Master's thesis 2017-2018

Master’s thesis and thesis seminar

The programme study module includes a 30-credit thesis with a 6-credit seminar. The thesis must demonstrate readiness for scientific thinking, command of research methods, conversance with the topic of the thesis, and ability for scientific communication.

The student takes also part in a thesis seminar, which is designed to help the students to prepare their thesis work. The seminar consists of meetings, completing thesis, presenting the research topic to the seminar group and acting as an opponent for a fellow student’s thesis. Seminar lasts usually the whole semester, and it is organised during both autumn and spring semesters.

Registration for the seminar varies depending on the degree programme: please see the instructions for each programme in WebOodi or MyCourses. For instructions on writing and handing in the thesis please see Planning your studies.

Maturity test

After completing the Master’s Thesis the student has to write a maturity test in order to demonstrate their familiarity with the subject of the thesis and proficiency in Finnish or Swedish language. If a student has demonstrated their Finnish or Swedish proficiency in the Bachelor’s degree, it is not required again for the Master’s degree. In this case the maturity test will be evaluated only based on the content. However, the maturity test is still always written in Finnish or Swedish, unless the student has been exempted to write the test in some other language (see instructions below).

The maturity test is a written examination based on the Master’s thesis. The School of Business students write an executive summary which is classified as the maturity test. For further instructions regarding the maturity test, please see Planning your studies - Maturity test.

If a student has had their (high school) education in a language other than Finnish or Swedish or abroad, it is possible to apply for an exemption in order to make the test in English or some other language. The application will be addressed to the Vice Dean of the School of Business. In this case the maturity test will be evaluated only based on the content.

Master's Thesis Seminar at the Marketing Department

1. Research methods studies:

Before coming to the graduate seminar, you must complete these two research methods course(s):

- 23E80101 Qualitative Business Research Methods, 6cr
- 23E80102 Quantitative Business Research Methods, 6cr

During these research methods courses, you will, among other things, complete a structured (and standardized) 'research plan' for your thesis work. If your thesis work is qualitatively orientated in method, you will complete this research plan during the qualitative course, and vice versa, if your thesis work is quantitatively orientated in method, you will complete this research plan during the quantitative course. Since Fall 2013 students can also submit a Research Plan that has not been approved during Research Methods course(s). The Research Plan should in any case be approved before the seminar starts.

Without an accepted research plan, you cannot attend graduate seminar courses. To be granted an exception on this rule, a written letter must be provided to Sammy Toyoki, head of the MSc in Marketing program.

2. Graduate Thesis Work (Thesis Manuscript 30cr + Graduate Seminar 6cr):

Starting from January 2017, the Marketing Department has initiated new guidelines for Graduate Thesis Work. Accordingly, thesis manuscript work will be divided into three phases, each completed phase awarding 10cr (totaling 30cr). The graduate seminar takes place during the second phase and is awarded another 6cr. Below are descriptions of each phase, followed by Spring and Fall schedules:

Phase 1 “Research Plan and Literature Review” (10 cr)

The aim of this phase is to prepare a research plan and a tentative literature review. The kick-off session will take place on 21.3.18 16:00 - 17:00 class room E-125 (Green). During this session, you will be instructed in the principles of graduate thesis work and will have the opportunity to discuss your research ideas with potential thesis supervisors. Once you have identified your general research area and methodology, you will be assigned to a seminar group (see below “Graduate Seminar 6cr”), and will continue developing your research plan and literature review under the personal tutorage of your group instructor. No seminar group meetings are arranged at this point. You will then submit a draft research plan to your tutor (via MyCourses) by the end of April for feedback and further guidance on how to develop and write up a tentative literature review. Both finalized research plan and literature review will be submitted for approval by August 15th (via MyCourses) prior to commencing of the Graduate Seminar in September. Your submission will be assessed on a ‘pass/fail’ basis. If your submission is failed, you will have the opportunity to revise and resubmit in two weeks (via MyCourses). Once your submission is approved by your seminar instructor, you will be awarded 10cr.

Phase 2 “Data-Collection and Analysis” (10cr) + Graduate Seminar (6cr)
The aim of this phase is to start working on the empirical part of your thesis, followed by a focus on analysing your empirical research data. This phase will take place in the form of the graduate seminar, where you will be instructed on your chosen methodology, data-collection methods and data-analysis techniques. The seminar will comprise of scheduled group meetings, individual presentations of work in progress, and personal tutoring sessions with your instructor (see section “Graduate Seminar” for detailed description). Once the seminar is completed successfully, you will be awarded 6cr. On approval of your thesis manuscript (via MyCourses) that includes an introduction, literature review, methodology and a findings section, you will be awarded 10cr (pass /fail).

**Phase 3 “Writing Up and Submitting of Finalized Thesis Manuscript” (10cr)**

During this final phase, you are to finish writing up your manuscript, which will now include discussion, conclusion and bibliography sections at the back end, and the remaining articles required for the front end (e.g. cover sheet, extended abstract, list of contents and so on). This phase entails independent work from you with provision of final personal tutoring sessions and written feedback at the discretion of your supervisor.

**Graduate Thesis Work Schedule**

Students may choose to commence their graduate thesis work during Spring or Fall:

**Spring Track (enrollment by 31 March)**

**Phase 1 “Research Plan and Literature Review” (10 cr)**
- Kick-off session on 21.3.18 16:00 - 17:00 class room E-125 (Green).
- Duration: periods IV and V
- Submission deadline for the draft research plan by the end of April
- Submission deadline for final research plan and literature review by August 15th

**Phase 2 “Data-Collection and Analysis” (10cr) + Graduate Seminar (6cr)**
- Seminar commences according to seminar group schedule
- Duration: periods I and II
- Submission deadline for partial thesis manuscript by the end of the seminar

**Phase 3 “Writing Up and Submitting of Finalized Thesis Manuscript” (10cr)**
- Submission of thesis and completion of ‘Maturity Test’ strongly encouraged by end of next period (period III).

3. Graduate Seminar (6cr)

The aim of the MSc thesis seminars is to provide and receive written and oral feedback on drafts of the MSc thesis. The seminar sessions provide a supportive forum to discuss research issues relevant to the particular stage of research with fellow students and the supervisor and make informed decisions how to develop the study further. The seminars assist in structuring thesis work and stimulating progress. The regular meetings pace the writing and reading process and provide concrete deadlines and peer group pressure. Upon completion of the seminars, the student will be able to critically evaluate academic research.

Thesis seminar groups start twice a year (September and February) and last two consecutive periods (e.g. if the thesis course is commenced upon in period I, it will last to the end of period II). The graduate thesis seminar will last approximately two periods. **Graduate thesis seminars are divided into following groups depending on substantial and methodological orientation taken:**

- Marketing and consumer research using quantitative methods (supervisor at Fall 2018: Tomas Falk, Sami Kajalo)
- Marketing using qualitative methods (supervisors at Fall 2018: Henrikki Tikkanen, Joel Hietanen)
- Consumer research using qualitative methods (supervisor at Fall 2018: Sammy Toyoki, Petri Cozma)

Students are strongly advised to consider as early as possible under which methodological paradigm to do their graduate thesis. Due to the intensified seminar structure, attendance is compulsory in seminars. It is of utmost importance that students engage in the seminar with full intention to follow its aims and carry out its required workload. Students are expected to have either completed their thesis during this seminar period, or, taken it to a point where they can finish writing it up on their own. No seminars will be held after this seminar period. Each MSc student presents twice a draft version of his/her thesis during the chosen academic semester and acts four times as an opponent by commenting on a fellow student’s thesis draft. In the seminars, issues associated with e.g. how to conduct a critical and analytical literature review, how to avoid plagiarism and follow high ethical standards throughout the research process are discussed. Students practice providing and receiving constructive criticism on their own work and that of others. The MSc seminars cover theoretical, methodological and empirical challenges faced by the students during the entire research process.

**Framework for Marketing MSc Thesis Research Plan. (New 2016)**

**Enrollment**

- The student checks that he/she meets all the requirements to attend the seminar: that Bachelor degree and Research Methods studies are completed.
- The student chooses the topic of research and prepares a research plan
- The student chooses one of three groups:
  - Marketing and consumer research using quantitative methods
  - Marketing using qualitative methods
  - Marketing using qualitative methods
Consumer research using qualitative methods

The student enrolls to the Master’s Thesis seminar in WebOodi and uploads his/her research plan into MyCourses.

- To commence the seminar in the Fall, you must enroll by the end of the previous March, and to commence the seminar in Spring, you must enroll by the end of the previous September.

The enrollment happens in WebOodi. Students, who will participate the seminar during Fall 2018, register for the study event 23E99905 with timing 1.3.2018 - 31.7.2020. Research plan should be uploaded into MyCourses by the end of April.

Only MSc student in Marketing can be registered for the seminar (23E99905). You have the right to enroll and attend the graduate seminar only once. If you need to cancel your registration, please do it during the first week of the seminar at the latest to the study coordinator.

You can search for keywords using your browser’s search function. It is usually available with Ctrl+F command. The search function is still under construction.

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**Author** | **Title**
---|---
Elina Enqvist | Mitigating consumers’ barriers to exercise: A short-term intervention approach

**Supervisor** | **Methodology**
---|---
Ilona Mikkonen | Quantitative

**Abstract**

PURPOSE OF THE STUDY Physical inactivity has been pinpointed as the biggest public health problem of the 21st century for the welfare states. To overcome this issue, barriers to exercise -research has proven particularly important as it has been suggested that the perceived barriers may be the single most important predictor of consumers’ health-related behaviors. Hence, the purpose of this study is to build consumer segments based on perceived barriers in order to enable commercial exercise and… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13137](http://epub.lib.aalto.fi/en/ethesis/id/13137))

**Key words**

barriers to exercise; determinants of physical activity; interventions; persuasive appeals in marketing; multivariate analysis

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**Author** | **Title**
---|---
Anna Hänninen | Participation in professional communities: Exploring community orientations among highly-educated professionals

**Supervisor** | **Methodology**
---|---
Elina Koivisto | Quantitative

**Abstract**

Objective of the study: The aim of this study is to deepen the current understanding on participation in professional communities by unveiling the differences between individuals in their tendencies to share and collect information in such communities. This will be done by first approaching the topic of professional community participation from the perspective of knowledge sharing. Based on previous research and literature, factors influencing knowledge sharing in professional communities are the… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13149](http://epub.lib.aalto.fi/en/ethesis/id/13149))

**Key words**

participation in communities; professional communities; knowledge sharing; social exchange; social capital; factor analysis; cluster analysis

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**Author** | **Title**
---|---
Sini Säkäjärvi | Myths of masculinity in luxury advertising - constructing an ideal male consumer

**Supervisor** | **Methodology**
---|---
Elina Koivisto | Qualitative

**Abstract**

The purpose of this study was to explore the meanings of advertising in the context of luxury. More specifically, in this study different myths related to masculinity that are used in luxury advertising were examined and the changes of these myths were discovered. In this way, the changing story of ideal picture of manhood was examined. While women characters in advertisements have got a lot of attention in earlier studies, there seemed to be a lack of studying men and especially the topic how m… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13118](http://epub.lib.aalto.fi/en/ethesis/id/13118))
### Key words
myth; mythology; marketplace mythology; semiotics; visual social semiotics; masculinity; manhood; advertising; luxury

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<th>Author</th>
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<td>Rodic Nemanja</td>
<td>Understanding drivers of social transmission of information on the internet</td>
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<tr>
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<tr>
<td>Elina Koivisto</td>
<td>Quantitative</td>
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### Abstract
The aim of this study is to deepen our understanding of the drivers of social transmission of information on the internet. The information in question, within this research refers to viral messages, thus building on previous findings on word-of-mouth and viral marketing. Viral marketing is any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence. Even though much has been written about… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13143](http://epub.lib.aalto.fi/en/ethesis/id/13143))

### Key words
viral marketing, viral advertising, word-of-mouth, WOM, eWord-of-mouth, buzz, social media, social sharing, physiological, psychological, incentives, bloggers, vloggers, YouTube, influentials, efluentials

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<th>Author</th>
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<td>Jänkälä Saara</td>
<td>Remarks from the backstage: Blogging performances, blogger identity and privacy strategies</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Elina Koivisto</td>
<td>Qualitative</td>
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### Abstract
OBJECTIVES OF THE STUDY The study seeks further understanding on the phenomenon of blogging by exploring its relation to consumer identity construction. Blogging motivations, functions of symbolic consumption in selfpresentation and strategies how bloggers manage their privacy in social media are explored. In focus of the study are bloggers who engage in “lifestreaming”, i.e. blogging is anchored to the rhythm and resources of one’s mundane everyday life. METHODOLOGY The findings ground on inte… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13134](http://epub.lib.aalto.fi/en/ethesis/id/13134))

### Key words
blogging; consumer identity; self-presentation; symbolic consumption; self-disclosure; social media; privacy

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<tr>
<td>Nanna Saarela</td>
<td>Tanssitaiteiden sponsorointi Suomessa</td>
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<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Joel Hietanen</td>
<td>Qualitative</td>
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</table>

### Abstract

### Key words
brändäys; sponsorointi; kulttuuri; tanssitaide

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<th>Author</th>
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<tr>
<td>Rekilä Terhi</td>
<td>A study of the factors influencing customer satisfaction and efficiency in contact centers: the combined effect</td>
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<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Elina Koivisto</td>
<td>Qualitative/Quantitative</td>
</tr>
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</table>
Abstract

OBJECTIVES The purpose of this study is to expand understanding of the factors influencing customer satisfaction and efficiency in contact centers. More specifically, the focus is on examining the grouped impact of the factors. First, this research draws on existing research on the factors influencing customer satisfaction. Second, an empirical research is conducted to discover the combined effect of different factors on hand on customer satisfaction and on the other hand on efficiency. METHOD A… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13307)

Key words
customer satisfaction; saiaakstyttyväisyys; efficiency; tehokkuus; contact center; asiakaspalvelukeskus; fuzzy set qualitative comparative analysis (FS/QCA); sumean logiikan kvalitatiivinen vertaileva analyysi

Author
Jukuri Kimmo
Title
Identity projects of design professionals - Identity construction using social media

Supervisor
Sammy Toyoki
Methodology
Qualitative

Abstract
Objective of the study
The aim of this study is to research how a group of design professionals construct and evaluate their identity projects and what kinds of processes are involved in their identity work. This study also looks at how possible identity conflicts are resolved and what kind of roles does social media play as a part of these processes.

