LOCAL MARKET INTELLIGENCE

The Importance of Local Market Research in Foreign Advertising

Abstract

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Abstract

As the world has become more global, advertisers have concentrated less on their localisation efforts when it comes to advertising. As a result, there are more and more global standardised advertising campaigns that do not resonate with their local target consumers. The purpose of the thesis is to increase an understanding of local market intelligence and explore how cultural differences affect advertising. The study aims to find out how local market intelligence could help with foreign advertisements targeted to Finnish consumers to understand what kind of localisation efforts are needed in the Finnish market.

The thesis is based on deductive research approach and utilises both primary and secondary data. In the theoretical part, secondary data is used to form the theoretical basis by examining local market intelligence, local market insights, advertising, and cultural differences, which are explored via Hall's Iceberg Model and Hofstede's Six Dimensions of National Culture to understand why localisation is important in advertising.

The empirical part is based on primary data gathered from a research survey, which studies how Finnish consumers react to advertisements targeted to them. The survey includes both quantitative and qualitative questions.

According to the study results, local market insights and Hofstede's cultural dimensions apply to Finnish markets. Local market intelligence helps to create locally relevant advertisements and, thus, avoid cultural blunders. The results indicate that there is currently a trend towards localisation in Finnish markets and Finnish consumers feel that there is a need for localised advertising. Future studies are encouraged as local market intelligence is a fairly unknown subject, especially in Finland. Suggestions towards studying other cultures and age groups are given.

Keywords

Local Market Intelligence, Local Market Insights, Advertising, Localisation, Culture, Cross-Cultural Advertising

CONTENTS

1 INTRODUCTION

1.1 Research Background

As the world has become more global, it is easy to live in the belief that all markets are similar and one good advertisement can fit all. The main challenge in global marketing is understanding whether an advertising campaign will work in all markets or if it should be developed for each market individually. (De Mooij 2005, 20.) This is called a global versus local dilemma: whether to standardise advertising for efficiency reasons or to adapt it to fit local habits and consumer motives to be effective (De Mooij & Hofstede 2010, 85).

Standardizing one advertisement to all markets not only saves costs but also gives a possibility of using one good idea many times. Furthermore, it simplifies the coordination and control over the advertising. However, advertisers using only one global stimulus for different cultures have to take into consideration the fact that different needs, values, and beliefs can lead to misunderstanding the core message of the advertisement. Different associations and therefore different images of the company, based on these misunderstandings, can cause the advertisement not reaching the desired target audience at all. (Milenkovic 2009, 23-26.)

According to De Mooij (2005, 3-10), many global advertisers believe they can satisfy universal needs with one good, standardised campaign. Even though consumers nowadays think globally, they still tend to be a product of their culture. Globalisation is actually the reason why local cultural identities revive. Even though nations are more linked than ever before through technology, media and political, economical as well as military agreements (Fourie 2007, 358), people have become more concerned about the uniqueness of their culture. Cultural identity includes local knowledge as well as a sense of self, community, and nation. People construct their identities through their culture. (Wang 2007, 85.)

For an advertising message to resonate with its target audience, the advertisement should reflect the cultural values, beliefs, and social norms of the target society (Frith, Shaw & Cheng 2009, 196). Therefore, brands should use local insights to create their campaigns. It is hard to create an emotional tie between the customer and the brand and what it offers if there is no understanding of what motivates the targeted customer. (Chahal 2015.) There may be global brands, but there are no global motivations for buying those brands and using the product (De Mooij, 2005, 4-5). That is why local market intelligence is needed in marketing.

Local market intelligence is used in marketing worldwide by both brands and agencies. However, enough is not known about it. According to a study conducted by CMO Council and Partners Worldwide, 63% of marketers admit that they have significant dissatisfaction with their current localisation efforts. Only 10% of marketers think that their local market intelligence level is high. (Stein 2019.) The aim of the thesis is to raise awareness of local market intelligence so that global advertisers will continue to make an effort to create localised campaigns and research their target market's culture.

1.2   Thesis Objectives, Research Questions and Limitations

Research Objectives

The purpose of this research is to understand what local market intelligence is and how it is used in advertising globally as well as in Finnish markets. The aim is to identify what insights are used in local market intelligence to create locally relevant campaigns that gain the target audience's attention. In addition, the thesis aims to understand cultural differences and their effects on advertising through cultural dimensions. Especially the Finnish market and Finnish consumers are studied in-depth throughout the thesis to gain deeper understanding of the market trends and how the consumers react to different advertisements.

Research Questions

Determining research questions is an essential step for research. They define what the thesis aims to find and gives a clear purpose to the research. (McCombes 2020.)

The main research question is:

How could Local Market Intelligence help with foreign advertisements targeted to Finnish consumers?

In order to achieve the answer to the main question, the following sub-questions are used:

1. **What cultural differences need to be understood when advertising to foreign countries?**

2. **Which market insights need to be taken into consideration when advertising to the Finnish market?**

3. **Should advertisements be localised for the Finnish target audience?**

By answering these questions, the study aims to gain a deeper understanding on local market intelligence and how is it used in advertising as well as how it can be beneficial when advertising to Finnish markets.

Research Limitations

According to Price & Murnan (2004), a limitation of a research study design is the systematic bias that the researcher could not control, which can inappropriately affect the results. Every study has its limitations. There are four specific limitations concerning this study.

Firstly, the study has a geographical focus solely on Finnish consumers. It is easier to analyse data collected from people from the same country and culture background as the thesis author, to get as accurate results as possible as the goal of the research is to find out which advertisements connect with Finnish consumers. Therefore, this research's results may not be accurate for other cultures.

Secondly, because of the geographical focus, there is also a language limitation in the study. The survey will be conducted in Finnish as the target audience are Finnish. Thus, the results are not affected by a language barrier, which could happen if the survey was conducted in English.

Thirdly, there is also an age limitation in the age set at the study. The survey, with which the primary data will be collected, is targeted to people aged 18 or over. This is because there is a question about an alcohol advertisement and the legal drinking age in Finland is 18.

Fourthly, there are only few advertisements in the study, which will dictate the results of the study. In the survey, there are 10 advertisements to choose from, which may not give as broad perspective to the research topic as possible.

1.3   Theoretical Framework

The theoretical framework of the thesis consists of Local Market Intelligence and Advertising and Culture. In chapter two, local market intelligence is introduced. It is the process of collecting and analysing information to understand the local market, its customers and competition. This information is sourced from local market insights. The chapter also describes why local market intelligence should be used for more effective advertising.

In chapter three, cultural differences and their effects on advertising are examined through cultural dimensions. The chapter starts by studying the basic theory of advertising. Then cultural dimensions are classified by examining Hall's Iceberg Model and Hofstede's

Dimensions of National Culture. These dimensions are adapted by De Mooij (2005) to understand the different advertising styles across cultures. Lastly, the Finnish target audience is studied to understand their behaviour and reaction to advertising.

1.4 Research Methodology and Data Collection

Research Approach

Choosing a research approach is related with how theory is used in the research. There are two main research approaches: deductive and inductive.

In deductive approach a theory or hypothesis is created and then a research strategy is conducted to test the hypothesis. After the hypothesis is tested, the results are examined to either confirm the theory or modify it, if necessary. Inductive approach is the opposite to the deductive approach: it starts with an observation from which the data is collected and analyzed. The theory is created based on the data analysis. (Saunders, Lewis & Thornhill 2009, 124-125.) Inductive approach is more general and qualitative whereas deductive is more precise and quantitative (Miessler 2019).

The main difference between deductive and inductive approach is that deductive research starts with hypothesis and then tests it through observation, whereas inductive starts with observation which leads to theory (Miessler 2019). The difference between the two approaches is explained further in the Figure 1.
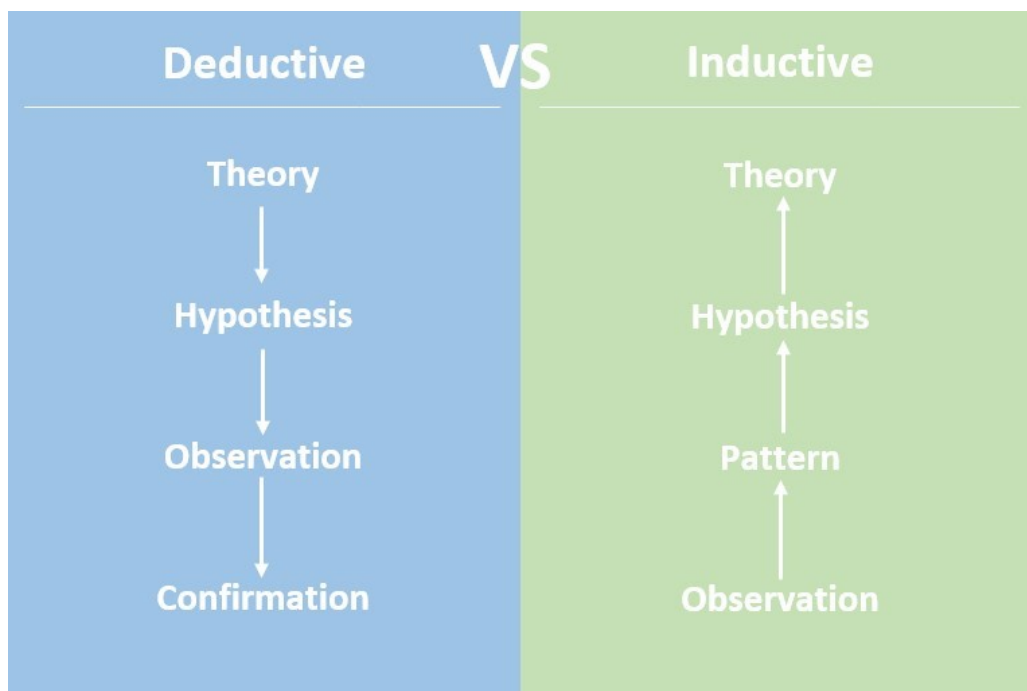

Figure 1 Inductive vs Deductive Reserch Approach (Miessler 2019)

This research uses deductive approach. As the aim of the thesis is to research which market insights need to be taken into consideration when marketing to a Finnish market, the theory about the market insights already exists. The hypothesis about the insights working in Finnish market is made and then tested via survey. The survey results are examined to possibly confirm the theory.

Research Methodology

The two main research methodologies are quantitative and qualitative methods. The difference between the two is the kind of information that is used in the study (Blumberg, Cooper & Schindler 2008, 191) as well as the data collection and analysis techniques. (Saunders et al. 2009, 151).

Qualitative research relies on qualitative information, meaning words, sentences, and narratives (Blumberg et al. 2008, 192). It explains how and why things happen and seeks to understand the meaning of a phenomenon. The research starts with data collection, in which many techniques, such as interviews, focus groups, ethnography and case studies, to name a few, can be used. Then, the data is analysed to achieve a deep understanding of the situation. (Sachdeva 2008,165.)

Quantitative research is based on quantitative information, meaning numbers and figures (Blumberg et al. 2008, 191). In quantitative research, a theory or hypothesis is first created and then tested to either confirm or disconfirm the hypothesis (Newman & Benz 1998, 3). The goal is to collect quantitative data from a group of people by using, for example, questionnaires, interviews, or records, and then generalising the results to a larger group to understand and explain the phenomenon (Bhatia 2018). The difference between the two research methods is explained in Table 1.

Table 1 The two research methods (Sachdeva 2008, 182)

Research Agenda	Qualitative	Quantitative
Focus	Understand and interpret	Describe, explain and predict
Involvement	High as researcher is participant	Researcher keeps themselves away to reduce bias
Purpose	In-depth understanding, theory building	Describe, predict and test theory

Combining qualitative and quantitative research methods to study the same phenomenon is called triangulation. By combining several methods, researchers hope to avoid weaknesses in their research such as inherent biases or problems that stem from using just one theory or one observer. Quantitative research method can, for example, provide validation to the qualitative findings. (Sachdeva 2008, 183-184.)

Both quantitative and qualitative methods are used for this thesis. As the aim is to understand which market insights need to be taken into consideration when marketing to Finnish market, a survey was conducted with different images of advertisements and questions, see Appendix 1 and Appendix 2. The survey includes both multiple-choice questions and an open-ended question. The multiple-choice questions are used to gather quantitative data. According to Sachdeva (2008, 182), in business research, quantitative research methodology is usually used to measure consumer behaviour, knowledge, opinions or attitudes. The open-ended question is used to collect qualitative data, which helps to gain deeper understanding on the respondents' choices as the participants are able to describe their views and feelings (Adams, Khan & Raeside 2014, 123-124.)

Data Collection Methods

There are two types of data: primary and secondary. Primary data is new information collected specifically for a certain research. Primary data can be gathered or observed, for example, by conducting a survey, an interview or observing a focus group. Secondary data is published and collected by others. (Wolf 2016.) It includes both quantitative and qualitative data. Secondary data can be documentary, survey-based or multiple sourced. (Saunders et al. 2009, 258.)

Documentary secondary data can be written material, such as public records, notes, reports, books, articles, newspapers, or non-written material like voice and video recordings, pictures and drawings, databases and films, for example. Survey-based secondary data is data retrieved from surveys. In multiple source secondary data, different data sets from different sources are combined. (Saunders et al. 2009, 258-263.)

In this thesis both primary and secondary data will be used. First, the theory is based on secondary data. The focus is mainly on documentary data. Written sources, such as books, articles, magazines, and online sources are used. Also, non-written data such as advertisements, videos and photos are used when examining different advertisements. When the theory is created, it will be tested with a survey. The survey is sent to 18-60-year-old Finnish people and is conducted online. The results of the survey will be used as a primary data.

1.5 Thesis Structure

There are six chapters in this thesis. The first chapter is introduction, which includes the description of the research background, the objectives of the thesis, the research questions, and the limitations of the research. The theoretical framework of the thesis is explained as well as the research methodology and the data collection method of the research. The chapter is finished by determining the thesis structure.

The second chapter is about local market intelligence. The reader is introduced to what local market intelligence is; what type of insights are included in it and how they are utilised in creating advertisements. Lastly, the chapter concludes why companies should include local market intelligence to their practises.

The third chapter's topic regards advertising and cultures. The reader is first introduced to the basic theory of advertising. Then, cultural differences are studied through Hall's Iceberg Model and Hofstede's Dimensions of National Culture, and their effects on advertising are analysed to understand the different advertising styles across cultures. The chapter also studies the Finnish target audience to understand their behaviour and reaction to advertising. These first three chapters conclude the theoretical part of the thesis.

The empirical part of the thesis is the fourth chapter, i.e. Empirical Research and Data Analysis, in which the data acquisition process is explained, and the collected data analysed. The fifth chapter is the conclusion where the research questions are answered. The validity and reliability of the study are also examined and suggestions on further studies are given. The final chapter is the summary where the whole thesis is summarised briefly. The thesis structure is summarised in Figure 2.

Figure 2 Thesis structure

In addition to these six chapters, there is also a list of references, which includes all the written and electronic sources used in this thesis and the appendices. The Finnish version of the research questionnaire is presented in Appendix 1, and the English version in Appendix 2.

2   LOCAL MARKET INTELLIGENCE

2.1   What is Local Market Intelligence?

Local market intelligence (LMI) is a localised version of market intelligence (MI) which is a component of business intelligence (BI). Market intelligence is the process of collecting and analysing information from multiple sources to understand the market (both existing and new potential customers) and to determine the current and future needs, attitudes and behaviour of the market. It also helps to anticipate the future nature of the market. (Aaker, Kumar & Day 2007, 3-4.) The aim of MI is to create a picture of the company's existing market and its customers, as well as its growth potential, problems, and competition (Arline 2019). Organisations gather information on consumer needs and thus create market intelligence to help satisfy those needs (Aaker et al. 2007, 6). The structure of MI is explained further in Figure 3.
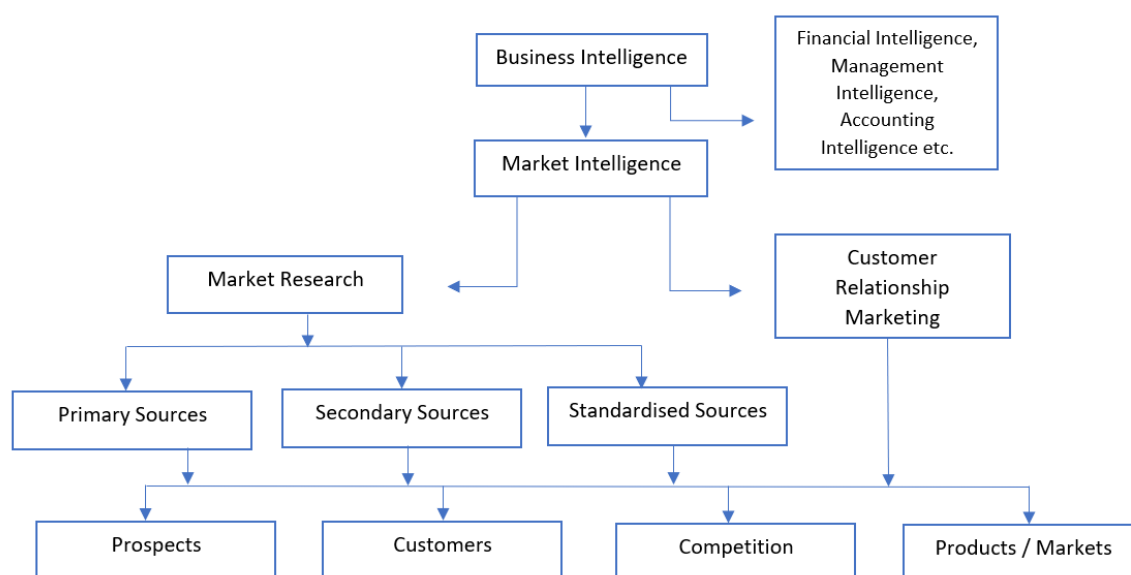

Figure 3 Market Intelligence (Aaker et al. 2007, 3)

Local market intelligence means researching the local market to find all the insights that are relevant to the company to thoroughly understand the market, its customers, and their social, economic, and cultural environment (Creative Culture 2018, 3). Insights gathered from local market research help to make business decisions, create strategies, and plan campaigns. (Aaker et al. 2007, 6- 12.)

LMI is used when a company wants to advertise to a foreign market but is not familiar with it. When a company wants to reach customers from another culture, it is crucial to understand the cross-cultural differences between the two cultures. LMI helps avoid cultural

blunders, which are poorly understood influences of cross-cultural differences that cause misunderstandings and communication errors which then can cause damage and unsuccessful advertising campaigns. (Fromowitz 2017.)

Local market research can be done by the companies themselves, with social media, surveys, and online tools or with their own in-house market research teams. The research can also be done by outsourcing the process to the experts of the industry, such as consultancies, agencies, specialists, and local market experts. (Matthews 2015; Aspili 2013.)

2.2   Local Market Insights

LMI is sourced from insights. Market insights are observations about human behaviour that results in seeing consumers from a different perspective. Insights discover the underlying motivations that drive people's actions, such as buying a product. (Dalton 2016.) To gain an insight is a process, shown in Figure 4.
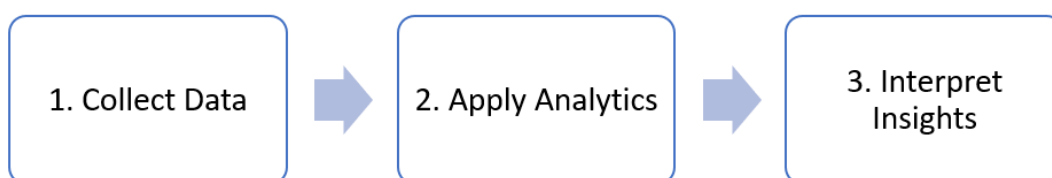

Figure 4 Insights gathering process (Marrs 2016)

The process begins with collecting data from the local market. With analytics, patterns and trends can be discovered from the data. Insights are gathered through the use of analytics. (Marrs 2016.) Insights are the discovery of a relevant and previously unrealised actuality about a target market as the result of data analysis. Insights benefit both target audience and the brand: they help to meet the target audience's true needs and wants as well as simultaneously bring profit to the company. (Umi 2018.)

