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**EVALUATING BRANDING AND MARKETING EFFICIENCY  
OF OLVI**

Bachelor's thesis

International Business Administration, specialisation marketing

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I hereby declare that I have compiled the paper independently and all works, important standpoints and data by other authors has been properly referenced and the same paper has not been previously presented for grading.

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## **ABSTRACT**

Marketing research can help to identify and define possibilities and problems for businesses and enables continuous development in their marketing techniques. For advertising, marketing research is extremely important, as it helps marketers to realise whom their advertising reaches, how memorable it is and what emotions and feelings it evokes in the consumers.

The “efficiency” of advertising can be measured in various ways, depending on the focus of the study. However, this research uses the hierarchy of effects model, which is a funnel theory designed to measure advertisements capability to raise brand awareness, knowledge and ultimately its ability to generate emotions and change preferences.

As a whole, the study is aimed to measure the efficiency of Olvi’s advertising, which is one of the largest Finnish breweries. The goal is to determine the level of brand awareness, analyze mental images and preferences towards Olvi and ultimately identify the possible weak spots of Olvi’s advertising, in order to help future development.

Keywords: Market research, Advertising, Brand awareness, Consumer behavior, Decision-making

## INTRODUCTION

Smith and Solgard (2000) studied the effect of globalization on alcohol consumption. Their study pointed out that the share of traditional beverages has declined, as the consumption of global brands and products has increased. In addition, Finnish alcohol consumption has experienced a decreasing trend for several years. (Smith & Solgard, 2000) As a result, the operating environment on the Finnish brewing industry has been extremely challenging and the competition for market shares has been fierce. The mandator for the study is Olvi Oyj, which is one of the largest breweries in Finland, producing products in multiple alcoholic and non-alcoholic beverage categories.

The importance of marketing research has been highlighted, as the need for usable information has increased to help accelerate development and gain competitive advantages. Therefore, the purpose of the research is to study the effectiveness of Olvi's advertising between different consumer groups. To be more precise, the study focuses on measuring the following:

- Measure the degree of consumer awareness towards Olvi and its product.
- Measure the efficiency of Olvi's advertising mediums.
- What factors affect Olvi's potential consumers purchasing behaviour and decision making the most (Using the four p's of marketing model)

First chapters of the paper introduce theories on consumer behavior, especially focusing on the buying process and decision making. The research is carried out by applying Lavidge & Steiner's Hierarchy-of-Effects model to analyze the performance of Olvi's advertising on multiple advertising mediums and Jerome McCarthy's 4 P's of marketing model to identify Olvi's competitive features from the consumers point of view. These topics are also introduced in the first chapter of the study.

Olvi uses a multi-channel marketing strategy, which makes them visible on multiple platforms and channels. Multi-channel marketing is usually an effective method to gain visibility and

recognition, but it is highly expensive. It is important to be aware which channels and platforms are effective in order allocate resources cost-efficiently. Therefore, chapter one introduces the terms advertising and media planning and presents most common advertising mediums used also by Olvi.

Consumers were reached through an online survey, which works as the main tool for generating research data, which therefore works as the basis for the research findings. The following three hypotheses were generated for the study:

(H1): It is to be expected that brand awareness towards Olvi among male respondents will be higher than for female respondents.

(H2) As the purchasing choice incorporated with beverages is a low involvement decision, product advertising is a highly contributing factor in consumers purchasing decision for Olvis products.

(H3) Olvi's advertising works more efficiently for male consumers due to the nature of their brand.

Second chapter introduces the mandator of the study Olvi Oyj more thoroughly and discusses the purpose of marketing research. Chapter two also introduces research methods used for the study and provides justifications for the chosen methods. Third chapter provides answers for the research questions by analysing and presenting findings generated from the questionnaire. Finally, the last chapter of the study compares results with the hypothesis and provides conclusions and mentions for future research.

# **1. THEORETICAL FRAMEWORK**

Decision making is a mandatory stage before consumers purchase any products. The decision making process is also influenced by the type of the product or service to be purchased, since the amount of cognitive load is not same in different types of products (e.g. beverage vs. car).

The buying process can be divided in 5 stages: problem or need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. From a marketing point of view, how the consumer is moving from one step to another in the funnel is described in more detail in the HOE model. Together these theories provide solid foundation for understanding the consumers decision making and buying process, as well as how different marketing activities can influence consumer behavior.

In turn, marketing mix is a set of tools used by companies to pursue marketing objectives. It allows marketers to increase their understanding of price points, competitive strategies, distribution channels and market shares. Therefore, this theory supports the research as it helps to identify the strengths and weakness for Olvi's advertising activities.

Finally, chapter two introduces advertising, media planning and media advertising, as each of these are relevant topics of the research. Each media channel is introduced separately, to understand how each of these channels are used in the real world. Olvi is actively using sponsoring to increase its brand recognition in Finland. It's sponsors include many top class athletes, sports teams and cultural events. Thus sponsoring plays an important role in Olvi's marketing strategy and is an important topic for this research. Therefore, sales promotion and sponsoring are also introduced, in order to cover all channels used by Olvi in their advertising activities.

## **1.1. Decision making**

Different purchasing decisions require different levels of effort depending on the type of purchase. These decisions can be categorized into two different categories, known as low involvement purchase decisions and high involvement purchasing decision. In low involvement purchasing decisions consumers don't initially have a strong preference for one brand over another, but instead act on the basis of limited knowledge and then form an evaluation only after the product has been purchased or used. The attitude is likely to arise through behavioral learning, in which the consumer's choice is reinforced by good or bad experiences with the product after the purchase. Whereas, for high involvement purchasing decisions, the decision-making process is much longer and involves an extensive information search and multiple alternatives. Therefore, during the pre-purchase period consumers shape strong preferences towards brands and their products. As a result, consumers form a strong opinion towards the purchased product before the product has been used. (Krugman, 1965)

The possibility that in many decisions consumers simply don't care enough in order to be capable to register all information, and then assemble set of beliefs and opinions towards brand must be recognized, as it implies that some concern about influencing beliefs and communicating information about product attributes may be at least be partly nonfactual. Especially products linked with low involvement purchasing decision, consumers are not necessarily going to pay any attention, and are more likely to respond to a simple stimulus-response connection. Such automatically evoked attitudes are also called implicit attitudes and may have significant influences on purchasing decisions. (Dempsey & Mitchell, 2010) A similar effect has been shown to exist when comparing consumers buying store brands and manufacturer brands where consumers directly associate store brands with good cost efficiency, whereas manufacturer are automatically associated with high quality (Krystallis, 2015).

The notion of low involvement on the part of consumers is difficult to accept for some marketers. It can be hard for marketers to admit that what they market is not very important or involving. Consumers do not put much thought into purchasing many products. For marketing point of view consumers may not be motivated to process numerous complex brand related information. Instead, they will be swayed by principles of behavioral learning, such as simple responses caused by conditioned brand names, point-of-purchase displays, etc. This result is known as the involvement



paradox: the less important the product is to consumers, the more important are many of the marketing stimuli (e.g. packages, jingles) that must be devised to sell it. (Solomon et al. 2016)

## **1.2. Buying process**

Kotler and Keller (2007) introduced a model on the five steps of consumer buying process. First step is called problem recognition. In this step a buyer recognizes a specific need, which has been triggered by internal or external stimuli, which eventually works as the driving force. As the names already indicate, internal stimuli refers to feelings arising inside the consumers' minds, such as hunger. Whereas external stimuli refers to stimuli received through surrounding environment such as advertising.

The second step is called the information step, in which consumers start searching for information and identification of alternatives. Information holds a key role in future purchasing decisions. Information tends to be more available when the product or service has a higher price and a smaller buying frequency. An aroused consumer generally searches for more information. (Munthiu, 2009) In this context, there are two levels of arousal. First state is known as heightened action, where the consumer simply becomes more respective towards information about the product or service. The second state is known as active information search, where consumers personally search for more information through sources and friends. (Kotler & Keller, 2007)

After the interest is triggered, required information is found and identification of possible alternatives is completed, the consumer starts the third step, known as the mental evaluation of alternatives. At this step, consumers process information in order to make successful brand and product choices. The complexity and number of factors affecting each evaluation differ, which means that there are no single evaluation processes which work for every evaluation. However the first step in mental evaluation of alternatives is considered to be identification of attributes, on the basis of which consumers make their evaluations. The second stage in the evaluation of alternatives is considered to be consumers beliefs and attitudes, which are acquired through experience and learning. (Kotler & Keller, 2007) Attitudes reflect a person's emotional feelings which are formed through personal evaluation of a product or service, which can be either favourable or unfavourable. Whereas beliefs are considered to be descriptive thoughts that a consumer holds towards products or services. (Munthiu, 2009)