Research method
This research is qualitative and interpretive in nature. Transcripts of 8 semi-structured interviews were used as data for this… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13306)

Key words
Consumption and identity, Identity project, Identity conflict, Social media

Author
Eerolheimi Miia
Title
Ekologisuuden rakentuminen huonekalukaupan alalla. Tietämyksen ja vallan jakautumisen epäsymetri.

Supervisor
Sammy Toyoki
Methodology
Qualitative

Abstract
Tutkimuksen tavoitteet

Key words
konstruktionismi; sosiaalinen todellisuus; vihreä kuluttaminen

Author
Suvi Lonnrot
Title
Helsingin paikkabrändimielikuva ulkomaisen matkailijoiden näkökulmasta

Supervisor
Petri Parvinen
Methodology
Quantitative

Abstract
The academic literature regarding value creation in business networks and strategic alliances have traditionally been focusing on dynamic industries, like software and pharmaceutical industries for example. Consequently the more static and traditional domains, such as construction industry, have been neglected to some extent.

This study is applying the business network thinking on a fairly straightforward surface material delivery process in the Finnish construction industry. The purpose of... (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13226)

The purpose of this thesis was to study consumer-brand relationships of OTC products and pharmaceutical corporate brand. The practical aim was to determine whether the corporate brand should be utilized in product marketing and to what extent. As branding of drugs is a rising trend and something not yet properly understood, this study will provide both practical and theoretical implications that are novel, regarding the research conducted in this field is extremely limited.

The aim of this study is to understand the construct of privacy on social media from the consumers' perspective and to gain a better grasp of the privacy concept in terms of consumer research. More specifically, the main objective is to understand the meanings of privacy in the consumption of social media through consumers' narratives. In order to understand this, the study also concerns on how the overall phenomenon of privacy on social media and its construction is related to cons... (continue reading: )
Kati Isomaa  
Verkostot kansainvälisen ketjun menestymisen lähtökohtana - Tapaus tutkimus pohjoismaisista pukeutumiskaupan ketjuista Suomessa

Supervisor  
Joel Hietanen  
Methodology  
Qualitative

Abstract

Key words
kauppaketju; pukeutumiskauppa; verkostot; resurssit; vaatetusliikkeet; kenkäkaupat

Author  
Title
Henriksson Kristian  
Entrepreneurial opportunity development -How entrepreneurs turn ideas into viable business concepts

Supervisor  
Methodology  
Jaakko Aspara  
Qualitative

Abstract
This thesis sets out to provide contribution to the on-going and still emergent discussion of opportunity development. The focus of the research is opportunity development in the context of early stage start-ups. More generally, I was interested in how do entrepreneurs developing high novelty opportunities make sense of the early development phase of their new venture? The research follows qualitative phenomenological approach.

Start-ups were selected as target to inspect the opportunity dev… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13222)

Key words
entrepreneurship; yrittäjyys; innovations; innovaatiot; opportunity; liiketoimintamahdollisuus

Author  
Title
Sahramaa Tuomas  
Community-forward campuses: fostering the sense of community at universities through placemaking

Supervisor  
Methodology  
Sammy Toyoki  
Qualitative

Abstract
Which elements of the built environment contribute to the development of a sense of community? And how do these elements apply to the context of university campuses especially, such that stronger feelings of togetherness are cultivated amongst students?

All campuses are not created equal in their ability to connect users together and to inspire meaningful interactions amongst them. Certain characteristics of the physical structure of campus spaces - the built environment - deliver better result… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13220)

Key words
community; sense of community; built environment; placemaking; place; space

Author  
Title
Luna Rebrovic  
Employer branding - Living the brand

Supervisor  
Methodology  
Sammy Toyoki  
Qualitative

Abstract
Purpose of the study: This study aims to link the body of knowledge on employer branding with the concept of organizational identity. Given the power of potentially instructing and directing organizational members, employer branding is not only seen as a marketing tool but also as a tool for forming and expressing key values of an organization (Alvesson, 2009; Kärreman and Rylander, 2008:103). The purpose of this study is to explore the relationship between an employee and an organization's bran… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13217)

Key words
brand; employer branding; internal branding; internal communication; organizational identification

Author
Niklas Rinne
Raider of the lost art - What kind of a product is film?

Supervisor
John Schouten
Methodology

Abstract
Purpose of this study Film is a complex product that can be used in many different ways. The age of the digitalization has affected not only the product itself, but the way we consume it as well. If once film could be seen as a magical experience, then nowadays it reminds more of a disposable product. New innovations give us the freedom of enjoying it whenever and wherever. My objective in this research is to reveal the current value of film. How do we perceive films nowadays, how do we watch th… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13216)

Key words
film; postmodernism; consumer culture; hedonic consumption; downloading; piracy

Author
Anu Aarnio
Configurational Analysis as an Alternative Way of Modeling Sales Response

Supervisor
Henrikki Tikkanen
Methodology

Abstract
Objectives of the Study The objectives of the study are both managerial and methodological. On the one hand, the aim is to apply a novel research approach, fuzzy set qualitative comparative analysis or fsQCA (see f. ex. Ragin, 2000; Rihoux & Ragin, 2009), to sales response modeling and thus, create a response model for the case company to identify complex, configurational causalities affecting the company’s sales volumes within the chosen product category. On the other hand, to goal is to illust… (continue reading: )

Key words
configurations; configurational analysis; fsQCA; fuzzy set qualitative comparative; analysis; marketing performance; marketing productivity; sales response modeling

Author
Iiro Vaniala
Competitive behavior and the upper echelons perspective

Supervisor
Henrikki Tikkanen
Methodology

Abstract
Stemming from the Austrian economics view on competition and particularly its idea of the temporality of competitive advantage, this study combines the theories of hypercompetition, competitive dynamics and upper echelons perspective. With a theoretical framework composed of these streams of research, this study investigates the link between top management team (TMT) gender diversity and competitive advantage within business environments with varying degrees of dynamism. Using a survey-based sam… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13218)

Key words
Competitive dynamics, Upper echelons perspective, Hypercompetition, Competitive advantage, Austrian economics

Author

TIIVISTELMÄ

Tarkoitus Tutkimus tarkastelee erikoiskaupan kivijalkamyymälää muotoilun näkökulmasta tavoitteena perehtyä, miten myymäläsuunnittelijat luovat olosuhteet shoppailukokemusten syntymiselle myymälässä. Kuluttajat asettavat erilaisia vaatimuksia, toiveita ja odotuksia ostotekkeleen ja myymälät tilalle ja myymäläsuunnittelijan vaativana tehtävänä on luoda ympäristö, joka paimaa mukaansatempaavia ja kimulostavia kokemuksia. Myymäläsuunnittelun on samana... (continue reading: )

Key words
myymäläympäristö; shoppailukokemus; palvelumuotoilu; myymäläsuunnittelu

Author Title
Järnefelt Kari Patrik An empirical study on the adoption of mobile location-based advertising

Supervisor Methodology
Sami Kajalo Quantitative

Abstract
Increasing market penetration of smart phones and mobile broadband subscriptions has created new marketing communication avenues that allow interactive and highly targeted advertising based on individuals' location and contextual environment. However, the factors that guide consumers' adoption of such advertising and consumer perceptions of this new advertising channel are not yet fully understood. This research attempts to bridge this gap. Location-based services are smart phone applications th... (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13219)

Key words
Mobile marketing, mobile advertising, location-based services, location-based advertising, attitude, enjoyment, technology adoption, acceptance, structural equation modeling

Author Title
Suominen Jussi Tietojärjestelmän käyttöönotto vähittäiskaupassa - Organisaatiotasojen näkemys muutoksesta ja muutosjohtajuudesta

Supervisor Methodology
Arto Lindblom Qualitative

Abstract
Tämän tutkielman tavoitteena on lisätä ymmärrystä siitä, kuinka vähittäiskaupan tietojärjestelmämuutoksia tulisi johtaa. Tarkoituksena on ymmärtää entisestä niiltä tekijöiltä, joilla saataisiin mahdollisimman tehokas ja nopea käyttöönotto sekä omaksuminen uusille tietojärjestelmiille. Tutkimuksessa tutkittiin vähittäiskaupan alan organisaation käsityksiä sujuvasta tietojärjestelmämuutoksesta ja sen muutosjohtamisesta. Samalla tutkittiin, millaisia näkymyseroja kolmelle organisaatiotasojen välille mu... (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13228)

Key words
tietojärjestelmämuutos, organisaationäkemys, muutosjohtaminen

Author Title
Haavisto Juuso Reasons for marketing metric importance in Finnish B2B markets - Twin-study approach

Supervisor Methodology
Henrikki Tikkanen Quantitative

Abstract
TUTKIMUKSEN TAVOITTEET


Key words

ANOVA; Varianssianalyysi; Markkinoinnin mitaaminen; Tapaustutkimus; Markkinoinnin suorituskyky; Suhteellinen markkina-asema; Markkinan elinkaari

Author | Title
--- | ---
Priha Timo | Homo Sapiens = Homo Ludens? Autoetnografinen tutkimus rahapelaamisen moniulotteisista merkityksistä

Supervisor | Methodology
--- | ---
Joel Hietanen | Qualitative

Abstract

Homo Sapiens = Homo Ludens? Autoetnografinen tutkimus rahapelaamisen moniulotteisista merkityksistä


Key words

rahapelaaminen; kuluttaminen; taitopelit; onnenpelit; autoetnografia; introspektio

Author | Title
--- | ---
Mikko Saastamoinen | Linking brand equity to information sharing over different channels

Supervisor | Methodology
--- | ---
Petri Parvinen | Quantitative

Abstract


Key words

tiedonjakaminen; brändipääoma; rakennemalli; brand equity; word-of-mouth; structural equation model; PLS

Author | Title
--- | ---
Eeva Ignatius | Determinants of sales training success - How to increase the perceived value?

Supervisor | Methodology
--- | ---
Petri Parvinen | Quantitative

Abstract

MYYNTIVALMENNUKSEN ONNISTUMISEEN VAIKUTTAVAT TEKIJÄT Miten lisätä myyntivalmennuksesta saatavaa hyötyä?

