact lists from institutes selling information of potential enterprises. Holopainen says direct calls to potential customers are the best way to contact them, because of the potential and quicker decision making. Holopainen admits ownership in general is in decline, arguments for this he mentions sales have not increased at any point.

5.3 Research survey

The survey was chosen for potential and current customers of the commissioner, the objectives of the survey was to raise awareness of car leasing and gather valuable information for the research of the target group. For the survey it was possible to answer to it via online. The link was sent to Finnish Kajaani University of Applied Sciences students and staff, as well as automobile students and staff in Kainuu Vocational College. It was also possible for No-Pan Auto customers to answer for this survey, the link was sent to the customers by request. Because the survey consisted material available only in Finnish it was decided that it would be ideal to send it only to Finnish students. The students would represent the younger generation and the staff members the older generation, this way the respondents would not only represent certain age groups and it was important to gather knowledge of as many groups as possible.

6. Survey regarding the future of car ownership

Survey was conducted for this research to find out about knowledge regarding car leasing, ownership fear, preferences and traits which the respondent's value in a car, as well as find out whether car is an intrinsic or an instrumental value for the respondent. Target groups consisted from 16 years old to 50+ ages of people and car owners. Survey consisted 186 respondents and it was possible to participate via Google Forms link. From the commissioner's point of view, car is an instrumental value and expectation for the results is that people would answer accordingly to that certain question. Most of the results were given most likely by Kajaani University of Applied Sciences students and staff members via Google Forms. The survey was done in Finnish since the customers for No-Pan Auto are mostly Finnish people and the material provided by the company was only available in Finnish.

6.1 Age groups for the respondents

The following chart indicates the age groups and the number of respondents in all groups. Indicator on the left indicates the number of respondents.

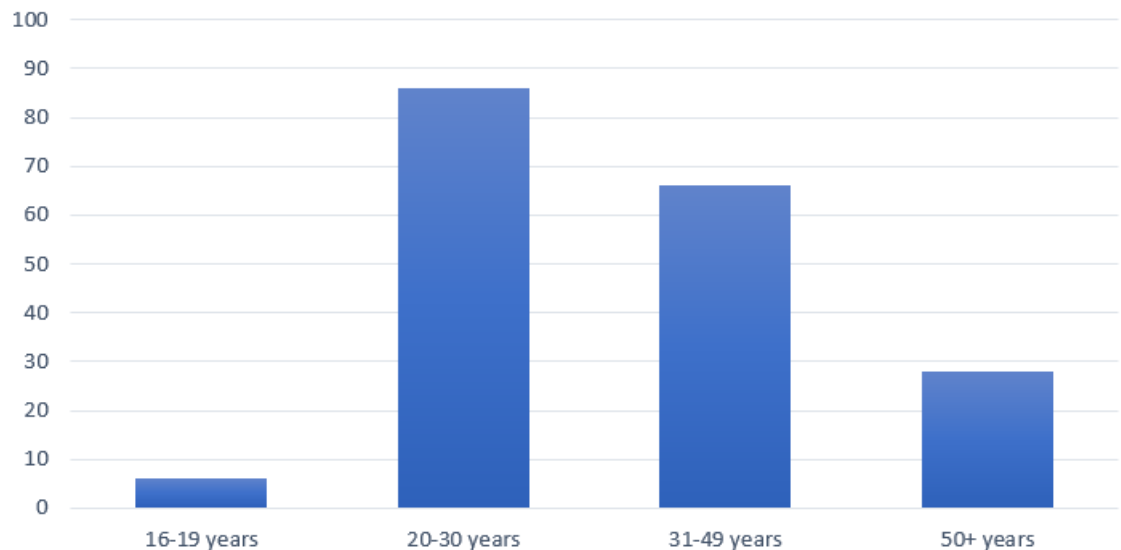


Figure 1. Age of the respondents. (186 respondents)

6.2 Awareness of car leasing

Graph shows whether the respondent has heard of car leasing before the survey. Before this question was an info package of car leasing and what it basically contains and means. Indicator on the left indicates the number of respondents.

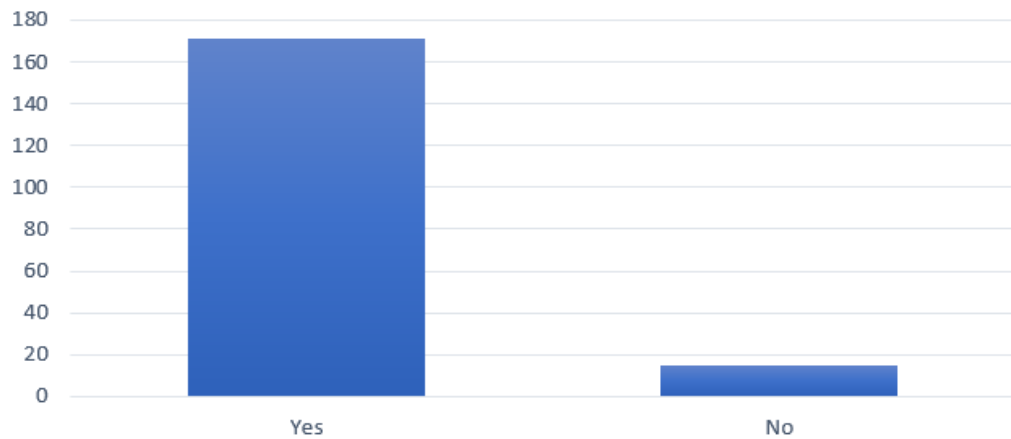


Figure 2. Have you heard about leasing cars before the survey? (186 respondents)