When relevant insights are found, the knowledge can help the company make well-informed decisions and strategies (Figure 5) and thus, create growth (Annalise 2020) and push the brand forward (Hatty 2017).
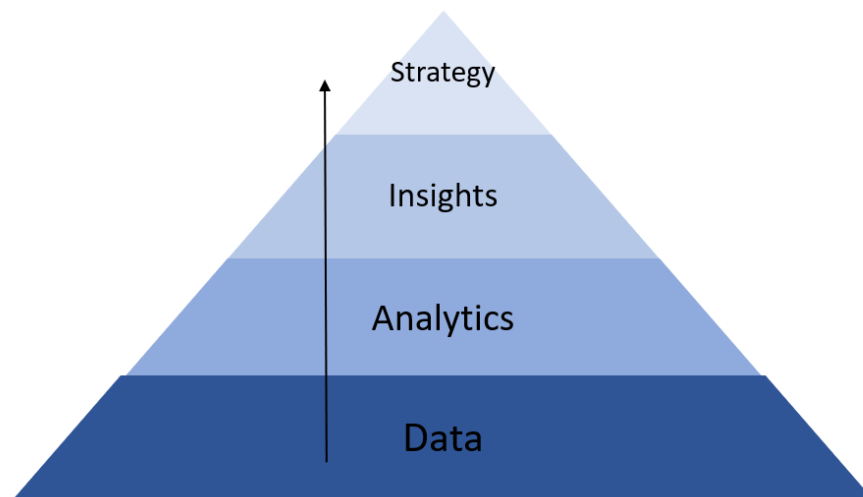
Figure 5 Insights process (Annalise 2020)

In advertising, rich insights are vital to the success of campaigns. Insights give a real reve-lation of the consumer and their true needs, habits, and environment. When the advertiser has all the knowledge, they can create a campaign that meets the consumers. (Antevenio 2018.)

In market intelligence, the three main insights are consumer insights, market insights and competition insights (Annalise 2020). Market segmentation and cultural insights are part of consumer insights, explaining different consumer groups and their cultural differences (De Mooij 2005, 36; Weinstein 2004, 4-5). Trends give an idea about what is happening in the market, whereas competitor insights create a picture about the competition in the market (Market Business News 2020; Smart Insights 2019). The following local market insights, and their importance to Finnish consumers, will also be examined in the research survey.

2.2.1 Consumer Insights

Consumer insights, or customer insights, are information about the current and potential customers of the company. They provide clarity on who your customers are, what they want, need and feel. (Windsor 2019.) In advertising, consumer insights are clues about consumer's behaviour. They shed a light on how to connect with the target consumer in a more efficient and meaningful way. (Clusini 2019.) The goal of advertising is to persuade the consumer to do something, usually to purchase something. If advertising is to attract and communicate with audiences in a way that produces a desired result, advertisers must first understand their audiences. They must get acquainted with a consumer's way of thinking, what factors motivate them and with the environment they live in. (Lee & John-son 2005, 109.)

Consumer behaviour is the series of behaviours that consumers follow before, during and after the purchase to satisfy needs and desires. Behaviour insights take into consideration factors such as consumers' needs, attitudes, motivations and buying motives. These factors can vary across cultures as products can be used for different purposes in different cultures. For example, buying motives are not just internal drives but also related to the social environment. Furthermore, consumers from different countries can have different attitudes towards a brand or an advertisement, which can be affected by individualistic values or collective attitudes. (De Mooij 2005, 105-118.) Therefore, advertisers should carefully measure the consumer attitudes towards advertisements as the consumer attitudes towards a company and its product have a great influence on the failure or success of the brands advertising strategy. (Lee & Johnson 2005, 119.)

Consumers are unpredictable and complex in any market (Powell, Hardy, Hawkin & Macrury 2009, 57). In order to get to know the local consumers, the brand has to research them. Who are they? What is their environment like, socially and culturally? What do they like and dislike? How will the offered product or service be used in the market? (Creative Culture 2018, 3.)

A great example of consumer insights was made by a brand and experience design agency called BOND. A German company gave BOND a task to create a new retail brand for Saudi Arabian women called Ellaycom. BOND built a consumer profile utilising in-depth interviews and online research and identified a potentially large under-served market: Saudi women with disposable income who lack an easy access to physical retail stores. The agency understood to build a profile of a modern Saudi woman. It was important to know their ambitions, frustrations, and roles. By creating different profiles of the target consumers, the agency gained insights of them and built a brand based on that (Image 1). (BOND 2020.)
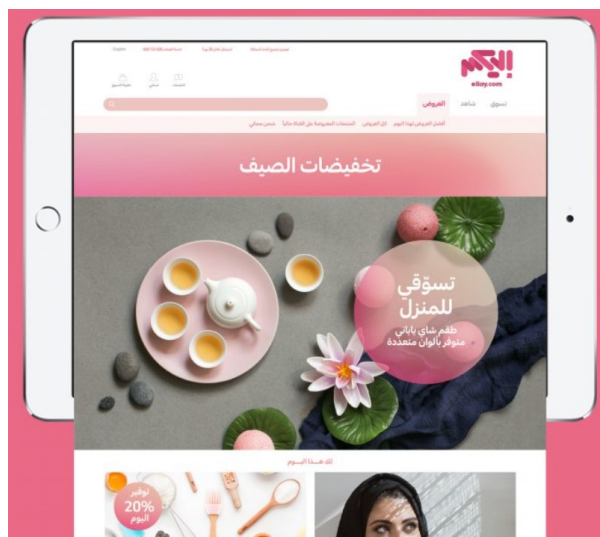
Image 1 Ellaycom by BOND (BOND 2020)

According to BOND (2020), they found that their consumers are:

> 1. *Educated, ambitious, optimistic and are searching for something new.*

> 2. *More individualistic yet still rooted in family, culture, traditions.*

> 3. *Key buying decision-makers but looking for validation for those decisions.*

> *In short, their customers are progressive yet responsible.*

Based on these consumer insights, BOND was able to create a brand strategy for Ellaycom that targets the customer and eventually launched the brand in Saudi Arabia successfully. (BOND 2020.)

In consumer insights research, the consumer data, such as browsing history, purchase patterns and campaign response patterns are analysed (Optimove 2020). The research can be done by using algorithms, internal or external data, or a mixture of them (Frichou 2018). Analysing the consumer data to find behaviour patterns requires using advanced technologies, such as predictive analytics, machine learning and artificial intelligence, in order to anticipate their next steps, needs and wants of the consumers (Optimove 2020). Insights gathered from the data will help better understand the customers and personalise marketing and offerings to them (Frichou 2018).

Researching consumer insights improves the effectiveness of the communication with the consumers and therefore, changes the consumer behaviour which can lead to strong brand loyalty and increase the sales (Frichou 2018). According to Lindfors (2020), the 2017 report "Insights-Driven Businesses Set the Pace for Global Growth" found that organisations driven by customer insight grow eight times faster than the global GDP.

2.2.2 Market Segmentation Insights

Once the local customers are determined, segmentation takes place. According to Weinstein (2004, 4-5), segmentation is the process of dividing markets into groups of potential customers with similar characteristics, who are likely to demonstrate similar purchase behaviour. Segmentation is an important marketing planning and strategy tool that allows the marketers to target specific consumer groups in a cost-effective way. The goal of segmentation research is to analyse the market, find niche opportunities in the segments and take advantage of a great competitive position.

Brands can select one or more segments as marketing targets and develop personalised marketing campaigns to meet such segment prospects. The reason why segmentation-

based marketing is widely preferred is because it is impossible to pursue every market opportunity, and furthermore, it is important to understand that not everyone is a good prospect for a product or service offered. (Weinstein 2004, 5.)

There are four main types of market segmentation: demographic, geographic, psychographic and behaviour segmentation (Yesbeck 2020).

Demographic segmentation is based on measurable characteristics of population, for example, age, gender, location, education, occupation and income. Demographic information is statistical data, which can provide important insights to marketers. Demographic trends such as fewer married couples, smaller family sizes and changing roles of the women contribute to the market segments. (Keegan & Green 2013, 219.) For example, luxury brands would more likely target a consumer that has a higher income (Yesbeck 2020).

Geographic segmentation categorises customers based on geographic borders. Segmentation can be made by geographic boundaries such as ZIP code, city or country, or by the type of area such as climate, whether the area is urban or rural or if it is located in a radius around a certain location. For example, pick-up type of cars are the most popular car type in Asian countries, such as Thailand and Malaysia, as the climate is warm throughout the year and belongings can be stored in the platform, and other people can travel in the platform as well. Whereas in India small cars are most preferred as the urban areas are very crowded and there is not a lot of space to drive. (Riikonen 2016.)

Another example of geographical segmentation comes from McDonalds who created a burger that suits the geographic area of India. The Maharaja Mac is a variation of the Big Mac but without pork or beef as seen in Image 2. (Keenan 2019.)

Image 2 The Maharaja Mac advertisement (Keenan 2019)

In psychographic segmentation people are grouped regarding their attitudes, values, personality traits, lifestyles, interests, motivations, priorities, conscious and unconscious beliefs, to name a few. Psychographic data is subjective, and for example, questionnaires can be used to determine psychographic data. (Keegan & Green 2013, 225.) For example, luxury brands would be more likely to target a consumer that values high quality and status (Yesbeck 2020).

Behaviour segmentation focuses on how the consumers act: purchase habits, spending habits and using habits (Yesbeck 2020). What products do people buy, how do they use the product and how much and how often do they consume, for example. In addition, behaviour segmentation considers the "using" status: nonusers, potential users, first-timers, regular users, ex-users or even the users of competitor's products. (Keegan & Green 2013, 226.) Behavioural segmentation requires the need to know about the customer's actions, which relates to how customers interact with the brand. For example, luxury companies are likely to choose to target customers who have exhibited previous purchase behaviour towards luxury products, e.g. purchased similar high-end products in the past three years. (Yesbeck 2020.)

Insights about local market segmentation in foreign markets can help to understand the segment landscape of the market; define, identify, and understand the wants and needs of the local consumers (Keegan & Green 2013, 229). Then the brand can find the communication channels to get in touch with these target consumers (Creative Culture 2018, 4). According to De Mooij (2005, 4-5), there are no global motivations for buying and using a product, so it is important to get to know the local ways.

2.2.3 Cultural Insights

Advertising reflects all expressions of culture in different levels; how people think, act, how they live, eat, relax, how they relate to each other and what moves them. As most of the consumer behaviour is also culture bound, it is therefore important to research the culture of the target market. (De Mooij 2005, 36.) Cultural insights track, measure and highlight the cultural forces impacting the lives, observations, and choices of the consumers. They also provide knowledge and resources so advertisers can create appropriate and creative advertisements to the local consumers. (Dunlap-Fowler 2018.) Figure 6 illustrates the elements of culture. All cultures have these elements. They make each culture unique. (Milenkovic 2009, 4.)
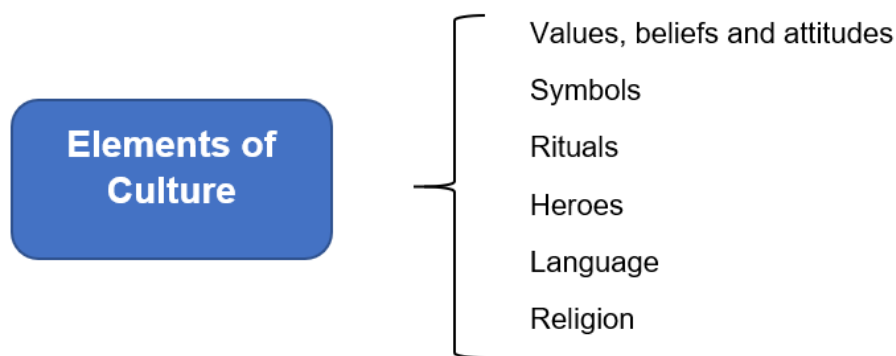
Figure 6 Elements of Culture (Milenkovic 2009)

Elements of Culture

Culture includes shared beliefs, attitudes, norms, values, and roles. Culture is not a characteristic of an individual but rather individuals are the product of their culture and are conditioned by their sociocultural environment to act in certain manners. (De Mooij 2005, 36.) Cultural insights often challenge global marketers as many cultural aspects are hidden. They can be learned behaviour passed on from generation to generation. (Keegan & Green 2013, 125-126.)

Values, beliefs and attitudes are the basic aspects of culture as they are shared by a specific group of people. Values are beliefs that specific manners are personally or socially more preferable to others. Belief is an organised way of knowledge about the world that is held to be true by an individual, whereas an attitude is a learned tendency to respond in a consistent way. (Keegan & Green 2013, 126-127.)

Other elements of culture are symbols, rituals and heroes. Symbols are pictures, objects, words and gestures that have a specific meaning, recognised only by the ones sharing a culture. Globally known symbols can be, for example, the logos of Coca Cola and Nike (De Mooij 2005, 37) whereas a well-known Finnish symbol can be the Finnish red-and-yellow lion coat of arms (Finland 100 2017).

Symbols are an important part of the association networks in our memory. Therefore package, colours, letters and signs are important and can be sometimes tailored to suit the local culture. For example, in Western cultures, the colour black symbolises mourning, whereas in China, the colour is white (De Mooij 2005, 45) and in Thailand it is purple. As an example, to commemorate the first flight from Hong Kong, United Airlines gave the passengers white carnations. The American airline provider failed to research the fact that white flowers might not be appreciated by local customers as the colour of the flower has a negative meaning. (Creative Culture 2018, 10-12.)

Rituals are collective activities that are considered to be essential within a culture. For example, the way of greeting, paying respect to others or religious and social ceremonies. Heroes are people (dead, alive or imaginary) who possess characteristics that are highly valued in the society and are considered to be role models. For example, a global version of a hero could be Batman, (De Mooij 2005, 37-38) whereas a Finnish hero could be C.G.E. Mannerheim who was a famous military leader and a president (Vihavainen 2005).

Language

Language, both verbal and non-verbal, are an important part of the culture. Language can influence the culture but also it is an expression of the culture. The language one speaks is part of the culture in which one grows up in. Language illustrates the culture as it reflects all the manifestations of the culture, such as the expressions and the values. (De Mooij 2005, 42.) Brands want to communicate well with their foreign customers and at the same time stay true to themselves despite the journey from one language and culture to another (Creative Translation 2016).

When it comes to the verbal language, a correct translation is the key. When translating advertisements, the focus should be on the message rather than simply on words. (Creative Translation 2016.) But the words need to be correct as well. For example, Pepsi underestimated the importance of language when the brand launched the slogan "Come alive with the Pepsi Generation" in the Chinese market. Due to improper translation, the slogan turned into "Pepsi brings your ancestors back from the grave". The marketing strategy was not successful in a country where it is an important part of the culture to worship ancestors. (Zakkour 2014.) According to Creative Culture (2018, 16), the meaning of the translation needs to reflect the current market trends and ensure that local elements such as idioms and references are correct.

The cultural environment affects on words and explains why some languages have more words for one thing than others. For example, Sami language has over 200 words for snow and ice (Stenlund 2020). There are also words that have a specific meaning which cannot be translated to another language. Few examples by Williams (2014):

- *Fernweh* (German): Feeling homesick for a place you have never been to.

- *Age-otori* (Japanese): To look worse after a haircut.

- *Lagom* (Swedish): Not too much and not too little, but just the right amount.

- *Sobremesa* (Spanish): The moment after eating a meal when the food is gone but the conversation is still flowing at the table.

- *Tingo* (Pascuense): To gradually steal all the possessions out of a neighbour's house by borrowing and not returning.

- Házisárkány (Hungarian): A nagging, restless spouse.

- *Gigil* (Filipino): The urge to squeeze something that is unbearably cute.

- *Arbejdsglæde* (Danish): The feeling of happiness provoked by a well-done job.

Untranslatable words and concepts are often very meaningful to the members of a specific culture and thus are very effective in advertising (De Mooij 2005, 44).

Language also reflects the way people communicate with each other. People develop a culture-specific communication style, meaning direct communication style in individualistic cultures and indirect style in collectivistic cultures. For example, people from individualistic cultures are more likely to use words such as "absolutely", "certainly" and "positively" whereas collectivist cultures would rather use words such as "maybe", "perhaps", or "probably". Another example is that in Japanese or Chinese there is no equivalent word for the English word "I". In these cultures, different words are used to refer to the self, depending on the social situation, the speaker's age, gender, and other social attributes relative to the listener. (De Mooij 2004, 186-187.)

A significant portion of communication is nonverbal. The way how people use nonverbal communication, however, is culture-bound. (Milenkovic 2009, 5.) Facial expressions are huge part of nonverbal communication. There are universal facial expressions around the world such as happiness, sadness and anger. Facial expressions can however vary dramatically between cultures. (Cherry 2020a.) For example, in Asian cultures, it is typically less acceptable to display strong negative emotions and therefore people tend to mask their expressions (Cherry 2020b).

Gestures are an important way of communicating without words. Common gestures are waving, pointing and using fingers to indicate numbers. Paralinguistic means vocal communication that is separate from actual language. It includes factors such as tone of voice, loudness, inflection, and pitch. These factors tend to vary from culture to culture. (Cherry 2020a.) For example, Asians and Europeans tend to speak at lower volumes than North Americans and Arabs. Silence is also a part of paralinguistics and implies different things across cultures. Silence can be used for conveying positive or negative emotions, saving ones face, communicating consent or dissent and approval or disapproval. It can be socially bonding or separating. (Menzies 2015.)

Body language and posture can also share information (Cherry 2020a). For example, slouching and weak handshake can be considered rude in some cultures, faking a smile can be acceptable in others (Cuncic 2019). Eye contact is also an important part of non-verbal behaviour. Eye contact can reveal a lot of emotions, such as interest, attraction or sadness. Eyes can also determine if someone is being honest. Normal, steady eye contact is usually a sign of a person telling the truth whereas inability to maintain eye contact is used as an indicator that one is lying. (Cherry 2020a.) Personal space is also a factor of nonverbal communication. The amount of personal space people need is influenced by many factors, such as social norms, culture, personality characteristics and the lever of familiarity. (Cherry 2020a.)

Religion

Religion is an important source of society's attitudes, values and beliefs. Religious tenets, practices, holidays and history impact on the way people of different faiths react to global advertisements. (Keegan & Green 2013, 127.) When marketing to a religious group, there are two aspects to take into consideration about religion: spiritual, and laws and regulations (Fam, Waller & Erdogan 2002, 539). Religion can provide people a source of meaning and purpose as it makes life more understandable and interpretable (UK Essay 2018). The laws and regulations, however, govern matters such as food, crime, punishments and the establishment of order. These aspects vary greatly for each religion (Fam et al. 2002, 537-539.)

Marketers understanding religious beliefs and their intensity improves advertising effectiveness and prevents offending or alienating their target audience (Fam et al. 2002, 538). For example, Tesco, a British multinational groceries retailer, made a "religious" mistake when advertising smoky bacon-flavoured Pringles as part of their Ramadan promotion. Islamic dietary codes classify all pork forbidden to devout Muslims. In addition, during Ramadan, many Muslims do not eat or drink in daylight hours, so the display was considered offending. Pringles and Tesco have since apologised for the cultural blunder and Tesco removed the display. (Satran 2017.)