TUTKIELMAN TAVOITTEET Myyntivalmennus on tärkeää yrityksille, mutta olitakseen tehokasta, se tulisi sovitettavien yhteen yrityksen tavoitteiden ja strategian kanssa. Tämä on kuitenkin hankalaa kun kyseessä on ulkoistettu myyntivalmennus, jolloin samalla kurssilla on osallistujia monesta eri yrityksestä, ja itse kurssin sisältöä on hankala yksilöidä tarkemmin. Tämän tutkimuksen tavoitteena on selvit... (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13236)

Key words

Myynti, myyntivalmennus, myyntijohtaja, faktorianalyysi, regressioanalyysi
Tuomo *Jaakko Tikkanen

Consumers’ privacy construction in sharing location information through smartphones

John Schouten

Qualitative

Purpose of the study
The purpose of this thesis is to study how consumers construct their privacy in terms of sharing their real-time location information through smartphones. Both active location sharing through social media applications and passive location sharing by allowing the continuous use of location tracking of the smartphone for applications are examined. In addition to this, the study intends to shed light on how to utilize the gained knowledge of privacy construction when designing… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13242)

Key words
privacy construction; location-based services; mobile marketing; location-based advertising; consumer behaviour

Hanna Karilainen

Vihreät kulutuspäätökset - Narratiivinen analyysi vihreiden kulutuksen teemoista

Sammy Toyoki

Qualitative

Tutkimuksen tavoitteet

Key words
vihreä kuluttaja, kulutuspäätös, narratiivi

Ville Vierimaa

Attracting international degree students to Finnish higher education institutions: a study on decision making processes of Chinese and South Korean students

Sammy Toyoki

Qualitative

OBJECTIVE OF THE STUDY
The research on international student mobility in Finland has been limited and often focused on exchange students. Furthermore, studies in the field are often descriptive in nature and concentrated on satisfaction and the adjustment of foreign students to Finnish society and education system. The objective of this research is to create understanding of the decision making processes of potential foreign degree students from China and South Korea. This understanding is meant… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13317)

Key words
international student mobility; decision making; higher education; China; South Korea; Finland

Kotilainen Katja

Word-of-mouth-viestinnän motiivit muotiblogeissa

Arto Rajala

Qualitative

Abstract
Tutkimuksen tavoitteet:


Tutkimusmenetelmät:


Key words

blogi; motiivi; muotiblogi; sosiaalinen media; word-of-mouth-viestintä; WOM

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Hanna Lindroos</td>
<td>The importance of brand performance on mutual fund launch - An investigation of the Finnish mutual fund market in 1997-2010</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Henrikki Tikkanen</td>
<td>Quantitative</td>
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</table>

Abstract

Purpose of the study The relationship between mutual fund performance and fund flows has been studied widely, but less attention has been given towards mutual fund launches and their success. For services the company itself plays as the brand, and thus product launch can be viewed as brand line extension. This paper investigates the importance of brand performance, company track record, on the success of mutual fund launch. In Finland the mutual fund industry can be divided roughly into two type… (continue reading: )

Key words

Brand performance, product launch, mutual funds

<table>
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<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Heidi Tynkkynen</td>
<td>The role of effective advertising appeals in generating approach behavior in consumers -DMP-Linnamäki</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Pekka Mattila</td>
<td>Quantitative</td>
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</table>

Abstract

OBJECTIVES The objective of this study was to develop an understanding on how advertising appeals influence consumers' behavior and to examine which types of advertising appeals are the most effective in generating approach behavior in consumers. Thereby this study attempted to provide insight into improving the effectiveness of advertising. The study compared the effect that an informational, an emotional, a transformational appeal and an interactive element embedded in an advertisement had on … (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13348)

Key words

Informational appeal, emotional appeal, transformational appeal, interactivity, consumer behavior, effectiveness of advertising

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<thead>
<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Lehtonen Lotta</td>
<td>Implications of task environment and corporate context on marketing measurement systems in shopping centers - a constructive case study</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Henrikki Tikkanen</td>
<td>Qualitative</td>
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</table>

Abstract

Objectives of the study

The objective of this thesis was to understand how marketing performance assessment can be organized in shopping centers. The purpose was to develop a recommendation of a marketing performance measurement system for the case company by identifying which marketing metrics were perceived relevant in the specific corporate context and how the marketing metrics fit the shopping center task environment. The empirical research also addressed perceived barriers and drivers for … (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/14292)
## Key words
marketing; markkinointi; kauppakeskukset; commercial centres; shopping centres; marketing measurement; markkinoinnin mitattavuus; markkinoinnin mittarit; marketing metrics; marketing performance measurement; marketing performance

<table>
<thead>
<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Borger Nina</td>
<td>Markkinoinnin keinot vastata vapaa-ajan aikuiskoulutustarpeisiin. Case: Espoon työväenopisto.</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Jaakko Aspara</td>
<td>Quantitative</td>
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</table>

### Abstract

## Key words
Aikuiskoulutus, kansalaisopisto, koulutuksen esteet, koulutuksen markkinointi, tarveteoria, työväenopisto, vapaa sivistystyö.

<table>
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Kristine Matilainen</td>
<td>Co-Branding in a Non-Corporate Context - A Case Study of the Guggenheim Helsinki Museum Initiative</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Annuka Jyrämä</td>
<td>Qualitative</td>
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</table>

### Abstract
Purpose of the study The aim of my research was to examine the ways in which co-branding is conducted in a non-corporate setting, and in the case of a place brand and a museum brand. The case of interest was the Guggenheim Helsinki Museum initiative that began in 2011 and resulted in the rejection of the museum proposal in 2012. Brand image was used as a lens through which the relevant brands were examined first separately and then in a co-branding architecture context. The perspective was that … (continue reading: )

## Key words
brand image, co-branding, city branding, museum branding, brand architecture

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<tr>
<th>Author</th>
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<tr>
<td>Näsi Nina</td>
<td>Managing and balancing individual's alcohol consumption in the short and long run - narratives from students' lived experiences</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>

### Abstract
OBJECTIVES: The main objective of the study is to illustrate how consumers manage and balance their alcohol consumption in the short and long run and what kind of strategies they employ to do so. The context of this research is particularly university students' alcohol consumption. The aim is to portray how consumers (students) perceive their drinking also in the long run and how drinking is structured: what are the forces fueling but then again obstructing drinking. This research also explores … (continue reading: [link](http://epub.lib.aalto.fi/en/ethesis/id/13332))

## Key words
consumer culture; kulutuskulttuuri; alcohol consumption; alkoholinkäyttö; drinking; juominen; narratives; tarinankerronta; consumer research; kuluttajatutkimus; existential-phenomenology; eksistentiaalis-fenomenologia

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Popova Yulia</td>
<td>The role of desire in self construction: city and identity narratives</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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</table>
### Abstract

Research objectives The broad objective of this research is to gain understanding of how consumers experience desire. The previous research has provided little information about the role of desire in developing the sense of identity. The present research seeks to address this gap by investigating how consumers interpret their desires, and how they handle its conflicting nature. The present research follows narrative approach to develop an understanding of what the role of desire is in consumers’… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13347)

### Key words

desire; cycle of desire; identity; narrative theory; autoethnography; consumer research; identity in transition; nurturing; city

### Author

**Nina Jumppanen**

**Market emergence through marketization lens: Case Restaurant Day**

**Supervisor**

**John Schouten**

**Qualitative**

### Abstract

Objectives of the study:

The functioning of markets has received increasing interest, however, the research on market evolution processes and their specific features is limited. This thesis is to further the understanding of Caliskan and Callon’s marketization framework through describing one market emergence process, and also to find links to other consumer culture theories. The marketization framework recognizes the different elements in market evolution, however, the model is highly abstract… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13499)

### Key words

customer culture; market development; food culture; market emergence; marketization; legitimacy; citizen activism; city culture; goods; agencies; encounters; price-setting; market dynamics

### Author

**Dermedesiotis Emilia**

**Pakkauksumuotoilu brandin laatumielikuvan vahvistajana kampaamotuotteissa - Case: Schwarzkopf Professional**

**Supervisor**

**Sammy Toyoki**

**Qualitative**

### Abstract

Tämän tutkielman tavoitteena on selvittää kuluttajan näkökulmasta, miten pakkauksumuotoiolla voidaan vahvistaa kampaamotuotebrandin laatumielikuvaa. Tutkielman casena käytetään Schwarzkopf Professionalin BC Bonacure -tuotesarjaa.


### Key words

markkinointi; brandit; imago; kuluttajat; kuluttajakäyttäytyminen; pakkauset; muotoilu

### Author

**Salovuori Heini**

**Risteilykokemus ja turvattomuuden tunne - Analyysi toimijaverkkoteorian avulla**

**Supervisor**

**Joel Hietanen**

**Qualitative**

### Abstract

Tutkimuksen tavoitteet


### Key words
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Maija Kassari</td>
<td>Production of authenticity: video discourses in the consumer/producer interface of YouTube</td>
</tr>
</tbody>
</table>

**Supervisor**

Joel Hietanen

**Methodology**

Qualitative

**Abstract**

**Purpose of this study:**

The purpose of this study is to understand how consumers produce authenticity in the context of YouTube, in mediatized, postmodern society. I will explore how authenticity production is part of consumers YouTube behavior, and how this behavior is linked to their everyday lives. My research tries to identify the different elements how consumers negotiate authenticity. In addition, my aim is also to shed light on how consumers justify elements of simulation (Baudrillard, 19… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13503](http://epub.lib.aalto.fi/en/ethesis/id/13503))

**Key words**

authenticity, YouTube, simulation, hyperreality, spectacle, postmodernism, consumer culture theory

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Lovio Jaakko</td>
<td>Negotiating the Meanings Of Blogging Practices in the Blogosphere</td>
</tr>
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</table>

**Supervisor**

Joel Hietanen

**Methodology**

Qualitative

**Abstract**

**OBJECTIVES OF THE STUDY** This study seeks to understand the phenomenon of blogging, the practices in blogging and the reasons to blog. We focus on the blogging practices and their meanings in personal blogging and when blogging for companies. Blogging is looked from the perspective of consumer culture theory and postmodern marketing. For understanding the meanings of blogging practices, Bourdieu's theories on practices and power as capital are utilised.

**METHODOLOGY** The findings are based on 6 i… (continue reading: )

**Key words**

blogging; blogosphere; identity management; Bourdieu; postmodern marketing; consumer culture theory

<table>
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Valjakka Julius</td>
<td>The Wonder of fanaticism in football</td>
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</table>

**Supervisor**

Joel Hietanen

**Methodology**

Qualitative

**Abstract**

**Objectives:**

Current image of a fan is rather one-sided and stereotypical, focusing mainly on the negative and extreme forms of fanaticism. This study focuses on showing the multiplicity of forms that fanaticism really exists in, including a personal side that is not usually visible to other people.

**Methodology:**

The form of videography was chosen, as it gives the opportunity to show how fans look and act like in their everyday surroundings. Videography provides the most suitable tools in showi… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13718](http://epub.lib.aalto.fi/en/ethesis/id/13718))

**Key words**

consumer behaviour; fan; fanaticism; football; consumer culture; identity; narrative; videography; kuluttajakäyttäytyminen; fani; fanius; jalkapallo; identiteetti; narratiivi; videografia

<table>
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Milla Välimaa</td>
<td>Identity construction through women's magazines: A narrative life story approach</td>
</tr>
</tbody>
</table>
Supervisor | Methodology
---|---
Joel Hietanen | Qualitative

Abstract

Objective of the study: The objective of my study was to understand how consumers construct their identities through women's magazines. The fundamental idea was to recognize the meanings behind the identity construction and the differences between women of different ages. Furthermore, the objective was to study what these reflections do to the women's magazine consumption, such as willingness towards long-term subscriptions. Existing consumer research has concentrated on possessions and their imp… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13497)

Key words

Consumer Research, Consumption, Identity, Narrative, Life-Story Interview, Postmodern, Postpostmodern

Author | Title
---|---
Hurmerinta Anna-Karoliina | Resurssit ja osaaminen monikanavaisessa erikoiskaupassa

Supervisor | Methodology
---|---
Arto Lindblom | Qualitative

Abstract


Key words

monikanavaisuus; resurssit; osaaminen; kyykykkyydet; erikoiskauppa; arvontutanto; arvoa tuottavat prosessit; kestävä kilpailueto

Author | Title
---|---
Pauliina Roponen | Consumer attitudes towards online advertising - Comparison of display and search advertising

Supervisor | Methodology
---|---
Petri Parvinen | Quantitative

Abstract

The main objective of the study was to analyze consumer attitudes towards online advertising. In order to gain understanding on the attitudes, the study aimed at recognizing beliefs that form consumer attitudes. Particularly, the study aimed at identifying, what kind of attitudes consumers have towards display and search advertising, due to the distinctive nature of the channels in consumers' media consumption experience. Moreover, the study aimed at identifying attitudinal differences within th… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13505)

Key words

Consumer Attitudes, Consumer Beliefs, Online Advertising, Search Advertising, Display Advertising, Banner Advertising

Author | Title
---|---
Nevasalo Eeva | Factors Affecting Entertainment Mobile Application Adoption

Supervisor | Methodology
---|---
Sami Kajalo | Quantitative

Abstract

Today consumers are requiring more and more services that can be used regardless of time and location; the high adoption of next-generation mobile handsets is creating huge opportunities for new and innovative mobile services. However, research of mobile communications has not been able to keep up with this development. The purpose of this thesis is to answer the need to understand the factors that drive entertainment mobile services' acceptance and adoption. Simultaneously the thesis further st... (continue reading: )
### Jukka Peltonen

**Title**: Behave yourself - Identity power of consumption, a contemporary view

**Methodology**: Qualitative

**Abstract**

The heart of the study lies in the concept of identity and its central role in understanding consumer behavior. The study follows the premises of postmodern consumption theories and underlines consumers' drive to buy products not only for the functional benefits but also for the symbolic meanings that these withhold. A product's capability to signal symbolic cues of the consumer oneself and the aspirations of an individual and his or her identity are strongly affecting the consumer behaviour.


### Petra Holm

**Title**: Co-marketing and its perceived influence on business performance - Evidence from the strategic alliances of IBM Finland

**Methodology**: Qualitative

**Abstract**

Objectives:

The main objective of this study was to investigate the co-marketing interface and the contingencies between co-marketing and business performance from the viewpoint of the business partners of IBM. More specifically, the objective was to introduce what co-marketing is, what elements can be found in the co-marketing interface, and what kind of contingencies there are between the elements of the co-marketing partnership and business performance.

