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The business idea and a consumer market research of a new wedding planning website called PerfectDay

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Abstract

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The purpose of this thesis project was to conduct a consumer market research of a new wedding planning website with the working name of PerfectDay and to analyze the results thus providing information on the market, target groups and what features should be emphasized on the website.

The thesis includes theory on market research methods and especially quantitative research.

To conduct the consumer market research, a survey of 16 questions and a feedback possibility was conducted. The main aim of the survey was to find out if there was a market for www.perfecday.fi wedding planning website. The aim was also to find out the website's target group, its demographic characteristics and what the target group's wedding planning habits are.

Even though the sample size was smaller than was expected due to fewer responses to the survey than expected, clear demographic and behavioral stereotypes could be formed from analyzing the results.

Due to the results of the analysis it could be concluded that there is a strong consumer market for PerfectDay and specific target groups could be identified. The feedback of the new wedding website was overall positive and it suggests that the next steps could be; conducting a B2B market research, conducting a business plan, research possibilities of starting up a business and creating PerfectDay.

Key words: consumer market research, quantitative, survey, business idea, wedding business, web service

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1 Introduction

The topic of the thesis is based on a personal interest towards the wedding industry. Taru Ritakoski has always had an interest towards weddings and wedding planning. Before the thesis, Taru had started planning her own wedding. During that time, she realized that all current Finnish wedding websites were inadequate and only foreign websites were able to provide adequate information on wedding planning. Sadly the foreign websites would only feature foreign wedding service providers. This raised a question of would other Finnish people planning their weddings be missing a website which would provide versatile and adequate information on wedding planning, information on Finnish wedding service providers and provide inspiration through thousands of pictures.

This created our research question; "Are there markets in Finland for a new wedding web service which would provide inspiration and adequate information on wedding planning and domestic wedding service providers?" The objection of answering this question was to find out if there are consumer markets for the website, what kind the target group is and what features should be included and emphasized to the website for it to be appealing to the target group.

To conduct the research we use multiple types and sources of information; books and Internet. We study the current wedding business industry in Finland to define the target markets and the competition. We also acquire information on how to conduct a market research; how to collect and analyze the data. We also find out which were the most important aspects of formulating our findings to answer our research questions and objectives.

The structure of this study is divided in three different phases; the first phase consists of the introduction, the business idea of Pefectday.fi and the overall look of the wedding business in Finland. Secondly, the theoretical phase, which presents the concept and methodology of market research process including the results of the consumer research concluded. Lastly, we sum up the research results in conclusion part and self-evaluation of the work.

2 Business idea of PerfectDay

”PerfectDay is the ultimate wedding planning tool for the bride to be. You can find all the service providers near you, get inspired by the photos and ideas and find special offers in your area. You can create your own profile and use it as an electronic notebook. ”

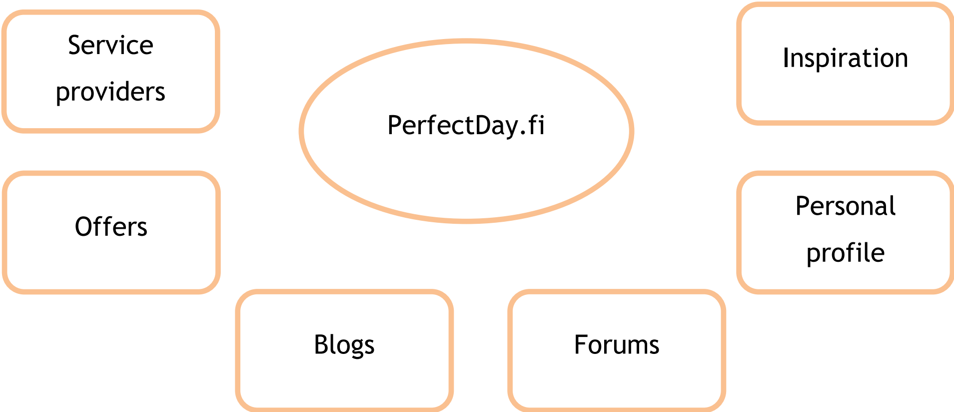

Figure 1: Content of PerfectDay

PerfectDay is designed to help the customers and wedding related business owners meet each other. For example, venue service provider in Rovaniemi has the visibility for those near that area. The website gathers in one place all Finnish wedding service providers’ contact information e.g. of venues, wedding dress shops, photographers, catering services, entertainment services etc. The problem in current wedding planning websites is the fact that consumer has to know what to look in which city – the service providers need to be googled separately. Foreign websites, especially American websites offer this feature in their sites. Our business idea has derived from the existing foreign websites with having added our own preferences and ideas to the new website.

The website also offers thousands of inspiration pictures of wedding dresses, venue decorations, cakes, flowers, invitation cards etc. to help consumers get ideas for their weddings. PerfectDay also provides modern and easy-to-use wedding planning tools to help brides and grooms plan their weddings, for example with DIY (Do it yourself) instructions.

Consumer user can also find offers from wedding service providers, wedding planner Q&A section, wedding blogs and forums and also has the possibility to register and create their own profile. Registering will enhance the user experience in multiple ways e.g. the user can save pleasing and favorite inspiration pictures, create gift- and checklists, use planning tools and save them for later use and even write their own wedding blog. The website is free of charge to the consumers.

The revenue model for PerfectDay; the website's revenue comes from fees to the wedding service companies that want to get visibility through the website. There are multiple ways to get visibility at the website and one of them is the local wedding service list where the company can present itself to the consumer and possibly get customers via the listing. We expect this to be the most popular visibility choice within the companies. There the fee is an annual fee and the contract is fixed-term for one year at a time. Other ways to get visibility on PerfectDay is to advertise with banners, advertise in the weekly newsletter to the consumers, buy a place in the "Service provider of the week" post and/or add products/services to the "Offers" section.

3 Theoretical framework of market research

3.1 What is market research

Market research is one type of a business research. Business research's main purpose is to gather information to help make business decisions. It is defined as "the systematic and objective process of collecting, recording, analyzing and interpreting data for aid in solving managerial problems". The problem can be linked into one of the following business functions e.g. human resources, finance, marketing or R&D. When researching consumer behavior the research issues can be for example buying habits, brand preferences and consumer attitudes. Research is about providing answers to questions and developing knowledge. When identifying opportunities and threats in business, research is important. Many times a company's success or failure can depend on the business decisions made on the basis of a research. Yet, even it is important to base strategic decisions on research findings, managers have to remember that sometime the results can be misleading. (Wilson 2010, 3-4)

In consumer markets, the sum of potential buyers is large. These numbers can be a significant proportion of the whole population and can rise up to millions. To research these markets are used quantitative methods based on strict sampling and qualitative methods that study complex consumer behavior patterns. Consumer goods can be divided into a few different categories between FMCG's (fast-moving consumer goods – food and similar frequent purchases) and other markets such as consumer durables, financial, travel and leisure etc. The most commercial market research is conducted in the FMCG markets, where modern marketing concepts and market research grew up. Especially FMCG, consumer markets are also retail markets and it is important that anyone marketing through retail distribution knows about what the end user, the final customer is looking for. (Hague et al. 2013, 5-6)

3.2 Uses and roles of market research

Companies need information or intelligence to be able to produce products and services according to consumer needs and able to provide them with competitively and profitably. Market research is a valuable method to gain such intelligence as it is systematic, organized and specific to a goal. Findings of a market a research can offer intelligence that has a huge return on investment and it can generate or save many times of its cost in extra customer revenue or help prevent bas investment decisions. The most fundamental reason to use market research is to help the company to gain better understanding of the markets. It is easy to make assumptions of the competition, the market itself and its customers and a market research can prove these assumptions correct or on the other hand incorrect. (Hague 2013, 15)

