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Market Entry Strategy for Arctic Jewellery: A Marketing Research Study of Turku's Jewelry Market



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Market Entry Strategy for Arctic Jewellery: A Marketing Research Study of Turku's Jewelry Market

Arctic Jewellery is a small-sized jewelry retailer based in Sweden. The company plans to enter the Finnish jewelry market, starting with its initial expansion into the city of Turku. This research examines how Arctic Jewellery can differentiate itself in Turku's jewelry market through marketing strategies aligned with economic constraints and cultural values as well as customer profiling for Turku Jewelry market. This research aims to provide Arctic Jewellery Company with a comprehensive understanding of the Turku jewelry market while gaining customer insights.

The research design employs multiple analytical perspectives, including the examination of consumer preferences, analyzing the competitive environment, and evaluating trends in sustainability. Data was gathered through a combination of consumer surveys and direct market observation with secondary analysis of competitor approaches.

Arctic Jewellery can optimize Turku market entry through Nordic-sustainable design combining with transparent pricing models targeting both demographic segments. A robust Instagram-driven digital marketing strategy focusing on premium visuals and artisan narratives, synthesis with regional partnerships, strengthens market presence. By aligning with Finnish cultural values and sustainability priorities within target segments, Arctic Jewellery establishes clear differentiation from mass-market competitors, enhancing loyalty through personalized, nature-Inspired offerings.

Content

List of abbreviations (or) symbols	6
1 Introduction	7
1.1 Background and motivation	7
1.2 Description of Camilla Mustikka Company	8
1.3 Research objectives and research questions	8
1.4 Structure of the thesis work	9
2 Literature review	10
2.1.1 Jewelry Stores Marketing Strategies	10
2.1.2 Branding, Customer Relationships, and Local Identity	11
2.1.3 Importance of Customer Relationships	12
2.1.4 Economic Factors Influencing on retail marketing	13
2.1.5 Impact of Pricing and Consumer Behavior	14
2.1.5.1 Strategic Role of Pricing	14
2.1.5.2 Consumer Behavior and Buying	16
2.2 General Marketing Approaches for Small and Independent Jewelry Stores	18
2.2.1 Leveraging Digital Tools While Maintaining Personalized Customer Interactions	18
2.2.2 Developing Authentic Local Narratives	19
2.2.3 Building Deep Community Connections	19
3 Methodology	21
3.1 Research Philosophy	21
3.2 Data Collection	21
3.3 Quantitative Data: Consumer Survey	22
3.4 Qualitative Data Analysis	22
3.5 Quantitative Data Analysis	23
3.6 Limitations of the Study	23
4 Analysis of data collections	24

4.1 Thematic Analysis of Qualitative Data	24
4.1.1 Market Structure and Competitive Positioning	24
4.1.2 Customer Preferences and Segmentation Patterns	26
4.1.3 Marketing Strategies and Channel Effectiveness	27
4.2 Quantitative Analysis of Consumer Survey	28
4.2.1 Product Preferences and Value Priorities	32
4.2.2 Digital Engagement and Technology Adoption	33
4.3 Differentiation Strategy Development	34
4.4 Customer Profile Definition	34
5 Conclusion and Discussion	36
5.1 Conclusion	36
5.2 Practical Implications	37
5.3 Recommendations for Future Research	38
References	39

Appendices

Appendix 1. Interview questions for Ms Camilla Mustikka, the owner of Arctic Jewellery.

Appendix 2. Interview Questions for the staff of Kultajousi and Ur&Penn

Appendix 3. Survey on Consumer Behavior and Buying Patterns

Figures

Figure 1. Gender distribution of respondents (Nguyen).	29
Figure 2. Age distribution of respondents (Nguyen).	30
Figure 3. Monthly income ditrubution of respondents (Nguyen).	30
Figure 4. Spending analysis on jewelry of respondents (Nguyen).	31

Tables

Table 1. Jewelry and Accessory Stores in Turku (Nguyen).	25
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List of abbreviations (or) symbols

Abbreviation	Explanation of abbreviation (Source)
CRM	customer relationship management
SME	Small and Medium-sized Enterprise
VTOs	Virtual Try-Ons

1 Introduction

The motivation and background of the research are presented in this chapter. Further, case company profile is described. Moreover, research objectives and research questions are discussed. Additionally, the structure of the thesis is provided in this chapter.

1.1 Background and motivation

The general research focuses on marketing management. Particularly, the research focuses on the concepts marketing research. The research is commissioned by a Swedish company which is operating in the business of jewelry. The name of the company is Arctic Jewellery. The company has a plan to expand its business to the Finland jewelry market which is a new market for the company with many competitors and special characteristics. It is essential for the case company to understand the marketplace and potential customers. Market research was conducted to collect relevant information. Since relevant information reduces risks and increases power for marketing strategies (Smith and Zook 2011, p. 138). Therefore, profound literature and practical factors are considered carefully in this thesis, especially for the new market of the company. Practical information about the market such as level of competition as well as customer references of the Turku jewelry market are collected.

The research was carried out according to an inquiry of the owner of the case company. Ms. Camilla Mustikka is a friend of mine. We met each other in Nordpraktik Projects which has partners from Finland, Norway and Sweden. Nordpraktik Projects aims to initiate and support cross-border business of small and medium size companies on the North Calotte which is a region concerning several northern provinces of Norway, Sweden and Finland. Therefore, research is proceeded to assist case company in its process of internationalization. It is a good chance for me to apply my academic knowledge

in practical situations in order to help a company to develop the company's business. Moreover, this opportunity will be beneficial for my future career.

1.2 Description of Camilla Mustikka Company

Arctic Jewellery is a Swedish jewelry company. The founder of this company is Ms. Camilla Mustikka who graduated from Luleå University of Technology in the Programme of Gem Stone Engineering and Design. Ms. Camilla Mustikka takes advance in the career of a goldsmith and jewelry designer. She established this company in 2010. The company mainly sells products through social media such as, web pages, Facebook, Instagram and resellers' channel. Products of the company are mainly designed in nature-born styles which are taken inspiration from the nature for instance, Blueberry, Mountain Aven.

The company is a small sized company with one designer who is also the owner of the company. The company is located in Kiruna, Sweden. The company has a small production office where customers can come to discuss jewelry they would like to design. Ms. Camilla Mustikka has a plan to extend her business to Finland jewelry market particularly Turku area. Website of the company can be accessed at: <https://arcticdesignhouse.se/collections/arctic-jewellery-by-camilla-mustikka>

1.3 Research objectives and research questions

The first objective of the research is to provide Arctic Jewellery Company general understanding of Turku jewelry market. Another objective of this thesis research is to gain insight information on customer decision process for a Jewellery product. As a result, a set of recommendations will be proposed to Arctic Jewellery Company to assist company's marketing strategy decision to enter current jewelry market in Turku.

The two main research questions are formulated in this thesis work to fulfill objectives of the research which are described above. The research questions addressed are as follows:

1. How can Arctic Jewellery differentiate itself in Turku's jewelry market through marketing strategies aligned with economic constraints and cultural values?
2. What is customer profiling of Jewelry market in Turku for the case company?

1.4 Structure of the thesis work

The thesis is divided into five chapters. The first chapter is Introduction. The second proposes the theoretical foundation of marketing research. Chapter 3 discusses research methodology and some limitations of this research. Chapter 4 discusses applied and practical marketing strategies for the case company, which includes the overview of the case company, the analysis of the current situation of the marketing environment of the jewellery market in Finland particularly in Turku area and the theoretical foundation presented previously. Finally, Chapter 5 provides the discussions, conclusions of the research, and the suggestions for further studies.

