

THESIS
Sheng Wei 2015

BRAND IMAGE OF FINNAIR AMONG YOUNG WEALTHY CHINESE IN CHINESE SOCIAL MEDIA

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DEGREE PROGRAMME IN INNOVATIVE
BUSINESS SERVICES

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Thesis

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Business Services

Author	Wei Sheng	Year	2015
Title of Thesis	Brand Image of Finnair Among Young Wealthy Chinese People in Chinese Social Media		
No. of pages + app.	48 + 14		

This thesis is about the brand image of Finnair among young wealthy Chinese people in Chinese social media. In this thesis, the author would give a general view of Finnair and Chinese social media. The theories and framework consist of literature discussing brand and branding. Additionally, the Chinese social media Weibo and Wechat are presented.

The data of this survey in this thesis was collected in April 2015, and 100 respondents provided their answers. The survey was only published on the Chinese social media, Weibo and Wechat. From the results of the survey, some suggestions are made that how to promote brand image of Finnair among young wealthy Chinese people via using Chinese social media. From this thesis, the author hope that not only Finnair but also other foreign companies which want to expand their market in China would get some useful information. If a foreign company wants to develop their brand image in China, Chinese social media marketing could be one of the most innovative and effective methods. In addition, Finnair has already had an official account in Weibo. However, this official account is not used frequently. Finnair could develop their social media marketing in the future.

Key words: brand image, young wealthy Chinese people, Finnair, Chinese social media, social media marketing

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1 INTRODUCTION

Nowadays, more young Chinese people would like to go to Europe to travel or study. As one of the most reputable airlines in the world, Finnair has five (5) destinations in China, from where you can fly from China to Europe directly. However, there are not so many Chinese people who choose to take flights by Finnair because they do not know it. Compared to other airlines in Europe, Finnair has superiority to have more market shares in the China. This thesis discusses the brand image of Finnair among young wealthy Chinese people. In addition, the author also gives the suggestions about the method of developing the brand image of Finnair in China. As for the way of marketing in China, the author chooses Chinese social media as one of most effective approaches to advertise Finnair.

The goal of this thesis is to present a general view of the brand image of Finnair among young wealthy Chinese people, and the author also gives suggestions about how to do marketing in Chinese social media for the target group. From this thesis, the reader can get the information on how to develop the brand image of a foreign company among young wealthy people in China. First, the author introduces Finnair to readers and shows the advantages of Finnair and also shows what has been done by Finnair in the Chinese market until now. All information about Finnair is from public media and network resources. This thesis also introduces the current most popular Chinese social media, Weibo and Wechat, and their advertising ways.

The theories and framework consist of literature discussing brand and branding. Additionally, the Chinese social media Weibo and Wechat are presented. In order to learn the current brand image of Finnair in China, the author did a survey and sent the questionnaire to the target group. The results of this survey will also be shown in this thesis, and suggestions will be given.

2 FINNAIR

2.1 Introduction of Finnair

This thesis introduced knowledge of a brand, which is based on the case study of Finnair. Therefore, in this chapter, the author can offer you a brief description of Finnair. First, Finnair is an airline, which provides high quality services all the time. Finnair established in 1923 has one of the longest operating times of an existing airline company in the world. Since 2009, Finnair is the sole airline, which has been awarded the title of the world's four-star airline of Skytrax in the Northern airlines (Figure 1). What is more, Finnair has won the title of Best Airline in Northern Europe for several years. In 2013, Finnair has been selected as the TTG Travel Awards Best Airline in Europe. From these awards, Finnair proves it has strength to tackle the necessary task of flights between China and Europe. (Finnair 2015.)



Figure 1. World's four-star airline of Skytrax (Finnair 2015)

Secondly, Finnair provides faster routes from Northern Europe to the huge numbers of destinations all around the world. As what you can see below, Figure two (2) shows that Finnair flies to fifteen (15) major cities in Asia and more than sixty (60) destinations in Europe. In addition, there are five (5) destinations in China, which are Beijing, Shanghai, Chongqing, Xi'an, and Hong Kong. Between Europe and Asia, the route of Finnair is geographically shortest. Finnair designs the schedule of flights for smooth transiting flights. As for Finnair, Helsinki Vantaa airport is its main hub, which is located in Vantaa, and 20 kilometers from Helsinki, the capital of Finland. Helsinki Vantaa airport offers quick and convenient transit service. Every transiting gate is in the same terminal. Customers do not need to

spend an excessive amount of time in transiting, and they ought not to worry about missing flights. (Finnair 2015.)

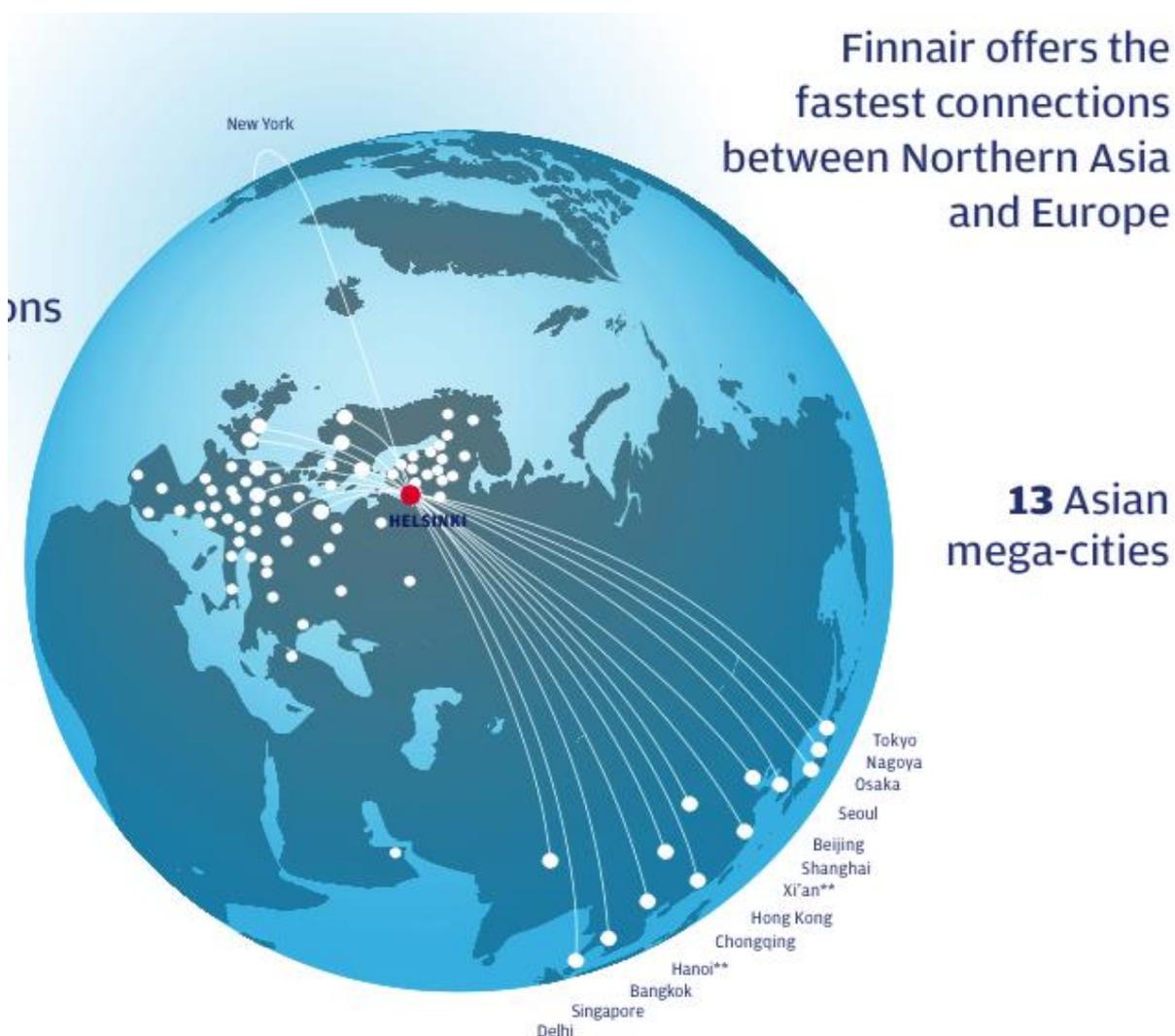


Figure 2. Asian mega-cities (Finnair 2015)

Thirdly, it is renowned that Finnair includes a high quality service for customers and also for business class. Compared to other airlines in Europe, such as Air France, Lufthansa, and British Airways, Finnair offers a lot of discount or coupons to customers. As an example, Finnair always provides season sales twice a year. And Finnish people call it “hullut päivät”, which means “the crazy days”. This is due to a partnership with Stockmann’s department store. During this season sales, uncountable products have cheaper price compare to normally, and Finnair conjointly takes part in it. People need to purchase tickets in some

retailers of cities, like Helsinki, Oulu, and Tampere. On the other hand, in all Asian routes, Finnair provides multi language service to those customers who do not have smart language skills. Customers can get pleasure from new-generation lie-flat seats in business class of Finnair. This can be a valuable choice for people who wish to have comfortable experiences. And also, in business class, there are varied selections of food and wine. (Finnair 2015.)

In recent years, Finnair has had some cooperation with Iittala and Marimekko. Both supply services, Iittala dinner sets, and Marimekko prints its logo on airplanes. Iittala and Marimekko are Finnish design corporations, which are pretty illustrious in Finland. First, Iittala and they supply all tableware in business class of Finnair. Typically, they supply e.g. glasses in limited edition. As for Marimekko, their pattern and design are in aircrafts of Finnair, which makes aircraft attractive and simply recognizable. As you can see in Figure three (3), this is the new design of Finnair aircraft by Marimekko. Additionally, Finnair conjointly provides products of these two (2) brands in Helsinki Vantaa airport. Customers can also get these products after flying. What is more, the customers who are members of Finnair Plus frequent flyer program will gain points, which is a kind of an advantage. (Finnair 2015.)



Figure 3. Finnair and Marimekko's design collaboration (Finnair 2015)

As a customer, you can join Finnair Plus frequent flyer program, which can give you different kinds of benefits. Finnair offers the program for those customers who always fly with Finnair flights. The Finnair Plus program is a kind of a personalized and flexible service that can fit the needs of customers. This program rewards all members individually. When you join Finnair Plus program, you also can get benefits with other members of the OneWorld alliance, which include e.g. British Airways, Japan Airlines, and American Airlines (Oneworld 2015). As one member of Finnair Plus, you can save money, enjoy welfare, and get a discount. For example, you can subscribe news of Finnair via e-mail or message. In this way, you can get the latest information on discounts. You also can buy tickets via spending points of Finnair Plus. (Finnair 2015.)