Market research can be used in various ways and to find out answers to very different questions. First market research can be used the study the market size and structure or more specifically e.g. to find out the value of the market in currency value and units sold each year or the historical trends in size of the market or the key consuming segments of the market or the competition and its shares or the route to the market. Without knowledge of the market size, it is very difficult for a company to position within the market. Market size consists of two elements: SAM or the served available market and TAM the total available market. In most markets the number of possible customers hasn't yet been reached and there is room to grow. A company cannot plan its future as a competitive choice to the consumers if it doesn't know if there is room in the market to enter, sustain the position or grow. There are many sources where a company can gain the important information e.g. government statistics, trade associations and published reports and also following methods can be used to research these topics e.g. desk research and marketing surveys aimed at calculating consumption and brands purchased. (Hague et al. 2013, 7, 16)

Understanding the customers helps the company to create competitive products to their customers' needs. These kind of market researches that focus on the customers are often called "the voice of the customer" (VOC) and the most common VOC-surveys are used in customer-satisfaction programs. These mainly focus on customer loyalty and retention. It is suggested that the customers stay loyal usually register the highest overall customer-satisfaction scores. This shows the importance of truly knowing the customer's needs and fulfilling them. Many of the customer satisfaction surveys measure the satisfaction with individual issues related to the product/service at different points on the customer journey; overall customer satisfaction score; likelihood to recommend score and the ease of doing business score.

A very important question to answer with a market research is what are the target groups and segments. Segmentation can be separated into three different levels, first being the demographic segmentation (age, gender, income and residence), the second being the behavioral segmentation which gets us closer to the customer and giving us answers on their shopping behaviors, media use behaviors etc. and the last and the hardest being needs and unmet needs segmentation. This gives us specific information on what the customer needs and if this knowledge can be acquired and customers grouped accordingly, it is the most effective way of positioning the company in the market and selling more. (Hague et al. 2013, 17-20)

The development of new products require quite much labor and capital, therefore it is a significant investment for a company. In new product development it is good to research following issues; “the competitor products including their price, features, distributions and market share; likely customer acceptance or rejection of new or modified products; forecast of use of products; threats and barriers that will inhibit the products’ success, optimum pricing of new products; reaction to packaging concepts and customer benefits derived from features and promotional messages”. Conducting market research marketers and R&D of a company can also find out the use of and attitude to products. They want to know if the consumers are aware of the suppliers, what kind of attitudes are there towards the current suppliers, what kind of attitudes are there towards the products and what is the volume and frequency of product purchases. These all can be researched by quantitative surveys carried out by telephone, online or face-to-face. Focus groups with target group representatives can also be interviewed. To find out the pricing effectiveness (optimum pricing and price values attached to features of the product) market research in test markets and trade-off analysis using conjoint techniques are used. Penetrating the market right pricing is compared to the competitors product is very important, but to research product concept overall and to find out the likelihood of purchasing different products, attitudes to product and new concepts and what kind of need did not a product meet, marketers use hall tests, focus groups and quantitative research.

The variety of different communications media and channels today is large. In the past decade the use of digital advertising has trebled and on average companies use a quarter of their advertising budgets to this. It is critical to know where to place adverts so that they will reach their target audience, what kind of message does the target group understand from the advert and how marketers will get the most value from the adverts compared to what was spent on them. Many researches are made on how people watch TV, read newspapers or notice a billboard on the street. With market research they want to know how the audience has received and understood key messages of campaigns and how effective promotions and advertisement has been. To find answers to these questions focus groups, telephone interviewing, face-to-face interviewing, e-surveys and pre-and-post quantitative surveys are used. The same methods excluding quantitative surveys are used to assess the brand impact. Brands distinguish one seller from another and many times brands are associated with emotions; feelings that have come from user experience, word-of-mouth or campaigns. In today's consumer markets where the competition is tough, brand has become a key factor in a company's success. The purpose of brand research is to: identify brand perceptions, performance and uniqueness, position brands competitively, measure the effectiveness if brands, measure the effect of brand promotions in attracting customers, test brand positioning and promises and to track brands over time. (Hague et al. 2013, 8, 20-23)

3.3 Market research process

Market research is a process of finding out information on market, competition and potential customers. Market research should be done before starting a new business, maintaining an existing business or when introducing a new product or service. Once having the data collected and analyzed, it should lead to developing the strategy for future actions. (Market research made easy 2002, 2.)

Market research process can be defined into 6 different phases; objective identification, determining the research methods and design, preparing the survey, collecting the data, analyzing the data and visualizing and communicating the results. (My market research methods 2011)

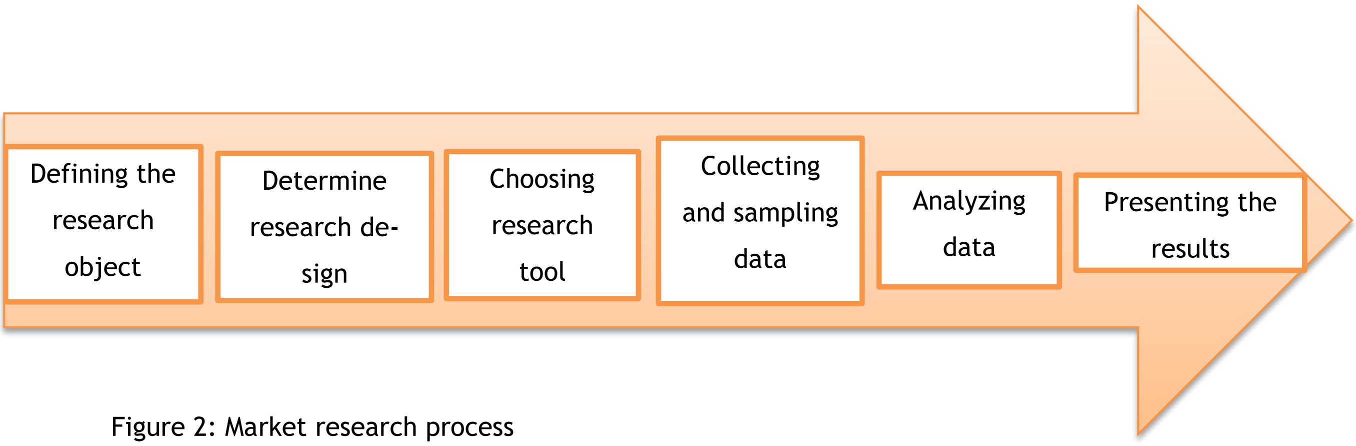

Figure 2: Market research process

3.3.1 Research objective

Defining the research objective and problem is the starting point of the market research process. Typically, there is a key business problem that needs to be acted upon, but there is a lack of information to make the decision comfortably. The market research outcome should lie on the root question defined. (My market research methods 2011)

Research objective should declare the research problem in brief form. The objective should summarize the outcome of the research and state *why* the research is being carried out (Hague 2002, 27)

3.3.2 Research design

Research design is a systematic plan for answering to the research problem. It consists of considerations on aspects such as how to collect the data and from which resources, what is the time table set for the project. (Saunders, Lewis & Thornhill 2009, 136)

Saunders & Lewis & Thornhill (2009, 137) suggest that there are three different classifications of research, which help determining if the research method is quantitative or qualitative. The classifications are exploratory, descriptive and explanatory.