2 Literature review

This section explores the literature to establish theoretical framework for this research. The general research area of this research is marketing management. According to Kotler and Armstrong (2011, p. 5), marketing is more than selling and advertising. Marketing is an ongoing process that a business tries to figure out what customers need and want, then creates products or services that offer value to them. At the same time, the business works to build strong and positive relationships with customers. By doing this, the business also gains benefits in return, such as customer loyalty, repeat purchases, and profits. This social and managerial process requires profound understanding of the marketplace as well as customer needs which is employed from effective market research. Jovanov and Stojanovski (2012) emphasize that for small firms to survive and progress, they must recognize the importance of marketing knowledge and effective business planning.

The Arctic Jewellery is a small size jewelry company based in Sweden. The company plans to enter the Finnish jewelry market, specifically in Turku. Kotler and Keller (2016) point out that small enterprises often operate with limited financial and operational resources which require more strategic and cost-efficient marketing approaches.

2.1.1 Jewelry Stores Marketing Strategies

Marketing strategies are quite different for large and small businesses because they have different amounts of resources, market orientation, and methods of connecting with customers. According to Macedoni et al (2020), in retail markets, large companies exploit their greater resources to reach many different consumer segments, including both broad and specific groups. In contrast, small companies usually serve fewer types of customers and often focus on the biggest groups to get the most benefit.

The jewelry retail sector comprises both small independent retailers and large corporate chains, each having distinct marketing strategies shaped by differences in financial resources, operational scale, and consumer expectations. Kotler and Keller (2016) explain how big companies use widespread ads and large-scale production to reach more people and lower costs. On the other hand, they highlight that smaller businesses often focus on building strong customer relationships through personalized service and local branding to build customer loyalty.

2.1.2 Branding, Customer Relationships, and Local Identity

Branding enables small jewelry retailers to establish a distinct identity that enhances consumer trust and loyalty. Small businesses often highlight values like authenticity, quality craftsmanship, and sustainability. Those traits appeal to consumers who prioritize purposeful and value-driven purchases. Kapferer (2012) believes that brands are not only just identifiers or marketing tools but also but strategic platforms for the firms to express values, culture, and personality. He emphasizes that when a brand's identity is authentic and consistently reinforced, it helps cultivate consumer trust and fosters enduring emotional connections.

In addition, Heding et al (2016) discuss the concept of identity congruence which is the alignment between brand and consumer identity. Their research shows that customers stay more loyal to brands that match their personal identity and values. When customers feel a brand truly understands them or represents who they are in terms of lifestyles and beliefs, they connect with it more strongly.

Furthermore, Local identity is a powerful branding tool for independent jewelry stores to build a distinctive brand that resonates with local consumers in a competitive market. Delovieres et al (2025) point out that local brands act as cultural representatives, cultivating consumer loyalty through emotional alignment with local values. In addition, Morhart et al (2015, p202-203)

suggest that when a brand expresses authenticity through maintaining cultural traditions and fostering community relevance, it helps to build stronger loyalty and trust with customer, particularly for smaller brands with direct consumer interactions. Independent jewelry retailers in Turku can differentiate themselves by incorporating elements of region's maritime heritage, historical legacy, and minimalist Nordic aesthetics. Also, it is recommended for a retailer operating in Turku to emphasize the value of handcrafted, locally inspired jewelry which fosters emotional bonds through authentic local expression.

2.1.3 Importance of Customer Relationships

Customer relationships play an important role in the success of independent retailers, particularly within the jewelry sector, where personalized engagement and trust significantly influence purchasing decisions (Martinelli, 2019).

Dewalska (2019) explores how small retail enterprises implement customer relationship management (CRM) strategies. The research emphasizes that direct engagement, loyalty rewards, and community trust enhance emotional connections with buyers.

Personalized services including custom designs, individualized engravings, and private consultations cultivate customer trust and encouraging repeat business. Ball et al (2006) present that personalization improves service satisfaction and trust, as a result contributes to increased customer loyalty.

Research shows loyalty programs are highly effective for small retailers to improve customer retention. Kaur (2024) presents that personalized rewards such as birthday discounts, product customization help to increase retention by 34% in the context of small jewelry retailers. In addition, tiered benefits for example silver, gold, platinum tiers improve 22% higher emotional connection with the brand. A research by Dewalka (2019) also points out that loyalty programs with tiered rewards create a 27-30% increase in purchase repetition compared to standard discount-only programs.

2.1.4 Economic Factors Influencing on retail marketing

According Mitzner (2023), Finland has experienced a significant drop in consumer spending, particularly in online shopping. Online sales decreased by 24% in the second quarter of 2022, showing the financial pressure on Finnish households. This decline is mostly due to money problems, rather than a shift towards more sustainability choices. Consequently, retailers have changed their marketing strategies from promoting expensive products to focusing on affordable and practical options. Their campaigns now highlight saving money, selling durable products, and offering second-hand items to attract cost-conscious consumers.

The Finnish Commerce Federation also points out these challenges. In a report of February 2024, they warn that the growth of the retail sector is at risk because of lower consumer spending and higher costs for businesses (Finnish Commerce Federation, 2024). As a result, companies have had to adopt simpler and enhancing marketing strategies which are focusing on building customer loyalty, offering more discounts, and improving digital marketing to reach price-sensitive customers more effectively.

In addition, a report from Finland's Ministry of Economic Affairs and Employment (TEM) highlights the structural transformation of the retail sector. There is significant growth in online shopping. There are changes in available workers. There are differences in regions. Those aspects are encouraging retail businesses to improve their marketing strategies by using data, automation and different platforms to understand the changing needs of Finnish consumers (Ministry of Economic Affairs and Employment, 2022).

In term of differences in regions, Regional Socio-Economic Disparities in Finland states that different parts of Finland are becoming more unequal (Fina et al, 2021). Even though Finland is known for social equity and a good social system, the study shows big differences between regions in terms of employment, education, economic performance, and access to essential public services. Retailers may effectively target younger consumer segments by

offering trend-oriented products and employing digitally driven marketing strategies modified to their preferences and behaviors.

Turku along with Helsinki metropolitan regions and Tampere is part of prospering urban regions which have high employment rates, strong economic performance, and good roads and services (Fina et al., 2021). Besides, Turku has strong historical and cultural ties with Sweden. Turku is a good choice for Swedish company to enter Finnish market.

In summary, the prevailing economic landscape in Finland has a profound impact on retail marketing in Finland. As consumer purchasing power has diminished, retailers are increasingly focusing on offering more affordable pricing and utilizing advanced digital tools to enhance customer engagement. It is crucial for the retailers to adjust their marketing approaches in order to maintain relevance and competitiveness within the market.

2.1.5 Impact of Pricing and Consumer Behavior

This review synthesizes academic literature and regional insights to examine how pricing and consumer behavior influence marketing decisions in Turku's independent jewelry sector. The subsequent paragraph provides a detailed explanations

2.1.5.1 Strategic Role of Pricing

For independent jewelers in Turku, pricing functions as a fundamental component of market strategy which is shaping brand identity, communicating value propositions, and carving out a distinct position within a highly segmented retail environment.

According to Kotler and Keller (2016 pp.412-413), small retailers must carefully balance three pricing considerations: cost recovery, perceived value enhancement, and brand equity preservation. This equilibrium proves

particularly vital when competing against both e-commerce platforms and established chains that benefit from economies of scale. In the market place where large-scale competitors often drive prices down, adopting competitive pricing can serve as an effective means of remaining accessible to more budget-conscious consumers (Kotler and Keller, 2016). In Turku's competitive landscape, students or young professionals can be target groups for price sensitivity consumer.

Another pricing approach relevant in Turku is penetration pricing, especially during peak tourist seasons or cultural events. This strategy aims to attract new customers by offering lower prices to encourage trial purchases. However, Quelch and Jocz (2009) caution that while such tactical pricing can generate short-term sales volume, its prolonged application risks damaging brand equity through diminished consumer perceptions of product quality, an especially important consideration in Finland, where appreciation for artisanal quality and genuine materials remains high.

