



Department of Business Studies

Invisible quality in frozen vegetables - A study to indicate which factors influence brand loyalty

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Preface

This dissertation is the final work before we graduate from the business department in Kristianstad after three and a half years of studies.

To write a dissertation like this for the first time requires many advice, help and support from people both inside and outside the University. By this we would like to thank some special persons that have helped us from the very beginning to the end. Without their help and support there would probably not be a dissertation.

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Abstract

This dissertation is written within the marketing area. From the beginning we wanted the whole dissertation to be about invisible quality, but the time and the amount written about the subject was too little, so we decided to write the dissertation around brand loyalty and factors that may influence. The factors are price, country of origin, invisible quality and experienced knowledge.

One of the main problems is to find out how important invisible quality is for brand loyalty and the active choice of brand in frozen vegetables for the consumers. And the other problem is which factors will influence brand loyalty.

The dissertation is written from a deductive point of view which means that we have proceeded from existing theories and developed a model that has brand loyalty as the core and the four factors that may influence brand loyalty. The purpose of the model is to research if the factors influence brand loyalty.

The primary data have been collected through a research we made with one hundred end-consumers. We interviewed the respondents at the frozen food-counter in three big supermarkets, Domus, Willy's and Maxi, in Kristianstad. We wanted to research their attitudes and behaviours towards frozen vegetables.

This study shows that consumers do not have knowledge about the concept invisible quality but know what the factor invisible quality contains. The factor invisible quality means for example nutrition, cultivation process and pesticide. The companies need to find a way to communicate the invisible quality factor to end-consumers and not the concept. We could not indicate any association between brand loyalty and the four factors.

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Introduction

This introduction chapter contains the aim of this dissertation. The background describes the development within brand loyalty and the quality area, from visible quality to invisible quality. The chapter continues with a problem discussion and the main problems. The chapter ends with a disposition over the chapters.

1.1 Background

In today's time people are more stressed and they need to take care of every minute they have to spare. By this, planning becomes a keyword and will probably be even more important in the future. To be stressed and go grocery shopping can be very hard. Companies are aware of this and therefore try to come up with new fast products that will fit every consumer's needs. The consumers in return probably feel more stressed out of the increased amount of products on the market. It is important that the food products shall be easy and fast to cook but in the same time have high quality. This leads us into frozen vegetables since it is a very good example. It is easy to prepare, fast to cook and it is a good complement to the dinner.

Quality has got greater significance because of the increased amount of products launched on the market, increased interest in health related questions etc. The development of new and better quality in products is also more important than ever for companies to be able to keep up with their competitors.

Quality differs widely from person to person and to reach out to potential consumers the companies need to know what quality is for their

consumers. The visible quality in products like taste, colour and consistency must satisfy the consumers' expectations so they repurchase the product. Findus, a producer of frozen vegetable products has made a distinction between visible and invisible quality. Invisible quality is something that the consumers cannot ascertain either before or after the purchase (Melin, 1999). Sometimes it is written on the packages of the products like the amount of nutrition etc. but still the consumers cannot ascertain it by themselves.

Because of the wider variety of products on the market, the companies have to create stronger brand loyalty to keep existing consumers but at the same time also attract new consumers. It is important for the companies to understand consumers' behaviour to be able to influence their choice of brand and create brand loyalty. The consumers' behaviour in connection with the choice of brand products is influenced by individual factors, demographic, cultural and socio-economic and by the decision-making process. A good definition of brand loyalty, which is open for interpretation, is from Melin, (1999, p. 57):

“Brand loyalty is (1) the biased, (2) behavioural response, (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more alternative out of a set of such brands, and (6) is a function of psychological processes.

1.2 Purpose

The purpose of this dissertation is to find out if invisible quality is associated to consumers' brand loyalty of frozen vegetables. We are also interested to find out if there are other factors affecting the choice of brand like experienced knowledge, price and country of origin.

The purpose is also to find a useful material both for the academic world and Findus.

1.3 Limitations

We will only handle products and not services.

Another limitation is that the respondents have to have bought frozen vegetables at least once before to be included in our research.

1.4 Problem discussion

As mentioned in the background, more and more products are launched on the frozen vegetable market and at the same time there are also more foreign brands entering. There are a lot of different brands to choose from for the consumers and the companies try to give the consumers as much information they can about their own brand (Antonides & Van Raaij, 1998). Brand loyalty therefore, becomes an important part in the course of this dissertation since we are interested to find out if the factors (experienced knowledge, price, country of origin and invisible quality) influence the choice of brand.

1.5 Presentation of the problem

How important is invisible quality for brand loyalty and the active choice of brand of frozen vegetables for the consumers?

Which factors will influence brand loyalty?

1.6 Definitions

Invisible quality; is what the consumers cannot ascertain either before or after the purchase. It is the amount of nutrition, the trace in the vegetables from different kinds of pesticide, the cultivation process of the vegetables etc.

1.7 Dissertation structure

The figure is an overview of the chapters' structure in the dissertation. We have this chapter structure in the dissertation to give the reader an overview of what to expect.

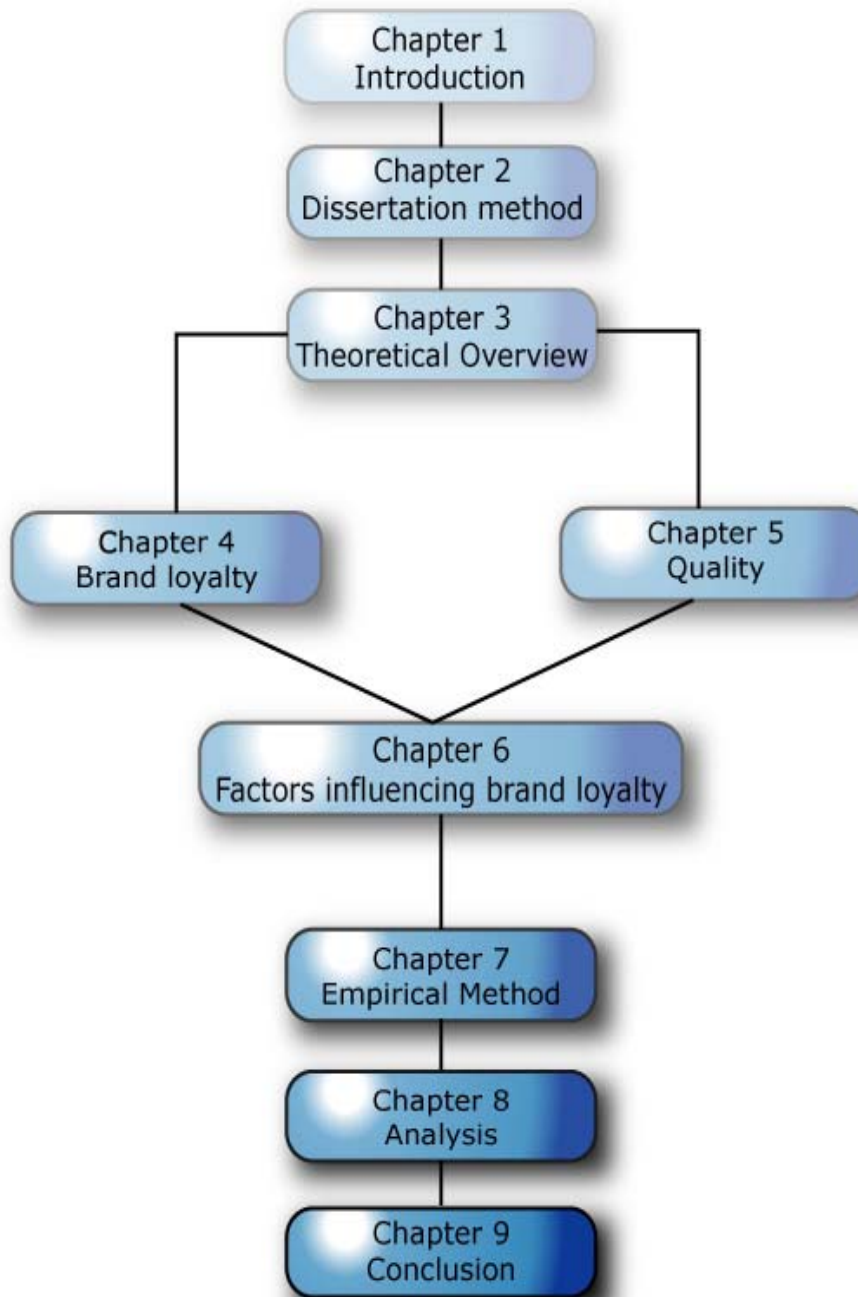


Figure 1.1. A model of the chapters in the dissertation

1.7.1 Disposition over the chapters

- Chapter 1 This chapter contains our aim with this dissertation, the background to our subject and also our main research problems.
- Chapter 2 The chapter describes the procedure of the dissertation, methods, data collection, philosophies, validity and reliability of secondary data etc.
- Chapter 3 This chapter is an overview over our dissertation's theoretical part. The theory parts, brand loyalty and quality, are explained shortly in this chapter to give an opening to the following chapters.
- Chapter 4 This chapter is our first theory chapter. The chapter describes the conceptions brand and brand loyalty.
- Chapter 5 This chapter deals with the conception quality. It is described with help of definitions, dimensions etc.
- Chapter 6 While reading theories about brand loyalty and quality, other factors came up. This chapter deals with the factors, price, country of origin, invisible quality and experienced knowledge and the research model created with help of the different factor.
- Chapter 7 This chapter contains the dissertations procedure, how we empirically will try to impose the connections between brand loyalty and the four different factors, price, country of origin, experienced knowledge and invisible product quality.

Chapter 8 In this chapter we present the data from our research. We give an analysis within the four factors that may affect brand loyalty. The data is presented with help of cross-tabulations to give a better overview of the data.

Chapter 9 Our conclusion is presented in this chapter. We are answering our main problems. Ideas to following research subjects within invisible quality are presented.

The method of the dissertation

This chapter contains the reason why we decided to write about this specific subject and also the method we have used for the dissertation's procedure. We will describe the two research philosophies our dissertation is build on: positivism and realism. After the philosophies the two methods, deductive and inductive, are explained and we have chosen to write our dissertation from a deductive point of view. It means that we have proceeded from existing theories. Reliability and validity of secondary data are also explained in this chapter.

2.1 Choice of subject

We decided to write about this subject after a lesson with our tutor. He showed us four suggestions from Findus, a company that produces frozen vegetables etc. We decided us for this specific subject, invisible quality of frozen vegetables. But we decided us also for another problem, to find out if the four factors, price, country of origin, experienced knowledge and invisible quality influences brand loyalty.

2.2 Research philosophies

The philosophies dominating the literature are positivism, interpretivism and realism. They are different views about the way in which knowledge is developed and judged. We believe that the dissertation is a mixture of both positivism and realism. From the positivism point of view because the information collected through our research will be analysed statistically and with a detached interpretation. From the other point of view, realism, we would like to find out the act of people's food behaviour and their attitudes toward frozen vegetables.

2.3 Deduction and induction

There are two different ways to look at scientific research. The two methods are deductive and inductive. The inductive method means starting with empirical studies to gather information and afterward seeking theories, which explains what has been studied, or developing a theory from the ground as a result of the data analysis. The empirical data are used as a ground for generalising conclusions (Saunders et al, 2003).

The reason why we have chosen the deductive method is that the quantitative research method is often based on existing theories and former research results. As a background to the existing theories we have created our own research model, which we will try on a specific sample. The dissertation is based on existing theories in form of secondary sources.

2.4 Literature

The literature we have used in this work is based on existing theories within the area: brand loyalty, quality, price, country of origin and experienced knowledge. Known authors like David Aaker, Kotler and Armstrong, Michael Solomon, Frans Melin, John Wiley, Bergman and Klefsjö, Lars Sörqvist, K. Keller etc, have written our used theories. We read the theories by these authors to get an understanding about the subjects but also to be able to write about it in the theory part of this dissertation.

2.5 Data collection

Secondary data are data that have already been collected for other purposes, perhaps processed and subsequently stored. Two ways searching for secondary data are library and desk researches (Saunders et al., 2003). Our research project requires a combination of both secondary and primary data to answer our research questions. We will

use secondary data to learn more about the subject but also to be able to write our theory parts to give the readers necessary background knowledge to our research questions. The primary data will be collected through our research further on in the dissertation. When working with secondary data it is important to be observant and have a critical attitude towards the literature (Saunders et al., 2003). The sources we used to collect information to the theory parts are books and articles. It is important to be aware that books may contain out-of-date material; this is why we borrowed the latest copy of the books. We also used articles from the databases through the University, because the information available in databases is rather new.

2.6 Reliability and validity of secondary data

The reliability and validity ascribed to secondary data are functions of the method by which the data were collected and the source. Looking at the source of the data can make a quick assessment of both reliability and validity. It is particularly important to look up the source when searching information via the Internet (Saunders et al., 2003). This is why we searched for information via the University's databases. Though the information seems valid, it is important to have a critical sight towards the information, which we believe we had. The other source we used to the theory parts is books; though it is printed material with known authors it would be wrong to rely on it completely. Secondary data that fail to provide the information needed to answer the research questions or meet the objectives will result in invalid answers (Saunders et al., 2003).

In chapter seven we have written about the reliability and validity for our research data and also about quality and quantity.

2.7 The process of the dissertation

In the beginning of the dissertation we wanted to write only about invisible quality but we felt that the information written about invisible

quality and the amount of time was not enough so we decided to build the dissertation around brand loyalty, but invisible quality still takes a big part of the dissertation.

In the beginning we searched books in a wide area within marketing and when deciding for what theory parts we wanted to add in the dissertation, we specified our research to books within brand loyalty, consumer behaviour and quality.

After the theory parts, consumer behaviour, brand loyalty and quality were finished, we met our tutor for guidance. After the meeting we decided to narrow down the chapter about consumer behaviour and make an introduction to the theory part instead, as a literature overview (chapter three).

While reading the literature for consumer behaviour, brand loyalty and quality, other factors came up which we felt would be important for the dissertation; experience knowledge, price and country of origin. With help of these factors we designed a research model in chapter six, which we will use in our research to see which factors affect brand loyalty.

After the theory chapters were finished, at least temporary, we wanted to start with the research so we could go on with the dissertation, but before we could begin, a questionnaire had to be done.

After we collected the data we used SPSS to process the data material to be able to analyse the information statistically. After the input of the data we made cross tabulations, different kinds of diagrams and analysis of the material. After the chapter about analysis we began with the last chapter of the dissertation, conclusions. The chapter ends with three suggestions for further research studies within the invisible quality area.

Literature overview

This chapter is an overview of the dissertation's theoretical part. The theory parts, brand loyalty and quality are discussed in this chapter to give an opening to the following theory chapters. As an introduction to brand loyalty we have explained consumer behaviour. It is relevant because a lot within the consumer marketing area is connected with consumer behaviour. It is fascinating for marketing people to understand why consumers behave like they do in different purchase situations.

3.1 Consumer behaviour

Consumer behaviour is important for a number of reasons. From the marketing perspective, the study of consumers' behaviour is important to be able to forecast and to understand consumers' demand for different products, as well as their brand preferences (Antonides & Van Raaij, 1998). In recent years consumers' purchasing habits, their need for different products and different brands are constantly changing. It has been necessary for both manufacturers and retailers to continuously analyse consumers' needs, how to improve marketing, products and communication to meet the consumers' needs more directly (Birn, 1992). From the consumers' perspective, it is important to inform the consumers' about the alternatives open to them on the market (Antonides & Van Raaij, 1998).

Consumer behaviour can be seen in different ways. On the one hand consumption can be seen as concrete, physical and observable behaviour like the purchase of a milkshake. On the other hand, consumer behaviour includes mental operations, which are not directly observable, like a decision to engage in low-fat dieting and to reject

cakes and snacks. (Kotler & Armstrong, 1999). Consumer behaviour can also be impulsive like for an example, an order in a bar. Often consumer behaviour is a habitual behaviour like buying the same brand every time (loyalty) or taking the same train to work every day (Antonides & Van Raaij, 1998).

3.2 Brand loyalty

Consumers can be loyal toward different objects: a project group, a brand, a store etc. This is a reflection of consumers' satisfaction toward different objects, and this satisfaction may lead to brand loyalty. (Söderlund, 1997).

3.2.1 Brand

The word brand is derived from the Old Norse word brand, which means, "to burn" as brands were and still are the means by which owners of livestock mark their animals to identify them (Wiley, 1992). It is the same as for brands today; products are marked so the consumers can identify them. According to Melin (1999), a consumer's relationship to a specific brand can over time develop to brand loyalty. The consumer will choose the specific brand and purchase it regularly.

