



# **Update Promotional Suggestions for Chinese Restaurants in Kuopio**

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Bachelor's Thesis

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**Valitse kohde.**



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<p><b>Abstract</b></p> <p>Chinese restaurant is an organization which serves Chinese food outside China. Running Chinese restaurant is typically a business operated by Chinese people working in overseas. The popularity of Chinese food has increased in recent years due to the spread of Chinese culture and development of reform and opening policies of China. The competition between Chinese restaurants is becoming fiercer and fiercer.</p> <p>The main purpose of the study was to explore better promotional strategies for Chinese restaurant in Kuopio. The study was commissioned by Canton Hin Ravintola , a Chinese restaurant serves Cantonese food in Kuopio which to gain feedback from local customers, employer and employees of the Chinese restaurant.</p> <p>The study started with theoretical knowledge about the background of the restaurant with the help of a SWOT analysis, a marketing environment analysis of Kuopio and introduction of promotional strategies. They were mainly from the academic books and online materials. The research implemented both quantitative a questionnaire and a qualitative interview.</p> <p>The research results indicated that local newspapers are the most popular advertising tool for Chinese restaurant. There is no doubt that promotional methods of Chinese restaurants could be improved. According to the findings, the recommendations for some updated promotional methods for Chinese restaurant were suggested.</p>			
<p><b>Keywords</b></p> <p>Chinese restaurant, promotional methods, marketing environment analysis, SWOT analysis, questionnaire, interview</p>			

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## 1 INTRODUCTION

With the prevalence of Chinese food, competitions among different Chinese restaurants are becoming more and more intense. As an existing Chinese Restaurant, Canton Hin restaurant, has to make great efforts to make some effective and new strategies in order to make profits.

However, there are some truly problems in current Chinese restaurants. First of all, Where are the Chinese, there is a Chinese restaurant. Chinese restaurants almost locate in all over the world. More and more people like Chinese food and wish to eat Chinese food in their life. Secondly, the tendency of a Chinese restaurant running type is more like a unit of husband and wife. So, most of Chinese restaurants' scales are small. Internal assignment of responsibility is not very clearly. Rewards and punishments system is not very well. Besides, with the development of competition, an increasing number of Chinese restaurants have turn out in the same city. For example, there are 9 Chinese restaurants lying on one street in Stockholm. The bad competition and imitations among each other lead to the quality of Chinese food becoming lower and lower. Finally, a growing number of Chinese restaurant tend to use the Japanese Brand to sell their good. They forget the real traditional Chinese culture. And those Chinese restaurants are ignoring that it is very important to build good Chinese brand images.

A Chinese restaurant should be considerate on those problems and make effective new measures to constantly attract customers' attentions.

### 1.1 The objectives and limitations

The purposes of this thesis are to study and provide you with completely and truly efficient methods to improve the competitiveness of the Chinese restaurant by promoting. The whole thesis concentrates on looking for the most suitable way to promote by though using some theories of marketing and promotion from books and Internet, and mixed customers questionnaire, employer and employees interviews in a real Chinese restaurant Canton Hin restaurant. The knowledge of marketing and promotion are theoretical basis of this paper. And the questionnaire devotes to know the customers' needs, and interviews turn to understand the thoughts of people who

supply food and services as practical research study. In the end, there are some really useful promoting methods for Chinese restaurants.

## 1.2 The structure of the thesis

Nevertheless, there are also some limitations when do this study. For instance, we are only collecting a small part of customers' feedbacks from a Chinese restaurant, the numbers of respondents are not very big and not every customer would like to do this kind of questionnaire. Then, employers have to consider the cost of promotion. Sometimes, some very useful measures cannot be used with low capital because of high costs.

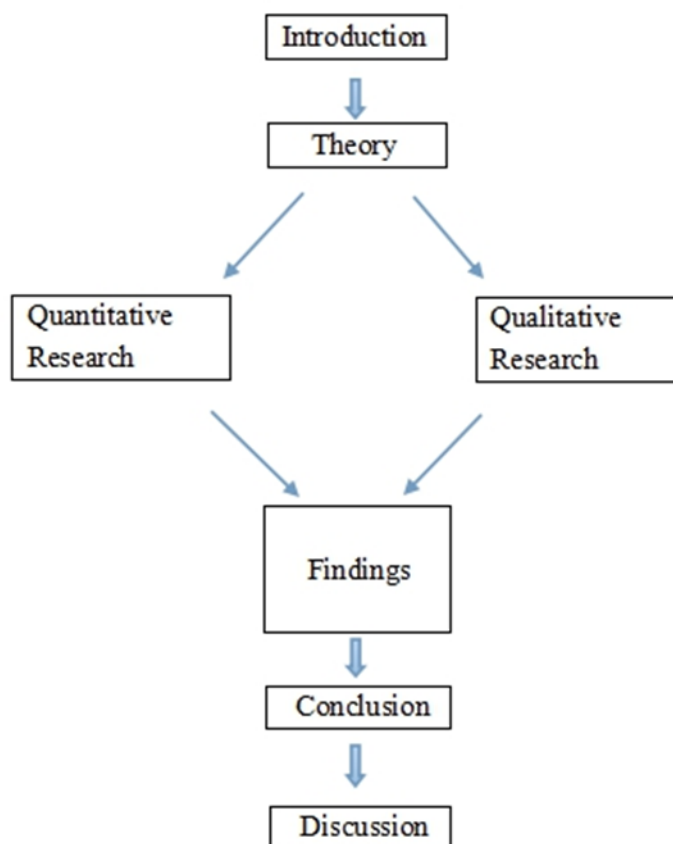


FIGURE 1. The structure of thesis

The structure of total thesis is shown above. Firstly, the basic background of Chinese food and Chinese restaurant will be introduced. Secondly, the study will start with a series of theoretical knowledge by introducing a clarify SWOT analysis, the marketing environment analysis and some promotional strategies. Then, in this paper, a quantitative questionnaire and a qualitative interviews will be used together to collect research information. Finally, an introduction and a discussion will be given in the end of this thesis.

## 2 THE EFFECT OF CHINESE CUISINE IN THE WORLD

During the five thousand years of development, China plays a significant role in the world on the aspects of food resource exploration, diet treatment, nutrition and health care, dishware design and cuisine aesthetics (Travel China Guide 2015). The popularity of Chinese food all over the world arise along with the rapid development of Reform and Opening up and migration trends. Nowadays, more and more people, who are not Chinese, are accustomed to having Chinese food in theirs' daily life. Meanwhile, Chinese cuisine has a gradually effect on local dietary habit. For example, at first chopsticks, an increasing number of Non-Asian people can use chopsticks as well when they have food (China Town Connection 2005.) According to the Baidu (2014), Chinese cuisine, France cuisine and Turkey cuisine are the three most popular food all over the world. Especially, we can found that there are Chinese restaurants in almost every city in the world. There is no doubt that Chinese food has become an indispensable part of the diet around the world.

### 2.1 The current situation of Chinese restaurants in Europe

The early Chinese restaurants were devoted to meet overseas Chinese diet needs. The restaurants also supplied some job opportunities for them. However, in order to pursuit higher profits and more relax living environment, more and more Chinese at abroad choice to run a Chinese restaurant. Most of them believe that it is a not necessary condition to speak local language or professional skill when they work in a Chinese restaurant. This short-sighted attitude led to Chinese restaurants industry gradual behind other competitors. (China Qiaowu Work Study 2015.)

Besides, Current Chinese restaurants also have a lot of disadvantages. There are still needs more reformation and innovation. Firstly, Chinese restaurants always tend to provide same menu and same food to the customers for a long time. For example, spring rolls, fried chicken and Sichuan chicken should always be included in a Chinese buffet. Secondly, people have to talk about the poor service quality when we discuss a Chinese restaurant. The majority of employees in a Chinese restaurant have no professional service skills and table manners. What is more, in order to save cost, most bosses would like to use some low-literacy Chinese. Then, Compared with eating in a Chinese restaurant which is old style and same decoration, eating in an innovation style restaurant will better in many ways. Finally, it is a common pattern by



a family as a unit to run a Chinese restaurant. In order to cost saving and conservative running a business, most Chinese restaurants are not willing to spend more money on publicity and branding building. So, most Chinese restaurants are short of effective marketing strategies. In a word, a good Chinese restaurant should make best efforts to deal with those shortages and survive better in a competitive environment. (Tianya 2009.)

## 2.2 The future tendency of Chinese restaurants development

As in the more and fiercer marketable competition, the staple point is the existence of restaurant and the issue of improvement. On the one hand, with the rapid development of Chinese restaurants, an increasing number of people start realizing that traditional Chinese restaurants cannot meet customers' changing needs. On the other hands, a growing number of other Asian restaurants pay more attention to attractive customers' eyes. For instance, Japanese restaurants, Thai restaurants and Vietnamese restaurants are more popular with customers and so on. These restaurants supply customers with more choices and higher service quality. (China News 2010.) Thus, in the near future, Chinese restaurants should make more new measures to defence the challenges from other Asian style restaurants.

### 3 CANTON HIN RESTAURANT

Canton Hin is a Chinese restaurant built in 2000 in Kuopio. It is located in Kauppakatu 29 near city centre. Compare with other Chinese restaurants in Kuopio, Canton Hin is the oldest one. It tends to supply delicious Cantonese style food to customers. The services are divided into supplying buffet, ordering food by menu and taking away to home. It is a success restaurant in some degree. Scale of this restaurant is from about 10 square meters to now about 100 square meters during 15 years of development. It has many stable customers. There are 6 staff work in Canton Hin. The owner of Canton Hin is a Cantonese man. He made success through his best efforts. However, with the development of more and more new Chinese restaurants in recent years, Canton Hin has to take more and more effective measures to resist strong business competition.

There are some reasons to do this case study. Firstly, case study as an example can transfer some complex concepts to simplify. The whole Chinese restaurant market in Kuopio is a big environment. However, Different Chinese restaurants have much in common. Secondly, many solutions can be used as references in a similar situation for other Chinese restaurants. Finally, it is more effective to get more useful concrete information from the customers. (Slide share 2015.)

#### 3.1 SWOT analysis

SWOT analysis is a tool to evaluate strengths, weaknesses, opportunities and threats involved in a business risk. It is to help you improve a business strategy by considering all of your business' strengths and weaknesses, as well as the opportunities and threats come from the external environment. (Business balls 2015.) According to the figure below (Figure 2.), SWOT is an acronym that stands for Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T). Strengths and weaknesses are internal to the company such as reputation, location, product quality etc. You can change them by making some effective strategy measures in a long time. Opportunities and threats are external, like competitors, suppliers, price and so on. You cannot change the external environment, but you can make some solutions to adapt to them. (Bplans 2015.) A good SWOT analysis play a vital role in making correct business plan of a company. It can more know the weaknesses of internal as well as the threats factors

from external of company so that company can take more efficient solutions to deal with them. And also company can keep strengths and take full use of opportunities.