Finnair flies with modern airplanes in all of their flights. For example, as Finnair published on their official website, their employees working on flights are one of the youngest in Europe. Additionally, in international flights, Finnair offers the most advanced entertainment systems for customers. It means every customer has his own screen and machine to play, even a child. As for customers, people can watch movies, listen to music, play games, and call others in the same airplane. The entertainment system will be updated soon. What is more, customers can receive all information about the flying airplane, such as flying altitude, outside temperature, outside pressure, and flying speed. In addition, not only youth and adults, but also children can enjoy the entertainment when they are flying. For example, in this entertainment system, children can watch cartoons or play games. As for infants, Finnair provides special seats for those people who fly with infants. In economy class of Finnair, they also offer spacious and comfortable space for every customer. Finnair is a member of OneWorld, which is the leading alliance of the world. Finnair customers can also get benefits from other OneWorld members. Moreover, Finnair is an eco-intelligent airline. Finnair produces less emissions and uses less fuel, and is an environmentally friendly company. (Finnair 2015.)

2.2 Chinese Market

The report of Sohu Tourism shows that China's overseas tourism is growing, and this trend is based on China's per capita gross domestic product (GDP) and the change is synchronized. It can be said that due to the continuous growth of China's per capita GDP, Chinese overseas tourism is growing rapidly. Certainly, there are many other factors except the growth of China's per capita GDP. For example, the most obvious factor is the appreciation of CNY (currency of China). In other words, in September 2011, 9,3 CNY was equal to 1 EUR, but in January 2015, less than 7 CNY was equal to 1 EUR. Under the appreciation of CNY, the purchasing power of Chinese people grew. In other words, it means the Chinese money is more worthy than before. This way, more Chinese people would like to travel abroad, and more people can afford travel expenses. As mentioned before, there are other contributing factors in the development of the Chinese tourism market, which include the liberal policy of the visa. For example, in Europe, Netherlands, Spain, and Greece, Chinese tourists can apply travel visas easier than before. (Travel Sohu 2014.)

2.3 Awareness of Finnair in China

2.3.1 Finnair marketing in China

At present, Finnair has developed some areas to disseminate its brand image in China. For example, in the official website of Finnair, Chinese customers can choose Chinese as their language, which can attract more Chinese customers to choose. Finnair has also some cooperation with some Chinese airlines, such as Air China. As for Finnair's main marketing area in China, the author would like to introduce the most influential areas and what Finnair has done for its marketing. First, one of the most effective ways for Finnair has been having cooperation with Air China which is one of the Chinese airlines. Finnair has put a lot of efforts in China. There are not many European and American Airlines that would like to consider China as the biggest overseas market. Besides, as one member of OneWorld, Finnair wants to find a Chinese partner, in order to enhance its

competitiveness in China. Jukka Hienonen (the former CEO of Finnair) said that the Chinese market is very potential. In China, only 13% of people use the airplane as first choice of their transportation tool. However, in a mature market of airline, there should be 200% of people choose the airplane as their first choices. (Kuxu 2014). In 2006, Finnair dramatically increased flights between Europe and China. For example, in March 2006, the flights between Helsinki and Beijing have increased into one flight per day. What is more, the flights between Helsinki and Shanghai have increased from five (5) times to seven (7) times per week. Until now, there are five (5) destinations in China, and fifty (50) Finnair flights between Helsinki and China per week. At present, Finnair has some cooperation with Air China via sharing flight codes. In other words, Chinese customers can buy Finnair tickets both in official websites of Finnair and Air China. This way, most loyal customers of Air China would choose Finnair when they want to fly to Europe. And also, customers can buy flight tickets which are in Chinese travel agencies. (Kuxun 2014.)

Not only can customers buy Finnair tickets in official websites of Finnair and Air China, but also they can find flight information on some websites of Chinese travel agencies, such as Qunar.com and Ctrip. From the research, as you can see in the Figure four (4), most Chinese customers have booked tickets via these travel agencies. There are 36.4% of Chinese customers who would like to choose Qunar.com as their first choice to book tickets, even 10% more than booking on the official website of airlines (Qunar 2010). From this research, we can learn that Chinese customers prefer to book flight tickets on online travel agencies but not on an official website. Finnair has cooperation with these Chinese travel agencies, which is a wise choice.

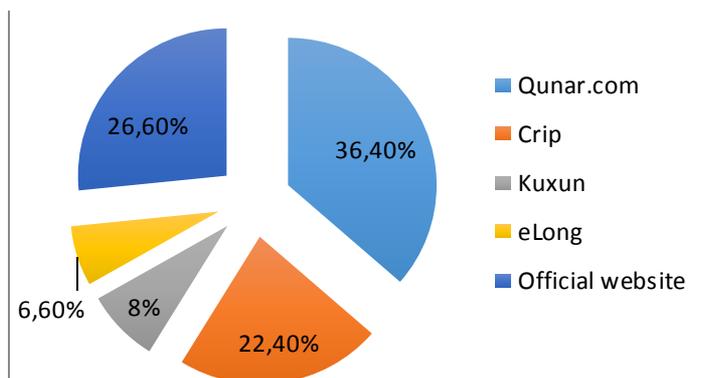


Figure 4. Online overseas booking of Chinese customer (Qunar 2010)

In these past four years, it is known to us all that Finnair always provides special offers for flights between Europe and China. For example, first, sometimes customers can use Finnair Plus points to buy flight tickets between Europe and China. This behavior encourages more people to become loyal customers. In order to have Finnair Plus points to transfer cheap tickets, people would always choose Finnair first. Secondly, Finnair sometimes provides discounts on flight tickets between Europe and China. In order to attract more customers, the price of Finnair flight tickets is lower than other airline companies, such as British Airways, Lufthansa, and Air France. Compared to these airline companies, Finnair has more destinations in China, and lower price to customers. In this way, if customers know the information, they would choose Finnair to go to China. Thirdly, there is a shopping festival in Finland, and its name is "hullut päivät", which means "the crazy days". In this Finnish festival, a Finnish listed company, Stockmann, would sell most of its products with discounts in all its shopping malls in Finland, and this festival is twice a year. In some main cities, such as Helsinki, Oulu, Tampere, and Turku, customers can buy Finnair flight tickets with special offer in some specified days. In addition, this special offer always contains tickets between Helsinki and China. (Stockmann 2015.)

It can be seen that Finnair has done many measures to develop their business in the Chinese market. There are exact statistics that can show how successful Finnair has been. However, from what Finnair has done in these past years, it is

known that Finnair still has confidence in the Chinese market, and more Chinese customers know Finnair and choose to book Finnair tickets. For example, as for “hullut päivät”, most Chinese in Finland know this festival. If possible, they would buy tickets on that day. And also, there are some blogs and forums that publish some news about “hullut päivät”, and recommend Chinese students to pay attention to this festival. (Kina 2014.) In addition, as for those Chinese people who live in China and do not have a chance to attend “hullut päivät”, they also can buy Finnair tickets on Chinese travel agency web sites. From these websites, we can learn that they always put the most popular air route and flights that have the most attractive price in the top place. Through an advertisement of these travel agencies, Chinese people can easily find information about Finnair flights.

2.3.2 Finnair in Weibo

Weibo is one of the most popular social media applications in China. As for more details, there is a chapter to introduce some Chinese social media. In Weibo, every person and company can have its own account individually. People can show their daily life. As for companies, they can publish any advertisements or links of websites or videos on their account. Through approving certification of Weibo, the company can be approved into real company official account. In this case, more people would like to follow it and become fans of that official account. What is more, these fans can always renew the official account in order to get the latest information. As a fan of this company official account, he can follow their news and see what they have published. It is the most effective way to advertise about the company and focus on ordinary people who like to use Weibo. In their official account, they can show their information about the company, such as location, calling number, and working time, which can help people know more about the company. (Sina 2014.)

As one important step to advertise, Finnair has also had its own official account in Weibo, and it always publishes information in Chinese, which is more suitable for Chinese customers. From the Finnair official website, we can see that this account is official account of Weibo, which can prove it is the official account of Finnair. In the top place, it shows that this company is an airline company. In its introductory part, it writes about the calling number of Finnair in China even detailed in every city, and the working time of this calling number. As for the basic informative part, Finnair shows the website links to Finnair official websites in Chinese, airline rating and reviews OneWorld, and Asia Miles. In Weibo account, the company can write in all languages, but Finnair chooses to write all news in Chinese. This behavior shows that Finnair thinks it is easier to attract Chinese customers via using their local languages. In another part of the Finnair official account, there is a video link which is from Chinese video website. What is more, the content of this video is for advertising Finnair, and the slogan is "Finnair's direct flights aboard to explore the Northern wonderland". In addition, the most attractive part is the rolling pictures of advertisements. Until now, there are three rolling pictures, and they are lounges of Finnair, celebrating 90 years, and Marimekko printed airplane flying in the sky. All parts that mentioned are stationary in a period. It means whatever Finnair publishes every day in these parts would always be shown in the top place if the user of this official account does not change. (Sina of Finnair 2015.)

Except these parts, sometimes, the user of the Finnair official account would renew and publish statuses. From what has been published, we can see that Finnair renews its statuses two (2) days a week, and one day published two (2) to three (3) pieces of information. Compared to other official accounts of airlines, such as Lufthansa, Air France, and British Airways, Finnair does not update statuses in a satisfied frequency. For example, the user of the Lufthansa official account renews its statuses nearly every day, and at least one (1) piece per day. And the user of Air France official account renews every day, and at least two

pieces per day. The user of British Airways official account renews five (5) days per week, and three (3) pieces a day. From this statistic, we can learn that compared to others, Finnair has a low frequency to renew its status. (Airline information in Sina 2015.)

As for the content of the Finnair official account, Finnair has done a lot. Not only does Finnair publish the latest information of Finnair, but also it introduces some things, such as Helsinki Vantaa airport, Finnish festival, and Nordic countries. For example, the latest status of the Finnair official account is that Finnair has a new air route to Sweden, and within this status, it published pictures of Sweden. In the most of statuses, it talked about the scenery of Finland or Europe, and finally said, welcome to Finland via booking Finnair. (Sina of Finnair 2015.)

3 BRAND

3.1 Brand

Finnair is one of the best airline companies in the world, and in Chinese market, more customers have needs to take flights to Europe. In this way, how to promote a brand of Finnair has become a serious question at present. In business strategy, brand, concept is very essential and important. The first brand was built one century ago, and at that time, people had no idea about the brand. The concept of the brand was produced coincidentally. However, the concept of the brand was developed faster than expected. Until now, it has been one of central essentials in marketing. A lot of companies have their own unique brand, and customers would like to choose the brand they believe in. In Oxford Dictionary, brand is explained as using to prove ownership, as a sign of quality or other purposes. In other words, brand means a kind of approach to distinguish and prove the quality of the product to another product. For example, Apple Inc. is a company that produces electric products. Smartphone is one of their major products. In electric market, there are lots of different companies producing smartphones, like Samsung. However, customers know the difference of two smartphones if one is from Apple Inc., and another is from Samsung. They have their preferences to different brand. According to survey, customers have higher brand awareness on Apple Inc. comparing to Samsung. (Grönroos 2007, 178-193.)

As what we know, names, terms, signs, symbols or other characteristics can promote to brand products. However, the service process has to be the most important of service production, and service process is much more important to service product. The reason is that customers can experience the service and evaluate. For example, customers may choose products via outlook or its brand, but service of this product also affects using experience of customers. In other words, customer can evaluate products also including its service. To some extent, customers can build the brand, but not marketers, because marketers only can provide better conditions of products to customers and develop its brand. After

using, customers can experience the product and give their evaluation about service of products. However, the bad reflection and less satisfactory customers can damage brand of products. For example, if a computer cannot be started in the morning, customers will rapidly boycott it. (Grönroos 2007, 190.)

