

KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

Degree Programme in International Business / International Trade

Tram Vo

DEVELOPMENT OF PRODUCT MANAGEMENT IN KSO S-MARKET

KOUVOLA

Bachelor's Thesis 2015

ABSTRACT

KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

International Business / International Trade

VO, TRAM	Development of Product Management in KSO S-market Kouvola
Bachelor's Thesis	51 pages + 3 page of appendices
Supervisor	Minna Söderqvist, Principal Lecturer
Commissioned by	KSO S-market Kouvola
Date	September 2015
Keywords	product management, brand, stock, sales, package...

A customer's need plays the main role in producing and consuming goods. Customer, manufacturer and retailer are three groups on that process. Efforts are made from supermarket staffs to arrange products, design shop, attract and keep customer loyalty. The research provides aspects of product management.

The goal of this study is to know and develop product management, especially beverage and alcoholic products. The study research how products are managed from a supplier to a retailer and vice versa. The research was applied and analysed. Further research, development were introduced.

The method applied is action research. Action research is getting to know the situation and aim at changes to collect results. Revise plan is created based on previous action and apply in the follow-up step. In this study, intervention action is materialized to observe customers' behaviour.

Action research was applied and result was analysed from intervention action. There are products highly and not highly sold. To know more of customer behaviour toward Olvi products, questionnaire will be materialized.

ACKNOWLEDGEMENT

I am really grateful to Minna for her supervision, guidance and leading me to improve and complete the thesis. Thank her and other lecturers, I have learnt a lot, developed myself as well.

I am thankful to KSO S-market Kouvola's managing director who offered me an opportunity to work with great and supportive staffs and get to know more about Finnish market and business. The organization assisted me in this thesis.

My warmth gratitude goes to my family and close friends who were cheerful when needed, encouraged and supported me during the time this study was written.

TABLE OF CONTENTS

ABSTRACT	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENTS	4
LIST OF FIGURE	6
1 INTRODUCTION	7
1.1 Research and Development Problem	7
1.2 Research and Development Objective and Limitations	8
1.3 Research and Development Question	9
2 PRODUCT MANAGEMENT	10
2.1 Brand and brand management	10
2.1.1 Definition of brand	10
2.1.2 The virtuous circle of a good brand.	11
2.1.3 Benefit of a strong brand	13
2.2 Stock management	14
2.2.1 Definition of stock management	14
2.2.2 Management inventory's objectives	15
2.2.3 Purpose of inventory management	15
2.3 Sales promotion	16
2.3.1 Definition of sales promotion	18
2.3.2 Sales promotion trend and techniques.	18
2.3.3 Three different promotions between three main groups	19
2.4 Visual marketing	21
2.4.1 Definition of visual marketing	21
2.4.2 Examples of successful visual marketing	22
2.5 Conceptual Framework	23
3 METHODOLOGY	25
3.1 Action research	25
3.2 Action research cycles	26

3.2.1	Plan	26
3.2.2	Action	27
3.2.3	Evaluation	28
3.2.4	Follow-up	28
4	FINDINGS	29
4.1	Data collection	29
4.2	Line chart and pie charts of Olvi sales	30
4.3	General conclusion and idea	34
4.4	Discussion and analysis	35
4.4.1	Factors positively influences on products' sales	35
4.4.2	Factors positively influences on products' sales	36
4.4.3	Revised plan for future research	36
4.4.4	SWOT analysis on online shopping to S-market	39
5	CONCLUSIONS	41
5.1	Summary of Main Findings	41
5.2	Implications for the Commissioner	41
5.3	Suggestions for Further Research and Development Based on the Evaluation of the Own Study	41
	APPENDIX	43
	REFERENCES	47

LIST OF FIGURE

Figure 1. Numbers of the peak volume in Kpop and Jpop from 2005 to 2012. (Euny Hong, 2012).	11
Figure 2.The virtuous circle of a good brand (Cheverton, 2007)	11
Figure 3 The consumer buying-decision making process and its influencing factors (Brassington, Stephen: 2013)	17
Figure 5 Customers' satisfaction (Timm, 2002: 32).....	21
Figure 6 The action research spiral (Valsa, 2005: 4)	25
Figure 7 Olvi's photo 1 displayed on A. Le Coq Gold 6x0.33L (Olvi, 2014).....	27
Figure 8 Olvi's photo 2 displayed on Olvi 0.568L (Olvi, 2014)	28
Figure 9 Olvi's price per litre from 27 October to 8 November 2014 (€/L)	29
Figure 10 Olvi beer's sales in two period (€)	30
Figure 11 Olvi's quantity sold in two periods (unit)	31
Figure 12 Olvi beer's sales from 27 October to 31 October 2014 (%).....	31
Figure 13 Olvi beer's sales from 3 November 14 to 8 November 2014 (%).....	32
Figure 14 Olvi 0.568L (Olvi, 2014).....	32
Figure 15 Sandels 0.568L (Olvi, 2014).....	33
Figure 16 A. Le Coq Gold 6x0.33L (Foodie, 2014)	33
Figure 17 Sven Tuuva (Olvi, 2014)	33
Figure 18 Tuntematon Sotilas (Olvi, 2014)	34
Figure 19 Halko 0.5L (Olvi, 2014)	34

1 INTRODUCTION

1.1 Research and Development Problem

KSO S-market Kouvola had new shelf systems and self-check-out systems installed in spring 2014. Products are rearranged and new products were launched based on previous experience. Customers have new experience when shopping in S-market. New shelf system plays a good role in promoting products to customers. Beside products highly consumed, more products should be promoted to approach, attract customers. Showing products on a shelf is a strategy to get attention from customers.

In a supermarket, display products on shelves impacts on customer behaviour. There are changes in product position on shelves to promote sales and attract customers. Beverage products were moved to new area in S-market after the whole shelves replaced. Efforts are made to put product in a positive way and inspire customers buy products.

Risks and failures should be paid attention and minimize as much as possible. Some products are highly consumed and not delivered on time yet therefore, customers have to leave or choose competitor's brand. Just-in-time logistics should be also strictly applied. Products are in high position and backward so that customer could not reach. To sum up, S-market pays more attention on how to increase sales on beverage products with brand management.

Timo Huotari, KSO S-market Kouvola's managing director, is the commissioner in this research. Researcher contacted him to conduct intervention action and the process will be mentioned below. Accessing beverage products, researcher get a closer look on beverage industry in Finnish market. Moreover, understanding the Finns' consumer behaviour, development or improvement of product management will be mentioned also.

The main reason to choose this topic is to figure out how products drive customer behaviour. Each brand has different customer targeted. Drinks are highly consumed on weekend and special days annually. However, some products should be changed in locations and designed to attract customer's eyesight and buying decision.

The research method applied is action research. Action research aims at exploring, analysing and developing the situation. After that, researcher will make trial experiment

with in a realistic situation. By getting result and observation, researcher analyses and gets experience. Finally, the finding is reflected and new action research is handled.

1.2 Research and Development Objective and Limitations

The main aim of this research is to assist the company in increasing beverage profits. More products will be consumed and gain more benefits for national economy. The research objective is to find solutions and further development to improve the management of beverages products so that customers are attracted to products and have over expectation satisfied.

How to improve the performance of products, how to effectively meet the customer need and how to increase sales are points that this study focuses on. To be more specific, customer loyalty should stayed strong and customers will return to the shop.

Two main strategies that every supermarket puts into use are attracting more customers and launching new products. New products are entered in the supermarket. Therefore, customers have various choices. Besides, risks and failures can cause serious damages on the organization and customers as well. Solutions and reactions are ready to handles uninvited cases

On the basis my own observation, it is a real problem for customers that products are not put on shelves on time. For example, products are not delivered on time. Customers become disappointed and leave or choose another brand. To conclude, S-market pay more attention on how to increase sales on beverage products with brand management. Also, just-in-time logistics should be also strictly applied. Finally, every party will have their own benefits.

There are certain limitations in this research. Firstly, time is limited because of the on time study schedule. The plan of intervention action was discussed before applied into the case. Both plan and action take two weeks. More time should be spent for collecting and analysing more results. Secondly, intervention action, a stage of action research, is small scale because of organization's rule and new law publicized.

Thirdly, Liquor Act was changed and updated (Tuominen, 2014) and alcoholic drinks are limited in public advertisement in order to protect health and awareness of children

and the youth in Finland (Tervo, 2014). In the future, more limitations will be applied to raise awareness of overconsumption alcohols.

1.3 Research and Development Question

The main question of this study is: 'How to develop the management of products in S-market?' Additionally, sub-questions are: 'How to minimize risks for products from transportation to the end customers? How to attract more customers to buy products? How to perform and manage products more efficiently?' Answering these questions will offer a clearer picture with solutions in product management.

Additionally, to support the main question, there are two issues that businessmen always deal with unpredictable customer need and finished products from local suppliers. Products are transported from the main warehouse to other local shops nationally wide. Moreover, products are directly transfer to supermarket. Therefore, it must be ensured that producers ship goods on time or Just-In-Times logistics.

In chapter 2, knowledge about product management is mentioned as a basement to answer questions and handle problem. Developing product management relates to brand management, visual marketing, sales promotion and stock management. There is a joint connection between supplier, seller and customer. Customer is the final and the main factor that two remaining elements aim at.

Sub questions seek for solutions to support the main question. Sub questions are details of the main question and focus different aspects on the problem. To conclude, questions are asked to deal with the main problem and find out applicable solutions to the situation.

2 PRODUCT MANAGEMENT

Goods are transported to retailers who are the final group before approaching customers. Retailers try to display products appealingly in order to notice shoppers. In this part, brand and brand management, stock management, sale promotion and visual marketing will be mentioned as these factors are not only responsibilities of makers but also supermarket agents. All main question and sub questions are answered basing this literature review part and findings part.

