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How Megatrends Affect the Buyer Behavior of Young Adults in Northern Finland

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Abstract

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This study investigated how megatrends affected the buyer behavior of young adults aged 18-29 in Northern Finland. The aim was to form a comprehensive customer profile section that would have acted as a conclusion, where the information gathered on the effects of megatrends was listed in an easy to access manner.

Information gathering was done in the form of a study made in co-operation with the commissioner of this research, Kaleva Media. Discussions with Kaleva Media lead to forming the questions, from which the data was analyzed and used in the customer profile section.

Arguably the most important findings were how Finns were very active recyclers and ecologically friendly people and respected longevity and reliable products. They were almost universally active on social media and followed at least one influencer on an electronic platform and would much rather have used an electronic service if it was available. COVID-19 also affected the economic lives of young adults somewhat little, with the effects having been mainly psychological.

Figures

Contents

1 Introduction

The goal of this research is to find answers to the question: how megatrends affect the buyer behavior of young adults aged 18-29 in Northern Finland. The reason for this, is that the contractor of this research, Kaleva Media, will use the findings here to improve their marketing strategies targeted toward the aformentioned age group in Northern Finland.

A survey conducted with Kaleva Media will be the source of the research data. This data will be then used to create customer profiles at the end of this research, which work as the conclusion, showcasing the data in a easy-to-access manner. These results will be utilized at Kaleva Media, who are keen on learning about their customer base, especially the age group this research will be targeted toward.

The survey and this research will be grouped into five megatrends, which will make it easier to study and categorize subjects. The megatrends are as follows: Quality, Technology & Digitalization, Influencers & Inspiration for Buying, Responsibility & Ethical Consumerism and Future Views. These megatrends are both interesting and vital to Kaleva Media, as understanding the attitude of people towards these trends lets them understand their customer base on a more personal level.

For quality, our belief is that young adult Finns prefer quality in products, with prices being secondary in their search. Longevity and reliability are two aspects that in our experience Finns appreciate the most in products, as well as personalized services that make the customer feel appreciated.

Digitalization and spending on digital platforms will likely be common knowledge and evidence of trust toward e-platforms will most certainly be visible. Usage of digital services will be high, as the newer generations are known to be familiar with technology. Even so, face-to-face communication will hypothetically be more trusted than online data, which will probably be even more evident with online influencers, whom people will not trust that much. Online shopping may have become more common, as has online data gathering of products.

Finns are known for being responsible consumers, recycling and caring about the environment, as well as being ethically minded people. Even though corona has made it economically harder for many, these values will still be very present, perhaps even more, as relying on old and not buying new may be economically vital for many.

2 Theory

In this section, each megatrend will be studied in relation to its effects on young adult Finns. The research methodology will be based on the findings of this section and as a result, so will the eventual data that will be used to form the customer profiles; the goal of this research.

Hajkowicz (2015, 14) defines the concept of a megatrend in a simple way: *"It's basically a profound trajectory of social, economic, environmental or technological change occurring over the coming decades. The pattern of change is gradual at first but will express itself with explosive impact."*

2.1 Quality

Quality is something that people view very differently. Some people care about longevity, others about aesthetic quality and some only care about what they can purchase for a low price. In the case of Finnish people, good quality, practicality and good design are much appreciated (Sarén, 2019). Finns also prefer products and services that provide work for Finnish people (Kesko, 2020), but in general terms Finns lean more toward slightly more expensive products that have a long lifetime.

The increase of consumer-to-consumer sales, thanks to the ever-increasing popularity of internet-based services, has also encouraged many companies to manufacture products that may be used for a long time (Autere, 2019). This is great for the Finnish mentality of preservation, as well as for the many young adults who may not have a large or even reliable source of income, as a result of them being full-time students or part-time workers.

However, quality is not just present in physical products, but for example in services as well, online and face-to-face. It is common knowledge that good customer service usually leads to good experience, or quality, and this should be something to strive for. Services that are personalized and connect with customers can be very powerful, sometimes even more powerful than marketing to customers (Hyken, 2020). Quality of internet services can be categorized similarly to that of physical products: reliable and long-lived, as well as the products and services that support them.

2.2 Technology & Digitalization

It is quite common to believe that young adults are all ‘digital natives’ and that they know all there is about surfing the internet and using its apps and services. While that may be true for the most part, studies show that this is not always the case, and that data literacy is not uniformly high among younger people (Yates, 2020). Nevertheless, compared to older people and generations, the understanding of technology is quite high in young adults and growing up in such a digitalized and rapidly digitalizing society has made them very comfortable with new technology (Hart, 2015).

Visibility of this can be seen every day when going outside, as young people have adopted devices into their lives. Not just devices, but trust in online services and especially shopping has increased in Finland at a very fast rate (Ehrnström, 2020) and many users expect an online presence from companies. A good first impression can be the foundation of a customer, hopefully a loyal one.

With the rise of popularity in anything and everything online, it is a surprise that online shopping is often seen as a threat by Finnish companies (YIT, 2017). Fragmented buying behaviors of customers make it difficult for companies to know what the customers will want from time to time. Multi-channeling with a platform for online selling and marketing as well as physical brick-and-mortar equivalents lets companies adapt to customer behavior and makes it easy to gather data on those behaviors.

The rise of social media among young adults and teens is a factor that should not be dismissed, with user numbers on applications such as Facebook and Instagram continuing to grow. With many billions of social media users, in the case of young adults, usage could almost be classified as universal. A normalized part of life, whether for the good or bad, continued usage of social media by generations throughout will most likely continue the rapid growth of the medias for years to come. (Ortiz-Ospina, 2019).

2.3 Influencers & Inspiration for Buying

Influencers are not a new concept in and of themselves, but social media has given the role a new meaning. Since 2016, the market size of the influencer industry has grown over 50% and has been thriving during the pandemic years (Wiley, 2021). It is no wonder companies are becoming interested in this popular way of engaging customers, as competition grows ever fiercer on the internet.

The fact that according to Mr. Barker, in 2017 86% of marketers used influencers to market their products speaks on behalf of the marketing channel. With the rising numbers of social media influencers and the equally growing numbers of social media users, it will be of growing importance for companies to take advantage of the possibilities presented there. As personalized marketing is a great asset to gain new customers, so is influencer marketing, for the personalization comes naturally as people follow influencers they relate with, creating a fantastic opportunity for marketing.

Even though in Finland trust toward marketing and influencers is commonly thought as quite low, studies show that generally the opposite is true. If the right kind of influencer is found, a great many do in fact trust them and may even endorse them to others. Not all believe them to be genuinely authentic when sponsoring products, since they will likely have no negative reactions to this type of content. The reason for this trust however, is that many people see influencers as consumers themselves and people trust this much more than companies (Rimmer, n.d.). Whatever influencers are doing however, it seems to be working, as in 2020 there were half a million influencers on Instagram alone (Barker, 2020).

2.4 Responsibility & Ethical Consumerism

Responsibility and ethical consumerism are two trends that have been noticeably on the rise for the past many decades. A common theme for responsibility heard on the news and medias has been ecological friendliness and as mentioned before, Finns are active advocates for these themes. Sustainability and sustainable lifestyles are a trend for young Finns and as a study by Sitra shows, 69% of Finns believe that consumption-related choices have an impact on mitigating climate change (Autere, 2019).

Being ethical and buying ethically comes hand in hand with sustainability, as both are similarly categorized themes. Finns want to know more about their products, where they come from and if they are domestic or not. Domesticity also plays to the popularity and perceived quality of products, for Finnish products are trusted and desired more, especially as the corona crisis has continued (Kesko, 2020).

Although not all are interested in these themes as others, young Finnish people are more often interested than not. Young Finns are quite the pioneers of climate action, with noticeable percentages shown in the study by Sitra between young and older Finns (Autere, 2019). The issues here are somewhat common talking points as well, showing to the world that Finns, if not eager, are very open to these subjects.

2.5 Future Views & Spending Habits

As the coronavirus continues to ravage the world, it has and will necessitate actions that will affect our lives for years to come. Worries of the future prospects and economic stability have warped the spending habits of many a person, as well as their psychological behavior concerning products. According to the research conducted by Di Crosta and team, the effects of the pandemic have actually increased the amount that consumers spend, the situation having people more concerned on ensuring they have whatever they deem necessary. (Di Crosta et. al., 2021).

While the economic future of the world remains cloudy, Finns will likely remain true to values they have valued for years. Reliability and quality will be and is a focus for Finns and similarly their spending habits focus on reliably buying products as cheap as possible. Price is important for Finns and discounts and loyalty cards help them achieve their dream ranges for products. Loyalty programs are prevalent in Finland and it is a good idea to take advantage of them as companies try, through these programs, bring as much value to their customers as possible (Teittinen & Teivainen, 2014).

3 Research Methodology

In this research, the goal is to find out how megatrends affect the buyer behavior of young adults, aged 18-29 in Northern Finland. To do this, a survey was conducted with Kaleva Media, the client of this research, in which there were questions related to the megatrends explored in earlier sections. The questions, which focus on individual's thoughts and experience with certain megatrends, comprehensive findings of different megatrend's effects and influences will be found, as well as the underlying answer this research has set out to find; which is how the buyer behavior of the selected age group is influenced by these megatrends.

Ultimately, the research data will be used in the customer profile section, where findings will be gathered in an easy to access summary of the common effects. To reach that aim, the survey was designed to seek relevant data with its questions. The five different megatrends listed in earlier sections formed the basis of how questions were grouped, as to make the data analysis easier.

As other parties, namely Kaleva Media, were interested in subjects beyond this research, there were questions that will not be addressed later on, as they were not relevant to the topic. Participants of the survey came from all ages, but only the chosen age group, young adults from between ages of 18-29, and their given answers will be studied.

The survey itself had over 1000 participants, slightly over 200 being young adults aged 18-29. Of these participants, 81% came from cities, with 58% from Oulu, 12% from Rovaniemi and 8% from the Kainuu region. 92% of participants have studied or are currently studying in either vocational school, Finnish upper secondary school or a higher education and 53% of them were primarily working. 67% of participants were women, 31% were men, 2% identified as other or did not want to say and 77% of participants had no children. This target group was chosen in co-operation with Kaleva Media, as both parties are interested in finding more information on the buying behavior of young adults in Northern Finland, for better marketing and selling strategies.

To obtain these numbers, the Pohjoista Kanttia 2021 survey was conducted in the span of approximately five months. Pohjoista Kanttia 2021 is a survey that examines values, attitudes and consumption behavior of Northern Finns. This is the second time the survey has been conducted. The first survey focused more on values and the 2021 version focuses more on megatrends and consumption. Even though the 2021 survey focuses on different topics than its predecessor, ideas were still taken from it.

The survey was done on the SurveyMonkey platform. It was distributed through multiple channels such as print publications and social media sites (Facebook, Instagram, LinkedIn). The survey was done in Finnish, as the target group consisted of only Finns. Quantitative study of answers is how the results were analyzed, with percentages being our main source of data.