Jobber points out that different types of products have different essentials to brand. For example, a physical product, such as a computer, should focus on its performance of working, and then promote its marketing part, because customers would like to evaluate the using experience of a physical product. As for customers, they would care more about whether it is convenient to use when they choose physical products. On the other hand, a service product, such as Finnair, customers cannot see its service product directly before they buy tickets. In this situation, the brand would play a decisive role. In other words, before customers take the flight of Finnair, they cannot know whether Finnair is good or not. The only way that can affect their choice is that feedback from other customers who have experiences. The new customer can search feedback from others, and get a general view of its service. At this time, Finnair has can present its service and safety, which can attract new customers. (Jobber 2004, 260-278.)

"Equity occurs when the customer is familiar with the brand and holds some favorable, strong and unique brand associations in memory", Christian said in this way. In other words, brand equity means how the values of the brand are. For example, if a brand has high equity, the products of this brand can be added extra value. In other words, compared to other competitors which are in the same level, the products which have higher brand equity could have a higher price. And customers would not doubt or reject it. On the contrary, higher brand equity also could seize customer's loyalty and will bring the huge benefit of the company. (Grönroos 2007, 190-193.)

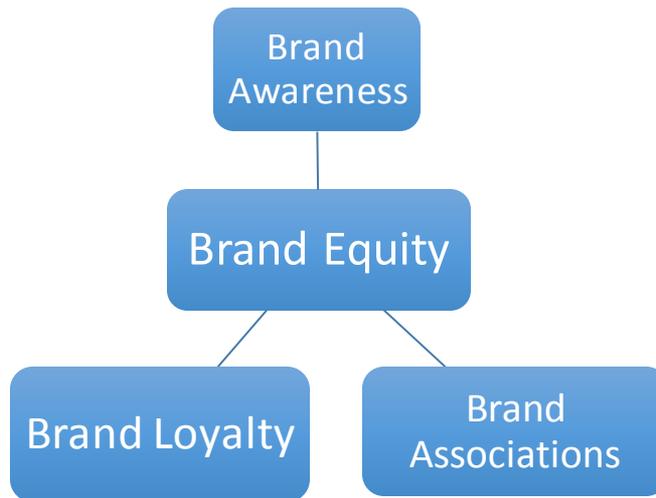


Figure 5. Brand Equity (Aaker 2011, 163)

Aaker holds the view that brand awareness, brand loyalty and brand associations are three parts of brand equity (Figure 5). These three elements consist of the strong brand equity. And they should be managed in a suitable way. In the following, the author would like to introduce these three parts. (Aaker 2011 162-163.)

3.2 Brand Awareness

In order to learn which factors influence customers when they are buying products, professor Aaker did a research about sustainable competitive advantages among 248 entrepreneurships. The result of this research is shown below in Table one (1). (Aaker 2011, 163-190.)

This research shows that the most influential elements are the quality of products, customer service or product support, and brand recognition. According to this result, it can be seen that brand awareness can dominate customers' decisions. To potential customers, different kinds of advertising can promote brand awareness. For example, if a person always sees an advertisement of a washing machine on television, his mind will lead to recognizing the products of this brand when he wants to buy a washing machine. After having a strong brand awareness in mind and adding good brand performance, brand loyalty can be easily built.

(Aaker 2011, 125-154.)

Table 1. Sustainable Competitive Advantages of 248 Businesses (Aaker 2011, 126)

	High-Tech	Service	Other	Total
1. Reputation for quality	26	50	29	105
2. Customer service/product support	23	40	15	78
3. Name recognition/high profile	8	42	21	71
4. Retain good management and engineering staff	17	43	5	65
5. Low-cost production	17	15	21	53
6. Financial resources	11	26	14	51
7. Customer orientation/feedback/market research	13	26	9	48
8. Product-line breadth	11	23	13	47
9. Technical superiority	30	7	9	46
10. Installed base of satisfied customers	19	22	4	45
11. Segmentation/focus	7	22	16	45
12. Product characteristics/differentiation	12	15	10	37
13. Continuing product innovation	12	17	6	35
14. Market share	12	14	9	35
15. Size/location of distribution	10	11	13	34
16. Low price/high-value offering	6	20	6	32
17. Knowledge of business	2	25	4	31
18. Pioneer/early entrant in industry	11	11	6	28
19. Efficient, flexible production/operations adaptable to customers	4	17	4	25
20. Effective sales force	10	9	4	23
21. Overall marketing skills	7	9	7	23
22. Shared vision/culture	5	13	4	22
23. Strategic goals	6	7	9	22
24. Powerful well-known parent	7	7	6	20
25. Location	0	10	10	20
26. Effective advertising/image	5	6	6	17
27. Enterprising/entrepreneurial	3	3	5	11
28. Good coordination	3	2	5	10
29. Engineering research and development	8	2	0	10
30. Short-term planning	2	1	5	8
31. Good distributor relations	2	4	1	7
32. Other	6	20	5	31
Total	315	539	281	1,135
Number of businesses	68	113	67	248
Average number of SCAs	4.63	4.77	4.19	4.58

3.3 Brand Loyalty

According to the American Marketing Association Dictionary, the definition of brand loyalty is when customers choose the products they have preferred to one brand but not others. For example, between the products which have the same type and functions, the customer would like to buy the brand that he is familiar with. Customers have this behavior because of brand loyalty. In 2011, Robert did some research and demonstrated that there are some brands that have high performance in loyalty, such as Amazon, Apple (smartphone), Facebook, Samsung (cell phone), Apple (computer), Zappos, Hyundai, Kindle, Patron (tequila), and Mary Kay (cosmetics).

Professor Aaker pointed out that there are four advantages of having high brand loyalty. First, it can decrease the expenses of marketing for a brand. In other words, when customers have high loyalty to a brand, they have the motivation to buy the products produced by the brand, and the brand does not need to use much marketing approaches. It is known that to maintain an existing customer would spend less energy than developing a new customer. Secondly, high performance of brand loyalty presents that every existing customer could become a kind of living advertisement. They can enhance the brand awareness to other potential customers. On the other hand, from word-of-mouth marketing, a satisfied customer can add some potential business. Similarly, an unsatisfied customer can influence more customers' purchase intention. Thirdly, the brand which has high loyalty can dominate the negotiation with a sales company. Therefore, high loyalty products have easier access to expand its sales channels. In other words, it is easy to obtain better terms of trade, such as paying after shipped, displaying the best places. Finally, High brand loyalty could have greater flexibility when it faces competition with other competitors. When facing the same competition, higher loyalty brand has more time working in innovating a new product or technique because the changing speed of customers is lower. In this way, the brand can develop its products well, and at the same time, they also can

be benefited with their brand loyalty. (Aaker 2011, 165-192.)

3.4 Brand Associations

Brand association means that when customers see one brand, all of their memories come up from their mind, including feeling, experience, evaluation, brand positioning, etc. professor Aaker did a research about the associations of different brands. From the Table two (2), what can be seen is that brand associations can help a brand to give impressions to customers. (Aaker 2011, 166-188.)

Table 2. Brand Associations (Aaker 2011, 166)

Associations	Brands
Attributes/Benefit	Volvo, Crest
Design	Jaguar, Calvin Klein
System Solution	Siebel, IBM
Social Programs	Avon, McDonald's
Customer Relationship	Nordstrom's, Ritz Carlton
Niche Specialists	Ferrari, Gold Violin
Quality	Lexus, Hertz
Value	Wal-Mart, Hyundai
Product Category	TiVo, Toyota's Prius
Breadth of Product Line	Amazon, Marriott
Organizational Intangibles	3M, Accenture
Emotional and Self-Expressive Benefits	BMW, Jaguar, Tiffany's
The Experience	Nike, Heineken
Being Global	Visa, Ford
Being Contemporary	MySpace, Apple
Brand Personality	MetLife, Singapore Airline

Aaker thinks, benefit and attribute are relevant to brand associations. Attribute associations are descriptive characteristics of a product or service. In addition,

attribute associations can be divided into two parts, direct associations and indirect associations. For example, price information and packaging or product appearance information can influence associations directly. As for indirect attribute, it is about the purchase of service or external aspects. Benefit association is to give the consumer a product or service, which attributes personal values. In other words, in customers' mind, they believe that this product or service can have positive values for them. For example, when customers think about Volvo, they will have good evaluation of its safety even if some customers never experience Volvo. However, according to its associations, people always think that Volvo is experienced and safe. (Aaker 2011, 166-198.)

4 SOCIAL MEDIA MARKETING IN CHINA

4.1 Social Media in China

With the development of the wide spreading use of computers, there are more and more Chinese, especially young people who would like to choose to use online social media. As for other countries, people already have some social media, like Facebook, twitter, and Instagram. However, in China, there are some different social media which are more acceptable to young Chinese people. The most popular social media that Chinese people use in China are from Tencent and Sina, and their main products are QQ (a product from Tencent) and Wechat (a product from Tencent), and Weibo (a product from Sina). In this part, the author will focus on these two products from two different companies, and give a brief introduction of their status in China. After that, the author will evaluate how to do marketing in these social media. (China Internet Network Information Center 2014.)

From the data of China Internet Network Information Center (CNNIC), at the end of June 2014, the scale of China's mobile phone users reached to 527 million, and it was more than 26.99 million people by the end of 2013. What's more, at the end of 2013, China's mobile phone user in the proportion of men and women was 55.8: 44.2. Young users are the main body of all mobile users. Those aged 30 years old or younger accounted for 60% in the overall mobile phone users. As for occupation, the largest proportion of users are the student, reaching at 24.9%. (China Internet Network Information Center 2014.)

Except the basic information of mobile user, there is also useful data from CNNIC. For example, there are more and more people who would like to book travel tickets online. This phenomenon is the result of four factors. First, the national economy and travel demand are attributed to the results. From CNNIC, it was said, "studies have shown that when the Per Capital GDP reaches 5000 U.S. dollars, the tourism industry has stepped into the mature tourist economy. In 2012,

China achieved a Per Capital GDP of more than 6000 U.S. dollars, and had entered a diversified development stage featured by sightseeing, leisure and vacation”. Secondly, lots of information was published on the travel booking websites, and people can search them easily. Thirdly, marketing of enterprises is successful and mobile applications have facilitated for users booking online. (China Internet Network Information Center 2015.)