2.1 Brand and brand management

2.1.1 Definition of brand

To stand out with other competitors, each producer races on their own road to build an outstanding brand. Brand is more than a symbol of an organization. It is a core factor that company transfers to consumers. Cheverton (2004: 226) stated from Walter (1960s) about brand as a “synthesis of knowledge, belief and emotional projections”. It takes time to build customers’ loyalty and trust. Muhammad (2009: 4) showed “A brand is an identifiable entity that makes specific promises of value.” A good brand is a promise about products’ value and function. Customers are strongly impacted by their favourite strong brand.

Brand has a correlation with emotional charge which is thoughts inside humans. Choosing a brand means a belief is put, a message is sent and a promise will be made. A good example of strong brand is Korean music industry which has absolutely changed lifestyle of almost neighbour teenagers and the pre adults before approaching to larger market since 2010s.

Figure 1 showed the peak search volume between Korean pop music and Japanese pop music from 2005 to 2012. While sales of Japanese products signs went down, Korea’s one has had outstanding steps in music industry as a new wave and tried to be on the top in the world (Euny, 2012).

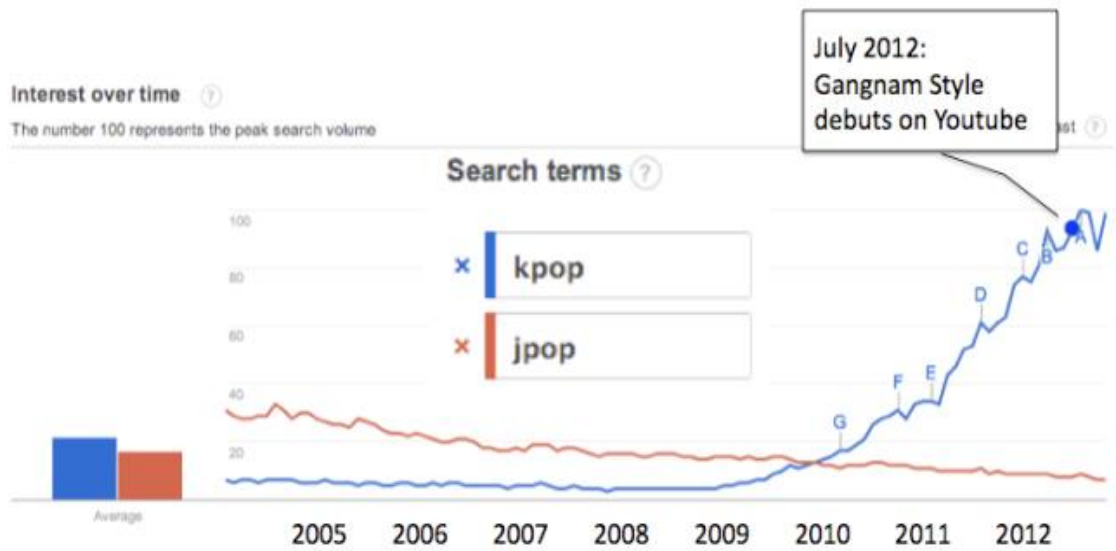


Figure 1. Numbers of the peak volume in Kpop and Jpop from 2005 to 2012. (Euny Hong, 2012)

2.1.2 The virtuous circle of a good brand.

The virtuous circle of a good brand shows interaction between brand and customers. Figure 2 illustrates a process that a brand effects on customers choice and how customers develops a good brand better.



Figure 2. The virtuous circle of a good brand (Cheverton, 2007)

The circle illustrates the relationship between the brand and customer. There are three main processes: the brand learns, the brand is positioned and the brand promotes and nurtures. (Cheverton, 2007: 21) ‘‘The key phrase in this model is ‘The brand learns.’’’ which means the brand get to know the targeted customers. The company creates, builds and strengthens brand so that customers chase the brand. From the early stage, ‘‘the brand learns’’ about customers, understand and solve customers’ problem. Customers feel safe and guaranteed by a strong brand. After that, ‘‘the brand is positioned’’ with its own characteristics, outstandingness. Customers remember this brand and choose this brand again next time. Moreover, ‘‘the brand promotes and nurtures’’ parallel with changes of society. Brands go advances and creates a new trend, new experience.

There are many examples about brand competitions. Consumers are vague among brands. Users utilize products many times to distinguish brands. Brand relevance can cause misunderstanding to customers. Standing out with competitive factors makes company stronger on the market. Another outstanding struggle related to beer market in Japan at the end of 20th century relating to Kirin and Asahi, Kirin’s market share was over 60% in 1980s. Not long time later, Asahi launched Asahi Super Dry, a new beer with special ingredient and attracts customers (Aaker, 2010: 1-4). In this example, Kirin applied innovation in manufacturing new products and make an advance in Japanese beverage industry.

Brand must be connected with company’s goals, mission and vision. Staff clearly understands their work to contribute to the company and customers know the messages transferred. Building a strong brand is challenge as well as building customers’ loyalty and trust. Customers consider brand as a good friend, a lifetime companion when they choose familiar products. Customers feel safe, extremely good and more confident when using products from their favourite brands. To keep current customers, the company improves customer services, conducts competitive strategies and introduces new products.

Cheverton (2006: 30) pointed out that true loyalty results from the quality of relationship between supplier and consumer. Three main objectives of a brand is to communicate, to be incentive and invite. The communication occurs between the producer, the

merchant and shoppers. Loyal customer cost less to retain and service, power of negotiating, presence in market, bring knowledge, allow vision, good brand company capabilities, market needs competitive advantages.

2.1.3 Benefit of a strong brand

To begin with, brand and the benefit of a strong brand are focused on. “True loyalty results from the quality of relationship between supplier and consumer” (Cheverton, 2006: 30). A good branding positively influences on customer, manufacture and retailer.

Customers tend to be attracted by strong brand and realize difference between brands, they believe a strong brand gives those more values, a promising product, and a better experience than other brands. However, a strong brand is costly and customers can afford for it. Customers put trust on product and expect that the products will meet their demands. In addition, to let customers with over expectations is another competitive factor to build customer loyalty and keep customers.

Customer can evaluate difference in value, benefit between brands. With a strong brand, customers experience highly qualified products, guarantee in customer after sell services. Risks are limited in purchasing. Besides, character and interest are made to the products.

As regards suppliers or manufacturers, there are many economic advantages when owning a strong brand. A company with a strong brand tends to get better deals with partners, control the business relationship, and minimize costs. Managers build good relationship with producers and other groups. A good brand can make more values to the organization, promote the organization’s development. Cheverton (2006: 4) cites David (1950s) “If a brand could build a better image than its competitors”, then it would enjoy a degree of protection.’

In terms of a manufacturer, a strong brand can create more benefit in purchasing and trust in transaction between retailer and suppliers. A strong brand creates a strong competition on the market. The customer tends to believe and have more loyalty on strong brand. Additionally, producer has power on retailer to challenge other brands. As regards a retailer, a strong brand creates higher sales to retailers. Retailer receives marketing support from manufacturer.

Interestingly, Hestad (2013: 10) took into consideration that the brand helps company to protect their innovation and ‘customers and retailers have established a liking for brands rather than nameless products.’ A brand becomes strong and recognizable to customers, retailers keep having more strategic activities to manage, develop brands in the shop. The shop manager changes the price depending on the discussion with manufacturers, the customer need and competing with other players. Besides, new products are entered the market so that customers have new experience with the company. Moreover, product life cycle should be seriously considered because the shelf space is limited, products are determined basing on the sales, products can be entered the market, kept selling or withdrawn from market.

2.2 Stock management

2.2.1 Definition of stock management

People usually misunderstood inventory is the remaining products in the warehouse and be ready launched to the market. However, inventory also relates to how products made which relates to three factors: materials, labour and source. Inventory management is to control these factors.

Inventory is not only raw material but also work in progress, finished goods and supplies used in operations. The inventory manager always tries to make sure there are enough products from manufacturers and sell to customers. With unpredictable events for example special events, natural disasters, price fluctuation, the inventory manager should well prepare the amounts of products.

Finne and Sivonen (2008: 189) noted ‘good store management usually means managing in the front-line, both at store level and at chain management.’ Store is a connection between buyers and retailers, a place where customers have their demands met, relax, entertain. Customers visit shop because of many reasons: short time passing by, daily or weekly food, gift to someone.

Stock management is an important aspect in managing products in a supermarket. Muller (2011: 1) highlighted that ‘Inventory includes a company’s raw materials, work in progress; supplies used in operations, and finished goods’. However, Fernie (2005, 150) mentioned ‘uncertainty is subjective and comes from identifying buying goal and

matching these goals with product or brand offering''. From a perspective of a manager, ordering products are estimating, preparing enough products on shelves and warehouse or even based on previous season or previous year because there are seasonal products or long life cycle products.

As regard drinking products, number of products available in the warehouse is checked. Numbers of products are checked and ordered daily from the manufacturer or the main warehouse to make sure that there are available products for customers and be ready for unpredictable situations from manufacturers. Managing the stock helps the manager in operating the organization more efficiently. All resources should be made use of to gain more profit and reduce cost.

2.2.2 Management inventory's objectives

To control the organization more effectively, managers consider how the company is operated. Inventory is not only raw material but also work in progress, finished goods and supplies used in operations. The inventory manager always tries to make sure there are enough products from manufacturers and sell to customers. With unpredictable events for example special events, natural disasters, price fluctuation, the inventory manager should well prepare the amounts of products. Lai and Cheng (2009: 80) demonstrated several factors affecting JIT logistics: 'balance between supply and demand, uncertainties in the demand and lead time, buffer in logistic flow, hedge against price changes, customer service, inventory reductions for affiliates''. Supermarket manager predicts and makes decisions

2.2.3 Purpose of inventory management

There are five main purposes of inventory: fluctuation in demand, predictability, and unreliability of supply, price protection and quantity discount. Besides, the customer demand can change anytime because of lifestyle, competitors, faults realized or other factors. In special day annually, there are highly demands in various kinds of food and drink products. New trend also considerably influences on customer behaviour

To be more specific, there are differences in products sold on weekdays and weekend. The numbers of customers going to the supermarket significant increased on Friday evening and Monday because of food need weekly. Managers make sure there are

enough products displayed on shelves. Otherwise, the supermarket will lose large profit and dissatisfy customers. Other negative consequences are happened. Sources are scarce therefore manufacturers cannot make sure to supply enough products to sellers. The manufacturer is in charge of preparing available ingredients and tools to produce goods and pay more attentions on high-demand events.