Exploratory research is conducted for understanding a problem which has not been clearly defined and there are few or no earlier studies to refer to. Exploratory research has generally three different ways of being conducted; Using existing literature, informal or formal discussions with experts in the subject or/and using focus groups interviews. The results of exploratory research give broad insights and ideas but narrow focus on the objective. Exploratory research is for qualitative research method. (Saunders, Lewis & Thornhill 2009, 139-140)

Descriptive research is concerned with describing a population in respect to important variables. Descriptive research can be used for different purposes, for example determining certain characteristics of some group, making predictions for future or determining relationships between variables. Most commonly descriptive research is carried out as surveys and it is a quantitative research method. (My market research methods 2011)

Explanatory or causal research design is having the most emphasis on determining cause-and-effect relationships. It presents causal relationship between variables, for example, do people wash cars more on a sunny day. It is mostly used in the form of a field test or an experiment. Causal research can be qualitative or quantitative. (My market research methods 2011)

Regardless of the type of the market, market research methods can be distinguished in two types of research methods; quantitative or qualitative.

Quantitative research method answers to questions in numbers, percentages or quantities. It offers easily measurable information, rather than exploratory. Quantitative research is the best for measuring larger sample sizes. Quantitative research is generally carried out with questionnaires or surveys. (Hague 2002, 60.)

Qualitative research method is used generally in smaller sample sizes and shows more personal answers, revealing more of the motives and psychological aspects of individuals. It is usually carried out as interviews of the focus group that is relevant to the market. Qualitative research method is more concerned with understanding than measuring. (Hague 2002, 60.)

3.3.3 Research tool

Choosing the research tools means designing the research instrument – questionnaire. Questionnaire can be used as a general term including all techniques of data collection. “A questionnaire is a structured sequence of questions designed to draw out facts and opinions and which provides a vehicle for recording the data” (Hague 2002, 106)

Questionnaires can be concluded in for example, focus group interviews, telephone questionnaires or online surveys. The essential fact is that each person is asked to respond to the same set of questions in determined order. (Saunders, Lewis & Thornhill 2009, 360) Especially in quantitative research the most fundamental aspect of questionnaire is that it facilitates the data processing; simple counts are easy to make based on responses. (Hague 2002, 106) Questionnaire questions can be classified in three different categories; behavioural, attitudinal and classification.

> *Behavioural* questions give information on what the consumer is like, owns or does. It is usually used to find out the market size and share or the brand or a company. Behavioural questions could be e.g “Do you ever use” “Do you own” “Do you intend to use”.
>
> *Attitudinal* questions reflect respondents’ opinions and perceptions of a subject. It describes how one feels towards the subject. Customer satisfaction survey is generally attitudinal in its nature. Attitudinal question could be: “Same sex marriages should be legalised” and the responses could vary from 1 “Strongly agree” to 5 “Strongly disagree”.

> *Classification* or *facts* is that which categorizes the respondent. Classification questions give information of the background of the respondent, for example, age, gender, marital status, geographical location. These questions enable the segmentation of the market and data analysis. For example, is there a different buying behaviour in people aged 18-25 than 30-35. (Hague 2002, 108)

Behavioural and attitudinal questions could be for example rating scales. Rating scale is typically divided in verbal or numeric scale. A typical numeric rating scale question would be: Rate the website from 1 to 5 where 1 is poor and 5 is excellent. (Circulate)

Outlook of the site	1	2	3	4	5
Content of the site	1	2	3	4	5
Usability	1	2	3	4	5

Table 1: Example of numeric rating question

The narrower the limit of the scale is, the easier it is for the respondent. On a scale of 1-10 the respondent needs to consider more of the answer. The results could be tabulated as average numbers, for example “Outlook of the site” would result in 3.2 or 64 (out of 100).

Few of the most known verbal rating scales are the Likert scale and the importance scale. In Likert scale the respondent is asked to agree or disagree in different levels to statements. The importance scale expresses the importance considered on the subject. The key drivers in the importance scale are easily discriminated if the responses indicate that all the options are important. This can be avoided by asking respondent to rate which is the most important, which is the second, etc. (Hague 2002, 115-117)

	Very important	Important	Not so important	Not important
Inspiration	1	2	3	4
Service providers	1	2	3	4
Offers	1	2	3	4

Table 2: Example of vertical importance rating scale

Classification questions are generally used to determine the profile of a respondent by asking the age, sex, place of living etc. Classification questions are used to make comparisons between respondents in the analysis. (Hague 2002, 118)

Age	
18-20	☐
21-25	☐
26-30	☐
31-35	☐
36 ->	☐

Table 3: Example of classification question

3.3.4 Data collection and sampling

One of the most important aspects to be considered in market research is how the respondents are to be contacted. The market research method and the research design chosen have affected to the data collection method: in qualitative research the questionnaires are concluded as interview-administrated questionnaires, either focus group interviews or depth-interviews. Focus groups consists of group discussion of a certain topic and depth-interview is one-on-one interview by phone or face-to-face. (Hague 2002, 147-148)

Quantitative data collection can be either self-administrated or interview-administrated. Self-administrated questionnaire is generally a survey, either a web survey or a postal survey. Self-administrated questionnaires require initiative from the respondent, for example in postal survey the respondent needs to return the questionnaire by post which can lower the response rate drastically. (Hague 2002, 123-125)

Sampling is the target group of the respondents. The access to the entire population is in practise, impossible, so the selected sample technique should be carefully chosen in order to be able to draw conclusions and generalize the results from respondents.
(Birchall, J. Sampling and samples)

The relationship between sample size, sample error and the percentage measure can be calculated by using mathematical formula.

In market research, the probability or *confidence* level is typically 95 %. Confidence level tells how sure can you be. For example, if the survey would be concluded 100 times, 95 times the results would be the same.

Confidence interval or the margin of error is the plus-or-minus generally used in newspaper or television polls. For example, if the confidence interval is 4 and 50 % of the respondents have picked an answer, it can be generalized that between 46 % (50-4) and 54 % (50+4) of the whole relevant population would have answered the same.

When the confidence level and interval are put together, it can be said that we are 95 % sure that the true percentage of the population is between 46% and 54%. (Sample size methodology 2014)

3.3.5 Analysis of data

Analyzing information includes finding relationships and patterns in and between the data collected. The results should be compared to information available or the information inside the data in order to draw conclusions out of it. (Community tool box 2013)

The final phase is all about showing the results of the research concluded. The final outcome of the research is not only listing the results, but also presenting the insights and recommendations for future actions. (Community tool box 2013)

If the market research survey includes more than 200 respondents, the data is usually entered into computers and software which help to analyze and cross-analyze the data. Tables are produced showing number of people, their age, and their gender as well as group interests. Then this data can be cross-analyzed, for example if there are differences with the group preferences between genders or age groups. (Hague et al. 2013, 178)

For analyzing quantitative data there is a range of analytical techniques to be used. When conducting the analysis there is a process with the following steps; preparing your data for analysis; summarizing and presenting the data using tables and graphs; describing your data using suitable statistical methods and examining relationships and trends between variables. Statistical software packages such as SPSS have helped to reduce the time of preparing, conducting and interpreting quantitative data.