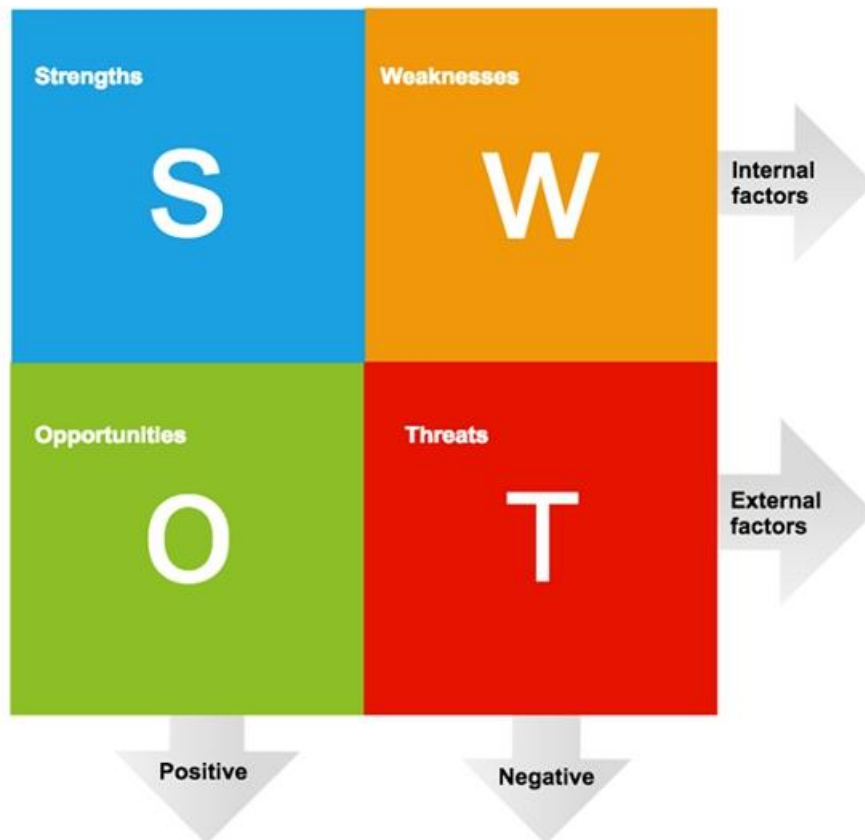


FIGURE 2. SWOT analysis Matrix (Shata 2015)

SWOT analysis is a useful tool pay attention to internal and external factors that can affect your business. A SWOT analysis plays a significant role in strategic planning. It is benefit to you when you meet some questions in your business. For example, you can use a SWOT analysis to help you decide if and how you should make use of a new business opportunity, confront new trends, carry out new technology and dispose of changes to your competitors' operations. (Queensland Government 2014.) Correct use SWOT analysis can help the company decrease negative impacts and keep positive attitude from the change of internal and external environment. It can help company to strong the strengths, transform the weaknesses, catch hold of the opportunities and response to the threats. A good SWOT analysis is good for the development of business.

Therefore, how to use a SWOT analysis? It is a good question. Strengths and weaknesses are controllable and are internal to the business. On the contrary, opportunities and threats are uncontrollable external forces that response to the situation. (Leadership thoughts 2014.)

### *Strengths and weaknesses*

Strengths and weaknesses factors are all interior to your company or organization. They tend to be present situation. The company can control them in some degree. A firm's strengths are tangible or intangible resources to stronger comparative advantages. For example, cheaper price, good reputation, good services and so on. A firm's weaknesses are some perspectives be ignored or not very well. For instance, poor brand image, high cost structure, poor products quality, etc. When the company know strengths and weaknesses very well, they can strengthen strengths and modify weaknesses to promote the development of company. (QuickMBA 2010.)

### *Opportunities and treats*

Opportunities and treats are usually external to the company. They cannot control by company. They change with the change of external environment. Sometimes, the change of external environment will bring some new opportunities for profit and growth. For example, the development of new technology means lower cost can produce same products. Of course, change of external environment also will occur some treats for company, such as the increase of salary level of consumers maybe decrease the demand of inferior products. Consequently, understanding the information about external environment plays an important role in company's development very well in a long time. (QuickMBA 2010.)

### 3.2 SWOT analysis of Canton Hin

CANTON HIN SWOT ANALYSIS	
Strengths :	Weaknesses :
1. Cheaper price than other Chinese restaurants in Kuopio	1. Poor brand perception
2. the oldest and biggest Chinese restaurant	2. Poor marketing and sales
3. Good location	3. Lack of employee motivation
4. Cantonese style food	
5. Good teamwork among employees	
6. Good relationship with customers	
Opportunities	Treats
1. Innovate new dishes	1. More competitors
2. competitors' poor marketing and advertisements.	2. Similar products and services

FIGURE 3. Canton Hin SWOT analysis

#### *Strengths*

There are some advantages in Canton Hin. Firstly, they support similar Chinese food with cheaper prices than other Chinese restaurants in Kuopio. It can attract some customers who are very care about prices. Secondly, Canton Hin is the longest history Chinese restaurant than others in Kuopio. Then, it has a wonderful location with easily parking. People are easily found this place. And the real Cantonese style food is especially good for people who like Cantonese food. Besides, a good teamwork is a big strength. Good Corporation among employees can greatly improve the efficiency of operations. Last but not least, keeping good relationship with customers is a very good thing for restaurant's development.

#### *Weaknesses*

Company branding is the most efficient method to suggest what your business is about. Branding, including your logo, your website, your social media experiences, the way you answer the phone, the service attitude of staff. (Strategy New Media 2013.) Poor brand perception is not good for business. And marketing has a definitely important effect on any business. Good marketing can attract new and potential customers. In contrast, poor marketing make customers loss. Finally, Canton Hin is lack of correct employee motivation. As we known, working in a Chinese restaurant is a

very hard job. Employees have to do the similar things every day. Good manager will make some effective measures to motivate employees. Positive employees are always good for company's development.

### *Opportunities*

With the development of globalization, Chinese food is becoming popular with different countries' people. However, the styles of Chinese food tend to more similar. Chinese restaurants are imitation and reproduction each other. So people would like to see a Chinese restaurant with the real Chinese characteristics. A innovation is a good way to draw people's attention. And it is also a chance that competitors' weaknesses are conductive to Canton Hin's sales.

### *Treats*

Nowadays, more and more new Chinese restaurant choice builds in Kuopio. Especially, there are 3 new Chinese restaurants just opened in this year. A growing number of Chinese restaurants mean fierce competition. What's more, they are all supply similar food and dishes to customers. Canton Hin has to think some efficient promotional measures to enhance market share.

In summary, SWOT analysis of Canton Hin is good for understanding positive factors and negative factors from internal and external environment. In order to make more profits, Canton Hin should make all use of advantages and opportunities. And try best efforts to reduce weaknesses and avoid treats at the most extent. Due to the treats are external to company, cannot be changed by company. And weaknesses are internal to company, they can be changed.

## 4 CHINESE RESTAURANTS MARKETING ENVIRONMENT ANALYSIS IN KUOPIO

According to Blythe (2000, 16), the marketing environment is made up of two parts, the external environment and the internal environment. It stands for a series of complicated opportunities and threats for a company or an organization. Further, The figure below (FIGURE 4.) presents the marketing environment consisting of competitive environment or micro-environment and macro-environment. Competitive environment is close to the organization such as competitors, customers, suppliers and intermediaries and so on. And macro-environment is related with society. For example, technology, government, climate and culture etc. (Marketing Strategy & Competitive Positioning 2012, 55-58.)



FIGURE 4. The whole marketing environment (Janey 2009)

In order to analyse the Chinese restaurants marketing environment in Kuopio, we can look for a lot of useful information from the micro-environment and macro environment.

#### 4.1 Kuopio Chinese restaurants marketing micro-environment analysis

Micro-environment factors are usually more individual and distinct, they can make some direct effect on company's operation and decision-making (Small Business 2015). In view of Kuopio environment, there are some main factors, like customers, competitors and Chinese restaurants should be discussed.

##### *Customer analysis*

As we known, the customer is the cornerstone of any business' success. According to below figure (FIGURE 4.) shows that it is the most significant element to meet customers' needs of any successful company. Considering customer importance at whole marketing process can make sure customers' satisfaction and improve the revenue of company in a long time. (Small Business Demand Media 2015.) However, customers can change their needs easier with the change of surrounding. A company is able to take some effective measures on the changed environment. Clearly customers' demands are of particular importance to marketers. (The Marketing Environment 2000, 22.)

According to a research in 2012 about the importance of customers satisfaction on Global Perspective Innovation Research Superior Result has shown that when a person is satisfied with a restaurant or service they would like to share their experience with other five or six people. However, dissatisfied customers are likely to tell another ten people about their unfortunate experience. With the development of social media, you can easily read your friends' stories with a restaurant or service. (Nelson 2012.) Therefore, it is an efficient solution to enhance restaurant's revenue through build up a good customer's satisfaction.



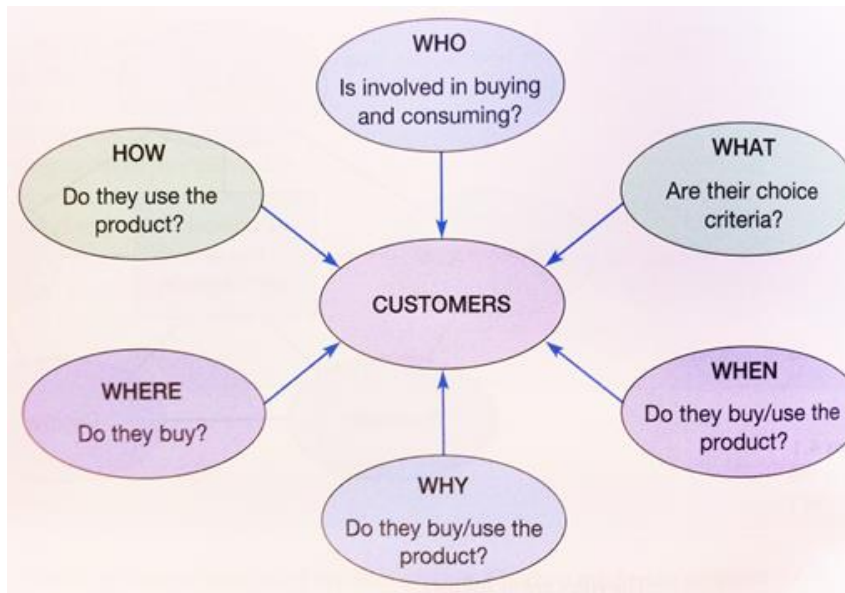


FIGURE 5. Understanding customers-the key questions (Hooley, Piercy and Nicoulaud 2012, 90)

After several tens of years' development, traditional Chinese food in Kuopio has been changing a lot. For example, Finnish like to have salad before meal and they are used to drinking a cup of tea or coffee with a piece of cake after meal. The marketers have mixed the local diet habit with the traditional Chinese food to run a Chinese restaurant better in silence. Nowadays, for the sake of customers' needs, traditional Chinese restaurants became aware that much larger quantities of Japanese food were being popular with people in Kuopio. Innovation with combine Chinese buffet with Japanese sushi is a common way to attract customers' attention.