Transparency in pricing is also crucial, particularly when consumers are concerned with ethical sourcing and sustainability. Homburg et al (2017) point out that transparent pricing communication significantly strengthens customer loyalty, particularly for emotionally driven purchases like jewelry. Recent research into Nordic consumer behavior reveals a strong preference for detailed pricing disclosures, particularly for products marketed as sustainable. A comprehensive research on purchasing patterns across Nordic countries (Denmark, Finland, Norway, Sweden) reveals that nearly three-quarters of consumers (73%) demonstrate greater purchase intent when brands provide complete cost breakdowns for environmentally and ethically produced goods (Hansen and Sørensen 2021). This research also points out that Finnish consumers prioritize ethical production information second compared to base price when making buying decisions.

Another effective approach is premium pricing, which provides a tactical approach aimed at attracting affluent residents and tourists who place a high value on cultural authenticity and sustainability. This pricing strategy leverages

consumers' willingness to pay a premium for products or services that align with their values, whether rooted in artisanal heritage, ethical production, or environmental responsibility. Focusing on exclusivity and high quality enables businesses to stand out in competitive markets while appealing to discerning demographics seeking both symbolic and experiential value. Kotler and Keller (2016) explain that premium pricing is a way for companies to show that their products are exclusive and high quality. This works effectively when reinforced by persuasive brand storytelling and well-crafted narratives. It is often used by luxury brands, where higher prices are accepted because the brand has a strong image and connects with customers emotionally. This approach attracts consumers who desire distinctive and authentic brand experiences. However, in today economy as Finnish households is under financial pressure (Dennis Mitzner, 2023), this tactic should be considered carefully.

2.1.5.2 Consumer Behavior and Buying

Steenkamp and de Jong (2010, pp. 22-23) observe that Finnish consumers tend to value functionality, durability, and quality which align with the region's cultural emphasis on minimalism and practical design. The design philosophy emphasizes the creation of products that achieve not only aesthetic appeal but also durability and practicality (Fiell & Fiell, 2012). Furthermore, Finnish people exhibit a strong appreciation for the beauty of design in harmony with the love for nature (Alma , 2022)

Another important trend driving consumer behavior in Turku is the increasing preference for sustainable products, which reflects Finland's broader dedication to environmental responsibility. Consumers increasingly seek jewelry made from recycled metals, ethically sourced gemstones, or lab-grown alternatives. Recent research by Advertising Finland (2024) reveals significant shifts in Finnish consumer behavior, with 69% of respondents actively considering the environmental impact of purchases. The study further notes that 63% of Finnish consumers have become more environmentally conscious in their buying habits

compared to previous years, indicating growing demand for sustainable products in the market. Similarly, Hansen and Sørensen (2021, p. 432) highlight the importance Finnish consumers place on ethical production practices, reinforcing the market's preference for responsible consumption.

Additionally, authenticity plays a key role in shaping jewelry preferences in Turku, where buyers are often attracted to designs that reflect cultural heritage or carry historical meaning. Designs inspired by local maritime heritage or Finnish folklore resonate strongly with both residents and tourists. According to Morhart et al. (2015) suggest that when consumers perceive a brand as authentic, it can significantly enhance their loyalty, particularly in high-involvement product categories such as jewelry.

Retailers who emphasize traditional techniques, transparent sourcing, or storytelling grounded in local identity are more likely to build strong relationships with consumers who prioritize ethical and meaningful purchases. Together, values such as minimalism, environmental responsibility, and authenticity shape the expectations of jewelry buyers in Turku and influence how the local industry responds to demand. Collectively, these cultural drivers such as simplicity, sustainability, and authenticity shape the expectations of jewelry buyers in Turku and influence how the local industry responds to demand.

In addition, the process of buying jewelry products is increasingly influenced by digital platforms. As Chaffey and Ellis-Chadwick (2022, pp. 182-187) highlight consumers utilize the internet for preliminary product research, comprehensive comparisons, and final decision-making. The statistics show that 62% of consumers buy jewelry online while 70% of shoppers research jewelry online before making a purchase according to a report by Bates (2023). This behavior highlights the critical need for businesses to maintain a strong and strategically managed online presence in order to effectively influence buyer preferences and purchasing outcomes.

2.2 General Marketing Approaches for Small and Independent Jewelry Stores

In the case of Turku's independent jewelry stores, primary strategies should be considered: leveraging digital tools while maintaining personalized customer interactions, developing authentic local narratives, and building deep community connections. The following paragraphs will explain how these strategies can contribute to competitive advantages for Arctic Jewellery in this context.

2.2.1 Leveraging Digital Tools While Maintaining Personalized Customer Interactions

According to Green (2023), digital transformation is changing the retail landscape by integrating internet technologies. This integration is affecting business operations and improving customer interactions. Digital platforms also help to attract technologically proficient consumers such as younger demographics, students and professionals in various sectors in Turku. As shown by TechCampus Turku (2022), there are 40000 students among Institutions of higher education in Turku, comprising around 20% of the city's population.

According to Yadav (2023, p. 112), virtual try-on technologies are powerful tools for retailers to sell their products. Virtual Try-Ons (VTOs) are innovative digital technologies that allow consumers to digitally visualize products in a personalized, interactive manner before making a purchase. Yadav (2023) also point out that VTOs help to reduce product returns which highly affect profitability of retailers. The use of VTOs also improves various sales metrics such as higher order values and increased number of items per order. The company can consider adopting affordable augmented reality tools to enhance online shopping experiences.

In addition, Instagram and live streaming as powerful tools for personalized engagement. Live commerce, which involves promoting and selling products through live streaming, has experienced rapid expansion (Washington Post,

2024). Platforms such as Instagram Live enable brands to deliver interactive shopping experiences, giving viewers the ability to buy items directly during the broadcast. Emes (2025) highlights the success of live streaming in driving sales. This also helps to foster engagement, build trust, and boost brand visibility.

2.2.2 Developing Authentic Local Narratives

Morhart et al. (2015, p 202-203) emphasize that authenticity is an important factor in consumer behavior, particularly for small and independent retailers. In the context of independent jewelry stores this principle implies that focusing on local craftsmanship, cultural traditions, and the story behind each piece can help make the brand stand out and create deeper emotional engagement with customers. Developing genuine local stories that draw on Turku archipelago, use of Baltic amber, as well as minimalist Nordic design is a good strategy for Arctic Jewellery to establish brand credibility and stand out in a competitive market.

According to Sreejesh et al. (2024), platforms like Instagram support authentic digital storytelling by enabling the sharing of personal, visually rich content. Tools such as Stories, Reels, and spontaneous posts enhance a sense of real-time connection, making content feel more genuine and less manufactured compared to traditional media. Digital storytelling about ethical transparent sourcing appeals to Finland's cautious consumers.

2.2.3 Building Deep Community Connections

Building community connections is an important marketing strategy for Arctic Jewellery to establish brand loyalty and trust in Turku's competitive jewelry market. Community engagement enhances consumer relationships by aligning brand values with local identity. According to Delovieres et al. (2025), small businesses can strengthen customer loyalty by emphasizing community

involvement. Partnering with local artisans or engaging in regional cultural events can help establish deeper trust with their customers (pp. 4–5). Different from large retail chains leveraging economies of scale, small businesses like Arctic Jewellery can concentrate on personalized, community-focused initiatives to differentiate themselves in a market

Turku is a dynamic city with many local activities, especially in the summers. Those events offer the case company to get involved such as sponsoring student events or charity initiatives. Arctic Jewellery can implement community-based rewards, such as discounts for event participants, to enhance retention. In addition, case company can collaborate with local institutions, such as University of Turku, Åbo Akademi Universit, Turun AMK, etc since 20% of population in Turku is student from higher education institutions (TechCampus Turku, 2022). Practical applications include hosting community-driven events helps to show company's brand align with Finnish sustainability values.

According to the Council of Europe's Intercultural Cities profile on Turku, approximately 5–6% of the city's population speaks Swedish as their first language (Council of Europe, 2021). Bilingual engagement contributes to community connections in Turku. Arctic Jewellery could organize bilingual jewelry-making workshops featuring sustainable materials (e.g., recycled metals, Baltic amber), appealing to environmentally conscious consumers. In addition, Arctic Jewellery can develop bilingual websites with cost breakdowns, ethical sourcing details, and artisan stories, aligning with Finnish trust values.