To prepare the data for analysis it means to enter the data into specialized software for analyzing. To select the appropriate analyzing method, it is critical to understand different types of data:

- Nominal: Cannot be measured numerically, such as categorization of respondents e.g. female and male
- Ordinal: Can be rank-ordered e.g. importance of some feature of a product
- Interval: When the distance between numbers are equal across the range e.g. temperature data is interval
- Ratio: The distinction between ratio and interval is that ratio data has a fixed zero point e.g. income, height and weight

(Wilson 2010, 212-215)

When summarizing and presenting the data there are a few methods to present descriptive statistics. To summarize the data you can use frequency tables to show e.g. number and percentage of employees in a firm and graphs and charts to show e.g. advertising spend on different types of media. To present frequency distribution you can use cross-tabulations to show e.g. preference between brands, scatter diagrams to show e.g. the link between car mileage and petrol consumption and multiple bar charts to show e.g. the comparing of the output for three different computer manufacturers over a five-year-period. (Wilson 2010, 217)

4 Market research of PerfectDay

4.1 Marriage in Finland

In Finland a person can get married if they are 18 years old and not married at the moment, but only for the couples of opposite sex. According to Finland's legislation it is not possible to get married for a couple of the same sex. This matter is at the moment on the agenda of the Finnish Parliament and if they pass the new law which allows couples of the same sex to get married it will increase the amount of marriages in Finland. (Avioliittolaki, 2012)

In 2013 there were 25 119 marriages and the average age of women getting married was 30,6 years old and with men getting married was 32,8 years old, but most popular ages to get married varied from 26-32 when both genders are combines. There is also peak in the age category 48-50 years old, which of many are divorced and re-marrying. The three most popular months to get married were June, July and August. The divorce rate has been stable through past years and in year 2013 the first marriage would end up in divorce with the probability of 39 %. In 2013 there were 373 registered relationships. (Siviilisäädyn muutokset 2013, 2014) (Avioituvuus iän mukaan, 2014)

4.2 Market research of PerfectDay

The market research process of PerfectDay started with identifying the research problem – is there a market for new wedding planning web service in Finland?
Having the business idea defined well before concluding the consumer market research of this thesis, defining the research objective was relatively easy.

We decided to go for a quantitative research method and use a web survey as a questionnaire technique. We used a free online survey www.kyselynetti.com as our research tool.

We had to plan the sampling – our target group very carefully. The problem was to get the results from the people who are seriously planning their wedding. We decided to solve this by emphasizing that the survey is for engaged people or married. We believe that this conservative assumption brought us the most precise information, although obviously it rejected many potential respondents. People who are planning their wedding have some kind of idea of the budget and size of the party rather than people who wish to get married someday. We used sample size calculator on Internet in order to estimate the most adequate sample size in order to generalize the results. We estimated the population according annual marriages entered, which is approximately 25 000. With the confidence level of 95 % and the confidence level, the error margin of 5, the sample size was 378. 299 was the amount of responses we received eventually.

We wanted to use different kinds of questions in the survey. The survey began with classification questions; age, sex, annual income, place of living and most importantly for us, marital status. By classification questions we were able to determine the profile of a potential customer for PerfectDay. The alternatives in marital status were either “married” or “engaged”. If the answer was “married”, the survey proceeded to questions related to respondents wedding, using behavioral, open questions, such as “If you had your wedding now, what you would do differently?” The married people’s responses are not presented or taking in consideration in the Thesis, they were more to give us ideas.

We used mainly social media channels in advertising the survey. At first, we published the link for the survey in our own personal Facebook-walls. This method brought us approximately 70 answers. Next step was to publish the link and covering note in wedding related forums, such as amoriini.com and Suomi24 Wedding forum. With the forums we received approx. 150 answers. The rest of the results came quickly, as we contacted few of the most known wedding bloggers who kindly posted our survey on their blogs.
Our survey included more than 200 respondents so to analyze our survey data we entered it into a table form into Excel. We wanted to use the SPSS software which would have helped get a deeper analysis of the data, but taking time into consideration we decided to use Excel as we knew how to use it.

We were only interested in the ones that had successfully completed the questionnaire and were engaged, so we sorted the data so that we had appropriate respondents. We also wanted to investigate the differences between two main target groups Possible users and Definite users (which we define in the next part) so we separated the two respondent groups.

We were interested to find the relationships between different variables in the two so we used cross-tabulating by creating Pivot-tables with Excel. Every Pivot-table showed the relationship of two or more variables. Then we turned the Pivot-table into different kind of charts to be able to present the data in a readable manner.

4.3 Presenting findings

4.3.1 All respondents

Age	Engaged: All respondents	%
18-20	17	5,69 %
21-25	148	49,50 %
26-30	100	33,44 %
31-35	25	8,36 %
36-40	5	1,67 %
41-45	2	0,67 %
46-50	1	0,33 %
Over 50	1	0,33 %
Grand total	**299**	**100 %**

Table 4: Age, all respondents

The age distribution of the respondents was quite expected, over 80 % of the engaged people were between the ages of 21-30. The most dominant group was 21-25 years old, with almost 50 % response rate.

Gender	Engaged: All respondents	%
Female	293	98 %
Male	6	2 %
Grand total	299	100 %

Table 5: Gender, all respondents

Very few men answered to our survey. With the answer sum of 2 % it is hard to say anything about men opinions on wedding planning. From the low response rate it can be assumed that men did not want to answer to the survey or they don’t plan their weddings.

Residence	Engaged: All respondents	%
Helsinki	44	14,72 %
Espoo	31	10,37 %
Tampere	29	9,70 %
Oulu	20	6,69 %
Vantaa	20	6,69 %
Turku	13	4,35 %
Jyväskylä	12	4,01 %
Kuopio	9	3,01 %
Lahti	9	3,01 %
Joensuu	6	2,01 %
Kouvola	5	1,67 %
Porvoo	5	1,67 %
Pori	4	1,34 %
Kajaani	4	1,34 %
Riihimäki	4	1,34 %
Rauma	4	1,34 %
Lappeenranta	4	1,34 %
Iisalmi	3	1,00 %
Kotka	3	1,00 %
Kerava	3	1,00 %
Hyvinkää	3	1,00 %
Other	64	21,40 %
Grand total	299	100 %

Table 6: Place of resident, all respondents

Approximately 32 % of the respondents lived in the capital area of Finland (Helsinki, Espoo and Vantaa). The next biggest cities of Finland (Tampere, Turku) were represented of less than 10 % of the respondents. This gave us positive reinforcement that the PerfectDay feature of the local service providers is needed, due to the fact that people come from rather small towns.

Income	Engaged: All respondents	%
Less than 10 000 €	61	20,40 %
10 001 - 20 000 €	72	24,08 %
20 001 - 30 000 €	89	29,77 %
30 001 - 40 000 €	57	19,06 %
40 001 - 50 000 €	12	4,01 %
Over 50 000 €	8	2,68 %
Grand Total	299	100 %

Table 7: Annual income, all respondents

The age group being consisted of mostly 21-30 year old women; the annual income level was expected. More than 50 % of the respondents earn between 10 000 – 30 000 Euros. In the age group of 21-30 there are a lot of students, which probably explains the high number of people earning less than 10 000 Euros annually.

Wedding budget	Engaged: All respondents	%
Less than 1 000 €	7	2,34 %
1 000 € - 4 999 €	85	28,43 %
5 000 € - 9 999 €	139	46,49 %
10 000 € - 14 999 €	57	19,06 %
Over 15 000 €	11	3,68 %
Grand Total	299	100 %

Table 8: Wedding budget, all respondents

Compared to the income level of the respondents, people are using relatively large amounts of money for the weddings. Approximately 30 % of the respondents were budgeting less than 5 000 € and about 20 % were willing to use even more than 15 000 Euros. Most commonly, with the response rate of 50 % the budget was between 5 000 and 10 000 Euros.

