

# CUSTOMER SATISFACTION OF EVENT SPONSORS AND PARTNERS

Neste Oil Rally Finland 2013

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<p>The primary objective of this thesis was to study the expectations and perceived satisfaction of the event sponsors and partner organisations of Neste Oil Rally Finland. The secondary objective was to discuss if the information on the satisfaction of the customers can be utilized in service quality management. The thesis was assigned by Sport Business School Finland and AKK Sports Ltd.</p> <p>The theoretical framework of this thesis is based on theories about customer expectations and satisfaction, service quality and the importance of them in the context of business-to-business services. The key features and different models of these theories are presented in this thesis.</p> <p>A quantitative research method was used with discretionary sampling, a survey as a research instrument and descriptive statistics and cross-tabling as analysis methods. The data was collected via pre- and post-event online surveys. The total sample consists of 8 event partner organizations.</p> <p>The key findings of this study suggest that the sponsors and partners of Neste Oil Rally Finland are generally very satisfied with their partnership with the event, but that there are also clear indications of areas that should be improved. In addition, the history of the organization as an event partner seems to affect the perceived satisfaction as the partners who had been in partnership with the Neste Oil Rally Finland event for a longer period of time tend to be more satisfied with the services provided. The findings also suggest that the event organizer should utilize social media as a marketing channel more effectively and also emphasize on the post-event marketing operations for and with the sponsors and partners.</p>		
Keywords Customer satisfaction, service quality, event partnership, Neste Oil Rally Finland		
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<p>Opinnäytetyön keskeinen tavoite oli tutkia Neste Oil Rally Finland 2013 -tapahtuman sponsoreiden ja yhteistyökumppaneiden odotuksia ja tyytyväisyyttä yhteistyökumppanuuteen palveluna. Toinen tavoite oli pohtia, voiko asiakastyytyväisyyttä hyödyntää palvelun laadun johtamisessa. Opinnäytetyön toimeksiantajina olivat Sport Business School Finland ja AKK Sports Oy.</p> <p>Opinnäytetyön teoreettinen viitekehys perustuu teorioihin asiakastyytyväisyydestä ja palvelun laadusta sekä niiden merkityksestä <i>business-to-business</i> -palveluissa. Kyseisten aiheiden perusteet sekä joitakin tunnettuja teorioita on esitetty opinnäytetyössä.</p> <p>Opinnäytetyön tutkimusmetodologia perustui kvantitatiiviseen tutkimusmenetelmään, harkinnanvaraiseen otantaan, kyselylomakkeeseen tutkimusinstrumenttina sekä kuvailevaan tilastoanalyysiin sekä ristiintaulukointiin analyysimenetelminä. Tutkimusaineisto kerättiin ennakkotutkimuksen jälkikyselyinä sähköpostitse. Lopullinen otanta koostui kahdeksasta yhteistyökumppaniorganisaatiosta.</p> <p>Keskeiset löydökset osoittivat, että Neste Oil Rally Finland 2013 -tapahtuman sponsorit ja yhteistyökumppanit ovat pääosin tyytyväisiä palveluun mutta myös kehittämisen kohteita löytyy. Lisäksi yhteistyön laadulla ja organisaation historialla yhteistyökumppanina vaikuttaisi olevan merkitystä tyytyväisyyteen, sillä kauimmin yhteistyökumppaneina toimineet organisaatiot vaikuttaisivat olevan tyytyväisimpiä yhteistyöhön. Tulosten perusteella tapahtumajärjestäjä voisi tulevaisuudessa kehittää edelleen sosiaalisen median hyödyntämistä markkinointikanavana ja tapahtuman jälkeistä yhteistyötä sponsoreiden ja yhteistyökumppaneiden kanssa.</p>		
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# **1 Introduction**

## **1.1 Background and Purpose of the Thesis**

This thesis studies the event sponsors' and partners' expectations of and perceived satisfaction with the Neste Oil Rally Finland 2013 event partnership. The connection between customer satisfaction and perceived quality of the event partnership service is also discussed.

The event partner satisfaction study is a part of a larger research project that the event organizer and the client of this thesis AKK Sports Ltd ordered from JAMK University of Applied Sciences and Sport Business School Finland. The research project included several different surveys describing the image of the rally as a sport, the values of a rally spectator, the main reasons for the spectators to visit the rally event, the satisfaction of the VIP guests, the satisfaction of the rally team members and the economic and social impact of the event on the Jyväskylä region and the local enterprises. The research project was implemented in summer 2013 by the staff and the students of JAMK University of Applied Sciences and Sport Business School Finland assisted by students of the Hague University of applied Sciences from The Netherlands.

The primary objective of this thesis is to find out the event partners' expectations of and the perceived satisfaction with the Neste Oil Rally Finland 2013 event partnership. The secondary objective is to consider whether conclusions can be drawn from the quality of the event partnership service based on the event partners' responses.

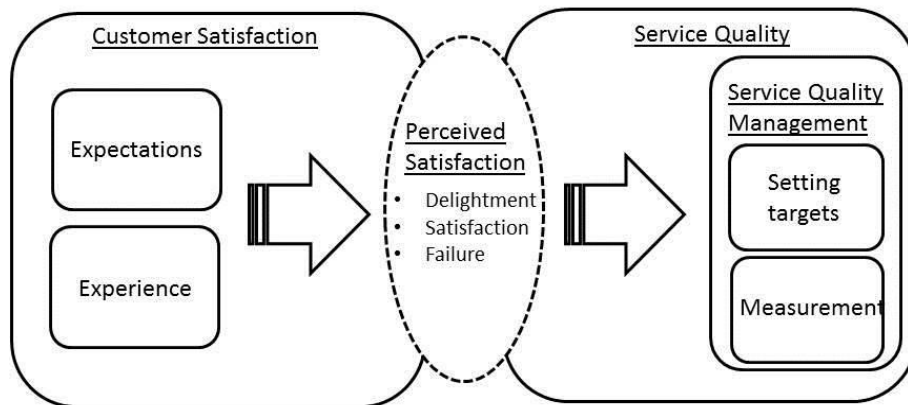
The research problem of this thesis consists of the following research questions:

1. What were the expectations of the event partners with regards to partnership?
2. What was the actual partnership experience like in terms of customer satisfaction?
3. Is it possible to make conclusions about the quality of the event partnership service based on the responses to the previous questions?

These research questions were defined in order to provide the assigners with valuable and actionable information on the satisfaction of the customers and the quality of service in the event partnership. The information provided can be utilized in developing the event partnership as a service as well as each partnership as a distinctive relationship.

Our hypotheses are that the event partner organizations have good expectations of the event partnership and that they are satisfied with the service. This is because the event is one of the best known and popular annual sport events in Finland which enables wide visibility and many of the event sponsors and partner organizations have been in collaboration with the event for several years. The following figure (FIGURE 1) describes the outlook of this study on the relationship between customer expectations, perceived satisfaction and the quality of the service.





**FIGURE 1** The relationship between the customer expectations, perceived satisfaction and the quality of the service (Hirvelä & Karjalainen 2014.)

According to this outlook the perceived customer satisfaction is dependable on the expectations and experiences of the customer. The outcome of the satisfaction can be either delightment, satisfaction or failure and the outcome can be exploited in service quality management. Service quality management consists of setting the targets and measuring the achievement of the targets.

## 1.2 The Neste Oil Rally Finland Event

The Neste Oil Rally Finland has been organized in Jyväskylä, Finland since 1951. Originally the event was called the Jyväskylä Grand Prix and later on the Rally of the Thousand Lakes as well as the 1000 Lakes Rally. The current name Neste Oil Rally Finland has been utilized since 1994 when Neste Oil became the main sponsor for the event. In 1959 the event became a part of the European Rally Championship and in 1973 part of the World Rally Championship (WRC). Originally the event was organized by the Central Finnish division of the national automobile club but in 1997 the AKK-Motorsport and AKK Sports Ltd began organizing the event. The AKK Sports Ltd has emphasized for example safety factors and marketing when organizing the

event. (AKK Sports 2014.)

The Neste Oil Rally Finland 2013 was organized from July 31<sup>st</sup> to August 3<sup>rd</sup> 2013. The winner of the rally was Sebastien Ogier (Volkswagen), with Thierry Neuville (Ford) and Mads Östberg (Ford) winning the second and third places. (e-WRC results) Overall 23 special stages and 327,34 kilometres were driven during the rally (Neste Oil Rally Finland.)

### **1.3 AKK Sports Ltd**

AKK Sports Ltd is a marketing company owned by the Finnish national motorsport union AKK-Motorsport. AKK Sports Ltd was founded in 1993 to enable the AKK-Motorsport to practice business and to gain profit. The primary objective of the company is to develop and organize high-quality motorsport events. The secondary objectives are to transfer their knowledge to the member clubs and to administer the national marketing communications of the projects. The biggest project of the company is organizing the Neste Oil Rally Finland event and another project is organizing the Finnish Rally Championship. (AKK-Motorsport)

### **1.4 Sport Business School Finland**

The Sport Business School Finland (SBSF) is an education, research and development concept founded by the HAAGA-HELIA University of Applied Sciences in Helsinki and JAMK University of Applied Sciences in Jyväskylä. The SBSF offers higher education study programs in sport marketing and sport management. In addition the SBSF is a

professional intelligence and research service provider for organizations in the sport industry. (Sport Business School Finland 2014.)

## 1.5 Key Concepts

**Customer expectations:** A customer's expectations of the quality of the product or the service based on previous experiences, other people's information and promises (Kotler & Keller 2009, 165.) In this thesis, the customers are event partners whose expectations of the Neste Oil Rally Finland 2013 event partnership service are studied.

**Customer satisfaction:** A customer's feelings of pleasure or disappointment that result from comparing a product's perceived performance to their expectations (Kotler et al 2009, 164.) In this thesis, the customers are event partners whose satisfaction with the Neste Oil Rally Finland 2013 event partnership service is studied.

**Service quality:** Service quality consists the physical, interactive and corporate dimensions of a product or service but there is not one universally approved definition for the concept (Shank 2009, 222; 444.) In this thesis, service quality is evaluated in the Neste Oil Rally Finland 2013 event partnership service.

**Event partnership/partners:** In this thesis event partners are organizations that have an event partnership agreement regarding the Neste Oil Rally Finland 2013 event with the event organizer AKK Sports Ltd. The contents of the agreements may vary.

## **2 Theoretical Framework**

This chapter provides a closer look in the concepts of customer expectations and perceived satisfaction as well as perceived service quality in the context of business-to-business services. There are different theories about the relationship between these concepts and two of them are presented later in this chapter. In addition, the importance of these concepts from a business point of view is also illustrated.

### **2.1 Expectations and Perceived Satisfaction**

Customers' expectations result from their previous buying experiences, friends' and associates' advice, and marketers' and competitors' information and promises. If the marketer raises the expectations too high, the customer is more likely to be disappointed but if the expectations are set too low by the marketer, the customer is not necessarily attracted and will not buy the product. (Kotler et al 2009, 165.)

Satisfaction describes the closeness between the expectations and the perceived performance of the product. If the product's performance does not meet the customer's expectations, the customer becomes disappointed. If it meets the expectations, the customer is satisfied but if it exceeds expectations the customer is delighted. These feelings of the customer define whether they will buy the product again and if they will talk favorably or unfavorably about it with other people. (Kotler et al 2009, 213.)

According to Stewart (2005) in business-to-business transactions the customer expectations play a big role. As business-to-business relationships are often based on

a service agreement the service provider cannot afford failing to deliver what is promised. Even the big brands should not trust their value as a service provider too much but to always focus on the customers' needs and expectations. The business-to-business customers expect feel valued and to have a partnership instead of just a supplier relationship which requires time and dedication from the service provider. In practice this stands for paying attention to the customers, getting to know the people you are operating with and for example having meetings together to plan the partnership.

## **2.2 Service Quality**

Kotler and Keller (2009, 386.) define service as any act or performance one party can offer to another. Service is intangible and does not result in the ownership of anything. A service may or may not be tied to a physical, tangible product.

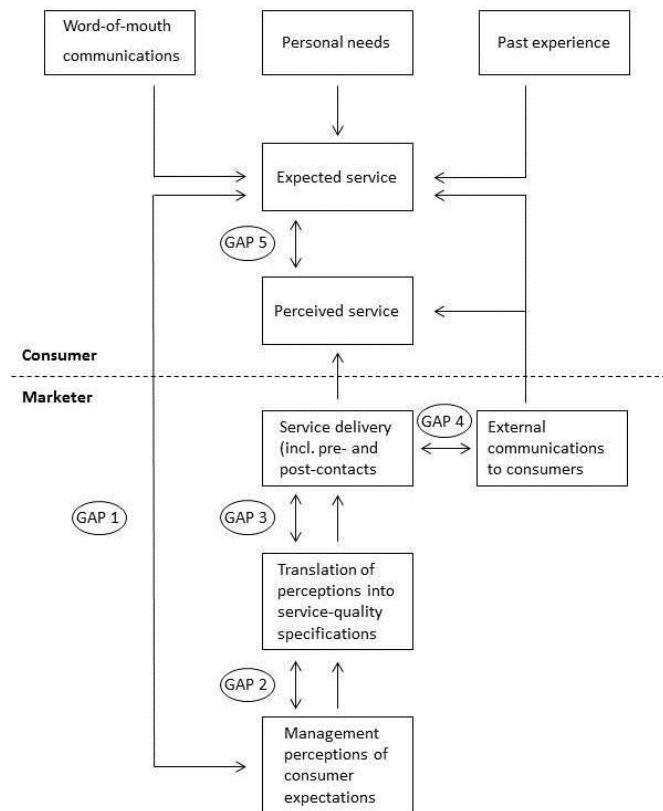
Service quality is a challenging phenomenon to define and therefore many definitions of the concept exist. Instead of defining it, many researchers try to explain the dimensions of service quality. (Shank 2009, 222.)