Retailers have strategies to protect price for the sake of themselves and suppliers. Besides, quantity discount is another strategy that managers make use of to reduce cost. To sum up, there is an intimate connection between above purposes that retailers attempt to coordinate and meet the demand and benefits of three parties.

Customers are satisfied with demands and services, retailers get high profit with low inventory investment and efficiency in manufacturing for suppliers. Customers are defined to be ‘‘scarce, the sole source of all a company’s revenue, create value in generating profit and their experience with company’s product’’ (Peppers and Rogers, 2011: 38). Stock management helps retailers in satisfying customers demand. Customers are guaranteed the numbers of products on shelves in a certain time. Retailers become more flexible in special events in the year to prepare and make sure.

2.3 Sales promotion

Sales promotion mainly focuses on increasing profit and encouraging buying decision from customers. Figure 3 below clarifies the consumer buying-decision making process which is affected by many factors. Besides, Sumit (2010: 74) highlighted some main motivations happening in customers’ thoughts, such as ‘‘comfort need’’, ‘‘recreation need’’, ‘‘self-esteem need’’ and ‘‘imitation need’’.

To begin with, the problem or need will be appear. Customers try to manage and satisfy. At the same time, businessmen realize the main cause, satisfy that issue and keep customers with them. Information will be search and evaluated. Cargan (2005, 3) pointed out that ‘‘the product needs to have the right features for the right market, and must be able to be executed with the technology available in the required market window.’’ The important stage is making decision and buying products. Buyers, finally, approach to products and evaluate it. Besides, there are four other main factors affecting on customer’s buying decision: individual influences, situational influences, group influences and marketing mix. All factors influence each other and work as a process.

The customer demand is highly focused on. The manufacturer tries to find out customer need and creates products that make customer satisfied. Additionally, retailers support manufacturers in market and transferring products closely to customers. Feedback from consumers or their experience is really necessary in improving, developing products and making user over satisfied again.

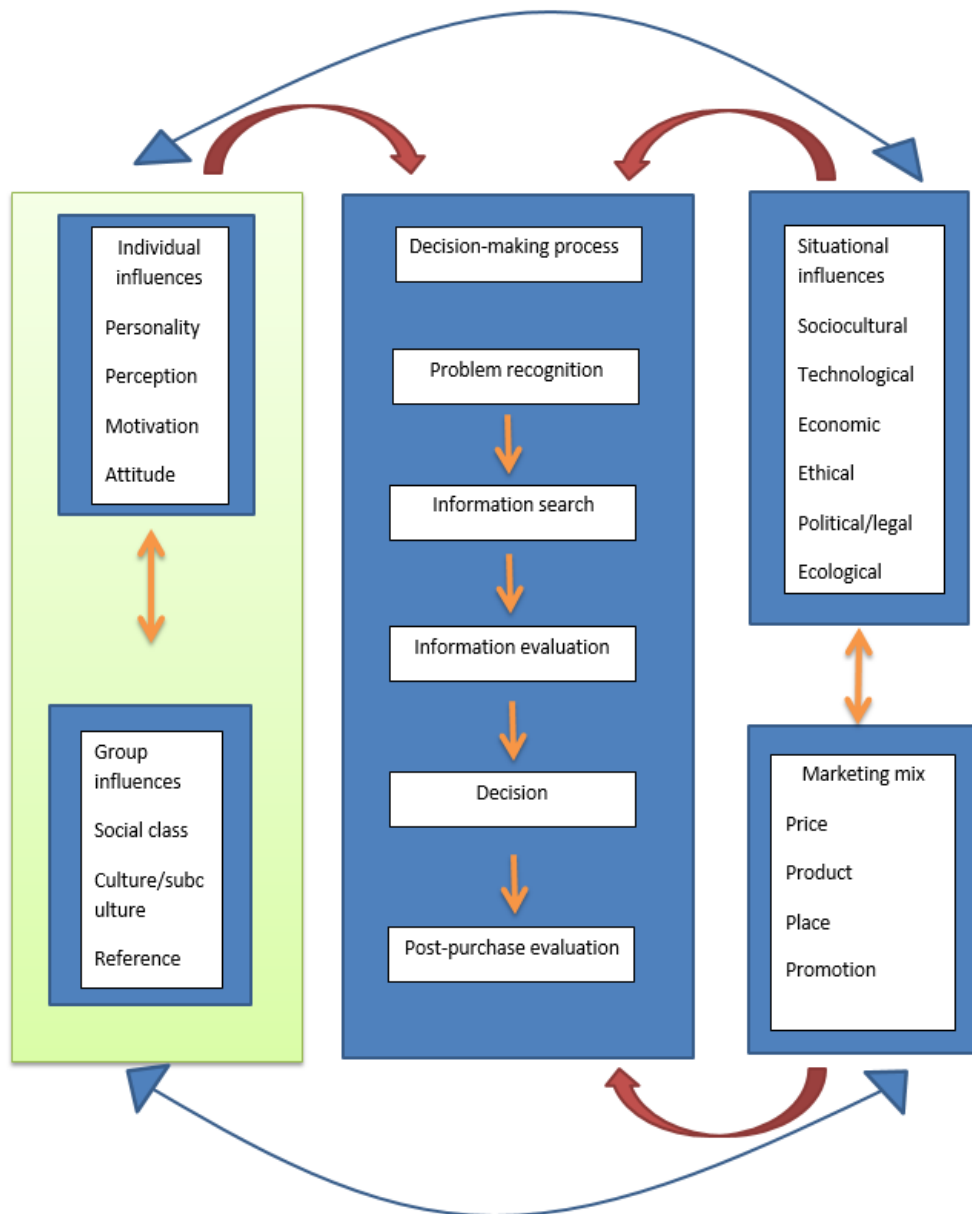


Figure 3 The consumer buying-decision making process and its influencing factors (Brassington, Stephen: 2013)

2.3.1 Definition of sales promotion

The main goal of sales promotion is to increase profit, pay costs from manufacturers, government and increase sales. With high sales, businessman with make use of new sales to expand business in investment, renovation, marketing campaign, reward...

The retail managers daily attempt to attract customer traffic because once customers spend time to visit the supermarket, products have opportunities to access customers and customers feel like want to buy one or some products. That is the reason why showing products on shelves are important and an important and competitive strategy to keep, draw attention to shoppers. Next, customers are reminded to come back the shops and encouraged to buy more various products and or larger quality of products.

Schultz & Smith (2004: 4) pointed out that the goal of sales promotions are “increased distribution outlets, increased shelf space, increased in-store presence, expanded selling season, increased purchase frequency, increased usage occasions, increased transaction size and trial.” Customer is the main factor in business chain. They decide to buy products for their demand. The economic crisis and political issue significantly effect on their buying behaviour. However, unstoppable efforts are made to stimulate sales.

2.3.2 Sales promotion trend and techniques.

Chunawalla (2010: 185) mentioned that “POP: It is point of purchase material such as posters, display boards, miniature models mannequins which encourage the customer to take the buying decision at the point of sale”. This method is useful when customers are reminded or willing to buy. Retailers should make use of available sources to operate the organization effectively and stimulate customers to buy.

Sales promotion is a popular tool in every company. Kotler (2014: 502) claimed that “the growing use of sales promotion has resulted in promotion clutter, which is similar to advertising clutter.” There are several factors change promotion trend. Retailers try to increase sales daily or weekly or periodically. The market becomes more competitive and products become less distinguished. Price affects customers?. Customers always ask for new experience and outstanding factors. Manufacturers and retailers take efforts to attract current and potential customers and over satisfy them.

In addition, sales promotion is developed with four following trends. Firstly, a mass advertising is come up with a clear-cut strategy and one common image or concept for a brand. Secondly, sales promotion not only takes care of the current customers but also keeps attracting more customers or the target becomes wider. Thirdly, everything will change even though customers do. Therefore, the organization follows customer's trend or goes advances with innovative ideas. Finally, sales promotion managers aim at saving money.

Burnett (1993: 385) pointed out that "Sales promotion activities directed at the sales force are intended to motivate sales people to increase overall sales." There are two kinds of sales force. Firstly, the supportive program to stimulate sales. The second is activities to urge salespeople work harder. More efforts are made to motivate sales and achieve short-term goals.

2.3.3 Three different promotions between three main groups

Brassington and Stephen (2013: 399) highlighted three kinds of sales promotion objectives relating to three partners: manufacturer, retailer and customer. More tries are conducted by manufacturers and retailers to attract customers and increase sales. In each relationship, there are different goals for producer and seller.

Firstly, the trade promotion occurs between manufacturer and intermediary. Producers always aim at more finished products launched to the market, increasing larger orders from sellers, strategies to go advance and stay strong in the market. In addition, one of the study's results of Cohen and Whang (1997: 543) mentioned about service quality and price. The service quality can be guarantee policies, compensation and high profit zone. Price negotiation is occurred between two partners. To impress and attract customers, new products are introduced. However, marketing campaigns have to be well prepared, otherwise, consequences can cause big loss. Retailers pay really much attention on products' sales and customer behaviour in order to have better and stronger strategies. It also relates to shelf space and promotion.

Secondly, between retailer and consumer is the retailer promotion. Patel (2010: 15) pointed out relationship between customers and the supermarket that shoppers intend to

visit the shop, not other places therefore supermarket manager keep and attract customers to come back and increase in-shop traffic. Customer services are mainly paid attention to. Customers are care, listened and satisfied their demands.