By creating a strong personality and identity, the brand will be unique and will not disappear in the large amount of other company brands. It is the brand that in the first place creates the personality and identity for a product but quality also has a large impact (Keller, 2003).

3.2.2 Brand Equity

Brand Equity is an important conception within the marketing area and corresponds to the values that a product associates by carrying a certain brand. Aaker (1991) points out the importance of the *components* constituting Brand Equity; *brand loyalty, name awareness, perceived*

quality, brand associations and other proprietary brand assets– patents, trademarks etc. We have decided to make a limitation and only explain perceived quality and brand loyalty, because the other parts of brand equity are outside our dissertation's framework and we find them irrelevant for this work.

Brand loyalty of the consumer base is often the core of a brand's equity. It reflects how likely a consumer will be to switch to another brand, especially when that brand makes a change, either in price or in product features (Aaker, 1991). A brand generates a quality signal to the consumers, which in return can lead to brand loyalty (Keller, 2003). The level of consumer satisfaction is connected to the consumers' expectations and experiences but is also affected by the image and the reputation the product has (Bergman & Klefsjö, 2003).

3.3 Quality

Quality is a very important factor for the consumers and their choice of product and it can be so strong that it may lead to brand loyalty (Sörqvist, 2000).

3.3.1 Quality definitions

The quality concept has changed over time but was originally defined as "*in accordance with demands and specification*" (Sörqvist, 2000, p 11). Today the most common definition of the quality concept is "*ability to carry out the consumers' needs and expectations*" (Sörqvist, 2000, p 11). The later definition is consumer-orientated as opposed to the first definition where it was producer orientated. In the first definition the importance is to *do things right* while the definition today the importance is to *do right things*. It is a big difference since in the latest definition the consumers' needs and demands are in the center and therefore it is important to deliver products with the right quality that will satisfy

consumers' expectations. Consumers' expectations will also influence how they experience the product quality.(Sörqvist, 2000).

In the different definitions about quality there are most of the times a common factor and it is the consumer concept. According to the definitions above and also in general, quality can be seen as a relation between the product and its consumers' instead of a pure product attribute (Bergman & Klefsjö, 2003).

3.3.2 Perceived quality

According to Aaker (2002) is that perceived quality reflects a measure of "goodness" that spreads over all elements of the brand like thick syrup. Aaker (2002) also mentions how to create perceived quality and talks about four differences, which will be more analysed in the chapter about quality.

We will now from the literature overview continue with chapter four where we will discuss brand loyalty in a more detailed form.

Brand loyalty

This chapter contains the conceptions brand and brand loyalty. Because of the enormous supply of brand products, it is difficult for the consumers to purchase every single product. When the consumers finally find a product that suits and fulfils their needs and expectations they will hopefully repurchase it year after year. Because the dissertation is build round brand loyalty our ambition is to explain it as thorough as possible so the reader will get good background-knowledge to the following chapters.

4.1 What is a brand?

A brand is necessary for the consumers to be able to identify a mass-produced product. This phenomenon became tangible during the industrial revolution, when the progress for example production, distribution, packing and media created the foundation for mass communication of branded products (Melin, 1999). The word brand is an ordinary word, but it is difficult to find a homogeneous definition. Kotler and Armstrong (1996, p 571) use the following definition to explain the word brand:

“...a name, term, symbol, or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.”

This is a technical definition because Kotler describes different parts that compose a brand: a name, figures etc. Another definition is from David

(1992, p 14). He means that a brand is more than just a name or a symbol:

“Today’s great brands are personalities, as intrusive in our culture as film stars, sports heroes, or fictional characters.”

Chernatony & McDonald (1997), add another aspect to the word brand when they maintain:

“A successful brand is an identifiable product, person or place, augmented in such a way that the buyer or user perceives relevant unique added values which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition”.

This definition by Chernatony & McDonald shows that a brand’s success depends on the consumers’ satisfaction. In our opinion a brand is a name, a symbol etc. something that differentiates a company’s products from their competitors’ products. A brand is also something that characterizes a company and its products. It is essential to assign an identity to a product so the consumers can discern a company’s products from the competitors’ products.

A brand creates unique associations to consumers’, which leads both to brand loyalty and competition advantages. In other words, the most distinguishing between a brand and its unbranded commodity counterpart is the total sum of consumers’ perceptions and feelings about the product’s attributes and how they perform (Keller, 2003).

4.2 What is brand loyalty?

“Reputation, reputation, reputation! O! I have lost my reputation. I have lost the immortal part of myself and what remains is bestial.”

William Shakespeare, Othello, act 2

Höglund & Lingbell (1996, p25) represent the following definition of brand loyalty:

“Repeat behaviour is not the same as loyal behaviour. Repeat behaviour can be bought through bribes. Spend 2/3 of your marketing dollars featuring only price and you are selling products, but you are not building brands. You are building deal loyalty, not real loyalty.”

The above definition shows clearly that brand loyalty is not created because the consumer is buying a certain brand a couple of times. The conception brand loyalty means that the consumer is creating a good image of a brand and the brand advantages, is willing to invest time, energy, money, and other resources in the brand beyond those expended during purchase or consumption of the brand (Keller, 2003).

4.2.1 The loyalty pyramid

There are different levels of brand loyalty and consumers belong to one of the levels. It is important for the company to know how the consumers are divided among the levels (Aaker, 1991).



Figure 4.1. "The loyalty pyramid"

Aaker A. 1991, p 18

At the bottom of the pyramid is the non-loyal buyer who is completely indifferent to the brand. The buyers that belong to the second and third level are difficult to attract because they have switching costs— cost in time, money or performance risk. To attract these buyers, competitors need to overcome the switching costs by offering an inducement to switch or by offering a benefit large enough to compensate. On the fourth level there are buyers that truly like the brand and they can be termed friends. At the top level are the committed consumers. The brand is very important to them; they even recommend the brand to others. The value of the committed consumer is not so much the business, more the impact they have on others (Aaker, 1991). Because consumers with a great deal of attitudinal attachment to a brand may state that they “love” the brand and describe it as one of their favorite possessions. Or they view it as a “little pleasure” that they look forward to, things that may impact people in their surrounding (Keller, 2003).

Brand loyalty is an important asset to a brand intensive company, which can be illustrated in the following quote (Melin & Urde, 1991. p24):

“A consumer franchise is measured by the number of regular purchasers and the frequency and continuity of their purchases, indicating a loyalty that withstands competitive attacks. The consumer franchise of our brands is the Group’s most valuable asset. It is achieved by marketing brands offering unique and relevant benefits, identifiable by brand name and guaranteeing consistent quality.”

4.3 Factors influencing brand loyalty

While reading the literature to this chapter about brand loyalty other factors appeared that might affect brand loyalty. The factors are experienced knowledge, price, country of origin and invisible quality. Invisible product quality is the fourth factor but the purpose with the dissertation has been all along to research if invisible quality influences

the active choice of brand of frozen vegetables. Even though invisible product quality belongs to the coming chapter about quality we will bring it up here with the other factors.

We decided to include these factors in the dissertation to research if they influence brand loyalty or not.

Experienced knowledge signifies the experience consumers have in terms of how many times they have been in touch with the product. Habit is a kind of experienced knowledge, a consumer who buys a product continuously because he/she has good experienced knowledge about a brand. Söderlund (2001) points out that habit can create loyalty because the product creates some form of harmonization for the consumer and in return makes the consumer loyal towards the brand.

The price factor can be seen in a way that if a consumer is willing to pay 10 percent more to buy Coke rather than a Pepsi, shows that price is associated with brand loyalty (Aaker 2002). Solomon (2001) thinks that a high price can signal higher quality, and high quality may influence brand loyalty.

A product's country of origin is important information in the consumers' decision-making process. Consumers choose among products made in many different countries and consumers' reactions to imports are mixed. Some consumers' assume that products made overseas are of better quality than domestic. Meanwhile some consumers have lower perceptions about imported products. Ethnocentric consumers are very brand loyal though they feel it is wrong to buy products from other countries (Solomon 2001).

Invisible product qualities are qualities (hereafter we will call it invisible quality), which are for the consumer invisible both before and after the purchase. This kind of invisible dimensions are quality, which the average consumer never can ascertain by him/herself. If the consumers

trust the party giving the information, it may lead to brand loyalty in time (Hoffmann, 2000).

4.4 Summary

This chapter has dealt with the conceptions brand and brand loyalty. A brand is necessary for the consumers to be able to identify a mass-produced product. The brand creates unique associations to the consumers, which may lead to brand loyalty, but it is not created because the consumers are buying a certain brand a couple of times. The conception brand loyalty means that the consumers are creating a good image of a brand and the brand advantages, and are willing to invest time, energy, money, and other resources in the brand beyond those expended while purchasing or consumption of the brand. It is the brand that in the first place creates the personality and identity for a product but quality has a large impact (Melin & Urde, 1991).

This chapter has also dealt with the four factors, price, experienced knowledge, country of origin and invisible quality, which may or may not influence brand loyalty.

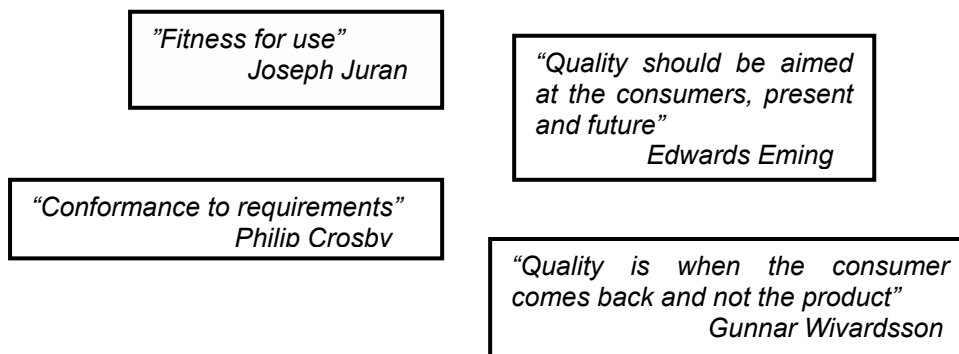
In the next chapter, quality will be discussed closer with definitions, different quality factors, relations, perceived quality etc.

Quality

In the chapter about brand loyalty, the quality expression was mentioned and therefore it is natural to go further with this chapter about quality. Quality is a word that is often used these days, but it is hardly anyone who can explain exactly what it means because it differs widely from people to people. We have tried to explain it as thorough as possible, with a help of definitions, different dimensions, consumer satisfaction and perceived quality.

5.1 Quality concept

The word quality comes from the Latin word “*Qualitas*” and means “*of what*” (Bergman & Klefsjö, 2003, p 16). There are a lot of different definitions of the word quality and some of them are:



*Figure 5.1. Slightly changed figure with some different definitions of quality.
Bergman & Klefsjö, 2003, p 17*

The expression quality differs widely in the literature. There are several classifications and different explanations and authors try to give their point of view (Hansen, 1998).

Quality can be seen as a physical characteristic in a product, service or a process and the quality concept can be scaled down into different elements until reaching a couple of independent characteristics that together give the product (service or process) its quality (Sörqvist, 2000).

The quality concept is often used these days and daily we see this concept in media and advertising. Some people think of quality as luxury and associate quality with high costs while others think of quality as good durability. In this way they avoid unnecessary costs since the product is of a high standard.

The quality concept has changed over time and was originally defined as “*in accordance with demands and specification*” (Sörqvist, 2000, p 11). According to Sörqvist (2000), this definition leads to producer-orientation and is most common when the producer formulates the demands and specifications and thereafter tries to fulfill them. By this, the risk of creating a gap grows between the actual consumer needs and demands the producer tries to fulfill.

Quality has, on the world market, become a very important competitive advantage and makes the companies constantly working towards quality-improvements. They have to take advantage of those improvements to get new market shares but also to keep the existing market.

5.2 Quality dimensions

The quality concept can be seen from different angles and one of them is product quality in merchandises. Here are some different dimensions of the quality concept (Bergman & Klefsjö, 2003):

Performance characteristics are important for the consumers on the concerned market segment.

Reliability, as a measure how often defects occur and how serious they are.

Maintainability, as a measure how easy or hard it is to discover, localize and repair the damage.

The above-mentioned dimensions affect experienced quality as well as marketing strategy and the consumers' preconceived opinion.

Merchandise quality is decided through construction, production and distribution and also how the relations with the consumers are handled. This is why people sometimes talk about (Bergman & Klefsjö, 2003):

- Developed quality
- Production quality
- Deliver quality

Developed quality means that the merchandise is constructed in such a way that it can satisfy the consumers' needs. Developed quality affects the consumers' experience of quality when it comes to usefulness, reliability and user friendliness. A good construction quality is therefore necessary but not enough to create a good product.

Production quality means that the product produced or service carried out; fulfill those specifications laid down in the development. The production quality is the part that has traditionally got the most attention.

Deliver quality, to deliver the agreed product at the agreed delivery time and to the agreed delivery place.

5.2.1 Quality as consumer satisfaction

According to Bergman and Klefsjö (2003), consumer satisfaction is the final measurement of quality and it is always the consumer who decides whether the product is of high quality or not.

5.2.1.1 Kanomodel

It is not enough to satisfy the consumers or to avoid dissatisfaction, but also too exceed their expectations. Noriaki Kano created a model at an early stage of different dimensions of consumer satisfaction and expectations. The model is called the *Kanomodel*.

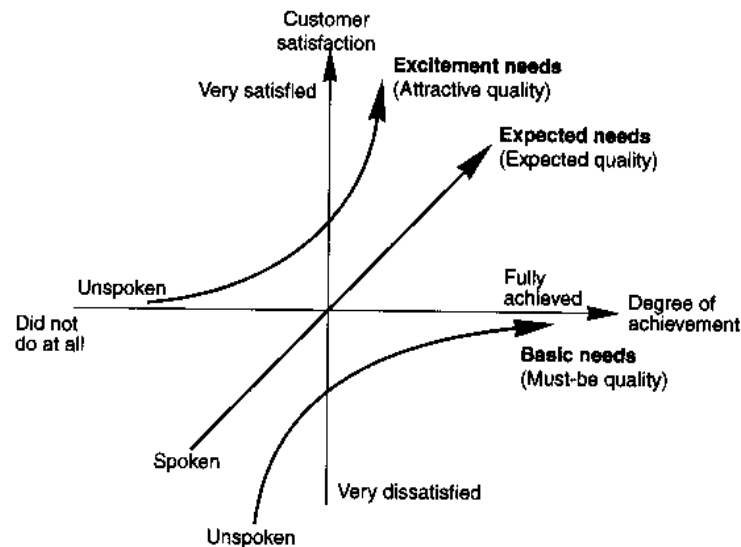


Figure 5.2 "The Kanomodel of consumer satisfaction", Bergman & Klefsjö, 2003 p. 307

There are three groups of consumer satisfaction (Bergman & Klefsjö, 2003):

Basic needs: If the basic needs are not fulfilled, the consumer will be dissatisfied. These basic needs are so obvious for the consumer that they are not mentioned at the inquiry of consumers' wish.

Expressed needs: These needs answer the consumers' expectations and experiences that are seen as important. By being better than the competitors at these dimensions the company will win new consumers.

Unconscious needs: These needs are impossible for the consumers to demand since they have not experienced them but by satisfying them you give the product an attractive value. By finding these kinds of

dimensions the company can get great competitive advantages towards other companies and get loyal consumers.

By satisfying basic needs the company creates *necessary quality* and by fulfilling expressed needs it creates *expected quality*. Finding and satisfying unconscious needs, the company creates something extra, *attractive quality*, which often leads to loyal consumers (Bergman & Klefsjö, 2003).

5.3 Perceived Quality

Perceived quality is usually the heart of what consumers are buying and in that sense a bottom-line measure of the impact of a brand identity. When perceived quality in a product improves, most often all other elements of consumers' perceptions of the brand also change to the better (Aaker, 1991).

5.3.1 Creating perceived quality

Generally it is quite impossible to achieve perceived quality, as long as the claim has no substance. If a company wants to generate high quality to their consumers it is important to understand what quality means to different segments. Aaker (2002) talks about four differences between perceived quality and actual quality in a variety of reasons.

First, consumers may be influenced by a previous image of poor quality and because of that the consumers are not making any new claims of the product or they may not even take the time to verify them. Examples are Suntory Old Whiskey, Audi automobiles and Schlitz beer. They found out that making excellent products is not enough to erase consumers' doubts raised by accidentally bad quality.

Secondly, a company may achieve quality in a dimension, which the consumer don't consider important. A company dramatically change its

process activities in some way but the consumer's evaluation is a huge disappointment. This could either show that the consumers did not notice the changes or did not recognize any benefit in them. It is important that investments in quality improvements of any kind occur in areas that consumers will notice.