The American Society for Quality control defines quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs". According to this definition the seller delivers quality when its product or service meets or exceeds the customer's expectations. (Kotler et al 2009, 169.)

Parasuraman, Zeithaml and Berry (1985) created widely-known and utilized service quality model that recognizes the main requirements for delivering high service

quality as well as the gaps that may lead to unsuccessful delivery and customer disappointment. The locations of the following gaps are presented in **Virhe. Viitteen lähde ei löytenyt.**

1. The management's perception of the consumers' expectations and needs may be incorrect.
  2. Management has understood the consumers' expectations correctly but standards have not been set for the service.
  3. The staff is incapable or unwilling to meet the standards or the standards are conflicting.
  4. External communications have misled the consumers and therefore their expectations of the quality of the service are unrealistic.
  5. The consumers have misperceived the quality of the service.
- (Kotler et al 2009, 400.)



**FIGURE 2 Parasuraman, Zeithaml and Berry's (1985) Service-quality model (see the original figure: Parasuraman, Zeithaml & Berry 1985, 44.)**

Five factors of service quality have been recognized based on the previous model (in order of importance):

1. Reliability: The company's ability to deliver the service as promised, dependably and accurately.
2. Responsiveness: The company's willingness to help the consumer and to provide prompt service.
3. Assurance: The staff's proficiency and their ability to convey trust.
4. Empathy: The company's ability to provide caring and individualized attention to consumers.
5. Tangibles: The appearance of the company's physical facilities, equipment, staff and communication materials.

(Kotler et al 2009, 400.)

Managing high-quality services starts with setting goals. The management forms a vision of the service they want the company to produce, standards that define what the service must be and norms that define what must be done in order to ensure that the quality of the service meets the standards. The standards must be concrete and suitable for measurement. A well-defined service goals not only help the staff members to work aligned with the company strategy but also promote the consistency and reliability of the customers' perceived service quality. (Bell & Zemke 2007, 67—70, 83—84.)

Measuring the quality of the service helps the company management in decision making. Measurement must be customer-focused and follow three criteria: the measurement must reflect the company's purpose, measure the customer's perception of quality instead of just the technical quality of the service and focus on the features of the service that are the most important for the customer, not for the company itself. (Bell et al 2007, 107—110.)

## **2.3 The Importance of Customer Satisfaction and Service Quality**

Nowadays, customers are well educated and informed and they expect companies not only to satisfy or delight them but to listen to them. The customers are able to seek out superior alternatives and they tend to be value maximizers: they will estimate which offer delivers the most perceived value. Customer perceived value (CPV) describes the difference between the customer's evaluation of the benefits and the costs of an offering and the perceived alternatives. The offer also has to meet the customer's expectations in order to get the customer repurchase the product. (Kotler et al 2009, 160—161.)



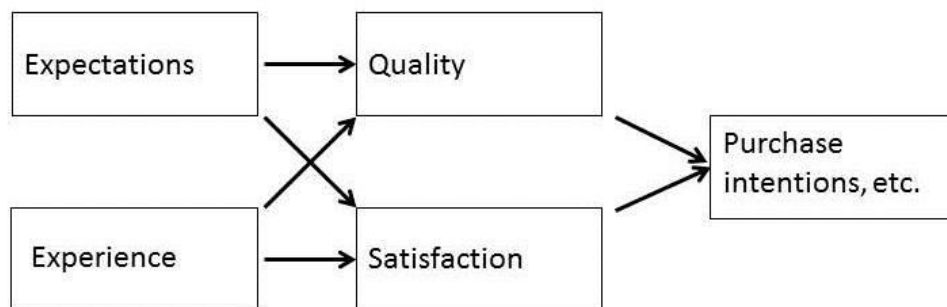
Satisfied customers are vital for companies as they usually stay loyal longer, buy more, talk favorably to others about the company, pay less attention to competitors, are less sensitive for price, offer product or service ideas for the company and cost less to serve than new customers. A high level of satisfaction or delight may create an emotional bond with the company instead of just a rational preference. A very disappointed customer most likely will not repurchase and might even talk unfavorably about the company with others. A fairly satisfied customer still switches easily when a better offer comes up. Highly satisfied or delighted customers on the other hand most likely repurchase and might even spread a good word of mouth about the company. Customer satisfaction is both an objective and a marketing tool for companies. (Kotler et al 2009, 165—166.)

Service quality and customer satisfaction are connected with company profitability. High quality promotes customer satisfaction which can enable cutting costs and raising prices. (Kotler et al 2009, 169.) According to Stewart (2005) the key to retain business-to-business customer relationships is rather to provide the customers with high quality services than focus too much on the pricing. The business-to-business customers value that what is promised is also delivered and that the customer relationship is managed effectively and in that case may even be willing to pay superior price in order to continue the valuable cooperation with the service provider.

## **2.4 Theories about the Relationship between Customer Satisfaction and Service Quality**

According to Tax (2003, 200—201.), Marzocchi and Orsingher (2003) note that quality of service is widely discussed. Both perceived satisfaction and service quality are subjective evaluations based on service experiences and therefore challenging to define and measure. Generally, the concept of perceived satisfaction is considered more experiential and resulting from subjective emotions whereas service quality is seen as a result of a cognitive process.

According to Iacobucci, Ostrom and Grayson (1995, 280.), the expectations and experiences of the customer form their perceived satisfaction and perceived quality of the service. They also understand that perceived satisfaction and perceived service quality are equal factors that affect the customer's intention to purchase.



**FIGURE 3 Iacobucci, Ostrom and Grayson's model of customer satisfaction and quality of service (see the original figure: Iacobucci, Ostrom & Grayson 1995, 280)**

As for Sivakumar, Li and Dong (2014, 43.), they understand perceived customer satisfaction or disappointment (nature of event) as factors of perceived service quality in the joint effect of several factors. According to their theory, in addition to the customer satisfaction or disappointment, also the distribution of the event as well as the factors of the prospect theory affect the customer's perceived quality of service.

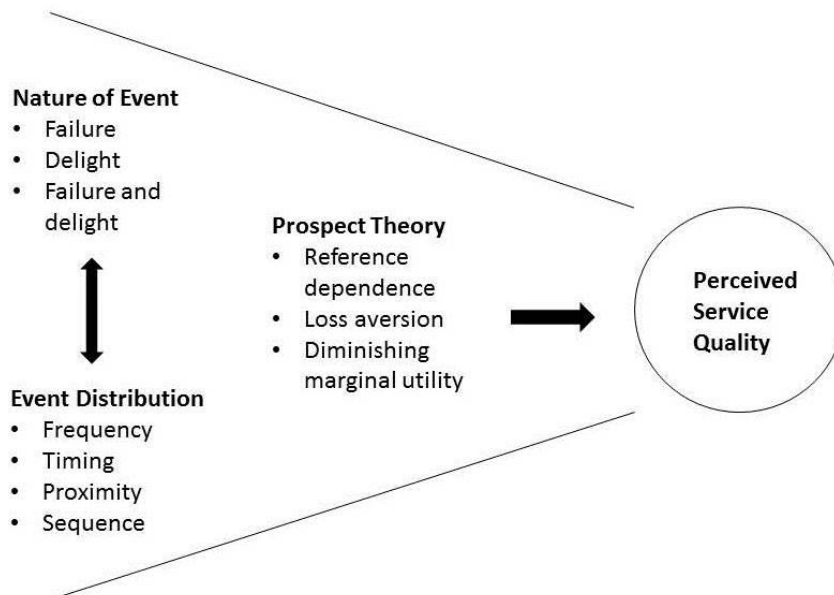


FIGURE 4 Sivakumar, Li and Dong's (2014) model of customer satisfaction as a factor of perceived service quality (see the original figure: Sivakumar, Li & Dong 2014, 43)

### 3 Research Methodology

This chapter introduces the research methodology, research instrument and analysis method of this thesis. The thesis includes features of case study and quantitative research methods. In addition, the concepts of reliability and validity of the research are presented.

The primary research method utilized in this study is the **quantitative research method**. Quantitative research method strives to generalize. The basic idea of the method is to ask questions related to the research problem from a small sample that represents a larger population. The starting point for a quantitative research is the research problem. In order to solve the research problem adequate data must be collected and processed. In a quantitative research the studied phenomenon must be specified enough. (Kananen 2008, 10—13.)

Key points in a quantitative research process are conclusions based on previous research, utilizing existing theories, setting hypotheses, defining studied concepts, collecting data that can be measured quantitatively, choosing an adequate sampling method to choose a sample from the population, processing the collected data in a way that it can be statistically analyzed and making conclusions based on the statistical analysis. (Hirsjärvi, Remes & Sajavaara 2009, 140.)

A quantitative research process begins with drawing up the theoretical framework. Then the researched phenomenon is placed into the chosen theory, essential concepts are defined and the hypotheses are set if needed. (Hirsjärvi et al 2009, 140.)

The sampling method in this study was **non-probability sampling** and more specifically **discretionary sampling**. Discretionary sampling stands for choosing the sample in discretion and not statistically. The chosen sample is thought to represent the population best. The discretionary sampling method is often utilized when it isn't essential to be able to generalize the results but to gain ideas from the responses. (Kananen 2008, 74.)

A statistical research is based on measurements that are conducted with an instrument. The measured attributes are called variables. Quantitative research requires that the concepts are presented in a measurable form. The measurement is conducted with an instrument that has specific measures. In a quantitative research, the measures are figures that are utilized to measure the phenomenon in question. (Kananen 2008, 16—17.)

The research instrument in this thesis was a **survey** which is often utilized in a quantitative research. A survey enables collecting and processing large amounts of data in a short time. On the other hand a survey can be unreliable as it is not possible

to know how serious the respondents have been, misunderstandings can occur and they are difficult to control, the familiarity of the respondents with the subject is sometimes difficult to confirm, drawing up the survey may take a long time and the response percentage may be low. (Hirsjärvi et al 2009, 194—195.)

The analysis methods in this thesis were **descriptive statistics** and **cross-tabling**. When the results of a quantitative research are not meant to be generalized but to describe the division of a quantitative variable or the covariation of multiple quantitative variables, descriptive statistics are utilized (Tilastollinen päättely 2004.) Cross-tabling is utilized when the division of the variables and the reliance between the variables is studied. Cross-tabling studies whether the division of the studied variable is different in the different classes of the variable. (Ristiintaulukointi 2004). A research is **reliable** if it is repeatable and the results are stable. The instrument provides the same results on different occasions of measurements and independent of the measurer. Reliability is made up of stability and consistency. Stability describes the stability of the instrument in time and consistency that the components of the instrument measure the same thing. (Kananen 2008, 79—80.)

A research is **valid** if it measures what it is supposed to measure according to the research problem. Validity is ensured by choosing the right research method, the right instrument and by measuring the right factors. Validity can also be divided into sub-concepts of which external and content validity are the most essential. External validity means that the results can be generalized. If the sample is similar to the population, the research is externally valid. Content validity, on the other hand, means that the results truly result from the utilized variables. (Kananen 2008, 81.)

## **4 Research Process**

### **4.1 Implementing the Research**

In this research both the population and the sample are small compared to quantitative research in general. The quantity of this research refers to the amount of information that was processed in order to provide the client as valuable and actionable information on the event partnership service as possible.

In this research the population consists of the assigner's about 30 event partner organizations. The sample was formed by the assigner by choosing the most essential 22 event partners of the event (Official Partners, Official Suppliers, Event Suppliers, Title Sponsors, Media Partners). This sampling method was chosen because the population was altogether relatively small and it was reasonable to approach all the suggested event partners. The final sample was chosen after getting all the responses to both pre- and post-event surveys. The respondents, who had only responded either to the pre- or the post-event survey, were ignored and the final sample was made up of those event partners who had responded to both surveys. In addition, one respondent was ignored because the same organization had had two respondents answering both pre- and post-event surveys. By processing only the data collected from those respondents who had responded on both the surveys, it was ensured that the data was adequate to answer the research problem.

The research instruments were two online questionnaires, the pre- and the post-event survey. The questionnaires were drawn up by the staff members of Sport Business School Finland and implemented via the Webropol online service. The questionnaires included both structured and open questions. The pre-survey was

conducted from 13.6. to 31.7.2013 and the post-survey from 14.8. to 11.10.2013. The questionnaire was processed using the Webropol online service and it was emailed as a hyperlink to the event partners' representatives.

