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THE EFFECT OF ADVERTISING ON  
CONSUMER BEHAVIOUR IN FIN-  
LAND

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## ABSTRACT

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The topic of the study is the effect of advertising on consumer behavior in Finland. The aim of the research is to examine the impact of advertising on consumer behavior as well as to determine the advertising channels that are most effective for influencing consumer buying behavior in Finland.

The theoretical framework of this study consists of two parts. The first section consists of the impact of advertising on consumer behavior and the most effective advertising channel for influencing consumer behavior.

To help understanding the theory and determine the most effective advertising channel, a questionnaire was developed. The quantitative and qualitative methods were used in the thesis. The empirical study was conducted as an online survey. The respondents' answers determine the best to determine the best channel and examining the behavior

The research result contains answers to the four research questions on the most effective advertisement channel on consumer behaviour in Finland. Strong connections were found with the theory that were related to general topics. Based on the result of the study, print media is the most effective channel in persuading, informing, or reminding in Finland. It is safe to say print media is a credible platform in influencing the behaviour of consumers, especially in Finland, since majority of respondent chose print media as a secure platform.

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# 1 INTRODUCTION

The chapter introduces the background information of the study, gives a brief information about the topic, and is followed by the objectives and the research questions of the study. The research methodology used is described, presenting the methods used for collecting information. Lastly, the limitation, scope and structure of the study is presented.

## 1.1 Background information

The way business or organisations communicate through advertising with consumers has changed during the years through printing press, radio, television, or social media. Today, advertising is more versatile than ever before. We are exposed to marketing whenever and wherever, whether we want it or not, and sometimes even without noticing (Segercrantz 2013, 2). The impact of digital revolution on the field of advertising has drastically changed the reach and accessibility to broader audiences that are attracted to social media content.

Practically social media became a tool and, plays an important role in advertising today. Internet and social media have radically transformed how companies operate, and especially the methods they use to increase awareness of their product and services. In today's cluttered media environment, advertisers are constantly in search of new ways to improve the strength and effectiveness of their advertisements, therefore they are continuously competing for the limited attention resources of consumers (Evelyn 2011, 7).

It is important to know what kinds of factors that guides consumer behaviour. These preferences are dictated by individual education, culture, taste, religion, age, and many other factors such as social pressure from friends and community, therefore businesses and organisations tries to understand the needs of different consumers in order to advertise products or services that could be of value for potential customers.

Largely speaking, the Finnish culture as such has not affected advertising strategies in the country; in principle, many ideas have been adopted from American advertising (Hakala 2006).

This thesis discusses the impact of advertising on consumer behaviour in Finland as well as to determine advertising channel that are most effective for influencing consumer buying behavior in Finland. For this reason, the research will study, analyse, and determine how the consumers perceive advertisement regarding to products or services. Furthermore, regarding the method that will used during this research will include both qualitative and quantitative research.

## **1.2 Objectives of the study**

The aim of the research is to examine the impact of advertising on consumer behavior as well as to determine advertising channel that are most effective for influencing consumer behavior in Vaasa, Finland. Furthermore, businesses rely on different media of advertising in order to connect, attract and reach a larger audience, apparently this shows the intervening factor between organizations and consumers are the medium of advertising used to inform, persuade or remind consumers of products or services.

To fulfill the aim of the thesis, TV, Radio, Internet (social media and web) and print media of advertising will be the main advertising channels used in order to achieve the primary objectives, by determining the advertising channel that are most effective for influencing consumer behavior in Finland as well as understanding the behavior towards advertising.

## **1.3 Research question and Research methodology**

In order to be clear and specific with the objectives of the study as well as to maintain the readers understanding and focus, four sub-questions will be given as the main research questions that the thesis aims to answer

- What is the effect of advertising on consumer behavior?

- What are the roles of advertising on consumer behavior?
- How can you measure the effect of advertising on consumer behavior?
- Which advertising channel is most effective for influencing consumer behavior in Finland?

Quantitative and qualitative method of research is used in this thesis, though quantitative approach of research is a more reliable method as it is based upon numeric, which are derived through a survey or a questionnaire. The questions are based on the channel that is most effective for influencing consumer behavior in Finland as well as understanding the behavior towards advertising. Statistical data were evaluated through Google forms and sheet. Considering there is no given exact number of participants under study and the nature of the respondents, a non-probability sampling technique will be used (convenience sampling).

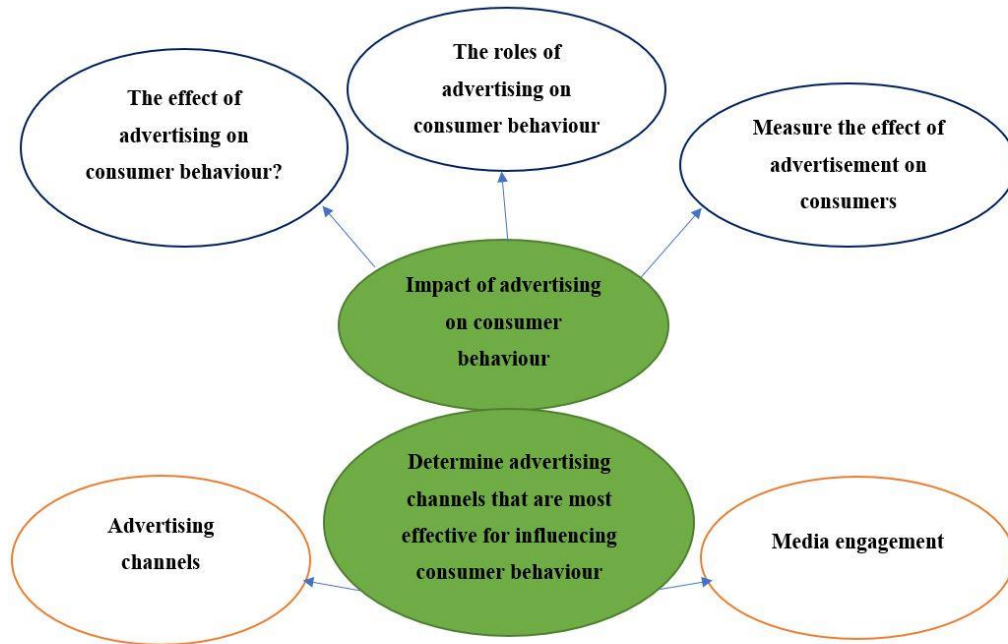
#### **1.4 Limitation and scope of the study**

The thesis concern will be limited to people living around the city of Vaasa. A survey was made through a tailored questionnaire in order to analyze the result and report suggestion for further research. The study is limited to the impact of advertising on consumer behavior in Finland, based on examining the effect, roles and measurement of advertising on consumer behavior as well as determining the most effective channel to influence consumer buying behavior in Finland through four types of advertising medium ( TV, Radio, internet and Print media).