Developing deep community connections enables Arctic Jewellery to enhance trust and loyalty in Turku through local partnerships, sustainable events, and bilingual engagement. By integrating with Finnish values and leveraging its Swedish heritage, the company can differentiate itself from e-commerce and chain competitors. Implementation includes collaboration with Turku's design community, targeted student and tourist events, and loyalty programs, supported by digital amplification. Primary research, such as surveys with local consumers and interviews with resellers, will validate these initiatives' effectiveness, contribute to Arctic Jewellery's success.

3 Methodology

3.1 Research Philosophy

This research employed a mixed-methods approach that integrates both qualitative and quantitative techniques (Creswell and Plano Clark, 2018). This provide a comprehensive understanding of the competitive landscape, consumer preferences, and cultural dynamics in. This chapter details the research philosophy, design, data collection methods, sampling, data analysis, ethical considerations, and limitations, ensuring transparency and replicability.

The study adopts a pragmatic research philosophy, which emphasizes practical solutions and integrates multiple perspectives to address real-world problems (Saunders et al., 2019). Pragmatism is suitable for this research, as it allows flexibility in combining qualitative insights (e.g., staff perceptions of Turku jewelry market) with quantitative data (e.g., consumer purchasing behavior) to contribute to Arctic Jewellery's market entry. This philosophy aligns with the need to balance economic constraints and cultural values.

3.2 Data Collection

Primary data was gathered through semi-structured interviews with the owner of Arctic Jewellery and staff members from local jewelry stores, alongside a quantitative consumer survey.

Qualitative Data: the interview with the owner of case company and the interviews the the staffs of local stores.

Participants: a semi-structured interview with the owner of case company, two semi-structured interviews were conducted with staff members from jewelry stores in Turku. This sample included representatives from chain retailers Kultajousi and Ur&Penn.

Method: Semi-structured interviews allowed for flexibility, enabling the interviewer to delve deeper into emerging themes while ensuring coverage of key topics (Galletta, 2013). The questionnaire covered various aspects, including store operations, competitive landscape, customer profiles, pricing strategies, marketing and promotion, cultural identity, sustainability practices, and prevailing challenges and opportunities in the market.

3.3 Quantitative Data: Consumer Survey

A survey was gathered from 50 residents of Turku. This survey was conducted in Turku main library on 12.05.2025 and in a local church party meeting on 22.05.2025. The survey was conducted using paper questionnaires available in both English and Finnish versions, allowing participants to complete the form in their preferred language. Participants were randomly selected and represented a diverse demographic, including various genders and professions. Out of 100 distributed paper questionnaires, a total of 50 completed responses were successfully collected. In addition, an online survey was created via Google Form, resulting in the collection of seven additional responses. The online survey was sent among friends and colleagues of the researcher. The online form was in English however, it can be translated to Finnish using Google Translate.

Questions covered a range of topics, including buying behavior (frequency, price range, online vs. in-store preferences), material preferences, importance of sustainability, local identity, media consumption habits, and preferred retailers.

3.4 Qualitative Data Analysis

The interview data were examined using thematic analysis, following Braun and Clarke's (2006) six-phase method. This approach helped identify common ideas and patterns in responses. The process began with reading the transcripts multiple times to become familiar with the data. Key points were highlighted and

grouped into broader themes. These were then reviewed to ensure they accurately reflected the data. This method provided valuable insights into store operations, marketing strategies, customer behavior, and cultural influences, adding depth to the study's findings.

3.5 Quantitative Data Analysis

Statistical analysis was performed on the consumer survey data. Descriptive statistics were primarily used to summarize and describe the characteristics of the sample and the key variables (Healey, 2014). In this study, the key variables included purchasing frequency, preferred price ranges, material preferences, and media consumption habits.

3.6 Limitations of the Study

The research acknowledges several methodological limitations that may affect the generalizability and comprehensive application of findings.

Sample size constraints represent the primary limitation, as the consumer survey encompassed 50 respondents, while interviews included only two industry professionals rather than the broader range initially envisioned. These sample limitations may affect the statistical reliability of findings when extrapolated to Turku's total population of approximately 195,137-206,000 residents.

Seasonal bias presents another significant limitation, as data collection occurred during summer 2025 when tourist presence may have influenced survey responses. Kultajousi staff indicated that approximately 5% of their customer base consists of tourists during summer months, potentially skewing preference patterns and purchase patterns data. Year-round data collection would provide more representative insights into local consumer behavior patterns.

4 Analysis of data collections

This chapter presents a comprehensive analysis of data collected through semi-structured interviews with jewelry store staffs and the owner of Arctic Jewellery, a consumer survey to present Arctic Jewellery's effective market. The analytical framework is designed to systematically address two fundamental research questions that guide this investigation.

4.1 Thematic Analysis of Qualitative Data

The qualitative data analysis employed thematic analysis methodology as established by Braun and Clarke (2006) to systematically examine interview transcripts from multiple sources, including a staff member from Kultajousi, a staff member from Ur&Penn's, and comprehensive discussions with Camilla Mustikka, the owner of Arctic Jewellery. Through this analytical process, four key findings came out that give important information about the market and business opportunities.

4.1.1 Market Structure and Competitive Positioning

In Turku region, the market consists of 6 chain stores and 7 independent retailers, totaling 13 primary jewelry stores that have physical locations. The information is confirmed by physical visits of the researcher as well as brief interviews with the staff of the store. This suggests a diverse market capable of catering to varied consumer segments. Chain stores attract shoppers seeking convenience and brand recognition, typically located in high-traffic retail hubs. while independents differentiate through artisanal quality, craftsmanship, personalization, and specialized services. Prominent shopping centers, particularly hansakortteli and Skanssi, function as key retail nodes for chain jewelry retailers, enabling them to capitalize on substantial pedestrian traffic and the benefits of co-location with other high-profile retail outlets.

STORE NAME	TYPE	OFFERING
Kultajousi (Skanssi,Hansakortteli, Mylly)	Chain	Jewelry, watches, silverware, gift items
Timanttiset (Hansakortteli, Mylly)	Chain	Jewelry, watches, accessories (e.g., Swarovski)
Glitter (Hansakortteli, Mylly)	Chain	Fashion accessories, including jewelry
Ur & Penn (Hansakortteli)	Chain	Jewelry, accessories
BYPIAS (Yliopistonkatu 25)	Chain	Fashion, including necklaces, earrings, bracelets, rings
Laatukoru	Chain	Jewelry, watches, precious metals
AITO Kultasepänerverstas	Independent/Goldsmith	Custom-made jewelry, repairs, traditional goldsmithing
KORU-LINNEA	Independent/Goldsmith	Jewelry, goldsmith services, repairs
Kultaseppä Hovikulta Oy	Independent/Goldsmith	Custom work, jewelry
Aarikka Oy	Independent	Fashion accessories, including jewelry
Silkkivi Tmi	Independent	Jewelry store
Nikkotakko	Independent/Goldsmith	Custom work, jewelry

Table 1. Jewelry and Accessory Stores in Turku (Nguyen).

Conversely, independent jewelers are often compelled to pursue alternative locational strategies, such as establishing a presence on high streets or operating through specialized workshops. To remain competitive, these independent entities typically emphasize differentiation through custom-designed products and unique product lines, which serve to attract niche consumers.

According to The Kultajousi staff member , there is fundamental tension between chain store dominance and emerging opportunities for niche market segment within Turku's jewelry retail landscape. He also emphasized the company's competitive strength derived from its position as a trusted national chain retailer. He explained that the brand's success comes from offering reliable quality and being a well-known brand that customers trust and recognize. The Ur&Penn staff highlighted affordability as a primary competitive

advantage, particularly through deliberate promotional activities such as 20% student discounts and a wide range of products designed to appeal to 13 chain retail outlets within the Turku market area.