In this thesis the main focus was on comparing the customer expectations and satisfaction. This was implemented by manually scrutinizing the results of the pre- and the post-event surveys. In addition the relationship between the organization's history as an event partner and the customer satisfaction and the willingness to recommend the service to others was analyzed by applying the cross-tabling method.

## 4.2 The Reliability and Validity of the Research

The **stability** of this research is good since the results are based on the responses given by the same respondents before and after the event. In addition, the data was collected and processed via Webropol online surveys system. This means that the data was processed electronically during the whole research process which decreases the possibility of human errors. On the other hand there are some issues related to a survey as a research instrument that need to be taken into consideration. First, the respondents are able to lie or twist the truth intentionally or just answer carelessly, which may skew the results. In addition the knowledge of the respondents on the subject as well as misunderstandings are difficult to control. (Hirsjärvi et al 2009. 195.)

The **consistency** of this research can be considered good as the survey included a wide variety of questions related to the importance of the factors of the partnership as well as the satisfaction with those factors. And as customer satisfaction results from the difference of customer satisfaction and expectations the survey is

adequate. When both expectations and satisfaction are studied it enables getting a comprehensive insight on the phenomenon.

This research is not **externally valid** since it does not strive to generalize but its primary objective is to provide the client with useful information.

The **content validity** of a customer satisfaction is difficult to evaluate since there are so many different definitions for customer satisfaction. This research is based on the comparison between customer expectations and satisfaction which improves the content validity.

Since this thesis does not strive to generalize the results but to provide the assigners with information the data was processed rather manually. Even though the sample in this thesis was relatively small we came into the conclusion that utilizing statistical methods more could have improved the reliability and validity of the research.



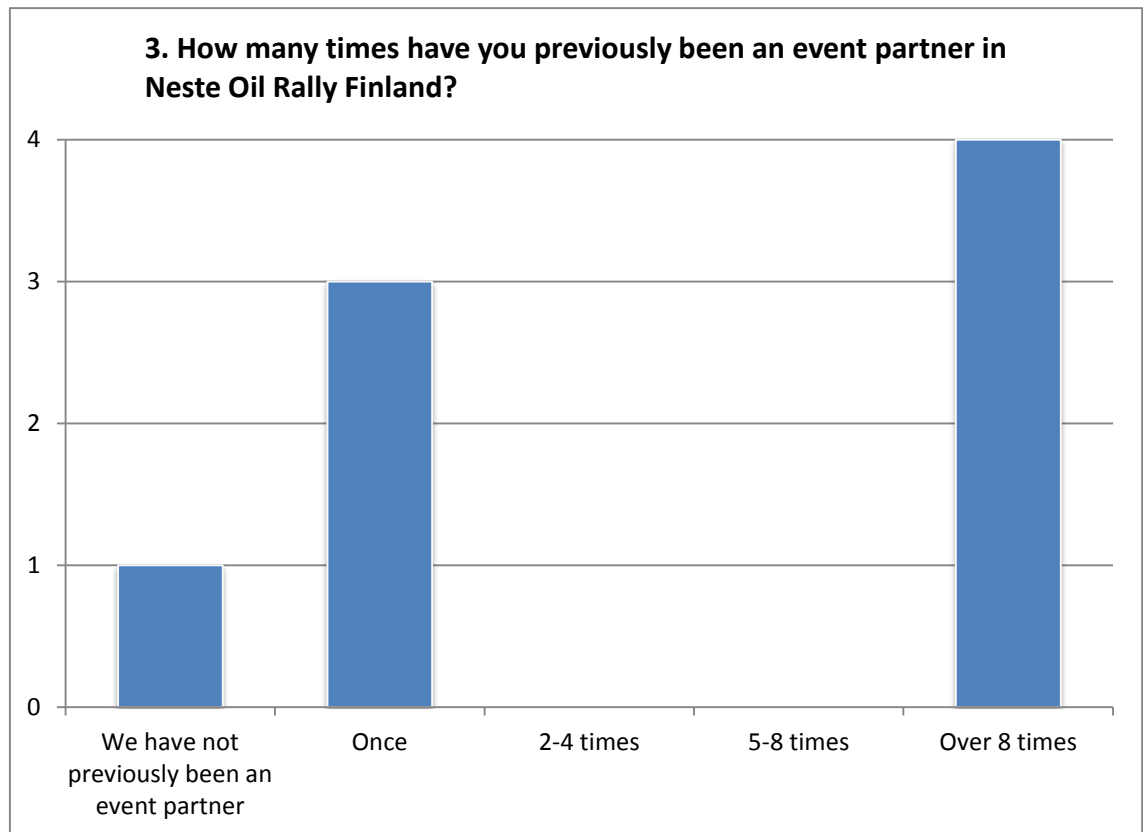
## 5 Results

This chapter presents the results of the pre- and post-event surveys. Firstly, the results based on the averages of all the respondents to the pre- and the post-event surveys, the comparison between the surveys and after that the customer expectations and satisfaction are presented organization by organization. The results are illustrated in tables that present only the most significant findings. Some of the findings were considered confidential and were not presented in this report.

In this research the population consists of the assigner's about 30 event partner organizations. The sample was formed by the assigner by choosing the most essential 22 event partners of the event. The final sample was chosen after getting all the responses to both pre- and post-event surveys so that only those who had responded to both the pre- and the post-event survey were chosen to the final sample.

The **event partner organizations** discussed in the following results are the city of Jyväskylä, Hartwall Ltd, Hartwa-Trade Ltd, Synsam Ltd, Kalustevuokraamo.fi, Sixt Ltd, Kopijyvä Ltd and Veho Ltd. The fields of business of the event partner organizations are wholesale or retail trade, accommodation and catering services, public administration and defence, health and social care and other service business. The responses of the event partner organizations are presented anonymously as the organizations are called Partners A—H in this thesis. The values A—H are chosen randomly. The original, complete responses are not attached to this thesis as it would be easy to recognize which responses belong to which event partner.

**TABLE 1** The event partner organizations' history as Neste Oil Rally Finland event partners.



Four of the respondent organizations had been event partners for over eight times, three had been event partners once before this time and one respondent organization was a first-timer. Three of the respondents were Official Partners, three Official Suppliers and two Event Suppliers. There were no Title Sponsor or Media Partner organizations in the sample of this study.

## 5.1 Pre-Event Survey

This chapter illustrates the importance of different factors of the partnership to the event partner organizations. The following tables present how many times each grade was given to each factor of cooperation as well as the average values. Only the

key findings are presented. The event partners were asked to evaluate the importance of different factors in a scale from 1 (not important) to 5 (very important). The following tables presents the division of the given grades as well as the average importance amongst all respondents. The average importance shows which of the different factors were the most important and how did the importance vary between the factors.

### 5.1.1 Expectations of the Communication Prior to the Event

**TABLE 2 The importance of communication, marketing communication and other operations for the event partners before the event.**

	1	2	3	4	5	Average
<b>COMMUNICATION BEFORE THE EVENT</b>						
Information on the progress of the arrangements	0	0	1	4	3	4,25
Information on the transport services at the venue	1	3	1	1	2	3,00
<b>MARKETING COMMUNICATIONS BEFORE THE EVENT</b>						
The utilization of your company's logo in marketing communications of the event	1	0	0	2	5	4,25
Other co-visibility with the event	1	1	0	4	2	3,63
<b>OTHER OPERATIONS BEFORE THE EVENT</b>						
Meetings with AKK Sports Ltd	1	0	0	2	5	4,25
Meetings with other event partners	0	1	1	6	0	3,63

The most important factors related to communication, marketing communication and other operations before the event were information on the progress of the arrangements (average importance 4,25), the utilization of the company's logo in marketing communications of the event (4,25) and meetings with AKK Sports Ltd

(4,25). Information on the transport services at the venue (3,00) was chosen the most insignificant factor.

### 5.1.2 Expectations of the Visibility and Networking Prior to the Event

**TABLE 3** The importance of visibility at the HQ (rally headquarters) area for the event partners before the event.

	1	2	3	4	5	Average
<b>VISIBILITY AT THE HQ AREA</b>						
Screens at the venue	1	0	0	2	4	4,38
Sales place at the venue	1	1	1	0	2	3,20

Screens at the venue (average importance 4,38) and sales places at the venue (3,20) were the most important visibility related factors for the event partners before the event.

**TABLE 4** The importance of other visibility, essential sections of the event, the customer events organized by AKK and networking at the event for the event partners before the event.

	1	2	3	4	5	Average
<b>OTHER VISIBILITY</b>						
Media visibility on rally radio	1	1	2	1	3	3,50
Media visibility on social media	1	0	2	2	3	3,75
Media visibility on TV	1	0	1	2	4	4,00
<b>ESSENTIAL SECTIONS OF THE EVENT</b>						
The atmosphere of the rally	1	0	0	1	6	4,38
The arrangements of the rally at the special stages	0	1	0	3	4	4,25
The official supplement events of the rally	1	1	2	3	1	3,25
<b>THE CUSTOMER EVENTS ORGANIZED BY AKK</b>						

Beverages selection for the guests	0	0	1	5	1	4,00
Inviting the VIP guests	0	0	1	6	0	3,86
Official VIP areas	0	0	4	3	0	3,43
<b>NETWORKING AT THE EVENT</b>						
Meeting with own customers	0	0	1	2	5	4,50
Networking possibilities in general	1	0	0	3	3	4,00
Meeting with other partners	1	0	0	5	2	3,88

The event partners chose the atmosphere of the rally (average importance 4,38), the arrangement of the rally at the special stages (4,25) and meeting with their own customers (4,50) the most important factors related to other visibility, essential sections of the event, the customer events organized by AKK and networking at the event. The most insignificant factors were the official supplement events of the rally (3,25), official VIP areas (3,43) and media visibility on rally radio (3,50).

### 5.1.3 Expectations of the Post-Event Activities

**TABLE 5** The importance of operations after the event, research information after the event and the values associated with the event for the event partners before the event.

	1	2	3	4	5	Average
<b>OPERATIONS AFTER THE EVENT</b>						
Information about the success of the event	1	0	0	1	6	4,38
The rights to utilize the event images on the company's marketing communications	0	1	0	2	5	4,38
General feedback session for the event	1	0	2	2	3	3,75
<b>RESEARCH INFORMATION AFTER THE EVENT</b>						
Research information on the strengths of the event	0	1	0	4	3	4,13

Research information on the customer profile of the spectators	0	1	0	4	3	4,13
Research information on the achieved visibility	1	0	0	5	2	3,88
Research information on the values of the spectators	0	0	3	3	2	3,88

**THE VALUES ASSOCIATED WITH THE EVENT**

Rally traditions	0	0	2	2	4	4,25
The success of Finnish drivers	0	0	2	2	4	4,25
Environmental impact	1	1	3	2	1	3,13

The information about the success of the event (average importance 4,38), the rights to utilize the event images on the company's marketing communications (4,38), rally traditions (4,25) and the success of the Finnish drivers (4,25) were chosen the most important factors related to the operations and research information after the event and the values associated with the event. The environmental impact (3,13) was given the lowest average grade on the importance of the values associated with the event, even though the variation of the grades given was wide, from 1 to 5.

## 5.2 Post- Event Survey

This chapter illustrates the event partner organizations' satisfaction with different factors of the partnership. Only the key findings are presented in the following tables.

## 5.2.1 Satisfaction with the Communication Subsequent to the Event

**TABLE 6** The event partners' satisfaction with communication before the event, marketing communications before the event and other operations before the event.

	1	2	3	4	5	Average
<b>COMMUNICATION BEFORE THE EVENT</b>						
General information on the event	0	0	0	8	0	4,00
Information on the facilities of the venue	0	0	3	3	2	3,88
Information on the media at the event	3	0	3	1	0	2,29
<b>MARKETING COMMUNICATIONS BEFORE THE EVENT</b>						
The rights to use event logos and image in marketing communications	0	0	2	5	0	3,71
The utilization of your company's logo in marketing communications of the event	0	2	0	5	1	3,63
News coverage on the partnership	1	2	2	2	1	3,00
<b>OTHER OPERATIONS BEFORE THE EVENT</b>						
Meetings with AKK Sports Ltd	1	0	1	3	3	3,88
Information about the other event partners	1	0	4	1	2	3,38
Meetings with other event partners	1	2	2	1	0	2,50

The event partners were the most satisfied with general information on the event (average satisfaction 4,00), information on the facilities of the venue (3,88) and meetings with AKK Sports Ltd (3,88). The event partners were the most disappointed with information on the media at the event (2,29), meetings with other event partners (2,50) and the news coverage on the partnership (3,00).

## 5.2.2 Satisfaction with the Visibility and Networking Subsequent to the Event

TABLE 7 The event partners' satisfaction with the visibility at the HQ area.