4 Research Data

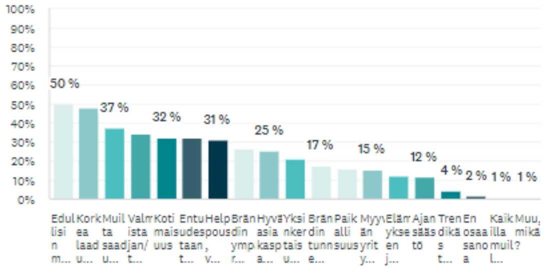
Each section here will correspond to a certain megatrend, with questions below it showing the participants' answers in percentages. The raw data of this section will be utilized in our conclusion, or customer profile section and made easier to access by summarizing the contents. Here though, will be the pictures of the data gathered, as well as quick summaries.

In the data were also additional questions not visited in this research. Other parties taking part in the data gathering had questions that were not relevant to this research, so they will not be presented here. Only data relevant to this research will be available below.

4.1 Quality

Mikä tai mitkä seuraavista ovat merkittävimpiä tekijöitä ostopäätöksissäsi, jos valitset kahden tai useamman kilpailevan tuotteen välillä?

Vastattu: 195 Ohitettu: 31



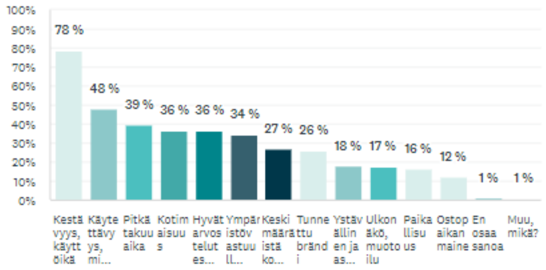
VASTAUSVAIHTOEHDOT		VASTAUKSET	
Edullisin mahdollinen vaihtoehto		50 %	98
Korkea laadun viimeistely ja kestävyys		48 %	93
Muilta saadut suositukset		37 %	73
Valmistajan/tuotebrändin maine		34 %	67
Kotimaisuus		32 %	63
Entuudestaan tuttu		32 %	63
Helppous, vaivattomuus		31 %	61
Brändin ympäristövastuullisuus		26 %	51
Hyvä asiakaspalvelu		25 %	49
Yksinkertaisuus, helposti ymmärrettävä		21 %	41
Brändin tunnettuus		17 %	34
Paikallisuus		16 %	31
Myyvän yrityksen (ostopaikan) maine		15 %	30
Elämykseen ja fiilikseen liittyvät tekijät		12 %	24
Ajansäästö		12 %	23
Trendikäs tuote		4 %	8
En osaa sanoa		2 %	3
Kaikilla muillakin on		1 %	1
Muu, mikä?	Vastaukset	1 %	1
Vastaajat yhteensä: 195			

Figure 1. What are the most important factors affecting in your buying decisions if you are choosing between two or more competing products? (195 respondents)

Quality, reliability and affordable prices are the top contributors of young adult Finns buying a product. Recommendations, producer reputation, domesticity and prior knowledge of the product are also important qualities for Finns.

Mitä seuraavista tekijöistä yhdistät yleensä laatuun ja laadukkuuteen tuotteen ominaisuuksista puhuttaessa, eli mitkä asiat mielestäsi kertovat että tuote on todennäköisesti laadukas?

Vastattu: 195 Ohitettu: 31



VASTAUSVAIHTOEHDOT		VASTAUKSET	
Kestävyys, käyttöikä		78 %	153
Käytettävyys, miellyttävä käyttökokemus		48 %	93
Pitkä takuuaika		39 %	77
Kotimaisuus		36 %	71
Hyvät arvostelut esim. netissä		36 %	71
Ympäristövastuullinen tuotanto		34 %	67
Keskimääräistä korkeampi hinta		27 %	52
Tunnettu brändi		26 %	50
Ystävällinen ja asiantunteva asiakapalvelu		18 %	35
Ulkonäkö, muotoilu		17 %	34
Paikallisuus		16 %	32
Ostopaikan maine		12 %	24
En osaa sanoa		1 %	2
Muu, mikä?	Vastaukset	1 %	1
Vastaajat yhteensä: 195			

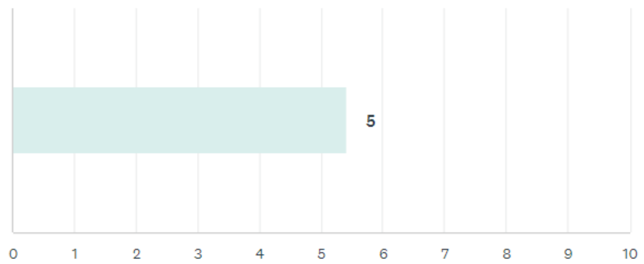
Figure 2. Which of the following factors do you usually connect with quality when talking about product features? (195 respondents)

Reliability and product longevity are by far the top categories that define product quality for Finns, at 78%. Ease of use is important as well, at 48%.

4.2 Technology & Digitalization

Alla olevilla janoilla on esitetty kaksi vastakkaista vaihtoehtoa eri palveluiden käyttöön. Merkitse, mihin oma palveluiden käyttösi ja suosimisesi sijoittuu.Esimerkki: jos asioit selkeästi mielummin verkkokaupoissa kuin kivijalkamyymälöissä, sijoita pallo janalla lähelle verkkokauppaa. Jos käytät molempia samassa suhteessa, sijoita pallo puoliväliin janaa, jne.Verkkokauppa vai kivijalkamyymälä?

Vastattu: 199 Ohitettu: 27



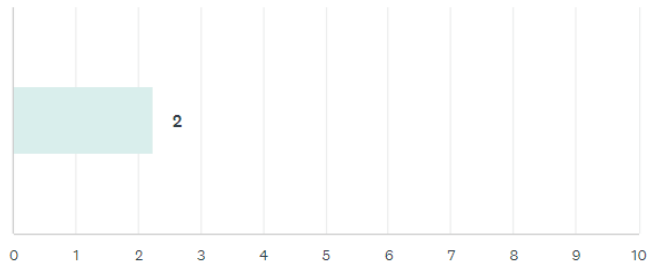
VASTAUSVAIHTOEHDOT	KESKIMÄÄRÄINEN LUKUMÄÄRÄ	KOKONAISMÄÄRÄ	VASTAUKSET
Vastaukset	5	1 079	199
Vastaajat yhteensä: 199			

Figure 3. Online store or brick & mortar store? (199 respondents)

Participants do not clearly favor brick & mortar stores over online ones and vice versa. Both are preferred in equal amounts.

Verkkopankki vai konttori?

Vastattu: 187 Ohitettu: 39



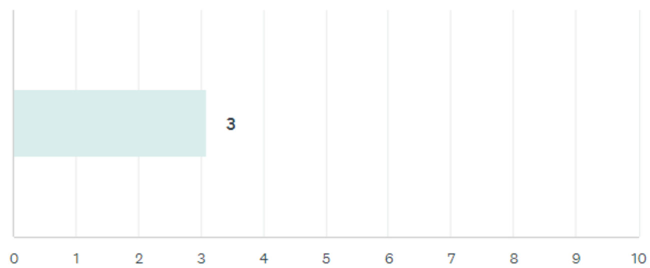
VASTAUSVAIHTOEHDOT	KESKIMÄÄRÄINEN LUKUMÄÄRÄ	KOKONAISMÄÄRÄ	VASTAUKSET
Vastaukset	2	417	187
Vastaajat yhteensä: 187			

Figure 4. Online banking or bank office? (187 respondents)

Taking care of business in online banks is much more preferred than visiting the banks physically.

Digitaalinen maksu vai paperilasku?

Vastattu: 194 Ohitettu: 32



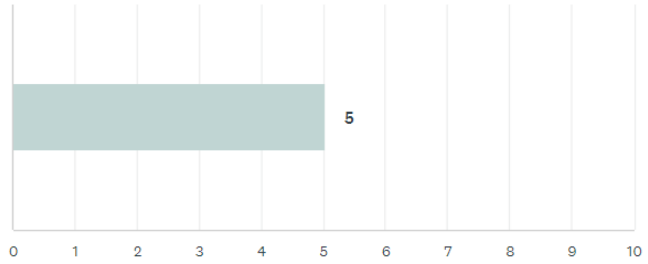
VASTAUSVAIHTOEHDOT	KESKIMÄÄRÄINEN LUKUMÄÄRÄ	KOKONAISMÄÄRÄ	VASTAUKSET
Vastaukset	3	601	194
Vastaajat yhteensä: 194			

Figure 5. Digital payment or traditional bill? (194 respondents)

Digital payments and bills are preferred over similar dealings in paper.

Digitaalinen asiakaspalvelu vai fyysinen/puhelimitse asiointi?

Vastattu: 196 Ohitettu: 30



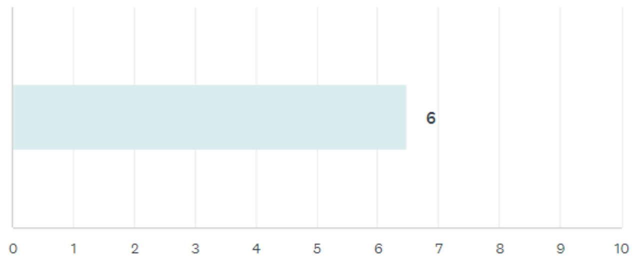
VASTAUSVAIHTOEHDOT	KESKIMÄÄRÄINEN LUKUMÄÄRÄ	KOKONAISMÄÄRÄ	VASTAUKSET
Vastaukset	5	987	196
Vastaajat yhteensä: 196			

Figure 6. Digital customer service or physical/telephone customer service? (196 respondents)

The method in which customer service is presented doesn't make much of a difference for participants.

Etäpalaverit vai lähipalaverit työpaikalla?

Vastattu: 199 Ohitettu: 27



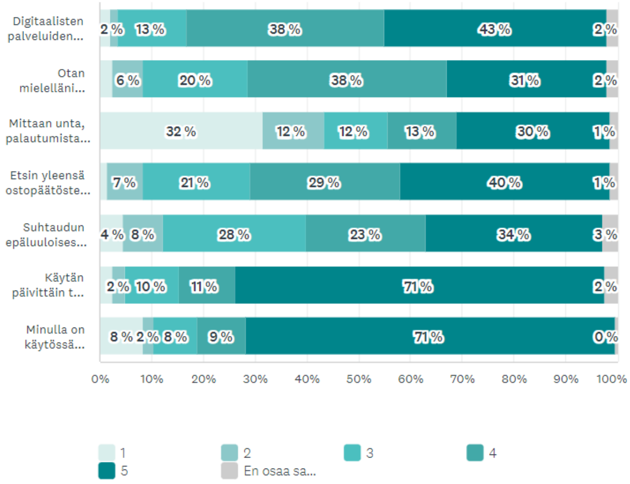
VASTAUSVAIHTOEHDOT	KESKIMÄÄRÄINEN LUKUMÄÄRÄ	KOKONAISMÄÄRÄ	VASTAUKSET
Vastaukset	6	1 291	199
Vastaajat yhteensä: 199			

Figure 7. Online meetings or face to face meetings in workplace? (199 respondents)

Physical work meetings are slightly more popular than online meetings.