Surprisingly people were aware of car leasing before the survey, assumption that awareness is rather weak was proven wrong. Only for a small minority of respondent's car leasing was unheard of. Explanations for the result do exist though. Even though private leasing itself is new for No-Pan Auto, different leasing companies and financial institutes such as banks have offered these services already. This could explain why the awareness is high, since lease cars are marketed by these institutes. Prime example, if you search car leasing or auto leasing from Google search (2021), the first 4 results are different advertisements from leasing companies.

Lease cars so far have been rather popular among different companies to use, perhaps one reason behind the awareness is that people are familiar with companies which use lease cars already. Prime example of such company is Kainuu Social and Health Care Joint Authority, lease cars are used by the practical nurses who travel to the homes of elder people and take care of them. Since practical nurse is one of the most common professions in Finland it can be assumed that awareness of leased cars is also common. (SVT, 2017.)

6.3 Feelings and believes in favor of leasing vs buying

The following graph indicates whether the respondent feels leasing a new car is the better option compared to buying an old used car. (A strongly disagree, E strongly agree) Indicator on the left indicates the number of respondents for certain option.

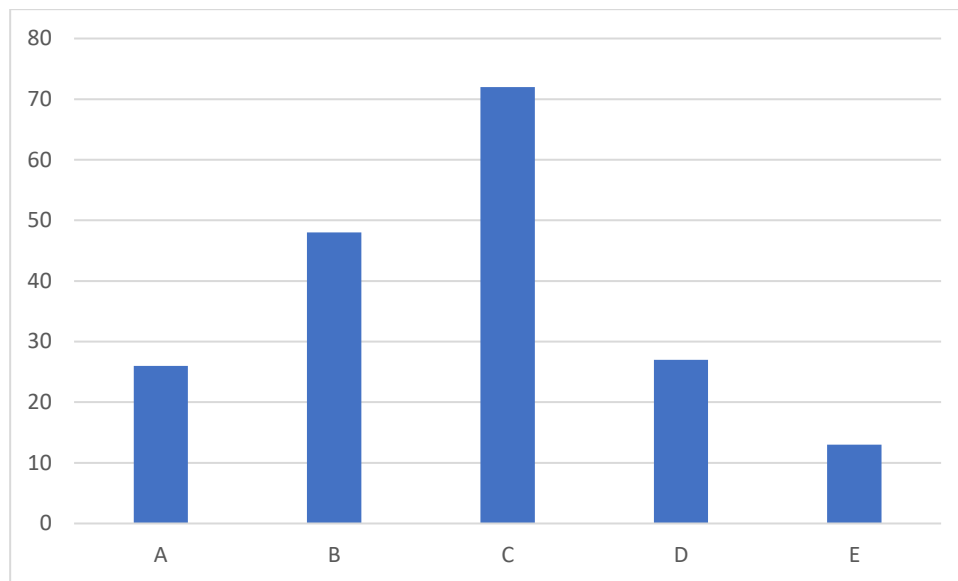


Figure 3. Preference of new lease car vs ownership of an old car. (186 respondents)

The results were slightly more favorable towards old cars, however the most common answer pointed towards the neutral zone (3). This creates an opportunity to convince uncertain people towards leasing with correct marketing strategy and flexible solutions for car usage. The most common reasons for answer 3 were the uncertainty of the costs and overall knowledge, people were also rather resourceful of fixing their cars in some cases and fixing older cars is simpler.

Towards the disagree segment common reasons were concerns regarding ownership, which was important for many respondents. When you own something, you can use it the way you please, were rather common argument towards the answer for disagreement. Due to this one major challenge could be to find a solution between customer needs and cost of the service itself. Prime example would be, can a person who goes hunting lease a car for that purpose? Is it ideal for lease company to lease a car for that purpose and are the kilometer limits low for the budget for the lease? The cost efficiency was another factor regarding the answer, respondents

are content with owning a cheap a car which serves its purpose and monthly leasing fees are seen too expensive in comparison.

Respondents in favor of leasing were content with the additional services offered and the quality of the car driven, some even had positive experiences with lease cars themselves. Car usage without worries is seen as an attractive alternative for the respondents, another aspect was the possibility to drive a car with low emissions, such as electric cars without the risk of ownership and value decrease. Uncertainties in the national vehicle markets, such as rising fuel costs, trend towards electric cars and risk of tremendous value decrease for fuel powered cars. Leasing is seen as a safe way of car usage for uncertain future of the fact that how the cars will be powered in the future.

6.4 Buy or lease a new car?

The following graph shows whether the respondent would rather buy or lease a car that costs 35 000€. Indicator on the left indicates the number of respondents on either lease or buy.