	1	2	3	4	5	Average
<b>VISIBILITY AT THE HQ AREA</b>						
Sales place at the venue	0	0	0	0	3	5,00
Promotion place at the venue	0	0	0	0	3	5,00
Voice advertisements at the venue	1	0	2	1	0	2,75

All three event partners who had sales or promotion places at the venue were very satisfied with them. The voice advertisements at the venue (2,75) on the other hand were given the lowest grades on satisfaction.

TABLE 8 The event partners' satisfaction with other visibility, essential sections of the event, the customer events organized by AKK and networking at the event.

	1	2	3	4	5	Average
<b>OTHER VISIBILITY</b>						
Associating the product brand with motor sports	0	1	2	4	1	3,63
Visibility on the event web site	0	1	1	6	0	3,63
Media visibility on rally radio	0	2	2	1	0	2,80
<b>ESSENTIAL SECTIONS OF THE EVENT</b>						
The safety of the rally	0	0	1	2	5	4,50
The atmosphere of the rally	0	0	1	3	4	4,38
The number of competitors at the rally	0	0	4	2	1	3,57
The official supplement events of the rally	0	2	1	4	1	3,50
<b>THE CUSTOMER EVENTS ORGANIZED BY AKK</b>						
Self-arranged VIP services	0	0	0	3	2	4,40



Beverages selection for the guests	1	0	1	2	2	3,67
Personal service for the VIP guests	1	0	1	2	0	3,00
Accommodation of the VIP guests	2	0	1	1	1	2,80
<b>NETWORKING AT THE EVENT</b>						
Meeting with own customers	0	0	0	3	3	4,50
Networking possibilities in general	1	1	3	2	1	3,13
Meetings with other drivers	1	0	3	0	0	2,50

The event partners were the most satisfied with the safety of the rally (average satisfaction 4,50), the meetings with their own customers (4,50) and self-arranged VIP services (4,40). The event partner organizations were the most disappointed with meetings with other drivers (2,50), media visibility on the rally radio (2,80) and accommodation of the VIP guests (2,80).

**TABLE 9 The realization of the values associated with the event.**

	1	2	3	4	5	Average
<b>THE VALUES ASSOCIATED WITH THE EVENT</b>						
Rally traditions	0	0	1	2	5	4,50
Internationality	0	0	1	3	4	4,38
The success of Finnish drivers	2	0	4	1	1	2,88

The event partners found rally traditions (average realization 4,50) and internationality (4,38) to have realized the best of the values associated with the event. The success of the Finnish drivers (2,88) was the value the event partners found had realized the least.

### 5.2.3 Satisfaction with the Post-Event Activities

**TABLE 10** The event partners' satisfaction with the operations after the event and the research information after the event.

	1	2	3	4	5	Average
<b>OPERATIONS AFTER THE EVENT</b>						
General feedback session for the event	1	0	1	2	2	3,67
The rights to utilize the event logo on the company's marketing communications	1	0	0	3	1	3,60
Information about the success of the event	2	0	2	2	1	3,00
<b>RESEARCH INFORMATION AFTER THE EVENT</b>						
Research information on the achieved visibility	1	2	1	2	0	2,67
Research information about the possibilities to develop the event	1	2	1	1	0	2,40

Of the operations and the research information after the event the event partners were most satisfied with the general feedback session on the event (average satisfaction 3,67), the rights to utilize the event logo on the company's marketing communications (3,60) and the information about the success of the event (3,00). The event partners were the most disappointed with the research information after the event (2,67 and 2,40).

## 5.3 Comparison between the Customer Expectations and the Satisfaction

This chapter presents the key findings of the comparison between the customer expectations and perceived satisfaction. Pre average values present the average grades given on the importance of the factors in the pre-event survey whereas the post average values presents the average grades given on the satisfaction with the factors in the post-event survey. The difference shows whether the customer expectations have fallen short of, been achieved or been exceeded.

### 5.3.1 Difference between the Communication Prior and Subsequent to the Event

**TABLE 11** The comparison between the importance of and the satisfaction with the communication, marketing communications and other operations before the event.

	Pre Average	Post Average	Difference
<b>COMMUNICATION BEFORE THE EVENT</b>			
Information on the media at the event	3,63	2,29	1,34
News coverage on the partnership	4,13	3,00	1,13
Information on the accommodation possibilities at the venue	3,63	2,71	0,92
Information on the event schedule	3,63	3,63	0,00
<b>MARKETING COMMUNICATIONS BEFORE THE EVENT</b>			
Information on the transport services at the venue	3,00	3,14	-0,14
Information on the possible performers at the event	3,00	3,50	-0,50
<b>OTHER OPERATIONS BEFORE THE EVENT</b>			
Meetings with other event partners	3,63	2,50	1,13
Meetings with AKK Sports Ltd	4,25	3,88	0,37

Information about the other event partners	3,75	3,38	0,37
<b>Altogether</b>	<b>3,79</b>	<b>3,38</b>	<b>0,41</b>

Marketing communications before the event were given mediocre grades (3,00) on importance before the event. After the event marketing communications were found to be realized better than expected (differences -0,14 and -0,50). The strongest disappointments seemed to be related to the information on the media at the event (1,34), news coverage on the partnership (1,13) and meetings with other event partners (1,13). These factors were given high average grades on importance in the pre-event survey but low grades on the success in the post-event survey. This means that the event partner organizations expected a lot but got remarkably less.

### 5.3.2 Difference between the Expectations of and the Satisfaction with the Visibility and Networking

TABLE 12 Comparison between the importance of and the satisfaction with other visibility, essential sections of the event, the customer events organized by AKK and networking at the event.

	Pre average	Post average	Difference
<b>OTHER VISIBILITY</b>			
Media visibility on TV	4,00	3,14	0,86
Media visibility on rally radio	3,50	2,80	0,70
Associating the product brand with motor sports	3,38	3,63	-0,25
<b>ESSENTIAL SECTIONS OF THE EVENT</b>			
The number of spectators at the rally	4,13	3,63	0,50
The arrangements of the rally at the special stages	4,25	4,00	0,25
The official supplement events of the rally	3,25	3,50	-0,25
The safety of the rally	4,00	4,50	-0,50
<b>THE CUSTOMER EVENTS ORGANIZED BY AKK</b>			

Accommodation of the VIP guests	3,86	2,80	1,06
Transport services of the VIP guests	3,86	3,00	0,86
Self-arranged VIP services	3,75	4,40	-0,65
<b>NETWORKING AT THE EVENT</b>			
Meeting with other partners	3,88	2,86	1,02
Meetings with other drivers	3,43	2,50	0,93
Meeting with own customers	4,50	4,50	0,00
<b>Altogether</b>	<b>3,81</b>	<b>3,48</b>	<b>0,33</b>

The biggest customer delights were caused by self-arranged VIP services (difference -0,65), the safety of the rally (difference -0,65), the official supplement events of the rally (-0,25) and associating the company's product brand with motor sports (-0,25). The biggest disappointments on the other hand seem to have been the accommodation of the VIP guests (1,06), meeting with other event partners (1,02) and meeting with other drivers (0,93). In addition the transport services of the VIP guests (0,86) as well as the media visibility on TV (0,86) have caused slight customer disappointment.

### 5.3.3 Difference between the Expectations of and the Satisfaction with the Post-Event Activities

TABLE 13 The comparison between the importance of and the satisfaction with the operations after the event and the research information after the event.

	Pre average	Post average	Difference
<b>OPERATIONS AFTER THE EVENT</b>			
Information about the success of the event	4,38	3,00	1,38
The rights to utilize the event images on the company's marketing communications	4,38	3,17	1,21
The rights to utilize the event logo on the company's marketing communications	4,25	3,60	0,65

**RESEARCH INFORMATION AFTER THE EVENT**

Research information on the strengths of the event	4,13	2,60	1,53
Research information on the customer profile of the spectators	4,13	2,60	1,53
Research information about the possibilities to develop the event	3,88	2,40	1,48

**THE VALUES ASSOCIATED WITH THE EVENT**

The success of Finnish drivers	4,25	2,88	1,37
Environmental impact	3,13	4,50	-1,37
<b>Altogether</b>	<b>4,00</b>	<b>3,3</b>	<b>0,70</b>

The biggest cause of delightment has clearly been the realization of environmental impact of the rally as a value (difference -1,37). The biggest disappointment seem to have been the research information after the event (1,53, 1,53 and 1,48). In addition the information about the success of the event (1,38) and the rights to utilize the event images on the company's marketing communications (1,21) have caused disappointment.

Altogether all areas of cooperation were a slight disappointment when the customer satisfaction was compared to the expectations (differences 0,41, 0,33 and 0,70). This means that the customers expect more from the event partnership service than they subjectively get.

## 5.4 Results by Organization

### 5.4.1 Partner A

Partner A has been an event partner for the Neste Oil Rally event for over 8 times before and is an Official Partner this time. The importance of the event partnership to the company's marketing was evaluated as 5 before and after the event. The importance of the values associated with the event was evaluated as 5 before the event and the realization of the values 5 after the event. Their general satisfaction on the event was 5 and the average of the satisfaction on different areas of cooperation was 4,00. Partner A would definitely (5) recommend the event partnership service to others.

The results suggest that the Neste Oil Rally event is very important for partner A's marketing since they graded all factors of the cooperation very important (4 or 5) in the pre-event survey. Altogether partner A seems to be slightly disappointed with the event partnership service. Several factors were given one grade lower in the post-event survey. The biggest disappointments (difference 2) seem to have been the information on the transport services at the venue, brochures giveaway and the success of Finnish drivers. The results suggest that there were no actual causes of delightment since no factor was given a better grade in the post-event survey. The expectations were achieved (difference 0) in general information on the event, personal communication, news coverage on the partnership, associating the product brand with motor sports and meeting with own customers and with other partners.

### **5.4.2 Partner B**

Partner B has been an event partner for the Neste Oil Rally event for over once before and is an Official Supplier this time. Their primary goals for the event according to the pre-event survey were improving brand awareness and sale and according to the post-event survey improving public relations, sales and brand awareness. The importance of the event partnership to the company's marketing was evaluated as 4 before the event and the realization of the values associated with the event was evaluated as 4.

The results suggest that partner B was quite disappointed with the event partnership service since the importance of different factors of the cooperation was high (average 4,52) and the satisfaction was remarkably lower (average 2,50). Several areas and factors of cooperation were graded as very important (5) before the event and evaluated as weak in the post-event survey. For example communication and other operations before the event, customer events, networking possibilities and operations after the event were disappointing to partner B. On the other hand values associated with the event were important and had realized well and factors related to visibility was important and achieved moderately.

### **5.4.3 Partner C**

Partner C has been an event partner for the Neste Oil Rally event for over 8 times before and is an Event Supplier this time. Their top 3 goals for the event according to the pre-event survey were increasing sales profits, gaining visibility on the sales areas and networking and according to the post-event survey gaining visibility, customer satisfaction and hospitality. The importance of the event partnership to the company's marketing was evaluated as 3 before the event and 4 after the event. The importance of the values associated with the events was evaluated as 4 before the



event and their realization as 5 after the event. Their general satisfaction on the event was 5 and the average of the satisfaction on different areas of cooperation was 4,78. Partner C would definitely (5) recommend the event partnership service to others.

In general partner C was very satisfied with the partnership since they only gave grades 4 and 5 to the different areas of cooperation in the post-event survey. In addition the difference between the expectations and the perceived satisfaction was negative in all areas which suggests that partner C's expectations exceeded in all areas of cooperation.

On the other hand the representative of the partner C didn't respond to some questions in the post-event survey, e.g. visibility on social media, meetings with the WRC drivers, the rights to utilize the event logo on the company's marketing communications and the research information after the event. This has to be taken into consideration when interpreting the results.

#### **5.4.4 Partner D**

Partner D has not been an event partner for the Neste Oil Rally event before and is an Official Supplier this time. Their top 3 goals for the event according to the pre-event survey were gaining visibility and meeting the customers, developing the company according to their customers' needs and gaining sales at the event and according to the post-event survey gaining visibility, meeting the customers and commercial cooperations. The importance of the event partnership to the company's marketing was evaluated as 5 before and 4 after the event. The importance of the values associated with the event was evaluated as 5 before the event and the realization of the values 4 after the event. Their general satisfaction on the event was

3 and the average of the satisfaction on different areas of cooperation was 3,66. Partner D would probably (3) recommend the event partnership service to others.

Partner D's biggest causes of disappointment (difference 2 or 3) were personal communication, news coverage on the partnership, advertisement visibility in event marketing and meetings with AKK Sports Ltd. The expectations were exceeded in information on the services of the venue, information on the parking at the venue, information on the transport services at the venue and information on the accommodation possibilities at the venue. In addition the environmental impact as a value associated with the event was realized better than expected.

The representative of the partner D didn't respond to some questions in the post-event survey, regarding e.g. visibility, customer events and operations after the event which has to be taken into consideration when interpreting the results.

#### **5.4.5 Partner E**

Partner E has been an event partner for the Neste Oil Rally event once before and is an Official Partner this time. Their top 3 goals for the event according to the pre-event survey were gaining visibility in the right environment, customer relationship marketing and gaining publicity in the medium and according to the post-event survey gaining visibility for the brand during the rally event, TV campaigns and organizing customer events. The importance of the event partnership to the company's marketing was evaluated as 4 before the event and 5 after the event. The importance of the values associated with the events was evaluated as 4 before the event and their realization as 4 after the event. Their general satisfaction on the event was 4 and the average of the satisfaction on different areas of cooperation was 3,70. Partner E would most likely (4) recommend the event partnership service to others.