Appealing customers to shop and visiting again are important in boosting sales. Rush hours and seasonal time should be highly considered and prepared enough numbers of products for customers otherwise it will be a damage to company's fame and customers are dissatisfied. Besides, after sales services are gradually improved. "Service is not what you do to the product, it is what you do for the customer" (Patel, 2010: 34). Customer service is a tool to make customer cared and reminds them return to the shop. The market become more competitive with own brands so that managers know how to increase its sales. The customer realizes problems and remember where or who can fix them. Short-term promotion should be protected.

Lastly, manufacturer and consumer have manufacturer promotion. Besides attracting, keeping and over satisfying customers, manufacturers create conditions to urge customers try new products and buying larger amount of products. Additionally, manufacturers try to aim customers with higher quality products with higher price. Tools applied to get opinions, feedback from customers are really important for manufacturers. Peppers and Rogers (2011: 41) list the following 'characteristics in a business relationship:

- Mutual
- Interactive
- Iterative
- Provides ongoing benefit to both parties
- Requires a change in behaviour for both parties
- Unique
- Requires-and produces-trust'

Uniqueness is one of the most effective aspects to customers. Uniqueness sets up values, is stayed in customers' mind and reminded afterward. Obviously, there are several sales promotion methods to customer. Customers are fascinated by discount, coupons and voucher. Manager also makes decisions on discount strategy clearly about price, product lines and period of time. There are several advantages of bonus product. Bonuses

the same product make customers have longer experience with products. Besides, bonuses different product offers customer new experience or an experiment with customer. Bonus is a method to urge remaining products instead of replacing new products. Customers always would like to have new experience, new taste. One more factor is refund or rebates which protect customer's right. Customers are guaranteed to receive new product or refund because of unwanted reason. This tool is considered as a way to build customer loyalty.

All above methods is a tool to over satisfy customers or make customers positively over expectation. There are small differences between products. However, to stand out and build good image to customers, organization motivates customers to visit back the shop. Figure 5 from Timm points out how to be different to customers.

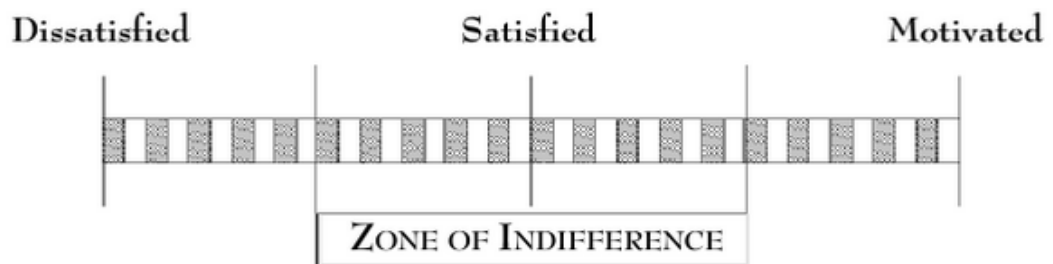


Figure 4 Customers' satisfaction (Timm, 2002: 32)

To conclude, sales promotion relates to three main groups: manufacturer, retailer and customer. Customer demand is priority in sales promotion. Customers are motivated to visit back the shop, buy larger quantity of products, try new products and build loyalty, trust.

2.4 Visual marketing

2.4.1 Definition of visual marketing

Visual marketing is a method to get customers attractions. Products become less different recently, it is important that customers are impressed or realize immediately when products are laid on shelves. In addition, packaging is a tool to communicate between

manufacturers and customers. From the perspective of a supermarket manager, product package is one of the only way that products introduce, self-sell and communicate to customers. There is innovation in package design. Two main aspects that Chunwalla mentioned of packaging: the technical and the behavioural (2009: 259). Technical element or physic aspect goes along with packing material, pack design and behavioural element is the design's art which inspires and stimulates customers' behaviour. Innovation of product performance on shelves and products' cover effects customers' behaviour. It is made sure that products are visible and attractive to customers. Lifestyle and trend change therefore products' cover should be better to be closer, friendlier to customers'.

Walter (2014: 44-45) emphasized different types of drawing in visual marketing: images, cartoons, GIFs, infographics, videos, presentations and aggregators. To be more detail, collection of data and visuals to have a story is infographics which are widely spread on social media sites. Because of various information on the Internet, aggregators is a tool to sort, arrange and share the most important information so that customers, users easily understand and closer access to the company.

Images and words printed on the cover tell customers the products' functions and a promise to satisfy their demand. Shain, Campbell & Langton (2011: 81) state that 'avoid lingo and using customers' own words to stand out'. Danupol and Guntalee (2012) identified 'customers may reject new products if they are still satisfied with present products or if new products do not meet expectations'. Innovation in packaging is calculated in all aspects and creates values to customers.

King (2005: 32) theorized three secrets of success: 'plan for the future, uncover the company's true nature and avoid bandwagons.' Besides the demand is met, customers always ask for new experience, over expectation and advance. Improving packaging can lead company to a new era, create new trends and increase value to products.

2.4.2 Examples of successful visual marketing

A home care medicine, so-called "Help", is successful in its brand name and package. Patients always need help to get injure and hope to overcome illness. Small simple medicine package for each illness is suitable for every customer segmentation. Thanks to

good visual marketing, products are expanded to mainstream retailers. Besides, new products lines are launched and make impression of customers and media.

The Best Vines is a collection of the funniest six-second videos regularly uploaded on YouTube (Vines, 2013). Viewers experience relaxing times. This channel is a large wave in the youth because of its short time of period, creativeness of characters, various life context and triweekly new videos. Usually, the video lasts fifteen minutes combining many six-second clips therefore observers will endure a quick effect to watch the next clip.

Shain, Campbell & Langton (2011) reported that the successful example of better beer branding Bogotá Beer Company (BBC). The company decided to change its glass cover. An idea was born that the name of each region in Colombia and ‘the old Ford delivery truck’ will be printed on the cover of each kind of beer. The result was unimaginable; the customers were amazed with new design, the sales significantly increased. Obviously, customer really wants to experience the new. The design was outstanding from others.

The manufacturer is mainly responsible for product design. However, customer’s need is always a priority. Manufacturers should supply products please customers. Retailers and manufacturers will cooperate; support each other to meet the customer demand. Besides, products with really breakthrough factors always pull customers on company’s side.

2.5 Conceptual Framework

In this part, personal thoughts related to product management in a retailing shop. Customer is the final and main factor in the relation among producer, retailer and customer. Manufacturer is in charge of producing goods basing on customer’s need or problem. The products should be eye-catching, meet customer demand and be available on shelves. Efficient display products on shelves with other strategies are efforts made by supermarket manager. Stock are checked regularly to make sure that input sources are feasible to make outputs. Besides, products are ready to launch to market.

To stand out and be competitive, customers are indulged and over satisfied. New products, new experience are introduced. Customers usually remember familiar brand which

make large advantages for producers. Fresh brands make more attempts in product quality and public advertisement to attract potential buyers.

From a supermarket perspective, product management is a process between producers and merchant that product's factors are taken care of until products are consumed. Customer have positive experience even after purchasing with product and visit the shop again. Solutions should be ready to avoid uninvited situation, prevent risks and failures.

Innovation is highly recommended which can be new technology, more effective management, different factors, positive changes and new product designs. All features set organization a stronger position on the market.

3 METHODOLOGY

3.1 Action research

In this study, action research is applied because a researcher get to know the situation, find out the problem to fix, improve and look for further research. Kananen (2013: 42) assumed ‘prerequisites for action research: a change in operations, cooperation, research and researcher participating in the change.’ Action research is a scientific research method that the phenomena is found out, improving activities are applied. The aim of action research is to positively change the phenomena via intervention action. ‘Five characteristics of action research are practical issue, emergent development form, knowledge-in-action, participation and democracy and human flourishing’ (Reason and Bradbury, 2008: 5).

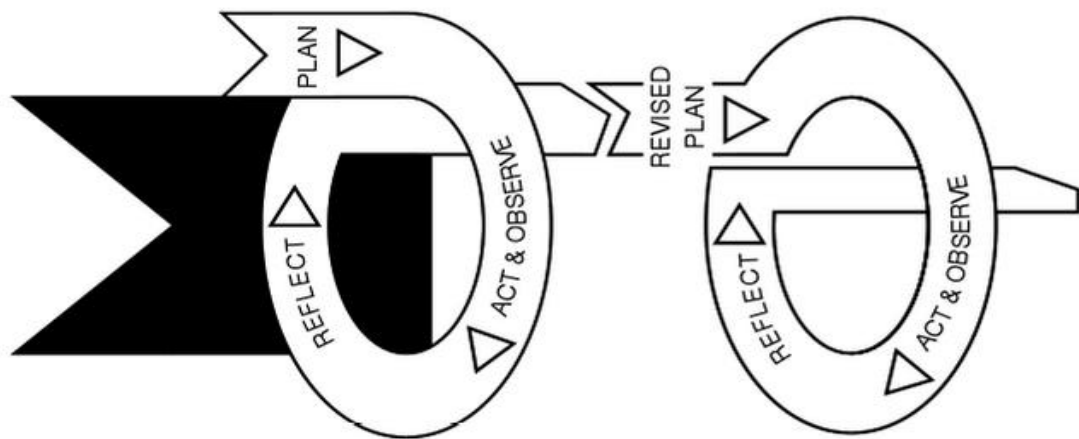


Figure 5 The action research spiral (Valsa, 2005: 4)

The action research spiral is a process of planning, act and observe, reflect and revised plan for the next action research. This research analyses and develops the problem about managing products. Plan is created to prepare all necessary factor to conduct action. Researcher will observe when action occurs. Results are collected to analyse, what is done, what should be more discovered, what should be improved for the next time. The process keeps going on to discover the phenomenon with certain actions. After reflecting, the researcher understands more about the object, situation is improved.

In this research, action research is applied as the main aspect to focus is management of product in a supermarket, the problem should be research and focus on and questions

are made to find out solutions to improve the situation. Olvi is the company I would choose to focus on and improve its performance. I should observe how Olvi's and other products' perform so that S-market and Olvi have solutions. Qualitative research approach will be applied.

