

Expatriates and Their Brand Relationships

Changes When Moving From an EU Member State to Denmark



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Executive summary

Over the past five years there has been an increase of 18,15% in EU citizens moving from their home countries to Denmark. These expatriates have relationships to brands before moving abroad. This study looks at how these relationships change for expats during a move, when the expatriates are seen to be in a liminal period. The main research question for the research was: *How is the consumer-brand relationship with groceries affected by the transition an expatriate goes through?*

This is studied by looking at the respondents' relationships to their brands, in the form of 'Invisible Brands', 'old' brands and new brands.

To study this, qualitative methods are applied in the form of semi-structured focused interviews. A mix of deductive and inductive strategy was used, in form of conventional and direct content analysis, to help analyze the data from the interviews.

Based on this analysis the model 'Expat relations to 'Invisible Brands' when moving to another country' was developed.

The additional insights, which the data provided, laid ground for an expansion of the brands-relationship development model by Fajer and Schouten (1995), and here it is shown what seemed to influence the process of deciding to try a new brand, for the respondents in the study.

It was found that the 'Invisible Brands' as well as the development of new brand relationships could be linked to the liminal period as presented by Noble and Walker (1997), whereas the relation to 'old' brands seemed to have no direct influence on the process of moving through the liminal period for the expats in this study.

It is suggested that the transition process can be influenced in ways that prolong the process of the liminal period, but also that other influences can make the process of the liminal period faster.

It is recommended that a longitudinal study about the subject be conducted, based on these findings.

1 INTRODUCTION.....	5
1.1 RESEARCH FOCUS.....	5
1.2 PROBLEM STATEMENT.....	7
1.3 DELIMITATIONS AND BIASES	7
1.4 PAPER STRUCTURE	9
2 LITERATURE REVIEW.....	10
2.1 TRANSITIONS AS EXPATRIATES	10
2.2 BRAND RELATIONSHIPS FOR EXPATRIATES	13
2.3 THEORETICAL FRAMEWORK.....	15
3 THEORY OF SCIENCE & METHODOLOGY	17
3.1 THEORY OF SCIENCE.....	17
3.2 QUALITATIVE RESEARCH.....	18
3.3 CHOICE OF QUALITATIVE RESEARCH TECHNIQUE	18
3.4 CHOICE OF ANALYSIS STRATEGY	20
4 THE STUDY.....	22
4.1 DEVELOPING THE INTERVIEW GUIDE.....	22
4.2 SAMPLING PROCEDURE.....	25
4.3 CHARACTERISTICS OF RESPONDENTS	26
4.4 INTERVIEW PROCESS.....	28
4.5 TRANSCRIBING THE INTERVIEWS	28
4.6 STAGES OF CODING	29
5 ANALYSIS	32
5.1 ANALYSIS INTRODUCTION	32
5.2 DO ‘INVISIBLE BRANDS’ BECOME MORE IMPORTANT TO THE EXPATRIATE CONSUMER?	37
5.3 HAS THE RELATIONSHIP TO ‘OLD’ WELL-KNOWN BRANDS CHANGED DURING THE LIMINAL PHASE?	44
5.4 HOW HAVE RELATIONSHIPS TO NEW BRANDS DEVELOPED?	54
5.5 ADDITIONAL INSIGHTS.....	59
6 DISCUSSION	72
6.1 THE ‘INVISIBLE BRANDS’	72
6.2 THE ‘OLD’ BRAND RELATIONSHIPS	73
6.3 THE NEW BRAND RELATIONSHIPS	73
6.4 ADDITIONAL INSIGHTS.....	74
6.5 BIASES.....	77

7 CONCLUSION	78
8 LIMITATIONS AND FURTHER RESEARCH	79
8.1 LIMITATIONS	79
8.2 FURTHER RESEARCH	79
9 BIBLIOGRAPHY	81
9.1 TEXTS.....	81
9.2 WEBSITES	85
10 APPENDIX	86
10.1 APPENDIX 1 – IMMIGRATION TO DENMARK FROM OTHER EU MEMBER STATES	86
10.2 APPENDIX 2 - ETHICS PROTOCOL	87
10.3 APPENDIX 3 – INTERVIEW GUIDE	88
10.4 APPENDIX 4 – CODING MANUAL	91
10.5 APPENDIX 5 – CATEGORY AND CODES DEFINITIONS	92
10.6 APPENDIX 6 – INTERVIEWS	112
10.7 APPENDIX 7 – RELATIONSHIP TYPES	221
10.8 APPENDIX 8 – OVERVIEW OF RELATIONSHIP CHANGES	223

1 Introduction

The first chapter starts with an introduction to the focus of the research and the paper, followed by a problem statement, including the research question and sub-questions. Next, the delimitations and biases of the paper are presented. The chapter concludes with an overview of the paper structure.

1.1 Research focus

The Danish government has an ambition of attracting highly skilled workers from other countries (Uddannelses- og Forskningsministeriet, 2014). An increase in migrants coming to Denmark seems to support this ambition. The increasingly open borders between countries make this movement of the workforce easier than ever, especially within the European Union (EU), which has expanded from 15 to 28 member states during the past 10 years (EU-oplysningen a). As a citizen of an EU country one has the right to travel freely amongst the EU member states (EU-oplysningen b). This means that there are only a few obstacles for an individual, as a citizen in an EU country, who would like to live and work in another EU country. In 2013, the number of foreigners from other EU member states coming to Denmark was 38.593 people, compared to five years earlier, when it was 32.664 (Danmarks Statistik, 2014, App. 1). This is an increase of immigrant from other EU member states to Denmark of 18,15% over the five-year period. Looking at these numbers combined with the government's ambitions, it can be expected that these numbers will continue to rise over the coming years.

Some people moving to Denmark are doing so to work in jobs that require extensive education. Highly educated foreigners working in Denmark have been shown to have very positive effects on the Danish economy (Uddannelses- og Forskningsministeriet, 2014). This creates an opportunity for economic growth in Denmark, and therefore the Danish government has presented a strategy for recruiting well-educated international workers, and made it easier for companies to hire the employees they need from abroad (Uddannelses- og Forskningsministeriet, 2014).

This movement of workforce between countries also has other effects, and moving to a new country, alone or with one's family, can be a challenge for several reasons. These highly skilled workers (expatriates), moving to Denmark to work for a given period of time, often meet adjustment challenges (Andreason, 2003). One of these challenges is adjusting to the new and different culture and living conditions of the new environment. *"International mobility requires many people to spend considerable time living, working or studying in a foreign culture"* (Lichy & Pon, 2013:9) In this situation the expatriates (expats) go through a transition (Van Gennep, 1960).

When going through such a transition, people go through a liminal period when they have not quite adapted to the new life yet, but have not completely left the old life behind. In this period one of the things they have to adapt to is the change in consumption habits (Noble & Walker, 1997).

When changing consumption habits, both new brands¹ and old brands² are expected to be taken into consideration, amongst other reasons, because old brands might not be available anymore, but new ones are.

When going through the different stages of transition, consumers may have to change their relationships to the brands they were used to previously (Fajer & Schouten, 1995), simply because they are not available in the new environment. The changing relationships between consumers and brands have also been studied, amongst others, by Fournier (1998) who found that individuals form relationships with brands in a way that closely resembles the ones they form with each other. So changing a relationship to a brand can be compared to changing relationships to other people, and is therefore of emotional value to the consumer. These consumer-brand relationships are important to both the consumer and the brands. This is particularly relevant within the category of fast-moving consumer goods (FMCG).

Consumers use many FMCGs in everyday life; some choices, though, are given more thought than others. Consumers might think more about a specific pasta brand they purchase, than the brand of milk they choose. Some brands are seen as 'invisible brands' (Coupland, 2005), and these brands are not valued highly as brands, though some are frequently used in the household. Coupland (2005) argues that the choices of FMCGs are more related to the household process than to brands.

This is interesting, as this indicates that consumers value some product groups more than others, even though the groups less valued are more frequently used. These 'low involvement' brands are often inexpensive, replaceable and disposable (Coupland, 2005). Within FMCGs groceries are some of the most important products, but these are also some of the products where expats need to relate to new brands and the lack of old ones quite quickly after moving.

The reason for this is that this type of product will typically be used up or perish fast, and new ones are needed to live. The adaption to new brands can be a difficult process, and people will be expected to miss their old brands, if not available in the new surroundings. This is true even for 'Invisible Brands', because they were a vital part of the household system (Coupland, 2005). Additionally, when arriving in a new country, most expatriates join different socio-cultural groups, and the affiliations with these groups are believed to influence their buying behavior (Lichy & Pon, 2013). It is also mentioned in the study from Lichy and Pon (2013) that some expats fail to stay abroad for the originally planned time period, due to the lack of consumer goods from home.

¹ New brands are considered brands that the consumer did not know or use before the beginning of the transition.

² Old brands refer to brands used by the consumer before the beginning of the transition.

1.2 Problem statement

When entering a new culture, the consumer is also entering a new consumer environment, which he or she needs to adapt to. This adaptation includes that of creating relationships to new brands, as well as adjusting the relationships with the brands they used before moving. This is interesting from a research point of view.

With more expats coming to Denmark, it is interesting to look at how this transition and the liminal period affect these consumers' attitudes towards grocery brands. This leads to the research question:

How is the consumer-brand relationship with groceries affected by the transition an expatriate goes through?

To answer the research question the following questions were created as a guide to work from:

- *Do 'Invisible Brands' become more important to the expatriate customer?*
- *Has the relationship to 'old' well-known brands changed during the liminal period?*
- *How have relationships to new brands developed?*

This research is expected to contribute to research within liminality and consumption habits, in relation to moving from an EU member state to Denmark.

1.3 Delimitations and biases

In this study people from different stages of the transition period (Turner, 1969) of moving were interviewed. Due to the number of immigrants coming to Denmark from other EU countries (Danmarks statistik, 2014, App. 1) and the aim of the government to attract more highly educated workers to Denmark (Uddannelses- og Forskningsministeriet, 2014), the research has been limited to looking at Expatriates (expats) coming from other EU countries to Denmark.

Expats are defined as follows by the Oxford Dictionary of Human Geography:

A person settled outside their country of origin, often abbreviated as 'expat'. In practice the term is generally applied to professionals, skilled workers, or artists from affluent countries, often transferred by companies, rather than all immigrants in general (Oxford reference, 2014).

Additionally, this research only focuses on people with a university-level education because of the above-mentioned government strategy of attracting highly skilled workers to Denmark. Given the limited number of respondents in the study, the interpretation of the data must be viewed with

caution and generalization should be avoided. This study is meant as a pre-study for longitudinal research within the area.

Based on the finding by Lichy and Pon (2013) that age and gender have little influence on consumer behavior within food shopping, these two dimensions are not taken into consideration in this study.

As Ward, Okura, Kennedy, and Kojima (1998) found in their study, the respondents interviewed were adjusting to their new environment when interviewed after four months of stay. Interviews conducted after six and 12 months indicated stabilization within the environment. Due to this information, and the interest in the changes during the liminal period, only respondents expecting to stay for more than six months are looked at in this research.

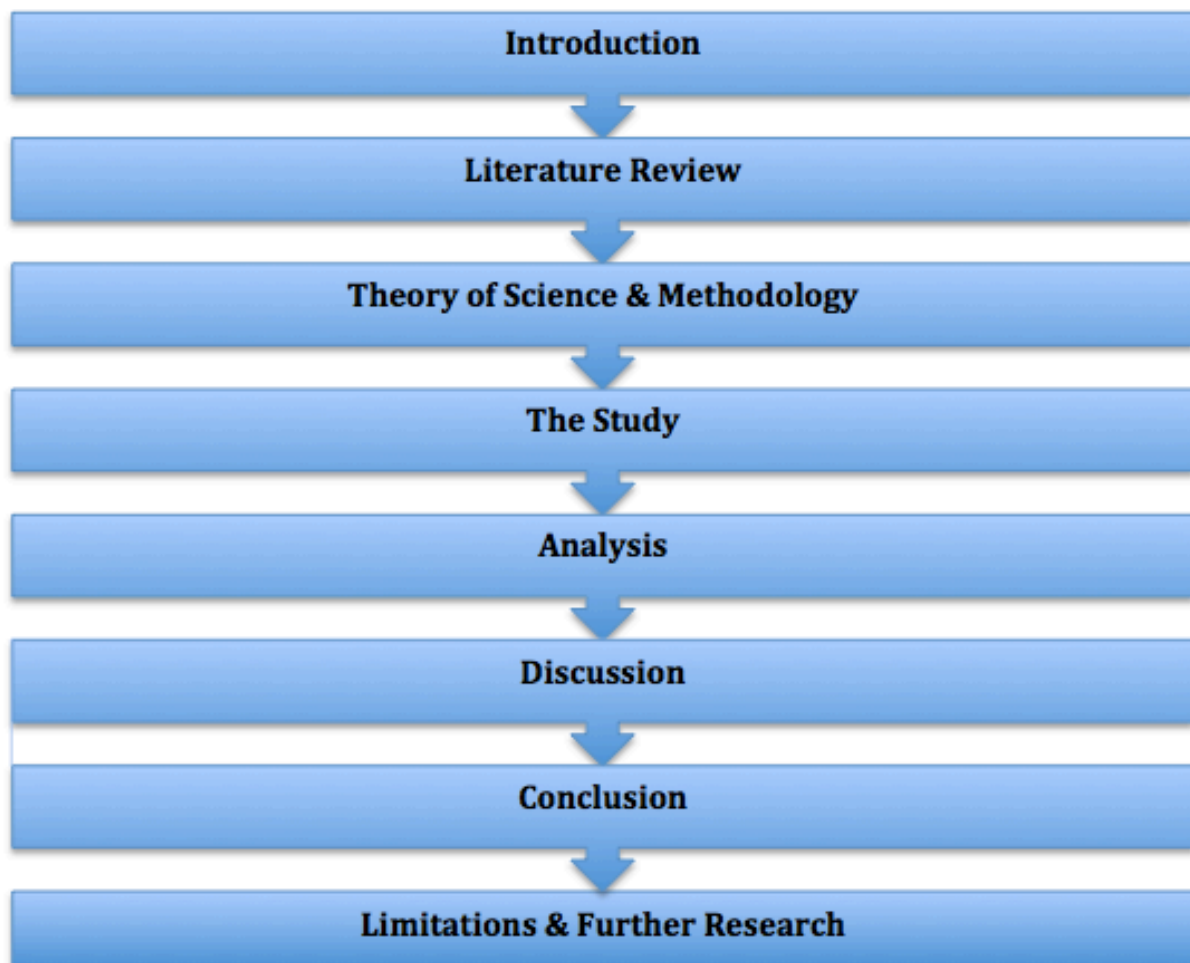
Due to the time limitations put on a master thesis assignment, the research is done as a cross-sectional study.

Fournier (1998) has presented 15 relationship types in her study based on her findings. Due to the limitations of this pre-study, these 15 relationship types are used as a basis for describing the respondents' relationships to their brands. When relationship types did not completely fit the option, between the 15 types, the options estimated to fit the best were chosen.

1.4 Paper structure

This paper is divided into eight main parts, as seen in figure 1 below. First is the introduction, which provides a general overview and introduction to the paper and research focus, as well as the research question and delimitations for the paper. Secondly, relevant literature within the areas of transition and brand relationships are presented, before the theoretical framework. Third comes the methodological section, introducing the theory of science, research technique as well as the analysis strategy. The fourth part of the paper concerns the empirical study, and here the reader will find information regarding the interview guide, sampling procedure, who the respondents are and issues related to the interview process. Next is the analysis of the data collected in relation to the research questions, as well as a presentation of additional insights. The sixth part of the paper contains a discussion of the information found during the analysis, then a conclusion followed by limitations of the study and suggestions for further research.

Figure 1: Paper structure



2 Literature review

This section provides an overview of relevant literature within the subjects related to expats and branding. For this paper, first the subject of transition as an expatriate is described, before moving to brand relationships for expatriates. Lastly a theoretical framework as a basis for this paper is presented.

2.1 Transitions as expatriates

When choosing to move, expats are experiencing a major life change. Moving to another country is seen as a life-changing event, creating a role transition for the individual (Mehta & Belk, 1991). During this role transition the individual experiences a liminal period, described as a time when the individual moves from one life stage to another (Van Gennep, 1960; Turner, 1969). By doing so he/she moves from one social role to another, which Schouten (1991) described as a change in the individual's self-concept, that is one's understanding of who, and what, he or she is. This life role change can include, for example, going from being a student to being an employee, or from being a wife to being a divorcee, etc. (Noble & Walker, 1997). In the case of this study, the change is from being a citizen of one's own country to being an expat in Denmark.

Van Gennep (1960) presents a theory of transition, which is linear and consists of three phases: (1) the separation phase, when the individual detaches from their former role; (2) the liminal phase, when the individual is separated from the old life role (being a citizen in their own country) as well as prior relationships, but have still not gained the attributes of his or her future life role; and (3) the aggregation phase, when the new role is accepted. This three-phase structure of transition has been applied by other researchers as well (K. Cody & Lawlor, 2011; Hemetsberger, Bauer, von Wallpach, & Broger, 2013; Schouten, 1991).

Some researchers have criticized this linear structure (Arman & Rehnsfeldt, 2003; Kralik, 2002). Kralik (2002) argues that individuals in transition move back and forth between the stages, and that there is not necessarily a specific beginning and end of the process. The process can also be seen as one where the individual can be in different stages of the development at the same time as different issues in their lives (Arman & Rehnsfeldt, 2003).

Gaviria and Bluemelhuber (2010) see life-changing events that cause a transition as a part of the 'Narrative Identity'. Here one's identity and sense of self are building up over time and through redefining the stories of ones life. In this aspect, the phases of transition become obsolete, because the individual will use both the past and the present perception of self to construct his/her identity, and therefore will not experience the liminal transition, since the individual does not separate from the old role.

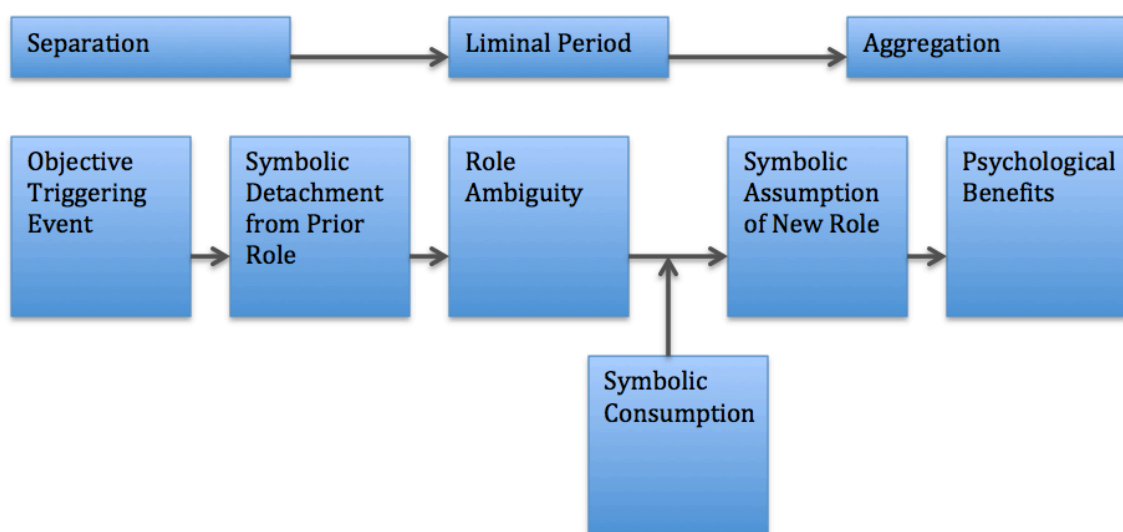
Despite these contrasting views, other researchers agree on the importance and relevance of the concept of liminality. Kevina Cody (2012b) describes an individual in the liminal phase as someone “...experiencing a suspension of identities in which commitment to the fixed and definable social categories from which they left and towards which they gravitate cannot be made” (p. 46). It is also noted by Schouten (1991) that these individuals within the liminal period seem to be more likely than others to engage in behavior that affects their self-concepts. Hence, this concept of liminal transition is crucial for this study.

Liminal transition is defined by Noble and Walker (1997) as:

A change in a significant life role marked by a transitional or liminal period during which (a) personal identities are suspended, producing significant psychological consequences, and (b) symbolic consumption may be used to facilitate the transition to the new role (p. 32).

In leaving behind the past role, the individual is changing identity and this choice has psychological consequences. Also, possession and consumption of products help the individual into the new role. From this definition based on Van Gennep's (1960) transitional framework and Belk's (1988) theory of possessions of self, Noble and Walker (1997) proposed a model of liminal transition (Fig. 2). This shows the ‘Symbolic Consumption’ activities and the psychology occurring in major life transitions.

Figure 2: The Liminal Transition model by Noble and Walker (1997).



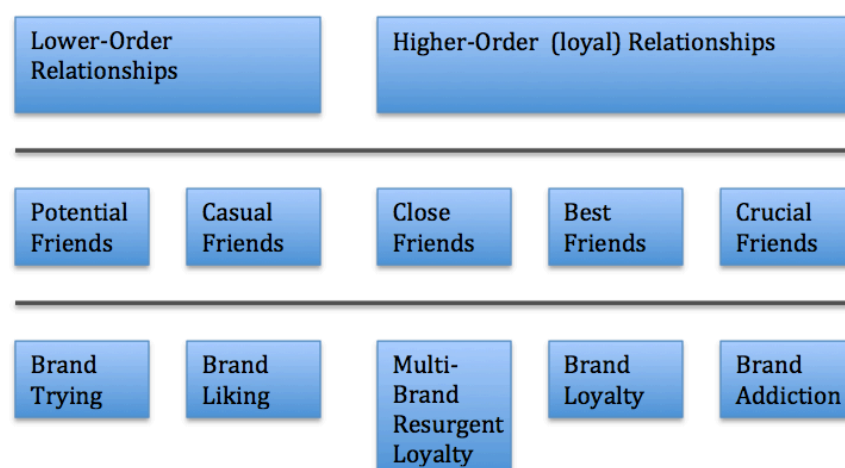
The description of how consumers use possessions to form the self was presented by Belk (1988) and is important in understanding how consumers transcend into the liminal period and then further on to the new role. Noble and Walker (1997) describe how consumers use both possessions from the prior role as well as new possessions to cope with the liminal period.

Expats may have many reasons to change their possessions and uses of brands, such as when the brand does not match the consumers' expectations anymore (Fajer & Schouten, 1995), rejection of the old role (Price, Arnould & Curasi, 2001) and brand availability (Fajer & Schouten, 1995).

2.2 Brand relationships for expatriates

Prior research by Fournier (1998) has shown that consumers create relationships with brands, in a similar way to how they create relationships with other people. In the article 'Consumers and Their Brands: Developing Relationship Theory in Consumer Research,' Fournier (1998), based on her research, presents 15 different relationship forms between consumers and brands. These are Arranged marriage, Casual friends/buddies, Marriage of convenience, Committed partnerships, Best friendships, Compartmentalized friendships, Kinships, Rebounds/avoidance-driven relationships, Childhood friendships, Courtships, dependencies, Flings, Enmities, Secret affairs and Enslavement. These different relationships provide different benefits and some are more important to role-creation than others. They also vary in the amount of effort that is needed to maintain the different relationships. Fournier (1998) also states that relationships change over time and that consumers use brands to create meaning in their lives. Similarly, Aggarwal (2004) describes how consumers form bonds with brands like VW Beetle and Apple, as an example of consumers creating relationships with products in the same way as they would create relationships with each other, and add value to their lives. Fajer and Schouten (1995) presents a 'Typology of Loyalty-Ordered Person-Brands Relationships' (figure 3), showing how these relationships between consumer and brands develop and how they compare to relationships between people. These range from lower-order relationships, which is brand trying and brand liking, to higher-order relationships: multi-brand resurgent loyalty, brand loyalty and brand addiction.

Figure 3: Typology of Loyalty-Ordered Person-Brand Relationships (Fajer & Schouten, 1995)

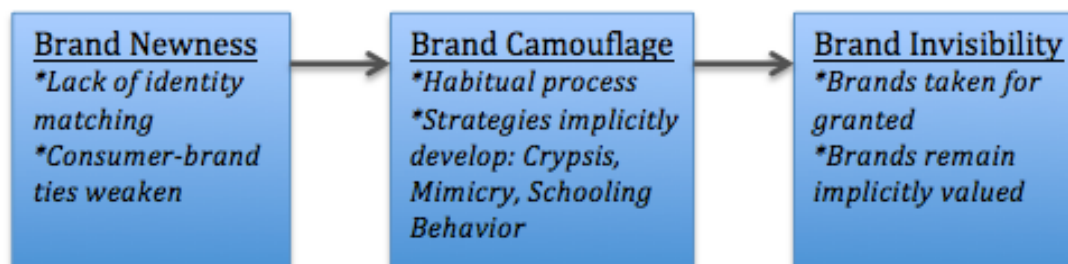


'Brand Trying' is described as a stage where the consumer is in the initial buying phase; this is where the trial might lead to liking the brand, to labeling the brand as an acquaintance or to rejecting the

brand. The next step is 'Brand liking', the stage where there is still no barriers formed, but the consumer likes and uses the brand. When consumers reach the stages of higher-order relationships, they start a relationship of loyalty with the brand, creating exit barriers for the consumer. The first relationship within higher-order relationships is 'Multi-brand resurgent loyalty'; this is where the brand has moved from brand liking into an ongoing relationship of loyalty, though it is not an exclusive relationship. In the 'Brand Loyalty' part the brand has reached a stage of exclusivity for the consumer, it is an ongoing relationship, and there is no other brands that can reach the relationship and break the barrier. The last step is 'Brand addiction' where the consumer has developed a dependency on the brand. The brands in this category are ones that have influence on the consumer's well-being and are seen as non-substitutable (Fajer & Schouten, 1995).

These relationships with brands are important in many different aspects. Within FMCG, according to Roberts (2004), some of these relationships are less important regarding the specific brand. These brands can be products that are important in the household, but the specific brand is not important for the consumer. Coupland (2005) calls these brands 'Invisible Brands'. These brands are for the consumer 'low involvement' brands; they are relatively cheap, often easy to replace and disposable. One of the product types of these 'Invisible Brands' is mentioned, by both authors, to be groceries. Coupland (2005) presents the figure 'The Process of Brand Invisibility in Everyday Life' (fig. 4), illustrating how brands go from being new, then going into a camouflage phase before ending up being invisible.

Figure 4: Coupland's (2005) model: 'The Process of Brand Invisibility in Everyday Life' (p. 109).



After a product enters the home, the consumer might feel very weak ties to the brand. When this is the case, over time the habit of having the brand there will start to camouflage the brand. With each time the brand is purchased it becomes more and more habitual and something which the consumer does not think about. Coupland (2005) describes that this camouflage process can happen in three ways: crypsis, Mimicry and schooling behavior. These are explained as follows (1) Crypsis is when the consumer hides a brand, by making it blend in to the surroundings. (2) Mimicry is when the consumer makes the brand look like something else; for example by putting the product in another container.

Lastly (3) schooling behavior is when a brand is stored amongst other purchases and the consumer just does not pay any attention to the brand. These behaviors lead to the brand becoming invisible for the consumer; they are taken for granted but are valued implicitly, which also means that if they were gone they would be missed (Coupland, 2005).

In line with this and the theories of Fournier (1998) and Aggerwal (2004), it has been found that some expatriates fail to stay the full length of time in the new country of work, due to not adjusting to the marketplace, and the lack of specific grocery brands (Lichy & Pon, 2013). One reason might be that expats were found to keep the same patterns of food consumptions as they had before moving. This same study also found that expats have a tendency towards higher appreciation of grocery products that were marked with their home country as place of origin. Also individuals attach higher value to a product if it originates from a country perceived to have high status. In contrast, a similar product that originates from a country perceived to be of a low status will be perceived as worse quality (Lichy & Pon, 2013).

In this study, the focus will be on expatriates and their brand relationships with grocery brands. As with most existing studies examining transitions, liminality and brand relationships, this pre-study is done in retrospect.

2.3 Theoretical framework

The liminal transition model (Noble & Walker, 1997) presents five stages within the transition period. The first stage is 'Objective Triggering Event', a separation stage where an event triggers the start of the process. This could be a divorce or the birth of one's first child, for example. The second stage is 'Symbolic Detachment From Prior Role', and at this stage the individual will start to detach from the old role to prepare for assuming a new one. Next is 'Role Ambiguity', where the individual enters the liminal period and starts the search for a new concept of self. 'Symbolic assumption of new role', comes when individuals start to accept the new role; at this stage, the inconsistency between ones perception of self and the new role shrinks. Finally, 'Psychological Benefits', the last stage, is when the individual is coming to terms with the new role and benefitting from the improved state of well-being in this new role.

Between 'Role Ambiguity' and 'Symbolic Assumption of New Role', 'Symbolic Consumption' takes place. At this point, in many life transitions, individuals use possessions to fill the void of missing family, friends and other personal relationships (Noble & Walker, 1997).

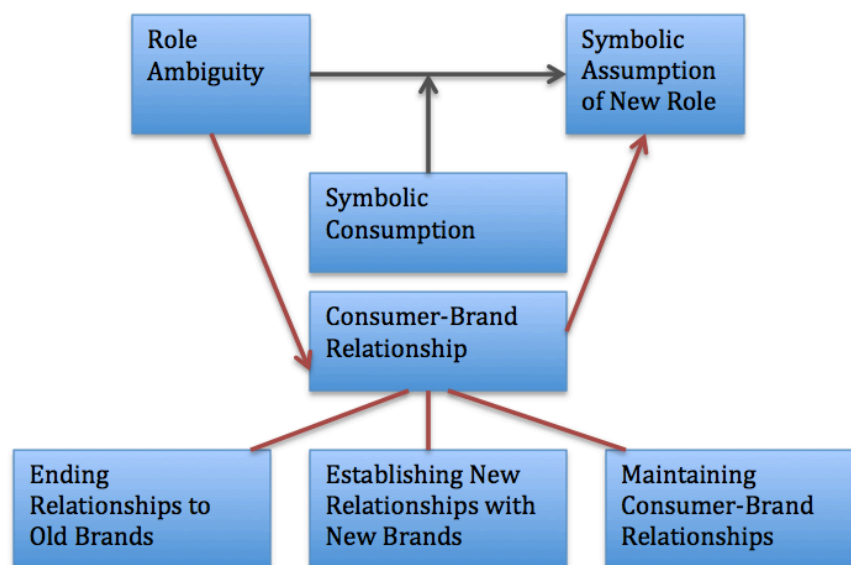
In this study the triggering event is moving from the home country to Denmark. The second stage, detachment, is when individuals realizes that there are products and brands that are not available in Denmark, thus they start to detach from their former roles and the relationships they had with these

brands. In the third stage, the search for new products and brands begins, to support the search for a new self-concept. Next, the individual begins to come to terms with the new products and brands, and starts to relate these to the new role. The fifth stage is when the products and brands are in natural use in everyday life, and the individual has formed his or her new self-concept. The use of new products and brands to fill the void of old ones is expected to be observed within 'Symbolic Consumption'.

The liminal transition model by Noble and Walker (1997) is the focus of this study, as the respondents are expected to be in the middle of this process during the time of the interviews. With the focus on the phases of 'Role Ambiguity' and 'Symbolic Assumption of New Role', it will be investigated how the consumer's brand relationships may change.

The change in the consumer-brand relationship is expected to develop as a mix of the three ways illustrated in the model below (fig. 5). (1) Ending relationships to old brands is when the consumer will end relationships to brands that were important to the old role, either because the brands are no longer available, or because the brand does not fit into the role that the consumer expects to take on in the new environment. (2) Establishing relationships with new brands involves finding and establishing relationships with new brands, which fit the new role of being an expat in the new culture. (3) Maintaining consumer-brand relationships is when the consumer might realize that brands he or she did not value much (or at all) in the old role will become important to them, either because they are familiar brands in a new culture (Bengtsson, Bardhi, & Venkatraman, 2010) or because they are no longer available or very hard to come by.

Figure 5: Model of Theoretical Framework



3 Theory of science & Methodology

This chapter concerns the researcher's worldview and how knowledge is generated, and after this the basis for the research methods and the choice of research technique is examined. The chapter ends with an overview of the analysis strategy of the paper.

3.1 Theory of science

A researcher's basic understanding of the world starts with ontology or epistemology. Ontology concerns the nature of reality. Epistemology questions what knowledge is and how it can be acquired, and the extent to which knowledge pertinent to any given subject or entity can be acquired (Bryman & Bell, 2011; Saunders, Lewis, & Thornhill, 2012). Due to the nature of the research question and the interest in determining if there is a change in the relationship with brands in the mind of the consumers, the epistemological view is applicable in this study.

Bryman and Bell (2011), interpreting Alfred Schutz (1899-1959), suggests that human actions are meaningful, because the social reality has meaning for human beings, and that the task of the social scientist is to gain access to the 'common-sense thinking' of people with the intention of interpreting their social worlds from their points of view. This interpretivist view fits well with the research question and is therefore the foundation for both data collection and data analysis of this study.

The interpretivist paradigm originates from writers who are critical of the application of natural science principles for the study of the social world (Bryman & Bell, 2011).

Social sciences focus on understanding human behavior (Bryman & Bell, 2011) and interpretivism *"...looks at the social world not as external facts... 'but as a subjectively experienced construct'"* (Lobler, 2011:56). These constructions are the basis of the meanings and ideas of the respondents in the research. In interpretivism there is no objective social research, as the 'reality' is subjectively recreated (Lobler, 2011). This means that nothing exists outside of the reality constructed by the mind of human beings, such as the respondents.

This paradigm is rooted in phenomenology and symbolic interactionism (Saunders et al., 2012). Phenomenology suggests that the researcher should lay aside all his or her existing knowledge of the phenomenon being researched, and look at it as if for the first time. Then new insights might emerge (Crotty, 1998). The main assumptions of symbolic interactionism are that human beings act (and react) towards things, based on the meaning these things have to the individual. This meaning stems from social interactions with other people, and is then interpreted by the human being by dealing with what he or she encounters (Crotty, 1998).

When later dealing with the data collection as well as data analysis, the researcher will be using both views of interpretivism. The symbolic interactionism view relates to the deductive strategy and when using the inductive strategy the phenomenological view will be used.

3.2 Qualitative research

"Qualitative research allows respondents to tell their stories and derive meanings from patterns that emerge within and across stories" (Fawcett et al., 2014:6). The choice of qualitative research for this study was made on the basis of the interpretivist paradigm as well as the research question. This research approach is appropriate for understanding the perspectives which the respondents express about the world (Pratt, 2009). However, there are some challenges that the researcher needs to be aware of when analyzing qualitative research. Pratt (2009) describes the dangers that happen when the researcher (1) only gives his or her interpretation of the data, rather than also backing it up with examples from the data; or (2) doesn't interpret the data from the research. It is important to find the balance between presenting the data and interpreting it. To reach this balance, the researcher of this paper will include multiple existing theories in the coding manual presented later in the paper, and provide data both in form of 'power quotes' and 'proof quotes' throughout the analysis. 'Power quotes' are compelling data parts used to illustrate points one makes in the analysis, whereas 'proof quotes' are when the researcher uses multiple quotes for an argument (Pratt, 2009).

3.3 Choice of qualitative research technique

Within this research and the interpretivist paradigm, it is important to choose a qualitative interview method that matches the purpose of the research question.

"In a qualitative research interview the aim is to discover the interviewee's own framework of meaning and the research task is to avoid imposing the researcher's structures and assumptions as far as possible" (Britten, 1995:251).

Britten (1995) presents three types of qualitative interview techniques: the structured interview, the semistructured interview and the in-depth interview.

For the structured interviews, the questions are typically asked in a very standardized manner and often they are fixed-choice questions.

The semistructured interview is based on open-ended questions related to the topic being explored. This is done with a loose structure where it is possible for both the interviewer, as well as the interviewee, to divert from the initially intended questions to explore an idea in more detail.

Lastly is the in-depth interview, which is even less structured. In this type of interview only one or two issues are studied, but in much greater detail.

The interview type best suited for collecting data for this research is the semistructured approach. This choice is, as mentioned above, based on the research question. There are multiple issues to be explored within the research, which makes the in-depth interview unsuitable. The nature of the research is to explore the respondent's meanings and relationships towards the different grocery brands, which is why the structured interview is seen as too narrow an approach to get the information needed to answer the research questions. The semistructured interview approach, on the other hand, fits the research problem very well, and this approach gives the opportunity to keep a structure, but in a way where the researcher can divert from the interview guide to explore interesting subjects about the research which the respondent might bring up.

With the interviews, the researcher wants to collect data to answer the research question by analyzing the respondents' relationships with FMCG brands. This includes their relationships first when they were living at home³, and then after moving to Denmark, to see if the respondents' relationship to grocery brands changed during the move.

To reach this goal it seemed suitable to use the semistructured interview method in combination with the approach of focused interviews. In focused interviews the central part is that it takes departure from a topic or subject experienced by the respondent (Flick, Kardorff, & Steinke, 2004), like in this case, the move to Denmark and the change in relationship to brands.

Merton, Fiske, and Kandall (1990) describe four characteristics that distinguish the focused interview from other qualitative interview methods: (1) respondents need to have been part of a particular situation; (2) the researcher needs to have done thorough research about this situation beforehand; (3) an interview guide is developed from the main issues within this research area and with focus on the research question; and (4) the interview needs to be focused on the subjective experience of the respondents and portray their definitions of the situation.

They state: *"The primary objective of the focused interview is to elicit as complete a report as possible of what was involved in the experience of a particular situation"* (p. 21). In this case the experience is seen as the effect the move between two countries has on the brand relationship with grocery brands for the respondent. The research done by the author of this paper is based on the literature review presented earlier in the paper. The development of the interview guide is discussed in detail later in this paper. Lastly the interviews are conducted so that the respondents share subjective information about the subjects which are researched.

³ When referring to 'home' in this paper, it is the respondent's residence in the country from which he or she moved, before coming to Denmark.

The focused interview has four main criteria for conducting interviews: (1) range, meaning the interview needs to cover three basic aspects, the anticipated subjects, the subjects related to other obtained information and lastly the unanticipated subjects; (2) specificity, lessening or closing the gap between what the respondent has experienced and what he or she reports to have experienced; (3) the criteria of depth, which seek to get as deep and truthful answers as possible from the respondents; and (4) lastly is the personal contexts criterion, the focus of which is to discover which meanings are important in a given situation for the individual (Merton et al., 1990).

The combination of the focused interview and the semi-structured question approach gives the researcher the opportunity to create an interview with room for 'opening' questions, to get as much unfiltered information from the respondent as possible about the subject, and also to guide the interview with relevant probing questions (Merton et al., 1990). This gives the opportunity to go into depth with the answers given by the respondent, and also to try and keep the interview within a reasonable timeframe (Merton et al., 1990).

3.4 Choice of analysis strategy

The choice of analysis strategy is important as it helps keep the research focused and to the point.

3.4.1 Qualitative content analysis

Qualitative research uses various and different strategies for structuring and analyzing the data collected. The strategy chosen for this research paper is qualitative content analysis. Hsieh and Shannon (2005) present three different approaches: conventional, direct and summative. The conventional content analysis is used when the researcher wants to describe a phenomenon and there is limited research literature and theory available concerning the subject being researched. The direct content analysis is used when the research takes its point of departure in research literature and theory within the research area. Finally, summative content analysis is used to explore the usage of specific words or content in textual materials. As this paper takes its point of departure in extant literature on the subject, but also looks at what is missing in the literature, the analysis technique chosen is a mix of direct content analysis and conventional content analysis.

When using direct content analysis, the codes used to analyze the transcribed text are identified from the existing literature and theories. For this strategy of analysis there are, according to Hsieh and Shannon (2005), two ways to conduct the analysis. The first one is used *"if the goal of the research is to identify and categorize all instances of a particular phenomenon"* (p. 1281). Here the researcher will read the transcribed text to highlight different parts, and then the parts related to the preset codes, from the literature, will be highlighted. The second option in this strategy is to start coding with the preset codes. With both of these options the text, which does not fall under any preset category, is

analyzed to determine if it fits into new categories not found in previous studies and extant literature on the subject. This leads to using the conventional content analysis; here the codes are extracted from the data and not the literature.

The second of the strategies in the direct content analysis was chosen for analyzing the collected data as it is stated by Hsieh and Shannon (2005): *"If the researcher feels confident that initial coding will not bias the identification of relevant text, then coding can begin immediately"* (p.1282).

3.4.2 Deductive and inductive strategies

In qualitative research there are two main strategies: one is deductive and the other is inductive.

Deduction is used for falsification and verification of theory. The data collection, when using deduction, is evaluating propositions or hypotheses in relation to existing theory (Saunders et al., 2012).

Induction is used to generate and build theory, and existing knowledge, which is used to generate untested conclusions. The collection of data is used to investigate phenomenon, identify patterns and themes and construct conceptual frameworks (Saunders et al., 2012).

According to Fawcett et al. (2014) the deductive strategy is used to test theory, however the inductive strategy is the most used within qualitative research, with the focus on building and/or extending theory.

Below is a short description of how both research processes work, in relation to the research analysis.

When using deductive category application, the text is analyzed on the basis of predetermined codes, derived from the existing theories, literature and the research question. First a coding agenda is developed with rules for each coding, and then the text is coded based on these carefully derived codes from the agenda. A reliability check is done and the rest of the text is coded. Lastly the results are interpreted (Hsieh & Shannon, 2005; Mayring, 2000).

The inductive category development also departs from the theory and literature. Here a criterion is formulated, to use when reading through the data. First the data is read once, and then it is worked through again and codes and categories start to form. After reading through all the data, another read-through is done to revise the categories and check for reliability. The codes are sorted and linked to each other in categories. Then the codes and categories are defined and lastly the results are interpreted (Hsieh & Shannon, 2005; Mayring, 2000).

4 The study

The objective of the research is to conduct a pre-study in order to evaluate if there are grounds for a longitudinal study within this area.

The pre-study has been conducted as a cross-sectional study because of the time limits available for the research. The cross-sectional study is described by Saunders, Lewis, and Thornhill (2012) as a 'snapshot' in time. This means that the research portrays a glimpse of the situation at a particular place in time, which can then be used for evaluating if there is a basis for a longitudinal study.

4.1 Developing the interview guide

The interviews are designed in a way to obtain information about the respondents' relationships to brands, (1) before they moved to Denmark and (2) at the time of the interview, and (3) how this relationship has changed in the time in between.

The interview is divided into three parts: (1) an introduction where the respondent gets to tell something about him or herself; (2) a part about the specific brands chosen by the respondent; and finally (3) a part about the respondent's general relationships towards brands. Prior to starting the interview, all respondents are asked to fill out and sign an ethics protocol (App. 2). This is done to let respondents feel more comfortable about the situation, and to let them know that they at any time have the option of ending the interview (Merton et al., 1990). The ethics protocol used in this research is based on an example from McCracken (1988:70). At the same time, the protocol is used to gather basic information about the respondents, and to inform them that they will remain unidentifiable in the research paper. The content of the protocol is, as mentioned, written with the intent to make the respondent feel more at ease in the situation, and in this way let the respondent speak more freely in relation to the topics of the interview. Also the respondent was offered the opportunity to get the executive summary of the paper. This was also done to develop trust, in the sense that the respondents have to opportunity to read about the study they have participated in.

Throughout the interview verbal cues are used to bring retrospection (Merton et al., 1990). This is done with questions about decisions made in the past like 'How come you made the decision to leave your home country?' and 'Thinking back, what did the brand mean to you back home?'

When collecting information in retrospect, it can be difficult for the respondent to remember the situation (Merton et al., 1990). To minimize this loss of data all respondents are asked to bring five pictures of the grocery brands they used most before moving to Denmark. The pictures are meant to help the respondents remember the situation and his or her reactions to it (Merton et al., 1990), including in this case, what the brand meant to them back home.

The pictures are also used to make the transition from the first, more general part, to the second, more focused part, of the interview.

When constructing the interview guide (App. 3), the previously mentioned four criteria of the focused interview were kept in mind. Within the criteria of range, the anticipated subject questions are built on the literature from the review; as this is a pre-study, there is no other obtained information. The unanticipated subjects were looked for by making some very open basic questions like 'Tell me about yourself' and 'Could you please choose one of the pictures and describe it for me'.

As mentioned above, collecting information in retrospect can be difficult, which is why the respondents were asked to bring pictures. This also helps with getting answers from the respondents that are as close to what they actually perceived at the time of use as possible, which is the second criterion for the focused interview. Specifying questions are developed to be asked throughout the interview in relation to the literature, which the guide is based upon. In developing this interview guide, questions relating to the respondents' feelings are used to gain in-depth answers. These are questions like, 'What feelings do you attach to this brand?' and 'How do you feel about being (or not being) able to buy these brands in Denmark?' To have an indication of the personal context, in relation to the brands presented by the respondents, it is asked in the interview: 'If your best friend were to describe your relationship with this brand, what would he or she say?' This will give the respondent the opportunity to tell the researcher about the relationship, without feeling that the question becomes too personal (Merton et al., 1990).

The interview guide is divided into three parts. The first part consists of more general questions to make the respondent feel safe with the researcher and create a bond of trust. McCracken (1988) states in his book 'The Long Interview' that this relationship between the respondent and the researcher is important. This will help get the respondent to open up and give more personal information. This is seen as an important issue by the researcher of this paper as well; hence the first part of the interview contains questions designed to get the respondent to open up.

In the next two parts of the interview guide, the questions are based on the literature presented in the review as well as on the research questions. The interview guide consists of opening questions (OQ) related to the different topics, and probing questions (PQ) for these OQs. In table 1 below, the OQs are presented as an overview, with the questions related to the literature.

Table 1: Overview of opening questions in the interview guide, presented with the theoretical context for each question.

