

THE POWER OF EMOTIONAL MARKETING

Case: Visit Lapland Tours

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Thesis

Degree Programme in Tourism
Bachelor of Hospitality Management

2020

School of Hospitality Management
Degree Programme in Tourism

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|------------------------|---------------------------------------------------------------|------|------|
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| Commissioned by | Visit Lapland Tours | | |
| Title of Thesis | The Power of Emotional Marketing Case: Visit Lapland Tours | | |
| Number of pages | 63 + 3 | | |

In such a modern world with high technology, business brands are competing with each other in order to attract a wider range of customers and retain them. Social media plays a crucial role in distributing information on products and services to consumers, which leads to the connection between the brand and clients. However, there are plenty of similar types of goods or services provided daily throughout the world. In order to stand out and burgeon, companies are making efforts to deliver an inspiring marketing strategy, which is able to motivate and resonate with customers, and thereby build a stronger long-term relationship and stimulate their loyalty.

Understanding the emotional buying behaviour of consumers, companies would focus on the concept of emotional marketing, in which they take the emotional aspects of their products and customers into consideration. This would lead to the fact that brands are able to engage and communicate with their clients on the level of emotion and senses. Therefore, the aim of the thesis is to study the influence of emotional marketing towards customers' decisions, and thereby apply emotional marketing into the current marketing strategy of a local tourism company in Rovaniemi as the commissioner of this thesis – Visit Lapland Tours.

In order to implement this goal, theoretical and empirical research was conducted to understand the theories of related terms of the topic and analyse the current performance of the case company. In the first part of the thesis, secondary sources of data were utilised to explain the theories. The second part of the thesis revealed the case company and its practices by using primary and secondary data collected. Regarding the empirical research, qualitative research methods were applied, consisting of theme interviews with the marketing specialist and one of the clients. Besides, the social media analytics of the company were also analysed so as to understand the current marketing performance of the company. As a result, a development plan was created, which contains the aspects of aspirational approach in emotional marketing, online consumer community and customer experience and relationship.

Key words emotion, emotional marketing, colour, social media, customer behaviour, customer relationship, aspirational approach, online community, customer experience

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SYMBOLS AND ABBREVIATIONS

| | |
|-----|--------------------------------|
| NYT | New York Times |
| GDP | Gross Domestic Product |
| B2B | Business-to-business |
| FIT | Fully Independent Traveller |
| SEO | Search Engine Optimisation |
| ITB | Internationale Tourismus-Börse |
| WOM | Word-of-mouth |
| OTP | Online Travel Platform |

1 INTRODUCTION

Generally, a majority of consumers nowadays have a tendency to make their purchase decisions based on how they feel about the products instead of what they think. Studies have revealed that people feel first and think second. (Harvey 2018.) In fact, regarding the decision-making process, the emotional aspect is functionally set into human's brains. Therefore, it is nearly impossible for consumers to decide on what to buy without involving emotions. Since emotion plays an important role in people's daily lives, their behaviours and feelings are thereby affected and converted. (Patel 2017.)

In this current hypercompetitive marketplace, business brands in all industries are aware of the fact that only goods or services and their functions are not enough to attract new target audiences or even maintain the relationship with existing clients. In order to stand out and differentiate from others, it is believed that companies should take the emotional aspect of their products into consideration, and also the distribution system and method will be the key to connecting audiences personally by telling a story involved in the products. Understanding consumers' emotional needs and desires, business brands would engage their clients on the level of emotions and senses, and thereby build a stronger and long-lasting connection and relationship with customers. (Gobé 2009.)

Emotional marketing helps the author to understand the most compelling aspects of human characteristics, which can lead to the emergence of aspirational drives that motivate and encourage personal satisfaction and emotional fulfilment (Gobé 2009). Hence, the choice of the thesis topic was made due to personal interest and the opportunity in acquiring knowledge and experience in terms of further research about emotion psychology, emotional marketing and its influence. Understanding the concepts related to the topic, the author is able to develop personal specific skills for the future career.

The commissioner of the thesis is Visit Lapland Tours, which is a small-sized tourism company located in Rovaniemi, Finland. The company provides a wide variety of tourism products and services in Finnish Lapland, in which it is

specialised in the Northern Lights hunting tours. Its marketing strategy aims to attract travellers from different countries to experience winter activities in Lapland. Thus, the thesis is limited to research that emphasises on Visit Lapland Tours: tourism business industry of the case company, personal emotions, customer's perceptions regarding behaviour, satisfaction and loyalty, means and channels of marketing communication.

The purpose of the thesis is to see the influence of emotional marketing towards customers' decisions, and thereby develop the case company's current marketing strategy in order to increase the number of customers and strengthen their long-term relationship with the company. Therefore, the aim of this study is to gain a profound understanding of emotional marketing concept, personal emotions and related terms, customer's behaviour, and social media marketing. Subsequently, the case company would apply the concept of emotional marketing into their current strategy by using emotional aspects through tourism products to engage and resonate with the audiences. In order to achieve this aim, the study's main focus is the determination of target customers, marketing channels, contents, stories, emotions to be evoked, and the aspiration of customers.

2 EMOTIONAL MARKETING AND ITS IMPACTS

2.1 Emotional Marketing Definition

In such an active world with plenty of existing companies, a smart marketing plan is essential for a brand to stand out and burgeon, which requires a well-planned strategy in a long term (Millie 2019). When a brand understands its target audiences and the route or method to encourage their purchase decisions, it is believed that the company will get more sales and the increase in the amount and segments of target groups (Mulcahy 2019). Hence, this significant method plays a vital role in benefiting the brand, which usually aims at stimulating customers' feelings and thereby boosting purchases due to the fact that consumers tend to buy what they emotionally want instead of what they rationally need. (Decker 2019.)

Emotions are the key drivers that have an influence on customers' choices and decisions, which connects them through their core feelings (Matson 2020). Generally, there are two types of emotions that occur during and after the decision-making process: immediate and anticipated emotions. It can be explained that immediate emotions happen as the automatic reactions to the purchases when the customers buy a product, which has a strong impact on the decision. Meanwhile, anticipated emotions occur after the purchasing process when the customers consider about the gains or losses they got from the purchases, which creates the opportunities for the business to improve the customers' engagement and collect more responses from them. (Odekerken 2018.)

It should be noted that in business marketing, emotions are used and inserted in marketing campaigns or advertisements to resonate with the customers in order to attract their interest. Subsequently, after approaching the target groups, marketers aim to interact with them by promoting the products or services with detailed information provided and significantly through the senses so that the audiences remember what they will decide on (Panchal 2018). The marketing plan would continue to the stage of the fact that the emotions occurred throughout the campaigns would influence the brand's audiences and make

them share and buy. As a result, this is called emotional marketing, which in the perspective of a brand, the author describes as three stages: approaching, interacting and influencing by using the aspects of emotions. (Decker 2019.)

2.2 Impacts of Emotional Marketing

Because of the fact that emotions always exist in our nature and they will react when an individual gets a chance to face any circumstances or situations, it is believed that emotional marketing has a potential to work proficiently. Therefore, business brands would utilise emotional marketing to influence the target customers by making the best first impressions for them (Decker 2019). According to Psychological Science, it would take a tenth of a second to make a first impression from a facial appearance, and the following revelation may barely change the impression or judgments from others (Wargo 2006). That would apply as the same case of a business brand when marketing emotions can form that first impressions by making audiences laugh or cry and also help boosting the company for its target groups (Decker 2019).

Many psychology studies have showed that emotion is a prerequisite that has a great influence and sometimes is a determination for all decisions made. Besides, consumers primarily make a decision based on their emotions rather than products' information provided on advertisements. Researchers also reveal that emotional responses to a commercial campaign actually influence the intention or tendency of buyers to purchase no matter how marketing materials are. (Murray 2013.)

According to the researchers in the UK, there have been 1400 case studies on successful marketing campaigns based on the emotion features and rational information. The results reveal how efficient emotion-based campaigns turn out and the challenges to conduct such a potential marketing plan, which is showed in Figure 1 below. (Dooley 2009.)

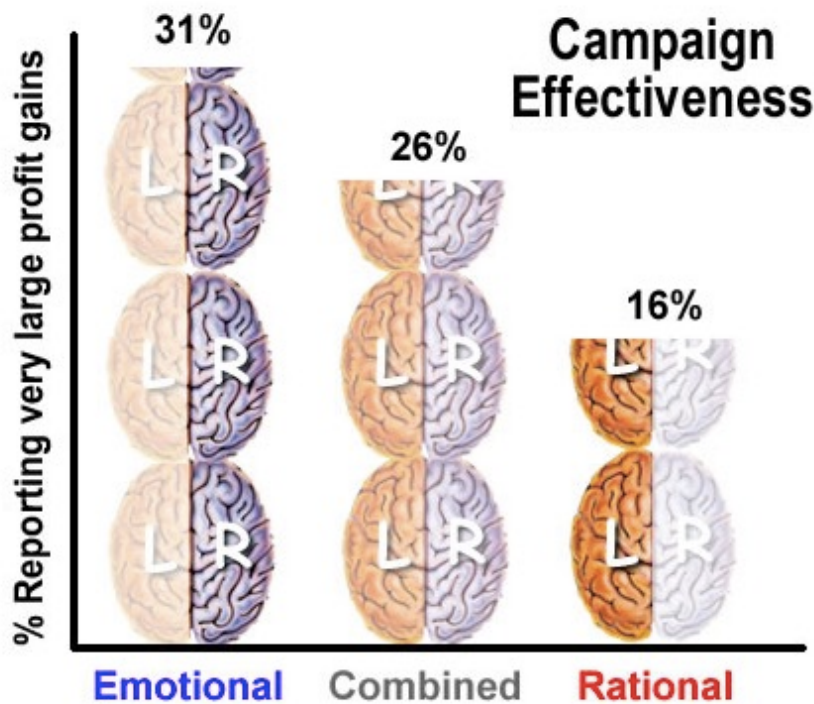


Figure 1. Campaign Effectiveness (Dooley 2009)

As can be seen, advertisements with entirely emotional content account for 31%, which is nearly double the amount of rational information (16%). Those with mixed contents take for 26%, which is average comparing to both emotional and rational base. The result shows that customers' motivation for purchasing the products is influenced by their feelings; in other words, they decide and rely on their hearts over their heads. Although it may be challenging for enterprises to utilise emotional marketing for identifying their brands in reality, it is truly worth the efforts. (Dooley 2009.)

Furthermore, emotional marketing plays a crucial role in encouraging side activities that help growing the reputation and development of a business brand. According to various studies, neuroscientists and psychologists said that good news delivering positivity towards readers on social media could spread faster than bad news. After exploring the happy, funny or joyful news, the audiences are inspired to share those positive feelings to their social friends or relatives due to the fact that people tend to share the contents that make them smile. Hence, the more positive posts are shared, the more increasingly brand's

awareness are widespread. On the other hand, researchers also reveal that sad content would inspire people to empathise and connect with each other, which can lead to the act of kindness, altruism and giving. (Tierney 2013.)

It is undeniable that the emotion of fear can turn audiences to love a brand through a marketing idea, which is proved by the study from the University of British Columbia's Sauder School of Business. Typically a marketing plan would primarily not include any fear emotions in order not to accumulate negative feelings for consumers regarding their commercial advertisements. Nevertheless, the contrary would become true. Researchers explain that when consumers are in a scary situation and surrounded by nobody but the available brands, the act of evoking fears would make the experience become special and turn them feel comfortable and emotionally attached by the brands. That is when the brands are seen as a good friend in a dark environment, which allows customers to rely on the brands themselves and grow brands' loyalty. (Mochari 2014.)

Moreover, netizens, who are Internet users, are strongly inspired by anger or anxiety based contents on social media. Online posts are proved to go viral with plenty of shares and increased views due to the fact that beside happiness, high-energy emotions like anger, awe or tension trigger people's curiosity and reactions, which can be showed in Figure 2 below. (Ward 2013.)

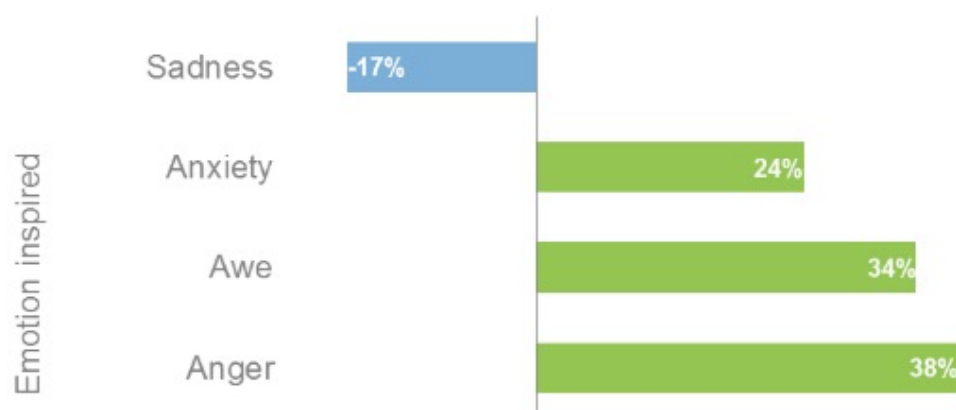


Figure 2. Additional Likelihood to Appear on New York Times (NYT) Most-Emailed List by Emotion Inspired (Ward 2013)

As evidenced, contents with anger are more likely to be shared, which accounts for the highest percentage in total (38%). Eliciting anger emotions for audiences would increase the brand's awareness and curiosity among online community; however, it is essential to note that brands still want to prevent sensitive contents that may cause contentious comments and alienation among consumers, stakeholders and business partners. Therefore, evoking awe is considered as the safe way to stimulate virality. Marketers are suggested to promote contents with extra levels of surprising factors by innovative inventions with spectacular designs, which may lead to the satisfaction and delight of not only customers, but also co-operators with the brands. (Ward 2013.)