Beyond that, there are still several key questions we have to discuss. First of all, who are the target customers of Chinese restaurants in Kuopio? Different Chinese restaurant has different customers' segmentation. Some people believe that higher quality and services with higher price can grasp higher profit from the high-income groups. And some people think that small profits but a quick return is a good method to make money. Surely, there are still some people mentions that take different measures to catch different people eyes is the best one to be a success restaurant. However, it is a problem how to draw customers' attention cannot be ignored. The target consumer is defined as the specific group of consumers who are the focus of an organization's advertisements (Education Portal 2015). For this reason, good advertisements can get the attention of the target or potential customers.

### *Competitors analysis*

Competitors' analysis plays a vital role in company's marketing strategies planning. Competitors' analysis consists of two main parts. The below figure (FIGURE 6.) suggests competitors strategies analysis methods. First, understanding the information about the competitors is a very important point. Second, predicting the competitors' future behaviours through current information. (NetMBA 2012.) It is a good way to know the advantages and weakness of the current and potential competitors. And obtaining the most exactly information of opportunities and threats in the near future for a company. (Czepiel & Kerin 2003.)

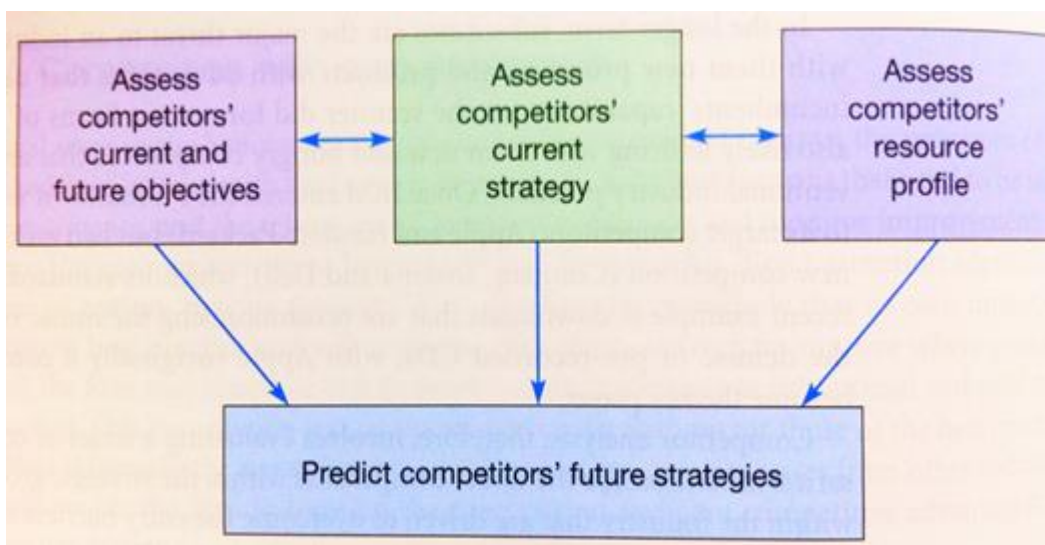


FIGURE 6. The components of competitor analysis (Hooley, Piercy and Nicoulaud 2012, 90)

Chinese restaurants need to recognize who their competitors are. The competition not only comes from other Chinese restaurants, but also from other Asian restaurants. Chinese restaurant industry is a competition market. There are many Chinese restaurants to sell similar food for many buyers. It is no barrier to entry this industry. A Chinese restaurant is hard to make success in a strong business competition environment, if it has no good marketing strategies and do not know any about the competitors' strategies.

### *The basic background of Chinese restaurants in Kuopio*

Now, there are 7 Chinese restaurants in Kuopio. They are all located in the city centre of Kuopio. Canton Hin as the biggest and oldest Chinese restaurant in here. Dragon Sheng is the most popular with local people and Sunny's Noodle is the most

potential shop. All parts within a Chinese restaurant have the potential to positively or negatively impact customer satisfaction. Advertisement, restaurant location, decoration, services, food quality and price are all have some effect on customer satisfaction. (Wikipedia 2013.) Therefore, a success Chinese restaurant not only considers the external elements, but also need think about the internal elements. There is no doubt that employee satisfaction has great influence on keeping current customers and appealing potential or new customers in a Chinese restaurant. However, the dissatisfied salary and overtime work are common situation in a Chinese restaurant.

Certainly, there are still some micro-environment elements making some influences on running a success Chinese restaurant. For instance, the change of suppliers and some publics play important roles in running a successful Chinese restaurant. Good suppliers play significant role in the stability of a restaurant. They are providing appropriate goods in time. So a long-term and friendly relationship need be built between restaurants and suppliers. Publics are encompassing all the organizations that have actual or potential influence on the Chinese restaurant. It includes media publics, local publics, government publics and some citizen publics and etc. (Essentials of Marketing 2001, 22-23.) Each of the elements in the micro-environment has vital impact on restaurant.

#### 4.2 Kuopio Chinese restaurant marketing macro-environment analysis

Kuopio is located in the middle part of Finland. It is the eighth biggest city in this country. (Wikipedia 2015.) The definition of demographic is study a series of population factors such as race, gender and occupation and so on. The changes of Demographic have important effects on companies or organizations. For example, the birth date decline leads to a drop of purchase about baby products. And the increasing of the population aging promotes the demand of health products. (Essentials of Marketing 2000, 24.) There are approximate 2000 foreigners. And they are from about 95 different countries. The proportion of foreigners is around 2, 1 or more of the total population of Kuopio. (City of Kuopio 2015.) With the development of internationalization, more and more foreign restaurants appeared in Kuopio as well.

The purpose of the company is the pursuit of profit maximization with a series of effective measures to meet customers' needs. They are supply high quality products and good services to customers. Owing to these economic elements, the sales, production, and process of a business get severely affected. Supply and demand are

basic factors to affect a business. Economic growth and development means that people have more money to purchase more products and companies or organizations will supply more goods and services to cater the people's demand, vice versa. (Buzzle 2013.) Chinese restaurant also need care about the economic factors and make some more efficient and timely strategies.

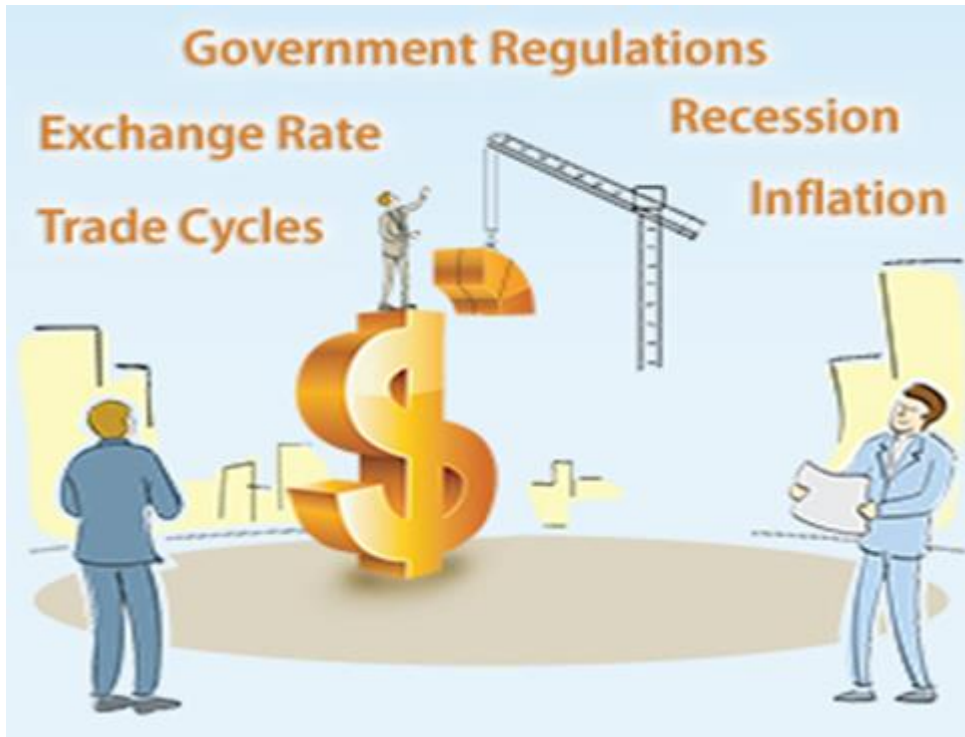


FIGURE 7. Economic factors that influence businesses (Buzzle 2013)

From the view of business owners, the macro-environment is as important as the micro-environment in sometimes. The marketers should be pay great attention to the marketing environment and take advantage of the useful conditions to promote business.

#### 4.3 The internal environment of Chinese restaurants

A company's internal environment is consisted of the elements within the company, including internal leadership styles, employee loyalty, financial and corporate culture. Especially, corporate culture can make some effect on employee behaviours. Good corporate culture has positive impact on employee behaviours. And employee behaviours stand for the image of company in sometimes. (Cliffs Notes 2014.) Employees in the organization will develop a corporate culture with itself customs and hierarchy system (Essentials of Marketing 2000, 27-28).

### *Employee loyalty*

Most likely pay more time, money and energy to stimulate customer loyalty. However, people forget an important point, which is employee loyalty. (Grapevine Surveys 2013.) Employees as the core of corporate culture have profound effects on the business. Good employees supply good services to customers. They establish positive corporate image and create active atmosphere to stronger customer loyalty and make more profits. Loyal employees are the backbone of a successful company or organization (Alerus Financial 2014). They have strong consciousness of responsibility to company, and they try their best efforts to achieve the best results in their work. (The Moscow Times 2012.) Therefore, it is important to build employee loyalty for any successful company.

How to build employee loyalty? It is a problem that is not allowed to ignore. Keeping employees happy and receiving fair compensation for their work are the key to set up employee loyalty. Company should communicate with their employees and understand them. According to different employees' needs make some suitable solutions to cultivate employee loyalty.



FIGURE 8. The importance of employee loyalty (Gorun 2013)

### *The Significance of Human Resource Management*

The definition of Human Resource Management is a complex process to reasonable recruitment, management and lead different employees making maximum use of resources and achieving profit maximization (Human Resources 2015). Good Human Resource Management can create a good internal team. Positive team cooperation plays a significant role in a successful company. The responsibilities of human resources team conclude recruiting people, training them, performance appraisals, motivating employees as well as workplace communication, workplace safety etc. (Human Resource Excellence 2015.) Different employees can realize theirs' value in an appropriate position through the correct management.

Company Human Resource Management System makes a difference in individual or team effectiveness. A good Human Resource Management System can create a friendly environment and enhance employees' interaction in the company. Certainty, An effective Human Resource Management System also should keep sustainable development of a team through improving employee professional knowledge, work skills, the passion of work and contribution opportunities. A good Human Resource Management System aims to improve the sustainable development of company. (Small Business 2015.)