Opening Question	Theoretical context
OQ 1: <i>Could you please choose one of the pictures and describe it for me.</i>	Both Fournier (1998) and Fajer and Schouten (1995) talk about the relationship between the consumer and the brand, and which brands are most important. This question is meant to give the researcher a feel of the respondents' relationships to the brands they chose to bring.
OQ2: <i>Thinking back, what did this brand mean to you back home?</i>	Belk (1988) wrote that possessions are important in the evaluation of the self, and how one experience the self, and the meaning of these brands might have an influence on how the respondent sees oneself. This also links to the Noble and Walker (1997) theory of transition, as the probing questions related to this OQ refer to the change that might have happened for the respondent since they moved.
OQ3: <i>If your best friend were to describe your relationship with this brand what would he/she say?</i>	Fournier (1998) note that a consumer-brand relationship can have many forms, and affect the development of the personality, which is why a question of this sort can be very personal. As mentioned earlier, to avoid that the respondent feels the questions become too personal, this was asked in a reflective way. This question is asked to see if there tends to be a difference between the consumer-brand relationships, depending on which stage of transition the respondent is in.
OQ4: <i>Are these the 5 grocery brands/products you used most before moving to Denmark?</i>	Coupland (2005) talk about the 'Invisible Brands', which are brands that the consumer uses without thinking much about it. This question is asked to gather an insight on this topic. This question could also shed some light on the relationship between the consumer and the relationship as Fajer and Schouten (1995) review in their paper.
OQ5: <i>Did you buy the same brands of grocery products every time at home?</i>	Again both Fournier (1998) and Fajer and Schouten (1995) talk about the consumer-brand relationship. This question, based on these theories is meant to give some indication of the respondent's brands loyalty.
OQ6: <i>Do you buy the same brand of grocery products every time in Denmark?</i>	As with the question above, the researcher, with this question, is looking for development of brand loyalty with the respondent. Also the intent is to see if the period of stay seems to have an influence on the loyalty development.
OQ7: <i>Do/did you experience that there are a lot of, to you, unfamiliar brands in Denmark?</i>	This question is asked, along with the following probing question of how this affects the respondent, to try and establish if there is a change in the relation to new brands over time and how this is experienced. Lichy and Pon (2013) mention that expats have a tendency to keep the same consumption habits after moving; this might have an influence on how the respondent feels about new brands.

OQ8: <i>Have you stopped using any familiar brands after moving to Denmark, even though they are still available?</i>	Noble and Walker (1997) mention that 'old' brands help with staying connected to the former role, whereas new brands help the transformation into the new role. By asking this question the researcher is looking for whether the respondent seems to actively search for a new role in the form of brands.
OQ9: <i>Have your feelings towards other specific grocery brands changed for you?</i>	Coupland (2005) introduce the term 'Invisible Brands', when brands tend to be bought, but not valued as a specific brand. This question is meant to see if the respondent might realize that some of these 'Invisible Brands' were more important to them than they realized before moving to Denmark.
OQ10: <i>Are there any brands, which were available at home, but you did not use, which you have started using here in Denmark?</i>	Bengtsson et al. (2010) found in their studies that it is common to get attracted to brands you know when you are away from home, even if it is a brand you did not necessarily have a positive opinion about at home.
OQ11: <i>In general, how important are brands for you within the grocery category?</i>	Again, Coupland's (2005) theory of 'Invisible Brands' is the basis for this question. The respondent might not see grocery product brands as important in general.
OQ12: <i>Do you see yourself as loyal to any particular grocery brand?</i>	As mentioned both Fournier (1998) and Fajer and Schouten (1995) discuss loyalty. This question is asked to get an indication of whether there is a difference in the respondents' perception of their loyalty towards grocery brands, depending on the amount of time they have lived in Denmark.

4.2 Sampling procedure

Interview subjects were found through different sources, mainly personal as well as the advisor's network but also through online social networks like Facebook and LinkedIn as well as flyers at the International House⁴ and Studieskolen⁵. The researcher used about eight hours at the International House, in the reception area, where new arrivals to Denmark come to register, to talk to people and recruit respondents.

The search criteria were:

Expatriates who have lived long-term in another EU country besides Denmark and moved from this country to Denmark within the past year.

⁴ <http://subsite.kk.dk/sitecore/content/subsites/internationalhousecopenhagen/subsitefrontpage.aspx>

⁵ <http://www.studieskolen.dk/en/Studieskolen>

It took some time before people in the target group showed interest. People outside the target group were also showing interest in participating in the study. A combination of the above-mentioned factors resulted in a lengthily process of finding and interviewing proper respondents.

Fourteen people were interviewed for this research. From these, six were discarded; three because they were here on short-term stays, less than 6 months; two because they still had not finished any academic level education, as was stated as a limitation in the definition of expats earlier in the paper; and the last one because of large language issues, making the data collected unusable. Interview respondent A was not discarded, even though the interview was done the day after arrival, because he had previously been in Denmark and had some knowledge of the brands in Denmark already.

4.3 Characteristics of respondents

Based on the review of the literature and the presented theoretical framework, two groups of interviewees were formed, based on the two following criteria: (1) 'Role Ambiguity' and (2) 'Symbolic Assumption of New Role'. Ward et al. (1998) stated that adjustment difficulties decreased during the first four months of stay in a new country and for respondents interviewed after six and 12 months, they tended to stay the same.

Based on this, the interview groups were divided into the following:

1. Role Ambiguity – The interview subjects who had been living in Denmark for up to four months before the interviews.
2. Symbolic Assumption of New Role – The interview subjects who had moved to Denmark between five and 12 months before the interviews were conducted.

In this context, it should be remarked that authors like Hansen (2000) states that the information we keep in our long-term memory might not be factually correct, but adjusted to the context of the situation in which it was remembered.

From the eight respondents, four were belonging to the first category and the remaining four were belonging to the second category. Table 2 below presents the two groups and the people in them.

Table 2: Interview respondent overview, divided into groups based on length of stay in Denmark

Group 1 – Role Ambiguity	Group 2 - Symbolic Assumption of New Role
Respondent A (RA) Age: 33 Sex: Male Country of origin: Germany Educational level: PhD Arrival date in Denmark: 1 st of July 2014 Date of Interview: 2 nd of July 2014 Reason for stay: Work Length of stay: 4 years	Respondent E (RE) Age: 22 Sex: Female Country of origin: France Educational level: Master Arrival date in Denmark: 15 th of August 2013 Date of Interview: 3 rd of July 2014 Reason for stay: Work Length of stay: 1 year
Respondent B (RB) Age: 35 Sex: Male Country of origin: Germany Educational level: PhD Arrival date in Denmark: 1 st of April 2014 Date of Interview: 9 th of July 2014 Reason for stay: Work Length of stay: 3 years	Respondent F (RF) Age: 35 Sex: Female Country of origin: Poland Educational level: Postgraduate studies Arrival date in Denmark: 1 st of August 2013 Date of Interview: 8 th of July 2014 Reason for stay: Looking for work Length of stay: Undecided
Respondent C (RC) Age: 30 Sex: Female Country of origin: UK Educational level: Master Arrival date in Denmark: 27 th of May 2014 Date of Interview: 16 th of July 2014 Reason for stay: Looking for work/moved in with fiancée Length of stay: Permanent	Respondent G (RG) Age: 26 Sex: Female Country of origin: Portugal Educational level: Master Arrival date in Denmark: 1 st of September 2013 Date of Interview: 9 th of July 2014 Reason for stay: Looking for work Length of stay: Undecided
Respondent D (RD) Age: 39 Sex: Male Country of origin: Austria Educational level: PhD Arrival date in Denmark: 1 st of April 2014 Date of Interview: 30 th of July 2014 Reason for stay: Looking for work Length of stay: 2 years	Respondent H (RH) Age: 36 Sex: Female Country of origin: Romania Educational level: PhD Arrival date in Denmark: 1 st of September 2013 Date of Interview: 17 th of July 2014 Reason for stay: Looking for work Length of stay: Permanent

Pratt (2009) notes: *"There is no 'magic number' of interviews or observations that should be conducted in a qualitative research project. What is 'enough' depends on what question a researcher seeks to answer."* (p. 856).

For this study, it was assessed that the two groups of four respondents were sufficient to get indications of the results to evaluate whether a main study is to be done on the basis of this pre-study.

4.4 Interview process

All interviews were conducted by the researcher to give as similar terms for the data collection as possible. The scheduling of interviews was, in some cases, a challenge. McCracken (1988) writes: *"The difficulty is that respondents lead hectic lives, deeply segmented, and privacy-centered lives. Even the most willing of them have only a limited time and attention to give the investigator"* (p.10).

For some interviews it was difficult to agree on a time and date due to the respondents' as well as the researcher's schedule, but also the availability of rooms for conducting the interviews.

All the interviews were conducted on the basis of the same interview guide, with small changes based on prior interviews and the feel of the situation between the researcher and the respondent.

The interviews were all recorded and after the last interview was conducted, they were all transcribed. All respondents were informed that the interview would last about an hour.

4.5 Transcribing the interviews

When transcribing recorded interviews, it becomes a stiffened version of the situation (Fog, 2004). When conducting an interview, it is a conversation between two or more people; in this case the interviews involved two persons, the respondent and the interviewer. This conversation is a living thing, which can be influenced by both parties at any given time during the interview, both by actual conversation, but also by more subtle things like body language. With the written word, there is no longer this same opportunity to create a common understanding, as during the process of the interview (Fog, 2004).

For the transcribing of the interviews here, the respondents' words are written down as close to how they said them as possible, though some small changes were made to make it easier to comprehend the meaning. Also words like hmm, ehm, etc. were often removed to make the text more coherent for the reader. It is estimated that these changes have had no influence on the analysis.

In the process of transcribing the interviews, names of persons, as well as names of places, whenever there was a risk of these giving away the identity of the respondent, have been replaced with an XX. This was done as part of the ethical protocol that stated that the respondents would not be recognizable in the final paper.

4.6 Stages of coding

As noted earlier the search for themes and categories are a process of reading and re-reading the collected data. The analysis is done based on the categories found in the data (Mayring, 2000).

The analyzing method used in this study is a hybrid approach of direct content analysis and conventional content analysis, as stated above.

Stage one – Developing coding manual

The coding manual in the study creates a basis for managing the data collected, which is why it is very important. The manual assists in collecting segments of related text, to help in the interpretations of the data (Fereday & Muir-Cochrane, 2006). The use of the manual also helped to keep an overview of the statements and important input from respondents.

The coding manual (App. 4) consists of five main codes: (C1) Effects on brand use, (C2) 'Invisible Brands', (C3) Relationship change towards old brands, (C4) Relationship to new brands and (C5) Outside influences. These were developed prior to reading through the data. Each code is presented with a definition and coding rules. The codes are constructed on the basis of the research question as well as literature from Coupland (2005), Fajer and Schouten (1995), Fournier (1998), Lichy and Pon (2013), and Noble and Walker (1997).

Stage two – Testing reliability

"Reliability is concerned with the question of whether the results of a study are repeatable" (Bryman & Bell, 2011:41). This is why the reliability of the coding manual is tested in this study. The reliability of the coding manual was tested by having the researcher, as well as fellow academic Sarah Callery, who holds a master's degree in communication and culture, read through and code interview G. As a master thesis student, this was the best option for testing the reliability of the coding manual. After comparing the two documents, the coding manual was adjusted. C1 was dropped, and incorporated into C3 and C4, as this made more sense, based on the test coding. C3 also got two subcategories: (C3,1) for comments relating to relationships to the old brands specific to before the respondent moved, and (C3,2) for comments relating to the old brands after they had arrived in Denmark.

Stage three – Coding the interviews

After adjusting the coding manual, the interviews were coded based on these codes. For this the program NVivo was used. All the codes were entered as nodes and the transcribed interviews were loaded into the program. While coding the eight interviews, other interesting

data emerge, and, new codes emerged. Some of the interesting codes emerging were the 'Importing brands', 'Nationality' as well as the respondent's 'Childhood Relations' to the brands they were using. The reliability of the codes was checked, as earlier by Sarah Callery, and some were deleted before proceeding with the coding.

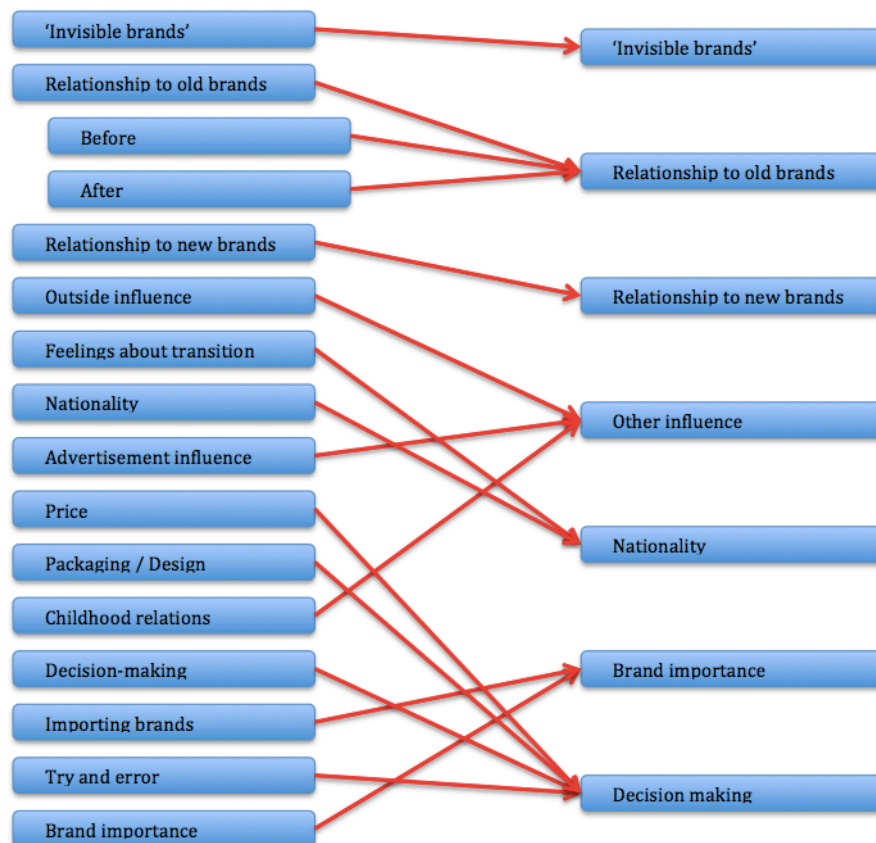
Stage four – Work-through of interview texts

The next step was to read through all the interviews again based on the new codes. This was done to make sure that all the data was coded based on the same terms (Mayring, 2000).

Stage five – Finding categories

After the interviews were all read through again, all codes were looked at and based on Hsieh and Shannon's (2005) theory, divided into categories, as seen in figure 6 below. As this study was done as a mix between conventional and directed content analysis, the researcher chose to include all the codes in this figure, as some of the new codes fit well with the preset codes, which were then matched into categories. The categories and codes were then defined (App. 5) to prepare for use in the analysis.

Figure 6: Categorizing codes from interviews



Stage six – Analysis and discussion

The data was analyzed based on the research question and sub-questions as well as the existing theory. Based on the findings in the texts, existing theories were discussed as well as emergent issues from the text.

As stated by Bryman and Bell (2011) and Fereday and Muir-Cochrane (2006), even though the analyzing process is shown as a step-by-step process, it was more a iterative process, going back and forth between data and theory.

5 Analysis

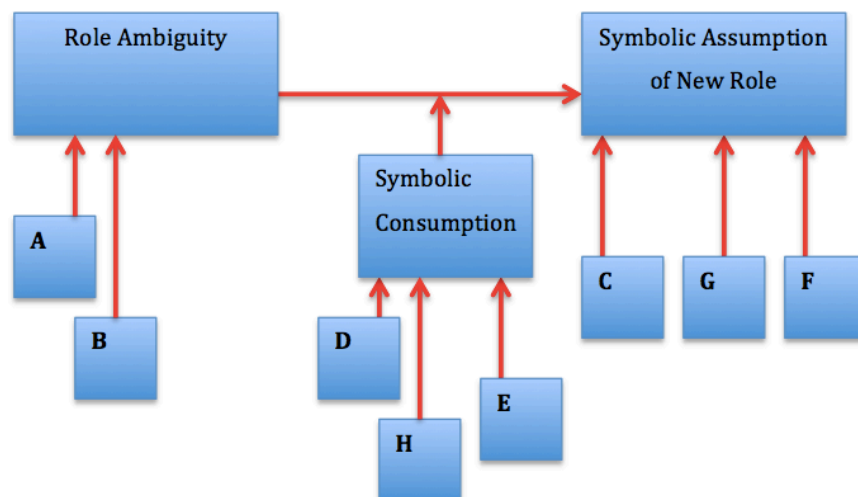
For the analysis of this study, first, based on Hsieh and Shannon's (2005) strategies of analysis, the respondents' statements were analyzed in relation to the research question. This is followed by a look at the additional insights found in the empirical data from the interviews (app. 6), and how this is important to the respondents.

5.1 Analysis introduction

5.1.1 Re-grouping of respondents

Noble and Walker (1997) suggest that the duration of the liminal period can vary widely from person to person. The liminal period is divided into three phases: the 'Role Ambiguity' phase, the 'Symbolic Assumption of New Role' phase and a phase in between where the consumer, according to Noble and Walker (1997), is likely to use brands as a measure to cope in the process, known as 'Symbolic Consumption'. The respondents' stages, at the time of interview is plotted in this model (see figure 7).

Figure 7: Respondents' (identified by their interview letter) stage in the Liminal Period model by Noble and Walker (1997).



This division of the respondents was made on the basis of the empirical data. Each respondent's interview was looked through and statements from each respondent helped determine where in the process he or she is considered to be.

These findings do not match with the ones of Ward et al. (1998), who divided the respondents into groups based on the length of stay in the new country. In this study, based on the respondents' statements, it was found that the adjustment difficulties also depend on circumstances other than how

long the respondent has been living in the new country, which will be presented later in the paper along with additional insights.

Based on the findings from the interviews, the respondents were re-grouped, so that the following analysis in this paper is based on where each respondent is considered to be in the liminal period of transition. The analysis will be conducted based on the following division of the groups:

Table 3: New group division of respondents

Group	Respondents
One - Role Ambiguity	A and B
Two – Symbolic Consumption	D, E and H
Three - Symbolic Assumption of New Role	C, F and G

Respondents in the first group expressed feelings about the situation and their brands, which matched those expected when entering the liminal period; examples of this can be seen in table 4.

Table 4: Statements from respondent A and B in relation to their transition process.

<p>Respondent A:</p> <p><i>I would say that what I expect is a lot of chaos from myself because I don't know how it works here, and it starts with going to the metro stations with the cards or in the supermarket with all the brands you don't know and all the stuff... (RA, App. 6.1:112).</i></p> <p><i>"It's nice to have all these new experiences." (RA, App. 6.1:113)</i></p>
<p>Respondent B:</p> <p><i>Here I really either have to go to special shops or something and its, that's really something that I, its a bit annoying, I really didn't expect that I cant just go to the supermarket to buy the products that I want. Because I seem to be part of a very small minority here with the consumption behavior, I have to import that (RB, App. 6.2:133).</i></p>

Even though RB has started to find new products, the lack of his old ones is annoying for him, and for this reason he is seen as being at the beginning of the liminal process, and thereby in the 'Role Ambiguity' phase.

In group two, 'Symbolic Consumption', Respondents D, E and H can be found. Their statements about their situations and their relationships to the brands they use show that they have started to change their relationships, develop new ones or are very aware of the process that is about to happen.

Table 5: Statements from respondent D, E and H in relation to their transition processes.

<p>Respondent D:</p> <p><i>I think it's a matter of trust, only when you move to a new place you have to build new relationships to new brands that you don't know yet, much about, I'm pretty confident that this will happen for us in Denmark. We know Danish people, and they speak to us about Danish brands... So I'm aware of the transitionary process, perhaps its very natural that it is so, because comfort zone have to be build up from new, especially in grocery (RD, App. 6.4:172).</i></p>
<p>Respondent E:</p> <p><i>"I'm losing a lot of time, and I'm afraid to try out stuff because its expensive here, so its kind of annoying." (RE, App. 6.5:174).</i></p> <p><i>...I went back to using cereals, which is quite bad, but I took the, here I took the habit with Müsli. Which is very good and popular here, but yeah, I'm definitely missing it, so when I want to use salty stuff I use bread, but its annoying because you get stuffed so fast, you cannot try out as many stuff our as before (RE, App. 6.5:177).</i></p>
<p>Respondent H:</p> <p><i>"I think I am still studying, I'm trying to still learn about the brands. I'm starting to take now kind of the same brands but I'm still studying, I'm still trying to buy something I did not buy before" (RH, App. 6.8:217).</i></p>

RE is one of the respondents who has been in the country for the longest period of time, but despite this she finds the conditions of the marketplace difficult to adjust to. She has adapted to new brands in some cases, but is still seen as being in the second phase of the liminal period due to the inconsistencies between the perception of self and the 'new' role as an expat.

As RH states herself, she is still learning about brands, and has only now started to buy some of the same brands again (RH, App. 6.8). Therefore she is also in this phase.

Along with the theory of liminality, the respondents from group three have started to adjust more to their lives in Denmark, and their new roles, on their way to accepting their new concepts of self.

Table 6: Statements from respondents C, F and G in relation to their transition processes.

<p>Respondent C:</p> <p><i>"Yes, so now I'm having a teapot with loose herbal tea in it, which is actually quite nice, but it's a different process" (RC, App. 6.3:151)</i></p>
<p>Respondent F:</p> <p><i>It's a really nice brand, I like it. They have, like I'm buying dried fruit from them, they have also rice-milk and they have müsli, and flours and I think they also have some seeds, like sunflowers seeds and sesame seeds, and I like them. I buy dried fruit; I always buy from them (RF, App. 6.6:197).</i></p>
<p>Respondent G:</p> <p><i>"I think, we adapt our lifestyle so that it is good for both." (RG, App. 6.7:205)</i></p> <p><i>"...Which is good I learn with it and I learned to like it as well and understand" (RG, App. 6.7:205)</i></p>

5.1.2 Respondents and their brands

Each respondent was asked to bring pictures of five brands to the interview. The analysis of the sub-question ‘Has the relationship to ‘old’ well-known brands changed during the liminal period?’, in part 5.3, is especially based on the respondent’s relationship to these brands. Due to copyright law it has been decided not to portray the pictures in this paper, but below is an overview of the brands each respondent chose to bring for the interview.

Table 7: Overview of brands the respondents chose to bring to the interviews.

Group one:	Respondent A	Seitenbacher (Breakfast), Philadelphia (Crème cheese), Schwartau (Marmalade), Rama (Margarine), Barilla (Noodles)
	Respondent B	Valensina (Juice), Seitan (Protein meat substitute), Tartex (Meat-free casserole), GutBio (Tofu sausages), Söbbeke (Yogurt)
Group Two:	Respondent D	Tiroler Milch (Milk), Nivea (Aftershave), Gösser (Beer), Barilla (Noodles), Handl (Sausages)
	Respondent E	Carrefour Discount (Store brand), LU Cracotte (Bread), Picard (Frozen food dishes), Bridelight (Cheese), Tallefine (Fruit dessert)
	Respondent H	Margaritar (Sugar), Telemea (Cheese), Prigat (Juice), Dorna (Water), Clever (Tissues)
Group Three:	Respondent C	McVitie's (Biscuits), Yorkshire Gold (Tea), Happy Eggs (Eggs), Haribo Starmix (Candy), Goodfellas (Pizza)
	Respondent F	Sonko (Rice-cake), Natumi (Rice-milk), ST. DALFOUR (marmalade), Zott (Yogurt), Herbapol (Herbs)
	Respondent G	Nestle (Baby food), Gallo (Olive oil), Snickers (Candy), Dove (Shower crème), Nivea (Crème)

5.2 Do 'Invisible Brands' become more important to the expatriate consumer?

In the following an analysis of the empirical data in relation to brand invisibility will be conducted. This part of the analysis deals with the parts "Ending Relationship to Old Brands' and 'Maintaining Consumer-Brand Relationships' presenting the theoretical framework on page 16. This analysis will take its departure in Couplands (2005) theory of the 'Invisible Brands' and a model describing the matter in relations to expats will be presented.

As seen earlier Couplands (2005) model 'The Process of Brand Invisibility in Everyday Life' consists of three stages; 'Brand Newness', 'Brand Camouflage' and 'Brand Invisibility'.

"...As found in the current study, even though people think little of many of their brands, the brands are in fact a vital part of the household system." (Coupland, 2005:107).

As stated by Coupland (2005), 'Invisible Brands' are often important for the consumer without thinking about it, as the brands are part of the household. When becoming an expat, the need for these brands might change from being invisible to becoming visible, and this will be looked at below.

5.2.1 Before moving

In the interviews, all respondents expressed having relationships with 'Invisible Brands' before moving, or statement that indicated that their brands had been invisible for them before moving (see Text box 1), except RF. She would often use local products from local unbranded producers;

Well I was thinking about it, and I was using a lot of products made by small producers. Sometimes it's even difficult to say, what was it exactly, because I knew when I go to the shop in Poland, I would know it was the one because of the shape and that they were just small producers, or even local, more like local producers (RF, App. 6.6:195).

Due to a very strict diet, RF was very aware of her eating and shopping habits and did not indicate any use of 'Invisible Brands' before moving to Denmark. Even though the products she used were not specifically branded, she put a lot of thought into every product (RF, App. 6.6), *"It was very good because in my diet I could not eat like ready sweets, so I could only take some sweet from jam, from honey, only from these kinds of things"* (RF- ST. DALFOUR, App. 6.6:190).

Text box 1: Quotes indicating that brands had become invisible to the respondents before they moved.

And what are other brands I normally use? Hmm, Grocery stores, there is a lot of food and these kinds of things you know this kind. The brand I mean, they are not really branded. The yoghurt, what is the name of the brand. I eat it nearly every day and I don't know the brand. It's... I have it. I can see the packaging. I don't know the name (RA, App. 6.1:120).

First of all I have to say that I really had trouble to find them, because I really didn't remember the names. I just like to eat them, I got used to them, so I think only in one case I knew the name of the product, so I had to Google a bit to find them, because I knew where to find them, but these were products I often eat (RB, App. 6.2:130).

"I think I only remember the luxury items, because there probably is a type of cheese I always eat, but I don't know the brand I only know where it is in the supermarket" (RC, App. 6.3:150).

"Maybe the meaning has not changed, its just that it becomes more emergent, before it was salient, you did not know it, and now you are reminded of the meaning of it, when you are away." (RD, App. 6.4:158).

"...So there would be the thing that I would take without thinking..." (RE, App. 6.5:174)

"I think it would not mean a lot, because it was just there..." (RG - Gallo, App. 6.7:201).

"It's just useful like water, it's very useful. Its things that you have like everyday, everyday life." (RH - Clever, App. 6.8:216)

These statements above (text box 1) indicate that the respondents had reached the invisible phase with some of the brands they used before moving. RA, RB and RH all indicate that the brand is not important for most products; it is the product and the fact that they used them often that mattered to them (RA, App. 6.1; RB, App. 6.2; RH, App. 6.8).

Though this might be true, RA and RH still choose the same brands when shopping, if they are available (RA, App. 6.1; RH, App. 6.8). This could indicate that their brands are truly invisible to them, aligning with what Coupland (2005) found, that consumers tend to buy the same brand time after time without thinking about it, but when asked about it claim to not be brand specific with the given product.

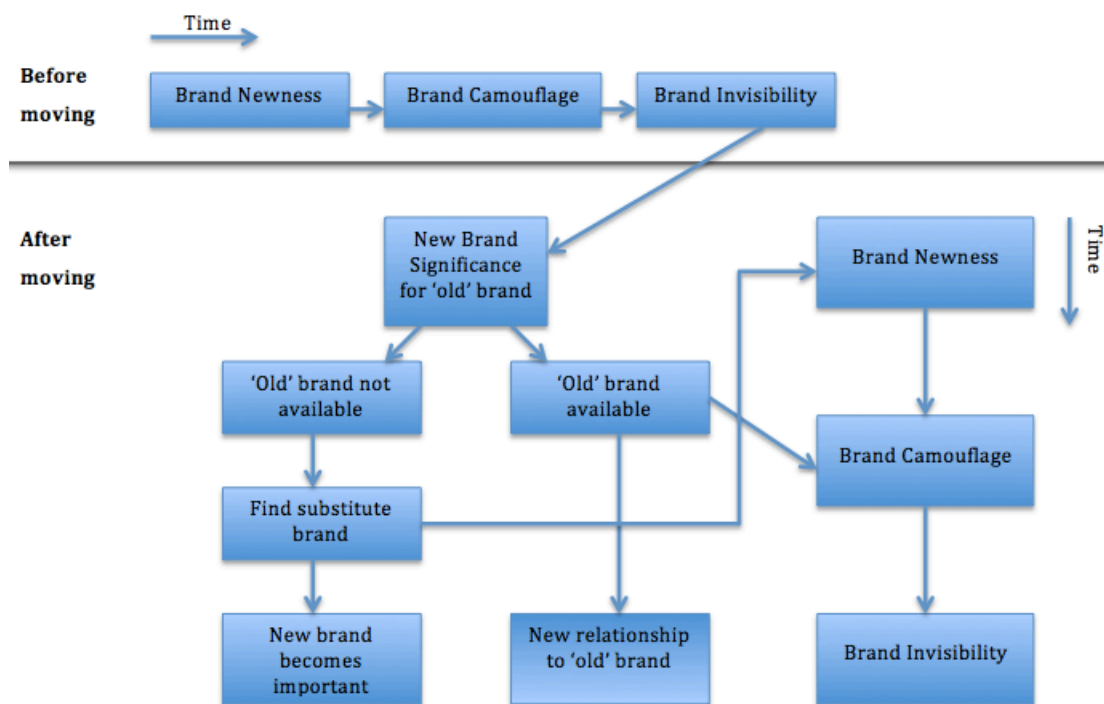
RB seems, and also mentioned himself multiple times, that he is very rational about his choice of products, and on what basis he chooses one brand over the other. When talking about Seitan, he says, "So if there is two of them, I can't tell you, maybe I would look at the price, the percentage of protein in it, origin" (RB - Seitan, App. 6.2:134).

The statements of the respondents in text box 1 above lead to the conclusion that for one or more brands, they all had a relationship of invisibility before moving to Denmark. Even though seeing himself as quite brand loyal, RA does not remember his everyday brands, saying, *“The most important thing is the taste, it’s not too sweet, and once I decide for something I’m quite loyal”* (RA, App. 6.1:123). These relationships seemed, in the cases where it was elaborated on, to gain a new significance for the respondents after moving. This will be looked at below.

5.2.2 After moving

Based on the theory presented by Coupland (2005), and the empirical data collected, the model ‘Expats Relationships to ‘Invisible Brands’ when Moving to Another Country’ (figure 8) was developed.

Figure 8: ‘Expats Relationships to ‘Invisible Brands’ when Moving to Another Country’



The model takes its point of departure in Coupland’s (2005) model, where the respondent, before moving, went through the stages of ‘Brand Newness’ and ‘Brand Camouflage’ before entering the ‘Brand Invisibility’ phase with some of the brands, as described above.

The model shows that after moving to a new culture, and a new marketplace, the old ‘Invisible Brands’ gain a new significance for the expat. After this the expat will see if the brand is available to him or her, either in the new marketplace, or if the new significance is strong, maybe as an import.

If the brand is not available, then the expat will find a substitute brand. This substitute brand will either (1) become important to him/her and a new relationship will start building, or (2) it will have a

weak tie to the expat and enter the 'Brand Newness' phase, in the process of becoming invisible in the expat's new household system.

If the formerly invisible brand, on the other hand, is available to the expat, one of two things is expected to happen: (1) The brand falls into the process of becoming invisible again, by entering the 'Brand Camouflage' phase, as the brand is already known by the expat. Or, (2) the expat builds a new positive relationship with the old brand, in which the brand is now visible for him or her.

The model was developed based on whether the old brands were available, expected to be available, or if the brands were unavailable for the respondent after moving. Some examples for each situation will be given and followed up with the analysis.

5.2.2.1 Available brands

When the old brand is available for the respondent one of two things happens, according to the model. The first thing, represented by the example below is that the brand again becomes an everyday item and part of the household system, hence making it, in time, an invisible brand for the expat again.

RA noticed that he did not remember the brands of most of his grocery products, and would be searching for some of them again (RA, App. 6.1). It would be expected that if and when he finds some of these formerly 'Invisible Brands' available in Denmark, they would go directly into the stage of 'Brand Camouflage', as is seen in the model (see figure 8) and then become 'Invisible Brands' again. His relation to his brand Rama illustrated this:

Yeah I think it will get less important. The substitutes are quite good so I think I will not... I mean if it is here and the same price I would again take the German brand but if not, then it wouldn't hurt (RA - Rama, App. 6.1:118).

As seen RA states that the brand would probably become less important. This is still a change in the significance of the brand for the respondent, but if available he will choose his old brands.

The second option when the old brands are available is that the respondent develops a new relationship to this brand. The empirical data from this study presented an example of this with respondent G.

Before moving, RG did not think much about her preferred brand of olive oil, Gallo. It was an 'Invisible Brand' to her, but when moving it gained 'New Brand Significance'. The Gallo brand is available for RG in Denmark, but also as an import from Portugal (RG, App. 6.7). RG developed a new relationship to

this old brand, one which was of more importance than before, and it is not expected to end up as an 'Invisible Brand' again for RG. She does not want anything to do with other brands than this now, saying

I think it would not mean a lot, because it was just there, but since I moved I'm like 'Oh my god, I don't want anything else than that' It doesn't matter what you can find in the stores, I want that one (RG - Gallo, App. 6.7:201).

This relationship changes for RG because the brand is something that reminds her of home, something to help her connect her new role with her old role. This seems to have been helping her deal with the transition and the missing links to home after moving, matching Noble and Walker's (1997) theory about coping with the liminal period.

5.2.2.2 Unavailable brands

When the brand is unavailable for the respondent, it is expected that he or she will find a substitute. This can then either begin the process of becoming invisible, or it can develop a relationship of visibility for the respondent.

In text box 2 below, examples from the data are presented. As seen, both RA and RH are expected to or have found substitutes which are entering the 'Brand Newness' phase on the way to becoming 'Invisible Brands' to them again. This makes sense because the brands are part of the household system for the respondents, and they have found or are expecting to find similar brands to take the old brands' place.

More unexpected is what seems to be the reason for substitute brands becoming more visible in the mind of the consumer. RB has a hard time finding brands which can substitute for his old brands (RB, App. 6.2), leading to the assumption that if he finds substitute brands, they will become much more important to him, and lead to a relationship of visibility for him. RD is also developing a relationship of visibility with his substitute brand; this, however is based on him avoiding the new brand, *"...Because I am not so much a fan of the milk here, I'm trying to use less and less of it... I try to avoid dishes that contain a lot of milk, which I don't in Austria"* (RD, App. 6.4:159).

Text box 2: Examples of the development of respondents in the study when their old brands were unavailable for them after moving.

One of the brands which has become invisible to RA is his yogurt. He has been searching for the brand but has not been able to find it, but he is quite sure that he will find a substitute (RA, App. 6.1). It is expected that after finding the right brand of yogurt, this will enter the phase of 'Brand Newness' for RA, and with time enter the 'Brand Invisibility' stage.

Even being very product-oriented, the brand Tartex is a product where the brand was of some importance to RB. That the brand has reached 'Brand Invisibility' before moving for RB is stated by the following quote, *"I did not know the name, but I remembered it again when I saw the can. I really had to Google it and do an image search to find this one, but was this one that I bought"* (RB - Tartex, App. 6.2:134). This brand, RB has not found in Denmark, and is not able to import, meaning that he will have to find a substitute for it. As it is very hard to find this type of vegetarian products in Denmark, a substitute has not been found yet, (RB, App. 6.2). If he succeeds in finding a replacement, it will be expected that the brand will gain some importance for the respondent.

As for the GutBio brand, like with Tartex, RB has not been able to find them here in Denmark. For this brand, however, he has found sort of a substitute brand. He says, *"...this is not a good replacement, but still its a bit a replacement..."* (RB, App. 6.2:137). This new brand is seen as having become important to the respondent, because these types of products are hard to come by. Also the frustrations around the brand would not lead to it moving into 'Brand Invisibility'.

RD had a relationship to his brand Tiroler Milch, which is seen as being invisible before he moved. When asked if the brand had a meaning to him before moving he said *"Not explicitly..."* (RD -Tiroler Milch, App. 6.4:158). Later he pointed out that he does not go around and think a lot about the meaning of the brands in his daily life. After moving, the brand becomes more emergent to him, since it is no longer available. The substitute brand found is Danish milk, which he is not very fond of. This made him use less milk. According to the model (figure 8) this new brand relationship is developing to become more visible for the respondent.

The brand of Margaritar (sugar) was for RH, before she moved, a brand she did not think much about; it was just the brand she choose every time, making this an invisible brand for her. When asked about how she felt about the brand after moving she said, *"I don't have any feelings about it..."* (RH - Margaritar, App. 6.8:210), which was the same as her feelings before moving. In this sense the brand relationship only changed briefly, until she found a substitute brand, which entered the process of becoming invisible quite quickly. This kind of relationship was also seen for the brands Telemea cheese and the clever tissues (RH, App. 6.8).

5.2.3 Summary

Almost all respondents in this study expressed that they had connections to 'Invisible Brands'. Based on this and the theory of brand invisibility presented by Coupland (2005) the 'Expats relationships to 'Invisible Brands' when moving to another country' model was presented.

The empirical data were found to support the theory of the model, though with some surprising results of why substitute brands became visible brands for respondents.

5.3 Has the relationship to 'old' well-known brands changed during the liminal phase?

As stated in the introduction of this paper, one of the things that expats need to consider after moving to a new country is the new marketplace and their relationships to brands that they used before moving. In this section, these relationships are analyzed. Looking at the model of theoretical framework on page 16, this analysis deals with 'Ending Relationships to Old Brands' and 'Maintaining Consumer-Brand Relationship'.

The analysis takes its point of departure in Fournier's, (1998) fifteen relationship types, Arranged marriage, Casual friends/buddies, Marriage of convenience, Committed partnerships, Best friendships, Compartmentalized friendships, Kinships, Rebounds/avoidance-driven relationships, Childhood friendships, Courtships, Dependencies, Flings, Enmities, Secret affairs and Enslavement.

5.3.1 The five brands and their relationships

Founded in the information given by the respondents during the interviews about the five brands each of them brought, the relationship for each brand has been categorized before and after moving (see App. 7 for full overview). This is done based on Fournier's (1998) 15 relationship types. These changes will be presented in the following.

5.3.1.1 Brand relationships before moving

From the 15 brand relationship types found by Fournier (1998), the respondents of this study represented eight of them in their relationships they were evaluated to have had with their five brands before moving to Denmark.

In table 8 below, the definition of these eight relationship types are presented as described by Fournier (1998:362). This is followed by which groups and respondents have brands considered to be in this relationship category before they moved. Lastly some exemplifying quotes are presented.

Table 8: Relationship types overview, before the respondents moved to Denmark

Arranged marriages	
Definition	<i>"Nonvoluntary union imposed by preference of third party. Intended for long-term, exclusive commitment, although at low levels of affective attachment."</i>
Respondents	G2 - RD G3 - RF
Quotes	<p><i>...I never really gave so much differences, but I now know that we are always on the search for Barilla noodles, we would not buy anything else if not forced to, I mean there is some other brands that are good, but Barilla is the best says my wife... (RD - Barilla, App. 6.4:166).</i></p> <p><i>Well there was not much choice for me actually, because sometime ago I could also not eat soya, so the rice-milk drink, was the only thing I could use for coffee or hot chocolate. The price was also good; I think it was the cheapest of what was possible to find for rice-milk... (RF - Natumi, App. 6.6:189)</i></p>
Casual friendship/buddies	
Definition	<i>"Friendship low in affect and intimacy, characterized by infrequent or sporadic engagement, and few expectations for reciprocity or reward."</i>
Respondents	G1 – RA, RB G2 – RH G3 – RF
Quotes	<p><i>Actually when I'm in a supermarket I always buy this one, if I'm not buying it in a specific supermarket in Germany, which is called Edeka, they have their own company brand, and I even like that one more... (RA - Barilla, App. 6.1:119).</i></p> <p><i>I bought just another type of Seitan because I think its very, always the same, it just comes in another package from another company (RB - Seitan, App. 6.2:133)</i></p> <p><i>Just like an object I was using, its common, I didn't have anything special with it... Its like breathing air, it's very useful but I don't have anything special (RH - Dorna, App. 6.8:214).</i></p>

Marriages of convenience	
Definition	<i>"Long-term, committed relationship precipitated by environmental influence versus deliberate choice, and governed by satisficing rules."</i>
Respondents	G1 – RB G2 – RD, RH G3 – RC, RF, RG
Quotes	<p><i>"I went to this supermarket, and I thought, wow lets try this, because the picture, although there its doesn't really look good, but I think I was influenced by the visual presentation, the photo on it, so I tried it and then I bought it again because I like the taste" (RB - Tartex, App. 6.2:135).</i></p> <p><i>"They also have a mushroom pizza that is really good and I think we tried the mushroom pizza because that is my boyfriend's favorite, and then I liked this one" (RC - Goodfellas, App. 6.3:149).</i></p> <p><i>"It is the milk brand that I used to buy, and there is basically no other provider... So its a brand that I am not only buying because it is there, I also, I'm a little bit interested in it, I do care..." (RD – Tiroler milch, App. 6.4:157).</i></p>
Committed partnerships	
Definition	<i>"Long-term, voluntary imposed, socially supported union high in love, intimacy, trust, and a commitment to stay together despite adverse circumstances. Adherence to exclusivity rules expected."</i>
Respondents	G1 – RA, RB G2 – RD, RE G3 – RC, RG
Quotes	<p><i>"It started with a strange advertisement... We were always making fun of it, and we tried it and it was great" (RA - Seitenbacher, App. 6.1:113).</i></p> <p><i>"I do like it, and I get silly when I, usually I try to share it, its usually in social situations, but they go very quickly, because they are the perfect mix" (RC – Haribo Starmix, App. 6.3:147).</i></p> <p><i>"So, it's definitely safes me time when I go grocery shopping. It also enables me to buy stuff I would not necessarily buy" (RE – Carrefour Discount, App. 6.5:174)</i></p> <p><i>"I love that brand." (RE - Bridelight, App. 6.5:180).</i></p>

Best friendships	
Definition	<i>"Voluntary union based on reciprocity principle, the endurance of which is ensured through continued provision of positive rewards. Characterized by revelation of true self, honesty, and intimacy. Congruity in partner images and personal interests common."</i>
Respondents	G3 – RC, RG
Quotes	<p><i>"I think it reminds me of being a student and sharing a house. There were always biscuits in the cupboard" (RC – McVitie's, App. 6.3:143).</i></p> <p><i>"It just calms me down, and fills me up, because it is very fulfilling" (RG - Snickers, App. 6.7:202).</i></p>
Compartmentalized friendships	
Definition	<i>"Highly specialized, situationally confined, enduring friendships characterized by lower intimacy than other friendship forms but higher socioemotional rewards and interdependence. Easy entry and exit attained."</i>
Respondents	<p>G1 –RB</p> <p>G2 – RH</p> <p>G3 – RC, RF</p>
Quotes	<p><i>"They are free-range eggs, they are actually quite a good price for free-range eggs, because in the UK they only just with the cage eggs, I don't like the idea of cage eggs. A lot of the supermarkets free range eggs is still not very ethical, but these ones have a stamp of approval of how ethical they are, and I like the name" (RC – Happy eggs, App. 6.3:146)</i></p> <p><i>"Ill take this one, its Sonko, this is a company that makes rice-cakes. I use a lot of this one, it is rice-cakes without salt. So it was very good for me..." (RF - Sonko, App. 6.6:187).</i></p>

Childhood friendships	
Definition	<i>"Infrequently engaged, affectively laden relation reminiscent of earlier times. Yields comfort and security of past self."</i>
Respondents	G1 – RA G3 – RG
Quotes	<p><i>"My mother would say: So you still buy Rama, because she is not buying it anymore. She is buying more organic now, so I think she would say: So you are still buying it? She would wonder that I still somehow related to it, because of my childhood" (RA – Rama, App. 6.1:118)</i></p> <p><i>"Nestle, I chose Nestle; because I think it was, after breast milk it was my second favorite food. I think my mom bought Nestle food as a complementing to my feeding as I grew up" (RG – Nestle, App. 6.7:199).</i></p>
Courtships	
Definition	<i>"Interim relationship state on the road to committed partnership contract."</i>
Respondents	G2 – RD
Quotes	<i>"Its been not too long ago since I discovered it. The only associations that first comes to mind is that I started drinking this beer as a sports drink, I do it after sports" (RD – Gösser, App. 6.4:164).</i>

5.3.1.2 Brand relationships after moving

After moving, some brand relationships between the respondents in the study and their brands changed. These changes affected some of the already mentioned relationship types, some to other relationship types, and then some relationships dissolved and some just stayed the same as before the move. In table 9 below, if not given before, the relationship type definition by Fournier (1998:362) is presented, then which groups and respondents have brands in each categories, before some quotes as examples are presented.