2.3 Social Media Marketing

In the era of science and technology revolution with a wide range of industries, social media play a vital role and become an inevitable part of our daily routine. Thanks to its convenience and incredible widespread speed, individuals are easily able to get access to information around the globe (Hudson 2019). Therefore, an effective marketing strategy through social media with qualified content visualised by engaging and compelling pictures and videos is popularly implemented by numerous well-known brands worldwide as they aim to build loyal customers and provoke new audiences through this efficient platform. (Expedia Media Solutions 2018.)

In terms of tourism industry, social media have generated plenty of success for marketers via practical strategies and campaigns, which bring out magnificent outcomes and revenues. Building relationships among users is drastically recommended in order to accumulate informative content and meaningful messages that travel marketers tend to conduct beside interactive tools such as like or follow button...(Marcyes 2019). Thus, a profitable travel enterprise is capable of strengthening achievements including more awareness, bookings or feedbacks. This beneficial knowledge is undoubtedly necessary for marketers to get deeper in tourism profession and is a prerequisite for developing business entrepreneurship. (Expedia Media Solutions 2018.)

In fact, there are several tips of marketing in tourism companies that might lead to a burgeoning business. First and foremost, various agencies on social media channels such as Facebook, Instagram, Twitter or Pinterest are having a tendency to focus on building a storytelling tool with visualisation and long-life valuable content in order that customers can remember and relate to (Ivanovs 2019). Whether through happiness, sadness, excitement or anger, it is obvious that storytelling is a practical solution for reaching customers' emotions and willing to purchase; additionally, sharing such vivid or fun content on social media is a fastest way for consumers to not only get motivation and inspiration but also to learn even soft skills, destination facts, behaviour or current trends. Thus, when creating, promoting and sharing, these unique content visualised by videos or pictures could become viral and well known by netizens worldwide, which could have a positive change on audiences' thought and attitudes, thus stimulate their curiosity of exploring the attractions. (Expedia Media Solutions 2018.)

Secondly, in order to help strengthen customer relationships and grow awareness, loyalty and engagement, interacting with them is an effective way. By replying their comments, asking questions, soliciting feedbacks, encouraging them to post and share with related hash tags, travel marketers is focusing on customer experience. In other words, they would have a big image of what customers think and how they feel, then make them feel that they are being cared (Carter 2019). It is, additionally, evident that promotions are indispensable during purchase cycle of consumers. In order to reach more potential customers who are looking for their travel target products, sharing discounts and good deals as well as travel stories or blogs, making contests to gain numerous participations are practical methods that are used popularly and regularly. (Expedia Media Solutions 2018.)

What is more, unless marketers take necessary information and facts into consideration, enterprises probably would not reach their targets even they might unconsciously go further against the strategy. Particularly, utilising thoughtful and potential hash tags that memorise customers the campaign immediately, integrating landing pages or banner advertisements are efficient ways to attain remarkable results. (Expedia Media Solutions 2018.)

Last but not least, going beyond initial engagements such as like or follow buttons, it is vital to develop qualitative aspects such as meaningful contents to build loyal relationships with online users and customers. Besides, contents published should be consistent, relatable and emotionally attached with audiences. (Alison 2019.) Marketing objectives are not reached without a warm heart and a cold head.

2.4 Emotional Marketing Associated with Colours

With the aim of increasing the impression of tourism products, marketing innovation plays a vital role with creative graphic design, placement or promoting (Cosma, Paun, Bota & Fleseriu 2014, 508). Additionally, “marketing innovations consist of the co-production of brands and activity which takes place for example in gastronomy and tourism”. Marketing of a particular specialty often goes together with marketing of that specific destination in order to promote the attraction and reputation of localness. (Hjalager 2010, 3.) Therefore, using colours in accordance with cultural diversity as a marketing innovation is an efficient way of distributing marketing contents.

It is obvious that setting goals is indispensable for a tourism enterprise. Goals are utilised to realise its ambition for the future. It would maximise the benefits and minimise the risks for the company’s long-term development and sustainability. When conducting a marketing plan, it is suggested to draw a path that the company is going towards. Only when the determination of marketing objectives is complemented could the company plan for its prospective strategy. Those elements play a key role in maintaining the business of the organisation, which has a vital impact on every period of the planning process. (Murphy P. & Murphy A. 2004.) Hence, selecting the theme colour for marketing purposes should be thoroughly planned and implemented.

Studies show that several tourism brands utilise the concept of colour psychology in order to elicit emotions for the consumers due to the fact that colours and emotions are significantly connected; even colours may also affect an individual’s mental and physical health (Decker 2019). In the context of marketing and advertising, “colour is consistently used in an attempt to make

people hungry, associate a positive or negative tone, encourage trust, feelings of calmness or energy, and countless other ways” (Art Therapy 2019). Consequently, colour is a powerful marketing tool to understand the personality and behaviour of consumers, and thus influence their feelings and the decision-making process (Cherry 2019).

It is precise that depending on different types of images and messages the brands aim at engaging their target customers, marketing executives would select the most suitable colour which reminds the audiences of the brand. For example, iconic red colour of Coca-Cola represents the positive and friendly energy, while Starbuck green would illustrate the harmony, balance, health and growth (Decker 2019). Ultimately, figure 3 below reveals the big eight brand colours that would evoke consumer’s emotions, which consists of red, orange, yellow, green, blue, purple, white and black (Colour Wheel Pro 2015).



Figure 3. Emotions Associated with Colours (Colour Wheel Pro 2015)

3 UNDERSTANDING AUDIENCE

3.1 Personal Emotions

Business brands attempt to understand their target customer by conducting a wide variety of researching methods. In fact, it is essential to know the audiences so as to launch the right marketing campaigns in accordance with their wishes and demands. In order to communicate effectively with the target customer groups, it is argued that database marketing is the essential way to build customer relationships with the enterprise. (Dwyer, Edwards, Mistilis, Roman & Scott 2009.) In terms of emotional marketing, it should be noted that there are no general feelings that a single company is aiming to stimulate. Depending on individual's characteristics, types of services or industries, it is necessary to get a deeper understanding and define accurately what kind of emotion the company is trying to approach and evoke. The more detailed marketing materials are, the more efficient the results will be. (Decker 2019.)

That is why there is an important need of researching different personal emotions to define and optimise the segmentation group of consumers for a business. In fact, emotion cannot be defined easily. Even one tiny change on the feeling may lead to a different aspect of an emotion. Psychologist Robert Plutchik has revealed that there are eight primary emotions such as joy, trust, fear, surprise, sadness, disgust, anger and anticipation, which are illustrated by the colour spectrum in Figure 4 below. (Decker 2019.)

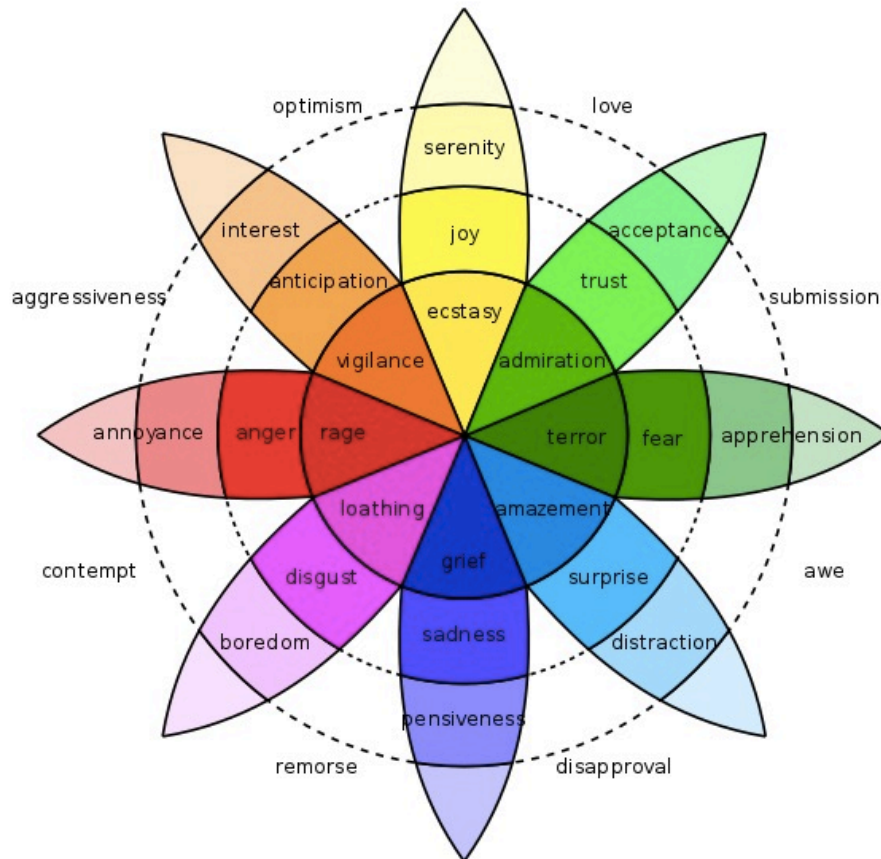


Figure 4. Robert Plutchik's "Wheel of Emotions" (Plutchik 1980)

Emotions are like colours, which represent the mildness and intensity aspect of the spectrum. For example, annoyance is a mild form of anger, and admiration is a stronger type of trust. As can be seen, emotions intensify when the colours turn darker and harsher, from outside to the centre heart of the wheel. Also, when two primary emotions combine, they create the no-colour emotion as a result of the mixture. For instance, awe is created when combining surprise and fear, or love is created by joy and trust. Besides, each single emotion has an opposite; like sadness is opposite to joy. (Donaldson 2011.)

Understanding personal emotions would help the tourism brand enhance the interactions with the target groups by knowing their feelings and reactions towards an emotionally based commercial campaign because of the fact that "tourism product is a regular experience which is based on customer's subjective evaluation" (Komppula & Boxberg 2002). The "wheel of emotions" not only helps defining every type of emotion and its difference among others,

but it also helps marketers to recognise the relations and involvements of all emotions, and thereby dig deeper to which emotion they are aiming to evoke for consumers. (Donaldson 2011.)

Moreover, cultural diversity also plays a crucial role in interpreting colours. Therefore, according to the tourism company's vision and target audiences, it is essential to understand the culture and meanings of colours in that specific culture so as to determine the suitable colour selection for marketing purposes regarding different cultures and religions. Figure 5 below shows the connection and differences among colours and cultures in the world. (Batagoda 2018.)

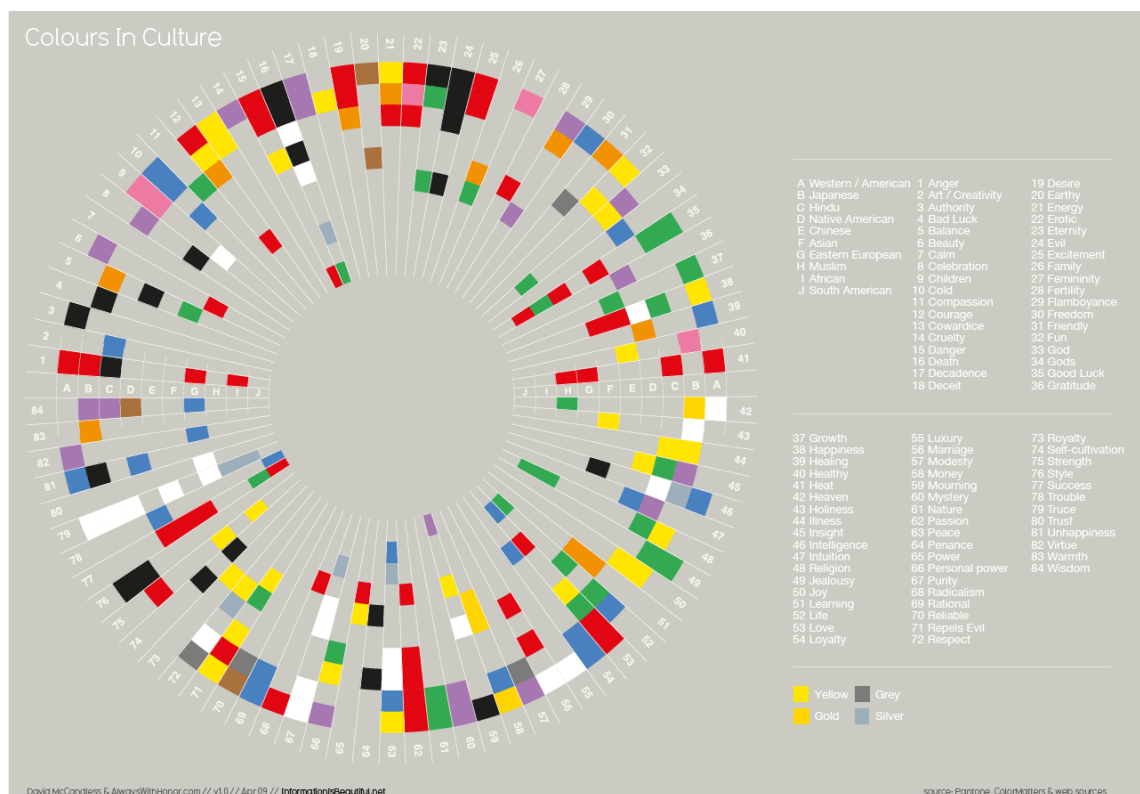


Figure 5. Colours in Cultures (Information Is Beautiful 2018)

3.2 Customer Satisfaction and Delight

In tourism industry, tourists are looking for more extraordinary experiences, in which delight not only creates emotions and stimulates senses, but also reinforces and creates identity and spirituality. However, there is still lack of understanding the difference between the concepts of satisfaction and delight even the studies of tourist experiences have grown fast. In the study of

“Delighted or Satisfied? Positive Emotional Responses Derived from Theme Park Experiences” by Griffit University, authors reveal that from similar experiences some visitors are delighted, whereas others are satisfied. The study also explains how delight and satisfaction differentiate from each other. (Ma, Scott, Gao & Peiyi 2017.)