Miten samaa tai eri mieltä olet seuraavien väittämien kanssa? Asteikolla 1-5, jossa 1=täysin eri mieltä ja 5=täysin samaa mieltä

Vastattu: 203 Ohitettu: 23



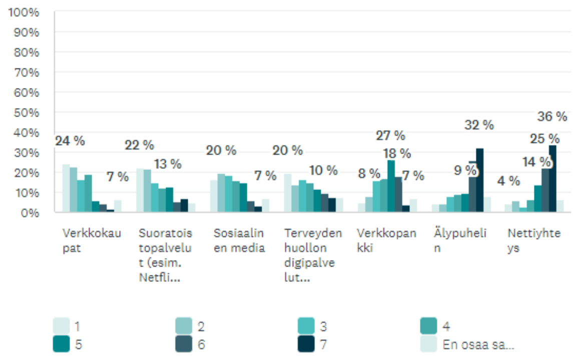
	1	2	3	4	5	EN OSAA SANOA	YHTEENSÄ	PAINOTETTU KESKIARVO
Digitaalisten palveluiden lisääntyminen on helpottanut elämääni	2 % 4	1 % 3	13 % 27	38 % 77	43 % 87	2 % 4	202	4,21
Otan mielelläni käyttöön digitaalisen palvelun perinteisen vaihtoehdon sijaan, jos sellainen on saatavilla	2 % 5	6 % 12	20 % 41	38 % 78	31 % 63	2 % 4	203	3,91
Mittaan unta, palautumistani ja/tai aktiivisuuttani jonkin älylaitteen avulla	32 % 64	12 % 24	12 % 25	13 % 27	30 % 60	1 % 3	203	2,98
Etsin yleensä ostopäätösteni tueksi ennakkoon tietoa verkosta	1 % 3	7 % 14	21 % 42	29 % 59	40 % 82	1 % 3	203	4,01
Suhtaudun epäluuloisesti yrityksiin joilla ei ole omia verkkosivuja	4 % 9	8 % 16	28 % 56	23 % 47	34 % 69	3 % 6	203	3,77
Käytän päivittäin tai lähes päivittäin vähintään yhtä sosiaalista mediaa (esim. Facebook, Instagram, TikTok)	2 % 5	2 % 5	10 % 21	11 % 22	71 % 145	2 % 5	203	4,50
Minulla on käytössä vähintään yksi pikamaksusovellus (esim. Paypal, MobilePay, Siirto, Pivo)	8 % 17	2 % 4	8 % 17	9 % 19	71 % 144	0 % 1	202	4,34

Figure 8. How much do you agree with the following statements on a scale of 1 to 5? 1 = strongly disagree and 5 = strongly agree. (203 respondents)

Participants are greatly in the favor of digital services easing their lives, as well as using them over traditional services if available. They use the internet to research products and are untrusting toward companies without websites. Most also use social media daily, as well as some form of payment apps.

Jos sinun pitäisi luopua alla luetelluista asioista, mistä olisit valmis luopumaan ensimmäisenä, toisena, kolmantena, jne? Järjestä allaolevat järjestykseen niin, että 1=voisin luopua ensimmäisenä, ja 7=luopuisin viimeisenä.

Vastattu: 202 Ohitettu: 24



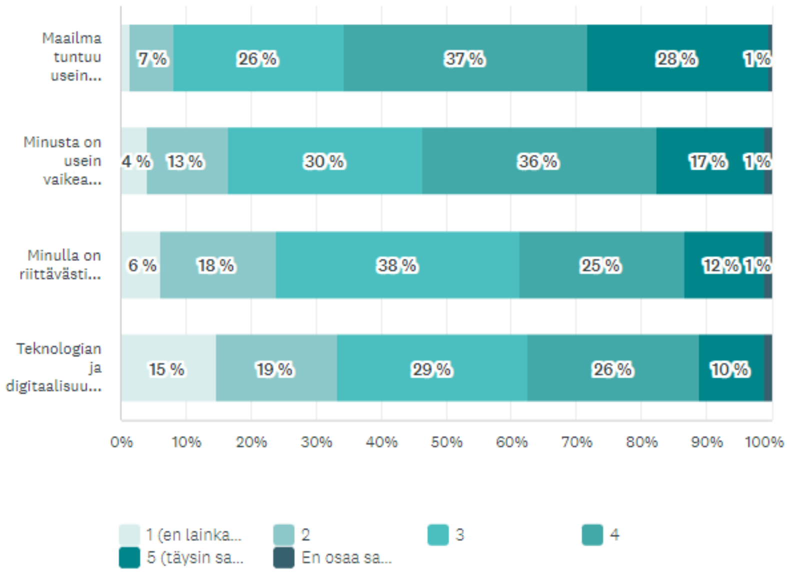
	1	2	3	4	5	6	7	EN OSAA SANOA	YHTEENSÄ	TULOS
Verkkokaupat	24 % 48	23 % 45	17 % 33	19 % 38	6 % 12	4 % 8	2 % 3	7 % 13	200	5,23
Suoratoistopalvelut (esim. Netflix, Spotify, Bookbeat)	22 % 44	22 % 43	15 % 30	12 % 24	13 % 25	6 % 11	7 % 14	5 % 9	200	4,83
Sosiaalinen media	16 % 32	20 % 39	19 % 37	16 % 31	15 % 29	6 % 11	3 % 6	7 % 14	199	4,77
Terveydenhuollon digipalvelut (esim. ajanvaraus, omakanta-palvelu jne)	20 % 39	14 % 27	17 % 33	14 % 29	12 % 23	10 % 19	8 % 15	8 % 15	200	4,53
Verkkopankki	5 % 9	8 % 16	16 % 31	17 % 33	27 % 53	18 % 36	4 % 7	7 % 14	199	3,70
Älypuhelin	4 % 8	4 % 8	8 % 15	9 % 17	9 % 18	26 % 50	32 % 62	8 % 15	193	2,60
Nettiyhteys	4 % 8	6 % 11	3 % 5	7 % 13	14 % 27	25 % 50	36 % 72	7 % 13	199	2,43

Figure 9. Rank the things listed below in order if you had to give them up, with 1=I could give it up first, and 7=I would give it up last. (202 respondents)

Online stores and streaming services ranked as the easiest to let go of, while the internet and smartphones are the hardest.

Miten samaa mieltä olet seuraavien väittämien kanssa?Arvioi asteikolla 1-5, jossa 1=en lainkaan samaa mieltä, ja 5=täysin samaa mieltä.

Vastattu: 198 Ohitettu: 28



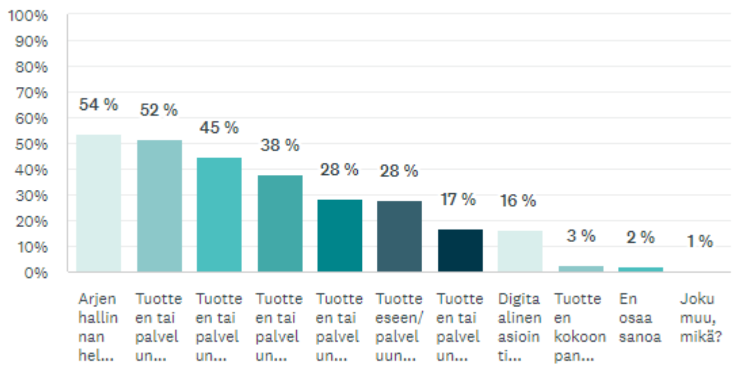
	1 (EN LAINKAAN SAMAA MIELTÄ)	2	3	4	5 (TÄYSIN SAMAA MIELTÄ)	EN OSAA SANOA	YHTEENSÄ	PAINOTETTU KESKIARVO
Maailma tuntuu usein monimutkaiselta	2 % 3	7 % 13	26 % 52	37 % 74	28 % 55	1 % 1	198	3,84
Minusta on usein vaikea tehdä valintaa niin monien tuote- ja palveluvaihtoehtojen joukosta	4 % 8	13 % 25	30 % 59	36 % 71	17 % 33	1 % 2	198	3,49
Minulla on riittävästi aikaa ja mahdollisuuksia tehdä asioita joita haluan	6 % 12	18 % 35	38 % 74	25 % 50	12 % 24	1 % 2	197	3,20
Teknologian ja digitaalisuuden kasvu lisäävät monimutkaisuuden tunnetta	15 % 29	19 % 37	29 % 58	26 % 52	10 % 20	1 % 2	198	2,98

Figure 10. How much do you agree with the following statements on a scale of 1 to 5? 1 = strongly disagree and 5 = strongly agree. (198 respondents)

The world is a straightforward place for most participants, though the increase in technology and digitalization are slightly increasing the feeling of confusion.

Jos ajattelet helppoutta ja yksinkertaisuutta palveluiden ja tuotteiden kuluttamisessa ja ostamisessa, mitä helppous sinulle ensisijaisesti tarkoittaa? Valitse kolme (3) tärkeintä.

Vastattu: 198 Ohitettu: 28



VASTAUSVAIHTOEHDOT		VASTAUKSET	
Arjen hallinnan helpottaminen		54 %	106
Tuotteen tai palvelun helppokäyttöisyys		52 %	102
Tuotteen tai palvelun käytön tuoma ajansäästö		45 %	89
Tuotteen tai palvelun käytön tuoma oman vaivannäön säästö		38 %	75
Tuotteen tai palvelun ostamisen/hankkimisen nopeus ja helppous		28 %	56
Tuotteeseen/palveluun tai sen ostamiseen liittyvän tiedon helppo saatavuus		28 %	55
Tuotteen tai palvelun maksamisen nopeus ja helppous		17 %	33
Digitaalinen asiointi fyysisen tai puhelinasioinnin sijaan		16 %	32
Tuotteen kokoonpano/asennuspalvelu		3 %	5
En osaa sanoa		2 %	4
Joku muu, mikä?	Vastaukset	1 %	1
Vastaajat yhteensä: 198			

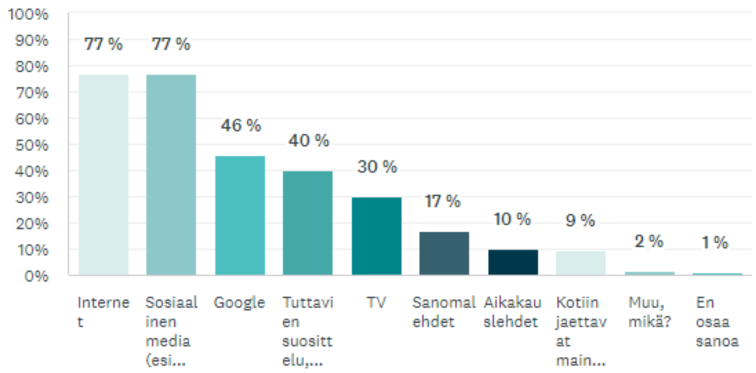
Figure 11. What does ease mean to you when buying and consuming products and services? Choose three (3) of the most important ones. (198 respondents)

Controlling everyday life, ease in product usage and the amount of time a product saves when using it are the top three meanings for ease.

4.3 Influencers & Inspiration for Buying

Mistä yleensä saat tietoa uusista tuotteista ja palveluista? Voit valita useita vaihtoehtoja.