Small business, like a Chinese restaurant, has typically limited market share. Providing good services to customers is an effective method to keep existing customers and attractive new customers. Good Human Resource Management System is focus on delivering good customer service through improving employees' teamwork ability and service awareness. (Small Business 2015.) In conclusion, internal environment factors are also play vital role in considering a successful marketing strategy of a company.

## 5 THEORETICAL BACKGROUNDS ON PROMOTIONAL METHODS

In this chapter, a series of promotional theories and methods will be introduced though mixed the real cases in daily life. Moreover, the contents of marketing, promotional strategies, customers' behaviours, branding notion and various type advertisement channels and promotional methods will be involved.

### 5.1 Marketing and promotion definition

*“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”* (The American Marketing Association 2007). It seems that marketing should be to develop relationship with customers and the other publics. A traditional marketing definition suggests that an organization should be to know customers' needs and wants. And the organization or company try them best efforts to meet customers' needs and wants with good products and services. Meanwhile, marketers use the most suitable solutions for pricing, promoting and delivery good and services. (Kenneth & Donald 2010, 7-8.) Why is marketing important? Marketing is a very process can introduce or promote a product or service to potential customers. Good marketing draw potential customers' attention and improve revenue of company.

Promotion is one of the four basic elements of the marketing mix that including Price, Product, Promotion and Place, as well as called 4 P's. It attracts customers' attention through spread a product or brand for your customers, shareholders and other publics with a suitable method. And it can cultivate brand loyalty and customers' loyalty. Promotion also as one of five parts in promotional mix, which consists of personal selling, advertising, sales promotion, direct marketing, and publicity. (Business Case Studies 2015.) They are all ways to promote a product or service. Some companies use more than one method, while others may use different methods for different marketing purposes. According to your company's products or services, the most reasonable marketing mix will be used.(Small Business 2015.)

What are promotional strategies? Generally speaking, promotional strategies used in marketing. The purpose to find the appropriate market for a product or service and take advantage to all aspects of the promotion such as advertising and discounts

used to advertise the product or service to a target market. (The Law Dictionary 2015.) Promotional strategy consists of pull promotional strategy and push promotional strategy (FIGURE 9.). Pull promotional strategy involves to motivated customers to looking for your products. For example, word of moths marketing, sales promotion and price discounts. Push promotional strategy is direct show products to customers. For instance, beautiful package of products are encouraged customers' purchases. However, new businesses often adopt a push strategy for their products to attract customers and retailers' attention and purchase. Once your brand has been established, a pull strategy will better. (Marketing Made Simple 2015.)

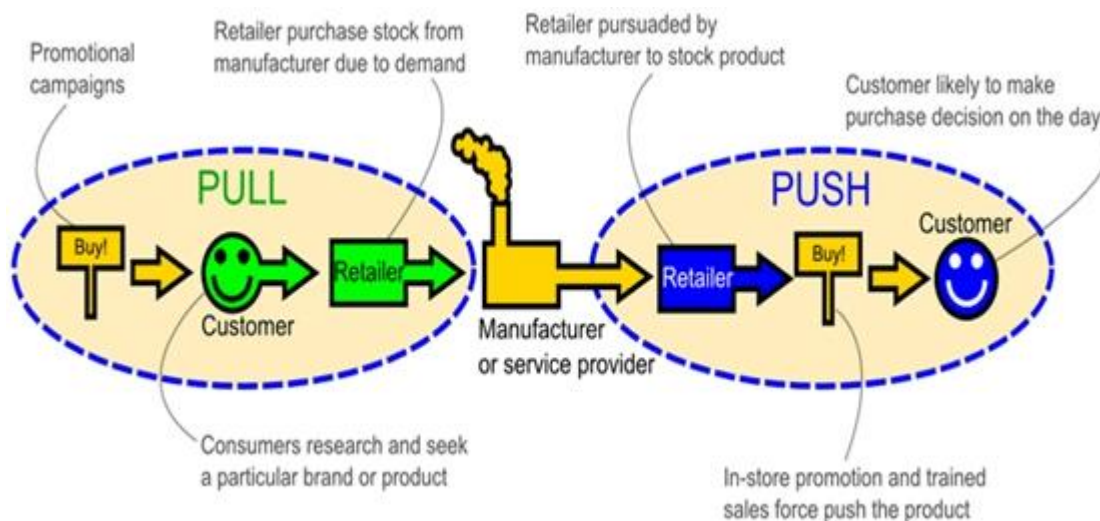


FIGURE 9. Simple diagram explaining some example differences between a push and pull promotional strategy (Marketing Made Simple)

## 5.2 Market segmentation and consumer behaviour

Marketing segmentation is based on transforming consumers to customers. It is a process of dividing a target market with common needs or characteristics. Every segment is different from other groups. Different customers have different needs, different backgrounds, educational levels and experiences. Not all customers will buy products or services for the same reason. Thus, Marketers must supply different and alternative products or services for those groups and segments to meet their needs. Market segmentation should consider the real market demand. (Schiffman & Wisenblit 2015, 52-54.)

Hooley et al. (2012, 190-197) found that marketers can segment according to geographic Characteristics, consumer life cycle, personality characteristics, lifestyle



characteristics, etc. For example, a small restaurant may target only customers from the local neighbourhood, while a larger chain restaurant (like RAX in Finland) can target its marketing towards several neighbourhoods in a larger city or area. Therefore, Market segmentation can distinguish different target market with different characteristics.

The most direct method of segmentation markets is based on customers' behaviours. Consumer Behaviour is the study of consumers and the processes they use to choose, purchase, and deal with products and services. And consumer behaviour study tries its best efforts to understand consumers' needs and know decision-making process of consumers. (USC Marshall 2010.) Furthermore, according to Hooley et al. (2012, 198-200), customer behavioural segmentation includes purchase behaviour, consumption behaviour, communication behaviour and response to elements of the marketing mix. In conclude, understanding customers' behaviours can segment market more correct.

### 5.3 Developing powerful brand

A strong brand plays a crucial part in a company's marketing professionals. Building brand awareness and cultivating brand loyalty are components cannot be ignored when a company attempts to develop a successful brand. A good brand not only involves the brand name and the brand offers, but also make customers gather more further information about the products and the company's culture. There are two basic reasons to support the importance of brand awareness. First, a product with a good brand is different from currently available products. People would like to purchase a product with a good brand. Second, good brand can draw potential first-time buyers' attention and make-decision of purchase. Moreover, good brand loyalty not only keep customers find and purchase a specific brand, but also leads to word-of-mouth recommendation and attract new customers. (Marketing Management 2010, 126-128.)

### 5.4 Advertising

What is the role of advertising? There are three essential functions of advertising. First of all, it informs the potential customers about the company and its products.

Secondly, advertising persuades the customers to buy this company's products rather than other companies' products. Finally, it can enhance the brand awareness to existing customers. (Marketing Your Business, 2011, 143-144.) For a product, good advertising can create a positive image and attractive customers' eyes. Hence, there is no doubt that advertising has big influence on any business. According to different business, people would like to select different advertising. Each of the advertisement type has its own effectiveness. It is an important to choose the most feasible advertising for the company.

#### *Local advertising*

For a small business, local advertising is a good way to build long-time relationship with local people and keep it. Local advertising consists of local newspaper and magazine. For example, there are VIIKKO SAVO and KAUPUNKI LEHTI in Kuopio. People in Kuopio are used to read them several times a week, and every family can get these newspapers for free. They are good platforms to spread a product or services of company. Many companies in Kuopio are accustomed to marketing their products on newspapers. (Westwood 2011, 143-145.)

#### *Outdoor advertising*

Westwood (2011, 147) states that outdoor advertising is the fastest-growing traditional advertising medium in those years. Outdoor advertising stand for outdoor advertising on bill boards, signboards, bus benches and usually show on roadsides. Outdoor advertising make an importance difference on promoting your products in a specific area. For example, bus benches advertising is a good method to show products, as well as a large people could see it. Nowadays, there is a new channel to exhibit products of a company in Kuopio. Kuopion Liikenne OY has installs a viewing screen in every bus in Kuopio to show flashes of different companies' advertising. We have to say that is a good idea to attractive passengers' attention. Compare with television advertising, screen advertising in bus is cheaper and more popular way.

#### *Company website*

Now people prefer to get some information about goods or services in advance on the Internet. Company website expresses the latest news about products and services to customers. People can acquire information about the products on company's

website 24 hours. (Westwood 2011, 148.) Company website is the most power tool to marketing the products and services. Especially, as a small business has a website is an important approach to attractive customers. With the development of technology, people would like to surf the internet and check products information before purchase with computers, telephones in their daily life. That means if you do not have a business website you are missing some potential business. (Net Wizard Design 2015.)

#### *Social media website- Facebook*

Facebook as a social media website supply a wonderful chat stage to different people. Nowadays, Facebook also try to improve the advertising revenues. It can help you to select your audiences by ages, locations, occupations and hobbies. Facebook marketing is a good way to show your products. The small company can has a Facebook account and renew information about their products, services and promotions. Using the Facebook advertising is a good way to help small business marketing. (Westwood 2011, 149.)

#### 5.5 Sales promotion

Sales promotion is a tool of a short term used to describe a series of promotional methods to encourage target or potential customers to take immediately purchase actions (Hiebing et al. 2012, 391-392). Sales promotion is different from advertising. Compare with advertising, sales promotion is a short run activity and the responders can get some reward though take part in this activity. Sales promotion can improve the profits of company in the short term. (Marketing Your Business 2011, 156-160.) For a small business, Sales promotion is a good way to draw customers' attention and encourage them. As a restaurant, there are so many different promotion methods to enhance its competition capability. In order to pursuit more profits, marketers attempt to make many effective measures to promotion.

#### *Price reduction*

Pricing marketing is involved in decreasing price of a product or service temporary to attract customers' attention and cultivate customers' loyalty. Price reduction marketing has been successful in business to business market. However, price reduction also could be used in business to customers market. Marketers could choose some special days to give some price reduction. For example, On Mother's Day, every cus-

customer can get 80% of price to eating in a restaurant. On the one hand, price reduction marketing can attract new customers through the lower price and stimulate consumption. On the other hand, if a company always make price reduction strategy. Customers may accept the lower price or buy products until the price is decrease again. Thus, marketers should control the price reduction marketing in some degree. (Marketing Management 2010, 206-207.)

### *Coupons*

Nowadays, more and more companies would like to give some coupons through print media. We often get some McDonald's coupons on some paper advertising. Using coupons can save several Euros when we buy some food from McDonald's. In some degree, Coupons like paper discount cards within the stipulated time. As we known, coupons are typically and effective measure to stimulate sales. People prefer to buy some products with some discounts through using coupons. Nevertheless, there is a not ignore question about counterfeited coupons. There is a big misunderstand when the customer hold a fake coupon but cannot used. Then customers are unwilling to use coupons at next time. It has negative effect on company image and reputation. (Marketing Management 2010, 196-198.)