Methodology:


### Suvi Pietarinen

**Title**: Yhtenäisen yritysbrändin rakentaminen ja johtaminen yritysmarkkinoilla – Yritysbrändistä lisäärvoa differoinnin kautta

**Methodology**: Qualitative

**Abstract**

TUTKIMUKSEN TAVOITTEET:


### Key words

- Mobile services
- Mobile internet
- TAM
- Technology acceptance model
- UTAUT
- UTAUT2
- Technology adoption
- Mobile application
- Entertainment
- Symbolic consumption
- Consumer behaviour
- Identity
- Ethnography
- Generation Y
- Co-marketing
- Business performance
- Strategic alliances
- Partner interface
- Yritysbrändi
- Yritysbrändin rakennusprosessi
- Sisäinen brändijohtaminen
- Erilaistamistekijät
- Yritysmarkkinat
- PK-yritys
<table>
<thead>
<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Noora Kuronen</td>
<td>Negotiating authenticity in consuming the hyperreal</td>
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<th>Supervisor</th>
<th>Methodology</th>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>

**Abstract**

**OBJECTIVES OF THE STUDY:**

This study seeks to further our understanding of how authenticity is negotiated and produced in online discourses; what forms of negotiating authenticity can be identified. The idea is not to produce absolute answers, but to extent our understanding of the concept of authenticity in the culture increasingly based on simulation.

**METHODOLOGY/APPROACH:**

The research approach used in this study is Consumer Culture Theory (CCT). CCT studies consumption choices and behaviors... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13508](http://epub.lib.aalto.fi/en/ethesis/id/13508))

**Key words**

authenticity; simulation; hyperreal; everyday consumption; blogs

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<th>Author</th>
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<tbody>
<tr>
<td>Spohr Sanna</td>
<td>Kohti vastuullista terveysruokamarkkinoitinta - netnografinen analyysi terveellisen syömisen merkityksistä hyvinvointiblogien kerronnassa</td>
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<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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</table>

**Abstract**


**Key words**

terveyssuoska; hyvinvointi; syöminen; kehollisuus; identiteetti; netnografia; merkitys

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Olga Lavrusheva</td>
<td>Discursive legitimation strategies in the media. Case study of the UK retail planning policy</td>
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<tr>
<td>Jaakko Aspara</td>
<td>Qualitative</td>
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</table>

**Abstract**

The broad objective of this research is to gain understanding of the legitimacy construction. The thesis is aimed to enhance the existing organizational studies on legitimacy by investigating legitimation practices used to institutionalise the changes of a particular institutional field. The objective of the study is to define discursive legitimation strategies employed in the mass media to legitimate the novel implications and delegitimate out-dated practices introduced in the field of the UK r... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13528](http://epub.lib.aalto.fi/en/ethesis/id/13528))

**Key words**

critical discourse analysis, legitimacy, legitimation strategy, media, UK retail planning

<table>
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Kostamo Uuna</td>
<td>The new era of corporate marketing: Building and managing corporate identity in social media</td>
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<th>Supervisor</th>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>
**OBJECTIVES OF THE STUDY:**
This study seeks to broaden the understanding of corporate identity management by exploring it in a new context - social media. The idea is to study how companies can successfully build and manage their corporate identity in this context. The objective is to determine the strategic and tactical approaches business managers can and should use in this process by unraveling the rationales behind the identity-related decisions made by successful social media managers.


**Key words**
corporate identity; business identity; corporate profile; corporate identity management; social media; brand community

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Hietala Iida</td>
<td>Scrabble liberation - Research poet/ry creating being</td>
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<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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**Abstract**
Among other arts-based methodologies, research poetry has recently become a popular way to inquire and express in consumer research. At the same time, postmodern consumer culture has placed consumers as agents of their own being through immaterial consumption. Yet, there is hardly any research which addresses research poets' being-in-the-world by means of performative research poetry.

This present thesis focuses on illuminating conceptualizations that illustrate the being-in-the-world of resear... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13515](http://epub.lib.aalto.fi/en/ethesis/id/13515))

**Key words**
research poetry; postmodernism; consumer research; academic writing

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<th>Author</th>
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<tbody>
<tr>
<td>Jarkko Kangas</td>
<td>Sähköisen liiketoimintamallin komponentit ja kehityssuunnat -Tapaututkimuksia Suomen verkkoruokakaupoista</td>
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<tr>
<td>Arto Lindblom</td>
<td>Qualitative</td>
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</table>

**Abstract**
Tutkimus suoritetaan puolistrukturoitua haastattelumenetelmää käyttäen. Tutkielma tunnistaa ensisijaisesti sähköisen liiketoimintamallin komponentit ja sen, mitkä komponenteista korostuvat erityisesti verkkoruokakaupoissa. Tutkielma tunnistaa myös verkkoruokakaupan nykyiset kehityssuunnat ja haasteet.

**LÄHDEAINEISTO:**

**Key words**
päivittäistavarakauppa; verkkokauppa; liiketoimintamalli; verkkoruokakauppa

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Gloukhovtsev Alexei</td>
<td>Don't give me attitude: Can perceptions of social norms, behavioral control and moral intensity help bridge the attitude-behavior gap in ethical consumer behavior?</td>
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<tr>
<td>Pekka Mattila</td>
<td>Quantitative</td>
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</table>

**Abstract**
The last couple of decades have seen a significant increase in positive attitudes towards ethical products and services. However, this increase has yet to lead to a marked growth in the sales of such products. This thesis looks at the consumer decision-making process in situations where a moral issue or dilemma is present, and examines possible reasons for the disconnect between consumers' attitudes and behavioral intentions.


Key words
consumer behavior; consumer ethics; ethical decision-making; self-efficacy; moral intensity; attitude-behavior gap; theory of planned behavior

Author
Smart Sebastian
Title
Authenticity of self through travel; examination of backpackers in South East Asia - an ethnographic approach

Superior
Sammy Toyoki
Methodology
Qualitative

Abstract
Position of this research:

Existential authenticity (see Wang, 1999) is a relatively new concept; therefore it has not had the time to be researched very thoroughly in consumer research. Nevertheless, there does exist some noteworthy research conducted in consumer behaviour academia on the concept of existential authenticity. However, they do not examine existential authenticity as their main research question, but rather graze at the subject in relation to other issues under research. For exam… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13588)

Key words
South-East Asia; tourism; authenticity; backpacking; existential authenticity; authenticity of self; ethnography; Kaakkois-Aasia; etnografia; reppumatkailu; turismi

Author
Koivisto Erno
Title
Factors influencing insurance customers' channel preferences in a multichannel environment - An empirical study in a Finnish insurance company

Superior
Jaakko Aspara
Methodology
Quantitative

Abstract
PURPOSE OF THE STUDY This study looks into the formation of customer interaction channel preferences in a multichannel environment in the context of Finnish consumer insurance business. The primary goal of the research is to discover and examine the factors that guide consumer channel preferences based on customer characteristics. The study also strives to explore the relative effects these factors have on channels preferences and based on the found factors identify differences among customer gr… (continue reading: )

Key words
consumer behavior; multivariate analysis; channel preference; channel strategy; financial services

Author
Autio Heini
Title
Storytelling in emotional branding - How to create a story that has a significant impact on consumers

Superior
Jaakko Aspara
Methodology
Qualitative

Abstract
Objective of the study:

The main objective of this study is to understand what kinds of brand stories have a significant impact on consumer behavior. An increasing amount of companies now express intentions to add storytelling into their marketing communications, but the current empirical findings on what kind of stories actually work well in branding are limited. Thus, the aim of this study is to analyze consumer responses to different types of firm-originated brand stories and to identify str… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13630)

Key words
emotional branding; storytelling; firm-originated brand story; consumer behavior; fast-moving consumer goods
Anna Rapala  

Elements of brand loyalty in lifestyle brand context

Arto Lindblom  

Methodology

Abstract

Objectives:
The purpose of this Master's thesis is to add understanding of the brand loyalty phenomenon by studying the elements of brand loyalty in the context of lifestyle brands. The purpose of this thesis is to add knowledge about customer loyalty in the context of lifestyle brands by examining it from the customers' perspective. The objective is to reveal the elements that the customer themselves perceive driving or inhibiting their lifestyle brand loyalty. The findings are compared and co… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13658)

Key words  
lifestyle brand; brand loyalty; brandiuskollisuus; consumer behavior; kuluttajan käyttäytyminen

Anniina Luukkonen  

Consumers' Alternative Diets as Identity Projects - a Narrative Approach

Ilona Mikkonen  

Methodology

Abstract

Objective of the Study:
An objective of this Thesis is to elucidate how consumers make sense of their decision to reject official nutrition recommendations, and why they choose to follow a diet not generally accepted as healthy. This Thesis will furthermore view food consumption as an identity project for the postmodern consumers of the Western societies, by examining how consumers construct their identities through their food consumption choices. This Thesis contributes to an understanding of… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13659)

Key words  
food; health; consumption; identity; power; narrative; low-carbohydrate diet

Hauru Elisa  

Does a successful consumer movement require being cohesive and have a unified goal? Ethnography of Restaurant Day

John Schouten  

Methodology

Abstract

Objectives of the study:
Consumer resistance literature usually assumes the contradiction between marketers and consumers. The main objective of this study is to provide further understanding of collective consumer resistance. In particular, Van Bommel and Spicer (2011) call for research on growth of "for instance, the role of social movements in sustaining or destroying a field. A particularly interesting question is how such fields move from being a broad movement to becoming a mass movement… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13721)

Key words  
consumer resistance, consumer movements, ethnography

Rilla Engblom  

Trade fairs role as part of the firms' marketing communication - an integrated trade fair participation process

Pekka Mattila  

Methodology

Abstract

Key words  

Abstract

The purpose of this research is to study the role of the trade fairs in the firms’ marketing communication mix at the present as well as in the future. Furthermore, the study explores the reasons trade fairs are used, how they support the companies’ relationship building process and how other marketing communication tools are used to support their fair participation. First, the thesis discusses what is trade fairs role as part of the firms’ marketing communication now and in the future. Second, … (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13660)

Key words
trade fair; marketing communication; marketing mix; trade fair process

Author	Title
Vilma Ahonen	Creation of a place brand - Involving residents in branding processes

Supervisor	Methodology
Annuka Jyrämä	Qualitative

Abstract
OBJECTIVES OF THE STUDY:

The thesis has two main objectives. The first one is to shed light on the co-creative bottom-up processes of place branding by discussing the link between place brands, co-creation and the bottom-up approach. This is done through developing an understanding of how the residents of a place experience and perceive the place and consequently, how the place brand is developed through discursive practices. Looking at place branding this way, branding is seen as a co-creative… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13661)

Key words
place branding, place co-creation, resident involvement, discourse analysis, bottom-up branding, place brand image

Author	Title
Laura Leskelä	Lived experience of a place - A phenomenological exploration of place brand creation by consumers

Supervisor	Methodology
Sammy Toyoki	Qualitative

Abstract
OBJECTIVES OF THE STUDY

This study sheds light on co-creative place branding by approaching place brands from the grassroots level of lived experiences upwards. A place brand is seen as negotiation between culture, identity, and image that are simultaneously constructed and consumed in the level of lived experience. This identity-based view brings more dynamism to place branding by highlighting the power of actors and networks in constructing and consuming meanings. Place is understood as an ec… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13560)

Key words
place branding; place co-creation; place identity; sense of place; place ecosystem; phenomenology

Author	Title
Esa Koivisto	Consumers’ meanings regarding privacy: The mobile phone as an extension of self

Supervisor	Methodology
Sammy Toyoki	Qualitative

Abstract

This study provides insights into consumers’ meanings of privacy in the mobile phone use context, by aiming to answer the research question: what are consumers’ meanings regarding privacy in their daily use of their mobile phones? Privacy has been considered as merely an important antecedent to new technology adoption intentions by deploying a calculus method that considers the benefits and negative consequences of information sharing. The lack of research on the actual meanings of privacy in th… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13629)

Key words
privacy; mobile phone; self; m-commerce
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<tr>
<td>Pauliina Puhakka</td>
<td>Kulttuuristen merkitysten välittyminen kiinalaisissa ja suomalaisissa verkkomainoksissa</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<td>Lasse Mitronen</td>
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<td>Tutkielman tausta ja tavoitteet:</td>
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<td>Key words</td>
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<td>Katarina Ketola</td>
<td>Value Co-Creation In Consumer-to-Consumer Context. Case Restaurant Day</td>
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<td><strong>Abstract</strong></td>
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<td>Purpose of the study The purpose of this research is to investigate value co-creation process in consumer to consumer context. Value co-creation is a raising trend in consumer culture theories, but it is lacking in empirical studies. However it has gained a lot of attention in service marketing field. This study combines studies of service marketing and consumer behavior. The research objective is to understand what kind of values does consumers create and how these values are co-created.</td>
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<td>Key words</td>
<td>Value Co-Creation, Restaurant Day, Consumer Behavior, Consumer Culture, C2C</td>
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<td>Emma Koskela</td>
<td>The impact of marketing channel structure on brand personality perception</td>
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<td>OBJECTIVES OF THE STUDY:</td>
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<td>Marketing channel structures have been in the interest of researchers, yet little amount of attention has been paid to explore the competition between concurrent sales channels of manufacturer and retailer; moreover the earlier research has been focused more or less on consumer cross-channel behavior and competition between brands. Prior research on brand personalities has strongly focused on confirming the brand personality scale and measures, exploring the effect of t... (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13733">http://epub.lib.aalto.fi/en/ethesis/id/13733</a>)</td>
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<td>Ilkka Sairanen</td>
<td>Me, My Brands and I - Self-presentation through brand-related UGC</td>
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<td>Supervisor</td>
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Objective of the study The aim of the research is to investigate how consumers tell stories about creating visual brand-related user-generated content (UGC) to identify themes that appear most comprehensive and most revealing for explaining the individual and collective experiences. First objective is to explore in-depth how consumers engage in this process of creating brand-related UGC in order to gain a better understanding of the concept of UGC itself in terms of consumer research. Second, th… (continue reading: )

Key words
user-generated content; UGC; brand-related; identity construction; self-presentation; photo; social media; Instagram

Author

Title
Sanna Larjovaara
Palvelujen automatisoinnin vaikutus asiakastyytyväisyyteen

Supervisor

Methodology
Sammy Toyoki Qualitative

Abstract

Tutkielman tavoitteena on ollut selvittää, miten itsepalveluteknologian käyttö vaikuttaa asiakkaan palvelukokemukseen ja sitä kautta asiakastyytyväisyyteen. Aihetta on tutkittu jonkin verran, mutta tässä tutkimuksessa on asiaa tarkasteeltu asiakkaan kokemusellisuuden näkökulmasta, mistä ei löydy paljon tutkimuksia.