Cultural Assumptions

Stereotyping means placing people into categories (De Mooij 2005, 40). Stereotypes and assumptions about different cultures vary depending on where one comes from. For example, when Japanese and Mexican people were asked what they thought about Americans, Japanese people thought that Americans were relaxed, emotional and spontaneous whereas Mexican people thought that Americans are hurried, serious and reserved. (Woodford 2018.) When people perceive others from other cultures, they do it from the

perspective of their own culture. Thus, it is quite dangerous to use stereotypes in advertising without studying the actual culture. (De Mooij 2005, 41.)

Regarding cultural assumptions, ethnography, a qualitative research method, studies cultures in-depth. Ethnographers seek to gain an *emic* point of view, which means the native's perspective of what is happening in the culture. This means that they try to research the culture without their own ideas and assumptions of the culture, or the *etic* perspective. (Eriksson & Kovalainen 2008, 137-138.) For example, brands could use a local expert as a part of their campaign creation in order to gain insights from the local culture and create a locally and culturally relevant campaign (Creative Culture 2018, 8).

2.2.4   Trend Insights

When studying a market, it is important to find insights about the current trends in the local market and in the industry the business is planning on operating. Trends are the overall direction of the market into which something is changing or developing towards. (Market Business News 2020.) Trends develop within every industry and can bring companies crucial data to help them be competitive in the marketplace (Worth 2020). Trends allow companies to stay up to date with consumer behaviour and understand who their customers are and what they want and need from their business. Therefore, trends help to stay relevant in the target marketplace. (Decker 2019.)

Trends start with consumer behaviour and needs, and when the data highlights a predominant choice among many consumers, it becomes a trend (Clusini 2019). However, trends can also be affected by a number of factors. For example, a trend of increased safety standards might be tied to government legislations. A trend of a certain type of clothing can be a result of a popular celebrity who is known for their distinctive style. A trend towards using sustainable materials in manufacturing can be a result of a public demand or perhaps because of a decrease in the availability or affordability of non-sustainable materials. (Worth 2020.)

The local trends can be vastly different to the global ones. Some markets may not catch the global trend. (Henry 2018.) When it comes to marketing, companies should study the current local trends in advertising, marketing and communications to find insights about best strategies, most popular campaigns, communication types and communication channels used in the local market (Creative Culture 2018).

There is also a trend towards localisation. One of the top 10 global consumer trends in 2020 is "Proudly Local, Going Global" which means that consumers draw back from global mass consumption to support local businesses and communities and as a cause of that,

local companies are able to go global. (Agnus & Westbrook 2020; Euromonitor International 2020; Nair-Ghaswalla 2020.) The trend captures the consumers' desire to embrace and appeal to a sense of individuality and growing national identity sourced from local inspiration (Euromonitor International 2020). As a result of the localisation trend, niche brands are starting to go more global, taking advantage of their credentials gained from local markets (Nair-Ghaswalla 2020). At the same time, there is a growing expectation for multinational companies to respond appropriately and creatively to the local culture, its social norms and consumer habits (Euromonitor International 2020). The trend has increased localised production and marketing (Agnus & Westbrook 2020).

Megatrends are trends that usually form slowly and tend to have a huge global impact. Although they take place over a long period of time, the effects of the trend are generally short-term and can trigger series of smaller trends within different sectors of the society. (Trend-Monitor 2015.) According to Sitra, the Finnish Independence Celebration Fund (Solovjew-Wartiovaara 2019a; Solovjew-Wartiovaara 2019b), the five megatrends in Finland in 2020 are:

1. Ecological reconstruction and sustainability. There is a common theme in Finnish market no matter what industry; how do we respond to climate change and become more sustainable? (Solovjew-Wartiovaara 2019a.)

2. The increase of relational power. The power relations in Finland are moving to a poly-nodal world. In a poly-nodal world, the power is determined by relational influence and held, not only by the states, but also by companies, regions, and transnational organisations. (Solovjew-Wartiovaara 2019a.)

3. The ageing and diversity of Finnish population. The Finnish population is ageing and at the same time becoming more diverse. The birth rates are decreasing in Finland, but at the same time the population is more diversified in terms of backgrounds and habits. (Solovjew-Wartiovaara 2019a.) The population is also concentrated in a few areas (Solovjew-Wartiovaara 2019b).

4. The Finnish economy is seeking direction. The main current problem is whether the environment should only be regarded as a resource or should the economy aim to improve the condition of the environment. (Solovjew-Wartiovaara 2019a.)

5. Technology is becoming ingrained to everything. It is well understood and integrated into all industries. (Solovjew-Wartiovaara 2019b.)

These are the main megatrends affecting Finnish in 2020 and therefore should be taken into consideration by foreign brands who wish to emerge to Finnish markets (Solovjew-

Wartiovaara 2019b). Trends differ from country to country. For example, whereas the birth rates are decreasing in Finland and the population is ageing, in many African countries the megatrend is currently that the population is growing and becoming younger. (Dufva 2020.)

Rather than concentrating on one single megatrend, it is more important to understand the bigger picture these megatrends create and see how they relate to other trends currently in the market (Solovjew-Wartiovaara 2019b). More of Finnish trends will be discussed in Chapter 4.2 where Finnish survey respondents list trends currently happening in Finnish markets.

2.2.5 Competitor Insights

It is important to study one's competitors in the foreign market consistently. For example, KFC tried to enter the Brazilian market with hopes of opening over 100 stores around the country. However, they did not analyse the local competition which already offered better chicken products to the consumers. (Clarke & Wilson 2009, 69.)

In competitive analysis the competitors are identified, and their strategies are evaluated to understand their strengths and weaknesses relative to your product. First step is to know your major competitors. There are two types of competitors to analyse: direct and indirect. Direct competitors are the businesses that offer similar products as your company whereas indirect competitors' products are not exactly substitutes to your product, but they address the same consumer segments. (Smart Insights 2019.)

Benchmarking is a process of measuring the performance of a business' products, services, or processes against its prime competitors. The idea of benchmarking is to identify opportunities for internal improvement by seeing what is and what is not successful in the market and build your campaigns based on that. (Shopify 2020.)

The easiest way to do competitor analysis is to look at the competitor's website, social media and advertisements that they have published. Local brand's website can give a lot of information about its marketing strategy by seeing what kind of content they are posting; information, blog posts, case studies, videos, press releases and what kind of advertising campaigns they currently have. Also, how often do they post, who are they targeting and what is their brand's tone-of-voice. (Smart Insights 2019.)

Brands should also observe their competitors traffic metrics and reach; how many people visit their websites and for how long. In addition, it is important to determine how much does one's audience overlap with a competitors'. When you compare the percentage of

the shared audience to your unique audience, you might be able to find a niche market and a unique selling point. (Kozlova 2019.)

According to Courtney, Horn & Kar (2009), it is essential not to only be able to find insights about your competitors and improve your brand, but to be able to anticipate competitors strategies by continuously researching competitor insights. A good example of using competitor insights when planning a marketing campaign was created by digital agency Mirum to their customer Motor Oil Energy Drink. Mirum did a competitor analysis to Motor Oil and realised that most of the big energy drink brands in the market seemed much alike: sports and partying. So, they decided to differentiate the brand. Instead, Motor Oil is not about the physical stamina, but rather the one about mind. Therefore, the new Motor Oil energy drink promises mental lubrication (Image 3). (Mirum Agency 2020.)
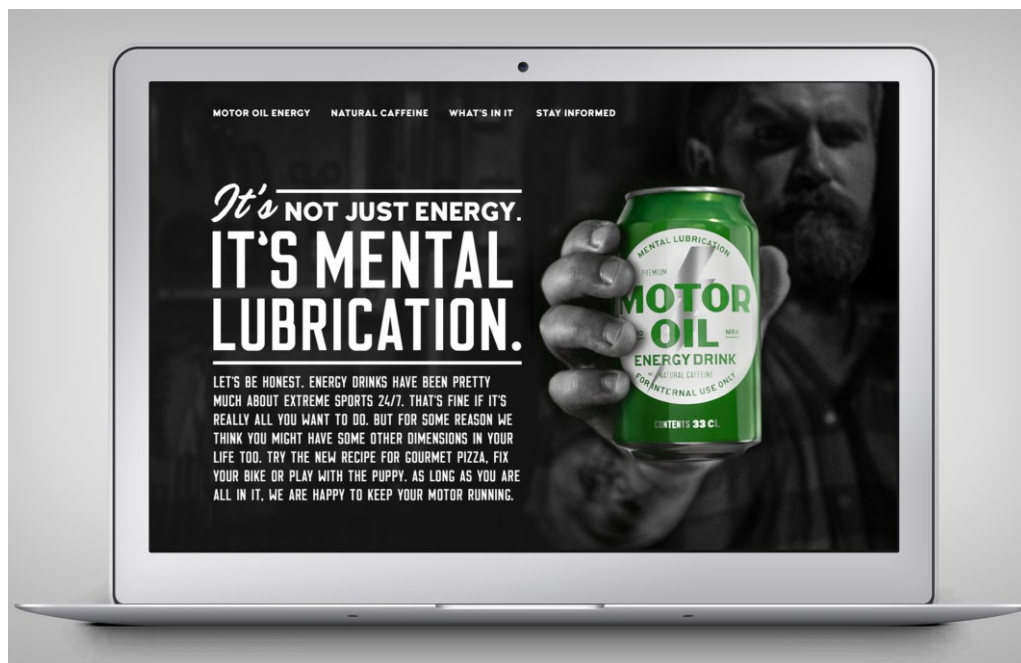

Image 3 Motor Oil Advertisement (Mirum Agency 2020)

2.3 Why Local Market Intelligence?

The goal of local market intelligence is to ensure the best customer experience. By investing time and effort to localisation, the company will ensure that its message is relevant to global consumers, which can yield great profit. (Dias Marques 2018.) There are many benefits of local market intelligence.

Localisation can help companies to connect better with their target customers. Localisation shows respect for the local culture and values by adapting to their content. (Fernandez 2019.) When brands integrate to the local culture with their brand message and active

storytelling, it humanises the brand, helping it to connect with its target market on a deeper level (Curmi 2018). Hence it also produces higher levels of engagement with customers (Fernandez 2019).

Localisation can help brands grow. With localisation, companies can expand their reach and awareness. Using local languages can also offer a great Search Engine Optimisation boost for the brand, which is essential in today's digital marketing. (Fernandez 2019.) According to a survey done by CSA, 72% of customers globally are more likely to buy products or services if the information is in their language (Dias Marques 2018). Furthermore, localised marketing strategies help brands overcome market entry challenges, such as gaining customers' loyalty, as they already know the market, consumers, and culture (Fernandez 2019).

Localisation increases profit. Not only does localisation enhance the consumer experience by being more relevant to the target audience, it also increases the value of the company: companies who create localised and personalised content to their customers benefit from an uplift in sales compared to the ones with one-size-fits-all campaigns. (Brandgility 2018.) Localisation can also make marketing investments more cost-efficient and, ultimately, it helps to cut down customer support costs as companies are able to offer information that local consumers can easily understand. If localisation is done right, it can become an organic growth strategy. (Fernandez 2019.)

3   ADVERTISING AND CULTURE

3.1   Advertising

According to Lee & Johnson (2005, 3), advertising is communication about an organisation and its products or services that is spread to the target audience through mass media channels or the internet. Individuals and organisations use advertising to promote goods, services, issues, ideas and people. Advertisements also perform informative, persuasive and reminder functions.

Advertising aims to create awareness about the brand and its products and establish the name of the brand into the consumers mind so that consumers remember the brand. Advertising shares information about the brand to the consumers so that they understand what the brand is offering. When the consumer accepts and believes what the advertisement offers, advertising aims to make the consumer favour the brand over others based on emotional and rational benefits that the brand brings to the consumer. The main goal of advertising is to make the target audience act and purchase the product or service offered. The four main objectives and their meaning to advertisers and consumers are further explained in Figure 7. (Finnish Advertising Council 2009.)
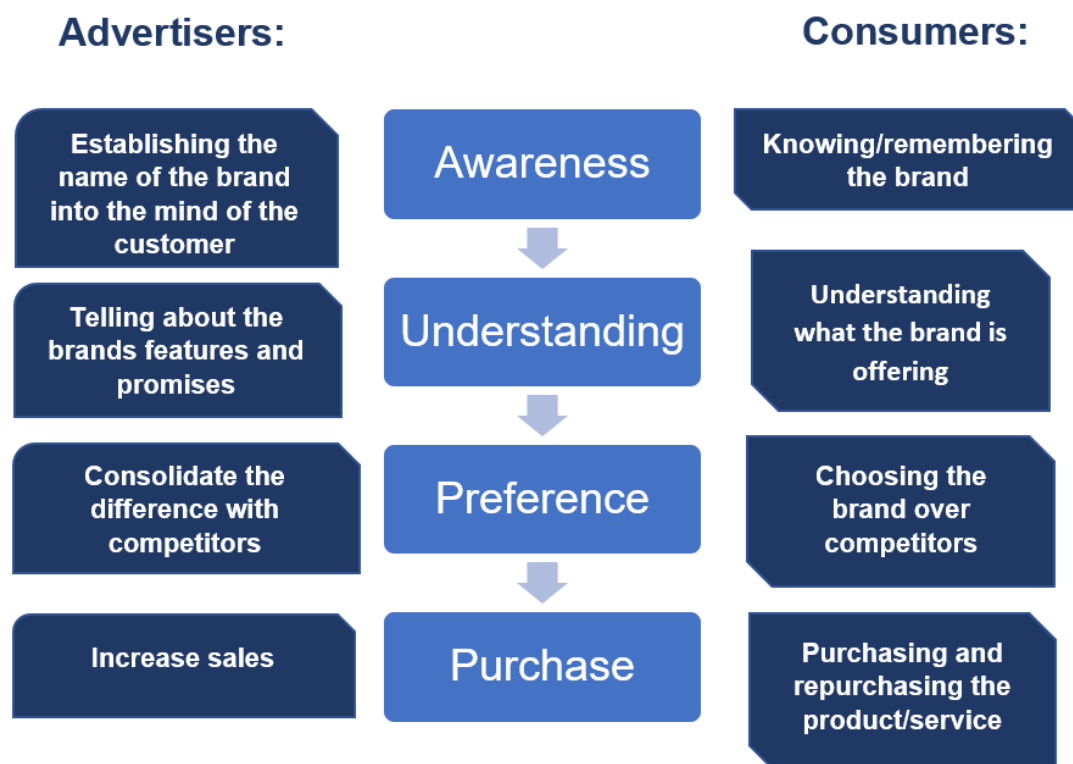

Figure 7 Objectives of advertising (Finnish Advertising Council 2009)

Advertisements also have emotional components, as emotions have significant influence on purchase and consumption decisions. Emotion is one of the four main processing responses to advertising: *attention*, *learning*, *accepting and believing what the advertisement says*, and *the emotion stimulated by the advertisement* (Figure 8). (De Mooij 2005, 146; Percy & Rosenbaum-Elliott 2016, 67.) An emotional response mediates what is learned, and whether or how a particular point of advertisement is accepted. For example, the role of emotion in advertising campaign is different in Anglo-American and European advertising. In United States, emotions are used as a part of the argument in advertisements, whereas in south of Europe advertising reflects the emotional relationship between consumer and brand. (De Mooij 2005, 146.)
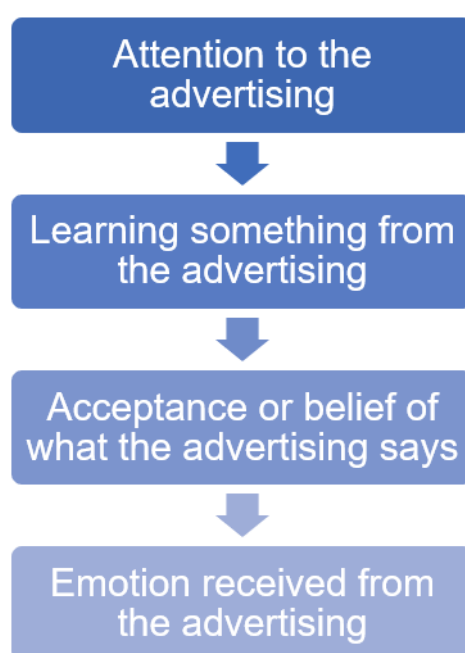

Figure 8 Four main processing responses to advertising (De Mooij 2005, 146; Percy & Rosenbaum-Elliott 2016, 67)

According to De Mooij (2005, 139), advertisements are made from conventions of the particular culture. When advertisers craft a message, they anticipate the audience's probable response by using shared knowledge of their conventions. The receivers of the advertising message use the same cultural knowledge to read the message, evaluate the content and choose whether to purchase a product. However, when the advertising crosses cultural borders, it lacks the same conventions.

The following sub-chapters introduces cultural dimensions and explains how understanding them can help create efficient and culturally appropriate advertisements to foreign countries.

3.2 Classifying Cultural Dimensions

In order for the target audience to understand the advertising message, an advertiser should study the target consumer's culture and conventions. (De Mooij 2005, 51-52.) Cultural scientists have developed different methods and systems to help visualise and understand cultural differences. Cultural dimensions are a tool to understand the characteristics of different cultures and help them to scale and experience ones culture in relation to other cultures. (Boeing 2013, 8-10.)

The Iceberg Model

The cultural iceberg model was developed by Edward. T. Hall, an anthropologist and cross-cultural researcher, in 1976. The idea of the model is that culture is like an iceberg: some parts are visible, above the water, but there is a larger portion of the culture that is hidden beneath the surface. (Lewis & Clarke 2010.)

In the model, culture has two dimensions. There is a part of culture that is visible and can be easily observed and researched, such as behaviours, traditions and customs, art, music and literature, to name a few. There is also the invisible part of the culture, which is harder to observe and research. It is much larger part of the culture than the observable part. It includes the core values, attitudes, and beliefs of the person as well as priorities, assumptions and perceptions and many more things that are further explained in Image 4. This part of the culture has been unconsciously learned and is difficult to change. (Lewis & Clarke 2010.)

Image 4 Cultural iceberg model (Sinclair 2020)

It is easy to make assumptions and develop ideas about another culture by just looking at the visible culture without understanding the invisible part that actually makes up the majority of that culture. (Lewis & Clarke 2010.) Therefore, local market intelligence is used to study and understand the invisible culture. If advertisers accurately identify the values and beliefs of the target consumer, they can align their brand values and advertising message with the target consumer's values (Bates 2020). For example, Finnish people value equality, trust, individualism, honesty, punctuality, modesty, nature and personal space (infoFinland 2020).

TBWA, a global advertising agency took advantage of this deep culture factor when creating a campaign for Nissan Nordic Europe. The campaign was created to advertise Nissan's new ProPILOT technology which automatically maintains a safe distance to the vehicle ahead. As Finnish people take personal space very seriously, there is an unconscious rule about having space between every person in the bus stop and thus the advertisement cleverly states that the automatic distance control is approved by Finns (Image 5). (The Drum 2020.)
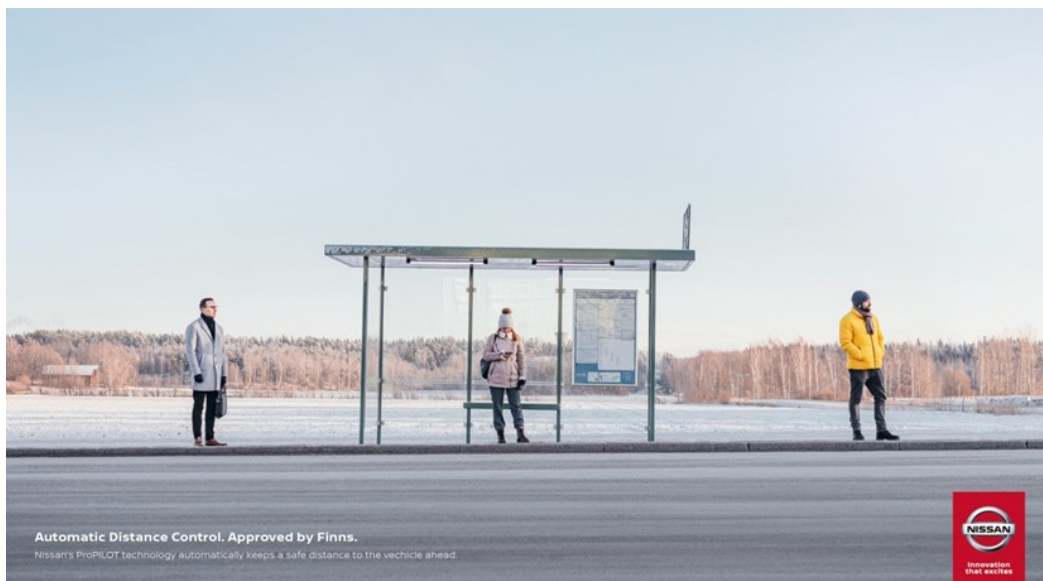
Image 5 Nissan Automatic Distance Control Advertisement (The Drum 2020)

Hofstede's Six Dimensions of National Culture

The six dimensions of national culture are based on extensive research done by Professor Geert Hofstede. Hofstede's classification of culture lies in the simplicity of dimensions. The cultural dimensions represent independent preferences of something over another, distinguishing countries from each other. The dimensions are measured on scale of 0 to 100.(De Mooij 2005, 56-60; Hofstede 2020a.)