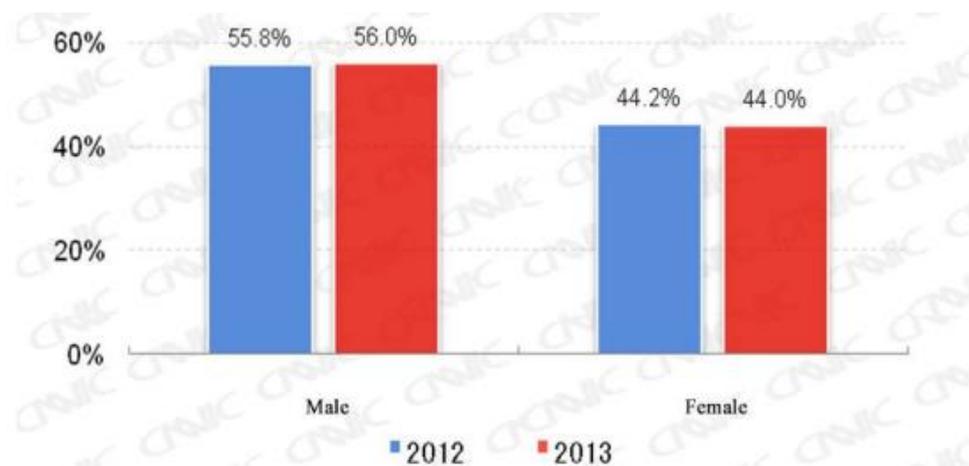


Figure 6. Gender Structure of Chinese Internet Users in 2012 and 2013 (China Internet Network Information Center 2015)

The Figure six (6) shows that the gender structure of Chinese Internet users in 2012 and 2013. From this figure, in 2012, it is known that in China, there are 55.8% Internet users who are male, and 44.2% Internet users are female. In 2013, the figures have not changed. There are 56% of Internet users who are male, and 44% users are female. Overall, we can see that there are more male Chinese Internet users than female. From this line chart, we can get the results that more male users prefer to use the Internet than female in China. (China Internet Network Information Center 2015.)

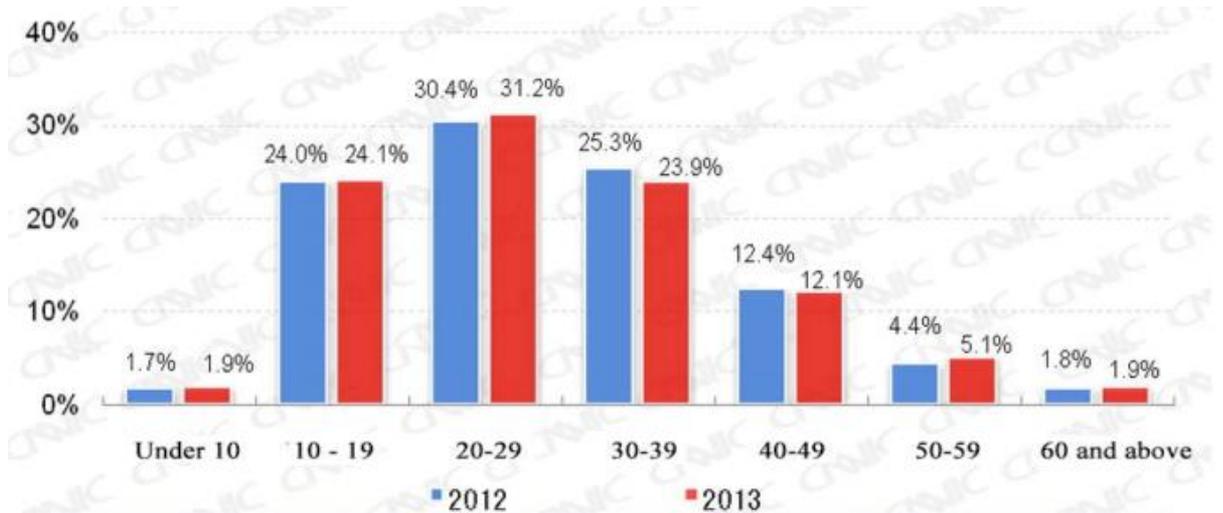


Figure 7. Age Structure of Chinese Internet Users in 2012 and 2013 (China Internet Network Information Center 2015)

The Figure seven (7) demonstrates the age structure of Chinese Internet Users in 2012 and 2013. We can see that the most of Chinese Internet users are age from 20 to 29. People whose age is from 30 to 39 year-old account for 25.3% in 2012, and 23.9% in 2013. However, people whose age is from 10 to 19 also account for 24% in 2012, and 24.1% in 2013. In one word, most Chinese Internet users are from 10 to 39 years of age. In this line chart, the numbers are shown clearly. Young Chinese people are the most frequency users. From this chart, we can learn that if Finnair wants to use the Internet to develop its business, young Chinese people are its mainstream customers. Focusing on young Chinese people is one of the most effective methods. (China Internet Network Information Center 2015.)

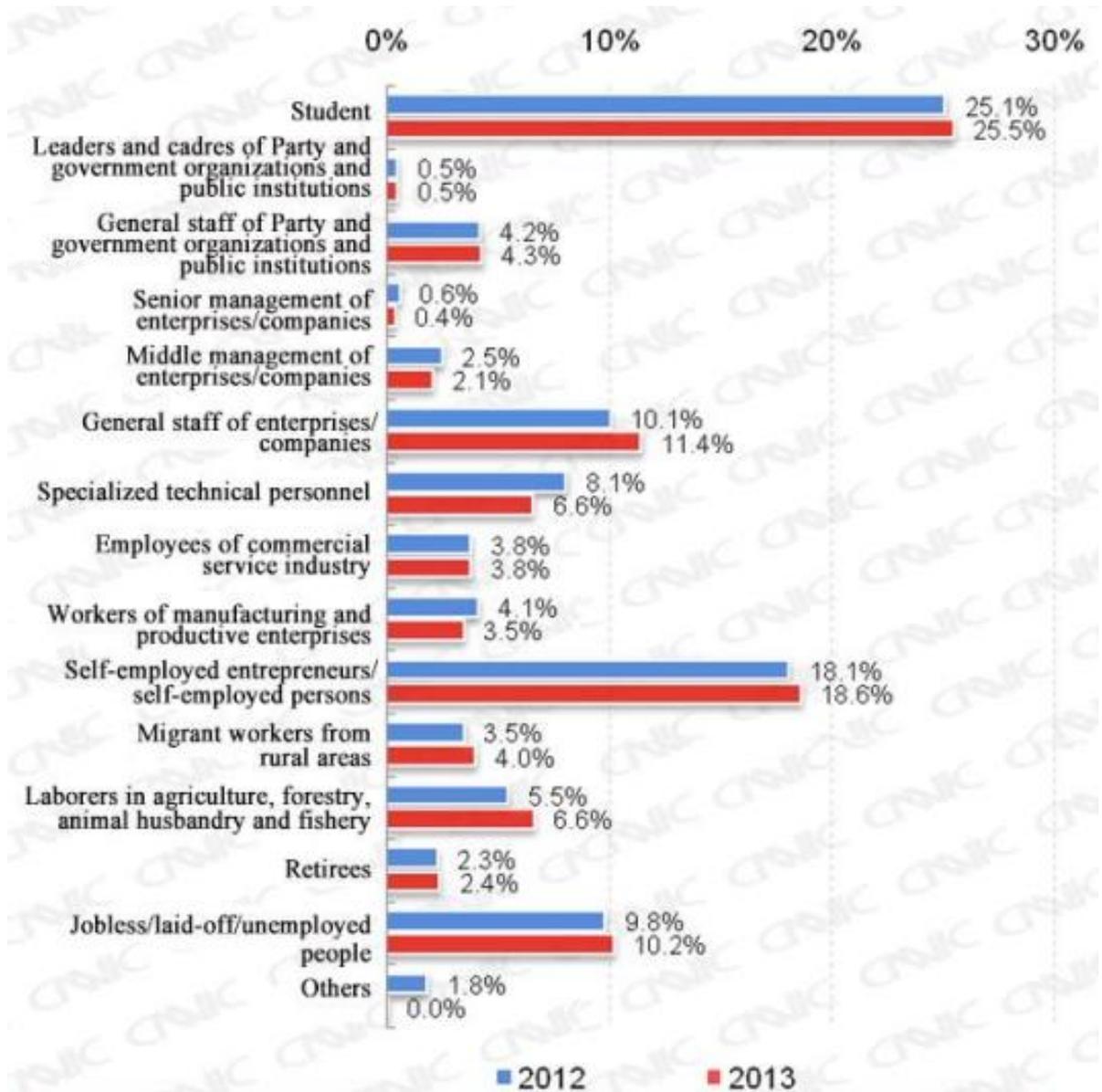


Figure 8. Occupational Structure of Internet users in 2012 and 2013 (China Internet Network Information Center 2015)

The Figure eight (8) shows the occupational structure of Internet users in 2012 and 2013. First, from this table you can see some interesting phenomenon. For example, there are 25.1% Internet users are students in 2012, and 25.5% in 2013. The second occupation is self-employed entrepreneurs, which is 18.1% in 2012 and 18.6% in 2013. And the percentage of general staff of enterprises/companies and jobless/laid-off/unemployed people are nearly same. There are 10.1% of Chinese Internet users are general staff of enterprises/companies in 2012, and 11.4% in 2013. There are 9.8% of Chinese Internet users are jobless/laid-off/unemployed people in 2012, and 10.2% in 2013. However, there is more

information behind this line chart that is important. As what the author mentioned, the occupation of the most frequent users are students, self-employed entrepreneurs/self-employed persons, general staff of enterprises/companies, and jobless/laid-off/unemployed people. Most of the students would like to use the Internet because they like to try new things, such as social media. And some jobless/laid-off/unemployed people are housewives or retired people. As for self-employed entrepreneurs/self-employed persons and general staff of enterprises/companies, they are middle class in China. In other words, they have enough money to support their life. Because they use the Internet, if Finnair can catch their eyes on the Internet, these people may become interested in Finnair. (China Internet Network Information Center 2015.)

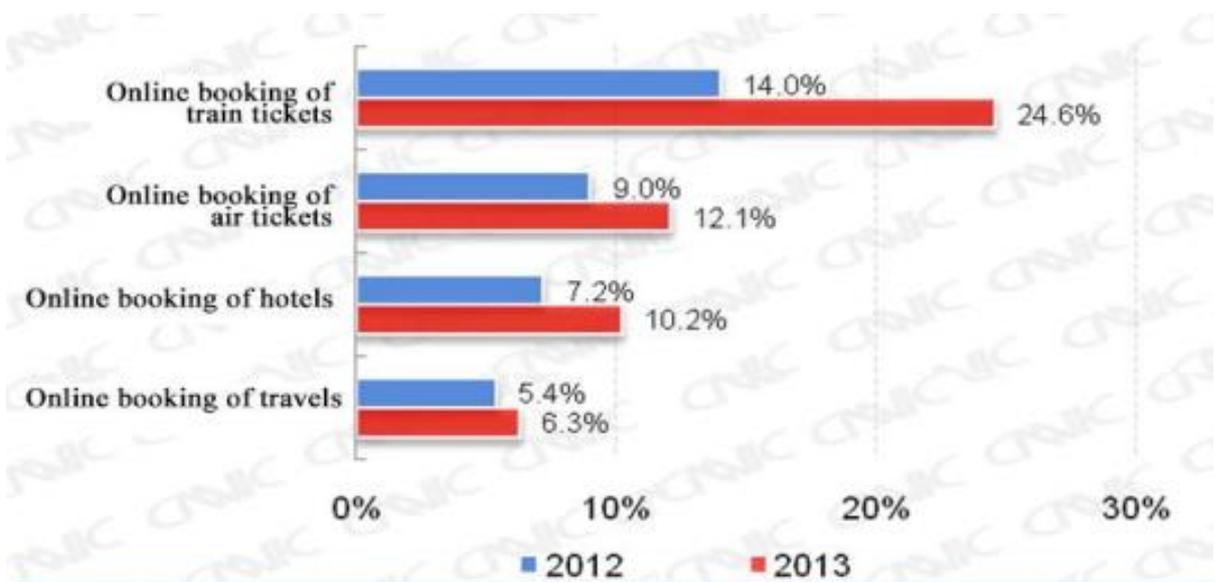


Figure 9. Utilization Ratios of Travel Booking Services among Chinese Internet Users in 2012 and 2013 (China Internet Network Information Center 2015)

The Figure nine (9) shows that utilization ratio of travel booking services in Chinese Internet users in 2012 and 2013. Overall, in 2012, each utilization ratio has an increase compared with 2013. It presents that there are 14% travel booking service is an online booking of train tickets in 2012, and in 2013, this number increase into 24.6%. In 2012, there are 9% of booking service is an online booking of air tickets, and this number increase into 12.1% in 2013. In 2012, there

are 7.2% of booking service is online booking of hotels, and 10.2% in 2013. People who using service of booking of travels account for least percentage. From this line chart, we can see that the rate of online booking is increasing in these years. On the other hand, all numbers in this chart show that people use online booking of train tickets, air tickets, hotels, and travels may all use for travel in other places. For example, Chinese people would like to book all things of travel online. In this way, Finnair focusing on online to advertise is the right choice. (China Internet Network Information Center 2015.)