Key words
Itsepalveluteknologia, itsepalvelu, virtuaalinen palveluympäristö, asiakastyytyväisyys, palvelun ominaisuudet, asiakaspalvelu, palvelukokemus, palvelun laatu, asiakasuskollisuus

Author

Title
Tchernych Mikael
The effects of sports sponsorship on the sponsor firm’s customer-based brand equity in the context of Finnish team sports

Supervisor

Methodology
Lasse Mitronen Qualitative

Abstract

Purpose of the study:

The main purpose of this thesis is to describe the effects of sports sponsorship on the sponsor firm’s customer-based brand equity in the context of Finnish team sports fans. The popularity of sports sponsorship as a marketing tool has increased enormously during the past few decades and thus the knowledge that I'm able to provide by conducting this research has a great significance for the marketing managers, as well as the future research. The conceptual framework of t… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13687)

Key words
brand; branding; brand equity; customer-based brand equity; sponsorship; sports sponsorship; team sports

Author

Title
Katri Sepp
Shoppers’ motivations at the airport; The impact of impulse buying tendency and time-pressure

Supervisor

Methodology
Jaakko Aspara Quantitative

Abstract
OBJECTIVES:
The purpose of this study is to expand the understanding of the factors influencing customer behavior in airport retailing environment. More specifically, the focus is on Asian customers visiting the Finnair Tax-Free Shop at Helsinki Airport. The aim of the study is to find out how shopping motivations are affected by time pressure and impulse buying tendency, as both are factors related strongly to the shopping in the airport environment.

METHODS:
The study draws on existing rese... (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13686)

Key words
travel retail, shopping motivations, consumer behavior, time pressure, airport shopping behavior, impulse buying, impulse buying tendency, Chinese consumer, Japanese consumer

Author
Jon Niklas Lindroos

Title
Ekologisuuden merkitys urbaanin kuluttajan arjen käytännöissä - Videografin tutkimusmenetelmä

Supervisor
Joel Hietanen

Methodology
Qualitative

Abstract
Tutkielman tavoitteet Tarkastellaan työelämään hiljattain siirtyneiden urbaanien nuorten aikuisten arkea ja arjen rutiineita. Tutkimus pohjautuu Consumer Culture- sekä praktiikateoriaan, joita tarkastellaan erityisesti ajankohtaisen teeman, kuluttamisen ekologisuuden sekä kuluttamiseen vahvasti liittyvän myyntipakkauksen avulla. Tavoitteena oli ymmärtää ekologisuuden merkitystä kuluttajan arjen käytännöissä sekä myyntipakkauksen roolia kuluttajan muokkaamissa ja tuottamissa arje... (continue reading: )

Key words
Consumer Culture Theory; praktiikateoria; myyntipakkaus; ekologisuus; etnografia; videografia

Author
Ahlfors Mikael

Title
Engaging Indian IT employees – A compensation & benefits Case study of a Finnish multinational IT company

Supervisor
Arto Lindblom

Methodology
Quantitative

Abstract
Research Objectives The main objectives for this empirical study were to enquire about the type of commitment employees in India generate with the case company, how they perceive their compensation system, and to find a possible connection between total rewarding and employee engagement.

Methodology The type of research conducted for the empirical part of this thesis is of quantitative nature. The data generated through questionnaire were statistically analyzed. The questionnaire was sent out t... (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/12601)

Key words
Engagement, compensation, benefits, motivation, IT, retention

Author
Maria Honkanen

Title
Expanding understanding of value co-creation: A cultural approach

Supervisor
Annuka Jyrämä

Methodology
Qualitative

Abstract
THE PURPOSE OF THE STUDY:

A key element of Service-Dominant Logic of Marketing (SDL) is a value co-creation framework, in which the emphasis is not simply on the activities of producers or consumers but on the participation and interaction of multiple resource-integrating actors, tied together in shared systems of exchange. Recently, SDL's elaborations on this type of value-creation configurations have grown increasingly complex in relation to their contextualization and constitute a promising … (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13685)

Key words

value; value co-creation; service-dominant logic; cultural practice; marketplace culture; consumer culture theory

Author

Veikko Paloheimo

Title

Musiikkipiraattien kuluttajavastarinta suomalaisessa musiikkiteollisuudessa

Supervisor

Methodology

Sammy Toyoki

Qualitative

Abstract


Key words

kuluttajavastarinta; musiikkipiratismi; musiikkiteollisuus; narratiivinen analyysi

Author

Antti Merivirta

Title

Understanding consumer motives in social media community participation - Case Quality Hunters

Supervisor

Methodology

John Schouten

Qualitative

Abstract

OBJECTIVES OF THE STUDY:

The main objective of this thesis was to understand motives in consumer participation and in particular to find if motives on their own can explain the reasons why consumers engage in consumer communities. The context of this study was Quality Hunters social media community. The aim is to understand how consumers perceive the community and how they participate in social media community.

METHODOLOGY:

The research is qualitative and interpretative. Six Quality Hunters c… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13684)

Key words

consumer behaviour, postmodern consumer, brand communities, consumer tribes, motives, social media, phenomenology

Author

Henrietta Hampspinnare

Title

"Ainahan sen voi palauttaa" - Palautusmahdollisuuden vaikutus ostopäätökseen ja palautuskäytätämymiseen vaatemyymälöissä ja verkkokaupoissa

Supervisor

Methodology

Lasse Mitronen

Qualitative

Abstract

Tuotepalautusmahdollisuutta on tutkittu runsaasti optimaalisen palautuspolitiikan kannalta, eli yrityksen näkökulmasta. Aikaisemmassa tutkimuksessa löytyy dataa joka viittaa siihen, että palautusmahdollisuudella on positiivista vaikutusta kuluttajan ostokäytätämymiseen (esim. Wood 2001; Petersen & Kumar 2009; Suwelack ym. 2011). Tutkielmassa pyritään tutkiamaan läheismin tätä vaikutusta ja sen taustalla olevia tekijöitä. Aikaisempi tutkimus ei käsittele palautusmahdollisuuden vaikutuksia läheismin … (continue reading: )

Key words
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<td>Sampo Satama</td>
<td>Consumer adoption of access-based consumption services - Case AirBnB</td>
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<td>Supervisor</td>
<td>Methodology</td>
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<td>Sammi Kajalo</td>
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<td>Abstract</td>
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<td>Increasing internet and smart phone penetration has given rise to a new business model, in which the service companies act as intermediaries and allow consumers to exchange value between them. Usually this is done by facilitating resource exchange between the consumers - one party that needs a resource such as a car, a designer bag or a place to stay rents or shares this resource with another party that has no need for the resource at the moment. This phenomenon has been dubbed collaborative con… (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13682">http://epub.lib.aalto.fi/en/ethesis/id/13682</a>)</td>
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<td>Key words</td>
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<td>collaborative consumption; sharing economy; access-based consumption; AirBnB</td>
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<tr>
<td>Emma Mäenpää</td>
<td>Experiencing nature through consumption: studying sailors' experiences</td>
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<td>Supervisor</td>
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<td>Abstract</td>
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<td>Objectives:</td>
<td>The main objective of the study is to explore how consumers experience nature through consumption. The background of the current study is in unsustainable consumption of antifouling paints in leisure time boats. Therefore, the context of the research is studying sailors' experiences mainly at the Baltic Sea. It studies how nature ideologies influence sailors thought, speech and action and the relationships between the ideologies rising from sailor's experiences. The study also explo… (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13699">http://epub.lib.aalto.fi/en/ethesis/id/13699</a>)</td>
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<td>Key words</td>
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<tr>
<td>Consumer culture, experiencing nature, nature ideologies, synthesizing solution, existential-phenomenology, sustainable consumption</td>
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<tr>
<td>Joonas Eriksson</td>
<td>Play in Finnish students' experiences of alcohol consumption</td>
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<tr>
<td>Objectives</td>
<td>The main objective of this study is to investigate reasons for drinking by examining the elements of play in Finnish students' experiences of alcohol consumption. The other objectives include finding out what actions Finnish students perform to enable the play state in drinking and what are the implications for policy makers and marketers. The study belongs to the consumer culture theory (CCT) research.</td>
</tr>
<tr>
<td>Methodology</td>
<td>The research is qualitative and interpretative in nature… (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13719">http://epub.lib.aalto.fi/en/ethesis/id/13719</a>)</td>
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<td>alcohol consumption, consumer culture, consumer research, deep play, drinking, existential-phenomenology, flow, play</td>
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<tr>
<td>Taru Aspinen</td>
<td>What motivates consumers to co-create value in online communities?</td>
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</table>
**Objective of the Study:**

The focus of this thesis is to identify consumer motivations to voluntarily engage in online communities and co-create value.

**Theoretical Framework and Methodology:**

This research is qualitative and interpretive in nature. The literature review shows five relevant motivational factors, which are mainly based on the Uses & Gratification theory by Katz et al (1974). A theoretical framework has been derived from the findings in the literature review, and the empirical rese... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13729](http://epub.lib.aalto.fi/en/ethesis/id/13729))

**Key words**

coop; consumer motives; social media; motivation; online community; uses & Gratification theory

### Author & Title

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<tr>
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<tr>
<td>Sabrina Avanidis</td>
<td>Improving inter-organizational internal communication and collaboration with the help of enterprise social media. Case study: A multinational corporation</td>
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### Background and objectives:

Utilization of e-learning environments and applications in business context has increased rapidly. International organizations, as well as local companies, allocate more resources to personnel development by using e-learning trainings. E-learning provides cost effective training possibilities and therefore it gives a good opportunity for employees to gain knowledge regardless of place and time. E-learning business is predicted to grow approximately eight percent annually. (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13742](http://epub.lib.aalto.fi/en/ethesis/id/13742))

**Key words**

e-learning; technology acceptance; attitude; self-efficacy; perceived usefulness; perceived ease of use; system usability; voluntariness; structural equation modeling; path analysis

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<td>Petri Parvinen</td>
<td>Qualitative &amp; Quantitative</td>
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### Author & Title

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<td>Sammi Kajalo</td>
<td>Quantitative</td>
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### Author & Title

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<td>John Schouten</td>
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### Author & Title

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<td>Lasse Mitronen</td>
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<td>Sammi Kajalo</td>
<td>Quantitative</td>
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</table>
Abstract

As the incremental digitalization changes the world significantly, companies need to be present and successful at electronic marketplaces in order to thrive. This study attempts to broaden the understanding of the companies' online competitiveness by applying the sales approach to customer service in the context of a specialty retailer's customer service chat. The objective is to find ways to make the company's customer service function more cost-effective by applying traditional, face-to-face s… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13744)

Key words

customer service chat; e-commerce; influence strategies; sales

Author

Elina Nenonen

Contributing to mobile gamer loyalty with game design

Supervisor

Petri Parvinen

Qualitative

Abstract

Objectives of the study:

As many mobile games are generally considered as somewhat temporary fads, and only a small percentage of mobile gamers is actually willing to spend money in mobile gaming, the main objective of the study was to find out how to improve mobile gamer loyalty with game design, and which gaming elements bring value to customers. Answers are sought from both mobile gamers and mobile gaming professionals, who shed light on their current means to maximize mobile gamer loyalty a… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13759)

Key words

customer loyalty; asiakasuskollisuus; customer value; asiakasarvo; mobile gaming; miihipelaaminen; game design; pelisuunnittelu

Author

Stephanie Zogg

Social Media as an idiosyncratic investment and enhancer of relationship quality and long-term orientation in buyer-supplier relationships

Supervisor

Sami Kajalo

Qualitative

Abstract

Motivation for the research and objectives The purpose of this Master' thesis is to explore the attitudes towards social media collaborations in buyer-supplier relationships (BSR) and to clarify how idiosyncratic investments in social media may enhance the relationship quality and long-term orientation within the dyad. It's suggested also in the literature that firms have to continue to rely on collaborative relationships in order to grow their pie of benefits (eg. Anderson & Jap, 2005). In this… (continue reading: )

Key words

business-to-business marketing, buyer-supplier relationship management, relationship quality, long-term orientation, social media, retail, structural equation model

Author

Eeva-Maija Alanen

Exploring Russian dairy consumption culture

Supervisor

Sammy Toyoki

Qualitative

Abstract

This work focuses on examining Russian consumers' milk consumption practices through netnographic research. Particular interest is to understand the kinds of practices that are common in Russia regarding dairy product consumption and the significance of these consumption practices in the Russian cultural context. The study also explores how Russians might perceive and relate to foreign dairy products, Finnish ones in particular. The literature review introduces findings of previous research and … (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13761)

Key words

food; ruoka; consumption; kulutus; consumers; kuluttajat; milk; maito
Zinaida Kajo  
**Title:** Consumer behavior toward counterfeiting: Exploring consumer's purchase intention after design piracy - Case Marimekko

**Supervisor:** Sami Kajalo  
**Methodology:** Quantitative

**Abstract**

This thesis is based on the Finnish design company Marimekko, and its case about plagiarism accusations, which began on May 2013. The study is cross-sectional. Based on a careful literature examination, the research model was constructed. The role of consumer’s attitude toward counterfeits, brand trust and affective identification, and their influence on future purchase is examined. The aim of this study is to provide a comprehensive understanding of the purchase intention of Marimekko products. 

