

**Increasing Israel's awareness as a holiday destination among  
Finnish Christian young adults through marketing  
communications**

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<p>This thesis examined promotional methods to market Israel as a holiday destination to the Finnish Christian young adults aged 18-27. The objective of the thesis was to discover credible ways to raise awareness and knowledge of Israel as a holiday destination among the chosen target group through marketing practices. The study was commissioned by the Israel Ministry of Tourism for the Nordic Countries. This is the first time a marketing research has been carried out among the Finnish young adults for the commissioning party, thus this thesis project was needed.</p> <p>The type of study carried out was a research-oriented thesis. The theoretical framework consists of information about Israel as a holiday destination, theory about marketing and planning integrated marketing communication. Additionally, secondary research information obtained from a research company called "15/30 Research" on the consumer behavior of Finnish young adults is presented.</p> <p>The empirical part consisted of quantitative research. An online survey was conducted in order to obtain information about travelling habits, images and attitudes about Israel, and about marketing communications channels/media among Finnish Christian young adults. These results were used as the primary source of information in this research project.</p> <p>Results indicated that there is a clear interest in the target group towards visiting Israel. However, there appears to be lack of knowledge on what the land has to offer as a versatile holiday destination, decreasing attractiveness of the land. Also, there seems to be lack of knowledge about Israel in terms of Biblical perspective among the target group, which influences negatively on the target group's passion to visit the country. Creation of a website and Facebook page for the Christian youth segment with correct promotional material to enhance credible images of Israel as a versatile and attractive holiday destination revealed to be a very important and practical step to take.</p>	
<b>Keywords</b> marketing communications, marketing planning, Finnish Christian young adults, Israel, holiday destination	

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# 1 Introduction

This thesis project examines methods to promote Israel as a holiday destination to Finnish Christian young adults. The thesis is commissioned by the Israel Ministry of Tourism office of Nordic countries located in Stockholm, Sweden. There is no previous research carried out or marketing plans made targeting young people in the commissioning party of the Israel Ministry of tourism for the Nordic countries. That is the significant reason why this project is extremely needful and valuable. In addition, there is very little research done that concentrates on Finnish tourists travelling to Israel, let alone about Christian young adults travelling to Israel. Thus, new and useful information is obtained and given to the commissioning party concerning the topic.

The objective of this study is to discover credible ways to increase awareness and knowledge of Israel as a holiday destination among the target group (Christian young adults) through marketing communications practices. The aim is to give preliminary promotional ideas on how to attract and reach out to this specific segment: Christian young adults.

The main research problem of this study is defined by the following question:

- Which types of marketing communication methods should be used in order to raise awareness and knowledge of Israel as a holiday destination among the target group?

In order to answer the mentioned question, three issues need to be investigated. The three issues make up the sub-questions of the research problem and are defined by the following questions:

- What types of attitudes and habits does the target group hold concerning travelling?
- What types of images and attitudes does the target group have about Israel?
- Which marketing communication channels should be used to reach the target group?

This thesis project is a research-oriented thesis, in which quantitative research method is used. A survey type of research approach is applied, where an online multiple-choice questionnaire was carried out and sent to target group members via social media Facebook and via e-mail. These questionnaire results were used as the primary source of information in this study for solving the research problem. The aim was to get 150-200 answers in order to obtain credible research results. Additionally, secondary research data was utilized in the study, which was gained from a Finnish research company that investigates the consumer behavior of Finnish young people.

The target group consists specifically of Finnish Christian charismatic young people and young adults aged between 18 and 27 years old. The word “Christian,” originates from the first century A.D. and comes from the word Christ. A Christian is a person who believes and is a follower of Jesus the Messiah and believes in the New Testament and in the Old Testament, which together is called the Bible. (Raamatun tietokirja 1984, 777; Raamatun tietokirja, 1982, 194; Holy Bible 2001.) “Charismatic Christians” are people who attend the Pentecostal or Free Church. Generally speaking, a young adult is considered to be someone who is in the life stage between childhood and full adulthood. A young adult is often linked with the terms “young people”, “youth” and “youngster.” Thus, in this thesis, young adults, young people, youth and youngsters are referred to as the same. (University of Illinois at Chicago.) Many theories exist to define which age range the young adults belong to. There is no one correct age group to which young adults fit into. In the Finnish youth law, a young person or a youngster is an individual under 29 years old. It could be considered that a young adult belongs to the age range of approximately 18-30 years old. (Nuorisolaki/Youth act (72/2006), Chapter 1, Section 2).

The reason for targeting the younger generation is because they carry the future. This is also true for the tourism markets. Reaching young adults is vital in order to continue and increase the amount of Finnish tourists going to Israel in the future. Within the young people, Christians are the most potential target group. The land of Israel and the Jewish people have a significant connection to Christianity biblically, historically and

future wise. The special relationship between Christians and Israel including the Jews is the reason for choosing this target group. It could be assumed that in Finland among the Finnish young Christians, the charismatic Christians could be considered as the most potential group, where members can develop a more interest towards visiting Israel. The total amount of target group members consist of approximately 10 000 people. (Piirainen, J.11.12.2012.)

The qualities Israel has as a tourist and holiday destination are rich and attractive. Tourists look for memorable experiences on vacations, which Israel guarantees to offer through many different segments. The so called popular motivators of a good holiday destination include elements such as ocean, beach, sun, crystal clear waters, diving, outdoor activities, adventure, sports, warm weather, culture, history, archeology, people, beautiful landscape and nature, city, shopping, unwinding, a place not far away and so on. Israel carries all of these elements with good quality. The two main reasons why Israel has potential to be truly a unique and one of a kind holiday destination among this particular target group is because of its great and rich diversity within a very small area, and because of its unique history and the Christian aspect of the land and people; special relation between Israel and Christians. (Hospitality and Tourism Advisory Services 2006, 23-24, 26.)

As mentioned, this study aims to offer credible ideas on how to reach and attract more Christian young people to go to Israel through marketing communications practices. Marketing communications is a large concept, thus this thesis does not involve each concept and theory of marketing communications but is limited to the purposes of the study. Budget and timetable, which are a part of marketing communications, will not be considered. The study only concentrates on the final consumers (Christian young adults) and does not include on how to promote to other factors influencing the product (Israel) such as suppliers, resellers, stakeholders, and the like.

The theoretical part of the thesis report consists of theory about marketing communications and theory about planning integrated marketing communications. Moreover, theory on the secondary research information will be presented. The

empirical part includes the implementation of the research, and the research results and analysis. The last part of the thesis concludes all of the discussion.



## 2 Israel as a holiday destination

The state of Israel is located in the Middle East connecting Africa and Asia. (See figure 2.1.) By size the land of Israel is very small counting an area of 20 770 sq km. In comparison, Israel is approximately 16 times smaller than Finland. The state of Israel is a developed country with a population of 7.4 million and it is the only democratic country in the Middle East. By religion the land of Israel is a Jewish state with 75.6 % of the population being Jews. 16.6 % of the inhabitants are Muslim and 1.6 % of the people living in Israel are Christian. The official languages of the country are Hebrew and Arabic. The modern Israel received its independence in 1948 and the capital city of the country is Jerusalem. Israel is listed as one of the most prosperous countries in the world and ranked 24th place in the world in the quality of life classification. (Israel Ministry of Tourism 2011a; Encyclopedia of the Nations 2013a, b.)



Figure 2.1 Map of Israel (Theodorou 2010.)

## **2.1 Strengths of Israel as a holiday destination**

As stated earlier, Israel is a versatile holiday destination, which is its main strength as a holiday destination. Located right in the middle of the world between Europe, Africa, Asia and Middle East, Israel offers plenty for tourists. In a very small area, one can experience biblical landscape and sights, three different oceans, Arabic and European cities, a mix of Jewish, Arabic and European culture, and a unique history. (Hospitality and Tourism Advisory Services 2006, 26; Aurinkomatkat.) In Israel, visitors can choose from plenty of destinations to visit.

Among many valued destinations in Israel, Jerusalem is a one of a kind city worldwide, due to its remarkable culture and history. In Jerusalem visitors can feel a unique atmosphere that rises from the Jewish, Christian and Arab world. Most popular attractions in Jerusalem are the Temple Mount (consisting of the Western Wall and the Dome of the Rock), City of David, Gethzemane and Mount of Olives. (Israel Ministry of Tourism 2011b; Israel Travel and Tours.) Dead Sea is a fascinating experience where people can float on the water due to the water's high content of salt. The Dead Sea region is the lowest place on earth with all year-round sunshine. The Dead Sea minerals are famous for its healing and nourishing qualities for skin and health. (Israel Ministry of Tourism 2011c.)

The city of Eilat is situated at the shore of the Red Sea. It is a popular tourist resort with its luxury hotels, crystal clear waters, beaches, a dolphin reef and various water sport activities. It is also a popular diving destination. (Planetware.) Tel Aviv is a modern and lively Jewish city on the Mediterranean seacoast. It is the center of business for the country with a diverse culture. Tel Aviv's beach has been ranked as one of the best city beaches in the world. (Israel Ministry of Tourism 2011d.) The region of Galilee has beautiful landscapes, mountains, Sea of Galilee, nature reserves and Jewish and Christian sites. (Israel Ministry of Tourism 2011e.)

## **2.2 Weaknesses of Israel as a holiday destination**

The biggest challenge Israel faces in its tourism is its political situation: the conflict in the Middle East and the risk of terrorism and wars it has to face. Also, the negative image that the country has in the media due to many distorted stories involving around Israel is a strong challenge for the nation and its tourism. Because of the political situation, many feel that it is too risky and too unsafe to visit the land. On the other hand, the whole Middle East is not considered as very safe and Israel's main competitors in the tourism market, Egypt, Turkey and Greece are not the safest places either. A big challenge is to attract new comers. Many that visit Israel nowadays have already visited the land once or more before. The positive factor is that once one has paid a visit, perceptions and the images of the county changes, creating a desire to visit again, as it has for numerous tourists. (Hospitality and Tourism Advisory Services 2006, 45-48.)

Another weak point for Israel's tourism is the price issue. Israel is not a cheap place and is considered relatively expensive in the Middle East having about the same level of prices as Western Europe. A big negative factor for tourists is that hotels in Israel are rather expensive compared to competitors. However, hostels and youth hostels can be found with good prices, and these hostels are known to attract more of the younger generation. The general image is that flights to Israel are also quite expensive. This is a false perception; due to low-cost airlines there are many inexpensive choices to choose from. This is an issue to convert in the eyes of the tourists. Cheap flights that are nowadays available to Israel are a great boost for the country's tourism. (Hospitality and Tourism Advisory Services 2006, 52-55.)

### **2.3 Current tourism situation and competition**

In Israel tourism is a vital part of the country's economy. Tourism is one of the biggest economic sectors in the state and it is one of the most important sources of income for the country. The industry itself employs 60 000 Israelis directly, thus having a positive effect on many more habitants indirectly. (Hospitality and Tourism Advisory Services 2006, 11; American - Israeli Cooperative Enterprise 2013.) Israel gained its

independence not too long ago in 1948 and built its country from nearly an empty desert to a flourishing place. The country has gone through many wars and continuously faces threats from its surrounding countries. Taking this into consideration, Israel has done a remarkable job in tourism. (Israel My BELOVED.)

In recent years the number of tourists has grown in Israel. The statistics show that in 2011 Israel received its record number of tourists per year, numbering 2.8 million tourists and a total of 3.3 million visitors. (Central Bureau of Statistics 2012a.)

However, the potential it carries as a holiday destination is much bigger than what is taking place at the moment. Israel's position in the international tourism markets looks rather weak. In 2005, Israel held less than a 1 % position in the international tourism markets out of the all of the countries in the world. Despite this, the future looks positive, due to the recent statistics of good progress and the great potential Israel carries as a tourist and holiday destination. Much of the future of course depends on how the political situation in the Middle East advances. (Hospitality and Tourism Advisory Services 2006, 16.)

When looking into the Finnish tourists travelling to Israel, in 2011 Finnish tourists counted 0.6 % of all of the tourists arriving in Israel. (Central Bureau of Statistics 2012b.) All together, 20 000 leisure trips were made to Israel by Finnish residents aged 15-74 in 2011 (Tilastokeskus 2012, 9.) and 27000 leisure trips in 2010. (Tilastokeskus 2011.) Lately, the growth has been somewhat positive, since in 2009, 11 000 leisure trips were made by Finnish residents to Israel. (Tilastokeskus 2010.)

In the tourism markets, the main competitors of Israel are Turkey, Spain/Canary Islands/Balearic Islands, Italy, Egypt, Greece and Cyprus. Results, carried out by Statistics Finland (tilastokeskus) analyzing the whole Finnish population between the ages of 15-74 travelling to Israel's rival destinations in 2010, shows results, where Israel is second last among its main rivals in the markets. (See figure 2.2 below.) (Tamminen, T. 4.3.2012a.)

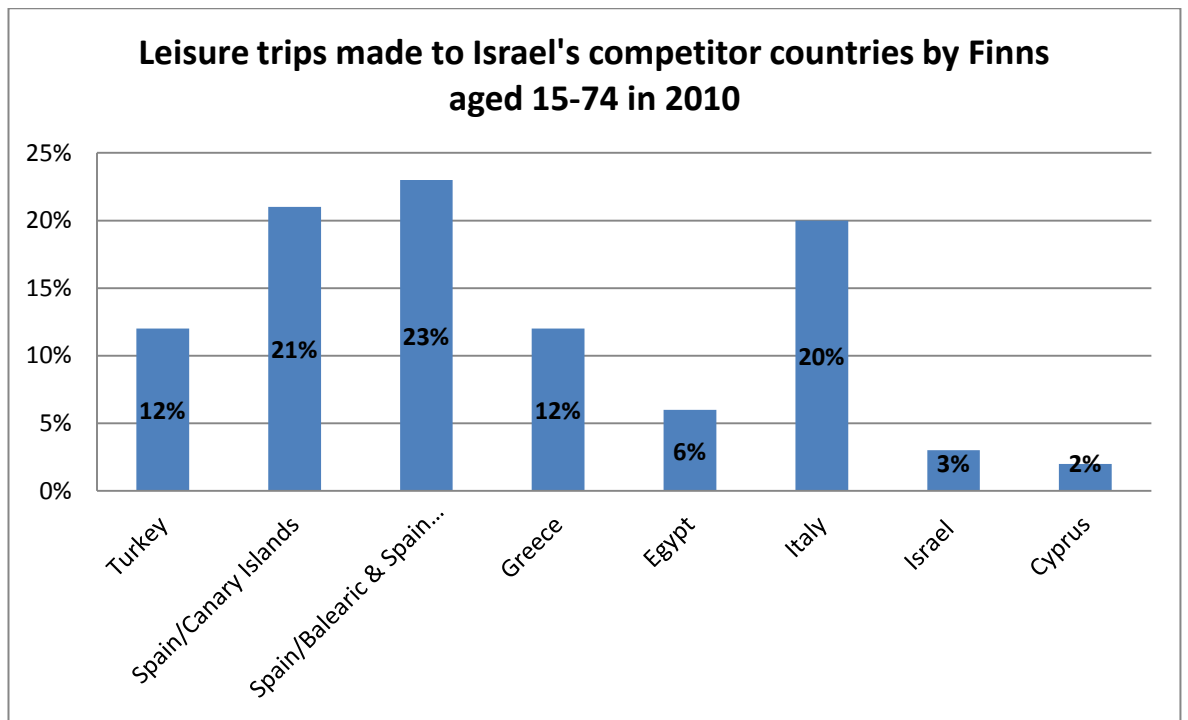


Figure 2.2 Leisure trips made to Israel's competitor countries by Finns aged 15-74 (2010) (Liikenne ja matkailu – Tilastokeskus)

According to a rough result made by Statistics Finland (tilastokeskus), research shows that among the competitors, within the consumers made up of Finnish young adults aged 19-30, Israel is in the bottom part of the competition. (See figure 2.3 below.) (Tamminen, T. 4.3.2012b.)

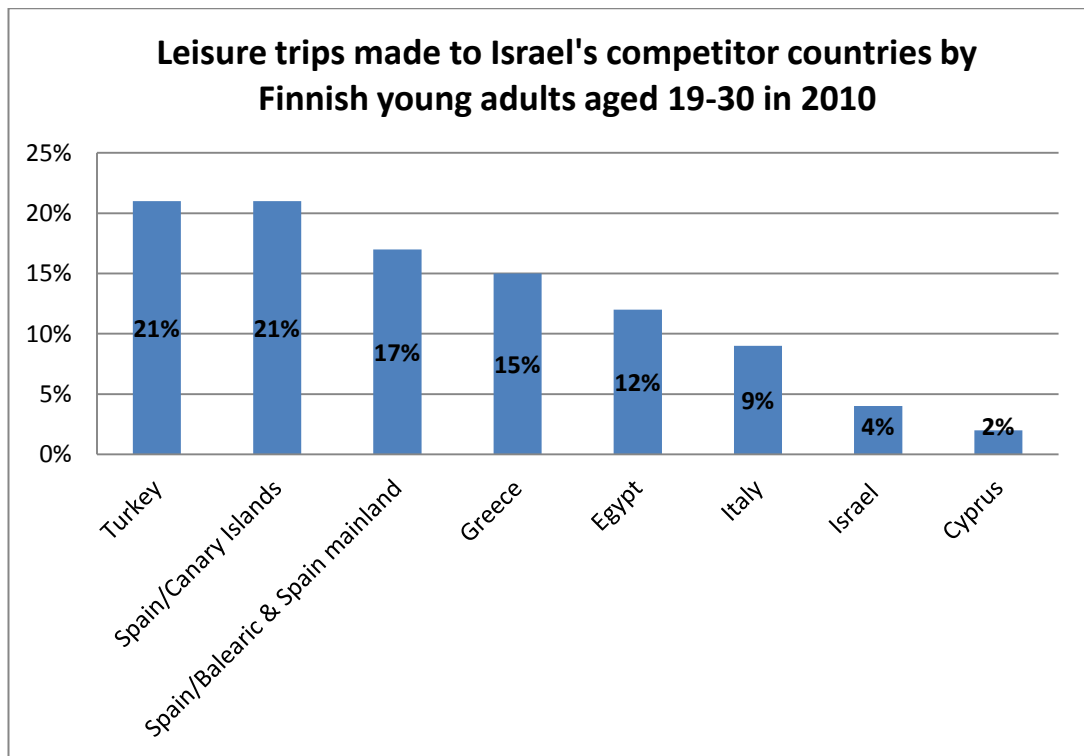


Figure 2.3 Leisure trips made to Israel's competitor countries by Finnish young adults aged 19-30 (2010) (Liikenne ja matkailu – Tilastokeskus)

### 3 Marketing communications

As this thesis aims to find out credible marketing communication ideas and methods to reach the chosen target group, it is good to now examine and look into what marketing communication includes and what is essential to know concerning this specific project.

Marketing communications is one area and one part of marketing. Therefore, it is first necessary to think about what marketing actually is. Marketing is an extremely large concept and in itself includes many big concepts and areas. Marketing goes much deeper than just advertising and selling, which seems to be the common idea about it. Marketing exists everywhere. It is all around you whatever you do and wherever you go. Thus, it is interesting what a massive business it is and what activities go on behind what consumers see and hear. Marketing is all about satisfying customer needs. There exist many definitions created for the term “marketing” by various different parties. One of the world’s leading authorities on marketing Philip Kotler (Kotler & Armstrong 2010, 29), defines marketing as “the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.” The main reason for marketing and the goal of marketing is to “attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.” (Kotler & Armstrong 2010, 28.)

Marketing communications, also called promotion, plays an important role in marketing. It is one of the major marketing mix tools, generally and traditionally known as one of the 4 Ps of marketing, among the other traditional marketing mix tools: product, price and place. As we know that marketing is all about creating customer relationships and creating value for the customers, promotion carries its own vital task in the whole marketing process. Its “mission” is to communicate the product or service value proposition to the target group. According to one definition, created by Armstrong, Kotler, Wong and Saunders (2008, 76), promotion – or marketing communication means “activities that communicate the merits of the product and persuade target customers to buy it.” (Armstrong et al. 2008, 36, 53, 76.)

Promotion does not just consist of one tool but instead is a mixture of many different tools. It is important that right tools are used and correct words are communicated for the purposes of what best attracts and meets the needs of the target group. The main tools used in marketing communication are advertising, public relations, personal selling, sales promotion, and direct marketing. These are the essential tools that make up the “promotion mix”, which is also called the “marketing communication mix.” In addition to these tools, online marketing and sponsorship can also be considered as part of the marketing communication mix. (Kotler & Armstrong 2010, 424, 426.)

One of the first important aspects of the promotion mix is that it needs to be carefully blended. In today’s marketing communication environment the concept of “integrated marketing communications” (IMC) is being brought into use. The goal of IMC is that whenever someone is in touch with a company or an organization, the consumer should always receive the same clear message and image of the brand. IMC is defined as “the concept under which a company carefully integrates and co-ordinates its many communication channels to deliver a clear, consistent and compelling message about the organization and its products.” (Middleton, Fyall, Morgan & Ranchhod, 2009, 294.) Middleton et al. 2009, 294; Kotler & Armstrong, 2010, 429 – 430.)

Each marketing communication tool will now be more closely at. Details of each tool, which are relevant for this project will be included. Advertising, public relations, sales promotion, direct marketing, online marketing and sponsorship will be discussed. Due to the objectives of this project, personal selling and sponsorship will not be separately explained.

### **3.1 Advertising**

The main goal of any communication tool is to communicate customer value, which is also the case in advertising. Advertising is a useful tool for disseminating promotional messages, creating awareness and informing, persuading and reminding about a



product/service. The American Marketing Association (Kotler & Keller 2009, 538) has defined advertising as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.” (Kotler & Keller 2009, 538; Kotler & Armstrong 2010, 454, 456; Middleton et al. 2009, 304.)

First of all, when practicing advertisement, an advertiser should set objectives that flow from decisions about the target market, positioning and the market situation.

According to one theory, created by Kotler & Armstrong (2010, 455) as well as Kotler & Keller (2009, 539) the advertising objectives can be categorized by the main goal and purpose: to inform, persuade or remind.

The main goal of informative advertising is to inform and create awareness through emphasizing the customer value and through strengthening the image of the brand or company. In persuasive advertising, the main aim is to make the consumer like and prefer the product, and convince the consumer to buy the product/service. The point of reminder advertising is to, as the name suggests, remind consumers of the product/service. It encourages to “buy it again”, and it also aims to keep good customer relationships. (Kotler & Armstrong 2010, 455 – 456; Kotler & Keller 2009, 539.)

Through the advertising strategy the advertising objectives can be achieved. Kotler and Armstrong (2010, 457) state that developing advertising messages and choosing the advertising media are the two main cases that make up the strategy in advertising. In the marketing world today, it is important to know that both the advertising message and the advertising media play extremely influential roles in marketing communications. (Kotler & Armstrong 2010, 457.)

An advertisement should always draw attention and communicate in good and correct ways. Succeeding in advertising is more challenging today than ever before, due to the overloaded amounts of different types of advertisements in various media channels. Also, because of digital technology most consumers choose what and when they want

to watch promotional messages. Ignoring and skipping commercial messages is highly common today. (Kotler & Armstrong 2010, 458 – 459.)

In order to carry out an effective message, a message strategy should be planned. As in any marketing practice, the message always begins from the motives of the target group and is based on the customer needs, wants and benefits. A good message convinces target consumers, is clear, emphasizes on the benefits, concentrates on the main selling proposition and also, it distinguishes itself from the competitors. (De Pelsmacker, Geuens & Van den Bergh 2007, 195; Kotler & Armstrong 2010, 459; Kotler & Keller 2009, 540.)

Media planning and selection is the other major part in an advertising strategy. Selecting the media can be quite crucial when aiming to make a successful promotional plan. Media planning includes two major elements: setting the media objectives and choosing the proper media and the media vehicles for a specific target. (De Pelsmacker et al. 2007, 224; Kotler & Armstrong 2010, 463 – 464.)

The most significant media types in advertising include television, Internet, newspapers, magazines, direct mail, radio and outdoor ads. Each media tool is useful and carries benefits, but each medium has its limitations as well. Whichever media type is chosen, it of course should be effective and the correct kind for the specific target group. It is also good to bear in mind that it is not about which media to use, but rather it is a mix of different type of media that should be integrated. (Kotler & Armstrong 2010, 464 – 465.) When deciding on the media, the media's impact on the target group should be analyzed. First, different quantitative factors should be noted. Such issues should be thought as the amount of people watching the specific media and how often the target consumers can be reached through a particular media. Second, qualitative factors should be taken into account - it should be analyzed if the specific media is able to enhance brand image and brand personality. Also, the extent to which the audience looks and pays attention to the promotional messages showed in the specific media should be known. (De Pelsmacker et al. 2007, 238 – 239.)

Lastly, when choosing the media in advertising, selecting the right vehicles in the media is very essential. The difference between a media and a media vehicle is that a media is for example, a magazine and a media vehicle is a particular magazine, for example, a travel magazine. This connection should be known as the relationship between the target group and the vehicle and the representation of the target group in the specific vehicle. (De Pelsmacker et al. 2007, 240; (Kotler & Armstrong 2010, 466.)