Vastattu: 190 Ohitettu: 36



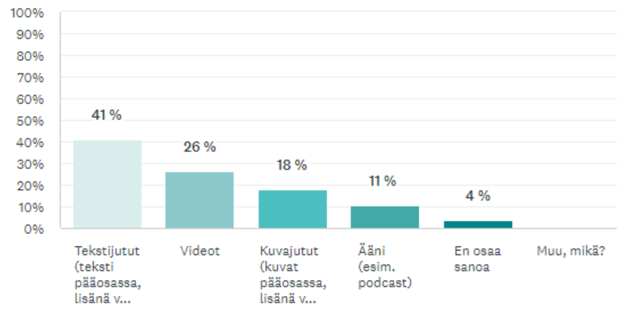
VASTAUSVAIHTOEHDOT		VASTAUKSET	
Internet		77 %	146
Sosiaalinen media (esim. Facebook, Instagram, TikTok)		77 %	146
Google		46 %	87
Tuttavien suosittelu, "puskaradio"		40 %	76
TV		30 %	57
Sanomalehdet		17 %	32
Aikakauslehdet		10 %	19
Kotiin jaettavat mainokset		9 %	18
Muu, mikä?	Vastaukset	2 %	3
En osaa sanoa		1 %	2
Vastaajat yhteensä: 190			

Figure 12. Where do you usually get information on new products and services? (190 respondents)

The internet and social media ranked easily the highest as places where participants gained information on new products and services.

Missä muodossa mieluiten kulutat digitaalista mediaa (esim. uutiset, reportaasit, tuote-esittelyt, viihde-sisällöt)

Vastattu: 189 Ohitettu: 37



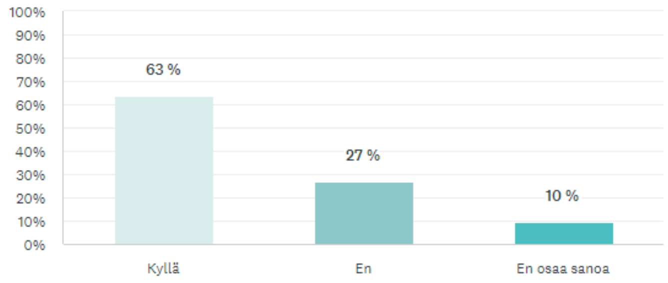
VASTAUSVAIHTOEHDOT		VASTAUKSET	
Tekstijutut (teksti pääosassa, lisänä voi olla kuvia)		41 %	78
Videot		26 %	50
Kuvajutut (kuvat pääosassa, lisänä voi olla tekstiä)		18 %	34
Ääni (esim. podcast)		11 %	20
En osaa sanoa		4 %	7
Muu, mikä?	Vastaukset	0 %	0
YHTEENSÄ			189

Figure 13. What is your favorite way of consuming digital media? (189 respondents)

Raw text is quite popular for participants, with videos and pictures coming as faraway second and third.

Oletko ostanut tuotteita tai palveluita sosiaalisissa medioissa näkemiesi mainosten perusteella?

Vastattu: 189 Ohitettu: 37



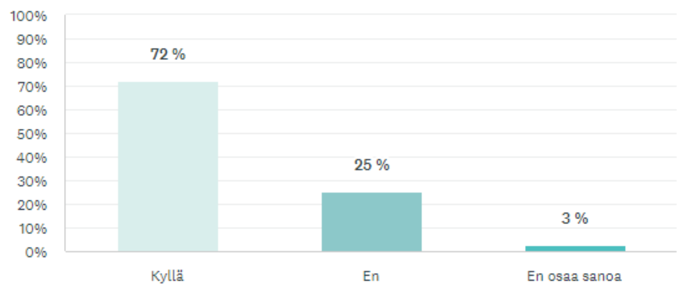
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Kyllä	63 %	120
En	27 %	51
En osaa sanoa	10 %	18
YHTEENSÄ		189

Figure 14. Have you bought products or services as a result of commercials you have seen on social media? (189 respondents)

63% admitted to having bought products or services based on ads they have seen on social media.

Seuraatko bloggaajia, tubettajia tai muita sosiaalisen median vaikuttajia?

Vastattu: 190 Ohitettu: 36



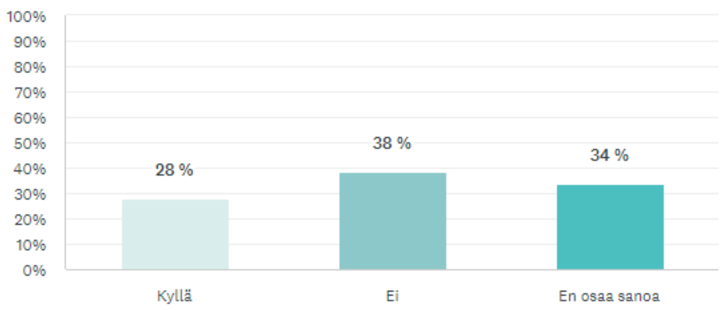
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Kyllä	72 %	137
En	25 %	48
En osaa sanoa	3 %	5
YHTEENSÄ		190

Figure 15. Do you follow bloggers, youtubers or other social media influencers? (190 respondents)

72% of participants follow at least one blogger, youtuber or some other social media influencer.

Onko vaikuttajamarkkinointi mielestäsi luotettavaa?

Vastattu: 190   Ohitettu: 36



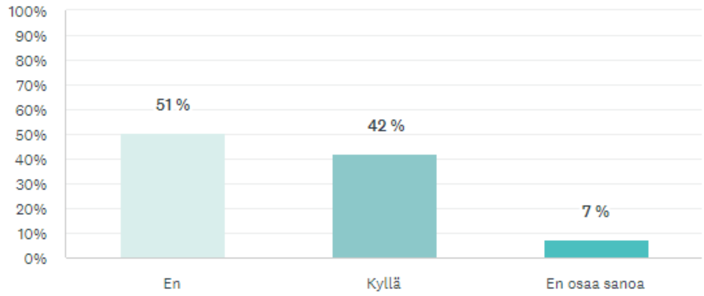
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Kyllä	28 %	53
Ei	38 %	73
En osaa sanoa	34 %	64
YHTEENSÄ		190

Figure 16. Is the influencer market trustworthy in your opinion? (190 respondents)

28% of participants view the influence market as trustworthy and a larger proportion of 38% sees it as straight up untrustworthy.

Oletko ostanut tuotteita tai palveluita some- tai muun vaikuttajan suosittelemana?

Vastattu: 190 Ohitettu: 36



VASTAUSVAIHTOEHDOT	VASTAUKSET	
En	51 %	96
Kyllä	42 %	80
En osaa sanoa	7 %	14
YHTEENSÄ		**190**

Figure 17. Have you bought products or services as a result of a recommendation from a social media or other type of influencer? (190 respondents)

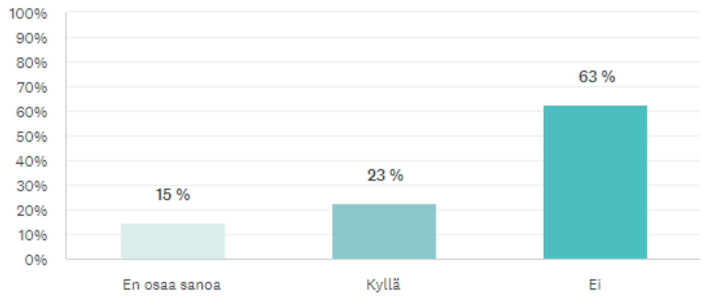
42% of participants have bought at least one product or service as a result of influencer recommendations.

Figure 18. What products or services have you bought as a result of a recommendation from a social media or other type of influencer? (76 respondents)

Cosmetics, clothes and electronics have been bought most as a result of influencer recommendations.

Onko some- tai muun vaikuttajan asuinpaikalla mielestäsi vaikutusta siihen, miten luotettavaksi, uskottavaksi tai läheiseksi hänet koet?

Vastattu: 136 Ohitettu: 90



VASTAUSVAIHTOEHDOT	VASTAUKSET	
En osaa sanoa	15 %	20
Kyllä	23 %	31
Ei	63 %	85
YHTEENSÄ		136

Figure 19. Does the location of living affect the trustworthiness, beliveability or familiarity of social media or other type of influencer? (136 respondents)

Most of the participants, 63%, see no relevance with the place of where an influencer lives on their trushworthiness etc..

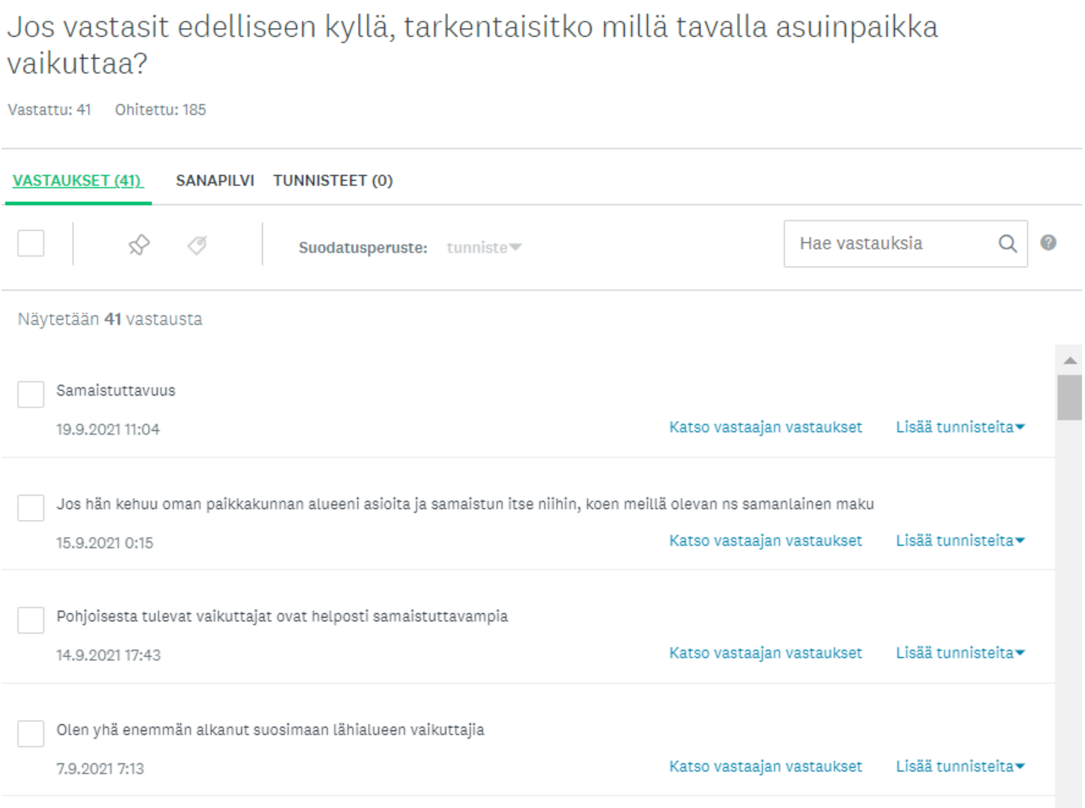


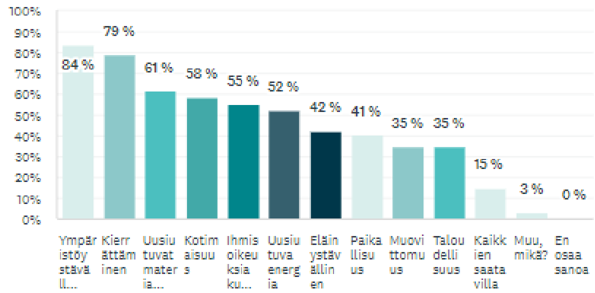
Figure 20. How does the location of living affect these values? (41 respondents)

Influencers from the same or similar areas are seen as more trustworthy.