#### **1.5 Theoretical framework**

Conceptual Framework Advertising and Consumer Buying Behavior.





**Figure 1.** Theoretical framework by Author

The theoretical framework is illustrated in Figure 1. Marketers invest in various advertising platforms to influence consumer behaviour while digitalization has led to changes in consumers habit of purchasing. The study will be include, firstly, by answering the questions to (1) what is the effects of advertising on consumer behaviour, (2) the roles of advertising on consumer behaviour and (3) how advertising is measured on consumers followed by advertising channels and media engagement. Secondly, the focus research study will be carried out in determining advertising channels that most effective for influencing consumer behaviour in Vaasa, Finland.

## 2 ADVERTISING AND CONSUMER BEHAVIOUR

This chapter focuses on understanding advertising and examining the three main sub-questions for this study.

### **Advertising**

Advertising forms one of the promotion mixes. It is extremely popular and useful among businesses and organisations as well as charitable organisations, museums and government agencies that direct messages to target public audiences.

Promotion mix consist of:

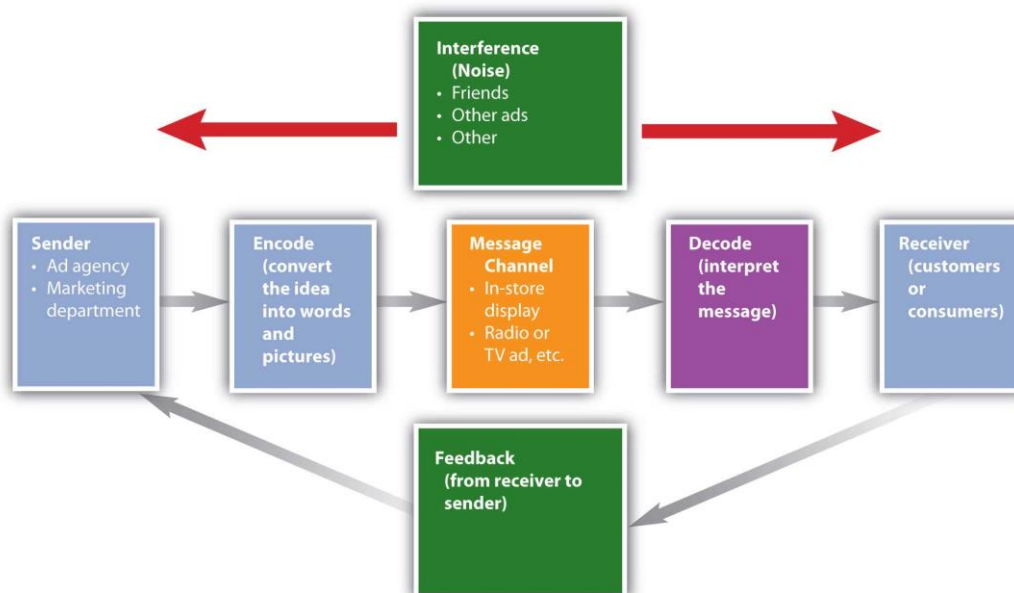
**Advertising:** is defined as any non-personal communication means of ideas or products by using mass communications media such as television, newspapers, magazines, cinema, radio etc. and is implemented through a specific sponsor, for a fee paid to influence consumer behaviour (Kotler & Keller, 2006). Personal selling is defined as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide the product or service, or to answer questions, or to respond to requests or others (McCarthy & Perreault, 2004).

**Sales promotion** is defined as any marketing or non-marketing effort or activity in which marketing or non-marketing means are used at a particular time to stimulate increased demand or to prove the availability of the product (obydat, 2004). **Publicity:** it is the management of functions, that helps public to understand the policies of the organisation (Matin 2006, 248).

**Advertising** is paid form of non-personal form of presentation and promotion of ideas, goods, and services by an identified sponsor (Kotler 2006). There is also an identified media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective consumers and diffuse information into them. By this method, he tries to popularize the products or services which is the basic aim of the activity (Matin 2006, 248). In today's world, advertising uses

every possible media to get its message through consumers. It does this via television, print (newspapers, magazines, journals etc), radio, internet, press, direct selling, mailers, sponsorships, posters, events, and people (endorsements).

The concept of advertising can be explained in five steps sender, encoding, message, decoding and receiver. This process explains the different stages through which message is formed and traveled to the audience. Advertising message is not just a message; it is a bundle of representation of the product and the company. The advertising process starts from sender and end up to receiver (copi et al, 1995).



**Figure 2.** Elements in advertising process model.

The communication process in advertising as such must be considered a continuous and dynamic inter-action, both affecting and being affected by many variables along the process of transmitting the message from the sender to the receiver.

The communication process begins with **sender**, who is also called the source. For that message to be received, the sender must first encode the message in a form that can be understood, such as using a common language or industry brand, and then transmit it (Nordquit 2020). **Encoding** is the design of the symbolic arrangements which should be understandable by the receiver. It is in fact a crucial stage to develop the basis of the message. Encoding is the functional stage where sender of

advertising message sees the functionality of the codes towards the receiver of that advertising message (Sultan, Abdulrahman, Salam, Mawlod & Dilshad 2019).

The **message** is the complete form of encoding. Bovee and Thill define the message as the idea which is capable of being transmitted. When the complete message is encoded, it is now ready to transmit to the audience. From here, the message is diffused to the audience through the prescribed media or combination of media by the source (Mescon, Bovee & Thill 2002).

**Decoding** is the understanding of the delivered message. It is the process to translate the message into an idea (Mescon et al. 2002). It is also the crucial stage of advertising that indicates how the receiver of the message perceives the delivered message. The person to whom a message is directed is called the **receiver** or the interpreter. To comprehend the information from the sender, the receiver must first be able to receive the sender's information and then decode or interpret it (Nordquit 2020).

## **2.1 Effectiveness of Advertising on consumer behavior**

Dhaliwal (2016) explained that advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behaviour. Any business can get on the road of success when it attracts and retains the consumers with profit and this goal is achieved when company builds a strong consumer perception for its product or service. All the big guns have made significant attempts to ensure quality advertisement and fabrication of strong consumer perception through suitable ways that positively affects the consumer buying behaviour because people get knowledge about product through advertisement and other promotional tools and develop perception through company's activities and his previous experience with that company and past purchase accordingly.