4.1.1 Sina Weibo- the product of Sina Network Technology Co., Ltd.

Sina Network Technology Co., Ltd.

Sina Network Technology Co., Ltd. (called Sina) is a company which services China and global Chinese (Figure 10). As what they introduced in the main page, Sina has SINA.com (portal), SINA.cn (mobile portal) and Weibo.com (social media), which help users to gain information from professional Media and share users' interest via web and mobile devices. They offer a service of online video, music streaming, online gaming, photo album, blog, email, classified listings, fee-based services, e-commerce and business services. Their main benefits are from online advertising and fee-based services. (Sina 2009.)



Figure 10. The Logo of Sina (Sina 2009)

Sina Weibo

Sina has lots of different services and portals for customers. Among these products, the most popular in China is Weibo, also called as Sina Weibo (Figure 11). From Sina Weibo, people can find their interests. There are lots of stars and celebrities who have official accounts in Sina Weibo. Fans can follow their news. This is a good way to communicate. From the official data publishing in 2013 of Sina Weibo Data Center, from the gender of users, we can see that users in male and female are similar. As for the part of age structure, the people who were born in 1990 to 1999 have become the dominating of users, reached to 53%, and the people who born in 1980 to 1989 account for 37%. From the data, it is can be seen that most Weibo users are young people whose age is from 15 to 34 years old. In addition, the most of Weibo users are graduated students from universities or higher education. What is more, users always log in Weibo during 10pm. or later. (Sina 2009.)



Figure 11. The Logo of Weibo (Sina 2009)

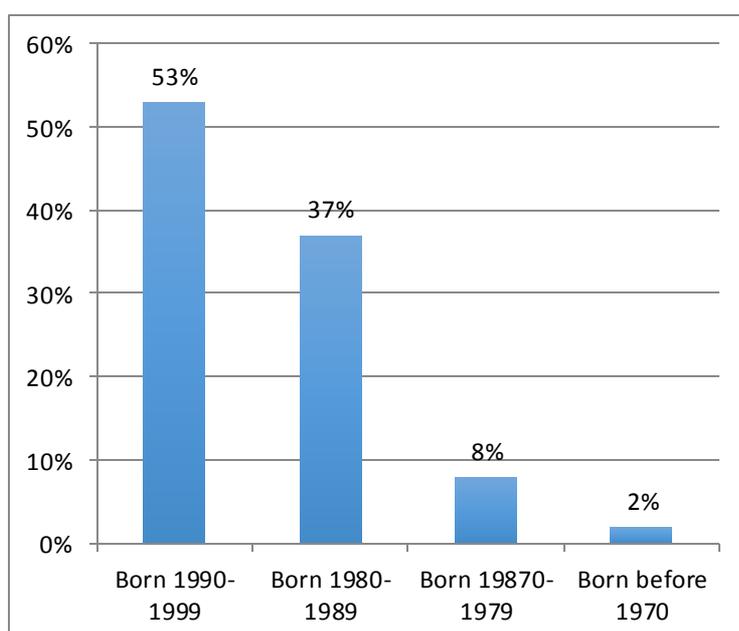


Figure 12. The age of Weibo users in 2013 (Sina 2013)

From the research (Figure 12), the proportion of men of Weibo users in 2013 is 50.1%, and the rate of women Weibo users is 49.9%. This research shows that the number of male and female users of Weibo is quietly same. Figure eight (8) is the age of Weibo users in 2013. It is known that male and female of Weibo users have similar percentages in 2013. There are 53% of Weibo users born in 1990-1999. There are 37% of users born in 1980-1989. In other words, there are more than half Weibo users are from 15 to 25 year-old, and there are 37% of users are from 25 to 35 year-old. From these features, it's known that 90% of users are 15 to 35 year-old. From this line chart, we can learn that most of Weibo users are young people. During these ages, people have enough energy and money to travel abroad. Finnair promotes adverting in Weibo can attract more young Chinese people who always use Weibo. In this way, developing Weibo advertising is one of the best ways to improve brand image of Finnair. (Sina 2009.)

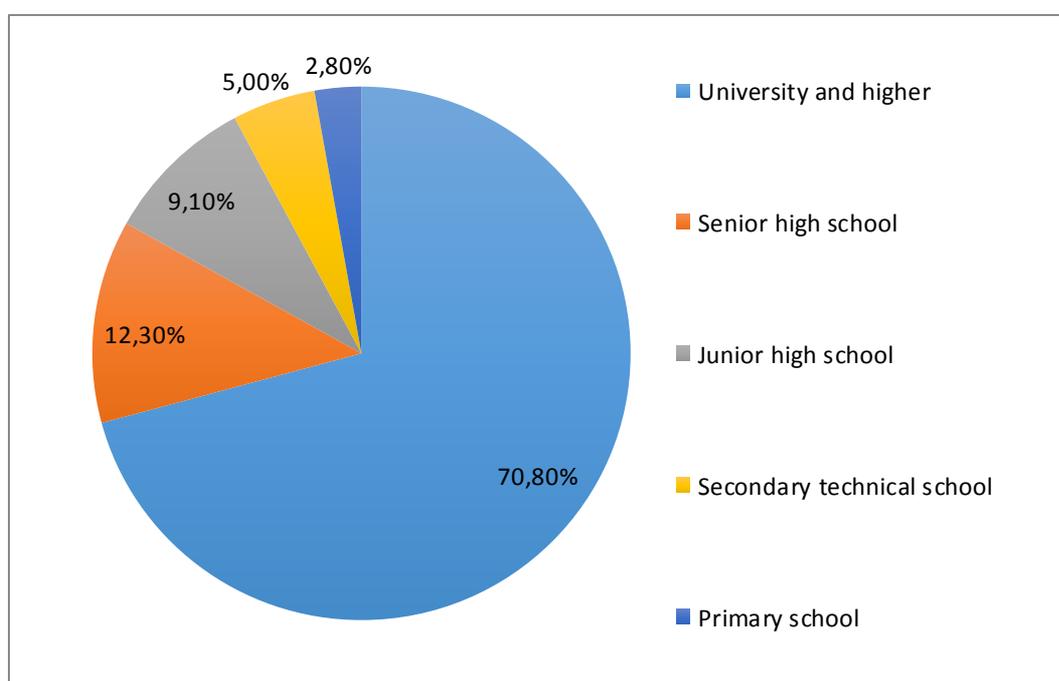


Figure 13. Education Structure of Weibo users in 2013 (Sina 2013)

Figure 13 is the education structure of Weibo users in 2013. In 2013, we can see that there are 70.8% Weibo users have university or higher education, which is the biggest part of all users. What's more, there are 12.3% users have senior high

school education. In addition, 9.1% of users graduated from junior high school. There are 5% Weibo users from secondary technical school, and 2.8% of primary school. In this pie chart, the education of most of Weibo users is from primary school. However, in China, the cardinal number of people who accept higher education is not too much. Some users do not like to show their real situation of education. In this case, the users who have higher education are not accounted. (Sina 2009.)

4.1.2 Wechat- the product of Shenzhen Tencent Computer System Co., Ltd.

Shenzhen Tencent Computer System Co., Ltd.

Shenzhen Tencent Computer System Co., Ltd. (called Tencent) founded in 1998 (Figure 14). Until now, it has developed to become the biggest and the most used Internet service platforms in China. From the main page of Tencent, on June 16th of 2004, Tencent Holdings Limited (SEHK 700) went public on the main board of the Hong Kong Stock Exchange. There are some numbers of the first half-year of Tencent. What is more, the information shows that total revenues were CNY38,146 million (USD6,200 million), an increase of 37% over the first half of the year ended June 30, 2013. Months active of QQ user accounts were 829 million (Tencent 2013). From these numbers, it is known to us that there is a big user group in Tencent, and if Finnair can have advertisements on any products of Tencent, it can get more Chinese people know Finnair. Cooperating with Tencent via putting advertisements on Tencent is can be thought.



Figure 14. The Logo of Tencent (Tencent 2013)

Wechat

Wechat (Figure 15) is a free smartphone application, which has launched an instant messaging service by Tencent. Wechat supports cross-communications operators, cross-operating system platform to quickly send free voice messaging, video, pictures and text over the network (need to consume a small amount of network traffic). It has lots of other additional services, such as e-shop platform, and transfer money. It also has different languages inside, which is helpful for international partners (Tencent 2013). In Tencent, Wechat has already been one of the most used and popular application. Besides these, Wechat has had cooperation with some international companies, such as Apple. Inc. In other words, Wechat has abilities to help other companies to advertise on its platform. (Tencent 2013.)



Figure 15. The Logo of Wechat (Tencent 2013)

The biggest difference between Wechat and Weibo is that Weibo is a public social media, but Wechat only can communicate with friends who customers add. In other words, users only can chat, send messages, and share pictures with their friends. However, people can see other's Weibo page without any accesses. (Tencent 2013.)

4.2 Use of Social Media Marketing in China

Social media consists of texts, words, pictures, and videos, which share something to others. Dave Evans, who is the cofounder of Social Dynamx thinks it is the thoughts and experiences of participants. In his words, social media is established on interest and communication between people, so conversation is

the specific market. In this section, the author will make a brief description of how to do marketing in Chinese social media. In other words, if Finnair can have its own accounts of social media, it can attract more Chinese customers. (Webtrend 2013.)

Without any doubts, social media has become one of the most important market place now. More and more large companies would like to operate an official account on some social media. In this way, the company can communicate with customers directly. For example, they can hear feedback from customers, and they can show their recent activities on their official account. As for customers, they can receive the latest information, or give suggestions to companies. In this way, it is much easier to communicate via sending e-mail. To be more specific, if Finnair has an official account in these social media and have a good operation to update its status every day, they can advertise more information to customers. If customers have some problems, Finnair can get in touch with them via communicating in social media. For example, when Finnair has some discount on flight tickets between Europe and China, it can publish this news on its social media, and then more people who use this social media will know it. Finnair can also teach those customers who do not know how to operate to book tickets. In this way, not only does social media help Finnair to advertise itself, but also helps customers get the latest news from the Finnair official account. (Yeeyan 2009.)