However, the analysis also identified a significant market gap in cultural specificity and personalized design offerings. Both major chain retailers demonstrate a focus on mass-market design approaches that lack distinctive cultural characteristics or localized appeal. This situation creates a significant opportunity for Arctic Jewellery's nature-inspired, handcrafted approach.

The market saturation perception presents both challenges and opportunities for new entrants. The Kultajousi staff member described Turku's retail environment as characterized by "high pressure" competition with numerous established brands competing for market share. Nevertheless, he acknowledged specific opportunities for new retailers to enter the market, particularly for a Swedish brand featuring nature-inspired designs that align with Turku's culturally diverse consumer base and its appreciation for Scandinavian aesthetic values.

These findings suggest that Arctic Jewellery can achieve effective differentiation by focusing on authenticity and craftsmanship rather than engaging in price-based competition with established chain retailers, leveraging its independent retailer proprietorship business model to provide flexibility in targeting niche market segments, particularly sustainability-focused consumers who seek personalized and environmentally conscious jewelry options.

4.1.2 Customer Preferences and Segmentation Patterns

The qualitative analysis identified distinct customer segments with varying preferences, consumption behaviors, and value priorities that provide essential insights for market targeting. The Kultajousi staff identified students account for approximately 20% of the customer base, generally spending under €50 per transaction, while young professionals comprise 30% and typically spend between €100 and €200. Tourists represent a smaller segment, around 5%,

with average spending ranging from €50 to €100. Each group exhibits distinct value priorities: students tend to focus on design and visual appeal, professionals emphasize product quality and longevity, and tourists are primarily interested in items that reflect local culture and regional authenticity.

The Ur&Penn staff member pointed out that household families aged 35-54 accounting for 25% of their customers with spending ranges between €100 and €300, while reinforcing the observation of price sensitivity among student consumers. Meanwhile, Arctic Jewellery's current customer profile reveals a strong concentration of female buyers aged 30-65 who show marked preference for customized, nature-themed jewelry, particularly wedding bands and other specialty items. This demographic alignment suggests strong compatibility with both Turku's professional consumer segment and its mature adult market of shoppers aged 45 and older.

Design trend analysis points out strong consumer preference for minimalist aesthetics and custom design options, as reported by Kultajousi staff, which aligns effectively with Arctic Jewellery's handcrafted design philosophy and production approach.

4.1.3 Marketing Strategies and Channel Effectiveness

The analysis of marketing strategies employed by current jewelry chains reveals diverse approaches with varying effectiveness across different customer segments and marketing objectives. Kultajousi's marketing primarily leverages high-traffic shopping center locations to enhance brand visibility and consumer engagement, active participation in local events such as Skanssi's pink Day, and leveraging established brand reputation to maintain customer loyalty. However, the company displays limited engagement with social media marketing channels, which may represent a missed opportunity for reaching younger demographic segments.

The Ur&Penn marketing approach emphasizes digital engagement, particularly through Instagram marketing with an established following of 20,000

users and consistent content publication frequency of 2 to 3 posts per week. This strategy includes targeted promotional activities designed specifically for student consumers.

E-commerce integration presents both opportunities and challenges within the current market landscape. Kultajousi staff considered e-commerce as an "important complement" to physical retail operations while warning higher return rates of product associated with online sales, which creates operational considerations for inventory management and customer service. Ur&Penn highlighted significant growth in online sales, which now represent 25% of total revenue, demonstrating the viability and importance of digital sales channels. Arctic Jewellery's increasing website traffic patterns support the tactical value of implementing a dual in-store and online sales approach that can maximize market reach while maintaining personal customer relationships.

Local community engagement stands out as a particularly effective marketing strategy for building brand awareness and customer relationships. The Ur&Penn perspective suggested that partnerships with local businesses can enhance market penetration and customer acquisition, which aligns well with Arctic Jewellery's planned reseller expansion strategy targeting 6 retail partners in Finland by 2026.

4.2 Quantitative Analysis of Consumer Survey

The consumer survey analysis employed descriptive statistical methods to examine responses from 57 participants, providing quantitative validation and expansion of qualitative insights regarding customer profiling and market preferences. This analytical approach provides precise measurement of consumer behaviors, preferences, and demographic characteristics that support planning decisions for Arctic Jewellery's market

The demographic analysis shows a consumer base that is predominantly female, representing 73% of survey respondents, which aligns closely with Arctic Jewellery's existing customer base demographic of women aged 30 to

65. The age distribution shows 30% of respondents in the student category aged 18 to 24, and 40% in the professional category aged 25 to 44, creating a combined 70% representation of younger consumer segments that exhibit high engagement with jewelry consumption and social media marketing channels.

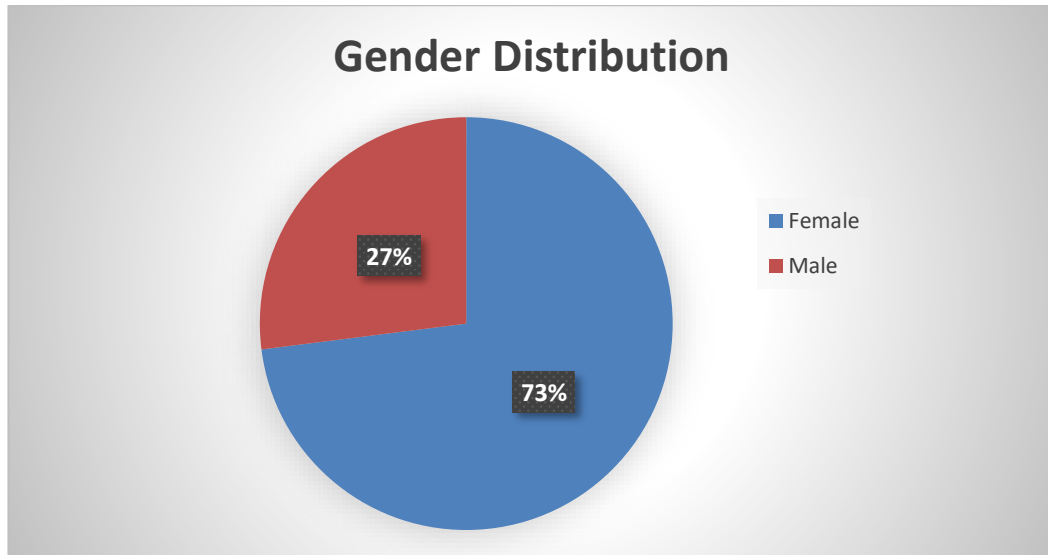


Figure 1. Gender distribution of respondents (Nguyen).

Income distribution patterns reflect the economic realities of Turku's consumer base, with 60% of respondents earning between €600 and €900 per month, which corresponds to typical student budget constraints, while 15% earn between €1200 and €2000 monthly, indicating professional income levels. These income patterns align closely with the customer segments identified by Kultajousi staff, who noted that students represent 20% of their customer base and professionals represent 30%, while also corresponding to Arctic Jewellery's existing demographic profile of financially stable women seeking quality jewelry pieces.