The model categorises cultures according to six dimensions: the level of power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance index, long term orientation versus short term orientation, and indulgence versus restraint, as seen in Figure 9 describing Finland's dimensions (Hofstede 2020a). De Mooij (2005, 60-183) has applied their own interpretation to these dimensions, concentrating on consumption-related motives and values, and advertising.
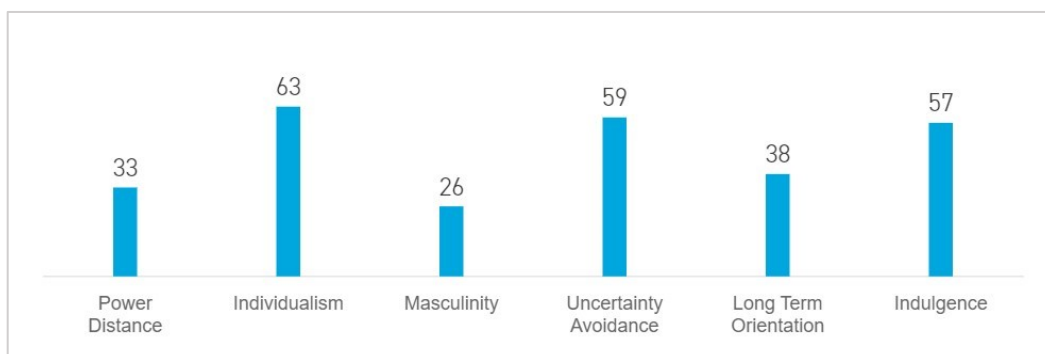

Figure 9 Finland's dimensions (Hofstede 2020b)

Power Distance Index defines the degree to which the society accepts and expects that power is distributed unequally. Large power distance cultures have a strong social hierarchy. (De Mooij 2005, 60.) Such countries are Malaysia (100), Slovakia (100), Saudi Arabia (95) Mexico (81) and China (80), to name a few (Hofstede 2020b). In large power distance cultures showing one's social status is important so other people can show respect to them. For example, luxury goods, fashion items and some alcoholic beverages typically appeal to social status needs. (De Mooij & Hofstede 2010, 4.) Elders are also respected in these cultures. Thus, advertisements tend to refer to generations and how, for example, your father and grandfather used to like this brand and use this product, too. The reference to generation is shown in advertisement by Azzaro (Image 6) with a tagline *"As long as there will be men"*. (De Mooij 2005, 169.)
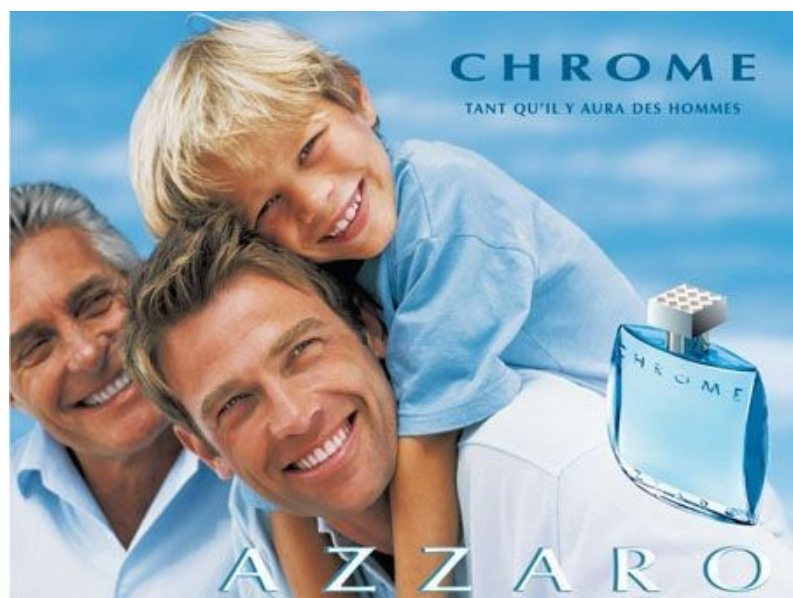

Image 6 Azzaro advertisement 2005 (Le Book 2005; De Mooij 2005, 169.)

In low power distance cultures, the society believes that inequalities amongst people should be minimised. The level of hierarchy is low, and equality, opportunities and independence are valued. (Hofstede 2020a.) Finland is a low power distance culture with a score of 33. Finnish people are independent, and the society prefers equal rights for everyone (Hofstede 2020b.) Hierarchy is minimised and the attitude towards leaders are informal and they can be referred to by their first names. Other low power distance countries are Austria (11), Israel (13), Denmark (18) and New Zealand (22). (Hofstede 2020b).

Individualism Versus Collectivism dimension compares two types of social cultures. In individualistic cultures, people have loosely-knit social frameworks in which people look after themselves and their immediate family only (Hofstede 2020a). People tend to express their own opinions openly (De Mooij 2005, 61-63.) Finland is an individualistic society with

a score of 63. Freedom of the individual is strongly reflected in the Finnish legislation (in-foFinland 2020). Other individualistic cultures are, for example, United States (91), Australia (90), United Kingdom (89), The Netherlands (89) and Sweden with a score of 71 (Hofstede 2020b).

In advertising, individualistic cultures tend to address the audience directly and in person-alised ways, frequently using pronouns such as "I" and "you", as can be seen in advertise-ment by Nike in Image 7. (De Mooij 2005, 171.)

Image 7 Nike advertisement (De Mooij 2005, 171; Pure Production 2020)

Individualistic cultures have a monochronic approach towards time (De Mooij 2005, 172) and their perception of time is linear. It means that time is tangible and valuable to the people. These cultures emphasize scheduling and punctuality. They also value productiv-ity and view time as something that can be lost, killed, or wasted, or, conversely, as some-thing that can be used efficiently. (Duranti & Di Prata 2009.) Therefore, in the sales pro-cess, individualistic cultures, want to get to the point fast, and persuade the customer as quickly as possible (De Mooij & Hofstede 2010, 6).

In collectivistic cultures people prefer a tightly-knit social framework and individual's rela-tionship with their family, extended family, groups and community have a central role in their life. The social rules focus on being unselfish and putting community needs ahead of individual needs. (Cherry 2020c.) Collectivistic cultures are high-context communication cultures, with an indirect style of communication. People avoid the loss of face. (De Mooij & Hofstede 2010, 6.) Cultures in Asia, Central and South America, and Africa tend to be

more collectivistic; China (20), South Korea (18), Angola (18), Venezuela (12), Ecuador (8) and Guatemala (6) (Hofstede 2020b).

Collectivistic cultures have a polychronic time perception. This means that these cultures think that time is less tangible and instead of scheduling, the emphasis is on the people and relationship with them. People prefer multitasking and being precise is not that important as there is more value on "being" than on "doing". (Duranti & Di Prata 2009.)

Therefore, when it comes to advertising, it is important to create a relationship and trust between the brand and the consumer (De Mooij & Hofstede 2010, 5). As context and situation are important to collectivistic cultures, they are more interested in concrete product features rather than abstract brands. The appeals of the advertisement should focus on groups, family and harmony as collectivistic cultures like to share things, and people who are alone in advertisements are easily seen as lonely with no friends. (De Mooij 2005, 61-65.) According to De Mooij (2005, 64;172-174; Hofstede, Hofstede & Minkov 2010, 90), even though individualism is increasing worldwide, 70% of the world's population is still more or less collectivistic which is why advertising concepts reflecting collectivism are more successful across cultures.

Masculinity Versus Femininity index compares masculine and feminine value cultures. Masculine cultures value success, achievements, assertiveness and heroism. Achievements are shown with status and material rewards, so status brands or products, such as jewellery and watches, are important to show one's success (De Mooij & Hofstede 2010, 5). Competition and winning are big characteristics in masculine cultures. There is also a clear role differentiation between men and women in masculine cultures. Men should be assertive and tough whereas women are expected to be tender and caring. (Hofstede et al. 2010, 155.) Masculine culture countries are, for example, Slovakia (100), Japan (95), Hungary (88), Albania (80) Austria (79) and United States (62) (Hofstede 2020b).

In advertising, exaggeration, persuasiveness and comparing are typical reflections of masculinity. Dreams and expectations are expressions of masculine cultures and often advertisements reflect the idea that anyone can do anything as long as they try hard. Therefore, appeals of the advertisements are task and success oriented. A good example of a masculine advertisement is Image 8 for MaxiNutrion. A man exaggeratedly lifts a car by one hand, while his suit depicts a good status. (De Mooij 2005, 174-178.)

Image 8 Milk for Real Men (Minimart Agency 2013)

Whereas masculine cultures value success, feminine cultures value people: cooperation and caring for the weak. Instead of winning, for feminine cultures the sign of success is good quality life. Feminine cultures are modest and do not appreciate showing off. In feminine cultures men and women have small role differentiation and do the same tasks. For example, in Finnish advertisement for Sini cleaning products, both woman and man clean together in Image 9. (De Mooij 2005, 65-177; Hofstede et al. 2010, 155.)
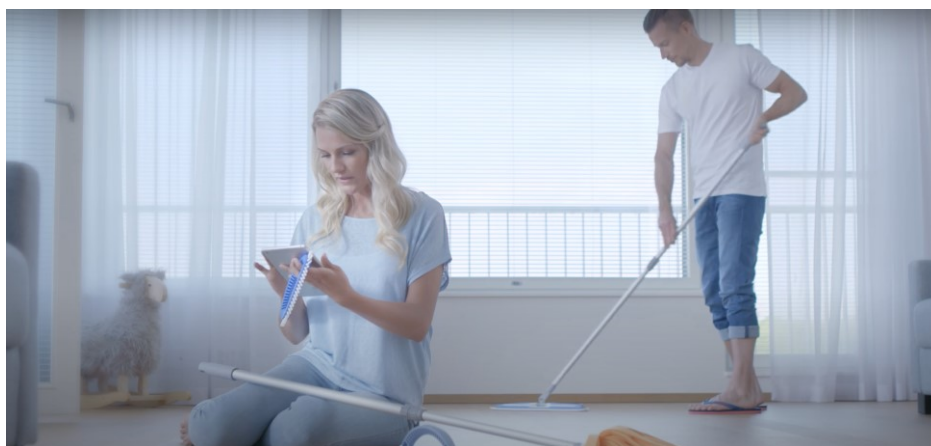
Image 9 Sini cleaning advertisement (Sinituote 2016)

Finland is a feminine culture with a score of 26. Finnish people value solidarity and equality and well-being (Hofstede 2020b), as the government guarantees sufficient livelihood for all citizens as well as basic services, such as medical care and education (Ministry of

Social Affairs and Health 2006). Effective managers are supportive, and conflicts are resolved by negotiation and compromise. Other feminine cultures are Sweden (5), Norway (8), Netherlands (14), Denmark (16) and Slovenia (19). (Hofstede 2020b.)

Long Term Orientation Versus Short Term Orientation dimension describes how societies maintain links with its past while dealing with challenges of the present and future. Societies prioritise these two goals in two ways. Short term orientation cultures respect traditions and fulfilling social obligations and they view change with suspicion. People from short term orientation cultures want to be seen as personally steady and stable. Their focus is on pursuing happiness. (Hofstede et al. 2010, 235-244.) Examples of short-term oriented cultures are, for example, Ghana (4), Egypt (7), Nigeria (13), Venezuela (16), United States (26) and Finland with score of 38. Finland is a normative society, which means that they respect traditions and have a relatively small tendency to save for the future. They focus on achieving results quickly and want to know the absolute truth. (Hofstede 2020b.)

Long term orientation cultures have a more pragmatic, future-oriented approach on life. They believe that the truth depends on the situation, context and time, rather than being absolute. To achieve result, one has to be frugal and persistent. They can adapt traditions to changed conditions and have a strong tendency to save and invest for future purposes. They make effort to modernise things as a way to prepare for the future. (Hofstede et al. 2010, 235- 250.) Examples of long-term orientation cultures are South Korea (100), Taiwan (93), Japan (88), China (87), Belgium (82) and Switzerland (74) (Hofstede 2020b).

According to De Mooij (2005, 182-183), in advertising short term orientation cultures reflect urgency, such as "buy now, pay later" or "50% off, hurry!". There is also a common theme of living in the moment and not worrying about the future. On the contrary, advertisements that consider long term orientation refer to future generations, with slogans such as "save for tomorrow". They emphasize harmony, and new generations finishing what today's generations started.

Uncertainty Avoidance is a dimension that defines the extent to which people feel uncomfortable by uncertainty and ambiguity and try to avoid these situations. How they deal with the fact that the future can never be known and if people should try to control the future or let it just happen. (Hofstede 2020a.) In cultures of strong uncertainty avoidance, there is a need for rules and structure to cope with uncertainty. People in these cultures are less open for change and innovation. In advertising, strong uncertainty avoidance is shown as serious and structured advertisements with explanations, testing, scientific proof, and advice how the product works. Furthermore, cultures with uncertainty avoidance like to

highlight the health effects and purity of the product, as these features are considered important. Image 10 portrays a detergent advertisement by Vanish that compares the product to other ones and the expert in the advertising explains how the product works. (De Mooij 2005, 67-182.)

Image 10 Vanish advertisement (Vanish India 2019)

In addition, strong uncertainty avoidance advertisement appeals tend to be more precise when it comes to details. They prefer that the colour of clothes, accessories and the product match, which can also be seen in Image 9. (De Mooij 2005, 180-181.) Countries with high uncertainty avoidance are, for example, Greece (100), Portugal (99), Guatemala (98), Russia (95), Belgium (94) and Japan (92). Finland is also a strong uncertainty avoidance country with a score of 59. Finnish people like to follow rules and have structure in their lives. Finnish people like to work hard and are precise and punctual. They sometimes resist innovation. (Hofstede 2020b.)

Low uncertainty avoidance cultures accept that uncertainty is a normal feature of life and every day is accepted as it comes. People do not feel anxious about the future and thus do not tend to show their emotions as openly as people from strong uncertainty avoidance cultures. These cultures are open to change and innovation. They do not care about rules and structure, but rather use common sense. (De Mooij 2005 67-69.) In advertising, low uncertainty countries prefer humour and parody. When it comes to product advertisements, these cultures tend to be more interested in results, rather than how a product works. (De Mooij 2005, 179-182.) Examples of low uncertainty avoidance cultures are Trinidad and Tobago (13), Jamaica (13), Denmark (23), Hong Kong (29), Sweden (29), China (30), Vietnam (30) and Ireland (35) (Hofstede 2020b).

A great example of using uncertainty avoidance in advertising was made by Folk Finland for Lidl in 2010. When Lidl, a German grocery chain, came to Finland, Finnish people had a lot of uncertainty and distrust towards the brand as it was *"new, strange, foreign and*

German". Therefore, Folk Finland created a character called *Suspicious Tuomas*, who portrayed all the Finnish suspicions they had towards Lidl, as seen in Image 11. While he is suspicious about the origin, quality and cheap price of the food, his wife, seen as more open about the chain, reassures him about the standards of Lidl. (Lundén 2015.) Thanks to the campaign, Lidl's fruit and vegetable sales grew almost 50% and the chain got 21% more customers in Finland (Kukkonen 2014).

Image 11 Suspicious Tuomas advertisement (Lidl Suomi 2011)

Indulgence Versus Restraint dimension defines the presence of strict social norms in the culture. Indulgence means that the society allows people to enjoy life and have fun freely. Restraint, on the other hand, suppresses this and regulates it with strict social norms. (Hofstede 2020b.)

In cultures of indulgence, there is a higher percentage of happy people, who are extroverted, have a positive attitude and are optimist. They value leisure time and have a lot of friends. They have less moral discipline, and the society is loose as there is a weak control over social norms. (Hofstede et al. 2010, 291.) In advertising, indulgence is shown as happiness, fun, enjoying leisure time and an adventure. Sexuality is also more openly shown in indulgent cultures. (Saleem 2016, 43.) Countries with high indulgence are, for example, Venezuela (100), Mexico (97), Puerto Rico (90), Nigeria (84), Sweden (78), New Zealand (74) and Finland (57). Finnish people think leisure time is important. They spend money and act as they please and they like to have fun. (Hofstede 2020b.)

Restraint cultures like to have control over social norms. People in these cultures have a strong moral discipline and tight society. They are more neurotic, pessimist and cynical. They are more frugal with money and they do not care that much about leisure time. (Hofstede et at. 2010, 291.) Therefore, advertising in these countries are more tamed and

moral (Saleem 2016, 230). Pakistan (0), Egypt (4), Latvia (13), Ukraine (14), Estonia (16), Iraq (17) and Hong Kong (17) are some of the restraint cultures. (Hofstede 2020b).

This model is a useful tool for understanding consumer behaviour that affect advertising across cultures. It explains cultural differences of the concept of self, identity and personality, which explains different variations in branding and communications. The model also explains how people process information and how different cultures have different perception and categorisation, which influences interpersonal and mass communication as well as advertising. (De Mooij & Hofstede 2010, 1-2.) The following sub-chapter describes what type of advertising works with what cultures, with the knowledge sourced from this cultural model.

3.3   Advertising Across Cultures

The content, form and style of the advertisement reflect the different roles of advertising in different cultures. Four elements of advertising style can be distinguished. Each will vary by culture:

1. Appeal (including motives and values)

2. Communication style (explicit, implicit, direct, indirect)

3. Execution (e.g. how people are dressed)

4. Basic advertising form (such as testimonial, drama, entertainment) (De Mooij 2005, 139.)

Advertising appeal is something that makes the product particularly interesting to the consumer and persuade them to act or buy. The appeal includes the values and motives that define the core message of the advertisement. For example, in large power distance cultures, status symbols are frequently used in appeals. In individualistic cultures appeals concentrate on one person whereas in collectivistic cultures the appeal reflects on groups. In masculine cultures the appeals can be about competition and winning. (De Mooij 2005, 163-174.)

When it comes to communication style, individualistic cultures tend to have a direct style whereas collectivistic cultures tend to be more indirect. Cultures with direct communication style tend to be more verbal and use pronouns (me, you, we) in advertising, whereas indirect style does not address people directly but uses indirect methods such as drama and metaphors and tends to be more visual in advertisements. The difference between verbal and visual tendencies are reflected in all aspects of marketing such as brand name,

package design and advertising styles. For example, Chinese-speaking consumers may judge a brand name based on its visual appeal whereas English speakers judge the brand name based on whether the name sounds appealing. (De Mooij 2005, 139-141.)

The execution of the advertisement means how the advertising appeal is presented: the casting and activities of the people, the interrelationship, the body language, the setting, clothes, manners etc. seen in the advertisement. They should be made as culturally relevant as possible. (De Mooij 2005,163).