The effectiveness of advertisement depends on whether consumers remember the brand message, understand it, are persuaded by it, and of course, ultimately buy the

advertised product. As such, the role and objectives of advertising is twofold: making people aware of the product and its characteristics (informational role) and making people desire it before they have bought it (persuasive role) (Ehrenberg 2000, 39-48).

### **2.1.1 Emotional response**

Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. It also has strong linkage with entertainment and the proliferation of media has blurred the distinguishing lines between advertisements and entertainment (Moore, 2004). The essence of advertising is to create brand awareness, Preference and selection of products or services. Attitudes towards the advert is the most influencing theory in marketing and advertising research. The attitudes that is formed towards advert help in influencing consumer's attitudes toward brand until the purchasing intention (Goldsmith & Lafferty, 2002). Since the goal of advertising is to form positive attitude towards advertising and the brand, then a positive emotional response to an advert may be the best indicator of effective advertising (Goldsmith & Lafferty, 2002). Consumer buying behaviour is based on the concept and idea that he/she simply decided to purchase a product or service at the spot (Adelaar, Chang, Lanchndorfer, Lee & Morimoto 2003). However, Adelaar et al. (2003) suggested that behaviour is a result of emotional response, which is affected by three independent factors:

- **Pleasure:** the state in which person feel good, happy, or joyful in a situation.
- **Arousal:** the state of feeling that is varying from person to person in different situations i.e. feeling of excitement, active, bored, or sleepy.
- **Dominance:** this defines individual feelings, which are in control of or free to act in a situation.

These appear when consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it (Goldsmith and Lofferty 2002).

### **2.1.2 Memory**

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra 2012). These brands continuously influence consideration, evaluation and finally purchases (Romaniuk & Sharp 2004). The consumer ability to recall the brand advert is another component of effective advertisement that creates emotional response (Goldsmith & Lafferty 2002). The extent to which consumer make products related decisions depend on the relative importance of brand recall, which can lead to the brand awareness (Goldsmith & Lafferty 2002). Brand awareness help in ensuring recall advert, which has the competitive advantage over those brands that are not easily recalled. Positive attitudes towards advert have more ability to recall adverts than negative attitude towards brand (Goldsmith & Lafferty 2002).

### **2.1.3 Entertainment**

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous (Mandan, Hossein & Furuzandeh 2013).

Although use of humour in advertisements can be tricky at times as many people may not be entertained by the same concept. However, entertaining advertisements do not necessarily mean humorous ads. Thrilling, full of suspense advertisements can also be counted as entertaining (Tashrifa & Shadman 2017).

## **2.2 The roles of advertisement on consumer behavior**

The function of advertisement is to communicate a message to the target group and persuade them to buy a product and make use of service, respectively. Advertisement and consumer behavior have a strong relation. The role of advertisement is to influence the consumer decision-making process and influence consumer decisions in all stages based on the marketing and advertising goals (Ahmed 2018).

Advertisers use different channels to reach consumers at different times. They can use internet, television, radio or even any printed material to appeal to the consumers. Each channel can have a different effect on consumers' behavior based on the demographics and characteristics of the consumers. These different channels also have a different effect based on the consumer stage of decision making (Ahmed 2018).

Krishnakumar and Radha (2011) explain that a successful promotion of a product requires that at a minimum, a positive commonly used source of communication to convey the message to the ultimate customers. Media can reach very large number of potential buyers globally. Media plays important role in the competitive world. It helps to speed the message about the product and thus promote its sale. It facilitates creation of a non-personal link between advertiser and the receiver of the message. Needs and motivation are the starting points of buying behavior. For a purchase to take place, buyers must experience sufficiently positive attitudes toward the product and services and consciously felt needs.

Hence, Advertisement plays a vital role in the marketing of goods and services in recent days. Every family rich, middle, poor, educated, and uneducated have to make decision relating to their purchase. Advertisement and buying behavior are the two pillars of modern marketing. Advertisement comes from marketer's side. When both are linked the selling takes place.

### 2.3 How to measure the effect of advertisement on consumers

This chapter examine the how advertising is measured, and models for advertising.

#### 2.3.1 Measuring advertisement effectiveness

Rajput, Namita and Neeru (2008) state that measuring advertising effectiveness is a measure to know whether the time and money invested in creating an advertisement have resulted in successful attainment of the objective of sales growth and profit maximisation. There is a popular saying on advertising; “I know half the money I spend on advertising is wasted, but I can never find out which half.” Measuring advertising effectiveness is one of these areas of advertising about which nothing can be said for sure. Heavy amount is spent every year by enterprises on their advertising campaigns. Therefore, it become necessary for the management to evaluate the effectiveness of advertising (Rajput et al. 2008).

Numerous studies have examined the effectiveness of advertising on consumer behaviour in the past decade. The common measures of advertising effectiveness include ad recall, ad recognition, brand awareness, clicks or click through rate, attitude towards the ad and the brand, and purchase consideration (Kumar 2013).

In a study done by Gupta (1997), he states that Advertising obviously can and does have many effects on consumers and indicate the range of ways in which advertising can be measured in effect to consumers behaviour, which include:

a) Verbal responses on (i) the ways in which people answer questions about the ad, saying whether they: Recall seeing or hearing the ad; Liked or were influenced by the ad. (ii) The way in which people answer questions about the product, saying whether they are familiar with the product; express favourable opinions about the product; express an intention to buy the product; have bought the product.

b) Non-verbal Responses on (i) The ways in which people behave (nonverbal) toward the product: the choices they make in a laboratory situation; Whether or not



they shopped for the product and inquired about it; Whether or not they purchased the product; how much of the product they purchased; the ways in which they used the product. (ii) The physiological and physical response of the people.

### **2.3.2 AIDA AND DAGMAR MODEL**

One of the earliest attempts to model the effect of advertising was the AIDA model. AIDA stands for Attention, Interest, Desire and Action. Similar popular model included DAGMAR (Defining Advertising Goals for Measuring Advertising Results) which was Colley's (1961) suggested formula for setting communications orientated objectives.

DAGMAR incorporated elements of Awareness, Comprehension, Conviction and Purchase as stages of the influence of advertising message on consumer behaviour. Awareness is the stage where advertising can raise audience awareness on advertising message (like Attention and Interest in AIDA). Comprehension is the stage where consumer audience understands the core message of an ad, after that Conviction is a stage where audience believes the genuineness of the message that is delivered through advertising (similar to Desire in AIDA, since a strong conviction can raise a desire to purchase), and Purchase is where the consumer audience follow up his belief in the advertising message through an act of purchase (this stage is similar to Action in AIDA)(Wijaya 2015).