The fourth step is the process where the actual purchase decisions are made. All of the previously mentioned steps now become elements of purchasing behaviour. Based on these “elements” consumers rank brands and form purchase intentions, which leads to the final purchasing decision. (Kotler & Keller, 2007) However, a complete purchasing decision can still be intervened by two factors. The attitudes of other consumers has the power to shape one’s purchasing decision, especially if this is coming from someone important such as friends or family. Unexpected situational factors can also affect a complete purchasing decision. For example an accident or change in the economy can change the way people view their decisions. (Munthiu, 2009)

The fifth and the final step of the Kotler and Keller’s model is the post-purchase actions. As the name suggests, this step occurs after the purchase is made. The amount of satisfaction a customer gains from his purchase will influence his attitude towards the product in the future. If a customer is satisfied with his purchase, he is more likely to purchase the same product or brand again. The degree of satisfaction can be measured at the level where the consumers expectations meet with the consumers actual experience with the product. From a marketing perspective, a satisfied customer is often considered as the best advertisement, as they are likely to say good things about that product and brand to others. (Kotler & Keller, 2007; Munthiu, 2009)

### **1.3. Hierarchy of effects model**

The hierarchy of effects (HOE) model helps marketers to make advertisements in such a ways that it guides consumers through all six stages included in the model. In total, there are six different stages which the model labels as awareness, knowledge, liking, preference, conviction and purchase. Each stage is also be mapped under three main categories which are based on the classical psychological behavior dimensions.; cognitive (think), affective (feel) and conative (do). From a marketing point of view, moving from one dimension or category might require a different approach for an advertisement. The theory was defined in 1961 by Robert J Lavidge and Gary A. Steiner (Lavidge & Steiner, 1961). The hierarchy of effects theory introduces the progression of learning and decision-making, which consumers experience as a result of advertising. It is used to build up a series of advertising message objectives, ultimately ending in the consumer purchase decision. The theory is a sophisticated marketing approach, where advertising messages are designed to build brand awareness over time. Even though consumers are still doing immediate ad

hoc purchase decisions, companies using HOE approach expect customers require a longer decision-making process. (Lavidge & Steiner, 1961)

When consumers have been guided through the steps included in the model, the process ends up in a purchase decision. With different products there can be a variation “in the distance” how far these steps are from each other. Potential customers can even take several steps simultaneously. However, the greater the commitment is from a consumer, the longer it will take to go through the required steps. Contrarily, a less important purchase decision is likely to be made much faster and consumers will take less time to reach the final purchase step. Also, if a consumer experiences negative feelings towards the product, it can place them further from purchasing the product than those completely unaware of it. So, there can be a lot of variation depending of the product itself or previous experiences. (Lavidge & Steiner, 1961)

ADVERTISING AND ADVERTISING RESEARCH RELATED TO THE MODEL			
<i>Related behavioral dimensions</i>	<i>Movement toward purchase</i>	<i>Examples of types of promotion or advertising relevant to various steps</i>	<i>Examples of research approaches related to steps of greatest applicability</i>
<b>CONATIVE</b> —the realm of motives. Ads stimulate or direct desires.	PURCHASE ↑	Point-of-purchase Retail store ads Deals “Last-chance” offers Price appeals Testimonials	Market or sales tests Split-run tests Intention to purchase Projective techniques
	CONVICTION ↑		
<b>AFFECTIVE</b> —the realm of emotions. Ads change attitudes and feelings.	PREFERENCE ↑	Competitive ads Argumentative copy “Image” ads Status, glamor appeals	Rank order of preference for brands Rating scales Image measurements, including check lists and semantic differentials Projective techniques
	LIKING ↑		
<b>COGNITIVE</b> —the realm of thoughts. Ads provide information and facts.	KNOWLEDGE ↑	Announcements Descriptive copy Classified ads Slogans Jingles Sky writing Teaser campaigns	Information questions Play-back analyses Brand awareness surveys Aided recall
	AWARENESS		

Figure 1. The HOE model.

Source: (Lavidge & Steiner, 1961)

As figure 1. shows, first step of the HOE model is known as awareness. According to the theory, advertising makes consumers aware of the product. In the modern era, where social media, internet and other new advertising platforms have most probably changed this process, and are most likely to contribute to change in the future, as a consequence of technological development. The main marketing challenge remains constant; how to raise consumer awareness.

After awareness has been raised, the next challenge is to get customers to learn more about the product, which is why the second stage of the model is called knowledge. When there is a lot of competition on a given market, there is also a lot of information, as each company aims to inform consumers about their products and in return, consumers give feedback from their purchases. Therefore, the main challenge is the creating unique content and information visible for consumers. The main task for advertiser is to make product information easily accessible, as consumers will search for necessary information from competitors products.

Third stage of the model does sound rather simple and straightforward as its known as liking As the name suggests, advertisements are required to make consumers like the product. Product aspects that are appreciated most by customers should be identified and these features should be conveyed to the consumers.

Fourth stage is known as preference. Consumers are going to gravitate towards respective products for multiple reasons. In this stage advertiser need to consider how the product will stand out from the competition. It is not enough if a product is trendy and useful, but instead how it differentiates from other competitors' products.

When previous stages have been achieved, marketers need to focus on promoting convictions. Lavidge and Steiner suggested that encouraging testing and sampling is critical at this stage. Conviction is known as the fifth step included in the HOE model and only the step left is purchasing. Therefore, during this stage advertisers need to achieve final emotional connection between consumer and product.

As mentioned before, purchase is the final step left included in the HOE model. This is the final stage where the consumers actual purchase decisions are made. It is possible for consumers to make one purchasing decision which includes multiple products or decide on each purchasing decision separately. In order to attract consumers at this stage, marketers must drive consumers through the previous stages. The importance of each stage varies within different products.

## 1.4. Marketing mix

Marketing mix is considered to be one of the fundamental models in marketing. It represents the competitive tools, which are used to approach consumers and other external stakeholders. The dominant framework for marketing mix is considered to be the 4P's of marketing, developed by Jerome McCarthy in the 1950's. The 4P's represent product, place, price and promotion, which represent the competitive marketing tools companies use to meet their marketing objectives. (Morsky, 2017)

A product is a commodity that can be offered to the market for sale or use for another individual, which produces value by satisfying the needs, expectations and desires of customers. (Russell, 2009) A product is formed by its visual appearance and practical (physical) features. Visual includes features such as, packaging, name and the overall design of the product. In turn, practical features of the product covers every physical aspect of the product, such as size, color, smell and taste. (Morsky, 2017)

In this context, place illustrates a products availability and distribution. The main function for a products availability is to satisfy customer demands. Availability and distribution secure that the product can be sold to customers comfortably and efficiently. In simple terms, place refers to where and how a product is sold. (Russell, 2009) Modern globalization has increased the availability of products as the use online stores and their offerings on delivery has become more common, and the value of the organizational location has decreased. (Morsky, 2017)

Price helps consumer to determine the value of a product. The purpose of price is not only to determine the number, which pays the cost of goods and profit, as the price of a product functions in multiple ways. It also guides companies in a way to produce their product, and respectively guides consumers on how to consume the product. There are various pricing strategies. Most commonly high pricing is believed to create profit when the demand is high, but at low demand it is believed to impact the sales negatively. In turn, low pricing can help companies to gain market share, but this requires a sacrifice on profits. However, in most cases significant changes in the price of a product lowers its credibility and reliability as it implies that the quality of the product is subpar. In marketing the price is a critical tool as customers must receive value in exchange for their money. It segments consumers into those who can and can't afford it. (Morsky, 2017, Russell)

Promotion is marketing communication, which includes any form of marketing strategies such as advertising branding, personal selling, public relations, sales promotion and event marketing (Russell, 2009). Effective promotion requires clear and efficient communication on distinctive product features. By promoting, companies can build an image based on their product and position, which can help to increase the interest and buying desire. (Morsky, 2017)

## **1.5. Advertising**

In order to study the effectiveness of advertising, it is necessary to understand from what advertising is comprised of and what it seeks to achieve. Generally, all advertising media selections are characterized by their strive to anticipate the quality and number of contacts which are being achieved through them and match the price of ad space to meet this. Types of advertising media include television, radio, print, internet, out of home media, mobile and media buying. For consumers, any communication on behalf of a brand is advertising (Russell,2009). The objectives of advertising are mainly targeted at increasing the awareness of customers towards the company and its products, building a targeted image and ultimately increasing sales. When emphasizing on consumer awareness towards a company and its products, it is important to convey the desired message to the selected target audience, as comprehensively as possible. (Kaakkolammi, 2009)

## **1.6. Media planning**

As mentioned before, efficient marketing communication is based on knowing what you want to say, to whom is it targeted and then finding a clear and memorable way to say it. The process of solving these three previously mentioned problems is called the media plan. Media planning is an advertising act planned for connecting the right message with the intended audience. Effective media planning holds a key role when pursuing success, as media ultimately connects the brand with consumers. Media plan condenses into two fundamentals, which are content and contact. Content can be defined as the message of the company's brand, whereas contact can be defined as the process of conveying the message to consumers. As content is considered to be the message of the brand, credibility and cogency are its main competitive features, which are the decisive factors for quality of the content, in the eyes of consumers. Whereas contact is the process of delivering the message to consumers, better known as advertising. Therefore, the quality of contact can be

measured by its ability to inform and raise awareness towards a brand and its products. (Kelley et al, 2008, Russell,2009).