### **3.2 Public relations**

The role of public relations (PR) cannot be undervalued. Due to its rapidly growing impact and, especially because of its credibility as a communication tool, it can have significant influence on the consumers. Traditionally it has been separated from marketing communications, but today it is an important part of integrated marketing communications. (De Pelsmacker et al. 2007, 291.) Public relations can be defined as “the building of good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events.” (Kotler & Armstrong 2010, 472.)

Generally speaking, there can be different types of public relations emphasizing certain areas and aimed at specific audiences. According to Pelsmacker, et al (De Pelsmacker et al. 2007, 297) public relations can be divided into two main groups: corporate PR and marketing PR. While corporate PR emphasizes good relationships with various publics and audiences, marketing PR is considered to support more directly marketing communications. The audiences of marketing PR are mainly final consumers, suppliers, retailers and competitors. It is important to mention that both, corporate PR and marketing PR are closely linked together and often touch each other and can be even mixed. In this thesis, marketing PR will be discussed in more detail, as it is an essential part of marketing communications. (De Pelsmacker et al. 2007, 297.)

Today many organizations are using marketing public relations (MPR). It is a powerful tool for promotion and image making. As advertising is getting more and more

expensive and less effective, MPR is emerging as an influential tool. (Perreault, Cannon & McCarthy 2011, 433 – 434.) One major message channel in MPR is the press. The press includes newspapers, magazines, trade magazines and television. In order to create awareness and trust in a product/service, presenting positive news and information is vital. To get coverage about an organization or about a service/product is a major task for PR professionals. Of course, news stories can also appear naturally in the press, but often it requires work from the PR employees to get news stories, and especially articles that are made in a positive light towards the company or service. Often a published article draws more attention than an advertisement and is also much cheaper and more credible compared to advertising messages. (Kotler & Keller 2009, 564, 568; Perreault et al. 2011, 434;

Arranging special events attracts attention in the public. Events are one tool that is conventionally used in MPR. Such events as trade fairs, exhibitions, conferences, seminars, anniversaries or educational programs designed to reach target publics are popular. Also holding competitions and contests are useful for obtaining attention. (Kotler & Keller 2009, 568; Kotler & Armstrong 2010, 471; Middleton et al. 2009, 307.)

Product placement is an MPR tool where films and documentaries are being utilized. This form of MPR, where certain products can be placed in movies is a big business. For instance, the beautiful scenery in the film “Lord of the Rings,” filmed in New Zealand, brought a lot positive interest, increased awareness and boosted tourism in New Zealand. (Middleton et al. 2009, 309.)

Word of mouth is communication between for instance, families, friends and neighbors about a product or service. It could be argued, that word of mouth is the most trusted source of information. Nevertheless, word of mouth is an important tool in marketing communications and MPR. Naturally, today marketers want to be found in the Internet and the way to do this, in addition to typical methods, is to use the word of mouth in the Internet, and more precisely to use a method called “pass-along.” Pass-along means consumers spreading information to each other about a

service/product through social network. Thus, it is important that social networks, such as Facebook, YouTube and blogs are made use of in MPR. It should also be kept in mind that negative publicity can happen easily through word of mouth and is a source that cannot be controlled by marketers. (Kotler & Armstrong 2010, 474; Perreault et al. 2011, 435 – 436.)

In order for different brands and organizations to increase awareness and get themselves “found” in the digital world, PR people exploit tools to carry this out. (Perreault et al. 2011, 435, 437.) To capture final customers, providing helpful and valuable content on a company’s Web site is a good tool in MPR. Web sites are often visited for searching information, as well as for entertainment by not only “regular consumers” but also by people from other forms of publicity, such as newspaper journalists. Many firms have had clever ideas to give out useful information on their websites, thus creating value to the customer. In addition to useful Web site content and making videos, other effective ways to draw attention is to create different types of games and competitions on the web with valuable prizes for winners. Also the use of podcasts is extremely relevant. (Kotler & Armstrong 2010, 475; Perreault et al. 2011, 437, 345.)

Interactive communication tools in MPR are also very significant in building awareness and can be effective, because it allows both sided communication with customers. One useful tool is having a blogs in the Internet. The use of blogs enables companies to carry out communication between the company and consumer and it allows customers to share their opinion and give feedback easily. It is also a way for a company to find out what type of needs and wants customers have thus revealing valuable information about the target group. The possibility of negative word of mouth applies here too; bad news and stories about an organization or product can easily spread. (Perreault et al. 2011, 438.)

Ratings and reviews from other customers is also a tool used in MPR, since they are highly appreciated among consumers. Because ratings and reviews are written by people who have used a specific product/service, others can trust what is being said.

Due to their trustworthiness, reviews can have major impact on consumers. One smart way to take use of ratings and reviews is to have them on the company's Web site or to use someone's positive ratings and comments in promotional messages. (Perreault et al. 2011, 439.)

### **3.3 Sales promotion**

Sales promotion is an important instrument in the promotional mix. For many companies today sales promotion budget exceeds the advertising budget. Sales promotion is closely linked and mixed to other promotion tools, particularly to advertising. For instance many sales promotion messages, such as "buy now and take part in a contest to win a prize!" are often used in advertising messages. (De Pelsmacker et al. 2007, 354; Kotler & Armstrong 2010, 499.) According to Kotler and Armstrong (2010, 499), "sales promotion consists of short-term incentives to encourage the purchase or sale of a product or service." While advertising presents reasons why to buy and says "buy," sales promotion says "buy now."

The type of sales promotion tools that are chosen depends on the objectives and targets. According to Kotler & Armstrong, (2010, 501) as well as De Pelsmacker et al. (2007, 376) the sales promotion targets can be divided into four main target groups: consumer promotions, business promotions, trade promotions and sales force promotions. Due to the purpose and goal of this thesis, only consumer promotions will be discussed.

Consumer promotions are aimed at final buyers. There are different objectives and reasons for consumer promotions. Attracting new customers to try out a product or service is one major element where consumer promotions are used; in other words, to enhance short-term consumer buying. Of course, aiming to develop long-term relationships with the new customers should follow this. Consumer promotions can also be used to maintain long-term relationships. Through different consumer promotions tools, existing customers' brand involvement can be increased and loyal

customers can be rewarded. (De Pelsmacker et al. 2007, 357 – 238; Kotler & Armstrong 2010, 501 – 502.)

There exist many tools in consumer promotions. “Samples” are useful for inducing new consumers. Some samples offer free products or give a free trial of a service. “Coupons” are another tool that is highly used. They are certificates that give consumers saving possibilities. Digital coupons are a new way to make use of sales promotions through using mobiles. “Price packs” is another form of consumer promotions, where discounts are offered. An example of this could be a travel agent offering a travel package, where accommodation is free for three nights. “Premiums” are used as incentives and they can be free or offered with a low cost. For instance, McDonald’s had a campaign, where a happy meal buyer had a chance to win a trip to see the final of American Idol live. “Advertising specialties” are gifts given to consumers. They can be T-shirts, pens, etc. that have the company/advertiser’s logo or message on them. “Contests”, “games” and “sweepstakes” can be an effective way to draw attention and create awareness. “Frequency programs” are great for creating strong relationships with existing customers. For instance, many airlines have frequent-flyer programs, which is a loyalty program, where customers can earn miles, which can be used for free flights, airline services or goods. (Kotler & Armstrong 2010, 503 – 504; Kotler & Keller 2009, 557.)

Event marketing is also a part of sales promotions. Event marketing can be defined as “to create a brand marketing event or serving as a sole or participating sponsor of events created by others.” (Kotler & Armstrong 2010, 505.) Through event marketing or event sponsorships brand marketing can be carried out. Organizations can create their own events or they can serve as a sponsor in an event organized by another party. The scope of events is very large and it is a rapidly growing form of promotion. Events can vary from small neighborhood barbeque parties to the Olympic games. (Kotler & Armstrong 2010, 505.)

It should be noted that sales promotion carries its weak sides. Despite the good intentions, sales promotions can affect negatively to the long-term image. If sales

promotion campaigns are run too often, it can give a reputation of “cheapness” that is generally affiliated with low quality. In addition, because of sales promotions activities, companies are faced with the possibility of losing profits, due to not receiving regular amounts of money from buyers, thus affecting profitability in the long run. (Middleton et al. 2009, 313; De Pelsmacker et al. 2007, 354.)

### **3.4 Direct marketing**

Direct marketing is one of the fastest growing forms of marketing. The trend in today’s “marketing world” is developing towards targeting smaller groups and individuals. Direct marketing can be a phenomenal tool to carry out a more narrowly marketing approach. For many companies direct marketing is one tool among others. However, for some companies, such as Amazon or E-Bay, base all their marketing practices on direct marketing. (Kotler & Armstrong 2010, 514 – 515.)

Direct marketing is defined as “connecting directly with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.” (Kotler & Armstrong 2010, 514.) Online marketing is the biggest and most influential form of direct marketing. Online marketing will be discussed separately in chapter 3.5. Due to the objective of this project, in addition to online marketing, direct-mail marketing is the direct marketing form necessary to be discussed. (Kotler & Armstrong 2010, 519)

Direct-mail marketing means “sending an offer, announcement, reminder, or other item to a person at a particular physical or virtual address.” (Kotler & Armstrong 2010, 519.) Direct-mail marketers send out mail pieces, such as letters, e-mails, catalogs, ads, samples, etc to individual prospects and consumers. Direct-mail marketing is clearly the biggest and most used form of direct marketing. The reason why direct mail is a very useful tool in marketing is that it allows accurate consumer selectivity through databases. Furthermore, utilizing direct-mail marketing you can customize and personalize products and messages. Also, through the use of direct mail, awareness



among the consumers grows and word of mouth spreads. In addition, it allows marketing experiments and testing. (Kotler & Keller 2009, 574, 576; Kotler & Armstrong 2010, 519 – 520.)

Both new and old forms of direct mail are used. Still today, the use of mail is highly popular and successful. In fact, Kotler & Armstrong (2010, 520) claim that the traditional form is the most used form of direct mail. However, knowing the importance of digital marketing today, the significance and popularity of the traditional form can be slightly questioned. Despite this, many marketers today use mail to send out catalogs, ads, letters, offers, samples and the like to houses. Also CDs and DVDs are often sent through the mail. (Kotler & Armstrong 2010, 520.)

The new digital direct mail is emerging rapidly and is highly common today. The use of e-mail as a direct mail tool is significant for marketers. In addition to regular e-mail messages, effective tools like YouTube videos, live streaming videos, links and audio messages can be used in the e-mails. (Kotler & Armstrong 2010, 520.) There are basic important factors in e-mail marketing that help to stand out and to gain better attention of the consumers. First, e-mail marketing messages should give a good reason for a consumer to respond and read the message. For instance, the use of incentives can often create interest among readers. Secondly, e-mails can be personalized. Personalized messages are something where great input should be given. Thirdly, since e-mail can be created quite quickly, it should at least from time to time include more valuable messages than just a regular promotional e-mail. For instance, travel agencies and airlines offer great deals of last minute flights through e-mail. Lastly, to act as less intrusive, it should be made easy for a customer to unsubscribe from a company's e-mail list. (Kotler & Keller 2009, 585.)

Direct mail has its problems and challenges. Probably the biggest challenge for direct mail marketers is the over bursting of such mail. Nowadays many companies aim to send out their promotional items to the prospects that are interested, but despite the attempt, loads of different types of mail, and “junk mail” in the e-mails irritate consumers. Junk mail has also reduced the effectiveness and credibility of e-mail

marketing. This has also created challenges for marketers to stand out in the practices of e-mail marketing. (Kotler & Keller 2009, 574; Kotler & Armstrong 2010, 520, 540.)

### **3.5 Online marketing**

So far, the thesis has presented areas of online marketing. Earlier in this thesis project, websites, e-mail, online videos like YouTube, social networks such as Facebook, online blogs, and online communities have been mentioned. Online (Internet) marketing is not just the most important part of direct marketing, but it also plays an extremely valuable role in the entire marketing communications process. According to a recent research carried out by a Finnish market research company “Taloustutkimus Oy,” today Internet has taken the leading position as the “most important media” among the Finnish people, bypassing television. (Taloustutkimus 2011.)

Online marketing can be defined simply as “company efforts to market products and services and build customer relationships over the Internet.” (Kotler & Armstrong 2010, 528.) The Internet has not only reshaped the marketing mix and fundamentally changed the way marketing is carried out, but it also has changed the way companies perform their whole business. This new “digital age” has significantly affected both consumers and marketers. For consumers it has created a whole new way of searching information and buying products/services faster and more conveniently. For marketers, it has produced a new, but at the same time a challenging way to perform marketing practices and an opportunity to make better customer relationships. (Kotler & Armstrong 2010, 458; Middleton et al. 2009, 241, 259.)

Marketing in the Internet and having a website for information is a must today for all companies. In the western society nearly everyone has Internet access at home, which is the reason why online marketing is essential. Internet has huge influence on the sales of businesses and the effect of Internet concerning sales is getting more and more important. Furthermore, online buying for consumers is a norm today. Nowadays, you can order anything online, from food and clothing to airlines tickets. (Kotler &

Armstrong 2010, 528, 530.) When looking at online marketing through the perspective of young adults, its influence even increases, due to the massive Internet usage among young people. Moreover, when it comes to online marketing in travelling and tourism, websites and information online is vital. Many receive perceptions and images of destinations and travel services online. Also, nowadays the majority of consumers make online individual reservations or bookings for flights, hotels and other travel services.

As mentioned, having a Web site is very essential in order to carry out effective and proper marketing communication practices. For many companies a Web site presence and maintaining it attractive, interesting and useful is a key tool for attracting consumers and creating relationships with customers. (Middleton et al. 2009, 261.) Web sites differ depending on its main goals and purpose. Kotler & Armstrong (2010, 533) explain that there are two main types of websites: “corporate Web sites” and “marketing Websites.” The minimum requirement for any online marketing practices is to have a “corporate Web site.” The main purpose of a corporate Web site is to give out information, increase awareness and build better customer relationships. Another type of Web site is the “marketing Web site.” The most important goal of these types of Web sites is to encourage and attract the customer closer to making a purchase directly from the Web site. (Middleton et al. 2009, 262; Kotler & Armstrong 2010, 533.)

Today, online social networks have emerged as a major tool in online marketing. In chapter 3.2 online networks have been mentioned and discussed briefly. In this part, they will be discussed more in depth. One way of defining online social networks is explained as “online social communities – blogs, social networking Web sites, or even virtual worlds – where people socialize or exchange information and opinions.” (Kotler & Armstrong 2010, 537.) The use of social networks or Web communities has exploded in the last years. Due to this, marketing has also expanded and spread into these networks, such as Facebook. (Kotler & Armstrong 2010, 537.)

Making use of online social networks can be divided into two main ways: marketers can either participate in the existing Web communities or they can create their own. Most brands and companies today are taking part in social networks, such as Facebook or Twitter. For instance, many organizations from small private companies to huge organizations have joined Facebook and created their own pages. Participating in online communities can also be an efficient way of attracting prospective consumers and finding out valuable information about them. Online communities are communities in the Internet where “groups of people come together because of a special (and common) interest in a particular product or activity.” (Middleton et al. 2009, 267.) Community Web sites help not only consumers with common interest to find each other, but also the organizations to find customers. Through these types of sites, organizations can also participate in the discussions and help customers with problems and questions. (Kotler & Armstrong 2010, 537 – 538; Middleton et al. 2009, 267; Perreault et al. 2011, 439.)

Another effective way of making use of online social networks as a marketing communication tool is to make own online social networks. A marketer can launch, for instance, a social community for a company where customers can share experiences and opinions of a product or service, chat with each other and ask questions from company representatives. This can create trust and value for customers and serve as a trustworthier source for finding information. (Kotler & Armstrong 2010, 539.)

Perhaps the biggest setback for marketing in online social networks is the lack of control. As mentioned before, not only positive information but also negative information can spread through online communities, blogs and social networks. Another challenge is that the reason for participating in these online social networks should always be creating value for consumers and not just gaining more visibility. It is never easy to get people to talk positively about a brand. Finally, online social networks are still quite new to the markets and its level of effectiveness is still unsure. (Kotler & Armstrong 2010, 538 – 539.)

## **4 Planning integrated marketing communications**

A plan is a foundation for any project. In order to carry out any plan effectively, certain steps within a plan must be followed. A plan always includes planning processes that make up the plan. In this chapter will present what an integrated marketing communication plan includes relevant to this project. A marketing communication plan evolves from a company's entire marketing plan, which in turn is based on the company's whole strategic plan. (Burnett & Moriarty 1998, 110; Vuokko 2002, 132.) In a nutshell, the main point and aim of a marketing communication plan is to produce desired outcomes. A plan is carried out so that goals can be reached.

A marketing communication plan includes the following planning processes: determining a problem or opportunity (situation analysis), determining objectives, selecting the target group, determining a budget, planning and selecting the marketing communication mix, implementing the strategy and evaluating the results. (Vuokko 2002, 133 – 134; Burnett & Moriarty 1998, 111 – 113, 115 – 117.) Each of these processes and theory within the processes that are essential for this project will be discussed. Due to the limitations of this project, budget, implementing the strategy and evaluating the results are not necessary to be discussed.

### **4.1 Situation analysis**

The main idea and the aim of the situation analysis are to find out the current situation of the product/company and to find out the next goal. (Vuokko 2002, 134.) The first step in a marketing communication plan is to know the problem and opportunities. Unless it is known at which stage a product, brand or a company is at, the goal of where to move next is unknown. When the current situation and the goal is known, essential and correct type of plans to move forward can be made. (Vuokko 2002, 134.) The situation analysis can be divided into two main areas: internal factors and external factors. Internal factors consist of company analysis and product analysis. The external

factors include analysis of the target group, competition and the environmental context. (Vuokko 2002, 135 – 137.)

## **4.2 Marketing communication objectives**

Being aware of the objectives and knowing them is vital in order to carry out the correct type of plans. This is the main reason why setting marketing communication objectives are important. Marketing communication objectives should be based on the company's and its marketing objectives and strategies. Furthermore, situation analysis plays a major role in defining the marketing communication objectives. (Vuokko 2002, 137 – 138; Burnett & Moriarty 1998, 111.)

Marketing communication objectives should be realistic and challenging. Objectives can also be categorized into sales objectives or communication objectives. Sales objectives could be for instance, that a company aims to increase sales by 15 %. Communication objectives include for instance, reinforcing a brand image. (Vuokko 2002, 138; Burnett & Moriarty 1998, 631.) When considering the objectives, a six-stage process called the “buyer readiness stage” (figure below) is a good framework, which can be used to analyze objectives. The buyer readiness stage is a process that a consumer goes through, starting from being aware of the product/service to finishing at making a purchase. When planning objectives, it should be known at which stage the target group is presently and to what stage the marketer wants the potential buyers to move into. (Kotler & Armstrong 2010, 433.)

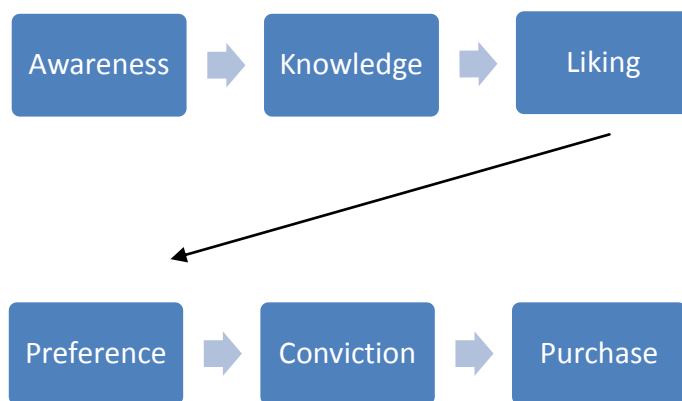


Figure 4.1 Buyer readiness stages (Kotler & Armstrong 2010, 433.)

When setting objectives, positioning plays a vital role and should be known when planning the objectives. “A position is the location the product holds in the mind of the consumer relative to the competition.” (Burnett & Moriarty 1998, 633.) Positioning is needed in order to differentiate a product/brand from the competitors, and it summarizes its core value for the consumers. Marketing communication objectives are based on the present positioning of the brand and positioning should be the core of a marketing communication strategy. (Burnett & Moriarty 1998, 632 -633; Kotler & Armstrong 2010, 233.)

### 4.3 Consumer behavior and target group determination

Consumer behavior is a large concept and many definitions have been created for the term. According to one definition it is “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Salomon et al. 2006, 6.) If one is not completely aware of whom the potential customers are and what they are like, marketing communication activities will be incorrect and inefficient. Through analyzing consumer behavior of the target group, effective and correct marketing communication plans can be made. (Vuokko 2002, 144; Middleton et al. 2009, 77 –

78.) Thus, marketing communicators should be aware of the target group's needs, wants desires and motives. Cultural, social, personal and psychological factors of the target group are to be taken into account. (Kotler & Armstrong 2010, 161; Middleton et al. 2009, 78.)

Determining the target group is important in planning a marketing communication plan and as just mentioned, knowing this is vital in order to create the efficient communication. How the target group is defined affects on each message strategy and communication tool. (Vuokko 2002, 142; Burnett & Moriarty 1998, 638.) Target markets are defined as “people who are in the markets for a product or service.” (Burnett & Moriarty 1998, 111.) For instance, the target market in this thesis is the Finnish Christian young adults. Target audiences in contrast would be such targets as parents, suppliers, dealers, stakeholders, employees, communities and so on which have influence on the product and the final customer. It is important to keep in mind that in this thesis the focus is only on the final customers. (Burnett & Moriarty 1998, 111 – 112, 633 – 638.) Market segmentation, market targeting and selecting target markets involves its own processes and theory, which are not necessary to be discussed in this thesis.

#### **4.4 Planning and selecting the marketing communication mix**

When planning an integrated marketing communication plan, naturally planning the marketing communication mix is important. The main idea in this stage is to decide which marketing communication tools are essential to use when considering the situation and objectives. (Vuokko 2002, 148.) Each marketing communication tool has its strengths and weaknesses. Also, each tool can represent different objectives. Thus, strengths, weaknesses and objectives of each tool should be analyzed. After this, marketing communication objectives are matched to the tools that are most potential to meet the objectives. (Burnett & Moriarty 1998, 641.) Objectives, product message, target group (and target audience), and the message environment have influence on the communication tools that are to be chosen. (Vuokko 2002, 151.)



The next step in the marketing communication plan involves detailed decisions on each of the marketing communication tools chosen. Although the different marketing communication tools have the same goal, each of them also carries their own particular objectives as just mentioned. For each tool the objective/objectives, target group, message and channel are determined in this stage. (Vuokko 2002, 158.) The target group and objectives of each tool is based on the earlier decisions made about the objectives and the target group. (Vuokko 2002, 158.) The message and the channel should be carefully thought for each tool. The message refers to what to say and the channel refers to the place. (Vuokko 2002, 159 – 160.)

As one can assume, there exists various theories for marketing communication strategies. Two traditional strategies consist of the push and pull strategies. (Kotler & Armstrong 2010, 442.) In push strategy, as the name talks for its self, the emphasis is on “pushing” the product/service through the different marketing communication tools and channels. Primary tools often used in this strategy are personal selling and trade promotion (selling to retailers and wholesalers). Generally speaking, in business-to-business marketing, the emphasis may often be more on the push strategy. (Kotler & Armstrong 2010, 442, 444.)

In pull strategy, the producer/company “draws” and “attracts” the final consumers towards the product/service. Primary tools in this strategy are often advertising and consumer promotion. In business to consumer marketing, generally speaking, the emphasis is usually on the pull strategy. (Kotler & Armstrong 2010, 442, 444.) Factors, such as the market situation, the type of product/service and the product life-cycle stage affect in choosing the strategy. It is common today that companies use a combination of both push and pull strategies, this of course depending on the goals and situation. (Kotler & Armstrong 2010, 442.)

## **5 Consumer behavior, lifestyles and values of the Finnish young people**

In this chapter, different consumer and lifestyle habits relevant to this project among Finnish young people will be presented. Analysis and results are taken from a major research project called “Kansallinen nuorisotutkimus 2010,” (National Research of the Youth 2010), which was carried out by a professional Finnish Research Company called “15/30 Research.” This company makes professional research on the Finnish young people and its expertise is in the consumer behavior of Finnish youth and young adults. The National Research of the Youth 2010 research project includes research information and findings on the values, lifestyles, consumer behavior, communication, and on the emotional climate of Finnish youngsters and young adults between the ages of 15 to 30 years old. (Kansallinen nuorisotutkimus 2010.)

According to the 15/30 Research company values, attitudes and lifestyles strongly define and have essential impact on the consumer behavior of young adults and their relation to marketing. (Kansallinen nuorisotutkimus 2010.) The reason why information from this research is being used in the thesis is because it can give out important secondary information and up-to-date findings about the Finnish young people for the purposes of finding out accurate and correct type of marketing communication methods. Key results of the National Research of the Youth 2010 relevant to this thesis will be discussed. Also, important marketing communication guides to reach Finnish young adults will be looked at.