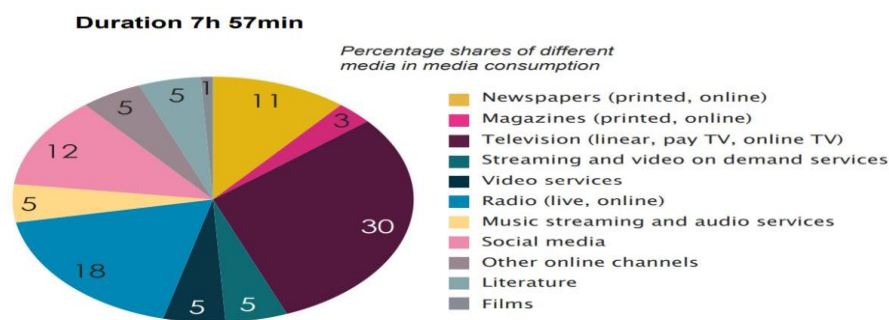
### 3 FINNISH ADVERTISING AND ADVERTISING CHANNELS

This chapter discusses the finish advertisement and channels. The effectiveness of the advertising depends upon many things but mostly it depends upon the popularity and coverage of the channel it is being transmitted through.

#### Advertising in Finland

Finland offers a very favourable climate for advertising. Finns still prefer advertising to be in their own language and of Finnish origin, although ads in English and of foreign origin are more and more widely accepted, especially among young people (15-24 years) (Kinturi & Uusitalo 2001).

According to (KKV 2018), Advertisements must be easily recognisable as such, regardless of the method of presentation or advertising channel. Consumers have the right to know when attempts are being made to influence them commercially. This requirement concerning the recognisability of marketing applies to all forms and channels of marketing, including social media. In a study done by Katariina & Outi (2020). Media trends 2020. It is reported that: Finns spend on average approximately 8 hours per day on different media.



**Figure 3.** Different media graph (Katariina & Outi, 2020)

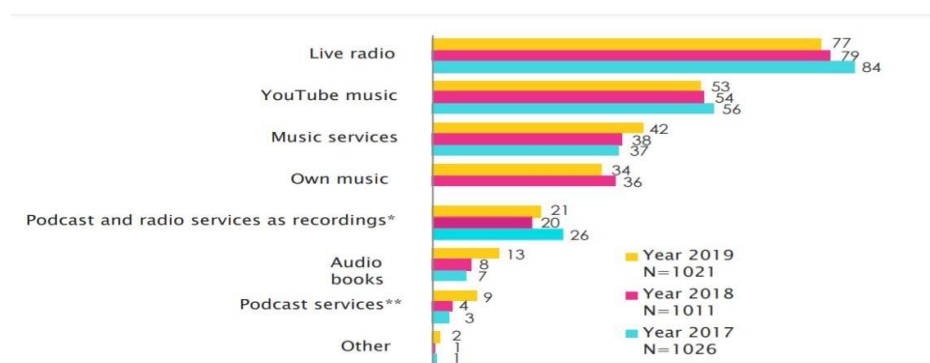
The average time spend by Finns on different media is approximately eight hours; however, different media are used concurrently. The biggest part of the eight hours

is spent watching television and all online services and sites within all media categories combined, the Internet and online services take up nearly half of the typical Finnish media day.

### 3.1 Medium of advertising

**Television** has become a highly effective media and the best possible media for mass communication which is being extensively used for business purpose, such as to communicate to the mass through the advertisement. Television is a form of mass media that reaches practically every Finn. As the world of media is changing, the user behaviour is changing, and television is viewed using a range of devices (Katariina & Outi 2020). TV advertising is suitable for brand building, product launches and special offer promotions, although small-budget investments are not effective.

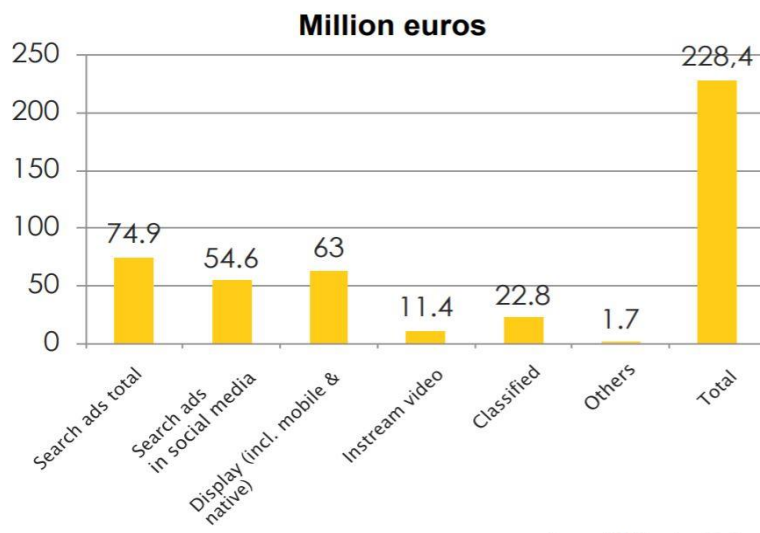
With new distribution channels and to meet customers' needs, the **radio** market has expanded into an audio market. Advertisers should consider splitting their media budget to include radio – or trying out podcast. The use of audio services will continue to grow in volume and versatility in the future (Katariina & Outi 2020).



**Figure 4.** Different media graph (Katariina & Outi, 2020)

The Finnish digital advertising (**social media and web**) market is growing year by year, with programmatic buying driving the growth. If an advertiser wants to reach consumers, he or she must face them in a digital environment. As the use of the

Internet on smart phones continues to grow, advertisers need to consider mobile advertising in all their plans (Katariina & Outi 2020).



**Figure 5.** Different media graph (Katariina & Outi, 2020)

In first quarter of 2019, the investment in digital advertising was €228.4m. The leader is search advertising (€74.9m), followed by display advertising (€63m).

According to the “A Thousand Finns” survey commissioned by IRO Research Oy in August 2019, Finns believe that credibility is the most important factor in news and current affairs media (90%). Domestic and international news is clearly the most interesting content in the print edition of Ilta-Sanomat (IS). Nature, animals, health, wellbeing, and exercise are more interesting to the readers of Ilta-Sanomat than politics and editorials, while the most interesting content for Helsingin Sanomat (HS) readers is the current affairs and political content (Katariina & Outi 2020). In summary, the reading situation is calm and concentrated, which increases the attention value of advertising. In **print media**, reading takes place mainly in the morning, which gives an opportunity to affect consumers’ behaviour on the same day. Print is an efficient medium for special offer promotions.