**Key words**

counterfeiting;plagiarism;consumer behavior;brand trust;affective identification;purchase intention

Iina Vapaavuori  
**Title:** Internationalization in retail - Challenges and possibilities in Finland

**Supervisor:** Lasse Mitronen  
**Methodology:** Qualitative

**Abstract**

This study examines the internationalization of foreign retail companies. The focus is especially on the challenges and opportunities presented in the Finnish retail market. The main objective of this research is to create an overview of the factors affecting internationalization. Another objective is to create an overview of the possibilities offered by the Finnish market and look into the challenges of the market. Research on internationalization is extensive, however it has not been previously. 

**Key words**

retail:international expansion;global expansion strategies;internationalization market entry

Patrik Fingerroos  
**Title:** Omni-channel retail in SMEs: How do SMEs employ omni-channel retail strategies?

**Supervisor:** Lasse Mitronen  
**Methodology:** Qualitative

**Abstract**

Purpose of the study:

Continuously present through mediums such as e-commerce, mobile applications and social networks, digitalization has disrupted the retail industry in revolutionizing not only the ways consumers shop and what they expect but also the way retailers operate. Although multichannel retail is well researched, only limited studies have focused on omni-channel retail, thus clearly indicating a need for further academic study. Furthermore, prior research has mainly focused on large... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13837](http://epub.lib.aalto.fi/en/ethesis/id/13837))

**Key words**

omni-channel retail, multichannel retail, retail strategy, channel integration

Salla Malminen  
**Title:** Humble man's pursuit of prestige: A narrative approach to the interplay of cultural virtues and luxury desires in Finnish post-postmodern man’s identity construction process

**Supervisor:** Sammy Toyoki  
**Methodology:** Qualitative

**Abstract**

...
Purpose of the study:

This study aims to explain how the given cultural context and consumer’s life experiences affect consumer's interpretations of luxury and determine how they act as luxury consumers. Following Holt’s (2002) definition of a post-postmodern era, this study treats luxury brands as one of the many cultural resources, which are important in consumer's self-construction process. While luxury has long traditions in countries such as France and Italy, its history in Finland is rela… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13827)

Key words

- cultural identity
- luxury consumption
- consumer behavior
- consumer culture theory
- lifestyle
- identity construction
- life story
- narrative analysis
- social constructivism

Author

Niina Mäkinen

Title

Kuluttajan kokema verkkomarkkinointi osana kustannustehokkaan päivittäistavarakaupan markkinointiviestintästrategiaa - case Lidl

Supervisor

Lasse Mitronen

Methodology

Qualitative

Abstract


Key words

- kustannusjohtajuusstrategia
- verkkomarkkinointi
- markkinointiviestintä
- päivittäistavarakauppa

Author

Rosa Laine

Title

Wellness media: Consumption motives and relation to wellness orientation

Supervisor

Jukka Luoma

Methodology

Quantitative

Abstract

Wellness is one of today's prominent megatrends influencing people's consumption motives. It shows as consumers' increased orientation towards wellness, as well as increased supply of wellness related products and services. This paper investigates the wellness phenomenon in the specific context of media consumption. While motives of media consumption in general have been widely studied in communication research, wellness themed media content has not yet received much academic attention. The purp… (continue reading: )

Key words

- wellness
- media consumption
- uses & gratifications
- wellness orientation
- consumer behavior

Author

Leena Ahokas

Title

Understanding the legitimation efforts and persuasion tactics of food bloggers

Supervisor

John Schouten

Methodology

Quantitative

Abstract

THE PURPOSE OF THE STUDY:

The understanding of WOM has greatly developed due to the growth of Internet meaning that the traditional WOM theories are no longer valid in an environment where information flows freely between consumers and in which communication is based on relationships. As bloggers gain more power and are increasingly involved in sponsored WOMM campaigns they face similar pressures as Public Relation practitioners: at the same time they need to act as convincing persuaders and ad… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13893)

Key words

- legitimation
- word-of-mouth
- word-of-mouth marketing
- rhetorics
- discourse analysis
- blog
- blogger
- persuasion
- marketing
- marketing communication
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<th>Author</th>
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<tr>
<td>Jaakko Savolainen</td>
<td>Measuring housing community customers' digital service usage: the effect of community identity</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Antti Sihvonen</td>
<td>Quantitative</td>
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<td></td>
<td><strong>Abstract</strong></td>
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<td>Digital services provide the means to improve customer relationships and insight, enable co-creation of value, and disseminate word-of-mouth through digital channels all leading to stronger brand differentiation and higher customer lifetime value. Capturing the value from digital services requires that enough users adopt and frequently use the provided services. Therefore, understanding what affects the usage of digital services is paramount to digital marketing practice. Although several variab… (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13902">http://epub.lib.aalto.fi/en/ethesis/id/13902</a>)</td>
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<td>community identity; digital services; structural equation modeling; technology acceptance model</td>
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<tr>
<td>Johanna Mustonen</td>
<td>Evaluating the blog as an arena of word of mouth marketing. A consumer investigation of how consumers evaluate organic and amplified electronic word of mouth communication in Finnish consumer fashion blogs</td>
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<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Lasse Mitronen</td>
<td>Qualitative</td>
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<td></td>
<td><strong>Abstract</strong></td>
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<td>Objectives: How we view marketing communications has tremendously changed in the 2000s. Especially in the converging worlds of media and commerce, authority is shifting away from corporations and centering on smaller networks and individuals. Consequently, companies have become interested in directly managing these interpersonal word-of-mouth (WOM) communication activities by so-called WOM marketing practices. Subsequently, especially the blog as a new media has been transformed into an arena o… (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13924">http://epub.lib.aalto.fi/en/ethesis/id/13924</a>)</td>
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<td><strong>Key words</strong></td>
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<td>marketing communications; social media; blog; word of mouth communication; word of mouth marketing; blog commerciality; fashion</td>
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<th>Author</th>
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<tr>
<td>Silverang Tuomas</td>
<td>The impacts of customer empowerment on new product and firm performance: performance effects and contextual considerations of involving customers in new product development</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Antti Sihvonen</td>
<td>Quantitative</td>
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<td></td>
<td><strong>Abstract</strong></td>
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<td>This study explores the relationships between customer empowerment (CE), new product performance (NPP) and firm performance (FP) as well as important contextual factors influencing these relationships. CE is defined in this study as the extent which a firm provides its customers ways to (1) actively shape the nature of its transactions and (2) connect with the firm as well as with each other. First, extant research on CE and its performance impacts is reviewed, resulting in a total of ten research… (continue reading: <a href="http://epub.lib.aalto.fi/en/ethesis/id/13909">http://epub.lib.aalto.fi/en/ethesis/id/13909</a>)</td>
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<td><strong>Key words</strong></td>
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<td>markkinointi; marketing; tuotekehitys; product development; uudet tuotteet; new products; asiakkaat; customers; voimaantuminen; empowerment</td>
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<tr>
<th>Author</th>
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<tr>
<td>Engelvuori Kristina</td>
<td>International fashion trade shows as brand identity enhancement platforms for Finnish microenterprises</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Elina Koivisto</td>
<td>Qualitative</td>
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</table>
### Abstract

**Purpose:**
This thesis aims to examine how the brand identity of Finnish microenterprises can be enhanced in the context of international business-to-business (B2B) fashion trade shows. More specifically, how digitalization is affecting the industry in bringing in alternatives that take away from trade show attendance, and how the concept of trade shows should be improved to stay competitive. According to predominant literature, trade shows are known to be a popular medium for promoting and selling... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/14203](http://epub.lib.aalto.fi/en/ethesis/id/14203))

**Key words**
trade show; brand identity; fashion; microenterprise; digitalization

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Joni Rajaniemi</td>
<td>Organisatoristen tekijöiden vaikutus pankin johdon ja asiakaspalveluhenkilöstön näkemyksiin asiakashyödyistä. Case: S-panki</td>
</tr>
</tbody>
</table>

### Abstract

**Tutkielman tavoite:**
Tutkimuksen tavoitteena on selvittää, kuinka organisatoriset tekijät vaikuttavat pankin johdon ja asiakaspalveluhenkilöstön näkemyksiin asiakkaiden tavoittelemista hyödyistä pankkipalveluissa. Tutkimuksen tarkoituksena on parantaa pankkien sisäistä ymmärrystä asiakkaiden tavoittelemista hyödyistä.

**Tutkimusmenetelmä:**

**Key words**
Hyötysegmentointi, asiakashyödyt, organisatoriset tekijät, pankkiala

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<tr>
<th>Author</th>
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<tr>
<td>Susanna Lönnblad</td>
<td>From brick-and-mortar to Click-and-Mortar: a comparative case study on multichannel retail strategy implementation as a practice</td>
</tr>
</tbody>
</table>

### Abstract

This thesis aims to explore multichannel retail strategy implementation within SMEs, and to specifically understand how the interrelated constructs of intra-organisational structures and managerial processes shape this practice over time. The study adopts a unique strategy-as-practice theoretical point-of-view on the multichannel retailing phenomenon in order to examine the daily work of managers in multichannel companies. This allows the thesis to uncover central structures and meaning-making p... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13932](http://epub.lib.aalto.fi/en/ethesis/id/13932))

**Key words**
multichannel retail strategy; multichannel retailing; strategy implementation; strategy-as-practice

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<th>Author</th>
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<tr>
<td>Kaskirinne Aki</td>
<td>Adapting information in online brand communities: Protest framing in a neutral setting and the dissolution of person-brand relationships</td>
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### Abstract

**Adapting information in online brand communities: Protest framing in a neutral setting and the dissolution of person-brand relationships**

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<th>Author</th>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>
The subject of this thesis is the adapting of information in online brand communities and how the adapting of that information leads to the framing of protests in a neutral setting and the dissolution of person-brand relationships. The goals of the thesis are to find out how information is being adapted in the online brand community, how the community members react to that information and how companies should arrange their communication efforts in light of the findings.

The theoretical basis f… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13965)

Key words

online brand community; protest framing; commercial failure; person-brand relationship; community engagement

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<th>Author</th>
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<tr>
<td>Janina Merenheimo</td>
<td>Re-appropriation of urban space through consumption</td>
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</table>

Supervisor  
Sammy Toyoki  
Methodology  
Qualitative

Abstract

OBJECTIVE OF THIS STUDY:

The Restaurant day and other similar civic events have become an important part of urban culture with tens of thousands of participants per venue in cities and locations all over the world. This thesis is about understanding the phenomenon of Restaurant day from the mainstream consumer's perspective suggesting that cities are places where new forms of consumption emerge. Thus the Restaurant day phenomenon is studied as an urban event organized by citizens and particip… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/14008)

Key words

Consumer culture; Social movement theory; Urban space, re-appropriation; market emancipation; postmodernism.

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Maiju Nikkinen</td>
<td>Blogs as navigation platforms: A study of narrative directionality in the identity construction process of the contemporary consumer</td>
</tr>
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</table>

Supervisor  
Sammy Toyoki  
Methodology  
Qualitative

Abstract

Purpose of the study:

The purpose of this study is to examine how contemporary consumers construct and communicate their identities through narratives and how they reflect their identity through narratives on blog consumption experiences. Ultimately, this study aims to shed light on how consumers draw from blogs and to examine whether blogs can be used in identity construction processes. It is argued that, ultimately, blogs serve as navigational platforms for consumers' story-telling activities… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13945)

Key words

Narrative, narrative directionality, identity construction, life story, social media, blog, navigation platform, consumption, consumer behaviour, redemption and contamination

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<th>Author</th>
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<tr>
<td>Noora Tammisto</td>
<td>Online video consumption practices: Studying Finnish viral video mavens</td>
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</table>

Supervisor  
Sammy Toyoki  
Methodology  
Qualitative

Abstract

Online videos are being actively and in increasing amount consumed by modern day consumers, who benefit from an almost unlimited choice of online videos available. Moreover, online videos are not confined by time and place, allowing them to reach geographically dispersed audiences quickly. The fast diffusion of online content occasionally creates shooting stars of online video - viral videos. In viral marketing, like in online video advertising, consumers are harnessed as the distributional forc… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13938)

Key words

online video; viral video maven; online video advertising; viral marketing; viral advertising; electronic word of mouth; practice theory
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<th>Author</th>
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<tr>
<td>Pellinen Ulla</td>
<td>Making sense of Green Office</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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**Abstract**

The aim of the research was to investigate how organizational members make sense of green change and how they talk about Green Office. A global pharmaceutical enterprise working at the private company sector formed a research context of this study. The company gained WWF’s Green Office certificate in 2012.