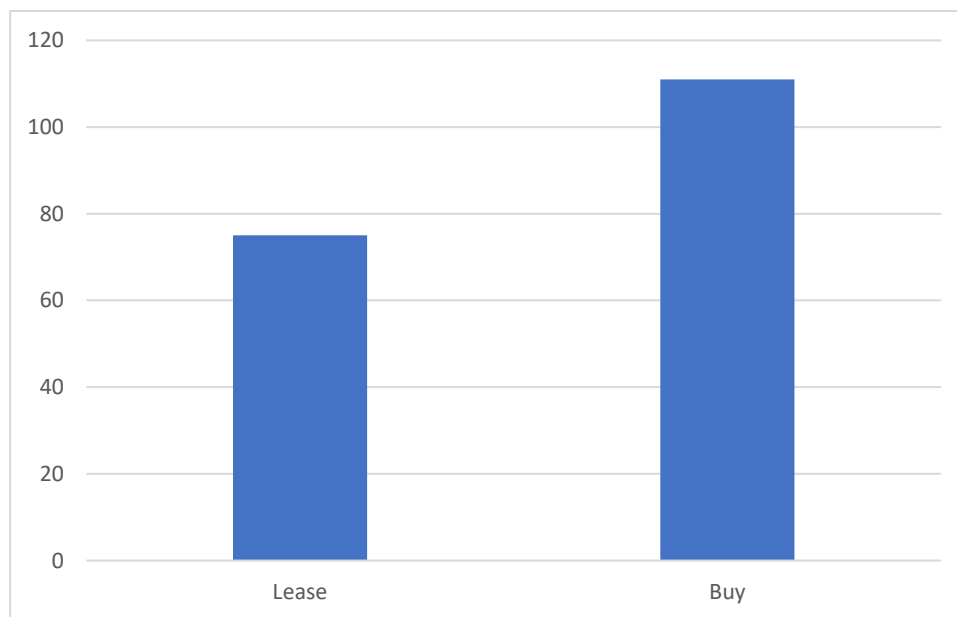


Figure 4. Buying a 35 000€ cost car vs leasing it. (186 respondents)

For comparison, a brand-new Toyota C-HR costs around 35 000€. The respondents for this question were slightly in favor of buying the new car compared to leasing it, reasoning behind this

was not asked afterwards. The respondents in previous questions have been in favor of buying the car in general, so this could explain the results for the question.

Afterwards the survey contained a question what the respondent think is the value for the same car after 5 years, assuming the car is in good condition and it has been driven about 100 000kms. The responses varied from 5000€ to 30 000€, which was quite surprising and definitely awareness about this should be raised. According to Lumpo (2021) the value of the car would be about 45% of the price, in this case the value would be 15 750€.

6.5 Fear of ownership

The following graph describes whether the respondent's experiences fear of ownership. Indicator on the left indicates the number of respondents for either yes or no.

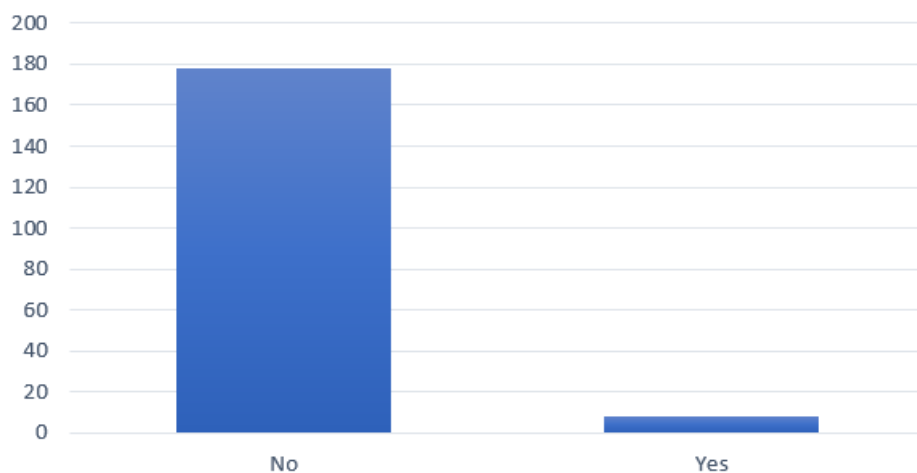


Figure 5. Fear of ownership among respondents (186 respondents)

The fear of ownership at least among the respondents turned out to be a myth, only a small minority experiences fear of ownership out of the 186 respondents. Surprisingly the answers for yes, were more common in the older age groups compared to the younger ones, the assumption in the beginning was more in the favor of younger generations experiencing the fear of ownership as well as being more common in comparison to the results. Fear of ownership in general plays in favor of car leasing in means of car usage, but it is not a necessity by any means. Another reason behind the answers could be the region the respondents reside in, which most likely is Kainuu for many respondents. As previously explained the region itself has a certain pride of ownership attached to the mindset of the residents

6.6 What is the most important characteristic in a car?

The following graph shows the most valued trait in a car according to the respondents. Indicator on the left indicates the number of respondents for different traits.