### 3.2 Media engagement

You can think about engagement in two ways. One way, and the focus here, is on engagement with the advertising medium. If the media content engages consumers, this in turn can make an ad more effective. The Advertising Research Foundation (ARF) defines engagement as follows: “Engagement is turning on a prospect to a brand idea enhanced by the surrounding media context” (ARF 2006). Engagement stems from the underlying motivational component of the experience.

According to Higgins (2006), it is a second source of experience that does not involve the hedonic experience of pleasure or pain per se but rather involves the experience of a motivational force to make something happen (experienced as a force of attraction) or make something not happen (experienced as a force of repulsion). Although the hedonic experience and the motivational force experience often are experienced holistically, conceptually they are distinct from one another.

Media engagement is to be distinguished from liking, that is, the experience of the desirable or undesirable features of a magazine, program, or site. In contrast, engagement is about how the magazine or other media product is experienced motivationally in terms of making something happen (or not happen) in the consumer’s life (Bobby & Edward 2008). It is more about what the content does for the consumer than what the consumer likes about it per se. These considerations lead us to view engagement as the sum of the motivational experience’s consumers have with the media product. The individual experiences contribute more or less to an overall level of engagement (Bobby & Edward 2008).

## **4 RESEARCH METHODOLOGY**

This chapter introduces the choice of research methodology and how the empirical research is conducted. These include the research method, data collection, survey design and validity and reliability of the study.

### **4.1 Choice of methodology**

Scientific research is based upon finding a solution to a problem no one can identify (Pathak, Jena, Kalra 2013). The study has been divided into two researches: theoretical and empirical research. Theoretical research contains information that has been retrieved from existing sources, while empirical research is built on the base of theoretical research and its improved researches. Empirical research enables the study to test whether theoretical hypotheses have been fulfilled.

In this study, while the theoretical research is based entirely on secondary data, empirical research is conducted based on the research study of determining the most effective advertising channel for influencing consumer behaviour in Finland as well as examining the impact of advertisement on consumer behaviour, and therefore a quantitative research method has been chosen for this study. The quantitative research method provides a numerical data that can be exploited to examine the four advertising channels (TV, Radio, Internet (social and web) and behaviour towards advertising.

#### **Qualitative research**

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques (Susan 2011).

#### **Quantitative research**

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviours, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper survey, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations (Susan 2011).

## **4.2 Data collection**

In this thesis there is two types of collected data: both primary data and secondary data, from which primary data could be described as the predominant one. The primary data will be obtained through a tailored questionnaire (quantitative method) while the secondary data will be collected or gathered from textbooks, articles, journals, and electronic sources (qualitative method). The survey will be conducted by means of a questionnaire. In theory, when designing a survey or questionnaire there are many data collection methods to choose from: face-to-face and telephone interviews, mail questionnaires, Internet surveys, and all kinds of combinations (De leeuw 2008). An electronic questionnaire was created and distributed among people living in Vaasa, Finland. The purpose of the survey was to determine advertising channels that is most effective for influencing consumer behaviour in Finland as well as examining the impact of advertisement on consumer behaviour. The questionnaire is divided in three parts. The first part contains the background information of the respondent, such as gender, age, and ethnicity. The second part includes questions about advertising channels (TV, Radio, Internet (social media and web) and print media. lastly, behaviour towards advertising.

### 4.3 Survey design

This part will introduce the process of building an effective survey that generates relevant data to the research question. Figure 14 demonstrates the connection between the theoretical framework and the questionnaire.

Theoretical Framework	Content	Questionnaire questions
<b>The Most Effective Advertising Channel for Influencing Consumer Behavior in Finland</b>	Advertising Channel and Media engagement	<ol style="list-style-type: none"> <li>1. In which type of advertising media do you come across advertisement</li> <li>2. In general, which type of advertising channels do you trust more when you want to make a purchase decision</li> <li>3. According to you, which type of advertising channel is the most preferred means of advertising in the society</li> <li>4. According to you, which is the most effective means of advertisement in Finland</li> </ol>
<b>Impact of Advertisement on Consumer Behavior</b>	<p>The effect of advertisement on consumer behavior</p> <p>The effect of advertisement on consumer behavior</p> <p>Measuring the effect of advertisement on consumers</p>	<ol style="list-style-type: none"> <li>5. Does advertising persuade you on what or where to purchase</li> <li>6. Does advertising inform you on what or where to purchase</li> <li>7. Does advertising remind you on when and why to purchase</li> <li>8. In general, does advertising influence your decision on what, where, when and why you purchase</li> <li>9. Do you check advertisement when you have specific product you want to purchase?</li> <li>10. Have you purchased recently after coming across advertisement</li> </ol>

**Figure 6.** Questionnaire Design by Author.

There are 10 questions in total. The questions are designed in connection with the theoretical framework. The first four questions are expected to generate data regarding the advertising channels that is most effective for influencing consumer behaviour in Finland. The next 6 questions gather insight on impact of advertisement on consumers behaviour.



## **5 PRESENTATION AND ANALYSIS OF RESULT**

This chapter will present the results from the questionnaire and will go on by analysing them. The questionnaire (APPENDIX 2.) included 13 questions which were divided into three different categories; background information, advertising media and behaviour towards advertising. The research results presented answers to first percentage and in numbers, and then analysed the responses systematically. Firstly, the link to the questionnaire was sent via email to an email address that consists of people living in around the city of Vaasa, Finland. Thus, the email was sent to people willing to participate in the study. The link to the questionnaire was sent to students studying in Vaasa university of applied science, including students from Novia polytechnic. Respondents were given two weeks' time to answer the questionnaire. After the two weeks the raw data from the questionnaire responds was transferred into Google sheet.

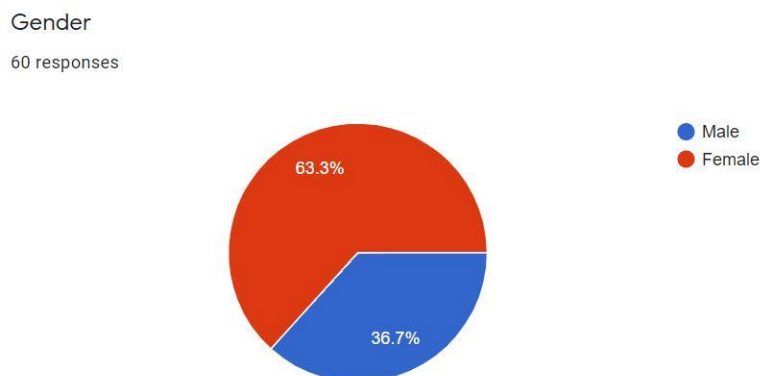
### **5.1 Response rate and demographics**

#### **Response rate**

The questionnaire reached 110 people in total. However, 5 of those did not meet the criteria to participate in the survey and could not therefore answer the questionnaire. The criteria were the respondents had to live in Vaasa. This leaves 105 persons who could answer the questionnaire, from which 60 left a response. Therefore, the response rate for the questionnaire is approximately 58 per cent. The response rate was calculated by dividing the actual amount of responses by the number of persons that received the email and were able to fill in the questionnaire.