## **1.7. Media advertising**

Advertising is constantly evolving in the field of marketing communications. After the start of twenty first century, globalization and new technologies have dramatically changed the selection of available media channels. Numerous new online channels have come to exist after mobile platforms have made it possible for customers to view and purchase products and services on move regardless of the locations. (Rosenbloom, 2014) The spectrum of media channels in advertising is very broad, and they can be classified by their features, such as the purpose of use and distinctive media features.

Printed media is a rather broad concept, as it includes all types advertising which are printed on paper such as flyers, brochures, magazines and newspapers. Different magazines and newspapers are aimed at various topics and have varying agendas. Therefore, each of them attract different types of audiences. This forms specific target groups for marketers based on consumers interests, which is why printed media is such a popular media channel for marketers. (Rantanen, 2017) Even though today printed media can feel old-fashioned, it is still considered as a relevant advertising medium and used frequently. Printed media is commonly associated with newspapers, magazines and city magazines together with other non-paid magazines. Newspapers target a large audience of readers, as it is available for everyone, is timely and deals with common topics. Newspapers are flexible and fast marketing channels, as they enable marketers to publish advertisement at a moment when its felt most effective. On the other hand, city magazines are great for localized advertising, as the reader group is based on a region such as a city or a county. (Arkimaa, 2016) Together these three media channels covered 36% of all media advertising in Finland during 2017,(Kantar TSN, 2018) In 2017, newspaper advertising alone was the second most used advertising medium in Finland. (Kantar TSN, 2018)

Television advertising can have a postive impact on a business, but is often a costly way of allocating resources. In 2017 Finnish people watched 2 hours and 48 minutes of tv per day on average. TV content captures 90% of Finnish people every week and is therefore a great tool for gaining nationwide visibility. (Finnpanel, 2017) Television is a highly active and informative

media tool for reaching out to large audiences. The strengths of tv advertising include (Rantanen, 2017):

- Scope (nationwide and local)
- Ability to affect emotions
- Moving picture and sound
- Quick playback
- Intensity
- Daily

Television creates an active relationship with its viewer. TV has the possibility to reach out for nationwide and local viewers. TV is a great platform for creativity, as it affects multiple senses at the same time. These senses include sight, hearing and emotions. (Hietala, 2017) Television commercials can be repeated frequently, during short periods of time. For the timing of TV commercials and the fit of program content is important for reaching the right audience. TV commercials are usually short and left easily unnoticed, as the ad time is too expensive for long commercials, which is the greatest weakness of TV advertising. (Rantanen, 2017)

Radio is a diverse and effective marketing tool. Repetition and simple messages are the two means which makes radio advertising effective. (Hietala, 2017). The strengths of radio advertising include (Rantanen, 2017):

- speed
- proximity
- flexibility
- locality
- fast playback

Radio advertising can evoke the feelings of the audience and affect their senses by creating different images into their heads, as it leaves room for the audiences imagination (Rantanen, 2017). As radio advertisements aren't physical, and can only be heard, it's important to affect feelings, in order to evoke the customers attention. (Hietala, 2017)



Outdoor advertising aims to get by-passers attention, by being visible in locations where people's movement and traffic is high. These types of locations include places such as city centers and busy roads. Outdoor advertising should be clear and simple, as its only viewed while passing by. It's a good way to reach out to consumers daily. It's visible to everyone, which is why the advertising should be able to draw attention and raise interest. (Rantanen, 2017). Digitalization has helped marketers to increase the ability to draw attention and raise interest, as screens are now able to show moving picture and sound. The weakness of outdoor advertising is its stationary location, which bypassers are likely to pass the advertisement without noticing it. (Hietala, 2017)

Internet or web page marketing is nowadays one of the most used marketing channels. As the usage of digital devices is increasing, the importance of internet marketing has been highlighted. Technological development on the internet is enabling new components and ways to make marketing more effective and focused. Internet advertising helps marketers to reach large audiences fast and easily. (Niskanen, 2013)

More often than not web pages with good design are also effective from a marketing point of view. Information architecture is clear, navigation is easy and call-to-actions are clearly marked on the web page. However, as the internet is full of almost identical content, gaining visitors can be challenging for marketers. A large proportion of internet users use search engines to navigate on the internet. Search engine optimization (SEO) has been found to be an effective method to increase website traffic. The higher a website is ranked in a search engines results, the more visitors it will receive as its visibility increases. Search engine optimization is based on activities aimed at increasing visibility in search engine results. Good positioning in search engine results is important, as it decreases the need of advertises to increase visibility. (Rantanen, 2017) Website SEO can be improved by improving the user experience. This can be achieved by increasing keyword depth, interlinking and improving the organization of content on the page.

Search engines can be also used as advertising tools, as it is a great platform for studying the needs and behavior of consumers. In search engine advertising, advertisers can choose the keywords which connects the users search with the advertisement. The advertiser gains the visibility, when the customers topic of search matches with the topic of the advertisement, which is the main idea behind search engine advertising. Because of this, search engines enables marketers to identify potential customers, and instantly link consumers consciousness towards a product or service. (Rantanen, 2017)

Social media advertising is part of digital marketing and is based on advertising on different social media platforms. As people are constantly connected on social media, people spend a large proportion of their time on these platforms. For marketers it is important to track consumers to places where they spend majority of their time. Therefore, marketers must be active in social media and know how to use various social media platforms as their advertising channels. (Rantanen,2017)

Social media can be described in many ways, but essentially it is the sum of content and interaction between users. (Niskanen, 2013) Compared to traditional media which offers users the ability to view and access information, social media enables user to share, engage, interact and create own content and share all content, privately, semi-privately or publicly trough network of friends followers and users. Social media advertising can be identified as a piece of this content intended to tempt and lure, which is distributed via a social media channels, providing users the ability to access, share and engage with the advertisement. (Rodgers & Thorson, 2017) However, the biggest challenge for marketers in social media has been its users low purchasing interest, as the main function of social media is communication with other users. (Niskanen, 2013)

There are plenty of social media platforms and channels, which all are based on facilitating communication. Currently Facebook, YouTube, Instagram have the most monthly active users respectively. Because advertising on various social media platforms is popular among advertisers, separation from the mass is extremely important. For marketers Facebook, Instagram and YouTube are strong advertising channels for targeted advertising. Users can be categorized by their age, gender, location, interests, work or education. Users can see advertisements which are tailored for their own user profile, which makes advertisements more interesting and meaningful for the users. Each of these social media platforms can be used strictly for advertising purposes, but also for growing a community. As the post with most likes and comments experience the greatest visibility, growing an own community has been found to be an effective method to gain more recognition on Instagram and Facebook. Social media platforms enable marketers to view the performance of their company profile, which helps to identify the reached target group and its distinct features, and also analyse the advertising performance based on data provided by the platform itself. (Rantanen, 2017, Rodgers & Thorson, 2017)

## **1.8. Sales promotion and sponsoring**

Sales promotion is a part of marketing communication, similar to advertising. Sales promotion is based on activities which encourage consumers to make purchasing decisions. Sales promotion is often used as a tool to support companies other marketing communication. It can function well together with a company's advertising campaign, where it can strengthen images that are formed by advertising and activate consumers more effectively. (Viitanen, 2017) Its methods include, bulk discounts, competitions, coupon discounts and any other activities that can accelerate sales. However, sales promotion should not be based on its discount methods, but rather on the consumers appeal and mental images, and the brands essential competitive factors. (Rantanen, 2017)

Sponsoring can be defined as marketing collaboration benefiting both parties, where a company gets visibility and attention, through a positive image possessed by the subject. Sponsoring is aimed at increasing the visibility of products and services, increasing sales and building brand image. Properly executed sponsorships and publicity has been proven to have a positive effect on brand equity. (Turfaill et al, 2014) The use of sponsorship has grown, as products have become more identical and the need of differentiation and image marketing has increased (Gardner, 1987).