Table 9: Relationship types overview, after the respondents moved to Denmark

Casual friendship/buddies	
Respondents	G1 – RA, RB G2 – RH G3 – RC, RF, RG
Quotes	<p><i>"Yeah it depends a little on the price. So Philadelphia I mean it's a nice thing but if there is cream cheese in general I would..." (RA - Philadelphia, App. 6.1:115).</i></p> <p><i>I know I found it here, so I know where I can get this one so, if I would have guests I know that it would be nice to buy this one and make cake with this jam, because I know that its the one that I tested, that I tried before (RF – ST. DALFOUR, App. 6.6:191).</i></p> <p><i>"...I can say it's a friend who is in Romania, because if I go visit in Romania I think I would buy it." (RH - Prigat, App. 6.8:213).</i></p>
Marriages of convenience	
Respondents	G1 – RA, RB G2 – RD
Quotes	<p><i>...So I will have a look at what happens as long as I'm staying here alone, because my girlfriend will move in a couple of months, so cooking just for myself, it could happen that I go back to my old habits that I just buy noodles again...(RA - Barilla, App. 6.1:119).</i></p> <p><i>"This means that when friends are visiting me, I ask 'please bring this product to Copenhagen' and that is annoying." (RB - Seitan, App. 6.2:133)</i></p>
Committed partnerships	
Respondents	G1 – RA, RB G2 – RD, RE G3 – RC, RG
Quotes	<p><i>"Yeah, that one can't be replace, I can find chocolate biscuits I like, but I cant find, that the perfect cup of tea" (RC – Yorkshire Gold, App. 6.3:145).</i></p> <p><i>"I miss it, and we do, when you can do it, we do it, and we do broadseit, and every time that we do it we are aware that it is kind of that this is Austrian, and we want to have Handl products, which are not available here" (RD - Handl, App. 6.4:169).</i></p> <p><i>"No I really still love it." (RE - Bridelight, App. 6.5:180).</i></p>

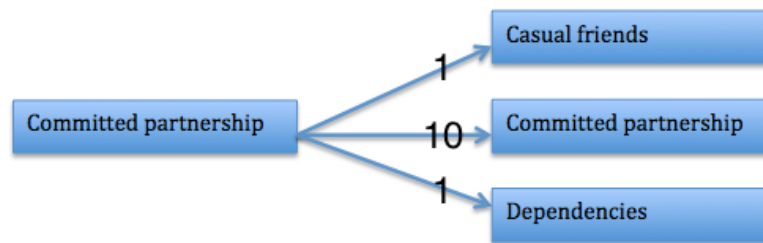
Compartmentalized friendships	
Respondents	G3 - RF
Quotes	<i>"So it was very good for me, and here unfortunately all rice-cakes contain salt, so I'm a little bit disappointed, so I really miss this brand"</i> (RF - Sonko, App. 6.6:187).
Childhood friendships	
Respondents	G1 - RA G3 - RC, RG
Quotes	<i>"I think these are comfort food, so when I go somewhere I like to have these, because they remind me of growing up as a kid."</i> (RC McVitie's & Yorkshire Gold, App. 6.3:143). <i>"...So it's kind of nostalgic thinking about the brand that I would eat in certain locations and now I don't eat it anymore"</i> (RG - Nestle, App. 6.7:200).
Courtships	
Respondents	G2 - RD
Quotes	<i>"The longing has become stronger, you could say perhaps, yeah, because now I'm forced to drink some other drinks that I like"</i> (RD - Gösser, App. 6.4:165).
Dependencies	
Definition	<i>"Obsessive, highly emotional, selfish attractions cemented by feelings that the other is irreplaceable. Separation from other yields anxiety. High tolerance of other's transgressions results."</i>
Respondents	G2 - RE G3 - RG
Quotes	<i>"Well here I'm really craving for those, because here no one is eating dessert, and well the dessert things here are very depressing, you have the yogurt things and koldskål, you might have some chocolate stuff sometimes but its very rare, its really annoying not to eat dessert here"</i> (RE - Taillefine, App. 6.5:181). <i>I think it would not mean a lot, because it was just there, but since I moved I'm like 'Oh my god, I don't want anything else than that' It doesn't matter what you can find in the stores, I want that one, because it does taste like my country. The other ones can taste similar, but it's not the same. I mean before I would not care..."</i> (RG - Gallo, App. 6.7:201).

No relationship	
Respondents	G1 – RB G2 – RH G3 – RC, RF
Quotes	<p><i>“Yes, because I think in Denmark they are very, a lot better with the ecological stuff, organic and, they are quite good with their food that is probably why the food is quite expensive here. I paid a little extra for these ones, I don’t need to import them, I just need free range eggs” (RC – Happy eggs, App. 6.3:147).</i></p> <p><i>...Because it was important to me when I was in Poland, but now I have even maybe better things here so, I have more, not more, but I’m very satisfied with the rice-milk I can find here, so I don’t miss it, no (RF - Natumi, App. 6.6:190).</i></p> <p><i>“I found it in Netto, that’s why I don’t have anything specific about this brand, I don’t have any feelings, I’m not attached to this brand” (RH - Clever, App. 6.8:216).</i></p>

5.3.1.3 Change in brand relationships

The relationships to the old brands have either stayed the same, changed or were expected to change by the respondents during the liminal period. There are multiple reasons for these changes, the most obvious one being that the brands are no longer available to the respondent. As seen in table 9, a new category developed in relation to the brand relationships, named ‘No Relationship’. Here were the relationships that dissolved after moving. From the data emerged a tendency that some of the weaker relationships between the respondent and the brand disappeared, when the brands were no longer easily available. Most of the relationships ended due to a lack of availability and it seemed that most respondents were okay with the brands not being available and found an adequate substitute for their missing brand. RC describes this with her brand Happy Eggs, *“I don’t need to import them, I just need free range eggs”* (RC – Happy Eggs, App. 6.3:147). The brands with which the relationship between them and an expat before moving were of the type ‘Committed partnership’, and that was the one category that had the highest tendency to stay the same as in this study, despite the change in marketplace (see figure 9). In Appendix 8 a full overview of the relationship changes is presented.

Figure 9: How the 'Committed partnership' brand relationships changed after moving for the respondents.



Before moving all three of the respondents in group three had a brand relationship of the type 'Marriages of convenience', and after moving all of these had changed, for two into 'Casual friendships' and the last one into a 'Dependencies' relationship.

These three observations above indicate that the respondents tend to dissolve relationships, which they did not feel strongly about and keep relationships with brands with which they had a strong relationship, and those they initiated themselves.

After moving there were no longer any relationships of the types 'Arranged marriage' and 'Best friends'. It was also seen that brands which held the relationship type 'Casual friendship' before moving mostly became stronger after moving, whereas relationships ending in this same category after moving were relationships which had weakened for the respondents after moving.

In line with the theory presented earlier, where some brands become more important for expats when moving, it is seen here that two of the respondents developed dependencies relationships with one of their brands. Hence it seems some brands become so important, when not available, that the respondents will do a lot to get them.

5.3.2 The liminal phase and old brand relationships

There seems from this study to be no relation between what stage of the liminal period expats are in and how they change relationships with their brands.

In the first group of respondents, there seems to be quite a difference in how they react in relation to their brands and the new situation they are now in. Some brands become more important, others stay the same or become less important, and then some even stop having relevance for the respondent all together. For the second group 'Symbolic Consumption', two out of three respondents tend to keep the same relationship to their brands both before and after they moved, whereas with the last respondent only one relationship stayed the same. In the last group of respondents, there also did not seem to be any correlation between the three respondents and how they changed relationships to their brands. Some relationships stayed the same, some became stronger and some dissolved, but without any patterns showing among the respondents in the group.

5.3.3 Summary

There seems to be no relation between the changes in brand relationships and what phase of the liminal period the respondents are in.

Despite the lack of proof, in this study that the liminal period influences the changes in brand relationships towards old brands, it still indicates, in line with the theoretical framework, that at some time in the transition the respondents discard some of their old brands to detach from the old role and at the same time keep some brands to stay grounded in the process of moving from the old to the new role.

5.4 How have relationships to new brands developed?

As seen in the theoretical framework on page 16, it is expected that expats develop relationships to new brands. At this stage in the analysis it is looked at how these relationships are developed. The 'Typology of loyalty-ordered person-brand relationship' model, presented by Fajer and Schouten (1995) is used in this process.

This model describes how the development of consumer-brand relationships evolves from 'Lower-Order Relationship' to 'Higher-Order (Loyal) Relationships' by going from 'Brand Trying' to 'Brand Liking', 'Multi-Brand Resurgent Loyalty', then to 'Brand Loyalty' and last to 'Brand Addiction'.

5.4.1 Developing new brand relationships

In table 10 below the first four stages of Fajer and Schouten's (1995) model is used to describe the relationships seen in this study. The stages are defined based on the buyer behaviors described by Fajer and Schouten (1995). Each relationship is presented with examples from the respondents from the interviews. The fifth step was not reached by any of the respondents with any of their brands, and therefore is not included in the table.

Afterwards an analysis based on the re-grouped respondents is presented on page 33.

Table 10: Examples of statements related to developing brand relationships

Lower-Order Relationships	
Brand Trying	
Definition	Quotes
An initial purchase, this process might lead to liking the brand, and in time a relationship of higher order. It is also an option that the consumer at this level discards the brand.	<p><i>"Since I also in Germany I tried a lot of different brands to find out what I like, I am quite sure I will also find something here" (RA, App. 6.1:121).</i></p> <p><i>"I will just give it a try and buy 5 different brands and then taste them all and then say: Okay I decide for this one" (RA, App. 6.1:122).</i></p> <p><i>Depending here on these products, I think in the first place, trial and error. I have a certain taste in my mind then I go to the supermarket, buy one juice, say it's good, but not good enough, next I'm going to buy another one and after a while I will find my juice, and that was my juice" (RB, App. 6.2:132).</i></p> <p><i>"When I first came here, I went to the Haribo stand and I tried them all, but this one is still the best" (RC, App. 6.3:147).</i></p> <p><i>I've been trying a lot of teas, but I quite like herbal teas as well, so I have probably been substituting my habits in the UK with Danish herbal teas...It will be a tea that I am drinking everyday, in the moment it is changing every few day, so I have tea quite a lot still but it doesn't require milk, it doesn't require the same routine" (RC, App. 6.3:151).</i></p>
Brand Liking	
Definition	Quotes
When the brand has been tried and have fallen in the taste of the consumer; there are not any exit barriers at this stages.	<p><i>"The thing is, I will see German brands, but it could be that I don't try the other ones" (RA, App. 6.1:125).</i></p> <p><i>"...I also found other products here that I also like now, like soy milk, that I like" (RB, App. 6.2:139).</i></p>

Higher-Order Relationships	
Multi-Brand Resurgent Loyalty	
Definition	Quotes
This next step happens after the liking, here the consumer is loyal to the brand, but not in an exclusive way. Exit barriers are starting to form at this stage as well.	<p><i>"I actually have one that I like, but from time to time I try a new one..."</i> (RF, App. 6.6:196)</p> <p><i>"Now I get this rice-milk I buy usually from one company, but from time to time also from Urtekram because they have, but usually it's the one company"</i> (RF, App. 6.6:198).</p>
Brand Loyalty	
Definition	Quotes
Brand loyalty is an exclusive relationship where there are no alternatives for the consumers, the perceived quality of the brand makes this the best option, and no other brand can override the commitment to the brand.	<p><i>"...They are quite addictive...I suppose a new relationship; there will probably always be some in the freezer"</i> (RC, App. 6.3:153).</p> <p><i>"It's a really nice brand, I like it. They have, like I'm buying dried fruit from them, they have also rice-milk and they have müsli, and flours and I think they also have some seeds, like sunflowers seed and sesame seeds, and I like them. I buy dried fruit, I always buy from them"</i> (RF, App. 6.6:197).</p>

The 'Brand Trying' phase is both about finding brands to evolve with and to discard brands, before advancing to liking a brand. RC found that when trying new Haribo mixes, she could not find any to her liking, which means she ended up not buying the brand, *"When I first came here, I went to the Haribo stand and I tried them all, but this one is still the best...so when I see Haribo I think it is very expensive here, so I don't buy it"* (RC, App. 6.3:147).

Even before entering this 'Brand Trying' phase, the expats have to decide which brands to try in the first place. Some of the things which respondents from this study found influenced them when trying a brand was the price, the design and the influence others had on them. These aspects will be discussed later in this paper.

Another issue of importance in the process of developing relationships to new brands can be the brand's country of origin, as demonstrated by RA with the following statement; *"The thing is, I will see German brands, but it could be that I don't try the other ones"* (RA, App. 6.1:125). Based on the data collected from this study, it seems that if the brand originates from the respondent's own country or a country he or she values highly, then he or she will skip the 'Brand trying' phase in Fajer and Schoutens (1995) model and enter the 'Brand linking' phase based on this information. In line with

this RE says about choosing new brands, *“That is this very famous brand, doctor Oetker, I’m using that here, because its the only one I know here, but back in France I was using a cheaper one, but here I’m stuck with that”* (RE, App. 6.5:183).

5.4.2 The liminal period and new brands

As illustrated in the division of the respondents into groups, the liminal period in this study is not determined from a specific time frame. This was seen by the time in which the respondents used to move through the phases in the model by Fajer and Schoutens (1995). The division of respondents seems to be confirmed by the empirical data in this study.

The respondents in the first group have only been here a very short time, so they have not yet developed a lot of relationships towards new brands. Hence, their statements are based on little experience and their expectations of what they are going to do. Their statements follow the first phase of the model; they have tried or expect to be trying out new brands.

Also the respondents in group two are still in the phase of trying out new brands, or have found brands they like, but none of the respondents in this group are seen to have any higher-order relationships with new brands in their lives yet. One of the reasons for two of the respondents might be seen in the fact that they had some language issues, which made it hard to understand what the brands were.

As seen in table 10 two of the three respondents of group three expressed that they had developed relationships with new brands, which had reached a higher-order type relationship. They have found brands that help them transition into their new role as an expat in Denmark.

The fifth step in the development of relationships, brand addiction, was not yet reached by any of the respondents of this study. Depending on the further development, some of the brands might reach this stage for the respondents. This would not be expected to happen until the respondent has reached the ‘Psychological Benefits’ stage of the transition. This is where the respondent finds an acceptance of the new role, and is expected to be able to accept a new brand on this level.

5.4.3 Summary

It was found that even before the process of 'Brand Trying' starts, other matters enter the development of process relationships to new brands. These are issues like, price, design, influence of others and the influence of the brands origin. In this study it was also found that there seems to be a link between where in the liminal period an expat is and how far he or she has come in developing higher-order relationships to new brands.

5.5 Additional insights

Additional insights will provide an analysis, based on the respondent interviews, of other aspects of importance for the expats in relation to brand use. The analysis is based on the additional categories found in the empirical data during the coding, which is then related to relevant theory.

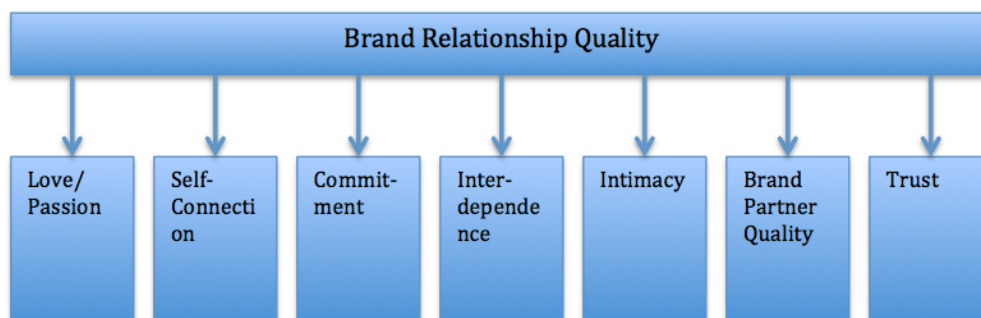
The empirical data showed that there are other aspects that are important for the expats in relation to their brand relationships within grocery products in the new marketplace. Respondents mentioned different factors of importance throughout the interviews, besides the coding categories already determined by the literature. As seen in figure 6 (p. 30), the additional categories that emerged from the data were: Brand importance, Decision-making, Nationality and Other influences. In this part these categories will be looked at in turn.

5.5.1 Brand importance

Within this category the two codes of 'Brand importance' and 'Importing brands' are found. These two subjects are looked at on the basis of Brand Relationship Quality.

Based on the fifteen different relationship types Fournier (1998) presented, she developed six indicators for the quality of the brand relationship: Love/Passion, Self-connection, Commitment, Interdependence, Intimacy and Brand Partner Quality. Sikkell (2013) refers to an expanded model by Tolboom (2004), where trust is added as a quality indicator, as seen in figure 10.

Figure 10: Brand Relationship Quality model



Only some respondents expressed opinions that lead to the assumption that they relate to some of their brands in any of the ways presented in the model. RD, for example, states that brands in general are very important to him (RD, App. 6.4), but does not say anything specific about this in relation to the specific brands he talks about in the interview.

From the seven indicators presented above, four were found to be relevant in relation to the respondents, and these are presented below.

5.5.1.1 Love/Passion

As stated earlier in this paper, the relationship RG has with her brand of olive oil, Gallo, has become a very strong one. She is seen as having a Love/Passion relationship with this brand, which Sikkel (2013) describes as when *“Brands are felt to be irreplaceable, unique and separation would lead to anxiety”* (p. 72).

I think it would not mean a lot, because it was just there, but since I moved I'm like 'Oh my god, I don't want anything else than that' It doesn't matter what you can find in the stores, I want that one, because it does taste like my country. The other ones can taste similar, but it's not the same. I mean before I would not care... (RG - Gallo, App. 6.7:201).

5.5.1.2 Interdependence

Sikkel (2013) defines interdependence as the consumer feeling that the brand is a necessity in his or her everyday life. This seems to be the case for RB, who is very dependent on the vegetarian products he uses, where especially Seitan becomes very important to him (RB, App. 6.2).

...that's really something that I, it's a bit annoying, I really didn't expect that I can't just go to the supermarket to buy the products that I want. Because I seem to be part of a very small minority here with the consumption behavior, I have to import that. This means that when friends are visiting me, I ask 'please bring this product to Copenhagen' and that is annoying (RB – Seitan, App 6.2:133).

5.5.1.3 Intimacy

“Knowledge structures have developed around a brand with rich layers of personal meaning” (Sikkel, 2013:72). This seems to be the indicator for the relationships both RC and RF have with some of their old brands. For RC this seems to be the case with both her biscuits and tea, which she calls “comfort things” (RC, App. 6.3). RF expresses the same kind of feelings related to the herbs she used to buy back home (RF, App. 6.6).

“I think these are comfort food, so when I go somewhere I like to have these, because they remind me of growing up as a kid” (RC McVitie's & Yorkshire Gold, App. 6.3:143).

5.5.1.4 Trust

Last, trust is *“the feeling that the brand will not let you down in the future”* (Sikkel, 2013:72), which describes the relationship that RA has to his brand of breakfast very well. *“I think my feelings towards this brand is good quality and I can have access to it any time at home”* (RA – Seitenbacher, App. 6.1:113).

Fournier (1998) states *“Brand relationship quality evolves through meaningful brand and consumer actions”* (p. 365), and for the respondents mentioned above the meaningful action in relation to their brands is to import them, as this is often the only way for them to maintain a relationship with the brands.

The respondents have different reactions and strategies for importing their brands. Some ask friends to bring it when they visit, and others choose to bring it to Denmark themselves when they have visited their home country.

Looking at the respondents for whom specific brands from the interviews were so important that they talked about importing them, they only represented respondents from the ‘Role Ambiguity’ group and the ‘Symbolic Assumption of New Role’ group. This indicates, in contrast to what was expected based on the theory from Noble and Walker (1997) about the liminal period, that for the respondents in this study, this need to have the old brands with them, might decrease for the period of ‘Symbolic Consumption’.

5.5.1.5 Brand importance

When looking at the answers that the respondents gave in relation to how important brands are to them when shopping for groceries in general, most of them indicated that within grocery products the brand was not that important. RE notes about brand loyalty, *“Food-wise, yes on some products, its not to a brand, I’m not going to buy everything because it’s that brand, but there are some products where I’m always going to buy that brand.”*

Respondents did not find brands all that important; the idea that the product category is what is important emerges. This is specifically seen with the respondents in the ‘Role Ambiguity’ phase, where both RA and RB talk about the difficulties in finding a specific product, and coming to the conclusion that the brand does not matter as long as they can just find the type of product they need. *“So one of my tasks is to search here every grocery store if they have kvark or not. We don’t care about the brand, we just want to have the product”* (RA, App. 6.1:121).

This strong need for a specific product type, where the brand becomes obsolete, was only seen with respondents from group one. This could indicate that the respondents adapt to the marketplace when entering the ‘Symbolic Consumption’ phase of the liminal period.

5.5.2 Decision-making

When moving to a new country and starting to look for new brands, a lot of decisions have to be made, and some of the issues which the respondents of this study found important in relations to brands were that of price and design, which are looked at below.

5.5.2.1 Prices

When looking at the important things in relation to new brands, the respondents had a high focus on prices. Ariely, Loewenstein and Prelec (2003) present the theory that consumers assess prices based on an anchor price. The theory of anchoring was first presented in 1974 by Tversky and Kahneman (in Ariely et al., 2003), and Ariely et al. presented the theory in relations to FMGC. Ariely et al. (2003) found in their study that consumers decide the price they are willing to pay for a product based on an anchor price. They also found that consumers tend to relate prices of similar products to each other.

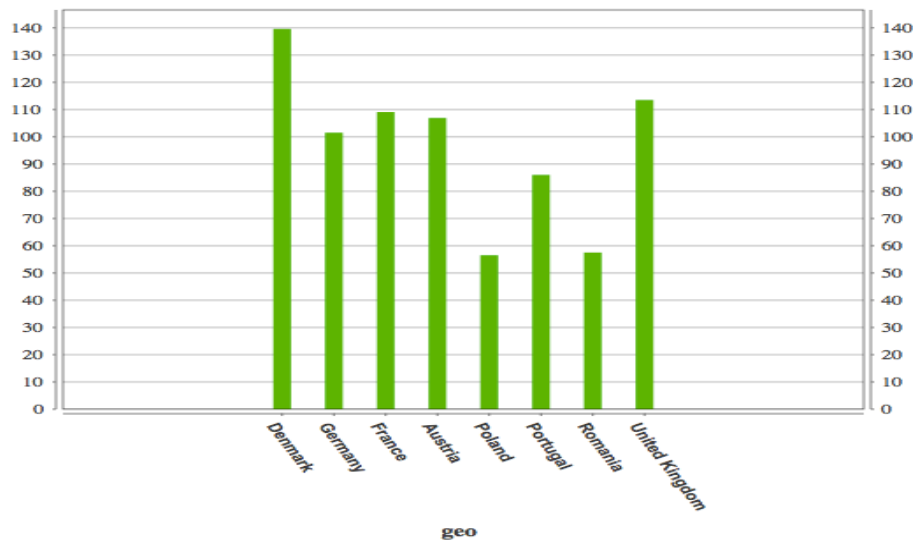
When looking at the data collected through the interviews for this study, price was one of the things the respondents talked about. Most respondents expressed the view of Denmark as an expensive country to live in, as RB notes *“Denmark is really expensive from a foreinger’s point of view.”* (RB, App. 6.2:135).

RF said that in the beginning of her stay the prices were important to her, but now she would rather pay a bit more to get high-quality products (RF, App. 6.6). This is also the case for RD, who is willing to pay more to get a better quality of groceries (RD, App. 6.4). Aside from this, the other respondents agree with RB, that it is expensive to live in Denmark.

In light of this anchor price theory from Ariely et al. (2003), in combination with the average purchasing power of the residents of the countries which the respondents moved from, this seems logical.

In the graph below (graph 1), it is illustrated how relatively cheap or expensive a country is compared to the average in the EU. As seen Denmark is by far the most expensive, with a price level at 139,6. In comparison, the UK, the country that comes closest to the Danish level, has a price level of 113,5 and Poland has the lowest price level at 56,5 (EUROSTAT, 2014).

Graph 1: Comparative price levels between respondents home countries and Denmark, compared to the average of the 28 EU member states (EU28 = 100).



This would indicate that the respondents from the interviews have anchor prices for the grocery products they buy and use, meaning the prices they usually pay when purchasing the brand or something similar in their home countries. RA illustrates this issue by stating that for some of his brands, he would purchase them in Denmark, if the prices were the same or close to it. Otherwise he will find an alternative brand (RA, App. 6.1).

The experience that it is expensive to shop for groceries in Denmark does not, from the respondents' statements, seem to correlate with the process of transition in general though RF, as mentioned, seemed to get more used to the prices over time.

5.5.2.2 Design

The respondents have different responses to brand design. RB and RE say that it does not matter, but it is still what they remember of their brands (RB, App. 6.2; RE, App. 6.5). RF and RG, on the other hand, are very focused on the colors and design of the brands (RF, App. 6.6; RG, App. 6.7).

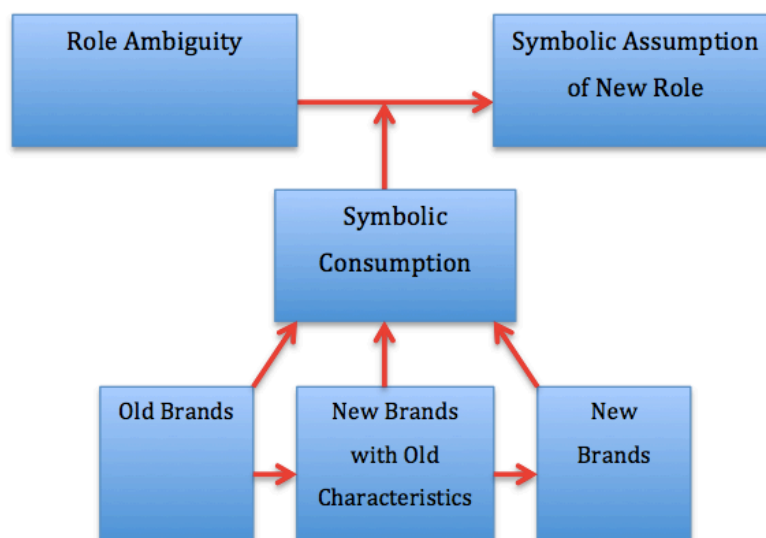
When looking at how design can influence the expats' relationships with brands and the transition they go through, RA and RC state that when searching for new brands, they look for something that looks similar to what they know from home (RA, App. 6.1; RC, App. 6.3), *"Probably the packaging, probably comparing to something similar in the UK"* (RC, App. 6.3:153).

In his study, Kapferer (1995) shows that the similarity of package design has influence over the choice of brand. That is, if the brand design is imitated the consumer might chose this brand in the belief that the quality of the product is the same as the main brand. This concept is also related to brand awareness, where consumers choose the brand they know or think they know (Kapferer, 1995). In

relation to the respondents of this study and their choosing of similarly designed brands, based on the above statements, it leads to the idea that they presume that the quality of the new brand is equivalent to that of the old brand, due to the similarities in the design.

When moving through the liminal phase, the expat uses 'Symbolic Consumption' to link the old and the new concepts of self to each other (Noble & Walker, 1997). As illustrated in figure 11, this concept of choosing brands, which look like the respondent's old brands, is expected to be part of the process where the 'Symbolic Consumption' is used to facilitate the transition into the new role (Noble & Walker, 1997).

Figure 11: Package design importance in 'Symbolic Consumption'



When looking at the three groups there seems to be no connection between the respondents' statements about brand design and where in the liminal process they are. However, one must expect that this is mostly relevant to the process of finding new brands, meaning before getting to the 'Symbolic Assumption of New Role' phase.

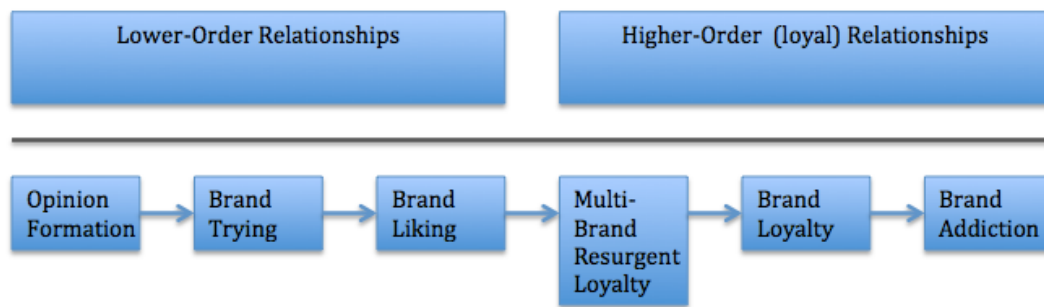
5.5.2.3 Decision-making

When creating relationships to new brands, aside from starting in the 'Brand Trying' phase (Fajer & Schouten, 1995), what seems most important to the respondents in this research was the issues of the prices and the brand designs. In both cases, however, the respondents had different reasons for finding these issues important. In neither case did the process of the liminal period seem to have any influence on the respondent's opinions in this study.

This leads to a suggestion of expanding Fajer and Schouten's (1995) brand relationship development model with a step before entering the 'Brand Trying' phase. As seen in the brand relationship model

(see figure 12), here the first step is ‘Opinion Formation’. This is where factors like price and design influence the decision of what brands to try. This can have a large influence on the rest of the process as this is expected to create an anchor for future ‘Brand Trying’ for the expat, within the given product type.

Figure 12: Brand Relationship Development model



5.5.3 Nationality

As seen in the literature review, adapting to a new marketplace can be a challenge for an expat. When looking at brand relationships in the new marketplace, one thing that seems to influence some of the respondents in this study is the brand’s country of origin, as also mentioned earlier. In text box 3 an overview of some of the statements from the respondents about this issue is presented.

Text box 3: Respondents statements related to brands countries of origin.

“...Every now and then, especially if you miss home a little bit, then you start to search for products, and for instance listen to German music again, and all these kinds of things, then also my buying habits changes again” (RA, App. 6.1:117).

“I don’t know the product brand was Henkl and I thought like “okay that’s a German company, so they will make good stuff” (RA, App. 6.1:127).

“People from Yorkshire so go out of their way to find this” (RC – Yorkshire Gold, App. 6.3:145).

“...for everybody her own country stands for good and reliable, I think its the same for us” (RD, App. 6.4:159).

“I probably pick it because I think it represents my country and the food that I eat every day” (RG - Gallo, App. 6.7:201).

Lichy and Pon (2013) find in their study, in line with earlier research by Nagashima (1970), that products with the country of origin of the home of the expat, has a higher value for that person. In the present study some respondents, as seen above, also expressed this preference for brands produced in their home countries. This preference of the respondents in this study for national brands did not seem to change based on the process of the liminal phase.

5.5.4 Other influences

The last category is 'Other influences', and this category concerns things mentioned by the respondents as influencing them in relation to their brand use. Outside influences, advertisement and childhood relations are linked to their relationships to the old brands.

5.5.3.1 Outside influences

As Plous (1993) shows in his book 'The Psychology of Judgment and Decision Making', a lot of studies have been conducted in relation to social influence.

"People often take their cues directly from others, and they are very concerned about the opinions others have of them" (Plous, 1993:197). This is even more so if these cues come from people who are similar to people themselves (Hornstein, Fisch, & Holmes, 1968).

This was also indicated in the study by Lichy and Pon (2013), where they describe how adapting to new French substitute products, by the expats, is partly explained by the *"Tight-knit network"* (p.18) between the Anglo-Saxon residents in the Alpes area.

Text box 4: Respondents statements related to outside influences

"Whereas now I live with my boyfriend, and he doesn't like chocolate biscuits. So it probably don't remind me so often to think of them" (RC - McVitie's, App. 6.3:144)

"...it was recommended to me by my PhD supervisor actually..." (RD - Gösser, App. 6.4:164).

"Okay, I don't know if this counts as experiences, I never gave a damn about Barilla before, my wife said 'You must buy barilla' then I never had spaghetti no. 3, because I was used to the fatter ones no" (RD - Barilla, App. 6.4:167).

"So now I'm living with someone, so you want to cook, which is thing when you are on your own you don't want to cook. When I was in France I was able to eat good and enjoy eating without cooking. Here you cannot do that. But now I'm enjoy cooking, I'm trying you make French food and Danish as well; I tried burning love, its really good" (RE, App. 6.5:183).

"Well, it's also because my friend, she told me about this brand, so I always when I see this one, it reminds me also of her and this relation and thing we have done together. So it brings some memories connected with her and our friendship and experiences we had together and doing something's together" (RF – ST. DALFOUR, App. 6.6:191).

"Well I understood that my fiancée was not a very big fan that I eat crap food, that I should change my diet, especially my breakfast" (RG – Nestle, App. 6.7:200).

"I think, we adapt our lifestyle so that it is good for both" (RG, App. 6.7:205)

When looking at the statements from the respondents from this study (see text box 4), it is clear that most of them are also influenced by their surroundings in their choices.

The interesting part was when looking at how this might relate to the liminal period for the respondents.

In the first group, none of the respondents were living with a partner; in the second group, two of the respondents had a partner and in the third group all three of the respondents had partners. When looking at each respondent and when they moved to Denmark with or to a partner, or found a partner in Denmark, there seems to be a correlation between this and where they are in the liminal period.

Table 11: Respondents time of stay in Denmark in relation to status in the Liminal Period and partner status.

	Length of stay in Denmark at time of interview	Partner status
Group 1 – ‘Role Ambiguity’		
RA	1 day	Not in DK at the moment, arriving in a few months
RB	3 months and 8 days	No mention of a partner during the interview
Group 2 – ‘Symbolic Consumption’		
RD	4 months	Moved to Denmark with a partner
RE	10 months and 19 days	Recently got a Danish partner
RH	10 months and 17 days	No mention of a partner during the interview
Group 3 – ‘Symbolic Assumption of New Role’		
RC	2 months and 20 days	Moved to Denmark to live with a Danish partner
RF	11 months and 8 days	Moved to Denmark with a partner
RG	10 months and 9 days	Moved to Denmark to live with a Danish partner

As seen in table 11, respondents RD, RE, RC, RF and RG at the time of interviewing all lived with a partner. There are some interesting data here, such as that RC is seen in the third group in the liminal period, despite having only been here a short time; and that RE, having recently gotten a boyfriend, became much more positive about the Danish marketplace and the options available;

“So now I’m living with someone, so you want to cook, which is thing when you are on your own you don’t want to cook. When I was in France I was able to eat good and enjoy eating without cooking. Here you cannot do that. But now I enjoy cooking, I’m trying to make French food and Danish as well; I tried burning love, it’s really good” (RE, App. 6.5:183)

Another interesting observation is that of RH, who despite having been in Denmark for about the same amount of time as RF and RG, is still perceived as being in the second phase of the liminal period. These findings lead to the expectation that when RA has his partner join him, he will also go through the liminal period at a faster pace.

5.5.3.2 Advertising

"...Advertising deals indirectly with potential action on the part of someone by providing information or creating feelings that turn them towards the product or service advertised" (Percy & Rosenbaum-Elliott, 2012:5). The majority of the respondents express that advertising in relation to their buying of products in the past has influenced them. RA says, *"Actually... always if I see the logo I have this voice in my head of this very strange Bavarian guy saying 'SEITENbacher'"* (RA - Seitenbacher, App. 6.1:113). The brands, which the respondents mention as examples of when they have been influenced by advertisements, are also often the brands that they are missing after moving (RA, App. 6.1; RC, App. 6.3; RE, App. 6.5; RG, App. 6.7).

5.5.3.3 Childhood relations

As mentioned earlier in this paper, the relationship between the past self and the current self is influenced by the possessions from the consumer's past. When asked about their relationships to the brands they brought for the interviews, some participants had a strong relation to their childhoods with some of their brands.

Fournier (1998) writes about childhood friendships towards brands, saying *"Infrequently engaged, affectively laden relation reminiscent of earlier times. Yields comfort and security of past self"* (p. 362).

Text box 5: Respondents statements related to childhood relations

"This is a brand I have known since I was a little kid, so it's really the stuff that was always at home with my parents" (RA – Philadelphia, App. 6.1:114).

"It's again this I remember watching the advertisement during the movies or something like that so. During my childhood they heavily advertised these things, or at least it's one of the few advertisements that are still in my mind" (RA – Rama, App. 6.1:118).

"I mean I can use it for, or I used it for meals that relates more to my childhood because many people in Germany eat sausages, as you might know" (RB - GutBio, App. 6.2:137).

"I think these are comfort food, so when I go somewhere I like to have these, because they remind me of growing up as a kid" (RC – McVitie's & Yorkshire Gold, App. 6.3:143).

"Then I also know, from talking to other people about brands, since I have this branding background, I think I fall in to the majority of people who would maybe associate Nivea with the blue tin packaging and that everyone of us had in the bathroom or that mom had in the bathroom, but never used..." (RD – Nivea, App. 6.4:161).

"Nivea is that brand I remember since I was a child; even my parent and my grand parent grew up with it" (RG – Nivea, App. 6.7:203).

As seen in text box 5, for some respondents, childhood memories and advertising are linked together when it comes to brands.

These statements above indicate that the respondents might use these old brands, with strong relations in their mind, both in terms of advertisement influence and their childhoods, to help them through the liminal phase. This is in line with the theory from Noble and Walker (1997), in which they state that during the liminal phase consumers tend to have relationships to both old and new possessions in the process of changing their consumption habits.

It seems that both the relationship to brands where the respondents connect to the advertisement and brands which holds a childhood relations, are helping the respondents to hold on to possessions linked to their old roles. It was found by Noble and Walker (1997) that people in the liminal phase tend to hold old possessions in a higher value; *"Through ties to childhood and relationships from home, this possession gives the emotional support needed to adapt to the new environment and persevere through the challenges of the new role"* (p. 40).

5.5.4 Summary

It was found that other aspects than originally expected influenced on the respondents and their brand relationships in the liminal period. It was found that the respondents of this study, in most cases, did not find brands within groceries important, and that respondents in the first phase of the liminal period focused on product categories more than brands.

An addition to the brand relationship development model was suggested, as respondents found both price and design to be important factors before deciding to try out a brand.

Based on the empirical data found in this study, it is expected that expats move faster through the liminal period based on whether they are influenced by a partner they live with in the new country.

6 Discussion

Research have shown that consumers develop relationships to brands, and that over time these relationships can change or cease to exist (Fajer & Schouten, 1995; Fournier, 1998). It has also been found that individuals go through different life phases, which changes individuals (Schouten, 1991; Turner, 1969; Van Gennep, 1960) and the relationships they have with their possessions (Belk, 2013; Noble & Walker, 1997).

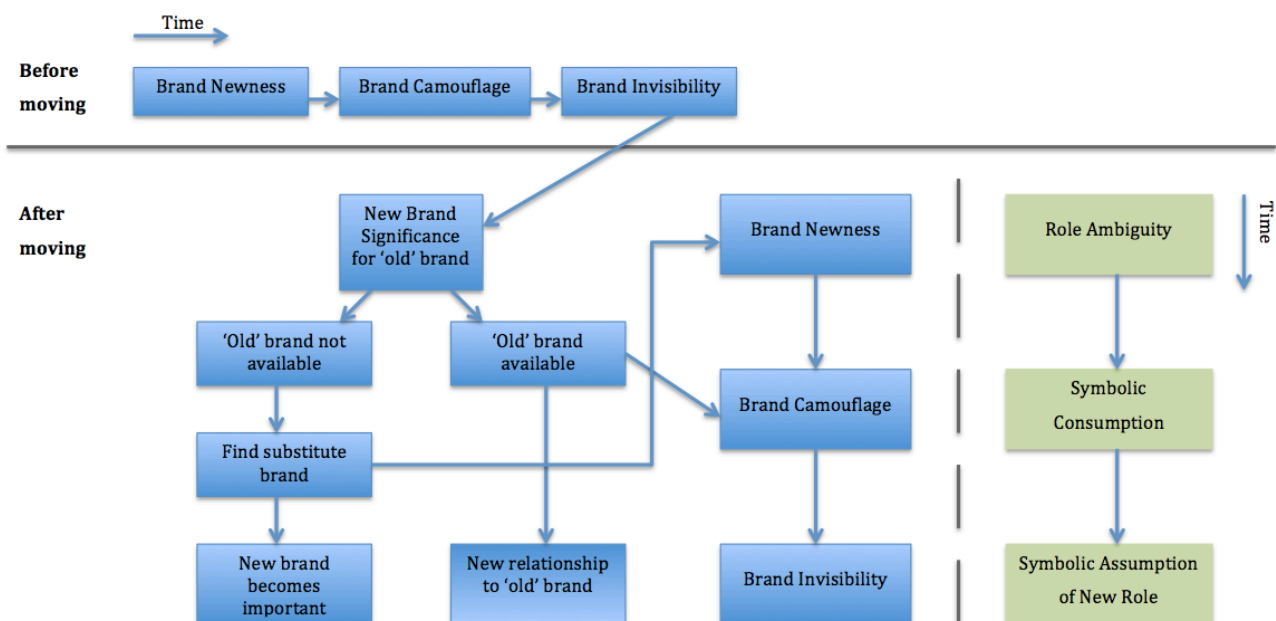
In this study the researcher has looked at these matters in relation to expats and their moves from EU member states to Denmark.

6.1 The 'Invisible Brands'

The first subject analyzed in this research was whether 'Invisible Brands' become more important to the consumer. A model of brand invisibility (Coupland, 2005) was presented, building on this and the insights emerging from the empirical data, the model 'Expats Relationships to 'Invisible Brands' when Moving to Another Country' was developed. The model illustrates what happens when expats become aware of their 'Invisible Brands' after moving. It also indicates that these brands become more important to some expats.

The reaction to the 'Invisible Brands' becoming visible, and therefore of some importance to the expat, the data shows. This can be seen as part of the liminal period, as is illustrated in figure 13 below.

Figure 13: 'Expats Relationships to 'Invisible Brands' when Moving to Another Country' - Expanded



When entering the 'Role Ambiguity' phase the invisible brand will gain new brand significance, and during the 'Symbolic Consumption' the old brand is either available or not. If available, the expat will bring the old brand with him or her, and it will fall back into the everyday life situations and become invisible again or it will gain a new meaning for the expat. Either way, the old brand will have an influence on the process, and the possessions from the old identity will help shape the new one.

The development of relationships with substitute brands, which do not become invisible, seems to be founded in negative reactions towards these new brands for the respondents of this study. This might indicate a reluctance to let go of the old brands and the old role of the respondents, hence slowing the process of moving towards the new role and the life as an expat in Denmark. As mentioned by Lichy and Pon (2013), not adapting to the new marketplace might shorten the stay for expats.

6.2 The 'old' brand relationships

It was stated by Mehta and Belk (1991) that moving to another country is a life-changing event, and when looking at the respondents from this study and how they have changed their relationships towards their 'old' well known brands, this seems to be true.

Individuals in the liminal period tend to be more experimental (Schouten, 1991), and this is also indicated in the study by the respondents changing or expecting to change their relationships with some of their brands, whereas the respondents keeping some of their relationships indicate that keeping some possessions from the old self is also important (Noble & Walker, 1997).

The study shows that the brands that the respondents tend to mostly hold on to after moving are brands they themselves have initiated relationships with in the first place.

Moving from the old role to the new role in the liminal period seems to have no direct influence on the use of 'old' brands. The respondents in this study do change relationships to their old brands, but it seems more dependent on each brand than on the process as a whole. The change in relationship cannot, based on this study, be said to be done at a specific time in the process, but rather just that it happens as part of the process of transition.

6.3 The new brand relationships

When looking at the development of relationships to new brands, this process is moving at different speeds, even for the same respondent with different brands. This process of letting new brands in, is essential to the process of the transition from the 'Role Ambiguity' phase to the 'Symbolic Assumption of New Role' phase. It seems the respondents realize that old brands are no longer available and they need to find new ones, as well as adapting to their 'old' brand not being available or implementing them into their new roles.

“...The longer the time spent in a new culture, the more readily migrants accepted ‘foreign’ substitute products” (Lichy & Pon, 2013:17).

This quote above does not fit the respondents in this present study. It was found that the adoption of the new brands for the respondents was more integrated based on how far along in the liminal period they were. Hence the subject of time was not the issue in the case of the respondents in this study, but rather if they had reached the ‘Symbolic Assumption of New Role’ phase in the process. This is in line with the expectations presented in the theoretical framework of this paper, and also with the liminal period theory by Noble and Walker (1997).

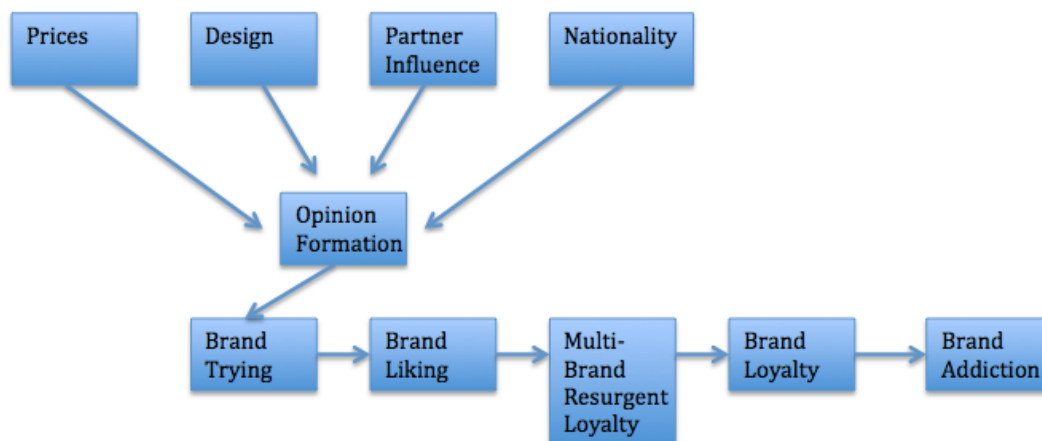
However as it is also expected that the longer an expat stays in a country, the further he or she will be in the liminal process, the statement by Lichy and Pon (2013) cannot be seen as untrue.

6.4 Additional insights

New codes and categories were developed from the empirical data. These issues were seen as important for the processes of expats, in relation to their brand relationships, and therefore were addressed in the additional insights part of the study. Aside from Price and Design, which was already discussed in this light, ‘Partner Influence’ and ‘Nationality’ are also topics analyzed in this section as factors that potentially influence the development of the brand relationship towards new brands. This is illustrated in the model below (see figure 14).

These issues are expected to be important in all brand relationship development situations, but especially when it comes to expats. As an expat, one has moved to a new marketplace and it is indicated in this study that these factors of influence are of more importance for consumers in an expat situation than when developing new brand relationships at home.

Figure 14: Topics, which illustrate the formation of opinion with the respondents, and therefore the process of developing brand relationships to new brands.



'Brand importance', 'Advertising' and 'Childhood' relations all relate to the respondents feelings about their old brands, and therefore not influencing the choice of new brands.

6.4.1 Brand importance

The respondents themselves do not see grocery brands as an important part of their lives; they are more focused on the products' quality, price and taste. This however, as mentioned, is not necessarily true, since what the respondents say they do in relation to their grocery brands and what they actually do, may not always be the same (Coupland, 2005).

It was also stated by some respondents that what was important was the product itself, with it becoming so important that brands do not matter. This is contrary to Coupland's (2005) theory of household brands. It would seem, for respondents in the first group, that the product category is more important for some brands, and as Coupland (2005) did not research 'Invisible Brands' with expats, this might be an issue of adjustment for expats, as the respondents in the later phases of the liminal period did not mention the same issues with searching for product categories.

Only respondents from groups one and three seemed interested in importing any of their old brands. This is in contrast to what Noble and Walker (1997) say about using old brands on the 'Symbolic Consumption' phase to adapt to the new role. There are no direct indications in the data explaining this; however, an explanation could be that the respondents are using time to explore and get used to the new marketplace.