Wedding Planning time	Engaged: All respondents	%
Less than 1 month	5	1,67 %
1-3 months	12	4,01 %
4-6 months	48	16,05 %
7-12 months	103	34,45 %
More than 12 months	119	39,80 %
24 months or more	12	4,01 %
Grand Total	299	100,00 %

Table 9: Wedding planning time, all respondents

On average, with answer rate of 43 % people were using more than one year to plan the wedding. In open answer sheets about 5 people were telling that they started planning 2-3 years before the due date. 7 to 12 months was the next common time scale. This question gives us information on how long the customer could be using the web service.

Wedding planning resources	Definitely	%	Probably	%	Don t know	%	Probably not	%	Definitely not	%
Internet	280	93,65	16	5,35	0	0	1	0,33	2	0,67
References from family/friends	154	51,51	109	36,45	28	9,36	5	1,67	3	1
Wedding magazines	144	48,16	93	31,1	19	6,35	27	9,03	16	5,35
Wedding fairs	101	33,78	88	29,43	25	8,36	47	15,72	38	12,71
Wedding planner	2	0,67	1	0,33	9	3,01	63	21,07	224	74,92

Table 10: Wedding planning resources, all respondents

Respondents could freely rate the wedding planning resources in a scale of “definitely yes, probably yes, don´t know, probably not and definitely not”. Internet is the main resource of information nowadays, with almost 99 % of probable and definite users. Surprisingly, the word-to-mouth, meaning references from family/friends is the next most popular resource, with approximately 87 % probable and definite users. Wedding magazines are quite popular with almost 80 % of users. Wedding planning business is very marginal still in Finland, with only 3 responded probably or definitely and the rest definitely not.

Amount of use of internet resources	Use a lot	%	Use some	%	Use only little	%	Don't use	%
Domestic wedding websites	172	57,91	99	33,33	22	7,41	4	1,52
Blogs	149	50,17	88	29,63	42	14,14	18	1,76
Forums	135	45,45	93	31,31	57	19,19	12	1,82
Foreign wedding websites	45	15,15	134	45,12	84	28,28	34	11,45

Table 11: Amount of use of Internet resources, all respondents

We concentrated on the Internet resources, in order to find out what kind of webpages the consumers are using at the moment. Domestic wedding websites was presumably a mostly used resource. Wedding blogs became to the next place, which gives us an idea what people are looking for when planning weddings – experiences and recommendations of other brides (blog writers). Forums are also filled with questions of recommendations and ratings. Foreign wedding web sites were also relatively popular, probably due to the lack of premium quality wedding planning websites in Finland.

Amount of use of domestic wedding websites	Use a lot	%	Use some	%	Use only little	%	Don't use	%	*Cant say*
www.naimisiin.info	142	50,35	98	34,75	40	14,18	2	0,71	*11*
www.haat.fi	38	14,13	107	39,78	89	33,09	35	13,01	*24*
www.haatjajuhlat.fi	15	5,98	52	20,72	90	35,86	94	37,45	*42*
www.amoriini.com	15	5,75	84	32,18	106	40,61	56	21,46	*32*
www.naimakaupat.com	5	2,12	41	17,37	63	26,69	127	53,81	*57*
www.haamuistio.fi	5	2,13	25	10,64	60	25,53	145	61,7	*58*

Table 12: Amount of use of domestic wedding websites, all respondents

One of the most important questions for us was to find out the main competitor for Perfect-Day. Respondents could freely rate the wedding sites in terms of “Use a lot”, “use some”, “use only little”, “don´t use” and “can´t say”. The most apparent competitor for us is Naimisiin.info with more than 50 % “Use a lot”-answers and nearly 35 % use some, to sum up, Naimisiin.info has approximately 85 % definite or possible users at the moment. Haat.fi was the next used, with a little over 50 % of definite and possible users. Less used web sites were haatjajuhlat.fi, amoriini.com, naimakaupat.com and haamuistio.fi. The responses being quite low, it can be assumed that respondents did not know the suggested websites, or they are not considered as good wedding planning tools.

Respondents could write an open answer if the website was missing from our list. Pinterest.com and etsy.com were mentioned few times. Pinterest and Etsy are specifically websites with inspirational and beautiful pictures. Few people also mentioned using foreign websites such as www.theknot.com, which is very popular and comprehensive American website.

Website feature imporatance	Very important	%	Important	%	Less important	%	Not important	%
Gallery of inspiration photos	205	69.02	79	26.6	11	3.7	2	0.67
Local service providers	177	59.6	102	34.34	15	5.05	3	1.01
Wedding planning tools	112	37.71	137	46.13	45	15.15	3	1.01
Wedding blogs	85	28.62	119	40.07	86	28.96	7	2.36
Offers from service providers	82	27.61	138	46.46	69	23.23	8	2.69
Wedding planners Q&A	66	22.22	148	49.83	74	24.92	9	3.03
Registering own profile	25	8.42	80	26.94	144	48.48	48	16.16

Table 13: Website feature importance, all respondents

We asked people to scale different features in how important they kept certain features in wedding planning website. These answers differed in a positive way of the previous question “What do you look from the websites”. Inspirational pictures arose again to the most important feature. Local service providers were rated almost 60 % of very important and around 35 % important. The less important feature was surprisingly registering the own profile. The responses from this questions support the business plan for the PerfectDay in terms of content of the webpage.

Would you use?	Engaged: All respondents	%
Yes, possibly	152	50,84 %
Yes, definitely	132	44,15 %
Not likely	13	4,35 %
Definitely not	2	0,67 %
Grand Total	299	100 %

Table 14: Would you use PerfectDay, all respondents

As there are only 15 respondents who would “not likely” or “definitely not” use our new wedding website, we decided to compare the two main target groups “Possible users” and “Definite users” (see table above). We want to find out what the differences between these groups are and can we find reasons for someone to only possibly use and not to definitely use. And if we do make such findings are they such that we can make changes to the website to possibly turn some possible users into definite users. If the reasons are demographic, the analysis will help us make a marketing plan to address to both groups better.

4.3.2 Comparison between two main target groups Definite Users and Possible Users

In this part we present the demographic characteristics of the websites most important target groups, the engaged people who answered “Yes, definitely” and Yes, possibly” to the question “Would you use our new wedding website?” We will call these target groups “Definite users” and “Possible users”.

The age range of the target groups ranges from 18 to over 50 years old. The most popular age group in the “Definite users” group is 21-25 years old with 53% of all answerers. This result can spring off from two different facts; the fact that nearly 50% of all respondents of the survey were in this age group and the fact that this is the age when people start to think about getting married and start planning their weddings. As mentioned before in year 2013 the most popular age to get married ranges from 27-32 years old. 29% of the “Definite users” group was in the age group 26-30 years old. This is also in line with our results that most of our respondents use more than 12 months to plan their weddings. With the possible users there are about 7% less respondents in the 21-25 age group and about 10% more respondents in the 26-30 age group. This would indicate that people in the 21-25 age group are more determined to use the website than in the age group 26-30. The difference is still so minor that it cannot alone explain why the possible users are not definite users. In other age groups there is very little differences between the target groups.