Partner E seems to have experienced both delightment and disappointment. They had graded for example meetings with AKK Sports Ltd, rally traditions, promotion place at the venue and banderol visibility very important (5) before the event and had also been very satisfied (5) with them after the event. Information on the media at the venue, information on the traffic arrangements at the venue, news coverage on the partnership, the rights to utilize the event logo and images on the company's marketing communications, information on the success of the event, research information after the event and meeting with the other event partners had caused disappointment (difference 2 or 4). The biggest causes of delightment (difference -1 or -2) seem to have been associating the product brand with motor sports, the safety of the rally, the official supplement events of the rally, information on the catering services at the venue and the realization of environmental impact as a value.

The representative of the partner E didn't respond to some questions in the pre-event survey which has to be taken into consideration when interpreting the results.

#### **5.4.6 Partner F**

Partner F has been an event partner for the Neste Oil Rally event for over 8 times before and is an Event Supplier this time. Their top 3 goals for the event according to the pre-event survey were gaining brand visibility, sharing product samples and making sales and according to the post-event survey gaining brand visibility, getting people to try the brand's products and promoting new products. Their general satisfaction on the event was 4 and they would definitely (5) recommend the event partnership service to others.

The differences between the expectations and the satisfaction of partner F were altogether relatively small (0,02, -0,14, 0,1 and -0,54). These results suggest that they

were quite satisfied with the service; there were neither big delightments nor disappointments. Partner F was the most satisfied with the rights to utilize the event logo on the company's marketing communications (difference -2) and most disappointed with the success of Finnish drivers (2) and the safety of the rally (2). In addition for example media visibility on TV, social media and event web site seem to have caused slight disappointment.

According to high grades partner F seems to be very satisfied with the visibility on the HQ area, the arrangements of the rally at the HQ area, the number of spectators at the rally, meetings with AKK Sports Ltd and the information on the other event partners. When interpreting these results, it has to be taken into consideration that the representative of partner F left several questions unanswered in the post-event survey.

#### **5.4.7 Partner G**

Partner G has been an event partner for the Neste Oil Rally event for over 8 times before and is an Official Supplier this time. The importance of the event partnership to the company's marketing was evaluated as 4 before the event and 3 after the event. The importance of the values associated with the events was evaluated as 3 before and their realization as 3 after the event. Their general satisfaction on the event was 4 and they would most likely (4) recommend the event partnership service to others.

In general there was variability in the satisfaction of partner G. The biggest causes for delightment (difference -2) were information on the possible performers at the event, information on the possible performers at the event, other co-visibility with the event, associating the product brand with motor sports and the safety of the rally. Partner G was the most disappointed (difference 3 or 2) with the information

on the services of the venue, visibility at the HQ area, media visibility on TV, the arrangements of the rally at the HQ area, meeting with other partners, networking possibilities in general, information about the success of the event, planning the next Neste Oil Rally event in cooperation, research information after the event and the realization of the success of Finnish drivers (difference 4) and rally traditions as values.

### **5.4.8 Partner H**

Partner H has been an event partner for the Neste Oil Rally event once before and is an Event Supplier this time. Their top 3 goals for the event according to the pre- and the post-event surveys were improving brand awareness, growing brand equity and promoting sales. The importance of the event partnership to the company's marketing was evaluated as 4 before the event and 4 after the event. The importance of the values associated with the events was evaluated as 4 before the event and their realization as 5 after the event. Their general satisfaction on the event was 3 and partner H would probably (3) recommend the event partnership service to others.

Partner H has had both experiences of delightment and disappointment. The biggest disappointments (difference 2 or 3) were because of information on the media at the event, information on the parking at the venue, information on the accommodation possibilities at the venue and research information on the values of the spectators. The biggest causes of delightment (difference -3 or -4) on the other hand were general information on the event, information on the supplementary program of the event, meetings with AKK Sports Ltd, promotion place at the venue, brochures giveaway, the safety of the rally and the arrangements of the rally at the HQ area. The results strongly suggest that the partner was disappointed with many factors of cooperation that were evaluated the most important in the pre-event survey but also

very delighted with many factors that were evaluated not so significant in the pre-event survey. In addition many factors that were evaluated important in the pre-event survey were left unanswered or the answer was "I don't know" in the post-event survey.

## 6 Conclusions

This chapter presents the most essential conclusions about the findings. These conclusions are based on descriptive statistics and our own interpretation.

### 6.1 Relationship between the Organization's History as an Event Partner and Customer Loyalty

The results suggest that those organizations (partners A, C, F and G) who had been event partners longer (more than 8 times before) were the most satisfied with the event partnership service and more willing to recommend the service. The organizations (B, D, E and H) who were event partners for the first time or had been once before seemed to be less satisfied with the service and less willing to recommend the service. Because of this finding the sample was divided into two groups when processing the data. Because customer satisfaction is connected with customer loyalty and commitment, the event partners are called *committed* and *non-committed partners*.

The fact that the partners' satisfaction varied depending on whether the event partner is committed or non-committed gives an opportunity for AKK Sports to pinpoint the important factors when making new event partners committed or when strengthening the relationship with the committed partners. This information can be utilized for example when setting up and meeting before and after the event with the partners by meeting these two groups separately. Committed and non-committed partners appreciate, expect and need different things in the partnership, for example actions before the event.

TABLE 14 presents the grades given to the general satisfaction question in the beginning of the post-event survey whereas the average satisfaction values have been calculated from the given grades on the satisfaction with the different factors of the partnership in the post-event survey. This shows that the respondents have a tendency to evaluate the satisfaction grade higher when it's asked in general but when divided into topics and asked one by one, the satisfaction is lower. This may result from the fact that perceived satisfaction is considered more experiential and resulting from subjective emotions and it can vary easily whereas service quality is seen as a result of a cognitive process.

**TABLE 14** The comparison between the committed and the non-committed event partners' subjective satisfaction, average satisfaction and willingness to recommend the service.

	<b>Subjective satisfaction</b>	<b>Average satisfaction</b>	<b>Willingness to recommend the service</b>
<b>Committed partners</b>			
Partner A	5	4,00	5
Partner C	5	4,78	5
Partner F	4	4,15	5
Partner G	4	3,33	4
<b>Non-committed partners</b>			
Partner B	4	2,50	4
Partner D	3	3,66	3
Partner E	4	3,70	4
Partner H	3	2,76	3

As mentioned previously, satisfied customers are vital for companies as they usually stay loyal longer, buy more, talk favorably to others about the company, pay less attention to competitors, are less sensitive for price, offer product or service ideas for the company and cost less to serve than new customers. A high level of



satisfaction or delight may also create an emotional bond with the company instead of just a rational preference. (Kotler et al 2009, 165—166.)

Neste Oil Rally Finland is a traditional and one of a kind as an international event in Jyväskylä and it evokes strong feelings both for and against amongst local residents and entrepreneurs. This partly explains how the emotional bond and commitment towards the partnership and event itself is possible to emerge.

It seems that AKK Sports Ltd may have succeeded in making an emotional bond with some, if not all, of the committed partners because they expressed their satisfaction towards services that were not even offered before the survey was executed, for example research information after the event. When the gap between the expectations before the event and the perceived satisfaction after the event is small and the quality of the service is high, the nature of the event and its meaning to the region give a great opportunity to commit the event parents. However the results of this study suggest that the commitment level refers to high expectations which give pressure to fulfill those expectations year after year. TABLE 14 shows that in 2013 AKK Sports managed to fulfill those expectations better amongst committed partners than non-committed partners. The strength of the emotional bond combined with other factors introduced later may be the explanation for this.

The committed event partners were more satisfied with the communication, marketing communication and other operations before the event than the non-committed partners. An exception was partner G since its average satisfactions was remarkably lower compared to the others, even though according to the difference of the satisfaction and the expectations it was satisfied. This may result from the fact that the committed event partners have been in the partnership for a longer time so they already know how the service is like and they don't need that much guidance

beforehand. On the other hand both the committed and the non-committed partners were disappointed with meeting the other event partners before the event.

There were no significant differences between the committed and the non-committed partners in the satisfaction with visibility, essential sections of the event, the customer events organized by AKK Sports and networking at the event.

The committed partners were more satisfied with the operations after the event and the provided research information after the event than the non-committed partners. For example the average satisfaction of the committed partners with the information on the success of the event was 4,00 whereas the non-committed partners' was 1,67.

## **6.2 Relationship between the Nature of the Partnership and Customer Loyalty**

First, when the data was processed through the nature of the partnership, the results seem to be similar to the results when the data was observed through the history of the organization as an event partner because three (A,C and G) of the four Official Partners are the same as the committed partners. However, we suggest that when the event partners are divided into groups by the nature of the partnership, the differences showing up give valuable information when marketing, selling and ordering the service to companies. When the different interests, expectations and causes of satisfaction of these groups are noticed, AKK Sports is able to use more targeted marketing and certain sections of the service are imported and highlighted to target groups it should be. Also the nature of the partnership gives a better insight on what the business and the business field is like and is more informative when

planning the actions before the actual partnership has started. We present the most significant differences between the groups below and try to indicate to what pay attention while serving different service deals to companies.

**TABLE 15** The comparison between the Official Partners', Event Suppliers' and Official Supplier's subjective satisfaction, average satisfaction and willingness to recommend the service.

	<b>Subjective satisfaction</b>	<b>Average satisfaction</b>	<b>Willingness to recommend the service</b>
<b>Official Partners</b>			
Partner A	5	4,00	5
Partner C	5	4,78	5
Partner E	4	3,70	4
Partner G	4	3,33	4
<b>Event Supplier</b>			
Partner F	4	4,15	5
Partner H	3	2,76	3
<b>Official Supplier</b>			
Partner B	4	2,50	4
Partner D	3	3,66	3

The findings are based on the key differences that came up and were introduced in the chapter 5.3 (Comparison between the Expectations and the Satisfaction) since those differences reflect the most important factors causing satisfaction or disappointment. This approach enables reviewing and affecting the most remarkable factors when evaluating and improving the quality of the service, in this case the partnership. Overall the results suggest that the Official Partners are the most satisfied with and willing to recommend the event partnership service compared to others.

## 6.2.1 Communication Before the Event

**TABLE 16 Satisfaction with the information on the event schedule in relation to the nature of the partnership.**

<b>Information on the event schedule</b>	<b>Pre</b>	<b>Post</b>	<b>Difference</b>
Official Partner (N=4)	4,67	4,25	0,42
Official Supplier (N=2)	3,33	2,50	0,83
Event Supplier(N=2)	2,50	3,50	-1,00

The Official Partners had the highest expectations of the information on the event schedule compared to Official Suppliers and Event Suppliers. Still two Event Suppliers were delighted whereas the Official Partners' and Official Suppliers' perceived satisfaction was lower than the expectations. In the case of such an essential part of the partnership, it is alarming that the satisfaction is low, even though the expectations were not high either.

**TABLE 17 Satisfaction with the information on the media at the event in relation to the nature of the partnership.**

<b>Information on the media at the event</b>	<b>Pre</b>	<b>Post</b>	<b>Difference</b>
Official Partner (N=4)	4,33	2,75	1,58
Official Supplier (N=2)	3,00	2,00	1,00
Event Supplier(N=2)	3,50	1,00	2,50

The biggest failure in terms of perceived satisfaction was the information on the media at the event. The table presents that despite of the nature of the partnership, disappointment was strong and satisfaction below the average. However this information was remarkably more significant to Official Partners than to others and when improving the quality of service for those partners, this key factor needs to be under serious evaluation.

Other important notifications considering actions prior to the event were that especially Official Suppliers would have needed more information about the other

event partners. All of the partners were extremely dissatisfied with meeting with other event partners since given grades were 2,70, 2,50 and 2,00.

## 6.2.2 Visibility and Networking

All event partners who had a sales place at the venue were extremely delighted (5) with it and it was also one really important factor to Official Partners. The biggest difference in terms of expectations was between official partners and event supplier. Official partners had really high expectations of the visibility and all of its' different factors and those expectations were mainly satisfied whereas event suppliers graded visibility to not so important, the highest 2,50, except factors concerning VIP-services.

One of the biggest failure causes was media visibility on social media as can be seen in table 18. Its importance to the Official Partners was extremely high and to the Official Suppliers high. Event Suppliers graded social media visibility to not important. This suggests that one important feature of the service is missing and AKK Sports' event partners are expecting AKK to provide visibility on social media.

**TABLE 18 Satisfaction with media visibility on social media in relation to the nature of the partnership.**

<b>Media visibility on social media</b>	<b>Pre</b>	<b>Post</b>	<b>Difference</b>
Official Partner (N=4)	4,67	3,75	0,92
Official Supplier (N=2)	4,00	3,00	1,00
Event Supplier(N=2)	2,00	2,00	0,00

A remarkable difference was that the Official Supplier was extremely dissatisfied with the customer events organized by AKK, given grades were 9 times 1 and once 5, which was given to self-arranged VIP services. Expectations of the customer events were relatively high but satisfaction failure. In worst case this may have caused, or

may cause in the future, that AKK Sports may not success to make event suppliers as committed partners since the disappointment was extremely high.