This research is a qualitative in nature and focuses on narratives of employees in order to comprehend how green discourse provided by Green Office (identity regulation) was interpreted by employees...

**Key words**
greening, identity, sensemaking

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<tr>
<th>Author</th>
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<tr>
<td>Julia Kristola</td>
<td>The Real Thing: A discourse analysis of authenticity in private fashion and lifestyle blogs</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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**Abstract**

**Objectives of the Study**

The objective of this research is to understand how consumers talk about authenticity in the context of private fashion and lifestyle blogs.

**Theoretical foundation**

The theoretical background is compiled of previous research on the discourses, which construct the discussion of authenticity. The literature review discusses authenticity in consumer behaviour, presenting life in private blogs, motivations for blogging and private blogs as consumer-generated adver...

**Key words**
authenticity, private blogs, fashion and lifestyle blogs, discourse, discourse analysis

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<th>Author</th>
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<tr>
<td>Aamer Chaichee</td>
<td>The effect of sales force control systems and sales experience on salesperson performance</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Antti Sihvonen</td>
<td>Quantitative</td>
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</table>

**Abstract**

The implications of the effect of sales force control systems on salesperson output performance has not been consistently established. The purpose of this research is to measure how sales force control systems affect the salesperson's output performance while investigating how the role of sales experience influences the proposed consequence. Both total sales experience and the sales experience in the current organization are taken into account. Survey data (n=177) collected from salespeople work...

**Key words**
sales force control system; hybrid sales force control system; sales performance; sales experience

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<th>Author</th>
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<tr>
<td>Heli Kemppainen</td>
<td>Defining factors that are affecting acceptance and adoption of mobile cloud-based CRM service: a pilot case study</td>
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### Supervisor | Methodology
---|---
Henrikki Tikkanen | Quantitative

### Abstract

**PURPOSE OF THE STUDY:**

The purpose of the study is to find out how the company is able to increase the given value for their small sized business-to-business (B2B) customers and entrepreneurs with a new customer relation management (CRM) service and how B2B customers accept and adopt the new service method. Since the mobile cloud-based CRM service is a new business area, acceptance and adoption of mobile cloud-based CRM service is a domain requiring further academic research. On the basis of the … (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/13967)

### Key words

acceptance; adoption; B2B; cloud computing; CRM; mobile cloud-based computing; mobile cloud-based CRM; value creation

### Author | Title
---|---
Iiris Jokela & Diana Filippovits | Conceptualizing customer-company patronizing behavior: Nostalgia-charged experiences driving prosocial behavior and commitment

### Supervisor | Methodology
---|---
Sammy Toyoki | Qualitative

### Abstract

**Purpose of the Study**

The purpose of this study is to examine customer-company patronization i.e. the phenomenon in which customers decide to voluntarily patronize, support and promote companies. Currently the phenomenon of customer-company patronization is not well understood nor conceptualized in the marketing and consumer research disciplines. Our study aims to extend the current literature of extra-role behaviors by exploring this phenomenon from the perspectives of customers’ experiences as … (continue reading: )

### Key words

Patronizing, nostalgic consumption, customer loyalty, prosocial behaviour, extra-role behaviour, identity, self-coherence, temporality, extended-self, consumer research

### Author | Title
---|---
Lotta Suuronen | Medicalization of the consumer

### Supervisor | Methodology
---|---
Sammy Toyoki | Qualitative

### Abstract

Medicalization is a process in which problems that were previously considered to belong to normal human life are defined and treated as medical problems. Thus, the aim of this study is to understand how consumers by engaging in stigmatic identity work draw from the discourses of the Finnish burnout marketplace in an attempt to come up with a more satisfactory sense of the self. In particular the focus is on how consumers negotiate a socially challenging stigma of burned out. Previous research on… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/14024)

### Key words

medicalization; stigmatic identity work; identity; discourse; consumer culture theory; consumer research; discourse analysis

### Author | Title
---|---
Melinda Ylismaa | The meanings of collective experiences in alternative marketplaces: Case Cleaning Day

### Supervisor | Methodology
---|---
Sammy Toyoki | Qualitative

### Abstract

**OBJECTIVES OF THE STUDY**

Consumer preferences are slowly undergoing a transformation that can be seen in what and how people consume. Goods are more and more shared, bartered and exchanged in the marketplaces that are "peer-to-peer", organized by consumers for consumers (Botsman & Rogers 2010, p. xv). The goal of this thesis is to understand the collective nature of alternative mode of acquisition in the context of peer-to-peer marketplaces wherein consumers exchange secondhand goods in return f… (continue reading: http://epub.lib.aalto.fi/en/ethesis/id/14287)
### Abstract

In the past two years several Finnish banks have introduced a technology-aided saving and investment advisory meeting. In these meetings, materials and documents are provided through online channels, but the actual discussion is done over the phone. The novelty of this context requires qualitative study how trustworthiness can be signaled and trust established. Moreover, qualitative methods are called for to understand the complex, intertwined phenomena of trustworthiness and trust from individ… (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13968](http://epub.lib.aalto.fi/en/ethesis/id/13968))

### Key words

- trustworthiness
- trust
- financial services
- marketing

---

### Abstract

Objectives:

The accurate valuation of a customer relationship remains a challenge that researchers and companies alike are struggling to solve. The objective of this study was to assess the accuracy of noncomplex and deterministic customer lifetime value (CLV) assessment models in a semi-contractual service business context.

Methodology:

The data set encompassed four years of longitudinal behavioral data from 150 customers of the case company. Six noncomplex CLV models were selected and used ... (continue reading: [http://epub.lib.aalto.fi/en/ethesis/id/13978](http://epub.lib.aalto.fi/en/ethesis/id/13978))

### Key words

- customer lifetime value
- CLV
- customer valuation
- relationship marketing
- customer segmentation

---

### Abstract

Tavoite:

Tämän tutkimuksen tavoite on tarjota syvällisempää ymmärrystä liiketoimintastrategian jalkauttamiseen vaikuttavista tekijöistä ja ehdotuksia siitä, kuinka strategian jalkauttamista voidaan tehostaa myyntiorganisaatiossa tunnistamalla strategian jalkauttamiseen liittyvät haasteet.

Tutkimusaineisto ja -menetelmät:

Tutkimukseni olen toteuttanut laadullena tapaustutkimuksena, sillä kyseinen tutkimus on tunnistettava myyntiorganisaatiossa yleisesti erityisesti strategian jalkauttamiseen liittyvää haasteet.

### Key words

- liiketoimintastrategia
- jalkauttaminen
<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Arto Kangas</td>
<td>Palveluorientoitumisen soveltaminen turvallisuusalan liiketoiminnassa</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Sami Kajalo</td>
<td>Qualitative</td>
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</table>

**Abstract**

Tämän tutkielman tavoitteena on kuvata turvallisuusalalla palveluorientoitumiseen vaikuttavia seikkoja. Tutkimus on osa laajempaa turvallisuusalan liiketoimintojen kehittämisen tutkimusta, joka on tapahtunut Tekes-turvallisuusohjelmana kuuluneessa ValueSSe-hankkeessa.

Tutkielman teoreettinen osuus on jaettu kahteen osaan. Ensimmäisessä teoreettisessa osassa tarkastellaan palveluita ja palveluiden markkinointia sekä mistä ne koostuvat. Toisessa teoreettisessa osassa tarkastellaan turvallisuusalala... (continue reading: [http://epub.lib.aalto.fi/fi/ethesis/id/14142](http://epub.lib.aalto.fi/fi/ethesis/id/14142))

**Key words**

markkina; palvelu; palveluiden markkinointi; palveluorientoituneisuus; turvallisuus; tietoturvallisuus; tietosuoja; riski

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<thead>
<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Jaakko Kotila</td>
<td>How companies perceive the value of trade fairs: Reasons for companies’ unwillingness to exhibit</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Lasse Mitronen</td>
<td>Qualitative</td>
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</table>

**Abstract**

The purpose of this research is to study companies' perceptions of trade fair concept and value of exhibiting. Furthermore, the study explores the reasons why companies are unwilling to exhibit and they do not utilize trade fairs. The thesis first discusses how customer value is understood in the academic literature, and continues with presenting the results of analysis and finally discusses the findings.

The data for this study was gathered mainly from qualitative semi-structured interviews. T... (continue reading: [http://epub.lib.aalto.fi/fi/ethesis/id/14118](http://epub.lib.aalto.fi/fi/ethesis/id/14118))

**Key words**

trade fairs; customer value; customer desired value; customer perceived value

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Mari Orpana</td>
<td>Effect of consumers' ethic perceptions to convenience perceptions and purchasing intention in online stores</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Sami Kajalo</td>
<td>Quantitative</td>
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</table>

**Abstract**

Objectives:

The main objective of this thesis is to gain knowledge of how consumers’ perceptions regarding the ethics of online retailers affect to consumers’ online shopping attitudes, more specifically consumers' perceptions of online shopping convenience. Also ambition is to achieve deeper knowledge about consumer behaviour and especially consumers' perceptions towards online retailers.

Besides connection between consumers' perceptions regarding the ethics of online retailers and consumers’... (continue reading: [http://epub.lib.aalto.fi/fi/ethesis/id/14110](http://epub.lib.aalto.fi/fi/ethesis/id/14110))

**Key words**

Consumer behaviour, consumers’ ethic perceptions, consumers’ convenience perceptions, online shopping, online retailers

<table>
<thead>
<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Laura Lepistö</td>
<td>Sponsorship leverage as a part of company's integrated marketing communications strategy - Case Fazer</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Lasse Mitronen</td>
<td>Qualitative</td>
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</tbody>
</table>
Abstract

The objective of this study is to add insight into understanding the phenomenon of sponsorship leverage. Since sponsorship is a complex and multifaceted marketing communication method, this study has a broader aspect by concentrating on the whole process of planning, implementation, coordination and measurement of sponsorship leverage programs as a circular ongoing process, and as a part of company's integrated marketing communications (IMC) strategy. Thus, to enable such thorough in-depth evalu... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14131)

Key words

sponsorship, sponsorship leverage, integrated marketing communications

Author

Noora Kinnunen

Title

The role of channel integration and interactivity in the customer loyalty creation in an omnichannel fashion retail environment: case Bik Bok

Supervisor

Methodology

Lasse Mitronen

Qualitative

Abstract

Objective of the study:

In the fashion retail industry, the adoption of multichannel approach was slower than in other sectors because of the difficulty of translating the in-store customer experience into the online environment. Clothes have been considered as "touch-and-feel" products. This is why it is interesting to study how the omnichannel environment affects fashion consumers. Thus, the purpose of this study is to achieve a better understanding of the creation of customer loyalty in an om... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14111)

Key words

omnichannel; customer loyalty; interactivity; channel integration; fashion; retail; seamless customer experience

Author

Iida-Maria Lehikoinen

Title

Understanding consumers' channel choice in omni-channel retail environments - case Tokmanni

Supervisor

Methodology

Lasse Mitronen

Qualitative

Abstract

Objectives:

The retailing landscape has been evolving drastically over the past years due to technological developments and changes in consumer behavior. As a result, many retailers have increased the number of retail channels as they seek to reach consumers through, for example, online and mobile channels in addition to the traditional brick-and-mortar stores. The current theoretical paradigm of omni-channel retailing is based on seamless, perfectly integrated channel mixes where the boundary... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14119)

Key words

retailing; retail trade; consumer behavior; omni-channel retail; multichannel retail; channel choice; buying process

Author

Julius Kontiola

Title

Drivers of spreading in-group and out-of-group electronic word-of-mouth: Maintaining a positive self-concept by engaging in eWOM behavior

Supervisor

Methodology

Sami Kajalo

Quantitative

Abstract

The purpose of this study is to gain new knowledge on what drives consumers to spread online electronic word-of-mouth (eWOM) about companies, brands and products. The focus is on six key-drivers identified in prior WOM literature, namely positive self-enhancement, anxiety reduction, concern for other consumers, helping the company, advice seeking and vengeance, and on whether there is a difference between the drivers of consumer engagement to in-group eWOM (eWOM among close friends and family) a... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14199)

Key words
<table>
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Laura Isosomppi</td>
<td>Studying self-presentation in online social network sites Facebook &amp; Instagram</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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</table>

**Abstract**

**Objective:**

The objective of this study is to understand and explain the phenomenon of self-presentation in social media context by exploring how the self is projected through social media site profiles and reflected in the usage behavior on the sites.

**Methodology:**

This research is qualitative and interpretive in nature. As a base of studying, comprehending and explaining human behavior a constructivist approach is adopted. Constructivism highlights the importance of interpretation and observa... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14136)

**Key words**

self-presentation; online social network; social media; Facebook; Instagram; online communication; consumer culture; identity projects; grounded theory

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<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Miia Kekkonen</td>
<td>Occupational attitudes. A cross-cultural perspective on gender differences among university students</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Sami Kajalo</td>
<td>Quantitative</td>
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</table>

**Abstract**

**Objectives:**

The research is a cross-cultural study that aims at examining the impact of the gender roles and the cultural factors to the career-related attitudes and to endeavoring high positions among university students. The study strives to point out the differences between men and women in different cultural groups, examining the influence of both culture and gender to the occupational attitudes.