From the framework of satisfaction, delight is then generated as a positive emotion especially in tourism industry. In order to examine more clearly, there has been a standard model of customer delight in previous studies which helps scrutinise the effects of delight on Word-of-Mouth and repurchase intentions. It is showed that surprise is the important factor leading to the delight and even loyalty in experiencing the services of travellers. In fact, there is still confusion on the consequence of this surprise factor that it may lead to “real joy” or “magic joy”. It can be explained that real joy is what the customers engage from self-experience, and magic joy is virtually created from modern technology. Besides, there is also delight from previous knowledge and personal interest of consumers. (Ma et al. 2017.)

Admittedly, “delight is distinguished from satisfaction by the existence of surprise”. When delight is elicited without the surprise factor, it is a problem affecting the emotional response and customer loyalty. According to various writers, delight and satisfaction are two distinctive concepts, in which delight is more extreme than satisfaction. (Ma et al. 2017.)

What is more, when the experience outcome is the same as the respondent’s goals, the satisfaction as emotion is created. Delight was found differentiated from satisfaction by four ways: visitors’ degree of goal realisation; level of surprise; interest to the activities; and attached importance or special meanings to the experiences. The delight respondents have higher degree of goal congruence, unexpectedness and goal interest than satisfied visitors. Delight also has positive impacts on revisit and recommendation intentions and differentiates in that way from satisfaction. (Ma et al. 2017.)

When the customers’ demands are fulfilled, they would influence their motivation and emotional responses; thus, satisfaction is gained through meeting the expectation standards. Nevertheless, there have been some

arguments related to the conceptualisation of satisfaction based on emotional response. Still, when the consumers utilise the products or services, they might create satisfaction simultaneously with qualitative different emotions contributing to it. (Ma et al. 2017.)

Since there have been differences between delight as an emotion and satisfaction in tourism industry according to prior advanced studies, it is considered that emotional response and satisfaction are separate although they interact with each other. This leads to the fact that delight is also slightly different than satisfaction itself. On the other hand, there have been some studies on satisfaction also as an emotional response to the product consumption of customers, which is considered as a subjective emotion from evaluating the experiences obtained. (Ma et al. 2017.)

Furthermore, in the context of tourism and hospitality, satisfaction has a tight connection with positive emotions such as happiness, joyfulness, and gladness. Additionally, consumers would elicit the emotions from the occasions and experiences at the destinations rather than calculations. There are two types of satisfaction regarding experience consumption, namely needs satisfaction and attribute satisfaction, which causes some of the arguments for researchers. It could be explained that attribute satisfaction happens before the needs satisfaction when consumers expect and imagine the services or products provided at the destination before coming to visit or taking the purchase process. When they obtain the services, they would have the need satisfaction when their demands are fulfilled from the experience producers. (Ma et al. 2017.)

3.3 Customer Behaviour Towards Emotional Marketing

Comprehensive understanding about consumer behaviour is the key for successful marketing strategy nationally and internationally. The determination of target market, looking for new market, checking reasonably pricing, delivery and efficiency of advertisement and discount programme are all based on the result of consumer behaviour research. The purpose of researching consumer behaviour is to understand better the connections between theories and

practices in consumer behaviour in tourism industry, especially within the topic of emotional marketing.

Psychology Today shows that when deciding what and how to buy goods or services, consumers usually utilise their own perceptions of emotion including personal feelings or experiences rather than information provided on the products and brand features. Besides, in the context of advertising and marketing, it is also precise that customers' intent to purchase goods is greater influenced by their emotional reactions to an ad than its content, which reveals the effective power of emotions inserted in each advertising campaign. (Murray 2013.)

When making a decision on what to purchase, instead of selecting products with cheaper prices and the same materials, consumers primarily choose products with their favorite brand names, which is based on their emotional responses to the marketing campaign. The brand itself therefore has an important role in creating the emotional connection to consumers in a specific marketplace. (Murray 2013.)

Beside emotions communicated in advertisements or online commercials, there are also other emotional dimensions which the brands provide and inspire their consumers in order to stimulate the connections among them. Particularly, brand personality is significantly added into rich and dynamic mental representations of the brand. The characteristics of the brand personality play a vital role in attracting consumers as they are conscious of the personality features just like with people. Hence, consumers would have their own actions and preferences towards their favorite brands. Marketers usually describe brand personality in visual communication through packaging or description texts. (Murray 2013.)

3.4 Customer Long-term Relationship and Loyalty

Studies from Psychology Today reveal that positive emotions towards a brand stimulate consumers' long-term relationship and loyalty rather than trust or other evaluations based on brand's features. However, the brand could also be the reason for a long-term relationship due to the fact that the brand itself is

considered as the mental representation and impression of a product that connects tightly to customer's mind and emotions. Hence, only products' attributes or other side information could not have enough strength to influence consumers' decisions and actions. The more emotional aspects marketing contents include, the more likely customers become loyal to the brand. (Murray 2013.)

In fact, loyal customers are believed to burgeon the brand business faster than sales and marketing programmes. Therefore, customer's willingness to interact with the brand through buying and sharing would significantly lead to the brand's success and reputation spread. Customer loyalty is the result of positive experience towards the brand's attributes, delight and satisfaction, and the value provided from goods or services of the business. In order to maintain customer loyalty, emotional aspects in any products or marketing launch play a crucial role in attracting the clients, and thus keep them happy and remain repeat purchase or visit. (Bernazzani 2019.)

In addition, market innovation as the exploitation of new markets is also important to convince a wider range of potential consumers when bringing improvement in products and services into reality. Through various promotional methods and new distribution channel to stimulate the demand, enterprises can enable the profit growth in a short term together with the increasing amount of customers and their loyalty for a longer period. (Cosma, Paun, Bota & Fleseriu 2014, 508.)

4 VISIT LAPLAND TOURS COMPANY INTRODUCTION

4.1 Company's Overview and Identity

The commissioner of this thesis project is Visit Lapland Tours. It is a brand new tourism company based in Rovaniemi, Finland. The company was founded in the year of 2018 when tourism industry blossomed in the whole Finnish Lapland, especially for its winter period. Hence, the company offers a wide variety of memorable winter safaris for travellers from all around the world. (Visit Lapland Tours 2020.)

In general, the company aims at giving the most memorable moments for tourists coming to Lapland, especially in Rovaniemi. Thinking for customers and providing all what they want are the top goals and key success factors that the company wants to achieve. Hence, the slogan "All What You Want" is thereby created. With the efforts and efficiency service from personnel, Visit Lapland Tours is trying to enhance customer experience, product quality and values in order that they would feel warmly welcome, delightful and happy during the pre-, onsite- and post experience when using and interacting with the services of the company. (Visit Lapland Tours 2020.)

Regarding the company identity, its logo demonstrates the magnificent dancing Northern Lights above the company name: Visit Lapland Tours. The company's marketing specialist, named Grace Liu (R1), reveals that the company is specialised in offering authentic aurora hunting tours for travellers in the wintertime and aurora photography tour is seen as the main and best selling service of the company. The logo has three different colours: blue, green and white that represent the colour of the Northern Lights and the snow. Besides, the letter A in Lapland is designed as the forest cottage, which illustrates that customers would stay in a comfy cottage as an accommodation with cosy atmosphere during the aurora tour. The logo is visualised in Figure 6 below. (R1)



Figure 6. Visit Lapland Tours Company's Logo (Visit Lapland Tours 2020)

4.2 Products and Services

Visitors to Visit Lapland Tours are warmly provided with tailored one- or two-day journeys to the heart of the Arctic. The company is specialised in offering the experience of hunting the awe-inspiring Northern Lights in Lappish wooden huts. According to the marketing specialist of the company, experience is becoming a trend and tremendously influencing the tourism industry in diverse aspects and dimensions (R1). Experience economy is becoming prevailing nowadays; therefore, creating experience and optimizing customers' experience with various manners is an inevitable task for workers in tourism industry as "we have now enter the experience economy, where experiences supplant services as a predominant economic offering in terms of GDP, employment and especially actual value" (Pine & Gilmore 2011).

Besides, photography aurora tour with the professional photographer is also one of the best selling products of the company. While experiencing Arctic winter activities and staying inside the traditional cottage, guests can also enjoy the authentic Lappish food and beverage so as to taste the traditional products from local ingredients like Karelian pie with reindeer salami sauces, grilled sausages, Lappish bread and hot berry juice. This would bring the authentic experiences to customers because it is precise that "authenticity is the new consumer sensibility" (Pine & Gilmore 2013). In addition to that, the company offers supplementary services during the trip such as return transfers to guests'

accommodations, luggage service, winter clothes including overalls, woollen socks, boots, gloves and trapper hats. (Visit Lapland Tours 2020.)

Moreover, in order to describe Lapland as a real-life wonderland with totally different four-season offers, tour packages are available and filled with several other activities all year round since Visit Lapland Tours wants to contribute to the clients' multisensory programmes during the seasons. The activities consist of reindeer and husky safaris, aurora borealis, ice fishing, Santa Claus Village visit, snowmobile tour, trip to Ranua Zoo, Arctic ice floating, snowshoe experience, autumn delight, Arctic survival, fat bike day trip and so on. (Visit Lapland Tours 2020.)

In addition to tourism experience products, Visit Lapland Tours also offers auxiliary services contributed to the customers' entire trip to Lapland. It is evident that the company focuses on providing the customers with the comfortable and cosy atmosphere during their stay, hence the convenient fully-furnished accommodation named Santa Holiday Homes located right at the city centre of Rovaniemi would be the best option to spend the nights with their families or travel mates. (Visit Lapland Tours 2020.)

Furthermore, entertainment is definitely necessary during the journey. Visit Lapland Tours suggests travellers to experience the authentic nightlife during polar nights. Thus, Oluthuone is the classic bar with all kinds of alcohol drinks from Finland, and Roy Club is also a typical pub where local residents and tourists frequently visit and dance every single night. There are also Blackjack and billiard tables inside the pub so that visitors could spend time on having fun with their friends and try to get luck with casino machines. During the wintertime, the ice bar is available for extraordinary experiences when tourists sit on ice chairs and drink on ice tables covered with ice walls. (Visit Lapland Tours 2020.)