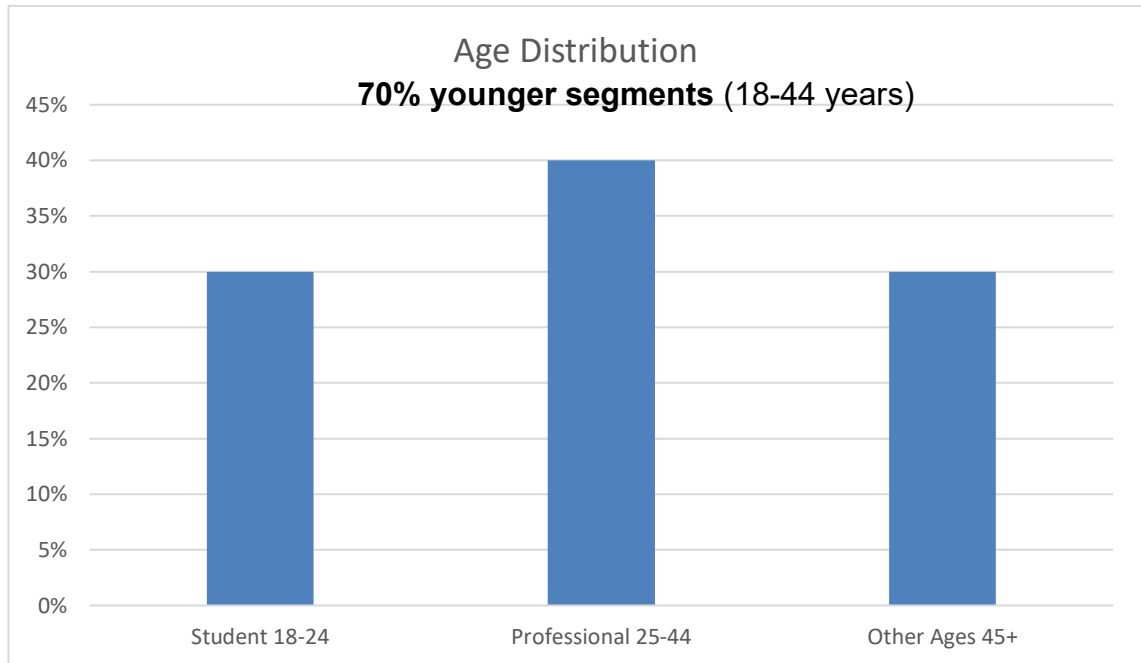


Figure 2. Age distribution of respondents (Nguyen).

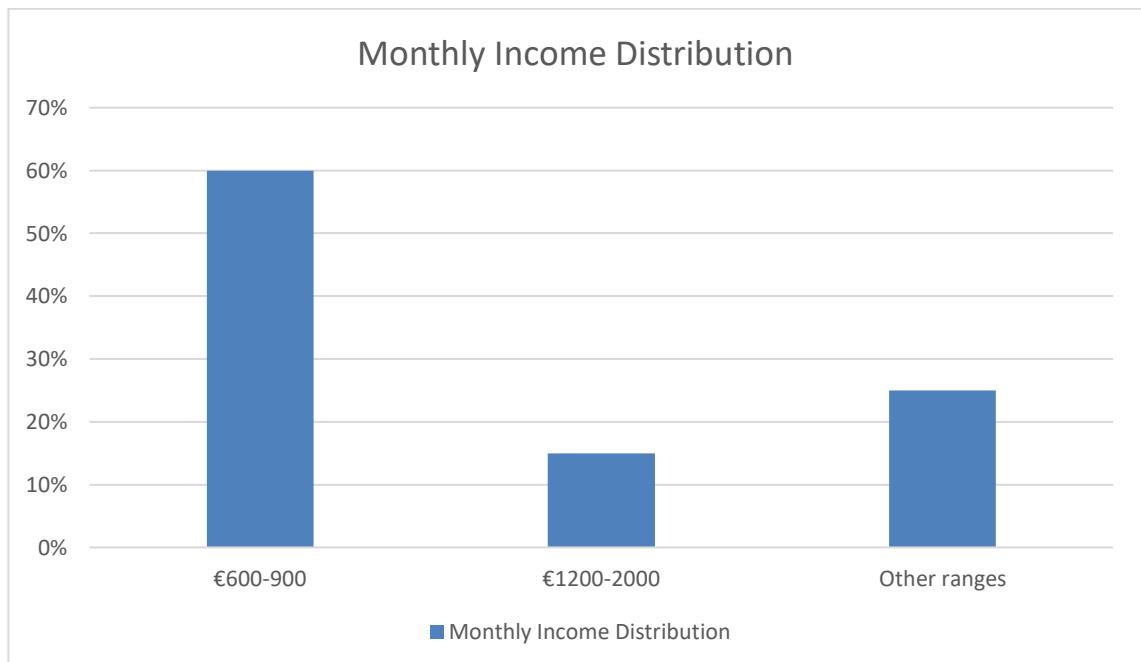


Figure 3. Monthly income distribution of respondents (Nguyen).

Purchasing behavior analysis indicates that 68% of respondents purchase jewelry either occasionally or frequently, demonstrating robust market engagement and regular buying activity. Price point analysis indicates that 54%

of consumers spend between €50 and €200 per jewelry purchase, which confirms the price sensitivity observations made by Ur&Penn staff regarding student consumers. Detailed segmentation shows that student consumers favor spending ranges of €50 to €100, while professional consumers typically option for higher ranges of €100 to €200, matching qualitative insights regarding segment-specific spending patterns and value expectations.

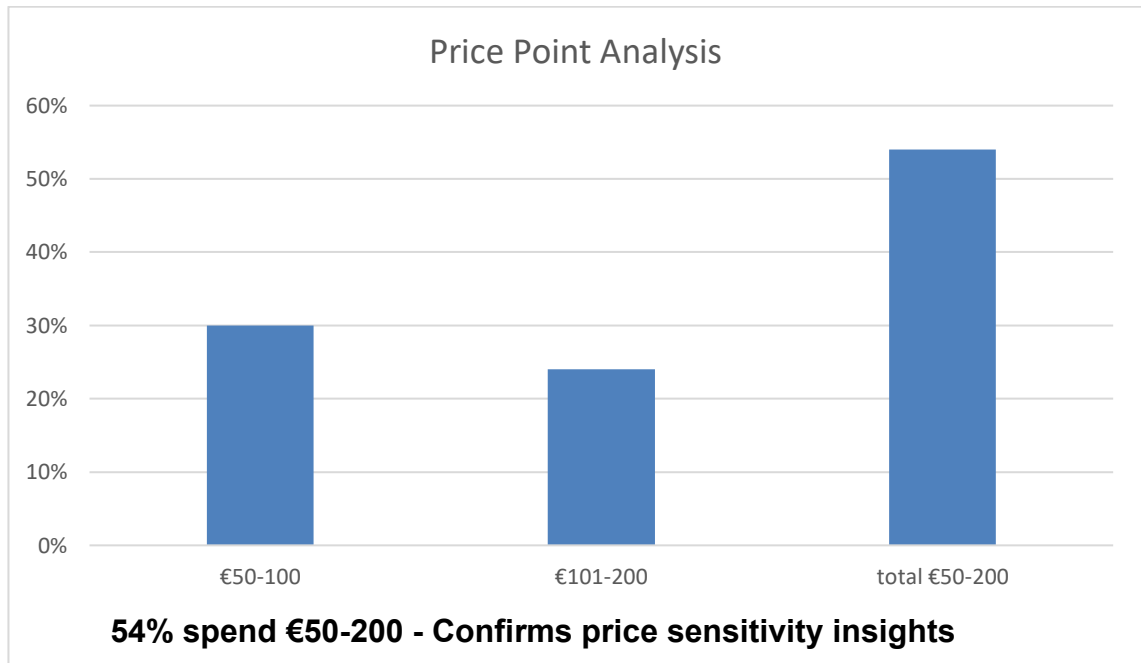


Figure 4. Spending analysis on jewelry of respondents (Nguyen).

The analysis of shopping preferences shows that customers prefer local jewelry stores, with 60% saying they like to shop in person, though 56% also buy jewelry from Finnish online retailers. This dual-channel preference pattern supports Kultajousi's emphasis on e-commerce as a complementary sales channel and suggests that Arctic Jewellery should implement a balanced approach incorporating both physical retail presence and online sales capabilities to enhance market reach and customer accessibility.

4.2.1 Product Preferences and Value Priorities

Product category analysis reveals that earrings represent the most popular jewelry type, preferred by 40% of respondents, followed by necklaces at 30%, which aligns with Kultajousi's identification of these categories as their most selling items. This preference pattern suggests that Arctic Jewellery should prioritize earring and necklace designs in its initial product portfolio to align with established consumer demand patterns.