**Methodology:**

The data of the study was collected in spring 2015 using online questionnaire and... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14159)

**Key words**

Attitudes, consumer culture theory, culture, gender roles, quantitative research

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<th>Author</th>
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<tr>
<td>Janni Valkealahti</td>
<td>Liquid art: embracing temporary aesthetics</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>

**Abstract**

Today's postmodern consumer culture is characterized by fast pace, continuous changes, power of consumers and merging roles of production and consumption. There is more unlimited information with less emphasis on the meaning. However, one thing that hasn't changed is consumers' need for self-actualization - both through personal artistic expressions and as a member of a community.

This qualitative research belongs to the postmodern paradigm and the category of interpretive research. The researc... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14191)

**Key words**

Liberatory postmodernism, liquidity, temporary art, aesthetics, self-actualization, subcultures, graffiti culture
Salla Koivu  Why do people share online? Online disinhibition effect in the context of the virtual community of Reddit

Supervisor  Methodology

Sammy Toyoki  Qualitative

Abstract

For the past two decades, the growth of Internet has been truly exponential. Although there is nothing deterministic about the effects of this technological revolution, it is evident that the Internet is changing our behavior in fundamental ways.

One recent expression of the Internet culture is the website reddit.com, which describes itself as “the front page of Internet”. In their personal stories the users of Reddit share everything from their financial problems to their illegal venture. And … (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14151)

Key words

Online Disinhibition Effect; Netnography; Virtual Communities; Consumer Culture; Identity; Empowerment; Computers as mediators of Communication

Aino Kymäläinen  Exploring motivations to engage in collaborative consumption - Case: Facebook recycling groups

Supervisor  Methodology

Sami Kajalo  Quantitative

Abstract

In recent years, there has been a significant change in how people consume. New collaborative business models emerge and flourish all around the world. Their success is due to many simultaneous changes in the society. For example, people have become increasingly sensitive to issues related to scarce natural resources. The global financial and economic crisis has encouraged individuals to seek alternative ways to consume. And most importantly, major technological advances have enabled the omnipre… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14158)

Key words

collaborative consumption; redistribution markets; sharing economy; motivations; recycling; Facebook; liquid relationship to possessions; vertaiskauppa; jakamistalous; motiviit; kierrätys

Hillamari Lautala  Hunting or farming? Salesperson's perceptions on customer orientation in new business acquisition. Case study in a Finnish sales organisation

Supervisor  Methodology

Lasse Mitronen  Qualitative

Abstract

Objectives:
The growing service centered product ranges and ever increasing competition has led many researchers to study the topic of customer orientation, customer orientation is pursued, several factors influencing ones behavior has to be taken into account. While the research has been often concentrating on evaluating the outcomes generated from customer oriented behavior, the motivation and possible influe… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14161)

Key words

customer-orientation; new business acquisition

Elina Koskinen  The effect of different configurations of mobile advertisement components to the advertisement performance Case: Dairy Foods

Supervisor  Methodology

Jukka Luoma  Quantitative
### Abstract

This study aims to identify the configurations of mobile advertisement components that lead to high performance in terms of commonly used digital marketing metrics. The effectiveness of advertisement is measured by click-through-rate (CTR) and cost-per-click (eCPC)-values. The case company is a global dairy supplier called Dairy Foods. The data is gathered from the company’s mobile campaign reports conducted by a third party - the company’s media agency Digi Media. The data comprises only advert… (continue reading: )

### Key words

- mobile marketing
- marketing effectiveness
- digital marketing
- fuzzy set Qualitative Comparative Analysis (fsQCA)

### Author

<table>
<thead>
<tr>
<th>Harri Liimatainen</th>
<th>How women play mobile games: Studying the consumer culture of mobile games among young adult females</th>
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<tr>
<td>Sammy Toyoki</td>
<td>Qualitative</td>
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</table>

### Abstract

Female players have interested researchers and industry professionals ever since the video games market started notably growing again after the mid-80s. Numerous studies motivated by the desire to grow the female demographic of games have studied female preferences and obstacles of adoption i.a. Since then, the video games market has developed significantly and continues growing with an increasing speed. A significant part of this growth is due to the advancements in mobile games that have expanded… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14230)

### Key words

- mobile games
- gender and video games
- consumption as play
- consumer culture
- consumer culture theory

### Author

<table>
<thead>
<tr>
<th>Fanny Vakkila</th>
<th>Exploring value alignment in shopping center mobile solutions A case study of Citycon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lasse Mitronen</td>
<td>Qualitative</td>
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</table>

### Abstract

Research objective: The decentralized nature of shopping centers creates challenges in value alignment. There is a lack of case-based research for exploring value alignment from a service-dominant logic perspective within multiple stakeholder environments. The information technology provides new opportunities to distribute knowledge and collaborate with stakeholders. Therefore, the aim of this study is to identify enabling and preventing factors for value alignment from a customer perspective in … (continue reading: )

### Key words

- service-dominant logic
- value alignment
- IT
- stakeholders of the firm

### Author

<table>
<thead>
<tr>
<th>Mikko Hänninen</th>
<th>Exploring the relationship between customer experience and customer value in grocery retailing. Case: A K-Citymarket Grocery Store</th>
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<tr>
<td>Lasse Mitronen</td>
<td>Qualitative</td>
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</table>

### Abstract

As competition, especially in grocery retail has increased in the last decade, retailers have begun to compete primarily with price often forgetting its customers and their needs. While price can be the main purchase motivator for certain customers, it is a unique customer experience that creates competitive advantage that is difficult to imitate as several academics such as Rintamäki et al. (2006) and Grewal et al. (2009) have pointed out. However, despite the importance of understanding the li… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14254)

### Key words

- Customer Value
- Customer Experience
- Services Marketing
- Customer Relationship Marketing
- Consumer Behaviour
- Trust
- Retailing
- Grocery Retail
- B2C
- Kesko
- K-Group
- Finland
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<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Feiya Long</td>
<td>Utilization of social media in market entry strategies: A case study of multinational companies in China</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
</tr>
<tr>
<td>Ashish Kumar</td>
<td>Qualitative</td>
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</table>

**Abstract**

The main objective of this thesis is to uncover and propose ways to utilize social media in foreign market entry strategies. The context of this study is based on Chinese market entry of multinational companies and social media as part of the emerging phenomenon is the central underpinning of this study. The current literature contains insufficient analysis of social media's role in market entry decision-making and how the utilization of social media can benefit multinational companies in foreign... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14253)

**Key words**

social media, social media marketing, market entry decision-making, foreign market entry, market entry strategies, Chinese market, extensive case study

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Ella Nuutinen</td>
<td>Industrial buyers' utilisation of customer references in the context of purchasing digital solutions</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>Lasse Mitronen</td>
<td>Qualitative</td>
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</table>

**Abstract**

This thesis was written to expand customer reference literature by studying how organisational buyers utilise customer references and what kind of aspects affect the reference utilisation process. The objective was to fill the theoretical gap of researches about the utilisation of references from the buyers' side. Through an extensive literature review the relevant existing literature was found, combining the previous findings about the suppliers' reference utilisation and buyers information sea... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14329)

**Key words**

reference marketing; customer references; reference model; organisational buying

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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Nelli Huikari</td>
<td>The consumption of well-being: Developing consumption practices of well-being in the context of medicalized water</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>

**Abstract**

Objectives The main objective of this study belonging to the consumer culture theory (CCT) research is to investigate how consumers develop practices of well-being through the consumption of medicalized water. Another objective is to study how the dominant health and wellness ideology affects this development of health consumption and consumer identity projects.

Methodology This research is qualitative and emergent in nature. Ten Finnish consumers of vitamin-infused water were interviewed and t... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14306)

**Key words**

collection of well-being; consumer culture; consumer research; medicalization; health; wellness; well-being; ideology; identity; biomorality

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<th>Author</th>
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<td>Meri Peltonen</td>
<td>Cycle of desire: Understanding consumption behavior of an urban cycling community</td>
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<tr>
<td>Supervisor</td>
<td>Methodology</td>
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<tr>
<td>John Schouten</td>
<td>Qualitative</td>
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</table>

**Abstract**

The aim of this research is to understand consumer desire and passionate consumption in the specific context of a consumption community in order to gain a better grasp of the concept of desire in terms of consumer research. More specifically, the main objective is to see the interaction between the community, the desire, and the individual. The focus will be on understanding how community membership and individual identity articulate consumer desire, the forces at work, and the impact on both si... (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14302)
<table>
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<th>Key words</th>
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<tr>
<td>bicycles; communities; consumer behavior; consumer desire; ethnography; identity; netnography; passion</td>
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<th>Author</th>
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<tr>
<td>Atte Aro</td>
<td>Practices of consuming trotting: How a community of devoted enthusiasts forms around a leisure activity</td>
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<tr>
<td>The objective of my study was to gain new insight on how practices of leisure subcultures form communities. I conducted ethnographic research on Finnish trotting community to learn what kinds of trotting practices exist, how those practices are organized and what is the inherent logic of those practices. My study takes a practice theoretical approach to point out the dominant practices of trotting. I also wanted to find out how community members make sense of those practices and what… (continue reading: <a href="http://epub.lib.aalto.fi/fi/ethesis/id/14283">http://epub.lib.aalto.fi/fi/ethesis/id/14283</a>)</td>
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<td>practice theory; consumer culture; subcultures; consumption practices; trotting; betting</td>
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<th>Author</th>
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<tr>
<td>Valtteri Taube</td>
<td>Reference group influence on digital advertising effectiveness</td>
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<tr>
<th>Abstract</th>
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<tr>
<td>Reference groups have been researched solely based on laboratory experiments. Also there has been multiple demands in the field of marketing research for replication studies. This thesis will be answering the need and simultaneously making use of new advertisement technologies. Purpose of the thesis is to increase external validity of reference group research by making conceptual replication of White &amp; Dahl's (2006) study in field setting.</td>
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| Reference groups are groups that consumers use to comp… (continue reading: [http://epub.lib.aalto.fi/fi/ethesis/id/14250](http://epub.lib.aalto.fi/fi/ethesis/id/14250)) |

<table>
<thead>
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<th>Key words</th>
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<tbody>
<tr>
<td>reference groups, dissociative reference groups, gender associations, digital marketing, digital advertising, banner advertising, field experiment, field test, replication</td>
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<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Tuomas Ylikoski</td>
<td>How managers evoke the creation of customer experiences in a business to business consultancy company</td>
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<tr>
<th>Abstract</th>
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<tr>
<td>This thesis aims to find out through which organizational, functional and personal level activities the management in a business to business company evokes the creation of customer experiences. The theoretical foundations of this thesis lie in academic literature regarding customer experience and its management. While customer experience and its management has been mainly studied in business to consumer contexts, this thesis includes empirical qualitative research done in a business to business … (continue reading: <a href="http://epub.lib.aalto.fi/fi/ethesis/id/14286">http://epub.lib.aalto.fi/fi/ethesis/id/14286</a>)</td>
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<tbody>
<tr>
<td>customer experience; customer experience management; business to business; consultancy</td>
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<th>Author</th>
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<tr>
<td>Laura Savolainen</td>
<td>What is the ideal movie-going experience? Using autodriven photo-elicitation to explore the elements of consumers' cinema visits</td>
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</table>
John Schouten  
Qualitative

Abstract
The cinema, the movie theater, possesses a type of unique appeal, and a specific feeling it evokes in many people. There's just something about the cinema that is difficult to put into words. Is the appeal in the way it makes us feel? Is it about the spectacular content, the motion pictures? Or is it the big screen and the comfy seats? Or how about the people you get to spend time with there? Or is the secret just the pure entertainment the cinema offers? Nowadays, the cinema not only has to com… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14280)

Key words
cinema, movies, experiential consumption, hedonic products, consumer experience, photo-elicitation, autodriving

Author  Title
Kaisa Lindeman  Management of the process of country brand planning - case analysis on branding Norway

Supervisor  Methodology
Annukka Jyrämä  Qualitative

Abstract
During the past decades the world has changed as a result of globalization. In the globalized world countries, regions and cities are increasingly competing with each other of resources, attention, reputation and spend. Countries have started to look at the disciplines of the marketplace in order to increase their competitiveness. Country branding is concerning more and more countries, but it is a rather new field of research and there are still only few case examples of successful country brand… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14303)

Key words
marketing; markkinointi; brands; brandit; branding; country branding

Author  Title
Daniel Rahman  Big data and its effects on marketing in the Finnish business context

Supervisor  Methodology
Petri Parvinen  Qualitative

Abstract
Purpose of the study Mankind has never before produced as much data as it produces today. According to different estimates, the years 2011-2013 produced 90% of the data that human history had previously generated in total and the pace is increasing. With the help of digitalization data is also increasingly being collected and stored. Companies are showing great interest in the data as it provides means for more effective research and development, product design, innovation and marketing among ot… (continue reading: http://epub.lib.aalto.fi/fi/ethesis/id/14376)

Key words
big data, data-driven decision-making, analytics, marketing analytics, knowledge management