6.4.2 Decision-making

Another thing found to matter in relation to both the relationship towards new and old brands is the price. When respondents are looking for new brands, most of them find that the price is an influencing aspect. It was found that the price difference between Denmark and the other EU member states, where the respondents moved from, was quite large.

This large price difference made RA state that he would only buy his old brands if they were reasonably priced, compared to the prices he was used to; otherwise he would choose another similar brand (RA, App. 6.1). As seen in this analysis the issue is that individuals are expected to have anchor prices, which in this case would be the prices of the original products from the home country of the respondents. This makes the brands seem even more expensive in Denmark. Ariely et al. (2003) also found in their study that people tend to relate their anchor prices to similar products as well, meaning that RA might have trouble finding a substitute brand that will fit his criteria of quality as well as price. For the respondents who want to substitute their brands, it is according to Ariely et al. (2003), better to find a brand that is not comparable with their old brands, as there is then no anchor price in place to compare the new brand with. The respondents in this study had quite different reasons for finding

prices important, which is why it can only be concluded that the price was of importance to them in general.

In the study, the design of brands is seen to influence the respondents' liminal processes, in the sense that the consumer will use design as an indicator for choosing brands. This then influences the development of brand relationships, which again affects the liminal process. Here, like in the study from Kapferer (1995), choosing something which looks like the original brand will be expected to create a similar feeling for the expat as the original brand. This seems to be the case, because the similarities in design of old and new brands both influence the adaption to the new role as suggested by Noble and Walker (1997).

6.4.3 Nationality

Nationality was also an important issue for some respondents, especially in relation to finding new brands. Again the findings were inconclusive as for some respondents it was important for the brand to have country of origin as their home country, where for others it was the origin of highly valued countries, which was important. This does fit with the findings made by Lichy and Pon (2013), that brands were valued higher if they originated from a country which the expat also values highly.

6.4.4 Other influences

Schouten (1991) found that people in a liminal period are more likely to change their identities. In this study, some respondents were influenced by partners and other networks in Denmark, and this seems to influence them to undergo a faster identity change in the form of proceeding through the liminal period faster than those who are living without a partner or having no network. This was also suggested by Lichy and Pon (2013) in relation to adapting to the new marketplace.

Another factor making the partner an asset in the liminal process can be, as was suggested by Belk (1988), that the partner is seen as a part of the extended self, which can be seen as a possession from the past, which again the respondent uses to help transform into the new role.

The help of having connections to other people, for the respondents, was also seen in relation to the new brand relationships. The most-used approach for 'Brand Trying' was on the basis of recommendations or by being influenced by a partner in the choice.

All of the partner and network relationships mentioned in this study were of a positive character. It would be expected that if the opposite were the case, like getting job or a network with negative relations, and no other network available in the new country, the relations to the marketplace would also be worse. Hence the liminal period phases would be reached in a slower pace.

6.5 Biases

Some biases were found in relation to the study. One, language confusion, was in the data collected. Lichy and Pon (2013) talk about the different meaning of words depending on where their respondents are from. This was seen as a small issue in this research as well. A more noticeable problem was the language barrier in the form of the researcher and the respondent understanding each other during the interviews. Based on this, one interview was discarded from the original fourteen respondents. The quality of the interview with RH did also suffer from this issue.

Making the respondents aware of their brand uses by asking them to bring five pictures of the brands they used most might have created a bias in relation to the subject of 'Invisible Brands'. Coupland (2005) notes, as shown earlier, that people tend to act differently from how they say they will, when related to buying grocery brands. By asking respondents about their brands, they started to think about them, and brands that might have been invisible before, now became visible in the mind of the respondents. This thereby contaminated the findings related to the 'Invisible Brands' in this study.

Bringing pictures of the brands to the interviews, was seen as a way to reduce the bias of the respondents not remembering the correct information in relation to their brands. However, it must still be considered that there is some bias in this aspect, because as explained earlier, memories kept in the long-term memory might not be factually correct (Hansen, 2000).

Lastly, some of the respondents had a very good knowledge about marketing and branding, as they worked within these fields. This might have skewed the data, as they are expected to be much more aware of the mechanisms at play in relation to brand relationships and how they change.

7 Conclusion

With the expected rise in the number of expats coming to Denmark in the coming years, it is important that these expats adapt to their new marketplace. The chances of the expat staying the entire length of his or her stay increase when this adaption has been made.

The consumer-brand relationship for the expats in this study was affected in multiple ways. The study shows that based on the liminal period the relationship between expats and 'Invisible Brands', as well as the development of relationships to new brands, there is a linear change. The adaptation to the status change of the 'Invisible Brands', as well as the development of the relationships towards new brands, could be held up against where in the liminal period each respondent was found to be in this study.

With regards to the 'Old' brands in general, it was found that the relationship to these are affected during the transition and the liminal period, but there were found no evidence in the empirical data suggesting a link between this and the stage in the liminal period where each respondent was.

However, when looking at the specific types of 'old' brands there did seem to be a link to the liminal period for the respondents. This was the case for the 'Invisible Brands' and it was also seen for relationships where the respondents had relationships to their childhoods with specific brands.

Looking closer at the findings, they showed that in this study some things, like a negative experience of substitute brands, seem to slow down the transition process for the expats, whereas other things, like living with a partner, seem to speed up the process.

As the interpretivist philosophy describes, nothing exists outside the reality construct of the mind of the respondents. Therefore, these findings are not applicable for evaluating expats' relationships to their brands when moving from a EU member state to Denmark in general, but only valid for this analysis.

This research contributed to the literature within liminality and consumption habits with a new model showing how 'Invisible Brands' become more visible for the expatiate during a move between cultures. Suggestions for what issues influence the choice of brands when moving to a new marketplace were made.

8 Limitations and further research

8.1 Limitations

During the research for this paper, some limitations were discovered. The first was the research design in relation to answering the research question. Originally the design was set up for two groups of respondents, but as this changed, a limitation of not having enough data sources in each group developed. The choice of asking respondents to bring pictures of their brands also limited the ability to gain the ideal information in relation to the research questions, as they were now aware of these brands.

Due to the time limit presented for this type of paper the mix of the respondents in this study is inhomogeneous, which is also a limitation as these can be difficult to relate to each other. These same respondents were, in some cases as mentioned, a limitation due to the language problems occurring between the researcher and the respondents.

Last, the researchers lack of experience with conducting qualitative research in the form of interviews poses a limitation with regards to the validity of the study.

These limitations presented should be kept in mind when doing the main study of this subject.

8.2 Further research

Based on the findings in this pre-study, it is recommended that a longitudinal study be conducted on the subject. Some suggestions for this as well as other research subjects are given below.

For a longitudinal study, it is suggested to carry out of research based on observation of buying habits both before and after the move, as well as interviews with the respondents, both before and after the move.

Due to the time limit presented for this type of paper, the mix of the respondents in this study is inhomogeneous. For future research, it is suggested to find a more homogenous group of respondents. A study of this type will provide an opportunity to avoid the memory bias to the same extent as in the present study, as the respondents will be observed in the shopping situations, as well as interviewed both before and after moving.

Other interesting research areas from the pre-study could be a study specifically in relation to the issue of 'Invisible brands' and expats, to verify if the presented model on the subject is valid in other settings.

Last, the aspect of partners and networks influencing the pace of movement in the liminal period is also suggested for further research.

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10 Appendix

10.1 Appendix 1 – immigration to Denmark from other EU member states

Indvandring efter område, indvandringsland og tid

	2009	2010	2011	2012	2013
Hele landet					
Belgien	480	496	479	610	546
Bulgarien	948	1 053	1 068	1 327	1 555
Cypern	32	36	31	46	103
Estland	217	262	282	323	262
Finland	426	443	429	433	483
Frankrig	1 740	1 699	1 682	1 729	1 817
Grækenland	305	297	442	579	671
Irland	275	286	323	335	342
Italien	1 172	1 281	1 315	1 526	1 795
Kroatien	37	47	43	44	144
Letland	954	1 061	1 017	838	815
Litauen	1 610	1 899	1 916	1 992	1 798
Luxembourg	153	116	151	86	107
Malta	37	34	42	67	62
Nederlandene	845	869	949	967	1 094
Polen	4 397	3 643	3 863	4 065	4 271
Portugal	293	274	309	432	478
Rumænien	1 761	2 358	3 153	3 895	4 327
Slovakiet	277	279	359	493	486
Slovenien	76	97	85	119	90
Spanien	2 028	2 043	2 046	2 310	2 455
Storbritannien	3 173	3 035	3 209	3 283	3 618
Sverige	5 325	5 275	4 925	4 488	5 018
Tjekkiet	366	337	366	370	388
Tyskland	4 736	4 381	4 329	4 163	4 479
Ungarn	630	621	626	1 007	992
Østrig	371	391	345	374	397

Enhed : Antal

10.2 Appendix 2 - Ethics protocol

Hi my name is Diana, and I am conducting this interview as a part of my Master thesis assignment at Copenhagen Business School.

The research subject is Expats and their brand relationships. I will be the one conducting the interview as well as analyzing the data, if you have any questions after the interview is done, feel free to contact me at XX.

Thank you for participating in this research project, it is very much appreciated. Before we start the interview I would like to assure you that you, as a participant, have the right to refuse to answer any question at any time and withdraw from the interview at any time.

Your participation is entirely voluntary and your identity will be kept confidential, and only known to me and my advisors.

This interview may be part of the final research report, but under no circumstances will your name or identifying characteristics be included in the report.

If you would please answer the questions below and sign the document to show that you have read this document, I would be very grateful.

Age: _____
Gender: Male / Female
Country you moved from: _____
Last finish educational level: _____
Date of arrival in Denmark: _____
Expected length of stay: _____
Current position: _____
Reason for stay: _____

Date & Signature

Would you like a copy of the executive summery when the paper is done? Yes No

If yes, please type in your e-mail address: _____

Can I contact you with follow-up questions? Yes No

10.3 Appendix 3 – Interview guide

Please tell me about yourself?

How come you made the decision to leave your home country?

Tell me about your decision to move to Denmark.

What are your expectations for your stay in Denmark?

How has your experience of Denmark been so far?

You have chosen 5 pictures illustrating the brands of grocery products you used before leaving for Denmark, we will be talking about these 5 pictures in turn now.

Could you please choose one of the pictures and describe it for me.

Which experiences do you relate to the picture/brand?

In which situations were you using this brand?

Thinking back, what did this brand mean to you back home?

Has this meaning changed now that you moved to Denmark?

What feelings do you attach to this picture/brand?

Have these feelings changed since you moved to Denmark?

Do you expect these feelings to change in the near future?

If your best friend were to describe your relationship with this brand what would he/she say?

What made you choose this brand?

What is special about this brand?

In this next section we will be talking a bit about brand relationships in general.

Are these the 5 grocery brands/products you used most before moving to Denmark?

Which other brands/products within groceries did you use regularly before moving to Denmark?

What made these brands relevant for you?

Did you buy the same brands of grocery products every time at home?

Why / why not?

Can you buy these brands in Denmark?

How do you feel about being (or not being) able to buy these brands in Denmark?

Do you still buy these brands?

If not being able to buy these products in Denmark, with which new grocery products do you currently replace your former favorite brands?

Can you please describe your first impression of these new brands?

What do these new brands mean to you?

How do you feel about this new situation?

Do you buy the same brand of grocery products every time in Denmark?

Why / why not?

Are you missing any specific brands when shopping for grocery items?

Which ones?

What makes you incapable to access or substitute these brands?

How do you feel about this?

Do/did you experience that there are a lot of, to you, unfamiliar brands in Denmark?

How did this affect you?

Have you stopped using any familiar brands after moving to Denmark, even though they are still available?

Which brands?

Why did you stop using these?

What did you replace them with?

Have your feelings towards other specific grocery brands changed for you?

How so?

Are there any brands, which were available at home, but you did not use, which you have started using here in Denmark?

Why do you think this is?

In general, how important are brands for you within the grocery category?

Has this changed since you moved to Denmark?

Do you see yourself as loyal to any particular grocery brand?

Which brands?

Has this changed while living in Denmark?

10.4 Appendix 4 – Coding manual

Category	Statement	Coding rule	Literature reference
C1: Affects on brand use	When going through a liminal period the consumer have not yet left the old life completely behind and have not adapted to the new one yet either. In this phase there are different stages, as seen in the theoretical framework presented for this paper. This might affect the relationship, which the respondent has with the brands they use.	Statements from respondents related to the intensity of feelings they have towards the brands they use.	(Fournier, 1998; Noble & Walker, 1997)
C2: 'Invisible Brands'	Some brands are seen as 'Invisible Brands' (Coupland, 2005), these brands are not valued highly as brands, though some are frequently used in the household. The adaption to new brands can be a difficult process, even the 'Invisible Brands', because they were a vital part of the household system (Coupland, 2005)	Statements about often-used products where the brands is of little importance to the respondent.	(Coupland, 2005)
C3: Relationship change towards 'old' brands	When changing consumption habits 'old' brands are expected to be taken into consideration, amongst other reasons because 'old' brands might not be available anymore. Another issue might be that the brand no	*Statements about 'old' brands, which influence the new role/situation. *Statements from respondents about unavailable brands.	(Fajer & Schouten, 1995; Fournier, 1998; Noble & Walker, 1997)

	longer matches the consumer's expectations or the new role which the consumer is adapting to. Expats are also expected to miss their 'old' brands, if no longer available, or the relationship might just change in form during the liminal period.	<p>*Statements about missing 'old' brands.</p> <p>*Changes in feelings towards 'old' brands.</p>	
C4: Relationship to 'new' brands	Consumers create relationships to brands in a similarly to how they do to people, these were devised by Fournier (1998) into different groups. Consumers might use these new brands as transformation brands during the liminal period. These new brands might be used to fill the void of missing other brands or relationships.	<p>*Respondents talking about new brands, which are influencing the new role.</p> <p>*Talk about new brand relationships.</p> <p>*Statements indicating brands filling a void left by 'old' brands or former relations.</p>	(Fournier, 1998; Noble & Walker, 1997)
C5: Outside influences	When arriving in a new country most expatriates join different socio-cultural groups, the affiliations with these groups are believed to have influence on the buying behavior (Lichy & Pon, 2013).	Respondent's remarks on buying brands based on influence from others.	(Lichy & Pon, 2013)

10.5 Appendix 5 – Category and codes definitions

Category	Definition
<i>Category 1 – 'Invisible Brands'</i>	Some brands are seen as 'Invisible Brands' (Coupland, 2005), these brands are not valued highly as brands, though some are frequently used in the household. The adaption to new brands can be a difficult process, even the

	'Invisible Brands', because they were a vital part of the household system (Coupland, 2005)	
	Code	Definition
	'Invisible Brands'	Expressions from respondents about old products where the brand were of little importance.
<u>Examples from text</u>	<p>A: <i>"So I'm more missing the product itself, than the brand."</i></p> <p>A: <i>"And what are other brands I normally use? Hmm, grocery store... There is a lot of food and these kinds of things you know this kind... The brand I mean, they are not really branded. The yoghurt... What is the name of the brand... I eat it nearly every day and I don't know the brand. It's... I have it... I can see the packaging... I don't know the name."</i></p> <p>B: <i>"I don't know the company name"</i></p> <p>B: <i>"I did not know the name, but I remembered it again when I saw the can. I really had to Google it and do an image search to find this one, but was this one that I bought."</i></p> <p>C: <i>"I think I only remember the luxury items, because there probably is a type of cheese I always eat, but I don't know the brand I only know where it is in the supermarket."</i></p> <p>D: <i>"Maybe the meaning has not changed, its just that it becomes more emergent, before it was salient, you did not know it, and now you are reminded of the meaning of it, when you are away"</i></p> <p>E: <i>"The thing is I don't know the brand, there is only one brand I guess, maybe its called budget, they have it in every Netto"</i></p> <p>G: <i>"I'm not so sure about the brands, I know food products that I bring from home."</i></p> <p>H: <i>"Here in Denmark, I'm buying but I don't remember the name."</i></p> <p>H: <i>"I found it in Netto, that's why I don't have anything specific about this brand, I don't have any feelings, I'm not attached to this brand"</i></p>	
Category	Definition	
<i>Category 2 – Relationships to old brands</i>	When changing consumption habits 'old' brands are expected to be taken into consideration, amongst other reasons because 'old' brands might not be available anymore. Another issue might be that the brand no longer matches the consumer's expectations or the new role which the consumer is adapting	

	to (Fajer & Schouten, 1995). Expats are also expected to miss their 'old' brands, if no longer available, or the relationship might just change in form during the liminal period.	
	Code	Definition
	Relationships to old brands	Feelings and opinions about the old brands, not directly related to before or after the move to Denmark (General statements).
<u>Examples from text</u>	<p>A: <i>"It's one of the basic products I try to have always at home. It's the same with the noodles or with the marmalade so it's just to have it always there."</i></p> <p>A: <i>"...for me it's more like this easy convenient thing."</i></p> <p>A: <i>"I grew up with this brand so that is my main relationship with the brand."</i></p> <p>A: <i>"It's more like; sometimes I wonder when it's not in the fridge, because it's one of the things that is always there."</i></p> <p>B: <i>"It taste much better and you can just use it for everything"</i></p> <p>B: <i>"This is really...here it is really a rational decision. It tastes somehow good, but I also want to eat that."</i></p> <p>C: <i>"I think these are comfort food, so when I go somewhere I like to have these, because they remind me of growing up as a kid."</i></p> <p>C: <i>"I think I'm quite obsessed with tea anyway and if they had to pick my favorite it would be that one."</i></p> <p>D: <i>"I can recommend to drink alcohol free beer as a supplement for soft drinks"</i></p> <p>E: <i>"I trust the brand, never been disappointed. That the brand, definitely a trust relationship, I'm grateful to the brand."</i></p> <p>E: <i>"Its like my, it allows me to not feel guilty I guess, it allows me to have the same behavior as the others, you know because they are guys and they don't care, but its my savior."</i></p> <p>E: <i>"I love that brand."</i></p> <p>F: <i>"So it was like for me, something good for my health, and I could have something sweet when I need something sweet, but I wanted to have something that was good for my health, so it was very good in this case."</i></p> <p>G: <i>"it is really one of my favorites."</i></p> <p>G: <i>"I choose Snickers because it's my favorite chocolate, and because I eat it very often."</i></p> <p>G: <i>"I feel that I can trust the brand"</i></p>	

	<p>H: <i>"I think this is the most common, the most known brand in Romania, and what I like is the quality."</i></p> <p>H: <i>"Just something that is very useful, but I don't have anything special."</i></p>	
	<p>Relationships to old brands – Before moving</p>	<p>Statements that indicate what relationship the respondent had with the brand before moving to Denmark.</p> <p>What feelings and opinions the respondent had towards the brands they choose to bring for the interview.</p>
<u>Examples from text</u>	<p>A: <i>"It was like coming home thinking: What do I have still to eat? And hen I always had noodles in the house"</i></p> <p>A: <i>"And what are other brands I normally use? Hmm, Grocery store... There is a lot of food and these kinds of things you know this kind... The brand I mean, they are not really branded."</i></p> <p>B: <i>"Again not to the brand, so I bought other, when I went to other supermarkets, I bought just another type of Seitan because I think its very, always the same, it just comes in another package from another company"</i></p> <p>C: <i>"I think I associate it with the people I share it with, I was in a house share and I shared it with my housemates."</i></p> <p>C: <i>"This is my favorite brand, but I do drink others."</i></p> <p>D: <i>"it is the milk brand that I used to buy, and there is basically no other provider."</i></p> <p>D: <i>"I think this is also what brands do, they convey a certain security, they say, buy this, and you know that the milk is good."</i></p> <p>E: <i>"...everything that I am not attached to a brand, for example I will not buy shampoo at Carrefour discount because I have my own brand that I like, but for basically most food products and cleaning products and stuff like that, its always going to be that brand."</i></p> <p>E: <i>"I started really using it when I was a kid in the morning, and then its basically the perfect, when ever you would be using bread, you just use this instead, because there is no calories in it, and you need to put less of the spread on it to actually feel it, but still you have the same impression of taking something in your hand and like putting something on it and just snacking on it."</i></p>	

	<p>F: <i>"It was like a connection with grandmother, she always has something good, so it was like it was always good one, this jam. "</i></p> <p>F: <i>"Well, I didn't enjoy them because they were thicker"</i></p> <p>G: <i>"I really liked it, its something that I really enjoyed, and the same with chocolate. Not only stress, but I got pleasure afterwards"</i></p> <p>G: <i>"I think it would not mean a lot, because it was just there..."</i></p> <p>H: <i>"I was using product, that I used to use, or just because I liked them, I think mostly because I just used to take the same products every time."</i></p> <p>H: <i>"...I was using from this brand, buying from this one, I think first because of the price and the quality, because there was some that was cheaper, but they were worse."</i></p> <p>H: <i>"I was thankful that they were making good water, but I didn't have like anything special. I just like the water."</i></p>	
	<p>Relationships to old brands – After moving</p>	<p>Respondents expressing statements about the relationship they have with old brands after moving to Denmark. Adaption to the new culture can be difficult, respondent's talk about missing old brands that are no longer available. Also they talk about the old brands they mostly use because it reminds them of home. Though some respondents express feelings about not relating to the old brands anymore.</p>
<u>Examples from text</u>	<p>A: <i>"Every now and then, especially if you miss home a little bit, then you start to search for products, and for instance listen to German music again, and all these kinds of things, then also my buying habits changes again, but after a couple... I mean in general you are just... and you find other brands or products."</i></p> <p>A: <i>"I already planned the moving of my Nespresso machine, he even has a name so... it's George of course..."</i></p> <p>B: <i>"I mean, since I have to import them, I still have them available... But have my feelings changed... Yes, here now I realize that you can miss a product because it is not available, so somehow, in that sense it changed a bit about availability but not the product itself. I still have a very functional view on this product"</i></p>	

	<p><i>because its yes, although it tastes somehow good, but its not the first criteria for buying it."</i></p> <p>B: <i>"I miss the product, maybe a bit, but there is also, I think although, No I have to say although its better than other yogurts, there are other yogurts, I could say that I miss it, but if I buy another yogurts then its also almost as fine."</i></p> <p>B: <i>"I think after a while I will find a similar product, so I might say that in the short term I miss it but I'm optimistic that I can replace it."</i></p> <p>C: <i>"Its probably more of a luxury item now, where it used to be regular."</i></p> <p>C: <i>"This one is missing a little bit in my collection at the moment."</i></p> <p>C: <i>"Yeah, that one can't be replace, I can find chocolate biscuits I like, but I cant find, that the perfect cup of tea"</i></p> <p>D: <i>"...I did never give the brand any notice, but once you leave your home, brands like Tiroler milch which are local brands, they become meaningful..."</i></p> <p>D: <i>"Maybe the meaning has not changed, its just that it becomes more emergent, before it was salient, you did not know it, and now you are reminded of the meaning of it, when you are away"</i></p> <p>E: <i>"I didn't realize how much I would miss it, I kind of thought everybody had that"</i></p> <p>E: <i>"I thought I was going to find replacements very easily, especially since its Europe, I remember we were camping in Spain and we would find the same products. I was basically thinking I needed to search a bit, but I would find it, but I was kind of wrong."</i></p> <p>F: <i>"Actually I miss some products here that I had in Poland, but on the other hand I found in other area some which are better for me here, but I'm still missing some products that I was used to use it in Poland."</i></p> <p>F: <i>"If I could buy these ones here, I would do it."</i></p> <p>G: <i>"Since I moved I'm like 'Oh my god, I don't want anything else than that' It doesn't matter what you can find in the stores, I want that one, because it does taste like my country. The other ones can taste similar, but its not the same. I mean before I would not care, and now I think."</i></p> <p>G: <i>"I think, now that I have more time, that I am living with someone, we both have breakfast together, so I don't, I'm not in a hurry to eat crap. Whenever I eat, I have to eat with him or we have to eat something we both like, so it's kind of nostalgic thinking about the brand that I would eat in certain locations and</i></p>
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	<p><i>now I don't eat it anymore."</i></p> <p>H: <i>"I don't have any feelings about it. I don't know some of the products I miss them, because I cannot find them here."</i></p> <p>H: <i>"I did not feel that while in Romania, it was too common; it was like taking it everyday. It was too common to drink this drink, Prigat. But if I would do here I feel I could"</i></p>	
Category	Definition	
<i>Category 3 – Relationships to new brands</i>	<p>Consumers create relationships to brands in a similarly to how they do to people, these were devised by Fournier (1998) into different groups.</p> <p>Consumers might use these new brands as transformation brands during the liminal period. These new brands might be used to fill the void of missing other brands or relationships.</p>	
	Code	Definition
	Relationships to new brands	Respondents talking about relationship to new brands in relation to their own role, both positive and negative relationships. Indications that the respondents have started to accept their new role and the new brands in their lives.
<u>Examples from text</u>	<p>A: <i>"will just give it a try and buy 5 different brands and then taste them all and then say: Okay I decide for this one."</i></p> <p>A: <i>"I think it's... there are two important things, the first thing is if they are fresh and local things so... having no brand but knowing it is from a farm around the corner would be... I would value this more than having an international brand. And if it is not a local product, I mean washing powder or... then I would... I trust brands then a lot."</i></p> <p>B: <i>"Maybe I already am, already about to change my consumption behavior, because I also found, it's so negative to say that I just went to buy these products, the same ones, but I also found other products here that I also like now, like soy milk, that I like."</i></p> <p>B: <i>"So this one is very good, and I don't think I have seen that similar in Germany. Maybe you can get it, but I never, because I just found it here in every supermarket, maybe I'm influenced by the omnipresence of this product, so I never bought it in Germany, so I could say that I adapt to other products"</i></p>	

	<p>already.”</p> <p>C: “I’m trying all the local biscuits and tea.”</p> <p>C: “I’ve been trying a lot of teas, but I quite like herbal teas as well, so I have probably been substituting my habits in the UK with Danish herbal teas. You seem to be having a larger variety here just in general.”</p> <p>D: “I think, perhaps I’m wrong, but this zero percent beer you have here from Carlsberg, not good.”</p> <p>D: “...so we avoid actually meat product when we are in Denmark, we don’t eat it with the same ease of mind, as we do in Austria.”</p> <p>E: “well at first you are kind of lost when you arrive in the supermarket here in Denmark, first because there are way less choices, and I have noticed of cause some brands from the supermarket, so I would go for that usually coop, but its a bit expensive for me”</p> <p>E: “The thing is I don’t know the brand, there is only one brand I guess, maybe its called budget, they have it in every Netto, they have this French pie, and I tried it, it was so bad, I only tried it once, never again.”</p> <p>F: “In the beginning I was buying also müsli, like it was something new, so I just started to use müsli.”</p> <p>F: “It’s a really nice brand, I like it. They have, like I’m buying dried fruit from them, they have also rice-milk and they have müsli, and flours and I think they also have some seeds, like sunflowers seed and sesame seeds, and I like them. I buy dried fruit, I always buy from them.”</p> <p>G: “...which is good I learn with it and I learned to like it as well and understand”</p> <p>G: “Yeah of cause, they catch much more of my attention, that makes me buy more, although I’m very careful with the prices. Unfortunately it’s very expensive here.”</p> <p>H: “Yes, actually I don’t care that much, for example I found in Denmark that you have this one (Kildevæld) and you have another one as well. I don’t really, maybe when I come back, when traveling to Romania, going home I will buy the same, but I don’t have anything special about the brand”</p> <p>H: “I was trying to taste more, like for the taste to see how they could sometimes. I’m doing also the same here, sometimes they are good, sometimes I’m really disappointed.”</p>
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Category	Definition	
<i>Category 4 – Other influence</i>	When arriving in a new country most expatriates join different socio-cultural groups, the affiliations with these groups are believed to have influence on the buying behavior (Lichy & Pon, 2013).	
	Code	Definition
	Outside influence	Respondents express opinions about other people influencing their choice of brands in the new culture, both old and new brands.
<u>Examples from text</u>	<p>A: <i>"Irma has an advantage, because they present their stuff quite good."</i></p> <p>B: <i>"...maybe in general, my consumption behavior have changed a bit because now I have to use my bike, go somewhere, so to the supermarket. In Berlin it was just next my house with three supermarkets."</i></p> <p>B: <i>"That's a bit difficult for me, here I really either have to go to special shops or something and its, that's really something that I, its a bit annoying, I really didn't expect that I cant just go to the supermarket to buy the products that I want. Because I seem to be part of a very small minority here with the consumption behavior, I have to import that."</i></p> <p>C: <i>"Whereas now I live with my boyfriend, and he doesn't like chocolate biscuits. So it probably don't remind me so often to think of them"</i></p> <p>C: <i>"They also have a mushroom pizza that is really good and I think we tried the mushroom pizza because that is my boyfriends favorite, and then I liked this one."</i></p> <p>D: <i>"...it was recommended to me by my PhD supervisor actually..."</i></p> <p>D: <i>"Okay, I don't know if this counts as experiences, I never gave a damn about Barilla before, my wife said 'You must buy barilla' then I never had spaghetti no. 3, because I was used to the fatter ones no."</i></p> <p>E: <i>"So now I'm living with someone, so you want to cook, which is thing when you are on your own you don't want to cook. When I was in France I was able to eat good and enjoy eating without cooking. Here you cannot do that. But now I'm enjoy cooking, I'm trying you make French food and Danish as well; I tried burning love, its really good."</i></p> <p>F: <i>"Well, it's also because my friend, she told me about this brand, so I always when I see this one, it reminds me also of her and this relation and thing we have done together. So it brings some memories connected with her and our</i></p>	

	<p><i>friendship and experiences we had together and doing something's together."</i></p> <p>G: <i>"Well I understood that my fiancée was not a very big fan that I eat crap food, that I should change my diet, especially my breakfast"</i></p> <p>G: <i>"I think, we adapt our lifestyle so that it is good for both."</i></p> <p>H: <i>"...my mother would send me in packages, because I could not find here and because its really, maybe because its ecological product, its really good for you health."</i></p>	
	Advertisement influence	Respondents talking about the influence of advertisement in relation to their brand choices.
<u>Examples from text</u>	<p>A: <i>"..actually.... always if I see the logo I have this voice in my head of this very strange Bavarian guy saying "SEITENbacher". That's my experience with that brand."</i></p> <p>A: <i>"...when I think about what are my associations with it ... Steffi Graff made advertisement for it. A German tennis player, but I don't like her so I don't know why I buy it actually."</i></p> <p>B: <i>"I think none of these products, but I don't have a TV, but I'm quite sure that none of these products have ads on TV or so I don't think I'm influenced by that."</i></p> <p>B: <i>"So Valensina, if I think about it I remember some ads, when I was a very small child, but it was another juice, but I didn't really think about that yet, so I don't think that this influenced my decision. I think it's just the taste of the product that I like."</i></p> <p>C: <i>"Yes, they really advertised in the UK, on TV a lot. They make quite a large variety of biscuits so the biscuits are sort of consistently good and a little bit naughty."</i></p> <p>D: <i>"It was long before it was advertised, at least I don't recall ever seeing an advertisement for any Nivea men product, now there are such advertisement, and now there is a whole palette of products specific for men, but I don't know when I came across of it."</i></p> <p>E: <i>"We tried and in the commercial they did this 'mmm' so we tried and we were like 'oh that was actually really good' and we did that 'mmm' like in the commercial."</i></p> <p>E: <i>"Well Bonne maman is a very, very old brand and whole advertizing it ' its made by your grandmother', its just like the jam your grandmother would</i></p>	

	<p><i>make, and it does taste like it, its just so good, you have the whole fruit scene, they basically have a jam for every fruit. I use jam in the morning, most people do. In the morning you want something like that, I guess warm and reassuring, kind of homey I would say."</i></p> <p>G: <i>"I liked the advertisement on the TV, they have a specific song that every body knows about it. Its nice to just think about it."</i></p> <p>G: <i>"I think the media has a lot of influence, on making you buy the product and making you change the way you see the product."</i></p> <p>H: <i>"The Picard, because it is very known, and it is also advertised on TV as well, its known and its really common."</i></p>	
	Childhood relations	In relation to their well-known brands, respondents talk about memories from their childhood and how this affects relationships to the brands.
<u>Examples from text</u>	<p>A: <i>"This is a brand I have known since I was a little kid, so it's really the stuff that was always at home with my parents"</i></p> <p>A: <i>"I also have a lot of memories from the advertisements during.... over time. It's also like all the TV commercials from my childhood at 'Die Rama'."</i></p> <p>B: <i>"Hmm, any specific, I mean I can use it for, or I used it for meals that relates more to my childhood because many people in Germany eat sausages, as you might know."</i></p> <p>C: <i>"I think these are comfort food, so when I go somewhere I like to have these, because they remind me of growing up as a kid."</i></p> <p>D: <i>"Then I also know, from talking to other people about brands, since I have this branding background, I think I fall in to the majority of people who would maybe associate Nivea with the blue tin packaging and that everyone of us had in the bathroom or that mom had in the bathroom, but never used, its a woman's product, why would you put a cream on you to hide you wrinkles, I don't know, perhaps this is the association that first come to mind when you think of skin product."</i></p> <p>E: <i>"I started really using it when I was a kid in the morning, and then its basically the perfect, when ever you would be using bread, you just use this instead, because there is no calories in it, and you need to put less of the spread on it to actually feel it, but still you have the same impression of taking</i></p>	

	<p><i>something in your hand and like putting something on it and just snacking on it."</i></p> <p>G: <i>"Nivea is that brand I remember since I was a child; even my parent and my grand parent grew up with it. I use it as a cream when I have dry skin and to sunscreen."</i></p> <p>G: <i>"I think I will have the same experience, I think I will still appreciate the brand, because it hasn't changed. Maybe it will remind me of my childhood as well."</i></p>	
Category	Definition	
<i>Category 5 – Nationality</i>	<p>The origin of a brand can be important for the respondents, they may express a higher value to brands which originates from their home country or a country they perceive as one of higher value (Lichy & Pon, 2013).</p>	
	Code	Definition
	Nationality	<p>The respondents express that the nationality of the brands are in some cases important to them, both positively and negatively. This is both seen in terms of brands from their home country and brands that originates from a country they see as having a high status.</p>
<u>Examples from text</u>	<p>A: <i>"Yeah, it's a feeling of home a feeling of... I had it a couple of times when I had a lot of German brands in my fridge and i was opening the fridge in Rotterdam I had this... It was exactly like before. So that is a smiling moment I think."</i></p> <p>A: <i>"every now and then, especially if you miss home a little bit, then you start to search for products, and for instance listen to German music again, and all these kinds of things, then also my buying habits changes again"</i></p> <p>B: <i>"Surprising, in Germany really in every hotdog both you will be able to ask for a vegetarian sausage. The first day I realized that someone poked fun about people eating vegetarian sausage, but its, so they told me here in Denmark, why do they put it in the same shape as a meat product, why don't you eat meat then? I think that there a not many shapes that you can have for, that has the same consistency as meat, or similar one"</i></p> <p>C: <i>"People from Yorkshire so go out of their way to find this."</i></p> <p>D: <i>"...although I must say I am not very patriotic..."</i></p>	

	<p>D: "...for everybody her own country stands for good and reliable, I think its the same for us. Except, there is also an objectively difference, I mean I know about the cows from Tiroler milch, and you perhaps as a Danish person know more about the sød milk, is that the brand?"</p> <p>E: "...because I never thought it would be able but they actually succeed to make camembert, a French cheese, that is lite..."</p> <p>F: "Yea this is Zott, and I'm not sure actually from which country this brand came, but I don't think its Polish, its not Polish, maybe France, I don't know."</p> <p>F: "So they have a really, really wide range of products and its old Polish brand, so its also connected at the Herbapol, its something good because its very old Polish brand, like a traditional brand and there is not only one company, there are branches in the whole Poland."</p> <p>G: "I probably pick it because I think it represents my country and the food that I eat every day."</p> <p>G: "Because, from all that I included, I wanted a Portuguese one, I wanted to emphasis the importance my country has in me."</p> <p>H: "Yes I think in Denmark, they are quite good products, but I am not trying to find German products."</p> <p>H: "I did not feel that while in Romania, it was too common; it was like taking it everyday. It was too common to drink this drink, Prigat. But if I would do here I feel I could"</p>	
Category	Definition	
<i>Category 6 – Brand importance</i>	Brands can be important to the individual, relationships evolve between the respondent and the brand (Fajer & Schouten, 1995; Fournier, 1998).	
	Code	Definition
	Importing goods	The ability to import products are important to some of the respondents. For some because they don't have to change their way of life, for others because they simply miss the brands they are / want to import.
<u>Examples from text</u>	<p>A: "So I also took 2 packages of them with me, because I'm quit sure I will not find it here and it will take some time to find something that is similar."</p> <p>A: "I think I will order it regularly with friends."</p> <p>B: "So I have to import products because I don't find them here."</p>	

	<p>B: <i>"This means that when friends are visiting me, I ask 'please bring this product to Copenhagen' and that is annoying."</i></p> <p>C: <i>"I like that I can import this quite easily. Its a comfort thing, I'm importing blankets as well, its very similar, its a cozy thing."</i></p> <p>F: <i>"I, because I cant buy all the products I miss some of them, because now we drink, I think, a little less herbs and of these fruit teas. When someone is coming to me or I am in Poland then I get it."</i></p> <p>G: <i>"I even bring it from Portugal"</i></p>	
	Brand importance	The importance of the brands to the respondent, both in relations to brands they cant live without and their feelings towards brands in general.
<u>Examples from text</u>	<p>B: <i>"So not loyal to food products. If you ask me about companies and persons, I don't care about that so I'm not loyal."</i></p> <p>C: <i>"Probably the packaging, probably comparing to something similar in the UK. Food and vegetables, I'm not brand specific."</i></p> <p>D: <i>"I think they are important, and they are becoming more and more important since brands convey certain security about the quality about the product, but at the same time brands as a general in the world, become less trustworthy."</i></p> <p>E: <i>"Food wise, yes on some products, its not to a brand, I'm not going to buy everything because its that brand, but there are some products where I'm always going to buy that brand."</i></p> <p>F: <i>"I think that if I think that it is something good, then I stay with this brand, like these rice-cakes. Now I get this rice-milk I buy usually from one company, but from time to time also from Urtekram because they have, but usually it's the one company."</i></p> <p>H: <i>"I think its, the most its, the quality of the product and then the price. This is both of them, and sometimes, even if it's a bit higher prices I also. I was using product, that I used to use, or just because I liked them, I think mostly because I just used to take the same products every time."</i></p> <p>H: <i>"I think I am still studying, I'm trying to still learn about the brands. I'm starting to take now kind of the same brands but I'm still studying, I'm still trying to buy something I did not buy before."</i></p>	

Category	Definition	
Category 7 – Feelings about transition	The transition phase and the feelings about this can be a challenge. Cody (2012) describes an individual in the liminal period as someone: <i>“Experiencing a suspension of identities in which commitment to the fixed and definable social categories from which they left and towards which they gravitate cannot be made”</i> (p. 46).	
	Code	Definition
	Feelings about transition	Respondents express feelings and opinions in relation to their new situation and how it affects them.
<u>Examples from text</u>	<p>A: <i>“So the expectation is that I have to adjust a lot.”</i></p> <p>A: <i>“It’s nice to have all these new experiences.”</i></p> <p>B: <i>“Denmark is of cause quite similar to Germany.”</i></p> <p>B: <i>“Again a bit annoyed, but I can change, I mean I’m the foreigner, so I cant change the Danish society, so I have to adapt, not the Danes.”</i></p> <p>B: <i>“Because that makes my life more difficult, my consumption, also here in the cantina, I always have to look if there is some meat in the noodles because they just mix it.”</i></p> <p>C: <i>“I don’t know how to do that profession her so I’m just job seeking”</i></p> <p>C: <i>“...but I’m always a little bit on the outside because most of them are speaking Danish and then I’m included occasionally”</i></p> <p>D: <i>“The push factors are also that I am now in a transitionary point in my lift where I finished my PhD, my old contract is running out, I would have to look for a job anyways, it would mean for me to move city anyway, so yeah we kind of, the coin is in the air, there was no particular, well the one particular was XX’s job offer of cause and now we are trying to establish our selves here and we will see how it goes...”</i></p> <p>D: <i>“I think Barillia, perhaps I never really cared about, I do appreciate that its part of this life that we used to have in Austria that is brought with us by using this brand here. So it perhaps it transports a piece of home with it.”</i></p> <p>E: <i>“I did not realize how convenient it was, to just be in a supermarket can be, and you, go through the thing and you go oh ‘that one, that one, that one’ you don’t even think, here I have to look trough the prices for every single brand and see what’s the cheapest, and then sometimes the cheapest is bad. I didn’t realize</i></p>	

	<p><i>it when I was in France, but now when I see how much time I'm looking at comparing the prices, this is very annoying."</i></p> <p>E: <i>"I had no idea that here in Denmark you made food from scratch for almost everything, you use so much time."</i></p> <p>F: <i>"To meet new people, to get some new experience, both in the job market, but also in new relationships, and meeting new cultures. Because here I can meet people from many places, the whole world, so that is something new for me. So there is a variety of different cultures and traditions which is interesting. It makes that people, that I need to, how to say, there are difference between something, that something that is obvious in Poland, can be the attitude in other countries can be complete different, like a taboo subject. I'm amazed, and it makes also some kind of respect for the whole variety of differences, but a lot of new things that I am learning, thanks to this. For me it is wow."</i></p> <p>F: <i>"Its so easy of a label, in every supermarket I can find rice-milk here so, in Poland I had to go to a specific shop to get it, but here I go to Netto or Føtex."</i></p> <p>G: <i>"I never thought it would be so hard, I thought, since i moved once away from Portugal that the adaptation would be easier."</i></p> <p>G: <i>"I mean, I will maybe adapt, or maybe not"</i></p> <p>H: <i>"Actually the taste, here in Denmark, mostly you can find the milk with different percentages of fat. In Romania milk is milk, I was not making a difference because its the same."</i></p>	
Category	Definition	
<i>Category 8 – Decision behavior</i>	<p>Many factors are relevant in the decision making process. It is known from the 4 p's of marketing (Mccarthy, 1975), that price and design are some of these important factors in attracting the consumer.</p> <p>Here also the respondents talk about the decision behavior in general and the method of r.</p>	
	Code	Definition
	Price	Respondents mention prices often in relations to their brand choice. This must be considered on of the important factors when arriving in Denmark as an expat.
<u>Examples from text</u>	<p>A: <i>"You have to save money from one day if you want to go out the other day cause it's quite expensive here."</i></p>	

	<p>A: <i>"My buying habits also changed when my salary changed."</i></p> <p>B: <i>"Its not only price, I really don't care about the package, I would say, so what the company names, I didn't even know that, I just recognized the yellow color on the plastic bag here on this picture, when I googled. As I told you I really had trouble finding these products, but I found them on Google. So if there is two of them, I can't tell you, maybe I would look at the price, the percentage of protein in it, origin."</i></p> <p>B: <i>"...so when I see Haribo I think it is very expensive here, so I don't buy it."</i></p> <p>B: <i>"...because they are usually the cheapest but they look the same at the branded ones. But they usually have a home brand that is cheap, a home brand that's organic and a home brand that is luxury."</i></p> <p>D: <i>"It costs a lot of money, and I bought out all the Irma's that I know in the proximity of where I live, because they only have ten tins and I can use that up in a week."</i></p> <p>D: <i>"We go by price also, I think its about a year ago there was this scandal with horse meat, this was in low, low budget products, I think if we always go for the cheapest, that is what will happen, but if you decide to spend a little bit more money, you can kind of be sure that the production and the quality is at an acceptable level."</i></p> <p>E: <i>"Every kind of cheese you want like blue cheese, everything there is going to be a Carrefour discount brand, and it's like the perfect equilibrium between the price and the quality. So you are not afraid to try out food with that."</i></p> <p>E: <i>"I'm loosing a lot of time, and I'm afraid to try out stuff because its expensive here, so its kind of annoying."</i></p> <p>F: <i>"What else can I say about this brand, for me it was good quality and good price."</i></p> <p>G: <i>"...its just super expensive, it is ridicules."</i></p> <p>H: <i>"I'm having them always with me, and it was the cheapest one. Even the quality was not good, not that good, because some of them they have smelled, I don't want. But I think its important to have paper."</i></p> <p>H: <i>"Because its expensive I think, and the quality of that in plastic is quite good."</i></p>	
	Packaging / Design	Its is know, as mentioned, that the design of products are important to customers, here the respondents talk about this in relation mostly

		to experiences with new brands.
<u>Examples from text</u>	<p>A: <i>"I think it would be a little bit the packaging so... for instance, I mean... if there would be a brand that had also the dark blue and the red, it could be that I just try it out so it say, because it is a very good substitute. Or similar looking."</i></p> <p>B: <i>"I went to this supermarket, and I thought, wow lets try this, because the picture, although there its doesn't really look good, but I think I was influenced by the visual presentation, the photo on it, so I tried it and then I bought it again because I like the taste."</i></p> <p>B: <i>"I mean of cause somehow, I mean, its the responsibility of the retail company and supermarkets to put products into certain corners to attract customers but also companies to have a design of the."</i></p> <p>C: <i>"I think its just quite a nice logo, having happy on the box is quite a good concept."</i></p> <p>C: <i>"...but I think its quite fun packaging."</i></p> <p>D: <i>"Here if someone will tempt me to buy milk, I can buy it now in Netto, but if I go to Irma I am lost because the packaging looks different, because I have to read and sometimes I am not sure, and it tastes good"</i></p> <p>E: <i>"It is easy that you go into the supermarket and spot it, its plain white; the package is plain white and blue."</i></p> <p>E: <i>"The quality, defiantly, I don't care about the packaging at all, its always nice to have a nice packaging but, no its really I don't care either about if they are eco friendly or if they give money to some charity, its just if the product is good for me, I will buy it."</i></p> <p>F: <i>"I think that they have a really good design of the wrapping and their logo is also very nice for the eye. And I think the balance between how thick and how thin they are, they have good balance."</i></p> <p>F: <i>"Mmm, I like them, because for example I like very much blue color, so these ones are, these without salt, they are always blue, and I really like it because I could easily find them all the time but on the other hand it was nice to look at them, all my blue ones. So it was nice for me, nice for the eye to look at this wrapping with a lot of blue on it."</i></p> <p>G: <i>"I really like, the first impression for sure, was the package look like, it seems that everything have some sort of design, much more careful than the Portuguese one."</i></p>	

	<p>G: <i>"And here, maybe its just my impression, but I think everything pops up, like buy me, like the design, like everything so stylish, I really like. That was the first impression I got when I first got into the supermarket, wow that is very fancy."</i></p> <p>H: <i>"Maybe I like also the shape of, the design of the bottle, it was a bit bigger and more useful to drink."</i></p>	
	Decision behavior	When the respondents are talking about their decision behavior and what might influence it.
<u>Examples from text</u>	<p>B: <i>"This is really, unlike for the juice, which is very tasted based decision, here it is really a rational decision. It tastes somehow good, but I also want to eat that."</i></p> <p>B: <i>"I mean of cause somehow, I mean, its the responsibility of the retail company and supermarkets to put products into certain corners to attract customers but also companies to have a design of the..."</i></p> <p>D: <i>"It works well for me, it is basically a practical relationship I have with this brand and so far I see that it is available everywhere not only in Austria, I also bought it here in Denmark and in Croatia and where ever I have my home bases."</i></p> <p>H: <i>"I think its, the most its, the quality of the product and then the price. This is both of them, and sometimes, even if it's a bit higher prices I also. I was using product, that I used to use, or just because I liked them, I think mostly because I just used to take the same products every time."</i></p>	
	Trial and error	As forms of finding new brands, some respondent's mentions that they use 'trial and error', meaning that they just keep trying new brands until they find one that fits their needs and wants.
<u>Examples from text</u>	<p>A: <i>"since I also in Germany I tried a lot of different brands to find out what I like, I am quite sure I will also find something here. But I will try."</i></p> <p>B: <i>"I have a certain taste in my mind then I go to the supermarket, buy one juice, say its good, but not good enough, next I'm going to buy another one and after a while I will find my juice, and that was my juice. So I tried different juices before."</i></p> <p>B: <i>"Maybe if I do the same trial and error here in Denmark, I just started here just a few weeks ago, maybe I will find a similar product, I'm quite sure even."</i></p> <p>C: <i>"Well a lot of them I don't know what it is, like Koldskål, I quite like it but I</i></p>	

	<p><i>haven't had it before, and then there are different types, some of them are thick, so I have to try them all."</i></p> <p>D: <i>"I've tried all these burning stuff and that was the first one that didn't burn."</i></p> <p>E: <i>"Its really by trying out different stuff and were you say 'oh, its actually'"</i></p> <p>E: <i>"...and there is so much miss and try, you loose a lot of money over that, but its a bit scary."</i></p> <p>H: <i>"I was just like drinking different brands and I just drink this one. Because I bought also cheaper, but they were worse, that is why I prefer to buy this one."</i></p>
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10.6 Appendix 6 – Interviews

Appendix 6 contains the transcriptions of the eight interviews used as the primary data sources for this pre-study. All questions in the interview is marked with the letter R, for researcher and then the answer with the letter, which corresponds with the respondents interview letter, these are from A to H.