Basic advertising form means the way the message of the advertisement is brought to the consumers. There are seven basic advertising forms:

- Announcement (presentation of facts without use of people)

- Association transfer (the product is combined with another object, person or situation)

- Lesson (direct presentation of facts, meant to lecture the audience)

- Drama (interplay between two or more people and the performers deliver the message in an indirect way)

- Entertainment (theatrical drama, musicals, shows, comedies, humour, horror e.g.)

- Imagination (cartoons and films that are non-realistic)

- Special effects (animations, cartoons, camera effects, music e.g.) (De Mooij 2005, 191-210.)

The lesson form is used especially in countries with high uncertainty avoidance, as the form is all about facts, presenter showing a product and comparing it to other products. Entertainment works better in collectivistic cultures than individual ones as it builds relationship and trust with the consumer. Special effects work in art-oriented, Southern European countries. (De Mooij 2005, 192-212.) Drama is an indirect style that fits countries like Spain, Italy and Latin America. For example, in Spain drama and metaphorical stories are used to place the product in a context that provides meaning. (De Mooij 2005, 143.) In international advertising, the basic form is usually decided based on the culture of the advertiser. International companies have only slowly started to choose advertising forms and styles by how they fit to the culture of the target consumer. (De Mooij 2005, 211)

Cultures can be mapped according to their advertising style (De Mooij 2005, 142). Figure 10 explains what type of advertisement forms work in which type of cultures, according to Hofstede's findings.
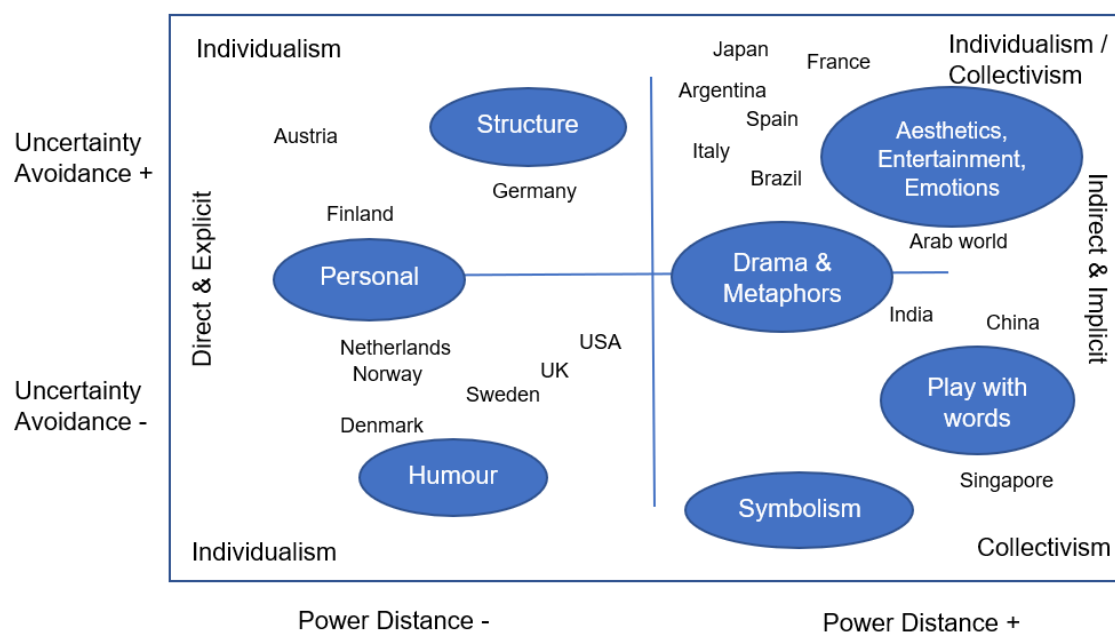
Individualism

Uncertainty
Avoidance +

Uncertainty
Avoidance -

Individualism

Power Distance -

Power Distance +

Japan
France
Argentina
Spain
Italy
Brazil

Austria

Direct & Explicit

Finland

Netherlands
Norway
Sweden

Denmark

USA
UK

Arab world

India
China

Singapore

Individualism /
Collectivism

Indirect & Implicit

Collectivism

Structure

Personal

Drama &
Metaphors

Aesthetics,
Entertainment,
Emotions

Play with
words

Humour

Symbolism

Germany

Figure 10 Advertising styles (De Mooij 2005, 142)

The advertising style in the left side suits individualistic cultures with small power distance, in which the communication style is direct, explicit and personal. The uniqueness of the brand and the importance of identity and personality are reflected in this style. In cultures situated in the upper left side, advertising style is serious and structured. Advertising visuals are very detailed and demonstrate how the product works. In lower left side the cultures have low uncertainty avoidance, so humour is often used in advertising. (De Mooij 2004, 195.)

The cultures on the right side have a more indirect and implicit communications style. The upper right side covers several advertising styles as the cultures have high power distance and high uncertainty avoidance level. (De Mooij 2004, 195-196.) With these dimensions some countries have more or less high individuality (e.g. France), or collectivism (e.g. Spain and Brazil). The goal in advertising in these cultures is to create a relationship with the consumers without focusing too much on the product attributes. Therefore, aesthetics and entertainment are efficient advertising styles. In cultures located to the lower right side have high power distance and low uncertainty avoidance. In these cultures, the group norms are reinforced, and people want to maintain face. Thus, drama, metaphors, visuals, wordplay, songs and symbols are powerful advertising styles. (De Mooij 2005, 143.)

Advertising can be viewed in different ways in different cultures. There are several factors that influence perceptions of advertising in general, such as the political climate, culture and the advertising landscape in the specific country. The degree to which people like or

dislike, approve or disapprove adverting is related to their culture. Masculine cultures think advertising is part of show business and part of daily life whereas feminine cultures are critical towards advertisements. Thus, certain values make some people generally more open to advertising than others. (De Mooij 2005, 151- 152.)

3.4 The Finnish Target Audience

As gathered from the previous sub-chapter, Finland is a culture of low power distance, high individuality, feminine values, high uncertainty avoidance, short-term orientation, and high indulgence (Hofstede 2020b).

Finnish consumers value quality, ecology, responsibility, knowing the origin of the product, security and brand image, when purchasing a product (The Finnish Association of Marketing, Technology and Creativity 2019; Nordea 2020). Finnish people tend to research product information on the internet and compare products to others. Overall, Finnish people are comfortable with technology. (Nordea 2020.) Not only do they buy a lot of technology; they also make a lot of purchases online. In 2019, 45 percent of purchases were made from mobile devices. When it comes to internet purchases, Finnish people mostly buy clothes, shoes, consumer electronics and beauty products. The amount of daily grocery purchases made online is also growing. (OP Financial Group 2019.)

Finnish consumers generally favour domestic products, because of quality and knowing the origin of the product, as Finland has high uncertainty avoidance. As a result, localisation and supporting domestic companies has become a strong trend in Finland (Halme 2019). However, international brands also attract them, especially ones that target a specific segment. According to research made by PostNord, 40 percent of Finnish online shoppers make purchases from foreign online stores every month, more than in other Nordic countries, where the average is 29 percent. (OP Financial Group 2019.) In addition, the number of international retailers has grown steadily in Finland over the years. In 2019, thirteen new international brand entered the Finnish market. (Finnish Council of Shopping Centers 2020.)

The emerging consumer trends in Finland are related to environmental issues and progressive values. For example, ecological foods, minimal packaging and simple and practical products that are environmentally friendly, are interesting to Finnish consumers. Second-hand market is growing both in stores and online. (Nordea 2020.)

When it comes to advertising, according to De Mooij (Figure 12), Finnish advertising style is between structured and personal. However, it leans more towards personal style, as Finland is a feminine society. Therefore, there is a preference for a softer approach, rather

than confrontation and direct comparison, which are usually associated with structured style. Presenters are preferably anonymous. Big egos are not appreciated. Finnish advertising does sometimes use celebrities in advertising, but they usually do not represent themselves in a serious way. (De Mooij 2005, 202-205.)

Using foreign languages is allowed in advertising in Finland. In fact, quite many advertisements are presented in simple English language. (Santander 2020.) The official languages of Finland are Finnish and Swedish (Institute for the Languages of Finland 2020). In addition, Finnish people speak English, in fact Finnish people were the seventh best worldwide when it came to English language skill (EF English Proficiency Index 2019).

According to a study report made by Finnish Advertising Council in 2019, 74 percent of Finnish consumers have a positive or neutral view towards advertising. Women have a bit more positive attitude towards advertising (65%) than men (58%), as seen in Figure 11. Sixty-two percent of Finnish consumers feel that advertising helps them make daily consumption choices. In addition, over half of the participants (52%) feel that advertising is part of creating economic growth. (Finnish Advertising Council 2019; The Finnish Association of Marketing, Technology and Creativity 2019.)
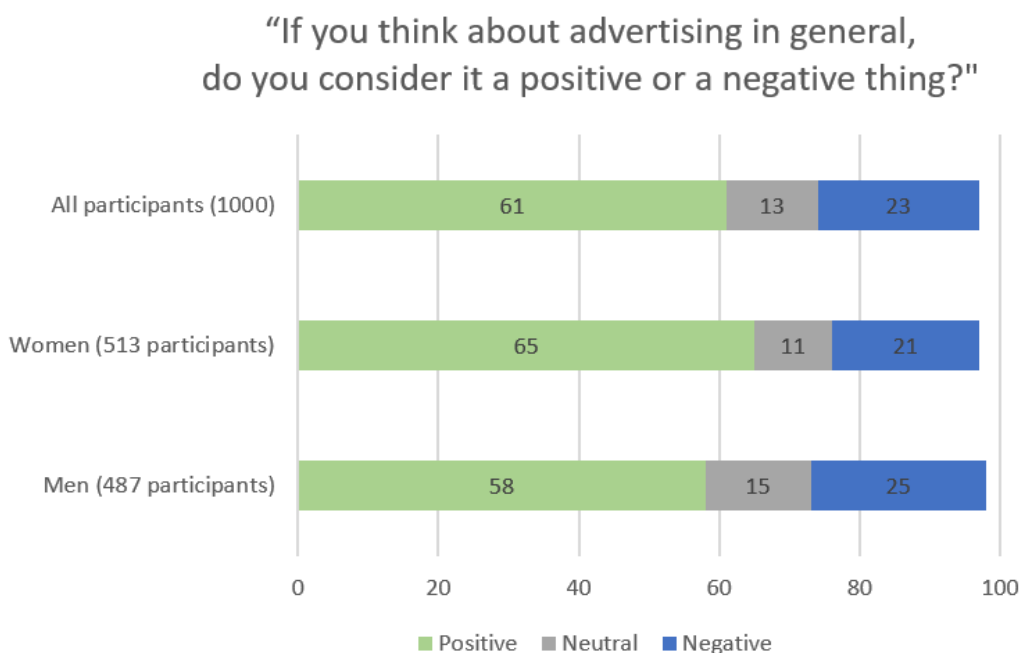
Figure 11 Finnish attitude towards advertising 2019 (Finnish Advertising Council 2019)

4   EMPIRICAL RESEARCH AND DATA ANALYSIS

4.1   Data Acquisition

The timeline of the research was between January 2020 and October 2020. Before that, the process started with thesis topic approval, having the thesis supervisor assigned and necessary research forms filled in December 2019. As mentioned earlier, both primary and secondary data were used in the research. Secondary data was collected from several sources, such as books, the internet, and articles, between January 2020 and September 2020. The research survey was also planned during this time. Primary data was collected via research survey on 8th April until 22nd April 2020. The data collected from the questionnaire was analysed from May to October 2020. The timeline of the data collection process can be seen in Table 2.

Table 2 Gantt chart of the data acquisition process

Month 2020	January	February	March	April	May	June	July	August	September	October
Secondary Data Gathering	■	■	■	■	■	■	■	■	■	
Primary Data Gathering				■						
Primary Data Analysis					■	■	■	■	■	■

Before sending out the research questionnaire, it was planned first in English and then in Finnish. The final survey was sent out in Finnish as that version was more approachable and easier to use for the Finnish target group. The English version was used as an example in the thesis (Appendix 2).

The survey was sent out on 8th April 2020 and was open for two weeks. It was targeted to Finnish people aged 18-60 and was conducted online via Google Forms. The survey had 10 questions and included 10 advertisements and photos. The survey consisted of nine multiple-choice questions and one open-ended question. All the multiple-choice questions were obligatory to answer but the open-ended question was left as voluntary to answer in order to reduce the discouragement from the respondents to answer the whole questionnaire. The survey was sent to Finnish students, studying at the university of applied sciences the author attends, via email by the thesis supervisor and shared to author's Facebook page.

The questionnaire had 91 respondents. After the questionnaire had closed, all the answers were compiled and analyzed. The results are presented and discussed in the following sub-chapter.

4.2 Data Analysis

Question 1

In the first question, the age of the respondents was asked. There were five age groups to choose from: 18-24, 25-30, 31-40, 41-50 and 51-60. The reason why the respondents were segmented to different demographic age groups in the research was to understand how the opinions about Finnish advertising differ from generation to generation, from baby boomers to millennials. The results are shown in Figure 12.
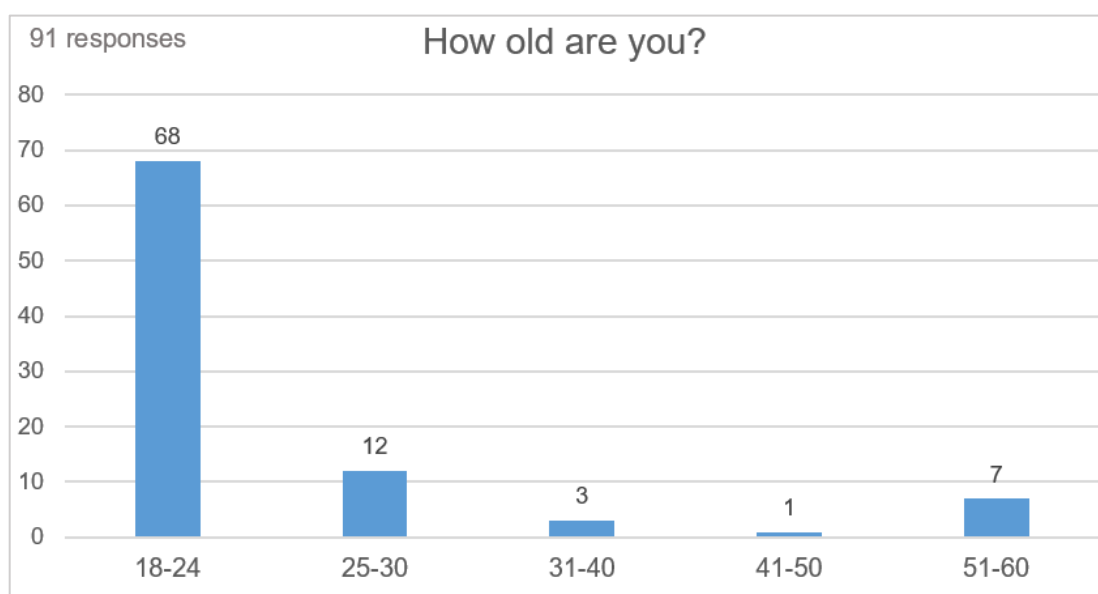
Figure 12 Respondents' age groups

According to the results, most of the respondents, 68 of them, were 18-24-year-old people, with a share of 74.7%. The number of young respondents can be explained by the fact that the questionnaire was shared to students studying at LAB University of Applied Sciences, the thesis author's place of study. The second largest age group was 25-30 with a share of 13.2%, potentially also university of applied sciences students. This age group was followed by 51-60 with 7.7%, and 31-40-year-old people with 3.3%. There was only one 41-50-year-old respondent in this research (Figure 12).

Thus, it is important to take into consideration that the results of this study mostly reflect the opinions of 18-30-year-old people.

Question 2

The second question has two parts in it: firstly, the respondents were asked to choose their gender from options 'female', 'male' and 'prefer not to say'. Then, they had to choose which car they would choose from three options ranging from a small car, to a station wagon to a large SUV, as seen in Image 12 below.

Image 12 Respondents' gender and car of preference

The reason behind this question was to understand the gender distribution of the respondents. The cars 1, 2 and 3 test the Finnish respondents' taste of preference, which can give consumer insights to foreign advertisers. In addition, the cars test Hofstede's masculinity versus femininity dimension of the Finnish culture.

Car number 1 can be seen as a feminine car. It represents the feminine values as it is smaller in size, and also quite modest. Feminine cultures do not care about showing off with material, so they prefer smaller cars unless there is an actual need for a bigger one. (Hofstede 2020a.) The car number 3 represents masculine culture. According to De Mooij & Hofstede (2010, 5), masculine cultures values success, and thus want to show their status and success in materialistic ways, such as big expensive cars. In addition to the big size of the car, the noticeable status brand name of the car is also important. As winning and comparing are common in these cultures, people want their car to be the fastest and most powerful. Car number 2 is in between these two dimensions. It is a spacious, yet quite modest station wagon. It has a potential to please both masculine and feminine cultures.

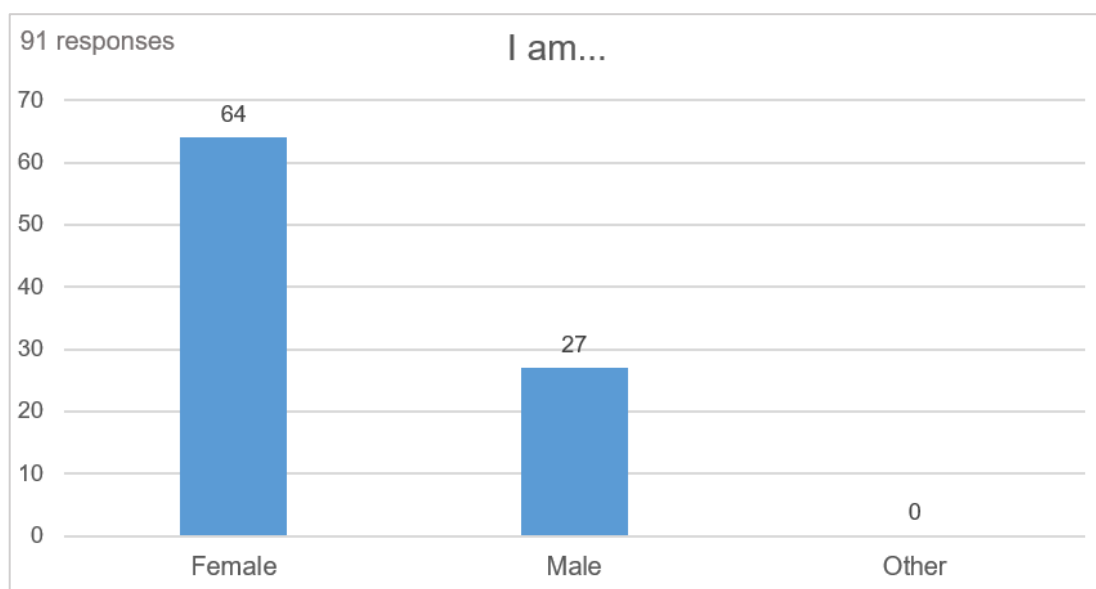The results for question 2 can be seen in Figure 13 and Figure 14 below.
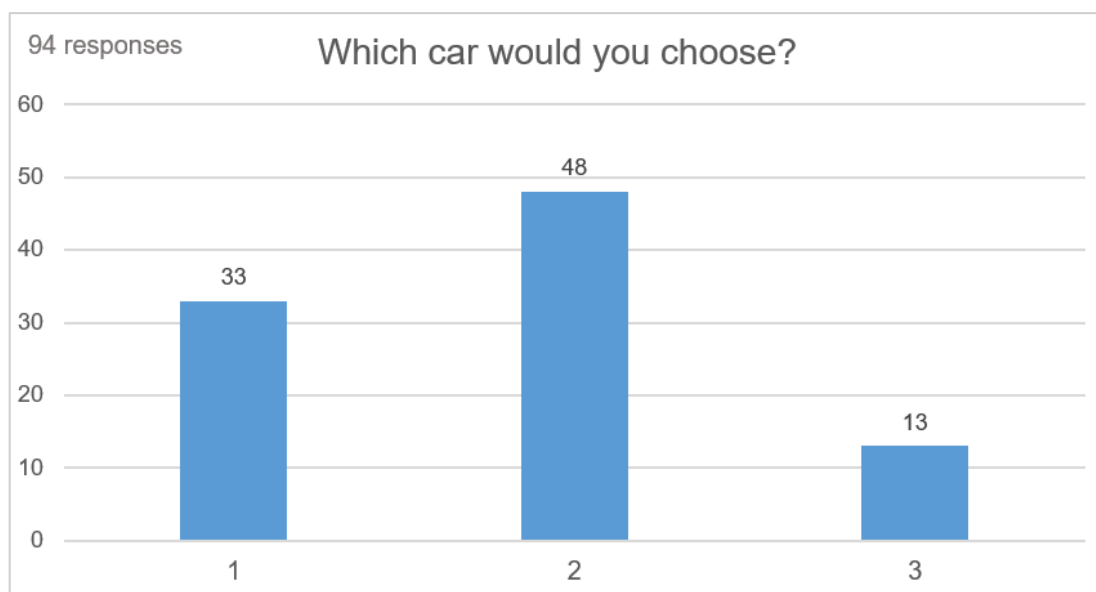

Figure 13 The respondents' gender

Figure 14 The respondents' car preferences

The results show that 64 respondents (70.3%) were women, and 27 respondents (29.7%) were men. There were no people who classified themselves as 'other'. Therefore, most of the respondents of this survey were women, which should be taken into consideration when viewing all of the survey results.