Thirdly, most of the time consumers rarely have all the information to make a rational judgement of quality. Even if they would have the information, they would probably not have the time and motivation to process. It is important to understand the little things consumers' use as their motive making a judgment of quality. Consumers kick a car's tires to judge its hardness. The tires must be hard since that is what the consumers are looking for.

Fourthly, since the consumers most often do not know how to judge quality, they look at wrong factors. Aaker (2002) mentions an example about a jewellery store and how they need to educate new buyers about the quality not necessarily reflects the price tags or carat claims.

Melin (1999) talked about another level of quality that creates value for the consumers. In the company Findus an interesting distinction is made between visible and invisible quality. The invisible quality aspect Findus stands for is not fully appreciated by consumers because they can not ascertain that kind of quality. Melin thinks that invisible quality is important but the companies need to find a way to communicate with the consumers.

5.4 Summary

Quality differs among consumers but has on the world market become an important competitive advantage, which makes the companies constantly work toward better quality-improvements. They have to take advantage of those improvements to get new market shares but also to keep the existing market.

Unconscious needs are needs impossible for the consumers to demand since they have not experienced them. By finding these kinds of dimension the company can get great competitive advantage towards other companies and get loyal consumers. If the consumers once found a product, complied with their expectations, they will probably continue to buy the product. If invisible quality complies with their expectations, it can lead to brand loyalty in time.

Factors influencing brand loyalty

While we read the literature to the theory parts brand loyalty and quality, new factors appeared regarding our subject. The four factors are country of origin, price, experienced knowledge and invisible quality. We like to find out if these factors influence brand loyalty but first we need to discuss them a little bit closer and will in this chapter explain them as thorough as possible. The chapter continues with our research model, it is presented and explained.

6.1 Price

The base in loyalty is the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits. If a consumer is willing to pay 10 percent more to buy Coke rather than a Pepsi, shows that price is associated with brand loyalty (Aaker, 2002). Price can also be the only relevant product attribute for some consumers and only follows those attributes and do not really care of other characteristics a brand can have (Solomon, 2002).

Consumers' price sensitiveness depends on many different factors like knowledge of substitute, consumers' possibilities to compare competitors, cost importance for the consumers and their experienced pleasure and quality (Sörqvist, 2000).

Urala and Lähteenmäki (2003) mention in their article that in hierarchical value maps it is described that the consumers' choice-reasons are related to avoid disappointments from paying to expensive price compared to product quality like taste, colure etc. The brand choice data is aggregated though it is collected at the level of the individual buyer. He or she may make purchases on behalf of several members in the

household. Foxall (2003) thinks that it still does not explain why the cheapest brand is not universally favoured. Some consumers select exclusively among the highly differentiated and heavily advertised premium-priced brands. Such brands differ only slightly if at all in terms of psychical formulation and function from retailer-label or economy brands that cost considerably less.

6.2 Experienced knowledge

Söderlund (2001) points out that habit can create loyalty because the product creates some form of harmonization for the consumer and in return makes the consumer loyal towards the brand. The consequence is that the consumer is insensitive to rival products and independent experts.

Experienced knowledge signifies the experience consumers have to a product in terms of how many times they have been in touch with the product (Söderlund, 2001). The more experienced the consumers get the more knowledge they have about the brand and it is the repetition that signifies the loyal consumers' activities. Although a repetitive behaviour without any reflection and motivation only brings out a limited knowledge about the brand (Solomon, 2002). The experienced consumer notices the product wherever it shows up– in the store, at friends' house, in a movie etc. It means that it is difficult for the consumer not to notice the product, so in environments with different restrictions like, lack of time or a lot of brand products, the consumer notice the product easy (Söderlund, 2001).

Brands are seen as a special quality cue since they allow consumers to draw on their previous experiences with the product. If the product was of satisfactory quality experience after the purchase, there is a big chance that the consumer will repurchase the brand again, just as we explained in the brand loyalty chapter.

Consumers that make purchase decisions form expectations and after the purchase, the product will lead to some kind of experience. The relationship between expectations and experiences is most often believed to determine consumers satisfaction and if they will repurchase the product (Grunert, 2002).

6.3 Country of origin

Country of origin is important for the consumer's evaluation process so it is relevant to examine if country of origin is an important quality indicator and if so, for what kind of consumers this is true (Hoffmann, 2000). According to Papadopoulos (1987) there is a belief that consumers will rate their own country's products as better than those from elsewhere.

The tendency, when consumers prefer products from the own country than those from other countries, is called ethnocentrism. Ethnocentric consumers are likely to feel it is wrong to buy products from other countries, particularly because of the negative effect this may have on the domestic economy (Solomon, 2002). Many government sponsored "buy-domestic" campaigns are based on this premise. Yet findings in this study do not necessarily support this hypothesis and suggest that there are "cross-cultural" variations in the assessment of products from one's own country.

6.4 Invisible quality of products

The consumers demand value added food products instead of greater quantities of food. This demand forces food companies to innovate new process technology, formulate new food products as well as upgrade existing product lines in order to thrive (Imram, 1999).

6.4.1 Credence quality

Credence qualities are qualities, which are for the consumer invisible both before and after the purchase. This kind of invisible dimensions are quality which the average consumer never can ascertain by him/herself, they just have to trust other judgements like e.g. whether the tomato is healthy or organically produced. A very good example of invisible quality is the technology used in the food production since the average consumer cannot ascertain that the product really is for example, guaranteed free from genetic modifications. Health related qualities are also examples of invisible quality. Consumers do not usually expect to feel healthier because they have eaten a product that is supposed to be good for their health (Grunert, 2002).

Marketing food products that have invisible characteristic dimensions are most often somewhat problematic to market and credibility-enhancing devices are needed. The marketing of organic products gives us a good example of this since different methods have been used in different countries. E.g. Denmark has this government-controlled little label of the Royal Crown that will inform the consumers that the product is organic.

In the absence of credible information about the invisible quality and its characteristics consumer may, within the limits of their ability, try to infer these characteristics of the invisible quality from other cues. But that could also work the other way around like e.g., once the credible information about invisible quality becomes available and reaches the consumer, he or she may also make inferences to other quality dimensions like believing that the organic vegetable tastes better or is healthier (Grunert, 2002).

6.4.2 Invisible product quality

Invisible qualities are hidden qualities that the consumers cannot detect by repurchase or through normal use. With respect to food, such

qualities can be animal welfare process, vegetables cultivation process etc. Therefore, given that consumers demand such qualities, information has to be communicated to the consumer by some trustworthy party to avoid disappointments. If the consumers trust the party giving the information, it may lead to brand loyalty in time (Hoffmann, 2000).

6.5 Research model

The factors explained in this chapter build the ground for our research model. We have created the model around brand loyalty since the factors explained in this chapter constantly showed up while reading theories to the chapters about brand loyalty and quality. We also find the factors very interesting and useful for the dissertation and the main purpose of this research model is to find out if the factors invisible quality, price, experienced knowledge and country of origin, influence brand loyalty.

We will with this model accomplish a research based on end-consumers to find out if the factors influence brand loyalty.

After we have finished the research, we will see if the model is complete or if anything has to be added or taken away.

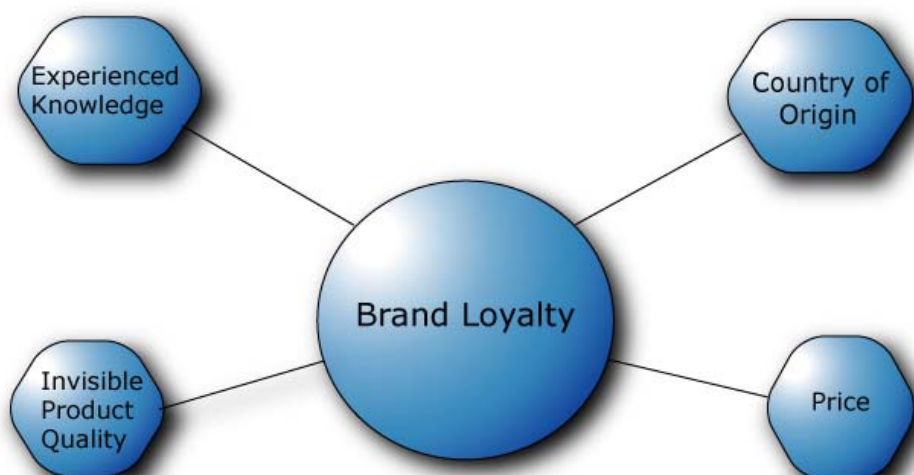


Figure 6.1 Factors influencing brand loyalty

6.6 Summary

While reading the literature to the theory parts, quality and brand loyalty, the factors invisible quality, price, experienced knowledge and country of origin constantly came up.

Invisible quality is invisible for the consumer both before and after the purchase; an example of invisible quality is the amount of nutrition etc.

Experienced knowledge signifies the experience consumers have to a product in terms of how many times they have been in touch with it. This can turn to a habit and can lead to brand loyalty.

The base in loyalty is the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits. This shows price is connected to brand loyalty.

Country of origin is important for the consumer's evaluation process; there is a belief that consumers will rate their own country's products as better than those from elsewhere.

We have by these factors created a research model, which will be used for the research on a sample.

Empirical method

This chapter contains the empirical method of the dissertation. How we empirically try to impose the association between brand loyalty and the four different factors, price, country of origin, experienced knowledge and invisible product quality. Further, we also explain how we have gathered primary information through interviews, the working process for the research and interpretation and criticism of the questions.

7.1 Data collection

The secondary information we have found in books and articles are not enough for our dissertation. We also need to collect primary information from sources like interviews. The research is based on an opinion poll with end-consumers of frozen vegetables. The aim with this research is to impose if there is any association between brand loyalty and the four factors, price, country of origin, experienced knowledge and invisible product quality.

7.2 Sample

This dissertation is based on end-consumers of frozen vegetables. To be able to fulfil the purpose of this dissertation and in a structured way find out if there is any association between brand loyalty and the four factors, we will make interviews with one hundred end-consumers. The amount we have decided to interview is a reasonable sample to be able to get a fair picture of our research subject.

There are different ways to select a sample and we have decided to use an aimed sampling method. It means that we did not select the

respondents haphazardly instead we selected them systematically. The criterion for the respondents to be included in our research is that they once before have bought frozen vegetables.

We will make a questionnaire and interview people in three big supermarkets in Kristianstad. We have chosen Domus, Maxi and Willis. We chose those supermarkets because they are the three largest in Kristianstad and because their consumers differ widely.

7.3 Qualitative and quantitative

Primary data can be qualitative or quantitative. Qualitative research can be seen as an unstructured, primarily exploratory methodology based on small samples, intended to provide insight and understanding. A quantitative research methodology seeks to quantify the data and, typically, applies some form of statistical analysis (Birks & Malhotra, 1999).

7.3.1 Qualitative

In a qualitative method, the investigator is more subjective and seeks meanings through unstructured interviews. Scientists and readers allow by this method to create a comprehensive view and good understanding of the research. The investigator has by this a great opportunity to understand the total connection in a certain situation (Seymour, 1992). In this case, testing the responds validity is not the most important thing, it is more important that emphasize is on the collection of the information (Holme & Solvang, 1991).

There are circumstances where a qualitative research can be used to present detailed descriptions that cannot be measured in a quantifiable manner. For example, describing characteristic and styles of music that may be used in advertising campaign (Birks & Malhotra, 1999).

7.3.2 Quantitative

The quantitative method means to do a data collection with the help of direct observations (Seymour, 1992). Quantitative research is more formalised, structured and also more influenced by the control from the scientist view of point. The target of this choice of method is to be able to do a comparison based on the conclusion from the data collection (Patel & Tebelius, 1987).

We have chosen a quantitative method because we will use a formalised and structured questionnaire for the sample compared to the qualitative method where the questions are more unstructured. In a quantitative research method the results are presented numerical and it makes it easier to analyse the answers.

7.4 Consumer research

In an earlier chapter we talked about our brand loyalty model and the different factors, which may influence it. We did an opinion poll based on our research model and the different theory parts in a way of trying to indicate any association between brand loyalty and the four factors. This opinion poll was carried out in chosen supermarkets among the consumers at the frozen-food counters. Our main purpose of this opinion poll was to test our brand loyalty model on the market. With the help of different theories, we wrote questions to the questionnaire about the four factors. Among other things we want to find out the consumers' attitude, motive, knowledge and behaviour regarding their purchase of frozen vegetables. We continued our research until the required sample of one hundred end-consumers had been reached. We asked one hundred and ten persons at the three supermarkets, before we reached our required sample. The missing value was mostly young people that did not have the time to answer our questionnaire.

7.4.1 Ethical consideration

It is important to inform the store managers before the research take place in the stores. We called the managers one day before to inform them about the aim of the research and to ask them if it was all right for us to do the research in the stores.

All the respondents we interviewed are anonymous.

7.4.2 Interview form

At the different supermarkets and their frozen-food counters we did a face-to-face interview. A face-to-face interview leads to street interviews, in our case, store interview. In this kind of interviews, respondents are stopped in the stores while they are shopping and they may be questioned there and then. The great advantage of this kind of research method is that it is more efficient for the interviewer to come to the respondent than it is for the respondent to come to the interviewer (Malhotra & Birks, 2000).

7.4.3 Questionnaires

A questionnaire is a method of obtaining specific information about a defined problem so that the data, after analysis and interpretation, result in a better appreciation of the problem. It is an important element in the total research design. Research questionnaires can be applied in several ways like personal interviews, telephone, mail etc. and as mentioned earlier, in our case it was face-to-face interviews. The type of the questionnaire will depend on the research method and that in turn will be dependent on the nature of the problem being investigated, the kind of population sampled and the sample size (Chisnall, 1997).

7.4.3.1 Pilot test

Before the final questionnaire was done we had to make a pilot test. We wanted to see if something was unclear. The purpose of the pilot test

was to refine the questionnaire so the respondents would have no problems to answer the questions and no problem for us to record the data. For a pilot test an appropriate number of respondents are ten (Saunders et al., 2003). We decided to interview twenty people at Domus in Kristianstad around noon on a Thursday. We think twenty people are a reasonable sample to test the questionnaire. The conclusion from the pilot test was that we had to change some of the questions to be more understandable. We also emailed the questionnaire to Findus for guidance.

7.4.3.2 Category questions

Our final questionnaire contained twenty-one questions and eight of them were category questions (Nr 1, 2, 4, 5, 8-10 and 12). Category questions are designed so the respondent's answer can fit only one category. These kinds of questions are very useful to collect data about behaviour or attitudes. In our case, we wanted to see what kind of preferences the respondents have. The number of categories included without affecting the accuracy of responses is dependent on the type of questionnaire. The sample shall not have more than five categories to choose from (Saunders et al., 2003).

The first two questions in the questionnaire were used to define gender and age. The youngest age group in the questionnaire is -20 and the oldest is 71-. By these age groups we welcomed everybody that once before have bought frozen vegetables and wanted to answer the questionnaire. The gender and age question was of importance to see if there were any differences between the genders and age groups connected to other questions in the questionnaire.

In questions four we asked for the total income in the household and in question five we asked how often they buy frozen vegetables. We gave them options from once a week to a couple of times per year. By this we want to see if there are different preferences connected to the income

and or the amount of times they buy frozen vegetables. Questions eight to ten and twelve were asked to see the respondents brand loyalty and their attitudes toward a brand.

7.4.3.3 Quantity question

In one of the questions (Nr 3) we had a quantity question, which means that we left a box open for the respondents to fill in. Because of this the question could be entered into the computer without coding. Another word for this is a self-coded question (Saunders et al., 2003). In our research the respondents were asked to fill in how many they live in the household. We hoped to find some differences between the households.

7.4.3.4 Scale & Rating questions

In the questionnaire there were also scale questions (Nr 7, 13 and 16-19). These types of questions are often used to collect opinion data. They shall include both positive and negative statements, usually on a four, -five or six point rating scale.

For this type of scale questions we gave the respondents five options between “Total unimportant” to “Very important”. These questions had one purpose in mind; the respondent’s opinion of the importance to have several brands on the market, dissatisfaction, importance of frozen vegetables trace, importance of the invisible quality, price and country of origin. If the respondent did not have any opinion in the matter they could choose the option “Neither”. We had this option so the respondents’ would not feel they had to take a stand in the matter if they did not have one.