To achieve positive results from a sponsorship, the values of both parties must be compatible. (Rantanen, 2017) According to Viitanen, marketers must consider whether the sponsor partner is suitable for the company's image, does it connect with the company and its products, will the company's marketing target group match with the audience gained from the sponsorship, value of publicity and media visibility, what are the benefits gained from the sponsorship and with what costs, and finally how the sponsorship can be exploited in other areas of marketing communication. (Viitanen, 2017)

Sponsorships can be identified from a variety of topics and activities such as sports, music, cultural, charitable, community and public television. (Gardner, 1987) The subject of sponsorship can be a group, team, individual, building, online or tv programs and even an event. Nowadays, online sponsorship is also a common tool to increase media visibility. If a company is a sponsor for a specific event, it is considered event sponsorship, where the sponsor of the event uses the events advertising value for its own good. (Viitanen, 2017)

## **2. METHODOLOGY**

### **2.1. Olvi introduction**

The mandator for the study was Olvi Oyj, which is a member and parent company of Olvi group. Olvi was founded in 1878 and is the second largest brewery in Finland. Annually Olvi invests a significant share of resources to marketing. Their marketing campaigns are diverse and the Olvi brand and its products have been highly visible in Finland during the recent years. In 2017, it's sales volume was 199,7 million. Olvi's sales volume has accounted for approximately 30% of the entire Olvi groups sales volume. Between 2014-2017, Olvi's sales volume increased by 30%, even though the domestic brewing industry has impaired annually. Because of this, Olvi's market share has increased during the recent years. Olvi is a member of the Finnish The Federation of the Brewing and Soft Drinks Industry, which represents the majority of Finnish breweries. According to the Federation of the Brewing and Soft Drink Industry, Olvi's market share was 26% in 2017. Olvi's domestic sales have been growing rapidly during the recent years. In 2017, Olvi's domestic sales were 191 472 million liters, which corresponded to 96% of their total sales. Olvi manufactures various range of alcoholic and non-alcoholic beverages such as beer, ciders, soft drinks, energy drinks, waters juices, etc. However, beer has been by far the most produced beverage for Olvi. Approximately 65% of the sales has been beer, 5% long drinks, 5% ciders and 25% of non alcoholic beverages such as soft drinks, waters, etc.

### **2.2. Research method and justification**

This study was based on empirical research. A quantitative research method was used to find out how efficient Olvi's marketing has been during recent years. This was done, in order to find out the strengths and weaknesses of Olvi's advertising, so that it could be improved in the future. Furthermore, a quantitative research method was used, as the study required large number of respondents. Even though qualitative research methods would have possibly given more accurate and thorough responses, they could not be used due to lack of resources. The research was carried

out through an online survey created in SurveyMonkey. This was the only tool used to create required primary data for the research.

Measurements on advertising effectiveness are focused at measuring the extent of brand awareness and its influence on purchasing decision. However, the HOE model aims to also measure the advertisement's capability to change the feelings and thought process of consumers, towards specific product attributes. The correlation between HOE model and four P's of marketing can be seen especially visible in the middle steps included in the HOE model, which have to do with favorable attitudes or feelings towards products. As a behavioral dimension the middle steps are considered as affective components, where advertising influences consumers attitudes and feelings towards the products attributes, according to which consumers then rank the next best alternatives. The four P's model presents the competitive marketing tools involved in the marketing of goods and services. But, each of them are also attributes in the eyes of consumers. According to the model, companies compete against each other with the product quality, price, availability and promotion. Therefore, by measuring consumers reactions towards these product attributes, the efficiency of advertising can be measured more thoroughly. As the HOE model is a predictive measurement of advertising efficiency, the aim of the research is to create data, which enables this research to study the effectiveness of Olvi's advertising by analyzing its capability to guide consumers up the six stages introduced in the HOE model.

### **2.3. Research design**

The survey was based on the six stages included in the HOE model, which are awareness, knowledge, liking, preference, conviction and purchase. Question one identified the gender and age of the respondents, while question two was aimed at identifying the occupation of the respondent. Questions 3-5 measured customer awareness and knowledge towards Olvi and its products. These are the first two steps in the HOE model. Adaptations of semantic differential and projective techniques have been proven to be helpful when measuring the movement in the middle steps, which measure attitudes and feelings, and ultimately ranking. Therefore, question six was aimed at measuring "liking" by using a projective technique, which is the third step in the HOE model. In other words, question six was designed to measure Olvi's image in the eyes of consumers. Projective technique is considered as a method to study if consumers have reached certain stages in affective and conative dimensions in the HOE model. Brand personality is defined

as "the set of human characteristics associated with the brand"(Aaker, 1996). A brand can be described with the a same set of adjectives that can be used to describe a person. As an example, a brand could be perceived as domestic, male and traditional. These underlying perceptions of the brand might be hard to discover if asked directly and thus projective technique is widely used in marketing and advertising research.

In question seven, semantic differential question was used to measure "preference", which is the fourth step in the model. This question is aimed at scaling the attitudes with regard to the four competitive marketing tools presented in Jerome McCarthy's 4P's of marketing model. Question eight was also focused at the same step as question seven. However, it was aimed at finding Olvi's ranks among its two main competitors in Finland. Question nine was focused at solving the last step in included in the HOE model, aimed to explore how many have actually bought Olvi's product, as increasing sales is the ultimate goal of advertising. The last question (Q.10) measured the "reach" of Olvi's different media channels by finding out how well respondents can recall Olvi's advertisements and the products advertised on each advertising medium. Even though question 10 can be considered to be partly outside the Hoe model, it is important for Olvi in order for them to improve their marketing strategies.

The survey was sent to over 100 respondents, which included adults from all age groups and genders going through different stages of life. The link of the survey was sent to all respondents during the same day and was closed when every respondent answered the survey. This process took one week, lasting from 19.11.2018 to 25.11.2018. In total 100 respondents were reached for the study, as each respondent gave their answers within the timeline.

### 3. RESULTS

In total 100 respondents were included in the research. Women accounted for 45% of the respondents, while men accounted for 55%. Therefore, gender distribution was relatively even. There was no age requirements for respondents. However, the purpose was to avoid under aged answerers as the survey dealt with alcoholic drinks. The average age of respondents for women was 42 years, while the same number was respectively 30 years for men. For all respondents, the average age was 35 years.

Occupation	Student	Labourer/ Employee	Lower management	Upper management	Senior management	Entrepreneur	Homemaker	Retired	Other
Total	29	26	6	12	6	4	2	7	8

Table 1. Respondents occupation.

The third question was aimed at collecting data on the respondents occupation. The largest respondent group was students, which accounted for 29%. Second largest group was laborer's, which covered 26%. 12% of the respondents worked in the upper management, which made in the third largest group. As table 1. shows, other groups were notably smaller than the top three. However, respondents were reached in all of the segments.

Next step of the survey was to measure respondents unaided brand awareness towards Olvi's brand. Respondents were asked to name the brands that first comes in mind, when thinking of multiple beverage categories. Olvi was mentioned 50 times and was the most recognized brand among the respondents. Olvi's main domestic competitors Hartwall and Sinebrychoff were mentioned only 41 and 25 times respectively. Large global brands such as Coca-Cola and Pepsi

were also left behind Olvi, as they were mentioned 46 and 23 times respectively. However, results varied significantly between age groups.

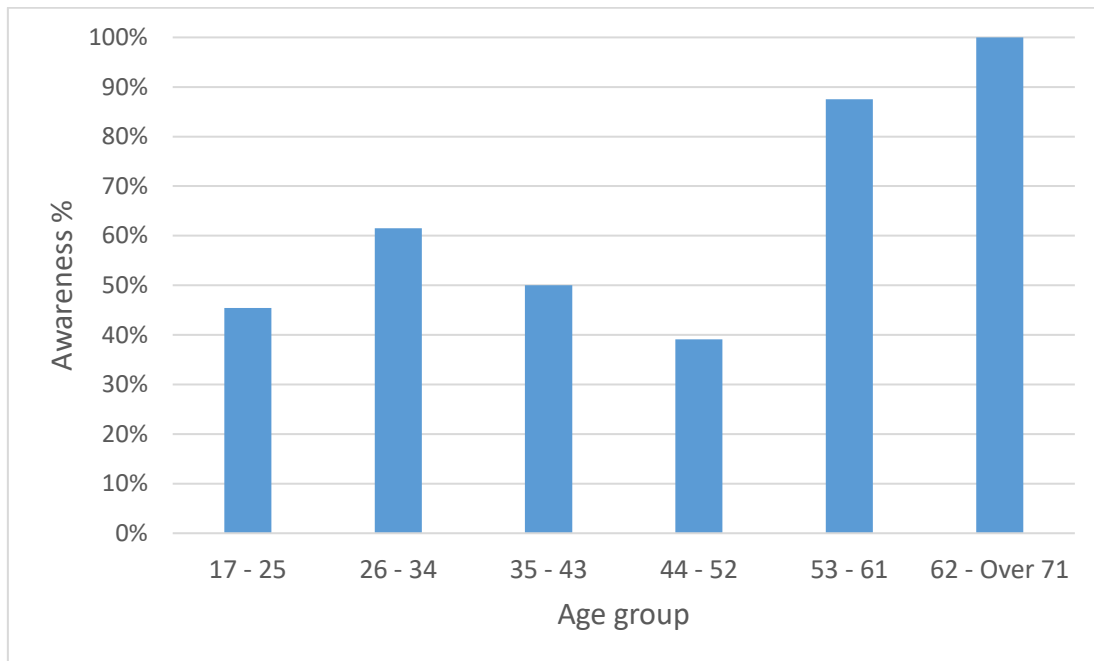


Figure 2. Unaided brand recognition.