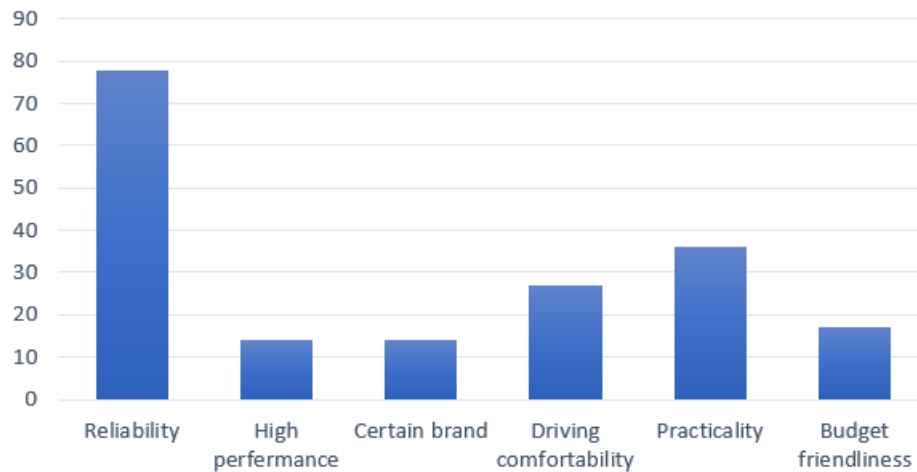


Figure 6. Most important traits in a car. (186 respondents)

The clear most important characteristic for the respondents was the reliability of the car, understandably one wants to get reliably from A to B, to which the car is designed to do. The second most popular characteristic was practicality, due to Kainuu being a snowy region, features such as four drive could be something one might need in a car. Another point which came out from fulfilled questions was that one needs a bigger car than Toyota Yaris, common reasons were dog ownership and hobbies such as hunting which require bigger trunks for the equipment.

In the annual survey by WhatCar the reliability rating for Toyota was 97,7%, ranking 3rd overall only behind Mitsubishi and Toyota's sister brand Lexus. (Evans, 2020.) Fortunately for Toyota and No-Pan Auto, Toyota ranks very high in car reliability rankings. Because of the good reputation and reliability of the brand overall it is an ideal choice of car for every person, making it also an attractive choice for a lease car.

6.7 Is car an intrinsic value or an instrumental value?

The following graph shows whether car is an intrinsic or instrumental value for the respondent. Indicator on the left indicates the number of respondents for either in favor of intrinsic or instrumental value.

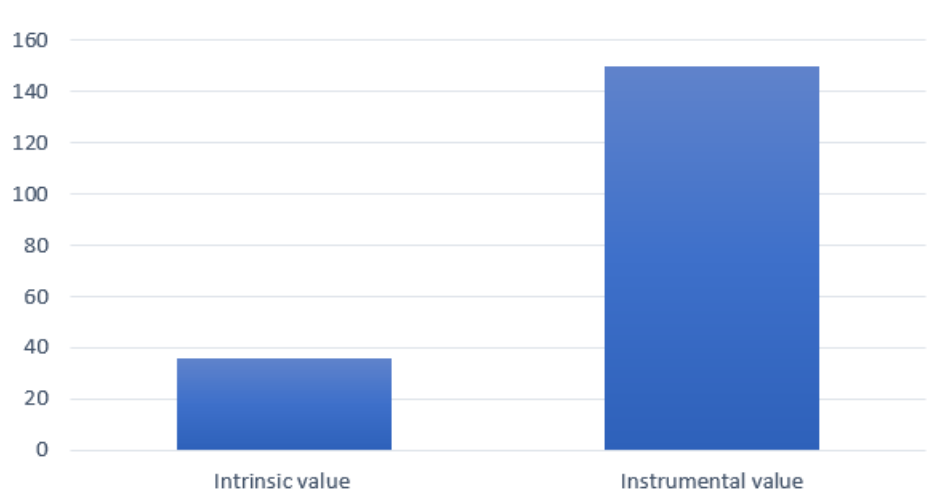


Figure 7. Car as an intrinsic- or instrumental value. (186 respondents)

Intrinsic value is and value in itself, it is something the person wants to achieve in their life. (Westacott, 2020.) Great example of an intrinsic value for someone would be a dream house by the lake.

Instrumental value on the other hand is something one value because of its functions, it can also be a mean to achieve an intrinsic value. (Westacott, 2020.) Washing machine is an instrumental value, due to its function to wash clothes more conveniently compared to traditional hand washing.

By most part the assumption was proven right that a car is an instrumental value rather than an intrinsic value. Car is a tool to be used from one point to another, itself it doesn't theoretically hold any instrumental value. People who answered intrinsic value for the question, also value traits, such as high performance and certain brand in their car the most. High performance is certainly something that not every car has, high top speed is a niche trait in car, due to speed limits. However, it does seem to hold value among respondents none the less. Certain brands on the other hand are considered luxurious brands, as an example Toyota has their own premium brand Lexus. Such brands are for those who feel common brand such as Toyota is not for them and they want to own a car that holds a better status symbol. For such a person car being

an intrinsic value is understandable, though most likely Toyota is not the brand for these kinds of people.