7.4.3.5 Open questions

Five of the other questions were open questions (Nr 6, 11, 14, 15 and 20). The use of open questions will allow participants to define and to

describe a situation or an event a little bit closer than in “closed” questions. An open question is designed to encourage the interviewer to provide an extensive and development answer, and may be used to reveal attitudes or to collect facts. An open question is likely to start with, or include, one of the following words, what, how or why. We have in our open questions used what and why (Saunders et al., 2003). Opened questions should be interesting, simple and non-threatening (Malhotra & Birks, 2000). The reason why some of the questions were left open was because we needed deeper answers from the respondents; it was not enough to just cross a box. We asked for detailed answers from the respondents.

7.4.3.6 Ranking questions

The last question was a ranking question (21) and it was designed so the respondents should rank the different alternatives they were given. By this we could discover the alternatives importance for the respondents. With this kind of question, it is important to ensure that the instructions to the question are clear and easy to understand by the respondents. In general, respondents find more than seven or eight ranking items as time consuming (Saunders et al., 2003). We have seven items in our ranking question. We hope in this question to find out some association between the knowledge about invisible quality and the actual ranking order of it. Among the factors in the ranking question we mixed invisible factors with visible ones like taste, colour etc.

7.4.3.7 The data collection

After the questionnaire was completed and we felt that we had everything we needed, we went out to the three supermarkets and collected our one hundred respondents. We interviewed 37 respondents at Maxi on a Thursday between 09-13, 23 respondents at Domus on a Friday between 10-13 and 40 respondents at Willy’s later that same Friday between 14-19.

7.5 Reliability and Validity

Reliability and validity are crucial aspects of research practise and the importance of these criteria should be fully recognised by all who are engaged in a research project of any kind. These terms are not always easy to distinguish and it seems to be an overlap between these two and they are always in some way connected to each other (Chisnall, 1997)

7.5.1 Reliability

Reliability refers to the stability and consistency of the results derived from a research to the probability that the same results could be obtained if the measures used in the research were copied. Perfect coincidence of such measures would not be likely, however, and acceptability could range over specified limits, expressed in the form of correlation coefficients. Essentially, reliability is concerned with the consistency, accuracy and predictability of specific research findings (Chisnall, 1997).

We have interviewed one hundred end-consumers in three different supermarkets. We decided to fill out the inquiries by our selves instead of giving it to the consumers and by this the response-rate become very high. We decided to interview people face-to-face instead of sending the questionnaires, to avoid a big missing value. We also used standardised questionnaires. By interviewing people face-to-face the respondents will have opportunity to ask if something is unclear and by this we hopefully avoid misunderstandings.

7.5.2 Validity

Validity refers to how well a specific research method measures what it claims to measure. For example, a thermometer is designed to measure temperature, and a barometer to measure atmosphere pressure. It is in generally more difficult to resolve validity than reliability (Malhotra &

Birks, 2000). To increase the validity in the research all of the team-members participated during the interviews.

For a research measure to be valid it must also be reliable but if it is reliable it may or may not be valid hence, reliability is a necessary but not sufficient condition for validity (Chisnall, 1997). A validity problem can be the respondent's refusal to share information (Chisnall, 1997). We noticed that the respondents experienced the questions about age and income as sensitive. Nobody refused to answer the questions, but of course we cannot ascertain that the answers are totally true. Although we are aware of this kind of errors, we will work with the data as we got it and still have a realistic view in it.

7.6 Data process

The raw material of the research has to be processed by tabulations, analysis and interpretation so that the research findings can be readily understood (Chisnall, 1997). When the collected data is processed it is important to be observant at working mistakes that can arise. Wrong conclusions drawn in connection with the data process depends on handle- and analytical mistakes. Handle mistakes depend on mistakes risen in connection with the transference from the questionnaires to the computer program. With analytical mistakes are meant wrong calculations, wrong interpretations or unsuitable analytical methods (Dahmström, 1996).

To be able to process the data material, which we collected through the opinion poll, we decided to use the data program SPSS. All of the group members participated when we listed the data material to avoid calculation-, handle-, and misinterpretation- mistakes.

7.7 Method reflection

This part of the dissertation contains the difficulties and problems with the research questions.

7.7.1 Opinion poll

The research questions, which contained invisible quality (question 15 and 17), showed out to be problematic for the consumers to answer. We knew it before our research but invisible quality is one of the dissertations main questions.

In the pilot test we had question fifteen as a category question but the pilot test showed that it was a too leading question and that we might not get anything out of the answers as a category question. Since this question is of a very important matter and take a major part of the dissertation, we choose to have it as an open question. We want to find out if the consumers know what invisible quality is and that demands an open question.

A problem is how to ensure that the data collected will enable the research questions to be answered and the objectives achieved (Saunders et al., 2003). When we wrote the questionnaire we were worried about missing important question/questions, so the questionnaire would be incomplete. After we have finished the research and are about to start the analysis, we feel at this point the questions in the questionnaire were enough to get a good overview of our sample.

Analysis

In this chapter we tie together the theories and the research model we developed in chapter six. We will show if there is any association or not between brand loyalty and the factors, price, experienced knowledge, country of origin and invisible quality.

8.1 Introduction

In this stage of the dissertation we have written the theoretical part, described the research procedure, and finished the questionnaire and also the research. We will continue with this chapter about the data analysis.

This chapter describes and analysis the data from the research with 100 end-consumers. The purpose of the research was to find out the respondents attitude and brand loyalty toward frozen vegetables. The data is presented and explained with help of cross tabulations, bar charts and pie charts, to give a clearer picture of the data. The purpose of this chapter is to indicate if there is any association or not between brand loyalty and the factors price, country of origin, experienced knowledge and invisible quality.

The analysis is divided into five parts and each part handle one of the factors, brand loyalty, price, country of origin, experienced knowledge and invisible quality. In each part about the factors we have described the results from the research and analysed the respondents' answers. To be able to follow the discussion around our data analysis in the best possible way, the questionnaire used in the research is in appendix 1. In the beginning of each part a model is shown as an overview of the

questions analysed in each specific part. Some of the questions show up several times in the overview models, this because we have analysed some of the questions from different angles. Open questions show up in several parts because some of the answers we got belong to different factors. We will start this chapter with brand loyalty.

We have decided to present the general data, age, household etc., in appendix 2.

8.2 Brand loyalty

Consumers can be loyal toward different objects: a project group, a store, a brand etc. This is a reflection of consumers' satisfaction towards different objects, and this satisfaction may lead to brand loyalty. (Söderlund, 1997).

In the model below we present the questions that were asked regarding brand loyalty.

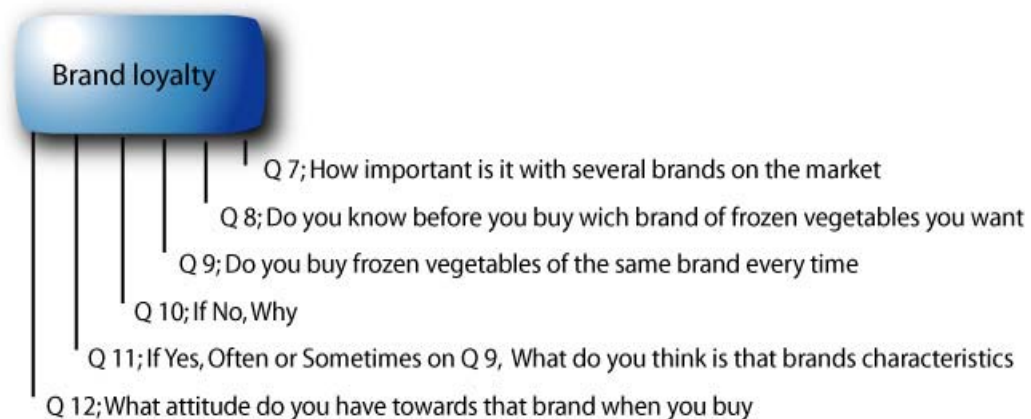


Figure 8.1 Model over the questions in the brand loyalty part

The purpose and the motive with these questions are presented in Appendix 3. The analysis of question 7 is shown in appendix 4.

8.2.1 Know which brand to buy before the purchase

To continue the discussion around brand loyalty we wanted to know how often the consumers know before they buy frozen vegetables which brand to buy. We included this question in the questionnaire to find out how brand loyal they are against a brand. Do the respondents know before they buy frozen vegetables which brand to buy or they decide at the frozen counter?

We did a cross tabulation between question 8 and 9 to find out how many of the respondents who know before the purchase which brand to buy, actually buys that brand. We see question 9 as the “true” brand loyalty question because of its simple ness. We gave the options “yes, often, sometimes and no”.

**Buying the same brand every time * Know what brand to buy
Crosstabulation**

Count		Know what brand to buy before...				Total
		Yes	Often	Sometimes	No	
Buy the same brand every time	Yes	10	3		2	15
	Often	9	10	6	6	31
	Sometimes	1	4	8	6	19
	No	2	2	4	27	35
Total		22	19	18	41	100

Table 8.1 Cross tabulation between question 8 and 9..

The cross tabulation shows that 41 of the respondents do not know which brand to buy before they do their purchase and 22 always know which brand to buy. This shows that there are not too many consumers that know which brand to buy before they do their purchase. They decide at the frozen food-counter.

The cross tabulation shows that 27 of the respondents who do not know before the purchase, which brand to buy, do not buy the same brand every time. In the tabulation we also see a kind of pattern that the

consumers who often know which brand to buy before the purchase also often buy the same brand and the consumers that sometimes know which brand to buy sometimes buy the same brand.

We have now got a more descriptive picture of the data and the consumers' brand loyalty attitude and behaviour. We continue to cross question 9 with question 12, which deals with the matter of different levels of brand loyalty.

8.2.2 Buy the same brand crossed with the level of brand loyalty

We wanted to find out if the respondents consider themselves to be brand loyal. We asked question 9 to find out if the consumers buy frozen vegetables of the same brand every time and question 12 was asked to find out on what brand loyalty level the consumers belong. They could choose between 3 levels, buy any brand, sometimes buy other brands and the last level; I do not buy other brands if my brand is not there. Question 9 and 12 will be presented in a cross tabulation down below.

Same brand * Brand loyalty level Crosstabulation

Count		Brand loyalty level		
		Buy any brand	Sometimes other brands	Total
Same brand	Yes		15	15
	Often	5	26	31
	Sometimes	3	16	19
	No	35		35
Total		43	57	100

Table 8.2 Question 9 (Buy same brand) crossed with question 12 (The level of brand loyalty).

Those 35 respondents who answered “No” on question 9 will automatically be put on level one of question 12, which is, “buy any brand”. We motivate this argument by; if the consumers never buy the same brand, then they in return are not loyal towards a specific brand. The cross tabulation shows only 8 of the respondents who answered

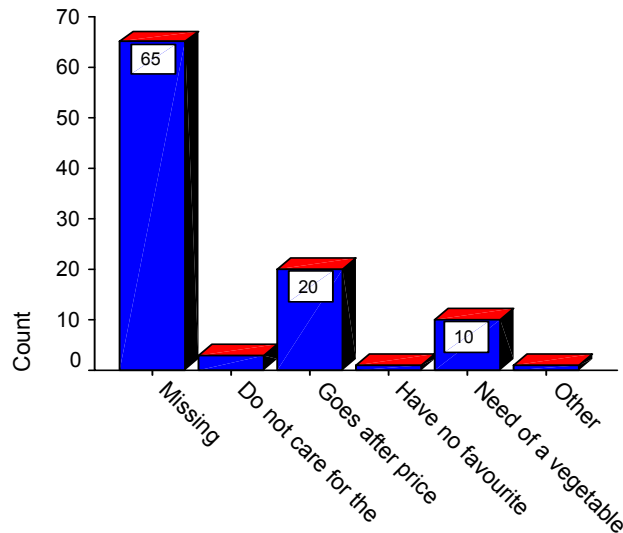
“often” or “sometimes”, that considered themselves to be on level one of question 12.

The second level, “sometimes buy other brands”, shows that more than 50 respondents consider themselves buying other brands and in return they are not very loyal consumers. Even the respondents that answered “yes” on question 9, which means they buy the same brand every time, considered themselves belonging to the second level and therefore does not consider themselves to be brand loyal.

To strengthen our statement even more, that our research population are not very loyal consumers, we will show the third level: “do not buy other brands if my brand is not there” of the brand loyalty stage. The data shows that none of the 65 respondents who answered “yes, often or sometimes” on question 9, did not feel that they belonged to the third level of the brand loyalty stage.

8.2.3 “No” on question 9 which factors influence?

Question 9 was asked to find out if the respondents buy the same brand every time they purchase and its purpose was to find out if the respondents are brand loyal towards a brand. A following question to the respondents who answered, “No”, I do not buy the same brand” on, question nine, question 10 was asked because we wanted to know what factors influence their decision since they never buy the same brand. The 65 missing values are the respondents who answered “yes, often or sometimes” on question 9, and therefore not included in question 10.



Why not buying the same brand

Figure 8.2 Bar chart over different factors influencing the decision on never buying the same brand

We can read from the bar chart that it is the price factor which is the most influencing factor for their choice not to buy the same brand every time. Even if they sometimes buy the same brand it is just a coincidence because the price fits their preferences. The second most answered factor is the need of a certain vegetable that influences their choice of brand.

8.2.4 Brand characteristics

The respondents who answered yes, often or sometimes on question 9 had to answer two following questions; what they consider to be that specific brands characteristics and how loyal they think they are to that specific brand. We have already discussed question 12 above which handle the brand loyalty level. Question 11 handles the matter what different characteristics the brand has which the consumer buys “all the times, often or sometimes” has.

We have chosen to analyse question 11 outside SPSS because we got answers that would give us more if we analysed it qualitatively instead of quantitatively. We will start to define the different answers from the

respondents and there is particularly one answer that has higher frequency than the other answers. The answers we got are:

1. Taste/Consistency
2. Colour
3. That brands big assortment
4. Nutrition
5. Price
6. Experienced knowledge
7. Quality

The first 6 answers are equally mentioned but the 7th; quality is much more used. After a calculation of the answers, 36 said “quality”. As mentioned above, those 34 respondents who answered “No” are of course not included in this question.

We asked those respondents, who answered quality on question 11, what they meant by that. The respondents considered quality as visible qualities such as taste, colour and also the package design. We know that the two first answers are typically visible quality signs but those respondents that answered quality were talking about the whole product quality, such as taste, colour, consistency, the package design etc.

We will now continue with the factor, price that may or may not influence brand loyalty.

8.3 Price

The base in loyalty is the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits (Aaker, 2002). Our research model includes four different factors that may or may not influence brand loyalty and price is one of them.

In our questionnaire we had some questions that handle the price factor. In the model below we present the questions that were asked regarding the price factor.

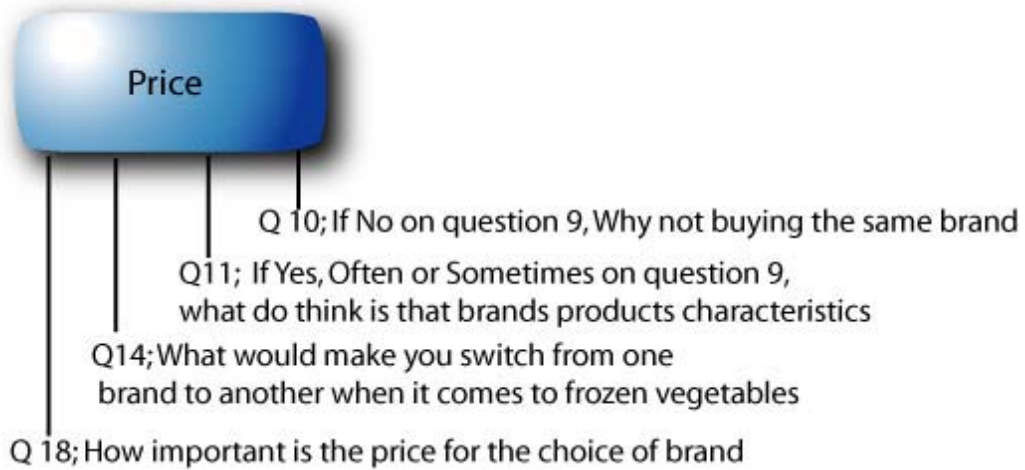


Figure 8.3 Model over the questions in the price factor

The purpose and motive with the questions about price are presented in appendix 5.