TABLE 19 presents networking and meeting with other partners to be important to the Official Partners and the Official Supplier but unfortunately the difference between the expectations and the perceived satisfaction was extremely high. The event suppliers' expectations were low and they were delighted since satisfaction exceeds expectations. This suggests that meeting with other partners is important to the most of the partners and for that reason needs to be under evaluation when improving the service.

**TABLE 19 The importance of and the satisfaction with meeting with other event partners.**

<b>Meeting with other partners</b>	<b>Pre</b>	<b>Post</b>	<b>Difference</b>
Official Partner (N=4)	4,00	2,67	1,33
Official Supplier (N=2)	4,67	2,50	2,17
Event Supplier(N=2)	2,50	3,20	-0,70

### **6.2.3 Operations After the Event**

The operations after the event caused dissatisfaction and as presented earlier in Chapter 5.3 and it needs a handful of development actions. TABLE 20 presents that especially the Official Suppliers expected a lot but were not satisfied with planning the next Neste Oil Rally event in cooperation. The development of a continuous committed partnership relies on managing to create a delight of satisfaction and operations after the event are crucial in terms of decision making to purchase the service again. That is why failure points need to be noticed and definitely arranging a feedback session and planning the next year's partnership are two important factors to develop.

**TABLE 20 The importance of and the satisfaction with planning the next Neste Oil Rally event in cooperation.**

Planning the next Neste Oil Rally event in cooperation	Pre	Post	Difference
Official Partner (N=4)	4,00	3,75	0,25
Official Supplier (N=2)	4,67	1,00	3,67
Event Supplier(N=2)	2,50	5,00	-2,50

## 6.3 Suggestions for Further Developing the Event

### Partnership Service

Our suggestions for further developing the event are based on the factors of the partnership that the results suggested were the weakest areas of the event partnership service. In addition, the importance of the factors according to the event partners is taken into consideration.

We suggest that AKK Sports should **improve communication and actions before the event with non-committed partners**. This is a first stepping stone for the whole starting partnership and if the partners feel insecurity at this early point of the journey, they may keep feeling and noticing the unsatisfied factors more easily through the whole journey. By realizing that non-committed partners need a lot more guidance before the event compared to experienced committed partners, the attitudes and expectations of the partnership can be molded to more supportive and encouraging and that may have an impact to the perceived satisfaction.

The event organizer AKK Sports Ltd should also **utilize social media more as a marketing channel for the partnership**. The event partners' average satisfaction with the visibility of the partnership on social media was 2,92 and the average importance was 3,75 which makes the difference 0,83. For example partner B devoted a lot to

social media marketing in promoting the cooperation before the event. Partner B had high expectations of the service but got disappointed with the partnership. The poor utilization of social media could partly explain this.

**TABLE 21 The event partners' satisfaction with the visibility of the partnership on social media.**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>I don't know</b>	<b>Average</b>
Official Partner (N=4)	0	0	1	3	0	0	3,75
Event Supplier (N=2)	0	1	0	0	0	1	2,00
Official Supplier (N=2)	0	0	1	0	0	1	3,00
<b>Altogether</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>2,92</b>

Neste Oil Rally Finland 2014 is on social media via Facebook but all the communication in there happens mainly in Finnish and it seems disorganized since some of the posts are in both languages and the rest in Finnish. This may confuse international fans because they hardly browse the feed to only spot something they may understand. Our suggestion is that AKK Sports uses English as a main marketing language since Neste Oil Rally is an international event that attracts people all over the world. This way Neste Oil Rally Facebook fan page would gain more value in terms of marketing. That enables to either add an additional or a basic feature to the service for event partners using and utilizing it. Neste Oil Rally Finland 2014 is also in Facebook as an event and all the basic information seems to be offered there in English as well. However we suggest that it may be more effective to commit audience true the Official Facebook page internationally and offer all the information available in same place.

Since WRC and Neste Oil Rally fans offer high quality photos and live videos during the event, using social media tools such as Instagram and Twitter should be under evaluation. For example Instagram offers a fast and relatively effortless way to create content to both Facebook and Twitter by boosting photos added to Instagram



straight to Facebook. Instagram enables adding photos without creating particular story behind it that reduces the load on the staff.

With the help of these tools AKK Sports would be able to create social media campaigns together with the event partners and raise the satisfaction towards one important factor of the service. To achieve international visibility for the Official Facebook page, AKK Sports could organize competitions and reward participants with a product package assembled from different partners' products. To boost the Official Facebook page, marketing campaigns in other WRC Rally events around the world need to be considered. Also by introducing and boosting the event partners on social media to large international and national audience, AKK would offer added value to the service compared to previous years as mentioned earlier.

The results suggest that the operations after the event, the absence of a collective feedback meeting, the possibility to develop the next year's event in cooperation and the research information after the event, caused a lot of disappointment amongst the sponsors and the event partners. In order to improve the event partners' satisfaction AKK Sports could **arrange a feedback meeting with all the event partner organizations** to go through the past event and to gain feedback. During that meeting the event partners would have a chance for providing face-to-face feedback and for networking. In addition to the collective feedback meeting, AKK Sports could also **arrange meetings to plan the next year's event with the Official Sponsors, Official Suppliers, Event Suppliers, Title Sponsors and Media Partners in separate meetings**. These separate meetings would be a good opportunity to strengthen the customer relationship and to enable the partners to participate in planning the next year's event. This could also lead to improved customer satisfaction since the event partners would have a chance to affect the arrangements of the event. The disappointment with the absence of the research information on the event could be

avoided if the event partners were informed the schedule when the research information is supposedly available.

The results presented that networking with other partners and drivers is extremely important and causing disappointment. We suggest that this part of the service may improve effectively by focusing on developing the feedback sessions and planning on next years' event, presented above.

## 7 Discussion

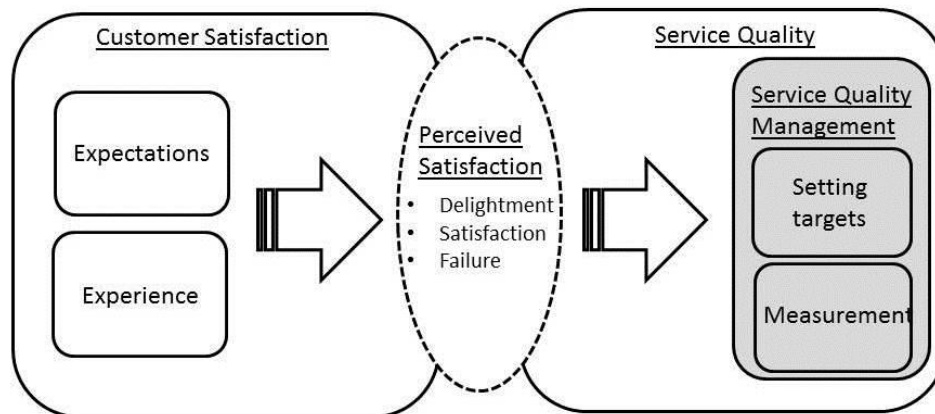
The purpose of this thesis was to explore the customer expectations and perceived satisfaction of the sponsors and event partners of the Neste Oil Rally Finland 2013 event. In addition, the relationship between customer satisfaction and service quality management was discussed. The thesis had three research questions:

1. What were the expectations of the event partners with regards to partnership?
2. What was the actual partnership experience like in terms of customer satisfaction?
3. Is it possible to make conclusions about the quality of the event partnership service based on the responses to the previous questions?

Our hypothesis was that the event partner organizations have good expectations of the event partnership and that they are satisfied with the service as the event is one of the best known and popular annual sport events in Finland and many of the event sponsors and partner organizations have been in collaboration with the event for several years. The hypothesis came out to be partially wrong since many of the event partners are not very satisfied with the service and some of them do not even have very high expectations of the service. The results suggested that the expectation of and the satisfaction with the service are related to the organization's history as an event partner as well as the nature of the partnership.

This thesis provides the assigners with the information on the expectations and the satisfaction of the event sponsors and partners and the research questions 1 and 2 regarding the customer expectations and satisfaction were answered widely. The essential strength of this thesis was the fact that the customer satisfaction was studied with both the pre- and the post-event survey in order to gain a large amount

of adequate information. The research question 3 regarding the quality of the event partnership service is more complex. Some approximate information on the quality of service can be deduced from the results and conclusions of this thesis but the subject requires further research.



**FIGURE 5** The grey color shows the areas that require further research and development (Hirvelä & Karjalainen 2014.)

We suggest that the model in FIGURE5 can be used as a tool to high-powered service quality management. Customer satisfaction describes the difference between the expectations and the perceived performance of the service or product, therefore it is important to study separately the expectations and the satisfaction and calculate the difference, as we did in this study. Although satisfaction is a subjective experience, the calculated difference between these two matters is extremely informative. It not only shows the importance or the satisfaction of the partnership but enables combining the given data and observing it effectively. This way the key elements, the success and failure points, can be quickly sorted out from the collected data. Service quality goals are set and measured reasonably with the help of this tool. Company can manage its resources wisely and cost-effectively rather than waste money or time to improvement of unnecessary and the less important factors of the service.

Our suggestions for further research:

1. Setting targets for the quality of the event partnership service
2. Measuring the achievement of those targets
3. A longitudinal research to explore at what point of the partnership the event partners become committed to the service

This thesis provides the future research on the quality of the event partnership service with a good starting point since customer satisfaction seems to be connected with the perceived quality of service.

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## Appendices

### Appendix 1. The Pre-Event Survey



#### NESTE OIL RALLI 2013 KUMPPANEIDEN ODOTUKSET YHTEISTYÖLLE

##### TAUSTATIEDOT YHTEISTYÖKUMPPANISTA

###### 1. Toimiala?

- Maatalous, metsätalous ja kalatalous
- Kaivostoiminta ja louhinta
- Teollisuus
- Sähkö-, kaasu- ja lämpöhuolto, jäähdytysliiketoimi
- Vesihuolto, viemäri- ja jätevesihuolto, jätehuolto
- Rakentaminen
- Tukku- ja vähittäiskauppa

- Kuljetus ja varastointi
- Majoitus- ja ravitsemistoiminta
- Informaatio ja viestintä
- Rahoitus- ja vakuutustoiminta
- Kiinteistöalan toiminta
- Ammatillinen, tieteellinen ja tekninen toiminta
- Hallinto- ja tukipalvelutoiminta
- Julkinen hallinto ja maanpuolustus
- Koulutus
- Terveys ja sosiaalipalvelut
- Taiteet, viihde ja virkistys
- Muu palvelutoiminta
- Kotitalouksien toiminta työnantajina
- Kansainvälisten organisaatioiden ja toimielinten t
- Toimiala tuntematon

## 2. Yhteistyön laatu?

- Title sponsor
  - Official Partner
  - Official Supplier
  - Media Partner
  - Event Supplier
  - Muu, mikä?
- 

## 3. Kuinka monta kertaa olette **aiemmin** olleet yhteistyökumppanina Neste Oil Ralli -tapahtumassa?

- Emme ole aiemmin olleet yhteistyössä
- 1 kerran
- 2-4 kertaa
- 5-8 kertaa

yli 8 kertaa

#### 4. Yhteistyön 3 tärkeintä tavoitetta?

Kertokaa 3 tärkeintä yhteistyölle asettamaanne tavoitetta.

1.

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2.

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3.

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#### 5. Aiotteko mitata Neste Oil Ralli -tapahtumalle asettamienne tavoitteiden toteutumista?