When it comes to the cars, there were 94 responses to 91 respondents. Therefore, some of the respondents chose two or more car options, which affects the percentages of the results to be 103.3%. Thirty-tree (36.3%) respondents chose the small car number 1. Car number 2 got chosen the most with 48 votes (share of 52.7%) whereas car number 3 got 13 votes with a share of 14.3%.

The results show that feminine culture affects to Finnish consumer's choices. Over a third of the respondents chose the small, feminine car. Moreover, the car number 1 got chosen 22% more than the big car number 3, which represents masculine values. Car number 2 got the most votes. The station wagon is quite modest but practical and holds a lot of space. It represents the car that feminine cultures would upgrade to if they really needed more space. It can also be made more suitable for masculine tastes with status brand names. According to Riikonen (2016), the station wagon is a very popular car model in Finland as it is practical and a good family car. In addition, Finnish people prefer small cars is the high and progressive car tax. This affect has also been noticed in Denmark.

Thirteen respondents chose the masculine car. This can either tell about the respondents' personal taste and give consumer insights to car companies, or it can signify about an emerging trend towards bigger cars.

The car preference of a country is a good local insight as car preferences differ from country to country. Station wagons are mainly popular in Europe, but, for example, pick-ups are most popular in Australia, United States and Asian countries such as Malesia and Thailand. Small cars, on the other hand, are very popular in countries of huge population, such as India, where there are not a lot of space to drive in the roads. (Riikonen 2016) This is interesting as India is actually a masculine culture with a score of 56 (Hofstede 2020b). Therefore, it can be assumed that the car size does not always present the masculinity or femininity of the culture but is chosen because of a need for a certain type of car. For example, according to Riikonen (2016), big and strong pick-up cars and jeeps are the most popular types of cars in Africa as the condition of the infrastructures are sometimes poor.

However, couple things need to be taken into consideration. Most of the survey respondents were women, which may affect on results (versus if most of the respondents were men) and most of the survey respondents are in age group of 18-24. Thus, it is understandable that big and expensive cars might not seem practical.

Question 3

The third question continues with the car theme. The respondents were asked to choose the most suitable car advertisement for the Finnish market from four different options, seen in Image 13.

The first option is a car advertisement with a snowy and icy background. The second had a desert background and the third advertisement had a forest background with wild animals around the car. The fourth advertisement had a city background. There was also an option for the respondents to choose all of the options, if they saw them suitable. The respondents were also able to choose multiple options. Therefore, the question got 127 answers.

Image 13 Different car advertisements

This question aims to find out if the execution background of the advertisement matters. In addition, this question helps to determine geographical segmentation insights, especially with a concentration on climate, that could have an effect on advertising execution. The results can be seen in Figure 15 below.
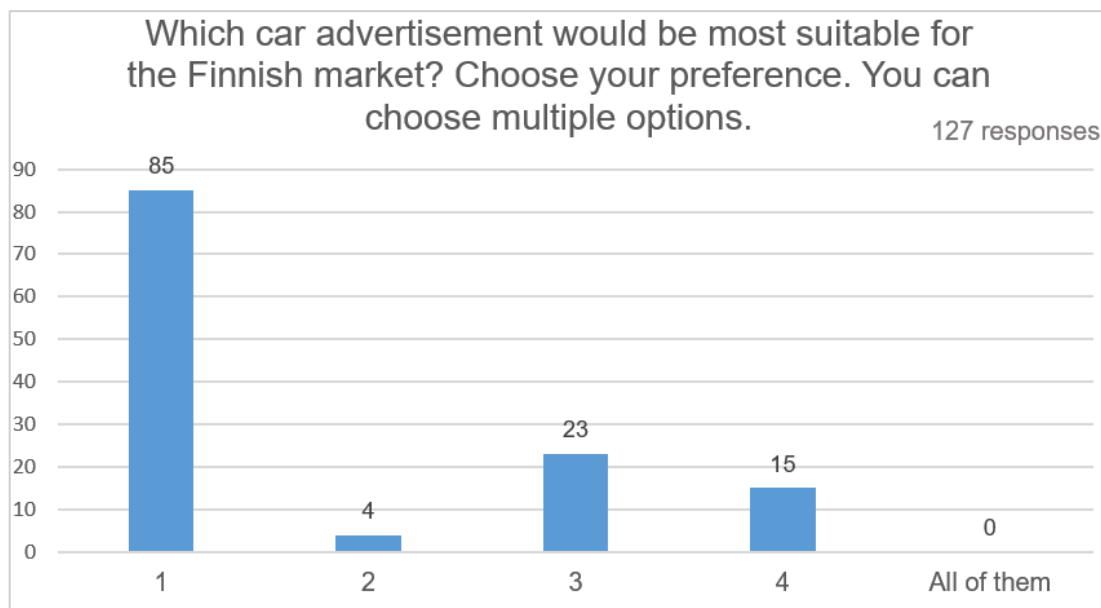
Figure 15 Most suitable car advertisement to the Finnish market

According to the results, the most suitable car advertisement to the Finnish market, with 85 votes, is the one with snow and ice in the background. The second most suitable advertisement, according to the survey was the one with forest background with 23 votes. The city background got 15 votes and desert background got four votes. None of the respondents thought that all of the advertisements were suitable for the Finnish market.

The results show that the geographical location of the market matters. According to De Mooij (2005,163), the advertisement execution should be made as culturally relevant as possible. The respondents preferred advertisements that had a familiar and relatable background to them. Snow and forests, with familiar animals like deer, elks, bears, wolves and rabbits, were very relatable to Finnish people, whereas there are no desert areas in Finland. There is some interest towards city backgrounds as well (16.5%), as there are few big cities in Finland.

The results show the foreign advertisers that it is important to segment customers based on geographic borders. For example, not all of Europe have the same climate, so one advertisement might not be relatable to all the European customers. The snowy forest background that worked for the Finnish survey respondents, would not necessarily work on other climate zones, where it is hot throughout the year and no snow. For example, a car company could choose target customers who live in warm climates where vehicles do not need to be equipped for snowy weather (Yesbeck 2020).

Question 4

The fourth question asked the respondents if a makeup advertisement appealed to their age group (Image 14). If they thought that the advertisement was suitable for their age group, the respondents were asked to choose their age group. If they thought it not to be suitable for their age group, they were asked to choose the 'No' option.

Image 14 Advertisement appeals to different age groups

The aim behind this question is to concentrate on demographic segmentation and consumer insights by asking age group preferences. When a brand knows its target audience, they can divide them into segments and create suitable advertisements targeted to the specific segments (Yesbeck 2020). This question tests how many age groups find this advertisement appropriate for them. The results can be seen in Figure 16 below.
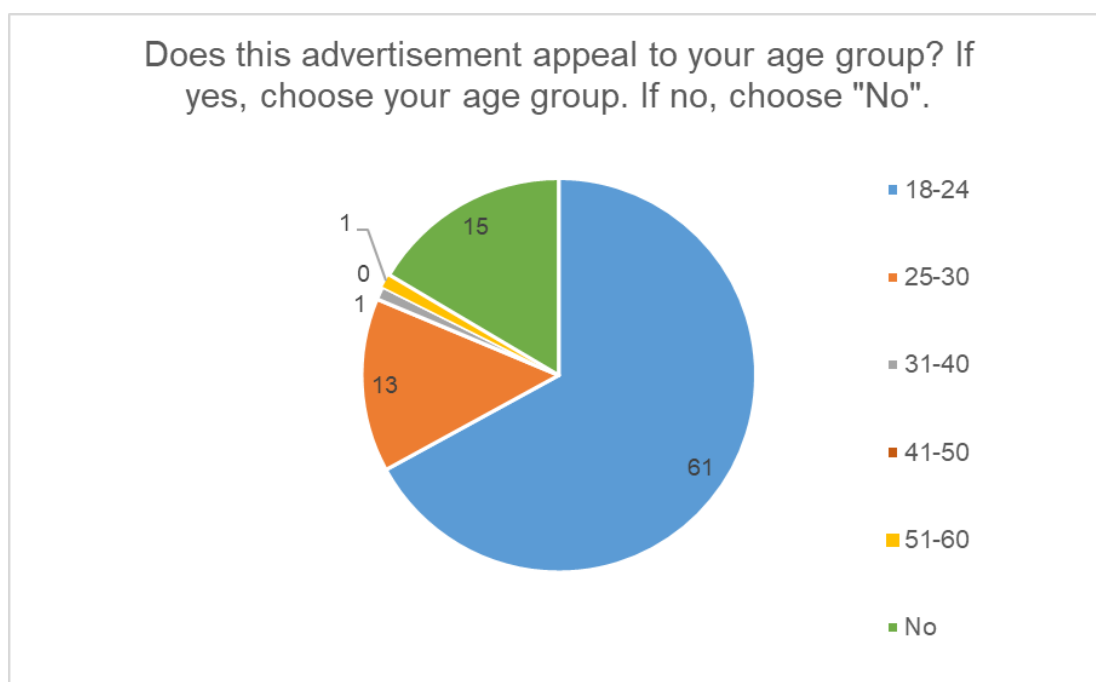
Figure 16 How different age groups find an advertisement appropriate to them

Sixty-one (67%) of the 18-24-year-old respondents found the advertising appropriate to them. That is 89% of all the 18-24-year-old respondents. Thirteen (14.3%) of the 25-30 years-old found the advertising appropriate to them. In question there were twelve 25-30-year-old respondents but, in this question, there were 13 of them. Therefore, it can be assumed that one of the respondents chose the wrong age group. In general, it can be assumed that all the 25-30-year-old respondents found the advertisement appropriate to their age group. Only one of the three 31-40 years-old and one of the seven 51-60-year-old respondents found the advertisement suitable for their age group. None of the 41-50-year-old respondents thought the advertisement to be suitable. In total, there were 15 (16.5%) of the respondents who thought that the advertisement was not suitable for their age group. Most of the older age groups did not find the advertisement suitable for their age group.

It is understandable that the younger age groups, especially the 18-24-year-old respondents found the advertisement suitable. The advertisement uses association transfer as a basic advertising form. This means that the message of the advertisement is brought to the consumer by combining the makeup product with a person. (De Mooij 2005, 191-210.) All the models in the advertisement are young women, so it can be assumed that they present Maybelline's target consumer's age group. This also explains why the older age groups did not relate to the advertisement.

Question 5

Question five determines whether Finnish consumers would visit the Burger King Sauna. An American fast-food chain Burger King has researched Finnish Culture and its love for sauna. A Burger King Sauna was opened in Helsinki, where people can experience sauna alongside with burgers and fries. One hour in the sauna costs 280 euros. The picture of the sauna can be seen in Image 15.

5. An American fast food chain Burger King has researched Finnish culture and its love for sauna. A Burger King Sauna was opened in Helsinki, where you can experience sauna alongside with burgers and fries. 1 hour costs 280€. Would you visit this sauna? Choose your option. *

☐ Yes.

☐ No.

Image 15 Burger King Sauna

This question helps to gain cultural insights: as sauna is an important part of Finnish culture and can be found from almost every household, the question aims to find out whether Finnish consumers would visit the Burger King sauna. The results are shown in Figure 17. The Burger King sauna is a great example of understanding elements of the local culture as cultural insights are often a challenge to foreign marketers as many local cultural aspects can be difficult to observe (Keegan & Green 2013, 125-126).
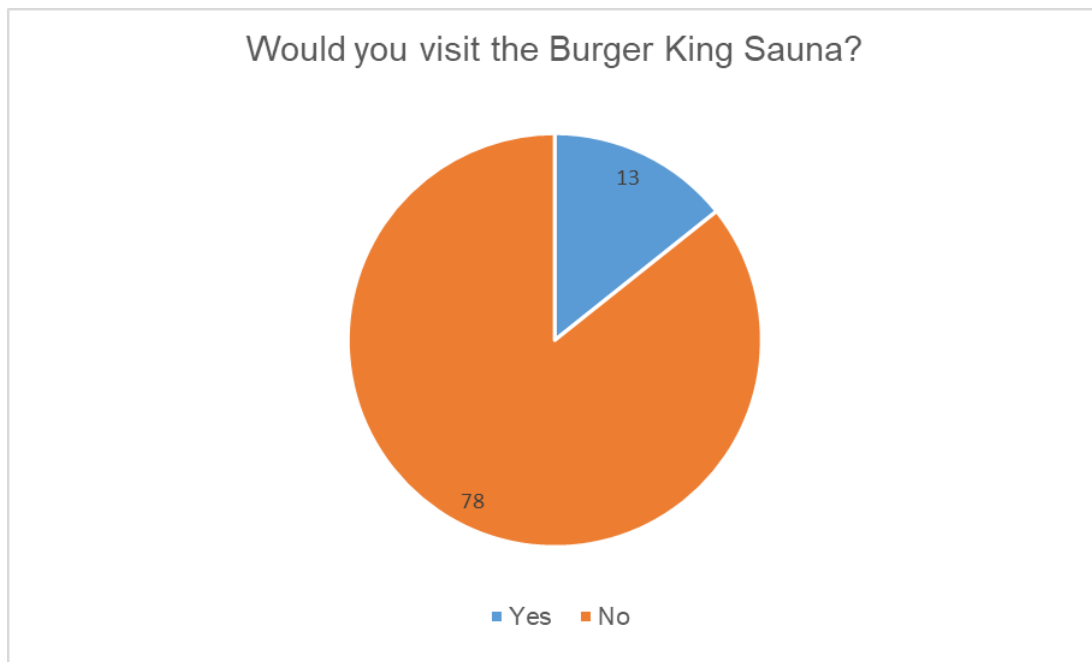
Figure 17 The respondents' opinions on visiting the Burger King Sauna

According to the results, 78 out of 91 respondents would not visit the Burger King sauna, making the share of 85.7%. The following 13% would visit the sauna. The author did not realise to ask a follow-up question to determine why the respondents would or would not visit the Burger King Sauna. However, as most of the respondents answered that they would not visit Burger King sauna, there a are couple of hypotheses why not:

- There are so many saunas in Finland: many houses, apartments, cottages, and housing association have their own saunas. There are also many public saunas.

- The Burger King sauna is expensive. 280€ is quite a lot for a public sauna. Furthermore, the foods and drinks have to be paid separately. This can be discouraging, as there are cheaper options available as well. Especially when taking in to consideration that most of the respondents are 18-24-year-old, the price of the sauna can be a discouraging factor.

On the other hand, sauna combined with fast-food might be a novelty experience that some of the respondents were interested to try.

In addition, the cultural dimensions can have an effect on the results. According to Hofstede 2020b), Finland is a short-term oriented culture. This means that Finnish people respect tradition and view change with suspicion (Hofstede et al. 2010, 235-244). Sauna is an important part of the Finnish culture. Therefore, adding fast-food and making it into a selling point can seem odd to the Finnish people and they might not receive it well.

Question 6

The sixth question asked if the respondents would try a new foreign restaurant chain over their favourite Finnish restaurant. The respondents were able to choose from five different options from very likely to unlikely. All the options can be seen in Image 16.

Image 16 How likely the respondents would try a foreign restaurant

As the question is concentrated on having a new foreign restaurant, and whether if the respondents would try it over their Finnish favourite, the question aimed to gain competitor insights as well as test Hofstede's (2020a) uncertainty avoidance dimension of the respondents to see how eager Finnish people are to try new, foreign things. The results are seen below in Figure 18.
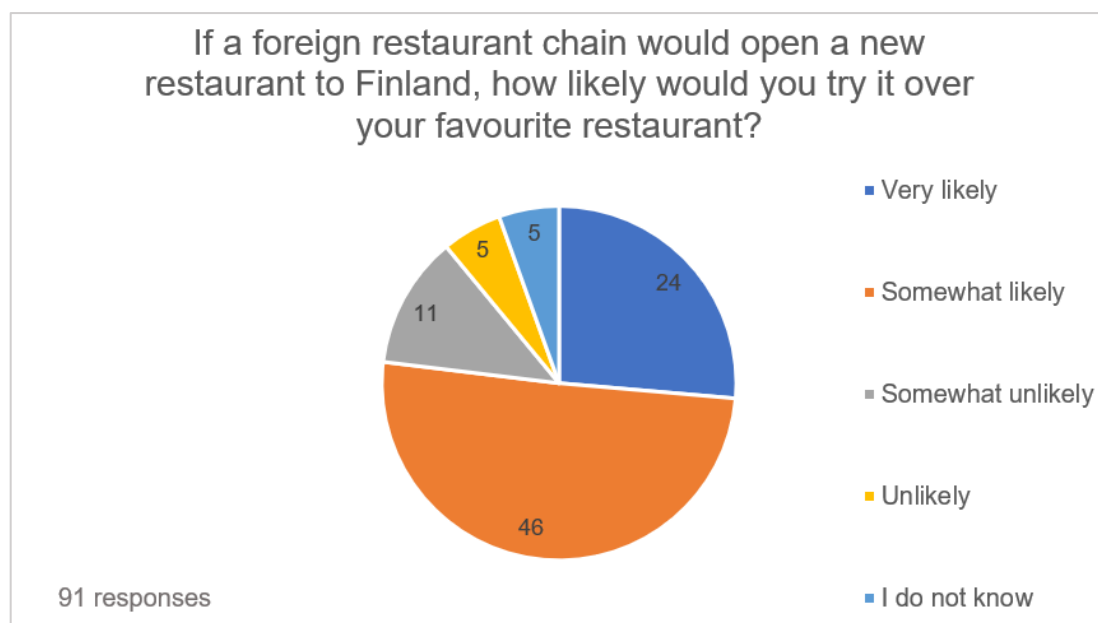

Figure 18 The results of how likely the respondents would try a foreign restaurant

The results showed that 24 (26.4%) respondents out of 91 were very likely to try the new restaurant. Over half of the respondents (50.5%) were 'somewhat likely' to try a new restaurant. Eleven respondents (12.1%) were 'somewhat unlikely', and five respondents (5.5%) were unlikely to try a new restaurant over their Finnish favourite. 5 respondents (5.5%) did not know whether they would or would not try the foreign restaurant over their Finnish favourite. The reason for 'not knowing' could be dependent on the style of the restaurant entering the market.