There is a 2014 Social Media Marketing Industry Report by Michael Stelzner (is the founder and CEO of Social Media Examiner), which shows some index. Apparently, most of the companies (92%) have recognized that social marketing is important. However, there are 85% respondents who indicate that they do not know which social media tools are the best. According to this report, it shows that even if marketer knows social media marketing is important, they still do not have a deep understanding of using it. In this case, after the research, we can know some social media that Chinese people always use, and advertise in these social

media. In this way, the efficiency of advertising can be improved in a short period. (Yeeyan 2009.)

The author will list some advantages of social media marketing to clarify how important of this marketing approach. First, as what mentioned in chapter 2.3, brand image is important to a company and its products. Using social media to promote brand image is much easier than other channel, such as advertising on TV. First, you can get in touch with your customers in a short time. If customers have any problems they can contact the staff of the company. If there are some accidents, customers also can get information from the companies' official account of social media. Secondly, advertising in social media does not spend too much money like TV or radio. In other words, putting advertisements on TV or radio would pay lots of money to keep these advertisements play every day. However, if you want to advertise, you can update your statuses by yourself and do not need other's help. Thirdly, nowadays, there are more young people do not like to listen radio or watch TV. Otherwise, young people would like to use online social media to communicate with others, and get the information from the Internet. Therefore, choosing to advertise on social media can attract more young people. (Yeeyan 2009.)

4.2.1 Marketing in Weibo

In chapter 2.2, the author introduced what Finnair has done and compared it with the other airline account in Weibo. Now, more information regarding to how to improve the present situation of Finnair will be shown. Not only Finnair but also other companies that want to advertise in Weibo to catch more young Chinese people can have a look at this chapter. It can be a suggestion of how to promote brand image in Weibo. (Sina 2009.)

First, if a company wants to advertise in Weibo, it should have at least one member of staff who is responsible for its Weibo account. At the beginning, you

should apply an account of Weibo. At this time, you should have an e-mail account, and through e-mail account to apply a Weibo account and set password. Because a company wants to apply for a certification of the official account from Weibo, the company should provide the copy of the business license. Weibo has to check this is the stuff from the company. There are no possibilities that another person who is not from the company can use this official account. Besides, the certified letter from relevant departments is also needed. All of these documents are from the company, because a proved official account can bring huge influence to other Weibo users. Secondly, the user of official account can log into Weibo account, and at the top of the page, the user can find the entrance of authentication. (Sina 2009.)

These are the most essential steps of applying for an authenticated official account. After some working days, Weibo will notice you the results, and if the application is accepted, the main page of the account will be shown. In this case, when other people enter your main page, they will know this is the official account of the company, and all information that has published is true. The company should also pay little money to Weibo, and the exact sum would be dependent on the size and influence of the company in China. What is more, when the user uses Weibo account to publish some statuses, he can choose English as the first language. However, when you apply the authenticated certificate, all processes are in Chinese. In other words, the best way is that the user of this official account is a Chinese person or who understands Chinese very well. As for the advantages of using Weibo account, Chinese staff is better than foreigners, because the main customer base is also Chinese people. (Sina 2009.)

In addition, Finnair also employed a Chinese person to manage its official account. As the author mentioned in chapter 2.3.2, Finnair does not always update its status like other airline's official accounts. Publishing news and information about Finnair or Finland can raise interest of people. In other words,

if Finnair always update statuses on Weibo, there would be more other users notice Finnair. This is also an effective way to advertise its brand. For example, if Finnair publishes a very interesting news on Weibo, other users are interested in this news, and they would share, comment or like this news to others. In other words, more and more people will see this news or like it. Weibo has an automatic counter, which can count that in a period which news is the most popular. If the automatic counter produces the results, this news can be shown at the top of Weibo page. In other words, in this period, the people who use Weibo account can see this news, which is a good way to increase realizations from other users. (Sina 2009.)

Overall, as one of the most popular social media in China, having a good operation with its Weibo account is the most effective and economical way. What is more, Weibo is an open social media, and whatever relationships with you, people can see your page. There is no limitation on any account. It is helpful to the company to advertise itself. By using an official account on Weibo, Finnair can get more customers. (Sina 2009.)

4.2.2 Marketing in Wechat

Wechat is also one of the most popular social media in China. However, the biggest difference between Wechat and Weibo is that Wechat is a closed social media. The users only can communicate or share their opinions with the friends that they added. Actually, Wechat is more like a chatting tool. Its main function is to chat with friends. There is a function, "Moments" that friends can share opinions and daily life. To be more specific, the company can have its one official account, and publish its status on Moments. If the friends like this status, they can share it on its Moments. In this way, more friends can see this status. Wechat and Weibo have the same way to spread brand of the company. This way is that people share the status of the official account with others, and then more people know this company and its brand. (Tencent 2013.)

There are also some steps to apply for an authenticated certificate in Wechat, if the company wants to have an official account. First, the user of an official account should go to the official website of Wechat (Weixin 2014). The user also needs an e-mail account to apply a new Wechat account and set passport. After that, the user should log into your e-mail address and ensure the link to Wechat. When the user finishes these steps, he can log into Wechat account, and start to fill some forms. The user should confirm that this account is for organization but not for personal use. There are also some options about type of organization, and they are government, media, enterprise or other. As for Finnair, the user should choose the type of enterprise. Some other information is also needed, such as the name of the enterprise, the e-mail address of enterprise, and the address and postcode of the enterprise. The most important is the business license. Though the business license, Wechat can verify whether this is the real company, and check the date of establishment, operating period, business scope of this enterprise. After uploading all of this information, there is a step that is different from Weibo. The user who applies for this official account should confirm his position in the company, and his name and identity card. At last, his calling number is also needed, because Wechat would send a confirmation letter to his mobile phone. After that, he should confirm this letter on the website. After the whole processes, Wechat would reply in seven (7) working days. There is an important thing that has to say is that all of these processes are shown in Chinese, and the user cannot change languages. In other words, the users must be a person who knows Chinese every well. (Wechat 2012.)

Until now, the author has introduced the different methods of applying an official account in Weibo and Wechat. From all of these two applications, it is not difficult to find that applying an official account in Wechat has to supply more documents in order to improve this user of the account is true. There is one reason that can explain this phenomenon. In Wechat, not only does the user can publish statuses

to others, but also the user can sell products through building a “vdian”. “Vdian” is the name of a micro shop, which is linked with Wechat. Every person or company can have his vdian in Wechat. For example, a company can publish a status to introduce its product. In addition, at the end of this status, the user also can put the link to its vdian. In this way, after readers reading this status, they can go to the link directly and buy the product. As for Finnair, it can update some status every day, and also give links to some cooperating products, such as products of Marimekko or Iittala. In this way, Finnair can advertise its brand and also sell products at the same time. However, Wechat also has an essential shortage, which is not convincing like Weibo. Wechat is an application, which only can be used on mobile phones, or pads. In other words, users cannot use it on computers. There is no web page to use Wechat. Whereas, Weibo is a social media, which is based on a web page, and also its company creates an application. Therefore, Weibo can be used on any electricity devices. (Wechat 2012.)

From now on, Finnair does not have any official account in Wechat. In order to learn Wechat how to work and what can be done by airlines in Wechat account, the author can show an example from a Chinese airline, Air China. In China Air China is a partner of Finnair. First, people can find Air China by entering its name in Wechat. When people search “Air China”, the information on this airline would be shown, such as the date of applying official Wechat account, and the name of its company. After that, people can follow this official account. There is a chat page open automatically. In this chat page, people can choose to know some information, such as the situation of the flight, booking management, the situation of weather, and my membership. By entering different numbers, people can choose different functions. Air China published one (1) status every day, and in order to introduce the new air route, information on discount, and flight tax free shopping. Through these statuses, Air China wants to attract more customers. Finnair also can create an official account like this. For example, Finnair can publish the statuses about the new function of the Helsinki Vantaa airport to

express that choosing Finnair can provide customers comfortable places to relax. To raise people's eyes, Finnair should write more innovative ways to write status in Wechat. (Wechat 2012.)

5 RESEARCH METHODS AND IMPLEMENTATION OF THE STUDY

5.1 Research Methods and Implementation

The aim of qualitative research is to understand some aspects of social life. The method of qualitative research is to produce words, but not numbers as data for analysis (Judith Green 2007). In other words, qualitative research should be based on theories and experiences, and seize the main features of aspects of things directly. What is more the differences of numbers should be temporarily ignored. There are two different dimensions of quantitative research. The one is purely qualitative research without or lack of quantitative study, and this kind of research always leads to general results. In addition, another type of qualitative research is based on quantitative research, which is more reliable. (BMALib 2014.) In practical research, qualitative research and quantitative research are often applied together. In this thesis, two of these research methods have been used. First, the knowledge of brand and the information about Finnair and social media is based on qualitative research. In these parts, the purpose of using qualitative research is to obtain insight information. The situation of Finnair is almost known from its official website. As for its situation of Weibo official account, the author observed its statuses in the account, and compare to other official accounts of airlines. The whole of this analysis comes from qualitative research. In addition, the knowledge of brand is most from published books or academic articles. The author combined the knowledge with Finnair and how to promote brand image. As for the chapter about Chinese social media, the author used qualitative research and quantitative research together. The most of statistics are from China Internet Network Information Center.

Quantitative analysis can be done for a number of reasons such as measurement, performance evaluation or valuation of a financial instrument (Investopedia 2014). In the other words, quantitative analysis is to collect data though analyzing numbers. One of the biggest differences between quantitative analysis and qualitative analysis is that make analysis via data and numbers. For example, in this thesis, the author did a survey and got 100 pieces of answers. The aim of the

survey is to learn the brand image of Finnair among young wealthy Chinese people. Through using quantitative analysis, the author can know how Chinese people think about Finnair directly. For example, if most of people choose “I know Finnair”, it means that Finnair have already had a high brand awareness in China. From each questions, respondents can give their opinions, and via analyzing the results the author can know the brand image of Finnair among young wealthy Chinese people. Though analyzing the data, some useful information could be collected. And this survey is helpful to learn some situation of Finnair among young Chinese Internet users and about their opinions. This information can be one of sources to help the author analysis the brand image of Finnair. As for more results of the survey, the author will present in this chapter.

5.2 Survey and Analysis

In order to learn the current brand image of Finnair among young wealthy Chinese people, the author did a survey via publishing the survey questionnaire in Weibo and Wechat. There are seventeen (17) questions and they were divided into two (2) parts to show to respondents. In total, there are 100 respondents, and spend one (1) day to collect data. It shows that there are lots of people would like to use Chinese social media in their relaxing time. As for some questions, the author would pick up some representative questions and explain the aim and goal of each one. There are full content in the end of this thesis.