4.4 Responsibility & Ethical Consumerism

Mitä vastuullinen kuluttaminen mielestäsi tarkoittaa? Valitse alla olevista vaihtoehdoista ne tekijät, jotka ensisijaisesti liität vastuulliseen kuluttamiseen.

Vastattu: 207 Ohitettu: 19



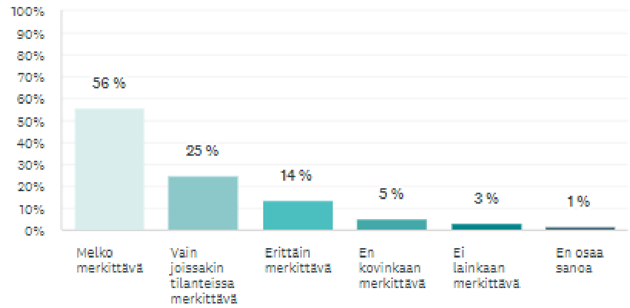
VASTAUSVAIHTOEHDOT		VASTAUKSET	
Ympäristöystävällisyys, ekologisuus		84 %	173
Kierrättäminen		79 %	163
Uusiutuvat materiaalit		61 %	127
Kotimaisuus		58 %	121
Ihmisoikeuksia kunnioittava		55 %	114
Uusiutuva energia		52 %	108
Eläinystävällinen		42 %	87
Paikallisuus		41 %	84
Muovittomuus		35 %	72
Taloudellisuus		35 %	72
Kaikkien saatavilla		15 %	31
Muu, mikä?	Vastaukset	3 %	7
En osaa sanoa		0 %	1
Vastaajat yhteensä: 207			

Figure 21. What does responsible consumption mean in your opinion? You can pick multiple options. (207 respondents)

Ecological friendliness, recycling and renewable materials rank as the top three aspects of responsible consumerism for Finns.

Miten merkittäväksi osaksi itseäsi koet vastuullisuuden ja vastuullisen kuluttamisen, kun ajattelet omia elintapojasi ja kulutustottumuksiasi?

Vastattu: 207 Ohitettu: 19



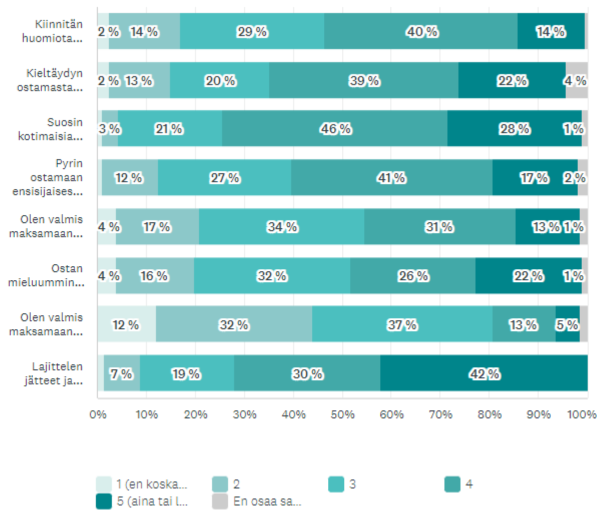
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Melko merkittävä	56 %	116
Vain joissakin tilanteissa merkittävä	25 %	51
Erittäin merkittävä	14 %	28
En kovinkaan merkittävä	5 %	11
Ei lainkaan merkittävä	3 %	6
En osaa sanoa	1 %	3
Vastaajat yhteensä: 207		

Figure 22. How important do you feel responsible consumerism is to you, when thinking of your own lifestyle and spending? (207 respondents)

Most respondents perceive personal actions as important for responsible behavior as a whole.

Miten yleensä toimit seuraavien väittämien osalta? Arvioi asteikolla 1-5, jossa 1=en koskaan ja 5=aina tai lähes aina.

Vastattu: 207 Ohitettu: 19



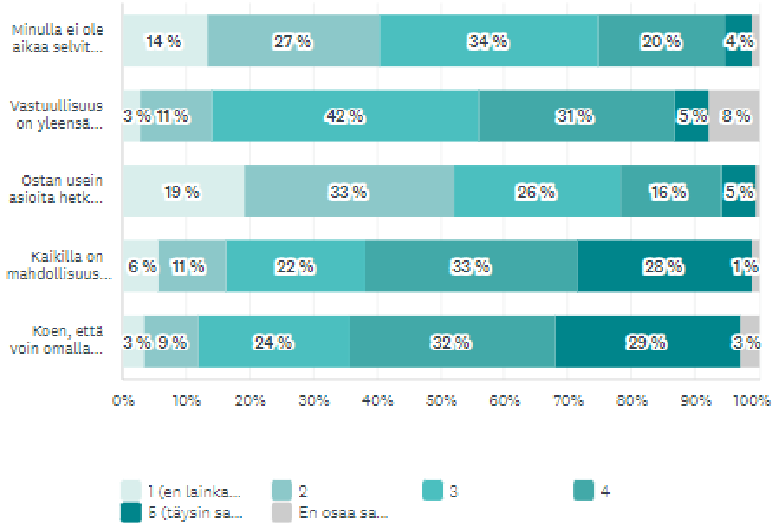
	1 (EN KOSKAAN)	2	3	4	5 (AINA TAI LÄHES AINA)	EN OSAA SANOA	YHTEENSÄ	PAINOTETTU KESKIARVO
Kiinnitän huomiota siihen, mistä ostamani tuotteet ovat peräisin	2 % 5	14 % 30	29 % 61	40 % 82	14 % 28	0 % 1	207	3,48
Kieltäydyn ostamasta sellaisten yritysten tuotteita, joiden toimintaa en hyväksy	2 % 5	13 % 26	20 % 42	39 % 80	22 % 45	4 % 9	207	3,68
Suosin kotimaisia tuotteita	1 % 2	3 % 7	21 % 44	46 % 95	28 % 57	1 % 2	207	3,97
Pyrin ostamaan ensisijaisesti vastuullisesti tuotettuja tuotteita	1 % 2	12 % 24	27 % 56	41 % 85	17 % 36	2 % 4	207	3,64
Olen valmis maksamaan keskimääräistä korkeamman hinnan vastuullisesti tuotetusta tuotteesta	4 % 8	17 % 35	34 % 70	31 % 64	13 % 27	1 % 3	207	3,33
Ostan mieluummin kierrätettyä kuin uutta	4 % 8	16 % 33	32 % 66	26 % 53	22 % 45	1 % 2	207	3,46
Olen valmis maksamaan vanhan korjaamisesta uuden ostamisen sijaan, vaikka se olisi suhteessa kalliimpaa kuin uusi tuote	12 % 25	32 % 66	37 % 76	13 % 27	5 % 10	1 % 3	207	2,66
Lajittelen jätteet ja pyrin kierrättämään käyttökelpoista tavaraa	1 % 3	7 % 15	19 % 40	30 % 62	42 % 87	0 % 0	207	4,04

Figure 23. How do you usually proceed with the following statements? Assess on a scale of 1 to 5, 1 = never and 5 = always or almost always. (207 respondents)

Respondents would rather buy a new product than repair an old one, but otherwise are very prepared for eco-friendly behavior and ways.

Miten samaa tai eri mieltä olet seuraavien väittämien kanssa asteikolla 1-5, jossa 1=en lainkaan samaa mieltä, ja 5=täysin samaa mieltä

Vastattu: 207 Ohitettu: 19



	1 (EN LAINKAAN SAMAA MIELTÄ)	2	3	4	5 (TÄYSIN SAMAA MIELTÄ)	EN OSAA SANOA	YHTEENSÄ	PAINOTETTU KESKIARVO
Minulla ei ole aikaa selvittää tuotteiden vastuullisuusominaisuuksia tai alkuperää	14 % 28	27 % 56	34 % 71	20 % 41	4 % 9	1 % 2	207	2,74
Vastuullisuus on yleensä laadun tae	3 % 6	11 % 23	42 % 87	31 % 64	5 % 11	8 % 16	207	3,27
Ostan usein asioita hetken mielijohteesta vaikka en varsinaisesti tarvitse niitä	19 % 40	33 % 68	26 % 54	16 % 33	5 % 11	0 % 1	207	2,55
Kaikilla on mahdollisuus tehdä vastuullisia kulutusvalintoja	6 % 12	11 % 22	22 % 45	33 % 69	28 % 57	1 % 2	207	3,67
Koen, että voin omalla toiminnallani ja kulutusvalinnoilla vaikuttaa siihen, että maailma on hieman parempi	3 % 7	9 % 18	24 % 49	32 % 67	29 % 60	3 % 6	207	3,77

Figure 24. How much do you agree with the following statements on a scale of 1 to 5? 1 = strongly disagree and 5 = strongly agree. (207 respondents)

Respondents believe in the power of personal action and its effectiveness, though not all have time to consider it in their everyday lives.