Material preference analysis exhibits strong consumer interest in sustainable and traditional options, with recycled materials preferred by 40% of respondents, silver by 30%, and natural gemstones by 36%. These preferences reflect both sustainability consciousness and minimalist design trends identified through qualitative analysis, indicating that Arctic Jewellery's commitment to eco-friendly materials and silver-based designs aligns effectively with purchasing preferences in the Turku market.

Local identity considerations display meaningful importance to consumers, with 54% of respondents expressing appreciation for local or regional identity elements in jewelry design, such as Nordic-inspired aesthetics and culturally significant materials. This preference supports qualitative research findings from Kultajousi regarding tourist interest in locally meaningful products and supports Arctic Jewellery's nature-inspired offerings as aligned with consumer values and cultural appreciation.

Affordability and transparency show up as additional critical factors, with 50% of respondents prioritizing affordability in acquisition decisions and 70% expecting transparent pricing from retailers. These preferences align with the price sensitivity noted among student consumers in staff interviews and suggest that Arctic Jewellery should emphasize clear, competitive pricing strategies that communicate value effectively to price sensitive consumers while maintaining quality standards.

4.2.2 Digital Engagement and Technology Adoption

Social media engagement analysis presents that 70% of survey respondents actively use social media platforms for jewelry research and acquisition decision-making, with Instagram leading at 60% usage rates. This finding confirms the effectiveness of Ur&Penn's Instagram-focused marketing strategy and validates the potential for Arctic Jewellery to leverage its current social media marketing experiences from the Swedish market for Turku market penetration.

Content preference analysis indicates that consumers most value product images, preferred by 80% of respondents, and artisan videos, preferred by 66% of respondents. These preferences align with Arctic Jewellery's current social media approach, which emphasizes high-quality product photography and behind-the-scenes content displaying the handcrafted nature of jewelry production. This alignment suggests that Arctic Jewellery's existing content creation capabilities can be effectively transferred to the Turku market with minimal adaptation required.

Emerging technology adoption shows that 40% of respondents express interest in virtual try-on capabilities, indicating willingness to innovative digital tools that can enhance the online shopping experience. This interest suggests potential opportunities for Arctic Jewellery to differentiate its digital presence through technological innovation while serving technologically proficient student consumers who illustrate high comfort levels with digital shopping platforms.

The integration of digital marketing preferences with demographic analysis reveals that younger consumer segments, particularly students and young professionals, illustrate highest engagement rates with social media marketing and digital shopping experiences. This pattern supports a deliberate focus on Instagram marketing and online sales development as primary channels for reaching Arctic Jewellery's target demographic segments in the Turku market.

4.3 Differentiation Strategy Development

The analysis of differentiation opportunities reveals that Arctic Jewellery can achieve market distinction through deliberate alignment with economic constraints, cultural values, and underserved market segments. Economic constraint analysis demonstrates clear demand for affordable jewelry options, with 50% of survey respondents prioritizing affordability and staff interviews highlighting student price sensitivity. Arctic Jewellery's existing price range of €30 to €100 aligns effectively with these budget constraints while maintaining quality standards that satisfy consumer expectations.

In terms of cultural alignment, Arctic Jewellery's Nordic-inspired, handmade products match well with Finnish values such as simplicity, authenticity, and environmental awareness. Research indicates 70% of respondents prioritize eco-friendly materials, while 54% seek regional identity expression, establishing competitive advantage over standardized mass-market offerings

Marketing strategy differentiation stands out through effective emphasis on Instagram marketing, local event participation, and e-commerce development. Survey findings showing 70% social media usage for jewelry research, with Instagram leading at 60% usage rates, validate digital marketing as a primary channel for reaching target demographics. Ur&Penn's success with 20% student discounts suggests that Arctic Jewellery could implement targeted promotional strategies for student consumers while leveraging its social media marketing experience from the Sweden market.

4.4 Customer Profile Definition

The target market in Turku consists primarily of female consumers, with 73% of survey respondents identifying as female, split into two key segments: students (18–24 years, 30% of the market) and working professionals (25–44 years, 40% of the market). These groups are similar to Arctic Jewellery's existing customers (mostly women aged 30–65) and also reflect industry patterns for example,

Kultajousi reports 20% of its buyers are students and 30% are professionals. Demographic segmentation shows female students aged 18 to 24 earning €600 to €900 monthly and female professionals aged 25 to 44 earning €1200 to €2000 monthly as the highest target segments for Arctic Jewellery.

Buying behavior analysis shows that these target segments present regular jewelry buying activity, with 68% shopping occasionally or frequently, and spending preferences that go well with Arctic Jewellery's pricing structure. Students favor spending ranges of €50 to €100, while professionals typically spend €100 to €200, both within Arctic Jewellery's €30 to €100 price range when considering promotional pricing and entry-level product offerings.

Value priority analysis shows that target customers prioritize sustainability (70% rating as very or extremely important), quality (40% driving loyalty), and customer service (30% driving loyalty), all of which represent core strengths of Arctic Jewellery's business model and value proposition. The preference for local identity elements (54% of respondents) supports the cultural differentiation strategy while the emphasis on affordability (50% of respondents) validates the competitive pricing approach.

Channel preference analysis indicates that target customers utilize both local retail shops (60% preference) and online Finnish websites (56% preference), suggesting that a dual-channel approach incorporating both physical market presence and e-commerce capabilities will maximize market reach and customer accessibility for Arctic Jewellery's target demographic segments.

5 Conclusion and Discussion

This chapter evaluates the market potential for Arctic Jewellery to establish a distinctive market position through its nature-inspired, environmentally conscious jewelry offerings. The discussion examines theoretical implications for marketing management, practical considerations for market entry, and offers recommendations for future academic research.

5.1 Conclusion

Turku's jewelry market presents a viable opportunity for Arctic Jewellery, despite competitive pressures from established chain retailers and economic constraints affecting consumer spending. Arctic Jewellery can achieve comprehensive differentiation by emphasizing sustainable, handcrafted, Nordic-inspired designs with transparent pricing and personalized customer services, thereby avoiding direct price competition with chain retailers while serving target market segments that value authenticity, environmental consciousness, and cultural connection.

Product preference analysis shows strong demand for earrings and necklaces in silver and recycled materials, with minimalist and custom design aesthetics preferred by target demographics. These preferences align closely with Arctic Jewellery's existing product portfolio and design philosophy which are advantages for the company.

The research establishes clear differentiation opportunities through affordable pricing strategies positioning products, bilingual marketing approaches. In addition, a strong Instagram marketing approach emphasizing high-quality imagery and stories about the craftspeople behind the jewelry, synthesis with local partnerships, will help build brand recognition.

The study contributes significantly to marketing management literature by illustrating how small enterprises can successfully navigate competitive retail

markets through authenticity-based positioning and integrated digital marketing strategies. The research offers practical strategic frameworks for Arctic Jewellery's internationalization while offering broader insights applicable to similar small business market entry contexts.

5.2 Practical Implications

The research findings provide concrete, actionable managerial recommendations for Arctic Jewellery's entry into Turku's jewelry market. These practical implications cover product development, pricing, marketing communications, distribution methods, and customer relationship management, together creating a comprehensive framework for entering new market.

Product strategy recommendations center on optimizing Arctic Jewellery's existing offerings to align with demonstrated consumer preferences in the Turku market. The research indicates strong demand for earrings and necklaces crafted from silver and recycled materials, positioned within the €30-€100 price range that targets both student and professional demographic segments. Custom design services emerge as a particular opportunity for professional customers and tourists, leveraging the owner of Arctic Jewellery established expertise in personalized jewelry creation.

Marketing strategy recommendations prioritize Instagram engagement through high-quality product imagery and artisan process videos, with posting frequency of 2-3 times weekly to maintain audience engagement without overwhelming followers. Local event participation, particularly at the Turku Design Festival and localized cultural activities, provides opportunities for direct consumer engagement and brand visibility enhancement.