8.3.1 The importance of price

Question 18 was asked to find out how important price is for the active choice of brand in frozen vegetables and a question to continue our research to find out if price influence brand loyalty. In this question we gave them scale options from “total unimportant” to “very important”. We did a pie chart so the material would be easy to overview. The pie chart is presented down below and shows how the sample population is divided in question 18:

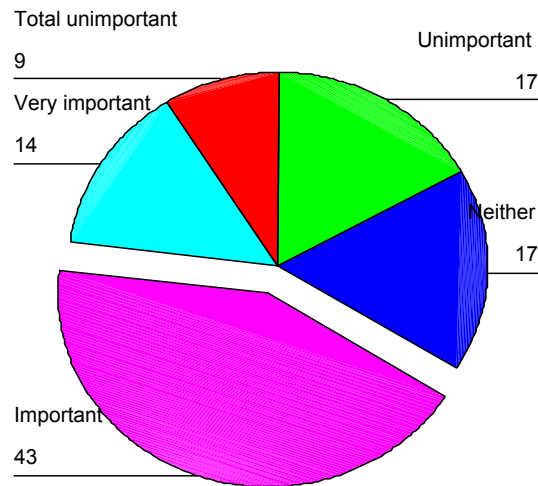


Figure 8.4 Pie chart over how important price is for the choice of brand in frozen vegetables.

It is pretty clear that the largest group of respondents, totally 43, thinks price is important for the choice of brand when they buy frozen vegetables. 43 are a large group and we can therefore already now indicate that price in some way influences brand loyalty.

At this moment we know that 43 of the respondents think price is an important factor for them and 14 of them think it is very important. We will test the price question with one of the brand loyalty questions, the alternatives of brands on the market. We would like to motivate why we have chosen to look if there is any association between price and the alternatives regarding different brands on the market. We figured that the respondents who think it is important or very important to have several brand alternatives on the market are not very brand loyal. Since they want more alternatives on the market they can easily switch just because of the price. From another point of view, the consumers that find a brand that matches their price preferences will keep buying that specific brand.

To be able to find out if our opinion around the consumers' attitude regarding their ability to switch brand, is correct, we did a cross tabulation between question 7, the importance to have several brands options on the market, with question 18, the importance of price.

In the cross tabulation, which is presented in appendix 5, we see there are 21 respondents, which meet each other in the “important” category. This shows that our opinion about the consumers’ attitude regarding their switching ability to other brands because of the price is right, but we still need to find out if price influences brand loyalty.

8.3.2 Price in other questions

As mentioned in the introduction to the price factor, price came up in other questions. A part of this headline is presented in appendix 6.

We wanted to find out the amount of respondents, which do not buy the same brand every time and find out their reasons for switching brand. To get a good overview we did a cross tabulation between question 10 and question 14.

Why No* Why switching brand Crosstabulation

Count		Why switching brand				Total
		Poorer quality	New alternatives on the market	Price	The brand was not there	
Why No	Do not care for the brand	1	1	1		3
	Goes after price	5	4	10	1	20
	Have no favourite	1				1
	Need of a vegetable	3	6	3		12
	Other		1			1
Total		10	12	14	1	37

Table 8.3 Cross tabulation between different categories for not buying same brand and different switching factors.

With no surprise, 10 of those respondents who go after price when they pick a brand see price as their main reason for switching brand. We mention in our theory part an example from Aaker (2002) which states: a consumer is willing to pay 10 percent more to buy Coke rather than a Pepsi, this show that price is associated with brand loyalty. We see in

our sample that the consumers are somewhat price sensitive and see price as a strong reason not to buy the same brand twice and as a strong reason for switching brand.

If we follow Aakers example, our sample of consumers do not seem to be very loyal towards a specific brand which means; price is not associated to brand loyalty for frozen vegetables.

8.4 Experienced knowledge

The relationship between expectations and experiences is most often believed to determine consumers satisfaction and if they will repurchase the product (Grunert, 2002). Experienced knowledge is one of the factors in our brand loyalty model. We will examine if experienced knowledge influences brand loyalty.

In our research we had some questions that handle experienced knowledge. In the model below we present the questions that were asked regarding experienced knowledge.

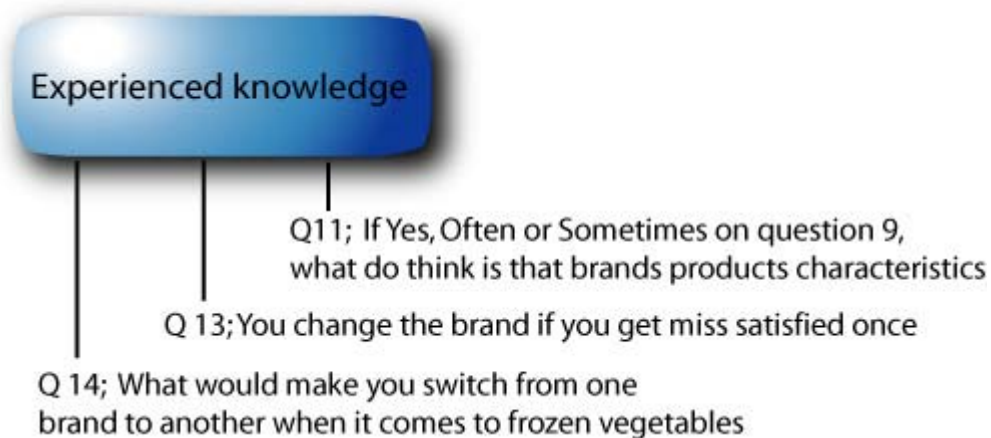


Figure 8.5 Model over the questions in experienced knowledge factor

The purpose and motive with the questions about experienced knowledge are presented in appendix 7.

8.4.1 Dissatisfaction

The first clear question in the questionnaire about experienced knowledge is question 13. The question was asked to find out if the respondents change brand if they will be dissatisfied once. We will start this analyse about experienced knowledge by a cross tabulation between question 9, if the consumers buy the same brand every time, and question 13, if they change brand after dissatisfaction. We decided to analyse these two questions to find out how important experienced knowledge is. Do the consumers, who buy the same brand every time and have good experience about the brand, change if they will have a negative experience once? We have decided not to analyse those respondents that never buy the same brand since it is not what we are interested to analyse.

Dissatisfaction * Buying same brand Crosstabulation

Count		Buying same brand				Total
		Yes	Often	Sometimes	No	
Dissatisfaction	Yes	4	16	8	13	41
	Sometimes	6	10	10	12	38
	No	5	5	1	10	21
Total		15	31	19	35	100

Table 8.4 Cross tabulation between question 9 and question thirteen.

By adding the respondents' answers in question 9 regarding those who buy the same brand always, often and sometimes we got 65 respondents. We think it would be interesting to find out how many of those 65 respondents who will change brand after dissatisfaction.

28 of the 65 respondents will change brand at once if the product does not meet their experiences. It shows rather clear that the companies must keep equable quality or else they will loose almost fifty percent of their consumers. The group in the middle, the respondents that change brand sometimes is rather big, 26 respondents. They will give the

product one more chance if the default is not so big, but if the default is big they change at once. It is individual what to be considered “big default”. The last group, 11 respondents, do not change brand if the product is default.

In the beginning of this part we wrote that we would not go too deep into those respondents that never buy the same brand. But after we have analysed the cross tabulation we see that 10 of those 35 respondents would not change brand if they will be dissatisfied once. It seems to be that those respondents who never buy the same brand are more tolerant than those who buy the same brand every time.

8.4.2 Reasons to change brand

Question 14 was asked to the one hundred respondents to find out for what kind of reasons the respondents would change brand. In appendix 7, where the cross tabulation is presented, we have a cross tabulation which shows that 42 of the 100 respondents would change brand because of poorer quality, 23 because of new alternatives on the market, 25 because of increased price or cheaper brands, and the last 10 respondents because the brand was sold out at the time when they made their purchase. Once more it shows rather clear that it is important for the companies to keep the quality equable or else they will lose almost fifty of their consumers. 42 of the 100 respondents show that experienced knowledge is important, because if the brand does not achieve their former experiences the respondents will change brand.

We have crossed question 9, buy the same brand, with question 13, change brand after dissatisfaction, to see if the experienced quality is important for the respondents. We wanted to find out how many of the respondent who buys the same brand always, often and sometimes that will change brand after dissatisfaction if their former experiences are not achieved.

As can be seen in the Figure 8.8 we added the 65 respondents who buy the same brand always, often and sometimes and do not change brand if they will be dissatisfied, and got 11 respondents. Those 11 respondents would not change brand if they will be dissatisfied once.

The other 54 respondents give a clear picture that experienced knowledge is important because 28 of the respondents will change brand immediately and 26 will give the brand one more chance. If they are used to a brand and have good experienced knowledge, they will change brand if the brand do not achieve their former experiences.

8.4.3 Experienced knowledge in other questions

Except for the questions 13 and 14, experienced knowledge also showed up as an answer in question 11. This question was an open question and we did not find any clear keywords in the different answers from the 100 respondents. This made it easier and more useful for us to analyse outside SPSS. We asked the respondents what they think are distinguishing for their specific brand's products they use to buy. One of the category answers we got was habit. It is a kind of experienced knowledge though the consumers keep buying the brand's products of habit because they are satisfied with the brand and have good experienced knowledge.

This chapter has dealt with experienced knowledge, which is one of the factors in our research model and we will now continue with the third factor, country of origin.

8.5 Country of origin

Country of origin is one of the factors in our research model that may or may not influence brand loyalty. We think country of origin does not have any big influence for the choice of brand and loyalty. In our theory part we mention that a product's country of origin is important for the consumer's evaluation process. It is therefore relevant to examine if country of origin is an important quality indicator and if so, for what kind of consumers this is true (Hoffmann, 2000).

In our research, some of the questions handle the factor country of origin. In the model below we present the questions that were asked regarding country of origin.

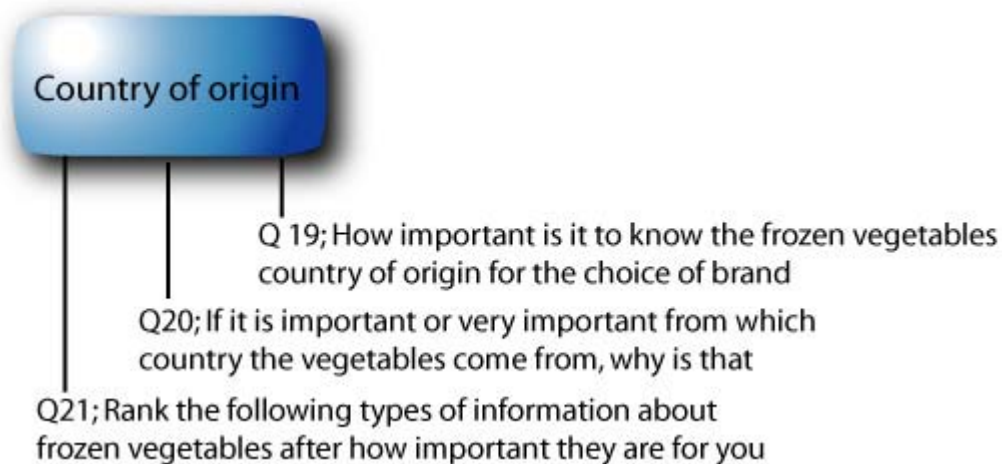


Figure 8.6 Model over the questions in the country of origin factor

The purpose and motive with the factor country of origin are presented in appendix 8.

8.5.1 Importance of country of origin

Just as the other factors of our research model, we also asked an "importance question" about country of origin and that was question 19. We gave the respondents same scale of answer as in the price question, from "total unimportant" to "very important". As a first step we did a bar

chart of question 19 to get a good overview of the respondents' answers to see how they felt about the importance of country of origin for their choice of frozen vegetables.

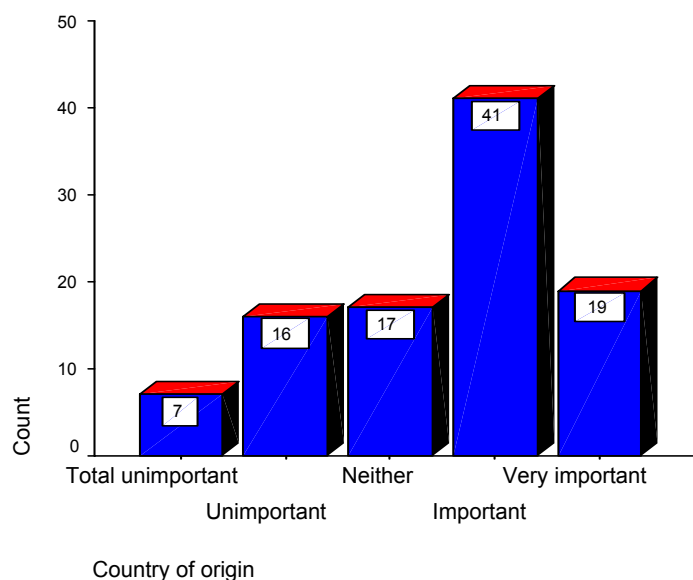


Figure 8.7 Bar chart over the respondents answer regarding importance of country of origin.

The bar chart shows that 41 of the hundred respondents feel that country of origin is important for their choice of brand when they buy frozen vegetables. 19 of the respondents think country of origin is very important for their choice of brand. We can see from the bar chart that wholly 60 of our sample see country of origin as important or very important and this indicate that country of origin has influence on the consumers' choice of brand. Still we cannot ascertain how it will affect brand loyalty.

Now when we know that 60 of the respondents feel country of origin is important or very important, we continue with the following question 20. Every respondent who answered important or very important had to move on to the open question 20 and tell us why they think country of origin matter to them. This question was of great importance to us since the respondents had to explain why country of origin matter and not only answer important or very important. Naturally we wanted to see how the

respondents are divided between question 19 and 20. The questions is presented in a cross tabulation.

Country of origin * If important, why? Crosstabulation

Count		If important or very important				Total
		Growing process	Pesticide	Support the Swedish companies	Confidence for Swedish law	
Country	Important	14	9	6	12	41
	Very important	2	6	4	7	19
Total		16	15	10	19	60

Table 8.5 Importance of country of origin crossed with the open question why it was important or very important.

From the cross tabulation we get a good overview how the data material is divided in question 19 and 20. The tabulation also presents the different answers we coded from the open question 20. We see answers like cultivation process, insecticide, support of the Swedish companies and it also show the respondents have confidence for Swedish laws.

14 respondents in the category “country of origin is important” see country of origin as important because of the different types of cultivation processes that differs from country to country. 12 respondents have confidence for the Swedish laws and therefore consider country of origin to be important for the active choice of brand in frozen vegetables. 7 respondents in the group, which consider country of origin to be very important, also have the confidence for the Swedish laws and see that as the final judgement for their choice of brand.

According to Papadopoulos (1987) there is a belief that consumers will rate their own country’s products as better than those from elsewhere. We have 29 respondents in the categories, support of the Swedish companies and confidence for Swedish laws. Since it is only 29 respondents we cannot determine this theory. We although see a pattern that the respondents have a tendency to chose domestic brands.

To be sure that the respondents understood we meant the vegetables country of origin and not the brands country of origin, we explained for the respondents while doing the research that Swedish companies sometimes import their frozen vegetables. Some vegetables are not able to grow in Sweden some seasons. Even if we made this statement to the respondents, it did not matter for their opinion; they still have confidence for the Swedish laws.

The answers we got on question 20 showed us that besides confidence for Swedish laws and support of Swedish companies, invisible quality factors played a big roll if country of origin would be important or not. We will make a cross tabulation between question 15, what is invisible quality and question 19 to see how the data material is divided.

Country * Invisible quality Crosstabulation

Count		Invisible quality				
		Do not know	Insecticide	Nutrition	Growing process	Total
Country	Total unimportant	7				7
	Unimportant	11	2	1	2	16
	Neither	13		3	1	17
	Important	34	2	3	2	41
	Very important	15	1	1	2	19
Total		80	5	8	7	100

Table 8.6 Cross tabulation between invisible quality and importance of country of origin.

We see it is wholly 80 of our sample, which do not know what invisible quality is. Out of the remaining 20 respondents who apparently have knowledge in invisible quality, we see that 11 of those respondents think country of origin is important or very important. If we look into the column “do not know”, we see there are 49 respondents who consider country of origin as important or very important, but they have no knowledge in invisible quality. It is not necessarily to have knowledge in invisible quality to think country of origin is important or very important for the choice of brand.

8.5.2 Country of origin in other questions

Country of origin also took place in the last question 21, and was one of the categories we wanted the respondents to rank. This data-material will be presented in the next part, invisible quality. But we can already mention that there were only 3 respondents that ranked country of origin as their first choice, 9 as their second choice, 8 as their third choice etc. Country of origin did not get any large number of respondents until the ranking options 6 and 7. 19 respondents ranked it 6th and 27 ranked it 7th; this means country of origin is not a factor the respondents consider important.

8.6 Invisible quality

Credence qualities are qualities, which are for the consumer invisible both before and after the purchase. This kind of invisible dimensions are quality, which the average consumer never can ascertain by him/herself (Grunert, 2002). With respect to food, such qualities can be for example animal welfare process and vegetables cultivation process. If the consumers trust the party giving the information, it may lead to brand loyalty in time (Hoffmann, 2000).