### **5.1 Interests of Finnish young adults**

Interests are something that is considered fun to do, likeable and interesting. In this part, some of the major interests of Finnish young adults will be discussed. According to the research, the top two interests of the Finnish youngsters and young adults (age 15 - 30) are music and travelling. Travelling counts for a total of 78% who find

travelling interesting and valuable, making it highly popular. Other major interests are health and welfare, as well as exercise and sports. Also movies, news, eating out, cooking, books and reading, and nature are considered as very important. (Kansallinen nuoristotutkimus 2010.)

Taking interest in the so-called “society-dimension” is a major subject of interest for young adults. The attributes that make up the society-dimension are history, society and philosophy, books, reading and news. It seems that a large amount of the Finnish young people are interested in history, which is essential to know, since an extremely valuable feature of Israel is its history. Israel also offers a unique culture, and generally culture is a subject many Finnish young people are interested in. In addition, nature seems to attract young people, which is positive news in the light of this theses, since Israel offers a mix of remarkable and different nature within a small area. Daily news is another popular interest. This can have a negative influence on the perceived attractiveness of Israel, since the media generally has a habit of creating negative stories of Israel. Finally, according to the research, instead of following sports a large amount of Finnish young people like to do sports and exercise, which should be taken into consideration. (Kansallinen nuoristotutkimus 2010.)

The results of the National Research of the Youth 2010 showed that a big phenomenon amongst the young adults is the subject of environmental issues and conservation. This is important for 2/3 of the young people. Social issues are also a big interest among the youth. When it comes to the trends in values and attitudes, welfare seems to be important for many. This occurs in the strong support of equality, tolerance and public services. In addition, one of the attributes of welfare is indulgence, and the most valuable and appreciated part of indulgence for young people is travelling. This is important to take into consideration. (Kansallinen nuoristotutkimus 2010.)

## 5.2 Consumer behavior of Finnish young Adults

42 % of the youth dislike heavy consumerism and purchasing. Results show that brands are not an important factor in gaining a higher social status. Instead, brands are linked to the quality of the product or service. Also, the values that a brand represents are important to the youth. Although the majority does not find consumer behavior as an identity factor, many do like to customize their purchases that fit with their own style. This seems to be a popular phenomenon, and is one essential reason why the customizing of products and services can be a key for many companies. Marketing communication tools created for smaller target groups and individuals is relevant. (Kansallinen nuoristotutkimus 2010.)

When it comes to the connection between images and brands, results of the research show that Finnish brands seem to raise the most positive feelings amongst Finnish young people. International companies create more negative feelings and images in the eyes of the youth. In the mind of a youngster, it looks like a domestic brand is more ecological, healthier and more trustworthy than a foreign brand. According to research, companies that have the most positive images among the youth are Valio, Pirkka, Fazer and Nokia. The companies McDonald's, Nestle and H&M have the most negative images in the minds of the youth. (Kansallinen nuoristotutkimus 2010.)

The National Research of the Youth 2010 claims that the majority of the researched young people make rational purchasing choices. Results show that 68 % are price-conscious and 64 % are considerate in their buying habits. A little over half of the youth (55 %) search for information and compare prices when making a purchase. The majority of the researched people consider saving money as important to some extent and 61 % say saving money is important. Spending money on luxury and expensive products and services is rare and only 8 % of the youth own luxuries items. (Kansallinen nuoristotutkimus 2010.)

The 15/30 research company decided to divide the youth into seven different segments based on their lifestyle and values: "trend-conscious," "do-gooders,"

“intellectual,” “self-confident,” “traditional,” “unsociable,” and “rebellious”. In all of the segments the young people are price-conscious, considerate and rational with their buyer behavior. Also, all of the segments seem to favor domestic products.

(Kansallinen nuorisotutkimus 2010.)

Essential facts about the segments relevant to this thesis include information about the “trend-conscious” segment. According to the research, 9 % of the Finnish young people belong to the trend-conscious segment. The members in this group find travelling very enjoyable and highly interesting. The people in this segment value marriage, family and good relationships and are interested in their own appearances and clothing. They enjoy shopping and are more into “communal consumption” and “participating consumption” than other segments. “Communal consumption” includes shopping with friends, making online purchases with friends and the habit of often recommending products and services on social networks. People who are into “participating consumption” are interested in taking part in the development of a product/service that they are interested in. They are also the only segment that appreciates luxury products and services. An essential fact about this segment is that the majority of this group is women, counting a total of 81 % of the segment. Other relevant information about the segments is the finding that the people in the “do-gooders” segment find voluntary work as major interest. According to the research, 18 % of the young people belong to the do-gooders group. (Kansallinen nuorisotutkimus 2010.)

Finally, as what comes to the “traditional” segment, 13 % of the youth belong to the traditional segment. The people in this segment are conservative and family centered. Responsibility, self-discipline, humbleness and religiousness are important values for the young people in this group. This segment is also very thrifty and they appreciate convenience and healthiness when it comes to their purchasing habits. An interesting attribute is that 42 % of the traditional are experimental with their buyer behavior and like to try new products/services. It could be assumed, that there is a connection between the target group of this project (Christian young adults) and the traditional segment. However, it should be kept in mind that there are also connections between

the other segments and the target group of this project. (Kansallinen nuorisotutkimus 2010.)

### **5.3 Time use and behavior on the Internet among Finnish young people**

In this part, the Internet usage and Internet behavior amongst the Finnish young people between the ages of 15-30 years old based on the results of the research project National Research of the Youth 2010 will be examined. According to the research, the top cause for Internet usage is connection with others: staying in contact with people, communicating and having relationships. Of the entire time used on the Internet, 31 % is used for the matter of connection. 28 % of the time used on the Internet is spent on entertainment and time consuming. 15 % of the time used online is spent on information search and problem solving. (Kansallinen nuorisotutkimus 2010.)

When comparing time use between text content, pictures and videos, results show that over half of the time (53 %) spent on the internet is used on different types of text contents. 28 % of the time is spent on pictures and 19 % of the time is used on videos. Based on the research, the Internet is a common and a natural way of making purchases among the Finnish young people. 1/3 of the youth say they make online purchases whenever possible. (Kansallinen nuorisotutkimus 2010.)

Results also indicate that nearly 60 % of the young people read reviews on the Internet about products and services they are interested in. However, only 15 % write up reviews and analysis themselves about a product or service. Lastly, 28 % of the young people aged 15-30 surf the Internet with their mobiles, and 7 % make online purchases through a mobile. (Kansallinen nuorisotutkimus 2010.)

### **5.4 Advertisement preference among the Finnish young people**

In this part, the results carried out by the 15/30 Research company on which type of advertisements the Finnish young people like will be pointed out. Based on the results,

young people prefer the following themes in an ad: humor, absurd or controversial humor, stereotypes, sincere pungency, gentleness, romance, wistfulness and self-irony. Furthermore, such ads are preferred that are adorable, touching, encouraging, and nostalgic. Perhaps the most likeable theme of an advertisement is the aspect of humor. An attractive and a likeable ad is something that raises strong positive emotions, such as joy. Advertisements that are close to someone's values are also seen as positive. (Kansallinen nuorisotutkimus 2010.)

## **5.5 A guide for marketers reaching the Finnish youth**

The 15/30 Research Company has created a list of guides reaching the Finnish young people through marketing practices based on the National Research of the Youth 2010 results. Using videos seem to be an effective marketing communication tool creating the best results when aiming to be efficient and leaving an image of a product/service in the mind of a young person. Videos on TV and in the Internet are effective tools when wanting to create memorable experiences. YouTube is a major tool nowadays because it allows the possibility to watch videos even years after launching. A video creating positive feelings and relying on values is attractive for the youth. In addition, young people love the aspect of nostalgia, which is great to use in videos. As mentioned, humor is also a key in obtaining attention. Humor and aiming to bring the target to an emotional state will have a positive impact on a youngster. (Kansallinen nuorisotutkimus 2010.)

In the National Research of the Youth 2010 it was discovered that 52 % of the researched young adults are ready to get involved in the improvement of a product or service if proper tools that fit for them in their participation are offered. The readiness to be involved is highly linked with a personally important brand. If a young Finn does have brands that he/she likes, it is often because he/she shares the same set of values with that brand. A strong communication tool is to find the people that like a specific brand (your brand) and then use these people in spreading the brand in their own social life through different tools. (Kansallinen nuorisotutkimus 2010.)

According to the National Research of the Youth 2010 the aspect of Finnish patriotism attracts many and does not create negative images in the minds of young people as mentioned. This may be a little surprising, since this generation is quite international compared to the older generation. Environmental issues and conservation seem to be “in” at the moment among the youth. Thus, it seems to be quite valuable that a company is eco-friendly and that this aspect is mentioned in the marketing practices. (Kansallinen nuorisotutkimus 2010.)

Many like to connect shopping with socializing. This is not only true in the city shops and stores but also online. Online social shopping should be supported more in today’s marketing communication. Next, it looks like an efficient way to reach the youth is through opposing the same things as the young people. According to the research, the Finnish youth criticize for instance busyness, environmental destruction, the power of money and they dislike a performance based society. The more clear the position on what side a brand/company is on in different issues, the more appreciated the company will be in the eyes of young people. (Kansallinen nuorisotutkimus 2010.)

Finally, all marketing practices should be in line with company actions. In other words a company should always “walk the talk.” Communication and tasks performed should also be transparent so the consumer (a youngster) can evaluate him/her self the truthfulness of a promotional message. This creates credibility. If the “walk the talk” method is not carried out, this creates bad images in the minds of the youth and even scandals that can spread rapidly for instance through social networks, blogs and the media. (Kansallinen nuorisotutkimus 2010.)



## **6 Implementation of the research**

This chapter deals with the research that was conducted for this thesis and used as primary source of information. The chapter includes theory about quantitative research method and how it was applied to the study. The purpose of research, research method, and different elements of the survey creation, its process and questionnaire framework will be discussed. As mentioned in the introduction, the objective of this thesis project is to find out and have correct ideas about the promotional methods and tools on how to increase awareness and knowledge of Israel as a holiday destination among Christian young adults in Finland.

### **6.1 Survey as a quantitative research method**

This thesis includes empirical research. The purpose of any type of empirical research is to find out answers to questions that rise from the research problem and objectives. Heikkilä (2010, 16) explains that a research approach is divided into two main types of research methods: qualitative or quantitative. The type of research method chosen depends on the research problem and objectives. In a nutshell, qualitative research methods deal with explaining things and it aims to find out why people answer in certain ways. Quantitative research on the other hand, is a statistical research method. It is often used for larger populations and it aims to describe things in quantitative form. (Heikkilä 2010, 13, 16 – 17; Kotler & Armstrong 2010, 129; Haaga-Helia 2012, 12.)

The research method used in this study is quantitative research. A quantitative research method was chosen because it best fits the purposes and objectives of this study. The objectives of the research carried out in this study were to find out about the attitudes, perceptions and behavior towards holiday travelling and Israel among the target group. Furthermore, the objectives included gaining information on the media usage among the focus group. By receiving this information about the target group correct type of marketing communication plans and methods can be created.

Since the objective was to receive data from a large population, a quantitative method was chosen over the qualitative method. According to Heikkilä (2010, 16) quantitative approach reveals the current situation about the research subject, but without knowing the reasons behind the answers. Furthermore, as the purpose of the research in this thesis was to gain information on the attitudes, perceptions and media use among the target group, the quantitative approach suits best. There was no reason to find out why the people would have certain attitudes or why someone prefers to use a specific media. (Heikkilä 2010, 16 – 17.)

The most popular type of quantitative research approach is a survey research. This research approach was applied in this thesis because survey enables an efficient way of collecting data from a large target group. Kotler & Armstrong (2010, 134) argue that survey research is the best way of gathering data about people's attitudes, preferences and knowledge, which are, as just mentioned, the objectives of this research. (Haaga-Helia University of Applied Sciences 2012, 12; Heikkilä 2010, 19.)

As known, the target group consists of Finnish Christian (charismatic) young adults aged 18-27. In every research, when the target group is big, a sample of the target group is chosen. Since the target group of this research consists of a very large population, (approximately 10 000 people) a sample was taken of the consumer population. Naturally, it would be nearly impossible and would require too much time and effort for one person to contact each consumer of the target group to complete the survey. Thus, a sample of the focus group was chosen to represent the population as a whole. (Heikkilä 2010, 33; Kotler & Armstrong 2010, 139.)

Heikkilä (2010, 41) explains that the completion of a proper sample includes three main requirements: First, each individual of the population should have an equal chance of being selected in the sample. Secondly, each population member should be chosen by allotment, which would require a register of each individual in the population. Thirdly, each member chosen in the sample should belong to the target population. The third requirement has been met in this research. But, the first two

requirements would have been too difficult to meet and would have demanded much more resources. In addition, no registration can be found of every population member. Due to these reasons, the sample created in this study is a “judgment sample,” where the researcher has used his own consideration in selecting the sample members for obtaining accurate information. A judgment sample is a type of “nonprobability sample.” Nonprobability samples are used by marketing researchers in times when a proper “probability sample” demands too much time, money and other resources. (Heikkilä 2010, 41; Kotler & Armstrong 2010, 140 – 141.)

The sample size consisted of 226 target group members, which can be considered as a fine and reliable amount for this research study. Due to the researcher’s large amount of connections in the charismatic Christian circuitry, a sample was picked based on the researcher’s connections and relationships. These people were known to be good prospects carrying the correct qualities to represent the target group. The correct qualities include a Christian person between the ages of 18-27 and someone who goes to a charismatic church.

## **6.2 Collection of data for the survey**

The survey that was created is an Internet survey, and used as the type of data collection method. Internet surveys apply well particularly to quantitative research and for making marketing surveys and collecting information. An Internet survey, also called as the online survey, allows quick data collection, good response rates and the possibility of reaching the target in an easy and simple way. (Kotler & Armstrong 2010, 137; Heikkilä 2010, 20.)

The online survey made is precisely an online questionnaire, which is the research instrument used in this study. A research plan was made for the creation of the questionnaire, and was planned and developed based on the information that was needed for the completion of a decent questionnaire. The questionnaire was created on the basis of the objectives of the research. Then, various theories about marketing

communications, IMC planning, consumer behavior and quantitative research theory was applied into the questionnaire. Further on, plenty of background research was done about media, promotion tools and events among the Christian young people for laying out correct questions. Additionally, information from different statistical sources and information from the Israel Ministry of Tourism for the Nordic countries, as well as consumer behavior data from the Kansallinen nuorisotutkimus 2010 was utilized for the completion of proper questions. (Kotler & Armstrong 2010, 142.)

### **6.3 Compilation and distribution of the questionnaire**

In the producing of a questionnaire, there exists different ways and styles of asking questions. The chosen way in this questionnaire was closed-end multiple-choice questions for the exception of one open-end question. Closed-end multiple-choice questions allow easier analysis of answers than open-end questions. Also, multiple-choice fits well into quantitative type of online questionnaire, where answers are wanted in quantitative form, measuring people's attitudes and preferences. From the examined point of view, multiple-choice is fast, easy and convenient, which leads to higher likelihood of answering the questionnaire. (Kotler & Armstrong 2010, 142; Heikkilä 2010, 50 – 51.)

Webropol 2.0 survey software was used for the execution of the online questionnaire. A rough copy of the questionnaire was looked over by the Marketing and PR Manager of the Israel Ministry of Tourism for the Nordic countries and by the writer's thesis coordinator. After comments and advice from the thesis coordinator, changes and improvements were made in the questionnaire. When the questionnaire was seen as being in a good form, it was tested on 7 people, who were part of the sample group. Such issues as the questionnaire performance time, fluency, comprehension of questions, language and credibility of the questionnaire were looked at in the tests. The questionnaire was improved and changed several times after tests, until it was seen as a proper and a ready questionnaire. (Haaga-Helia University of Applied Sciences 2012, 12; Heikkilä 2010, 61; Webropol.)

After the questionnaire was concluded and ready, it was published and so received its own website address. After the publishing, a link to the questionnaire website was sent to the examinees. The link was sent via Facebook, and to a part of the sample, the link was sent through e-mail. To add more attractiveness, it was agreed with the commissioning party that one Dead Sea product, offered by the Israel Ministry of Tourism, would be raffled between the examinees who answered the questionnaire. The sent message to the examinees included, in addition to the link, information shortly about the purpose, topic and target group of the questionnaire. Also it included the importance of answering, and how easy and fast the questionnaire is to complete. The possibility to win a Dead Sea product was naturally also mentioned. In order to receive as many answers as possible, on Facebook, each message was made personal and sent to each of the candidate's inbox, which is a personal account for messages on Facebook. Personal messages are assumed as more attractive, which could possibly result in more answers.

A part of the contact information for the questionnaire was asked from people (people unfamiliar to the researcher) at a Christian Pentecostal (evangelical) youth event. It was made sure that the people would fit in the target group. The purpose and target group of the survey was presented, and e-mail addresses were collected face to face in the youth event. Afterwards, an e-mail with a message and link to the questionnaire was sent to the people who gave their contact information. To the rest of the sample, the link with the necessary information was sent predominantly via Facebook to the people who represent the target group and with whom the researcher is more and less familiar with.

A period of 2 weeks was the given time for the questionnaire to be filled by researched people. This was seen as enough time for the sample members to complete the questionnaire. It was also seen as a decent period of time; not too long for prospects to forget to fill in the questionnaire. Finally, after the questionnaire was delivered and answered by the sample population, Webropol conveniently produced the data collection and a report of the results in the form of charts and tables.

## 6.4 Questionnaire framework

The questionnaire consisted of 26 questions. Questions 2-3 were created to indicate that the respondents represent the correct age group and that both genders are represented in the research. The point of question 4 was to make sure that the respondent has not visited Israel. It was decided that the questionnaire would be answered by the people who have not visited, since the majority of the target group has not been to the country. When the respondent has not visited the land, correct type of information of the respondent's images and attitudes toward Israel will be received. Thus, this adapts correctly to the purpose of the research.

Questions 5-12 and the first claim of question 13 deal with different attributes concerning holiday travelling. The goals of questions (5-12, and the first claim of question 13) were to find relevant information on the attitudes, interests and behavior towards holiday travelling in the target group. The reason for question 5 was to find out how people in the target category travel in order to use correct promotional methods. The idea behind question 6 was to find out the current competitive situation between Israel and its competitors in the target group and their preference between Israel and its main competitors. Question 7 was made to find out reasons why Israel is possibly not favored compared to its competitors, thus possible negative attitudes can be taken into consideration when creating promotional messages. The reason for question 8 was to determine which types of typical holiday elements are preferred when going on a vacation abroad. This is vital to know for creating correct images for promotional work. The point of question 9 was to look at the factors affecting the choice of a holiday destination. Question 10 was created, so it would be known what type of elements should be emphasized in the promotional tools and materials. Reasons for question 11 were to have an idea if the target group is generally more interested in package tours or making trips on their own. This is essential information when practicing promotion about Israel to the Finnish Christian young people. Next, question 12 was made to find out an important attribute in the personality of a young Christian. If a person is adventurous, there is a likely possibility that it is an easy step

for him/her to make a trip to an uncommon destination, such as Israel. The first claim in question 13 was to determine the interest of the target group towards travelling abroad for a vacation. This question reveals vital information on the attitudes and interests towards travelling in the target group.

Questions 13-16 were specifically about Israel as a holiday destination. The main aims of these questions (13-16) were to find out about the perceptions, images and attitudes that the target group has about Israel. The objective of the second claim in question 13 was to reveal how interested the people in the target group are in travelling to Israel. This question reveals much about the motivations and attitudes of the target group towards travelling to Israel. In addition, it gives valuable data in gaining a better idea where the target group presently stands in the buyer readiness stage. The reason for the third claim in question 13 was to know how popular Israel is seen as a holiday destination in the minds of the target category. This question also gives information on the conception on how Israel is seen in the markets among all other holiday destinations. The fourth claim in question 13 was to find out how safe Israel is seen as a tourist/holiday destination. Since tourists naturally prefer safe destinations, this is important data to on the matter of safety in Israel among the target group. If Israel is seen as unsafe, actions ought to be taken in promotional practices towards changing such attitudes and conceptions. The purpose behind the fifth claim in question 13 was to look at the price conception of Israel among the target group compared to other southern holiday destinations. Thus, this question reveals more important data in the market competition. Furthermore, considering the assumption that young people prefer relatively cheap prices, this question reveals useful information. The idea of the sixth claim in question 13 is connected to the biblical view that Israel and Christians share a special relation. This question measures the attitudes of the target group towards Israel and the Jewish people. To some extent, it also reveals something about their awareness and knowledge of their own connection towards Jewish people. The more the potential customer personally finds Israel and Jews important, the more he/she is likely to visit Israel.

Question 14 was made to measure and check up on what type conceptions and images the target group carries about Israel, thus it will be known what type of images should be raised. Question 15 was created to find out in which places in Israel the potential buyers would be interested to visit. These findings give relevant information on which places in Israel should be promoted. The first claim in question 16 was formed so it would be known how interested the focus group is in a package tour created specifically for the Christian youth and young adults that are offered in the markets. It should be known how attractive they are and the level of need for promotion. The second claim in question 16 determines the target group's interest in doing their own trips to Israel.

Questions 17-26 deal with marketing communication tools and the media. The goal of these questions was to discover which type of marketing communication tools, media and media vehicles should be used among the target group. Questions 17-18 include questions (claims) concerning the use of magazines and newspapers. The point of the first two claims of question 17 is to discover how popular local newspapers are among the focus group. The third claim checks on the interest of the focus group about the "Nuotta" magazine, which is said to be "the biggest Christian youth magazine in Finland", created for the Finnish Christian youth and young adults. (The Lutheran Evangelical Association of Finland a.) The fourth claim of question 17 was concluded to know the level of importance for promoting in the "Hope" magazine. Hope magazine is a national Christian youth magazine aimed at the Christian youth and Christian young adults and circulated by the "Suomen Vapaakirkko" (The Evangelical Free Church of Finland). (EFCF.) The last claim in question 17 was made to find out the popularity of the Ristin Voitto magazine among the focus group. Ristin Voitto magazine is the most popular magazine among the Finnish Pentecostal Christians, published by Aikamedia, which is a media association representing the Finnish Pentecostal Church. (Aikamedia.) The idea of the first claim in question 18 was to know if there are any other possible Christian magazines that should be considered for promotional practices. The second claim of question 18 views the interest of travel magazines among the focus group.



Question 19 includes the topic of Christian TV and Internet. The first and the second claim measure how much the focus group favors the Finnish Christian TV channel TV 7. The third claim looks at the popularity of the Finnish Pentecostal Youth website [www.hengenveto.fi](http://www.hengenveto.fi). (Helluntaiherätys.) The fourth claim checks on the interest in the Nuotta magazine website [www.nuotta.com](http://www.nuotta.com). (The Lutheran Evangelical Association of Finland b.) The last claim of question 19 was made to know if the target group uses the online community website [www.radikaali.net](http://www.radikaali.net). This website is an online forum and a social network site created for the Christian young people nationwide. In 2004, it claimed to be Finland's biggest Christian youth website. (Radikaali.)

Question 20 looks at radio and studies its popularity among the focus group. Question 21 focuses to find out if there are any TV travel shows that the target group favors to watch. Questions 22 and 23 are about social media. The intention of question 22 was to find out which social media services are used and their popularity among the target group. The last claim of question 22 was made to know how actively the focus group shares information, updates, videos, etc. on social media. Question 22 gives good data for the purposes of word-of-mouth and PR marketing. The meaning of question 23 was to find out the need of ads in social media.

The intention in question 24 was to gain knowledge on what extent the focus group prefers video ads that contain Finnish themes and international themes. Video ads for promotional use are essential when attracting young people, thus it was important to obtain understanding on which of the two themes the emphasis should be on in video ads. The objective in question 25 was to receive information on which events promotion should be carried out among the target group. Lastly, the purpose of question 26 was to find out the target group's mind-set toward receiving information about trips and holiday travelling to Israel. This question gives data on the effectiveness of direct marketing among the focus group.

## **7 Research results and analysis**

This chapter presents the research results and key analysis. First, response rate and the background information of the examinees will be brought forward. Then, different attributes on holiday travelling among the target group will be analyzed. After this, images and attitudes of Israel will be introduced. Next, usage of media among the target group will be presented. Finally, validity and reliability of the research will be discussed.

### **7.1 Response rate and background information of the respondents**

The sample size was made up of 226 target group members. 170 sample members responded to the questionnaire. Thus the response rate of the survey was 75 %, which is considered as a good response rate for a survey. Concerning the background information of the respondents, in addition to making sure the respondent is a Christian and has not visited Israel, gender and age were asked. The mentioned pieces of information were the most relevant and the most needed background information. Do to the limits of the research, and because the target group is so large, finding out gender and age was enough for the background information.