10.6.1 Appendix 6.1 – Interview A

Age: 33	Sex: Male
Country of origin: Germany	Educational level: PhD
Arrival date in Denmark: 1 st of July 2014	Date of Interview: 2 nd of July 2014
Reason for stay: Work	Length of stay: 4 years

R: Lets start. If you could tell me a little bit about yourself

A: I'm XX and I'm Assistant Professor at XX, from yesterday on, and I just moved from Rotterdam to Hamburg again, so originally I'm from Germany, I moved then to Rotterdam in the Netherlands for 2½ years, to work there as a postdoc and then just half a year ago I moved back to Hamburg and now I'm coming here and working here.

R: So the reason for choosing to move to Denmark?

A: Work. It's like always in science, you just hop around the universities where you get a job and where you can improve your career. That's quite normal in science to jump around between different countries.

R: Does it have anything to do with the country in itself or is it more....

A: The University, XX has quit a good name in Europe so it is definitely... but of course I mean Copenhagen is nice so it could have been worse. I went to Esbjerg before and I mean it's cute but it's... just cute.

R: So what's your expectations for being here then?

A: Yeah my expectations. I have been here before for doing my PHD time for 2 months so, 2½ months, so I had somehow already a little bit the expectation of how Copenhagen looks like, and how it is to work with people from Denmark a little bit, and yeah so, but it's different if you know it's only for a couple of months, just a visit or when I was flying in yesterday I was like:" Okay this is my new home" that's something different so I would say that what I expect is a lot of chaos from myself because I don't know how it works here, and it starts with going to the metro stations with the cards or in the supermarket with all the brands you don't know and all the stuff and searching for... In Germany we

have special shops just for stuff like bathing and stuff like that, toothbrushes and like, we call it Drogerie and I didn't find it yet here. So the expectation is that I have to adjust a lot.

R: That's going to be interesting, hopefully.

A: Yeah of course. It's always something. It's nice to have all these new experiences.

R: You emailed me 5 pictures of the brands that you used mostly at home and I have those here so we are going to talk a bit about those. If you just choose one of them and tell me a bit about it.

A: That is the cereals here. That is what I always have for breakfast. So I also took 2 packages of them with me, because I'm quite sure I will not find it here and it will take some time to find something that is similar. So that is for instance, it's a quite good and expensive brand, more like organic cereals thing, so you can even order different kinds of taste, so if you don't like this you can actually write them and say: 'I want to have this one but without the nuts or with extra these', but of course it will cost even more but... so it's a very customized product.

R: I've never heard of that before. That's amazing. So you can just get it like what ever you want?

A: Then it's double the price, so it's good if you have... I mean they have like 20 or so different basic things, so in general you buy the basic things but like a friend of mine she has a nut allergy so for her she is really ordering this one without the nuts.

R: That's really smart. Is there any.... You're saying that it's a breakfast of course, so you're using it in the morning. Is there any other times that you would use this?

A: Yeah if I really have to just ... during lunch or so... If I want fast something to eat and must not be warm it's always... I mean you have it just at home so it's always there it's as long as you have milk, otherwise problematic, but no yeah. It's one of the basic products I try to have always at home. It's the same with the noodles or with the marmalade so it's just to have it always there.

R: Is there any specific experience that you relate to this product?

A: It started with a strange advertisement. It was they have a very, very.... They have this advertisement for years and years from the south of Germany and a very strange pronunciation of the brand name. It's called "Seitenbacher", and this guy in the advertisement is saying "SEITENbacher", so it's a very sudden German accent thing, and we were always making fun of it, and we tried it and it was great, so you side for that even though it is one of the most expensive cereals we have in Germany so for me it's ...actually... always if I see the logo I have this voice in my head of this very strange Bavarian guy saying "SEITENbacher". That's my experience with that brand.

R: Does it have any other meaning to you, this brand?

A: No... Its supposed to be like active and sporty and all these kinds of things but there's also chocolate in it so... I wouldn't say it's really healthy. I mean it's good quality, so for me it's just at type of fast short breakfast thing so I think my feelings towards this brand is good quality and I can have access to

it any time at home and if I just need a short breakfast because I don't eat breakfast that much I can just have a short 10 minute thing and go to work, so for me it's more like this easy convenient thing

R: Fast food

A: Yeah. It's healthy fast food except for the chocolate in it.

R: Does it mean a lot to you that it has chocolate in it or?

A: No it's just sometimes I think like... Okay it would be better without the chocolate, but it tastes so good.

R: I know that feeling. Now that you have moved, do you expect your feelings about the brand to change?

A: About this brand yeah, I will, I think I will really miss it. That was the reason I took 2 of the packages with me. Space was limited in suitcases so, for the other products like the noodles or even the cream cheese, also half Philadelphia is a very global brand, and I'm quite sure I will find it here somehow somewhere, so these are more global things, like okay I can find substitutes, but this one is more special so I will have to search for other solutions then.

R: What are you going to do when you run out?

A: It's, I mean I'm searching for a flat with a guest room so I said to all my friends they are very, very welcome, the only thing they have to bring with them is chocolate and for instance also this, as payment to stay here in Copenhagen. I hope that I can start an Import/Export company so to save it.

R: That's a good idea. You can get it and....

A: I think I will order it regularly with friends.

R: I'm kind of thinking that you will have to have visitors quite often.

A: Mmmm yeah or they will have to bring like 10 or something. The good thing is you can actually store it for ½ a year in a cupboard, it's dry it's nothing bad. I mean for Philadelphia I wouldn't do it.

R: If you would have a friend describe your relationship with this brand, how do you think he or she would do that?

A: He is crazy about it

R: That was spot on.

A: I will say that of 7 days a week I will breakfast this 5 days, so it's one of my main eating things.

R: So lets take another brand. Which one would you like to...?

A: We'll take this one (Philadelphia).

R: So tell me little bit about his one.

A: Yeah. It's cream cheese. So If I'm not breakfasting on... most of the stuff is breakfast, even though I'm not a big breakfast... on the weekends if you do a bigger breakfast, then I like sweet breakfast so it's marmalade and cream cheese. And Philadelphia is also.... This is a brand I have known since I was a little kid, so it's really the stuff that was always at home with my parents and there are even some

cakes you can do with the cream cheese like American cheese cake, you have to buy this and put it in together. There is even a cooking book from 'Kraft', explaining where you can put Philadelphia in to cook so you can do a lot but generally I just eat it with marmalade together, or in American cheesecake

R: Have you had any experiences where you can relate this brand specifically?

A: This brand is really like.... even when I was a kid it was always on the table, so this is really one of my... I grew up with this brand so that is my main relationship with the brand.

R: Do you have any specific feelings about the brand?

A: Yes its kind of coziness, of being the child again, having like the breakfast in the morning

R: Do you expect it will change here, now when you...?

A: Yeah it depends a little on the price. So Philadelphia I mean it's a nice thing but if there is cream cheese in general I would... if it's a little bit more expensive I would take the brand I know, but here there is definitely a limit where I think: Okay come on it could also be other cream cheeses, so I will just try al the others to find something as an equivalent because I expect that this is also more expensive here, than the other cream cheeses. So I expect that I will search for it or I already have started to search for it in the supermarket. I didn't find it at Lidl yet, so maybe I have to go to the other one.... not Netto but the ..

R: Irma?

A: Irma, okay. So If it's here, and mostly the same price I will not change, and that is also very nice because then.... I experienced it when I was in Rotterdam. I had several products from Germany still available, and I always pick them as some kind of... It's the same like at home. So if it is not really more expensive I will still buy it and there is no change in the relationship, maybe adding this kind of feeling of home thing.

R: If you would have a friend describe your relationship with this brand, how do you think he or she would do that?

A: I think that my relationship is not strong enough that anybody would say: Okay that's the guy always with the Philadelphia running around, but I would say that for instance my girlfriend would say the Philadelphia is not there so lets buy it because we always want to have it in the fridge so I think it is more like necessary, maybe an association or description

R: Okay so choose another brand.

A: Then we just take the Schwartau Marmalade.

R: So tell me about that.

A: It's really fitting to the Philadelphia so it's my favorite marmalade and especially strawberry is something that was always there during my childhood, and Schwartau is a small place right around the corner so to say in Hamburg. Of course it's an international brand but it's, but Schwartau is just around the corer so it's.... the inventers, the original company comes from Hamburg or from the greater area of

Hamburg, so it is also a local product for us, so of course I support the local economy, and buy strawberry marmalade, even though we are starting to make our own marmalade so the relationship is getting..... Homemade marmalade is better.

R: Do you think you will be doing that here as well then?

A: Yeah I think so. I really had fun with it and it worked out quite well so far, and there is a brand called "north Sugar" in Germany, and they found out that selling sugar is getting harder and harder, especially since nobody is making marmalade anymore. So a couple of years ago they started to have advertisements for. Try to make your own marmalade. They made like packaging already with 5 glasses and sugar and how to do it, and all these kind of things, and a lot of young people actually tried to do that and started to doing that, and the good thing is, you can reduce the amount of sugar to have a bit more fruity if you want. So I think the relationship with the brand will get lower if cooking marmalade here will work out.

R: That's actually interesting. It's kind of a smart marketing plan to....

A: Yes it was really, especially since cooking marmalade is so grandmother...

R: Yeah. It seems hard when you are....

A: But it isn't. It's a lot of work but. I mean you have to work for it a full day on it and cutting all the fruits and things but after the day you have like marmalade for half the year..

R: So it's quite....

A: Yeah it makes sense to do it and especially if the fruits are there. Right now is strawberry season so I think that when I'm back at the weekend in Hamburg I.... and strawberries are cheap I will, maybe we will do this before hand, and come already with the marmalade.

R: Are you coming here by flight or by car?

A: Sometimes by train, sometimes by plain. It depends a little bit on my schedules and the price of the flight tickets and the train tickets.

R: Makes sense.

A: So when I come with the train I can take more.

R: If you come in a car you can just fill it...with the whole package of your breakfast.

A: So with the marmalade, if I couldn't find it here I wouldn't care so much. If I would see it and at the same price it would be the same. If it's the same price and I see it here I will always pick the brand... The German brands, just for like personal reasons intern of feeling the German market here.

R: So even if you say this is not available, and you don't have any homemade marmalade, would you then just buy another one?

A: Yeah just buy another one. With marmalade I'm quite flexible.

R: You are saying that you are already changing your relationship as you made your own marmalade. Do you think it will continue to change, and be less strong maybe?

A: Yes. I think at a certain point it will be just... I figured out when I was in Rotterdam to a certain point, every now and then, especially if you miss home a little bit, then you start to search for products, and for instance listen to German music again, and all these kinds of things, then also my buying habits changes again, but after a couple... i mean in general you are just... and you find other brands or products. For instance in the Netherlands there is a big supermarket company called Albert Heijn and I got really related to the Albert Heijn store because they have great quality, and with quite reasonable prices. They have a lot of non-brand... their own products, so I also started to buy Albert Heijn Marmalade there, so I guess it will be the same here

R: So if you would have a friend describe your relationship with this brand, how do you think he or she would do that?

A: It would be crazy about strawberry marmalade, but not so crazy about the brand it self.

R: So It's more the product?

A: More the product than the brand.

R: So the next one?

A: Yes the next one is margarine. It's also something from my childhood, so there three things I already have a long relationship with. In Germany this product is nearly double the price than the other non-branded margarine, while the quality of this kind of thing is exactly the same, and everybody knows it, so there is a big voice in my head always saying: Okay buy the cheaper one, but sometimes I still buy it because it was always there when I was a kid.

R: So maybe an emotional.....?

A: Yeah it's more like... If you don't think about it. If I just have to buy really fast something, and I do exactly what marketing is about, a shortcut. It's just reflex. You just buy this and then while paying you think like hmmm I could have saved a euro or so but I mean it's not really an expensive product, so you save like 60 cents or so, but still. So I would say, it like... that's also... I also have a lot of memories from the advertisements during.... over time. It's also like all the TV commercials from my childhood at 'Die Rama'.

R: Which situation would you use this?

A: In general... you can have it in the morning if no Philadelphia is there or in the evening if you eat bread, and you don't have a warm meal you take Rama. The problem is it's not so good to use for cooking or baking, so today you take butter. Its butter yeah. It's a long lasting product, since you just eat it with bread; it's always there when you also have butter in the fridge.

R: So your experience with the brand is?

A: It's more like; sometimes I wonder when it's not in the fridge, because it's one of the things that is always there. So you buy it... I don't know... like every 3 months you have to buy such a thing but it's a

long lasting product, so my relationship with the product is like I'm wondering when it's not there, so I don't even think about it, just always in the fridge.

R: So if you bought a substitute brand, are you then missing this when you look in the fridge. Are you looking for this brand, even though the other brand is there?

A: No not really. So I'm more missing the product itself, than the brand.

R: So tell me about your feeling about the brand. What's your...?

A: It's again this I remember watching the advertisement during the movies or something like that so. During my childhood they heavily advertised these things, or at least it's one of the few advertisements that are still in my mind, seeing the happy people running around in the sun, in a sunflower field and all these kinds of things. And also in Hamburg there is a really, really big picture on a building so. I don't know when it was painted, but I think it is there for 20-25 years, and they rented so to say the whole wall of the house, so the whole house is sort of a Rama advertisement. It's still there so it's like a 25 year old advertisement. So when I think about the brand I sometimes see this house and wondering about this... I mean I work in marketing so from the advertising, it's something interesting, and it's funny to see a 25 year old advertisement still there, and making.... saying: Buy Rama

R: Do you think they still pay for this?

A: No I don't think so. I think it is really something... It became so normal that it's there, that it's somehow funny, and that the owner of the house is just keeping it I think, or maybe he is related to the company I don't know. But I think it is somehow... It is quite common, so that if someone would paint it white everybody would be like.... What happened, where is the advertisement?

R: It's kind of grown into the city image if you could say that?

A: Yes

R: So do you expect your feeling about the brand to change, now that you have moved?

A: Yeah I think it will get less important. The substitutes are quite good so I think I will not... I mean if it is here and the same price I would again take the German brand but if not, then it wouldn't hurt.

R: Okay.

A: And what friends would say about it? My mother would say: So you still buy Rama, because she is not buying it anymore. She is buying more organic now, so I think she would say: So you are still buying it? She would wonder that I still somehow related to it, because of my childhood.

R: So they stopped using it after you moved away from home?

A: Yeah or just a couple of years ago when she tried to buy more local products and more organic products and all these kinds of things. I mean it is a big brand in Germany and I'm quite sure the stuff would come from all around the world. It's not the same thing like buying this in a farmhouse. I also

don't know if they have this like here... extra shops where they just sell organic products. It's also a quite popular thing in Germany.

R: Yeah I have heard. I don't know... I guess there are some. I'm a student so I don't have any money.

A: Yeah that's the thing. My buying habits also changed when my salary changed.

R: That usually happens.

A: I wouldn't have bought that one (taps a picture) during student time.

R: No. So we already talked about what made you choose it, the brand. So let's talk about the last one.

A: Yeah. That's noodles, Barilla. Barilla is I think the most famous brand for noodles in Germany. Actually when I'm in a supermarket I always buy this one, if I'm not buying it in a specific supermarket in Germany, which is called Edeka, they have their own company brand, and I even like that one more because it's better quality and half the price... no not half the price but cheaper. But if I'm not in an Edeka supermarket I always take this one, and I'm not really sure why. Because it is not because we had it at home before, but it is just... it is... the price difference isn't that big with noodles and... hmmm... when I think about what are my associations with it ... Steffi Graff made advertisement for it. A German tennis player, but I don't like her so I don't know why I buy it actually.

R: I don't like you so I'm going to start using the brand you advertise.

A: Actually I don't know why I buy it. I think it was because it was there when I was a student. I always went to one of the supermarkets. Lidl which is also here, cause it was exactly next to my flat, and they had like their own brand which tasted crap and they had this one, so I think I started buying this Barilla noodles during my student time, cause they were like 20 cent more, but tasted much better, so yeah I think that was the beginning of it.

R: Do you have any specific experiences with this brand?

A: Yeah it's my student time. It was like coming home thinking: What do I have still to eat? And then I always had noodles in the house and maybe you search for something you can eat with and you hope it's not just ketchup. In general I always bought some glasses of pesto, cause you can also store them quite a long time. So my experience with the brand is coming home from university or work, my student job so to say, and then think: Oh I'm so hungry.... what do I have.

R: So what's your feelings towards the brand then?

A: That is if you want something warm and easy to do, I mean because cooking noodles and putting pesto on it is quite a simple task that I can even do. That's really like a warm meal that tastes good. It's very simple but good, so simple is also in.

R: Do you think it will change now?

A: It already changed a little bit because I got more advanced in cooking, so I will have a look at what happens as long as I'm staying here alone, because my girlfriend will move in a couple of months, so cooking just for myself, it could happen that I come back to my old habits that I just buy the noodles

again, just buy pesto and, so yeah I think you could do more than just pesto so my feelings towards noodles in general are very positive and the brand is... If it's there it's also fine. Again not as crazy as I am about the cereal.

R: You really love your cereal.

A: Yeah I love the cereal.

R: I can see. So if you would have a friend describe your relationship with this brand, how do you think he or she would do that?

A: Oh my god not noodles again. When friends, during student times, would come around and was hungry it was always noodles with pesto.

R: So then that changed. Would you now serve them something else?

A: From time to time, my old friends, when they are at home, and they are visiting me I make noodles with pesto because of the good old times.

R: Would you do that if they come to visit you then?

A: Yeah to make fun of them I would, but then sometime later on maybe go for some kind of Danish cuisine. You have to save money from one day if you want to go out the other day cause it's quite expensive here.

R: It kind of is. So the next questions I have for you are more general brand related. The brands that we talked about, are they the ones you use the most? In Groceries?

A: The most? Mmm no I wouldn't say that. The most I would say is the non-branded products of the Edeka brand, of this specific supermarket. They are also a brand so they are the brand I use the most and you use other stuff more, I mean, like orange juice... I thought about putting a specific orange juice in here, which I buy more than noodles. They are in use, but there are other brands.

R: Could you tell me which ones?

A: Yeah. Haribo, they are more...

R: Any specific?

A: Yeah Gummy bears. It's quite funny, you have it here also in every shop, also the Danes think that it's a Danish brand.

R: I actually did that also for a long time. It's really funny. But it is German, right?

A: Yes it is German. And what are other brands I normally use? Hmm, Grocery store... There is a lot of food and these kinds of things you know this kind... The brand I mean, they are not really branded. The yoghurt... What is the name of the brand... I eat it nearly every day and I don't know the brand. It's... I have it... I can see the packaging... I don't know the name. But I have my specific yoghurt and I have tried a lot of yoghurts still I found one I really like.

R: What about the orange juice, do you know the brand?

A: Yeah, it is also a local... a local German brand, it is called Beckers. Beckers Bester I think, so it is Beckers that is the name of the company.

R: So, for this yoghurt, you use it every day?

A: Yeah, nearly every day.

R: How about now that you moved here?

A: The good thing is that Denmark is a yoghurt country. So I already searched for the brand here and I didn't find it. But I am quite sure I will find something that so... so... since I also in Germany I tried a lot of different brands to find out what I like, I am quite sure I will also find something here. But I will try.

R: So it is not that you're going to be sitting crying?

A: No, no, no, I experienced that also in the Netherlands, there is always products you will find... Well I am a little bit crying you don't have kvark, so that is a product, that is not yoghurt, and it is a little bit thicker than yoghurt, and you can eat it like yoghurt so with fruits or so. It is more... there is also a little more fat in it, so... But you can also use it for cooking, and for baking. There is... I don't know... so...the American cheesecake... German cheesecake is a little bit different, and you need kvark for that, a lot of kvark.. And my girlfriend is really, really mad about it, that there is no kvark here.

R: So you searched everywhere

A: Yeah, in Germany... it's like... you have yoghurt and you have kvark.

R: Yeah, I heard about it though.

A: So one of my tasks is to search here every grocery store if they have kvark or not. We don't care about the brand, we just want to have the product.

R: So can that be substituted with anything?

A: No... you can make it yourself. But it's that I think quite... It's like, I mean... making yoghurt, I think it is if you really try it, it will be not that hard but for me that... I think like hmmm... so you have to buy stuff like all this kind of stuff like bacteria put it in there and all this and have to wait... As in the beginning with making marmalade, I also thought it would take ages to do that, So maybe we will just make kvark here as well.

R: Oh that could be interesting, like start your own business?

A: Yeah... She's like... she was... she sometimes says she means it funny sometimes she says maybe I just make café here and serve German cheesecake. Cause in Germany it is really popular to have cheesecake like that. And here you don't find it

R: Do you think that your feelings towards this product will change or did you use a specific brand in Germany, of kvark.

A: No again, it like the Edeka store brand. Because you need a lot of them to make this cake, so you just buy like four packages of this, and that is two liters of kvark.

R: Oh wow, that's a lot.

A: There you actually just take the big cans.

R: Do you think your feelings towards this will change?

A: yeah, I will miss it, I will definitely miss it. And I already experienced it also in the Netherlands; there is some products like the yoghurt in the Netherlands also a little bit different also even the packaging. You have it here as well, that the yoghurt comes in this one liter tetra packs thing like the paper boxes that you have to "plup" "plup" "plup".

R: There is a lid on it?

A: And you would never sell it like that in Germany, you would sell it in little plastic boxes with the wide opening, so you can go with a spoon and get it out. So when I was... The first time I was in the Netherlands I wanted to buy yoghurt, and they gave me this one liter paper box and I was like okay, "and it takes some time to get I out" and when I was here the first time I thinking "Oh my gosh, they also do it".

R: I guess it gives another expression when you have to pour it out.

A: It takes to much time and also the rest, I mean, if you have a yoghurt you take every piece of it and here you have to wait and it is still half the packaging is inside. I find it not convenient.

R: You can get Greek yoghurt in...

A: Yeah, something like that would be, with the plastic thing and the wide opening.

R: What about things like Haribo, do you think your feelings towards it will change, Haribo the candy?

A: As I have... yeah... no because its, it is here so popular, so I think I will still see it and think like no. So I think that one is really... because it is so popular here that one is I think I will stay the same exactly the same.

R: You mentioned that before that a lot of Danes think it's Danish so do you think you might be a bit patriotic about it?

A: Yeah I tell everybody, defiantly, if someone say ah that a very good Danish product, I say: 'No it's a German one.' I already told everybody I know, that it's a German product.

R: It is funny, I think, that because we also just grew up with it. So with the orange juice, do you know if you can get anything here that can substitute that for you?

A: Yeah I would also go for the.... I would try the.... With orange juice there is called Direktsaft I don't know the English word, it's 100% fruit and the other is like powder and later on they put water on so that is the difference, in Germany it's guaranteed that it's 100% fruit, and that also have fair trade logo and all these kinds of things, so I would search for these kind of things, for instance the fair trade logo, and then just try it. Orange juice sometimes it's to sweet sometimes it's to sour so... I will just give it a try and buy 5 different brands and then taste them all and then say: Okay I decide for this one.

R: Is the fair trade important to you?

A: With orange juice yes. Because I can afford to buy more expensive product there and then I would go for the fair trade.

R: Is it important for you with and other products or brands?

A: It depends a little bit. For instance drinks and juices I try to do this, also if it's available with fruits I do it. Coffee. I did it before with coffee but I bought a Nespresso machine so now I'm kind of bound to this brand and I love my Nespresso machine so... It's very selective. It's a little bit buying stuff for the good conscience. You don't have to hate yourself. Poor little kids have to do something somewhere.

R: So for the orange juice, what would make you trust or be loyal to a new brand? It seems like that's what you have with....

A: Yeah... The most important thing is the taste, it's not too sweet, and once I decide for something I'm quite loyal. So I experience a lot of different yoghurts and things before deciding, but then once I decided I buy always the same in general. So for me I would go with the taste and then with the price and then with the fair trade thing. And connected to the taste is that it is not with water and sugar, but it's just fruit. So taste and quality is the most important thing.

R: So you mentioned a Nespresso, did you bring that with you?

A: Not yet, but off course I will. I already asked the Nespresso people in Germany how to register here then. Because if you want to buy it online, and...

R: I think there is a big Nespresso store here.

A: Yeah, exactly, so they also said, you just have to go to the store in Copenhagen. So yeah, I already planned the moving of my Nespresso machine, he even has a name so... it's George of course...

R: What are you going to do until you get that?

A: Drinking the coffee here and missing my Nespresso machine.

R: Do you think you are going to be substituting it other places like at home with another brand until you get your machine, or will you just otherwise wait?

A: You mean substituting it here, yeah, I go drinking coffee in café's, I mean they are also quite tasty so I tried this all these other kind of powder stuff, and these things it didn't taste that good. So the only other solution would be to get this small Italian cooking thing where you make espresso, and I also have another, what is the brand, this black box with the white and red, so there is also a brand I would buy. So this would be a substitute. So maybe I do this before getting 'George' here.

R: I think that is kind of funny

A: There is also... One of the reasons why I like the brand so much is because they have such a good advertisement, I love the advertisement. It's so smart to take this guy and really to stick with him. I did a lot of research on celebrities in advertisements and they are the best examples how to do it. So if you take a celebrity it also distracts you from the brand... You think like: "Oh yeah, it's like I saw his last movie"... So if you do it you really have to stick it, and you really have to do it. There are two brands in

Germany who did it, two brands who did great, and its Nespresso with George Clooney and because now a day when I see a movie with George Clooney I think about Nespresso. And the other one is Haribo because they have a German TV master Thomas Gottschalk. I'm quite sure you do not know him but... so he is one of the most famous TV moderators in Germany for years and years and years. And he is making Haribo also for 25 or 30 years or so, and it's... You just see this guy and it's... oh I really like to have gummy bears, so that is really... they know their job.

R: So if he is in the news or something you think about gummy bears?

A: Yes

R: That's smart advertising

A: They even... they had this TV show called "Wetten, dass?" Where people go and say they can do something very strange like jumping over ten cars with a bike or something and the people where like "Hmm, okay" I bet he will manage or not, and it is quite a big TV show in Germany, and on the desk there were always this small thing with gummy bears and later on came out that Haribo also paid him to put gummy bears on the desk. So it wasn't the brand name but everybody see him see the gummy bears all the guests, I mean even Madonna was there, and Michael Jackson and all these very international... Oh take the gummy bears and eating it and great advertisement. It was really good advertisement.

R: Just jumping back to the Nespresso, commercials I am thinking that at one point I actually think they used another actor, they used Matt Damon

A: Yeah, but it's so closely related to George and they had advertisement he said oh George told me that this could happen. So it... they really made this the flow ... and since I mean one of the most famous... most well known movies is of course the Oceans 11 and 12 and 13 thing and so they are somehow connected, so I think it is quite smart that they still kept the George Clooney add, and I don't know if the cancelled the contract but we will see.

R: Did it affect you or your perception of the brand in any way they suddenly, even though there was this connection, that they kind of changed...

A: No because I found it very fitting, and also in between they had another contact with another guy, Malkovich, but together with George Clooney, so Malkovich was playing guard and he tried to kill George Clooney because he wants to have the Nespresso machine. He was just playing.

R: I don't think that made it here

A: It was a funny episode, and that was also okay because it was still connected to the brand core so to say. Which is this kind oceans 11 George Clooney kind of guy.

R: Interesting. So most of these brands you would still buy if they were available, and if they are not available you would go for...

A: I would go for substitutes except for the cereals.

R: What would determine the substitutes? The first time you were buying pasta for example, what would be your criteria?

A: I think it would be a little bit the packaging so... for instance, I mean... it there would be a brand that had also the dark blue and the red, it could be that I just try it out so it say, because it is a very good substitute. Or similar looking. But in general I would try to figure out the quality is like I expected the quality... Like I experience the quality of the old product. So it would be more like: "Okay, I will just give it a try"

R: So, before you mentioned that you would go for German brands if they were available, would you then.. Do you think you would choose German brands over perceived quality of brands that you do not know?

A: The thing is, I will see German brands, but it could be that I don't try the other ones, so I... maybe if I with friends or so to say, have good crème cheese or whatever, and I like that also taste good then it could really happen that I changed to the local products, if I perceived them as local I mean if it is an international brand again then it really doesn't make any difference for me to buy it, I could also buy the national German brand. But especially it, it is a very local product it's also quite a interesting dimension when it comes to food for me. So then I would rather take the very local product instead of the German brand.

R: Why?

A: I think it's this kind of feeling of buying stuff from... like going to the marked. So I really like this... When my grandparents they live in quite a small village so I have some kind of... I have memories that we were going on the marked or that we even go to the farm and buy milk there and all these kind of things so... So it's a little bit kind of: "So okay, I get better quality, it's not... It's fresh, it's more fresh..." It doesn't have the flying around the world thing... when I was talking to XX I was talking about the apples here from south-Tyrol she said like: 'Oh they are horrible' and, because they, because she experienced that the local apples there... I mean for them the apples are still local... So they just fall down the tree and they eat them totally fresh. While here its like okay you cooled them down to minus 2 degrees you bring them here, you store them half a year and then you sell it, and then of course they taste like water, and that is something I always have the feeling, if its local its more fresh. And also it's interesting to see the local things. In terms of adjusting too the people here.

R: I know you just arrived now, but you talked about you been here before, so did you experience that there is a lot of unfamiliar brands to you?

A: Yeah it is. Definitely. It starts with the supermarkets because in Germany you have a very clear distinction between the supermarkets so there is the ID which is the cheapest one then there comes the Lidl which is nearly as cheap as ID but already have some brand names. Bigger brand names then comes some in between where nobody really wants to buy stuff and then there comes... because it

has... Doesn't have the advantage of being very cheap or the advantage of having high quality and then there comes the high quality things like Edeka. And they also started to have their own brands which means that they are nearly at the same price range as the others. So that was something that was already confused here cause it is quite hard to see what... for me what is the very expensive but high quality thing here. Of course the Netto it's not, but... that was the first boundary so to say, and after seeing like: "Okay, Netto is more the very cheap thing" I was quite happy to see that Lidl is also here so I have... I know what I get there, and then there is this Irma, which has more higher expensive stuff. So that was the first thing, and then standing there and seeing all the different brands especially for meat, for cheese then your like: "Okayyy!! I love to taste". And the problem is that if you buy products and you are not familiar with them you forget about it, so for me it's like, you buy the cheese you try it and then I have to fly somewhere to somewhere else two weeks later I am back again here and I think like "okay, there was a cheese that tasted okay" But I am not sure which was it. So that is... Right now it's confusing,

R: So you talk about like with the stores, like the different brands of stores, and now you lived in Rotterdam, was it Rotterdam? How different, if you compare that to Germany to Denmark.

A: In Rotterdam they have this... Also comparable to Edeka, this store that has reasonable prices but high... more like high quality products and not being too expensive you think like "come on, I am not paying this amount for cheese... or noodles". So there it was quite easy to adjust because I found this one supermarket I liked and I trusted the supermarket so much that I could also be quite sure that if I buy the in-store brands it will be fine, like if you buy cookies or something like that.

R: What would make you... Lets say you find a supermarket here, what would make you trust it?

A: I think it's... on the one side it's the feeling that a good quality, which for instance is hard to find... Which on one hand is the product itself but on the other hand also how they treated the product. How they present it how much space there is, how, how like all these kinds of the fridge the visual aspect... for instance if you go to a Netto here it's like I don't feel hungry when I am in there, and that is something for instance that Irma has an advantage, because they present their stuff quite good. And the other thing is that they have a lot of variety with prices that are still affordable. And they also have a lot of foods and vegetables.

R: Do you have any brands where you thinking you used them at home, but when you find them here you will not use them? Or maybe if you did that when you were here last if there were any brands you knew from home and used at home, that you didn't use here.

A: Yeah but the brands I had negative experiences from in Germany I would also avoid here, so... I mean... this... there is a lot of sweet cereal stuff like corn flakes and these kind of things, and I am not a big fan of it so I wouldn't buy them here, I would also not buy the local other products as well, its more like the category and other things, I mean... I know that some of the products don't taste well, so I

would find yoghurt from Runebest so for example I wouldn't buy it because I know it is not good. So it is more like the things I already experienced.

R: But you don't have any brands, where you were using them regularly at home, that you would stop using here even though they were available?

A: Only if there is a very local... if you have like something... yeah for instance, with the cheese for instance I mean... there are quite good Danish cheese even though it is quite intense in its smell but I like them very much so I would rather go for Danish cheese then for German cheese because bringing it here and... it doesn't feel right that transported around the world so to say if it is better her local

R: Choosing the Danish brand, would that be on recommendation from people or trying?

A: It would be more trying I guess.

R: Have you then, the other way around that maybe there was brands you didnt use at home; that you just know that you think you might start using while you are here?

A: Yeah, I think so especially in products... for products where I didn't have any experiences with the local or the Danish brands, I would then, as I said, if it cost the same I would rather take the German one that I at least know.

R: Do you have any like... any... examples?

A: Any examples... when I was here the last time I bought stuff for cleaning the dishes, and it was, what was it named, it was from Henkel, I don't know the product brand was Henkel and I thought like "okay that's a German company, so they will make good stuff" It works, because in Germany they do a lot of this washing the dishing... Dishes washing powder and washing machine powder so that was, yeah.. Finding something familiar and trusting the company brand so to say.

R: So like... In General within grocery products how important are brands for you?

A: I think it's... there are two important things, the first thing is if they are fresh and local things so... having no brand but knowing it is from a farm around the corner would be... I would value this more than having an international brand. And if t is not a local product, I mean washing powder or... then I would... I trust brands then a lot. I work in marketing so I have to acknowledge that they do it good. And also, I stop also to buy products if the advertisement is really bad.

R: You stop or you start?

A: I stop. So I think you have to punish them if they do something really stupid.

R: So even if it is a product you actually like you could...

A: Yeah, The Seitenbacher maybe not but the rest I would also boycott them If they do a bad advertisement or something like that.

R: But then again, the advertisement could be so bad that you actually just stop buying the product

A: Yeah, that was the reason why I was thinking about the advertisement with the tennis star because I didn't like the advertisement... Even though I bought it, it was because it was the only available and

cheap brand in that supermarket... I was buying... what ever... And yeah, but that's I think an issue with my profession I have that I sometimes have the feeling that I have to acknowledge good advertisement and have to punish bad ones.

R: Okay, lets see. If I... so last question I think... Not quite sure if we covered this all ready so... Bear with me. If you are really loyal to a brand like the breakfast I will not try to pronounce, do you think you would... or what would make you deviate from it, what would make you try something else?

A: It... I mean, if its not there, so I have to do something else and then I would try the other one just to find something that is most likely.

R: Okay, would you then try other; I guess it is müsli brands. Or would you then go to, you say you eat a lot of yoghurt, would you go to another type of cereal?

A: No, I would try other müsli brands, yeah... Since I am quite addicted to müsli.

R: I think that it was kind of it.

A: Okay

R: Do you have anything to add or any questions or anything?

A: No, it... I was a little bit astonished I thought we would be talking more about Danish brands

R: Well you are welcome to add something.

A: No I am fine with that, its an interesting viewpoint and also for me, I didn't expect it when I was the first time abroad for a longer time in Rotterdam I didn't expect it to be so happy to see German brands. Because In Germany you just buy them you don't recognize how addicted to you are already to certain brands. That was quite interesting experience I made when I was abroad.

R: When you think back on that, what kind of feelings did you get from that kind of realizing that...

A: Yeah, it's a feeling of home a feeling of... I had it a couple of times when I had a lot of German brands in my fridge and i was opening the fridge in Rotterdam I had this... It was exactly like before. So that is a smiling moment I think.

R: Kind of being happy about...

A: At the same time you experience other brands... in the Netherlands they have a very, very, very good juice, all kinds of kiwi strawberry something and also with this Albert Hein so... one of their juices really fresh ones... That is something I am now missing in Germany so the Beckers juice is the brand that is the nearest so to say, to the juice in the Netherlands. So it is kind of... so you experience more and sometimes you find stuff you want it to have back in Germany as well.

R: Do you think it makes it easier every time you kind of move to adjust to a new brand or does it makes it harder because there is more brands to miss?

A: No, I think it depends on the country so from... It has somehow the same feeling like I had in the Netherlands here but... I had a job offer in Egypt and went there for a week and there was pure horror in terms of buying stuff in grocery stores because you can't recognize anything, so for me it's more the

distance that makes it... that makes it strange or different, I would say so, here it is nearly the same feeling.

R: So you ended up saying no to the job or was it just... Do you think this was part of why?

A: No, it was more the insecurity and the real difference... That a real different life there... So like living in a very different culture and also the university was a German university but it had nobody there that had published highly ranked or something like that. So it wasn't the brands but of course I general it's the life... If you go to a grocery store you can't find yoghurt for an instance it's already a problem. It is of course how far is the culture away from your person... your culture. But there are other people that likes it. More this kind of... A little bit of home taking stuff with me.

R: It makes sense, to want to feel safe maybe

A: Yeah, it is changing so much around... around you, so then you still has at least a couple of things like having your breakfast is still the same

R: Okay, Thank you very much for helping me.

10.6.2 Appendix 6.2 – Interview B

Age: 35	Sex: Male
Country of origin: Germany	Educational level: PhD
Arrival date in Denmark: 1 st of April 2014	Date of Interview: 9 th of July 2014
Reason for stay: work	Length of stay: 3 years

R: I told you a bit about the project and me, if you could tell me a little bit about you?

B: I am XX, I am an assistant professor in XX, I worked in Germany as a postdoctoral researcher, before at XX, and I just moved to Copenhagen in April, so I'm pretty new here.

R: What made you want to move to Denmark?

B: A good job opportunity here at XX, so to develop my career as a researcher.

R: You have lived here for a little while now, how has it been, has it lived up to your expectations?

B: Uhm, yes, I really like it, both the city and the work environment, so it's exactly what I needed. There is a lot of freedom in doing research.

R: What do you expect from the future from living in Denmark, what is your expectations?

B: In general, wow that is a tough questions. Denmark is of cause quite similar to Germany, its not far so, I think the subway in Berlin from the airport to my old place, takes me more time than the plain from Copenhagen to Berlin, so its not really far. What else do I expect, so I came here because of my job, so therefor I expect my skills in research to further develop and to improve myself and doing my research and also to seas the new freedom and doing my research due to my new position. Write good papers, so this is very work oriented now. Privately, its, I'm just too new to, I didn't really come here with any plans, I'm just curious about the future; I didn't really make any plans.

R: You send me the pictures of the five brands that I asked you to. First we are going to talk a bit about these brands in turn. Then we are going to talk a bit more about general questions about the brand relationships that you have. If you just choose the first brand you want to talk about and then tell me about it.

B: First of all I have to say that I really had trouble to find them, because I really didn't remember the names, so maybe I'm not the right person to make interviews with. I just like to eat them, I got used to them, so I think only in one case I knew the name of the product, so I had to Google a bit to find them, because I knew where to find them, but these were products I often eat. You asked me about the five most bought products, so I'm not really sure, maybe there are three others that would fall into the same category, so I just picked five.

R: That's totally fine

B: So first of all, here is a juice from Valensina, I didn't find Mango, so I, this should be Mango, but its orange in the picture, so that is a bit wrong. I really like the taste, I'm really a mango fan obviously. The other juice is mixed with orange juice so its really fresh, its usually in the fridge in the supermarket and really cool, and tastes well. I'm so convinced by this juice that I gave it to other people, they were also 'wow, that tastes well', so I really think that its is an exceptional good mango orange juice.

R: Is there any specific situations where you would drink this juice?

B: No, maybe, of cause, when I want to drink something, but no, not really certain situations, just in general I like it, so I could drink it in the morning, in the afternoon and in the evening. At home, not at work, I don't take bottles to the office.

R: Would you always have this at home in your fridge?

B: In Berlin it was so high-dens with supermarkets, so I had often just bought them really regally, almost every day after work, I would just stop by the supermarket, so I didn't necessary have it in my fridge, because I bought it, But its a liter, of cause I didn't drink a liter.

R: Do you have any specific experiences that you relate to the brand?

B: No, just that I really like it and that I even recommended it to other people.

R: Do you remember the first time you tasted it?

B: No I just discovered it in the supermarket and bought it. I cant even remember no.

R: What kind of feelings, if you remember back to when you were living in Berlin, what kind of feelings did relate to the brand, back then?

B: If you say brand, I didn't really, so this was the only product where I really remembered that it was Valensina, but the brand, I, maybe I'm not really brand oriented, so I'm talking more about the taste, the product, not really the brand. So Valensina, if I think about it I remember some ads, when I was a very small child, but it was another juice, but I didn't really think about that yet, so I don't think that this influenced my decision. I think it's just the taste of the product that I like.

R: Have your perception of the brand or the products, have that changed since you moved to Denmark?

B: I had trouble to find a replacement here, but that is true for all products here, so the Danish supermarkets have different products, so none of these products I think can be bought in, at least I didn't search for them really, but I think none of these products are available here so. Initially, the only product where I thought 'Hmm that's a pity', no not only, also another product. It's a pity that they don't have it here. I found another mango juice here, which is not bad, but it does not have the same, it is with pieces of the fruit the German one. I'm not sure; Valensina is not necessary German, Valensina the name. My feeling hasn't changes, I still remember it because its this certain good taste. So if you go to German supermarket buy it.

R: You are saying that you found something to replace it, but its not quite that, so does this make you miss it even more?

B: Not even more, so I found, after I searched a bit, I found another juice that is a bit similar, its also fresh, also in the fridge, also cool, also mixed with orange juice, but its not the same and its not always available. Sometimes they don't have the same taste, sometimes they have. Its not like back in Germany, well not in Germany, in Berlin, where there is a supermarket on every corner, here in Copenhagen, because its lower-dens, you have to cycle around to find a supermarket, you just don't fall into a supermarket and get it, so I have to search a bit. That is a bit, maybe in general, my consumption behavior have changed a bit because now I have to use my bike, go somewhere, so to the supermarket. In Berlin it was just next my house with three supermarkets.

R: If your friend had to describe your relationship with this orange juice, how do you think?

B: As I told you I recommend the juice to three people, but I'm not sure if they really know about how much I like the juice, although I recommend that, so maybe they think ' Oh wow he recommend that to me, so I like it, he seems to like it' I wouldn't say, its no more a secret that I'm talking about a product that I really like in this interview here.

R: Okay, if you were to tell me, If the orange juice was a person and you had a relationship with that person, what would that relations be? A friend, or an acquaintance, a loved one or?

B: I mean it's a product, so its difficult to think about it as a person, it just has a good taste, so that hmm, its difficult to have e person in mind. I can't really think about it as a person, because I don't have a person relation, its just mango juice. As I told you, in general I think I'm not really brand oriented, I like the product itself. If this product had no label, I would buy the same product. I think none of these products, but I don't have a TV, but I'm quite sure that none of these products have ads on TV or so I don't think I'm influenced by that.

R: What would then make you choose a product in the first place?

B: Depending here on these products, I think in the first place, trial and error. I have a certain taste in my mind then I go to the supermarket, buy one juice, say its good, but not good enough, next I'm going to buy another one and after a while I will find my juice, and that was my juice. So I tried different juices before.

R: Ok, so lets take the next brand.

B: Just any other?

R: Just the one of your choosing

B: Okay this one maybe, that's Seitan, I don't know the company name, (trying to read it), that is the product I bought.

R: What is it?

B: Seitan is made from wheat, so its wheat proteins, its similar to tofu but not made from beans, so I'm not really a tofu fan, so I'm a vegetarian, so I'm not really a tofu fan. I think tofu taste like nothing, and Seitan taste like protein. It taste much better and you can just use it for everything. I go to the gym so I need some protein, especially if you don't eat meat, its important then, more important than otherwise. It's a bit like meat, but without meat, you could say.