### *Premiums and sweepstakes*

Premiums could be a free gift for customers when they are purchasing some products. And also could be the half price of buying second same product. Moreover, some companies choose to hold an activity about sweepstakes in some special days. Every customer who purchases products in those days can get a chance to search lucky card in a seal box. It is a good way to stimulate customers' desire of purchase. (Marketing Management 2010, 199.)

## 6 RESEARCH PROCESS

In this part, it will concentrate on practical research process about this thesis topic. Firstly, it should know the objectives and questions of research. Secondly, it would like introduce some research method of this thesis. Then, according to the data collecting get research results. Finally, the research will evaluate from the aspects of validity and reliability.

### 6.1 Research objectives and questions

The objective of marketing research is to collect the most accurate and valid information about customers' needs, and to make the most suitable marketing decision making (Malhotra 2002, 12-13). Understanding objectives and making questions are two important steps in the whole research process. What are the purposes of doing this research? What are questions actually solved?

In this case, research objectives are looking for new promotion ways to marketing Chinese restaurants in Kuopio instead of only taking the old and existing promotion methods of Chinese restaurants. The main questions of this case are how to know customers' needs and catch the most suitable promotional time. And the questions designs are based on the research objectives.

The main questions of this research are as follow:

1. Why did you choose a Chinese restaurant?
2. Where did you usually see Chinese restaurant advertisements?
3. What kind of promotions do you prefer?
4. What kinds of factors are important for a successful Chinese restaurant?
5. What is the best suitable promotional time?
6. Show the importance of good employees.
7. What kind of incentive system is the best one for Chinese restaurant employees?

## 6.2 Research method

Survey research is one of the most important researches in practice. Questionnaire and interview are the two areas of survey research. With the development of network, mail questionnaire and group administered questionnaire are becoming the more popular questionnaire styles than other questionnaires. Interviews results are from the respondents say. Personal interview and telephone interview are most common way to do interview. (Trochim 2006.)

In this research, group administered questionnaire and personal interview are used. There is a questionnaire for 100 guests in a Chinese restaurant in Kuopio. They are fill it out when waiting for their order and usually take 3 minutes. And 1 interview for the owner of Chinese restaurant and 2 interviews for 2 employees in Chinese restaurant.

## 6.3 Data analysing

The quantitative questionnaire and qualitative interview are used in this research. Quantitative methods of data analysis can get a lot of meaningful results from analysis numerical resources. (Quantitative Analysis Approaches.) Qualitative research is usually through understand the respondents says and behaviours in practice.

### *Primary data versus secondary data*

Primary data is collected from the first-hand experience. And questions of primary data research are designed specifically in accordance with the purpose of the research project. The main merit of primary data is tailored to the objective of research. But primary data collecting are time-consuming and money-consuming. (Grimsley 2009.) However, secondary data represent any data that have already been collected in past. Secondary data is collected by someone not the users. The biggest advantages of secondary data are saving time and money. Surely, the main disadvantage is typically limited to current research problems. The data accuracy needs to be considered. (Malhotra 2002.)

In this case, we tend to collect the primary data from questionnaire and interviews. The questionnaire was created by webropol software of Savonia University of Applied

Science. The data collecting respond of questionnaire with 11 questions are from 100 customers of Chinese restaurant Canton Hin. Besides, employees and employer's interviews includes 14 questions can supply more useful information about understanding the thoughts of them. In order to make some effective measures to solve current problems in a small Chinese restaurant, primary data collecting is more suitable method.

#### 6.4 Research result analysis

In this part, the result of questionnaire and interview are shown respectively. Firstly, information from quantitative questionnaire is analysed. There are 11 questions include some information from basic personal information to reasonable promotion methods and time. 100 respondents' answers need to be analysed. Secondly, 3 interviews from owner and employees explain internal elements also cannot be ignored. Finally, quantitative and qualitative hybrid methodologies are mixed the merits both of them. Quantitative data supply more detailed data information and qualitative data have deeper information.

##### *The result of quantitative research*

The Chinese restaurant questionnaire collects data and information start from 1<sup>st</sup> April, 2015. There are 100 respondents have taken part in this group administer questionnaire. It has taken 30 days totally during whole research process. The objectives of this questionnaire are collecting information about customers' needs and promotional methods.

In this questionnaire, there are respondents of all ages. But they are all customers of Chinese restaurant Canton Hin. Different nationalities include China, Finland, Vietnam, India, Russia, USA, Canada, Germany, Other European countries and so on. they are employees, employers, students, retired people, housemen or housewives and so on. We pay more attention to the dinner time to collect customers' feedback. Because lunch time is buffet time, people are always busy and eat lunch quickly. Most of them would like to eat buffet at lunch time and do not need time to waiting for food or orders. Hence questionnaire time at lunch time is not very suitable. Chinese restaurant devote to supply a good service for every customer and try them best efforts to make a good eating atmosphere. So when the customer orders some take away or other dishes on menu and need some time to waiting for orders, they usually

like to take several minutes to fill it out. Especially, a free piece of cake is a good way to meet customers' satisfaction.

*The basic information of respondents*

TABLE 1. Basic information of respondents (%)

	Respondents' Gender	
	Male (N=50)	Female (N=50)
<b>Age</b>		
Under 20 years old (4%)	2	6
21-35 years old (53%)	50	56
36-50 years old (27%)	32	22
Over 51 years old (16%)	16	16
<b>What is your occupation</b>		
Employee (44%)	46	42
Non-employed (6%)	8	4
Student (30%)	20	40
Entrepreneur (6%)	8	4
Retired (10%)	10	10
Others (4%)	8	0
<b>Nationality</b>		
Asian (28%)	18	38
Russian (8%)	6	10
Finnish (55%)	62	48
Other countries (9%)	14	4
<b>Total</b>	<b>100</b>	<b>100</b>

As we can see, the above table shows there are 100 respondents have taken part in this questionnaire. The number of female is equal to male. Firstly, we can see that the maximum percentage is 53% which is age category among 21- 35 years old. It means that more people among this age category than people in other ages. The percentage of age category from 36-50 years old is 27%. Hence, people who are 21- 50 years old usually more like to eat Chinese food than other ages. The percentage



of 21-50 years old customers is about 80%. However, the respondents of the age of fewer than 20 years old are not like that much to eat Chinese food, because it only takes up 4%. There are approximately 16% respondents over 51 years old in this questionnaire.

Secondly, from the occupation point view, employees and students would like to eat food in Chinese restaurant. In this research, there are about 44% employees and 30% students. The proportion of retired people is 10%. The percentage of non-employed is equal to entrepreneurs, it is 6%. And also there are still 4% respondents belong to other occupations. For example, housewife and homemaker belong to others.

Thirdly, people from Asia (28%) and Finland (55%) are the main customers of Canton Hin. Besides, Russian (8%) is also a big part of customers. most respondents are from Finland. They take up 55%. Male Finnish respondents are more like Chinese restaurants than female Finnish respondents. The percentages are 62% and 48% respectively. However, Female Asian respondents are more like to have Chinese food than male Asian respondents. They are 38% and 18% respectively. Therefore, the differences of gender have no much effect on eating Chinese food at a Chinese restaurant.

#### *The reasons to choose a Chinese restaurant*

#### **Why did you choose a Chinese restaurant? (Miksi valitsit Kiinalainen ravintolan?)**

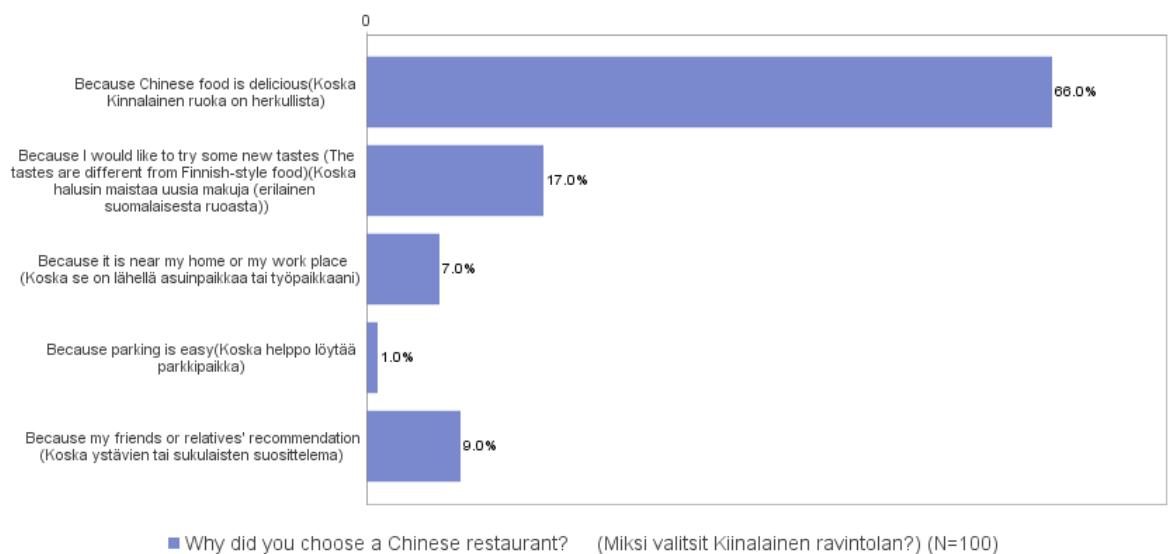


FIGURE 10. The percentage of different reasons to choose a Chinese restaurant

From above figure, we can easily found that 66, 0% respondents think that Chinese food is delicious and they would like to have meal in a Chinese restaurant. 17, 0% people are willing to try some new taste. And 7, 0% respondents choose a Chinese restaurant based on the location. 9, 0% customers recommended by theirs' friends or relatives. However, there are only 1% people believe that good stopping place is important to choose a restaurant. It is so different with China. People in China pay more attention to select the more convenience parking lot. Hence people in Kuopio would like to choose a restaurant with a good taste.

#### *The frequency of eating in a Chinese restaurant*

TABLE 2. The relationship between occupations and eating frequency in a Chinese restaurant

Occupations	How often do you visit a Chinese restaurant? (Kuinka usein käyt Kiinalaisessa ravintolassa?)				
	2 or more times /week(2 tai useampia kertoja /vikko) (N=11)	Once a week(Kerran viikossa) (N=31)	2-3 times /month(2-3 kertaa /kuukaudessa) (N=30)	Twice a year(Kaksi kertaa vuodessa) (N=26)	Never(Ei koskaan) (N=2)
Employee(Palkansaaja)	8	12	12	12	0
Non-employed(Työtön)	0	2	2	1	1
Student(Opiskelija)	1	10	11	7	1
Entrepreneur(Yrittäjä)	1	1	2	2	0
Retired(Eläkeläinen)	0	5	2	3	0
Other, what specify?(Muu, Mitä?)	1	1	1	1	0
Total(100)	11	31	30	26	2

As we known, the above table expresses the relationship between customers' occupation and frequency to eat in a Chinese restaurant. From that table, we can found that a majority of respondents were employees. They usually have a habit to visit a Chinese restaurant in some days. However, a few people who have no job are not too much eating in a Chinese restaurant. Besides, entrepreneurs tend to choose

more high class restaurants than a Chinese restaurant. Most of old people have the eating habits. And Chinese food in restaurant maybe is not that much health for old people. Finally, there are 2 respondents suggest that they were never been a Chinese restaurants. And they were the first time to there when we did this research.