There are two (2) questions are about gender and age. These questions are asking for background information of respondents. The target group of this thesis is about young and wealthy Chinese people. The background information can help to focus on the target group. In addition, the question: “your yearly income” (N=100) also aims for focusing the target group. As we know, Finnair has five destinations in China. The next question: “where do you live” (N=100) aim for knowing which city is the most popular for customers to choose. In other words, Finnair can arrange more times on the most popular city. On the contrary, if there are not so many people live in some cities, Finnair do not need to arrange too

much times of flights on these cities. The aim of one question:” do you have a plan to fly to Europe” (N=100) is to know how many people could be the potential customers of Finnair. In other words, from this question, it also can be known that how big the Chinese market is. A question is “if yes, what is the purpose of your trip” (N=100). This question is follow with the former question, and aim of the question is to know the purpose of respondents to go to Europe. From this question, it can be known that how to advertise Finnair among Chinese people. In the other words, if most of respondents are for study, Finnair can develop some tickets for students. The next is a question that “have you ever heard of Finnair before” (N=100) and next question: “have you ever taken a Finnair flight before” (N=100). These questions are to know the current brand image of Finnair in China. As following, the question: “how do you know Finnair” (N=100) is to know the channel that people knows Finnair. From the most popular channel, Finnair can consist with this way and develop it. There are also some questions are about the situations of respondents that how frequency of flying between China and Europe. These questions also aim for knowing the Chinese market. As for the last three questions, they are all the opinions of respondents about Finnair. From these questions, we can know that how respondents think about Finnair, and from which aspects that Finnair can develop. These questions and their results would be shown and explained in the next parts.

5.3 Summary of the Results

As for some questions, their results would be shown in the end. The author would pick up some questions to explain their results and analyze. As what you can see, the Figure 16 shows that the most of respondents (74%) know Finnair from Internet. The second way is from their friends. On the contrary, TV (12%) and advertisement (20%) are not common ways to adverse Finnair. From the results, it can suggest that Finnair could also enhance advertising way on Internet, because it is the most effective way and it is much cheaper than advertise on TV and advertisements.

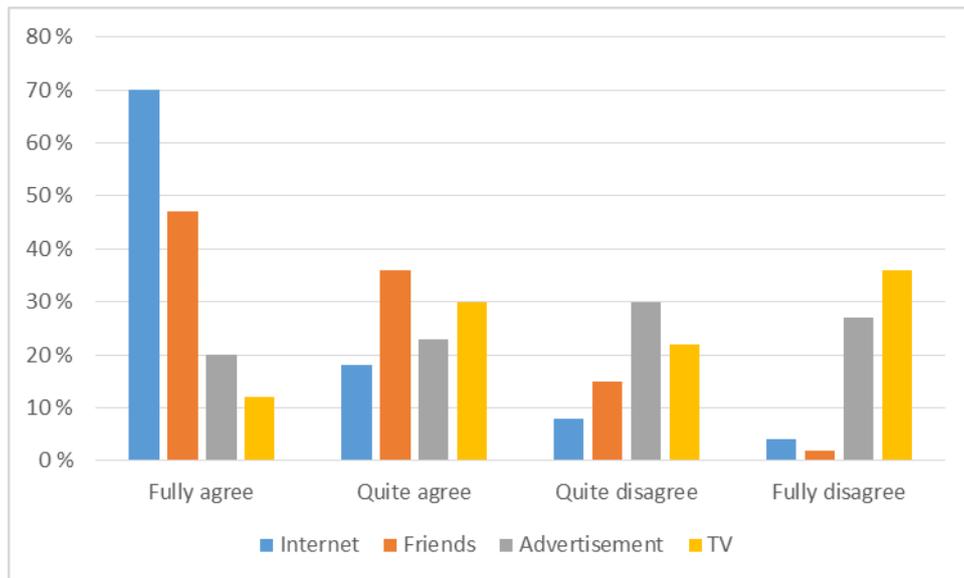


Figure 16. How do you know Finnair? (N=100)

There is a question about the satisfactory of Finnair. As you can see in Figure 17, most of respondents (67%) fully agree that flight duration is the most satisfied with Finnair. As for other aspects, such as departure or arrival time and flight service, respondents think they are not care about and they think Finnair is not good at these parts. As we know that Finnair offers the fastest direct flight route between China and Finnair, from the results we can see that customers are very satisfied with it. From the satisfactory of departure or arrival time and ticket price, most of people choose “quite agree”. From this point, we could see that respondents think that time and price is reasonable for Finnair, but there are still some spaces to develop.

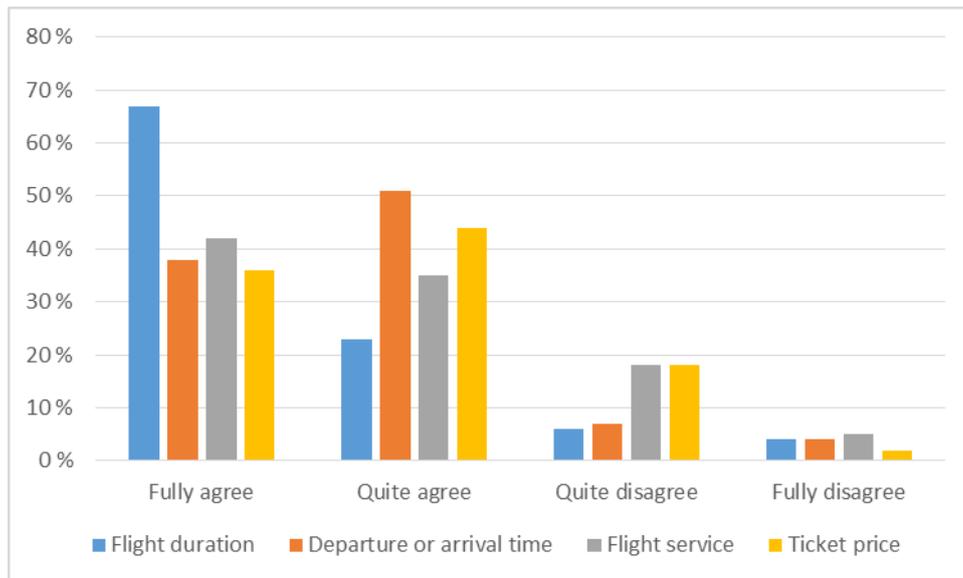


Figure 17. I am satisfied with _____. (N=100)

There are also some questions about those respondents' opinions of Finnair and its relative departments. As you can see, one question is about the opinion of Finnair, and the next question focuses on Finnair cabin crew. From these two (2) questions, we can know how Chinese people think about it. As you can see, on Figure 18, there are most of respondents think Finnair is well-known (63%), and 53% of respondents think it is safe. There are 56% of respondents who quite agree that Finnair is innovative. From the whole results, we could say that Finnair gives the impression to Chinese people is positive. In the other words, Chinese people have a good image of Finnair. It is very helpful to Finnair develop its brand image in China. It is known that consisting of developing a positive brand image is much easier to change a negative impression in customers' mind.

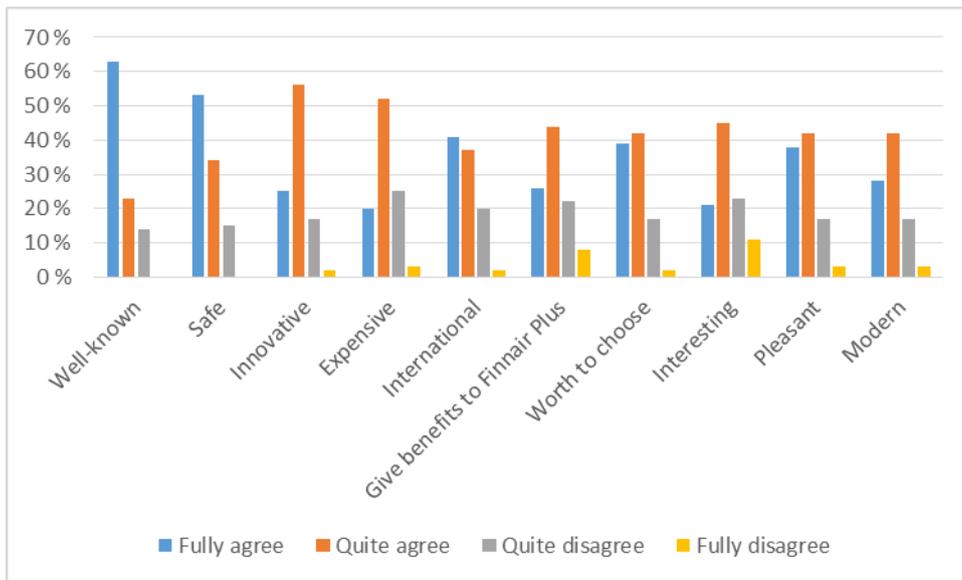


Figure 18. Finnair is _____. (N=100)

From Figure 19, we see that the most of people think Finnair cabin crew is friendly (76%). Respondents satisfied Finnair serve high quality (52%). There are only 40% of respondents think that Finnair cabin crew is easy to communicate. From this point, we can see that Finnair should have more employees who can speak different languages, especially Chinese. Respondents do not so satisfied with food (29%) and drinks (40%) of Finnair. This means that Finnair should develop their food and drinks in the future. In the other words, Finnair should offer more food and drinks which are suitable for Chinese people.

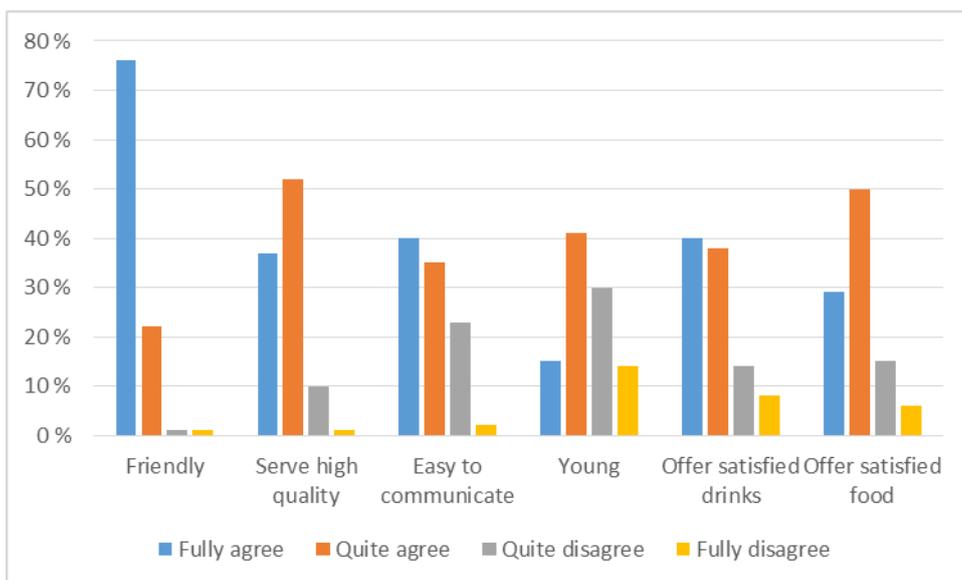


Figure 19. Finnair cabin crew is _____. (N=100)

5.4 Conclusion

The whole survey was published in Weibo and Wechat. The aim to do this is that these two (2) social media are the main advertising way in China. The author also suggests that Finnair can enhance advertising in these social media, because they nearly do not need to spend much money. From what other airlines have done, the effective results can be visible. From this survey, we could see that Finnair has a good impression in Chinese people's mind. There are also some aspects can be developed. This survey not only research the brand image of Finnair, but also can know that how people choose airlines. From this side, Finnair can change the routine to choose the most suitable way for Chinese customers. For example, Chinese people would like to book airline ticket on some travel agency websites, and Finnair can have cooperation with them. In this way, Finnair can attract more Chinese people to choose Finnair as their first choice.