Age	**Engaged: Definite users**	**%**
18-20	10	7,58 %
21-25	70	53,03 %
26-30	38	28,79 %
31-35	10	7,58 %
36-40	3	2,27 %
Over 50	1	0,76 %
Grand Total	132	100 %

Table 15: Age, definite users

Age	**Engaged: Possible users**	**%**
18-20	6	3,95 %
21-25	70	46,05 %
26-30	59	38,82 %
31-35	12	7,89 %
36-40	2	1,32 %
41-45	2	1,32 %
46-50	1	0,66 %
Grand Total	152	100,00 %

Table 16: Age, possible users

The respondents’ residences are very similar between the target groups. The focus is on the big towns such as Helsinki, Tampere, Espoo, Vantaa and Oulu. Within the definite users there were many respondents also from Turku but very few within the possible users. Within the possible users there were many respondents from Jyväskylä and Lahti but very few within the definite users. This might indicate that penetrating the market in Jyväskylä and Lahti will be more difficult than in the other cities. To make a good analysis of the market interest on the whole country, we would have needed more respondents from more towns. Our results are not sufficient enough to make a good analysis of Finland all together as most of our respondents come from seven towns and there are 433 towns in Finland all together. When launching the new website, it is clear that we first need to focus on large towns for users and then move down to smaller towns.

Residence	Engaged: Definite users	%
Helsinki	19	14,39 %
Tampere	13	9,85 %
Espoo	13	9,85 %
Oulu	10	7,58 %
Turku	9	6,82 %
Vantaa	7	5,30 %
Porvoo	4	3,03 %
Kupio	4	3,03 %
Lappeenranta	4	3,03 %
Joensuu	4	3,03 %
Kotka	3	2,27 %
Riihimäki	3	2,27 %
Jyväskylä	3	2,27 %
Ylöjärvi	2	1,52 %
Hyvinkää	2	1,52 %
Pori	2	1,52 %
Kajaani	2	1,52 %
Rauma	2	1,52 %
Lahti	2	1,52 %
Other	24	18,18 %
Grand total	132	100 %

Residence	Engaged: Possible users	%
Helsinki	23	15,13 %
Tampere	16	10,53 %
Espoo	14	9,21 %
Vantaa	12	7,89 %
Oulu	9	5,92 %
Jyväskylä	8	5,26 %
Lahti	6	3,95 %
Kuopio	5	3,29 %
Turku	4	2,63 %
Iisalmi	3	1,97 %
Kouvola	3	1,97 %
Kerava	2	1,32 %
Rauma	2	1,32 %
Pori	2	1,32 %
Joensuu	2	1,32 %
Kajaani	2	1,32 %
Hämeenlinna	2	1,32 %
Padasjoki	2	1,32 %
Vihti	2	1,32 %
Other	33	21,71 %
Grand total	152	100,00 %

Table 17: Place of residence, definite and possible users

We also wanted to research if respondents' income was a factor when choosing what resources to use when planning their wedding. We found out that it is not a factor. The respondents' yearly gross incomes range from 0€ to over 50 000€. We can find both definite users and possible users quite equally in all income groups. There were only few respondents in both target groups with a yearly gross income of more than 40 000€. This might be due to that our main target age groups usually don't yet make such good income. In both target groups the most popular income group is 20 001-30 000 €/year. For later investigation it might be good to get familiar with the purchasing habits of people in this income group. It would give us insight on how to market the website.

Yearly gross income	Engaged: Definite users	%
0 - 10 000 €	30	22,73 %
10 001 - 20 000 €	32	24,24 %
20 001 - 30 000 €	39	29,55 %
30 001 - 40 000 €	23	17,42 %
40 001 - 50 000 €	4	3,03 %
50 000 - €	4	3,03 %
Grand Total	132	100 %

Table 18: Annual income, definite users

Yearly gross income	Engaged: Possible users	%
0 - 10 000 €	29	19,08 %
10 001 - 20 000 €	34	22,37 %
20 001 - 30 000 €	46	30,26 %
30 001 - 40 000 €	31	20,39 %
40 001 - 50 000 €	8	5,26 %
50 000 - €	4	2,63 %
Grand Total	152	100 %

Table 19: Annual income, possible users

The most dominant group when comparing our respondents' wedding budgets was definitely 5 000€ -9999€ with the response rates of 43.94 % with the definite users and 46.71 % with the possible users. There were about same response rates in all wedding busdget categories when we compare the target groups. So we can conclude that wedding budget is not a distinguishing characteristic between the target groups.

Wedding budget	Engaged: Definite users	%
Less than 1 000 €	3	2,27 %
1000 € - 4 999 €	38	28,79 %
5 000 € - 9 999 €	58	43,94 %
10 000 € - 14 999 €	27	20,45 %
Over 15 000 €	6	4,55 %
Grand Total	132	100 %

Table 20: Wedding budget, definite users

Wedding budget	Engaged: Possible users	%
Less than 1 000 €	3	1,97 %
1000 € - 4 999 €	44	28,95 %
5 000 € - 9 999 €	71	46,71 %
10 000 € - 14 999 €	30	19,74 %
Over 15 000 €	4	2,63 %
Grand Total	152	100 %

Table 21: Wedding budget, possible users

First question where we can notice significant differences between the target groups' responses is what resources they use to plan their wedding. The respondents were able to choose many options simultaneously. The most dominant resource in both groups is the Internet, where 98.48% of the definite users say they would definitely use the Internet and 92.11% of the possible users say they would definitely use the Internet. There is approximately a noticeable 6 percentage point difference between the groups. The percentage response rate for answering they would probably use Internet was higher in the possible users group. This could explain why some of our respondents in the possible users target group did not say would definitely use our new website, because they are not sure they will use the internet. The next dominant option in the definite users group is wedding magazines and with the possible users group references from family and friends. With this information we can say that excluding internet services, wedding magazines are our biggest competition but also a good place to advertise. More than 60% of the definite users target group marked wedding magazines to be definite resources (see tables 20 and 21 below).

Wedding planning resources	Definitely	%	Probably	%	Don t know	%	Probably not	%	Definitely not	%
Internet	130	98,48	2	5,35	0	0	0	0	0	0
Wedding magazines	80	60,61	38	31,1	6	4,55	5	3,79	3	1,58
References from family/friends	65	49,24	54	36,45	12	9,09	1	0,76	0	0
Wedding fairs	62	46,97	34	29,43	11	8,33	17	12,88	8	2,05
Wedding planner	2	1,52	1	0,33	4	3,03	32	24,24	93	4,61

Table 22: Wedding planning resources, definite users

Wedding planning resources	Definitely	%	Probably	%	Don t know	%	Probably not	%	Definitely not	%
Internet	140	92,11	11	7,24	0	0	1	0,66	0	0
References from family/friends	81	53,29	52	34,21	13	8,55	4	2,63	2	1,32
Wedding magazines	59	38,82	54	35,53	13	8,55	19	12,5	7	4,61
Wedding fairs	37	24,34	51	33,55	14	9,21	30	19,74	20	13,16
Wedding planner	0	0			4	2,63	29	19,08	119	78,29

Table 23: Wedding planning resources, possible users

Our next question excluded those respondents who answered that they would probably not or definitely not use Internet as a wedding planning resource. We asked the rest of the respondents what kind of Internet resources do they use? Respondents could choose many options with the same amount of use. With the definite users target group the most dominant option is domestic wedding websites with 66.67% response rate. This supports our business plan of creating PerfectDay but also indicates our biggest competitors are other domestic wedding websites. With the possible users group, only 52.62 % of respondents claim to use a lot domestic wedding websites and 37.50 % use some and 8.55 % use only little and 1,32% don’t use at all. This might be a reason why they are only possible users for PerfectDay. For further investigation, it might be interesting to find out why they don’t use domestic wedding websites so much and therefore would not definitely use PerfectDay and is there a way how to get them using domestic wedding websites. The second dominant option in both target groups is blogs and as third wedding forums. We don’t find blogs and forums as real competitors but rather as possibilities to market PerfectDay through them and also co-operate with blog writers to get content to our website.