6.8 Leasing in comparison to buying and part-time payment options.

The last question of the survey compared 3 different ways of getting a brand-new Toyota Yaris for their disposal. The first way was to buy the car straight away from the retailer, by paying the full price on one go. The second way was to take a maintenance leasing contract for the car, in which the car stays in the ownership of the retailer. The third option was to buy the car via part-time payment contract.

Buying the car straight away is the most straight forward way of getting the car, you pay the required price and the car belongs to the buyer. It requires that the buyer has that amount of money at their disposal, the amount is quite high especially for brand-new cars and not everyone has that amount of money at their bank account. Nowadays using this method is rather uncommon when buying cars, due to flexible interest rates for part-time payments. However, this method did gain support from the respondents. Reasons for choosing this option out of the three included the stress-free ownership and the car will be paid off in one go. Brand-new overall was seen as a bad investment by some of the respondents and the same amount of money could be used more profitably in investments.

Leasing the car via maintenance leasing agreement the customer pays for the car a monthly fee, which includes a kilometer limit which can't be exceeded without paying extra fees. The agreement includes scheduled maintenances, spare car during maintenances from Toyota rent points, technical error repairs, the equipment agreed with the customer and A/C maintenance for example. Surprisingly leasing was more popular compared to buying the car straight away among the respondents, arguments for leasing include stress-free car usage and reliability compared to old cars. Another reason for lease car was that some respondents would never buy a brand-new car and from options related to a new one, leasing was the choice for them.

Toyota Jousto, which is a part-time payment agreement, which is paid off in a longer period of time. In this case the payment time is 4 years of time and the monthly payment 251,99€. From the retailer's point of view this is the best possible way to sell a car, it gives the company constant flow of income for a long period of time and also, to put it bluntly makes the customer a long-term customer. Because the customer is stuck with the retailer to pay off the car, for the retailer

this also means the customer uses other services offered by the retailer, such as repair and spare parts. The part-time deal was the clear winner of these three choices, arguments for the choice were affordable interest rate, overall attractive offer and in the end the customer gets the ownership of the car.

7. Marketing

Marketing means promoting business services, sales and products. There are different forms of marketing to utilize for the company itself. Print marketing consists a physical letter or flyer for instance, which contains information of the company's offering. Social media marketing with sponsored adds on Facebook for instance contains information about the offering. As a region Kainuu is rather challenging for marketing purposes, the market itself is small but the long distances between the people create bit of a difficulty for reaching out every possible customer. Social media marketing offers a way to reach out customers from larger areas, but the challenge is to make attracting and memorable advertisement in the platforms as the platforms are full of advertisements as it is already and people tend to just skip them straight away unless the advertisement appeals to them. So far most of the No-Pan Auto marketing happens via local newspapers, such as Kainuun Sanomat. As reading newspapers becomes less and less popular among people, especially the younger generation new ways of print marketing should be used instead. Since the advertisements are relatively expensive as well, depending on the size of it, the bigger ones always cost more. Other alternatives should be considered and at least tried.

7.1 Marketing development

No-Pan Auto has increased their social media activity lately by posting the weekly Saturday cars to their Facebook page, the improvement however would be to make sponsored adds more to attract more likes and follows for the page itself. Likes and accessibility have increased from the active posting since January 2021, the biggest spike in visibility happened during the giveaway in February 2021. Giveaways in general have been very successful in raising visibility in social media, in Finland the prime example of such is Jounin kauppa in Äkäslompolo, which became very popular because of their numerous giveaways in the 2010s, today it is one of the most liked Finnish Facebook page with over 500 000 likes and a tourist attraction in Lapland. In short, the popularity started from the giveaways and the same could be utilized in No-Pan Auto more in order to raise the needed awareness of the company and its Facebook page.

Holopainen (2021) points out the weakness in social media and internet marketing, which is the fact that it's not effective for local markets in Kainuu. The more local companies that move their marketing just online will fall off the competition to the bigger players on the field, due to their experience and resources in comparison to small and medium sized companies. The biggest advantage of an SME is the close location to the customer and providing great customer experiences close by in their stores, by moving the services and marketing online the advantage and uniqueness is gone. Holopainen points out that local companies are making a mistake in customer service if they just tell the customer to go to the company's website and do everything there, meanwhile the company had every possibility to bring the customer to their shop instead. One guilt that Holopainen sees in local companies is that they expect the customers just to come to their stores when they have a need for it, which according to him is the wrong attitude in any field of business. Instead, the companies should as much as possible to stay in contact with their customers and inform as much as possible of their new offering and services.

In the interview with Holopainen one aspect which came up with efficient local marketing were the regional advertisement spread done by Posti every week. Tokmanni, the largest general store concern in Finland uses this quite effectively every week. Seppo Saastamoinen has had one of the largest incomes in the region of Kainuu for many years, he is one of the largest owners of Tokmanni, so clearly Tokmanni is doing something right. (Heikkonen & Kähkönen, 2020.) Basically, Tokmanni sends special offers through Posti to almost every household in the area, bringing themselves to the homes of the locals free of charge for the person. Same practice is used by Lidl and Motonet as well, Motonet even is partly a competitor for spare parts section of the company, they for instance sell motor oils, just like No-Pan Auto. No-Pan Auto could create an advertisement flyer including car offering, spare parts and car washes.