From the beginning we wanted to write the dissertation about invisible quality of frozen vegetables. But as we wrote in chapter 2, the time and the amount written about the subject was too little, so we have build the dissertation round brand loyalty and the four factors that may influence brand loyalty. In our research we had some questions that handle the invisible quality factor. In the model below we present the questions that were asked regarding invisible quality.

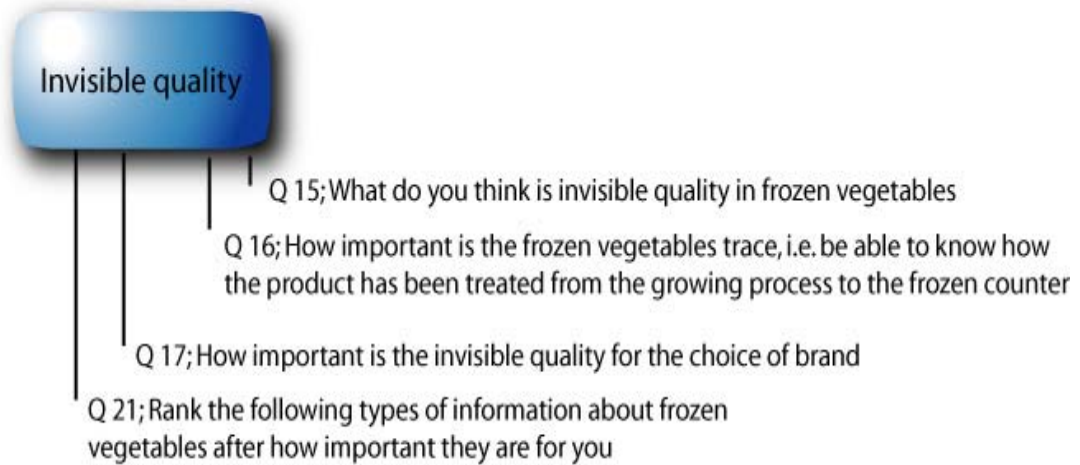


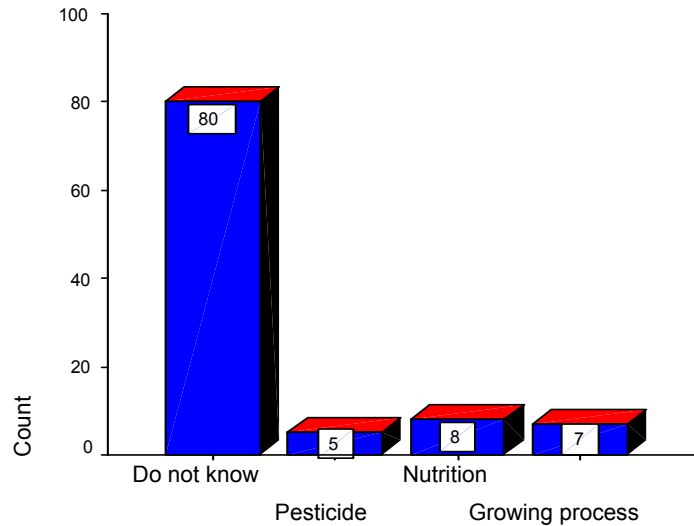
Figure 8.8 Model over the question in the invisible quality factor part

The purpose and motive with the questions about the factor invisible quality are presented in appendix 9.

8.6.1 Knowledge in invisible quality

As a first step towards the concept invisible quality we needed to find out the respondents knowledge regarding the concept invisible quality. We asked question 15, what they consider to be invisible quality in frozen vegetables. We also made the question a little bit clearer by telling the respondents that invisible quality is something that they cannot ascertain either before or after the consumption.

We had this question as an open question since we felt that it would be a leading question if we had categories. Our main goal with this question was to find out if the consumers know what invisible quality is. The data material from this question will be presented down below in a bar chart.



What is invisible quality?

Figure 8.9 Bar chart over the respondents' knowledge in invisible quality

From the bar chart we see that 80 of the respondents do not know what the concept invisible quality is and this information give us a very interesting start of the analyse of invisible quality. The other answers we got: pesticide, nutrition and cultivation process, were very final answers and made it easy for us to code and analyze in a statistical way. Those respondents that knew what it was, said it right away versus those who did not know had to think but finally said “do not know”. Many of those respondents that answered, “do not know” wanted an explanation of the concept right away but we explained to them that it was impossible to give an explanation before the interview was done because of the purpose of the research.

To continue with the discussion about invisible quality, we also asked a question about the importance of the frozen vegetables trace from different pesticides. This is also a kind of invisible quality but we never used the concept invisible quality in the question to see if those respondents who answered, “do not know” on question 15 would answer “totally unimportant” or “unimportant” on question 16. We did a cross tabulation between question 15 and 16 to see if our thinking were right.

Trace in frozen vegetables * Knowledge in invisible quality Crosstabulation

Count		Knowledge in invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Trace in frozen vegetables	Total unimportant	10			1	11
	Unimportant	11		1		12
	Neither	21	2	1		24
	Important	27	2	5	5	39
	Very important	11	1	1	1	14
Total		80	5	8	7	100

Table 8.7 Cross tabulation between question 15 and 16

As we see in the cross tabulation our suspicion about which respondents who would see the trace of frozen vegetables as totally unimportant or unimportant were right. It was the respondents in the category do not know who see the trace in frozen vegetables, as total unimportant and they also stand for the largest group in the “unimportant” answer. The most interesting number in the tabulation is 27. It is the group, which thinks the trace question is important, but in the same time they do not know what the concept invisible quality is. We can by the number 27 in this tabulation see that it is not only the respondents that have knowledge in invisible quality who think trace in frozen vegetables is important for their choice of brand.

8.6.2 Importance of invisible quality

Just as the other factors of our research model, we asked how important the different factors are for the respondents. The same question was asked about invisible quality and the data is presented in appendix 9. The data in question 17 is very spread out but we see that 31 of the respondents feel that invisible quality is important for them. We also see that there is a large group of respondents that feel invisible quality is totally unimportant for their active choice of brand and 25 do not care about the concept.

Now when we know how the data is spread out in question 17 we want to find out how the data is spread out in a cross tabulation between question 15 and 17. Will those respondents who answered “do not know” in question 15, say “totally important” or “unimportant” in question 17? We are aware that the discussion is very similar compared to the one above, between the knowledge and the importance of the trace in frozen vegetables, but we distinctively point out there is a big difference since we did not mentioned the concept invisible quality in question 16, about the trace in frozen vegetables.

Importance of invisible quality * The knowledge of invisible quality Cross tabulation

Count		The knowledge in invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Importance of trace in frozen v.	Total unimportant	23				23
	Unimportant	11				11
	Neither	20	1	2	2	25
	Important	20	3	4	4	31
	Very important	6	1	2	1	10
Total		80	5	8	7	100

Table 8.8 Cross tabulation between question 15 and 17.

We see from the tabulation there is a larger group in the category “total unimportant” of those respondents who do not know what invisible quality is. We also see two equal groups in the categories “neither” and “important”. Our interest also lays in the analysis to see if there are any differences in the thinking from the respondent that do not know what invisible quality is (since in fact the two questions are the same). The difference in question 16 and 17 is not that big besides the large group of respondent in the “total unimportant” category in question 17. We can from the two cross tabulations indicate that the respondent considered the concept invisible quality to be a little bit more unimportant than the trace in frozen vegetables. We think it is because they recognise the word trace in question 16. We state once again that question 16 and 17 are in fact the same question, only expressed differently, and we have

by these two questions once again indicated that the consumers are not familiar with the concept “invisible quality”.

8.6.3 Invisible quality in other questions

Our last question was a ranking question and the purpose was to find out how the respondents would rank the different factors set up in the question. We mixed invisible and visible quality dimensions to see how the respondents would rank these different factors. The question is asked so the respondents would rank different factors from the point of view how important they felt it is for them. The different factors are presented in appendix 1 where the questionnaire is shown.

We will analyse question 21 by doing cross tabulations with the open question of invisible quality. We will show the first three ranked options among the respondents, the remaining ranked options will be showed in appendix 9. To follow our interest, we consider the three highest ranked options to be the most important ones at this point. The remaining four ranked options are too far down on the ranking list to have any significant meaning to us right now. We will only discuss them very shallow in the appendix 9. Our main interest in the cross tabulation between questions 15 and 21 is to see if the respondents rank invisible quality high when they earlier in question 15 have stated they in fact do not know what the concept is.

8.6.4.1 First ranked option

Our main interest of this question is to see how the respondents that answered; “do not know” would rank the different factors. At first we took out every first ranked option and then the second etc. By doing this we would get a better overview of the different ranking stages and would hopefully see a pattern that would lead us to the goal, “the consumers do not know what invisible quality is but they consider it to be very important”.

We will start by doing a cross tabulation between question 15 and question 21 first ranked option among the respondents.

Rank 1 * Invisible quality * Crosstabulation

Count		Invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Rank 1	Nutrition, vitamins etc.	31	3	2	2	38
	Pesticide	13	1		3	17
	Consistency	3				3
	Country of origin	3				3
	Taste	28	1	6	2	37
	Fibre	2				2
Total		80	5	8	7	100

Table 8.9 Cross tabulation between the open question 15 about invisible quality and rank 1 of question 21.

The cross tabulation tells us that the incredible number 31 of the respondents who do not know what invisible quality is rank nutrition, vitamins etc. as their first option. On the second place came taste, which is a visible quality factor. The invisible factor, pesticide, was ranked in first place of 13 respondents of those that do not know what invisible quality is. This shows rather clear that the respondents do not know what the concept invisible quality is but they rank it high.

If we look at those respondents that actually know what invisible quality is we see that those 8 respondents, which answered nutrition as invisible quality, 6 of them ranked taste as their most important option. In the other categories, pesticide and cultivation process, the majority in those groups ranked their first option in some of the invisible options.

8.6.4.2 Second ranked option

To continue the analysis of this question we did a cross tabulation between question 15, invisible quality and the second ranked question, question 21.

Rank 2 * Invisible quality Crosstabulation

Count		Invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Rank 2	Nutrition, vitamins etc	11	1	2	3	17
	Pesticide	20		1	1	22
	Colour	13			1	14
	Consistency	15	1	5		21
	Country of origin	8			1	9
	Taste	9	1		1	11
	Fibre	4	2			6
Total		80	5	8	7	100

Table 8.10 Cross tabulation between the open question 15 about invisible quality and rank2 of question 21.

As a difference from the first ranked option we see that pesticide is the most favoured ranking as the second choice of those respondents that do not know what invisible quality is. The nutrition option is also worth mentioning even if there only were 11 respondents that put that option as their second choice.

The numbers of the other categories, pesticide, nutrition and cultivation process, are more spread out than in the first ranked option. Although, we see here once again that those respondent that answered nutrition do not consider the invisible quality factors important. The majority consider consistency as their second ranked option. The pattern is shown in the column pesticide.

8.6.4.3 Third ranked option

The third ranked options will be our last analysed part of invisible quality. We will keep searching for pattern about those respondents that do not know what invisible quality is but still rank it somewhat high.

Rank 3 * Invisible quality Crosstabulation

Count		Invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Rank 3	Nutrition, vitamins etc.	13		2		15
	Pesticide	8	1	3		12
	Colour	10		2	2	14
	Consistency	14	1	1	3	19
	Country of origin	5	2		1	8
	Taste	19	1		1	21
	Fibre	11				11
Total		80	5	8	7	100

Table 8.11 Cross tabulation between the open question 15 about invisible quality and rank 3 of question 21.

We notice that further down we get regarding the ranking options; the more the answers are spread out between the categories. In the third ranked option under the category “do not know” the visible quality factors taste and consistency are the most favoured.

We have, with this ranking question, showed that the respondents do now know what the concept invisible quality is but they rank it high.

Conclusions and suggestions for further research

In this chapter our findings and conclusions are presented regarding the different theories, research method and analysis. We have in the dissertation discussed our core in the research model, brand loyalty and the four factors, which may or may not influence. The research model lays the foundation for our methodology and analyse. We will also present the reworked research model influenced of our findings and give suggestions for further research

9.1 Introduction

The purpose with the dissertation is to find out how important invisible quality is for brand loyalty and the active choice of brand of frozen vegetables for the consumers and also to find out which factors may or may not influence brand loyalty. We proceeded from existing theories and developed a research model presented below.

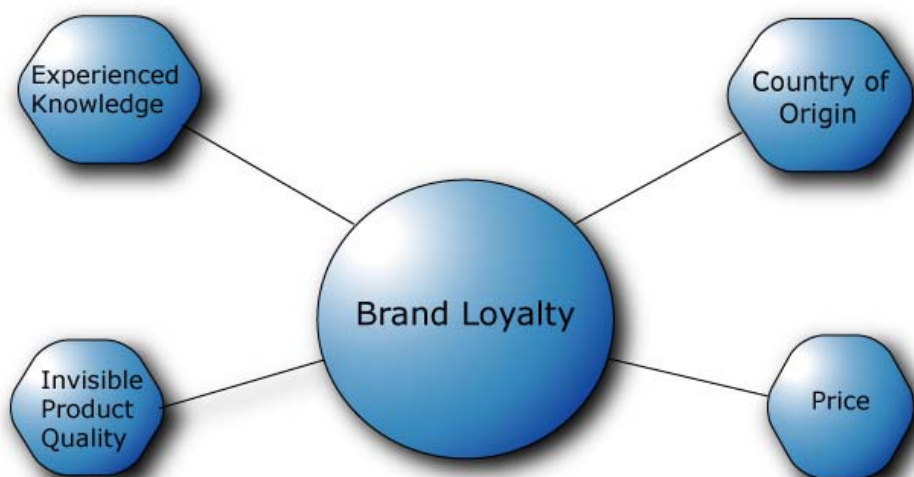


Figure 9.1 Factors influencing brand loyalty

The aim with the model was to research if the four factors influence brand loyalty, and in that case which one. This chapter handles the conclusions and is the final chapter of this dissertation.

9.2 Conclusions of brand loyalty

We will in this part of the chapter discuss our conclusions regarding brand loyalty. The conception brand loyalty means that the consumer is creating a good image of a brand and the brand advantages, is willing to invest time, energy, money, and other resources in the brand beyond those expended during purchase or consumption of the brand (Keller, 2003). Our purpose of this part is to find out how loyal our sample group is and by this see if they are interested to invest time, energy and money for buying a specific brand.

In the beginning of the dissertation, our aim was to write about invisible quality but we felt that the information written about invisible quality and the amount of time was not enough so we decided to build the dissertation around brand loyalty. While collecting the different theories regarding brand loyalty and quality, we created the model described both in chapter six and in the introduction to this chapter. This model lays the foundation for our methodology and analyse. Brand loyalty is the core of our research model and takes a centre part of this dissertation.

Brand loyalty also took a big part of the empirical method since we needed to create good questions for the questionnaire so we both would be able to answer our main questions and reach the purpose of the dissertation. We also wanted to be able to cross brand loyalty questions with some of the other questions, which handle the four factors. We needed to find out how brand loyal our sample group is and therefore we analysed the different answers from the brand loyalty questions.

The analysis of the brand loyalty question showed that our sample does not seem to be very loyal towards a specific brand. When it is over 50 percent of the respondents who think it is important or very important to have several brand alternatives on the market we draw the conclusion they are not loyal since they want other alternatives on the market if something better comes along. Of course the consumers can be loyal to a specific brand but their ability to switch to another brand seems to be very high, i.e. the consumers do not find it hard to switch brand.

We also see the consumers' lack of brand loyalty since most of them do not know what brand to buy before the purchase of frozen vegetables. The answers were different when we asked them if they bought the same brand every time. Here we had a large group in the answer category "often" but at the same time the largest group was in the "no" category. We still do not see any brand loyalty of frozen vegetables.

There are different levels of brand loyalty and consumers belong to one of the levels. It is important for the company to know how the consumers are divided among the levels (Aaker, 1991). In our "brand loyalty pyramid" as we call it, none of the consumers saw themselves to be so loyal that they belonged to the third level. Level three is; they never buy another brand and this is the ultimate brand loyalty attitude. Most of the respondents put themselves in level two which means they are not bothered to buy other brands if their brand is not there at that moment.

When the consumers are to some level brand loyal to a brand they buy all the time, often or sometimes, they considered "quality" to be that specific brands characteristics.