3.2 Action research cycles

3.2.1 Plan

Intervention action is conducted in realistic after the problem realized and the action improves the situation. Result will be collected and prepared before and after practicing intervention action. To understand how customers' behaviour change of each Olvi's product line consumed weekly, plan of intervention was written. The plan of intervention action was written in Finnish and English as below. The action was displaying products' photo on selves in order to create attraction to customers.

INTERVENTION ACTION

Plan of action: Photos are used for Olvi beer to attract customers in S-market Kouvola from 3 November to 9 November.

Goals:

The main goal is to apply photos on shelves to attract customers toward Olvi beer. Marketing signs are made to attract potential and current customers, increase sales and remind customers of products.

There are two time periods:

Goal 1: from 27 October to 2 November, not any actions are made. The photos were chosen from the website company and printed out

Goal 2: from 3 November to 9 November, posters are glued on the floor where Olvi beer located and two brick columns in front of S-market to get attention from shoppers.

On 5.30pm 9 November, sales of Olvi beer are collected to compare between two weeks.

Action, solution:

Action 1: Sales of Olvi beer from 27 October to 2 November is saved.

Action 2: From 3 November, Photos are stuck on Olvi shelves. On 5.30pm 9 November, sales of Olvi beer are collected to compare changes between two weeks.

Analyse, prioritize:

From 9 November, numbers are collected and ready to analyse. The result will be checked and see how changes in position effects on sales. The report will be written. The report is a part of thesis work. Attention should be made to observe how thing is going on.

Execution of plan and review:

Planning of next intervention will be based on analysis.

3.2.2 Action

Intervention plan was offered and conducted to compare sales differences between two weeks and customer behaviour. Besides, Olvi beer's sales was collected, created sales table and analysed. Intervention plays a small scale in impacting the situation because of regulatory limitations. Figure 7 was displayed on the shelf of A. Le Coq Gold 6x0.33L and figure 8 was located on Olvi 0.568L position from 3 November to 9 November 2014.



Figure 6 Olvi's photo 1 displayed on A. Le Coq Gold 6x0.33L (Olvi, 2014)



Figure 7 Olvi's photo 2 displayed on Olvi 0.568L (Olvi, 2014)

3.2.3 Evaluation

This process is to observe and collect numbers, data after intervention action was conducted. Evaluation supplies researcher information of all aspects from the situation. The process of action will be analysed, valued and get experience.

Sales of Olvi's product line were collected and analysed. The analysis is mentioned on Chapter 4 Findings. Generally, there are different between Olvi's product lines between two weeks. All Saints' Day impacted on products' sales.

3.2.4 Follow-up

Based on evaluation, the problem is discovered by questions what was done, what was gained, what should be improved and its solutions, what should be more discovered, why the occasion happened in that way. Besides, other new aspects appeared. Revised plan is made for the future research.

All products are put on the front which is equality to attract customers. Shoppers are impacted by design and arrangement in the supermarket. The more positive and effective displaying products is, the higher sales are achieved. After number of sales were collected, result will be found out and other issues are needed to discover.

4 FINDINGS

4.1 Data collection

The sales of Olvi beer was collected from the supermarket. A list of sell price, quantity sold of each Olvi product line was supplied. Table, charts were drawn to analyse how products fluctuated during period of two weeks. Commissioner provided a list of price per each unit and number of units sold. Below figures and chart were created from Excel and pasted here. Figure 8 shows details about sales, price per unit and difference of Olvi's product line.

From 3 November to 8 November 2014, intervention action as photos were displayed on shelves to attract customer and motivate sales from 27 October to 31 October 2014, there was nothing changed on shelves. Sales were recorded to compare how customer react between two weeks. Figure 9 and 10 illustrates information of Olvi's products between two weeks.

Olvi's product line	Price per litre (€/L)
Sven Tuuva 0.5L (Suomi 3.5 %)	3.68
CXXXV Olut 0.568L TLK (Suomi 4.5 %)	4.05
Tuntematon Sotilas 0.5L (Suomi 4.5 %)	5.00
Halko 0.5L TLK (Suomi 4.5 %)	5.00
Olvi 0.568L (Suomi 4.5 %)	5.00
Sandels 0.568L TLK (Suomi 4.7 %)	5.46
A Le Coq Gold 6x0.33L (Suomi 4.7 %)	3.06
Olvi 6x0.33L TLK (Suomi 4.5 %)	4.00
Sandels 4x0.5L TLK (Suomi 4.7 %)	4.98
Sandels 18x0.33L TLK (Suomi 4.5 %)	4.79
Sandels 18x0.33L TLK (Suomi 4.7 %)	3.36
Alecoq Premium 24x0.33L (Suomi 4.5%)	2.67

Figure 8 Olvi's price per litre from 27 October to 8 November 2014 (€/L)

Olvi's product line	Price/unit (€)	From 27 October to 31 November 2014		From 3 November to 8 November 2014		Δ Quantity consumed
		Quantity	Sales (€)	Quantity	Sales (€)	
Sven Tuuva 0.5L (Suomi 3.5 %)	1.99	1	1.99	1	1.99	0
CXXXV Olut 0.568L Tlk (Suomi 4.5 %)	2.45	10	24.5	7	17.15	-3
Tuntematon Sotilas 0.5L (Suomi 4.5 %)	2.45	2	4.9	3	7.35	+1
Halko 0.5L Tlk (Suomi 4.5 %)	2.65	9	23.85	1	2.65	-8
Olvi 0.568L (Suomi 4.5 %)	3.07	36	110.52	46	141.22	+10
Sandels 0.568L Tlk (Suomi 4.7 %)	3.25	19	61.75	14	45.5	-5
A Le Coq Gold 6x0.33L (Suomi 4.7 %)	6.96	17	118.32	18	125.28	+1
Olvi 6x0.33L Tlk (Suomi 4.5 %)	8.82	6	52.92	10	88.2	+4
Sandels 4x0.5L Tlk (Suomi 4.7 %)	10.56	7	73.92	5	52.8	-2
Sandels 8x0.33L Tlk (Suomi 4.5 %)	13.84	11	152.24	7	96.88	-4
Sandels 18x0.33L Tlk (Suomi 4.7 %)	22.68	2	45.36	1	22.68	-1
Alecoq Premium 24x0.33L (Suomi 4.5 %)	24.72	2	49.44	4	98.88	+2
Total		122	719.71	117	700.58	

Figure 9 Olvi beer's sales in two period (€)

4.2 Line chart and pie charts of Olvi sales

In generally, customers paid €719.71 to buy Olvi products on the first period which was higher than that on the second period, with €700.58. Currently, there are twelve different Olvi product lines displayed in S-market. Products are sold as a single can or pack of four, six or eight or eighteen. Customers usually choose products which are familiar with them or they have consumed them for a long time. Obviously, Olvi 0.568L was highest consumers during two periods. There are following reasons: attractive product design, customers are familiar with products.

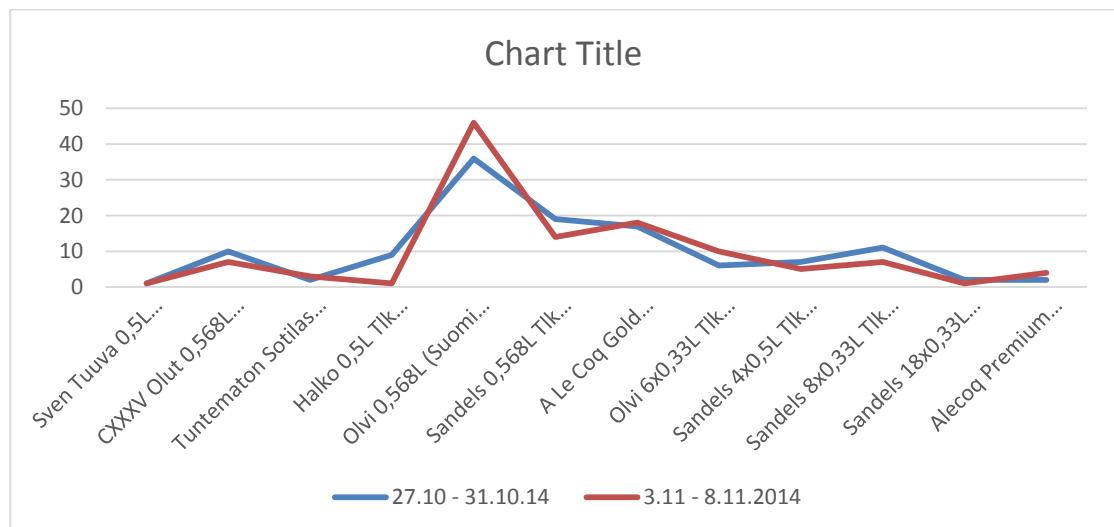


Figure 10 Olvi's quantity sold in two periods (unit)

Figure 8 shows numbers of products checked out during two period. Olvi 0.568L was the most highly consumed product in S-market, account to 36 units in the first period and 46 units in the second period. Conversely, Halko 0.5L experienced a reduction from 9 units to only 1 unit within two weeks.

As can be seen in figure 10's the last column, S-market witnessed a rise in unit consumed toward Tuntematon Sotilas 0.5L, Olvi 0.568L, A Le Coq Gold 6x0.33L, Olvi 6x0.33L Tlk, Alecoq Premium 24x0.33L with +1, +10, +1, +4, +2 in that order. The remaining product lines were stable with Sven Tuuva 0.5L 1 unit or decreased. Two highest consumed product lines during two-week period are Olvi 0.568L and Sandels 0.568L described by two figures below.