4.3 Current Marketing Strategy

Visit Lapland Tours is currently making efforts to build its marketing strategy with different dimensions, via online and offline channels, B2B and FIT marketing. Due to the fact that it is still a brand new company, the marketing

programme therefore requires plenty of development ideas and enhancements so as to reach several target groups. Nevertheless, its current marketing strategy still plays a vital role in gradually increasing sales and the number of customers for the business. Applying the marketing mix (Kotler 2000), the company has conducted policies of popularising the brand and its tourism products through both online and offline advertisements. (R1)

In terms of online marketing, different channels have been utilised and exploited thoroughly for their functions. The company has a great presence on social media, which is a fundamental mean of advertising. Social media platforms include Facebook, Instagram, Weibo and YouTube, which create visual contents for potential target groups. These channels distribute frequently entertaining and descriptive information and pictures of the company's tour products, tips about Rovaniemi city with activities around, and experiences of customers. YouTube is a platform for promoting commercial videos, in which at the present there are two videos published by the company. (R1)

In addition to social media, online travel platforms are also essential tools for the marketing strategy. TripAdvisor has become a well-known travel platform for individuals or groups who are searching for information of the destinations; it includes types of services, prices, tips, reviews and so on. Hence, the company has created a profile on it in order to reach potential customers and promote the services provided for sales when travellers search for aurora tours in Lapland. Besides, Visit Rovaniemi webpage is also a selling platform of several offers from the local tourism companies. It is also a local tourist information office that promotes tourism products and distributes beneficial service information for tour seekers. Thus, when exploring the webpage, online travellers could also find Visit Lapland Tours with its specific and authentic aurora tours. (R1)

Regarding the company website, it includes the entire packages of services with detailed information that Visit Lapland Tours provides. Also, tailored made one- or two-day tours are introduced and recommended for the demands of travellers. Company information and contact, tips to do in Rovaniemi, accommodation, food and beverage, entertainment, luggage service, transportation, and other related information are generally all found in the

webpages. It is evident that the marketing team is making efforts to promote the company and its services throughout the website via SEO (search engine optimisation), affiliation programmes and Google Ad. (R1)

Furthermore, B2B marketing is also one of the important ways of promoting the business. Thanks to tourist agencies as the third parties, the company could significantly therefore increase the sales and widespread the brand with its tourism products internationally. Presently, Visit Lapland Tours is looking for more cooperation with other tour operators and agencies in the market. By attending multiple travel fairs such as Helsinki Matkamessut and Berlin ITB Fair, the company would have a great chance to widen its networks with several small-, medium- and large-scaled tourism enterprises. (R1)

It should be noted that the company business at the moment achieves more sales from walk-in customers by FIT marketing. The amount of domestic and international tourists coming to Lapland especially Rovaniemi has been drastically grown, which leads to the increase in daily customer visits for the company. Additionally, good selling point location also contributes to the growth of sales since the Visit Lapland Tours office is located right at the heart of Rovaniemi city centre. WOM (Word-of-mouth) is likewise a crucial tool of marketing because visited customers would probably recommend the company services to their families and friends if they were satisfied with their experiences. (R1)

Last but not least, offline marketing is considered to be inevitable for any marketing campaign of the company. Visit Lapland Tours delivers its tourism product brochures and flyers in different hotels in the city, Santa Claus Village and tourist information office in order to reach more tourists who are interested in aurora tours. These brochures also have an impact on the company identity through colours, contents and images. (R1)

5 THESIS PROCESS AND QUALITATIVE METHODOLOGY RESEARCH

5.1 Thesis Process

Due to the fact that Visit Lapland Tours is a brand new tourism company in Rovaniemi, it is indispensable to develop its marketing strategy in order to promote the brand image and reputation and boost more sales for the target customer groups. Also, emotional marketing for tourism products is at the moment a new and innovative way of commercial advertising in Rovaniemi. Therefore, by utilising emotional factors, the author aims to analyse the influence of emotional marketing towards customer's decision, and hence develop the case company's current marketing strategy to increase the number of clients from different nationalities and strengthen their loyalty.

In order to get a profound understanding of the importance and influence of emotional marketing and potential audiences, numerous theories have been studied. They are involved in the topics of emotional marketing concept and its impacts, personal emotions, customer delight and satisfaction, customer behaviours towards emotional marketing and customer loyalty. Understanding the strong connections among the related theoretical concepts, the author is therefore collecting data and forming the basis with questions for this research.

Particularly, data collection has been conducted since September 2019 when the author started the actual thesis process. However, the topic idea was created farther before that, at the beginning of the year 2019 when the author attended the course Thesis Process and Methodologies at the university. The commission was agreed in February 2020 after several months of finding. Theme questions and interviews were conducted in the same month. Finally, the author made the analysis of the results and finalise the thesis in March 2020.

5.2 Qualitative Methodology

The method used in this empirical research is qualitative, which includes data collection and analysis. This methodology focuses on open-ended and conversational information obtained in order to enable more in-depth insights on

specific topics and comprehensively understand the behaviour and perception of the audiences. Qualitative methodology also helps researchers to understand their respondents on how and why they make decisions, their motivation and emotions; hence it leads to the determination of potential results. (Bhat 2020.)

Due to the fact that qualitative method is an essential research tool involved in social and behavioural sciences, it is considered to be suitable for the thesis purposes. Researching work for the topic of emotional marketing using qualitative method would result in more descriptive content and help researchers understand what human beings think, feel and perceive. Consequently, this communicative method is utilised for the quality of data collection and analysis. (Hogan, Dolan & Donnelly 2009, 9.)

Studies show that one of the most regularly used methods of qualitative research is one-on-one interview, which is considered to be crucial in this thesis project due to its constructive functions and benefits. In order to obtain dynamic points of view from the marketing executive of the commission company, a personal interview is thereby conducted, which creates more opportunities to get in-depth details and precise information from the respondent about the current situation that the company is performing in terms of producing and promoting tourism services for travellers. Consequently, new viewpoints and ideas on the demands of developing the marketing strategy in regard to Visit Lapland Tours with emotion factors are likely to emerge during the data acquisition and analysis process. (Decrop 2004, 157; Hogan et al. 2009, 7; Melkert & Vos 2010, 34–35.)

5.3 Semi-structured Interview

This thesis research utilised the theme interview with the marketing specialist of Visit Lapland Tours in order to identify the current marketing situation of the company. The face-to-face interview reveals subjective opinions and responses regarding emotional marketing and its detailed aspects contributing to the entire development of future strategies. Conducted in Rovaniemi, the interview determines the needs and demands of building an innovative marketing strategy using emotions to resonate and evoke customers.

The interview was conducted in person and in a semi-structured way since it enables more open-ended questions and allows the conversation-like discussion to go further than the original format (Jennings 2005, 134–135). The list of ten questions was prepared beforehand, which was involved in the company identity and current marketing strategy, customer relationship, and related features of emotional marketing such as emotions, colours, storytelling, customer's aspiration and ideal image of the marketing plan. During the interview, the marketing specialist gave clear answers in accordance with theme questions for more profound understanding of the research topic. Subsequently, new sub-topics emerged after the discussion, which could be used as grounds for innovative ideas of the development plan. The interview list of questions is found in the appendices.

Furthermore, the interview with one of the company's clients (R2) was conducted in person and in a semi-structured way. The purpose of this interview is to gain more subjective viewpoints from the perspectives of a consumer regarding the company's Northern Lights hunting tour. The list of ten questions was prepared beforehand, which is a framework for further discussions. A profound understanding of the tour experience, emotions and social media contents has been developed due to an open and honest conversation with the client. The respondent therefore commented on improvement ideas for Visit Lapland Tours for a better performance in regard to its services and emotional marketing.

5.4 Research Reliability and Validity

The thesis project utilised qualitative methodology in order to analyse the current marketing performance of Visit Lapland Tours, and thereby develop an innovative marketing strategy to boost the increase in the number of customers and their long-term relationship. Regarding research reliability and validity, the author gathered information from primary and secondary empirical material sources, which are collected from the responses to interview texts and other authors for usage (Jennings 2010).

Particularly, the primary sources were collected by interviews with the company's marketing specialist and one of the clients who had experience with their service. The research process creates a comprehensive understanding of the thesis topic and related terms from in-depth information, which is involved in the marketing strategy of the company and development ideas for the future on an emotional level. Thus, the credibility of the research is revealed due to its trustworthy information obtained, which is considered as the believable aspect of the thesis research (Shenton 2004, 64–66). Also, the author collected secondary data from book literature, eBook, digital articles, journals and official social media channels and websites. Besides, the empirical research was based on the company database and social media analytics.

Regarding transferability, the term refers to the fact that the thesis's result could be applied and utilised in other situations (Decrop 2004; Shenton 2004, 69). It can be argued that since the research process emphasised and analysed on the situation of Visit Lapland Tours, the findings and results are involved in this company, which leads to the limitation of applicability to other companies. Notwithstanding, the thesis research was conducted based on the acquisition of knowledge about the emotional marketing concept and understanding customers, which enables the applicability to other tourism enterprises as well due to the common development strategy dimension and the holistic approach of emotional marketing.

In addition, dependability could be explained as reliability, which is based on the fact that a particular technique applied on an object for several times, the results would remain similar each time (Jennings 2010). In fact, the thesis research technique is mainly used in qualitative methodology, which is the face-to-face interview. In order to enhance the dependability of the thesis, smaller processes of collecting data are tightly connected.

Last but not least, confirmability is also an aspect regarding trustworthiness of qualitative research, in which the study's findings were conducted and examined by the author (Jennings 2010). Overall, the choice of topic, data collection, selecting methodology, data analysis and interpretation of data were conducted in details by the author and personal reflexivity. And the potential for

bias or distortion was taken into account and made judgements of during the whole thesis process.

6 RESEARCH RESULT AND DATA ANALYSIS

6.1 Interview with Marketing Specialist

The marketing specialist of Visit Lapland Tours presents the company's identity in terms of the logo, slogan and values that they bring to customers. She implies that the logo representing the Northern Lights would depict the company's popular tourism product; additionally, the slogan "All What You Want" would contribute to the desire of offering more tailored made products for the customers in the future. This can show that product quality is prioritised and likewise customer service is emphasised as the mission of Visit Lapland Tours.

The company considers its location as a good selling point and the main cause of increasing sales due to the fact that the office is located right in the centre of Rovaniemi city. It should be noted that the office is also attractive to FIT customers since it is decorated as a wooden cottage, which is a unique gem involved in their products. The company's brochures and flyers are also distributed around the hotels and the tourist information office in order to reach potential clients. Moreover, the respondent sees the importance of social media regarding promoting the company's brand image and its tourism services for a longer period so that more and more people will recognise and know Visit Lapland Tours when they talk about Rovaniemi or Finland. Hence, social media channels and SEO are utilised thoroughly due to that reason.

In terms of online marketing, we focus on Facebook, Instagram, TripAdvisor and SEO on our website. (R1)

[...] So I forgot to mention Visit Rovaniemi because that is also one of our online marketing channels. We put our products in Visit Rovaniemi and in the future we will join more OTP (online travel platform), like TripAdvisor, we already have; but for examples, Get Your Guide or Expedia. (R1)

In addition to FIT customers, the company is enthusiastic about B2B marketing. It is making effort to widen its partnerships and maintain the long-term networks with other enterprises in the industry. By participating in several travel fairs, the

company gets a chance to introduce its products and connect with other tourism enterprises.

That is more about B2B marketing strategy. [...] We are now trying to look for partnership in some travel fairs. We participated in Helsinki fair. And in March, we will join the ITB Berlin, the biggest Europe travelling fair. (R1)

The marketing specialist also reveals the need of enhancing the company's brand identity, especially via marketing videos. Being aware of the significance of emotional marketing and the lack of this factor in the current strategy, the company is focusing on this dimension as video marketing. The channel utilised for publishing videos is YouTube.

[...] Now we already have 2 videos [...] on YouTube. And it does not engage much emotion. And now, we know that emotional marketing is an on-going trend in the travel industry. So we are focusing on that direction. (R1)

Notwithstanding, the respondent shows the difficulty in maintaining the long-term relationship with the customers due to the lack of needs for revisit trips. Thus, she mentions that Word-of-mouth would tackle this problem since satisfactorily visited customers may recommend to their friends or families about the company products or services after the tour. This would lead to the need for developing and optimising customer experience.

In terms of emotions evoked in video marketing, the company aims at excitement and happiness. Thus, their customers would be interested in the products that are promoted in the videos, which positively leads to their willingness to purchase. Once they buy the products, Visit Lapland Tours will provide them with unique experiences leading to positive feelings.

[...] So first when approaching, they will feel our service is unique and during the experience, they will feel warm, helpful and like a family. And after the trip, they will feel joyful, satisfied and memorable. (R1)

One of the most effective factors that illustrates and evokes emotions in marketing campaigns is colour. Once the emotions are chosen to be exploited,

the company wants to select a theme colour that may bring the brand awareness and the reflection of local features in the video. Thus, in order to create scenery in the marketing video, the company selects the colour of wood due to several reasons. It not only symbolises the traditional wooden cottage in the middle of the forest, but it also represents the colour of fire, pine trees and nature, which are authentic local features that Finland is famous for. This would bring the warm, cosy and comfortable atmosphere to tourists in the wintertime when experiencing the products.

What is more, the respondent also mentions a kind of marketing content that the company is looking forward to getting viral and its possible dimensions. In other words, a new marketing strategy could be innovatively created as video storytelling, which is involved in telling local stories and culture to customers, and especially the passion and motivation as being a tour guide of the company's owner. From the core idea, the company wants to develop and widespread so that it becomes unique and irreplaceable.

Yeah actually our boss is a tour guide. And he does it with all his passion and motivation. Because the cottage in the forest where we bring customers to is the hunting place that is connected with his family. His father, him and his son usually come there to do some hunting and they found this place very wonderful for the Northern Lights observation and nature engagement. That is why they built up the cottage. And in every tour, he will talk with customers about his stories with this place and the connection, and what he hunts, and his family stories. Because his wife is a half Sami person, so they also hang some Sami flags in the cottage. (R1)

[...] They want to name the place like a Lappish Village. It is not only a cottage, but it is like a whole village, because we not only have one cottage, but we also have three wooden cottages and one traditional tipi. So it is like a village that what he wants to develop. [...] It is a private place in the middle of the forest. (R1)

Essentially, the marketing specialist reveals the significant role of experience design since experience economy is now becoming a trend in tourism industry

(Pine & Gilmore 2011). Experience is the main product that the company wants to offer and promote; additionally, it is the core idea that the company wants to inspire their customers to think differently about the products. With the stories being told, tourism experience would become more memorable, which creates the tight connection and engagement among the local culture and travellers.