#### *Existing Chinese restaurants advertisements types*

With the development of research, we found most of respondents in Kuopio are tending to find Chinese restaurant advertisements on local newspapers. According to the Q7 in questionnaire, there are some tools or methods to do advertisements. So we usually use the Webropol system to deal with the questions. In order to analysis the results more clarify, the table from basic report on webropol was used.

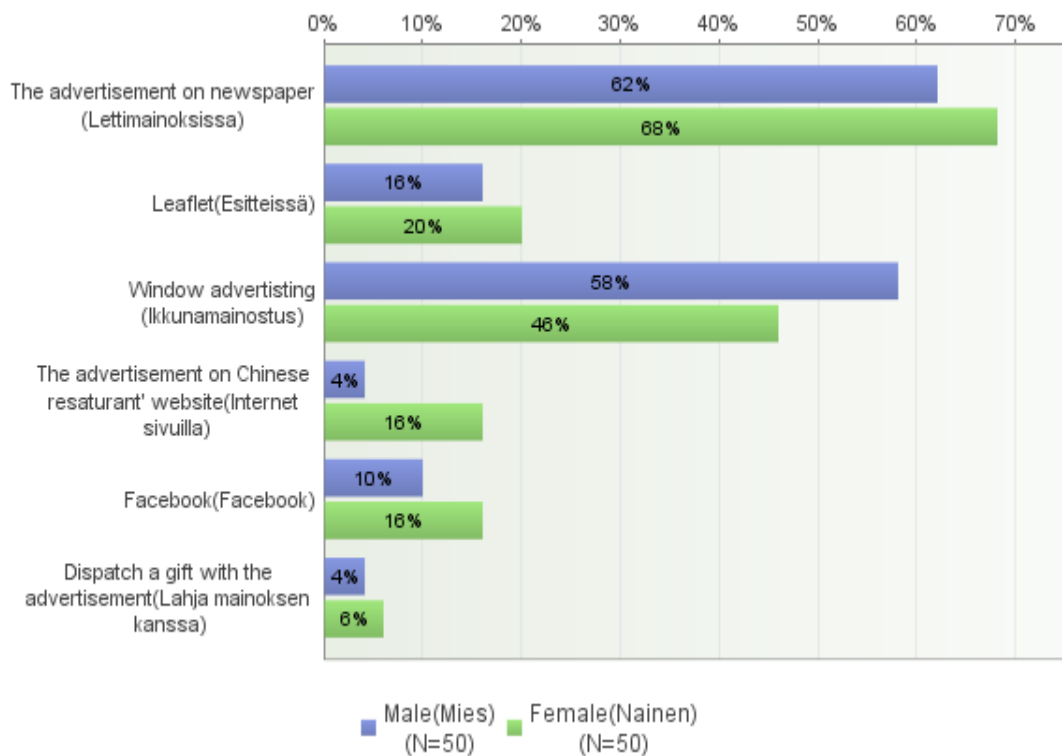


FIGURE 11. The percentage of different advertising ways about Chinese restaurant advertisement

As we can see from the above figure, the percentages of figure can demonstrate obviously that the advertisement on newspaper is the most popular method with men and women. Especially, female are prefer to see advertisement on newspaper. It takes up 68%. The percentage of male is 62% about advertisements on newspapers. Meanwhile, window advertising is also a good way to promoting. 58% male and 48% female respondents suggest that they usually see a window advertisting. Besides, leaf-

lets and Facebook take up 16% and 10% respectively for male, 20% and 16% respectively for female. The least methods to do advertisements are giving some advertisements on Chinese restaurants' website and dispatch a gift with an advertisement. Nowadays, with the development of information technology, online promotion is becoming more and more popular. Chinese restaurant really can put some promotion information on theirs' website or other website, like Facebook.

### *Several popular methods of promotions for Chinese restaurants*

In this graph, Q8 in the questionnaire is analysed. Which promotion method is the best one? It is a multiple choice. So the bar chart of basic report is the most suitable one to do this analysis. There are a lot of information on below bar chart.

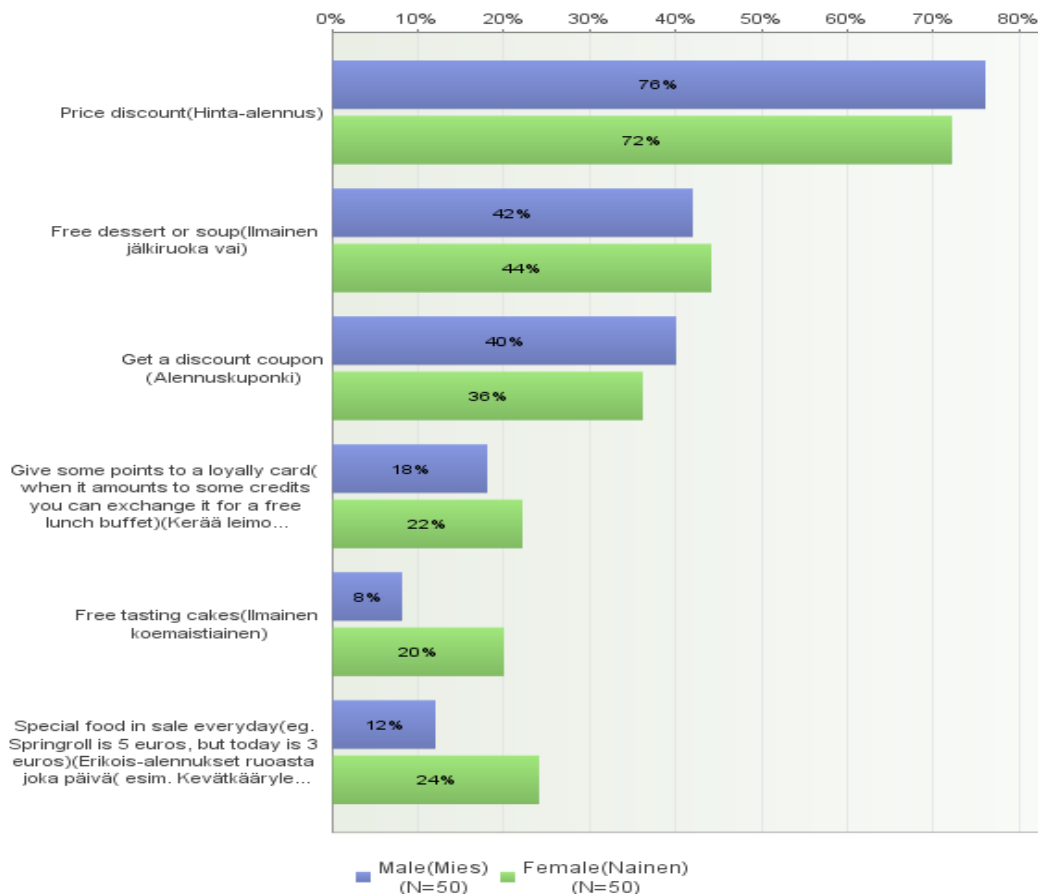


FIGURE 12. The percentage of promotion methods of Chinese restaurants

It can be seen from the figure that price discount is the most favourite methods by the respondents. However, a free tasting cake is the least method to attract customers' attention. And free dessert or soup is also a popular way with respondents. Loyalty card and special dish for every day are more popular with female. Therefore, we can found that price discount is the best promotion method. Free desserts or soups are usually accepted by some of customers.

TABLE 3. The relationship between respondents' age and promotion methods (%)

Promotion Methods	Respondents 'Age			
	Under 20 years old (N=4)	21-35 years old (N=53)	36-50 years old (N=27)	Over 51 years old (N=16)
Price discount	75%	74%	81%	63%
Free dessert or soup	75%	28%	52%	69%
Get a discount coupon	50%	38%	48%	19%
Loyally card	25%	15%	19%	38%
Free tasting cakes	25%	13%	15%	13%
Special food in sale every day (eg. Spring roll is 5 euros, but today is 3 euros)	50%	17%	15%	19%

According to above table, price discount and free dessert or soup are the most popular way with respondents who are under 20 years old. 21-50 years old favourite method is price discount. People who are over 51 years old favourite promotional way is getting free dessert or soup. However, loyalty card and free tasting cakes are the least popular with respondents who are under 20 years old. From the respondents' view, free tasting cakes is a not good way to attractive them attention. In short, compare with loyal card, free tasting cakes and special food in sale every day, the methods about price discount, free dessert soup and discount coupon are more popular with respondents.

*The relationship among respondents' flavour and gender, ages, occupation and nationality*

TABLE 4. The relationship among respondents' flavour and gender, ages, occupation and nationality (%)

	Respondents' Flavour			
	Sweet N=29	Salty N=23	Spicy N=44	Other N=4
<b>Gender</b>				
Male (50%)	58.62	60.87	38.64	50
Female (50%)	41.38	39.13	61.36	50
<b>Age</b>				
Under 20 years old (4%)	3.45	4.35	4.55	0
21-35 years old (53%)	41.38	52.17	59.09	75
36-50 years old (27%)	31.03	26.09	25	25
Over 51 years old (16%)	24.14	17.39	11.36	0
<b>Occupation</b>				
Employee (44%)	55.17	39.13	40.91	25
Non-employed (6%)	0	17.39	4.55	0
Student (30%)	17.24	21.74	38.64	75
Entrepreneur (6%)	6.9	8.7	4.55	0
Retired (10%)	17.24	4.35	9.09	0
Others (4%)	3.45	8.7	2.27	0
<b>Nationality</b>				
Asian (28%)	10.34	26.09	36.36	75
Russian (8%)	6.9	8.7	9.09	0
Finnish (55%)	75.86	56.52	43.18	25
Other countries (9%)	6.9	8.7	11.36	0
Total	100	100	100	100

The table illustrates that the relationship among respondents' flavour and gender, age, occupation and nationality from different percentages. First of all, according to this table, we can easily find that males are more like sweet and salt and females prefer to spicy. Salt is the most popular taste with males. It takes up 60, 87%. Female favourite flavour is spicy, it takes up 61, 35%. However, most of respondents are like spicy. 44 respondents chose the spicy as the favourite flavour. So, Chinese restaurant can supply some spicy dishes, like Sichuan food.

Secondly, from age category point of view, the respondents who are 21-35 years old think spicy is the best flavour. However, people who are over 36 years old believe

that sweet is the best taste. Besides, most of Finnish people are like sweet food. And respondents come from Asia are more like spicy food. There are no big difference between flavours and occupation.

Finally, Spicy flavour is the most popular taste with the respondents. Finnish people tend to more sweet food in the most of time. So a Chinese restaurant should try their best efforts to supply some more spicy and sweet food. Sometimes, people choose a restaurant with a good taste. Flavour is an element which cannot be ignored for any success Chinese restaurant.