A total of 170 examinees answered the questionnaire. The gender of the respondents consisted of slightly more females than men; a total of 52,4 % (89 respondents) were females and 47,7 % (81 respondents) were males. (Attm 3, Q.2)

As stated, the age of the target group is between 18-27 years old. The age distribution among the examinees was divided quite evenly (see figure 7.1). Respondents who were 23 years old formed the biggest group counting for 14 % (24 people). The smallest group was formed by the people who were 20 years old, counting for 5 % (9 people). The average age of the respondents was 22,6 years old. (Attm 3, Q.3)

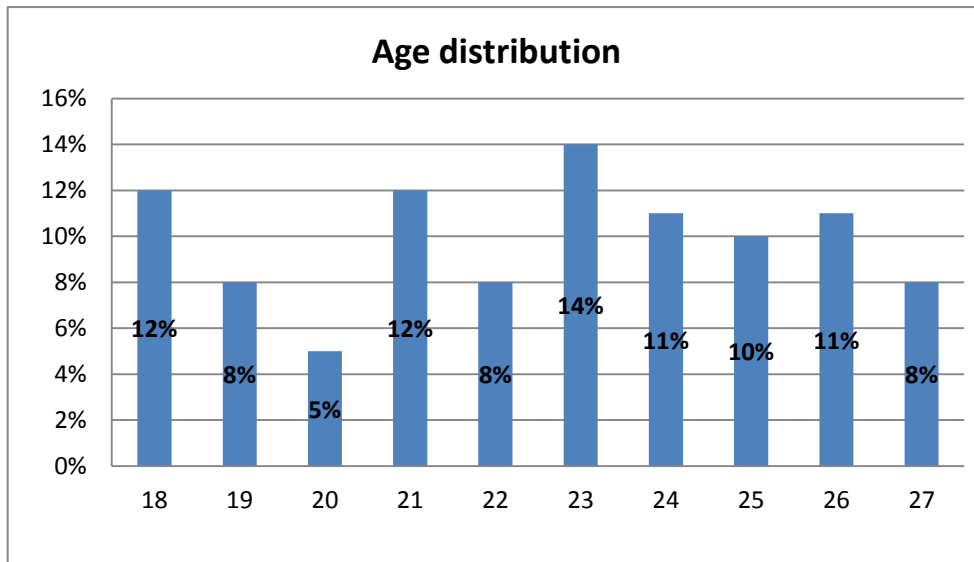


Figure 7.1 Age distribution (N= 170)

## 7.2 Attributes in holiday travelling among the target group

As what came to general attributes in travelling, it was first examined how the target group typically travels abroad for a vacation. This was asked by a simple multiple choice question with four options, out of which minimum one or maximum two options were chosen by the respondent. (Attm 3, Q.5)

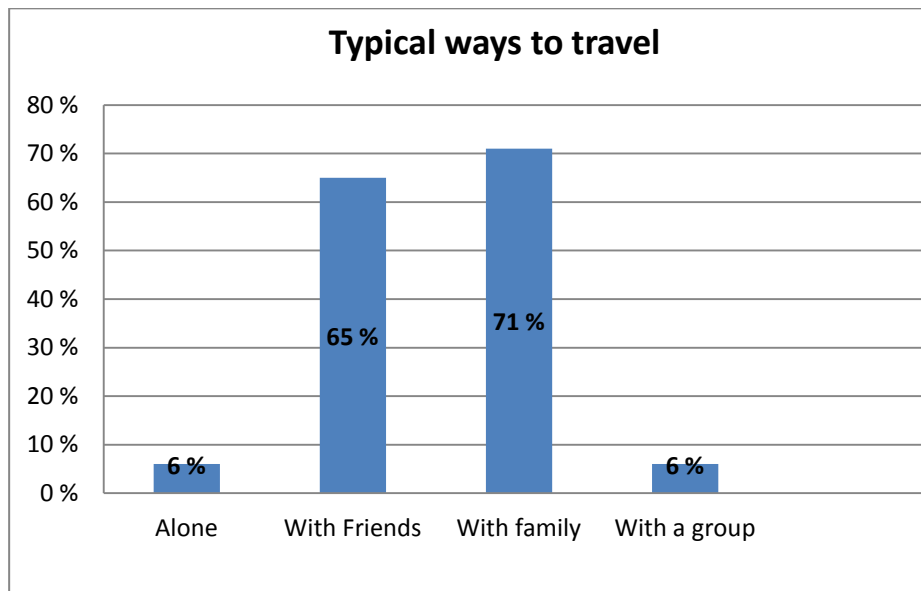


Figure 7.2 Typical ways to travel (N= 170)

As seen in the figure 7.2 above, the majority of the examinees travel with friends or family. Friends and family together contribute 92 %. There is a surprisingly dramatic difference in the focus group when comparing travelling alone or with a group to travelling with friends or family. (Attm 3, Q.5)

Next factor in holiday travelling was to find out which typical types of qualities in a holiday destination are preferred. In the question, six different options were given, from which top three options were chosen. The respondent chose number one for the most likable element, number two for the second most likable element and number three for the third most likeable element. (Attm 3, Q.8 )

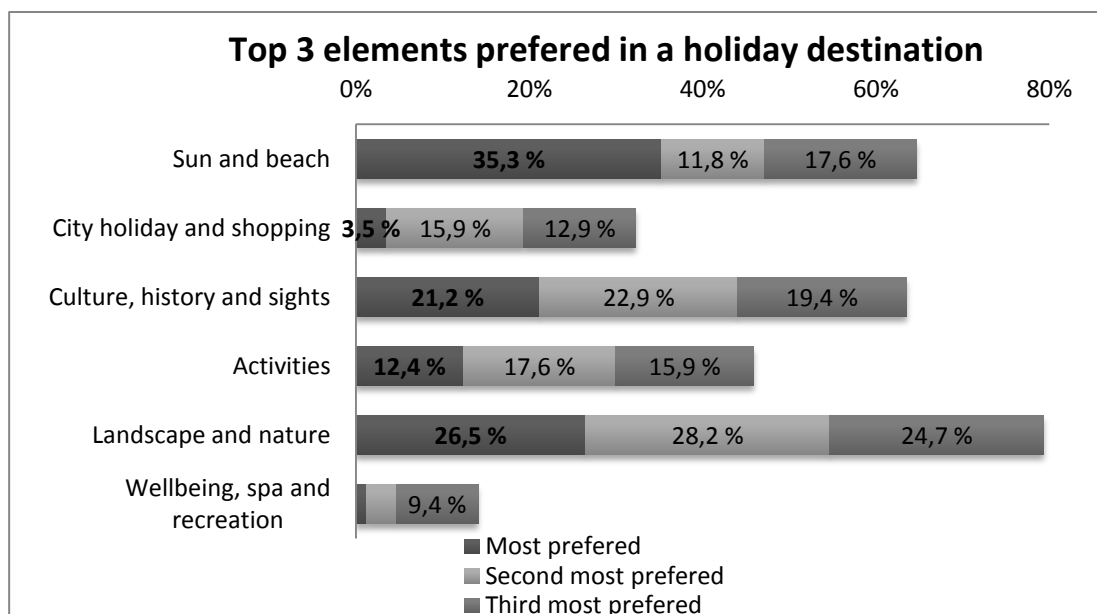


Figure 7.3 Percentage of the top 3 elements preferred in a holiday destination (N= 170)

From the results in figure 7.3 it can be clearly seen that sun, beach, culture, history, sights, landscape and nature are the most attractive elements in a holiday destination among the target group. 35 % of the respondents chose sun and beach as the most likable elements, thus sun and beach received the most number one answers. All together 65 % chose sun and beach in the top three. Landscape and nature is also highly appreciated among the focus group. As much as 79 % chose landscape and nature in the top three. Culture, history and sights were seen as quite appealing as well.

64 % chose this element in the top three. The element of wellbeing, spa and recreation was considered as not attractive among the respondents. (Attm 3, Q.8)

A slight surprise is that only 12 % chose activities as the most likable element. A total of 46 % chose activities in the top three, which could be considered as relatively low amount, taking into account the assumption that young people usually like to do activities on their holidays. (Attm 3, Q.8 )

Next, it was needed to know which type of factors first and mostly affect when deciding on a holiday destination (abroad). This was asked by a multiple choice question, where four options were given, out of which minimum one, or maximum two options were selected. (Attm 3, Q.9)

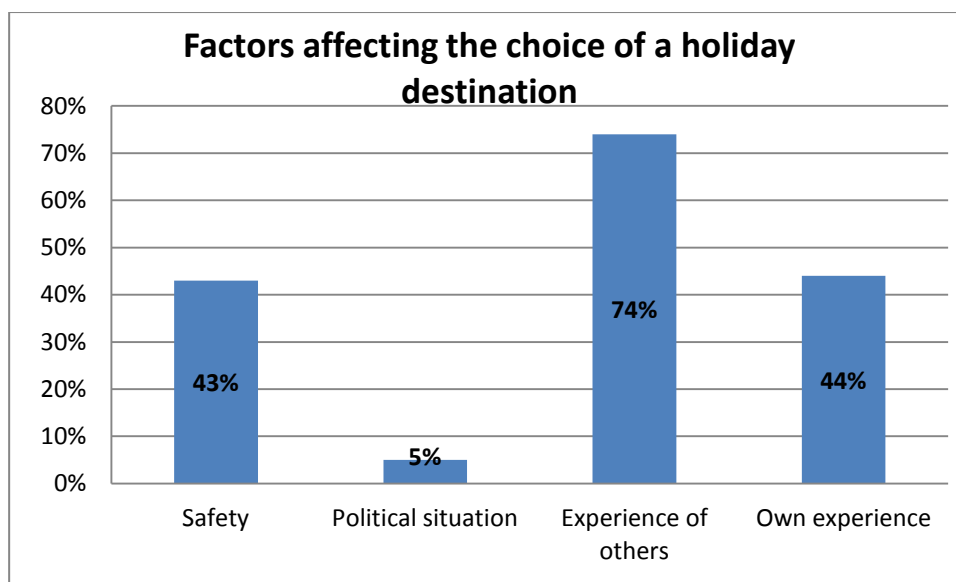


Figure 7.4 Factors affecting the choice of a holiday destination (N= 170)

The experience of others seems to be a factor that has a significant impact when deciding on a holiday destination. Out of the four options (seen in the figure 7.4), the majority 74 % (126 people) chose the experience of others as the most or second most factor influencing the decision of a holiday destination. This finding once more confirms the major importance of word-of-mouth in any marketing practices. Own experience was an important maker for 44 % (75 people) and safety for 43 % (73

people). To some extent, it was unexpected that the safety factor received only 43 % of the answers. Noteworthy is also that as little as only 8 % of the examinees chose political situation in their answers. (Attm 3, Q.9)

It was next studied which factor/factors are first paid attention to when seeing a promotional ad of a holiday destination. In the question, five options were given and once again, minimum one or maximum two options were answered. (Attm 3, Q.10)

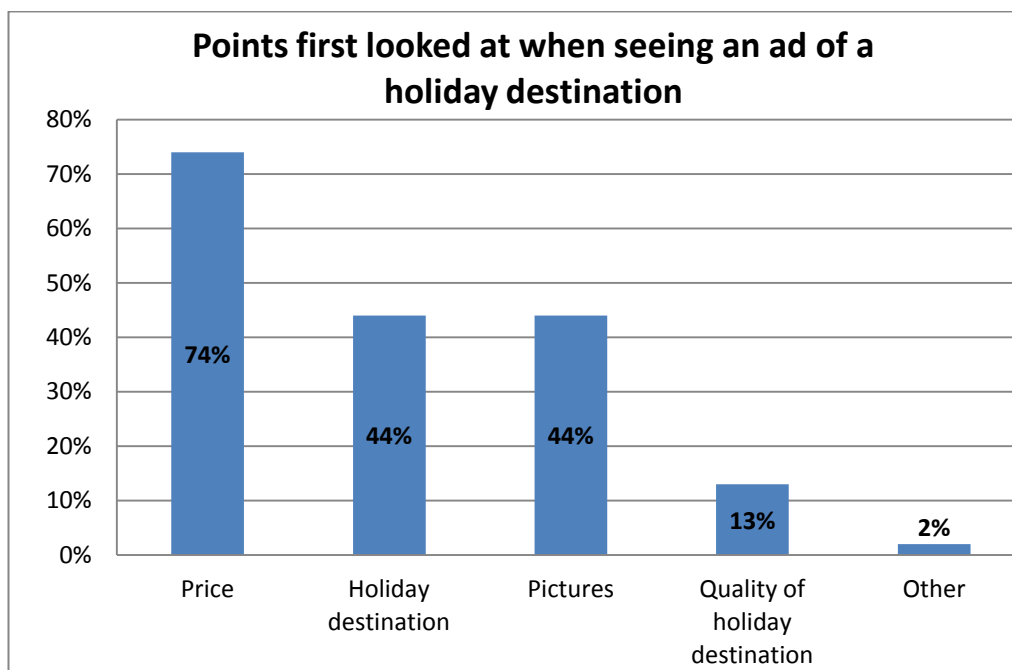


Figure 7.5 Points first looked at when seeing a promotional add of a holiday destination (N= 170)

It came as no surprise that the price factor was selected as the most relevant information and is a point that is much paid attention to when an ad of a holiday destination is seen. 74 % (126 people) answered the price factor. Next up were holiday destination and pictures, which each received roughly 44 % (74 people) of the answers. As a result of the findings in this question, it is evident that the holiday destination, pictures and especially the price are things that the target group is interested in when they see an ad of a holiday destination. (Attm 3, Q.10)

Next, the respondents were asked whether they usually carry out their holiday trip abroad by self-tailoring/handling the trip or by going on a ready-made holiday package. (Attm 3, Q.11)

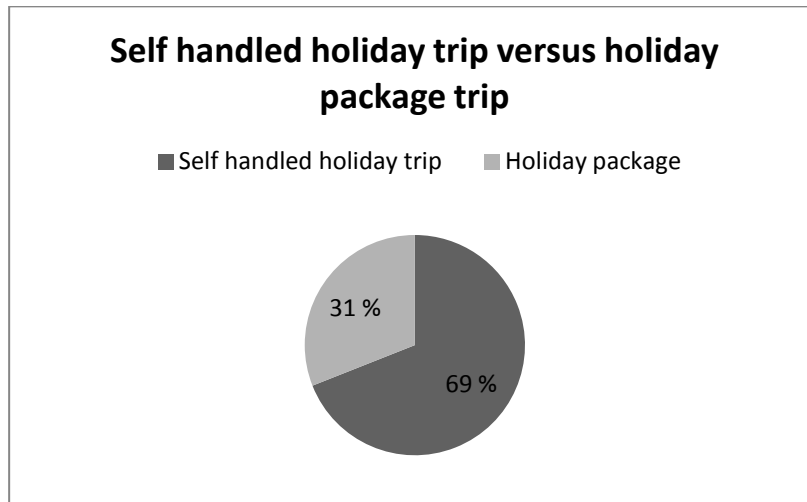


Figure 7.6 Preferred way of travelling: comparing self handled trip and holiday package trip (N= 170)

Findings indicate that there is a distinct difference between how the trips are carried out among the target category. The majority self-handle/tailor their holiday trips abroad, totaling 69 % of the examinees (117 people). 31 % (53 people) usually go on a package trip. (Attm 3, Q.11)

Finally, with regard to the general attributes in holiday traveling, it was studied how adventurous the target group is and to what extent they like travelling abroad for a vacation. This was asked by using the commonly used rating scale called the Likert scale. The respondents selected the most suitable number from 1 – 4 for the particular claim. 1 = strongly disagree, 2= disagree somewhat, 3 = agree somewhat, and 4 = strongly agree. The higher the dot is in the line chart (see figure 7.7), the more is agreed with the claim. (Attm 3, Q.12, 13; Heikkilä 2010, 53)

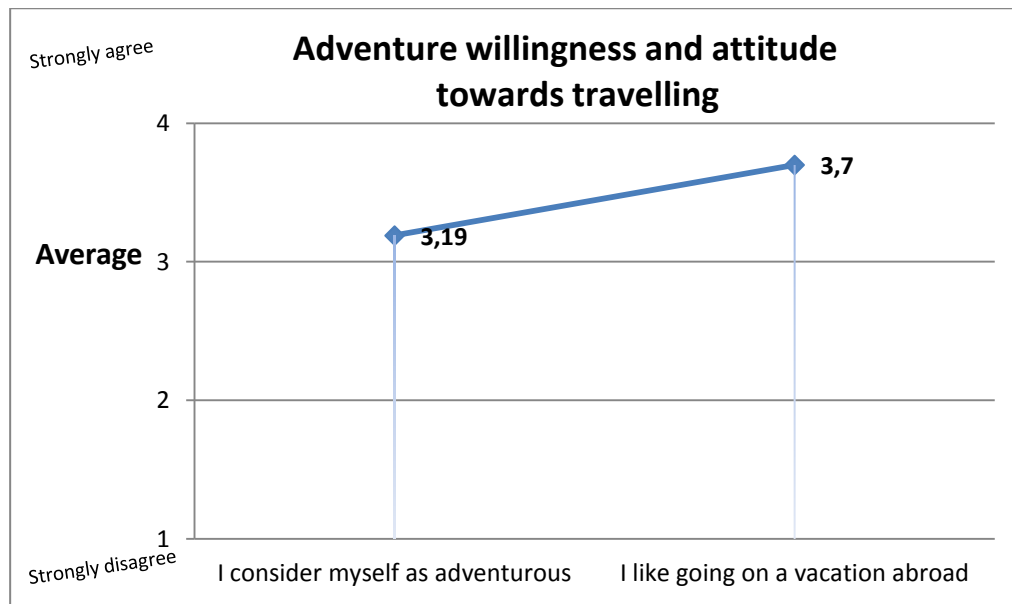


Figure 7.7 Indication of adventure willingness and attitude towards travelling abroad (1 = strongly disagree, 2= disagree somewhat, 3 = agree somewhat, and 4 = strongly agree) (N= 170)

On the scale of 1 – 4, an average number of 3,19 was received on the adventure willingness among the focus group. This reveals that the majority considers themselves as less or more adventurous. In percentage, a total of 84 % (142 people) of the respondents agree to somewhat or strongly agree with being adventurous. (Attm 3, Q.12)

It was important to gain knowledge on how much the target group likes to travel and going abroad for a vacation. Results clearly show that the target group is very interested in traveling abroad. A high average of 3,7 was received on the “I like going on a vacation abroad” claim. As much as 94 % of the examinees agree to somewhat or strongly agree with the claim. Notable is that 75 % (128 people) strongly agree with the claim “I like going on a vacation abroad.” (Attm 3, Q.13)

### 7.3 Perceptions, images and attitudes of Israel within the target group

An important question was to look into how Israel competes within the target group compared to its main competitors.



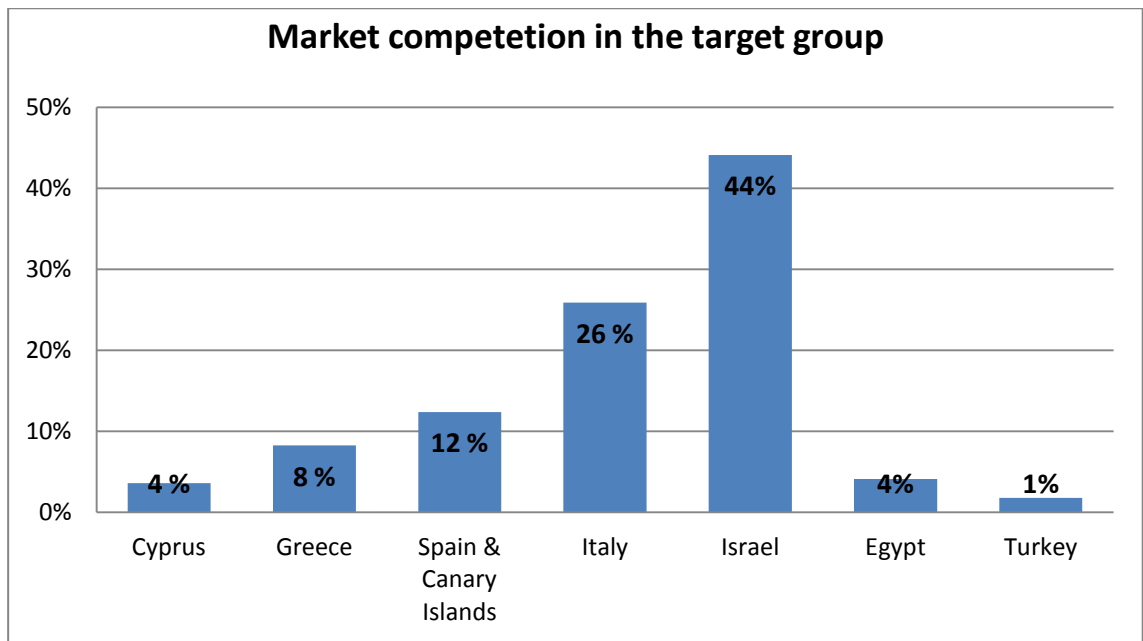


Figure 7.8 Market competition in the target group. (Percentage of countries receiving choice # 1) (N= 170)

As the figure above shows, Israel is the most preferred country within the target group, when comparing it to its competitors. 44 % of the respondents picked Israel as number one choice over its competitors. In addition to this, Israel obtained the number position out of the countries that were chosen in the top three favorite countries to visit among these countries. 85 % of the sample category chose Israel to be in their top three. (Attn 3, Q.6) There seems to be contrast in the country choices when comparing the choices made within the target group to the whole Finnish population as well as to all Finnish young people. (See thesis chapter 2, figures 2.2 and 2.3.)

A very valuable question concerning the study aimed to find how much the target group would like to visit Israel.

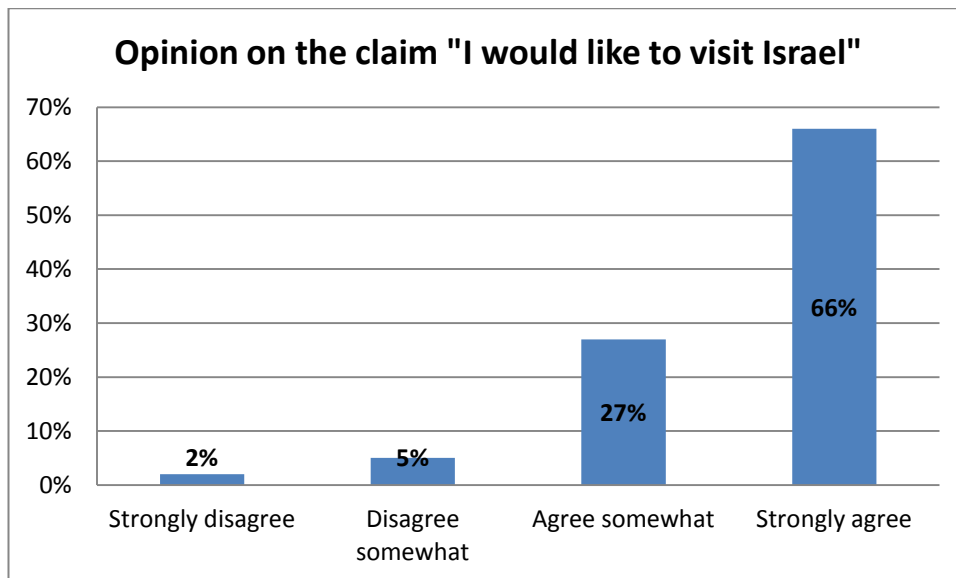


Figure 7.9 Willingness to visit Israel (opinion on the claim “I would like to visit Israel”) (N= 170)

There seems to be a desire to visit Israel in the target group. As seen in the figure above, 66 % of the respondents strongly agree and 27 % agree somewhat with wanting to go to Israel. All together, 93 % would like to visit the country more or less.