I think because now every product becomes very commercial, some companies just bring the whole customers to the forest. And then they stay for two or three hours. Even there is no cottage. And they just sit, make some BBQ and then go back. And the price might be cheaper a little bit, but the experience is not there anymore. So we really want to focus on the experience. And the stories of course will make the experience become better. (R1)

[...] It is also very important that we want to change how people will think about our products. Because when we sell our products, we do not sell the Northern Lights. We sell experience. But the customers always ask if today is a good day, they will go. If not, they do not. But we want them to know that they can experience more than just the Northern Lights. That is what we want. (R1)

It is precise that marketing process is also considered as a pre-experience via promotional videos. When the online campaigns reach the potential customers, they are positively engaged by the stories and the message that marketers want to inspire. Their emotions are then resonated, which encourages them to make a decision for purchasing the products. Once they are satisfied with real-life memorable experience, it leads to the increase in the possibility of they maintaining long-term relationship with the company by following the social channels and mentioning about the products for their acquaintances. Nonetheless, from the company's viewpoint, the video experience concept is more suitable for FIT customers who are their main target group currently as they are more likely to focus on the experience when travelling than the big groups of tourists. Consequently, the company attempts to positively change this travelling behaviour of big groups so that instead of just taking plenty of

pictures, they could also enjoy the moments when spending time on exploring the destination.

[...] Big groups want to come here and then [...] take some pictures (R1).

[...] Most of them are from China or India, they really care about if they can see the Northern Lights and totally they do not care about what they can experience (R1).

[...] But of course we can also make them think differently (R1).

Regarding the aspiration or dream that the company would like their customers to achieve after watching the marketing videos, the respondent mentions that it is essential to inspire the contrast of their daily life through the lens of authentic Lappish factors, which are described as fairy tales. She explains that it could be the motivation for them to escape from their busy life to travel to Lapland and enjoy the spectacular winter wonderland. And the aurora borealis, the snow, the wooden cottage, the polar night, the stars in the sky, the fire are stunning phenomena or remarkable motivators which stimulate the excitement and curiosity of customers. The image of people enjoying and laughing in the video would also contribute to the dream or goal that the customers want to obtain. In addition, it is evident that travelling to Finland has become more convenient and affordable, which makes it easier for international tourists to implement their plans and book the tickets.

It is like the fairy tale: the northern, the snow and wooden cottage, because those are not easy to find out in their daily life. In Asia, there is pollution, traffic jam, and busy life. So the image of the video: the silence, the nature, the stunning phenomena like the Northern lights, the stars in the sky, traditional cottage and the fire, the way they cook food traditionally will make them feel that they escape from the busy life and really come to a fairy tale place that they can relax. (R1)

[...] Because now travelling to Finland is not so expensive anymore, [...] of course it will be a motivation for them to travel here and experience the wonderful trip (R1).

6.2 Social Media Analytics

6.2.1 Facebook

The author gathers the analytics with the authorisation to get access to them. The purpose of this is to see how effectively the current social media channels and contents influence on customers and their relationships with the company, and thereby the performance of the current marketing strategy using social media is analysed. The information gathered also helps the author understand the target customers, to whom Visit Lapland Tours aims at promoting. Understanding the impact and role of social media, emotional marketing is therefore applied thoroughly.

Facebook insights help the author to analyse the audiences and their reactions towards the page and the content. Overall, the page summary describes more details about page engagements with the audiences during a period of time, such as actions on page, view, previews, likes, post reach, story reach, recommendations, post engagement, videos and followers. Those analytics are clearly shown during the period from 17 January to 13 February 2020 in figure 7 below.

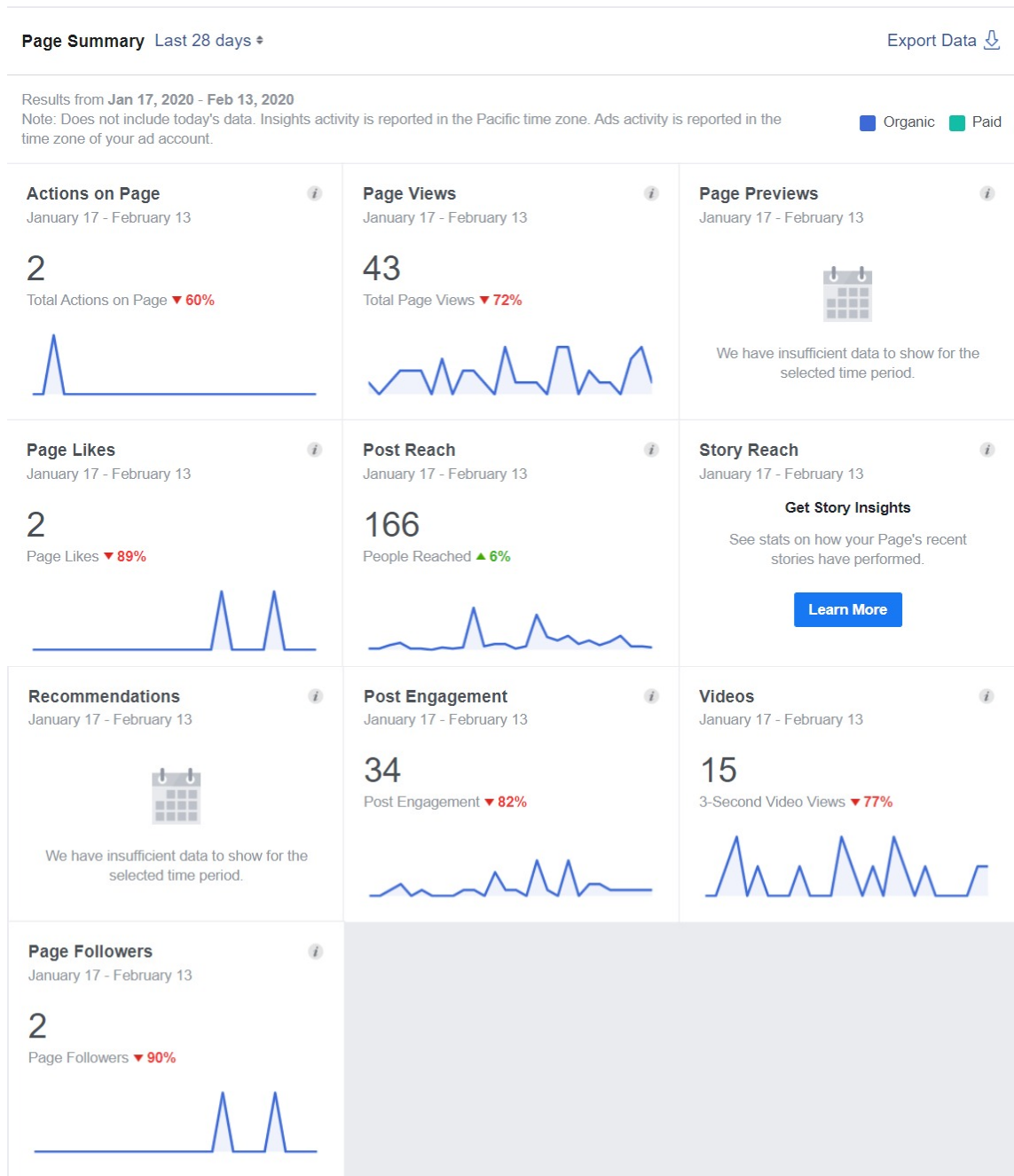


Figure 7. Facebook Page Summary (Visit Lapland Tours Facebook 2020)

At a first glance, it is clear that there are rapid changes among the aforementioned aspects. Page views, post reach, post engagement and videos considerably fluctuated during the period. The illustration reveals the decrease in the percentage of those aspects; however, at the end of the period, there is a gradual increase in the amount of likes and followers due to the high season with more winter related contents. It should also be noted that there are more people significantly reached to the post contents during the period, which accounts for 166 (6% growth).

What is more, the target audiences would be analysed further thanks to Facebook insights. The reason for this research is to understand who is interested in the page, which countries they are from, and what languages they speak. In order to have a profound understanding about the target audiences, table 1 below shows more detailed information accordingly.

Table 1. Countries, Cities and Languages of Facebook Page's Fans (Visit Lapland Tours Facebook 2020)

| Country | Your Fans | City | Your Fans | Language | Your Fans |
|--------------------------|-----------|----------------------------|-----------|----------------------------|-----------|
| Philippines | 92 | Rovaniemi, Finland | 24 | English (US) | 120 |
| Finland | 35 | Ho Chi Minh City, Vietn... | 7 | English (UK) | 43 |
| India | 26 | Davao City, Philippines | 6 | Vietnamese | 17 |
| Vietnam | 17 | Nha Trang, Vietnam | 6 | Finnish | 16 |
| United Kingdom | 10 | Helsinki, Finland | 5 | Russian | 6 |
| Ireland | 7 | Hanoi, Vietnam | 4 | Italian | 6 |
| Germany | 5 | Mandaluyong, Philippines | 3 | Filipino | 4 |
| Russia | 5 | Manila, Philippines | 3 | German | 3 |
| Italy | 5 | Iloilo City, Philippines | 3 | Simplified Chinese (Chi... | 3 |
| United States of America | 4 | Bangalore, India | 3 | Turkish | 2 |

As shown above, there are a wide variety of nationalities interested in the page including Asia, Europe and North America. The majority of people who are keen on the page are from Asia, particularly Philippines people account for 92. The second country is Finland, which 35 people of the total number are from. Other countries are India, Vietnam and United Kingdom (26, 17 and 10 respectively). The exact locations of the page's fans, however, are Rovaniemi, Ho Chi Minh City and Davao City. The most common language spoken is undoubtedly English.

Besides, customer reactions and interaction with the page demonstrate how effectively Facebook marketing has been doing. The following figure 8 shows more insights in terms of reach, post clicks and engagement of recent posts. The information was gathered during the period of January – February 2019 and December 2019 – January 2020.







































































| Your 5 Most Recent Posts | | | | | | | Create Post | |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------|--|
| Published | Post | Type | Targeting | Reach | Engagement | Promote | | |
| 01/27/2020 4:38 PM |  Visit Lapland Tours updated their business hours. |  |  | 50  | 1 2  | Boost Post | | |
| 01/05/2020 1:08 PM |  Hello January with gorgeous Northern Lights yesterday! [Last night |  |  | 84  | 10 5  | Boost Post | | |
| 12/27/2019 1:19 PM |  Last night! Merry Christmas with amazing northern lights 😊 |  |  | 94  | 13 6  | Boost Post | | |
| 12/21/2019 4:43 PM |  Hey again Aurora and it was an amazing night with snowmobile, |  |  | 108  | 17 4  | Boost Post | | |
| 12/16/2019 8:13 PM |  Are you ready for a Snowmobile ride tonight? Best experience combining |  |  | 119  | 22 4  | Boost Post | | |
| 02/22/2019 9:36 AM |  The Northern Lights was magnificent, you can say the |  |  | 88.1K  | 3.8K 2.7K  | View Promotion | | |
| 02/16/2019 4:23 PM |  Shooting stars, anyone?? 📷📷 |  |  | 142  | 28 18  | Boost Post | | |
| 02/14/2019 8:33 PM |  We captured this few days ago during our excursion. It was the |  |  | 17.7K  | 76 9  | View Promotion | | |
| 01/27/2019 9:54 AM |  Sunday morning in Rovaniemi #arctic #finland #Rovaniemi |  |  | 124  | 4 10  | Boost Post | | |
| 01/27/2019 9:47 AM |  Stay warm in a cozy Kota, treat your stomach with Finnish |  |  | 132  | 30 15  | Boost Post | | |
| 01/25/2019 11:22 AM |  Supermoon and Northern Lights at the same night <3 |  |  | 137.6K  | 13.9K 4.7K  | View Promotion | | |
| 01/12/2019 4:34 PM |  While waiting for the Northern Lights, our guests took a |  |  | 99  | 16 7  | Boost Post | | |
| 01/08/2019 12:25 PM |  Last night at around 11pm, the Northern Lights was crazily |  |  | 106.2K  | 4.4K 1K  | View Promotion | | |
| 01/04/2019 4:51 PM |  Our Northern Lights Hunters had a wonderful time with us |  |  | 82.9K  | 192 46  | View Promotion | | |

Figure 8. Facebook Insights Regarding Reach, Post Clicks and Engagement of Recent Posts (Visit Lapland Tours Facebook 2020)

It is explicitly observed that posts with paid promotion have reached hundred thousands of people, in which the post about the super moon and the Northern Lights significantly reached a peak at 137,6 thousand including 13.9 thousand clicks and 4.7 thousand engagement. The rapid increase in people's reach leads to the moderate growth in the number of fans and the popularity of the company's products. It is apparently seen that the Northern Lights factor is the main convincing content that the online users are interested in. The highest amount of customer interactions belongs to Like button, other expressions such

as Love, Haha and Wow are regularly used. Sad and Angry are rarely used. One example could be seen in figure 9 below.