Amount of use of internet resources	Use a lot	%	Use some	%	Use only little	%	Don't use	%
Domestic wedding websites	88	66,67	40	30,3	4	3,03	0	0
Blogs	77	58,33	34	25,76	16	12,12	5	3,79
Forums	63	47,73	43	32,58	24	18,18	2	1,52
Foreign wedding websites	25	18,94	66	50	32	24,24	9	6,82

Table 24: Amount of use of Internet resources, definite users

Amount of use of internet resources	Use a lot	%	Use some	%	Use only little	%	Don't use	%
Domestic wedding websites	80	52,63	57	37,5	13	8,55	2	1,32
Blogs	68	44,74	50	32,89	24	15,79	10	6,58
Forums	67	44,08	47	30,92	32	21,05	6	3,95
Foreign wedding websites	19	12,5	67	44,08	49	32,24	17	11,18

Table 25: Amount of use of Internet resources, possible users

From those who answered they use domestic wedding websites, we asked which domestic wedding websites they use the most. In both target groups the most popular or the most used website is www.naimisiin.info with over 50 % response rate in both groups (see tables 24 and 25 below). After visiting the website and screening the services it offers to consumers, we concluded that www.naimisiin.info is the most similar website compared to PerfectDay. We find this website to be our biggest competitor in the market and our aim is for PerfectDay to become as popular as or more popular than it. Some websites such as www.nowandforever.fi, www.haalahja.fi, www.pinterest.com, www.meidanhaat.fi, www.morsiuspari.fi, www.menaiset.fi/haat, and www.malisilla.fi were mentioned by our respondents that were missing from the list. So we are not able to say how big of competition these websites would be.

Amount of use of domestic wedding websites	Use a lot	%	Use some	%	Use only little	%	Don't use	%	*Cant say*
www.naimisiin.info	67	51,94	44	34,11	17	13,18	1	0,78	*13*
www.haat.fi	25	20,16	55	44,35	34	27,42	10	8,06	*8*
www.amoriini.com	11	9,48	41	35,34	41	35,34	23	19,83	*16*
www.haatjajuhlat.fi	10	9,01	32	28,83	40	36,04	29	26,13	*21*
www.naimakaupat.com	5	4,9	20	19,61	26	25,49	51	50	*30*
www.haamuistio.fi	5	4,9	15	14,71	25	24,51	57	55,88	*30*

Table 26: Amount of use of domestic websites, definite users

Amount of use of domestic wedding websites	Use a lot	%	Use some	%	Use only little	%	Don't use	%	*Cant say*
www.naimisiin.info	72	50,35	51	35,66	20	13,99	0	0	*7*
www.haat.fi	12	8,82	51	37,5	52	38,24	21	15,44	*14*
www.haatjajuhlat.fi	5	3,82	19	14,5	48	36,64	59	45,04	*19*
www.amoriini.com	4	2,94	40	29,41	61	44,85	31	22,79	*14*
www.naimakaupat.com	0	0	21	16,8	36	28,8	68	54,4	*25*
www.haamuistio.fi	0	0	10	8,13	34	27,64	79	64,23	*27*

Table 27: Amount of use of domestic websites, possible users

The tables below show the importance of the features on a wedding website according to our two main target groups. 77.27 % of definite users find inspiration photos the most important feature and the second most important feature is list of local service providers with 72.73 % response rate. This supports our business idea for PerfectDay and our revenue model. With the possible users the votes are spread more evenly within the options but they also think that inspiration photos and list of local service providers are the most important features on a wedding website.

Website feature imporatance	Very important	%	Important	%	Less important	%	Not important	%
Gallery of inspiration photos	102	77,27	26	19,7	4	3,03	0	0
Local service providers	96	72,73	33	25	2	1,52	1	0,76
Wedding planning tools	60	45,45	59	44,7	12	9,09	1	0,76
Offers from service providers	44	33,33	64	48,48	21	15,91	3	2,27
Wedding blogs	40	30,3	54	40,91	36	27,27	2	1,52
Wedding planners Q&A	38	28,79	69	52,27	23	17,42	2	1,52
Registering own profile	15	11,36	47	35,61	57	43,18	13	9,85

Table 28: Website features, definite users

Website feature imporatance	Very important	%	Important	%	Less important	%	Not important	%
Gallery of inspiration photos	99	65,13	47	30,92	5	3,29	1	0
Local service providers	79	51,97	61	40,13	12	7,89	0	0
Wedding planning tools	50	32,89	74	48,68	28	18,42	0	0
Wedding blogs	44	28,95	64	42,11	42	27,63	2	1,32
Offers from service providers	35	23,03	70	46,05	43	28,29	5	2,63
Wedding planners Q&A	25	16,45	75	49,34	48	31,58	4	2,63
Registering own profile	10	6,58	31	20,39	83	54,61	28	18,42

Table 29: Website features, possible users

4.4 Limitations of research

The sample size of the research could have been larger to get more accurate results and to get results concerning the whole of Finland. Now the respondents were mainly from less than 10 towns in Finland, so it doesn’t give a good representation of the whole country. Also concerning all results they would have been more accurate with a larger sample size.

It took us a long time to execute the research so the results are not any longer as relevant as they would have been in autumn 2013. We started the research in autumn 2013 and it is now spring 2014. In that time many of our competitors have enhanced their services and gained more market share and stabilized their business. PerfectDay would no longer be the only wedding website which offers e.g. a comprehensive list of local wedding service providers.

While finding theoretical knowledge of the wedding industry, we noticed that there was not a lot of up-to-date data or data at all. We had to use sources such as Wikipedia and Statistic Finland to find data to give grounds for this research. Our main source of information was internet and there were no literature resources available of the current wedding industry.

We also had some limitations in our research questionnaire. After conducting the questionnaire we found out some faults in a few questions, but luckily they weren’t such faults that would have altered results in any noteworthy way.

5 Conclusions and suggestions for future actions and research

5.1 Conclusions

The consumer research results support our business idea and our revenue model. 94.99 % of all respondents would definitely or possibly use PerfectDay when they are planning their wedding. As there were only 15 people or 5.02 % of all respondents who answered they would unlikely or definitely not use our new website, we decided to focus on our two main target groups “Possible users” and “Definite users”. We wanted to find out the demographic and wedding planning characteristics of these groups and if there were any differences. We also wanted to find out any reasons why possible users were not definite users.

According to our research main target group is the definite users, female, between the ages of 21-25, mostly live in Helsinki, Tampere, Espoo, Vantaa, Oulu and Turku and with the annual gross income of 20 001 –30 000 €. According to the research results their wedding planning behaviors are as follow; their wedding budget is 5000 – 9999€, they mostly use the Internet as a wedding planning resource where they mostly use domestic wedding websites. The features they are searching for and find important on a wedding website are inspiration photos and list of local wedding service providers.

Our secondary target group is the possible users which revealed similar demographic characteristic and wedding planning behaviors. Within the possible users there were many respondents from Jyväskylä and Lahti but very few from Turku. The only clear differences between the groups that could explain why possible users are not definite users: the possible users use a bit less the Internet in wedding planning than the definite users and also they use a bit less domestic wedding websites than the definite users.

Otherwise we could not find any indicators why the possible users are not definite users and therefore on the basis of this research we were not able to figure out how we could turn possible users into definite users.

We found out that our biggest competitors are other domestic wedding websites, www.naimisiin.fi in particular, and for marketing purposes we should definitely use wedding forums and blogs and try to co-operate with blog writers to create content on the website.

5.2 Suggestions for future actions and research

As future actions we should focus on investigating the B2B aspect for PerfectDay; we need to find out if there is any interest among wedding service companies to buy visibility on the website, what our target groups are, what kind of services they expect from the website and is the revenue model functional.