Kyllä

Ei

#### 5.1 Mikäli vastasitte edelliseen kysymykseen KYLLÄ, merkitkää miten aiotte mitata tavoitteiden toteutumista?

Myyntituottojen kautta

Medianäkyvyysmittauksilla

- Markkinointitutkimuksilla
- Hankittujen liidien kautta
- Asiakkaiden antaman palautteen avulla
- Oman henkilöstön antaman palautteen avulla
- Muuten, miten?
- 
- 

## YHTEISTYÖODOTUKSET ENNEN TAPAHTUMAA

6. Kuinka tärkeinä pidätte seuraavia yhteistyön osa-alueita?

ASTEIKKO: 1 = Ei lainkaan tärkeä... 5 = Erittäin tärkeä

1 2 3 4 5

### VIESTINTÄ ENNEN TAPAHTUMAA

Yleistieto tapahtumasta	○ ○ ○ ○ ○
Tieto tapahtuman järjestelyiden etenemisestä	○ ○ ○ ○ ○
Tieto tapahtumanaikaisesta aikataulusta	○ ○ ○ ○ ○
Tieto tapahtuma-alueen tiloista	○ ○ ○ ○ ○
Tieto tapahtuma-alueen palveluista	○ ○ ○ ○ ○
Tieto tapahtuma-alueen infrastruktuurista	○ ○ ○ ○ ○
Tieto liikennejärjestelyistä tapahtuma-alueella	○ ○ ○ ○ ○
Tieto pysäköinnistä tapahtuma-alueella	○ ○ ○ ○ ○
Tieto kuljetuspalveluista tapahtuma-alueella	○ ○ ○ ○ ○
Tieto majoitusmahdollisuuksista tapahtuma-alueella	○ ○ ○ ○ ○
Tieto ruokailumahdollisuuksista tapahtuma-alueella	○ ○ ○ ○ ○
Tieto tapahtuman oheisohjelmasta	○ ○ ○ ○ ○
Tieto tapahtuman mahdollisista esiintyjistä	○ ○ ○ ○ ○
Tieto tapahtumassa paikalla olevasta mediasta	○ ○ ○ ○ ○
Henkilökohtainen yhteydenpito	○ ○ ○ ○ ○

**MARKKINOINTIVIESTITÄ ENNEN TAPAHTUMAA**

Uutisointi yhteistyökumppanuudesta	○ ○ ○ ○ ○
Mainosnäkyvyys tapahtuman markkinoinnissa	○ ○ ○ ○ ○
Muu yhteisnäkyvyys tapahtuman kanssa	○ ○ ○ ○ ○
Tapahtuman logon ja kuvien käyttöoikeus omassa markkinointiviestinnässä	○ ○ ○ ○ ○
Oman logonne käyttö tapahtuman markkinointiviestinnässä	○ ○ ○ ○ ○

**MUU TOIMINTA ENNEN TAPAHTUMAA**

Yhteiset tapaamiset AKK Sports Oy:n kanssa	○ ○ ○ ○ ○
Tieto muista yhteistyökumppaneista	○ ○ ○ ○ ○
Yhteiset tapaamiset muiden yhteistyökumppaneiden kanssa	○ ○ ○ ○ ○
Muu, mikä? _____	○ ○ ○ ○ ○

7. Mikäli vastasitte johonkin edellämainituista kysymyksistä "5 = ERITTÄIN TÄRKEÄ", perustelkaa tähän vastaustanne:

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**YHTEISTYÖODOTUKSET TAPAHTUMAN AIKANA**

8. Kuinka tärkeinä pidätte seuraavia yhteistyön näkyvyyden osa-alueita?

ASTEIKKO: 1 = Ei lainkaan tärkeä... 5 = Erittäin tärkeä...

1 2 3 4 5 Ei kuulu sopimukseemme

**NÄKYVYYS PAVILJONGIN-ALUEELLA**

Myyntipaikka tapahtuma-alueella	○ ○ ○ ○ ○	○
Esittelypaikka tapahtuma-alueella	○ ○ ○ ○ ○	○
Tuotenäytteet	○ ○ ○ ○ ○	○

Esitejakelu	○ ○ ○ ○ ○	○
Tapahtuma-alueen screenit	○ ○ ○ ○ ○	○
Banderollinäkyvyys	○ ○ ○ ○ ○	○
Äänimainonta tapahtuma-alueella	○ ○ ○ ○ ○	○

### 9. Kuinka tärkeinä pidätte seuraavia yhteistyön osa-alueita?

ASTEIKKO: 1 = Ei lainkaan tärkeä... 5 = Erittäin tärkeä

1 2 3 4 5

#### **MUU NÄKYVYYS**

Tuotebrändin liittäminen moottoriurheiluun	○ ○ ○ ○ ○
Yritysbrändin liittäminen moottoriurheiluun	○ ○ ○ ○ ○
Näkyvyys tapahtuman verkkosivuilla	○ ○ ○ ○ ○
Medianäkyvyys televisiossa	○ ○ ○ ○ ○
Medianäkyvyys ralliradiossa	○ ○ ○ ○ ○
Medianäkyvyys Tuulilasin virallisessa katsojaoppaassa	○ ○ ○ ○ ○
Medianäkyvyys sosiaalisessa mediassa	○ ○ ○ ○ ○

#### **TAPAHTUMAN KESKEISET OSA-ALUEET**

Rallitapahtuman tunnelma	○ ○ ○ ○ ○
Rallitapahtuman sujuvuus	○ ○ ○ ○ ○
Rallitapahtuman turvallisuus	○ ○ ○ ○ ○
Rallitapahtuman järjestelyt Paviljongin alueella	○ ○ ○ ○ ○
Rallitapahtuman järjestelyt Erikoiskokeilla	○ ○ ○ ○ ○
Rallitapahtumaan osallistuvien kilpailjoiden määrä	○ ○ ○ ○ ○
Rallitapahtumaan osallistuvan yleisön määrä	○ ○ ○ ○ ○
Rallin viralliset oheistapahtumat	○ ○ ○ ○ ○

#### **AKK:n JÄRJESTÄMÄT ASIAKASTILAISUUDET**

VIP-vieraiden kutsuminen	○ ○ ○ ○ ○
VIP-vieraiden pysäköinti	○ ○ ○ ○ ○
VIP-vieraiden opastus	○ ○ ○ ○ ○
VIP-vieraiden kuljetuspalvelut	○ ○ ○ ○ ○
VIP-vieraiden majoitusjärjestelyt	○ ○ ○ ○ ○
VIP-vieraiden ruokavalikoima	○ ○ ○ ○ ○
VIP-vieraiden juomavalikoima	○ ○ ○ ○ ○
VIP-vieraiden henkilökohtainen palvelu	○ ○ ○ ○ ○
Rallin viralliset VIP-alueet	○ ○ ○ ○ ○
Itse järjestetyt VIP-palvelut	○ ○ ○ ○ ○

### **VERKOSTOITUMINEN TAPAHTUMASSA**

Tapaamiset WRC-kuljettajien kanssa	○ ○ ○ ○ ○
Tapaamiset muiden kuljettajien kanssa	○ ○ ○ ○ ○
Tapaaminen omien asiakkaiden kanssa	○ ○ ○ ○ ○
Tapaaminen muiden yhteistyökumppaneiden kanssa	○ ○ ○ ○ ○
Verkostoitumismahdollisuudet yleisesti	○ ○ ○ ○ ○

10. Mikäli vastasitte johonkin edellämainituista kysymyksistä "5 = ERITTÄIN TÄRKEÄ", perustelkaa tähän vastaustanne:

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### **YHTEISTYÖODOTUKSET TAPAHTUMAN JÄLKEEN**

11. Kuinka tärkeinä pidätte seuraavia yhteistyön osa-alueita?

ASTEIKKO: 1 = Ei lainkaan tärkeä... 5 = Erittäin tärkeä

1 2 3 4 5

**TOIMENPITEET TAPAHTUMAN JÄLKEEN**

Tieto tapahtuman onnistumisesta	○ ○ ○ ○ ○
Yhteinen tapahtuman palautetilaisuus	○ ○ ○ ○ ○
Seuraavan Neste Oil Ralli -tapahtuman yhteissuunnittelu	○ ○ ○ ○ ○
Tapahtuman logon käyttöoikeus omassa markkinointiviestinnässä	○ ○ ○ ○ ○
Tapahtuman kuvien käyttöoikeus omassa markkinointiviestinnässä	○ ○ ○ ○ ○

**TUTKIMUSTIETO TAPAHTUMAN JÄLKEEN**

Tutkimustieto liittyen saavutettuun näkyvyyteen	○ ○ ○ ○ ○
Tutkimustieto liittyen tapahtuman vahvuuksiin	○ ○ ○ ○ ○
Tutkimustieto liittyen tapahtuman kehittämisen mahdollisuuksiin	○ ○ ○ ○ ○
Tutkimustieto liittyen tapahtuman katsojien arvomaailmaan	○ ○ ○ ○ ○
Tutkimustieto liittyen tapahtuman katsojien asiakasprofiliin	○ ○ ○ ○ ○
Tutkimustieto liittyen tapahtuman katsojien kiinnostuksen kohteista	○ ○ ○ ○ ○

**TAPAHTUMAAN LIITETTÄVÄT ARVOT**

Liikenneturvallisuus	○ ○ ○ ○ ○
Ympäristövaikutukset	○ ○ ○ ○ ○
Ralliperinteet	○ ○ ○ ○ ○
Suomalaisten kuljettajien menestyminen	○ ○ ○ ○ ○
Kansainvälisyys	○ ○ ○ ○ ○
Muu, mikä?	○ ○ ○ ○ ○

12. Mikäli vastasitte johonkin edellämainituista kysymyksistä "5 = ERITTÄIN TÄRKEÄ", perustelkaa tähän vastaustanne:

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## MARKKINOINTIPANOSTUKSET TAPAHTUMAAN

13. Yrityksenne kannalta, kuinka merkittävänä pidätte Neste Oil Ralli 2013 - tapahtumaa markkinoinnillenne?

ASTEIKKO: 1 = Ei lainkaan merkittävä... 5 = Erittäin merkittävä

1 2 3 4 5

Ei lainkaan merkittävä ○ ○ ○ ○ ○ Erittäin merkittävä

14. Miten itse aiotte omissa markkinoinnissanne hyödyntää Neste Oil Ralli 2013 -tapahtuman yhteistyötä ?

Ennen tapahtumaa

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Tapahtuman aikana

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Tapahtuman jälkeen

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15. Kuinka paljon aiotte käyttää Neste Oil Ralli 2013 -tapahtuman yhteistyön hyödyntämiseen?

Antakaa paras mahdollinen arvionne kuinka paljon lisäinvestointeja yhteistyösopimuksen hyödyntäminen yrityksellenne aiheuttaa varsinaisen yhteistyösopimuksen lisäksi.

- 0 - 5.000 €
- 5.000 - 10.000 €
- 10.000 - 20.000 €
- 20.000 - 30.000 €
- 30.000 - 50.000 €
- 50.000 - 100.000 €
- yli 100.000 €

15.1 Mikäli panostitte resursseja yhteistyösopimuksen lisäksi markkinointiin ja mainontaan, mihin panostuksenne kohdistuivat?

- Sanomalehtimainontaan
- Televisiomainontaan
- Radiomainontaan
- Mainontaan sosiaalisessa mediassa
- Verkkomainontaan
- Katu- ja tienvarsimainontaan

Muuhun promootiotyöhön, mihin?

- 
- Hankittuihin VIP- ja hospitality palveluihin
  - Suhdetoimintaan

Muuhun, mihin?

## RALLITAPAHTUMAN IMAGO

16. Kuinka paljon Neste Oil Ralli -tapahtuman esilletuomat arvot vaikuttivat päätökseenne tehdä yhteistyötä tapahtuman kanssa?

ASTEIKKO: 1 = Ei lainkaan... 5 = Erittäin paljon

1 2 3 4 5

Ei lainkaan ○ ○ ○ ○ ○ Erittäin paljon

17. Miten Neste Oil Ralli -tapahtuma vaikuttaa mielestänne JYVÄSKYLÄN kaupungin imagoon...?

ASTEIKKO: -3 = Erittäin kielteisesti... 3 = Erittäin myönteisesti... 0 = Ei vaikutusta

-3 -2 -1 0 1 2 3

Kotimaan matkailukohteena ○ ○ ○ ○ ○ ○ ○ ○

Kansainvälisenä matkailukohteena ○ ○ ○ ○ ○ ○ ○ ○

Asuinpaikkakuntana ○ ○ ○ ○ ○ ○ ○ ○

Yleisötapahtuman järjestäjäkaupunkina ○ ○ ○ ○ ○ ○ ○ ○

Yritysten sijaintipaikkana ○ ○ ○ ○ ○ ○ ○ ○

18. Kuinka tärkeää on mielestänne, että Jyväskylä on jatkossakin Neste Oil Rallin isäntäkaupunki?

1 2 3 4 5

Ei lainkaan tärkeää ○ ○ ○ ○ ○ Erittäin tärkeää

## LISÄTIEDOT

19. Oletteko saaneet tapahtuman järjestäjältä riittävästi tietoa ja ohjeistusta tapahtuman aikaisista käytännteistä?

Kyllä, kaikki käytännteet ovat selvillä

Emme, haluaisimme lisää tietoa liittyen:

\_\_\_\_\_

Mitä erityisodotuksia teillä on yhteistyön suhteen ja mitä muuta haluaisitte kertoa tapahtuman järjestäjille?

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Antakaa lopuksi omat ja mahdollisen varahenkilön yhteystiedot tulevaa jatkokyselyä varten.

NÄITÄ YHTEYSTIETOJA TULLAAN KÄYTTÄMÄÄN TAPAHTUMAN JÄLKEISTÄ VERTAILEVAA KYSELYÄ TOTEUTETTAESSA.