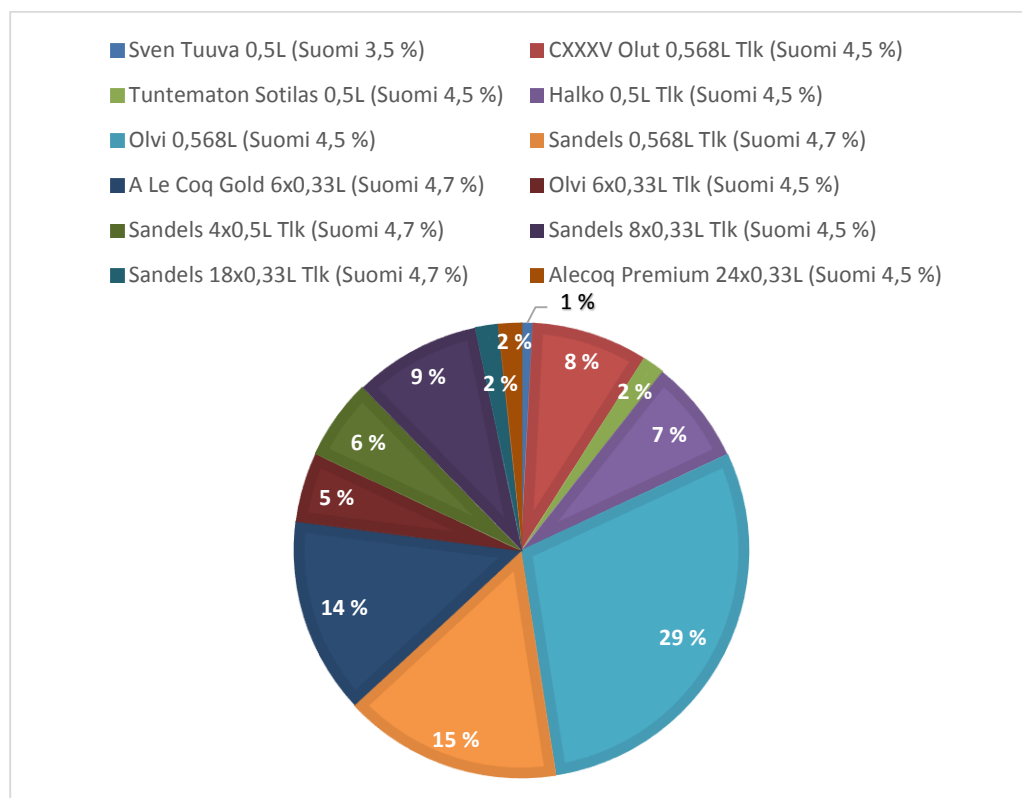


Figure 11 Olvi beer's sales from 27 October to 31 October 2014 (%)

Figure 10 is pie chart showing percentage of Olvi's unit sold from 27 October to 31 October 2014. Olvi 0.568L took up to 29 percent, following by Sandels 0.568L, A Le Coq Gold 6x0.33L and Sandels 8x0.33L with 15 percent, 14 percent and 9 percent respectively. The remaining kinds made up fluctuate from 1 percent to 8 percent.

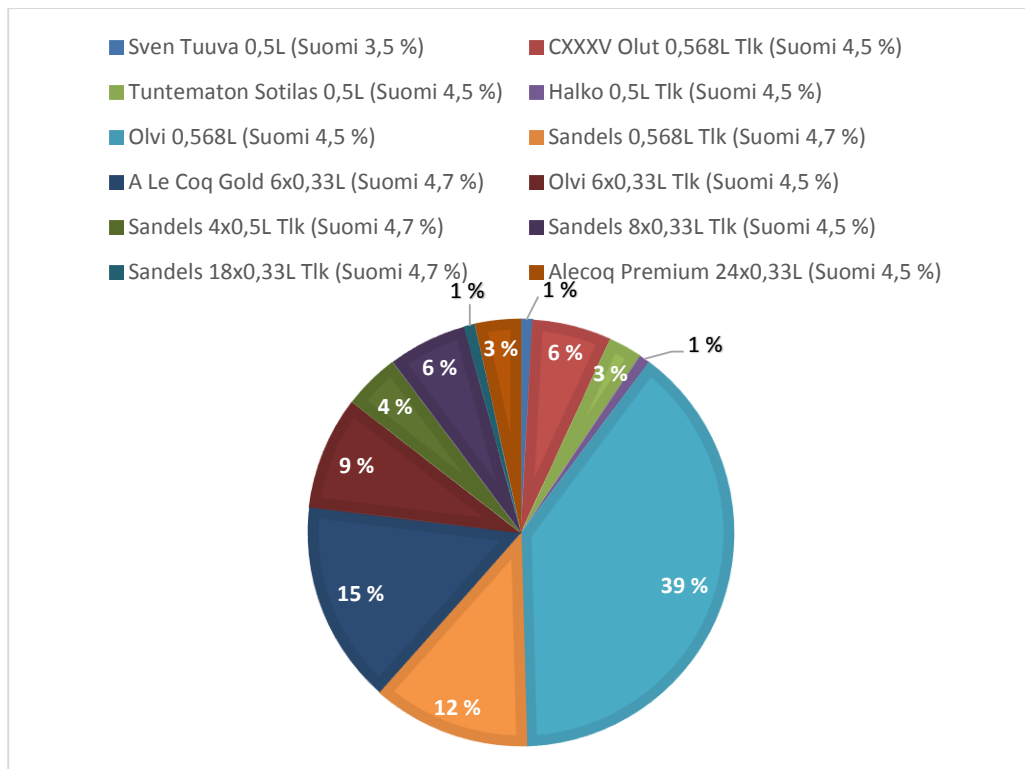


Figure 12 Olvi beer's sales from 3 November 14 to 8 November 2014 (%)

After intervention action applied, there are changes in the product sales. Olvi 0.568L peaked up to 39 percent from 29 percent in the previous week. Secondly, Ale Coq Gold 6x0.33L gained 15 percent and Sandels 0.568L with 12 percent. Olvi 6x0.33L witnessed a light increase in its sales from 5 percent to 9 percent in the period surveyed. Remaining types accounted for from 1 percent to 6 percent.

Customers paid more attention to Olvi 0.568L, Sandels 0.568L and A Le Coq Gold 6x0.33L. Figure 8 was displayed on Olvi 0.568L, figure 7 was displayed on the shelf of A. Le Coq Gold 6x0.33L. Three below product lines are interests in customers.



Figure 13 Olvi 0.568L (Olvi, 2014)



Figure 17 Tuntematón Sotilas (Olvi, 2014)

However, figure 8 and 9 point out a significant decrease in unit sold of Halko from 8 units to only 1 in the second period. Halko was introduced in summer 2011. Olvi recommended this product consumed on hot summer days and 0.5L package helps quenching thirst.



Figure 18 Halko 0.5L (Olvi, 2014)

4.3 General conclusion and idea

Olvi 0.568L, Sandels 0.568L and A. Le Coq Gold 6x0.33L are highly checked out during the period surveyed. Moreover, Sven Tuuva and Tuntematón Sotilas are needed more attentions to promote sales. Products can be introduced on local newspaper, TV advertisement, supermarket's radio and website. In addition, products could be moved to near eye-level position to get customer's observation.

Collecting sales of product lines and drawing charts supplies information about consumer behaviour. Products are more preferable because of located on eye-level shelves,

attractive package design, successful public marketing, familiarity or customers loyally use that products.

However, because of the need to know more about the phenomenon, there are questions about lowly consumed products and what indicators from products inspires customers to buy Olvi 0.568L, Sandels 0.568L and Le Coq Gold 6x0.33L. In order to dig out more results, a revised plan is suggested. A Finnish questionnaire can be created to ask customers about Olvi's product lines.

4.4 Discussion and analysis

4.4.1 Factors positively influences on products' sales

Obviously, a strong brand is a prior tool for company in achieving sales. Customers tend to buy strong branded product because of their benefits. A certain number of products should be available in the warehouse or surely transported to the supermarket every day to always meet the demand of customers.

Products should be available and positively display on shelves to appeal to customers and add products to their carts. Besides, numbers of products are stored in the warehouse and put on shelves on time. This process is the final stage of JIT logistics. To deal this this issues, drinking product producers make sure the complete goods

Chapter Findings pointed out three highly sold product lines: Olvi 0.568L, Sandels 0.568L and A Le Coq Gold 6x0.33L. There are products more chosen by shoppers because of many factors, effective 4Ps or expanding to 8Ps of marketing (Product, Place, Process, Promotion, People, Price, Physical Environment, Productivity and Quality), customers' loyalty and recommendation from other customers.

Products are promoted by social advertisement, manufacturers' website, inside shop marketing with floor or wall posters, images, radio... Moreover, innovation should be more considered so that customers will have new experiences, excitement and stay loyal with the company.

Olvi's photos were displayed on shelves small effect on customers' attention and the sales or this action temporarily impacts on reminding customers. Overusing photos will

disorder visual, negative product performance and cause boring. If the revised plan is allowed to conduct, the results of customers' attitude toward products will be exposure.

4.4.2 Factors negatively influences on products' sales

There are several reasons that products are not much chosen. Customers are not attracted to products because of the out-of-sight position, package design should be renewed or more eye-catching. Products' expiration must be clearly and regularly checked to avoid errors timely. Product can be broken or has package torn, if unfortunately customers seeing this product will have negative effect on their buying behaviour. Additionally, supermarket staffs should avoid common mistakes. Products should be available and seen.

Products not placed in the golden zone are less noticeable to the customers. Therefore, to achieve more profit, there are marketing images laid on shelves to draw attention with the bargain between retailers and producers. As regards product makers, out-of-dated package design will make shoppers bored and be left behind with other players.

There are questions why customers are not interested in certain products, what problem should be solved in order to increase sales. Products aims at small scale of customer target or the alcohol volume is also another factor.

4.4.3 Revised plan for future research

Solutions are suggested so that more results will be collected and analysed. Firstly, more attentions are made for Sven Tuuva and Tuntematon Sotilas, for example locating products on high-profit shelves, more advertisements for these products without affecting on updated Liquor Acts.

Two different following steps are introduced: questionnaire to customers and online shopping. The questionnaire plays an in-depth role in getting result of customers' behaviour toward Olvi and certain Olvi's product lines. Shopping online is an advance step in buying in spite of being popular nowadays.