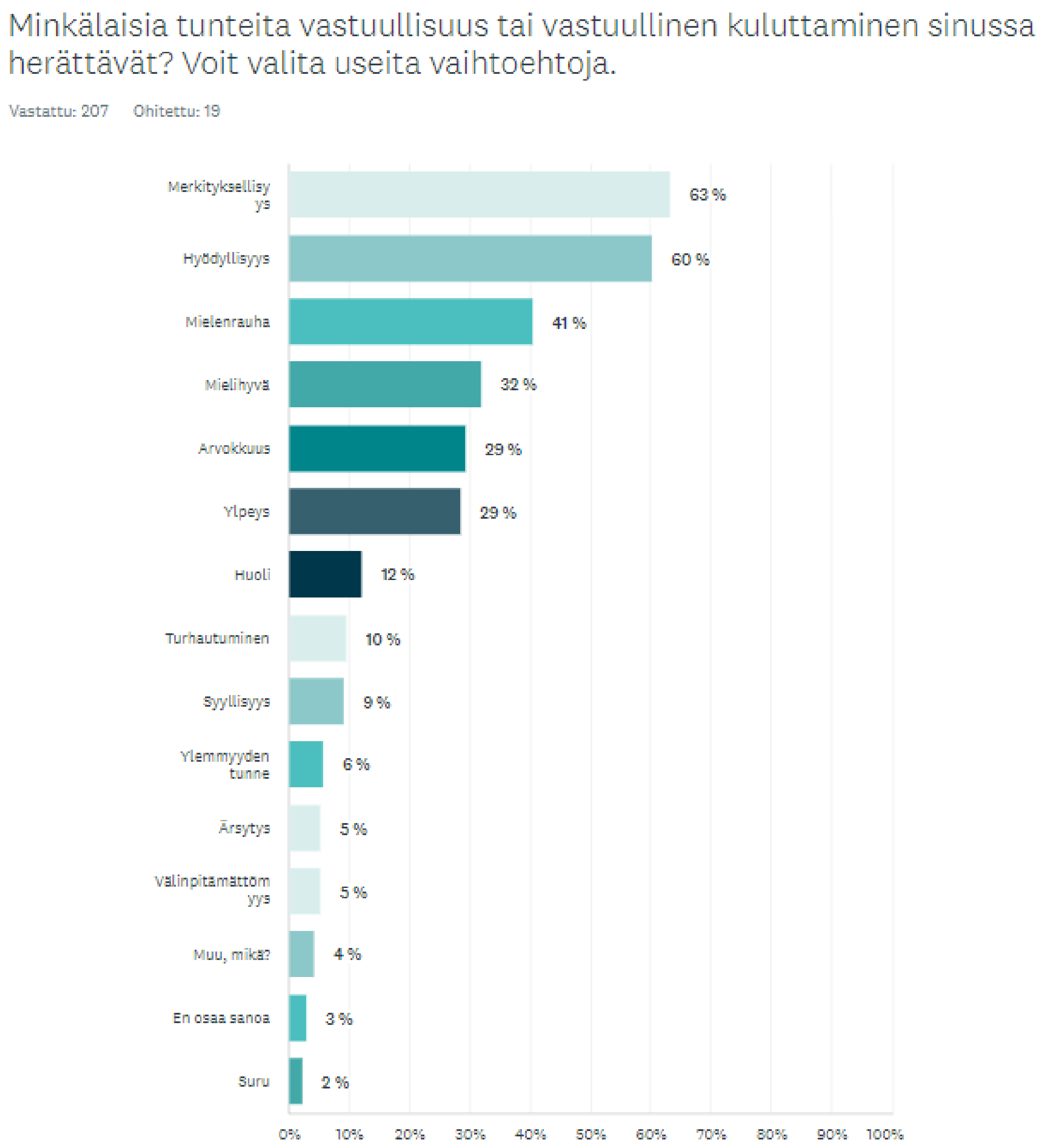


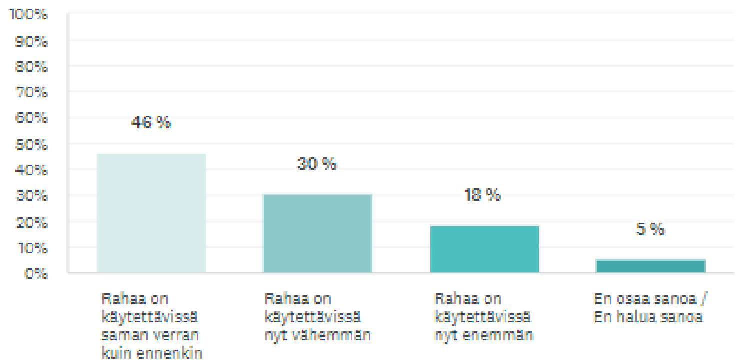
Figure 25. What kinds of feelings do responsibility or ethical consumerism evoke in you? You can pick multiple options. (207 respondents)

Participants see responsible consumerism as important and useful and it brings them feelings of pride, joy and serenity.

4.5 Future Views & Spending Habits

Miten koet taloudellisen tilanteesi nyt verrattuna koronaa edeltäneeseen aikaan?

Vastattu: 191 Ohitettu: 35



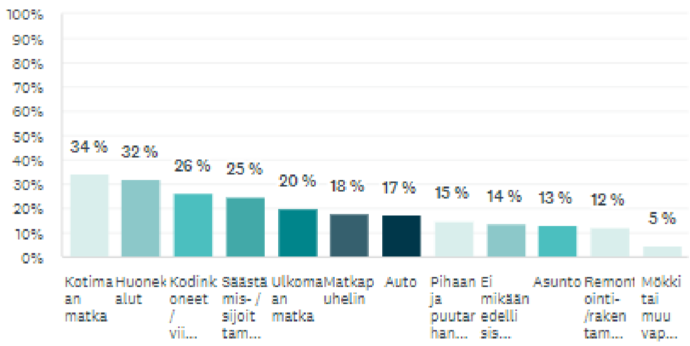
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Rahaa on käytettävissä saman verran kuin ennenkin	46 %	88
Rahaa on käytettävissä nyt vähemmän	30 %	58
Rahaa on käytettävissä nyt enemmän	18 %	35
En osaa sanoa / En halua sanoa	5 %	10
YHTEENSÄ		191

Figure 26. How do you see your economic situation now compared to the time before COVID-19? (191 respondents)

46% see their economic situation as similar as before corona, though 30% see themselves having less money than before.

Suunnitteletko hankkivasi jotain seuraavista seuraavan vuoden aikana? Voit valita useita vaihtoehtoja.

Vastattu: 190 Ohitettu: 36



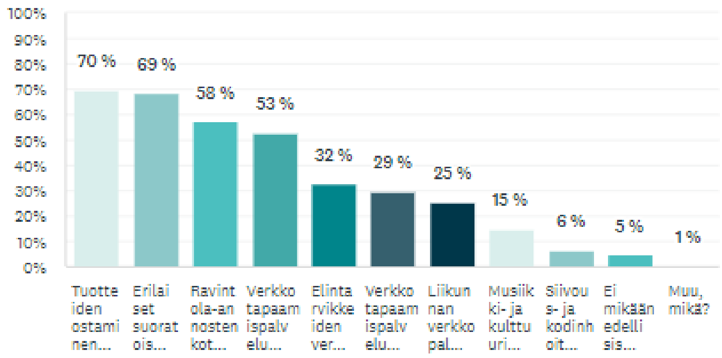
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Kotimaan matka	34 %	65
Huonekalut	32 %	61
Kodinkoneet / viihde-elektroniikka	26 %	50
Säästämis- / sijoittamistuotteet ja palvelut	25 %	47
Ulkomaan matka	20 %	38
Matkapuhelin	18 %	34
Auto	17 %	33
Pihaan ja puutarhan hoitoon liittyvät tuotteet	15 %	28
Ei mikään edellisistä / En osaa sanoa	14 %	26
Asunto	13 %	25
Remontointi-/rakentamistarvikkeet	12 %	23
Mökki tai muu vapaa-ajan asunto	5 %	9
Vastaajat yhteensä: 190		

Figure 27. Are you planning to purchase some of the following products/services during the next year? You can pick multiple options. (190 respondents)

Domestic trips/vacations and furniture purchases rank a the top, followed by household electronics and savings/investment products and services.

Koronakriisin aiheuttama poikkeustilanne on mahdollistanut erilaisten palveluiden yleistymisen ja uudenlaisten palveluiden syntymisen. Mitä seuraavista uskot käyttäväsi tulevaisuudessa? Voit valita useita vaihtoehtoja.

Vastattu: 191 Ohitettu: 35



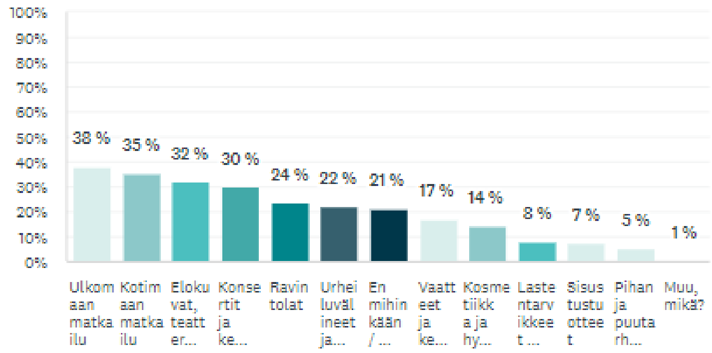
VASTAUSVAIHTOEHDOT		VASTAUKSET	
Tuotteiden ostaminen verkosta		70 %	133
Erilaiset suoratoistopalvelut (esim. elokuva- ja TV-ohjelmapalvelut, äänikirjat ja muut mediapalvelut)		69 %	131
Ravintola-annosten kotiinkuljetus		58 %	110
Verkkotapaamispalvelut työhön ja asioiden hoitoon liittyen (esim. Teams, Skype)		53 %	101
Elintarvikkeiden verkkokauppa ja/tai kotiinkuljetus		32 %	62
Verkkotapaamispalvelut yhteydenpitoon sukulaisten ja ystävien kanssa (esim. Teams, Skype)		29 %	56
Liikunnan verkkopalvelut (esim. livestream- ja videotallennetunnit, verkkovalmennus, jne.)		25 %	48
Musiikki- ja kulttuuritapahtumien verkkopalvelut (esim. keikkojen live-stream)		15 %	28
Siivous- ja kodinhoitopalvelut		6 %	12
Ei mikään edellisistä / En osaa sanoa		5 %	9
Muu, mikä?	Vastaukset	1 %	1
Vastaajat yhteensä: 191			

Figure 28. The corona crisis has both enabled the birth of services and the soar of popularity for others. Which of the following options you believe you will be using in the future? You can pick multiple options. (191 respondents)

An increase in online purchasing possibilities and streaming services is ranked as very possible, as well as increases in restaurant delivery services and online work meeting possibilities.

Koronan helpottaessa ja elämän palautuessa normaaliin, aiotko panostaa aiempaa enemmän johonkin seuraavista?

Vastattu: 191 Ohitettu: 35



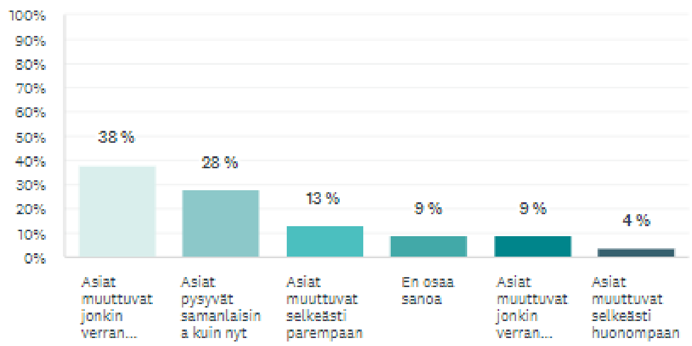
VASTAUSVAIHTOEHDOT		VASTAUKSET	
Ulkomaan matkailu		38 %	72
Kotimaan matkailu		35 %	67
Elokuvat, teatterit, muut kulttuuritapahtumat		32 %	61
Konsertit ja keikat		30 %	57
Ravintolat		24 %	45
Urheiluvälineet ja -vaatteet		22 %	42
En mihinkään / En osaa sanoa		21 %	40
Vaatteet ja kengät		17 %	32
Kosmetiikka ja hygieniatuotteet		14 %	27
Lastentarvikkeet ja -vaatteet		8 %	15
Sisustustuotteet		7 %	14
Pihan ja puutarhan hoito		5 %	10
Muu, mikä?	Vastaukset	1 %	1
Vastaajat yhteensä: 191			

Figure 29. When the COVID-19 pandemic slows down and life normalizes, are you planning to invest in one or more of the following? (191 respondents)

Trips both domestic and foreign are popular planning targets, as well as movie threatres, theatres and concerts.

Minkälaiset ovat odotuksesi oman ja läheistesi tulevaisuuden suhteen seuraavien viiden vuoden aikana?