Etunimi- ja sukunimi \*

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Puhelin \*

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Sähköposti \*

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Yritys / Organisaatio \*

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Varahenkilön nimi

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Varahenkilön sähköpostiosoite

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Varahenkilön puhelinnumero

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## Appendix 2. The Post-Event Survey



### NESTE OIL RALLI 2013 KUMPPANIN TYYTYVÄISYYS YHTEISTYÖHÖN

#### TAUSTATIEDOT YHTEISTYÖKUMPPANISTA

##### 1. Toimiala?

- Maatalous, metsätalous ja kalatalous
- Kaivostoiminta ja louhinta
- Teollisuus
- Sähkö-, kaasu- ja lämpöhuolto, jäähdytysliiketoimi
- Vesihuolto, viemäri- ja jätevesihuolto, jätehuolto
- Rakentaminen
- Tukku- ja vähittäiskauppa
- Kuljetus ja varastointi
- Majoitus- ja ravitsemistoiminta
- Informaatio ja viestintä
- Rahoitus- ja vakuutustoiminta

- Kiinteistöalan toiminta
- Ammatillinen, tieteellinen ja tekninen toiminta
- Hallinto- ja tukipalvelutoiminta
- Julkinen hallinto ja maanpuolustus
- Koulutus
- Terveys ja sosiaalipalvelut
- Taiteet, viihde ja virkistys
- Muu palvelutoiminta
- Kotitalouksien toiminta työnantajina
- Kansainvälisten organisaatioiden ja toimielinten t
- Toimiala tuntematon

## 2. Yhteistyön laatu?

- Title sponsor
  - Official Partner
  - Official Supplier
  - Media Partner
  - Event Supplier
  - Muu, mikä?
- 

## 3. Kuinka monta kertaa olette **aiemmin** olleet yhteistyökumppanina Neste Oil Ralli -tapahtumassa?

- Emme ole aiemmin olleet yhteistyössä
- 1 kerran
- 2-4 kertaa
- 5-8 kertaa
- yli 8 kertaa

## 4. Yhteistyönne 3 tärkeintä tavoitetta ja miten ne toteutuivat?

Merkittävä yhteistyölle asettamanne tavoitteet alla oleviin avoimiin tekstikenttiin, sekä arvioi niiden toteutumista asteikolla 1-5. ASTEIKKO: 1 = Yhteistyö onnistui heikosti... 5 = Yhteistyö

onnistui erinomaisesti...

(HUOM! Avoin kenttä aktivoituu, kun asteikon arvo on valittu.)

#### 4. Yhteistyönne 3 tärkeintä tavoitetta ja miten ne toteutuivat?

Merkitkää yhteistyölle asettamanne tavoitteet alla oleviin avoimiin tekstikenttiin, sekä arvioikaa niiden toteutumista asteikolla 1-5. ASTEIKKO: 1 = Yhteistyö onnistui heikosti... 5 = Yhteistyö onnistui erinomaisesti...

1 2 3 4 5

○ ○ ○ ○ ○

(HUOM! Avoin kenttä aktivoituu, kun asteikon arvo on valittu.)

○ ○ ○ ○ ○

Tavoite 1: \_\_\_\_\_

○ ○ ○ ○ ○

Tavoite 2: \_\_\_\_\_

Tavoite 3: \_\_\_\_\_

#### 5. Kuinka tyytyväinen yleisesti olette yrityksenne ja Neste Oil Ralli 2013 - tapahtuman väliseen yhteistyöhön?

1 2 3 4 5

Erittäin tyytymätön ○ ○ ○ ○ ○ Erittäin tyytyväinen

#### 6. Suosittelisitteko yritysyhteistyötä tapahtuman kanssa kollegoillenne toisissa yrityksissä?

1 2 3 4 5

En missään tapauksessa ○ ○ ○ ○ ○ Kyllä, ehdottomasti

### **TYTYVÄISYYS YHTEISTYÖHÖN ENNEN TAPAHTUMAA**

#### 7. Kuinka tyytyväisiä olitte seuraaviin yhteistyön osa-alueisiin?

ASTEIKKO: 1 = Erittäin tyytymätön... 5 = Erittäin tyytyväinen

1 2 3 4 5 En  
osaa  
sanoa

### **VIESTINTÄ ENNEN TAPAHTUMAA**





Muu, mikä? \_\_\_\_\_ ○○○○○○ ○

8. Mikäli vastasitte johonkin edellämainituista kysymyksistä "1 = Erittäin tyytymätön", voisitteko perustella lyhyesti syitä tyytymättömyyteenne?

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### TYTYVÄISYYS YHTEISTYÖHÖN TAPAHTUMAN AIKANA

9. Kuinka tyytyväisiä olitte seuraaviin yhteistyön näkyvyyden osa-alueisiin?

ASTEIKKO: 1 = Erittäin tyytymätön... 5 = Erittäin tyytyväinen

1 2 3 4 5 Ei kuulunut  
sopimukseemme

#### NÄKYVYYS PAVILJONGIN-ALUEELLA

Myyntipaikka tapahtuma-alueella	○○○○○	○
Esittelypaikka tapahtuma-alueella	○○○○○	○
Tuotenäytteet	○○○○○	○
Esitejakelu	○○○○○	○
Tapahtuma-alueen screenit	○○○○○	○
Banderollinäkyvyys	○○○○○	○
Äänimainonta tapahtuma-alueella	○○○○○	○

10. Kuinka tyytyväisiä olitte seuraaviin yhteistyön ja tapahtuman osa-alueisiin?

ASTEIKKO: 1 = Erittäin tyytymätön... 5 = Erittäin tyytyväinen

1 2 3 4 5 En osaa  
sanoa

#### MUU NÄKYVYYS

Tuotebrändin liittäminen moottoriurheiluun ○○○○○○ ○

Yritysbrändin liittäminen moottoriurheiluun	○ ○ ○ ○ ○	○
Näkyvyys tapahtuman verkkosivuilla	○ ○ ○ ○ ○	○
Medianäkyvyys televisiossa	○ ○ ○ ○ ○	○
Medianäkyvyys ralliradiossa	○ ○ ○ ○ ○	○
Medianäkyvyys Tuulilasin virallisessa katsojaoppaassa	○ ○ ○ ○ ○	○
Medianäkyvyys sosiaalisessa mediassa	○ ○ ○ ○ ○	○

### **TAPAHTUMAN KESKEISET OSA-ALUEET**

Rallitapahtuman tunnelma	○ ○ ○ ○ ○	○
Rallitapahtuman sujuvuus	○ ○ ○ ○ ○	○
Rallitapahtuman turvallisuus	○ ○ ○ ○ ○	○
Rallitapahtuman järjestelyt Paviljongin alueella	○ ○ ○ ○ ○	○
Rallitapahtuman järjestelyt Erikoiskokeilla	○ ○ ○ ○ ○	○
Rallitapahtumaan osallistuvien kilpailjoiden määrä	○ ○ ○ ○ ○	○
Rallitapahtumaan osallistuvan yleisön määrä	○ ○ ○ ○ ○	○
Rallin viralliset oheistapahtumat	○ ○ ○ ○ ○	○

### **AKK:n JÄRJESTÄMÄT ASIAKASTILAISUUDET**

VIP-vieraiden kutsuminen	○ ○ ○ ○ ○	○
VIP-vieraiden pysäköinti	○ ○ ○ ○ ○	○
VIP-vieraiden opastus	○ ○ ○ ○ ○	○
VIP-vieraiden kuljetuspalvelut	○ ○ ○ ○ ○	○
VIP-vieraiden majoitusjärjestelyt	○ ○ ○ ○ ○	○
VIP-vieraiden ruokavalikoima	○ ○ ○ ○ ○	○
VIP-vieraiden juomavalikoima	○ ○ ○ ○ ○	○
VIP-vieraiden henkilökohtainen palvelu	○ ○ ○ ○ ○	○
Rallin viralliset VIP-alueet	○ ○ ○ ○ ○	○
Itse järjestetyt VIP-palvelut	○ ○ ○ ○ ○	○

### **VERKOSTOITUMINEN TAPAHTUMASSA**

Tapaamiset WRC-kuljettajien kanssa	○ ○ ○ ○ ○	○
Tapaamiset muiden kuljettajien kanssa	○ ○ ○ ○ ○	○
Tapaaminen omien asiakkaiden kanssa	○ ○ ○ ○ ○	○
Tapaaminen muiden yhteistyökumppaneiden kanssa	○ ○ ○ ○ ○	○
Verkostoitumismahdollisuudet yleisesti	○ ○ ○ ○ ○	○

11. Mikäli vastasitte johonkin edellämainituista kysymyksistä "1 = Erittäin tyytymätön", voisitteko perustella lyhyesti syitä tyytymättömyyteenne?

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12. Kuinka hyvin mielestänne tapahtumaan liitettävät arvot toteutuivat tapahtuman aikana?

ASTEIKKO: 1 = Heikosti... 5 = Erinomaisesti

	1	2	3	4	5	En osaa sanoa
Liikenneturvallisuus	○	○	○	○	○	○
Ympäristövaikutukset	○	○	○	○	○	○
Ralliperinteet	○	○	○	○	○	○
Suomalaisten kuljettajien menestyminen	○	○	○	○	○	○
Kansainvälisyys	○	○	○	○	○	○
Muu, mikä? _____	○	○	○	○	○	○

**TYTYTYVÄISYYS YHTEISTYÖHÖN TAPAHTUMAN JÄLKEEN**

## 13. Kuinka tyytyväisiä olitte seuraaviin yhteistyön osa-alueisiin?

ASTEIKKO: 1 = Erittäin tyytymätön... 5 = Erittäin tyytyväinen

	1	2	3	4	5	En osaa sanoa
<b>TOIMENPITEET TAPAHTUMAN JÄLKEEN</b>						
Tieto tapahtuman onnistumisesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yhteinen tapahtuman palautetilaisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seuraavan Neste Oil Ralli -tapahtuman yhteissuunnittelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuman logon käyttöoikeus omassa markkinointiviestinnässä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuman kuvien käyttöoikeus omassa markkinointiviestinnässä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TUTKIMUSTIETO TAPAHTUMAN JÄLKEEN**

Tutkimustieto liittyen saavutettuun näkyvyyteen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutkimustieto liittyen tapahtuman vahvuuksiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutkimustieto liittyen tapahtuman kehittämisen mahdollisuuksiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutkimustieto liittyen tapahtuman katsojien arvomaailmaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutkimustieto liittyen tapahtuman katsojien asiakasprofiiliin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutkimustieto liittyen tapahtuman katsojien kiinnostuksen kohteista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Mikäli vastasitte johonkin edellämainituista kysymyksistä "1 = Erittäin tyytymätön", voisitteko perustella lyhyesti syitä tyytymättömyyteenne?

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## MARKKINOINTIYHTEISTYÖ

15. Yrityksenne kannalta, kuinka merkittäväksi koitte Neste Oil Ralli 2013 - tapahtuman markkinoinnillenne?

ASTEIKKO: 1 = Ei lainkaan merkittävä... 5 = Erittäin merkittävä

1 2 3 4 5

Ei lainkaan merkittävä ○ ○ ○ ○ ○ Erittäin merkittävä

16. Miten hyödynsitte markkinoinnissanne Neste Oil Ralli 2013 -tapahtuman yhteistyötä?

Ennen tapahtumaa

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Tapahtuman aikana

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Tapahtuman jälkeen

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## RALLITAPAHTUMAN IMAGO

17. Miten hyvin tämänvuotinen Neste Oil Ralli -tapahtuma kykeni tuomaan esille teidän markkinointinne kannalta tärkeitä arvoja?

ASTEIKKO: 1 = Erittäin heikosti... 5 = Erittäin hyvin

1 2 3 4 5

Erittäin heikosti ○ ○ ○ ○ ○ Erittäin hyvin

18. Miten tämänvuotinen Neste Oil Ralli -tapahtuma vaikutti mielestänne JYVÄSKYLÄN kaupungin imagoon...?

ASTEIKKO; -3 = Erittäin kielteisesti..., 0 = Ei vaikutusta..., 3 = Erittäin myönteisesti

-3 -2 -1 0 1 2 3

Kotimaan matkailukohteena ○ ○ ○ ○ ○ ○ ○ ○

Kansainvälisenä matkailukohteena ○ ○ ○ ○ ○ ○ ○ ○

Asuinpaikkakuntana ○ ○ ○ ○ ○ ○ ○ ○

Yleisötapahtuman järjestäjäkaupunkina ○ ○ ○ ○ ○ ○ ○ ○

Yritysten sijaintipaikkana ○ ○ ○ ○ ○ ○ ○ ○

19. Kuinka tärkeää mielestänne on, että Jyväskylä on jatkossakin Neste Oil Rallin isäntäkaupunki?

1 2 3 4 5

Ei lainkaan tärkeää ○ ○ ○ ○ ○ Erittäin tärkeää

## LISÄTIEDOT

20. Saitteko tapahtuman järjestäjältä riittävästi tietoa ja ohjeistusta tapahtuman aikaisista käytänteistä?

Kyllä, kaikki käytänteet olivat selvillä

Emme, olisimme halunneet lisätietoja liittyen:

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21. Mitä ehdotuksia tämänvuotisen kokemukseen perustuen teillä on yhteistyön suhteen ja mitä muuta haluaisitte kertoa tapahtuman järjestäjille?

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22. Antakaa vielä yhteystietonne vastausten varmentamiseksi

Etunimi

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Sukunimi

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Yritys / Organisaatio

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Matkapuhelin

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Sähköposti

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