Firstly, questionnaire should be made to get shoppers' opinions of Olvi products. Questionnaire can be conducted in S-market or on Olvi's website. Questions will relate to

customers' evaluation of Olvi highly and not highly consumed products so that reasons, factors influencing on sales can be found out.

The main aim of this following survey is to know product factors affect customer behaviour between highest and lowest consumed product lines. After that, results explain positive and negative aspects. Problems are determined and solutions found out to improve the situation. The survey is a qualitative research method to explore the situation.

There are eight questions in this survey, starting with how much shoppers adhere to Olvi products. Question 2, 3 and 4 reveal the product feature affecting customers' buying behaviours. Interviewees will evaluate their attraction on Sven Tuuva and Tuntematon Sotilas via question 5 and question 7. Similarly, why sales of these above products are low basing on question 6 and 8.

Olvi questionnaire in English:

This survey is get customer opinion about Olvi products (Olvi 0.568L, Sandels 0.568L, A Le Coq Gold 6x0.33L, Sven Tuuva and Tuntematon Sotilas). Thank you for belief, accompany and consuming our products. There are eight questions in this survey.

1. How much are you interested in Olvi products?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Less 0 | 1 | 2 | 3 | 4 | 5 More |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. Among the following factors, which one affects your buying Olvi 0.568L?

- Taste
- Product design
- Price
- Good eye-level position on shelves
- I am used to buying Olvi 0.568L.
- Others, please specify: _____

3. Among the following factors, which one effects on your buying Sandels 0.568L?

- Taste
- Higher alcohol volume (4. 7%)
- Product design

- Price
- Good eye-level position on shelves
- I am used to buying Sandels 0.568L.
- Others, please specify: _____

4. Among the following factors, which one effects on your buying A Le Coq Gold 6x0.33L?

- Taste
- Higher alcohol volume (4.7%)
- Product design
- Price
- Good eye-level position on shelves
- I am used to buying Sandels 0.568L.
- Others, please specify: _____

5. In which scale are you interested in Sven Tuuva?

Less 0 1 2 3 4 5 More

-

Skip question 6 and go to question 7 if your answer in question 5 was scale 4 or 5.

6. Why are you not interested in Sven Tuuva?

- Taste
- Lower alcohol volume (3.5%)
- Product design
- Price
- I did not see Sven Tuuva.
- Others, please specify: _____

7. In which scale are you interested in Tuntematon Sotilas?

Less 0 1 2 3 4 5 More

-

Skip question 8 if your answer in question 7 was scale 4 or 5.

8. Why are you not interested in Tuntematon Sotilas?

- Taste
- Product design
- Price
- I did not see Tuntematon Sotilas.
- I have never drunk Tuntematon Sotilas.
- Others, please specify: _____

Thank you for your answer!

Secondly, online shopping is combination of Internet and customers' behaviour. Obviously, online shopping has been applied and materialised on Prisma (S-verkkopalvelut Oy, 2014) and Alepa. There is a large advantage for Prisma with various kinds of products. The main goal of applying online shopping for S-market is to help limited-time customers to take products and prepare shopping bag. S-kanava introduced customers about online shopping (KSO, 2014).

An online shopping page for S-market is created and connected with S Group's page (S-kanava, 2014). The shopping page should contain selective information of products. Products are categorised and the webpage is operated the same as Alepa (HOK-Elanto, 2014). However, more public introduction is pushed so that customers know about the program. Besides, shoppers can choose to pick shopping bag in the shop or delivered to home.

Applying online shopping will change customers' behaviour on buying daily food with the amount of current customers, online shopping makes customers less visit shop but still buy products. When more customers use this methods which means the strategy becomes successful. The analysis is to point out four main aspects of applying online shopping to S-market. Three main changes are picking up shopping bag, payment solution and marketing strategies.

4.4.4 SWOT analysis on online shopping to S-market

Strengths

- Time saved for customer in choosing products at shop
- Be convenient to shoppers

- A amount of products checked out are predicted and ensured.
- Products are afforded.
- New experience to customers.
- Customers' needed is still guaranteed
- Lower cost in operation
- Customers can shop 24/7
- Online chat: communication and support to customer

Weaknesses

- Less interactions between customer and supermarket
- Various products' information: arrangement, category, eye-catching or not
- Customers take time to get familiar with new approach.
- More 30 litre plastic bags are needed.
- Staff needed to prepare shopping bag and give to customers.
- Online information security

Opportunities

- Change customers' shopping behaviour
- Potential customers
- More attractive products' display on website
- Understanding shoppers
- Online advertisement

Threats

- Out-of-dated website
- Ineffective marketing strategy
- Unpredicted products delivered from suppliers
- Internet problems
- Legal and regulatory issue renewed

5 CONCLUSIONS

5.1 Summary of Main Findings

Manufacturer and retailer are in charge of product management. Producer creates and develop brand, visual marketing. Retailer is responsible of stock management and sales promotion. Two group does not work separately but closely and customer demand is always priority.

Intervention action was to put photos on shelves of Olvi. Sales of Olvi's beer between two weeks were collected. Two-week sales were collected, line chart and pie charts showed the decrease and increase of Olvi's products. Displaying photos on products' quantity had a minor effect.

Three highest traded Olvi's product lines are Olvi 0.568L, Sandels 0.568L and A Le Coq Gold 6x0.33L during a period of two weeks. There are many factors to form a strong brand: guaranteed quality, protected customer's right, over satisfying customer expectation. The strong brand understands and is followed by customers.

Visual marketing plays an important in captivating customers' behaviour in case products are guaranteed to deal with buyers' problem and the cover tells product's function. Perennial brands gain really large profit on market. Customers always ask for new sense and quality guaranteed therefore package design is needed to keep and attract customers but also look for and enter new market.

5.2 Implications for the Commissioner

Manufacturers try to gain good places on shelves to attract customers and increase their share on market. After a business period, collected sales, observed phenomena, learnt experience, retailers will rearrange products positively, available and limited space in supermarket are made used of to increase customer traffic in shop, draw their attention and increase sales.

Positive product displaying is priority to supermarket staff who are final goods transporters to customers. Each product has specific package design. Manufacturers should take advance step in innovating cover design. Online shopping is not a new method

however it support customers in many aspects. In case online shopping is a potential appliances. More aspects are considered.

5.3 Suggestions for Further Research and Development Based on the Evaluation of the Own Study

As regards commissioner, applying revised plan, e.g. questionnaire to know more why customers are ready to buy and not ready to buy certain product lines. The result shows products with higher and lower consumption within two weeks. To know more about the situation and factors impacts on customers' behaviour, the revised plan or the questionnaire with help. More efforts are needed to test, find out, go advance in supermarket managing.

Researcher had a chance to work and research in a Finnish supermarket. However, limitation in language hindered communication and researching. A solution is recommended that Business Finnish course might be established. Students are guided about Finnish language in business, common situations in business environment and practising in speaking skill.

APPENDIX

In this part, MOT Dictionaries were used to translate words from English to Finnish. MOT Dictionaries is a popular language tool widely put in use in high-education school system. Below are intervention action plan and Olvi's questionnaire in Finnish. (MOT, 2014)

Intervention action plan in Finnish

INTERVENTIO TOIMINTA

Toimintasuunnitelma: kuvia käytetään houkuttelemaan asiakkaita S-market Kouvola välillä 3.11.2014 - 9.11.2014 – ostamaan Olvi-olutta.

Tavoitteet:

Pää tavoitteena on tuottaa kuvia houkuttelemaan asiakkaita ostamaan Olvi-olutta. Tärkein asia julisteissa on Olvi-olut. Markkinoinnin tarkoitus on houkutella ja nykyiset asiakkaita, lisätä myyntiä ja muistuttaa asiakkaille tuotteista.

Kaksi tavoitetta:

Tavoite 1: 27.10–02.11. Kuvat tulostetaan.

Tavoite 2: 03.11–09.11, Olvi-kuvia on liimattu hyllyissä Olvi- tuotteiden lähelle. Tarkoituksena on saada huomiota potentiaalisilta ostajilta.

Toimenpide, ratkaisu:

Toimi 1: Vertailujakso - Olvi-oluen myynti 27.10–2.11 tallennetaan.

Toimi 2: 3.11, kuvat levitetään hyllyissä ja niiden viereen Olvi-olutta.

Toimi 3: kerätään myynti 3.-9.11. aikaväliltä – 9.11. klo 17.30

Analysoida, priorisoida:

Selvitetään, vaikuttivatko myymälämainonta-toimenpiteet Olvi oluen myyntiin. Raportti kirjoitetaan. Raportti on osa opinnäytetyötä. Huomiota pitäisi kiinnittää siihen, miten kannattaa toimia jatkossa näitten kokemusten perusteella.

Toteuttaminen suunnitelman ja tarkastelu:

Seuraavan intervention/toimenpiteen suunnittelu perustuu näihin tuloksiin.

Olvi's questionnaire in Finnish

Olvin kyselylomake Suomeksi:

Tämä tutkimus on saada asiakas mielipide Olvi tuotteet (Olvi 0,568L, Sandels 0,568L, A Le Coq Gold 6x0,33L, Sven Tuuva ja Tunteaton sotilas). Kiitos luottamuksestanne, seurastanne ja tuotteidemme käyttämisestä. Tutkimuksella on 8 kysymystä.