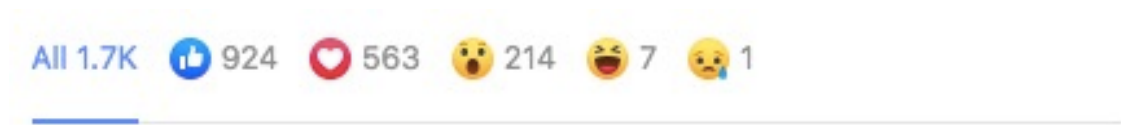


Figure 9. Customer Reactions from a Promoted Post (Visit Lapland Tours Facebook 2020)

In relation to online performance, during the period of 1 December 2019 to 14 February 2020, figure 10 below depicts the metrics for videos published. It could be plainly viewed that the amount of views fluctuated during the period. Particularly, during Christmas season, there is a dramatic raise in the number of views due to the fact that it is a high season when the company tries to promote the posts to reach more potential customers. Minute's views increased by 35.7% from the previous 76 days; meanwhile 3-second views grew by 104%.

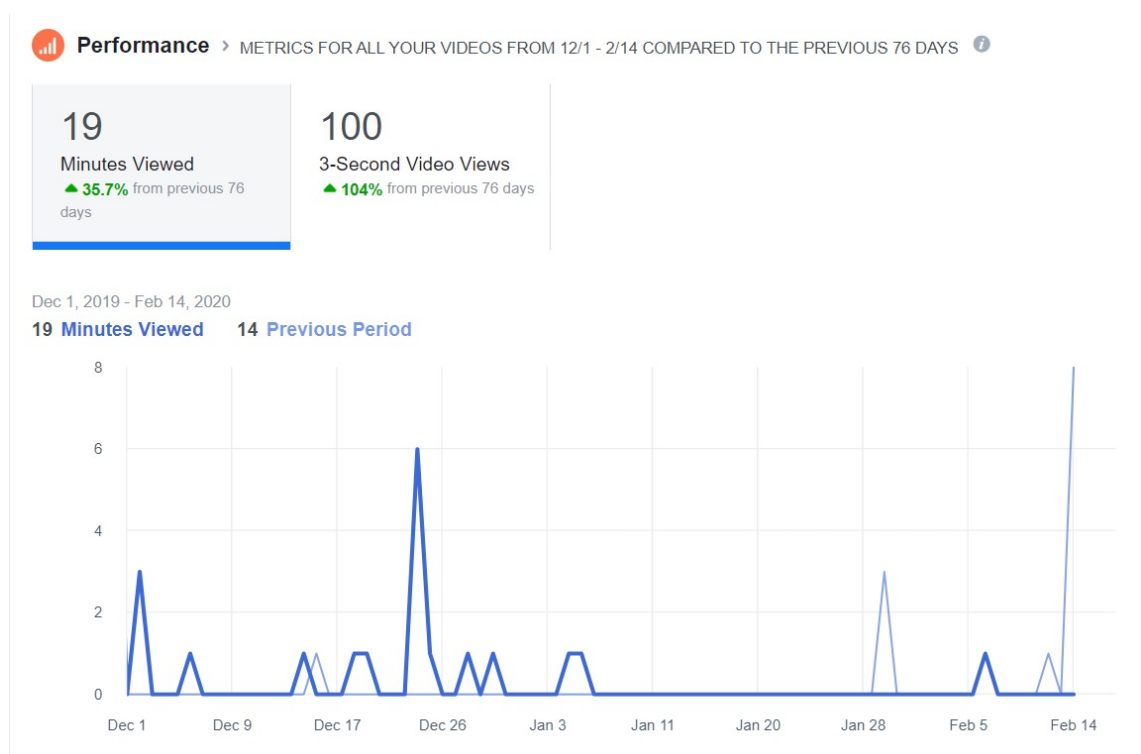


Figure 10. Metrics for All Videos from 12/1 – 2/14 (Visit Lapland Tours Facebook 2020)

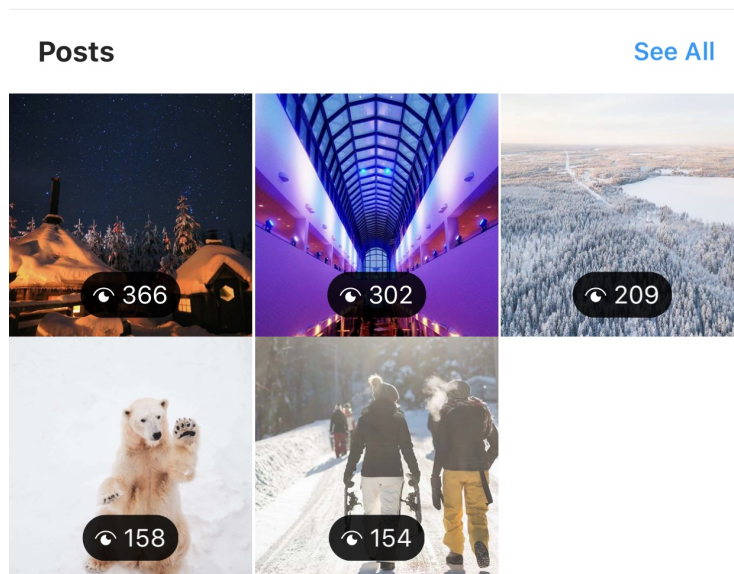
6.2.2 Instagram

It is worth noticing that the company's Instagram channel works more efficiently than Facebook due to better results from the insight statistics. The reason for this could probably be the fact that the company's target customers spend more time on Instagram than Facebook. The platform enables the account to post entertaining and informative contents with stunning pictures and videos for worldwide online users in order to present the company's products, experiences from the tours, local tourism and tips for travelling to Lapland. In general, the posts on Instagram usually reach from 100 to 400 people. Figure 11 below shows the overview of regular posts with photos published by the company official Instagram page during the period of 11 February to 18 February 2020.

Overview ⓘ

8 posts and stories this week

+0 vs. Feb 11 - Feb 18



Feed posts ordered by number of times they were seen.

Figure 11. Instagram Overview During the Period Feb 11 – Feb 18 (Visit Lapland Tours Instagram 2020)

In the same period, the page has reached up to 695 accounts, which is increased by 231 accounts from the previous 7 days. Also, it creates a rapid

increase in impressions up to 1568 users. However, comparing to the previous 7 days, there has been a slight decrease in profile visits and website clicks due to objective reasons (by 24 and 2 respectively). The detailed are illustrated in figures 12 and 13 below.

Discovery ⓘ

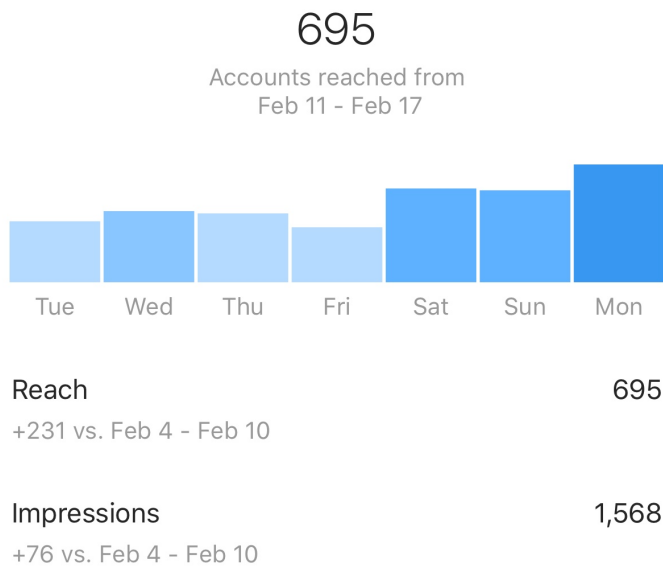


Figure 12. Account Discovery (Visit Lapland Tours Instagram 2020)

Interactions ⓘ

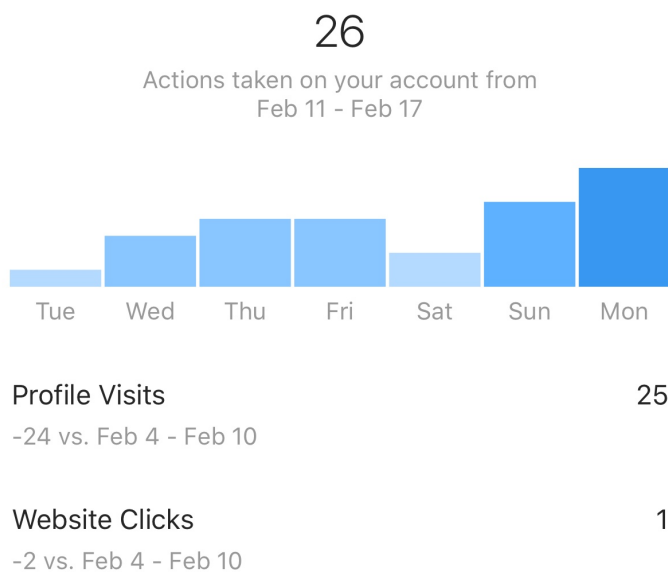


Figure 13. Account Interactions (Visit Lapland Tours Instagram 2020)

Besides, the total number of followers of the company's Instagram page is 235. The company database shows the sequential increase by 10 from the previous week. The details are shown in figure 14 below.

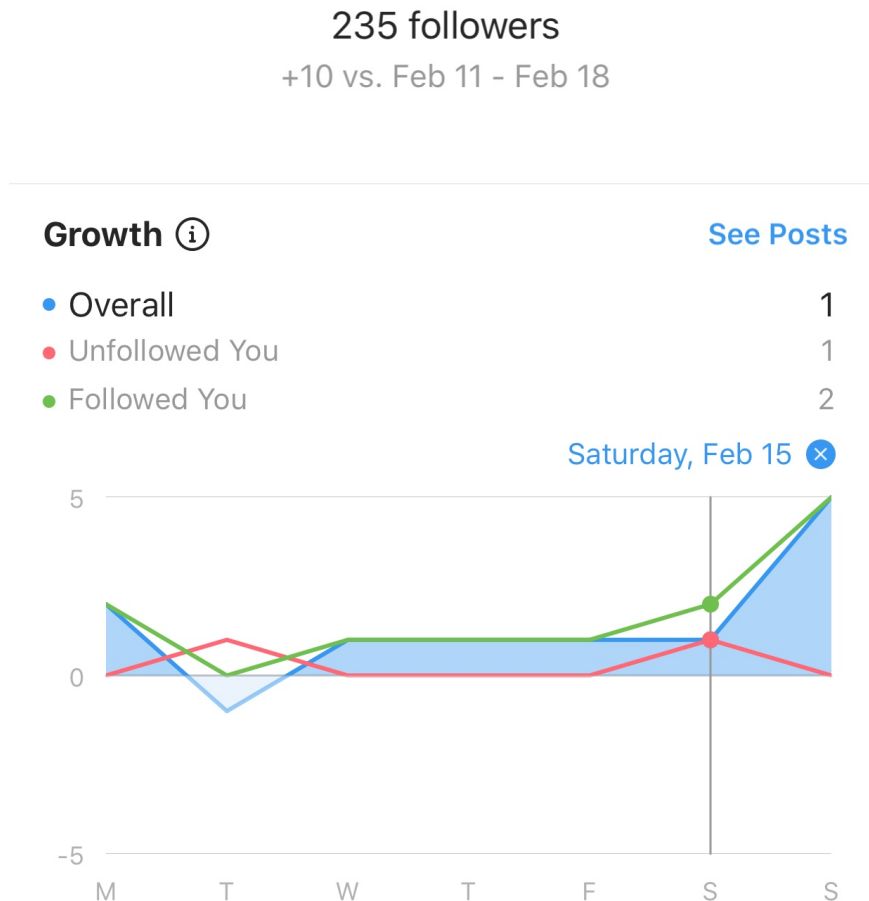


Figure 14. Growth of Followers (Visit Lapland Tours Instagram 2020)

In addition, Instagram also allows business account to analyse their audiences. Personal information is showed according to the insights. Figures 15 and 16 below show the top locations and age range, gender and followers.