Customer relationship management should incorporate tiered loyalty programs featuring birthday discounts and customization privileges, potentially increasing retention rates by 27-34% according to established research findings. Community engagement through local activities workshops utilizing sustainable materials can strengthen local connections while reinforcing Arctic Jewellery's

environmental commitment, appealing to the 70% of consumers prioritizing sustainability.

These strategic recommendations collectively address economic constraints by emphasizing value-based product positioning, while leveraging cultural connections through Nordic design principles personalized offerings. This approach positions Arctic Jewellery as a distinctive alternative to established chain retailers, highlighting authenticity, sustainability, and personalization as key competitive strengths.

5.3 Recommendations for Future Research

To improve on this research and overcome its current limitations future research should consider methodological improvements, market intelligence enhancement, and tactical evaluation studies.

Sample expansion is the highest priority for future research, including conducting additional interviews with staff from major retailers such as Kultajousi, Ur&Penn, Nikkotakko, and KultaViljaset. Consumer survey expansion should gather 200 respondents, ensuring greater diversity across market segments.

Conducting seasonal data collection over multiple time periods would overcome current temporal limitations by showing consumer behavior patterns throughout the year. This approach would minimize the impact of tourist fluctuations on the findings and offer a more comprehensive understanding of the market.

Analysis of competitors' social media engagement metrics, particularly Instagram follower counts and engagement rates, would provide comparative data for Arctic Jewellery's digital marketing strategies.

Virtual try-on technology adoption research could explore implementation strategies and consumer acceptance levels. This research would inform Arctic Jewellery's digital innovation strategies and competitive positioning approaches.

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Interview questions

Interview questions for Ms Camilla Mustikka, the owner of Arctic Jewellery.

Jan 2025

On this page

The full name of your company, and the type (AB, ...)

The year your company was founded (open)

How long have you been in the market of jewelry, do you think this time is good for a business of jewelry.

How do you feel about your business (sale activities)?

The way your company operates:

Your company office location/opens:

How you sell your products? (example: via main your office in the shopping center)

How you do marketing? (example: via Facebook)

How many employees so far?

Your majority of customers (age and gender, or style)

Your main products (type of jewelry) and specific style? / or what you good at?

What make your product different from your competitors (core value)?

Can you offer service of custom tailoring (which mean you modify your product according to customers)

What is your average price of products? (low - mid - high)

low is in the price range of

Mid:

High:

How popular you think your company in your current market? Do you have many competitors (are they Swedish Company)?

Your company's short-time plan (example: toward Turku market)

Interview questions

Interview Questions for the staff of Kultajousi and Ur&Penn

Section 1: Store and Staff Background:

What type of store do you currently work in?

What are your main responsibilities in the store:

Section 2: Market and Customer Insights

What are the most common types of jewelry customers buy in your store?

Which customer groups make up the majority of your clientele?

What are the most important factors that influence your customers' jewelry buying decisions?

Have you noticed any recent trends in design preferences (e.g. minimalist, traditional, modern)?

How price-sensitive are your customers when choosing jewelry?

Are your customers interested in ethical or sustainable products (e.g., recycled materials, fair-trade gemstones)?

Section 3: Competitors and Positioning

What makes your store stand out from other jewelry shops in Turku?

How do you see the competition in Turku's jewelry market?

Do you think there is room for a new jewelry brand from Sweden with a nature-inspired and handcrafted concept? Why or why not?

Section 4: Marketing and Sales Channels

Which marketing methods work best for your store?

Do you or your store use social media to reach customers? If so, which platforms are most effective?

What role does e-commerce or online presence play in your business?

What feedback do you hear from customers about online vs. in-store shopping for jewelry?

Would your store consider collaborating with a small international brand if the products align with your values or aesthetics?

What advice would you give a new jewelry company entering the Turku market?

What opportunities do you see for growth in Turku's jewelry market?

Survey on Consumer Behavior and Buying Patterns

Section 1: Demographic Information This section collects basic information to understand your background.

1. What is your age?
 - Under 18
 - 18–24
 - 25–34
 - 35–44
 - 45–54
 - 55–64
 - 65 or older
2. What is your gender?
 - Male
 - Female
 - Non-binary
 - Prefer not to say
3. What is your primary occupation?
 - Student
 - Professional (e.g., office worker, businessperson)
 - Self-employed
 - Retired/unemployed
 - Student with part-time job

4. What is your estimated income? (after tax) per month

- €600-€900
- €700-€1200
- €1200-€2000
- €2000-€3500
- More than €3500

Section 2: Jewelry Purchasing Behavior This section explores your habits and patterns when buying jewelry.

5. How often do you purchase jewelry?

- Never
- Rarely (once every few years)
- Occasionally (once a year)
- Frequently (several times a year)
- Very frequently (monthly or more)

6. Approximately how much do you spend on jewelry per purchase?

- Less than €50
- €50-€100
- €100-€200
- €201-€500
- More than €500

7. Where do you prefer to buy jewelry? (Select all that apply)

- In-store at local jewelry shops

- In-store at department stores (shopping mall)
 - Online from Finnish websites
 - Online from international websites
 - Other (please specify): _____
8. What are your main reasons for buying jewelry? (Select all that apply)
- Gifts for others
 - Personal use (e.g., self-gifting, wardrobe updates)
 - Special occasions (e.g., weddings, anniversaries)
 - Investment purposes
 - Cultural or sentimental value
 - Other (please specify): _____
9. What materials do you prefer for your jewelry? (Select all that apply)
- Gold
 - White gold
 - Silver (or silver-plated)
 - Stainless steel or other metals
 - Precious gemstones (diamonds, sapphires, etc.)
 - Wood or natural materials (e.g. birch wood, stone)
 - Textile, beads, or fabric elements
 - Recycled/repurposed materials

10. Multiple choice, multiple answers) What types of jewelry do you buy most often? (Select all that apply)

- Necklaces
- Earrings
- Rings
- Bracelets
- Other (please specify)

Section 3: Preferences and Values This section examines your preferences for jewelry attributes and values.

11. How important is sustainability (e.g., ethical sourcing, eco-friendly materials) when purchasing jewelry?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

12. Do you prefer jewelry that is locally made or artisanal?

- Yes, I strongly prefer local or artisanal jewelry
- Yes, I somewhat prefer local or artisanal jewelry
- No preference
- No, I prefer mass-produced or international brands
- No, I strongly prefer mass-produced or international brands

13. How important is it for jewelry to show local or regional identity (e.g., Nordic designs, Baltic amber)?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

14. How important is pricing transparency (e.g., clear cost breakdowns, ethical production details) when acquisition jewelry?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

15. How important is affordability when choosing jewelry?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

Section 4: Digital Engagement This section explores your use of digital platforms for jewelry shopping.

16. Do you use social media to research or buy jewelry?

- Yes, frequently
- Yes, occasionally
- No, rarely
- No, never

17. Which social media platforms do you use for jewelry-related activities? (Select all that apply)

- Instagram
- Facebook
- Pinterest
- YouTube
- Other (please specify): _____

18. Have you used virtual try-on technologies or live streaming to shop for jewelry?

- Yes, frequently
- Yes, occasionally
- No, but I would be interested
- No, and I am not interested

19. What type of digital content would you find most appealing for jewelry marketing? (Select all that apply)

- High-quality product images
- Videos of artisans making jewelry
- Customer testimonials or reviews
- Live streams of product launches or events

- o Interactive features (e.g., virtual try-ons)
- o Other (please specify): _____

Section 5: Brand Perception and Loyalty This section examines your perceptions of jewelry brands and factors influencing loyalty.

20. Are you aware of Arctic Jewellery, a Swedish jewelry company?

- o Yes
- o No

21. What factors would influence your loyalty to a jewelry brand? (Rank from 1 to 5, with 1 being the most important)

- o Quality of the products
- o Price and value for money
- o Sustainability and ethical practices
- o Cultural or regional relevance
- o Customer service and personalization