Views and opinions on the popularity, safety and price of Israel and the personal importance of the land and the Jewish people were next examined. These topics were asked also by applying the Likert scale. (Attm 3, Q.13)

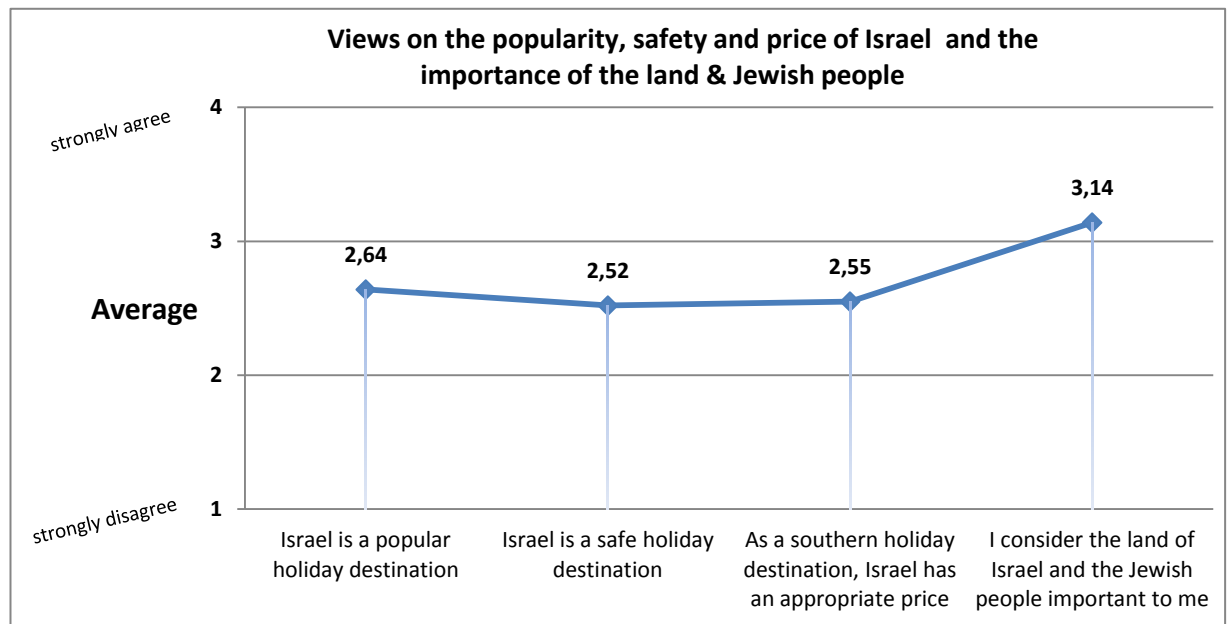


Figure 7.10 Views on the popularity, safety and price of Israel and the importance of the land and Jewish people

When analyzing on the scale of 1 - 4 the views on how popular Israel is seen as a holiday destination, the average is approximately 2.6. Out of the respondents, 52 % see Israel as less or more popular out of which only 9 % strongly agree that Israel is a popular destination. 37 % view Israel as more or less unpopular. 11 % of the respondents were undecided on the question. All in all, it appears that Israel is not seen as a very popular destination for tourists among the target group. (Attm 3, Q.13)

Conceptions on the safety topic received an average of about 2.5, resulting in that opinions were quite divided in the sample population. 48 % agreed on the claim while 42 % disagreed. 10 % were undecided. It seems that Israel is not seen as a safe destination. However, it is not perceived as too dangerous either. (Attm 3, Q.13)

The answers in the price perception were rather divided among the examinees as well. On the scale of 1 – 4, an average of roughly 2.6 was obtained. 37 % agreed and 29 % disagreed that “as southern holiday destination Israel has an appropriate price.” A high percentage of 34 % were undecided. Results show that there is no clear picture of Israel’s price perception as a holiday destination. (Attm 3, Q.13)

It was essential to examine how this specific target group viewed the land of Israel and the Jewish nation. Slightly unexpectedly, an average of about 3.1 was received as an answer on this theme. A high 77 % (131 people) of the respondents agreed to some extent or strongly that Israel and the Jews are personally important to them, which can be considered as a little surprise. On the other hand, only 34 % strongly agreed with the claim, which is a relatively low percentage. 17 % disagreed with the claim, while 6 % were undecided. (Attm 3, Q.13)

It was next studied what type of images the target group carries about Israel. For this theme, 9 options (images) were given. The options which met the respondent's perceptions were chosen. (Attm 3, Q.14)

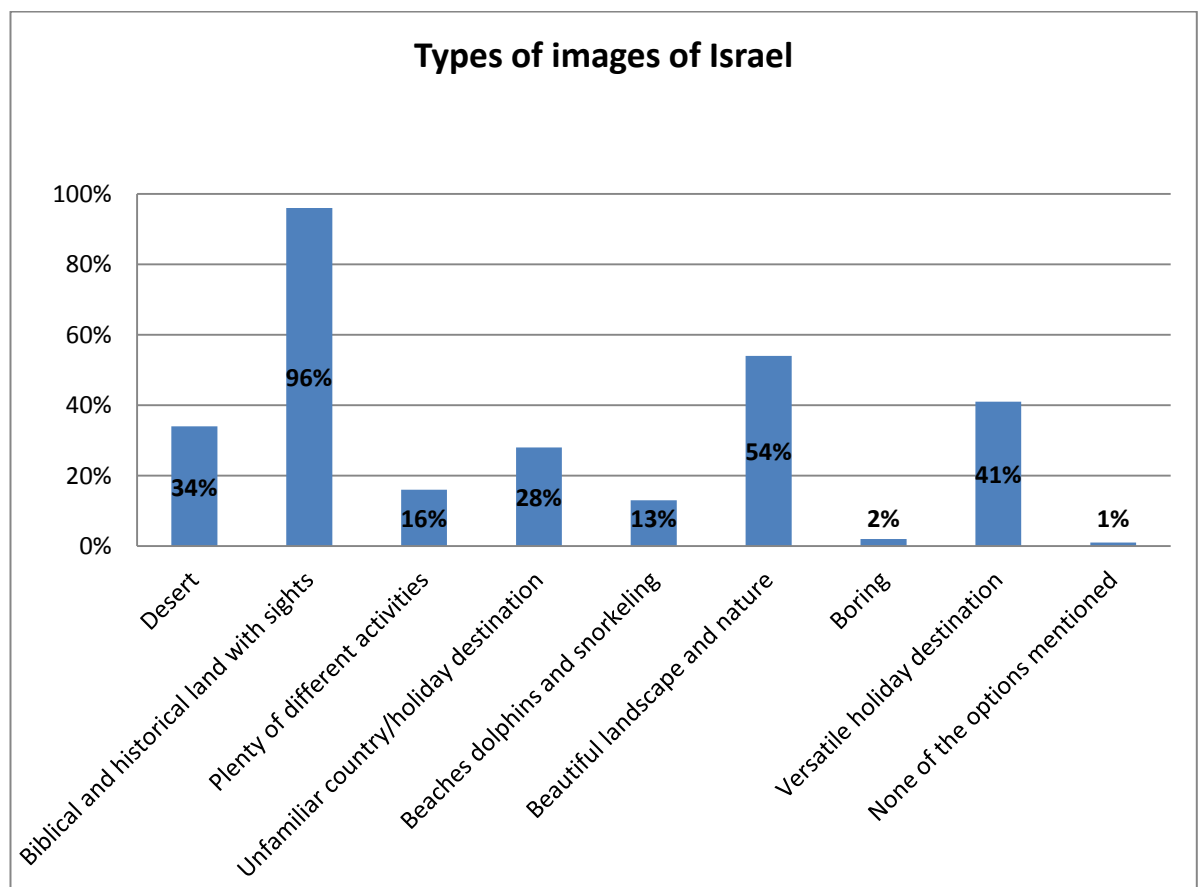


Figure 7.11 Types of images of Israel (N= 170)

Not surprisingly, nearly everyone sees Israel as a Biblical and historical land with sights, totaling 96 % (163 people). This is also a topic they are interested in. (see figure 7.3) A

little more than half of the respondents agree Israel having a beautiful landscape and nature. An important observation is that only 41 % see Israel as a versatile destination. The versatility of Israel is one of its major strengths as a holiday destination. Noteworthy is that only 34 % agree with the desert feature of Israel. An interesting finding is also the low percentage on the claim “beaches, dolphins and snorkeling.” As the target group appreciates sun and beach, (see 7.3) it can be concluded that the examinees are not aware of the beaches in Israel. (Attm 3, Q.14)

It was then important to find out which places in Israel are favored among the focus group. Nine options were given, out of which a minimum of one or a maximum of three options were selected by the respondents. (Attm 3, Q.15)

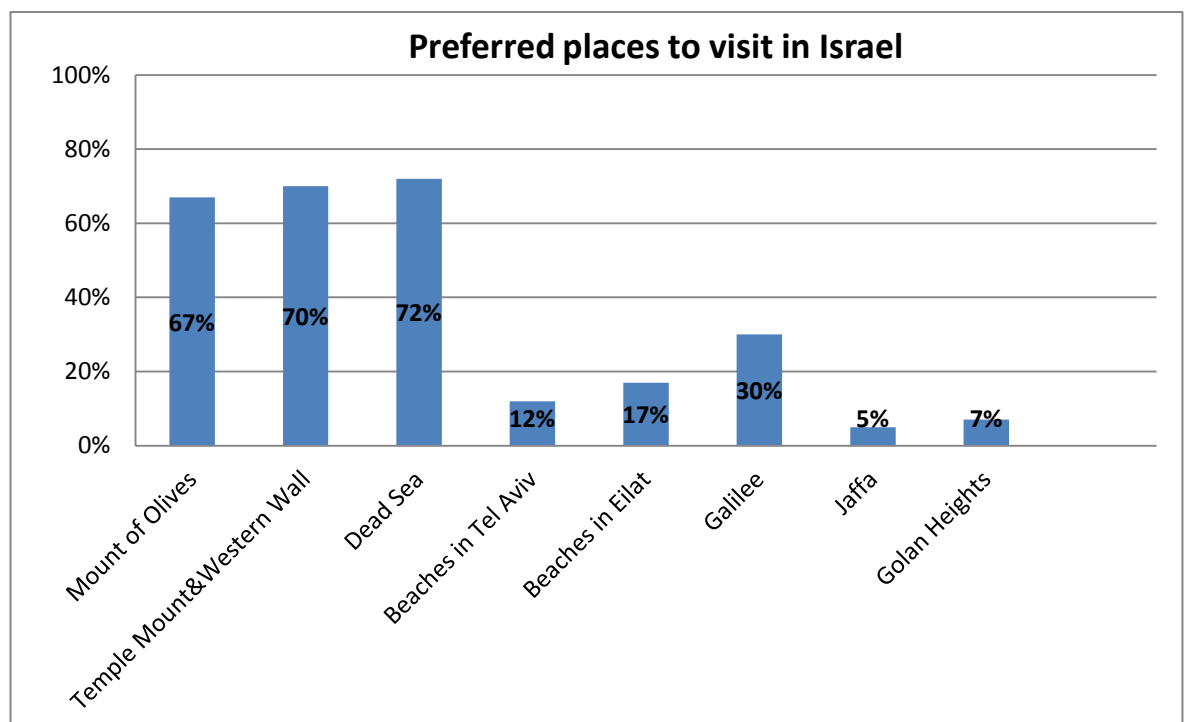


Figure 7.12 Preferred places to visit in Israel (N= 170)

As seen in the figure 7.12, the traditional and most popular places are preferred the most within the target group. Together Mount of Olives, Temple Mount & Western Wall and the Dead Sea contributed to 75 % of the answers. A notable point to pick up on is again the low amount of selections for the beaches in Eilat and Tel Aviv, since

the respondents do enjoy sun and beach. (See 7.3) As mentioned, it seems that the target group is unfamiliar with the beaches in Israel, or then they would simply rather visit the popular historical sights and places when travelling to Israel. On another note, Dead Sea could be considered as beach. (Attm 3, Q.15)

Due to the connection between Christians and Israel, it was relevant to know and compare how much the target group is interested to go on an organized spiritual holiday trip (see exact explanation in the attachment 3, question 16) and how interested they are in making their own trips to Israel. (Attm 3, Q.16)

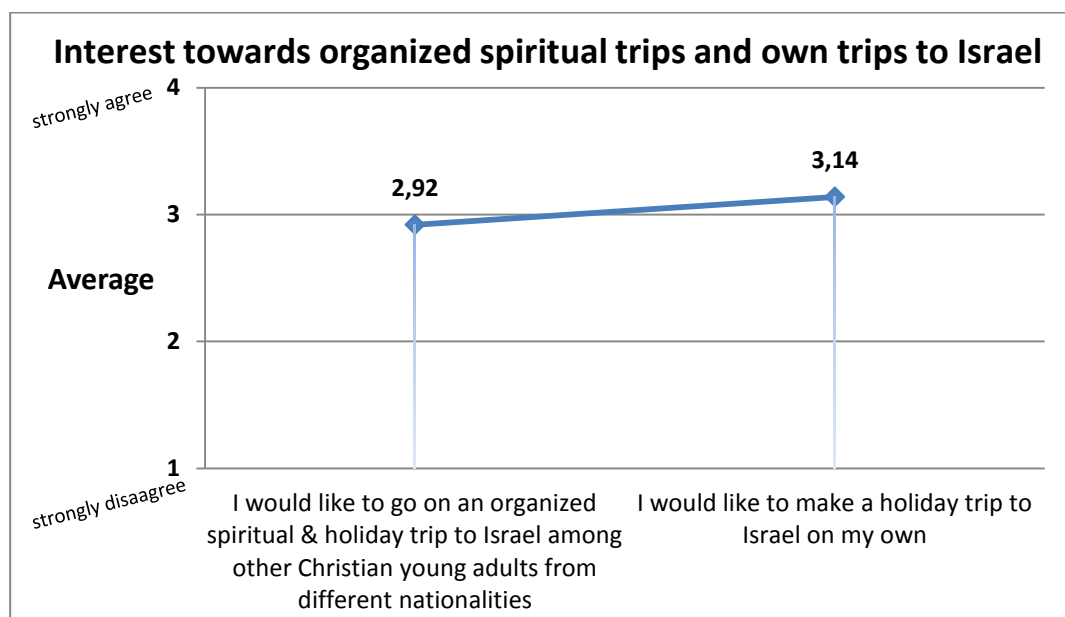


Figure 7.13 Interest towards organized spiritual trips and own trips to Israel. (1 = strongly disagree, 2= disagree somewhat, 3 = agree somewhat, and 4 = strongly agree) (N= 170)

Organized spiritual trips got an average of 2,9. Most people in the sample group are more interested in going on a spiritual holiday trip to Israel than not going. A high 74 % of the respondents agree with wanting to go on the trip. 27 % agree strongly and 47 % agree somewhat. 26 % of the examinees do not want to go on an organized spiritual holiday trip to Israel. (Attm 3, Q.16)

An average of 3,14 was received for the willingness to make an own trip to Israel. A very high 81 % of the respondents are interested in making their own self-handled holiday trip to Israel. 36 % agree strongly and 44 % agree somewhat on wanting to go on a self-handled trip to Israel. 19% are not interested in making a trip to the country on their own. (Attm 3, Q.16)

It appears that the target group is slightly more interested in making a trip on their own to Israel than going on an organized spiritual trip. Nonetheless, both of the types of trips do interest them.

#### 7.4 The use of media in the target group

The first question dealing with communication tools and the media focused on the use of local newspapers and Christian magazines. This theme was questioned by asking how often the respondent reads the particular newspaper/magazine. A scale of 1 – 4 was applied. 1 = never, 2 = rarely, 3= every once in a while and 4 = regularly. (Attm 3, Q.17)

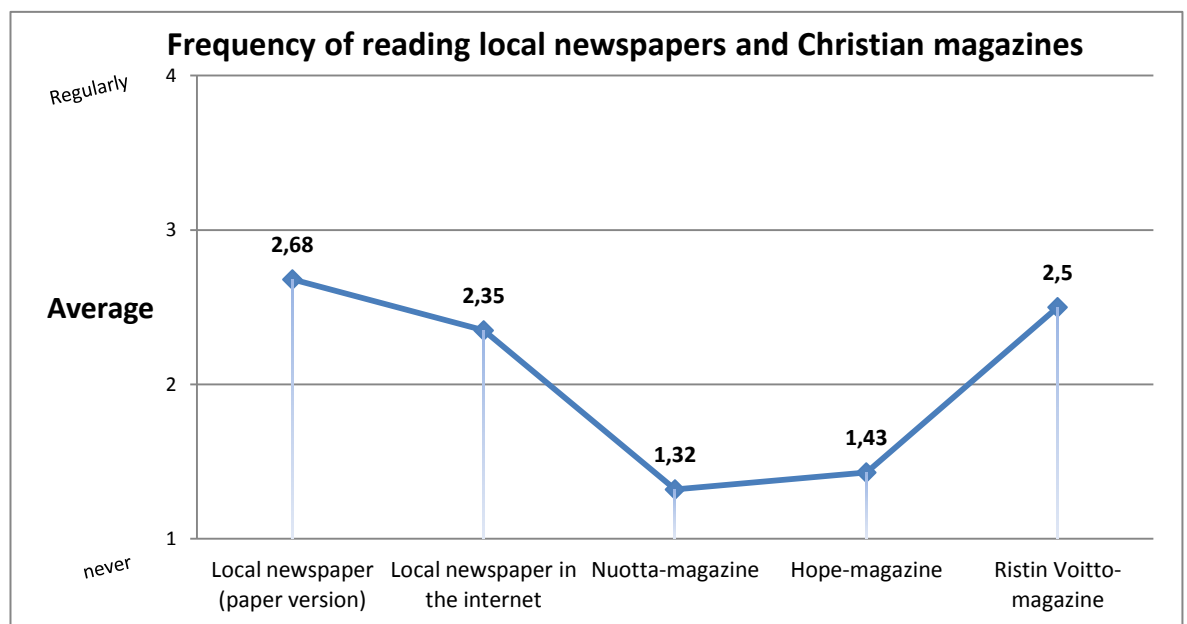


Figure 7.14 Frequency of reading the local newspaper and Christian magazines (1 = never, 2 = rarely, 3= every once in a while, 4 = regularly) (N= 170)

Out of the newspapers and magazines that were asked, local newspaper (paper version) was the most read paper receiving an average of about 2,7. Out of the examinees 45 % read the local newspaper once in a while and 17 % regularly. 27 % rarely read it and 11 % never read it. Local newspaper on the Internet is read a little less with an average of 2,35. Out of the respondents 55 % do not pay much attention to it, while 45 % do read the online version more or less. (Attm 3, Q.17)

The Christian Nuotta-magazine was very unpopular among the respondents receiving a low average of 1,32. Within the sample a high number of 75 % never read the magazine. The Hope Christian magazine followed a low readership as well, getting an average of 1,43. 72 % of the respondents never read the magazine, and 18 % rarely read it. The Ristin Voitto- magazine obtained the highest number of readers out of the Christian papers having an average of 2,5. Out of the examinees 48 % are not much of readers of the Ristin Voitto-magazine, while 35 % read it once in a while and 18 % regularly. (Attm 3, Q.17)

As to other papers, only 11 % of the respondents read regularly other Christian magazines than those that were mentioned in the questionnaire. When asked about travel magazines, only 4 people in the sample group read travel magazines regularly. (Attm 3, Q.18)

Next, questions concerning Christian television and youth Christian websites were asked. As in the previous question, a scale of 1 - 4 was applied to see how often they watch the particular channel / visit the particular websites. (Attm 3, Q.19)



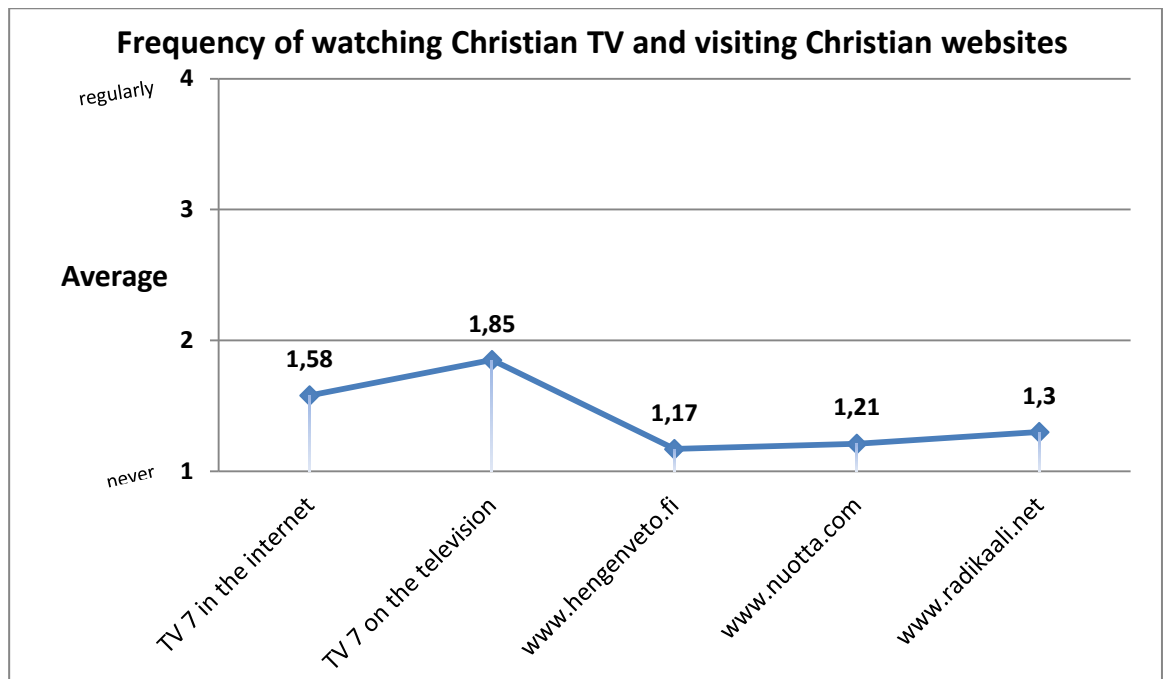


Figure 7.15 Frequency of watching Christian television and visiting Christian websites (1 = never, 2 = rarely, 3= every once in a while, 4 = regularly) (N= 170)

Results show that the Finnish Christian TV channel TV 7 in the Internet is not much favored. 85 % never or rarely watch the channel in the Internet. On the television, the channel is just slightly more watched than on the Internet, receiving an average of 1,85, which can be considered as surprisingly small amount. 78 % watch it rarely or never, while 19 % watch TV 7 once in a while and only 3 % regularly. (Attm 3, Q.19)

The Christian websites hengenveto.fi, nuotta.com and radikaali.net all obtained very low averages. Results clearly show that they are unpopular among the respondents. (Attm 3, Q.19)

The popularity of radio listening among the target group was next studied. In the radio theme, it was asked if the respondent listens to the radio once in a while or regularly. If the respondent listened to the radio once in awhile or regularly, he/she then wrote down the name of the channel/channels that the examinee listens to. (Attm 3, Q.20)

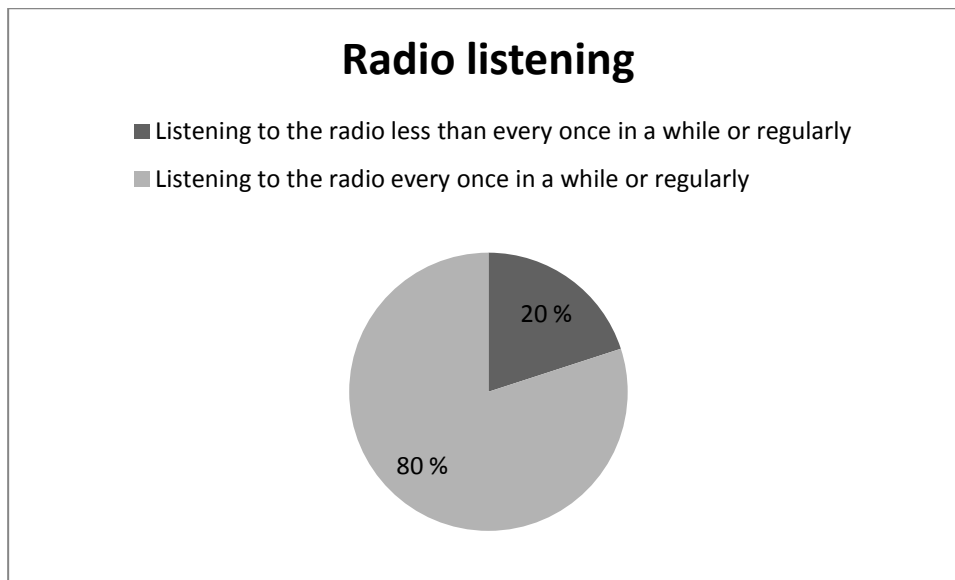


Figure 7.16 Activity of radio listening (N= 170)

A high amount of 80 % of the respondents (136 people) listens to the radio once in a while or regularly. Out of the group of 136 people, the Christian radio channel Radio Dei was the most favored channel. 40 % of the group listens to Radio Dei. Second most favorite was channel Nrj, obtaining 34 %. The third most listened channel was Yle X having 20 % of the answers and the fourth was Voice, with 16 %. (Attm 3, Q.20)

It was then relevant to study the interest of the target group towards travel programs/shows. In the questionnaire it was asked if the respondent watches any travel shows on the Internet or on DVD every once in a while or regularly. Findings indicate that as much as 81 % of the respondents do not watch any travel shows once in a while or regularly. (Attm 3, Q.21)

Next, the habits in the use of social media were examined. It was researched how popular the different social media services were among the focus group, by asking how often the respondent uses the particular social media. It was also asked how often information is shared in social media. A scale of 1 – 4 was applied. 1= just about never, 2= approximately 1 – 2 times a week, 3 = approximately 2 – 4 times a week and 4= approximately every day. (Attm 3, Q.22)