Vastattu: 191 Ohitettu: 35



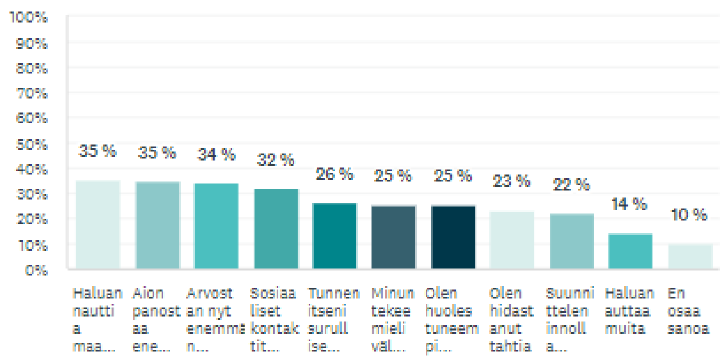
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Asiat muuttuvat jonkin verran parempaan	38 %	72
Asiat pysyvät samanlaisina kuin nyt	28 %	53
Asiat muuttuvat selkeästi parempaan	13 %	25
En osaa sanoa	9 %	17
Asiat muuttuvat jonkin verran huonompaan	9 %	17
Asiat muuttuvat selkeästi huonompaan	4 %	7
YHTEENSÄ		191

Figure 30. What are your expectations for your and your relative’s futures for the next five years? (191 respondents)

Participants believe in things either chaning for the better (38%) or staying the somewhat the same (28%).

Minkälainen vaikutus koronan aiheuttamalla poikkeusajalla on ollut sinuun? Valitse sopivat vaihtoehdot.

Vastattu: 191 Ohitettu: 35



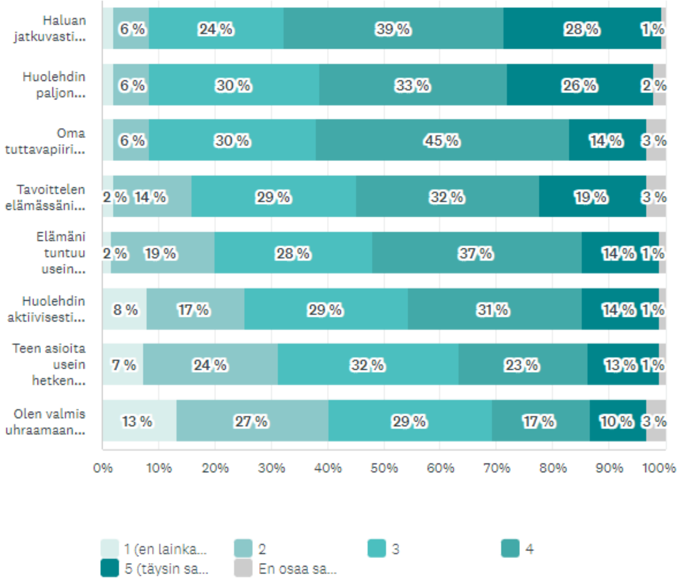
VASTAUSVAIHTOEHDOT	VASTAUKSET	
Haluan nauttia maailman avautumisesta ja sen suomista mahdollisuuksista koronaa edeltänyttä aikaa enemmän	35 %	67
Aion panostaa enemmän omaan ja läheisteni hyvinvointiin	35 %	66
Arvostan nyt enemmän kaikkea sitä, mitä minulla jo on	34 %	65
Sosiaaliset kontaktit ovat minulle entistä tärkeämpiä	32 %	61
Tunnen itseni surulliseksi tai ahdistuneeksi	26 %	50
Minun tekee mieli vältellä ihmisiä	25 %	48
Olen huolestuneempi kuin aiemmin	25 %	48
Olen hidastanut tahtia	23 %	44
Suunnittelen innolla tulevaa	22 %	42
Haluan auttaa muita	14 %	27
En osaa sanoa	10 %	19
Vastaajat yhteensä: 191		

Figure 31. How has the COVID-19 pandemic affected you, select the appropriate options. (191 respondents)

The pandemic has increased the desires of seeing the world and improving the quality of life of relatives for many participants, as well as increased the respect for what participants have already.

Miten samaa mieltä olet seuraavien väittämien kanssa? Arvioi asteikolla 1-5, jossa 1=en lainkaan samaa mieltä, ja 5=täysin samaa mieltä

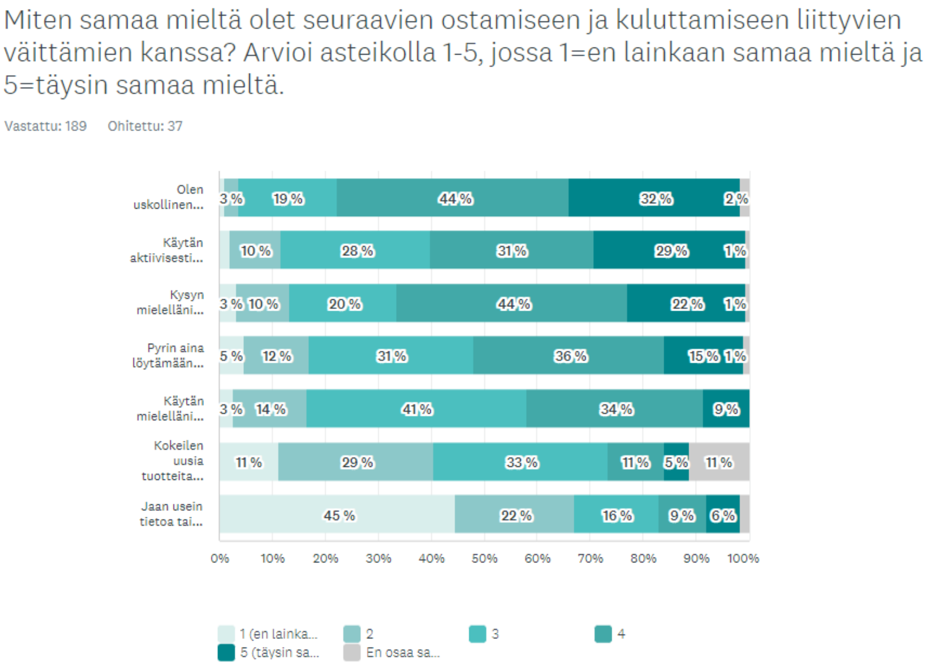
Vastattu: 189 Ohitettu: 37



	1 (EN LAINKAAN SAMAA MIELTÄ)	2	3	4	5 (TÄYSIN SAMAA MIELTÄ)	EN OSAA SANOA	YHTEENSÄ	PAINOTETTU KESKIARVO
Haluan jatkuvasti kehittää itseäni ja oppia uutta	2 % 4	6 % 12	24 % 45	39 % 74	28 % 53	1 % 1	189	3,85
Huolehdin paljon läheisteni hyvinvoinnista	2 % 4	6 % 12	30 % 57	33 % 63	26 % 49	2 % 4	189	3,76
Oma tuttavapiirini on arvomaailmaltaan ja mielenkiinnon kohteiltaan pääasiassa melko samanhenkistä kuin minä	2 % 4	6 % 12	30 % 56	45 % 85	14 % 26	3 % 6	189	3,64
Tavoittelen elämässäni haasteita, uusia asioita ja muutoksia	2 % 4	14 % 26	29 % 55	32 % 61	19 % 36	3 % 6	188	3,54
Elämäni tuntuu usein kiireiseltä	2 % 3	19 % 35	28 % 53	37 % 70	14 % 26	1 % 2	189	3,43
Huolehdin aktiivisesti omasta hyvinvoinnistani ja jaksamisestani	8 % 15	17 % 33	29 % 55	31 % 58	14 % 26	1 % 2	189	3,25
Teen asioita usein hetken mielijohteesta	7 % 14	24 % 45	32 % 61	23 % 43	13 % 24	1 % 2	189	3,10
Olen valmis uhraamaan perheen kanssa viettämääni aikaa työni ja urani takia	13 % 25	27 % 51	29 % 55	17 % 33	10 % 19	3 % 6	189	2,84

Figure 32. How much do you agree with the following statements on a scale of 1 to 5? 1 = strongly disagree and 5 = strongly agree. (189 respondents)

Participants are active in improving themselves and taking care of their friends and family. They are not the most ready people to sacrifice time with their relatives for work and most take care of their well-being actively.



	1 (EN LAINKAAN SAMAA MIELTÄ)	2	3	4	5 (TÄYSIN SAMAA MIELTÄ)	EN OSAA SANOA	YHTEENSÄ	PAINOTETTU KESKIARVO
Olen uskollinen hyviksi havaitsemilleni kaupoille, tuotteille ja palveluille	1 % 2	3 % 5	19 % 35	44 % 82	32 % 61	2 % 3	188	4,05
Käytän aktiivisesti hyväkseni hintatarjouksia	2 % 4	10 % 18	28 % 53	31 % 58	29 % 54	1 % 1	188	3,75
Kysyn mielelläni suosituksia ja neuvoja ennen kuin ostan uusia asioita	3 % 6	10 % 19	20 % 38	44 % 82	22 % 42	1 % 1	188	3,72
Pyrin aina löytämään edullisimman vaihtoehdon	5 % 9	12 % 23	31 % 59	36 % 68	15 % 28	1 % 2	189	3,44
Käytän mielelläni enemmän rahaa saadakseni parempaa laatua	3 % 5	14 % 26	41 % 78	34 % 63	9 % 16	0 % 0	188	3,31
Kokeilen uusia tuotteita aiemmin kuin ystäväni	11 % 21	29 % 55	33 % 62	11 % 20	5 % 9	11 % 21	188	2,65
Jaan usein tietoa tai kokemuksiani tuotteista ja palveluista internetissä/ sosiaalisessa mediassa	45 % 84	22 % 42	16 % 30	9 % 17	6 % 12	2 % 3	188	2,09

Figure 33. How much do you agree with the following statements related to purchasing and consumption on a scale of 1 to 5? 1 = strongly disagree and 5 = strongly agree. (189 respondents)

Participants are loyal to stores, products and services they see as good and actively take advantage of discounts, as well as ask for opinions before buying products. However, they are not the best at relaying experiences of products and services to others through social media.

5 Customer Profiles

The data of the last section will be analyzed here, with the formed customer profiles working as the conclusion of this research. The average young adult Finn in Northern Finland and the effects of megatrends will be listed here, as well as the differences between the average young adult man and woman in Northern Finland.