*When you go to a restaurant*

TABLE 5. Association between different special occasions and times

	Never	A few times	Some-times	Often	Every time	Total	average	St.Dev
<b>Father's Day</b>	20	19	19	27	13	98	2.94	1.35
<b>Mother's Day</b>	18	17	18	26	19	98	3.11	1.40
<b>Christmas Day</b>	35	29	22	9	3	98	2.14	1.10
<b>Birthday</b>	9	14	30	27	18	98	3.32	1.20
<b>May Day</b>	16	19	24	24	15	98	3.03	1.31
<b>Easter</b>	23	24	33	16	1	97	2.46	1.06
<b>Independence Day</b>	31	25	19	10	13	98	2.48	1.38
<b>Midsummer</b>	37	33	18	7	3	98	2.04	1.06
<b>New Year's Day</b>	13	15	20	37	14	99	3.24	1.25
<b>All Saint's Day</b>	25	24	29	11	7	96	2.49	1.21
<b>Boxing</b>	32	32	20	9	4	97	2.19	1.12

The above table illustrates that the frequency of go to a restaurant in different 11 Finnish festivals. We can found that some of respondents would like to go to a restaurant on Father's Day, Mother's Day, Birthday, May Day, Independence Day and New Year's Day. However, people usually do not like to a restaurant on Easter, Midsummer, All Saint's Day and Boxing. Therefore, the Chinese restaurants can make

some promotional measures on those popular festivals and attractive old or new customers' attention. It is good for improving brand and reputation of a restaurant.

*Important elements to be a successful restaurant*

In order to improve the revenue of Chinese restaurant, there are some elements have to be considered. According to the respond of respondents, we could found which elements are important and take some effective measures to improve the important elements.

TABLE 6. How strongly do you think the below factors play an important role in a successful restaurant

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Average	St. Dev.
Price	1	6	38	35	20	100	3.67	0.90
Quality of food	2	2	0	14	81	99	4.72	0.76
Good service	2	0	12	25	60	99	4.42	0.86
Interior decoration	0	8	40	42	9	99	3.53	0.77
Location	1	7	23	49	18	98	3.78	0.87
Well-designed menu	4	12	49	29	5	99	3.19	0.87
Good restaurant logo	16	28	41	10	3	98	2.55	0.99
Good marketing	4	12	17	50	16	99	3.63	1.03
How fast the order is prepared	2	7	26	44	20	99	3.74	0.93

As we can see from the table, quality of food and service are the most important factors to build a good restaurant. And price, location and how fast the order is prepared are less significant than quality of good and service, but also play vital roles in promoting the development of a restaurant. The average shows that good restaurant logo is the least important than others. And good marketing is also make huge effect on restaurants' business. Positive marketing can improve the business and increase the sales.



*The result of qualitative research*

The purpose of interview is to collect the most actual responds from the interviewees. There are two interviews to an employer and two employees in Chinese restaurant in Kuopio respectively. They all include 7 questions totally.

*Interview 1 is for employer (E1). Questions:*

1. How long have you been living in Kuopio?

*“Actually, I have been here about 22 years old. I am very like living at Kuopio. In my view, it is a very comfortable place to enjoy life. I was a young chef when I came Kuopio with my relative, who was work in a Chinese restaurant in Kuopio. I had learnt a lot of skills about working in a Chinese restaurant. Then, I hold a Chinese restaurant in 2000 with enough money and good language skills.” (E1)*

2. Why you choice Kuopio to establish your restaurant?

*“In my view, firstly, it is a fate. I had a job in Kuopio and I had accumulated a lot of experiences about working in a Chinese restaurant. Secondly, there were not that much Chinese food could be supplied in those years. I found the huge potential market in Kuopio for Chinese restaurant. Thirdly, I really wanted to had my own business and earned enough money to get married with my Ex-girlfriend, even though we broke up now.” (E1)*

3. What is your most commonly used advertising media? Why?

*“I think local newspaper is the most commonly media, because people are reading newspapers in every week in Kuopio. And also most of families in Kuopio could get free newspapers in their mailboxes in every week. Besides, advertising on newspaper are not very expensive. It is saving costs in some degree. Chinese restaurant as a family and small shop, we have to considerate the cost of marketing or promotions.” (E1)*

4. What kind of promotions do you prefer?

*“There are so many kinds of promotions we have used, but my favourite one is supplying some free cakes or ice-creams in some special dates. Our customers would*

*like to get some free cakes in winter and free ice-creams in summer. And also it is a cost-saving method than some price discount. However, in these years, with the development of competition, most of restaurants supply free cakes with a free coffee. So maybe we need to find a new way to promotional our business.” (E1)*

5. In your opinion, who is your biggest competitor?

*“In my opinion, do myself better is the most important thing. More and more Chinese restaurants or other kinds of restaurants are established in Kuopio. In order to survive better, we need to study from other good examples and avoid some disadvantages or shortages. Keeping good taste is always significant thing, and in the same time, we also should learn some new ideas to attractive different customers’ attention.” (E1)*

6. Who is your potential customer?

*“From my point view, our restaurant devotes to supply the same Chinese food as other Chinese restaurants with the cheaper price for people who are staying in Kuopio. Moreover, we also have Sushi in everyday to meet customers’ needs and attractive customers’ attention. According to different customers’ requirements, we prepared different kinds of food. Besides, in order to customers’ needs, we supply buffet all day instead of only having buffet as lunch.” (E1)*

7. As an employer, what kind of employee do you prefer to use?

*“Due to I have been an employee in a Chinese restaurant, I known that the importance of a good employee in a Chinese restaurant. Hence I try my best efforts to keep good employees. There are some characteristics need to have for a good employee of Chinese restaurant. First, he or she has to work hard in my shop. Second, positive work attitude with a gentle smile are unnecessarily. Then, good patience and ability of study are also important. Finally, if you can speak Finnish and English are better.” (E1)*

In this interview, it involves some basic information about the employer and the Chinese restaurant. Saving cost is very important for the employer of Chinese restaurant. So they usually do not many promotions. They tend to keep the existing customers instead of attracting new customer.

*Interview 2 is for employees (E2 and E3). Questions and answers:*

1. How long have you been working in a Chinese restaurant in Kuopio?

*"This year is my 6<sup>th</sup> year working in Chinese restaurant. I am a mother of an 8 years old child. As a Chinese woman, it is not easily to find a job in Kuopio. So working in a Chinese restaurant is a not bad idea." (E2)*

*"I have been here 3 years. Kuopio is very quiet city. I like this place. Working in the Chinese restaurant is not relaxing job. Long-time standing and cooking make me so tired." (E3)*

2. What motivated you to work in a Chinese restaurant?

*"I have been Kuopio at least 10 years old. In the beginning years, I was a housewife and had no any job or income. Working in a Chinese restaurant can make enough money for survive. I want to be an independent woman instead of staying at home. This job is really helpful to your self-realization." (E2)*

*"I was a chef when I work in China, but the salary is not very high. The high salary of Finland is a very important condition to attract my attention. However, I cannot speak any Finnish or English. So working in a Chinese restaurant as a chef is good idea. My boss and several colleagues are all Chinese. I can communicate with them easily." (E3)*

3. What kind of incentives do you prefer?

*"As a mother, I hope can get more time to accompany my child instead of working every day. If my boss can give some holiday, I will appropriate to him." (E2)*

*"I am the only chef in this Chinese restaurant, I am really need some spare time to relax or my boss can pay more money for me is also accepted. I hope my labour is equal to my salary." (E3)*

4. In your opinion, what kinds of promotions are popular with customers?

*“Price discount is the most popular promotion with customers. As a cashier, I can see the truly responds about customers when they are enjoying some price discount. They are happy and would like to come here again.” (E2)*

*“In my view, promotion is very important to improve business of Chinese restaurant. Loyal card is a good measure to sustainable keeping old customers and develop new customers. 10 times accumulation can get a free buffet or dish. It is a good way to attractive customers’ eyes.” (E3)*

5. What are the main difficulties when you work in a Chinese restaurant?

*“There are so many things need to do, so I have no much time to enjoy my spare time. I have to work at least 5 days in every week. It is a little tired in some time.” (E2)*

*“I found that good personal relationship plays a significant role in working in a Chinese restaurant. Even though there are only several employees work in here, and it is hard to satisfy to everyone. Learning solves problems or misunderstanding with other colleagues also deserved us to study.” (E3)*

6. In addition to salary, what do you prefer? (Work environment, opportunity to promotion, personal relationship?)

*“Good opportunity to promotion is good for me. As the oldest employee in this restaurant, it is time to promote my occupation. Promotion opportunities are more attractive my attention.” (E2)*

*“As a chef in Chinese restaurant, a good work environment is very important. In addition to salary, I am preferred to have a good work environment. It is make more relax and more effective. (E3)*

7. As an employee, what suggestions do you have for the development of Chinese restaurant?

*“As an employee of Chinese restaurant, there are truly some advice should be discussed. Firstly, we need a clearly regulation about rewards and punishments. It is a fair way to stimulate employees work hard and better. Secondly, making some inno-*

*vations are unnecessary. Most people like to try new thing and they do not like thing cannot change at all. The 10 years Chinese restaurant supply same food or dishes are terrible things. Finally, Good decoration and clean environment are also important. Good decoration in different seasons can show a totally new style or feeling to customers. Clean environment can make customers enjoying food better.” (E2)*

*“Making a good purchase plan every day and make sure we have enough food materials in time. In case different customers need different orders. Then, the time to prepared take away are as short as possible. Because customers’ time is always cherish and limited. Besides, the boss need strengthen the quality of food supervision and make sure every dish is delicious for different customers.” (E3)*

In those two interviews of employees who are working in the Chinese restaurant. We could found some information from the employees’ position. Good employees also have huge effect on any business. Employees’ satisfaction also cannot ignore. Employees’ suggestions also need to be considered. Sometimes, employees can find some very important and useful suggestions for restaurants. Price discount, loyal card and free cakes are usually methods to be used in a Chinese restaurant.

## 6.5 New promotional suggestions

According to the results of quantitative questionnaire and qualitative interviews, there are some new and effective measures have been found. Firstly, Local newspaper is a common tool to do advertising for Chinese restaurant. But advertisement online is becoming more and more popular and so it cannot be ignored. For example, Facebook advertisement is a very good idea to marketing Chinese restaurants. Secondly, Chinese restaurant could do some promotional activities on special occasions. For example, Mother’s Day and Father’s Day, they are both good dates to promotions and attractive different customers. Then, Cash discount maybe as the better promotional method. Chinese restaurant can give some cash discounts in some special time when they are in consumption weakened to encourage customers’ consumption. Besides, making sure supply good goods and services are also important. Quality of food and services are the main elements for a popular restaurant in Kuopio. New interior decoration and beautiful menu design make customer refresh and would like to have dinner in this place. Last but not least, employee loyalty is also significant to improve the customer loyalty. The employer should pay more attention to employees.