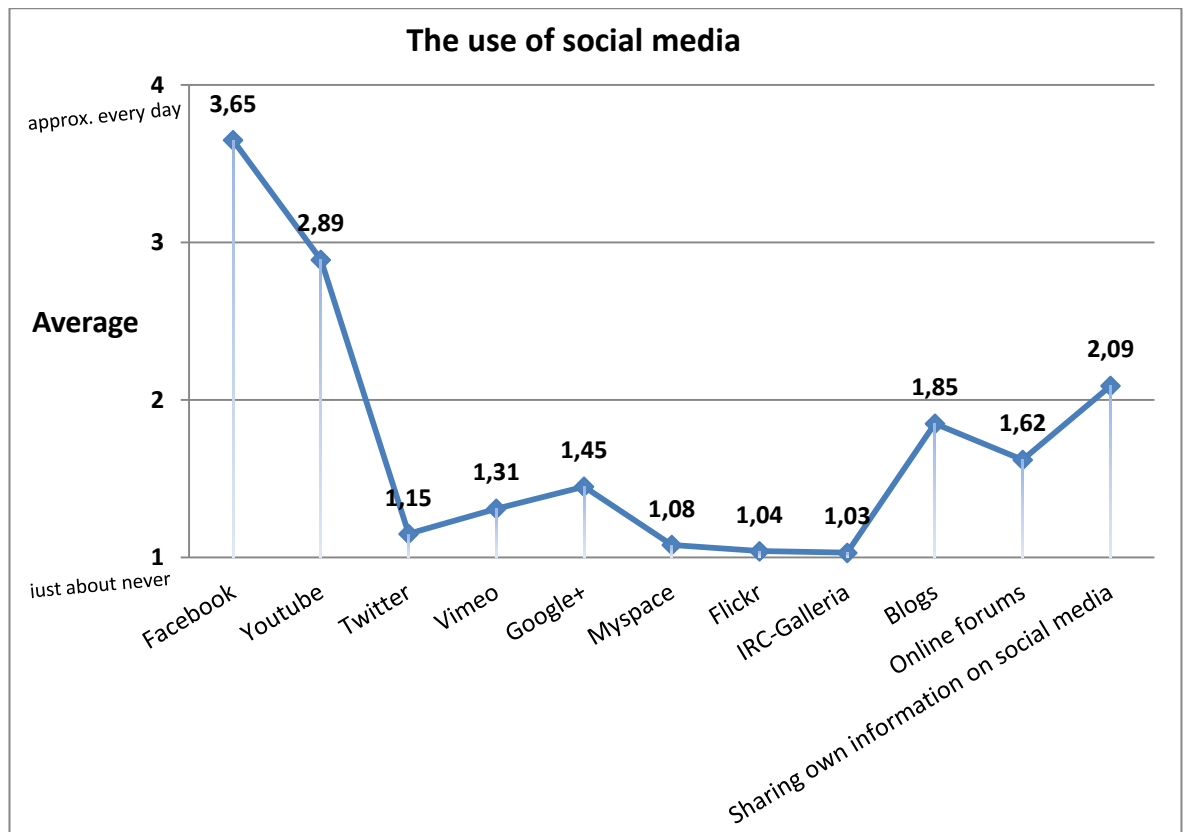


Figure 7.17 The use of social media (1= just about never, 2= approximately 1 – 2 times a week, 3 = approximately 2 – 4 times a week, 4= approximately every day) (N= 170)

Facebook and YouTube were by far the most used social media services among the respondents. Facebook got a high average of roughly 3,7. A big quantity of 82 % of the respondents (140 people) use Facebook “approximately every day.” YouTube is also popular as one would expect. 95 % of the examinees use YouTube at least once a week. 31 % use it approximately every day. (Attm 3, Q.22)

Findings show that Twitter, Vimeo, Google+, Myspace, Flickr and IRC-Galleria are all very unpopular among the focus category. The use of blogs received an average of 1,85. About half (49 %) just about never read blogs, while 51 % read blogs at least once a week. 26 % use blogs approximately 1 – 2 times a week and 10 % use it approximately every day. Online forums received a low average 1,62. 64 % just about never use online forums, while 36 % use them at least once a week. Only 7 % use them every day. (Attm 3, Q.22)

Sharing own information with others in social media, for instance updating the status, sharing videos on Facebook and so on, received an average of about 2,1. Among the examinees, 69 % (117 people) share information in social media at least once a week. 40 % share information 1 – 2 times a week. 31 % of the respondents just about never share information in social media. (Attm 3, Q.22)

The usefulness of ads in social media among the target group and types of video advertisements preferred were studied next by applying the Likert scale. (Attm 3, Q.23, 24)

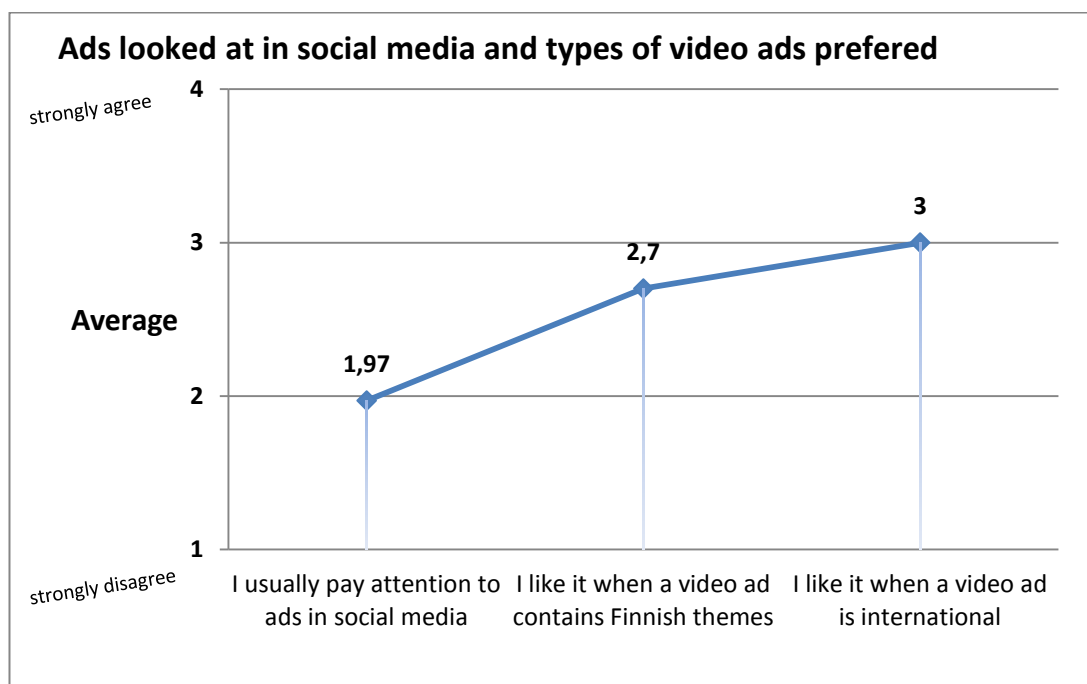


Figure 7.18 Ads looked at in social media and types of video ads preferred.

(1 = strongly disagree, 2= disagree somewhat, 3 = agree somewhat, and 4 = strongly agree) (N= 170)

An average of roughly 2 was given to the claim “I usually pay attention to ads in social media.” The majority, 75 % disagree more or less with the claim, while 25 % agree more or less with looking at ads in social media. Only 4 % strongly agree with the claim. (Attm 3, Q.23)

When analyzing the target group's attitude towards Finnish themes in video ads, the majority reacts positively to the theme. 48 % agree more or less with the claim, while 28 % disagree more or less with liking Finnishness in video ads. Only 8 % strongly agree with the claim. 24 % were undecided on this question. (Attm 3, Q.24)

International video ads with international themes are very much favored among the target group. On the scale of 1 – 4, an average of 3 was received in the preference of the international theme in video ads. 61 % of the respondents feel positive towards international video ads, while 13 % do not like them. 26 % were undecided. (Attm 3, Q.24) Perhaps a little surprising was that international ads are more appreciated than Finnish type of video ads. Yet, both themes are liked at least to some degree among the target group.

Events were then viewed. This was an open question, where the respondent answered to which of bigger Christian events he/she usually attends.

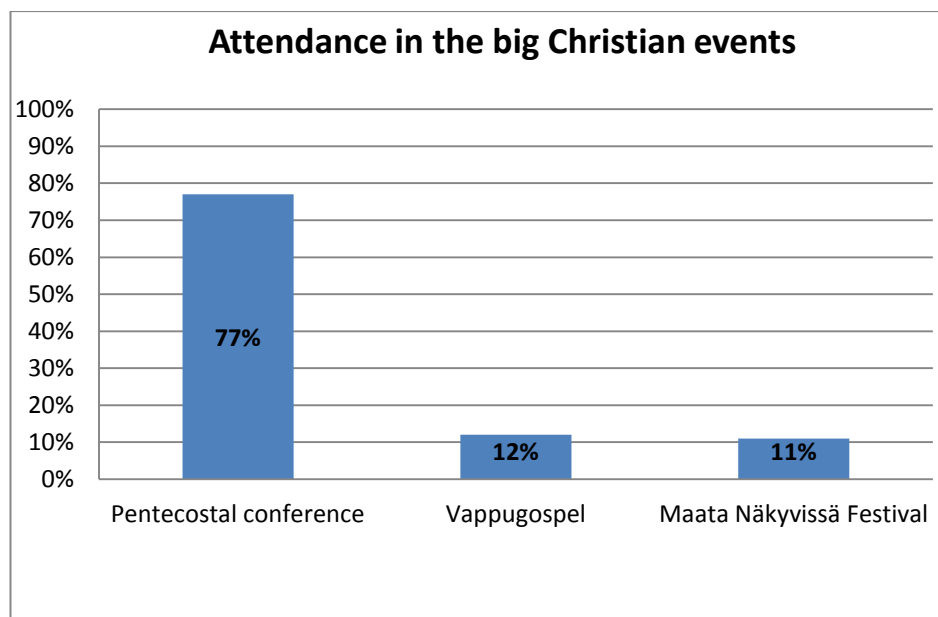


Figure 7.19 Percentage of attendance in the big Christian events (N= 170)

The top three events consisted of the annual Finnish Pentecostal conference (Juhannuskonferenssi), Vappugospel and Maatanäkyvissä festival. The Pentecostal conference was by far the most popular event within the sample group obtaining 77 % of the answers.

Lastly, it was important to find out what the attitude among the examinees was about receiving information about holiday trips to Israel. (Attm 3, Q.26)

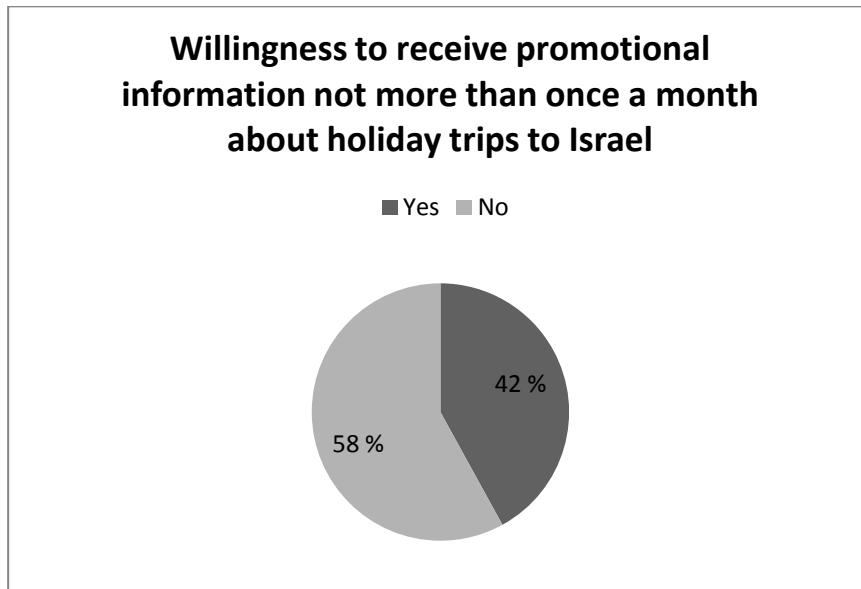


Figure 7.20 Willingness to receive promotional information not more than once a month about holiday trips to Israel (N= 170)

42 % (72 people) would like to receive information once month about trips to Israel. 58 % (98 people) feel negative towards the idea. (Attm 3, Q.26)

### 7.5 Validity and reliability

The validity and reliability of the quantitative research carried out in this study will be analyzed in this part. According to Heikkilä (2010, 186) validity describes how well and to what extent the research succeeded in examining and estimating the issues that were supposed to be examined. Heikkilä (2010, 186) continues, that this is primarily influenced by how well the questions were created; in other words, can the questions bring a solution to the research problem.

The questionnaire conducted brought solutions to the issues that were wanted to find out. Nonetheless, there are issues, which inevitably decrease the validity of the

questionnaire. The fact that the creation of this questionnaire was made for the first time does of course affect on the level of the questionnaire and research performed as a whole. Multiple-choice questions bring possible issues that influence on the validity of the questionnaire: Answers to the questions may be fulfilled without given enough thought and the options in the questionnaire and their order can influence on the way the examinee answers. Additionally, during the creation process of the questionnaire, there is a possibility that some good and potential questions and options have been left out that were not thought of. From a professional perspective, it can be reasoned, how accurate the results actually are. This will be discussed next. (Heikkilä, 2010, 51.)

Heikkilä (2010, 30) explains that reliability refers to the accuracy of the research results. When pondering how credibly and to what extent the research and the results of the research represent the whole target group, this can be viewed from the perspective of comparing the sample made in this thesis to a proper sample. First, Heikkilä (2010, 34) points out the fact that a sample made in any circumstances can never represent the whole group 100 %. The survey sample in this research is a nonprobability sample, which means that the sampling error cannot be measured. This obviously decreases the reliability of the research in this study. On the other hand, it should be kept in mind that a completion of a proper sample was impossible to carry out due to limited resources. (Heikkilä 2010, 35.)

Other factors influencing on the level of the representation of the whole target group include issues such as the age group. Age has its own impact on the answers. The age group in the study can be considered as quite wide (18-27), thus accuracy of the results is influenced by that. Also other background information, such as place of residence, marital status and occupation were not asked, due to the scope of the thesis. These factors also decrease the credibility of the research.

The validity and reliability of the secondary research used in the study (“Kansallinen nuorisotutkimus 2010”) can be considered as quite high, because a professional research institute has carried it out. It should be noted though, that the Kansallinen

nuorisotutkimus is carried out through a sample. Therefore, findings cannot be “blindly” trusted.

Although the reseach has its owm faults as all reseach project do, this study indeed gives right direction concerning the topic. The issues that were suppose be examined were successfully answered with a fine sample and with a good amount of respondents.



## 8 Discussion

In this final chapter, major findings will be discussed. Also, suggestions for further research will be presented and lastly, evaluation of own learning during thesis process will be brought forward.

### 8.1 Key results

The goals of the primary research were to obtain information on the attitudes and habits towards travelling among the target group and have insight on the images and attitudes that they carry about Israel. Additionally, the objectives of the research were to gain data in which media channels should promotion be carried out with. The secondary and primary research data brought many findings considering the research problem. In this part, the most important results on the research carried out will be brought forward.

First, key findings on the attitudes and images concerning travelling and Israel will be discussed. It appears that that the target group is interested in travelling abroad for a vacation. (See attm 3, Q.13) Thus, it can be assumed that they are interested in travelling in general. Additionally, linked to this finding, the secondary research reveals that travelling is one of the top interests (# 2) among the Finnish young people. Although, this finding came to as no surprise, it is still essential, since the aim is to attract the chosen segment to visit Israel. (Attm 3, Q.13; 15/30 RESEACH 2010.)

More importantly, the primary results revealed that the focus group seems to feel positive toward the thought of travelling to Israel. (See attm 3, Q.13) In addition, the results within the competition markets among the target group showed favorable results for Israel (see attm 3, Q.6). These findings are of course a positive outcome. However, it should be kept in mind that this is their thought. A big challenge is to

move this thought and feeling of wanting to visit Israel into an actual fulfillment. (Attm 3, Q.13, Q.6)

As it has been brought forward, positioning plays the most important role in marketing communications. As Burnett & Moriarty (1998, 632) explain, positioning presents the major characteristics, and outlines the key attractions of the brand. Thus, the key findings in this study will be analyzed from the positioning perspective. The positioning for marketing Israel to the Christian young adults is suggested to be focused on two factors that are equally important: Firstly, the diversity of Israel as a holiday destination and secondly, the Biblical aspect; the relationship and connection between Christians and the land of Israel and Jews should be emphasized. In my opinion, when full awareness of these two factors have been acknowledged among the target group, there is much greater likelihood to get target group members to visit Israel. (Hospitality and Tourism Advisory Services 2006.)

The question asked about how personally important the members in the target group consider the land of Israel and Jews, (see attm 3, Q.13) refers to the person's Biblical understanding and personal relationship considering Jews and Israel. Results showed that 34 % of the sample group considers Israel and Jews personally very important. (See attm 3, Q.13) In my own opinion, this number should be raised, in order to increase the value of Israel among the target group. Thus, the spiritual and biblical teaching of Israel is very significant for this target group. Therefore, close cooperation with local Pentecostal churches/charismatic churches and with ICEJ Arise would be important. ICEJ Arise is a youth ministry of the organization ICEJ (International Christian Embassy Jerusalem). ICEJ Arise reaches Christian charismatic young adults and offers unique experiences in the land of Israel through tours, and spreads spiritual teaching emphasized on the topic of Israel. (ICEJa,b.)

As it has been presented, Israel's versatility as a holiday destination is key, also for this specific target group. The results reveal that there is a lack of knowledge on this aspect of Israel. (See attm 3, Q.14). Hence, in my opinion, there is much work to do in

communicating the versatility of Israel to the target group in order to raise Israel's appeal. (Attm 3, Q.14)

As the aim of the research was to find out which media tools should be used for promotion, key findings on this issue will now be briefly discussed. Kotler & Armstrong (2010, 465) point out that newspapers and magazines are one of the major media types. Based on the research carried out, the local newspapers and the Ristin Voitto-magazine would be useful "traditional" media tools to use. (See attm 3, Q17) Then, Middleton et al. (2009, 261) discuss how websites are a key for attracting consumers. The creation of a website particularly made for the Christian young people is vital. As it has been mentioned, research carried out by "Taloustutkimus" (a Finnish market research company) revealed that Internet has taken the leading position as the most important media among the Finnish people. The use of social media nowadays is major, as Kotler & Armstrong (2010, 537) spotlight the importance of it. Primary research expectedly indicates that Facebook and YouTube are the most effective social media services to carry out marketing communications within the focus category. (See attm 3, Q.22)

Other important findings involve direct-mail marketing. Kotler & Keller (2009, 574) explain how direct mail is valuable because it allows the possibility to customize and personalize the promotional messages. Based on the results in the primary research, direct-mail marketing could possibly be a successful promotional tool for reaching the target group. (See attm 3, Q.26)

Lastly, (Kotler & Armstrong 2010, 505) note that events play an essential role in promotion. Based on the primary research conducted, promotion carried out in the Finnish Pentecostal conference would be important, since many potential customers could be reached there. (See attm.3 Q.25)

## **8.2 Summary of marketing communication suggestions in the form of tables**

<b>ADVERTISING</b>	
<b>Image &amp; Message</b>	<b>Traditional media vehicles</b>
<ul style="list-style-type: none"> <li>•Diversity</li> <li>•Biblical aspect / relationship between Christians and Israel &amp; Jews</li> <li>•Sunshine and beach</li> <li>•Nature and landscape</li> <li>•Outdoor &amp; sporting activities and extreme sports</li> <li>•Adventure</li> <li>•Jerusalem</li> <li>•Dead Sea</li> <li>•Price</li> <li>•Low cost airlines</li> <li>•Youth hostels</li> <li>•Safety</li> <li>•Special tailored package trips</li> </ul>	<ul style="list-style-type: none"> <li>•Local newspapers</li> <li>•Ristin Voitto-magazine</li> <li>•Radio Dei</li> <li>•Radio NRJ</li> </ul>

Figure 8.1 Summary of avertising suggestions

<b>DIRECT MARKETING, ONLINE MARKETING and MPR</b>		
<b>Website</b>	<b>Social media</b>	<b>Other direct marketing tools</b>
<ul style="list-style-type: none"> <li>•Destination promotion &amp; info (things to do, places to see, how to travel, where to stay and other relevant info for traveling to Israel)</li> <li>•Travel destination ratings and reviews</li> <li>•Special offers</li> <li>•Contests</li> <li>•Pictures</li> <li>•Videos</li> <li>•Links</li> <li>•iPhone, iPad and Nokia windows applications for the website</li> </ul>	<ul style="list-style-type: none"> <li>•Facebook pages</li> <li>•YouTube</li> <li>•Blog</li> </ul>	<ul style="list-style-type: none"> <li>•Direct e-mail marketing</li> <li>•Direct mail marketing</li> </ul>

Figure 8.2 Summary of direct marketing, online marketing and MPR suggestions

<b>SALES PROMOTION</b>	
<b>Consumer promotion tools</b>	<b>Events</b>
<ul style="list-style-type: none"> <li>•Price packs</li> <li>•Premiums</li> <li>•Competitions, games and sweepstakes</li> </ul>	<ul style="list-style-type: none"> <li>• Finnish Pentecostal conference (Juhannuskonferenssi)</li> <li>•Maata Näkyvissä music festival</li> <li>•Vappugospel music festival</li> </ul>

Figure 8.3 Summary of sales promotion suggestions

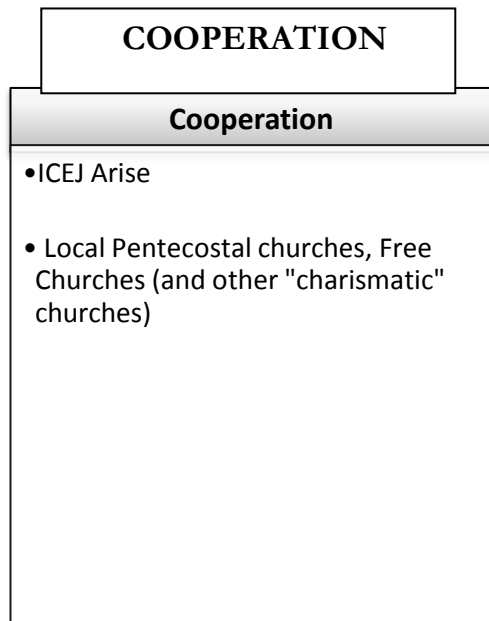


Figure 8.4 Summary of cooperation suggestions

### 8.3 Suggestions for further research

As mentioned in the introduction, there is very little or no research conducted that concentrates on Finnish Christian young people travelling to Israel. Also, the commissioning party does not have detailed marketing plans on how to reach this specific segment. Therefore, this study is useful for the commissioning party.

It would be suggested that further research carried out on this topic would take more closely the background information into consideration. A similar study that would concentrate on the charismatic Christians for example aged 20-22 and to have the responses collected from all of the Pentecostal churches located in the major cities of Finland would be suggested. It is also highly recommended, that the Israel Ministry of Tourism would conduct a larger research with a proper sample and with professional tools and necessary resources on the subject. Also, a whole entire marketing plan targeting specifically the Finnish Christian young people and young adults would be important and useful.

## 8.4 Assessment of own learning and professional development

The thesis process was challenging, but rewarding. Although the topic was interesting, there was plenty to learn about marketing and marketing communications, since it was not my main field of studies.

The original plan of this project was to do a product oriented thesis. However, due to the fact that a significant part of the thesis included the completion of quantitative research, the project ended up having a lot of elements of a research-oriented thesis. Thus, during the final stages of the work, the project was changed into a research-oriented thesis. The process of having to deal with both quantitative research and the creation of a product oriented thesis, developed into a wide-ranging project and brought some confusion. If inexperienced in doing bigger research projects, such as this one, chances are that it may spread, as what happened to me. Fortunately, this was fixed. I learned that a great skill in doing research projects is the ability to write only the essential and important things, and to keep the “package tight.” This of course is a skill that comes through practice and experience. Time management, plan making and self-discipline also created personal challenges and thought the importance of sticking to the plan.

An important attribute and a key to success in business and working life is persistence. Through the thesis process this attribute was developed. Then, through the study, plenty about marketing communications was learned. I think knowledge on marketing communications is valuable not just as a field of study or in terms of profession, but also in general, because marketing and marketing communications is more or less a part of our everyday life as it is all around us. In addition I am sure to use this learned marketing knowledge in my future jobs. Also, I learned much about the consumer behavior of Finnish young people, as well as interesting information on the Christian young people regarding the topic studied and their interests and attitudes concerning Israel.

A significant point in thesis making is to learn, develop and improve personal skills in the chosen field of study. This was indeed met through the thesis process. The goal was to obtain information on the correct marketing communication methods for raising awareness of Israel as a holiday destination among the chosen target group and hence, deliver valuable information to the commissioning party. This goal was achieved.



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## Attachments

### Attachment 1. Examples of video ads

The following promotional material are great examples of video ads for reaching the Finnish Christian young adults to visit Israel. These video ads are produced by Jani Salokangas, International Director of ICEJ Arise.

1. Video ad. "Grafted Kellumaan." Link: <http://vimeo.com/36751190>
2. Video ad. "ARISE - A Fearless Generation." Link:  
<http://vimeo.com/36910627>
3. Video ad. "Arise - This is Israel." Link: <http://vimeo.com/52911446>
4. Video ad. "Arise 477 Quest - An adventure of a life time." Link:  
<http://vimeo.com/54587819>
5. Video ad. "The 477 Quest - Experience of a life time." Link:  
<http://vimeo.com/56687239>
6. Video ad. "ICEJ Report: Arise!" Link: <http://vimeo.com/49539408>

***Kyselylomake - Matkailutottumukset, Israel lomakohteena ja viestintävälineiden käyttö kristittyjen nuorten keskuudessa***

Moi! :)

Tämä kysely on osa AMK-opinnäytetyötäni, jossa tutkin ja etsin keinoja, kuinka lisätä nuorten kristittyjen matkustusta Israeliin. Vastaamalla kyselyyn teet suuren palveluksen minulle ja kyselyn täytettyäsi olet mukana arvonnassa, jossa voit **voittaa Kuolleenmeren tuote paketin!** Kyselyn täyttäminen kestää vain noin 10 minuuttia. **Kysely on tehty sinulle, joka olet 18-27 vuotias kristitty.**

**HUOM! JOS OLET KÄYNYT ISRAELISSA, NIIN TÄMÄ KYSELY EI OLE SINUA VARTEN.**

Ystävällisin terveisin,

Jarkko Ketola

1. Jotta voit osallistua arvontaan, kirjoita alle sähköpostiosoitteesi TAI puhelinnumerosi. (Yhteistietojasi käytetään vain arvontaan, eikä mihinkään tarkoitukseen.)