After the further research we can focus on creating a comprehensive business plan which includes for example: budgeting, risk analysis, pricing, marketing plan, analysis of the competition and a plan for website design.

6 Self-evaluation of the thesis and learning process

The thesis process has been a long and slow process, which has lowered the quality of the outcome of the work. The topic was very interesting, and when we started this in early 2012, there was not as much competition as in now 2014. The existing companies improved their services and web site outlooks during this time and created functions which would have been on PerfectDay.

Both of authors got fully employed with good working places after completing the obligatory courses, which have limited the time and efforts on the thesis.

The perspective gained though these full time jobs have improved the learning process. It has risen more realistic ideas for the actual business plan, rather than naïve assumptions what we had from school courses concerning new business establishment.

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Figures

Tables

Markkinatutkimus uudesta hääsuunnittelusivustosta

Hei, oletko kihloissa ja menossa naimisiin? Tai oletko jo naimisissa? Jos vastasit kyllä, niin alla oleva kysely liittyy sinuun!

Suunnittelemme uutta kaiken kattavaa ilmaista hääsuunnittelusivustoa, joka kokoaa kaikki Suomen hääpalvelutarjoajien yhteystiedot yhdelle sivustolle, esimerkiksi juhlapaikoista, hääpukuliikkeistä, valokuvaajista, cateringeista, ohjelmantarjoajista ym.

Sivusto tarjoaa myös tuhansia inspiraatiokuvia hääpuvuista, juhlakoristeluista ja kakuista antamaan ideoita häiden suunnitteluun. Modernit hääsuunnittelutyökalut ovat apuna toteutuksessa.

Sivustolle rekisteröityessä asiakas voi luoda oman profiilin, joka auttaa etsimään alueellisesti palveluntarjoajia, ja jonne voi tallentaa esim. mieluisia kuvia, lahjalistaa ym tai kirjoittaa vaikka omaa blogia! Rekisteröityminen on käyttäjälle maksutonta.

Kyselyyn vastaaminen vie vain muutaman minuutin.

Tutkimus toteutetaan Laurea Ammattikorkeakoulun opinnäytetyönä. Kyselyssä ei ole mainoksia.

1. Sukupuoli *

- ☐ Nainen
- ☐ Mies

2. Ikä? *

Ole hyvä ja valitse.

3. Asuinpaikkakunta? *

4. Vuositulosi (bruttona) *

- ○ Alle 10 000 €
- ○ 10 001 - 20 000 €
- ○ 20 001 - 30 000 €
- ○ 30 001 - 40 000 €
- ○ 40 001 - 50 000 €
- ○ yli 50 000 €

5. Siviilisääty? *

- ○ Kihloissa
- ○ Naimisissa

6. Milloin aiot mennä naimisiin? *

- ◯ 2 kuukauden sisällä
- ◯ Puolen vuoden sisällä
- ◯ Vuoden sisällä
- ◯ Kahden vuoden sisällä
- ◯ Myöhemmin

7. Kuinka kauan aiot käyttää aikaa häidesi suunnitteluun? *

- ◯ Alle 1 kk
- ◯ 1-3 kk
- ◯ 4-6 kk
- ◯ 7-12 kk
- ◯ Yli 12 kk
- ◯ Pidempi aika, mikä? __________

8. Miten aiot mennä naimisiin? *

- ◯ Kirkossa
- ◯ Maistraatissa
- ◯ Vihkiminen juhlapaikalla

9. Mikä on häidesi budjetti? *

- ◯ Alle 1 000 €
- ◯ 1000 € - 4 999 €
- ◯ 5 000 € - 9 999 €
- ◯ 10 000 € - 14 999 €
- ◯ Yli 15 000 €

10. Mitä käytät / aiot käyttää apunasi häiden suunnittelussa? *

	Käytän varmasti	Käytän todennäköisesti	EOS	En todennäköisesti käytä	En varmasti käytä
Hääsuunnittelija	◯	◯	◯	◯	◯
Hää-lehdet	◯	◯	◯	◯	◯
Häämessut	◯	◯	◯	◯	◯
Internet	◯	◯	◯	◯	◯
Läheisten suositukset	◯	◯	◯	◯	◯

11. Miten paljon käytät seuraavia vaihtoehtoja suunnittelussa? *

	Käytän paljon	Käytän jonkin verran	Käytän vähän	En käytä ollenkaan
Kotimaiset hääsivustot	◯	◯	◯	◯
Ulkomaiset hääsivustot	◯	◯	◯	◯
Keskusteluforumit	◯	◯	◯	◯
Blogit	◯	◯	◯	◯

12. Miten paljon käytät seuraavia sivustoja suunnittelussa? *

	Käytän paljon	Käytän jonkin verran	Käytän vähän	En käytä ollenkaan	EOS
www.haat.fi	○	○	○	○	○
www.naimisiin.info	○	○	○	○	○
www.amoriini.com	○	○	○	○	○
www.haatjajuhlat.fi	○	○	○	○	○
www.naimakaupat.com	○	○	○	○	○
www.haamuistio.fi	○	○	○	○	○

13. Jos edellisestä jäi puuttumaan jokin käyttämäsi sivu, voit kirjoittaa sen tähän.

14. Mitä etsit sivustoilta? Voit valita useita vaihtoehtoja. *

- ☐ Palveluntarjoajia
- ☐ Tarjouksia
- ☐ Ideoita (esim. kuvat)
- ☐ Tuotteita
- ☐ Kokemuksia muilta morsiamilta/sulhasilta
- ☐ Tunne-elämään liittyviä asioita
- ☐ Muu, mitä?

15. Käyttäisitkö hyödyksesi ilmaista sivustoamme? *

(Uusi kaiken kattava ilmainen hääpalvelusivusto, joka kokoaa kaikki Suomen hääpalvelutarjoajien yhteystiedot yhdelle sivustolle, esimerkiksi juhlapaikoista, hääpukuliikkeistä, valokuvaajista, cateringeista, ohjelmantarjoajista ym. Sivusto tarjoaa myös tuhansia inspiraatiokuvia hääpuvuista, juhlakoristeluista ja kakuista antamaan ideoita häiden suunnitteluun. Modernit hääsuunnittelutyökalut ovat apuna toteutuksessa. Sivustolle rekisteröityessä asiakas voi luoda oman profiilin, joka auttaa etsimään alueellisesti palveluntarjoajia, ja jonne voi tallentaa esim. mieluisia kuvia, lahjalistaa ym tai kirjoittaa vaikka omaa blogia! Rekisteröityminen on käyttäjälle maksutonta.)

- ○ Kyllä, ehdottomasti
- ○ Kyllä, mahdollisesti
- ○ En todennäköisesti
- ○ En varmasti

16. Miten tärkeäksi koet uuden hääsuunnittelusivuston ominaisuudet? *

	Erittäin tärkeä	Tärkeä	Vähemmän tärkeä	Ei ollenkaan tärkeä
Galleria ja inspiraatiokuvat	○	○	○	○
Alueellinen yhteystietoluettelo eri palveluntarjoajista	○	○	○	○
Hääsuunnittelutyökalut	○	○	○	○
Hääblogit	○	○	○	○
Hääsuunnittelijan vastausosio	○	○	○	○
Tarjousosio	○	○	○	○
Oman profiilin luominen	○	○	○	○

17. Mitä toivoisit löytyvän sivustolta, mitä emme vielä maininneet?

Palaute

Kysely on suoritettu loppuun! Kiitos osallistumisestasi!

Voit nyt sulkea ikkunan.