R: So you said you use it when you go to the gym for example, but do you have...

B: No I also like the taste, it taste like, I somehow like the taste, I wouldn't say I really need this taste, but its more like rational decision to say I buy this product because I'm doing sports and if you are a vegetarian, maybe its not really necessary, but you might choose to replace some meat, because otherwise you don't eat enough protein, I could eat a lot of peas or beans or whatever, but this is a lot easier.

R: Okay. Do you have any experiences in specific that you relate to the product?

B: Again not to the brand, so I bought other, when I went to other supermarkets, I bought just another type of Seitan because I think its very, always the same, it just comes in another package from another company. Again I'm not talking about brand again; I hope that's fine for your research. I just, so your question was if I had a certain experience?

R: Yes

B: No, well I gave it once to my mother and she did not like it. That's maybe the only thing I have in mind, and of cause, because in Denmark. Denmark seems to be an exception in Europe with vegetarians; there are no vegetarians here. So in Denmark, because its really difficult for, in Germany, especially in Berlin, it feels like 50% of Berliners are vegetarians, and I don't know the statistics, but maybe 10-15% of Germans are vegetarians. In Denmark I Googled for that, its less than 1 or about 1%, so its a really big difference. I really didn't expect that because I lived in Sweden some years ago, and it's more like Germany in that sense. Maybe its because Denmark's pork industry, but I really don't know. That's a bit difficult for me, here I really either have to go to special shops or something and its, that's really something that I, its a bit annoying, I really didn't expect that I cant just go to the supermarket to buy the products that I want. Because I seem to be part of a very small minority here with the consumption behavior, I have to import that. This means that when friends are visiting me, I ask 'please bring this product to Copenhagen' and that is annoying.

R: I could see that

B: After the third or fourth supermarket I really couldn't believe that because Denmark in so many, many perspectives they are so advanced, but obviously not in how to treat animals. That's what I learned here, so therefor maybe that is one experience that I have in mind. Is that interesting for your research?

R: Yes

B: So I have to import products because I don't find them here.

R: What made you choose this in the first place, have you always been a vegetarian?

B: For quite a long time at least

R: What made you choose this product?

B: Its more a scientific answer, you can either eat, I mean if I want to eat protein then I have several opportunities. Either soy bean based like tofu, or this one wheat based, but the proteins is different, so therefore it's not the same, I cant just always east soy products because then certain proteins is missing. This is really, unlike for the juice, which is very tasted based decision, here it is really a rational decision. It tastes somehow good, but I also want to eat that.

R: When going to the supermarket, would you then buy this brand, if there were two bands on the shelf would you then always buy this brand or would you just buy the brand that was cheapest or nearest by?

B: Its not only price, I really don't care about the package, I would say, so what the company names, I didn't even know that, I just recognized the yellow color on the plastic bag here on this picture, when I googled. As I told you I really had trouble finding these products, but I found them on Google. So if there is two of them, I can't tell you, maybe I would look at the price, the percentage of protein in it, origin.

R: Does this matter to you, origin or the product?

B: Yes a bit maybe, somehow I belief in the, sometimes too bureaucratic, but also very strict European regulations, so especially for such products, often, and also because of Co2 omissions, I would say that if the transportation is short, I would prefer that over a product coming from another continent.

R: We have been talking about the product, have your feelings compared to what they were, about the brand or the product, when you were in Germany compared to now, have that changed for you?

B: I mean, since I have to import them, I still have them available... But have my feelings changed... Yes, here now i realize that you can miss a product because it is not available, so somehow, in that sense it changed a bit about availability but not the product itself. I still have a very functional view on this product because its yes, although it tastes somehow good, but its not the first criteria for buying it.

R: Okay. Let talk about the next brand

B: Maybe very similar, all of them are similar, these three. Sausages, what is this, its a bit like goulash you could say and that tastes very good also its a mix of two types of protein, soy and wheat, so the can, the image of the can Tartex. I think this is very similar to Seitan, but a bit less functional because I really like the product. So again to get enough protein, but also because I like the sauce. I did not know the name, but I remembered it again when I saw the can. I really had to Google it and do an image search to find this one, but was this one that I bought. I can really import that, but again it's really

difficult to find vegetarian products in Denmark. Therefore I can almost repeat what I said before about this product.

R: When would you use it, would there be any specific occasions?

B: When I'm hungry, but I really like the taste here, so much more in general for Seitan. I would just prepare some pasta plus this. Maybe especially also after I did some sport, to replace the lost energy. Maybe feelings, it comes from a can, and I think from an ecological perspective I always has a bit like, had in mind that its not too good, but I'm not to sure, I haven't really googled for the Co2 emissions related to metal, but I assumes its not as good as for the plastic package before. But still as I really liked the product, the taste, I regularly bought it.

R: Did you find anything to substitute it with here?

B: No, as I told you, at least, I googled a lot and I found expat online forums that many expats complain about this attitude in Denmark, or this traditions in Denmark that you just don't have vegetarians, so therefore you really have to, there might be some special shops where you might get such products, but as Denmark is really expensive from a foreigners perspective. Also I don't want to take a bike or a car just to go to the supermarket, I just want to find it next to my door, that is at least what I was used to before, back in Germany. I don't want to be forced to change my life, my entire life just to get a product; maybe I'm too lazy. But that is at least what I don't want to do just to get it, just to replace it. I looked into three supermarkets here next to here and my home, and I think I can't replace it. Maybe somewhere in Copenhagen in special shop, I would find something, but I don't want to just change my life.

R: But how does it make you feel that you are not able to substitute it?

B: Again a bit annoyed, but I can change, I mean I'm the foreigner, so I cant change the Danish society, so I have to adapt, not the Danes. But still, I was really surprised; I did not expect that there are almost no vegetarians here. Because that makes my life more difficult, my consumption, also here, at work, in the cantina, I always have to look if there is some meat in the noodles because they just mix it. In Germany, maybe because we have much more migrants, so at least Muslims who know that they can expect that there is more pork meat in there or something, so that makes it very easy, also for me, or made it very easy and here it is kind of difficult. Especially if you need proteins, you could eat a salad everyday, but that's not what I like, but that's just how it is. I hope I don't talk too much about such very basic, its not about consumption its almost a level further up.

R: No it's fine. Do you remember what made you try this the first time?

B: I went to this supermarket, and I thought, wow lets try this, because the picture, although there its doesn't really look good, but I think I was influenced by the visual presentation, the photo on it, so I tried it and then I bought it again because I like the taste.

R: Do you think that is general for you when trying out new products, new brands, that its the visual as well?

B: I mean of cause somehow, I mean, its the responsibility of the retail company and supermarkets to put products into certain corners to attract customers but also companies to have a design of the. Like the bottle here of the orange juice, and the name in German, Coolfresh, the word doesn't really exists, but it means cool and fresh in one word, that's an invention of cause somehow it might influence people... In general I think, but I'm not, you are the marketing expert, I think I'm not really I think I'm a really rational buyer, its more about the taste. Of cause I buy products because there is certain, somehow products attract me, I cant describe why, maybe a combination of imagination of how it would taste, but also marketing.

R: Do you feel like marketing in general influences you?

B: I think In general I think much less than other people, much more I even use apps to look at Co2 emission of products, such factors influence me more, to think about how, Although I like mango juice, I always have in mind that mango is a fruit that is not growing in central Europe so therefor it has higher Co2 emission. I think I'm quite ecological buyer, and very rational and taste orientated and much less influenced by ads, I don't even have TV. I don't read ads in my postbox; I really never look into then, I just through them away.

R: Okay. Lets take the next brand.

B: Maybe the third one there, that is connected to protein, now you think I just eat protein products, but its just as I told you, I had some other products in mind that I did not bring. So this is from Aldi, a German retail, a cheap retail company, and they have a lot of also vegetarian products in Germany, I assume not in Denmark although I saw you have Aldi here. Its little sausages, its very similar to the products before, also like the last one soy and wheat proteins mixed in a sausage. Surprising, in Germany really in every hotdog both you will be able to ask for a vegetarian sausage. The first day I realized that someone poked fun about people eating vegetarian sausage, but its, so they told me here in Denmark, why do they put it in the same shape as a meat product, why don't you eat meat then? I think that there are not many shapes that you can have for, that has the same consistency as meat, or similar one. You could call it sausage like here, wurstkin, on the package. That was also surprising that people poke fun on vegetarians that was my impressions here, because I never experienced that before. I don't even understand why. From my philosophical perspective I think it's the superior perspective, other people might see it differently. I can't change people, but they wont change me. So that my image I have in mind about this product. Its related, I mean it looks like a meat sausage and it tastes a bit like that, so you can use it for similar product, let say hotdogs or so, so therefor, and it gives your protein to.

R: Is there any specific experiences that you relate this product or this brand to?

B: Hmm, any specific, I mean I can use it for, or I used it for meals that relates more to my childhood because many people in Germany eat sausages, as you might know. Therefore you can eat it with sour crowd; I even eat it with asparagus, in the asparagus season in April, May, June. Its more, maybe, from these three vegetarian products here its the most emotional, because you can attach the same shape as products other people use.

R: You say emotional, can you explain that a bit more?

B: I mean it relates to more traditional food that my mother would have prepared, or my father, therefor I can just copy the goods although I am vegetarians and they are not, I can just prepare the same meals, just by replacing one component by this.

R: Have you found anything that could match this?

B: No

R: How does this make you feel?

B: As before, I just have to buy other products or eat more vegetables. I found schnitzel, a vegetarian schnitzel frozen in the supermarket here. This is what I buy sometimes, not really often because its frozen and its difficult to prepare in a pan, and its fat, especially if you want to go to the gym, this is not a good replacement, but still its a bit a replacement, although its in a very different shape, that is the only replacement I could image so far.

R: Do you have any other brands in this that you would choose from or is it just this one brand?

B: Before, in Germany? So Aldi is a very cheap supermarket and it was very close by, but in other supermarkets there were similar products. I think this is the only one, this one, Again here I did not know the name before I googled it, but this one can only be bought in this certain supermarket, so in other supermarkets they have different products.

R: Would you then go for this one or would you just buy whatever was in the supermarket that you were in?

B: I think the taste of this was quite good, compared to other similar sausages, not too salty and, so if I had the choice between this one and other I bought before, I would say that I like the taste.

R: Okay

B: But the other products are quite similar, but in this the taste was good.

R: Okay, so lets talk a bit about the last brand.

B: That's yogurt, ehm, I didn't find blueberry, so this is another. I wouldn't buy this one, but I couldn't find a photo of the blueberry. I really like blueberry, its one of my favorites tastes when it comes to fruit, and the yogurt is really, maybe a bit like the mango juice initially, it tastes exceptionally good compared to other yogurts, I cant tell you why. Usually yogurt, I would say tastes almost always similar, but this one tastes much better, fresh, I think with real fruit, not just artificial fruit, I cant tell you, but I really liked it. Its also ecological, so its especially milk products, its better for the animals and

for the nature, its ecological. But there are other ecological yogurts that I like least. Its especially a taste thing again like with the juice. I somehow had the name of the company in mind, but if it was another company I would just buy it. Its just really because of the taste of the products. I tried a lot of yogurts, even mixed them, but after a while, I very other bought this one. Maybe another one, by the way mango yogurt, I also told you I like mango taste, but that was from another company.

R: In what situations would you eat this?

B: Usually in the evening, maybe after work. Often as I told you I just stop by at the supermarket, and I just then bought it and eat it immediately. More like a snack, but usually in the evening, I'm not really a breakfast guy.

R: What made you choose this in the first place do you remember?

B: Again trial and error, so I think in the nearby supermarkets, after while I always mix a bit, to be sure that I don't miss the best one. So after a while I just realized that this is better than other ones.

R: Do you miss this brand or product?

B: I miss the product, maybe a bit, but there is also, I think although, No I have to say although its better than other yogurts, there are other yogurts, I could say that I miss it, but if I buy another yogurts then its also almost as fine. But it's a bit. Maybe if I do the same trial and error here in Denmark, I just started here just a few weeks ago, maybe I will find a similar product, I'm quite sure even. Therefore I, at the moment I might miss it, but I'm sure if you can get it here because you have Arla everywhere. I like about this yogurt that it is ecological, so if I see these other DANONE or Arla I always have in mind that it is industrial and maybe antibiotics and bad treatment of animals, I'm not sure yet, if that's a replacement, but still buy it, so that not my, though I talk like a fundamentalist now all the time, but I'm not. I think after a while I will find a similar product, so I might say that in the short term I miss it but I'm optimistic that I can replace it.

R: Now we are going to talk a little bit about brands in general and some other brands than these ones you found. You said you had maybe three other brands that you could add to those of regular use. Do you remember the brand names of these?

B: Other products, no well I'm not well prepared, I have a yogurt in mind, but I don't know the names. I'm not good in these names; I usually remember where I find it and what the package look like. So now the yogurt, I just bought really products that have a packages, so if we talk about banana or something, I cant tell you, I just buy a banana, I don't care if it Chiquita banana, or, I don't know the other companies. Other products yes I'm not prepared for this question.

There is a very good lasagna that I bought a lot, I miss it a bit, but it was also fat, so maybe its good for my health.

R: Have you found any of these products here?

B: I don't think there is vegetarian lasagna in Denmark, so no, maybe there is, but that one is specifically good, what was the question?

R: If you have found any of the products you used before, both these (pictures on the table), but also others, have you found any of those here?

B: Maybe I already am, already about to change my consumption behavior, because I also found, its so negative to say that I just went to buy these product, the same ones, but I also found other products here that I also like now, like soy milk, that I like.

R: Do you remember the brand of those?

B: Here in Denmark, no. I could tell you where I buy it. And some pasta I really like in some plastic boxes, its with mushroom inside, what do you call them where pigs are searching for them in the woods, truffle. So this one is very good, and I don't think I have seen that similar in Germany. Maybe you can get it, but I never, because I just found it here in every supermarket, maybe I'm influenced by the omnipresence of this product, so I never bought it in Germany, so I could say that I adapt to other products already. So when I say I import some products, its because I was very used to them, but I also assume that there are other products that, if I go back, I would then also miss, but I cannot tell you.

R: You have been shopping for a bit in Denmark by now, have you been choosing the same brands every time you have been buying stuff or have you been testing different brands?

B: Testing often means that you have different supermarkets, but because the supermarkets are not here all in the same place, there is one supermarket close to here so I could say, its convenient to go there after work, so I just go there. Then you don't really have a choice because its a small supermarket, maybe they have different yogurt, but they only have two companies with fresh noodles or fresh pasta, so I don't really have the choice, but I would do it, yes, because I always have to travel around here in the city to find the next supermarket because its just low dense, at lease in here. Its less easy just to test all the time, I'm lazy, I don't want to travel 5 kilometers just to find another product, then I will just stick with my, not best, but good product.

R: You said you substituted some of these brands with new things here in Denmark, can you tell me a bit about your first impression about these new brands that you were trying?

B: So with the mango juice, it was a bit like, I also looked into a fridge, and wow they also have mango and orange mixed juice, so I tasted it, and said its not too bad, but its not the same, less fruit in it. Its almost substitute, but I mean, juice is juice, some juices are more juice that I like. In the other places I cant replace them, I have to import them, and for the yogurt I'm still optimistic that I find a replacement.

R: Have you found any products, which you know from Germany, but did not use when you were living there, but you use now that you are living in Denmark?

B: That I didn't use before? I don't think so, is there anything? I don't think so.

R: What about the other way around where there was something that you were using in Germany but that you stopped using after moving, even though it's still available?

B: Asparagus, because it's just not fresh here, the white one, I really like the white one. I maybe also because I'm original from an asparagus region, so I was used to once a year it was asparagus season. Here you get it, but I think Danes for some reasons eat more the green one, and the white ones that I saw in the supermarkets were usually dry ones, and I don't like the quality. So for quality reasons I stopped eating asparagus here, that's something I had in mind. But just because of the quality, usually the quality here seems to be very good, but in this specific case maybe it's just that Danes don't really eat it, just for quality reasons I stopped buying it.

R: You already told me that brands are not that important to you, it's more the specific product and the taste of the product. Do you see yourself as loyal to any products and in that sense also to specific brands?

B: Only for food or in general?

R: Just for food products?

B: So not loyal to food products. If you ask me about companies and persons, I don't care about that so I'm not loyal. For other products maybe I am, I mean I'm a supply chain researcher and I know that the supply chain has a big impact on the environment. Therefore I buy some, for example a jacket that I'm really, like I'm really loyal to this company because I know they do a lot of...

R: What company is this?

B: Pedagonia, an American brand, so I have a Pedagonia jacket, They have a very good life cycle, they even repair the jacket after it's used to improve the environment. So I'm loyal to that company, and maybe my computer brand, I like the quality of Lenovo, it's more stable. I had Samsung before and another one, and this is just more stable, but that's not food, we talk about food. In terms of food, is there anything I am really loyal, no.

R: Is there anything that you found where you really miss it, maybe you did not think about it before, but now that you are here and it might not be available anymore, that you really miss?

B: Like I told you before, in general, I could not imagine that in a society where vegetarians don't really excite, that when I live there, that it's so hard that I would ask people to buy me products and bring them here. Because it was so convenient before to just go to the supermarket to buy my products for my personal lifestyle and to realize that this lifestyle almost doesn't exist that was a surprise, but I told you before.

R: So it might be the convenience of it and not the brand that you are missing?

B: I mean it's a group of products. As I told you, when I googled for that, when I wanted to find shops where I could buy it here in Denmark, I realized that many expats, many migrants like me missed that.

R: I think that was all my questions, do you have any questions or anything to add?

B: No, I'm curious about the results of cause, so good luck with that.

R: Thank you.

10.6.3 Appendix 6.3 – Interview C

Age: 30	Sex: Female
Country of origin: UK	Educational level: Master
Arrival date in Denmark: 27 th of May 2014	Date of Interview: 16 th of July 2014
Reason for stay: Looking for work/moved in with fiancée	Length of stay: permanently

R: Tell me a little bit about you

C: I work as an environmental health practitioner in the UK, and the contract was ending, so I came to Denmark to be with my boyfriend. I don't know how to do that profession here so I'm just job seeking. I met him here in February last year when I was inspecting hotels, that's my profession. It's like inspecting for food safety and health safety and environmental safety.

R: But there are jobs like that in Denmark

C: Yeah, I don't know how to get into it because I don't speak Danish

R: Ahh yeah well that might be an issue. That's a shame

C: Yeah but I was only graduate level, so I can still learn some more here and get into it that way

R: Are you taking Danish courses?

C: I had my first lesson yesterday.

R: How was that?

C: Quite good

R: What did you learn?

C: That it's quite difficult to speak Danish.

R: Okay, so your decision to move here was your boyfriend?

C: Yes and the situation at the time, it was good

R: You have been living here now, for a couple of months, how has it been compared to your expectations?

C: Very similar to my expectations

R: Okay, what is your experience of moving here?

C: Well I find it very difficult to find any job where you don't need Danish. I think I find that the professions are very different to the UK, so what I think would exist doesn't exist here. But I met quite a few other expats, like an Italian, some people through networks that you can do if you are an expat in Denmark, and my boyfriend's friends, but I'm always a little bit on the outside because most of them are speaking Danish and then included occasionally. So I met one just around the corner in Frederiksberg, and she is an architect but looking for work in a similar position. She is from Italy.

R: What are your expectations for being here? Are you planning on staying here permanently?

C: Yes, I'm planning on intensive Danish lessons and then trying to get some sort of job, probably part-time so I can continue with the Danish lessons. Might have some babies. I might teach English, but Denmark is quite a difficult place to teach English, because they all speak English already.

R: Okay, so let's talk about your brands. We are going to talk about all the brands, so please choose the brand you would like to talk about first and tell me a bit about it.

C: So, McVitie's chocolate digestives, I like the dark chocolate digestives. It is Britain's favorite biscuit; it was in a pup-quiz before I left. Very good to deep in tea, very big fan of tea, which is why my next brand is Yorkshire teabags. I've gone for Yorkshire because it is quite strong. I think these are comfort food, so when I go somewhere I like to have these, because they remind me of growing up as a kid. My dad used to eat a lot of digestive biscuits, without chocolate so I wasn't allowed them as a kid with the chocolate, but now I'm allowed the chocolate, so as an adult I have the dark chocolate, slightly healthier than the milk chocolate. They quite often have them in the supermarket where you can get two for a quite cheap price, so they also funny biscuit.

R: We are just going to talk a bit more about the digestive, you say you would use it as comfort food, is there any other situations where you would?

C: Social situations where you would have tea, which is tea with milk. Traditional English black tea. And you are supposed to only have one or two, but if you open the package and there are two of you, you will have half the package. They are quite calorie thick, they got quite a lot.

R: Do you have any specific experiences that you relate to these biscuits?

C: I know that this brand is always the same, where as I have had other digestives, because they are a type of biscuit, where they haven't been good. They are very good at making all different types of biscuits

R: Okay, so have you found this brand here in Denmark?

C: No, I don't think I've seen it here, but I haven't been looking for it.

R: So you haven't been sad yet?

C: No, no, no, I'm trying all the local biscuits and tea.

R: Can you tell me, what kind of meaning did the brand have for you back home?

C: Yes, I think it reminds me of being a student and sharing a house. There were always biscuits in the cupboard. I think it's a very old fashioned biscuit

R: When you then think of the meaning of the brand before, and thinking of the brand now, do you feel like that has changed for you?

C: It's probably more of a luxury item now, where it used to be regular.

R: Have you had it send?

C: No I haven't had it send because I keep popping back

R: So you bring it with you?

C: I probably wouldn't bring chocolate because might melt

R: So you just eat it when you are home?

C: Yeah, I eat a lot of it when I am in England.

R: If you have to tell me a bit about your feeling about the brand before you moved here?

C: I think I associate it with the people I share it with, I was in a house share and I shared it with my housemates. Whereas now I live with my boyfriend, and he doesn't like chocolate biscuits. So it probably don't remind me so often to think of them

R: So the feeling for the brand have changed?

C: Yes, I think I don't think about it as often.

R: Would you expect you feelings to change further, from now that you are living here?

C: I will probably find an alternative, but I don't drink the same tea. Here I drink less black tea with milk, because quite often we don't have milk in the house. I have a lot more herbal teas, and I wouldn't have that biscuit without that tea and milk.

R: Ok, so you changed your habits around the whole concept of tea and milk?

C: Yes

R: If you boyfriend or a friend from home were to describe your relationship with this brand how would he do it?

C: Probably say too many, my parents would say they are my favorite.

R: If the brand was a person, what would your relationship to this person be?

C: My grandmother has these; she drinks a lot of tea. I guess I associate her with sitting around and drinking tea.

R: How does it make you feel, the whole idea of sitting around drinking tea?

C: Very British.

R: Okay, do you know what made you choose this brand in the first place?

C: Yes, they really advertised in the UK, on TV a lot. They make quite a large variety of biscuits so the biscuits are sort of consistently good and a little bit naughty.

R: So what would an advertisement be, would that be...

C: They do, do digestives; I think they do advertisement when they have a sale on them, when you can get more in a buy. They are usually associated with the supermarket, one of the supermarkets are trying to get people in because of this brand. And they are cheaper then normally in the supermarkets, because there is very big competition between the big supermarkets on the TV.

R: Okay, so lets talk about your next brand

C: Yorkshire Gold, so Yorkshire tea is quite strong black tea. The joke is that people in the north like it and people in the south don't like it, because in the north they have really strong tea with milk. And I'm from Yorkshire. But some people can't drink it, it's too strong.

R: Is there anything else, like special about the tea for you?

C: I think it's a luxury tea, so it isn't very easy to get a hold of, this one you have to sometimes look for and it's a different, the color is not so black when it's got milk in. Sort of a gold color.

R: You poor milk in yourself?

C: Yes, so it's just a tea bag, but with this one I can taste the difference with, most other black teas just taste the same.

R: Okay, so this one it is actually tasting different.

C: Yes it's got a flavor I can't find in another tea. They describe it as extra rich, and it does taste quite, it's got a lot of flavor

R: And you would use this in the same situations as...

C: Well I moved to Kent, which is in the very south east of England, and I'm north east born, so I have introduced my southern friends to this tea, and one of them can't drink it, it's too strong.

R: So tell me about special experiences you have had with the tea

C: Yeah, people know about tea or people like to, because to a lot of people black tea is always the same, but people who really care about their tea usually say this one, because it's a strong flavor, or quite intense flavor. So if I compared it to Typhoo tea, which is another common brand in the UK, Typhoo doesn't taste like anything to me. This is my favorite brand, but I do drink others.

R: What feelings would you attach to the brand when you lived back home?

C: It reminds me of Yorkshire

R: So back in England...

C: So I had sort of moved in the UK as well, and I was living in Cambridge as well for a year, so every time I go somewhere I take my Yorkshire tea, I probably will import these. You can buy them around the UK, I actually found them in Australia, but it was in a UK expat store. People from Yorkshire so go out of their way to find this.

R: Do you feel like your feelings or your relationship to the brand has changed after you moved here?

C: Yeah, I probably want it more. Because here you have English breakfast tea, which taste the same, different brands taste the same, I don't like earl grey tea, so this one is missing a little bit in my collection at the moment.

R: So you can't find anything similar to it here?

C: Yeah, that one can't be replaced, I can find chocolate biscuits I like, but I can't find that the perfect cup of tea, but I think in the north they do talk about their teaspoon standing up in their drink because they have it so strong, builders tea.

R: So you are saying that it can't be replaced for you, can you tell me how that makes you feel, that you are not able to replace it and that you don't have it here?

C: I like that I can import this quite easily. It's a comfort thing, I'm importing blankets as well, it's very similar, it's a cozy thing. I think Yorkshire is quite industrial, and it's something you would have in your break. It's very refreshing because it's quite strong.

R: Would you then drink this instead of coffee?

C: Yes, I do like coffee too, but I don't have a brand of coffee.

R: If a friend were to describe your relationship, how would it be?

C: I think I'm quite obsessed with tea anyway and if they had to pick my favorite it would be that one.

R: And if the brand was a person what do you think your relationship would be with it?

C: Probably like a school friend, a friend from many years ago. Friends, from when we were quite young. I have a friend in Australia, who is very similar age and we went to school together and she has this on her cupboards as well.

R: Do you remember what made you choose this brand in the first place?

C: No I think it was chosen for me when I was at home, and when Typhoo was there I was disappointed.

R: So you just grew up with that, it was always there?

C: So it's a little different to the types of tea I like.

R: Okay, so let's talk about the next brand of your choosing.

C: Happy eggs

R: Happy eggs, what is that?

C: They are free-range eggs, they are actually quite a good price for free-range eggs, because in the UK they only just with the cage eggs, I don't like the idea of cage eggs. A lot of the supermarkets free range eggs is still not very ethical, but these ones have a stamp of approval of how ethical they are, and I like the name.

R: When do you use these?

C: I would probably always have some in the fridge, sometimes I don't keep eggs in the fridges, but they do them in quite big boxes as well, they do them in packs of twelve, which I like, sometimes they do them in packs of ten as well, so they are in very unusual shape compared to normal egg packs. I think they are trying to be different packaged to their eggs.

R: So when you think of back home, what did this brand mean to you?

C: Well I like to think that the chickens were not battery hens; because when they are all in cages in the UK we call them battery hens. The box is quite strong as well, so you don't often find soiled or broken eggs in these, whereas other ones the shell is not that strong. And they are different colors, so they

even look free range. Usually eggs boxed are grey, but this one is bright yellow or orange, so it looks like a chicken.

R: Did you find it here?

C: They are in my local supermarket?

R: Here in Denmark?

C: No, I haven't found them in Denmark.

R: How, when you think about your feeling and relationship to the brand before and to now, have it changed?

C: Yes, because I think in Denmark they are very, a lot better with the ecological stuff, organic and, they are quite good with their food that is probably why the food is quite expensive here. I paid a little extra for these ones, I don't need to import them, I just need free range eggs.

R: What would you say your meaning and your feelings about this brand are now, here in Denmark?

C: I think its just quite a nice logo, having happy on the box is quite a good concept.

R: Its not like you miss that particular brand?

C: No but if I were shopping in the UK I would probably still buy them. I don't miss that brand, I think there is a equivalent one here, but I think its quite fun packaging. Have you heard about the little coffee bag company, they are on some of the airlines, and they are in ecological tea, coffee bag, its a coffee bag, you know when they make coffee on the plain its usually horrible, but you have a coffee bag, and its fresh coffee in the bag, and its really sustainable so that's a similar feel to the brand, its really a saving the world kind of company in a little coffee bag.

R: Would you expect you feelings to change more for this brand, when you keep living here?

C: No, I think when I see I think its fun, but when I don't see it I don't miss it.

R: How would you describe your relationship with the brand?

C: I think eggs are a really ordinary item, whereas tea and biscuits are a more a social and luxury item. Eggs, if I was forced to buy eggs and there was only battery eggs, I would probably still buy caged eggs.

R: Okay, lets take the next brand

C: Haribo Starmix. People bought me this for birthday presents. I really like this, I like sweets in general, but this is my favorite because its got a variety, and its aimed at children.

R: How does that make you feel?

C: I do like it, and I get silly when I, usually I try to share it, its usually in social situations, but they go very quickly, because they are the perfect mix, and I haven't found this particular one here, its different. You got a lot of Haribo, but I don't think you have this one, you put licorice in everything. When I first came here, I went to the Haribo stand and I tried them all, but this one is still the best.

R: So you miss this?

C: People will bring me this when they visit

R: Do you have any specific experiences that you relate to this brand?

C: Yes, probably from being a child, you can put the rings on your fingers and the cola bottles are very child sweet, it's probably, many circumstances where I have been eating Haribo

R: Are there anything in particular standing out?

C: I think people buy it for me, so I have had huge boxes of Haribo as birthday presents. It probably reminds me of kid's parties, for when I was a child I wasn't allowed to eat sweets.

R: You weren't to have sweet at all?

C: I was allowed sweets but it was always without colors in, because my parents thought it made me go hyper, so as an adult I buy a lot of Haribo.

R: Does it make you hyper then?

C: A little bit.

R: What feelings would you attach to the brand, when you think about it before you moved here?

C: Well they have a lot of ads in the TV, with a theme tune; they have a lot of Haribo. They make you feel happy.

R: And what about now when you think about it?

C: I think I only need a little bag now; I don't need a big bag

R: Do you still feel happy when you think about it or is it replaced with another?

C: Probably a different type of Haribo, so when I see Haribo I think it is very expensive here, so I don't buy it.

R: Do you miss this particular Starmix then, the combination?

C: Yes.

R: Do you expect that to change, because you will be living here?

C: No, I'll probably have, I've got an affection for it I think, so I will probably always have that. I mean you do have Haribo here, so unless I find a very similar Danish type, then I will probably still want that one. But here you have a lot more varieties than in the UK.

R: So you would not be able to substitute this one with any of the other that are available in Denmark?

C: It will always be second best I think

R: So if a friend were to describe your relationship with this brand, how would they describe it?

C: They all know I like Haribo, maybe not this one, maybe they don't know its that one.

R: How would you describe your relationship with this?

C: Even my boyfriend laughs about how much I talk about Haribo; it's a close relationship.

R: What made you choose that particular one in the first place?

C: I think this is the general one, in the UK it was the, its the like they got these different brands they bring in or different packs they bring in and take out again, and this one is the consistence one, because its probably a mixture of all the different other brands

R: Lets talk a bit about your last brand

C: The Goodfellas pizza, the extra thin, its a vegetarian one, because my boyfriend is vegetarian, but I like this one just as much as pepperoni, so with this brand both me and my boyfriend can have our favorite. Because usually I go for pepperoni, but when we are sharing this is a good brand.

R: So in which situations would you eat this pizza?

C: When I can't be bothered to cook, and the local supermarket where I was living last had a very good deal on this pizza so I could have more.

R: Do you relate any specific experiences to the brand?

C: I think I have had a lot of frozen pizzas and this one is quite crispy and it cooks quickly from frozen. You get a lot of topping, which quite often with the cheaper brands you don't get as much topping. And I usually find cheese/vegetable pizzas quite boring whereas this one is quite tasty, its got onions on it which is quite unusual.

R: Did you find this in Denmark?

C: You probably do have it here, I imaging. You have quite a variety of imported pizzas. Yeah you can get one at least very similar

R: Do you feelings about the brand, when you were back home how would you describe your feelings about it

C: It's my preference

R: How about now, have those changed?

C: I haven't found a preference here yet. I have tried a few.

R: How did that match you?

C: I tried a spinach one which I thought was quite good. I don't know what the brand I though so its obviously not fixed yet. I think in the supermarket here, there is not a massive variety of pizza as there is in the UK

R: So we have a small selection compared?

C: Yeah, all the toppings are very similar on all the different brands

R: What made you choose this brand in the first place?

C: Well, Goodfellas have one of their pizzas that got mushrooms on them, which is also very good.

R: They are the only one?

C: They also have a mushroom pizza that is really good and I think we tried the mushroom pizza because that is my boyfriends favorite, and then I liked this one.

R: So that is what made you choose it in the first place?

C: Yes, because the different toppings are quite good, they got quality toppings on them. They do have a range where they are not extra thin, but I like the extra thin, because they have a deep base and extra

meaty one, that don't even look nice to me who is not the vegetarian. I only like these thin ones, which is vegetarian.

R: How would you describe your relationship with the brand?

C: It would probably last whenever me and my boyfriend visit the UK, my mom vegetarian also, so whenever I share a pizza with them, I always choose this one. If I saw it here I would buy it.

R: Okay, so we are going to talk a little bit about brand in general and your relationship to brands. So these are the five most used brands that you have from the UK, is there any other brands that you used on a regular basis?

C: I think I only remember the luxury items, because there probably is a type of cheese I always eat, but I don't know the brand I only know where it is in the supermarket.

R: For other normal, everyday groceries, you would not know the brand; you would just know when you see it?

C: Yeah, and I think a lot of the times I like to shop in Morrison's, because my dad has shares in it, and it's the closest and I like they don't seem to do this discounting, it's just always a rational price, because then you don't have to remember the prices. They have a lot of their own brand, so baked goods I would probably get the Morrison's brand. Tomato's, all vegetables actually, because they are usually the cheapest but they look the same as the branded ones. But they usually have a home brand that is cheap, a home brand that's organic and a home brand that is luxury.

R: How do you feel, obviously they are not in Denmark, have you found anything to substitute these products in this brand yet?

C: No not really, but I probably haven't got the experience yet.

R: Would you always choose the same brands when you go shopping?

C: Yes I usually try to get the same brand of supermarket

R: Have you done that here as well?

C: No, because in the UK, there is a supermarket called Sainsbury's, and that's where I tend to go for my fuel, and then they give you money back on other things. I go to Alton Towers they are going to give me twelve pounds off my ticket because I got this many points with them for buying fuel with them. Then they have huge Sainsbury's stores where they have clothes and it's quite good for work clothes, like plain black trousers or shirts, so while I'm in there buying birthday cards and all of these other things, it's a very convenient place to go for branded things. And they have Sainsbury's own tomatoes or, I would probably go there for other items first like a meal deal for lunch or, and then I actually end up shopping.

R: You would in general just shop the same brands always, not try new things?

C: Yeah, when they do specials I probably would. I used to live near a Coop, and they are a pretty ethical supermarket, because it is a corporate, the customers are kind of like shareholders, you get a

payout once a year, depending on how much you shop there. They always give me vouchers for things in the store, and I try them out.

R: How do you feel about these brands not being available in Denmark?

C: I know that I miss the Morrison milk, but milk is very similar packaging in the UK, they all seem to be the same size the same quality, i cant tell the different, but Morrison's is always the cheapest, and it stays in date for a long time, you can keep it in your fridge for a long time, I think its the packaging, and I don't like here its comes in cardboard, because I cam smell the cardboard, because I always sniff milk. I used to be a barista, and people would like milk, and id be like ' whoa don't use that one'. So when I sniff it here, it doesn't smell, it smells like cardboard. And it doesn't last as long, and I have had to smell it and its of a few times already. You buy it in a smaller box, because in the UK I would get four pints, which is two liters or two and a half liters I think. And then here it is one liter and it doesn't last, so it feels wasteful.

R: Are there any of these brands that you have found here in Denmark yet?

C: I think i have seen a Starmix, Haribo, but its not the same.

R: Did you for, you talked about Haribo already, but did you find substitute brands for the other brands?

C: I've been trying a lot of teas, but I quite like herbal teas as well, so I have probably been substituting my habits in the UK with Danish herbal teas. You seem to be having a larger variety here just in general.

R: But you haven't found anything to really substitute it?

C: No, ill probably buy some in the UK

R: If we are talking about this herbal tea, what do you feel about this new brand?

C: It will be a tea that I am drinking everyday, in the moment it is changing every few day, so I have tea quite a lot still but it doesn't require milk, it doesn't require the same routine.

R: So you have built a new routine around the new tea?

C: Yes, so now I'm having a teapot with loose herbal tea in it, which is actually quite nice, but it's a different process. So I used to always make tea and you would dump the teabag and its suppose to be therapy, they is why so many people in offices drink a lot of tea, so it helps you switch of you brains for a few minutes. So they say that the number of dunks with the teabag releases stress. My boyfriend doesn't know how to make this kind of tea. So when I ask him to go make a cup of tea, he can make coffee and teas but If it got milks in it he doesn't know, and he doesn't ask if people take sugar and in England we always ask 'milk and sugar' because that is what variety changes, some people like a lot of milk. And when my grandmother makes it she makes it in a little china cups with a lot of milk, so I have to have mine in a mug, although it is actually still a china cup, but she thinks its a mug, because its is

big and she is old, and it used always be that ladies had to drink out of it. So he wouldn't be able to make her a cup of tea, I wouldn't trust him to it.

R: So do you feel like there are other brands than the tea brand that you are missing?

C: Yes, I wish I could have had this pizza. I have been eating other sweets, I haven't really missed Starmix, but in the UK I would probably have one.

R: When you moved here, and went to the grocery store, where there a lot of unfamiliar brands to you?

C: Yes

R: How did that make you feel?

C: Well a lot of them I don't know what it is, like Koldskål, I quite like it but I haven't had it before, and then there are different types, some of them are thick, so I have to try them all.

R: Is that how you figure out what to buy, trial and error?

C: Yes, and obviously I live with my boyfriend so he can lead the shopping a little

R: When you moved here, were there any brands that you were using in the UK, that are available here that you stopped using?

C: Yeah, Philadelphia

R: Why?

C: There is one called Chili Philly, in the UK and here it is Philly with chili or something

R: So they are not the same?

C: No disappointingly not the same

R: Okay, how about the other way around, are there any brands that you knew from the UK but did not use that you started using here?

C: Yes, the Philadelphia paprika, I don't know if it is in the UK, it might be, I just didn't notice it before.

R: Is there any other brands?

C: I like TUC biscuits

R: You never eat those before?

C: No

R: How come you started eating those here then?

C: Probably because I'm not really eating meat, and its a quite felling snack, if you have cheese on top.

R: You knew the brand before, what was you feelings about it before?

C: Oh I didn't know it existed.

R: In general, how important would you say brands are for you?

C: I think they are only important in the luxury items, because even more expensive items as well.

R: The first time you went shopping in Denmark, what made you choose one brand oppose to another brand if you did not know the brands available?

C: Probably the packaging, probably comparing to something similar in the UK. Food and vegetables, I'm not brand specific.

R: Do you see yourself in general as brand loyal?

C: I'm probably supermarket loyal, like Føtex I've had quite good customer service. I have taking something back already, and most people speak English in there and I like the recycling facilities.

R: So you would choose brands that are available in Føtex, rather than going to another store for a brand you like?

C: Yes, but I only like Føtex for food, I don't like it for the other things, whereas in Sainsbury's in the UK I liked for their clothes and the kitchen thing that they have.

R: Do you think, do you have any other supermarkets than Føtex that you like?

C: I like Lidl, but that exists in the UK and Netto, but I don't really like Netto, its inconsistent.

R: So that is important for you?

C: I like when I go to buy something that I know it will be there.

R: I think that was it.

C: I know one I have picked-up Sun-lolly's, and they are in Netto on discount so I have been in there a few times to buy sun-lolly's

R: Did you know them before?

C: No I don't think so, they are quite addictive. Its been quite nice weather here, so its quite good having those, and we have picked a flavor that both of us like the best.

R: How would you describe your relationship with this brand?

C: I suppose a new relationship; there will probably always be some in the freezer.

R: Would you, has this substituted anything from home, was there anything that had this position with you at home as well?

C: Yeah probably I used to have Cognittos or magnums, because they were the ones that were always in place in the supermarkets, and always felt like the superior choice.

R: Are you eating them now as well?

C: No I'm eating ice from Paradis ice.

R: So you don't eat the magnum ice cream anymore, do you miss it or do you think you have replaced it?

C: Maybe the Sun-lolly's have replaces it slightly even though it's a different product.

R: If you moved back to England, do you think you would look for the sun-lolly's or go back to eating the magnums again?

C: Probably go back to eating the magnums.

R: The Sun-lolly's, is there anything you would replace them with or would it be easy for you to replace them?

C: In the UK I don't think there is no, or I don't think I have notices there is.

R: Okay, so that was my last question, so do you have anything to add or any questions?

C: No

R: Then thank you very much.

10.6.4 Appendix 6.4 – Interview D

Age: 39	Sex: Male
Country of origin: Austria	Educational level: PhD
Arrival date in Denmark: 1 st of April 2014	Date of Interview: 30 th of July 2014
Reason for stay: Looking for work	Length of stay: 2 years

R: Tell me a bit about you

D: Okay, my name is XX, I am from Austria, originally I'm from, now, Croatia, so that is why my name is not a typical German sounding name. I'm 39 years old; I've just finished my PhD at the university of XX, PhD in management. I'm a research assistant at the moment still at the department for strategic management in XX, but I'm job searching here, since both me and my partner moved to Denmark. Is there any other part of information what you would like to know?

R: No that's fine. Your decision to leave you home country?

D: Yes it was a mixture between a pull and a push factor. The pull factor is because Denmark is so nice, and we have nice friends and my partner has found a good job, and yeah the whole package is good. The push factors are also that I am now in a transitionary point in my life where I finished my PhD, my old contract is running out, I would have to look for a job anyways, it would mean for me to move city anyway, so yeah we kind of, the coin is in the air, there was no particular, well the one particular was XX's job offer of course and now we are trying to establish ourselves here and we will see how it goes, if we say, in two years find that was not a good idea, we can always move back and do something else. We like to be here, that was definitely one of the pull factors; we would not have gone any place in the world just for a job. Denmark is definitely at our heart, and the people we have met so far, they keep saying that they are not representative for Denmark because, we are just fans of everybody, nobody really, knock on wood, that in the months we have been here not a single person has treated us unfriendly anyway, everyone was very nice, so we like that, so we kind of fit in very well so far.

R: Have you been to Denmark before?

D: Yes, yes we had this little taste of Denmark before as XX was a researcher, visiting scholar at XX, that was two years ago, for two years, so we've been here four years ago till two years ago, then there was a little break in between and then the job offer came up, and now we are trying it again.

R: Could you tell me a bit about what your expectations about being in Denmark this time around is?

D: Well my philosophy of life is not to have too many expectations of course I expect to have a job so that we can have, not XX have to carry all the economic weight of our family and I expect to find a job in my

research area, maybe not in here in Copenhagen at the moment, I'm looking broad, or maybe I will end totally out of research working for a organization. I'm open to everything. Right now I'm writing applications and we will see if we can establish our selves and the working part is the first thing we want to tick off, then of cause comes the social part, we have to see how we can, if we can find friends and if we like it here in the long run, because you can really extrapolate from two years, and say 'okay, because I managed to be here for two years, I will like it for a longer period' but as I said, we are open, and I have moved already in my life from Croatia to Austria and now I'm moving to Denmark, so I have already had this experience that in life today you have to be ready to move anyway. Friends of my live now in Australia and five years ago they would never have thought to live in Australia and vice versa there is a lot of transition these days and we are just also giving it a try.

R: Have it lived up to your expectations then?

D: Yes, I'm trying to keep expectations small, as I said, and so far not a single negative thing to say with Danish culture, Danish people, of cause there are some particularities that have been born up, but I like the way they treat each other so this little cultural difference, they are not negative surprises to me, on the contrary they are positive surprises. I think no expectations, no big disappointments. As I said, the few people that I have met here, they have all not very representatives for the Danes as a whole, all researchers, professors, assistants and PhD candidates, and also a lot of people from abroad, so they are not really Danes, they are Americans living here since five years or whatever, and we get along very well, they all tell us nice stories and we go along with that.

R: That sounds like a pretty good start.

D: Yes

R: Okay, so we are going to talk about the brands now, so we are just going to talk about them in turn. So if you choose the first one that you would like to tell me about, and then just tell me a bit about it.

D: Okay, ill choose this one, just because it's on the left, and people start reading left to right, there is no particular preference for it. It is Tiroler milch.

R: Ok, so tell me whatever you want to tell me about this brand

D: To be quite honest, I'm not sure if I have done what you expected me to do. I have just, from your instructions, I understood it as that you said that I should look at some brands that I used to consume when I was in Austria. Maybe I went too far by only picking brands that I can only find there, that's not even the case, I mean I can find some of the brands that I picked also here, but they are, I would say. This first brand Tiroler milch is one that is a regional brand, its typical from where I live, I come from the western part of Austria, a part called Tyrol, the mountain part of Austria, although much of Austria is in mountains. And Tiroler milch is the milk provider in the area of XX; also around they are most identified with Tyrol as the mountain region. Although the packaging doesn't look, doesn't really remind, have no remissions of the mountains, I know that some milk producers, they are really fast

and putting a cow and a few mountain ranges on the brand, so to associate it with freshness in the alps and healthy life in the alps, but Tiroler milch doesn't do so, they have a blue packaging, although they have changed from a dark blue with no texture to a little bit lighter blue with a little bit of texture with a flower on it, it still is more or less, it doesn't contain any big reminiscences of this alpine way of living or Heidi or whatever people associate with living in the mountains. It is the milk brand that I used to buy, and there is basically no other provider. I see that there in Denmark there are many different providers, we don't have that, we have three different milks, this is the normal milk with the 3,5 % fat, there is a thinner milk with 1,5% fat, they call it skimmed milk I think, and then there is a pasteurized milk, the one that holds longer. That one is not even from Tiroler milch I think, so I'm not sure. We also go for the plain blue package, you can't make a mistake. Here if someone will tempt me to buy milk, I can buy it now in Netto, but if I go to Irma I am lost because the packaging looks different, because I have to read and sometimes I am not sure, and it tastes good. It stands for, for me I know that Tiroler milch buys from the farmers around and I know that the Tyrolean cows, they do not stand in a, or not, they have strong regulations for cows, most of them are out there in the fields eating grass not anything else and it even says on the milk what they had to eat.