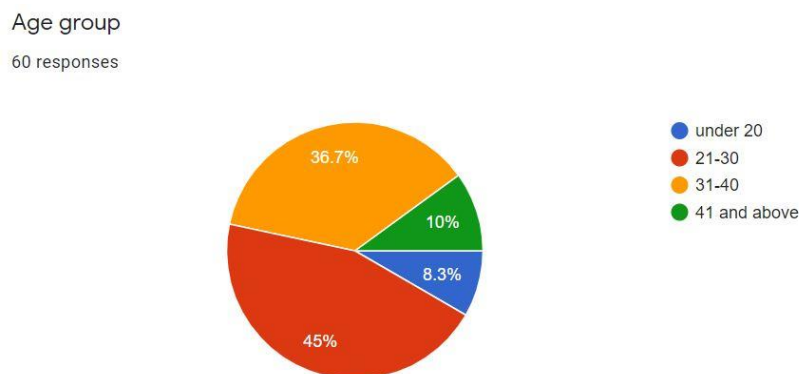
#### **Demographics**

To understand the background of the respondents, Section A of the questionnaire (Questions 1 to 3) captured the demographic information of the respondents, which include gender, age group and Language.



**Figure 7. Gender**

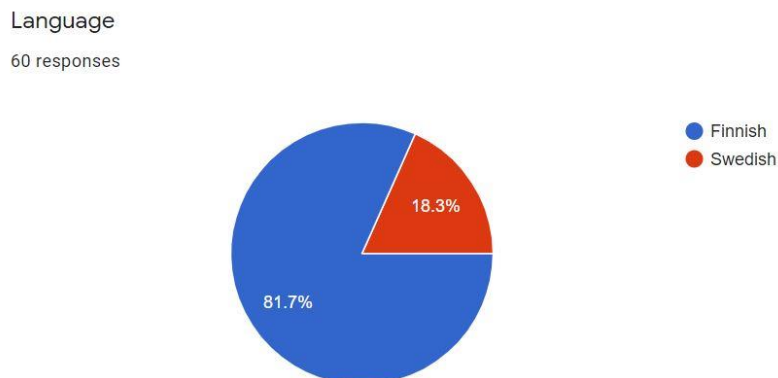
Participants were asked to indicate their gender by placing a tick next to the relevant option provided (male or female). All 60 (100%) participants responded. Of the 60 respondents 38 (63.3%) were female and 22 (36.7%) were male.



**Figure 8. Age Group**

Participants were asked to tick the age category appropriate to them (see figure 17 above). All the participants responded to the question (60 responses). 10 per cent of the respondents were above 40 years age category (6 responses). 36.7 per cent of the respondents were in between the range of 31-40 (22 responses), which became the second most selected options. 45 per cent of the respondents were in between the range of 21-30 (27 responses), therefore most of the response are in between the age group 21-30. 5 of the 60 respondents (8.3%) were below the age of 20 years.

All the options are represented, which shows that respondents show heterogeneous characteristics.



**Figure 9.** Language

Participants were asked to indicate their language since there are two types of speaking language which is spoken in Finland. All 60 participants (100 per cent) responded. Of the 60 respondents, 81.7 per cent (49 responses) were Finnish speaking and 18.3 per cent (11 responses) were Swedish speaking.

The response rate for the questionnaire is rather moderate since over half of the respondents participate in responding but the demographic data indicates that there are respondents represented from each age group as well as respondents that speak both languages. More women responded to the survey, so there are more of them in every group, especially those aged 21-30. The age distribution is explained by the fact that a large proportion of respondents were students, as the survey was distributed to my school via email. Although it was hoped that respondents would be more evenly distributed across their age groups and language.

## **5.2 The most effective advertising channel for influencing consumer behavior in Finland**

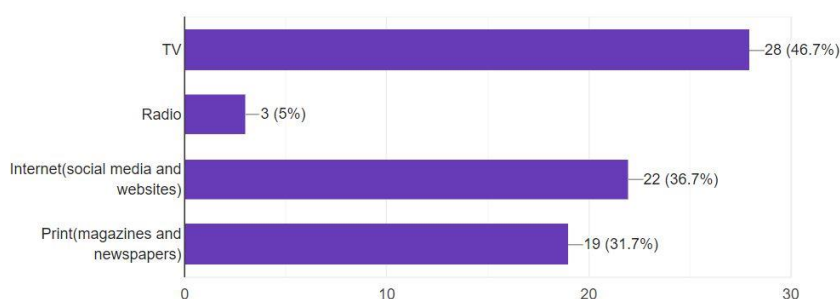
The second section of the survey included questions aimed to determine the most effective advertising channel for influencing consumer behaviour in Finland. The survey was aimed at four advertising channels which include TV, Radio, Internet

(social media and web) and print media. The respondents were asked to state their opinion on questions regarding these four types of advertising media. The answers of the respondents were analysed, examined, and discussed since the objective of the research was to determine the most effective advertising channel for influencing consumer behaviour in Finland. Question 4-7 of the survey (APPENDICES) is regarding the advertising media.

### Advertising media

In which type of advertising media do you come across advertisement

60 responses

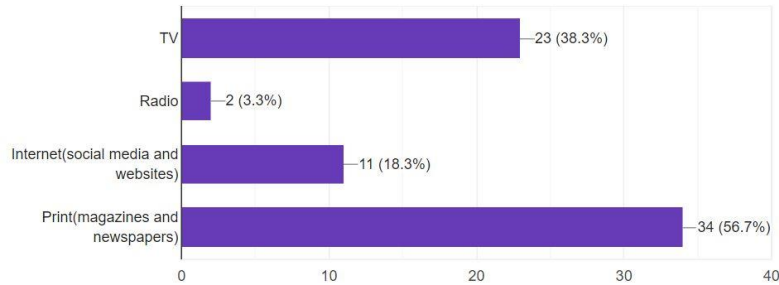


**Figure 10.** In which type of advertising media do you come across advertisement.

Figure 10. Indicate the type of advertising media respondents do come across advertisement in their daily life. Of the answers of the 60 respondents regarding in which type of advertising media do you come across advertisement; 46.7% of the respondents mostly come across advertisement on TV, while 36.7% of the respondents do come across advertisement on the internet. However, 31.7% of the respondents chose print media, when coming across an advertisement, whereas 5% agree that they come across advertisement on radio.