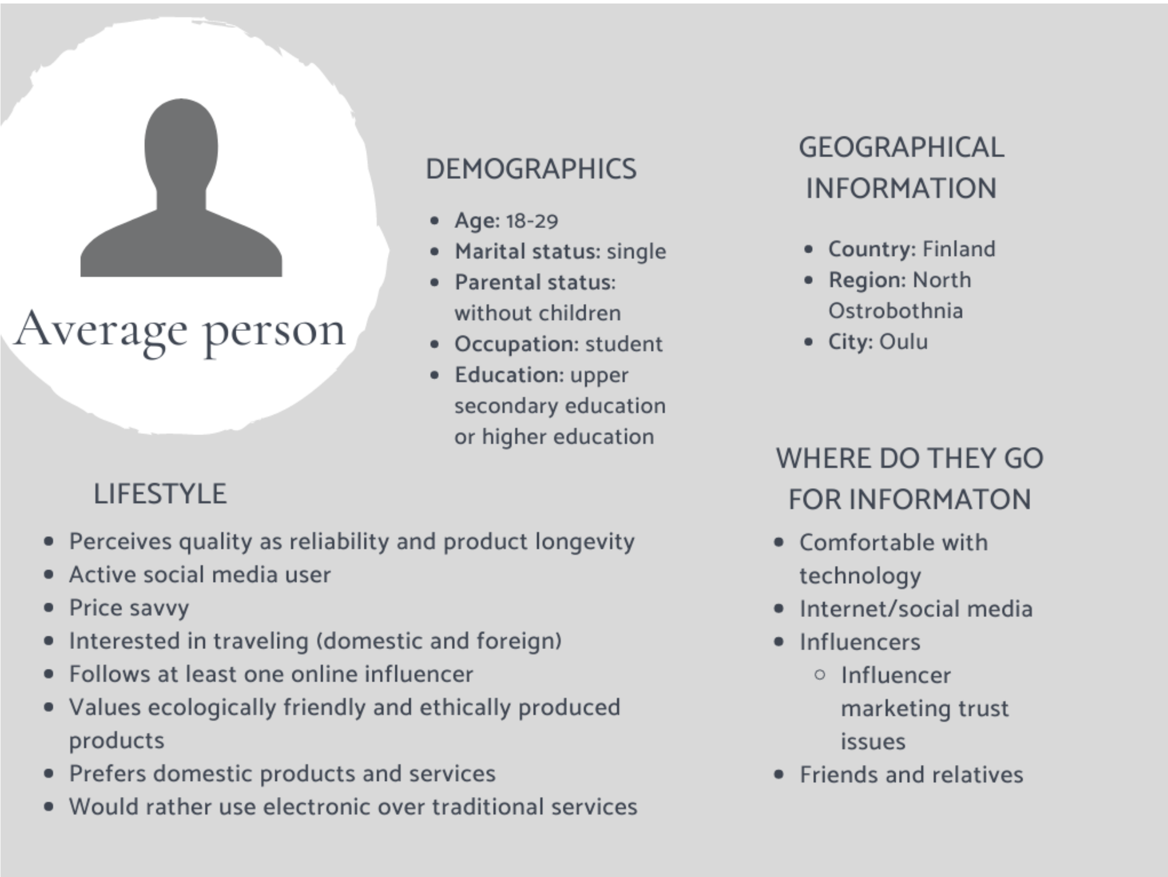
5.1 Average Northern Finnish Young Adult

The average Northern young adult Finn aged from 18-29 perceives quality as a long-lasting, easy to use product that is ecologically friendly and is ethically produced, exactly as talked about in the theory section. Similarly, domestic products and services were very high on the list for quality and interest. Cheaper prices are still often preferred, and competitors should utilize discounts which Finns are more than glad to take advantage of, as well as long guarantee periods which to Finns is a good indicator of quality. Good customer service can be the decisive factor between gaining a prospecting customer and good reviews online, be it on social media or the company/product websites, are a fantastic motivator, as the average Finn loves researching more about products before buying them.

Be it electronic or physical text, the average Finn is an active reader when it comes to product research and commercials. They are often busy and are attracted to products that promise ease of use and the least time consummation when in use. Environmentally friendly products, such as being made of recyclable material, and ethicality of production are aspects that Finns like to know when buying products, as well as whether the product is domestically produced or not, as Finnish products are greatly preferred. If an electronic service were available, they would much rather use it than a physical service equivalent. Devices, internet and electronic application usage is, unsurprisingly, a daily norm.

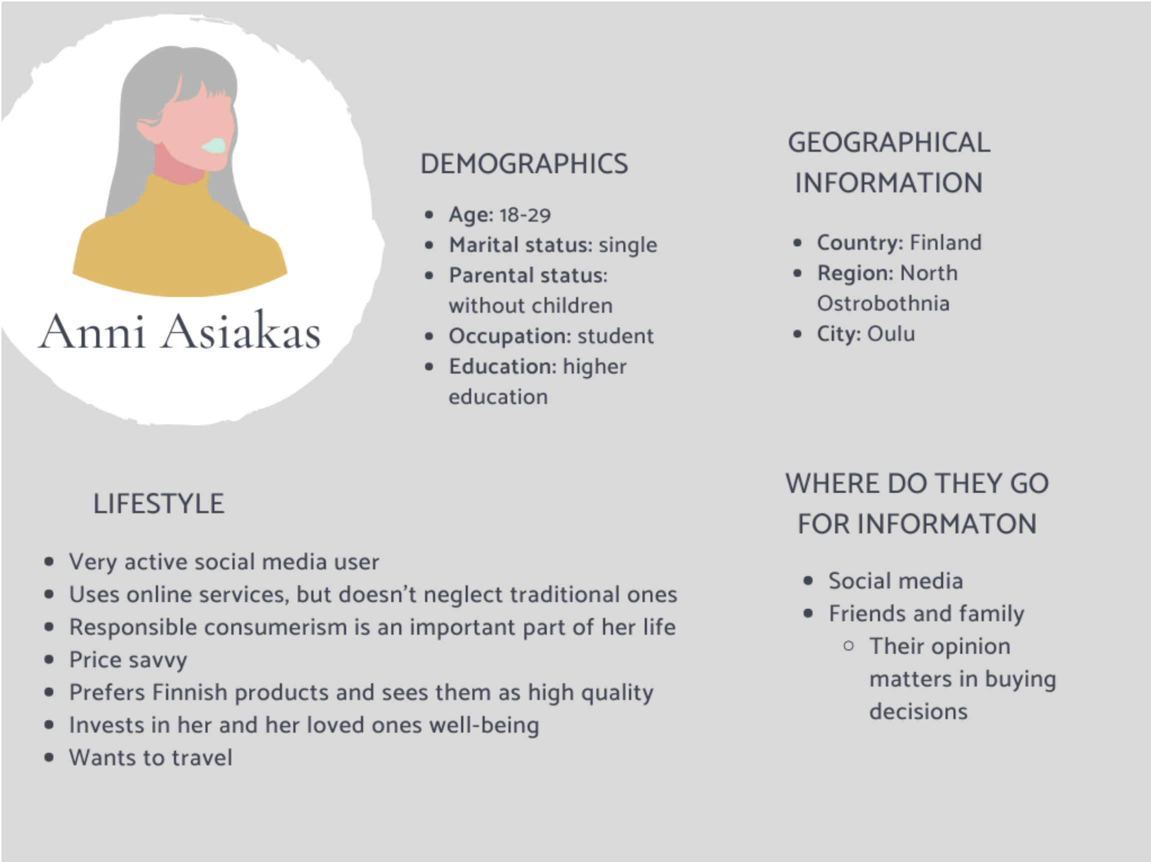
The average Northern young adult Finn follows at least one online influencer and uses social media and/or mobile payment applications once a day. They are comfortable with technology, being unfazed with the constantly changing technological landscape, quite similarly to what was talked about in the theory section, and see aspects of it such as the internet and mobile phones as a part of their lives that they would not want to give up. Although they follow online influencers, they do not necessarily trust them in terms of buying recommendations, usually following them out of social relatability and other similar interests, but influencer recommendations may still lead to sales.

The average Finn would also rather buy new products than fix an old one and feel that the corona situation has not impacted their life in any real economic sense. Plans for vacations after corona, both domestic and foreign, are planned as are purchases of smaller calibers, from gardening equipment to clothes. Slightly older Finns, from ages 24 and up, also have plans for larger purchases such as a cottage, house or car. These plans for purchases and spending directly relate to what was in the theory section, where this type of spending after COVID-19 was thought of an the possible outcome.



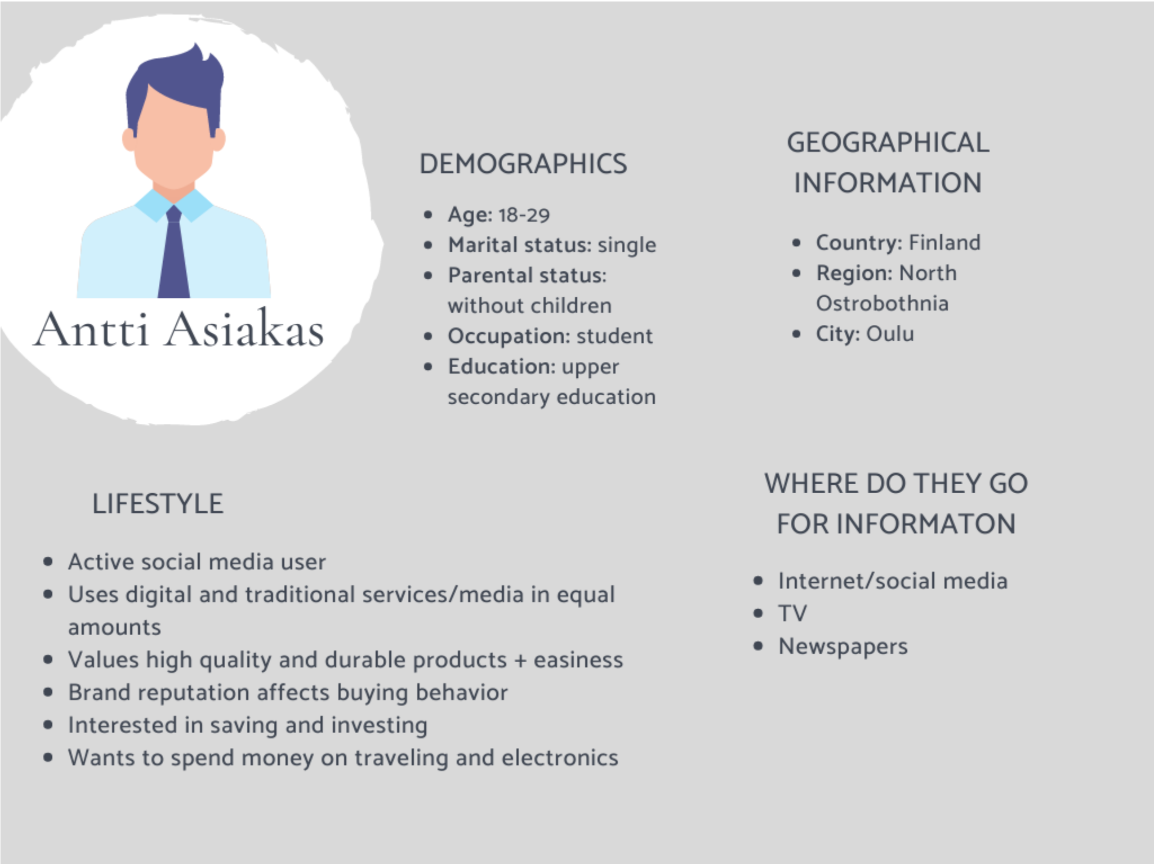
Picture 1. Average Northern Finnish Young Adult

5.2 Average Northern Finnish Young Adult Woman



Picture 2. Average Northern Finnish Young Adult Woman

5.3 Average Northern Finnish Young Adult Man



Picture 3. Average Northern Finnish Young Adult Man

There are not many differences between the average Northern Finnish person compared to that of a man or woman, but some small differences can be detected here and there. Women are more active on social media and seem closer to their friends and family, while men are more traditionally oriented, willing to sacrifice time away from their relatives for work and less inclined toward sustainable choices. In essence, however, even with many of these small differences, similar outlooks can be seen across the board in what can only be classified as the Finnish mindset.

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Picture 1: Average Northern Finnish Young Adult

Picture 2: Average Northern Finnish Young Adult Woman

Picture 3: Average Northern Finnish Young Adult Man

7 Appendices

Pohjoista Kanttia 2021 Survey

https://fi.eu.surveymonkey.com/r/PK21