According to Figure 2, Olvi's unaided brand recognition was significantly higher within the older age groups, especially for respondents over the age of 53. A clear pattern can be seen when moving up the last two age groups, as the level of unaided brand recognition increases when the age of respondent increases. Only 41% of respondents in the age group between 17-43 mentioned Olvi in their answers, while the same number for respondents between the age of 44-71  $\geq$  was 68%.

The fourth question measured respondents' awareness towards Olvi's products, without actually labeling them as Olvi products. Instead of focusing on the respondents' recognition of specific products, the target was to solve the number of products respondents were familiar with. On average, respondents were familiar with 6.1 products from the list of 11 products (see appendix).



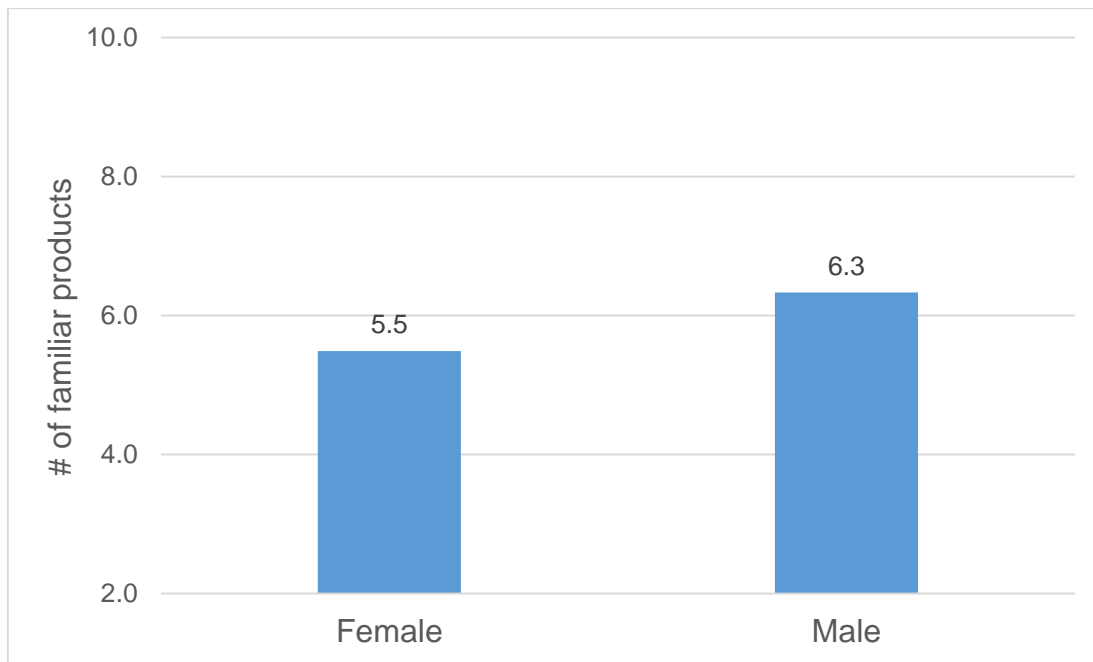


Figure 3. Which of the following products are you familiar with?

Figure 3. indicates how the respondents awareness towards the products varied between both genders and age groups. In general, males were able to name approximately one product more than women, as the average for men and women was 6,3 and 5,5 respectively.

The group which was able to name the most products was males between the age of 17 and 43, 6,8 on average. In turn, the group with the lowest number of products recognized was females between the age of 44-71  $\geq$  who averaged 4,6. As the sample size was 100 respondents it was challenging to compare some subgroups( e.g. female respondents between 26-34 years). Therefore the results were organised in larger groups and making them statistically more reliable (i.e females between the age of 17 and 43).

Question 5. measured the respondents capability to identify the products recognized in question four as Olvi products. Respondents were shown the same list of products in both questions. The average number of products respondents were familiar with in question four was 6,1, in question five the average number of products respondents were able to identify as Olvi products was 2,5, which is a decrease of 59%.

Question 6. was aimed at measuring respondents image of Olvi by using projective techniques. The questions asked respondents to name the type of people who buy Olvi's products, the animal that best describes Olvi and finally to describe Olvi's products with one word.

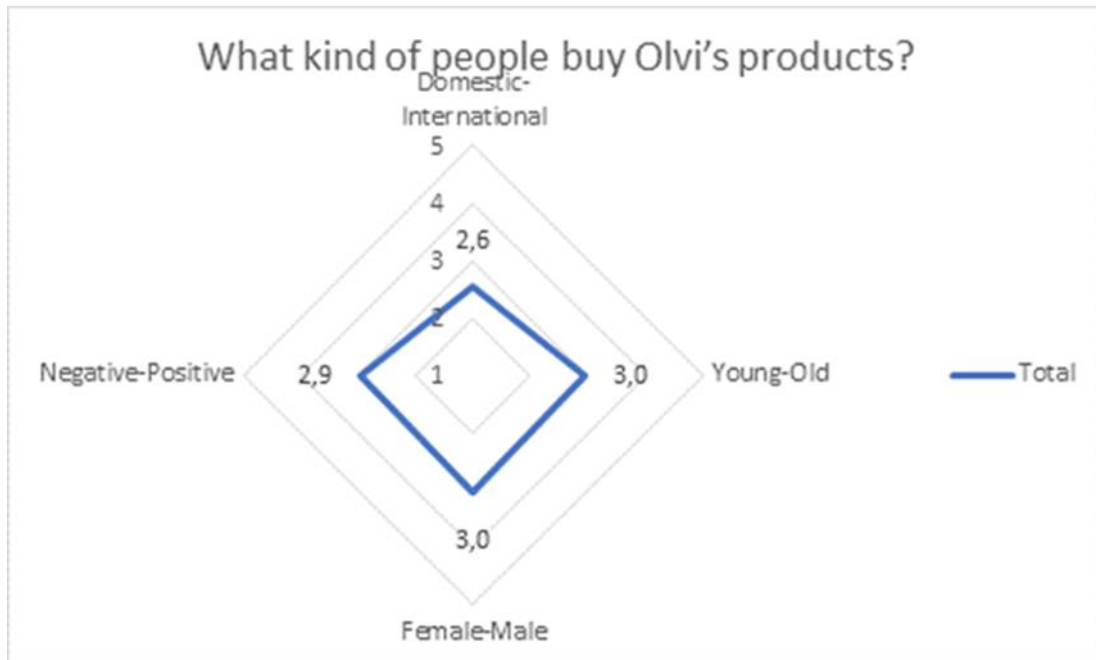


Figure 4. What kind of people buy Olvi's products?

The first part of the question measured the image respondents had of Olvi's customers. Answers were categorized based on four features which were young or old, female or male and negative or positive, domestic or international. As Figure 4. shows respondents considered Olvi's consumers to be Finnish rather than international. Respondents answers were extremely neutral towards the other three features.

Second part of question six asked respondents to match Olvi with an animal. Again, answers were categorized based on four features: was the given animal domestic or international, simple or intelligent, rare or common, safe or risky.

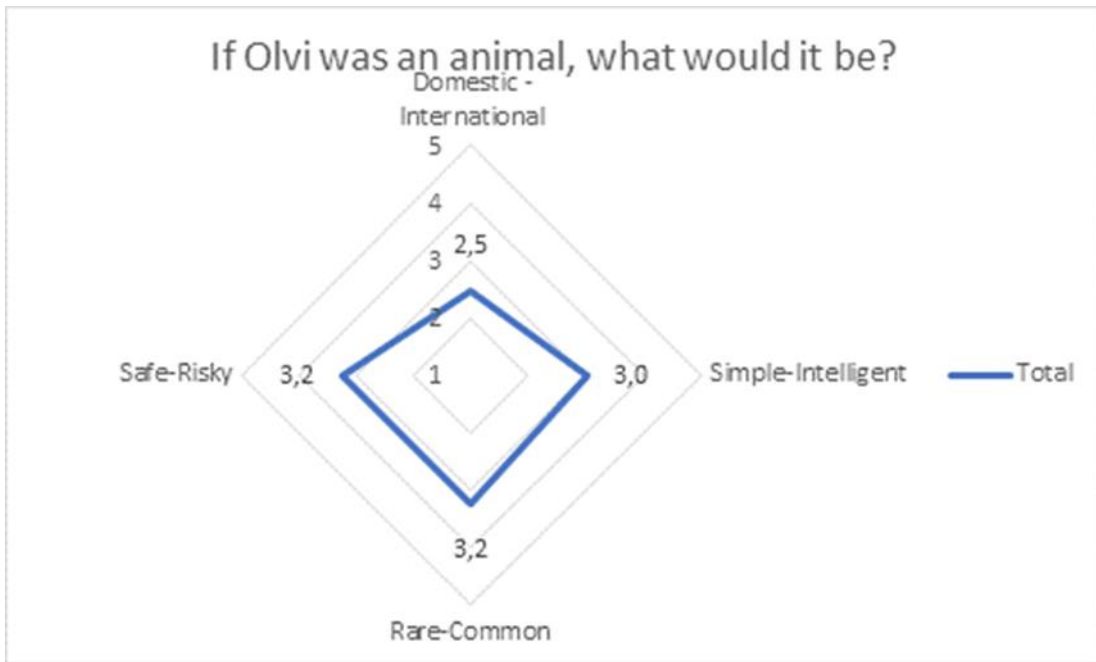


Figure 5. If Olvi would be an animal.