We draw the conclusion in brand loyalty that our sample group is not very brand loyal and they do not even consider themselves to be brand loyal to a specific brand. Our sample is not willing to invest time, energy or the money to find a specific brand. It seems that the consumers have

different preferences, which do not demand a specific brand. This conclusion gives us a very interesting continuing of this chapter.

9.3 Conclusion of the factor price

Price is one of the four factors, which may or may not influence brand loyalty. In our research we had one question regarding price, but the price factor came up as a category answer in three other questions. With help of these questions we will be able to draw the conclusion if price will influence brand loyalty.

The base in loyalty is the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits. More than 50 percent of our respondents think price is an important factor for their choice of brand of frozen vegetables. This shows rather clear that they are not brand loyal since they think price is the most important factor instead of other brand attributes. Price can be the only relevant product attribute for some consumers and only follows those attributes and do not really care of other characteristics a brand can have (Solomon, 2002). Price showed up in three of the open questions, which showed that price is a very strong factor for not buying the same brand and also to switch brand, according to our respondents.

The conclusion of the price factor is that more than 50 percent of the respondents think price is an important or very important factor for their choice of brand of frozen vegetables. Our respondents are not brand loyal since they think price is the most important factor and are able to switch to another brand that fits their price preferences. We associate this with the theory from Solomon stating that price is the only relevant product attribute for the largest part of our respondents. The final conclusion of price is that it will only influence brand loyalty if the price fits the consumers' price preferences.

9.4 Conclusion of the factor experienced knowledge

Experienced knowledge is one of the four factors, which may or may not influence brand loyalty. In our research we had two questions regarding experienced knowledge, but the factor came up as a category answer in one of the other questions. With help of these questions we will be able to draw the conclusion if experienced knowledge will influence brand loyalty.

The relationship between expectations and experiences is most often believed to determine consumers satisfaction and if they will repurchase the product (Grunert, 2002). 41 of the respondents would change brand at once after dissatisfaction. This shows rather clear that if their former experiences about the brand are not achieved they will switch brand. It is important for the companies to hold equal quality or else they will lose almost 50 percent of their consumers at once after the consumers' dissatisfaction. We asked a question to the respondents according the reason for switching brand. 42 of the respondents answered that they will switch brand because of poorer quality. This data material shows that experienced knowledge is important for the respondents to repurchase the brand and for the companies to hold equal quality.

Söderlund (2001) points out that habit can create loyalty because the product creates some form of harmonization for the consumer and in return makes the consumer loyal towards the brand. Habit showed up in one of the open questions of the questionnaire. The respondents who answered habit had good experiences toward the specific brand and repurchased it of habit.

Our research show that the respondents experienced knowledge about the brand is important and if the brand does not achieve their former experiences, they will switch to another brand. To connect the conclusion about experienced knowledge to a theory we would indicate that Grunert's theory is correct and this because our research shows that experienced knowledge is important. The respondents will change brand

if their former experiences and expectations about a brand are not achieved. It is therefore important for the companies to hold equal quality or else they will lose almost 50 percent of their consumers.

9.5 Conclusions of the factor country of origin

Country of origin is one of the four factors, which may or may not influence brand loyalty. We had three questions regarding country of origin included in the questionnaire. By these questions we will be able to draw the conclusions if country of origin will influence brand loyalty or not.

In our theory part we discussed a brand's country of origin and the importance for the consumers. A product's country of origin is important information in the consumers' decision-making process and ethnocentric consumers are very brand loyal though they feel it is wrong to buy products from other countries (Solomon 2001). The analysis shows that 60 percent of the respondents think country of origin is important or very important for their active choice of brand. We therefore draw the conclusion that country of origin has some level of importance for the consumers when they buy frozen vegetables but we cannot yet indicate if it will influence brand loyalty.

Now when we have drawn the conclusion that country of origin matters for our sample group we need to find out *why* they think country of origin is important to them. It was only those respondents who answered important or very important who answered that question. The answers we got of the open question regarding country of origin, we see a large group of respondents, which have confidence for the Swedish laws. We connect these answers to the theory stated from Papadopoulos (1987); there is a belief that consumers will rate their own country's products as better than those from elsewhere. We draw the conclusion that the consumers have confidence in the Swedish laws and believe that "the Swedish way is the right way" and will therefore rate domestic brands

before imported. We were although very clear towards the respondents that the vegetables in Swedish brands are not always Swedish due to different season etc. This statement did not matter for the respondents, as long it was a Swedish brand it was of a high quality.

The open question also helped us draw the conclusion that country of origin is on some level associated to invisible quality, which will be discussed in the next part. Answers like growing process and pesticide show that consumers care about the different countries processes regarding these two matters. Most of the respondents said after they had answered growing process or pesticide that they think Sweden takes good care of the environment buy using better pesticide than other countries. They also consider Sweden to have high quality in every stage of the process, which in return give the vegetables good taste, colour etc. So in fact, what we have found out is that Swedish brands are highly valued on many levels among the consumers in Sweden.

Country of origin was also one of the seven factors in the final ranking question but the analysis of this question showed that country of origin was ranked on the sixth and seventh place. We draw the conclusion that country of origin is a factor the consumers consider to be unimportant for them even though we have stated above that country of origin matter to our sample group. We think this depends on when country of origin stands alone as a factor it is important for the consumers but when the consumers have to rank among other factors, country of origin drops its importance for the consumers.

We draw the conclusion regarding the country of origin factor that it is only important for the consumers if the factor stands alone and not compared to other factors. The consumers rate the Swedish brands as better than imported since they have a high belief in the Swedish environment laws.

9.6 The conclusions of the invisible quality factor

Invisible quality is one of the four factors, which may or may not influence brand loyalty in frozen vegetables. We had four questions regarding invisible quality included in the questionnaire. By these questions we will be able to draw the conclusion if invisible quality will influence brand loyalty.

As discussed in the brand loyalty part, invisible quality was our main interest in this dissertations beginning but because lack of time and very little written about the subject we decided to put brand loyalty as a centre part. Invisible quality still takes a major part of the dissertation and is one of our main interests as a factor in the research model.

At the first sight of the subject we did not know what invisible quality was so our first assignment was to find out what the subject was about. Invisible quality is hidden qualities that the consumers cannot detect by repurchase or through normal use (Hoffmann, 2000). This statement from Hoffmann made our interest in the subject grow even more. The next step was to find out if the consumers knew what the concept was.

Since we now know that 80 of the 100 respondents in our sample do not know what invisible quality is, we wanted to see if there were any differences if we asked about the importance of invisible quality. In this category we asked two questions to see if they would answer differently but it is in fact the same questions, they are only asked differently.

First they had to answer the importance of trace (pesticides etc.) in frozen vegetables and than the importance of invisible quality. Our analysis showed that the two largest groups in the question about trace of frozen vegetables, is in the “neither” category nor the “important” category. In the question about the importance of invisible quality there is a larger group of respondents which thinks that invisible quality is totally unimportant and two equal groups who thinks the trace in frozen vegetables is “neither” or “important” for them. The difference we see in

the two questions is that in the question about the importance of invisible quality has a larger group in the “total unimportant” category. We draw the conclusion that since so many respondents do not know what the *concept* invisible quality is, they do not either consider it to be important for their choice of brand. We also draw the conclusion that since the consumers recognize the words “trace in frozen vegetables”, they consider it to be more important than “invisible quality” even though it is the same thing.

To be able to answer one of our main questions; *How important is invisible quality for brand loyalty and the active choice of brand of frozen vegetables for the consumers*, we needed to find out if they rank invisible quality high compared to other factors. We therefore asked a ranking question. The second part of the main question, how important invisible quality is for the consumers’ active choice of brand, is answered above; invisible quality is not important for the consumers’ active choice of brand.

In the ranking question we mixed three invisible quality factors with four visible factors like taste, consistency etc. To be able to find out how the consumers who have stated that they do not know what invisible quality is have ranked invisible quality, we did cross tabulations.

The analysis shows that in the first ranked option of the ranking question it is 46 of the 80 respondents, which do not know what invisible quality is, that have put nutrition, pesticide and fibre as their first choice and by this considered the invisible qualities to be the most important factors for them. If we look into the second and third ranked options we see the same pattern; 35 of the respondents see nutrition, pesticide and fibre as their second ranked option and 32 that consider nutrition, pesticide and fibre as their third ranked option.

We draw the conclusion that that the consumers do not know what invisible quality is but they rank the invisible factors fairly high. We think

it is the concept invisible quality that the consumers do not have knowledge or recognition in. It is not the invisible factor of frozen vegetables they have problem with since they are able to rank them very high among visible factors.

When we had asked the questionnaire, there were many respondents that wanted information about invisible quality since they stated in the questionnaire that they did not know what it was. We explained it for them and then they said, "I know what that is" and asked us to change their answers in the questionnaire, which we of course did not since it, was the whole purpose of the dissertation.

To be able to answer the first part of our main question: *how important is invisible quality for brand loyalty*, we used different cross tabulations and diagrams etc. We think that in the long run invisible quality may be very important for brand loyalty but the companies need to find a way to communicate the concept invisible quality with the consumers.

In invisible quality we have concluded that the consumers do not know what the concept invisible quality is and we can also answer the second part of our main question; they do not consider the concept invisible quality to be important for their active choice of brand in frozen vegetables. The respondents have stated that they do not know what the concept invisible quality is but they ranked the invisible factors fairly high in the ranking question. Finally we state that invisible quality only influences brand loyalty if the companies communicate invisible qualities as invisible quality factors.

9.7 The conclusion of the dissertation

The dissertation's first main question was to find out how important invisible quality is for brand loyalty and the active choice of brand loyalty of frozen vegetables. We draw the conclusion of the first part that

invisible quality is not important for brand loyalty since we cannot ascertain that invisible quality will fully influence brand loyalty.

In the second part of the question we state that the consumers do not consider the concept invisible quality to be important for their active choice of brand of frozen vegetables. But we think that if we have asked the question, if invisible quality is important for the active choice of brand, *after* we have explained the concept invisible quality, our findings would be different. Hoffmann (2000) states in the chapter about brand loyalty that if the consumers trust the party giving the information it may lead to brand loyalty in time. We think this theory is correct and the companies therefore need to find a way to communicate invisible quality factors to the consumers, especially if the companies have a desire to be profiled as a company that invests a lot in those kinds of factors in their products.

The second main question in the dissertation was to find out which factors influence brand loyalty. Our way toward these findings regarding this question are explained earlier in this chapter but we will once more state the findings:

- We have here been able to indicate that *experienced knowledge* influence brand loyalty in both directions. As long the brand has equal quality the consumers will be brand loyal.
- *Price* will only influence brand loyalty as long as the brand fits the consumers' price preferences.
- *Country of origin* influence brand loyalty when it comes to the domestic brand.
- *Invisible quality* will only influence brand loyalty if the companies communicate invisible factors to the consumers.

We are aware that other studies regarding brand loyalty, in general, have showed that some of these factors actually fully influence brand loyalty. We are also aware that there are many other ways and levels of

testing associations, connections etc. between variables. We think that if this kind of study regarding frozen vegetables would be done on a higher level, the findings would be different. Although, we stand behind this study and consider that these four factors do not influence brand loyalty of frozen vegetables.

We stated earlier that we had trouble finding relevant theories regarding invisible quality in the frozen vegetables area or invisible quality in other products for that matter. We consider there is a need of a theory regarding the consumers' knowledge of the concept invisible quality. Why we keep on calling it the "concept of invisible quality" is because clearly the consumers are not familiar with the concept but are aware of the factors that invisible quality contains like nutrition, pesticides and cultivation processes etc. We now present a theory, which we think is up to other users/authors to analyse or do further research on.

Consumers do not know what the concept invisible quality is but they consider it to be very important for their active choice of brand of frozen vegetables depending on what kind of preferences the consumers have.

9.8 Reworked research model

Because of the findings regarding the factors, we had to rework our research model.



Figure 9.2 Reworked research model over brand loyalty and the four factors.

With this reworked research model we want to show that none of the factors influence brand loyalty. We took the four factors and replaced them as independent factors beside the original model. We have decided not to take this model any further other than the model shown above since our findings only stretch this far. At this point we cannot determine if the factors influence each other and that was not either our purpose with this dissertation, although, a very interesting thought. This will lead us to the last part of this dissertation, suggestions for further research.

9.9 Suggestions for further research

After we finished this dissertation we can present our findings regarding brand loyalty and invisible quality. Our research results show that the respondents do not know what the concept is but they consider it to be important for them. Our suggestion for further research within this area is

to find a solution for the companies to communicate invisible quality in an easy way to the consumers.

Another suggestion within this area is to build a model around trust and commitment. This is an important area, because invisible quality is qualities that the consumers cannot ascertain by themselves, they have to trust the companies giving the information. There is a lot written within the trust and commitment but it will be a challenge to associate it with invisible quality.

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A1.1 Research questionnaire

1. Gender

Man 1

Women 2

2. Age

-20 1

21-35 2

36-55 3

56-70 4

71- 5

3. How many live in the household?

st

4. How large is the total income in the household?

-200.000

201.000-350.000

351.000-500.000

501.000-

5. How often do you buy frozen vegetables?

Every w. 1

Every m 2

Quarter 3

Sometimes/year 4

6. What is the main reason when you buy frozen vegetables?

7. How important is it to have several brand alternatives on the market?

Total unimportant 1

Unimportant 2

Neither 3

Important 4

Very important 5

8. Do you know **before** you purchase which brand of frozen vegetables you want?

Yes 1

Often(3 out of 4) 2

Sometimes(2 out of 4) 3

No 4

9. Do you buy frozen vegetables from the same brand every time?

Yes 1

Often(3 out of 4) 2

Sometimes(2 out of 4) 3

No 4

(Go to question 11 for Yes, Often and Sometimes)

(Avoid question 11,12)

10. If No, Why?

Do not care about the brand 1 Goes after price 2 Have not found a
favourite brand 3 The need of a certain vegetable 4 Other 5 _____

11. If Yes, Often or Sometimes on question 9, what do you think is that brands products characteristics?

12. What attitude do you have toward the brand you buy? Answer one alt.

Level 1: I buy any brand 1

Level 2: I can buy some other brand once a while 2

Level 3: If they do not have my brand I do not buy anything that day 3

13. You change the brand if you get dissatisfied once!

Yes 1

It happens 2

No 3

14. What would make you switch from one brand to another when it comes to frozen vegetables?

15. What do you think is invisible quality (which is not colour, taste, shape or smell) in frozen vegetables?

16. How important is the frozen vegetables trace, i.e. be able to know how the product has been treated from the growing process to the frozen food-counter?

Total unimportant 1

Unimportant 2

Neither 3

Important 4

Very Important 5

17. How important is the invisible quality for the choice of brand?

Total unimportant 1

Unimportant 2

Neither 3

Important 4

Very Important 5

18. How important is the price for the choice of brand?

Total unimportant 1 Unimportant 2 Neither 3
Important 4 Very Important 5

19. How important is it to know the frozen vegetables country of origin for the choice of brand?

Total unimportant 1 Unimportant 2 Neither 3
Important 4 Very Important 5

20. If it is important or very important from which country the vegetables come from, **why**?

21. Rank the following types of information about frozen vegetables after how important they are for you. 1 is the most important, 2 second most important etc.

Nutrition, vitamins etc. 1 Cultivations process, pesticides etc. 2

Colour 3 Country of origin 4 Taste 5 Consistency 6

Fibre contents 7

A2.1 Describing the data

In this part we have analysed the general data. For example how the respondents are divided between men and women and how often and for what reasons they buy frozen vegetables.

In the questionnaire we began with some describing questions so we would get a picture over the data we would analyse. In the model below we present those questions that were asked regarding the general data.

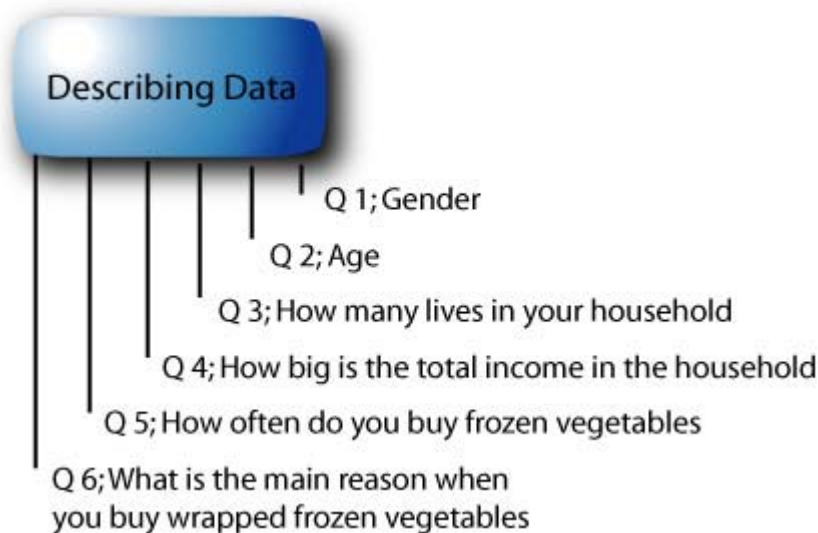


Figure A2.1 Model over the questions in the describing data part

Question 1 and 2 is obvious questions to include in the dissertation since they give a descriptive picture of the data material. Question 3 was asked so we would be able to know how many they live in the household since this can have affect on why they buy frozen vegetables, how many times they buy, if they are price-sensitive or not etc. We had the same motive with question 4, how big is the total income in the household. Question 5 and 6 were asked to find out the respondents' behaviour and buying process toward frozen vegetables. We will now start the analysis of the describing data.