Overall, Finnish people were quite open to try the new foreign restaurants; 76.4% (very likely 26.4% + somewhat likely 50.5%), in fact. This shows that Finnish people are interested in trying new foreign products and services. According to OP Financial Group (2019), international brands actually attract Finnish consumers.

Although uncertainty avoidance dimension is often linked to being anxious about the future, it also includes being less open to anything that is new and different (Hofstede et al. 2010, 207). It is interesting that Finland has a score of 59 in the uncertainty avoidance dimension, yet most of the respondents were quite eager to try a new foreign restaurant. There are few reasons why the results show this:

- Finland's score of uncertainty avoidance is 59 which is quite close to the middle (50) and therefore some of the Finnish cultural aspects might be looser (Hofstede 2020b).

- Finland has a high indulgence score (57), which is why Finnish people appreciate their leisure time, they are more willing to realise their impulses (such as wanting to try a new restaurant) and are more optimistic towards spending money on new restaurants. (Hofstede 2020b.)

- The results can also be affected by the young age of the respondents. They could be more open to try a new restaurant than older people would.

When it comes to competitive insights, the results showed that people were interested on trying foreign chains. However, according to the Finnish Council of Shopping Centers (2020), the share of international retailers in Finland is lower compared to the rest of Europe. The latest international restaurant that entered the Finnish market was Taco Bell in 2017. This means that there is a great potential for foreign retailers to enter a to enter the largely untapped market.

Question 7

The seventh question was the only open-ended question in the survey. According to Ad-ams et al. (2014, 123-124), open-ended questions are questions in which the respondents are asked to describe their views and feelings. The respondents were asked to tell what were, in their opinion, the current trends in the Finnish market. The question aimed to de-termine the current trend insights of the Finnish market, of which foreign advertisers and companies can benefit from, and have inspiration for their campaigns.

The question got 42 answers out of 91 respondents. Each response had many different topics, and the respondents had a lot of similar responses, so the author categorised them into seven different trend categories: Ecology and Environment, Domestic Products and Services, Food, Innovation and Technology, COVID-19 Pandemic, Style Trends and Well-being and Health related trends. These trends, amount of answers in each category and examples of answers can be seen in Table 3.

Table 3 Trend categories

Topic	Amount of Answers	Examples of Answers
Ecology and Environment	17	"Eco-friendliness" "Global warming" "Naturalness and ethical-ness" "Closeness to nature, sus-tainable development" "Environmental friendli-ness, ecology, branding companies as 'eco-con-scious'" "Sustainably produced products and ecology" "Environmental issues, eth-ics" "Ecological hysteria, saving the climate without any

		"realism and pursuing healthier lifestyles" "Organicity e.g. in cosmetics"
Domestic Products and Services	10	"Domestic products and supporting small businesses" "Domestic products, organic, locally produced products and services" "It seems important for Finns to support local producers and the fact that the product is made close to the consumer is important." "Domestic products and design" "People's sympathy and appreciation also arises, especially towards small entrepreneurs and domestic actors in general." "Locality, supporting small businesses"
Food	7	"Organic food" "Ordering food to home" "Healthy foods" "Vegetable proteins" "Vegetarian/vegan diet" "Fast food" "Different kinds of diets"

Innovations and Technology	7	"Hybrid cars" "Automation, artificial intelligence" "Electric kickboards" "Innovation" "Speed and ease of use in matters related to digitalisation / technological equipment" "Shopping online"
COVID-19 Pandemic	5	"Corona virus" "Hand sanitizer, toilet paper" "Working from home" "Hoarding toilet paper" "Because of the corona, all local and nearby produced in order to support local domestic enterprises."
Style Trends	5	"Minimalism" "Vintage style, 'copied' 90's" "Minimalism, aesthetics" "Clothing trends" "Retro trend"
Well-being and Health	2	"Fitness and healthy lifestyles, which are reflected in advertising, for example, by emphasizing the health effects of products." "Healthy foods, self-care and mental well-being"

Trends relating to ecology and environment got the most responses. Environmental issues and ecological products have been a big trend in Finland. As mentioned in Sub-Chapter 3.4, Finnish consumers value ecological products and appreciate minimal packaging and simple and practical products that are environmentally friendly (The Finnish Association of Marketing, Technology and Creativity 2019; Nordea 2020).

Not only are people worried about the environment, but there is also a clear pressure towards brands to become more ecological and ethical. As seen in Sub-Chapter 2.2.4, Ecological reconstruction and sustainability is a current megatrend in Finnish market. There is currently a common theme in all industries; how do companies respond to global warming and become more sustainable.(Solovjew-Wartiovaara 2019a.) There were many answers regarding environmental matters. Respondents recognised trends in sustainably produced products and organicity in products. One respondent had noticed that, as a cause of this trend, many brands are branding themselves as eco-friendly eco-conscious.

The seventh question got second most responses regarding to trends towards domestic products and services. One respondent wrote:

> *In my opinion, the trends in the Finnish market at the moment are the ecology and domesticity, which are being emphasized with the interest rate crisis. People's sympathy and appreciation also arises, especially towards small entrepreneurs.*

The respondents identified trends regarding domestic and locally produced product and services. In addition, many respondents mentioned supporting small businesses. This shows that Finland is a feminine culture, where cooperation and helping the ones in need are valued (De Mooij 2005, 65-177). Although globalisation has been a great megatrend for a while now, localisation and supporting domestic companies, as a counterbalance, has become a strong trend in Finland (Halme 2019). Supporting local products is also environmentally friendly, as it avoids the emissions caused by international logistics. As learned from Sub-Chapter 3.4, Finnish consumers actually value and favour domestic products, as they know and expect them to be good quality and they know the origin of the product. One respondent wrote:

> *…It seems important to Finnish people to support local companies as it they appreciate products that are manufactured / produced close to the consumer.*

This might not obviously be a positive trend to foreign companies and advertisers targeting Finland, but it is an important trend to take into consideration.

The respondents were able to identify few clear food trends: organic and healthy food, vegetarian and vegan diets, fast food and ordering food to home. Trends towards organic, vegetarian and vegan diet are partly influenced by the ecological trend, as they are more environmentally friendly. According to Nordea (2020), especially ecological food is an emerging trend in the Finnish market currently. When it comes to fast food, the food and beverage have been growing fast; in 2019, fast-food restaurants took 28% of the total food and beverage sales (Finnish Council of Shopping Centers 2020). Respondents also mentioned ordering food to home. This is a trend, not only because of fast-food, but also because of groceries as the amount of online grocery purchases is growing (OP Financial Group 2019).

Technology and innovation have already been a noticeable megatrend in Finland, as seen in Sub-Chapter 2.2.4. Finnish people are experienced and comfortable with technology (Nordea 2020; Finnish Council of Shopping Centers 2020). The respondents also noticed this, and they recognised some technological trends, such as automation, artificial intelligence, hybrid cars and electric kickboards. One respondent also mentioned shopping online as a current trend. As mentioned in Sub-Chapter 3.4, Finnish consumers make a lot of online purchases, mostly clothes, shoes, technology, and electronics as well as the previously mentioned groceries. (OP Financial Group 2019.)

Trends usually start with consumer behaviour and needs (Clusini 2019). Trends can be affected by different factors (Worth 2020), thus, this trend was caused by a worldwide disease pandemic: the primary data questionnaire was sent out during the time of COVID-19 pandemic, which is why it is one of the current trends that the respondents identified. As a result of the pandemic, the respondents noticed trends such as buying hand sanitizer, toilet paper and working from home. In addition, one of the respondents noticed a connection between the pandemic and the trend towards domestic products:

> *Because of the corona, all local and nearby produced products are trendy, so people can support local domestic enterprises.*

Buying large amounts of hand sanitizer and toilet paper can also be affected by high uncertainty avoidance dimension of the Finnish culture. High uncertainty avoidance cultures feel uncomfortable with uncertainty and rely on rules and regulations to cope with uncertainty (Hofstede 2020a). High uncertainty avoidance cultures are also very obsessed with health-related matters (De Mooij 2005, 67-182).

In addition, few of the respondents identified some style trends, such as minimalistic, vintage, 90s and retro trends. These trend insights could potentially be useful for foreign advertisers to utilise in advertising executions targeted to Finland. According to De Mooij

(2005, 163), the execution of the advertisement means the clothes used by the people in the advertisement, among other things. They should be as culturally relevant as possible.

There were also some answers towards well-being and health trends, such as healthy food, self-care, and mental well-being. One respondent wrote:

> *I think the trends are, for example, fitness and healthy lifestyle, which are reflected in advertising by emphasizing the health effects of products.*

As learned from Sub-Chapter 3.2, emphasizing the health effects of products in advertising are common in health-conscious high uncertainty avoidance cultures. (De Mooij 2005, 67-182.) Especially structured advertising style highlight health and health-effects. In addition to personal advertising style, Finnish advertising also tends towards structured style (De Mooij 2005, 142).

One respondent pointed out that some trends come to the Finnish markets late:

> *Finland usually lags behind in all trends. AirBnB and Uber, for example, are very popular in the rest of the world, as if they are just starting to land here.*

This could be explained with two cultural dimensions that define the Finnish culture: the high uncertainty avoidance dimension causes Finnish people to be less open for innovation and new things, and the short-term orientation dimension causes Finnish people view change with suspicion. These dimensions can influence the smaller number of emerging trends in the market and why Finland lags behind trends compared to the rest of the world. (Hofstede 2020b; Hofstede et al. 2010, 235-244).

Companies can use these trend insights to understand the market and more thoroughly, which can help them to create strategies.

Question 8

The eighth question (Image 17) asked if the respondents were more interested in advertisement because the language of it is not in Finnish (but in English, for example). The respondents were able to choose between 'yes', 'no' and 'the language does not matter'.

Image 17 Language of the advertisement

This question aimed to gain cultural insights, especially language insights. As nowadays there are many standardised globalised advertisement campaigns, some companies advertise fully in English, in Finland. In fact, using foreign languages is allowed in advertising in Finland (Santander 2020). Therefore, it is interesting to see if Finnish consumers are bothered by the advertisement not being in Finnish. The results are shown in Figure 19.

For example, in some countries, using a foreign language is forbidden in advertising. In France, other languages are only allowed to be shown in advertisements if they are paired with French translations. In Mexico, Malaysia and Philippines foreign languages are only allowed in advertising if the translation to local language is impossible. (Milenkovic 2009, 24.)
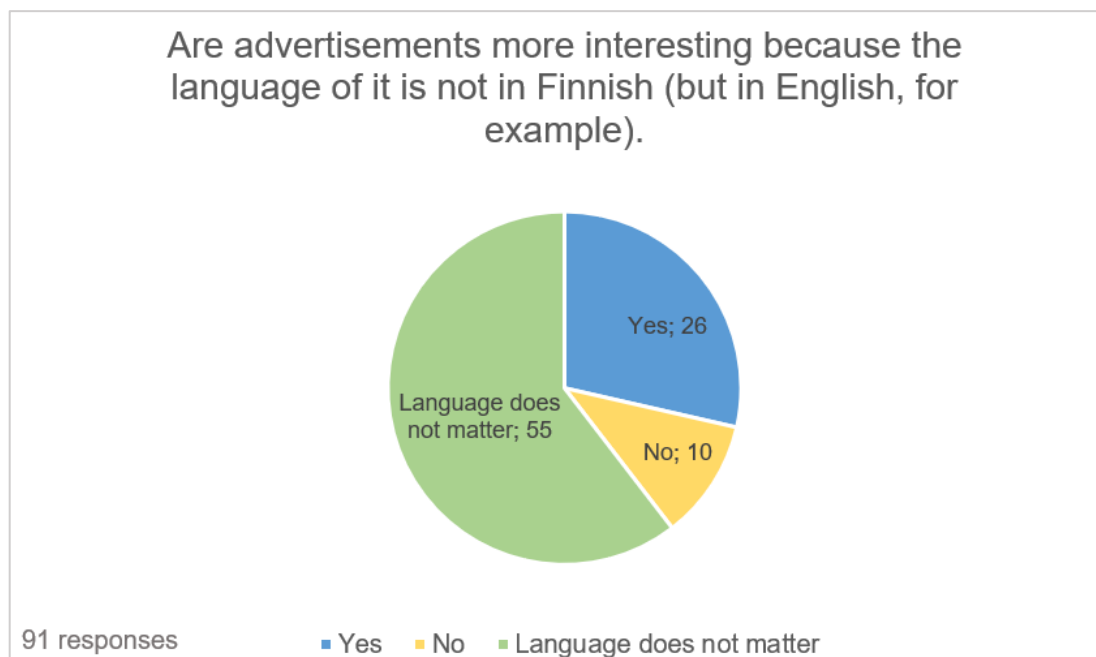
Figure 19 Respondents view on language of the advertisement

The results revealed that 26 respondents (28.6%) thought that advertisements were more interesting if they were presented in another language than Finnish. Fifty-five respondents (60.4%) thought that the language of the advertisement does not matter to them. In ten respondents' (11%) opinion, advertisement being in another language makes it less interesting.

Over half of the respondents thought that the language of the advertisement does not matter and 28,6% of the respondents thought that foreign language makes the advertisement even more interesting. This can be explained with Finnish people having a good English language skill: according EF English Proficiency Index (2019), Finnish people were the seventh best worldwide when it came to English language skill. Moreover, as Finland has two official languages, Finnish people might be more open to different languages seen in advertising (Institute for the Languages of Finland 2020). Therefore, it is no wonder that people do not mind the foreign language in an advertisement. This is something that foreign advertisers, who are taking the standardized, global approach in their advertising, should take into consideration.

It is interesting that Finnish people do not really mind about the language of the advertisements targeted to them as, according to Dias Marques (2018), 72% of consumers globally are more likely to buy products if the information they receive about the product is in their native language.

Question 9

The ninth question dealt with the global versus local dilemma. Due to globalisation, brands have started to create completely global campaigns that are the same in every country. The respondents were asked if, in their opinion, brands could use the same advertisement to all countries (Image 18). There were three choices to choose from: 'Yes', 'Yes, but with some modification' and 'No, they need to be made suitable for the local market'.

9. Due globalisation, brands have started to create completely global campaigns that are the same in every country. Do you think brands could use the same advertisement to all the countries? Check your choice below. *

○ Yes.

○ Yes, but with some modifications.

○ No, they need to be made suitable for the local market.

Image 18 Should brands use the same advertisement to all countries

This question aimed to understand how the Finnish respondents feel about localisation in advertising as this is the main theme of the thesis. The results can be seen in Figure 20.

For brands global standardised advertising campaigns have a lot of benefits: it saves costs and lets them to use the same good, globally stimulating idea many times as the advertising message, headlines and art have been developed suitable worldwide (Milenkovic 2009, 23-24; Keegan & Green 2013, 410). However, according to De Mooij (2005, 139), advertisements are made of conventions of one culture and as the advertisement crosses cultures it can lack the same conventions and the message does not come across to the foreign target consumers the same way. Therefore, as localisation has become a trend, it was interesting to see if it affected the responses of the respondents (Agnus & Westbrook 2020; Euromonitor International 2020; Nair-Ghaswalla 2020).
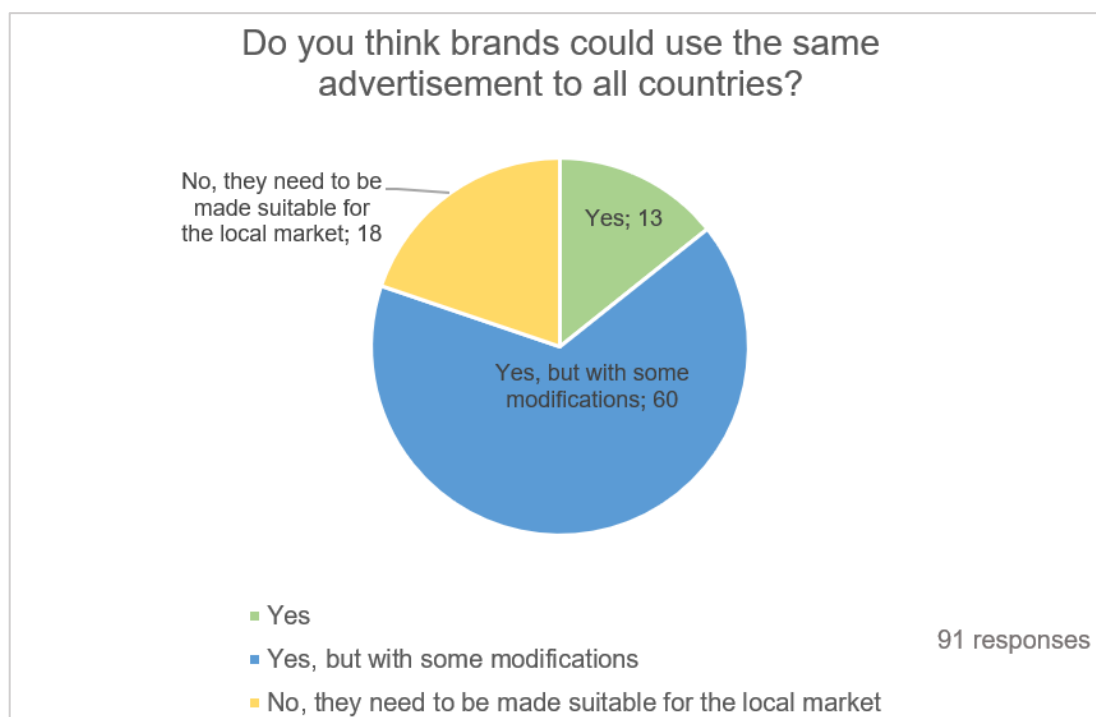
Figure 20 Respondents' views on brands using the same advertisement to all countries

The results show that 13 respondents (14.3%) thought that yes, brands could use the same advertisement to all countries. Sixty respondents out of 91 (share of 65.9%) thought that yes, brands could use the same advertisement to all countries, but with some modifications. Eighteen respondents (19.8%) were of the opinion that, no, they need to be made suitable for the local market.
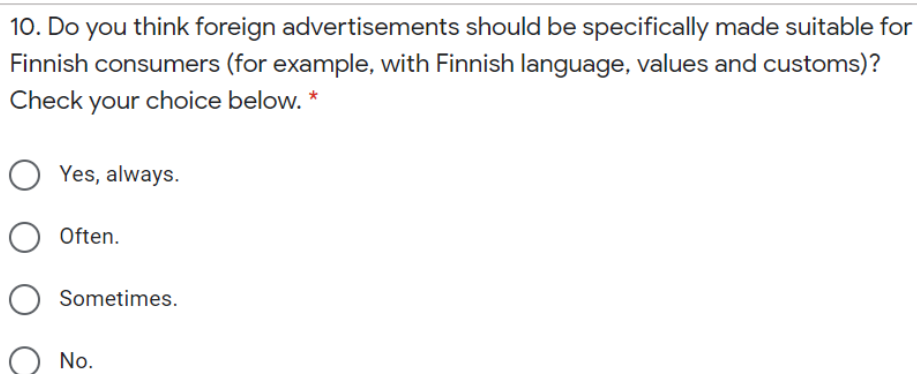
The results showed that in 85.7% of the respondents' opinion at least some degree localisation need to be made in advertising. More people wanted to have completely localised advertising than those who were fine with standardised advertising globally. According to De Mooij (2005, 139-142), in localised campaign the appeal, communication style, basic form and execution style are made to fit the local culture. Global advertisement could be modified with local language, headlines, execution, metaphors and symbols, for example, to make them suitable and relatable for the Finnish consumers.