## 6.6 Validity and reliability

According to Malhotra (2002, 292-293), reliability refers to certified the reality with repeated measure some information, including test-retest, alternative forms and internet consistency reliability. And validity as a notion measures the true differences from observed scale scores. It is not systematic or random error. Research could use content validity, criterion validity, or construct validity to measure the validity of research.

In this research, the qualitative questionnaire and qualitative interview are both used together. This hybrid methodology is the most reliable and valid. There are 100 respondents who are Chinese restaurant' customers to answer the questionnaire. And the most reality responds from 3 interviewees have been collected.

However, there are still have some shortages need to improve. For example, not all of Chinese restaurant customers can answer this questionnaire. There is no any Chinese restaurant website with a link of questionnaire could be found. The time to show questionnaire to customers need to be considered very carefully. Then, interviewees are usually with some personal views to answer questions. So maybe there are some biases.

## 7 CONCLUSION

With the spread of Chinese culture, more and more people are interested in China. Especially, Chinese food is becoming more and more popular in a worldwide. In order to attract more customers' attention and take up more market shares, the competitions among Chinese restaurants is becoming fiercer and fiercer. However, traditional promotional methods have less and less effect on Chinese restaurants to attract customers' attention. This thesis devotes to look for some new and suitable promotional methods to help Chinese restaurant Canton Hin to attractive customers.

This thesis started from 6<sup>th</sup> December, 2014. It consists of two big parts. The background of Chinese restaurants and the theory of promotional methods are as the first part. Questionnaire and interview researches are the second part. Mixed theoretical section and practical research methods help the Chinese restaurant Canton Hin. The new promotional ways are suggested through 100 respondents from questionnaire and 3 interviewees from interview. Compare with the old and exist promotional methods, the new ways which cash discount and loyal card are more popular with customers.

The history of Chinese restaurant Canton Hin has been shown in the theoretical part. Also, the advantages and disadvantages have been proved by SWOT analysis. Besides, the importance of Chinese food in the world also has been expressed. Marketing environment analysis of Kuopio has shown the promotional surrounding. And the background of theory about promotional strategies illustrates what kind of promotions can be used. Information from books and online materials are widely used in theoretical part. In a short, theoretical part has given the best cornerstone to do this thesis.

In the research part, the results of questionnaire shown that 100 respondents would more like to cash discount than free cakes. Customers prefer to have a meal in Canton Hin in festivals' days than usual. Advertisements on newspaper are the most popular way for Chinese restaurant, but advertising online is a tendency as a modern promotional tool. Interview with 3 interviewees expresses that a good employee plays a significant in any business. Employee satisfaction cannot be ignored by employer. In summary, this paper devoted to update the promotional methods for Chinese restaurant Canton Hin in Kuopio.

Even though the hybrid methodology be used in this thesis, and there are still some shortages which need to be improved. For example, questions' design in question-

naire could be more comprehensive. The time of questionnaire research should more randomly and this kind of improvement may help to gather a more corrective and truly responds. The number of 100 respondents is not large sample size. The larger respondent could expand next time. And interviewees' personal biases should be avoided. All of employees in Chinese restaurant Canton Hin should take part in the interview, as thesis's aim is to get the most actual responds from interviewees.



## 8 DISCUSSION

I have learned a lot of knowledge from this study. First of all, in my opinion, a good paper need to a series of theoretical background from professional resources, like books, magazines and some professional websites. Secondly, according to different thesis orientation, we need to select and modify the most suitable theory principle. Then, different researches have different research methods. The best method should be selected in time. Last but not least, a reasonable arrangement of time to write thesis is very important.

Existing promotional methods of Chinese restaurant are not very good, and almost every Chinese restaurant is using the same methods at the same time in same market. In order to takes up more market share and attract more customers. The Chinese restaurants have to considerate which one is the better method. Hence, this thesis is necessary for Canton Hin further development. There are several methods be involved, which to meet customers' needs and to make the most popular promotional measures to them.

Of course, there were still some problems in questionnaire and interview. The most important point was that I forgot to design a question about YES or No. It leaded to that I could not analysis the data very well about Question 10 and Question 11 of questionnaire. A plenty of redundancy data had a negative effect on analysing the result very clearly. Besides, I had used a lot of information from Wikipedia, it was not very professional words to introduce the theory of this thesis.

If I had enough time, I would do this research more specific. I would try my best efforts to design a better questionnaire and a better interview to the customers and employees. I would read and study the theory of promotional methods before I write a thesis. Unify theory knowledge could make this thesis more academic and professional. I should start to write this thesis when I worked in a Chinese restaurant at the same time. It is easier to do research in a reality business environment.

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## APPENDICES

## Appendix 1 Questionnaire questions



## Survey for Chinese Restaurant in Kuopio

**1. Gender?  
(Sukupuoli?)**

Male  
(Mies)

Female  
(Nainen)

**2. Age?  
(Ikä?)**

Under 20 years old  
(Alle 20 vuotta vanha)

21-35 years old  
(21-35 vuotta vanha)

36-50 years old  
(36-50 vuotta vanha)

Over 51 years old  
(Yli 51 vuotta vanha)

**3. What is your occupation?  
(Mikä on ammattisi?)**

Employee  
(Palkansaaja)

Non-employed  
(Työtön)

Student  
(Opiskelija)

Entrepreneur  
(Yrittäjä)

Retired  
(Eläköeläinen)

Other, what specify?  
(Muu, Mitä?)

**4. Where are you coming from?  
(Mistä olet kotoisin?)**

Asia  
(Aasia)

Russia  
(Venäjä)

Finland  
(Suomi)

Other countries  
(Muu)

**5. Why did you choose a Chinese restaurant?  
(Miksi valitsit Kiinalainen ravintolan?)**

Because Chinese food is delicious  
(Koska Kiinalainen ruoka on herkullista)

Because I would like to try some new tastes (The tastes are different from Finnish-style food)  
(Koska halusin maistaa uusia makuja (erilainen suomalaisesta ruoasta))

Because it is near my home or my work place  
(Koska se on lähellä asuinpaikkaa tai työpaikkaani)

Because parking is easy  
(Koska helppo löytää parkkipaikka)

Because my friends or relatives' recommendation  
(Koska ystävien tai sukulaisten suosittelema)

**6. How often do you visit a Chinese restaurant?  
(Kuinka usein käyt Kiinalaisessa ravintolassa?)**

2 or more times /week  
(2 tai useampia kertoja /vikko)

Once a week  
(Kerran viikossa)

2-3 times /month  
(2-3 kertaa /kuukaudessa)

Twice a year  
(Kaksi kertaa vuodessa)

Never  
(Ei koskaan)

**7. Where do you usually see Chinese restaurant advertisement ( you can select more than one)?**

(Missä näet yleensä Kiinalainen mainoksia( voit valita enemmän kuin yhden)?)

The advertisement on newspaper  
(Lettimainoksissa)

Leaflet  
(Esiteissä)

Window advertisting  
(Ikkunamainostus)

The advertisement on Chinese resaturant' website  
(Internet sivuilla)

Facebook  
(Facebook)

Dispatch a gift with the advertisement  
(Lahja mainoksen kanssa)

**8. What kind of promotions do you prefer (you can select more than one)?  
(Millaisia myynniedistämäs kampanjoita haluaisit(voit valita enemmän kuin yhden)?)**

Price discount  
(Hinta-alennus)

Free dessert or soup  
(Ilmainen jälkiruoka vai)

Get a discount coupon  
(Alennuskuponki)

Give some points to a loyally card( when it amounts to some credits you can exchange it  
for a free lunch buffet)  
(Kerää leimoja ruokapassin ja saat ilmaisen lounaan)

Free tasting cakes  
(Ilmainen koemaistiainen)

Special food in sale everyday(eg. Springroll is 5 euros, but today is 3 euros)  
(Erikois-alennukset ruoasta joka päivä( esim. Kevätkääryle 5 euroa, mutta tänään 3  
eurolla))

**9. What is your favourite flavor?  
(Mikä on lempi makusi?)**

Sweet  
(Makea)

Salty  
(Suolainen)

Spicy  
(Mausteinen)

Other  
(Muu)

**10. What are the special occasions when you go to a restaurant? Please choose the  
best one with grade 1-5.( 1 stands for never, 2 stands for a few times, 3 stands for  
sometimes, 4 stands for often, 5 stands for every time.)  
(Kuinka usein käyt alla olevina juhlapäivinä ravintolassa? Arvioi asteikolla 1-5. (1 en  
koskaan,2 harvoin, 3 joskus, 4 usein, 5 aina.))**

1 2 3 4 5

Father's Day  
(Sänpäivä)

Mother's Day  
(Äitienpäivä)

Christmas Day  
(Jouluna)

Birthday  
(Syntymäpäivänä)

May Day  
(Vappu)

Easter  
(Pääsiäisenä)

Independence Day  
(Itsenäisyyspäivänä)

Midsummer  
(Juhannus)

New Year's Day  
(Uudenvuodenpäivä)

All Saint's Day  
(Pyhäinpäivä)

Boxing Day  
(Tapaninpäivä)

**11. How strongly do you think the below factors play an important role in a successful restaurant? Please evaluate the options with grade 1-5. ( 1 stands for strongly disagree, 2 stands for disagree, 3 stands for neutral, 4 stands for agree and 5 stands for strongly agree.)**

**(Kuinka paljon ajattelet seuraavien tekijöiden vaikuttavan menestyvässä ravintolassa? Arvioi asteikolla 1-5. (1 vahvasti eri mieltä, 2 eri mieltä, 3 neutraali, 4 samaa mieltä, 5 vahvasti samaa mieltä.))**

1 2 3 4 5

Price  
(Hinta)

Quality of food  
(Ruoan laatu)

Good service  
(Hyvä palvelu)

Interior decoration  
(Sisustus)

Location  
(Sijainti)

Well designed menu  
(Hyvin suunniteltu ruokalista)

Good restaurant logo  
(Hyvin ravintolan logo)

Good marketing  
(Hyvä markkinoiti)

How fast the order is prepared  
(Kuinka nopeasti tilaus on valmistettu)

BBA Student  
Yunfeng Zhou

## Appendix 2 Interview questions

### Questions for Employer:

1. How long have you been living in Kuopio?
2. Why you choice Kuopio to establish your restaurant?
3. What is your most commonly used advertising media? Why?
4. What kind of promotions do you prefer?
5. In your opinion, who is your biggest competitor?
6. Who is your potential customer?
7. As an employer, what kinds of employee are you prefer to use?

### Questions for Employee:

1. How long have you been working in a Chinese restaurant in Kuopio?
  2. What motivated you to work in a Chinese restaurant?
  3. What kind of incentives do you prefer?
  4. In your opinion, what kinds of promotions are popular with customers?
  5. What are the main difficulties when you work in a Chinese restaurant?
  6. In addition to salary, what do you prefer? (Work environment, opportunity to promotion, personal relationship?)
  7. As an employee, what suggestions do you have for the development of Chinese restaurant?
- .