We interviewed 100 respondents and of these respondents we had 70 women and 30 men. The gender group, female, is overrepresented compared to the gender, group, male and this may be due to it is the women that do the grocery purchases. A cross tabulation was made between question 1, 2 and 4, this to able to get a good overview.

Age * Income * Gender Crosstabulation

Count		Income				
Gender		-200tkr	201-350	351-500	501-	Total
Male	Age 21-35	6	6		1	13
	36-55		1	3	4	8
	56-70	2	4		3	9
	Total	8	11	3	8	30
Female	Age -20	2	1			3
	21-35	7	10	6	1	24
	36-55	3	5	9	4	21
	56-70	4	3	6		13
	71-	7	2			9
Total		23	21	21	5	70

Table A2.1 Question 4 (income) crossed with question 2 (age) and a third variable, question 1 (gender)

We have already seen that the gender, group, female is over presented but we see from the table above that the most represented age group is 21-35, both for men and women. We also see a pattern in the table that there is a difference in income classes regarding the different gender groups.

A2.2.1 Household crossed with how often consumers buy frozen vegetables

We were interested to find out if there are any special preferences regarding how many they live in the household and how often they buy frozen vegetables. We crossed question 3, how many they live in the household, with question 5, how often they buy frozen vegetables.

Household * How often Crosstabulation

Count		How often				
		Every w.	Every m.	Quarter	Every now and then/year	Total
Household	1	8	14	3	6	31
	2	14	12	6	5	37
	3	5	8	1		14
	4	4	7	3		14
	5	2	1			3
	6	1				1
Total		34	42	13	11	100

Table A2.2 Cross tabulation over how many they live in the household crossed with how often they buy frozen vegetables

We crossed these two questions because we wanted to see if there is a pattern between household and how often they buy frozen vegetables. Regarding the amount of people living in the household we got answers between 1 and 6 people. Our calculations showed that 34 of the respondents buy frozen vegetables every week and 42 buy every month.

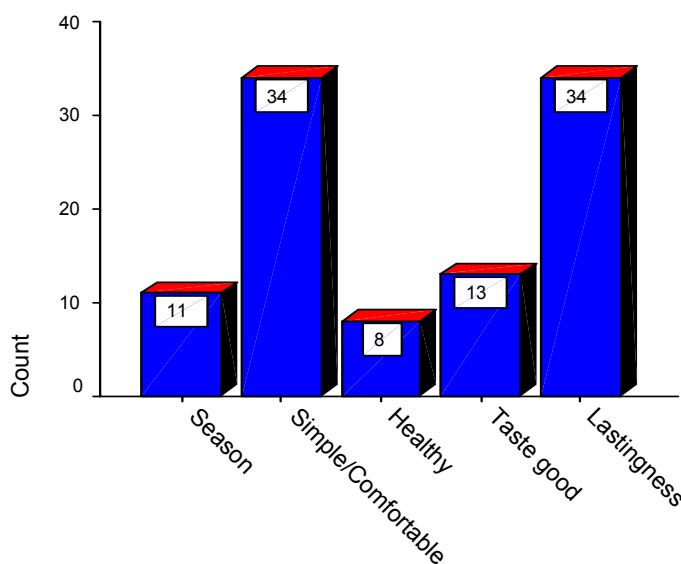
An interesting view of this tabulation is that we see a pattern how often they buy frozen vegetables compared to how many they live in the household. The pattern shows that the fewer they are in the household; the more it is spread out over the time they buy frozen vegetables, from every week to every now and then per year. The households that have 3 to 4 family members do not buy frozen vegetables less than every quarter while the households containing 5 or 6 do not buy less than every week. We consider this to be natural since the more people live in the household, the more food they have to buy.

A2.2.2 Main reasons for buying frozen vegetables

We have now looked at age, gender, income, the amount of people in the household and how often they buy frozen vegetables. We have also

crossed the different questions with each other to find out as much as possible of the data.

We also wanted to find out the reason why the respondents buy frozen vegetables and we did that through question 6. Question 6 was left as an open question since we wanted to know what kind of different factors the consumers have in mind when they buy frozen vegetables. We thought it would be a leading question if we gave them different options to choose from. It turned out that the consumers' answers were similar so we managed to find keywords, which we used to code and analyze this question in a statistical way.



Why do the consumers buy frozen vegetables

Figure A2.2 Bar chart over question six, why the consumers buy frozen vegetables

The answers we used to code in question 6 were “Season related, simple to cook, healthy, tastes good and durability”. In the bar chart above, we see an overview of the different answers. There is a tie (34% versus 34%) between the answers simple and lastingness. While doing the research we understood that the answers, simple and lastingness, would get a very high percent since many of the consumers described frozen vegetables as simple to prepare and good to have in the freezer.

A3.1 The purpose of the brand loyalty questions

The purpose with the brand loyalty questions was to find out how brand loyal the respondents are toward brands regarding frozen vegetables. To a starting point within the brand loyalty area we wanted to find out the respondents' attitude toward different brand options on the market. We asked question 7 to the respondents, how important it is to have several brand-options on the market, to see if they care about other brands. Question 8 was asked to find out if the consumers are so brand loyal that they know before they do their purchase of frozen vegetables which brand to buy of frozen vegetables. We consider question 9 to be very important, both for the brand loyalty part and also for the whole picture since we see this question as the "true" brand loyalty question. The question is both forward and simple. "Do you buy the same brand every time you buy frozen vegetables?"

Question 10 is a following up question to question 9. The respondents who answered "No" on question 9 went right away to question 10. With question 10 we wanted to find out the reasons the respondent have for not buying the same brand every time. Question 11 is also a following up question to question 9 but in this case it is the respondents who answered "yes, often and sometimes" on question 9 that moves to question 11. Question 11 was asked as an open question to find out the specific brands characteristics which the consumer buys all the time, often or sometimes. The final brand loyalty question was question 12 and the purpose with this question is very simple, to find out which brand loyalty level the consumers see themselves belong on.

A4.1 Importance of several brand alternatives on the market

Our reasoning toward the respondents, who think it is important or very important with several brand options on the market, is not very loyal consumers. Contrary to the respondents who think it is totally unimportant or important with several brand options on the market. We believe those respondents are loyal toward a specific brand. To get a good overview, we made a bar chart over question 7.

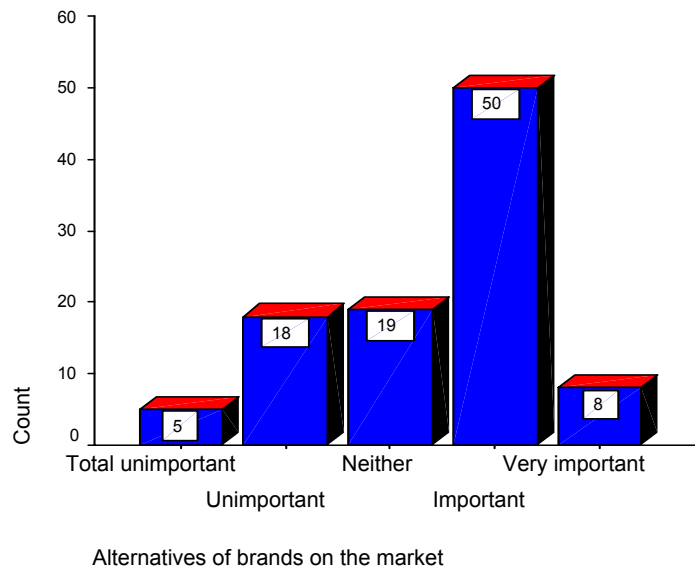


Figure A4.1 Bar chart over the importance to have several brand alternatives on the market

The bar chart tells us that 58 of the respondents think it is important or very important to have several brand options on the market and only 23 of the respondents think it is unimportant or totally unimportant with several brand options on the market.

Our argument about the 58 respondents who think it is important to have several brand options on the market is that they have not found their specific brand and are therefore not loyal consumers. The 23 respondents, who think it is unimportant or totally unimportant with several brand options on the market, have found their brand and

therefore do not care about other brands. We consider them to be brand loyal.

Some of the consumers are more loyal than others and therefore only want other brands available on the market in case something would happen to their own brand. Other less loyal consumers want other brands on the market because of the price situation that would arise if only few brands were available.

A5.1 The purpose with the questions in the factor price

Question 18 was the clear question we had about price and was asked to see how important the factor is for the consumers' active choice of brand. Price also came up in other coherences. For e.g. price came up as an influencing factor in question 10, why the respondents never buy the same brand, as a brand characteristics factor in question 11 and as a reason to switch to another brand in question 14.

Importance with brands alt. on the market * Importance of price Crosstabulation

Count		Importance of price					
		Total unimportant	Unimportant	Neither	Important	Very important	Total
Importance with brands alt. on the market	Total unimportar	1		1	2	1	5
	Unimportant		3	2	10	3	18
	Neither	2	2	6	6	3	19
	Important	6	10	8	21	5	50
	Very important		2		4	2	8
Total		9	17	17	43	14	100

Table A5.1 Cross tabulation between question seven, importance with alt. brands on the market crossed with question eighteen, the importance of price.

A6.1 Price in other questions

Price came up in other questions other than question 18. In question 10 as a category, which handle those respondents that do not buy the same brand ever in a row. In question 11 as a brand characteristic and also in question 14 where the respondents see price as a reason to switch brand.

As a first step we need to find out how many of the respondents answered “No” on question 9 and continued with question 10. To get a good overview we did a cross tabulation between question 9 and 10.

Same brand every time * No, why? Crosstabulation

Count		No, why					Total
		Do not care for the brand	Goes after price	Have no favourite	Need of a vegetable	Other	
Same brand every time	No	3	20	1	10	1	35
Total		3	20	1	10	1	35

Table A6.1 Cross tabulation between question 9 and 10.

The tabulation shows that 20 of the 35 respondents, who answered no on question 9 continued with question 10, think price is an influencing factor for not buying the same brand. In other words, the consumers think price is a very strong reason for not buying the same brand every time.

Price also came up in question 11 as an answer when we asked the respondents about the characteristics of the brand they buy “all of the times, often and sometimes”. Question 11 is analysed outside the statistical measures and we have therefore counted the respondents answers and it was only 3 respondents that think price is a special characteristic of the brand they normally buy.

A7.1 The purpose with the questions in experienced knowledge

We had three questions included in the questionnaire about experienced knowledge. The first question 11, which is an open question, included experienced knowledge as an answer and is therefore included in this part. The second question 13, was asked to find out if the respondents change brand if they will be dissatisfied once. The purpose with this question was to find out if the consumers experienced knowledge about a certain brand is important. Will they switch brand if their former experience is not achieved? Question 14 was asked to find out different reasons the respondents have for changing brand. We asked this question to find out the reasons the consumers consider being so strong for changing brand.

Dissatisfaction * Changing factors Crosstabulation

Count		Changing factors				Total
		Poorer quality	New alternatives on the market	Price	The brand was not there	
Dissatisfaction	Yes	23	12	3	3	41
	Sometimes	14	8	13	3	38
	No	5	3	9	4	21
Total		42	23	25	10	100

Table A7.1 Cross tabulation between questions thirteen, dissatisfaction crossed with question fourteen, factors for switching brand.

A8.1 The purpose of the questions in country of origin

Question 19 was asked to find out the importance of country of origin since it is a good starting point for the rest of the analysis of country of origin. Question 20 was a following up question for those respondents who answered important or very important on question 19. We kept question 20 as an open question because we wanted the respondents to speak freely and we wanted to know why the respondents saw country of origin as important or very important.

A9.1 The purpose with the questions in invisible quality

The first question in the questionnaire about invisible quality is question 15. The purpose with question 15 was to find out if the respondents know what invisible quality is. Even though we suspected that most of the respondents would not know about the concept, we included the question since it is one of the dissertations main questions and we also needed to prove our suspicions.

Question 16 and 17 are two questions with the same motive. We wanted to see if the respondents would answer differently since we used the word “invisible quality” in one and not in the other question. We asked question 16 to find out if the respondents think the trace of frozen vegetables is important. Question 17 was asked to find out if the respondents think invisible quality is important for their choice of brand. The last question within the invisible quality is question 21. We had this question as a ranking question with seven options mixed with both invisible and visible quality dimensions. This question was asked to find out if the respondents rank invisible quality dimensions high, even if they do not know what the concept is about.

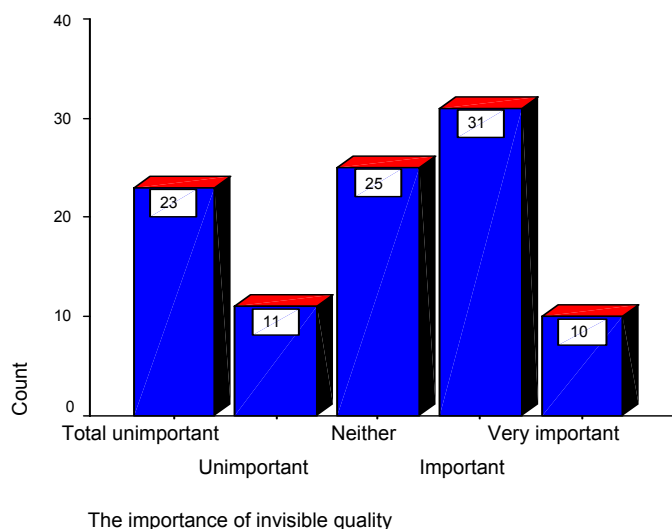


Figure A9.1 Bar chart over the importance of invisible quality

A9.2 The remaining four ranked options in question 21

The data in the four remaining ranked options is very spread out when it comes to those respondents who actually do know what the concept invisible quality is about.

In rank 4 there are 13 respondents who consider nutrition to be their fourth choice but the largest group is consistency with 16 respondents. In rank 5, it is 18 respondents who consider the fibre to be their fifth ranked choice. In both rank 6 and 7 it is the category country of origin that has the largest group of respondents, 19 respectively 27. This shows that country of origin is not so important according to the respondents.

Rank 4 * Invisible quality Crosstabulation

Count		Invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Rank 4	Nutrition, vitamins etc	13		2	1	16
	Pesticide	8	2	1	1	12
	Colour	9		2	2	13
	Consistency	16	1		1	18
	Country of origin	8				8
	Taste	12	1	1	1	15
	Fibre	14	1	2	1	18
Total		80	5	8	7	100

Table A9.1 Cross tabulation between question fifteen and question twenty-one rank four.

Rank 5 * Invisible quality Crosstabulation

Count		Invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Rank 5	Nutrition, vitamins etc.	5	1		1	7
	Pesticide	11	1	2	1	15
	Colour	15	2	1	1	19
	Consistency	15	1	2	2	20
	Country of origin	10		1		11
	Taste	6		1	1	8
	Fibre	18		1	1	20
Total		80	5	8	7	100

Table A9.2 Cross tabulation between question fifteen and question twenty-one rank five.

Rank 6 * Invisible quality Crosstabulation

Count		Invisible quality				Total
		Do not know	Pesticide	Nutrition	Growing process	
Rank 6	Nutrition, vitamins etc	7				7
	Pesticide	9		1		10
	Colour	16	3	1		20
	Consistency	12				12
	Country of origin	19	1	3	3	26
	Taste	4			1	5
	Fibre	13	1	3	3	20
Total		80	5	8	7	100

Table A9.3 Cross tabulation between question fifteen and question twenty-one rank six.

Rank 7 * Invisible quality Crosstabulation

Count		Invisible quality				
Rank		Do not know	Pesticide	Nutrition	Growing process	Total
7	Pesticide	11			1	12
	Colour	17		2	1	20
	Consistency	5	1		1	7
	Country of origin	27	2	4	2	35
	Taste	2	1			3
	Fibre	18	1	2	2	23
Total		80	5	8	7	100

Table A9.4 Cross tabulation between question fifteen and question twenty-one rank seven.