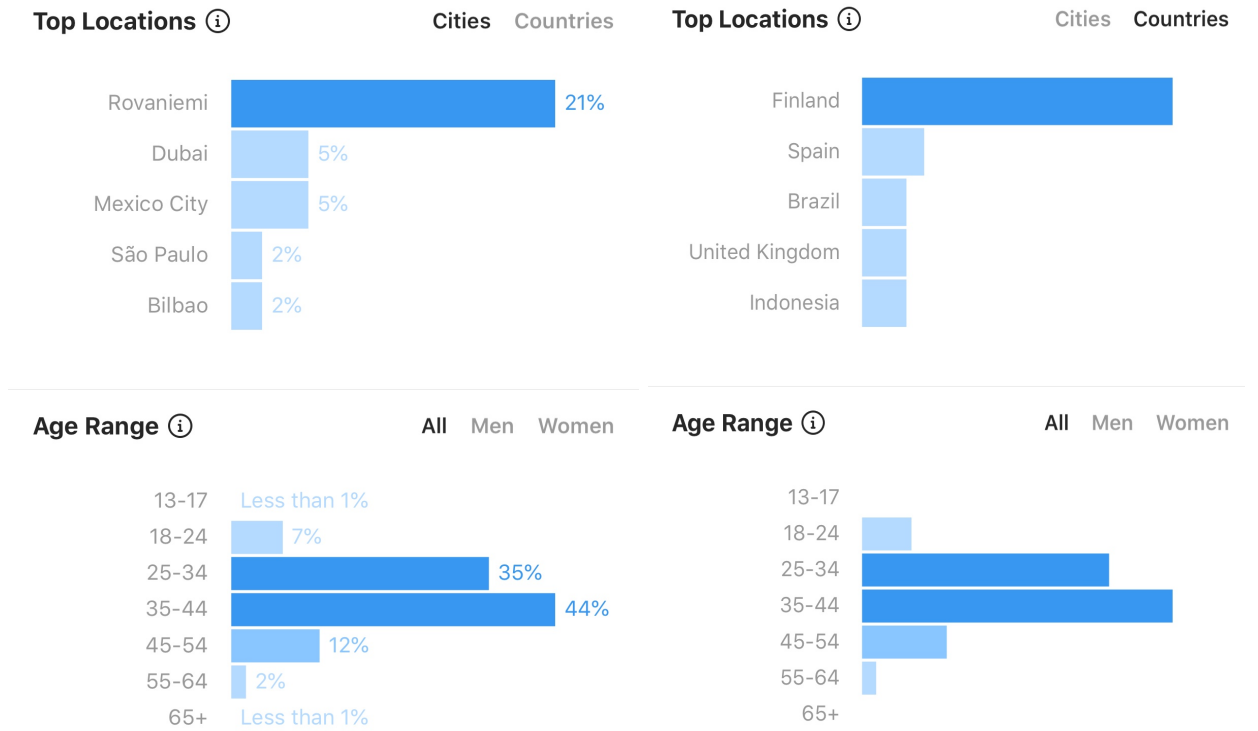


Figure 15. Top Locations and Age Range of Followers (Visit Lapland Tours 2020)

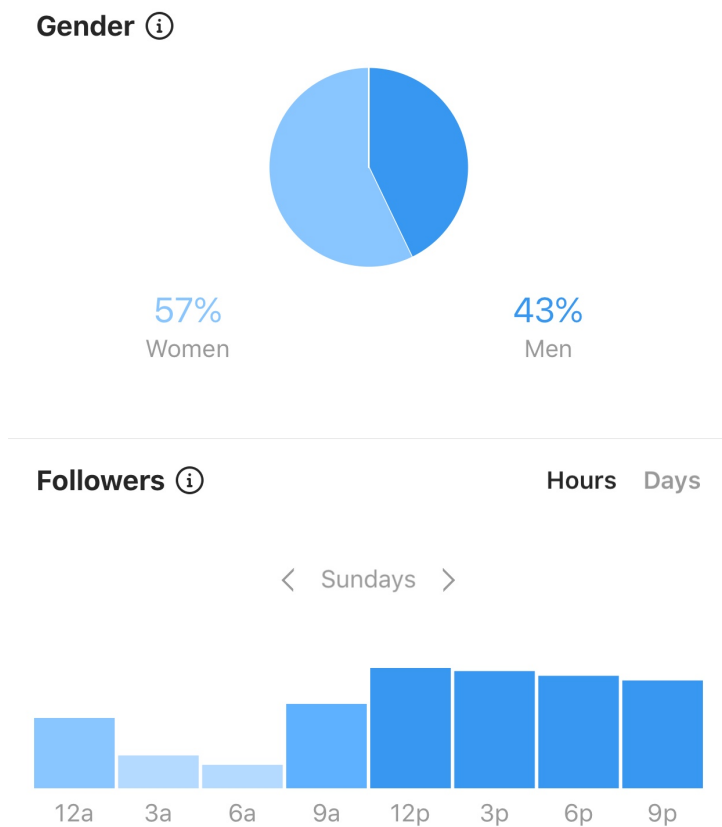


Figure 16. Gender and Followers (Visit Lapland Tours Instagram 2020)

As presented in the diagrams, there are a wide variety of nationalities reached by the Instagram page from Asia, Europe and America. However, unlike Facebook, followers from Finland especially from Rovaniemi rank the highest amount, which is 21%. In addition, the percentage of people from 35–44 years old appears to peak in the age range (44%). Meanwhile people at the age of 25–34 rank the second, which account for 35%. This could be explained that family is also the target audience in the marketing strategy because of the fact that middle age people tend to spend their leisure time on travelling with friends, relatives and family members. Therefore, they are more likely to get reached and follow travel accounts on the Instagram for reviews, tips and information of the ideal destinations, especially Lapland.

It should be noted that more women are attracted to the marketing contents than men. The above pie chart reveals that the percentage of women is 57% whereas the percentage of men is 43% who are reached by the company's Instagram page. Hence, when creating emotional marketing plans, producers may take these aspects into consideration to engage suitable emotions for the target clients.

6.3 Interview with Client

The client mentions about her opportunity to go on a tour when the company was developing tourism products for the customers at their starting phases. That is how she knew about Visit Lapland Tours. Besides, among the competitors in the market in Rovaniemi, the respondent sees the large advantages of the company to stand out and attract their target customers, such as the great location as the selling point, its stunning design as a traditional cottage, convenient departing time and dynamic spots of daily tours.

[...] Their office is located in the middle of the street in the centre so it is really obvious and easy to notice. And that is why I think they attract a lot of potential visitors or tour buyers, because of the office location right in the middle of the street downtown. (R2)

One special thing of the office is that it is designed as a cottage which is a very Finnish style cottage. So of course it is attractive and makes the pedestrians walking by curious. (R2)

[...] If I were a tourist, I would definitely visit the cottage which is their office and have a look what they are selling there. (R2)

And very high potential that I would buy the product because I believe they have some tours going on everyday, and the departing time is convenient and suitable for the visitors. (R2)

The client also describes clearly her experience during the Northern Lights hunting trip, which makes her feel satisfied after all. Particularly, it is a good point that the company has the pickup service at multiple locations that the guests may require, which is seen as the first impression of convenience. After that, they would bring customers to another place where they can wear winter jackets and overalls to stay warm during the experience. Offering well-prepared conditions for the customers before the tour, the company gets good comments on health safety issues.

The Northern Lights hunting tour begins at the Kota cottage, as the client describes, in the middle of nowhere, which brings the image of wilderness to her. Despite of the cold weather in the forest, the company succeeded in giving the hospitable service and warm welcome for customers. In addition to the experience of hunting the Northern Lights, the company also provides auxiliary services that may fulfill the demands, bring extra support and joy for customers while waiting for the Northern Lights to appear.

Kota looked super nice. There was a fire in that cottage. [...] And around the fire, we had some kind of Finnish paste going with the rice pasty – some kind of Finnish food. And I think it is really nice because during the waiting time for the Northern Lights, it would be very long. [...] At the same time, you can experience some Finnish cuisine. (R2)

They took very good care of their customers, not only focusing on the experience they are selling which is the Northern Lights hunting, but also

some extra things that they offer. So I would say maybe they have gone the extra mile to upgrade the experience. (R2)

In addition to the Northern Lights hunting tour, the client also expresses the interest in booking another product of the company. However, she would not considering purchasing the same product twice. On the other hand, the company currently has a discount campaign of 50% for the second day if customers cannot see the Northern Lights on the first day. In that case, she shows her satisfaction about the deal and the absolute willing to pay more because of the dream to see the Northern Lights in front of her naked eyes when coming to Finland, especially Rovaniemi.

Well I would say not specifically the Northern Lights hunting tour because the Northern Lights is something that, personally speaking, if I experience once, I would not consider paying one more time for that kind of tour. But there are definitely other kinds of products that I would love to try, for example: husky ride or reindeer ride or snowmobiling. (R2)

[...] Of course you come to Finland or Lapland and you are expecting to see the Northern Lights. And if you have not reached that goal yet, of course you want to make it happen. And along with the 50% off, it would be a very good deal to take, I would say, in order to make your dream come true to see the Northern Lights. (R2)

Regarding the most memorable moment of the trip, the client mentions the spontaneous and unexpected experience that occurred, which makes her remember the most. And with the hospitality of the staff, the experience becomes more meaningful.

Well the most memorable moment was when we were waiting for the Northern Lights in the cottage Kota, there was not any Northern Lights appearing yet. And it was already about the time to go back to the city centre. So we were on our way heading back to the office where we changed our clothes. And when we just left the Kota, maybe ten or fifteen minutes later, and then the Northern Lights appeared. And the driver from the company was so eager and hospitable and willing to stop for a little

longer time and let the guests observe and watch the Northern Lights on the way. I mean get off the car and enjoy the Northern Lights in the sky. So I think that is the most memorable moment that we did not see the Northern Lights where we were supposed to see, which is the Kota cottage, but on the way, we saw it. So it is something worth to remember, something unexpected. (R2)

It should be noted that the client emphasises on the feeling of excitement before, during and after the experience. That was her first time on a tour of hunting the Northern Lights so the trip was worth waiting for. Additionally, she notices that good service and care from the company were advantages that could make the travellers memorise the experience with Visit Lapland Tours. Especially, the photography service that captured the tourists with the Northern Lights is worth mentioning since it saves memory of the trip and creates the feelings of excitement, satisfaction and happiness when they receive the stunning pictures by email.

[...] Even before the trip, I would say of course excitement was at the peak. It happened again when we actually saw the Northern Lights. (R2)

Of course the company took good care of their customers. They always kept asking if we were warm enough. And they would try all their best to keep their customers warm and safe, in a good hand. (R2)

And after the experience, they took picture and sent them to the customers. You know on travel, not everyone has good enough quality camera to capture the moments of themselves and the Northern Lights. So the photographer from the company who would take picture during the experience is a plus from the company. Because you know some moment that you would very much like to have it captured down and this is already taken care of by the company so it is really nice. (R2)

On the other hand, the respondent notices a few disadvantages of the service and comments on improvement ideas for better results. It is obvious that the Northern Lights hunting tour would bring the feeling of coldness and long time waiting for customers although the company is equipped with warming tools like

heater or fireplace and tourists are provided with winter overalls. Still, she gives constructive opinions on that issue so that the company would take it into account.

I would say the waiting time for the Northern Lights was quite tough because it was super cold and I was a bit hungry too because it was already midnight, around that time. So the thing that I remember the most is the feeling of coldness. (R2)

I know that they have overalls, and the Kota has fire and heater too, but if that is something that they can improve that just to make the experience warmer. (R2)

In terms of social media, the client shares about her online behaviour and also constructive ideas for the company marketing performance. She spends her time on Instagram more than Facebook due to its lively, colourful and dynamic design. She currently follows the main tourism accounts in the region such as Visit Lapland and Visit Rovaniemi due to their interesting contents and regular posted stories. Thus, she notices that in order to reach more potential customers, the company should get a chance to be featured on those mainstream channels for a wider popularity and reputation.

I think what they can do is trying to get a spot in this kind of big and main channel to feature their company so they can get a chance to be on the map or on the site for more viewers in addition to their own, for example, social media accounts to reach more customers. (R2)

In fact, the client has not followed the company's social media channels yet. However, she implies that she would expect more details of the products to be featured such as the price, new products or promotional programmes in order that she would be interested in the contents and possibly follow the page.

Well I would love to see more, for example, the price of their products. And when they already have new product, they would put it on their Instagram account so I can consider buying one if I am interested in, and any possibilities or any promotional programmes that they have, so add some posts or even in their stories. But I think for me as person who has not

followed their Instagram account yet, it would be hard for me to see the story if they put anything there. So at this point, I would suggest that it would be better for a post if they have any new products or any promotional campaigns, or maybe some competitions like some games, giveaway game. (R2)

Moreover, it should be noted that the client is attracted and impressed by promotional videos that have unique and outstanding stories, even with a real person featured in the video. In other words, she reveals that authenticity is the concept that helps the company to stand out among other competitors and touches personal emotions of the clients due to the real-life illustration and practical experience on the products, which is typically showed on promotional marketing videos online. Thus, the video would memorise customers of the brand and build a strong relationship with them.

Well there are a lot of promotional videos coming out very often. And I think that those impress me the most are those that have very unique or outstanding stories, and even featuring a casual or real person. For example, someone taking their products and along the way they can see how they experience and enjoy the tour. (R2)

I would say authenticity matters. It is a very hard concept to define but you can feel whether it is authentic or not when you see the video. And something that can make you find authentic would touch you more, and stay in your mind more, and make yourself stand out from other thousands of videos every day a person can come across. (R2)

7 DEVELOPMENT PLAN FOR EMOTIONAL MARKETING STRATEGY

7.1 Creating Aspirational Approach in Marketing Campaigns

According to the demand of improving visual marketing contents on social media channels in order to reach, motivate and encourage more target customers, it is suggested that creating promotional videos while building an emotional connection with customers is an essential way for Visit Lapland Tours to stand out. When consumers are inspired, they will act and think differently with the content promoted, which leads to the possibility of increasing product sales and enhancing the customer relationship. In order to efficiently attract consumers, their emotional need is the driving factor that should be analysed thoroughly throughout the campaigns.