Localisation could also have an effect with emotions of the target consumer. As mentioned in Sub-Chapter 3.1, emotions created by the advertisement have a significant influence of purchase decisions. As personal advertising style is most suitable for Finland, it is important to build a relationship between the consumer and the brand by creating emotional closeness. (Percy & Rosenbaum-Elliott 2016, 67; De Mooij 2005, 153-146.) By localising a campaign, it is easier to create an emotional tie between the customer and the brand when the advertisers understand the local culture of the target customer (Chahal 2015).

The results can also be explained with the cultural dimensions. According to De Mooij (2005, 151-152), feminine cultures, such as Finland, are more critical towards advertisements. Therefore, they may expect more localisation efforts from foreign advertisers.

Question 10

The final question asked if foreign advertisements should be localised and made specifically suitable for Finnish consumers with, for example, Finnish language, values and customs. There were four choices to choose from: 'yes, always'. 'often', 'sometimes' and 'no', as seen in Image 19.

Image 19 Should foreign advertisements be specifically localised for Finnish consumers

This question aimed to understand how Finnish consumers feel about the importance of localisation in advertising and how their own culture is being shown in advertisements, thus testing the cultural insights. The results of the final question are shown in Figure 21.

According to Frith et al. (2009, 196), for an advertising message to resonate with target audience, the advertisement should reflect the cultural values, beliefs and norms of the target society. Hall's iceberg model's invisible part of the culture includes cultural matters such as values, attitudes, and customs, which are the components of the culture that really make the advertisement relatable to the target consumer (Lewis & Clarke 2010; Bates 2020). Overall, there is a growing expectation towards multinational companies to take the local culture into consideration in advertising (Euromonitor 2020). Therefore, the questions aimed to see what the Finnish respondents thought about the importance of localisation.
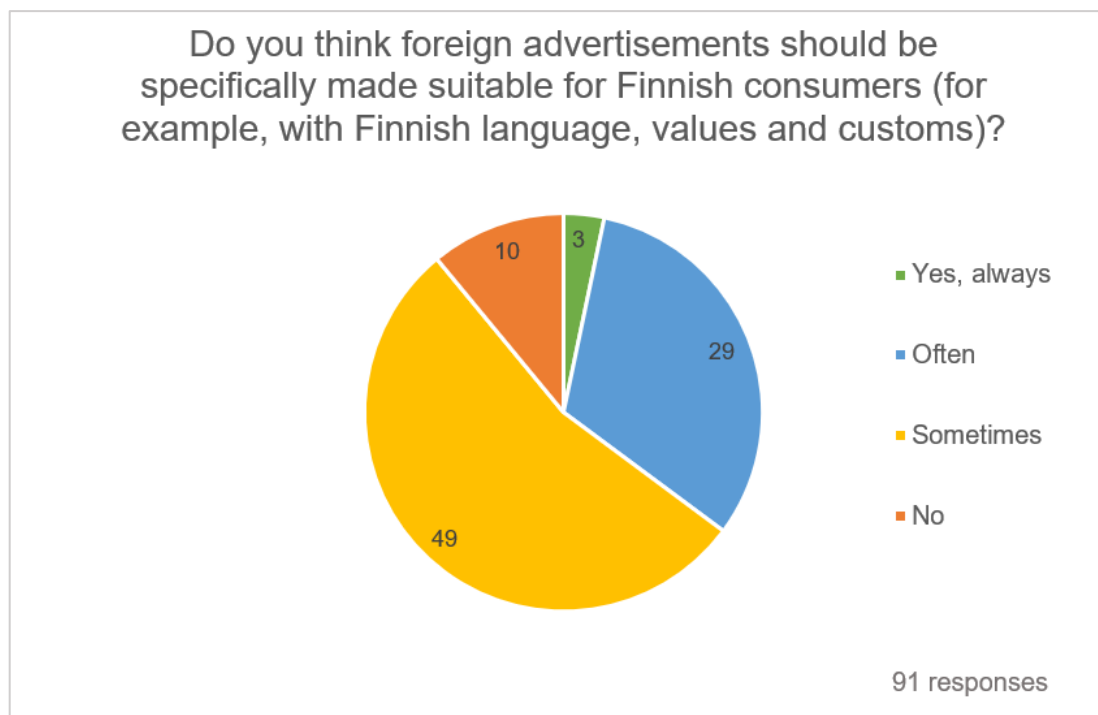
Figure 21 Should advertisements be globalised

The results showed that three respondents (3.3%) answered 'always', and in 29 respondents (31.9%) opinion, the advertisements should often be made specifically suitable for Finnish audience. Forty-nine, over half of the respondents (53.8%) thought that sometimes the advertisements should be specifically made suitable for Finnish consumers. Ten respondents (11%) thought that there was no need to make advertisements specifically suitable for Finnish consumers.

Overall, there was positivity towards localisation and making at least some advertisements specifically suitable for Finnish consumers with language, values and customs. It is understandable that as the world has become global, and the English language skills of Finnish consumers are good, sometimes there is no need for localisation (EF English Proficiency Index 2019). As seen in Question 8, Finnish respondents were quite positive towards other languages, which can affect why in this question some of the respondents answered that there is no need for localisation at all.

However, 89% of the respondents felt that there is a need for localisation in advertising and Finnish cultural aspects should be included to the advertisements, at least sometimes. This could have been affected by short term orientation of the Finnish culture which is why the respondents appreciate traditions, such as values and customs, and would like to see them in advertisements. (Hofstede et al. 2010, 235-244.)

Therefore, local market intelligence is needed, so that foreign advertisers would study Finnish culture, both surface and deep parts of it, to find insights that inspire them to create advertisements that are relatable and made specifically to meet the Finnish target audience.

5   CONCLUSIONS

5.1   Answers to Research Questions

The aim of the thesis is to understand what local market intelligence is and how it is used in advertising globally as well as in Finnish markets. Furthermore, the thesis aims to understand how cultural differences affect advertising. To achieve the goal of the research, main research question and three sub-questions were formed. The research questions and their answers are in Table 4 below.

Table 4 Research questions and answers

Research Question	Answer
Sub-question one: What cultural differences need to be understood when advertising to foreign countries?	There are many cultural differences that need to be taken into consideration in advertising. Cultural differences can be defined and compared with cultural dimensions, which vary from country to country. Hofstede's masculinity versus femininity and the level of uncertainty avoidance were tested in the survey, and the results matched with descriptions of Finland's dimensions according to Hofstede's Six Dimensions of National Culture. Furthermore, all of the dimensions were able to be associated with the survey results and they were able to explain the reasons behind the results. In addition, culture has been divided into visible and invisible parts, according to Hall. The invisible part of the culture includes aspects such as values, attitudes, and customs of the people. According to 89% of the survey respondents, both visible and invisible aspects of the local

	culture should be, at least somewhat used in advertising.
Sub-question two: Which market insights need to be taken into consideration when advertising to the Finnish market?	All the local market insights described in the theoretical part were tested in the research survey and found useful for the Finnish market.
	Consumer insights were gathered throughout the survey to understand needs, wants and motivations of the Finnish consumers.
	Market segmentation insights were tested via geographical and demographical segmentation. Finnish consumers prefer advertisements that have a Finland-looking-execution, as it is more relatable. In addition, different age groups clearly preferred different products and advertisements.
	Trend insights were gathered from two survey questions. Trends show the state of the market and it was clear that the world events affect the current trends of the market.
	Cultural insights differ from country to country, yet they need to be executed in an advertisement in a way that they are interesting to the local consumers, as seen, for example, with Burger King Sauna not appealing to Finnish consumers. When it came to language, Finnish consumers were open to have advertisements in another language, in fact they did not really care about the language that much.
	Competitor insights showed that Finnish consumers are somewhat interested on trying new things.

Sub-question three: Should advertisements be localised for the Finnish target audience?	Eighty-nine percent of the respondents felt that there is a need for localisation, for example, in forms of local language, values and customs, in advertising at least sometimes.
Main research question: How could Local Market Intelligence help with foreign advertisements targeted to Finnish consumers?	Local Market Intelligence can help foreign advertisements targeted to Finnish consumers with factors such as: • Cultural differences between the foreign country and Finland can be learned though Hofstede's Six Dimensions of National Culture. In addition, if Hall's Iceberg Model's deep cultural aspects, such as values and attitudes, are studied, the foreign advertisers are able to create more relevant advertising messages to the Finnish consumers that may connect them on a deeper level. • Local market insights are valuable to the foreign advertisers. They help them to find their target audience and help them to segment them into groups to share to them even more targeted advertising content. Cultural insights give the foreign advertisers a change to make the advertisements specifically relevant to Finnish consumers. Cultural insights include many aspects, such as symbols, rituals, heroes and language that differ from country to country. Trend insights create a picture about the

	Finnish market the foreign advertisers; what trends could be used in campaigns to make them relevant. Lastly, competitor insights give the foreign advertisers an idea about the competitors in the market, what kind of campaigns they have done, what has worked and not worked for them in the Finnish market. Overall, insights help to create the more suitable advertisements for the local market and help to avoid cultural blunders.
	• According to the research survey, there is a trend for localisation in Finland and Finnish consumers somewhat want advertising targeted towards them to be made suitable for them culturally.
	Therefore, it is important to use local market intelligence in foreign advertisements targeted to Finnish consumers.

5.2 Validity and Reliability

According to Saunders et al. (2009, 156-157), validity refers to the degree to which the results answer the research questions presented in the beginning. Reliability, on the other hand, refers to a degree of how the data collection methods and analysis process will generate consistent results.

The main purpose of the research study was to find answers to the main research question and the sub-questions related to it. The purpose was completed as the main research question and all the sub-questions were answered in Sub-Chapter 5.1, making the research therefore valid.

Both primary and secondary data were used as a data collection methods in this research, and all the data was collected by the author herself. The secondary data sources were chosen carefully from sources such as articles, books, publications, journals and official statistics. The primary data was collected via survey. The research survey was sent out, by the permission of the dean, by the thesis supervisor to LAB University of Applied Science students and was also shared to the author's Facebook page. The survey was presented in simple Finnish language, as all of the respondents were Finnish and English language barrier could have caused misunderstandings. All of the respondents were anonymous, and the survey was filled by their free will with no incentives, so the author was not able to influence them. Therefore, it can be concluded that the research is reliable.

However, it is important to keep in mind that all of the respondents were Finnish and therefore the survey results reflect the perception of Finnish culture and might not be relevant to other cultures. Furthermore, trends mentioned by the respondents in the survey results of the open-ended question can differ as they were the respondents own subjective views and trends tend to come and go throughout the time. However, the quantitative findings provided validation for the qualitative findings in this research.

5.3   Suggestions for Further Research

The author highly encourages further research when it comes to local market intelligence. There has not been a lot of research nor publications done towards local market intelligence as it is a fairly new concept, especially in Finland. Especially information about the cultural aspects of market research are very limited.

The aim of this research was to understand how local market intelligence could help with foreign advertisements targeted to Finnish consumers. Overall, more cultural market research should be conducted in Finland. Further research could concentrate on other cultures and countries as well.

Furthermore, research with different age groups could be conducted in the future. This research concentrated on ages between eighteen and sixty. As most of the research survey respondents (74.7%) were 18-24 years old, most of the survey results reflect mostly the perceptions of young adults. Therefore, in future research other age groups could be researched, either together with larger respondent numbers in each age group, or all the age groups separately. Moreover, other age groups outside eighteen and sixty could be researched in the future, such as people under eighteen, teenagers and children separately, as well as people over sixty.

In addition to age groups, further research could be done to find out if other industries react differently to localisation, if it is, for example, more important to one industry than another. Another interesting factor for future research is whether people from urban and rural areas have different perceptions towards the importance of localisation. Lastly, an interesting point of view for research could be why some cultures are more open towards foreign language advertisements than others, and what factors affect this.

The more research done towards local market intelligence, the more advertisers and companies will be aware of the importance of local market research and localisation of advertising.

6   SUMMARY

The research goal of this thesis was to understand how local market intelligence could help with foreign advertisements targeted towards Finnish consumers. As 63% of the marketers admit having significant dissatisfaction with their current localisation level, the purpose of the research was to understand what local market intelligence is and how it is used in advertising globally as well as in the Finnish market. The main research question and the three sub-questions were answered in this thesis.

The research consisted of theoretical and empirical parts. In the theoretical part, secondary data collection method was used. The second chapter was about local market intelligence which is the process of collecting and analysing information to understand the local market, its customers and competition. This information is sourced from local market insights, which were also introduced in the chapter. The third chapter was about advertising and culture. The chapter was based on the theory of advertising and explaining cultural differences through cultural dimensions. Then, with the knowledge gained from these theories advertising across cultures were studied. Lastly, the third chapter took a look at the Finnish target consumer profile.

The empirical part, the fourth chapter, consisted of data acquisition and the data analysis. The primary data was collected through an online survey. Both qualitative and quantitative research methods were used in the survey. The survey questions had mostly different advertisements and the respondents were asked different questions regarding to them, related to topics such as local market insights, cultural dimensions and localisation. The survey results were analysed and based on the survey results the main research question and all of the sub-questions were answered in chapter five. Moreover, in the fifth chapter, the validity and liability of the research were evaluated, and the author gave some suggestions for future research regarding local market intelligence. In the final chapter, the sixth chapter, the thesis research was summarised.

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APPENDICES

Appendix 1 Survey in Finnish

Local Market Intelligence Opinnäytetyö-kysely

Tämä kysely on osa opinnäytetyöprosessiani LAB Ammattikorkeakoulussa.

Kysely käsittelee paikallisen kulttuurin tutkimisen tärkeyttä kansainvälisessä markkinoinnissa. Paikallisen kulttuurin käsitteitä, kuten asiakkaiden arvoja ja uskomuksia, kieltä ja kulttuuria, tulisi tutkia ennen markkinointikampanjoiden luomista ulkomaalaisille markkinoille. Ne luovat yritykselle ymmärryksen kohdemarkkinoista sekä antavat mahdollisuuden luoda onnistuneita kampanjoita, jotka kohtaavat kohdeyleisön tarpeet. Tämän kyselyn tarkoituksena on ymmärtää, kuinka suomalaiset suhtautuvat heihin kohdistettuihin erityyppisiin mainoksiin.

Tämä kysely on suunnattu yli 18-vuotiaille suomalaisille. Kyselyssä on sekä monivalintakysymyksiä että avoimia kysymyksiä. Kysely kestää noin 5 minuuttia ja se suoritetaan nimettömästi.

Kiitos osallistumisesta!

1. Kuinka vanha olet? Valitse sopiva ikäryhmä?

- 18-24

- 25-30

- 31-40

- 41-50

- 51-60

2. Minkä auton valitsisit näistä kolmesta vaihtoehdoista? Valitse ensimmäiseksi sukupuolesi ja valitse sitten auto (1,2 tai 3).

- Olen: nainen

- Olen: mies

- Olen: muu

- 1

- 2

- 3

3. Mitkä näistä automainoksista sopivat mielestäsi parhaiten suomalaisille markki-
   noille? Valitse kuvista mieluisin. Voit valita useamman vaihtoehdon.

- 1

- 2

- 3

- 4

- Kaikki näistä.

4. Onko tämä mainos sopiva ikäryhmällesi? Jos on, valitse ikäryhmäsi. Jos ei, valitse
   "Ei"-vaihtoehto.

- 18-24

- 25-30

- 31-40

- 41-50

- 51-60

- Ei.

5. Amerikkalainen pikaruokaravintolaketju Burger King on tutkinut suomalaisten kult-
   tuuria ja heidän rakkauttaan saunaan. Helsinkiin avattiin Burger King Sauna, jossa
   voit nauttia saunomisen lisäksi burgereita ja ranskalaisia. 1 tunti maksaa 280€. Ha-
   luaisitko käydä tässä saunassa? Valitse vaihtoehtosi.

- Kyllä.

- En.

6. Jos uusi ulkomainen ravintolaketju avaisi ravintoloita suomeen, kuinka todennäköi-
   sesti kokeilisit tätä uutta ravintolaa kuin suomalaista lempiravintolaasi? Valitse vas-
   tauksesi.

- Erittäin todennäköisesti

- Melko todennäköisesti

- Melko epätodennäköisesti

- Erittäin epätodennäköisesti

- En osaa sanoa.

7. Mitkä ovat sinun mielestäsi trendejä suomen markkinoilla tällä hetkellä? Vastaa alapuolelle.

8. Ovatko mainokset mielestäsi kiinnostavampia kun ne eivät ole suomen kielellä (vaan esimerkiksi englanniksi)? Valitse vastauksesi.

- Kyllä.

- Ei.

- Kielellä ei ole väliä.

9. Globalisoitumisen myötä brändit ovat alkaneet luomaan täysin globaaleja kampan-joita, jotka ovat samanlaisia kohdemaasta riippumatta. Voivatko brändit käyttää mielestäsi samaa mainosta kaikissa maissa? Valitse vastauksesi.

- Kyllä.

- Kyllä, mutta joillakin muutoksilla.

- Ei, ne täytyy tehdä aina sopivaksi paikalliselle markkinoille.

10. Pitäisikö mielestäsi ulkomaalaisten brändien mainokset tehdä erityisen sopiviksi suomalaisille kuluttajille (esimerkiksi kielen, suomalaisten arvojen ja tapojen avulla)? Valitse vastauksesi.

- Kyllä, aina.

- Usein.

- Joskus.

- Ei.

Appendix 2 Survey in English

Local Market Intelligence Thesis Survey

This survey is part of my thesis process in LAB University of Applied Sciences.

I am carrying out a research about the importance of local-culture research when creating advertisements for foreign markets. Local marketing insights, such as customers' values and beliefs, language and culture, should be researched before creating marketing campaigns to foreign countries. This will give a company an understanding of the target market and will enable them to create a successful campaign that meets the target audience. The aim of this survey is to understand how Finnish people view different types of advertisements targeted towards them.

This survey is targeted to Finnish people aged over 18. There are both multiple-choice questions and open-ended questions. The survey will take about 5 minutes and will be completed anonymously. Your replies will be utilized in the thesis as Survey Respondents.

Thank your participation in the survey!

1. How old are you? Check the appropriate age group listed below.

- 18-24

- 25-30

- 31-40

- 41-50

- 51-60

2. If you had to choose from these three cars, which cars would you choose (based on the pictures)? First, choose your gender and then choose the car of your liking (1,2 or 3).

- I am: female

- I am: male

- I am: other

- 1

- 2

- 3

3. Which car advertisement would be more suitable for the Finnish market? Choose your preference. You can choose multiple options.

- 1

- 2

- 3

- 4

- All of them.

4. Does this advertisement appeal to your age group? If yes, please choose your age group from below. If no, please choose no.

- 18-24

- 25-30

- 31-40

- 41-50

- 51-60

- No.

5. An American fast-food chain Burger King has researched Finnish culture and its love for sauna. A Burger King Sauna was opened in Helsinki, where you can experience sauna alongside with burgers and fries. 1-hour costs 280€. Would you visit this sauna? Choose your option.

- Yes.

- No.

6. If a foreign restaurant chain would open a new restaurant to Finland, how likely would you try it over your favourite Finnish restaurant? Check your choice below.

- Very likely.

- Somewhat likely.

- Somewhat unlikely.

- Unlikely.

- I do not know.

7. In your opinion, what are the current trends in Finnish market? Answer to below.

8. Are the advertisements more interesting because the language of it is not in Finnish (but in English, for example)? Check your opinion below.

- Yes.

- No.

- Language does not matter.

9. Due globalisation, brands have started to create completely global campaigns that are the same in every country. Do you think brands could use the same advertisement to all the countries? Check your choice below.

- Yes.

- Yes, but with some modifications.

- No, they need to be made suitable for the local market.

10. Do you think foreign advertisements should be specifically made suitable for Finnish consumers (for example, with Finnish language, values and customs)? Check your choice below.

- Yes, always.

- Often.

- Sometimes.

- No.