7.2 Marketing ideas for car leasing

Car leasing in the region so far for No-Pan Auto is purely B2B business, meaning other companies lease cars from the company. Entrepreneurs are an obvious candidate for car leasing, due to leasing being a better choice for car usage for a company in comparison to investing money to a completely new car. The same amount could be spent more profitably in comparison to buying a new car. The challenge however is the way of thinking in Kainuu for the old-fashioned entrepreneurs with the need for ownership. Young entrepreneurs thus would be more easily persuaded and ideal customers, the problem is that Kainuu lacks young entrepreneurs who would benefit

from a lease car. (Lumpo, 2021). No-Pan Auto could and should however participate in events such as Social Friday and especially Big Friday in order to network with local companies and upcoming entrepreneurs, so far No-Pan Auto has not participated in such events.

In terms of private car leasing the idea Holopainen suggested seems reasonable and valid, perhaps one way the salesmen in the company should handle older customers could be to offer possibilities and alternatives for their car usage in form of private leasing. This also applies for every customer on the other hand, when a customer comes to buy a car, the customer should not only have different cars to choose from, but also whether to buy it or lease it. Both of these options should be part of the negotiations, this not only raises awareness of car leasing, but also gives the customer more choices, which in return creates better customer experience and service.

8. Conclusion

The objective of this thesis was to find out information about leasing for No-Pan Auto Oy in order for them to utilize it in private leasing offering. The topic was rather interesting to do research of and certainly raised my personal knowledge of the automobile industry and car ownership. The objective was met with somewhat unexpected and expected results. The number of respondents for the survey was unexpected, neither me or the commissioner expected so many responses, but it did give valuable information from diverse aspects. It was not a surprise that leasing was not the most popular choice for car usage yet in the area, the old-fashioned way of thinking in the area must have had a great influence in here. The survey results most likely would have been more in favour of leasing if it was done in a bigger city such as Helsinki or Tampere. Also, car used car sales have increased during Covid-19, since it offers greater freedom in comparison to public transportation, which has been under restrictions during this time. Before the research assumption was that ownership fear would play a factor in the survey results, but it seems fear of ownership is rather a myth, at least in Kainuu.

I have a feeling leasing can become increasingly popular in the future when alternative sources for gasoline cars become more popular, as the value of gasoline and diesel cars will crash. Same can eventually happen for electric cars if hydrogen cars become a solution for challenges surrounding electric cars, such as how to produce eco-friendly electricity in large quantities. The uncertainty of gasoline cars creates an interesting situation for retailers overall, since buying a new car, which is not an electric car is a great risk for any consumer. The value drop is to be expected for such cars and buying a new one in a time such as this definitely is not the most ideal. This creates opportunities for leasing which does not involve ownership for the buyer and eliminating the risk involved with value decrease. The same expectation can be said for electric cars, since hydrogen cars, which Toyota has invented holds promise for the future. The greatest problem with electric cars and how to make them eco-friendly is how to produce the electricity cleanly. Hydrogen is an electric car as well, but the difference is that hydrogen produces the electricity for the car, and only creates water steam as an emission.

The whole industry is on revolutionary stage at the moment, with alternative sources of power and the technicality which is developed all the time for cars. The cars themselves become more intelligent, like computers with driving becoming simpler thanks to the technology. Even Harri Lumpo admits this is the most exciting time ever on the field.

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Appendices

Appendix 1 Survey regarding cars, only in Finnish for Finnish speakers.

Kysely liittyen autoiluun.

Tämä kysely on osa tradenomiopiskelijan opinnäytetyötä. Kysely suoritetaan nimettömänä ja sen tuloksia käytetään markkina tutkimukseen liittyen tulevaisuuden autoiluun. Vastaukset käsitellään opiskelijan toimesta ja niitä hyödynnetään opinnäytetyössä.

*Pakollinen

1. Mihin ikäryhmään kuulut? *

Merkitse vain yksi soikio.

- 16 - 19v.
 20 - 30v.
 31 - 49v.
 50+

2. Millä eri tavoin voit hankkia auton käyttöösi? *

1.

16 – 19: 6 (3,2%)
20 – 30: 86 (46,2%)
31 – 49: 66 (35,5%)
50+: 28 (15,1%)

Appendix 1 2/8

Esimerkki Toyota Leasing-autosta ja sen sisällöstä.

Maksat kuukausi hintaa autosta ilman omistajuutta. Teet sopimuksen autosta tietyn ajan kerrallaan ja luovutat sen pois sen jälkeen. Vaihtoehtoisesti voit ostaa saman auton itsellesi, uusia sopimuksen tai tehdä sopimuksen jostain toisesta autosta.