In general, which type of advertising channels do you trust more when you want to make a purchase decision

60 responses

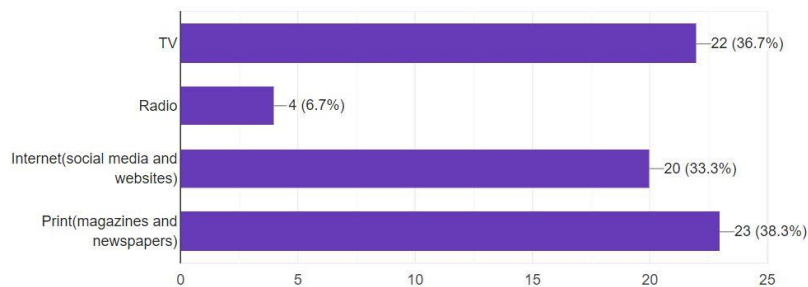


**Figure 11.** In general, which type of advertising channels do you trust more when you want to make a purchase decision

Figure 11 illustrate 56.7% of the respondent's trust print (magazines and newspaper) the most when it comes to making a purchase decision. 38.3% said they trust TV channel, which is not even close to print media, while 18.3% trust the internet, compare to 3.3% of the respondents chose radio.

According to you, which type of advertising channel is the most preferred means of advertising in the society

60 responses

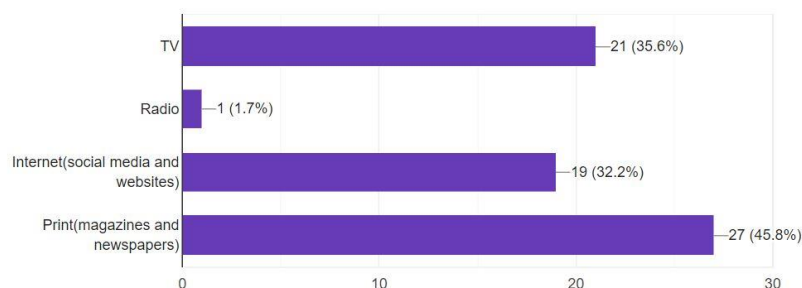


**Figure 12.** According to you, which type of advertising channel is the most preferred means of advertising in society.

38.3% of the respondents said the most preferred advertising channels is print (magazines and newspapers). Almost as much 36.7% prefer TV. 33.3% marked internet (social media and web) as there most preferred means in the society, while radio was 6.7%.

According to you, which is the most effective means of advertisement in Finland

59 responses



**Figure 13.** According to you, which is the most effective means of advertisement in Finland

A clear majority of respondents, 45.8%, said print (magazines and newspapers) is the most effective means of advertisement in Finland. Followed by 35.6% believe TV is the most effective means of advertisement. Closely was 32.2% chose internet (social media and websites). The lowest at the bottom was radio, which was 1.7% among the categories.

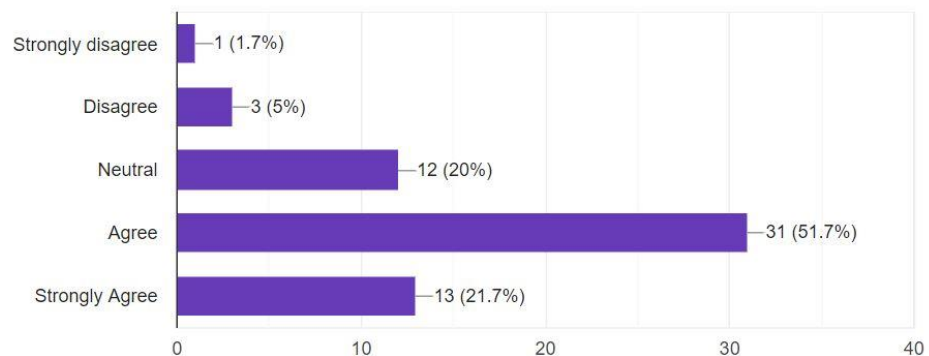
### 5.3 The impact of advertising on consumer behavior

The second section of the survey included questions aimed to examining impact of advertisement on consumer behaviour. The survey was aimed at understanding the impact of advertisement on consumer behaviour. Question 8-13 of the survey (APPENDICES) is regarding behaviour towards advertisement.

#### Behaviour towards advertising

Does advertising persuade you on what or where to purchase

60 responses

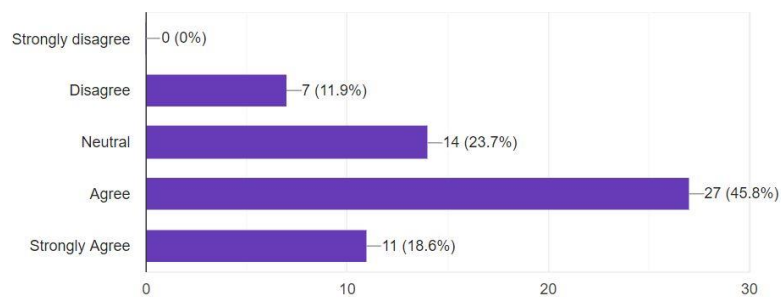


**Figure 14.** Does advertising persuade you on what or where to purchase

Although 51% majority agreed and 21.7% strongly agree that advertising persuade them on what or where to purchase, while some 20% are neutral, whereas 5% disagree and 1.7% strongly disagree. Yet, the mode is 4 as well as the mean is approximately 4, thus implying that most of the respondents found that advertising do persuade on what and where to purchase.

Does advertising inform you on what or where to purchase

59 responses

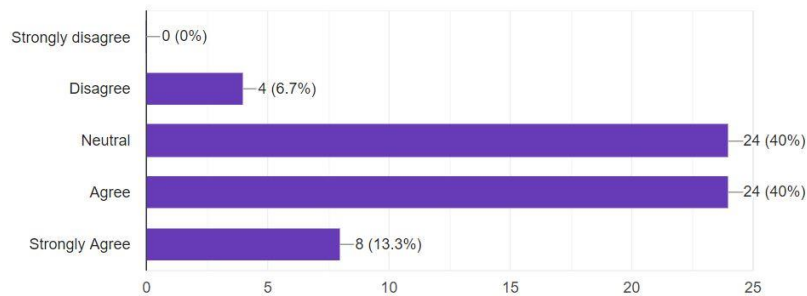


**Figure 15.** Does advertising inform you on what or where to purchase

Respondents were asked to rate how much do they agree or disagree on if advertising inform them on what or where to purchase Figure 24 demonstrates these findings to some extent. Most of the respondents agreed 45% or strongly agreed 18.6% that advertising inform on what and where to buy. 23.7% stayed neutral while 11.9% disagree on if advertising inform them on what or where to purchase.