From this survey, we could know that Finnair should have confidence that it can get more Chinese customers via effective advertising methods. In China, there are lots of people are willing to go to Europe. This is a positive way to promote Finnair expand its market in China.

6 EPITOME

This thesis fulfilled with knowledge of brand image, information of Finnair, information of Chinese social media, the social experiences of the author, and the survey of Finnair. The aim of this thesis is to know the brand image of Finnair among young wealthy Chinese people, and give suggestions of how to develop their brand image in China. From the current situation of Chinese social media, Weibo and Wechat are the most effective ways to advertise. The author also showed the example of other airlines in these social media, which could be a model of Finnair. From the survey, it can be known that Finnair has already impressed a positive image among young wealthy Chinese people. In addition, Finnair also can get more information about how to develop their service from the results of this survey.

This thesis could be improved by some aspects. For example, if possible, the author could interview some Chinese people and ask them the opinions of Finnair. From interview, we can know more details of each respondent, and know their opinions. They also can show their more thoughts about Finnair. Because this thesis focus on wealthy Chinese people, there are more people do not like to show their income, which would lead to the deviation of this survey.

From what has been done, this thesis could give readers a general view of Finnair and Chinese social media. It also can show to Finnair that the brand image of Finnair among young wealthy Chinese people. If the reader scan this thesis, they could know the current situation of Finnair in China. In addition, this thesis also can help those foreign companies which want to develop their brand image among young wealthy Chinese people.

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APPENDICES

Questionnaire of Finnair
Results of questionnaire

Appendix 1
Appendix 2

Questionnaire of Finnair

Appendix 1

1. Gender?

-Male

-Female

2. Age?

-Under 16

-16-25

-26-35

-Above 35

3. Where do you live?

-Beijing or around Beijing

-Shanghai or around Shanghai

-Chongqing or around Chongqing

-Xi'an or around Xi'an

-Hong Kong or around Hong Kong

-Other. Please specify.

4. What is your yearly income? (1 EUR= 7 CNY)

-Lower than 60,000 CNY

-60,000-99,999 CNY

-100,000-131,999 CNY

-132,000 CNY or more

5. Do you have a plan to fly to Europe?

-Yes

-No

6. If yes, what is the purpose of your trip?

-Study

-Business

-Travel

-Other

7. Have you ever heard of Finnair before?

-Yes

-No

8. Which of the logo belongs to Finnair?



9. How do you know Finnair? (Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Internet				
-Friends				
-Advertisement				
-TV				
-Other, please specify				

10. Have you ever take a Finnair flight before?

-Yes. How many times a year? Please specify

-No

11. I am satisfied with _____. (Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Flight duration				
-Departure or arrival time				
-Flight service				
-Ticket price				
-Other. Please specify				

12. What in your opinion is a reasonable price for a return flight from China to Europe? (1 EUR= 7 CNY)

-Lower than 3,000 CNY

-3,000-4,499 CNY

-4,500-5,999 CNY

-6,000-7,499 CNY

-7,500 CNY or more

-Other, please specify

13. When you choose an airline, which aspects are the most important for you?

(Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Flight duration				
-Departure or arrival time				
-Flight service				
-Airlines' reputation				
-Other. Please specify				

14. What are your favorite channels to purchase tickets? (Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Airline's official website				
-Online ticket platform				
-Ticket agents				
-Airport ticket counters or calling centers				
-Other. Please specify				

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How well the following descriptions do is your opinion of Finnair? Please choose the alternative that is closest to your opinion.

15. FINNAIR is _____. (Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Well-known				
-Safe				
-Innovative				
-Expensive				
-International				
-Give benefits to Finnair Plus				
-Worth to choose				
-Interesting				
-Pleasant				
-Modern				
-Other. Please specify				

16. FINNAIR CABIN CREW is _____. (Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Friendly				
-Serve high quality				
-Easy to communicate				
-Young				
-Offer satisfied drinks				
-Offer satisfied food				
-Other. Please specify				

17. HELSINKI VANTAA AIRPORT is _____. (Please give your opinion of each option.)

	Fully agree	Quite agree	Quite disagree	Fully disagree
-Convenient to transfer				
-Comfortable				
-Suitable to wait for a long time				
-Good equipment for recreation				
-Crowded				
-Other. Please specify				

Results of questionnaire

Appendix 2

1. Gender? (N=100)

	N	Percent
Male	47	47%
Female	53	53%

2. Age? (N=100)

	N	Percent
Under 16	7	7%
16-25	58	58%
26-35	29	29%
Above 35	6	6%

3. Where do you live? (N=100)

	N	Percent
Beijing or around Beijing	23	23%
Shanghai or around Shanghai	20	20%
Chongqing or around Chongqing	18	18%
Xi'an or around Xi'an	9	9%
Hong Kong or around Hong Kong	7	7%
Other. Please specify	23	23%

Answers given into text: Wuhan or around Wuhan (N=6)

4. Your yearly income? (1 EUR= 7 CNY) (N=100)

	N	Percent
Lower than 60,000 CNY	47	47%
60,000-99,999 CNY	31	31%
100,000-131,999 CNY	14	14%
132,000 CNY or more	8	8%

5. Do you have a plan to fly to Europe? (N=100)

	N	Percent
Yes	96	96%
No	4	4%

6. If yes, what is the purpose of your trip? (N=142)

	N	Percent
Study	58	59.79%
Business	36	37.11%
Travel	47	48.45%
Other	1	1.03%

7. Have you ever heard of Finnair before? (N=100)

	N	Percent
Yes	85	85%
No	15	15%

8. Which of the logos belongs to Finnair? (N=97)

	N	Percent
A	94	96.91%
B	3	3.09%
C	0	0%

9. How do you know Finnair? (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Internet	70	18	8	4	100	1.46
	70%	18%	8%	4%		
Friends	47	36	15	2	100	1.72
	47%	36%	15%	2%		
Advertisement	20	23	30	27	100	2.64
	20%	23%	30%	27%		
TV	12	30	22	36	100	2.82
	12%	30%	22%	36%		
Other, Please specify	2	1	1	0	4	1.75
	50%	25%	25%	0%		
Total	151	108	76	69	404	2.16

10. Have you ever take a Finnair flight before? (N=100)

	N	Percent
Yes. How many times a year? Please specify	69	69%
No	31	31%

Answers give into text: 1 (N=11)

2 (N=37)

3 (N=6)

4 (N=4)

11. I am satisfied with _____. (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Flight duration	67	23	6	4	100	1.47
	67%	23%	6%	4%		
Departure or arrival time	38	51	7	4	100	1.77
	38%	51%	7%	4%		
Flight service	42	35	18	5	100	1.86

	42%	35%	18%	5%		
Ticket price	36	44	18	2	100	1.86
	36%	44%	18%	2%		
Other. Please specify	1	2	0	1	4	2.25
	25%	50%	0%	25%		
Total	184	155	49	16	404	1.75

12. What in your opinion is a reasonable price for a return flight from China to Europe? (1 EUR= 7 CNY) (N=100)

	N	Percent
Lower than 3,000 CNY	17	17%
3,000-4,498 CNY	33	33%
4,500-5,999 CNY	41	41%
6,000-7,499 CNY	8	8%
7,500 CNY or more	0	0%
Other. Please specify	1	1%

13. When you choose an airline, which aspects are the most important for you? (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Flight duration	66	25	5	4	100	1.47
	66%	25%	5%	4%		
Departure or arrival time	33	46	16	5	100	1.93
	33%	46%	16%	5%		
Flight service	39	37	20	4	100	1.89
	39%	37%	20%	4%		
Airlines' reputation	47	37	12	4	100	1.73
	47%	37%	12%	4%		
Other. Please specify	5	2	0	0	7	1.29
	71.43%	28.57%	0%	0%		
Total	190	147	53	17	407	1.75

Answers given into free text: Price (N=2)

The standard of the food in the flight (N=1)

Security record (N=1)

14. What are your favorite channels to purchase tickets? (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Airline's official website	80	10	8	2	100	1.32
	80%	10%	8%	2%		
Online ticket platform	39	41	15	5	100	1.86
	39%	41%	15%	5%		

Ticket agents	40	24	28	8	100	2.04
	40%	24%	28%	8%		
Airport ticket counters or calling centers	31	34	19	16	100	2.2
	31%	34%	19%	16%		
Other. Please specify	2	2	0	0	4	1.5
	50%	50%	0%	0%		
Total	192	111	70	31	404	1.85

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15. FINNAIR is _____. (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Well-known	63	23	14	0	100	1.51
	63%	23%	14%	0%		
Safe	53	34	15	0	100	1.6
	53%	34%	15%	0%		
Innovative	25	56	17	2	100	1.96
	25%	56%	17%	2%		
Expensive	20	52	25	3	100	2.11
	20%	52%	25%	3%		
International	41	37	20	2	100	1.83
	41%	37%	20%	2%		
Give benefits to Finnair Plus	26	44	22	8	100	2.12
	26%	44%	22%	8%		
Worth to choose	39	42	17	2	100	1.82
	39%	42%	17%	2%		
Interesting	21	45	23	11	100	2.24
	21%	45%	23%	11%		
Pleasant	38	42	17	3	100	1.85
	38%	42%	17%	3%		
Modern	28	52	17	3	100	1.95
	28%	42%	17%	3%		
Other	2	2	0	0	4	1.5
	50%	50%	0%	0%		
Total	356	429	185	34	1004	1.9

16. FINNAIR CABIN CREW is _____. (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Friendly	76	22	1	1	100	1.27
	76%	22%	1%	1%		
Serve high quality	37	52	10	1	100	1.75
	37%	52%	10%	1%		
Easy to communicate	40	35	23	2	100	1.87
	40%	35%	23%	2%		
Young	15	41	30	14	100	2.43
	15%	41%	30%	14%		
Offer satisfied drinks	40	38	14	8	100	1.9
	40%	38%	14%	8%		
Offer satisfied food	29	50	15	6	100	1.98
	29%	50%	15%	6%		
Other	0	3	0	1	4	2.5
	0%	75%	0%	25%		
Total	237	241	93	33	604	1.87

17. HELSINKI VANTAA AIRPORT is _____. (N=100)

	1 Fully agree	2 Quite agree	3 Quite disagree	4 Fully disagree	Total	Average
Convenient to transfer	69	30	1	0	100	1.32
	69%	30%	1%	0%		
Comfortable	36	51	12	1	100	1.78
	36%	51%	12%	1%		
Suitable to wait for a long time	34	35	29	2	100	1.99
	34%	35%	29%	2%		
Good equipment for recreation	30	38	27	5	100	2.07
	30%	38%	27%	5%		
Crowded	37	28	25	10	100	2.08
	37%	28%	25%	10%		
Other	3	1	0	0	4	1.25
	75%	25%	0%	0%		
Total	209	183	94	18	504	1.84