Sähköposti

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## Matkapuhelin

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### 2. Sukupuoli \*

mies

nainen

### 3. Ikä \*

18

19

20

21

22

23

24

25

26

27

### 4. Oletko käynyt Israelissa? \*

kyllä

en

**5. Miten tyypillisesti matkustat ulkomaan lomamatkoille? Valitse vähintään 1 tai enintään 2 vaihtoehtoa. \***

- Yksin
- Kavereiden kanssa
- Perheen kanssa
- Ryhmän kanssa

**6. Valitse kolme vaihtoehtoa alla olevista maista, joissa haluaisit mieluiten käydä. Merkitse numero 1 sen maan eteen, jossa haluaisit mieluiten käydä, numero 2, jossa haluaisit toiseksi mieluiten käydä ja numero 3 sen maan eteen, jossa haluaisit käydä kolmanneksi mieluiten.**

- \_\_\_\_\_ Kypros
- \_\_\_\_\_ Kreikka
- \_\_\_\_\_ Espanja & Kanariansaaret
- \_\_\_\_\_ Italia
- \_\_\_\_\_ Israel
- \_\_\_\_\_ Egypti
- \_\_\_\_\_ Turkki

**7. Jos edellisessä kysymyksessä (kysymys 6) ET valinnut Israelia kolmen joukkoon, niin miksi? Valitse vähintään 1 tai enintään 2 syytä alla olevista vaihtoehdoista.**

- Poliittinen tilanne
- Turvallisuusongelmat

- Sodanuhka
- Liian vieras / tuntematon lomakohde
- Mielestäni liian kallis lomakohde
- Muu, Mikä?

**8. Mitkä ovat sinulle kolme miellyttävintä elementtiä, joista pidät ulkomaan lomamatkalla. Merkitse sinulle miellyttävimmän vaihtoehdon eteen numero 1, seuraavaksi miellyttävimmän eteen 2 ja kolmanneksi miellyttävimmän vaihtoehdon eteen merkitse 3.**

\_\_\_\_\_ Aurinko ja hiekkaranta

\_\_\_\_\_ Kaupunkilomakohde ja shoppailu

\_\_\_\_\_ Kulttuuri, historia ja nähtävyydet

\_\_\_\_\_ Aktiviteetit (esim.snorklaus,liikunta, extreme urheilu)

\_\_\_\_\_ Maisema ja luonto

\_\_\_\_\_ Hyvinvointi, kylpylä ja virkistys

**9. Kun päätät lähteä ulkomaan lomamatkalle, mitkä seuraavista seikoista vaikuttavat eniten valintaasi? Valitse vähintään 1 tai enintään 2 vaihtoehtoa. \***

- Turvallisuus
- Poliittinen tilanne
- Muiden, esim. kavereiden kokemukset

Edelliset omat kokemukset

**10. Kun näet lomakohteen mainoksen, mihin seikkoihin kiinnität ensimmäisenä huomiota? Valitse vähintään 1 tai enintään 2 vaihtoehtoa. \***

- Hinta
- Lomakohde
- Kuvat
- Lomakohteen laatu
- jokin muu, mikä?

**11. Teetkö yleensä ulkomaan lomamatkan pakettimatkana, (esim. matka, jossa on valmiiksi järjestetty lento + hotelli) vai järjestätkö yleensä itsenäisesti ulkomaan lomamatkan, jossa hoidat itse lennot erikseen, majoituksen erikseen, jne. ? \***

- Teen yleensä ulkomaan lomamatkan pakettimatkana.
- Ulkomaan lomamatkaa tehdessäni hoidan yleensä itse lennot erikseen, majoituksen erikseen, jne.

**12. Valitse sinulle sopivin vaihtoehto koskien seikkailuhalukkuutta. \***

(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

1 2 3 4

Pidän itseäni seikkailuhaluisena ○○○○

(Sivu 1 / 3)

***Kyselylomake - Matkailutottumukset, Israel lomakohteena ja viestintävälineiden käyttö kristittyjen nuorten keskuudessa***

**13. Valitse itsellesi sopivin vaihtoehto koskien ulkomailla lomailua, erityisesti Israelia ja sen tärkeyttä. \***

(0= en osaa sanoa, 1= täysin eri mieltä, 2= joihinkin eri mieltä, 3= joihinkin samaa mieltä, 4= täysin samaa mieltä)

	0	1	2	3	4
Pidän ulkomaan lomamatkoista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haluaisin käydä Israelissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel on suosittu lomakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel on turvallinen lomakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel on mielestäni sopivan hintainen etelänmaan lomakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koen Israelin maan ja juutalaisen kansan minulle tärkeänä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**14. Valitse ne väittämät jotka sopivat näkemykseesi Israelista. Voit valita yhden tai useamman vaihtoehdon. \***

- 1. Erämaata
- 2. Raamatullinen ja historiallinen maa nähtävyyksineen
- 3. Runsaasti erilaisia aktiiviteetteja
- 4. Tuntematon ja vieras maa / lomakohde
- 5. Hiekkarantoja, delffiinejä ja snorklausta
- 6. Kauniit maisemat ja luonto
- 7. Tylsä
- 8. Monipuolinen lomakohde
- 9. Mikään yllä olevista väittämistä ei sovi näkemykseeni

**15. Jos matkustaisit Israeliin, niin missä paikoissa haluaisit siellä käydä?**

**Valitse vähintään 1 tai enintään 3 vaihtoehtoa. \***

- Öljymäki
- Temppelevuori & itkumuuri
- Kuollutmeri
- Tel Avivin rannat
- Eilatin rannat
- Galilea
- Jaffa
- Golanin kukkulat

**16. Valitse sinulle sopivin vaihtoehto koskien ryhmämatkoja ja itsenäisiä matkoja Israeliin. \***

(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä,  
4= täysin samaa mieltä)

	1	2	3	4
Haluaisin tehdä lomareissun Israeliin järjestettynä uskovaisten nuortenaikuisten kansainvälisenä ryhmämatkana, joka sisältää mm. matkustamista eri puolilla Israelia, aktiiviteettejä, opetusta, avustustyötä ja osallistumista hengelliseen kansainväliseen konferenssiin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haluaisin tehdä itsenäisen lomamatkan Israeliin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. Valitse itsellesi sopivin vaihtoehto koskien paikallista sanomalehteä ja kristillisiä lehtiä. \***

(1= en koskaan, 2= todella vähän, 3= silloin tällöin, 4= säännöllisesti)

	1	2	3	4
Luen paikallista sanomalehteä (esim. Keskisuomainen, Helsingin Sanomat, ym.) paperiversiona	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luen paikallista sanomalehteä netissä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luen Nuotta-lehteä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luen Hope-lehteä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luen Ristin Voitto-lehteä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**18. Vastaa vielä TARVITTAESSA väittämiin koskien kristillisiä lehtiä ja matkailulehtiä.**

Luen **SÄÄNNÖLLISESTI** jotakin muuta kristillistä lehteä kuin Nuotta, Hope, tai Ristin Voitto - lehteä. Mitä? Luetko sitä paperiversiona vai netissä?

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Luen **SÄÄNNÖLLISESTI** jotakin matkailulehteä. Mitä? Luetko sitä paperiversiona vai netissä?

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(Sivu 2 / 3)

### ***Kyselylomake - Matkailutottumukset, Israel lomakohteena ja viestintävälineiden käyttö kristittyjen nuorten keskuudessa***

**19. Valitse sinulle sopivin vaihtoehto koskien kristillistä TV:tä ja nettisivuja. \***

(1= en koskaan, 2= todella vähän, 3= silloin tällöin, 4= säännöllisesti)

	1	2	3	4
Katson TV 7 netistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Katson TV 7 televisiosta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Käyn <a href="http://www.hengenveto.fi">www.hengenveto.fi</a> nettisivuilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Käyn <a href="http://www.nuotta.com">www.nuotta.com</a> nettisivuilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Käytän <a href="http://radikaali.net">radikaali.net</a> nettiyhteisöä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**20. Kuunteletko radiota SILLOIN TÄLLÖIN tai SÄÄNNÖLLISESTI? \***

- En Kuuntele
- Kyllä kuuntelen silloin tällöin tai säännöllisesti. Mitä kanavaa / kanavia?



**21. Katsotko jotakin matkailuohjelmaa netistä/DVD:eltä SILLOIN TÄLLÖIN tai SÄÄNNÖLLISESTI? \***

- En katso
- Kyllä katson. Mitä?

**22. Valitse itsellesi sopivin vaihtoehto, kuinka usein käytät eri sosiaalisen median palveluita. \***

(1= En juuri koskaan 2= noin 1-2 kertaa viikossa, 3= noin 2-4 viikossa, 4= suurinpiirtein päivittäin)

Facebook

Youtube

Twitter

Vimeo

Google+

Myspace

Flickr

IRC-Galleria

Blogit

Keskustelufoorumit

jokin muu, mikä?

**Valitse vielä itsellesi sopivin vaihtoehto koskien sosiaalisen median käyttöä:**

Suosittelen ja jaan sosiaalisessa mediassa (esim. Facebookissa) omia päivityksiä, videoita, artikkeleita, tuotteita/palveluja, ym.

(1= En juuri koskaan 2= noin 1-2 kertaa viikossa, 3= noin 2-4 viikossa, 4= suurinpiirtein päivittäin)

**23. Valitse sinulle sopivin vaihtoehto koskien mainostarjouksia sosiaalisessa mediassa. \***

(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

1 2 3 4

Kiinnitän yleensä huomiota mainostarjouksiin sosiaalisessa mediassa (esim. Facebookissa, blogeissa, ym.)

**24. Valitse sinulle sopivin vaihtoehto koskien videomainoksia. \***

(0= En osaa sanoa, 1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

0 1 2 3 4

Pidän siitä kuin videomuotoinen mainos sisältää suomalaisuutta/suomalaisia teemoja

Pidän siitä kuin videomuotoinen mainos on kansainvälinen/sisältää kansainvälisiä teemoja

**25. Käytkö yleensä suurissa kristillisissä tapahtumissa? Jos käyt, niin missä? (esim. Vappugospel, Helluntaiherätyksen Juhannuskonferenssi,**

Maata Näkyvissä Festarit, ym.)

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**26. Haluaisitko, että sinulle tulisi ENINTÄÄN kerran kuukaudessa tietoa, tarjouksia ja kampanjoita lomamatkoista Israeliin. \***

HUOM! Vastauksen perusteella sinulle EI tulla lähettämään mitään materiaalia.

Kyllä haluan

En halua

**ISO KIITOS VASTAUKSESTASI!** Klikkaathan vielä lopuksi Lähetä-painiketta.

**HAUSKAA KESÄÄ!**

(Sivu 3 / 3)

## Kyselylomake - Matkailutottumukset, Israel lomakohteena ja viestintävälineiden käyttö kristittyjen nuorten keskuudessa

### 2. Sukupuoli

Vastaajien määrä: 170

Keskiarvo: 1,52

	Sukupuoli
mies	81
nainen	89

### 3. Ikä

Vastaajien määrä: 170

Keskiarvo: 22,59

	Ikä
18	20
19	14
20	9
21	20
22	13
23	24
24	20
25	17
26	19
27	14

#### 4. Oletko käynyt Israelissa?

Vastaajien määrä: 170

Keskiarvo: 1,02

	Oletko käynyt Israelissa?
en	167
kyllä	3

#### 5. Miten tyypillisesti matkustat ulkomaan lomamatkoille? Valitse vähintään 1 tai enintään 2 vaihtoehtoa.

Vastaajien määrä: 170

Keskiarvo: 2,53

	Miten tyypillisesti matkustat ulkomaan lomamatkoille? Valitse vähintään 1 tai enintään 2 vaihtoehtoa.
Yksin	10
Kavereiden kanssa	110
Perheen kanssa	120
Ryhmän kanssa	11

#### 6. Valitse kolme vaihtoehtoa alla olevista maista, joissa haluaisit mieluiten käydä.

Merkitse numero 1 sen maan eteen, jossa haluaisit mieluiten käydä, numero 2, jossa haluaisit toiseksi mieluiten käydä ja numero 3 sen maan eteen, jossa haluaisit käydä kolmanneksi mieluiten.

Vastaajien määrä: 170

Kypros	Kreikka	Espanja & Kanariansaaret	Italia	Israel	Egypti	Turkki
	2	3		1		
	2		3	1		
	2		3	1		
		1.	2.	3.		
			1	3	2	
	3		1	2		
	2	1	3			
3		2		1		
			3	1	2	
				1	2	3
1		3		2		
	1	2	3			
6	5	1	7	2	3	4
			3	1	2	
		3	1	2		
			1	2	3	
2	3		1			
	2		1			3
	3			2		1
			1	2	3	
	2			1	3	
3			2	1		
3			2	1		
			1	3	2	
	2	1		3		
1		2		3		

		3	2	1		
3			2	1		
5	4	2	3	1	6	7
			3	1	2	
		1		2	3	
3	2			1		
3		1	2			
	3			1	2	
	2			1		3
	1			2		3
	3		2	1		
			3	1	2	
	1	3		2		
			3	1	2	
3	2		1			
3			2	1		
		1		2	3	
	2			1	3	
3	2		1			
		3	2	1		
			3	1	2	
				1	2	3
	3		1	2		
			1	2	3	
		1		2		3
		3	2	1		
	1		3	2		

			1	3	2	
			3	1		2
	3			1	2	
			3	1		2
	3		1	2		
		1		3	2	
		1		2	3	
	3			1	2	
			1	2	3	
3	2			1		
	3			2	1	
			1	2	3	
2			1			3
			1	2	3	
	3		1	2		
		2	3	1		
1			3		2	
		3		1	23	
3	2	1				
	3		1	2		
	3		1	2		
3				2	1	
	3		2	1		
			31	2	1	
		3	1	2		
				1	2	3
	3		1	2		



		1	3	2		
		3		1		2
	3		1		2	
	2		1	3		
	2			1	3	
2			3	1		
		2	1		3	
		3		1	2	
		3	2	1		
2		3		1		
		2	3	1		
			3	1	2	
		3	1	2		
	1			2	3	
3	2			1		
			2	1	3	
3				1	2	
		3	1	2		
	3		1	2		
			3	1	2	
	3		1	2		
	3		2	1		
				3	1	2
				3	1	2
		2	3	1		
				1	2	3
2	3		1			

3			1	2		
		1			3	2
	1	2		3		
3	1	4	5	2	6	7
				1	3	2
		2	1	3		
		3		1	2	
	1				3	2
	3	1	2			
		2	3	1		
	1		3	2		
		2		3	1	
	1	3	2			
			2	1	3	
2		1			3	
	2			1	3	
	1		3	2		
	2	1	3			
		3		1	2	
	1		2	3		
		2	1	3		
		1	2	3		
2	1		3			
		1	2	3		
			3	2		1
			1	2		3
		3	1	2		

2	3		1			
		3		1	2	
		3	2	1		
			3	1	2	
		1	3	2		
3			2	1		
			1	2	3	
			2	1	3	
			1	3		2
	2	1		3		
				3	1	2
		3	2	1		
2		3		1		
	2		3	1		
3		2		1		
			2	1	3	
		3		1		2
1		2		3		
	3		1	2		
	3			1	2	
	2		3	1		
2			3			1
1			3	2		
			1	3	2	
		2	1	3		
1	2	5	3	4	7	6

3	2	1				
		2	3	1		
	3	2		1		
	3		1	2		
3		2		1		
	2		3	1		
		2	1			3
2	3			1		
		2	3	1		
3	1		2			

7. Jos edellisessä kysymyksessä (kysymys 6) ET valinnut Israelia kolmen joukkoon, niin miksi? Valitse vähintään 1 tai enintään 2 syytä alla olevista vaihtoehdoista.

Vastaajien määrä: 27

Keskiarvo: 3,33

	Jos edellisessä kysymyksessä (kysymys 6) ET valinnut Israelia kolmen joukkoon, niin miksi? Valitse vähintään 1 tai enintään 2 syytä alla olevista vaihtoehdoista.
Poliittinen tilanne	5
Turvallisuusongelmat	12
Sodanuhka	5
Liian vieras / tuntematon lomakohde	9
Mielestäni liian kallis lomakohde	6
Muu, Mikä?	5

**Avoimet vastaukset: Muu, Mikä?**

- On paljon muita paikkoja mitä haluan ensin nähdä
- Liian yleinen turisti kohde
- Historiallisesti nuo kolme oli kiinnostavampia kohteita minulle.
- ystävien kokemukset
- Mielikuvissa ainakin luonto/maisemat on siellä suurilta osin karua.

8. Mitkä ovat sinulle kolme miellyttävintä elementtiä, joista pidät ulkomaan lomamatkalla. Merkitse sinulle miellyttävimmän vaihtoehdon eteen numero 1, seuraavaksi miellyttävimmän eteen 2 ja kolmanneksi miellyttävimmän vaihtoehdon eteen merkitse 3.

Vastaaajien määrä: 170

Aurinko ja hiekkaranta	Kaupunkilomakohde ja shoppailu	Kulttuuri, historia ja nähtävyydet	Aktiviteetit (esim.snorklaus,liikunta, extreme urheilu, vaellus,ym.)	Maisema ja luonto	Hyvinvointi, kylpylä ja virkistys
1	2	3			
		1		2	3
		1		2	3
	3		1	2	
	2	1		3	
1		2		3	
		3	2	1	
		2		1	3
3	1	2			
1				2	3
3			1	2	
1		3		2	
4	5	6	2	3	1
		3	2	1	
1		3		2	
		2	3	1	
	3	2		1	
	2	3			1

1		3		2	
		1	2	3	
		1		2	3
1	2	3			
3		2		1	
	1	2			3
		1		2	3
1	2			3	
1	2	3			
	2	1		3	
6	5	1	2	3	4
		3	2	1	
3			1	2	
1		2		3	
3			2	1	
		3	2	1	
		2	3	1	
3		1		2	
3			2	1	
1		3		2	
1			2		3
		3	2	1	
1	3		2		
		2	3	1	
2			1	3	
		1	2	3	
2		3		1	

1		3		2	
3		1	2		
3		2		1	
2		3		1	
1		2		3	
1	2	3			
2		3		1	
1	2			3	
		1	3	2	
3	2	1			
1	3	2			
	3		1	2	
		2	1	3	
3	2	1			
2			1	3	
		2	3	1	
1	2				311
1			2	3	
		2	3	1	
1			2	3	
	3	1		2	
1	2				3
		1	3	2	
		3	1	2	
3				1	2
3		1		2	
1		2	3		

	3	2		1	
1		2		3	
1	2		3		
		2	3	1	
1			3	2	
3	1			2	
1		2		3	
1		3	2		
1				3	2
1			2	3	
	2	1		3	
1	2	3			
3		2		1	
2			1	3	
	3			1	2
2			1	3	
3	2			1	
1			3	2	
2	3		1		
		1	2	3	
1		3		2	
	2	1			3
3		1		2	
1	2			3	
3		1		2	
2		3		1	
		1	3	2	



2	1		3		
2		3		1	
	3	1		2	
3				1	2
		1	2	3	
3			1	2	
	3	2		1	
1			2	3	
1	2				3
1		2		3	
		1	3	2	
3				1	2
3			2	1	
3		2	1		
1			3	2	
1	3			2	
1			2	3	
1		2			3
2			1	3	
3			2	1	
	3		2	1	
	3	1		2	
	1	3		2	
2		1		3	
1			3	2	
		2	3	1	
2			1	3	

3		2		1	
		2	1	3	
1		3		2	
1		2		3	
		3		1	2
3		2		1	
1		2		3	
			2	1	3
1	3			2	
2		3	1		
	3	2		1	
		3	1	2	
		1	3	2	
		2	1	3	
		2	3	1	
2	3	1			
3		1		2	
	3	2	1		
2	1	3			
1		2		3	
1		3		2	
1	2			3	
2			3	1	
	2	1	3		
1			2		3
1	2			3	
1		2	3		

3		1		2	
	3		2	1	
3			1	2	
2			3	1	
3		1		2	
		1	3	2	
2	4	3	5	1	6
1		2		3	
1	3			2	
	2	3		1	
	3	1	2		
1			3	2	
1			2	3	
1	3			2	
1	2			3	
1	2		3		
1	2				3

9. Kun päätät lähteä ulkomaan lomamatkalle, mitkä seuraavista seikoista vaikuttavat eniten valintaasi? Valitse vähintään 1 tai enintään 2 vaihtoehtoa.

Vastaajien määrä: 170

Keskiarvo: 2,72

	Kun päätät lähteä ulkomaan lomamatkalle, mitkä seuraavista seikoista vaikuttavat eniten valintaasi? Valitse vähintään 1 tai enintään 2 vaihtoehtoa.
Turvallisuus	73
Poliittinen tilanne	8
Muiden, esim. kavereiden kokemukset	126
Edelliset omat kokemukset	75

10. Kun näet lomakohteen mainoksen, mihin seikkoihin kiinnität ensimmäisenä huomiota? Valitse vähintään 1 tai enintään 2 vaihtoehtoa.

Vastaajien määrä: 170

Keskiarvo: 2,01

	Kun näet lomakohteen mainoksen, mihin seikkoihin kiinnität ensimmäisenä huomiota? Valitse vähintään 1 tai enintään 2 vaihtoehtoa.
Hinta	126
Lomakohte	74
Kuvat	74
Lomakohteen laatu	22
jokin muu, mikä?	4

**Avoimet vastaukset: jokin muu, mikä?**

- Nahtavyyksien ja aktiviteettien maara
- hintaviestintä/-merkinnät
- mainoksen tunnelma
- En perusta lomakohteen valintaa mainokselle

11. Teetkö yleensä ulkomaan lomamatkan pakettimatkana, (esim. matka, jossa on valmiiksi järjestetty lento + hotelli) vai järjestätkö yleensä itsenäisesti ulkomaan lomamatkan, jossa hoidat itse lennot erikseen, majoituksen erikseen, jne. ?

Vastaajien määrä: 170

Keskiarvo: 1,69

	<b>Teetkö yleensä ulkomaan lomamatkan pakettimatkana, (esim. matka, jossa on valmiiksi järjestetty lento + hotelli) vai järjestätkö yleensä itsenäisesti ulkomaan lomamatkan, jossa hoidat itse lennot erikseen, majoituksen erikseen, jne. ?</b>
Teen yleensä ulkomaan lomamatkan pakettimatkana.	53
Ulkomaan lomamatkan tehdessäni hoidan yleensä itse lennot erikseen, majoituksen erikseen, jne.	117

## 12. Valitse sinulle sopivin vaihtoehto koskien seikkailuhalukkuutta.

*(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)*

Vastaajien määrä: 170

Keskiarvo: 3,19

	1	2	3	4	Yhteensä	Keskiarvo
Pidän itseäni seikkailuhaluisena	4	24	78	64	170	3,19

## 13. Valitse itsellesi sopivin vaihtoehto koskien ulkomailla lomailua, erityisesti Israelia ja sen tärkeyttä.

*(0= en osaa sanoa, 1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)*

Vastaajien määrä: 170

Keskiarvo: 2,75

	0	1	2	3	4	Yhteensä	Keskiarvo
Pidän ulkomaan lomamatkoista	2	1	7	32	128	170	3,66
Haluaisin käydä Israelissa	0	3	9	46	112	170	3,57
Israel on suosittu lomakohde	19	8	55	72	16	170	2,34
Israel on turvallinen lomakohde	17	11	61	72	9	170	2,26
Israel on mielestäni sopivan hintainen etelänmaan lomakohde	58	11	38	53	10	170	1,68
Koen Israelin maan ja juutalaisen kansan minulle tärkeänä	10	7	22	73	58	170	2,95
Yhteensä	106	41	192	348	333	1020	2,75

14. Valitse ne väittämät jotka sopivat näkemykseesi Israelista. Voit valita yhden tai useamman vaihtoehdon.

Vastaajien määrä: 170

Keskiarvo: 3,94

	Valitse ne väittämät jotka sopivat näkemykseesi Israelista. Voit valita yhden tai useamman vaihtoehdon.
1. Erämaata	58
2. Raamatullinen ja historiallinen maa nähtävyyksineen	163
3. Runsaasti erilaisia aktiiviteetteja	27
4. Tuntematon ja vieras maa / lomakohde	47
5. Hiekkarantoja, delffiinejä ja snorklausta	22
6. Kauniit maisemat ja luonto	92
7. Tylsä	4
8. Monipuolinen lomakohde	69
9. Mikään yllä olevista väittämistä ei sovi näkemykseeni	1

15. Jos matkustaisit Israeliin, niin missä paikoissa haluaisit siellä käydä? Valitse vähintään 1 tai enintään 3 vaihtoehtoa.