As figure 5. indicates, respondents linked Olvi with animals that can be found mostly in Finland. Respondents also considered Olvi as a rare animal rather than a common one, as the average answer was close to 3,2. When answers were analyzed for their relation with respect to safe or risky, most answers were rather neutral, such as a fox or deer. However, a large proportion of the animals the respondents named were wild animals, which is why the result was closer to risky than safe.

The third part of question six asked the respondents to describe Olvi's products with one word. Again, answers were categorized based on the following four features: flavorless or tasty, low quality or high quality, cheap or expensive and traditional or modern.

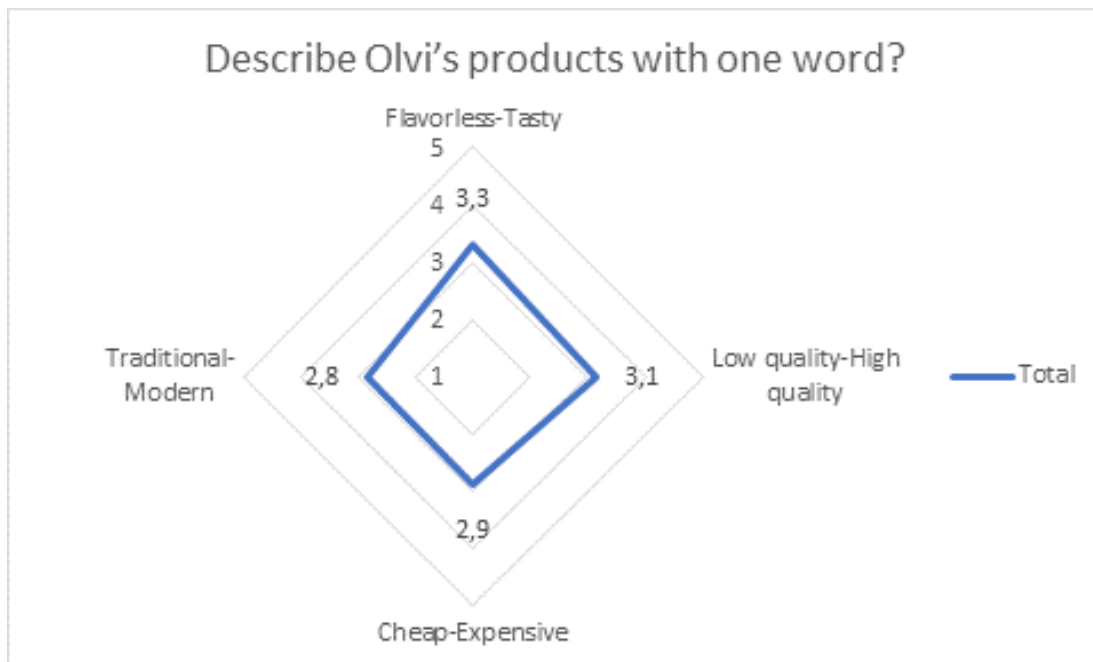


Figure 6. Describe Olvi's products with one word.

When respondents were asked to describe Olvi's products with one word most of the answers were affiliated with the taste. Most answers were between neutral and good, and taste was precisely the feature which experienced the most positive mentions. This also increased the rating of the quality, as good taste can be considered a high-quality feature. Respondents did not react to the quality in addition to taste. In addition, answers clearly pointed out that Olvi was considered much more traditional than modern within the answers of all respondents. The prices of Olvi products were not reflected in the answers.

The seventh question measured the respondents attitudes towards Olvi's products quality, availability, price and promotion. This was measured through four questions. Respondents were asked to give their answer from a scale from one to five, one being very bad and five very good. First question asked how well Olvi's products had met the needs of respondents. The average number for all of the respondents was 3,5, which positions the results between mediocre and good. On average, male respondents were slightly more satisfied with the products than females. Answers were rather equal between different age groups. However, the most satisfied age groups were 53-61 and 62-71 ≥, as they both shared an average rating of 4.

The next part of question 7 measured how well Olvi's products were available. The average rating respondents gave for the availability was 4,1. There were no significant differences between the

answers of both genders. The average for respondents between the age of 17-43 was 4,3, and for respondents between 44-71  $\geq$  the number was 3,9. Still, both age groups were satisfied with the availability.

The next part of the question measured how satisfied consumers were towards the pricing of Olvi products. Respondents between the age of 17-43 expressed a positive attitude towards the pricing of Olvi products, as the average for the age group was 3,8. For the age group between 44-71  $\geq$ , respondents answers were closer to neutral as the average for the group was 3,4. For females answers were much closer to neutral as the average for females was 3,2 and 3,6 for men.

The final part of the question measured what the respondents thought of Olvi's advertising. Respondents between the age of 17-44 expressed a neutral attitude, as the average for the group was 3,1. However, respondents between the age of 44-71  $\geq$  expressed some dissatisfaction towards the reachability of Olvi's advertising, as the average for the groups was 2,9. In addition, females expressed negative feelings towards the advertising of Olvi as the average result for them was 2,6. For men the average was 3,0. Therefore, male respondents had a completely neutral attitude towards the advertising of Olvi.

In question eight respondents were asked to rank the three largest Finnish breweries in preferred order. To clarify, these breweries were Olvi, Hartwall and Sinebrychoff. The closer the average rank was to one, the better the result was. This was an aided brand valuation question, as answers options were visible for respondents, unlike in question three where respondents were asked to name familiar brands. The number one ranked brewery was Hartwall, as its average rank was 1,5. Olvi came second with an average rank of 2,1. Sinebrychoff took third place with an average rank of 2,4.

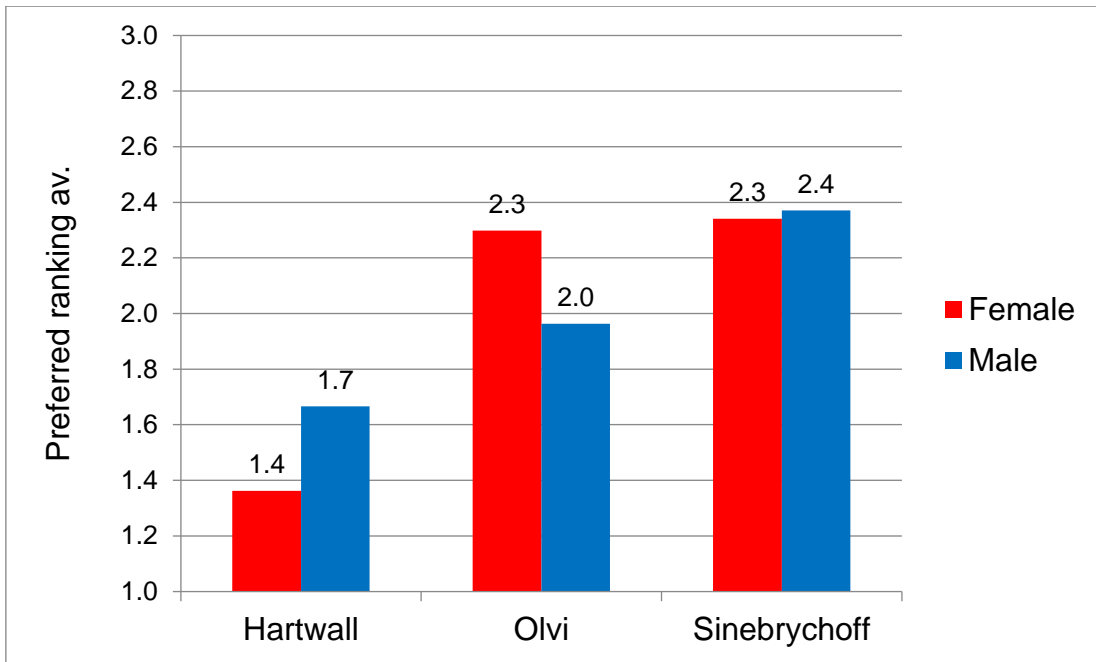


Figure 7. Brand ranking between genders.

However, as figure seven indicates, results varied significantly between both genders. The difference in the ranking of Olvi between the genders was significant as the average ranking was 17% higher for females. According to the results, Hartwall seemed to be superior within females but the difference between Hartwall and Olvi decreased significantly within male respondents.