HUOLTOLEASING VUOKRAAN SISÄLTYY

- sovittu ajokilometrimäärä
- määräaikaishuollot
- sijaisauto määräaikaishuoltojen ajaksi Toyota Rent -pisteistä
- ilmastointilaitteen huolto
- teknisestä viasta johtuvat korjauskulut
- normaalin kulumisen aiheuttamat rengaskulut
- kausivaihdot ja ilmanpaineitunnistimien koodaus/ kalibrointi
- ensirekisteröinti- ja katsastusmaksu
- arvonlisävero
- asiakkaan kanssa sovitut varusteet
- toimituskulut

VUOKRAAN EI SISÄLLE

- polttoaineet, pesut ja vahaukset
 - lasien, lyhdynlasien, umpioiden, peilien tai renkaiden rikkoutumiset
 - vuokralleottajan vuokralleantaja luvalla asentamienlisävarusteiden korjaukset ja vaihdot
 - hinaukset ja kuljetukset
 - vakuutukset, ellei edellä ole toisin sovittu
 - ajoneuvon vuotuinen ajoneuvovero, dieselvero tai muu vastaava vero tai maksu taikka muu maksu tai kulu, johon vuokralleantaja ei ole nimenomaisesti sitoutunut
- Vuokralleottaja vastaa vuokratun ajoneuvon pysäköintivirhemaksuista, sakoista ja muista vastaavista maksuista.

3. Oletko kuullut leasing-autoista ennen tätä kyselyä? *

Merkitse vain yksi soikio.

- Kyllä
- En

3.

Yes: 171 (91,9%)

No: 15 (8,1%)

4. Olen sitä mieltä, että uuden auton leasing on parempi vaihtoehto, kuin vanhan auton ostaminen. *

Merkitse vain yksi soikio.

1	2	3	4	5	
Täysin eri mieltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin samaa mieltä

5. Perustele vastauksesi aiempaan kysymykseen. *

6. Ostaisitko 35 000€ maksavan auton vai ottaisitko sen leasingillä? *

Merkitse vain yksi soikio.

- Ostaisin
 Leasing

7. Minkä arvioit olevan edellisen kysymyksen auton arvo 5 vuoden päästä? *

8. Koetko, että sinulla on omistamisen kammo? *

Merkitse vain yksi soikio.

- Kyllä
 En

4. A: 26 (14%) B: 48 (25,8%) C: 72 (38,7%) D: 27 (14,5%) E: 13 (7%)

6. Buy: 111 (59,7%)

Lease: 75 (40,3%)

8. Yes: 8 (4,3%) No: 178 (95,7%)

9. Autolle tärkein ominaisuus, näistä vaihtoehdoista? *

Merkitse vain yksi soikio.

- Tehokkuus
- Luotettavuus
- Tietty merkki
- Ajomukavuus
- Käytännöllisyys
- Budjetti-ystävällinen

Erot itseisarvojen ja välinearvojen välillä.

Itseisarvo: Arvo itsessään, mitä elämässäsi tavoittelet.

Välinearvo: Väline avuksi sille, miten saavutat itseisarvon.

10. Auto on minulle. *

Merkitse vain yksi soikio.

- Itseisarvo
- Välinearvo

9. Reliability: 78 (41,9%)

High-performance: 14 (7,5%)

Certain brand: 14 (7,5%)

Driving comfortability: 27 (14,5%)

Practicality: 36 (19,4%)

Budget-friendliness: 17 (9,1%)

10.

Intrinsic value: 36 (19,4%)

Instrumental value: 150 (80,6%)

11. Kuinka paljon olisivat valmis maksamaan kuukaudessa leasing maksua tästä uudesta Toyota Yaris Hybridistä, jos otat 36kk/60tkm leasing-sopimuksen? *



Auton hinta: 21 900€
Huippunopeus: 175km/h
Yhdistetty kulutus: 4,0l/100km
Päästöt (CO₂, g/km): 92
Kiihtyvyys: 0-100 km/h: 9,7s

Tässä osiossa hieman infoa mitä erilaiset autonhankinta vaihtoehdot maksavat uudelle Yarikselle.

Ensimmäinen kuva: Esimerkki tilanteesta, jossa oletetusti ostat uuden Yaris Hybridin suoraan.

Toinen kuva: Otat saman Yariksen käyttöösi huoltoleasing sopimuksella, josta maksat kuukausi hintaa ilman auton omistusta.

Kolmas kuva: Ostat kyseisen Yariksen Toyota jousto osamaksulla.