Vastaajien määrä: 170

Keskiarvo: 2,94

	Jos matkustaisit Israeliin, niin missä paikoissa haluaisit siellä käydä? Valitse vähintään 1 tai enintään 3 vaihtoehtoa.
Öljymäki	117
Temppelivuori & itkumuuri	119
Kuollutmeri	123
Tel Avivin rannat	20
Eilatın rannat	29
Galilea	51
Jaffa	8
Golanin kukkulat	12

16. Valitse sinulle sopivin vaihtoehto koskien ryhmämatkoja ja itsenäisiä matkoja Israeliin.

*(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)*

Vastaajien määrä: 170

Keskiarvo: 3,03

	1	2	3	4	Yhteensä	Keskiarvo
Haluaisin tehdä lomareissun Israeliin järjestettynä uskovaisten nuortenaikuisten kansainvälisenä ryhmämatkana, joka sisältää mm. matkustamista eri puolilla Israelia, aktiiviteettejä, opetusta, avustustyötä ja osallistumista hengelliseen kansainväliseen konferenssiin.	15	29	80	46	170	2,92
Haluaisin tehdä itsenäisen lomamatkan Israeliin	5	28	75	62	170	3,14
Yhteensä	20	57	155	108	340	3,03

## 17. Valitse itsellesi sopivin vaihtoehto koskien paikallista sanomalehteä ja kristillisiä lehtiä.

(1= en koskaan, 2= todella vähän, 3= silloin tällöin, 4= säännöllisesti)

Vastaajien määrä: 170

Keskiarvo: 2,06

	1	2	3	4	Yhteensä	Keskiarvo
Luen paikallista sanomalehteä (esim. Keskiuomainen, Helsingin Sanomat, ym.) paperiversiona	19	46	76	29	170	2,68
Luen paikallista sanomalehteä netissä	46	48	46	30	170	2,35
Luen Nuotta-lehteä	128	32	7	3	170	1,32
Luen Hope-lehteä	122	31	9	8	170	1,43
Luen Ristin Voitto-lehteä	34	47	59	30	170	2,5
Yhteensä	349	204	197	100	850	2,06

## 18. Vastaa vielä TARVITTAESSA väittämiin koskien kristillisiä lehtiä ja matkailulehtiä.

Vastaajien määrä: 29



Luen SÄÄNNÖLLISESTI jotakin muuta kristillistä lehteä kuin Nuotta, Hope, tai Ristin Voitto - lehteä. Mitä? Luetko sitä paperiversiona vai netissä?	Luen SÄÄNNÖLLISESTI jotakin matkailulehteä. Mitä? Luetko sitä paperiversiona vai netissä?
en lue juurikaan mitään tuollaista	en lue juurikaan mitään tuollaista
Henki ja elämä, paperiversio	
Kristitty (paperiversio)	En
Paperiversiona Uusi Tie ja Henki ja Elämä -lehteä	
Kirkko&Kaupunki	
en lue	en lue
	Gold Coast Bulletin netissä
paperivers. MST ja Livet (ruotsinkielisiä lehteä)	
ABC+ lehteä paperiversiona	
hyvä sanoma, paperiversiona	
Suomen viikkolehti	
Viikkolehti, paperiversiona	
SuomenViikkolehti ja TosiMies,paperiversiona	
	Mondo paperiversiona
	Mondo, paperiversiona
Sana Jerusalemissa paperiversiona	
Suomen gideonien julkaisu	
Hyvä sanoma paperiversiona	-
Uusi Tie, paperiversio	
en	en
Uusi Tie, paperiversio	
Suomen Viikkolehti, paperiversio	
Armo riittää, paperiversiona	
Hyvä Sanoma, paperiversiona	
paperiversiona	

Paperiversiona	
Paperiversiona	
Hyvä Sanoma, paperiversiona	-
	Matkaopaslehti ja Matkalehti paperiversiona

## 19. Valitse sinulle sopivin vaihtoehto koskien kristillistä TV:tä ja nettisivuja.

(1= en koskaan, 2= todella vähän, 3= silloin tällöin, 4= säännöllisesti)

Vastaajien määrä: 170

Keskiarvo: 1,42

	1	2	3	4	Yhteensä	Keskiarvo
Katson TV 7 netistä	97	48	24	1	170	1,58
Katson TV 7 televisiosta	68	65	32	5	170	1,85
Käyn www.hengenveto.fi nettisivuilla	143	25	2	0	170	1,17
Käyn www.nuotta.com nettisivuilla	139	27	4	0	170	1,21
Käytän radikaali.net nettiyhteisöä	133	25	10	2	170	1,3
Yhteensä	580	190	72	8	850	1,42

## 20. Kuunteletko radiota SILLOIN TÄLLÖIN tai SÄÄNNÖLLISESTI?

Vastaajien määrä: 170

Keskiarvo: 1,8

	Kuunteletko radiota SILLOIN TÄLLÖIN tai SÄÄNNÖLLISESTI?
En Kuuntele	34
Kyllä kuuntelen silloin tällöin tai säännöllisesti. Mitä kanavaa / kanavia?	136

**Avoimet vastaukset: Kyllä kuuntelen silloin tällöin tai säännöllisesti. Mitä kanavaa / kanavia?**

- ylen kanavia ja radio deitä

- Ylex
- Radio Dei, satunnaisia
- Groove, Nova, Suomipop, Aalto
- RadiDei, NRJ
- Lähestulkoon kaikkia suomalaisia.
- radio dei / basso radio
- Nrj, voice, radio dei.
- Bassoradio dei tai suomipop
- mitä milloinki, esim NRJ, voice, ylex
- Bassoradio
- Yle Puhe, YleX, Radio Dei
- NRJ, ylex, voice
- Bassoradio, ylex
- Nova, Dei ja Nrj
- Radiodei, NRJ, Voice, Ylex
- Basso
- Radio Dei, YleX
- Radio Deitä joskus jos tulee jotain mielenkiintoista. Punttisalilla on aina Radio Rock, Voice tai NRJ päällä niin on joutunut niitä kuuntelemaan.
- dei
- iskelmä,groove,nrj,dei
- radiodei, groove fm
- Radio rock/dei
- nrj, radio rock, suomipop, nova
- Radio rock, ylex
- groove fm
- en nyt muista, milloin mitäkin
- NRJ, SuomiPOP, Radio Dei
- YleX, Nova, NRJ, Yle Suomi
- radio vega
- YleX, NRJ, Radio Dei
- Yle/Enerjy
- Groove, Nova, Dei
- mikä sattuu kuulumaan
- Yle-X taustamusiikkina, Radio Deiltä saatan kuunnella yksittäisiä ohjelmia.
- Radio x3m, Radio Vega
- Basso radio
- radiodei
- NRJ, the voice, radio aalto
- nrj, radio jyväskylä, suomipop
- Radio Aalto, Voice, SPIN FM
- groove, radio dei
- NRJ, YleX, Radio Dei, Groove
- Yle X, NRJ, Voice
- YleX ja Bassoradio
- Groove, nrj, iskelma
- NRJ & Groove FM
- radio dei, groove
- NRJ, Groove, Voice
- BASSO/AALTO/YLEX
- voice
- Kaikkia
- Aalto, Nova, YleX, Basso, Groove FM
- aalto, nova
- sitä, mikä sillä hetkellä kuulostaa hyvältä. En siis mitään tiettyä.
- aalto, voice, ylex, radiodei
- iskelmä, nrj
- radio dei, nrj, voice, nova

- vaihtelen n. 3 kk välein ja käyn näin ollen monia eri kanavia vuoden aikana läpi. Iskelmä, aalto, groove, radio dei
- groove, nrj, ylex, radio dei
- Dei ja Rock
- Nova / Dei
- Töissä kuunnellaan Aaltoa yleensä.
- radio nova
- Nova, YleX, Radio Dei, Voice, NRJ, Aalto
- Radio Dei ja YleX
- Radio Dei ja Bassoradio
- deitä kuuntelisin mutta se ei kuulu meillä. jotain muuta sitten.
- radio dei, radio nova, radio aalto
- radio dei, voice
- Rock/Groove/Suomipop
- Spin FM, NRJ, Voice
- Radio Dei
- nova, ylex, ylesuomi
- Nova, Ylex, Yle Puhe
- radio aalto, nrj
- Nova, aalto, radiodei, nrj, voice
- Nova, NRJ
- Laidasta laitaan
- NRJ/Basso/Spin FM
- Aalto, voice, nrj
- Voice, Nrj, Aalto, Ylex
- Nrj, voice, radio rock
- Radio dei, Radio nova
- RadioDei, Nova
- rock, ylex,voice,nrj
- ylex, radio suomi pop, iskelmäradio
- Radiodei, Radio jkl
- Radiodei, Nrj, Voice
- YleX, Basso, GrooveFM
- Radio Suomen uutisia
- Radio Suomipop Io
- voice
- christianpowerpraise.net
- YleX, NRJ, radiatorock, RadioDei
- groove
- rock, sata, groove
- radio nova
- nrj
- ylex, groove
- Voice, radioaalto, radiatorock, vega
- Ylen kanavat, Radio Dei
- Kaikkia
- dei/klf
- bassoradiota, radio rock
- radiodei, groove fm
- Autoa ajellessa mitä milloinkin
- basso ja rock
- suomipop
- YleX, GrooveFm, RadioDei, NRJ, Radio Rock
- Radio Dei
- radio dei ja nrj
- novaa, ja sit kun kyllästyn blärään kanavia
- radio dei, bassoradio
- radio dei

- NRJ
- novaa töissä, nrj tai voice autossa
- nrj
- Vähän mitä sattuu, esim Energy, Aalto, Dei...
- Yle Suomi
- Radio Dei
- yleX, Nova
- Radio Dei, Nova, YleX
- ylex,aalto
- RadioDeitä
- Radio Dei, NRJ, Voice, mutta eniten kuuntelen hengellistä musaa. Esim. Hillsong.
- NRJ, YleX, The Voice, Radio Nova
- yle x
- Autossa Nrj, SuomiPop, Voice, Nova jne.
- Vähän vaihtelee. Kuuntelen sitä mistä sattuu tulemaan hyvää musaa.
- nrj

## 21. Katsotko jotakin matkailuohjelmaa netistä/DVD:eltä SILLOIN TÄLLÖIN tai SÄÄNNÖLLISESTI?

Vastaajien määrä: 170

Keskiarvo: 1,19

	Katsotko jotakin matkailuohjelmaa netistä/DVD:eltä SILLOIN TÄLLÖIN tai SÄÄNNÖLLISESTI?
En katso	137
Kyllä katson. Mitä?	33

### Avoimet vastaukset: Kyllä katson. Mitä?

- Madventures, anthony bourdain
- madventures
- Madventures, planet earth
- antony bourdorin
- Fight Quest,Survivorman
- madventuresia
- matkaoppaat
- DVD:ltä BBC luontoelokuvat/dokumentit/sarjat
- matkaoppaat
- Madventures
- Globe Trekker, Madventures ym.
- human planet, huan earth
- historiallisia documenttejä, joissa pääse hyvin jyvälle erimaiden paikallisesta historiasta, saavutuksista, kulttuurin synnystä ja uskonnosta. Se on minulle matkailuohjelmaa, vaikka sitä ei ehkä moni laitakaan matkailu kategoriaan :)
- Madventures
- Matkaoppaat
- Matkaoppaat
- Matkaoppaat
- Madventures

- discovery chanel
- Madventures, Anthony Bourdainin ruokamatkat
- travel channel
- Madventures
- Anthony Bourdain, Madventures
- matkaoppaat, joskus
- Madventures
- matkapassi
- Kaikkia mitä TV:stä sattuu tulemaan
- Matkaoppaat
- Matkaoppaat
- Madventures

## 22. Valitse itsellesi sopivin vaihtoehto, kuinka usein käytät eri sosiaalisen median palveluita.

(1= En juuri koskaan 2= noin 1-2 kertaa viikossa, 3= noin 2-4 viikossa, 4= suurinpiirtein päivittäin)

Vastaaajien määrä: 170

Keskiarvo: 1,73

	1	2	3	4	Yhteensä	Keskiarvo
Facebook	11	7	12	140	170	3,65
Youtube	9	52	57	52	170	2,89
Twitter	157	6	2	5	170	1,15
Vimeo	128	33	8	1	170	1,31
Google+	128	17	15	10	170	1,45
Myspace	157	13	0	0	170	1,08
Flickr	166	3	0	1	170	1,04
IRC-Galleria	165	5	0	0	170	1,03
Blogit	84	44	25	17	170	1,85
Keskustelufoorumit	109	28	21	12	170	1,62
jokin muu, mikä?	41	1	4	3	49	1,37
Valitse vielä itsellesi sopivin vaihtoehto koskien sosiaalisen median käyttöä:	0	0	0	0	0	
Suosittelen ja jaan sosiaalisessa mediassa (esim. Facebookissa) omia päivityksiä, videoita, artikkeleita, tuotteita/palveluja, ym.	53	68	29	20	170	2,09
Yhteensä	1208	277	173	261	1919	1,71

**Avoimet vastaukset: 1**

**Avoimet vastaukset: 2**

- jatko aika
- Avoimet vastaukset: 3**

- hattrick.org
- DeviantArt
- Stardoll

**Avoimet vastaukset: 4**

- Iltalehti
- instagram

### 23. Valitse sinulle sopivin vaihtoehto koskien mainostarjouksia sosiaalisessa mediassa.

(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

Vastaajien määrä: 170

Keskiarvo: 1,97

	1	2	3	4	Yhteensä	Keskiarvo
Kiinnitän yleensä huomiota mainostarjouksiin sosiaalisessa mediassa (esim. Facebookissa, blogeissa, ym.)	54	74	35	7	170	1,97

### 24. Valitse sinulle sopivin vaihtoehto koskien videomainoksia.

(0= En osaa sanoa, 1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

Vastaajien määrä: 170

Keskiarvo: 2,14

	0	1	2	3	4	Yhteensä	Keskiarvo
Pidän siitä kuin videomuotoinen mainos sisältää suomalaisuutta/suomalaisia teemoja	41	7	40	67	15	170	2,05
Pidän siitä kuin videomuotoinen mainos on kansainvälinen/sisältää kansainvälisiä teemoja	44	1	21	81	23	170	2,22
Yhteensä	85	8	61	148	38	340	2,14

25. Käytkö yleensä suurissa kristillisissä tapahtumissa? Jos käyt, niin missä? (esim. Vappugospel, Helluntaiherätyksen Juhannuskonferenssi, Maata Näkyvissä Festarit, ym.)

Vastaajien määrä: 145

- Konffa
- Helluntaiherätyksen Juhannuskonferenssi säännöllisesti ja ehkä muissa tapahtumissa randomisti
- Lähes joka vuosi Helluntaiherätyksen Juhannuskonferenssissa
- en usein
- Kaikki esimerkkeinä mainitut
- Kaikki yllä mainitut
- Helluntaiherätyksen Juhannuskonferenssi
- Juhannus Konferenssi
- Vappugospel, juhannuskonferenssi,
- Juhannuskonferenssi
- Konffa
- Helluntaiherätyksen Juhannuskonferenssi
- Yleensä Juhannuskonferenssissa.
- Vappugospel, Juhannuskonferenssi, Seurakunnan tapahtumat
- Juhannuskonferenssi, Vapaaseurakunnan Hope.
- Joskus Juhannuskonferenssissa.
- Helluntaiherätyksen Juhannuskonferenssi.
- Juhannuskonferenssi
- Konffa
- Konffa, Vappugospel
- En säännöllisesti muualla kuin Mättösessioissa (musatapahtuma, jota itse järjestän Joutsassa). Joskus tulee käytyä Vappugospelissa, Konffassa ja Maata Näkyvissä -festareilla. Jos jossain pienemmissä musatapahtumissa on mielenkiintoisia bändejä, niin tulee välillä käytyä... Tai jos on itse soittamassa. Esim. True Attitude -tapahtuma Heinolassa. Ja nyt juhannuksena on Unionfest-tapahtuma Vihdissä, jossa ollaan soittamassa.
- juhannuskonferenssi
- Juhannuskonferenssissa
- en ole pitkän aikaa käynyt pitäis
- Juhannuskonferenssissa, YC:ssä
- Juhannuskonferenssissa
- Juhannuskonferenssi
- Vappugospel (silloin tällöin, ei joka vuosi)
- Break Forth
- en käy
- Helluntaiherätyksen Juhannuskonferenssi, Youth Celebration
- En hirveänä käy.
- Helluntaiherätyksen Juhannuskonferenssi
- käyn vappugospelissa välillä, juhannuskonferenssissa joka vuosi, maata näkyvissä festareillakin käyn aika lailla joka vuosi.
- Juhannuskonferenssi
- Maata Näkyvissä Festarit, Humlefestivalen, Midwinterveckan
- Juhannuskonferenssissa
- Juhannuskonferenssi
- Juurikin yllämainitut + muita mitä mieleen tulee
- Konffa, New wine
- aika harvoin nykyään tulee käytyä missään noista. ennen kävin kaikissa mainituissa.
- Helluntaiherätyksen Juhannuskonferenssi (lähes joka kesä)
- Vappugospel (olen käynyt kerran)



- Helluntaiherätyksen Juhannuskonferenssi
- Juhannus konfferenssi, ja joskus vapaakirkon kesäpäivät ja vapaakirkon history maker
- Juhannuskonferenssi, Youth Celebration
- Vappugospel, Juhannuskonfferenssi
- Helluntaiherätyksen Juhannuskonferenssi, Uuden vuoden vastaanotto (Nokia Missio), Youth Celebration
- Konfferenssissa ja ennen vappugospelissa ja maatanäkyvissä mutta nyt en ole koskaan kerennyt..
- Juhannuskonfferenssissa käyn yleensä, Maata Näkyvissä -festareilla kävin nuorempana
- Helluntaiherätyksen Juhannuskonferenssi
- Juhannuskonferenssi
- Juhannuskonferenssissa joka vuosi.
- Käyn mahdollisuuksien mukaan suurtapahtumissa, tavallisesti mm. Juhannuskonferenssissa ja pääsiäisen Arvokas-tapahtumassa.
- Juhannuskonferenssi, Maata näkyvissä
- En juuri käy.
- Helluntaiherätyksen Juhannuskonferenssi, Youth Celebration,
- En.
- Juhannuskonfferenssi tottakai
- Juhannuskonfferenssi
- En ole toistaiseksi käynyt
- Käyn vappugospelissa ja tietenkin juhannuskonferenssissa.
- Maata näkyvisä- festarit
- Nuorten kesä
- Juhannuskonferenssi
- Juhannuskonferenssi
- Helluntaiherätyksen Juhannuskonferenssi
- Juhannuskonferenssi
- Käyn kyllä aina kun on mahdollisuus. Konffassa, juutissa.. mitä noita nyt on. :)
- Juhannus konferenssi
- juhannuskonfferenssi
- Vapaakirkon kesäjuhlat tai Juhannuskonferenssi. Muut satunnaiset suurtapahtumat
- Juhannuskonfferenssi.
- Juhannuskonferenssissa ja erilaisissa puhujien seminaareissa
- Konffa, MNF
- Juhannuskonferenssi yleensä
- Joskus MN, Vappugospel
- Nuorempana kävin, mutten enää ole käynyt moneen vuoteen.
- Helluntaiherätyksen Juhannuskonferenssi, Vappugospel
- VappuGospel, Konffa, Vapiksen kesäjuhlat, Ristirock, MN-festarit
- Juhannuskonferenssi
- Juhannuskonferenssissa silloin tällöin.
- Juhannuskonferenssissa ja U-turnissa
- Konffa
- Vappugospel, Konffa, Suomen Vapaakirkon kesäjuhlat, Hopetapahtuma
- Juhannuskonfferenssissa melkein joka vuosi
- Helluntaiherätyksen Juhannuskonferenssi
- Helluntaiherätyksen Juhannuskonferenssi
- Helluntaiherätyksen Juhannuskonferenssi, kirkon herätysliikkeiden kesäjuhlat
- Helluntaiherätyksen juhannuskonferenssi
- Maakuntajuhlat, paikalliset hengelliset tapahtumat
- Helluntaiherätyksen Juhannuskonferenssissa viimeksi
- Juhannuskonfferenssissa.
- Maata Näkyvissä ja Konffa
- Juhannuskonferenssi
- Helluntaiherätyksen Juhannuskonferenssi
- Juhannuskonferenssissa, Youth Celebrationissa
- Joka vuosi konffassa yhtenä päivänä enintään.
- konffa
- konferenssi
- juhannuskonfferenssi

- Helluntaiherätyksen Juhannuskonferenssi
  - Käyn joka vuosi Juhannuskonferenssissä, sekä useina vuosina olen käynyt Vappugospelissa, Maata Näkyvissä festareilla, sekä Vapaa kirkon Hope-tapahtumassa...
  - Juhannuskonferenssi
  - Joskus konffa ja vappugospel
  - en
  - Helluntaiherätyksen Juhannuskonferenssi
  - kansanlähetyspäivillä kävin pienenä, maata näkyvissä festareilla kävin yläaste ikäisenä, juhannuskonferenssissa silloin tällöin ja vapiksen kesäjuhilla kävin viimevuonna. en kuitenkaan ole suurten tapahtumien fani.
  - Juhannuskonferenssissa
  - Juhannuskonferenssi joka vuosi, Maata Näkyvissä- festareilla olen ollut kahdesti. Muut ison kirjan tapahtumat, kuten Iso soitto ja yc.
  - Käyn aika harvoin. Olen käynyt mm. Juhannuskonferenssissa, MN-festareille,
  - Juhannuskonferenssi,
  - Vappugospel, Helluntaiherätyksen Juhannuskonferenssi, Maata näkyvissä festarit, Lauuluista kaunein.
  - hope tapahtuma, vapaakirkon kesäjuhlat
  - Kirkossa
  - Juhannuskonferenssi
  - juhannuskonferenssi
  - Vappugospel, Valo paljastaa-tapahtuma Saarijärvellä, Juhannuskonferenssi
  - joskus jossain
  - Juhannuskonferenssi, youth celebration
  - Mihin henki johdattaa/Herra suo
  - Konferenssi
  - Juhannuskonferenssi, hope, vapaakirkon kesäjuhlat
  - Käyn aina: Juhannuskonferenssi, Youth Celebration. Kerran olen käynyt Maata Näkyvissä -Festareilla.
  - Juhannuskonferenssi
  - Maata Näkyvissä
  - Helluntaiherätyksen Juhannuskonferenssi
  - vappugospel, kaikki ison kirjan tapahtumat, maatanäkyvissä.
  - Konffa.
  - Vapaakirkon kesäjuhlat, Hope-tapahtumat
  - juhannuskonferenssi
  - Juhannuskonferenssi, New Wine, Vapaaseurakunnan kesäjuhla,
  - Helluntaiherätyksen Juhannuskonferenssi
  - Juhannuskonferenssi
  - harvemmin, joskus!
  - Juhannuskonferenssi
  - Juhannuskonferenssi
  - Juhannuskonferenssi (joka vuosi, en jätä väliin, jollei jotain todella radikaalia tapahdu)
- Vappugospelissa olen käynyt kerran
- juhannuskonferenssi
  - Juhannuskonferenssi, vapaakirkon kesäjuhlat satunnaisesti.
  - Juhannuskonffa, Unique Youth, paikalliset tapahtumat (Helluntailaisten, Kansanlähetyksen..), satunnaisesti Herättäjäjuhilla, nuorempana kävin Maata Näkyvissä -festareilla
  - Juhannuskonferenssi, vapaaseurakunnan kesäjuhlat
  - Olen vasta tullut uskoon, joten kävit nyt ensimmäistä kertaa Juhannuskonferenssissa.
  - Käyn. Juhannuskonferenssi, joskus maata näkyvissä.. Seinäjoella paljon jos jotain tapahtuu. :)
  - Maata Näkyvisä Festarit
  - Juhannus Konferenssi
  - 1. U-turn Keravalla (aina)
  - 2. Juhannuskonferenssi Keuruulla (melkein aina)
  - 3. YC Keuruulla (sillon tällöin)
  - vapiksen kesäjuhlat, nuorten päivät, hellareiden konffa jne...
  - Käyn, kaikissa yllämainituissa ja joissain muissa
  - Juhannuskonferenssissa olen käynyt pikkupojasta lähtien joka vuosi. Vappugospelissa on 3 viime vappua

mennyt. Maata Näkyvissä -festareillakin olen käynyt joka vuosi vuodesta -06 lähtien (-08 jäi väliin.)  
Youth Celebration Keuruulla elokuun lopulla on tullut myös tutuksi.

- Juhannuskonferenssissa

26. Haluaisitko, että sinulle tulisi ENINTÄÄN kerran kuukaudessa tietoa, tarjouksia ja kampanjoita lomamatkoista Israeliin.

*HUOM! Vastauksen perusteella sinulle EI tulla lähettämään mitään materiaalia.*

Vastaajien määrä: 170

Keskiarvo: 1,58

	<b>Haluaisitko, että sinulle tulisi ENINTÄÄN kerran kuukaudessa tietoa, tarjouksia ja kampanjoita lomamatkoista Israeliin.</b>
Kyllä haluan	72
En halua	98
ISO KIITOS VASTAUKSESTASI! Klikkaathan vielä lopuksi Lähetä-painiketta.	0
HAUSKAA KESÄÄ!	0