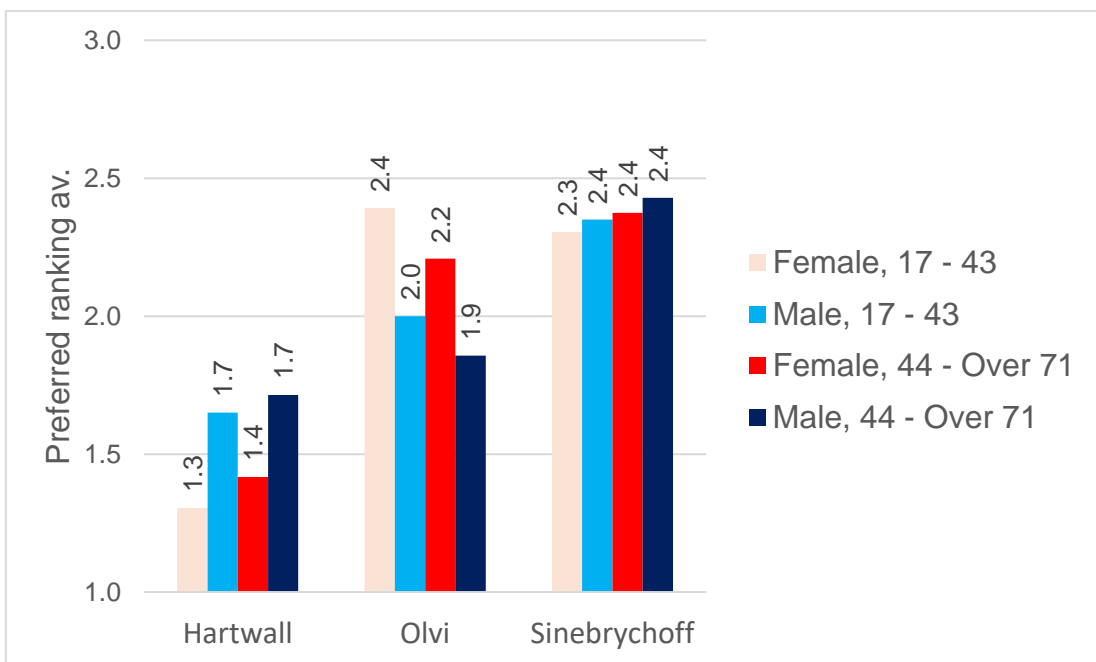


Figure 8. Brand ranking by age group and gender.

As Figure 8. above indicates, the group that preferred Olvi the least was Females between 17 - 43, with the highest average ranking of 2,4. For this particular group, Olvi had the highest average ranking from the three breweries. In turn, Olvi had the lowest average ranking (1,9) within males between the age of 44 - over 71.

Question 9 measured how many had actually purchased Olvi's products. 94% of respondents had bought Olvi's products, therefore only 6% of respondents did not recall purchasing Olvi's products. There were no significant differences between the answers of both genders or age groups, as only a small proportion of respondents had never bought Olvi.

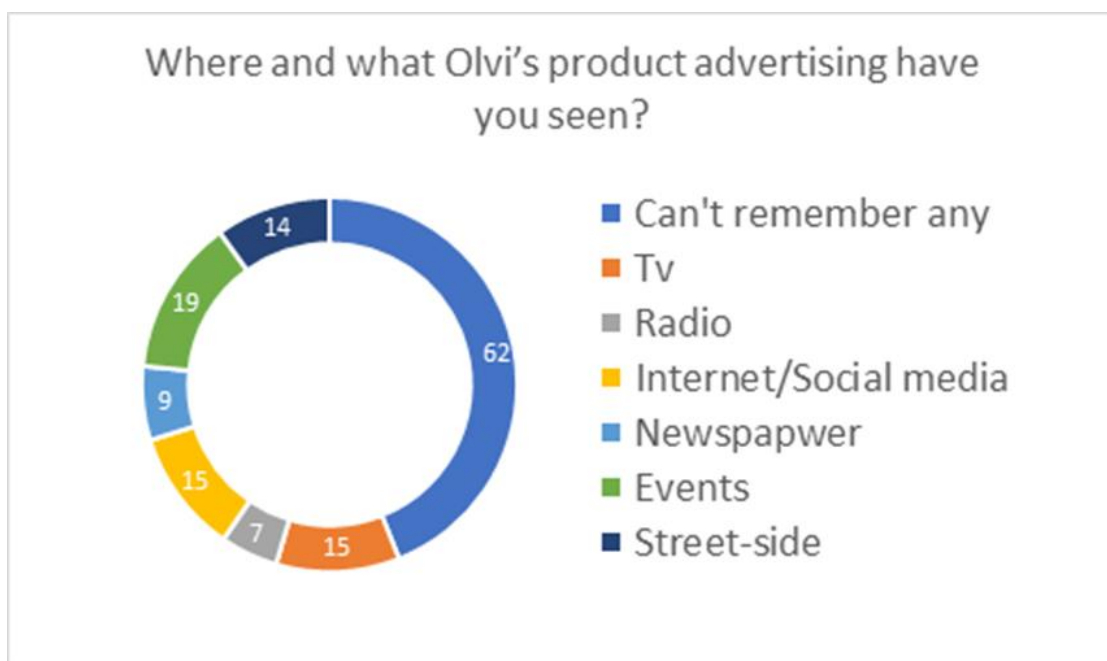


Figure 9. Unaided advertisement recognition.

The final question was aimed at measuring the efficiency of Olvi's advertising. The question measured the respondents unaided ability to remember Olvi's advertisements. To clarify, respondents were asked if they had seen Olvi's advertising, and then to name what was advertised. Figure 9. above shows the number of responses each answer option received. In total, 61% of respondents were not able to remember any advertising from Olvi. Contrarily, 39% of respondents were able to name where they had seen Olvi's advertising and name the advertised product, once or more than once. From the 39% which were able to identify Olvi's advertising, almost 50% of respondents were able to identify Olvi's advertising from events. In this context, event refers to Olvi's sponsorships, such as event sponsorships or sports sponsorships. TV, internet and street-side

advertising collected almost same amount of answers, and therefore shared the second place. Only under 10 respondents were able to remember Olvi's advertisements from the radio or newspaper.



## 4. FINDINGS

In the study Lavidge and Steiner's hierarchy of effects theory was used as a "funnel" to measure effectiveness of Olvi's advertising. As the model suggests, the goal was to analyze respondents answers, and to find out how efficiently Olvi's advertising has guided the respondents through the "funnel" and the steps included. The last step in the funnel was designed to be the actual purchase of Olvi's products. However, due to the problem of impulse purchases and the fact that Olvi's products are low-involvement purchase decisions, the data obtained of the respondents purchases of Olvi's products most likely include a non-sampling error, which is why its true value can be questioned. Also, it is good to keep in mind that Olvi doesn't operate in direct sales to consumers and thus advertisement campaigns in the funnel's last steps are often conducted by merchants or retail chains. Therefore, according to the results, respondents ability to name Olvi's advertising and name the particular product, together with the mental images incorporated with Olvi, work more effectively as the "last step" included in the funnel.

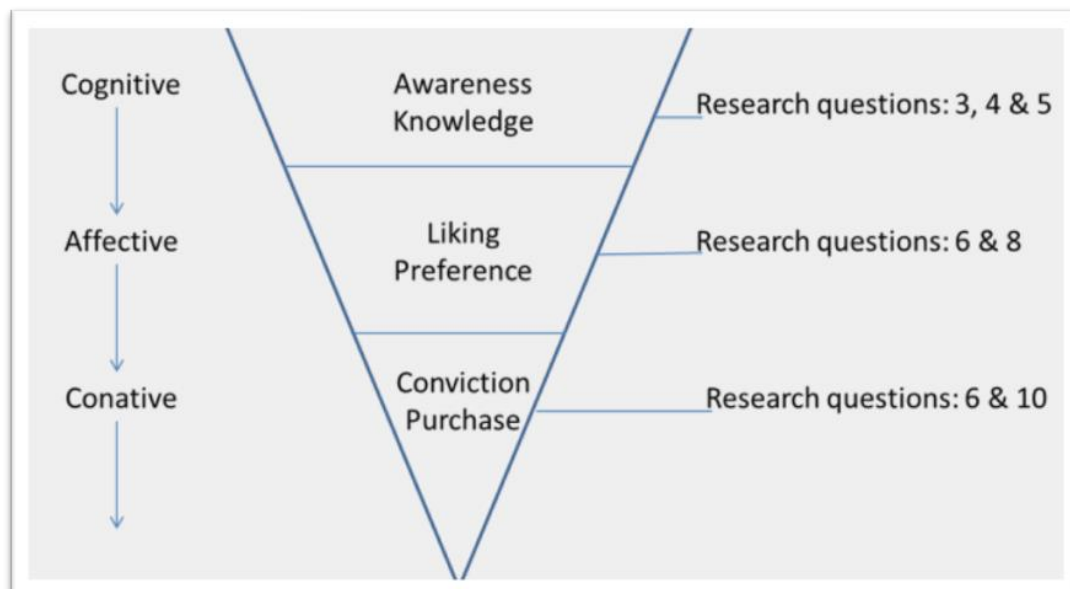


Figure 10. The HOE funnel.