1. Kuinka paljon olet kiinnostunut Olvin tuotteita?

Vähemmän 0 1 2 3 4 5 Enemmän

2. Niistä seuraavat tekijät, joista yksi vaikuttaa ostamalla Olvi 0,568L?

- Maku
- Tuotesuunnittelu
- Hintaa
- Hyvä silmien tasolla kantaa hyllyt
- Olen tottunut ostamaan Olvi 0,568L.
- Toiset, tarkentakaa: _____

3. Niistä seuraavat tekijät, joista yksi vaikutuksia sinun ostaa Sandels 0,568L?

- Maku
- Korkeampi alkoholi tilavuus (4,7 %)
- Tuotesuunnittelu
- Hintaa
- Hyvä silmien tasolla kantaa hyllyt
- Olen tottunut ostamaan Sandels 0,568L.
- Toiset, tarkentakaa: _____

4. Niistä seuraavat tekijät, joista yksi vaikutuksia teidän ostaa Le Coq Gold 6x0,33L?

- Maku
- Korkeampi alkoholi tilavuus (4,7 %)
- Tuotesuunnittelu
- Hinta
- Hyvä silmien tasolla kantaa hyllyt
- Olen tottunut ostamaan Sandels 0,568L.
- Toiset, tarkentakaa: _____

5. Missä mittakaavassa olet kiinnostunut Sven Tuuva?

- Vähemmän 0 1 2 3 4 5 Enemmän
-

Ohita kysymys 6 ja siirry kysymykseen 7, jos vastauksesi kysymykseen 5 oli asteikolla 4 tai 5.

6. Miksi olet ole kiinnostunut Sven Tuuva?

- Maku
- Alempi alkoholi tilavuus (3,5 %)
- Tuotesuunnittelu
- Hinta
- En nähnyt Sven Tuuva.
- En ole koskaan juonut Sven Tuuvaa.
- Toiset, tarkentakaa: _____

7. Missä mittakaavassa olet kiinnostunut Tuntematon sotilas?

- Vähemmän 0 1 2 3 4 5 Enemmän
-

Ohita kysymys 8, jos vastaus kysymyksessä 7 oli asteikolla 4 tai 5.

8. Miksi olet ole kiinnostunut Tuntematon sotilas?

- Maku
- Tuotesuunnittelu
- Hinta

- En nähnyt Tuntematon sotilas.
- En ole koskaan juonut Tuntematon sotilasta.
- Toiset, tarkentakaa: _____

Kiitos vastauksesta!

REFERENCES

Aaker, D. 2010, *Brand Relevance: Making Competitors Irrelevant*. [e-book] s.l.: Jossey-Bass. Available through: Kyamk library website <[http://www.kyamk.fi/kirjasto />](http://www.kyamk.fi/kirjasto/) [Retrieved 20 September 2014].

Foodie 2014, *A Le Coq Gold 6x0,33l*. [online] Available at: <https://www.foodie.fi/#!/entry/6419800022039>, [Retrieved 19 November 2014].

Brassington, F. & Stephen, P. 2013, *Essentials of marketing*. Harlow: Pearson.

Burnett, J., 1993. *Promotion management*. Boston: Houghton Mifflin.

Cagan, M. 2005, *Behind Every Great Product: The Role of the Product Manager*. [online] California: Silicon Valley Product Group. Available at: <http://www.svpg.com/assets/Files/productmanager.pdf> [Retrieved 9 September 2014].

Cheverton, P. 2004, *Key Marketing Skills : Strategies, Tools & Techniques for Marketing Success*. [e-book] Great Britain and the United States: Kogan Page. Available through: Kyamk library website <[http://www.kyamk.fi/kirjasto />](http://www.kyamk.fi/kirjasto/) [Retrieved 14 October 2014].

Cheverton, P. 2006, *Understanding Brands*. [e-book] Philadelphia: London: Kogan Page. Available at: Google Books <<http://booksgoogle.com>> [Retrieved 11 December 2014].

Chunawalla, S. 2009, *Product Management*. [e-book] Mumbai: Himalaya Publishing House. Available through: Kyamk library website <[http://www.kyamk.fi/kirjasto />](http://www.kyamk.fi/kirjasto/) [Retrieved 19 September 2014].

Chunawalla, S. 2010, *First Steps in Advertising and Sales Promotion*. [e-book] Mumbai: Himalaya Publishing House. Available through: Kyamk library website <[http://www.kyamk.fi/kirjasto />](http://www.kyamk.fi/kirjasto/) [Retrieved 19 September 2014].

Cohen, M. & Whang, S. 1997, *Competing in product and service: A product life-cycle model*. [online] s.l.: ProQuest Central. Available through: Kyamk library website: <<http://www.kyamk.fi/kirjasto> /> [Retrieved 7 September 2014].

Danupol, H. & Guntalee, R. 2012, *The Impact of Organizational Capabilities on the Development of Radical and Incremental Product Innovation and Product Innovation Performance*. s.l.:Journal of Managerial Issues. Available through: Kyamk library website: <<http://www.kyamk.fi/kirjasto> /> [Retrieved 7 September 2014].

Euny, H. 2012, *Why it was so easy for Korea to overtake Japan in the pop culture wars*. [online] Available at: <http://qz.com/21468/why-it-was-so-easy-for-korea-to-take-over-japan-in-the-pop-culture-wars/> [Retrieved 11 September 2014].

Fernie, J. 2005, *Online Shopping* [online] Available through: Kyamk library website: <<http://www.kyamk.fi/kirjasto> /> [Retrieved 3 December 2014].

Finne, S. & Sivonen, H. 2014, *Retail Value Chain : How to Gain Competitive Advantage Through Efficient Consumer Response (ECR) Strategies*, [e-book] London and Philadelphia: Kogan Page. Available through: Kyamk library website: <<http://www.kyamk.fi/kirjasto> /> [Retrieved 3 December 2014].

Hestad, M. 2013, *Branding and Product Design : An Integrated Perspective*, [e-book] USA: Ashgate Publishing Ltd [online] Available through: Kyamk library website: <<http://www.kyamk.fi/kirjasto> /> [Retrieved 3 December 2014].

HOK-Elanto, *Kauppakassi* [online] Available at: <http://www.hok-elanto.fi/ostoksille/kauppakassi/> [Retrieved 3 December 2014].

Kananen, J. 2013, *Design Research (Applied Action Research) as Thesis Research : a practical guide for thesis research*. s.l.:University of Applied Sciences.

King, S. 2005, *Packaging makeovers : graphic redesign for market change*. s.l.:Gloucester, Mass : Rockport Publishers, cop. 2005.

Kotler, P. 2014, *Principles of marketing: global edition* Boston [Mass.]: Pearson.

Lai, K. & Cheng, T. 2009, *Just-in-Time Logistics*, [e-book] England: Gower Publishing Limited. Available through: Kyamk library website: <<http://www.kyamk.fi/kirjasto/>> [Retrieved 3 December 2014].

MOT, n.d. *MOT Dictionaries*. [online] Available at: <https://mot.kielikone.fi/mot/kyamk/netmot.exe?motportal=80> [Accessed 26 November 2014].

Muhammad, M. 2009, *Encyclopaedia of Brand Equity Management, Volume I*. [e-book] Mumbai: Himalaya Publishing House. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 20 September 2014].

Muller, M. 2011, *Essentials of Inventory Management (2nd Edition)*. [ebook] United States of America: Amacom. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 21 September 2014].

Olvi, n.d. *Olvi beers*. [online] Available at: <http://www.olvi.fi/web/en/products/beers/olvi> [Retrieved 8 November 2014].

Olvi, n.d. *Olvi plc*. [online] Available at: <http://www.olvi.fi/web/enold/32> [Retrieved 8 November 2014].

Oyj, O., n.d. *Olvi Halko*. [online] Available at: <http://www.olvi.fi/web/fi/olvi/halko> [Retrieved 26 November 2014].

Patel, B.K. 2010, *Fundamentals of Customers-Focused Management* [ebook] India: Swastik Publications. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 20 September 2014].

Peppers, D. & Rogers, M. 2011, *Managing Customer Relationship: A Strategic Framework (2nd Edition)* [e-book] New Jersey: John Wiley & Sons. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 20 September 2014].

Reason, P. & Bradbury, H. 2008, *The Sage handbook of action research : participative inquiry and practice 2nd ed.* London : Sage Publications 2008 .

Schultz, D. & Smith, S. 2004, *How to sell more stuff: Promotional Marketing That really works*. [e-book] s.l.: Dearborn Trade Publishing. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 20 September 2014].

Shain, D., Campbell, A. & Langton, D. 2011, *Visual Marketing : 99 Proven Ways for Small Businesses to Market with Images and Design*. [e-book] s.l.: John Wiley & Sons. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 18 September 2014].

S-kanava 2014, S-kanava [online] Available at: <https://www.s-kanava.fi/web/s/ajankohtaista> [Retrieved 9 December 2014].

SOK 2014, *Verkkokauppa* [online] Available at: <https://www.s-kanava.fi/web/s/asiasana?tag=Verkkokauppa> [Retrieved 3 December 2014].

Sumit, K. 2010, *Retail Selling Skills*. [e-book] Mumbai: Himalaya Publishing House. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 18 September 2014].

S-verkkopalvelut Oy 2014, Prisma Kodin Onneksi [online] Available at: <http://www.prisma.fi/webapp/wcs/stores/servlet/prisma> [Retrieved 3 December 2014].

Tervo, T. 2014, *Helsingin Uutiset*. [online] Available at: <http://www.helsinginuutiset.fi/artikkeli/238512-koffin-hevosten-nimi-muuttunee-onko-tama-jo-vahan-saivartelua> [Retrieved 10 November 2014].

Timm, P. 2002, *50 Powerful Ideas You Can Use to Keep Your Customers*. [e-book] s.l.: Career Press, Incorporated. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 10 November 2014].

Tuominen, I. 2014, *Sociaali ja Terveystieteiden tutkimuskeskus*. [online] Available at: <http://www.stm.fi/tiedotteet/tiedote/-/view/1875991> [Retrieved 10 November 2014].

Valsa, K. 2005, *Action Research for Improving Practice : A Practical Guide*. [e-book] California: SAGE Publications, Incorporated. Available through: Kyamk library website <<http://www.kyamk.fi/kirjasto/>> [Retrieved 10 November 2014].

Walter, E. 2014, *The power of visual storytelling : how to use visuals, videos, and social media to market your brand*. s.l.:New York : McGraw-Hill.

Vines, T. B. 2013, *The Best Vines*. [online] Available at: <https://www.youtube.com/user/TheBestVines> [Retrieved 27 November 2014].