R: Okay?

D: Yes because you can't mix cow milk from a cow that eat hay with milk of a cow that eat cillage, cillage is grass that has been cut fresh and vacuum packed, it is more nutritious, so you need less of it for the same amount of milk, the milks have different proteins and stuff, different consistence, I think milk is a very sensitive product to the Tyrolean, they really care about it, they know about it. As I think right now I have also introduced you to a little bit of knowledge that I hold, and I think that everyone in my age in Tyrol that look a little bit with their eyes through life, that these people know this that I just said, you know that you can't mix the two milks. So it's a brand that I am not only buying because it is there, I also, I'm a little bit interested in it, I do care, as I do with food anyway. Some people care less, some care more, I would say I'm somewhere in the middle in the upper corners. Is there anything else you want me to talk about?

R: No that's fine, I'm just going to ask you a bit of questions now, just to elaborate on it. So do you have any specific experiences that you relate to the brand?

D: Not really, in the further sense the only brand relation I have had with Tiroler milch is that when I started my PhD studies the former marketing boss of Tiroler milch was one of my colleagues, she started a PhD as well, so at a certain point in time, I found out what she did, you know, colleagues talk about who they are and what they do, and she said yeah she went on pregnant leave and saw this as an opportunity to do something like a PhD study and she told me that she worked at the marketing department at Tiroler milch and from that, from talking with her for a little bit about the organization and the company, she assured me that they are really who they portray to be, because sometimes

companies they promise a lot but they do not hold it, but apparently people in Tiroler milch, they are really from the land and they have the culture of the farmers and they have a good relationship with their customers. Both sides of customers, both were they buy milk and the ones they sell it too, I think they are well established and liked, this is all I can say about this brand.

R: Is this important to you?

D: Yes, of course, I mean, I don't know whether I have to site that I also teaching marketing and by profession thinking about what organizations try to Conway, certain domineers that they display. I know that a lot, we all know that a lot is just play, and lip, you know promises that are empty. So I see a little, I see quite a lot of authenticity in this brand, it is small and its is a local brand, and certainly the people, also the higher ranks in this organization, I think, are recruited from Tyrolean's who share the culture of the people, and they very much take care that whatever they do is in line with a certain ethical code, of which I don't know anything, I have never visited their homepage and read their values, but you just have the feeling that they do their things right, they are not, I guess some other brands try to maximize profit by raising market share and market size, increasing mark size, I don't think Tiroler milch is that aggressive in this, and I like that.

R: When you think back, when you lived in Austria and used the milk, what did the brand mean to you back then, did it have a specific meaning?

D: Not explicitly, I think many of these things we talk about when we talk about brands just emerge when we talk about it, because you don't run around and reflect with yourself, 'what does this brand mean to me' but you realize, when you are gone, for example, when I walk through Irma and I see an apple that says south Tyrol, which is where my spouse comes from, her father owns these apples, and you say 'hey these apples potentially comes from you father' and you find it in Denmark, you really see that, hey there is meaning connected to this brand, which I never took care about before, i did never give the brand any notice, but once you leave your home, brands like Tiroler milch which are local brands, they become meaningful, so if I see this brand here in the shop, first I would not believe it, because milk is something you would not transport over thousands of kilometers and I would think it was a waist, but it will perhaps tricker this feeling of dear home, although I must say I am not very patriotic, or any, some people are very, this is very important to them, to have this connection to home and they will be nuts if they can eat a piece of cake that they were used to in Vienna, but I'm not that kind of person, I'm very un-rooted in this aspect, this is why I'm very easy with being here in Copenhagen.

R: Do you have that feeling then, that the feeling of the brand has changed for you, when you think of it now, even though you cant have it here?

D: Maybe the meaning has not changed, its just that it becomes more emergent, before it was salient, you did not know it, and now you are reminded of the meaning of it, when you are away

R: How about your feeling for the brand, before and until now, has that changed?

D: I would not say that it has changed in meaning, it has maybe changed in the extend of, how should I say, its not a different meaning its just, you become more sensitive to home brands when you are abroad. Its all I can say about this brand, I don't think its any better or worse than before. If I go back to Austria, I would buy this brand with the same enthusiastic as before and you know if they ran out of Tiroler milch, and there is another brand I would buy it. I'm not attached to it, and I know where the respect and meaning has changed for me just because I moved here.

R: In which situations would you be using the brand?

D: Okay, that is maybe something that has changes, because I am not so much a fan of the milk here, I'm trying to use less and less of it, I'm not a big milk drinker anyway because I don't think its healthy to drink a liter of milk everyday, although some people say otherwise, some people say something totally different, I for example, when I make banana milk, uses relatively a lot of milk, more than a coffee and then I actually do that much rather with the Tiroler milch than with the milk here. Because I figure out although I have tried different milk brands here, they differ and I don't really think the cows here are fed grass I think they get corn and all that kind of stuff, more energetic stuff. Also the brand of the cows are not these mountain cows that are specialized in giving milk, they are all around cows, they are for meat and milk and what not. So I try to avoid dishes that contain a lot of milk, which I don't in Austria. I'm much eager, I eat cornflakes where you use relatively a lot of milk, a quarter of a liter for example into a plate. I can do it here, but I'm more reluctant to do it here than with Tiroler milch in Austria. I think its interesting that on Danish products its always says Danish water or Danish milk, I think its a national thing, for everybody her own country stands for good and reliable, I think its the same for us. Except, there is also an objectively difference, I mean I know about the cows from Tiroler milch, and you perhaps as a Danish person know more about the sød milk, is that the brand?

R: No, sød milk is the 3,5% milk, but Arla is the

D: Ah yes, Arla is the producer, I have passed Arla with the car when I came from Germany and its a huge complex, and I thought 'this is industrial' because you know, our milk you can see the guy with the hat and then there is a truck driving from one village to the next connecting the milk, testing it, and I know it because I have worked on farms before I started my academic career. I know that the requirements are huge for the farmers when they deliver the milk, it has to have the right temperature, it has to have the right fat, its very strict, even the farmers have to know about the grass that grow on their soil, and they even have restrictions but that is only for biological milk, you have to have a certain diversity of flowers per square meters in your, so if that is not given then you don't have the certificate, so high, high regulations, but I don't know whether they apply where food is produces in mass, whether it be wheat or eggs or milk or anything else.

R: If, lets say XX is to describe your relationship with the brand, how do you think she would describe it?

D: As I think that my newly married spouse knows me well and can understand me without me saying anything I would say that she would exactly reproduce what I just said, but of cause I already know that this is not true. We share a quite common values about food, I don't know we are not specially picky, there are some people there are very picky but yeah we do care a bit. Food is becoming more and more a luxury if you want real stuff from happy farmers, back in XX for example we bought a farmer, a box that a farmer delivered every other day with fresh stuff and you knew its local, its just from the farms locally, and of cause there is the biological issue as well, we don't want too many pesticides in our food, there is a counter revelation to the industrializing of food production going on i think. Certain groups of people I would say, a new awakening, special maybe also people who are young parents or on the verge of becoming young parent, I know amongst some people, get a baby and then they talk about where the carrots come from and so on. I liked that; I see chicken already happier since the debate started of how eggs were produced. Tiroler milch is though not one of these extreme brands that take care of everything, they are just a mass brand, they are the biggest producer of milk in Tyrol, but I think they are still within the barriers of my sensitive, they are not too big, if they were too industrial, they would buy all the milk from the outside or I would know that they buy milk from the outside and repackage it, that will be it for me.

R: So there is a limit to how much you will accept?

D: Yes, yes

R: If, lets say the brand was a person, what relationship would you have with it?

D: Milk, cow, female, mom

R: So mom?

D: Well who gives you milk when you are born, its mom. I think milk is, I remember it from when we had to learn it in German class when I was doing my leaving examination from university. It was about a Jewish guy who was captured in the concentration camp and he was taking the word milk as a synonym for life and he was drinking black milk as a synonym for death. So I think milk and motherhood and life is a close association and femaleness that gives birth and life to the sexual reproducing part of the beings of the planet. As a person, I think it would be a female and if you want me to speak of a relationship it would be a motherly relationship that I associate with milk.

R: Okay. Lets take the next brand

D: The next brand is Nivea for men, looks like milk a little bit, when you open it. Its just a brand where I think okay, its a aftershave balsam, which I thought I would take one because I'm a man and its the only product I put on my skin when its not summer and I need sun lotion. After shaving its, I don't know, when I started buying it, it was pretty unique that it did not have alcohol like all these older stuff

that my father used to buy. My father uses this after he uses aftershave because he thinks that this is not aftershave because it didn't burn. I like Nivea, the brand, although I have discussions with my spouse when we buy brand for example for the sun blocker because she wants another brand because the smell of that she associates with summer, anyways I like the smell of Nivea products, even though depending on the product they smell differently, some cream from Nivea smells different than this. It works well for me, it is basically a practical relationship I have with this brand and so far I see that it is available everywhere not only in Austria, I also bought it here in Denmark and in Croatia and where ever I have my home bases.

R: What made you start using this brand?

D: I needed to shave

R: So you have always been using this brand?

D: I think, you know when I first shaved, I was maybe 15, 16 or something, maybe this brand was not existing, because that is quite a while ago, but pretty soon after. I've tried all these burning stuff and that was the first one that didn't burn. It was long before it was advertised, at least I don't recall ever seeing an advertisement for any Nivea men product, now there are such advertisement, and now there is a whole palette of products specific for men, but I don't know when I came across of it. Its not the only product I use from Nivea, I must correct myself, there is the shaving foam of cause that you need to apply before you shave, that is also from Nivea that I use, so this combination of two products that kind of belong together when shaving. Of cause in case of emergency if I don't have a Nivea foam in case of vacation or I run out, or I borrow from my flat mate, I will mix products, I'm not that picky about mixing products, but I like the smell of it and how it feels on my skin. I also sometimes apply it when I have not shaves, now I realize the older i get that sometimes my skin feels dry, I never had that ten years ago for example, but now sometimes I feel it, and then I put that on, seldom but yeah.

R: When you think back before you moved to Denmark, what did the brand mean to you?

D: Well, again, not that I have ever stopped and started contemplated about Nivea so what I'm making up now is made up now, I'm not making up a story, there is no intend to fool you or something, but I'm first now, first time in my life I'm asked to report what I might think of the brand. Then I also know, from talking to other people about brands, since I have this branding background, I think I fall in to the majority of people who would maybe associate Nivea with the blue tin packaging and that everyone of us had in the bathroom or that mom had in the bathroom, but never used, its a woman's product, why would you put a cream on you to hide you wrinkles, I don't know, perhaps this is the association that first come to mind when you think of skin product, you know woman use it, its not male to use and there is still a anticipation process going on for men products for example depilation for men, for loosong the hair on the chest and the arms. I think Nivea has perhaps also products in that directs, but I will say that it is a female thing, my mom used to have it, I have maybe used it once or twice when I

was working on the farm or building sites, as I said there was a life before academia, I used to work a lot outside. Sometimes you need it on the hands because they just hurt for being cold all day for example in winter, but these cream is very fat, this product doesn't feel like having any fat and perhaps it have no, I think its water based, because it goes into the skin very quickly. I have a skin, if I put cream on that contains fat, I will just get pickles like a teenager.

R: The overall brand Nivea, it seems like your relationship has changed, or the meaning of the brand has changed with time, maybe not as much with the move to Denmark?

D: No, definitely not, that is also too short, I mean, although I have been in Denmark already two years ago and now again since a few months, I think the brand hasn't change, why should it? I mean just because I move my body a few thousand kilometers doesn't change a brand. I think the brand has expanded its sortiment, and now the meaning of the brand dilutes with the that expansion. From being a queen associated with moms, tin in the bathroom only blue and white, now you have like the blue, blue and white and in dark shades for elder men's and for younger guys and of cause this whole spectrum of products meant for both sexes, for example the sun creams and then perhaps special creams for elder woman, younger woman, I'm not sure, I'm just, I'm also not very interested into the brand of Nivea, or particularly into this aftershave brand, its just, I guess like many, many brands a very convenient brand that I have just stumbles across like you buy bread from a baker that you don't care about who he is, it just looks good and this has proved for me to work well and I see no reason to change until they change something that I don't like.

R: But you do get the exact same product in Denmark as in other countries?

D: Yes, looks the same, weighs the same, cost the same, more or less.

R: How would your wife describe your relationship with this brand do you think?

D: She would say that I need that brand. She knows that I wouldn't accept, for example if she goes shopping, which often happens, and she would dare to buy that for me, I mean no offence if she buys it when I'm running out and I've mentioned it two days before that I need that, but if she suddenly comes around with an aftershave from another brand and said 'hey, this is something similar to what you have' I would defiantly not like it, and she knows that, so my relation to the brand, she knows that it has to be this. On another level I, you know in Germany there is a 'not so well meant expression' called Nivea face, if someone says Nivea face it means its a man boy, this is guys who have never shaved before, smooth tight shaved men or guys who have not shaved yet, young, inexperienced and maybe not very manly, not that I'm putting any emphasis to appear very manly, but being called a Nivea face is not very manly, although it means not wrinkles and having a milky shiny.

R: So the older you get, the more of a complement it will be maybe?

D: You know, when you are one of these Clint Eastwood kind of guys, and you are in your sixties and you have your own rolled cigars and somebody calls you a Nivea face, I don't think Clint Eastwood will say 'Oh thank you'

R: No, you are probably right

D: You kind of embrace the next stage that you are in I think of identity. Even when I was sixteen and girls that I had a crush on told me that I looked like a girl, that can sometimes be a complement you know when you are sixteen, you know in a clumsy way, when a girl gives expressions about your looks then its always a complement, because why should they bother either. But this I very far stretched, and I think under no circumstances ever would I have like to be called a Nivea face.

R: If this particular brand were a person, what would your relationship be with it?

D: Well it will be the Nivea face boy, my younger brother maybe. It's Nivea for men, so it can't be a woman, but it's a girly type of man.

R: So is it, when you say younger brother, is it something to strive for in some sense?

D: Having a younger brother, I mean I have no brother, I have two younger sisters

R: More the idea of a younger brother

D: Oh to be like?

R: Yes

D: Well certainly, you know we just came out of the metrosexual period.

R: Oh we are out of that now?

D: I think we are out of that now, its okay to be only one now, I've heard, you know I'm not the pope of style, so don't ask me, I'm certain that there are islands where every cultural developments still lingers on, but you know in my world it had its hay day when David Beckham was still kicking in the world cup, you know wearing black finger polish, and since this confliction of male and female role have become posh, I think it is a compliment yes for being a guy that almost look like a girl. As a matter of fact I once watch a documentary, one of these better quality documentary, I don't know whether you know Achte, this French/German channel?

R: No

D: About models, male models, from which, as I understood it, this trend towards feminism, there is a certain bunch of guys, they are suppose to look almost like a girl, and then there this girls that is almost suppose to look like a guy and so on, so there is a play going on in this look of sexuality, and I think a young looking Nivea face boy is certainly something, look at Legolas and all these characters you see often in movies, that are in our world. Legolas is really a Nivea face.

R: Yes that makes sense. Okay so I think you answered all of the questions, so lets move on.

D: Okay, the next product, very male product, beer, although its alcohol frei, it means without alcohol, and that is actually why I choose it, because the alcohol free beer is on the rise, and Denmark is behind,

in this sense, I think, perhaps I'm wrong, but this zero percent beer you have here from Carlsberg, not good. I can recommend to drink alcohol free beer as a supplement for soft drinks for example, if you are not totally happy with water, not that I think you are.

R: I'm okay at the moment.

D: The next brand is Gösser Natur gold alcohol frei, natural gold, its the color of the beer I drink, I don't think they have another brand I think its just a supplementary attribute of the brand, I never really noticed that it said Natur gold, I just read it now. But that it is alcohol free beer is an important attribute of this brand and its, there are many alcohol free beers in the world, and the German Clausthaler for example, is well know, it's a brand that is available here in Irma so I buy it. It costs a lot of money, and I bought out all the Irma's that I know in the proximity of where I live, because they only have ten tins and I can use that up in a week. This is the best I can get my hands on here in Denmark, and the Danish alcohol free beers is not close to that, and in the league of very good alcohol free beers, this is the best, it tastes like a normal beer. This is the beer of my choice when I am in Austria, I drink that rather then, I try to minimize the amount of alcohol beer that I drink, and I think beer is a good drink by it self if it would not make you drunk every time. For example, some brands have now even started targeting sports people with beer, because beer contains all the minerals that you loose by sweating, so its a re-mineralizing drink, the only disadvantage is that it contains a lot of calories, which for people who do sports doesn't matter, which is why I like it, after doing sports drinking one of these alcohol free beers really just make the lights go up again. Some other brands go even a step further and make that calorie poor beer, Erdinger another big German brand, known for their white beer, they make white beer in tins that look like Red Bull, you know the form of 02, and they even write on it 'energy drink' or 'fitness drink' or something like that. Gösser hasn't gone that step yet, but it was recommended to me by my PhD supervisor actually, who is a big sportsman himself, really does professional nick races where you need 12000 calories a day and so on. And he said to me that this is the best amongst the alcohol free beer, and he uses it of cause after workout. It doesn't matter when you burn the calories, you don't bother about the calories, and it tastes like a normal alcoholic beer, and it doesn't really have these negative effects of being alcoholized, that means you cant drive a car and perhaps its also not good to drink an alcoholic beer everyday if you like the taste of beer, that was the excuse. I will give you another change to ask further in that.

R: Is there any specific experiences that you relate with the brand?

D: It's been not too long ago since I discovered it. The only associations that first comes to mind is that I started drinking this beer as a sports drink, I do it after sports.

R: When you think about, you are saying that you can't get this brand here, how does that make you feel then?

D: Totally unhappy, no I'm kidding, I mean that's really an issue at the moment, I have not found any provider, not even from the Clausthaler that I'm happy with, because Irma has it, not every Irma, the smaller ones don't even have Clausthaler, and then they are out of stock and then they I wait for another month till they refill the stock so I will be happy if this brand will be available in Denmark, I will buy hundreds. Just because I don't have it, fine, I mean I can be without that, I'm not so happy only drinking water so I have to, I buy other stuff, I wouldn't not drink beer, by the way, here at work, even if its alcohol free it looks still like beer. I know here in Denmark people have a different relationship to that, because I have seen here even at 3 in the afternoon people are drinking beer already. In Austria and you go for lunch and drink even an alcohol free beer, you get the looks, its the wrong signal. Although I have seen advertisement now, also by these big brands in Germany, that they try to make the alcohol free beer socially acceptable in social situations after work, but it is not yet the case for any beer in Austria, although I think if you would say so, that it is a alcohol free beer, people would just, it would not matter, although there is a little bit of alcohol always a rest of alcohol in the beer, but its less than apple juice so they don't have to declare. What was the question?

R: It was if your feelings had changed for the brand?

D: For this brand, no, I mean that I'm here, yes I feel sorry that its not here.

R: Do you think your feelings have become stronger?

D: The longing has become stronger, you could say perhaps, yeah, because now I'm forced to drink some other drinks that I like, and these are soft drinks and they have a lot of sugar, and unhealthy like Swepps and Coke, they are fussy and have this fussy thing, and mineral water is also fussy but taste like nothing.

R: How do you think your wife would describe your relationship with the beer then?

D: Close, I mean beer is heavy to carry, and we do our grocery shopping on foot, that means every time when we go for beer shopping she remembers, even though I do the carrying of the bags when we are together, but it takes so much space you know carrying and buying beer without a car, where you load up 5 of this, we don't even have the place for storage, so it means twice a week shopping beer cans, and we only buy the cans I don't buy it in the glass because they are even more heavy to carry and then you have to carry them back to the store. Here we have to carry the tins also back to the store, well its an issue here typical for Denmark, in Austria we just trough then into the metal, and it get recycles there, we don't have to go to the store with the empty tins. She would say that it is a close relationship because you are in contact with it twice a week, you have to carry that stuff up, and then the tins to recycling, so there is a lot of contact with it. Although there is no other level of meaning, noteworthy, Gösler is even a bad brand in Austria, there is a way of saying Gösler muscle, its the belly of the beer drinker, so in my eyes its not a hip beer drunk by hip people, its the beer drunk by beer drinking double chinned, choppy, un-sporty, elder man as they have used to be now.

R: If the brand were a person, how would you describe the relationship yourself?

D: Okay, I must ask you one question for clarification, do you want me to describe Gösser Alcohol frei or Gösser?

R: Alcohol frei, the one you chose

D: Gösser, so I have started to explain I associate it with choppy, old guy, bold with a Tyrol hat and his lederhosen and big belly, now he alcohol frei is a kind of fitter version of that, so its still a man but, younger and not I would say its someone who came to the insight that he needs to do a bit of sports, so this is now, the choppy guy has lost some kilos, the belly is a bit smaller, he is biking in his biking pants, sweating hell out, like many Danes do, you know sports people who do sports not because they like it, but because they like it to be over. As a Danish person told me, she likes jogging, she does jogging not because she likes it but because she likes its when its over. So I would say the Gösser is a male guy in his fifties, who was used to eating schnitzel and drinking the real beer all his life, and now he has noticed that if he does not start sports, his heart will not approve for too long and this life style, so its a bit sportier version.

R: Okay, so lets go to the next one.

D: Barilla Spaghetti no. 3

R: Okay tell me about that

D: Well okay, my wife is an Italian, but not to talk much about that, I did not care much about noodles, but since I knew her, she told me I should care, because there is difference, I never really gave so much differences, but I now know that we are always on the search for Barilla noodles, we would not buy anything else if not forced to, I mean there is some other brands that are good, but Barilla is the best says my wife, and so we are on the look for barilla if we can. So its a we, we maybe here, so its not only me, its something we decide together, I'm maybe not so sensitive. There is maybe things that I have discovered since my focus was put on them. I think Italians are the ones I know, they take more, they give more care for food even that the Austrians that I used to live with, I do care to a certain extend about food, but Italians can talk one hour straight about the difference between the no.3 noodles and the no. 5 noodles, and for which dish to use the ones and to which to use the others. So I kind of got used to that, and we buy that for spaghetti. I don't know, yes its an Italian brand, we have noodles once in a while maybe once a week maximum, and that is the brand that we go for.

R: Have you found it in Denmark?

D: Yes, although not everywhere, its again Irma and Føtex I think have it, but not Netto I think, maybe they have it.

R: When you think about it, have your feeling for the brand changed from when you lived in Austria till now when you moved?

D: Perhaps, ehm, perhaps yes in this case, I say, okay you are a Danish person, I have to be very cautious not to.

R: I'm not offended by anything, so don't worry.

D: You know, since we moved here we have talked a lot about differences that come to our eye, whether it be cultural, what the Danes do different, as I already mentioned, Danes are very proud of their products and their local, at least that is our perception, because they write it on everything, its says also here Italian noodles, so maybe this is also to make it part of their Italian brand the appearance. Since we moved here, this has become more seldom to us this brand, and we are more cautious in food products, maybe this also applies for the other food products I have talked about today. Perhaps there is a trend here that I have picked food brands, because food is something you buy on a regular basis, the further we move away for Italy, even in Austria, my wife had beloved brands, like barilla, and she would not buy Austrian noodles. Now that she is even further away it became more important for her, and I also see some value in this, since I am kind of educated by my wife, and she taught me to take care about food, and every time I'm in south Tyrol, where she is from, I realize how her mother talks about the bakers bread is better this week is better than last weeks, and she takes care, and I think listen to these people who take care more and then you open your eyes and you see more, and I think Barilla, perhaps I never really cared about, I do appreciate that its part of this life that we used to have in Austria that is brought with us by using this brand here. So it perhaps it transports a piece of home with it.

R: You are saying that it is related as much to your wife as it is to you, but is there any specific experiences that you relate to the brand?

D: Okay, I don't know if this counts as experiences, I never gave a damn about Barilla before, my wife said 'You must buy Barilla' then I never had spaghetti no. 3, because I was used to the fatter ones no. 5, because they are available from all the brands, but Barilla produces the no. 3 ones, and she said you must use this for this kind of spaghetti because they cook faster and they have certain qualities about them for certain dishes. So this is the only brand experience that I associate, I was educated in it, so it was for me like 'Oh I'm a dumb guy' not knowing or not caring about, this wasn't my sort of products anyway and i couldn't care less about spaghetti, I know there are hundreds versions out there, and when it comes to food I'm the kind of guy that says 'okay if its good why change it' I'm not looking for the next brand and the next brand. Maybe the breaking into the Barillia brand was a bit too harsh for me, so this is my brand experience for me, oh how can you like something else, this is the best.

R: How do you think your wife would then see your relationship with the brand now, that she kind of broke you into it?

D: Yeah, its something that was definitely mediated by her, so its, in German you would say 'stifftmutterlich' you know step-motherly, you know when something is artificially connected to a person. Its now appreciated by me, i like it.

R: So if the brand were a person, what kind of relationship would you have with that?

D: Well I stick with the idea that I have just started to develop I my head, that of somebody in a relation, you have a relation with someone in the world that you don't, well siblings are also kind of brought to you, that you don't choose. I would rather say it's like an adopted sibling. Maybe this is also.

R: Have those feelings change for you since your moved then?

D: Yes, yes, it's now more mine, whereas perhaps you can say that in Austria this brand was, I felt, kind of forced on me more, now I see it as part of my own choosing. Now If I see Barilla somewhere I would go for it, because this is the home country of my wife and I like my wife, and she is also more knowable about the noodle stuff than me. I would say that now that we are both, her own countries brand have become more dear to me, or as in Austria it was more her thing.

R: Okay, so lets talk about the last brand

D: The last one, Handl Tyrol kamin wursten, although it says chili wurtsen here, kamin wurtsen is the general family of sausages, it is sausages that is made out of pocked meat, you know like, I don't know any brand here that produces here, they are like salami, hard, these once are particularly spicy because they are with chili. I chose it because Handl, I don't know if you can see it on the picture, the brands logo, it pictures a guy with a big Tyrol hat and a beard. Like men 200 years ago perhaps used to have and wear in Tyrol, it is a brand very typical, it is the one I most associate with Tyrol from all the brands I have introduces so far, definitely something that you cant buy or find here, unless you really look hard, which I haven't done yet, but I imaging that shops which has specialized in providing very specialized things like Irma, at least this is my impression of Irma, maybe I can find it there but I have not yet looked really closely and I don't think that they have it. Also apart from being Handl, Speck is a product associated with Tyrol, even more than beer, I don't know why people associate beer with Bavarian October fest and Tyrol is just across the boarder, its pretty similar culture. Speck is this dried meat, is something that many people who are tourists in Tyrol, they get them as a souvenir or Tyrolean's send to their relatives around the world a piece of speck to remind them of the Tyrolean way of eating. There is also the word Broadjeit, that the Germans now make advertisement for all kinds of stuff, if they want to make it sound Austria, if that is in anyway positive.

R: What is it called?

D: Broadseit, its when you set down with a wooden plate and cut your food yourself and you mix cheese with speck and all different stuff, its a way of eating food, its like people who used to work in the forest and they make a break and then the make a broadseit. I know that a German brand have used the word deliberately in the advertisement to associate it with this 'hygge', associated with

consuming speck and speck product and this kamin wursten is a Speck product, its just chopped down speck, and put into the form of a sausage and spiced up and it tastes good if you are not vegetarian, it tastes good.

R: Do you have any specific experiences that you then relate to this brand?

D: Many specific...

R: Any?

D: Well there is not one that I would pick out, but there are very much associated with what I meant with 'hygge'. Broadseit means, and that's when you eat this, it means, really I associate it with Austrian culture a little bit, its when you, its mostly in the evening after work is done, you drink a beer, you sit together with family members, you seldom do it by yourself. Everyone is cutting the sausage and somebody is taking from your plate and somebody is cutting the cheese so its going in a circle, its very social, and this carmine goods belong to that. We almost every time we go and visit my parents or her parents we have broadseit in the evening because then you don't start cooking any complicated dishes, you always eat too much, but you tell yourself that you can always stop. With Broadseit you don't always have to finish a dish, as it is often. So there is no specific episode that I want to tell you, but this broadseit consumption ritual is I would say something that I associate with 'hygge', chill out.

R: Has this, did you have the opportunity to take this with you, not the brand, but this broadseit, do you feel like you are missing that, and are you missing the brand in relations to that?

D: I miss it, and we do, when you can do it, we do it, and we do broadseit, and every time that we do it we are aware that it is kind of that this is Austrian, and we want to have Handl products, which are not available here. My wife is very, and me too, very cautious buying meat, because we don't know anything about it, and this is meat, so we are also very cautious about buying sausage because everything is chopped down and put in, so we avoid actually meat product when we are in Denmark, we don't eat it with the same ease of mind, as we do in Austria. So yes it comes even more seldom. One of the biggest gift, was someone who gave us that, someone gave us two or three of these sausages specially they were made out of deer meat, very expensive, a deer that was shoot and bleed, and then you make it out of that, and it got bad because it wasn't in the fridge for too long time and my wife was really like 'Oh what a petti I was really looking forward to this and saving it', so yes, there is definitely some deeper value.

R: You haven't found anything that could substitute it here?

D: I, who is the less sensitive of us, perhaps would have found something if I look hard, I remember I have been to one of these huge Fakta stores and they have products from all places, special from Italy, they have a lot of salami products, would Italian's trust them thought, but at least you trust some brands, but I think I go for one of these foreign brand, but Danish I don't know.

R: You don't trust Danish brands?

D: I don't know any Danish sausage brand; we did buy meat, but always at Irma, where it looks like they care. We are taking this as an opportunity to live more meat free, we are trying to cut down on this, pore animals.

R: How do you think your wife would explain your relationship with the brand?

D: Well she would say ' He likes it', you know its one of these goodies, like a cookies in a jar, that you don't afford yourself every time, but when its there, I'm happy. So this is something, this and cheese and beer its like a treat.

R: If this brand were a person, how would you describe the relationship?

D: I think if this brand would be a person, it would be like this person on the logo, you know some Tyrolean farmer guy that I know from the village, who is a friend and who reminds me perhaps of the more macho side of life you know, since meat eating and being a real man is Tyrol culture. Being a vegetarian and taking care and eating a salad, that is the opposite.

R: Okay, so you had these five brands as the most used brands when you lived in Austria, do you have any other brands that you were using regularly? Within food and grocery?

D: Yes, Milka chocolate, Grimissiommo Ice-cream, DANONE puddings, grissini breads, Swepps drink, Red bull drink, Swens bombe, its a soft bobbly, I don't know what its called, but forget it I can never explain the category of it.

R: What would make a product relevant for you?

D: I think I have mentioned it a few times between the lines, its biological and regional, that means that here in Denmark, I would have to reconcile with the fact that if I want to eat regional food that are from here, First I would need to connect with some regional farmers, how do I know what I buy in Netto, here this food comes from, someone needs to tell me the stories. Maybe I need to understand the advertisement that I don't look at on TV, because I don't watch TV, no I have to get into contact with certain brands here, and then I would look for originality of food, because I don't want food to be transported all around the world, I also mentioned that I don't want Tiroler milch to be in Irma. Biological mean that it is not treated more than it needs to be, I'm not totally to the left side of the spectra, I'm pro mild chemistry, as you know that you need fertilizations as well.

R: Would you always shop the same brands?

D: Yes, I think I also mentioned that, why change a thing? I think this is also what brands do, they convey a certain security, they say, buy this, and you know that the milk is good.

R: Do you feel like you have that here as well then after you moved?

D: Yes certainly, we already have our particular shops that we go to, where we buy the wheat and where we buy the vegetables.

R: How long until you got to that point?

D: Well we are still in the process, we haven't yet figures out everything, but I think that goes very quickly, after two or three weeks you know Netto, and Irma and Føtex, and Fakta, so then you know about a few brands, and you see the same brands in all the shops.

R: It seems like there is a lot of unknown brands for you, when you moved here, how would you decide which brands to choose?

H: Well some things we already understand like 'Økonologisk', its pretty obvious, and I must admit that we go by the store as a guarantee for quality. We knew that in Irma we looked for milk, but we didn't know what it says, because there is five different colors. The other day something else that we had no experience with, we both said, hey its Irma, it will be good quality, also the price is a carrier of information, and also as I explained the whole store, so these are small orientation helps. Of cause you can be wrong, and I think Danes do care about food, we know we are not in a third world country, we think that the same standard applies, its just different names that you have here, I don't know maybe you have the same feelings about our, as we have for our milk in Tyrol.

R: Some of these brands that you started here, can you remember any of your first impressions of these brands?

D: Yes, the milk, this sød milk from Arla, the ones with the cows, once I had one that had fat swimming on it, I was grossed out.

R: How did you think about Arla now then ,in general?

D: Well I cant imaging that this is a bad company making a bad product, then they would be pushed out of the market by the market forces. People talk, and choosing in a wide spectrum, so I'm aware of my bias and I'm just waiting till it diminishes by it self, and I keep reminding myself that even the meat shouldn't be a problem. We go by price also, I think its about a year ago there was this scandal with horse meat, this was in low, low budget products, I think if we always go for the cheapest, that is what will happen, but if you decide to spend a little bit more money, you can kind of be sure that the production and the quality is at an acceptable level.

R: Do you have nay brands what, when you lived in Austria, you were using them, and then when you moved here, there brands were available, but you stopped using them?

D: Cant think of anything now, within groceries, well beer perhaps because it happens to be so that I reduces my beer consumption when we moved here out of other reasons, so I pass buy the beers not in Irma, and sometimes in Austria I buy them.

R: So its not in relation to the brand, its more in general?

D: Yes

R: Okay, how about the other way around, are there any brands that you were aware of in Austria that you did not use, but then started using in Denmark?

D: There is certainly something in my kitchen that I, Carlsberg beer. Leffe beer, its a Belgium beer, you can get it everywhere but somehow here you have the weather for Leffe in the winter.

R: Okay, so what made you start using these brands du you think?

D: I think I have this romantic imagination in my head of you know, of real pre-Christmas winter 'hygge' in Copenhagen, with all these brick houses and early nights where you go after work in the pub and then you have this pub atmosphere and then you can drink Leffe and it fits into the atmosphere. Whereas in Austria, I never thought of it like that, maybe you always think more about the place you just moved to and the place you already live in, and perhaps this is my romantic association with that particular beer, although its a Belgium beer, but I associate it will heavy walls and misty winters and its a strong beer too, you know winter, and cold, north, Denmark.

R: Is there any brands that you find that your feeling have changed due to your moving to Denmark?

D: I think that came already out, I became more sensitive to food, even more here, because food is something that you need to trust, how its produces, brands don't convey much of the meaning, you have to rely on what people say or from information provided elsewhere that you pick up my yourself. Even when you go into Arla's homepage they are not going to show a picture of a sick cow.

R: So it's more all brands?

D: Yes all brands

R: In general how important are brands within grocery food products for you?

D: I think they are important, and they are becoming more and more important since brands convey certain security about the quality about the product, but at the same time brands as a general in the world, become less trustworthy. And that applies not only for groceries, for everything, what does that stand for, in terms of quality, for the grocery is the attributes of how it is produced, how happy the animals are and how sensitive the farming is to the environment. I think it's a matter of trust, only when you move to a new place you have to build new relationships to new brands that you don't know yet, much about, I'm pretty confident that this will happen for us in Denmark. We know Danish people, and they speak to us about Danish brands, they tell us that they go and buy their strawberries when they come from Denmark, because they are very good, so perhaps in two year I find myself also waiting until the strawberries are not from Spain anymore, but from Denmark. So I'm aware of the transitionary process, perhaps its very natural that it is so, because comfort zone have to be build up from new, especially in grocery.

R: I think that is about it, do you have any questions or anything to add?

D: No, I'm quite fine.

R: Thank you very much for helping me out.

10.6.5 Appendix 6.5 – Interview E

Age: 22	Sex: Female
Country of origin: France	Educational level: Master
Arrival date in Denmark: 15 th of August 2013	Date of Interview: 3 rd of July 2014
Reason for stay: Work	Length of stay: 1 year

R: Okay, I will tell you a bit about me and about the project and then we will talk a bit about you and the brands you choose, and then brand relationships in general. I'm doing this as part of my master thesis, and the topic is expats and their brand relationships, and how these change. So tell me a little bit about you.

E: My name is XX, I'm from France and I arrived here in August for an Internship that last a whole year, and I was interested in going to Denmark, because I wanted to stay in Europe and had never been living in Scandinavia and wanted to see how it was to work in a Scandinavian country.

R: What were your expectations before moving here?

E: About the life in Denmark?

R: Yes, just in general

E: Well I was expecting something very organized, clean, cozy... very, quite warm actually, where the work would be very, I know about the whole health care system here, and I knew that the, like that the work hours was not that long, usually you don't stop working at 8 or something like that. Yes very easy to live in, like the city is just calm, and it's not hard to figure out anything, like public transport and the, to me was, that Copenhagen, I have always heard that it has everything that a capital should have, and at the same time it's like human size and you can get around easily and get to see it pretty quick.

R: So you chose these five brands, and we are going to talk about these in turn, please choose one of the brands and tell me about it.

E: So the brand I choose is Carrefour discount. So we have these huge supermarket that is Carrefour, they also have smaller ones, but all around the name Carrefour, they have like small neighborhood shops but also huge ones. They developed that brand quite recently actually, from their supermarkets, I think it was five years ago. The supermarket itself has different brands, they have the cheapest, cheapest one, and they have a high-end one, they have of course a biological one, and they have that one, which is not the cheapest, cheapest, but it is only slightly over the cheap, cheap one, but the quality is just as good as the main regular brands from that supermarket. The great thing about that brand is that it is cheap, but you know when you take the cheapest brand, sometimes you end up with something that is really bad, and with that brand it is always, it's never bad, bad. Whenever you need to shop, you just always choose that brand and it makes it easier.

R: In which situations would you use this brand?

E: Everyday for everything, every product, basically its usually, we have different brands of supermarket, but that one is just growing all over France. I am from the north part of France, so there are some difference in the south of France in supermarkets. Like another one is more important in the south and in the north it is more Carrefour. It is just like, yeah, every time I am going, everything that I am not attached to a brand, for example I will not buy shampoo at Carrefour discount because I have my own brand that I like, but for basically most food products and cleaning products and stuff like that, its always going to be that brand. It is easy that you go into the supermarket and spot it, its plain white; the package is plain whit and blue.

R: Do you have any specific experiences that you relate to this brand?

E: They do have, yeah, they have, I don't know if it an experience, but there are also some, so there would be the thing that I would take without thinking, but there are actually for some products, for example olives, they are the only ones that have these olives and inside there is like, I don't know how it is called in English, its like pepperoni, but like sweet pepperoni inside, and they are the only ones that make it. None other French brand make it, and they are very low calorie actually, that is the main reason why I am buying actually the brand, not because they are convenient and cheap, I know its not going to be bad, just they are the only one doing it, and its really good. In the summer it's always a go.

R: How does that make you feel then?

E: Well, its, whenever I eat those, like I always eat those when I'm doing something with my mom, and I was in the south of France, and when I'm abroad and I want to be outside and have a glass of wine or whatever and I don't have those its annoying. France is the only place I can buy them, and its just a summer taste, and I don't feel guilty eating them because I know they are low calorie.

R: Do you think you feelings towards the brand have changed after you moved?

E: Yeah I like it even better, because here, well at first you are kind of lost when you arrive in the supermarket here in Denmark, first because there are way less choices, and I have noticed of cause some brands from the supermarket, so I would go for that usually coop, but its a bit expensive for me. So I try to go for the cheap, cheap one, for example Netto I can remember the name, but the cheap, cheap one but honestly some stuff is really bad, and its annoying because if I knew I would have gone for the little bit more expensive one. I'm losing a lot of time, and I'm afraid to try out stuff because its expensive here, so its kind of annoying.

R: If you are to describe the meaning of the brand for you when you were back home, not now, but when you were living in France.

E: So, it's definitely safes me time when I go grocery shopping. It also enables me to buy stuff I would not necessarily buy, I know, if you take foie gras for example, which is really expensive, and in that brand it is affordable, but I would not try a cheap foie gras normally because its a high-end product so

you don't want it to be bad because you are already spending quite a lot of money, but with that I know I can try it and its going to be good, and it really gives it a, and they really adapt to every product. Every kind of cheese you want like blue cheese, everything there is going to be a Carrefour discount brand, and it's like the perfect equilibrium between the price and the quality. So you are not afraid to try out food with that.

R: Have the meaning for the brand for you changed, since you don't have it here?

E: The convenience, I did not realize how convenient it was, to just be in a supermarket can be, and you, go through the thing and you go oh 'that one, that one, that one' you don't even think, here I have to look trough the prices for every single brand and see what's the cheapest, and then sometimes the cheapest is bad. I didn't realize it when I was in France, but now when I see how much time I'm looking at comparing the prices, this is very annoying.

R: What made you choose this brand in the first place?

E: Why did I start using that one? It came out about five years ago and it was big, they had a lot of commercials and marketing, but it looked kind of like the name 'discount', nobody wants to usually buy something called discount and the packages were so not attractive, its white and just written, so first 'no no'. Its really by trying out different stuff and were you say 'oh, its actually', they still have a brand just called Carrefour and it really good, and actually its basically the same product as the Carrefour brand, its just the package is more simple and, but the provider is the same so the quality is the same it just they have no commercial about it, except in the beginning. At first I was like 'nah, looks too cheap' kind of thing, and then my mom, because we ere like five kids, my mom started buying it, and we tried and we got convinced, because good quality, good price.

R: If a friend of yours were to describe the relationship you have with the brand, what would he or she say about it?

E: That I trust the brand, never been disappointed. That the brand, definitely a trust relationship, I'm grateful to the brand.

R: How come?

E: It allows me to buy stuff I would probably not be able to buy otherwise, so that pretty cool especially food wise.

R: Do you like to try new brands or new products?

E: New products, yes, new brands, there is not, new product yes. For example in France we have those chips, I guess, I don't even know the brand, LU I guess, and they always come up with new flavors and every time there is a new one I will try it, especially they adapt to France, so they have something with goat cheese and something with blue cheese, and its really, really good, so we always try, because its usually limited.

R: Okay, so lets talk about the next brand, so you choose one

E: It's called Cracotte, so the brand is actually LU but Cracotte is the product they have, and I choose that one because I never found that one anywhere else in the world. This is, its like crackers, but it doesn't taste like crackers, its like, maybe like Wasa, but its not brown, its like wheat, it doesn't taste like anything I would say but its really light, crispy, but yes it doesn't taste like anything, its like bread but lighter I would say, and you can, I usually take that every morning with butter and jam and also every time we have a snack in the evening before dinner and we put all kinds of stuff on it, pesto or crushed olives or salmon and I've never been able to find anything like that.

R: Do you have any specific experiences that are related to it?

E: Yes, because we used to eat cereal in the morning and my mom said its not healthy right, because of the sugar, right, and then we wanted Nutella, but of cause that was kind of the same, but Nutella with bread was not ok, but this with Nutella was okay, because this was so thin, you don't need a lot of Nutella on it to actually taste the Nutella. So that's why we started eating it, and started using it for everything.

R: What made you choose it, where did you get to know it?

E: I started really using it when I was a kid in the morning, and then its basically the perfect, when ever you would be using bread, you just use this instead, because there is no calories in it, and you need to put less of the spread on it to actually feel it, but still you have the same impression of taking something in your hand and like putting something on it and just snacking on it. So every time you have a dinner and people have bread or toast, you use that, and you have exactly the same experience, but its not as stuffy or as fat as the bread

R: Thinking back before you moved to Denmark, can you tell me a bit about the feeling you had about the brand?

E: Well, different brands are making the product, but that brand is the best because its the only one that is airy, its not stiff, but at the same time it is perfectly crispy. The other one have a tendency to get dry really quick and then you don't have the light impression any more or on the other side to get a bit, to take the moist very quickly and then it's not crispy anymore so that one actually works perfect.

R: Do you think your perception of the brand has changed?

E: I didn't realize how much I would miss it, I kind of thought everybody had that, and then I really, that's the one thing, like its my breakfast thing, so that's the first thing you try to buy when you are abroad and I really tried, I tried the Wasa here, and I even tried the Wasa that looked like them, because they are wheat, but nothing compares and I would rather not have the replacement. I would really rather have nothing at all, because what is suppose to be like that here, I really don't like it.

R: Did you find anything to substitute it, not the same maybe, but did you go back to using cereals or something else?

E: That's the thing, I went back to using cereals, which is quite bad, but I took the, here I took the habit with müsli. Which is very good and popular here, but yeah, I'm definitely missing it, so when I want to use salty stuff I use bread, but its annoying because you get stuffed so fast, you cannot try out as many stuff our as before.

R: So the müsli, you never eat that at home?

E: No

R: How do you expect to feel about the brand you get back home?

E: I will be really happy to get it back, I know fore sure when I come home, my mom will be, we even have those special boxes that you can buy anywhere in France that fits the size and with different cheese and different kinds of dip. You can make a whole meal out of it and you will try like six different flavors. Actually they even have, the same brand is making, its with jam in, and just take to go, so its basically what I do in the morning, but homemade.

R: Okay, lets talk about the next brand

E: Ill go with Picard, it's a brand for frozen food. Its rather high-end, I think you only find it in France, but I don't really know, but its high-end, its really, really, really good, you can make, we usually make our whole Christmas dinner there, because they, well they sell basic stuff like you can buy massed potato's or vegetables and stuff but then it, ok its good, but its more expensive, so it doesn't really make sense to buy that there. I go there to buy the ice-cream or the cakes or even all those, you know if you are having a party or reception and you are having all of those mini portions of food, so of cause you have salty and sweet, mini pie or whatever, and it looks just as if you were catering, if you called a caterer, its looks just at beautiful, but then you can afford it. I also use it for, they have this whole one people plate, you know that you put in the microwave, but unlike the one you can find in the supermarket, these are very, very tasty. So yeah, I really, really, really like that one.

R: In what situations would you typically use the brand?