Source: (Lavidge & Steiner, 1961), complemented by author

Figure 10. indicates how the questions included in the questionnaire were united with the HOE model. When looking at the respondents answers on unaided brand recognition and product knowledge on a cognitive level, there were no significant differences with the answers of both genders on their unaided brand recognition of Olvi. Similarly, the answers between both genders were rather close to each other when the aided recall was measured, as on average men were able to name six products and women five. In general, when looking at the results, respondents showed high brand awareness towards Olvi, as it was mentioned the most times, even surpassing global giants of the brewing industry such as Coca Cola and Heineken. Therefore, Olvi's advertising's ability to raise awareness towards the brand itself cannot be questioned.

The results on brand liking and preference must be highlighted, as the answers in this section began to show differences, especially between both genders. Firstly, focusing on the answers the respondents gave on the four competitive marketing tools introduced in the four 4P's of marketing theory, women's ratings towards three of the four features of Olvi were significantly lower than men. And this was the first sign of women liking Olvi less than men. Of these four, the availability of Olvi's products received the highest ratings. As Olvi is one of the biggest breweries in Finland, it's clear that its products are sold in most stores. However, for a product which is sold at grocery stores which offer multiple substitute products, the respondents high rating towards the availability of Olvi's products refers that their products are properly visible at the stores and consumers are aware that Olvi's products are often available. Availability was the only feature that was appreciated equally by both genders.

When preference of respondents towards Olvi was measured through a ranking question, the differences between the answers of both genders grew even more noticeable in addition to the signs of women liking Olvi less than men. In addition, brand ranking preference was lower with younger age groups in both genders when compared to older participants. Especially, between women under the middle age (43) and men over the middle age, the gap found between the average rank was a substantial founding of the study, as women under the middle age ranked Olvi almost 25% lower than men over the middle age did. This particular group ranked Olvi as a least preferred brand among all three brands.

As the goal was to measure how efficiently Olvi's advertising was able to channel consumers through the "funnel", the affective part of the HOE model which includes the steps liking and preference, seemed to be the problematic area for Olvi. During this stage, women started showing

much stronger dissatisfaction towards Olvi. Affective stages are about evoking feelings and emotions, in order to shape the way customers feel towards a brand. What comes to Olvi's advertising and its message, according to the results, it seemed to be more masculine and work better on men than on women.

A properly stimulating advertisement should increase the chances of consumers actually remembering it and being able to match with a product. This is why the final step included in the "funnel" of this study measured how many can actually remember Olvi's advertising and name the advertised product. Again, there were noticeable differences between the answers of both genders. Approximately, only 25% of women were able to remember any form of Olvi's advertising, while almost 40% of men were able to remember some advertising. According to the HOE theory projective technique can be used as a tool in the conative stage where actual purchase decision is approached. Again, results show that Olvi is considered as a masculine, Finnish and traditional based on the responses received from question 6.

If cognitive is to do with intellect and affective is more connected with emotions, conative is then a person's response and actions based on its intellect and emotions. Therefore, projective techniques were used to solve how respondents images of Olvi were formed based on the knowledge and emotions respondents have towards Olvi, in order to understand how respondents ultimately feel about it. In general, results showed that Olvi is considered to be a masculine brand with strong connections to a Finnish identity. Again, masculinity was highlighted from the results, in a same way as in the affective section of the funnel. Respondents mental images from Olvi were also connected with its domestic nature. In general, the results showed a clear pattern of masculinity towards Olvi, which is most likely the reason why females showed less interest and appreciation. As Olvi was connected with the adjectives mentioned above, it seems to present itself as a brand for traditional Finnish men, which is why male respondents over the middle age showed the highest knowledge and appreciation towards the Olvi brand and products, while young women showed the least, as these features most likely feel distant for females under the middle age.

## CONCLUSION

For future research, the last step of the “funnel” should be designed more carefully. The impact of impulse purchases should be understood more thoroughly, to avoid the similar type of non-sampling error in the future. Therefore, the second hypothesis (H2), which predicted that the results would show that advertising or promotion would be one of the main reasons to buy Olvi’s products was proven to be invalid, as almost all respondents had purchased Olvi’s products and still only under half of the respondents were able to remember any form of advertising from Olvi. Questions measuring respondents purchases should measure the number and pattern of the purchases more carefully, in order to find useful data on the effects of advertising to the number of purchases. And as mentioned earlier, the complexity of different stakeholders (i.e. Olvi, merchants and chain stores) and their roles in different steps in advertising should be included better in the research planning.

According to the results of the study, Olvi’s branding and marketing is highly efficient at raising the awareness towards the brand and its product in a wide range of consumer groups. Hypothesis one (H1) predicted that Olvi’s brand awareness would be higher among male respondents which was not true, as the results on brand awareness didn’t show notable deviations between both genders. However, the tone of the communication was considered to be more masculine, which is why females had more problems building positive attitudes and feelings towards Olvi and its products. Therefore, the third hypothesis (H3) which predicted that Olvi’s advertising works more efficiently for male consumers due to the nature of their brand, was proven to be correct. Especially, women under the middle age showed low interest and appreciation, which is most likely due to the fact that Olvi was connected most strongly with traditional, domestic and masculine features, which mainly attract older Finnish men. Therefore, the ability to create and build feminine images and emotions in consumers can be questioned for Olvi, as its advertising and branding seem to ignore feminine features. For a brewery the size of Olvi, which mainly operates in the Finnish domestic beverage market, the target group should include both genders. Therefore, for future improvement Olvi should include more feminine features in its advertising and branding to make themselves more attractive option for female and younger consumers. This strategy could be implemented with some new products combined with a marketing message

tailored towards them, as it would not affect the older male consumers buying the more traditional Olvi products.

To conclude, Olvi has a very strong position in their most important consumer segment in the brewing industry. On the other hand, Olvi has strong potential to improve their position among female consumers both marketing and product portfolio wise. How to achieve this target would also be interesting topic for future research.

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# APPENDICES

## Appendix 1.

Q1. Gender and age:

Female	45
Male	55
Total	100

Average age of respondents is 35,3 years

Q2. Occupation:

Student	29
Labourer/Employee	22
Lower management	6
Upper management	17
Senior management	6
Entrepreneur	4
Homemaker	2
Retired	7
Other	7
Total	100

Q3. Name the brands that first come in mind, when thinking of multiple beverage categories.

Total 100 responses (free text)



Q4. Which of the following products are you familiar with?

Kanes soda pop	56
Motor Oil	32
Sherwood	50
A.Le Coq	90
Sandels	95
Fizz	81
Kevyt Olo	83
Health Lab	29
Teho	59
Raikas mehujuoma	24
CID Siideri	6
Total:	100

Q5. Which of the following products can you identify as products of Olvi?

Kanes soda pop	22
Motor Oil	9
Sherwood	4
A. Le Coq	30
Sandels	38
Fizz	18
Kevyt Olo	77
Health Lab	8
Teho	37
Raikas mehujuoma	0

CID Siideri 4

Total responses 96

Q6. Please answer to the following questions

a. What kind of people buy Olvi's products? 99 responses (free text)

b. If Olvi was an animal, what would it be? 98 responses (free text)

c. Describe Olvi's products with one word? 95 responses (free text)

Q7.

a. How well do Olvi products meet your needs?

Very poor	Poor	Fair	Good	Excellent	Total
1	6	39	45	8	99

b. How well Olvi's products are available?

Very poor	Poor	Fair	Good	Excellent	Total
0	1	15	51	32	99

c. How well are Olvi's products priced?

Very poor	Poor	Fair	Good	Excellent	Total
1	2	39	47	10	99

d. How well has Olvi's advertising reached you?

Very poor	Poor	Fair	Good	Excellent	Total
5	14	56	19	5	99

Q8. Rank the brands below in preferred order?

Ranking	1.	2.	3.	# of responses	Average
Hartwall	61	23	15	99	2,46
Olvi	20	47	32	99	1,88
Sinebryhof	18	30	52	100	1,66

Q.9 Have you purchased Olvi's products?

Yes 95

No 5

Q.10 Where and what Olvi's product advertising have you seen?

Media	# of responses
Radio	7
TV	15
Magazinei/Newspaper	8
Internet/Social media	14
Street advertising	12
Events (Sports and culture)	19
Can't remember any	64

## **Appendix 2.**

Link to survey:

<https://fi.surveymonkey.com/r/HXDG5PX>