Does advertising remind you on when and why to purchase

60 responses

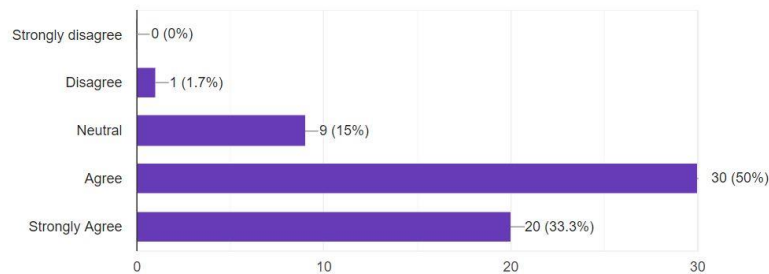


**Figure 16.** Does advertising remind you on when and why to purchase?

Again, 13.3% strongly agree and respondents both chose 40% agreed and neutral to the question “does advertising remind you on when and why to purchase”. Approximately 6.7% did not agree on advertising reminding them on when and why to purchase while strongly disagree was not selected by any respondent.

In general, does advertising influence your decision on what, where, when and why you purchase

60 responses

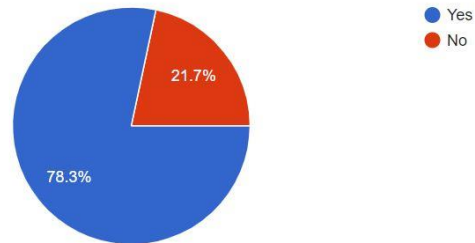


**Figure 17.** In general, does advertising influence your decision on what, where, when and why you purchase

Figure 17 presents a positive response if advertisement influence their decision on what, where, and why they purchase. 50% agree to the question and 33.3% strongly agree. However, 15% of the respondents were neutral while the rest was 1.7%, and totally disagree the question.



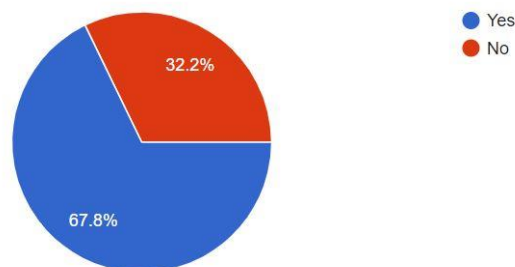
Do you check advertisement when you have specific product you want to purchase  
60 responses



**Figure 18.** Do you check advertisement when you have a specific product you want to purchase?

Figure 18 represents the results for the question “do you check advertisement when you have specific product you want to purchase”. 78.3% chose yes that they do check advertisement when they have a specific product in mind. However, 21.75% says they do not check advertising when they have specific product they want.

Have you purchased recently after coming across advertisement  
59 responses



**Figure 19.** Have you recently purchased after coming across advertisement?

Last but not the least. Figure 28 asked if they have purchased recently after coming across advertising. 67.8 says they have while 32.3 says they have not.

## 6 CONCLUSION

This chapter presents the main conclusions of the thesis and analyses its reliability and validity. The chapter also provides suggestions for further research.

### Conclusion

The aim of the thesis was to determine the most effective advertising channel for influencing consumer behaviour as well as examining the impact of advertisement on consumer behaviour. The work delved into different factors impacting advertisement in influencing customer behavior. Finally, when considering the research questions presented in the first chapter it can be said that advertisement has an impact on consumer behaviour.

The research results showed the most effective advertising channels in Finland, according to the survey was print media (magazines and newspapers).

#### 6.1 Validity and reliability

Reliability and validity are concepts used to evaluate the quality of research. They indicate how well a method, technique or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure (Middleton 2020).

Validity refers to how accurately a method measures what it is intended to measure. If research has high validity that means it produces results that correspond to real properties, characteristics, and variations in the physical or social world (Middleton 2020). To ensure that the research findings are consistent with the study and support the theory. The questionnaire was tested among colleagues, including research supervisor before it was distributed.

Reliability refers to how consistently a method measures something. If the same result can be consistently achieved by using the same methods under the same circumstances, the measurement is considered reliable (Middleton 2020). Making a parallel research will also improve the reliability of a research. If the research is

consistent and reliable, the author should be able to yield the same result for the second research.

## **6.2 Suggestion for further research**

Regarding the research topic, there are still many aspects and problems that needs to seek for answers. Some suggestions for further study would be “How does advertisement affect businesses and how does it influence the day to day process?”, “Comparing with modern form of advert, will the impact of print advertisement create a big difference?”.

Each country has their own practices when it comes to advertising and consumer activities, which makes it harder for researcher to do research in all aspects, no matter how similar or less differences the country has in cultures. From the questionnaire results, it is evident that the future of advertising is bright and there are still many aspects to develop further. There are more people becoming marketers and the competitiveness will be intense, which makes the fully study of advertisement topics on consumer behaviour critical. So, it is important to study the topic from different perspectives and point of views, beside the traditional research directions and available research resources.

Depending the characteristics of each culture and people in that country, advertising practices vary from country to country and change from time to time. Furthermore, the research topic could be extended or explained further regarding the aspects that have both positive and negative effects on advertising on consumer behaviour in Finland.

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## APPENDICES

**Background Information**

Gender: Male or Female

Age group:

- under 20
- 21-30
- 31-40
- Above 41

Language: Finnish or Swedish

**Advertising Media**

In which type of advertising media do you come across advertisement

- TV
- Radio
- Internet (social media and websites)
- Print (magazines and newspapers)

In general, which type of advertising channels do you trust more when you want to make a purchase decision

- TV
- Radio
- Internet (social media and websites)
- Print (magazines and newspapers)

According to you, which type of advertising channel is the most preferred means of advertising in the society

- TV
- Radio
- Internet (social media and websites)



- Print (magazines and newspapers)

According to you, which is the most effective means of advertisement in Finland

- TV
- Radio
- Internet (social media and websites)
- Print (magazines and newspapers)

### **Behavior Towards advertising**

Does advertising persuade you on what and where to purchase

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Does advertising inform you on what and where to purchase

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Does advertising remind you on when and why to purchase

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

In general, does advertising influence your decision on what, where, when and why to purchase

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Do you check advertisement when you have a specific product you want to purchase?

- Yes
- No

Have you purchased recently after coming across an advertisement?

- Yes
- No