Uusi TOYOTA				Hinta EUR
	YARIS 1,5 Hybrid Active			20 320,00
	Väri	METALLIVÄRI		
	Alennus			1 148,99
	Rekisteröintimaksu uudet autot			1 290,49
	Autovero: ensirek. 1.1.2019 jälk.			
	Toimituskulut			583,50
	Yhteensä			21 045,00
Tehdasvarusteet *)				
	Metalliväri			500,00
	Plus-paketti (Hybrid Active)(Sis. Toyota Touch with Go -mediakeskus navigoinnilla, 8" mediakeskuksen näyttö, 15"kevytmetallivanteet, Smart Entry & Start -avaimeton käynnistys ja lukitusjärjestelmä, etusumivalot, sähköisetlasinnotimet taakse, takaovien o			1 320,00
	Varusteet yhteensä			1 820,00
Paikalliset tarvikkeet				
	Defa moottorilämmitin 1.5, sisähaaroitussarja, sisätalälämmitin 0/1100/1900W ja			876,00
	Kumimattosarja eteen ja taakse, bensiini- ja hybridimallit			69,00
	Tarvikkeet yhteensä			945,00
Maahantuojan tarvikkeet				
	TalvirengasyhdistelmäSis. talvirenkaat 15" kevytmetallivanteilla (Style, Premium ja Limited Launch Edition 16" yhdistelmä))			490,00
	Tarvikkeet yhteensä			490,00
Varustelista		Autoveroton ohjehinta	Auto-vero	Myynti-hinta
Metalliväri		500,00	29,10	529,10
Plus-paketti (Hybrid Active)(S		1 320,00	76,81	1 396,81
		1 820,00	105,91	1 925,91
Tuote ja varusteet yhteensä				24 300,00

Toyota huoltoleasing sopimus, auto käyttöön ilman omistajuutta.



Toyota Yaris 1.5 Hybrid Active

CO₂: **0,00 g/km** 87 g/km

Lisävarusteet

mattot, Lämmitys systeemit, plus paketti, Metalliväri, Talvirenkaat.

Autoedun verotusarvot 2021

550,00 €/kk Vapaa autoetu
385,00 €/kk Käyttöetu

Toyota Huoltoleasing 36 kk / 60 000 km

1. vuokra (alv 0 %) 384,33 €
1. vuokra yhteensä (alv 24 %) 476,57 €

Kuukausivuokra (alv 0 %) 384,33 €
Kuukausivuokra yhteensä (alv 24 %) 476,57 €

Ylikilometriveloitus (alv 0 %) 0,10 €/km
Ylikilometriveloitus yhteensä (alv 24 %) 0,12 €/km

Toimitusaika: Sopimuksen mukaan.

Vuokraan sisältyy sovittu ajokilometrimäärä, määräaikaishuollot ja sijaisauto Toyota Rent -pisteestä niiden ajaksi, öljynvaihdot ja -lisäykset, normaalista kulumisesta aiheutuneet tekniset korjaukset, edellä mainitut varusteet ja normaalista kulumisesta aiheutuneet renkaiden uusimiset sekä renkaiden kausivaihtotyöt ja katsastusmaksut.

Toyota jousto osamaksusopimus, auto omistukseen ja maksat erissä.

Toyota Finance Finland Oy

Toyota Jousto



Toyota Yaris
1.5 Hybrid Active

251,99 €/kk

Moottori

Iskutilavuus: 1 490 cm³
Teho: 68 kW

Vaihteisto

Automaattivaihteisto

Kulutus ja päästöt

Yhdistetty: 3,8 l/100 km
CO₂-päästöt: 87 g/km
Uusi WLTP-mittaus tapa



Rahoitus	251,99 €/kk
Rahoitettavan auton kokonaismyyntihinta	24 300,00 €
Taattu hyvityshinta	9 953,59 €
Viimeinen osamaksuerä	9 953,59 €
Käsiraha	4 860,00 €
Maksuaika	48 kk
Ajokilometriit vuodessa	15 000 km
Ajokilometriit yhteensä	60 000 km
Toimituskulut	600,00 €
Korko	2,95 %
Luottosuhteen perustamiskulu	180,00 €
Käsittelymaksu	9,00 €/kk
Todellinen vuosikorko	4,07 %
Rahoitettava määrä	19 620,00 €
Luottokustannukset	2 366,16 €
Luoton ja kustannusten yhteismäärä	21 806,16 €

12. Minkä ylhäällä olevista vaihtoehdoista valitsisit uuden auton hankintaa ajatellen ja miksi? *

Appendix 2. Interview with Harri Lumpo

Interview was done in Kajaani 3.3.2021 at No-Pan Auto Kajaani and the communication language was Finnish.

The questions were the following (Translated from Finnish to English):

1. How long have you worked in the field and why did you choose automobile industry?
2. What is the clearest difference between old and young buyer?
3. To what kind of customer leasing is the most ideal form of car usage?
4. What is the most significant change during your career in car industry?
5. Do you see that leasing can possibly completely replace car ownership?
6. What kind of customer is the most typical leasing customer?
7. What method would you suggest for a recently graduated university student for car usage?
8. How could leasing service be developed?
9. What is the biggest challenge for car leasing?

The answers were written down on interviewers' notebook.

Appendix 3. Interview with Olli Holopainen

Interview was done in 5.3.2021 in No-Pan Auto Kajaani and the communication language was Finnish.

The questions were the following (Translated from Finnish to English):

1. What is your business idea?
2. Why did you start in the leasing field?
3. Who is your most typical customer?
4. Have you noticed a visible consumer behaviour change during your career?
5. Are you certain your business idea is sustainable?
6. How have you marketed yourself and who has been your target groups?
7. Is item ownership less common in the future?

The answers were written down on interviewers' notebook.