Since colour and emotion are tightly connected and colour plays a major role in evoking emotions, marketing campaigns should dig deep the aspects of colour in accordance with Visit Lapland Tours brand identity, products and their target audiences. Therefore, wooden colour is selected to be widespread to inspire the emotion of warmth, happiness, excitement, relaxation and loyalty. Besides, wooden colour also symbolises for Lappish local features such as pine trees, fireplaces and traditional cottages, which are involved in the main tourism products that the company is offering. Marketing details including media graphics, videos and images should focus on the wooden colour for their contents in order to elicit personal emotions and influence audiences by the brand's perspectives.

With an aim to inspiring people and evoking emotions, aspirational campaign is believed to be a great choice for Visit Lapland Tours. The fact that consumers get inspired by marketing contents would definitely bring out more emotions like happy, joyful, relaxing, motivational, energetic, hopeful, etc. Aspiration has its own power as the company presence to encourage and stimulate consumers' dreams or desires that they have been nurturing, even doing a hobby, setting a life goal or enjoying a moment with loved ones. Thus, it is essential to build a story that is associated with the customers' desires and able to reflect their self-images by the company's commercial products. Once Visit Lapland Tours fulfils

their customers' dreams, they would undoubtedly believe in their products. In order to effectively inspire potential consumers on an emotional level, Visit Lapland Tours should focus on highlighting the benefits that they can get from the company's services, which enables the marketing campaign to reach and connect their emotions.

Particularly, Visit Lapland Tours can execute this aspirational approach through a commercial video campaign with its currently slogan "All What You Want". To begin with, the commercial could feature a busy working life of a 25-year-old male in a foreign country who does not have time to take care of his lover, family and even himself. Once he has chance to see a promotional video of Visit Lapland Tours on YouTube, he would dream of taking his loved ones on a holiday to a far-away country in the North where he has not been before, and "magic" happens so as to heal his problems and connect the members together. By featuring the intense contrast of two different lifestyles and environments, the ad would then provoke the eagerness to make his dream come true. And Visit Lapland Tours is introduced finely in the video as the way to fulfil his dream.

When the customers watch this video, they can see and reflect themselves in the story as the main character that wants to explore this winter wonderland and experience the "magic" with his loved ones. And the aforementioned "magic" can involve the authentic "Lappish Village" as the company development product with its extraordinary aspects. While the whole family are sitting inside the warm wooden cottage or watching the Northern Lights above, smelling the candles and local flowers, tasting local food and beverages, listening to folk music, touching the snow and feeling the atmosphere, it is called "magic" since that is the first time the whole family have come to the Arctic and "magic" connects family members together. The commercial closes with a tagline: "Lappish Village brings you all what you want", which addresses to the company slogan and services and significantly fulfils the demands of the audiences.

Besides, the passion of being a tour guide of the company owner, his family hunting stories, Sami culture and the story of polar nights are altogether illustrated and told in the video in a framework of "Lappish Village" with a theme

music to resonate the audiences' feelings. The experience of hunting the Northern Lights is specifically highlighted in the video and when they start dancing in the sky, that is the moment when "magic" happens. This moment would lead to the customers' satisfaction of the pre-experience when their emotions are totally influenced by inspiring contents and the authenticity that the video creates.

In order to implement the promotional video in practice, the company would require several resources of human, equipment, facilities, time and money. Particularly, human resources are essentially needed such as: project manager, director, the scriptwriter, cameramen, actors, graphic designer, editor, sound recorder, assistants and so on. Facilities for filming would be determined by how the scripts are written down. In fact, basic equipment is required such as cameras, lights, flying cams, computers, voice recorder, and so on. Therefore, a detailed step-by-step plan is a prerequisite for implementing and publishing the video.

7.2 Creating Online Community

Emotional marketing creates opportunities for Visit Lapland Tours to establish a community on social media channels. Once people start following the community with interesting contents, they would build the connections with Visit Lapland Tours and others who have the common interest and passion about travelling in Lapland and experiencing the Northern Lights. An online community is where consumers find the values they need and the feelings of acceptance and excitement, which triggers the customer loyalty to the company. Since the company is utilising Facebook, Instagram and YouTube, it is precise that they should develop creative contents with high-qualified information and visualisation tools like pictures and videos on those channels, feature interacting activities of people as a way to resonate feelings, communicate with the clients on an emotional level and focus on how to measure the efficiency of social media by analytics and analysis of fans' reactions.

The purpose to create a community is to widespread a message which leads to the increase in awareness and knowledge acquisition while people share the

published contents with others. For example, the contents could be involved in environmental-friendly and safe travel, knowledge of tourism in Rovaniemi, or tips to improve the experience of hunting the Northern Lights. In fact, happy people tend to share the contents online, they could therefore motivate and inspire others' emotions as well. Aware of the demand and influence of online community, the company's marketing department is suggested to focus on the content development on several tools such as blogs, video and image posts, forums, etc.

The fact that the company's marketing strategy is appealing to personal emotions through inspiring contents would bring joy, ease and trust to customers' lives. By expressing the authenticity and love to consumers, it is precise that Visit Lapland Tours would be able to upgrade into an outstanding brand that differentiates itself from other competitors in the market. Consequently, the company would have a chance to create its brand name that customers can relate and prioritise when making a decision. For instance, during some special occasions, it is suggested that the marketing team should deliver an inspiring message that might be involved in the company products in order to trigger the interest of customers in purchasing the specialised experience for the occasions.

In addition to attracting international tourists, it is essential that Visit Lapland Tours should also focus on promoting the localness in order to gain attentions and convince local residents. By featuring unknown or famous local attractions like natural spots, museums, restaurants, sport centres, schools, camping sites, etc., the company would create a tight connection with local followers and their pride of where they live. It is undoubtedly a wise approach for small enterprises like Visit Lapland Tours to stand out through the strategy of telling local stories to the local community in which their business is located.

7.3 Development in Customer Experience and Relationship

While Visit Lapland Tours is making efforts to ensure the emotions evoked in its marketing strategy so as to resonate with their target audiences, it is essential to optimise the real-life experience of customers to constantly deliver the brand

promise on marketing campaigns. Whether on what kind of platforms or channels the marketing contents are distributed, the core message or story should also be realistic and consistent according to what the company promises to provide the customers. Accordingly, when understanding the audiences and delivering the story on suitable channels, Visit Lapland Tours would be able to satisfy their customers via tourism products and trigger their long-term relationship with the company.

The concentration on emotional marketing and the development in customer experience would create trust in the values that Visit Lapland Tours provides the audiences. In particular, emotional marketing helps the brand to create a positive and inspiring perception; whereas development in customer experience would enhance customers' positive feelings, the company's reputation in the market and thereby increase product sales. As a result, the connection of two concepts would stimulate the long-term relationship with clients thanks to their positive emotions that are triggered through the whole process of interacting with the company.

Besides, in order to develop customer experience, it is crucial for Visit Lapland Tours to take care of customer feedbacks and reviews, thereby improving the bad performances, negative emotions or drawbacks of the services. For example, regarding the marketing campaign, it is suggested that the company should have more interacting and realistic contents with the clients such as giveaway games with different rewards in order to gain their attentions and participations. Additionally, building a handling problem team is necessary so that unsatisfied customers with problematic situations are improved with the services. Moreover, during the Northern Lights hunting tour especially in the waiting time for them to appear, in addition to the traditional barbeque, the company should create several interesting programmes related to the culture or the local tourism in order to interact with tourists and make them feel connected, energetic, exploratory and less cold.

8 CONCLUSION

Initially, the main purpose of the thesis is to comprehensively understand the concept of emotional marketing and customer behaviour, and thereby see the influence it has on customers' decisions towards a product, especially in the case of tourism industry. After having Visit Lapland Tours as the commissioner, the thesis research was conducted with an aim to understanding the current marketing performance of the company, thereby applying emotional marketing theory in practice in order to develop the marketing strategy of the company in an emotional level, thus increase the engagement of customers and strengthen their long-term relationship.

Before the empirical research, the theoretical part was conducted and presented to have a broader viewpoint of the thesis topic. The purpose of theoretical research was to provide adequate definitions of the terms and concepts related to the topic; namely emotional marketing and its influence, social media marketing concept and development tips, colour psychology in emotional marketing, personal emotions and their impacts on interacting with the brand, customer delight and satisfaction, customer behaviour towards emotional marketing, customer long-term relationship and loyalty. Aware of the meaning, function and impact of each concept, the author managed to conduct the empirical research and analyses of the results gained.

Besides, the case company was introduced in order to give a big picture of its tourism business. The author also described its logo and meaning, slogan, key success factors and the vision of the whole business. In general, Visit Lapland Tours aims at providing the most memorable tourism products for international tourists coming to Lapland, especially in Rovaniemi with high-qualified and friendly services. The company's products and services were also defined together with its current marketing strategy on different channels. Hence, it created an opportunity for the author to scrutinise the current performance and generate ideas for the prospective development and strategy.

Regarding the empirical research, qualitative methodology was utilised in order to gain sufficient descriptive contents with in-depth insights about the topic and

specific concepts. Hence, the author had a chance to thoroughly understand and examine the topic discussed through the theme interviews with the marketing specialist and one of the clients. The discussion with the marketing person involved Visit Lapland Tours brand identity, its current marketing strategy and expectations for the future development. The interview with the client shows different perceptions from the customer's point of view regarding the experience and emotions with the company's Northern Lights hunting tour and behaviours towards social media and emotional marketing. The research result was presented and analysed from the data of theme interviews and also social media analytics of the company's currently social media platforms: Facebook and Instagram.

Consequently, a development plan as an innovative marketing strategy for Visit Lapland Tours was determined and presented due to the study from theoretical and empirical research. The plan consists of three main points: creating an aspirational approach in marketing campaigns, creating an online community and developing customer experience and relationship. The development plan was created from the demands of improving the online marketing performance of the company on an emotional level, inspiring consumers' emotional and travel needs and telling stories of tourism aspects in Rovaniemi for a wider variety of travellers.

According to the company's wishes, an online promotional video as an aspirational approach is determined to be developed with an aim to delivering the company's tourism products and services for consumers with motivational and inspiring contents, and thereby increase the number of tourists and strengthen their connections with the company. The video mainly focuses on telling the story of "magic" which connects people together via the Lappish Village and its stunning local factors such as the cottages, the Northern Lights, snow, hunting stories, polar nights and Sami culture. By utilising wooden colour as the aspect to engage emotions of happiness, warmth, relaxation and excitement, the video also aims at associating with the consumers' bigger dream and goal so that they can make their dream come true with the company's services.

Furthermore, the demand of creating an online community is determined in order to build connections among the company's clients from different nations so that they would feel, get inspired and share. Content development is seen as an effective tool to increase users' awareness and knowledge acquisition of travel habits, sustainable travel, lifestyles, tourism trends or experiences in Rovaniemi. Thus, blogs or videos are channels that ensure the message distribution and reach potential viewers on social media. Online community is vital nowadays to express love among human beings and promote the localness of a destination, where online users are able to find values triggering their feelings.

Finally, while marketing campaigns are concentrated to reach and resonate with personal emotions, the development in customer experience and relationship is indispensable due to the fact that it strengthens the company's promise and beneficial values to the audiences. Understanding the demand of improving customer service and taking care of feedbacks, the company would trigger positive feelings of customers through the process of satisfying them, which creates a framework for the long-term connection and relationship with customers via positive emotions.

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APPENDICES

Appendix 1. Interview Questions with the Marketing Specialist

Appendix 2. Interview Questions with the Client

Appendix 1. Interview Questions with the Marketing Specialist

1. How do you identify your company in terms of logo, slogan and vision?
2. What value do you offer to your customers?
3. What are your current marketing strategies and goals?
4. Who is your target customer? Please describe it as well as possible.
5. What channels are the most important ones and why?
6. How do you focus on long-term relationship with customers?
7. Do you think it is possible to evoke emotions in marketing?
8. In your marketing campaigns, what kind of a scenery, colour, music, people, etc. do you want to include?
9. What kind of a marketing content / stories would you like to have?
10. What aspiration / dream / goal / desire would you like your customers to achieve when using your products?
11. What kind of content and channels are the most efficient ones in emotional marketing?

Appendix 2. Interview Questions with the Client

1. How did you know about the company?
2. What factors that made you choose the company among others in Rovaniemi? How would you describe the brand image of the company?
3. How would you evaluate your experience? Did the experience fulfil your expectations? Why or why not? Please describe.
4. Would you like to book another tour again? Why or why not?
5. What was the most memorable experience during your trip?
6. Was there any improvement idea that you would like to comment?
7. How do you think about social media? Did you spread some photos or stories in social media? In which channels and what kind of content?
8. Are you following any social media channels of the company?
9. How you think about their contents? What kind of information or message or stories would you like to read or see? What kind of content could be emotionally “moving” / attractive?
10. Can you describe how your feeling was before, during and after the trip?