E: Well I used to, as a student, you get those one person plates for two euro, two-three euro, and you know as a student you usually don't want to cook, you have a small kitchen and you don't want to make a mess, and this is just easy and fast and cheap and tasty. Here you don't have a lot of home made, the only thing I found was like lasagna, if you don't want to cook here its either that or pizza, its very limited and its usually big portions. Basically even when I go to work or school you just buy one of those, you can find everything, fish or meat, really gourmet stuff sometimes even shrimp, and its really good because its frozen, so its really, really good.

R: So if you were to describe your feelings about it before you moved here, what would that be?

E: Well I thought, I thought this one, these packages of one meal things was all over the world, I knew I was lucky with the quality because in the US they have a lot of finished food, but its bad. I was thinking that in Denmark, especially since, well its kind of stupid, but since it was a frozen supermarket, I would

think, kind of stupid that you would have one here as well. Those plates are actually healthy, I would understand why Denmark don't have the American ones because they are full of fat and trans fat and whatever but, I had no idea that here in Denmark you made food from scratch for almost everything, you use so much time.

R: Why were you of the perception that we would definitely have that type of thing here?

E: Because when you picture Scandinavian people, its, or the way they live, its a active and fast life, not stressful though, but active and fast. This is seen as a healthy thing, they have a lot of fish and salmon in that store, they even have something called a Scandinavian plate or whatever, every time you have salmon. I would figure that people would need to eat at work, but its not like you would start to cook pasta at work and usually can afford to go, I would not picture Danish people to just go and buy a sandwich because that's not healthy. So I would figure that they would have this kind of thing.

R: Okay. Have you're feelings towards the brand changed since you moved here then?

E: I, well yes, its like, its kind of the same as the Carrefour discount, it didn't realize how much I needed it and how rare it was, and I was kind of lucky to have that. Because here I end up buying stuff for lunch, sandwich because I'm too lazy to make my own food before going to work, and this I would just have homemade food and a can of diet coke and a yogurt, and I would go to work and it was easy. I think its the same I'm grateful for what, because I'm going to work in France and I'm just going to be looking for where to buy those, because its so easy.

R: What made you choose those in the first place?

E: The first time we use it, we used to go there for the cakes, and for the every time we had like a birthday or something, around 7PM, we opened a bottle of champagne or whatever and we would have all these little, like salty little things and when we get stuff from that its just crazy good. Especially we have those, its like puffed paste with cheese inside, and that's what we always have, every of our birthday and we would never buy anywhere but here, because those are the best and the cake we always buy the cake from there, because the cake is like 6-7 euro, if you were making it yourself you would end up with the same, maybe a little less but it would taste less good than the one you were going to buy there so.

R: So your special experience with this brand would be the birthday?

E: No actually, the first thing we used from that thing, at every new years eve, its called Norwegian scrambled egg, but its a cake, I don't know why its that name in French, but its basically just vanilla ice cream and when egg whites whipped into foam on the top and then you put some alcohol on the top and then you just light it up. They were the first one to create it, maybe that is why I would think it's from Scandinavia, but we buy that cake every year.

R: How do you expect to feel about it when you get back home?

E: I think I will run and buy their, well I will, I'm working so I will definitely go in and buy this one person thing and they have this ice cream that is fat free or something, and its really good, and then you can eat ice cream and not feel guilty about it, its really good.

R: Try to explain how your friend would describe your relationship with the brand

E: Well, my girlfriends say that, they might use the term addicted, because every time I'm hosting a dinner all the food is going to come from that store, because then you don't have to doo anything. You just put it in the oven or the microwave or whatever and its really good.

R: The Lu brand, how would your friend describe your relationship to that?

E: Its like my, it allows me to not feel guilty I guess, it allows me to have the same behavior as the others, you know because they are guys and they don't care, but its my savior.

R: Okay, so lets talk about the next brand

E: So it's called Bridelight, so the brand is make, so the name, they are making light products, I choose that one, because I never thought it would be able but they actually succeed to make camembert, a French cheese that is light. There are some cream cheese that are light, and I knew about that but it doesn't taste a lot to begin with, but camembert is just like the perfect French cheese, so you would not think. The first time I heard about it I was in China and my mother called me and told me she tried this new cheese, which was low calories, and I thought it must taste terrible. When I came back she took the cheese and put in in the regular, and when I was eating it, she asked me how it was, and I said it good, and she said, well its the light one. To be honest I actually don't feel the difference, and I didn't know that would be possible, with something as big as cheese to get the same taste and really lower, I don't even know what they use to lower it.

R: Which situations would you use this brand?

E: Every day, like we are having cheese after the meal, well we are trying not to do it every day because that would be very fat, but at least every Sunday for sure, even here I buy, well they don't have it here, but I buy myself cheese every two weeks, because its really expensive here, but, but there is always one in the fridge.

R: So the experience you relate?

E: I guess that would be the one where my mom made me try it.

R: The meaning of the brand to you before you moved here, how would you describe that?

E: I was showing off, because my mom did that trick on me, so every time I had friends over I would do the same to see if they were going to get tricked by it, and it was kind of like 'see, see' I found that out, because you see that in the supermarket, you are not going to buy it, because you don't touch cheese, you are not going to make light products on cheese it doesn't make any sense, so yeah every time I would have friends over, because you just eat cheese pretty much every time you have people over, so

I would make them try, and everybody would like it, and its actually very good, so yeah I was showing off.

R: Do you think the meaning of the brand has changed for you after you moved to Denmark?

E: Well, the thing is, before, in France you have other cheese that is light, but like I said its cheese that doesn't have a lot of taste to begin with. But when that appeared I as like 'oh my god I can actually eat tasty cheese without feeling bad about it', and when I moved here, i was back to the same spot that either it was light cheese with no taste or then the other one and I know they have a lot of calories. So its kind of like a bummer, especially since here cheese is expensive, you don't find anything and they are all fat or they don't taste of anything. My mom send me those every two months.

R: Could you tell me, how would you describe your feelings towards the brand?

E: I love that brand,

R: Has that changed?

E: No I really still love it.

R: Has it gotten stronger or maybe

E: I have learned here, that I need to eat the same product, here I am eating President because its the only French cheese brand you have here, but its not a brand I use in France at all, because its overpriced, its more expensive for the same taste. So I think, I love it even more, and I hate even more the other one because I'm forced to buy, I feel forced to buy it here.

R: You actually buy, in spite of hating the brand, but not the cheese?

E: I like the cheese, the cheese good, but its overpriced in France and really overpriced here, so its really when I really want cheese and there is nothing else, but I hade to be cornered to buy it.

R: If a friend were to describe your relationship with this brand how would it be?

E: They would say that I'm promoting that brand.

R: Okay, so lets talk a bit about the last one, tell me about that on

E: Okay so, it's from the DANONE company, and they have this line of products called Taillefine which is the light stuff, and you know you have those.

R: What kind of product is it?

E: You know like mashed fruits, but they also have yogurt that are zero percent fat, they are ok, but you don't really enjoy eating them, not really. But those are mashed fruit, and they have a lot of different tastes, all kinds and they are so tasty. I'm pretty sure the taste are not natural, I'm pretty sure it comes from something else, but it feels like it taste, its the same as taking a zero percent fat yogurt, its the same calorie wise, but it tastes so much better and its so refreshing, but you can only buy them fresh. They make new flavor every time, there is always a promotion going on. its just the perfect, because in French we always take dessert, its a sweet note to end your meal on that yeah, its fresh, light everything you like.

R: Are there any specific experience you relate to this brand?

E: I think the first, I tried, yes, my mom made those, its like its mashed apple, but she would put chestnut cream, and then just mix it together and its really good and very typical in France, but the chestnut cream is very heavy and fat, but the mashed apple alone is very boring, and especially if they put a lot of fake sugar, its bad. But then she said, but they just launched that bla bla bla, and it was on sale and you could try two different flavors. It's not that old, like six or seven years old. We tried and in the commercial they did this 'mmm' so we tried and we were like 'oh that was actually really good' and we did that 'mmm' like in the commercial.

R: This feeling of mmm, has that changed you think?

E: Yes, because I tried to buy some here, and even grains of the mash is too big or its too mashed, and no okay never mind, they don't have the same brand. I think I've never seen fresh mashed apple, but I'm also never in the huge store, so it's also limited, but no I have never seen it.

R: If you describe the meaning of the brand for you before you moved to Denmark?

E: It was my sweet note, its fresh and sweet

R: Have this changed for you?

E: Well here I'm really craving for those, because here no one is eating dessert, and well the dessert things here are very depressing, you have the yogurt things and koldskål, you might have some chocolate stuff sometimes but its very rare, its really annoying not to eat dessert here.

R: How many times a day did you eat dessert?

E: In France? Two times a day, like lunch for sure and dinner, and here I've realized I never eat dessert, not even at the restaurant, because I get full before dessert, no I almost never eat dessert.

R: How does that affect you?

E: I really don't like it, because its kind of like brushing your teeth, its just something you do. Even taste wise you know it's the end of the meal, you have a sugar and know it's the end, and it helped me digest too, because its fresh, I don't know. And here its like your meal is never really done, i don't have this feeling of it's done.

R: Okay. If you friend were to describe you relationship with this brand, how would that be done?

E: That I'm compulsive with it, because there is nothing in it calorie wise, so every time I'm hungry and people say take an apple I just take that. So yeah some days when you are home and hungry instead of going and taking a chocolate, you just take that.

R: We are going to talk a bit about brands in general. Other than these five brands are there any brands that you were using on a regular basis, before moving to Denmark?

E: Yes, there is a couple of the, well there is L'Oreal for hair products, food wise, its hard, because its usually Carrefour discount. For one specific product Bonne maman, they are making jam, you probably have seen them. Jam, and its written in calligraphy I think. I do buy the jam from them, some, if its a

raspberry one I'm not going to, but if its a special one like rhubarb or like chestnut one, they are the best, the real, real best. Every time you go to a hotel you can find it. You can find it here in Denmark actually.

R: What made these brands relevant for you, why would you choose these?

E: Well Bonne maman is a very, very old brand and whole advertizing it ' its made by your grandmother', its just like the jam your grandmother would make, and it does taste like it, its just so good, you have the whole fruit scene, they basically have a jam for every fruit. I use jam in the morning, most people do. In the morning you want something like that, I guess warm and reassuring, kind of homey I would say.

R: When shopping would you always buy the same brands?

E: Yes

R: Do you do the same here?

E: Yes

R: Which brands?

E: I remember how it looks, often the cheapest one.

R: When you just arrived here, where there a lot of unfamiliar brands to you?

E: Yes

R: How did you feel about that?

E: Well, I realized that, I was just, at first I really didn't want to try them, but you have to, because that is all you have, but sometimes, that packaging is so bad, they really don't want you to buy it, but then it turns out its really good, or the other way around, and there is so much miss and try, you loose a lot of money over that, but its a bit scary.

R: What would make you, at that point, try a specific brand?

E: If it was a Danish product, if it was a Danish product, then I know that it is normal that I don't know the brand. Like the fish balls, I know that we don't have that in France, so then I'm not afraid to try it. Also soup, that is frozen, where you put meatballs in, we don't have that so. But most of the Danish brands I tried I think was because a Danish friend to me, I saw them buying it.

R: Do you remember any of these brands?

E: Its like, I see the package, but like the name... I don't know what they are called. I also tried Daim cake, its not Danish, but I tried it, they have the ice cream too, we don't have that in France, so I bought that. I tried those boxes, I think its licorice I think, I thought it was chocolate, and I hated it.

R: If you look back at when you first arrived in Denmark, how would you, if you remember, how did you feel about the brands that you did not have here?

E: I thought I was going to find replacements very easily, especially since its Europe, I remember we were camping in Spain and we would find the same products. I was basically thinking I needed to search a bit, but I would find it, but I was kind of wrong.

R: When did you realize that?

E: When, because I went to the supermarket on the corner, and it was small so fair enough. I asked someone and I think they told me to go to Føtex, and I went there, and I was like 'wait this is your big supermarket? There is nothing' I mean, compared, its like a quarter of the size of a French one, you just go and buy what you need, In France you can spend an hour easily, if you wonder, what should I eat, you can spend an hour in there and just wonder around, and there is always promotions going on, and you can taste food, it never happens here. I really thought I would find stuff, but no.

R: Going through that kind of transition of thinking 'im going to find substitutes' to realizing you are not going to find any, how did that make you feel?

E: Bad, I was really, especially, when I was living alone, I would not make food, I would not cook to myself, I was not taking pleasure out of food, I would just make pasta carbonara, it was so that I did not enjoy it at all. It was kind of depressing. In the morning I would just take a coffee and that was kind of it.

R: How about now then, when you have been here longer has that changed?

E: So now I'm living with someone, so you want to cook, which is thing when you are on your own you don't want to cook. When I was in France I was able to eat good and enjoy eating without cooking. Here you cannot do that. But now I'm enjoy cooking, I'm trying you make French food and Danish as well; I tried burning love, its really good.

R: Do you think there is anything you are going to miss?

E: Food wise? Drink wise I'm going to miss Somersby, we don't have that in France, and koldskål, that I really like. Black bread from lagkage huset, there is nowhere you can find that good black bread. So not that many things food wise.

R: You said that you have come to use the cheese President that you would not buy at home, are there any other brands where you are thinking that you knew the brand from France. But, you never used it, that you started using in Denmark?

E: Yes, everything that is bakery, when you use this vanilla sugar, that is this very famous brand, doctor Oetker, I'm using that here, because its the only one I know here, but back in France I was using a cheaper one, but here I'm stuck with that.

R: So when you moved here, when you were forced to try new brands what would be the deciding factor for you?

E: That, its like sometimes, there is two things, like that is the only brand available for that product here, that usually the case, but also that I know the product. So that is why I went for that brand I usually don't use.

R: Would you do that with other products as well??

E: I do that with shampoo. I don't usually use L'Oreal back in France, but here it's the only brand that I know, and I trust it.

R: How about the other way around, are there any brands that you used in France, that are available, but you stopped using after moving here?

E: Yes, I used to use, its called, oh but you don't have it here, yeah you do. Its called benefit, the make-up brand, you have it in Magasin, its an American brand, I used to use that for eye shadow and blush but its a bit expensive. In France it was kind of hard to find. I bought a blush and a eye-shadow from the Danish brand Gosh, and they were really good, so I'm going to buy some more before I go home, but they are available in France. In France they are not advertised at all, but now I know.

R: Do you see yourself as brand loyal?

E: Food wise, yes on some products, its not to a brand, I'm not going to buy everything because its that brand, but there are some products where I'm always going to buy that brand.

R: What would make you loyal?

E: The quality, defiantly, I don't care about the packaging at all, its always nice to have a nice packaging but, no its really I don't care either about if they are eco friendly or if they give money to some charity, its just if the product is good for me, I will buy it.

R: Do you feel like your loyalty towards any brands have changed since you moved?

E: Yes I'm more loyal to L'Oreal, here I kind of got forced into using it, but my hair is great.

R: Do you have any brands where the first impression stands out for you here in Denmark?

E: The thing is I don't know the brand, there is only one brand I guess, maybe its called budget, they have it in every Netto, they have this French pie, and I tried it, it was so bad, I only tried it once, never again.

R: How does this affect the brand?

E: I never bought anything else from that brand.

R: Do you have any positive?

E: Yes, I think its a brand from Netto, but I think its coop, actually, its a high end store brand, they make, I was trying to find the cracker thing, they made these small crackers, they are so good, but expensive.

R: Do you think you would miss it when you go back?

E: No because we have similar stuff.

R: That was all of my questions; do you have any questions or anything to add?

E: No, not really

R: Okay, thank you very much.

10.6.6 Appendix 6.6 – Interview F

Age: 35	Sex: Female
Country of origin: Poland	Educational level: Postgraduate studies
Arrival date in Denmark: 1 st of August 2013	Date of Interview: 8 th of July 2014
Reason for stay: Looking for a work	Length of stay: Undecided

R: Tell me a little bit about yourself.

F: Uhm, What would you like, from which side?

R: Just what you would like to tell

F: Actually I miss some products here that I had in Poland, but on the other hand I found in other area some, which are better for me here, but I'm still missing some products that I was used to use it in Poland.

R: Why did you choose to move to Denmark?

F: There were many reasons, it was connected also with my husband, because we had some friends here in Denmark and he was able to, we were able to get some information on how the job market works here and other conditions and also that Copenhagen is a small city, so it sound interesting to move to it and experience how it is. My husband wanted to develop his carrier. Here there are more things that he is able to learn and experience and use in his job. And I am volunteering.

R: What kind of volunteering?

F: Mostly they are cultural events, like different kind of festivals, like now there is the jazz festival, and before it was a photo festival, so mainly connected with cultural events. I also started voluntary works in a recycling shop, in Danish 'Genbrugs butik'. Its more like, all income goes to India, for children, so its not connected directly to culture, it rather like a help to other people.

R: That is really interesting, is it, you said children in India?

F: Yes, its for children and women in India, to help the organization we run the shop, build a house, a home in India, for girls, that they can grow up there and they get education so that they get a good background and to support them to get education.

R: Did you do a lot of the voluntary work at home as well before moving to Denmark?

F: I was connected with one organization, it was as Polish tourist organization and I was working with them for more than ten years. It was connected with my interests; I could organize trips and tracks and held with some member events. It was like a hobby and giving experience to young people.

R: When you moved here, what were your expectations for staying here, just in general?

F: To meet new people, to get some new experience, both in the job market, but also in new relationships, and meeting new cultures. Because here I can meet people from many places, the whole world, so that is something new for me. So there is a variety of different cultures and traditions which is interesting. It makes that people, that I need to, how to say, there are difference between something, that something that is obvious in Poland, can be the attitude in other countries can be complete different, like a taboo subject. I'm amazed, and it makes also some kind of respect for the whole variety of differences, but a lot of new things that I am learning, thanks to this. For me it is wow.

R: Where are you from in Poland?

F: Warsaw, its bigger and more crowded city and there is more, longer distances from place to place when you need to move. Here it is, the facilities for cycling are very good, ergo there are much more bicycles, so you need, I need to be careful when cycling, but on the other hand I really enjoy it, that I don't have to stay in a bus like a fish in a can. So it is really nice, and there is so many green areas, we live close to the lake, and there is a big green area that is good for walk, running. My husband is running so it is good for him and I can always go and cycle around the lake, and watch the birds. So its very good for when I'm in a bad mood I can go to the lake and everything looks better. Its really relaxing and chancing the mental state.

R: Okay, so we are going to talk about the brands you found, so I would like you to choose one of the brands and tell me about that brand.

F: Ill take this one, its Sonko, this is a company that makes rice-cakes. I use a lot of this one, it is rice-cakes without salt. So it was very good for me, and here unfortunately all rice-cakes contain salt, so I'm a little bit disappointed, so I really miss this brand. Because I cannot eat gluten products, so rice-cakes are very important for me and my diet. This brand is a polish brand and they have a variety of products, specially these rice-cakes but they also they combine like rice- and corn-cakes or five corns-cake, but they all have the same structure as rice-cakes. What else can I say about this brand, for me it was good quality and good price. Also, what do you say, the wrapping is very nice, i mean its simple but its, yeah I think its the simplicity. Its like one color, you know that blue is like rice-cakes without salt and green is rice-cakes with salt, so it was very easy to find the right one that you needed.

R: In which situations would you use this?

F: Well for breakfast and like a snack during the day. All the time when you normally eat bread, I usually use rice-cakes, so it was also for supper and often when I went outside, it was easy for me to take it because it was lite and I could always eat it like a snack.

R: Okay, do you have any specific experiences that are related to the brand?

F: Well, it was important for me that it was without salt, and like I always, I very often eat something sweet on the breakfast, so I was putting jam or honey on the rice-cake and it was important for me that

it was without salt. Well I miss this one because they were neutral in the taste, so it was good to put them with something sweet.

R: Did you find something here to substitute it?

F: Well, there is rice-cakes, different, but all of them contains salt, I mean there is one brand, it is a polish brand, but its a label here, and in my opinion they contain a little bit less salt. So I'm buying them, but unfortunately I could not find anyone completely without salt.

R: Do you have any specific feelings related to the brand?

F: Mmm, I like them, because for example I like very much blue color, so these ones are, these without salt, they are always blue, and I really like it because I could easily find them all the time but on the other hand it was nice to look at them, all my blue ones. So it was nice for me, nice for the eye to look at this wrapping with a lot of blue on it.

R: Do you think your feelings then, this affection for the wrapping and the blue color of it, has that changed since you moved here?

F: Hmm, No, I don't think so, because if I could buy it here I would do it definitely. I really like this brand because I think they have really good product. I was also trying different ones, but I used this one the most, and I would do it, if I could buy these ones here, I would do it.

R: Do you think your feelings towards the brand have maybe gotten stronger because it's not available?

F: Mmm, yes maybe, maybe yes, because I use a lot of rice-cake, so I am thinking a lot about this, what was before, my diet how did it look before I came, and how does it look now. My feelings may be a bit stronger now because there is this good brand, this good product, but I cant have it here.

R: If your husband were to explain what you relationship with this brand was, how do you think he would do that?

F: It's a difficult question, maybe you could give me some examples.

R: Like you have a relationship with you husband, or if you have children, you have a relationship where you have friends or acquaintances so what kind of, if you were to relate it to a person-relationship, what kind of relationship would you then have if this product was a person?

F: Like a friend, like a quite close friend I would say even. Because I have a picture in my mind that sometime I was buying six packages of my favorite rice-cakes, so this special big bag, thin one, but big because they are lite, but they need the space.

R: What made you choose this brand in the first place, when you say there were other brands without salt, what made you choose this one?

F: I think it might be a little because of the wrapping because it is very nice for me, but also because the rice-cakes weren't so, they were thinner. So when they are thinner you have more of them in the one package, so it was also good for me, because when I saw that I have five, so when I eat five I would

be full. Also when they are thicker you feel them more than what you put on, so this was a good balance between too thick and too thin. I think they had a bigger package also, more grams, I think so, but not a hundred percent sure. Also the price was very good for these ones.

R: What made the brand special?

F: I think that they have a really good design of the wrapping and their logo is also very nice for the eye. And I think the balance between how thick and how thin they are, they have good balance.

R: Okay, anything to add to this brand?

F: No I don't think

R: So let's talk about the next brand.

F: Maybe we can take the rice-milk

R: Tell me about this rice-milk

F: It's Natumi the brand and I think it was a German brand, because in Poland we don't have production of this kind of thing, maybe, but I don't think so. Because I cannot eat milk or dairy products, so I was looking for something to replace it. It was possible to find this brand, and this one is rice natural, but they also have rice vanilla, and they both are very good. Well there was not much choice for me actually, because sometime ago I could also not eat soya, so the rice-milk drink, was the only thing I could use for coffee or hot chocolate. The price was also good, I think it was the cheapest of what was possible to find for rice-milk, but there were maybe one more brand at the label in this health shop with healthy food in Poland, so, it was more like, I had not much choice, but it was okay, good in taste, a good replacement for milk.

R: You said there was another brand; did you try that as well?

F: I think so, but I don't remember, what could it be, I think there was another label, in some shops.

R: You are saying that you used it in coffee and hot chocolate, where would you use it other than that?

F: Mmm... For like summer cocktails with bananas or strawberries, to prepare instead of milk again, for baking also. I think it was mostly for this kind of stuff. I didn't drink it like only rice milk, I was adding to some other drinks.

R: Do you have any specific experiences that you relate to the rice milk?

F: It's the only thing is that it's more sweet than regular milk, so it makes all the things like coffee or hot chocolate or fruit drink more sweet and rice-milk is something specific so. All things that contained rice-milk had a very different taste, but now I'm very used to it. In the beginning it was something new of course. But now, even if I change the brand here now the taste is very similar.

R: Can you get this brand here?

F: I'm not sure if I saw it here, I don't think so that I saw it, yes.

R: If you were to describe the meaning of the brand to you, before you move, how would you describe that?

F: More like an acquaintance, because it was important to me when I was in Poland, but now I have even maybe better things here so, I have more, not more, but I'm very satisfied with the rice-milk I can find here, so I don't miss it, no. Its so easy of a label, in every supermarket I can find rice-milk here so, in Poland I had to go to a specific shop to get it, but here I go to Netto or Føtex.

R: You say that it's less important now, when you think about your feelings towards the brand, when you lived in Poland to now, have that changed?

F: Yes, I'm not connect now to this brand, its like gone, its past.

R: Because you found substitutes?

F: Yes

R: Think that was about that, so lets go to the next brand

F: Just one thing, because in this brand they had this vanilla flavor, here I haven't seen actually, I haven't found rice-milk with vanilla flavor.

R: Do you miss that?

F: Maybe, a little bit, it wasn't as important. Maybe I get used to this neutral taste to rice-milk, which I can get here very quickly, because I don't miss the one. Actually I was thinking more about it when you told me to find these brands I was 'Oh yeah they also have vanilla' and I was wondering which one I should send you, but I think I was using the regular one most. Probably if I could find the vanilla I would use it from time to time, but not like the regular because more often I use just the neutral, because then I can use it for everything.

R: Okay, if you choose the next brand.

F: Lets go to this one, St. Dalfour Its a France brand of jam, its a jam without sugar, it contains only fruit juice to make it more sweet. I think they have very good jams made from, some of them are not so popular, made from not so popular fruits. How is that in English, fig, and ehm yeah, I know only the Polish word. They also did not contain any artificial stuff to make the jam more, preservations, also the jam is not so liquate, they have a high percentage of fruit they use for production, so it don't contain any preservatives or other artificial stuff like gelatin. It was very good because in my diet I could not eat like ready sweets, so I could only take some sweet from jam, from honey, only from these kinds of things. Cake I made myself because of gluten and milk, so, it was very good. It still, even if it was very sweet, it still did not contain added sugar, only natural sugar from fruit juice. So its was important for me, and also they were different because the jar was more high, higher than the regular ones and thinner. So it looks maybe a bit like an old style, like from grandmothers home production a little yes.

R: What kind of feelings would you attach to the brand before you moved?

F: It was like a connection with grandmother, she always has something good, so it was like it was always good one, this jam. And its maybe similar to this made at home, like in old times when

grandmothers were at home, and they were usually doing jams. Also the etiquette is like, I have association of something with old, like an old style.

R: So do you feel, when you think back on that, and then think about the brand now, has those things changed for you?

F: Well I think its a very good brand. No, I know I found it here, so I know where I can get this one so, if I would have guests I know that it would be nice to buy this one and make cake with this jam, because I know that its the one that I tested, that I tried before. I know how it works and that it is something good, and people also might enjoy it, just like me, so its something that I know that this one is for sure good. When I need to be sure that the thing that I'm going to make like a cake or cookies or muffins, it will be good with this one, I know that I can be sure that this one is very good.

R: Do you use it more or less than before you moved?

F: I think a little less, because I have also here, I found another brand. Because this jam is good for like baking because it is very sweet, so now my taste also changed a little bit, I don't need as much sweet from my jam because my diet developed a little bit, I can now eat other things and I'm baking some cakes and cookies. So I don't need as sweet things as my breakfast as I did before when I had a more strict diet. I know that this one is good for backing or making some desserts; in this case I use this one.

R: When you were back home, did you have any specific experiences that you related specifically to this brand?

F: Well, it's also because my friend, she told me about this brand, so I always when I see this one, it reminds me also of her and this relation and thing we have done together. So it brings some memories connected with her and our friendship and experiences we had together and doing something's together.

R: How would you, if your friend then were to describe your relationship with the brand, like before, how do you think that would be?

F: Like, I think, like I said before, like grandmother. So for me, maybe not as close as the first we were talking about, but it is very nice to go back to this one, like you visit your, like I'm visiting, I would visit my grandmother and its from time to time, but when it is, it makes that it is very nice and it is something like very pleasant experience because I go back to something, like to grandmother and I know she has something good, some good food, some good jam, it reminds me of this.

R: What made you choose this brand in the first place back home?

F: It was, for me it was closer to something natural, like homemade, where I know what is inside, and there was no added, there was no other substances added to this jam, so it was very important for me. And also the consistence, it was a little different than regular, than other jams. I think again it was because they did not put anything like gelatin or something to make it so. And it also had quite big pieces of fruits inside, but the most important that it was close to something natural, like homemade

and also without sugar. So it was like for me, something good for my health, and I could have something sweet when I need something sweet, but I wanted to have something that was good for my health, so it was very good in this case.

R: Do you have anything to add about the brand?

F: Yeah I think they have very nice also, like the colors and the way they prepared the etiquette, if that is the right word. Also like, it was different in Poland, from other jams, the jar and the formation and the way it was prepared was different. Like a little old style, so it was also very nice to, like when you open specific storage space for only jams or this kind of things like in old films, you open and you see something like this, so it looks like from old days. Like something, its nice to have in my own kitchen, because it looks like something, maybe more... I need to find the right word, on the one hand from a little higher level, because it looks like something from old times. Something that was in old day, done in a natural way because they did not know all this substances that today are know, and put in food. So it looks like something, connected with the value, I'm trying to remember. Its like a grandmother, she looks a little different, she is like a person that makes you feel more respect for her, I'm trying to find the word. Its an old word, I think I know what it is in Polish, the person is from old times but in a positive way, maybe noble or elegant. Maybe it's a different meaning in English than in polish. Maybe a little in this way like legend, but I think it is something more, I would add something more. It a person from the old days, but its someone that you respect.

R: Okay, you can always e-mail it to me. Let talk about the next brand, tell me about that brand.

F: Yea this is Zott, and I'm not sure actually from which country this brand came, but I don't think its Polish, its not Polish, maybe France, I don't know. But they had a really good yogurt. I was also eating it before I knew I could not eat it. But after I was buying this for my husband. They had a really good yogurt, with pieces of fruit in, again there was no added, and strange extra substances, like preservatives or gelatin or, so it was nice, but the consistence wasn't, it was closer to the liquid but it was not a liquid, because they also had a specific one yogurt just for drink, like a drink yogurt, but it was also not like a crème fraise. It was something between because it was natural, they did not add any for example gelatin to make different consistence. I think the level of sweetness was ok.

R: So in which situations would you use this yogurt?

F: Like for breakfast or for something small for eating like a snack.

R: Do you have any experiences that you specifically relate to this brand?

F: Mmm, Now its even maybe difficult to say because it was quite a long time ago, I mean because after I stopped eating diary, I was buying it for my husband, so it wasn't so as much as for two people, just buying for one person.

R: So you relationship with the brand changed with that?

F: Yes, yes, because, in Poland when I was buying this kind of stuff, I was usually buying this brand. Very often was also like this that my husband had to remember, I told him 'If you want a yogurt, just remember to buy it for yourself' because usually I was just forgetting about this because I was leaving completely this part of the shop, because I couldn't even decide. It was... When I had an idea that maybe it was two weeks since my husband had yogurt, so maybe I would buy him one, but often he had to remember or remind me that he want a yogurt. But this brand was, it was a good brand, because it was available in the whole Poland in different places, and also it, I don't know maybe, because I also like blue and there is a lot of blue in this, but now I think it about neutral because I don't use it al all.

R: Do you remember what made you choose it in the first place?

F: I think that the ingredients were important for me, and I never had any problems that something was un-fresh when the date was good, actually everything was okay, and it was very good in taste and these pieces of fruits. It is very important for me to have a product without added substances like, sometimes instead of sugar, or there is sugar plus other substances, but here it was only sugar, so it was ok for me, because I prefer to have sugar than some artificial substance that make, that the product was sweet. And after that I think that was that we got used to this brand. Maybe there is also something connected to that it was blue.

R: Okay, so lets take the last brand, tell me a bit about this one.

F: Herbapol is a Polish brand of, what do you call it a tea, its different kinds of tea, but its not exactly a tea, but they usually have herb tea, but its made from, so tea in brackets because it was made from different herbs or one herb. I was using a lot of herbs as spices but also as tea, instead of tea. So they have a really, really wide range of products and its old Polish brand, so its also connected at the Herbapol, its something good because its very old Polish brand, like a traditional brand and there is not only one company, there are branches in the whole Poland. They are picking up herbs from different places and then they are making all these teas, let say tea. Yes, and they also had some fruit teas, I also use a lot of herbs plus different combinations of different fruits. And they had like raspberry tea, so they had high percentage of real raspberry inside, because some teas contain flavor, like raspberry flavor, but its like real raspberries is two percent, and they had like sixty percent of raspberry and cranberries, very often in other brands there were just little, so they had very high. They had a really, really high range of flavors of different fruits and herbs and different combinations, and you could choose which ever you wanted.

R: In which situations would you use this tea?

F: Actually all the time, in the morning, actually my husband was, because he is drinking only tea, he drinks a lot, he was drinking a lot, now also, but maybe a little less now. I was during the day, because in the morning usually coffee and then during the day different kind of tea. And sometimes also as

could drink, in the summer especially, mint for example. They always had one, not even a shelf, it was the whole, how to say, area was filled with different kind of tea, mostly from Herbapol.

R: Do you have any specific experiences where you think of the tea that reminds you of the tea?

F: Its like for me, old Polish brand, we don't have in Poland so many, because they were sold, or bankrupted or something, but time one is known for many, many years, and its know for something good, so people, you can ask anybody about this brand and he or she will know it, so its like something traditional.

R: Before moving, when you used this brand at home, can you describe what feeling you related to the brand?

F: I think I, I haven't think very strongly about this. I was choosing this one because they had a wide range of products. If I start checking the, because they have like its one brand, but sometimes the logo is a little different because they have different branches and they also produce different quality of the products. Usually, mainly you could get this one, there is one more company, also very famous, but this one is like when I wanted something good quality. When I wanted to have a lot of raspberry inside or a lot of cranberry inside, its is really a tea made from the fruit, then I would choose Herbapol, because I know they have, they are a little more expensive, but I know they have a lot of these fruits I want and they have a good quality. They are also preparing a really nice wrapping, its also, here its only a logo, but they have different lines of product. When its only one herb inside, it looks a little different and you know its only one herb inside, when it's from fruit, its a little more red color and its designed a little, in a different way. It was also, and the size of the wrap, it was like, I could pick it and it looked nice on the shelf. Because they have a specific size, so when I could put it, and it looks nice when you open. It looks nice, you can see everything. The other brand, I was also buying from time to time, they had smaller, so it didn't look nice when I had this one, sometimes I put something from the other brand. I think they put a, they had a little nicer design that the other brand. It was also quite simple. I don't know why it look nicer, maybe because its a little more expensive than the other brand, they looked like maybe more careful, more quality. They had the impression that it was more attention when they were preparing the cover, there were more attention put.

R: Do you feel like your feelings or the relationship to the brand has changed after you moved to Denmark?

F: Well, sometimes I miss this brand; some of the products are available here, because there is a Polish shop in Copenhagen, so they have some of this. I think mainly they have this brand so I can buy mint and Camille, and also fruit tea. They haven't got as much, I mean not all herbs I can buy here, not from the old herbs I was using in Poland, so not all of them, mainly the basic ones, the most popular one, so I miss some of this, not so popular here, so they don't have it. But yeah, I, because I cant buy all the

products I miss some of them, because now we drink, I think, a little less herbs and of these fruit teas. When someone is coming to me or I am in Poland then I get it.

R: So how would your husband describe the relationship you have with this brand?

F: I think it could be as a friend also, maybe even the same as with the Sonko, like something, close friend, I usually when I saw a little cold or had another health problem then I was buying some of the tea specific for this stage, because they, in Poland you can buy also this tea in the Apotek, of cause we use some medicines but you can also use this ones in the beginning or in the same time, so I usually use a lot of different kind of herb in case of different kind of health problems. So here I really miss it because it's difficult to buy every herbs for every probable situation. I just keep it in the kitchen, but this one I really miss because I use a lot.

R: You did not find anything to substitute, there is no Danish?

F: Actually I was searching trough these shops with healthy food, and sometimes they have herbs, not in bags, but like, just flowers or leaves or something dried and then you can have it in a bag, so then you put it like leafs tea. But usually it is like one kind of herb, so then I would have to buy like a few different and then mix them. But maybe I will, because last time my friend showed me a shop, that they had quite a lot, and I was surprised that they had. I think I need to check it once again, what kind of herb they have.

R: Okay, so we have talked a bit about the five brands, so now I'm going to ask a bit more in general. Other than these five brands are there any specific brands you remember using a lot before you moved to Denmark?

F: Well I was thinking about it, and I was using a lot of products made by small producers. Sometimes its even difficult to say, what was it exactly, because I knew when I go to the shop I Poland, I would know it was the one because of the shape and that they were just small producers, or even local, more like local producers. There are some shops in Warsaw that ehm, the owners has the shop with these original products so very often they don't have even specific name.

R: So then It would be the store that produces the product or?

F: No, no they collect from different producers and they are selling. Because for small ones its difficult to have a shop like in Warsaw for example, I think they organized it like this that there is this person who decided to open a few shops in Warsaw and they are collecting products from small producers in their country.

R: When you went shopping, before moving to Denmark, would you always choose the same brands?

F: Well, no, I mean, its not like this that there is only one brand, usually, it is important for me that is inside, so I always checked the ingredients, and if I checked that the one brand is good, then for sure I am going back to this one. I'm also looking around if maybe something new will appear. Usually I had small brands to choose from, maybe, jam is a good example, because there were quite a few brands I

could choose from, but usually it was not so many because I was checking if there was nothing inside so I would like to have it. So usually it was a few, or two or three maybe to choose from.

R: So you kind of get stuck in choosing the same, because it's the only thing that is available that you could actually choose?

F: Yes, yes

R: After you guys moved, you had a lot of new brands, how did you feel about this?

F: Well I am also checking the ingredients in the jams, there is not so many to choose from. I actually have one that I like, but from time to time I try a new one, but once it was a really bad choice. I'm afraid, that now, mostly I'm choosing the same brand for jam or for honey, I think I tried maybe two brands, yes, or maybe three, maybe three or two, but still it was not so many possibilities to choose from. Maybe from the rice-cakes, like i change more because, but now I found this one, this Polish brand, which is, I think maybe contains a bit less salt so I like going back to this one, so now I'm buying two brands.

R: Getting here, and seeing all of these new brands, what was your first impression of these new brands that you started using?

F: Well, here there is more ecological products, like the jams, I'm very satisfied with the jam that I can get here, its quite wide variety, they are made from different fruit and they have no added strange substances, which is nice, and I like to go back to this brand. I was surprised that there were so many eco products of label in a normal shop like the supermarket, not in a specific shop with healthy food, so it was surprising for me.

R: Is that good or bad?

F: It's good, good, good, good, definitely good, there are also vegetables and fruits, the are also of a label in normal supermarkets. Maybe not in a very wide range but you can find some eco products in Netto or in Føtex.

R: Are there any brands, you talked about the rice-cake specifically, are there any other brands that you miss a lot from back home?

F: I think this one, this herbs tea, because I was used to, they have some combination of herbs. So I was used to some combinations so I would like to have it here as well. So I really miss that I could have this exact combination of herbs I was using. And to find the herbs here I have to go to the Polish shop for examples because in normal shop, like supermarket, I can, there are maybe Camille, yeah this one is.

R: Are there many products that you end up going to the Polish shop to buy?

F: Some spices, what else, tea of cause because they have the one I use, and mayonnaise. That is actually a good example, because I could not find any that was good for me here, so I'm buying in the Polish shop, and it's a very good band, a polish brand, and of cause sour cucumbers.

R: Are there any brands which you used when you lived in Poland, that are available in Denmark, but you stopped using?

F: I think I, now I stopped using, it was for children, like rice, what do you call it, something like cereal, but its not. Like cereal, it's like for small children that you put into water or milk and it's like a powder cereal.

R: How come you stopped using that?

F: First I thought it was not available, but then I found it in the polish shop. In the beginning I was buying also müsli, like it was something new, so I just started to use müsli.

R: Do you remember the brand of that?

F: Yes it was Urtekram

R: Did you know that from Poland or?

F: No, no, no

R: How do you feel about this brand?

F: It's a really nice brand, I like it. They have, like I'm buying dried fruit from them, they have also rice-milk and they have müsli, and flours and I think they also have some seeds, like sunflowers seed and sesame seeds, and I like them. I buy dried fruit, I always buy from them.

R: What made you choose then brand to start with?

F: They have eco-product and they haven't got any preservatives in. In dried fruit there are very often some preservatives in and they have dried fruits without, so it was important for me.

R: Do you remember, when you moved here, the first week or so, when you went shopping, would that be the same criteria that you were using when shopping?

F: Well I was checking the ingredients, I think in the beginning also the price was important. In the beginning I was buying maybe less eco products, and not such a variety, some basic products more. I was always checking the ingredients so. I just prefer to have maybe smaller amount and then a product that is really good. Like few product to make dinner or sandwiches, but still with good ingredients inside without preservatives and so on.

R: Were there any brands that you knew from home, but did not use at home, which is there, and you then started using here?

F: That is a good question, I don't think so. Well maybe this, well here there is rice-cakes made by the Polish company, but I did not choose them in Poland because I prefer the other ones. Here I think they are the best from the all of the other labels here and they are eco.

R: When you think back, before moving to Denmark, this rice-cake brand that you use now, here, what did you think about that, what were your feelings?

F: Well, I didn't enjoy them because they were thicker, here they are thinner, so they are a little bit different. Maybe they have now in Poland different time, I don't know, but I remember they were

ticker, and I think they were going into pieces more easily. But these ones I can get here, I think they are better, for one thing they are thinner and they are closer to neutral taste, in comparison to other labels here, because in Poland this brand also had without salt. I don't know what the problem is since they can't have without salt.

R: We like salt.

F: So probably this is the reason

R: Do you see yourself as loyal to any brands?

F: I think that if I think that it is something good, then I stay with this brand, like these rice-cakes. Now I get this rice-milk I buy usually from one company, but from time to time also from Urtekram because they have, but usually it's the one company.

R: Have you found any product here in Denmark that you would miss if going back to Poland?

F: Here are shrimps are very unbelievable, and in Poland it is very rare to get shrimps and they are very expensive. But here there are really a lot to choose from and they are in good prices. I thought that I had something that I would miss. I know that there was something because I was thinking about these brands just, ..., probably, I don't know maybe something from the flours, I'm not sure. Here is more easy to find like for example, good sesame seeds, these brown ones with the cover, they are of a label in big packs. In Poland they are also in label, but usually in smaller packs, it's not so easy, only in specific shops, but here it is connected with backing and people are backing at home and there is lots of stuff for backing. It's really nice there is a variety of other seeds and other labels in big pack, and they are eco and in good prices. But I think also this eco yeast.

R: Have you experienced that, when thinking back, when you say that you are loyal to brands if they are good quality, to you feel like your loyalty has changed toward any brands?

F: Well like I said, I liked this brand (jam), but I found a very good one here in the, this one here is more expensive, than the one, it's maybe Danish, I think so. They are really good and they are eco and they have a variety, they have jams from different kinds of fruit, so I really like it. So I don't have a need to use this one too often.

R: Okay, that was it for now, do you have anything that you were to ask or add?

F: Maybe I will find out what this product I would miss was. I remember that I have this thought but I don't remember the product.

R: Okay. Then I would like to say thank you very much for helping me.

10.6.7 Appendix 6.7 – Interview G

Age: 26	Sex: Female
Country of origin: Portugal	Educational level: Master
Arrival date in Denmark: 1 st of September 2013	Date of Interview: 9 th of July 2014
Reason for stay: Looking for work	Length of stay: Undecided

R: The interview is divided into three parts, or first I tell you a bit about the project, then you tell me a bit about you, then we talk about the pictures you brought and last we talk a bit about brand relationships in general. So, I am doing this as part of my master thesis and which is on expats and brand relationships, and trying to figure out how these relationship changes and what happens. I'm a student at CBS. So tell me a little bit about you.

G: My name is XX; I'm Portuguese and I did my education in Prague, and in my third year of education I went for summer vacation in Portugal and I met a Danish guy and we have been together ever since, so I finished my education, another three years, and when I finished I decided to come and trying to figure out how the system works and trying to learn the language, which I have been struggling with. That is basically it. So A future in Denmark, That is basically it.

R: Have it lived up to your expectations?

G: I never thought it would be so hard, I thought, since i moved once away from Portugal that the adaptation would be easier.

R: What makes it hard?

G: I think, the first is that I did not come with a job or to study, so to find friends that was a struggle, because I only met friends in the Danish school and Tue's friends, my fiancé's friends. That was a big struggle, and learning that I can't work in the hospital without knowing the language. That was another chock, not that I would expect that, but then again Tue was like 'Danish is so easy, the grandma is so easy, you are going to make it, piece of cake', yea, no, its not easy. Yeah so there has been ups and downs but now its summer, so that helps a lot.

R: You send me these five brands, so would you choose one of them and just tell me a bit about the brand?

G: Nestle, I chose Nestle; because I think it was, after breast milk it was my second favorite food. I think my mom bought Nestle food as a complementing to my feeding as I grew up. I grew up with nestle baby food, and I have been eating that ever since. And of cause you have the Nestle chocolates and that's pretty much it, that is why I chose it, it is really one of my favorites.

R: When would you eat the candy or the food, is there any specific situations?

G: I think when I did not feel like cooking, I would eat that for breakfast, like just before I would leave home, as weird at that might seem. My fiancée was kind of chocked that a lot of Portuguese still eat that, so its not only me.

R: Okay, so its kind of a cultural thing?

G: Yes, I mean, every child is fed with this Cerelac, Nestle has this baby food called Cerelac.

R: Ok, interesting, is there any, now you say that you got it as a child, but is there any specific experiences that you relate specifically to this?

G: I guess, like, you know when my parent, how can I say this its so embarrassing

R: Don't worry, its fine

G: You know they would not let me eat that every single day, obviously its only a supplement, sometimes they would let me eat it, its like 'Okay yeah, you can do it today, its fine because you have been eating everything' its like treating yourself as a child.

R: So when thinking back, before you moved to Denmark, what feelings did you attach to the brand?

G: I really liked it, its something that I really enjoyed, and the same with chocolate. Not only stress, but I got pleasure afterwards

R: Have this changed after you moved?

G: Yes it has

R: How?

G: Well I understood that my fiancée was not a very big fan that I eat crap food, that I should change my diet, especially my breakfast, and also I cannot find it in Denmark.

R: Do you miss it then?

G: Yes, you can still find chocolate I guess, but not the baby food. You can bring it from home, that's what I did when I went to Prague.

R: So your feelings for the brand changed since you stopped eating it, how would you describe your feelings towards the brand now compared to before?

G: I think, now that I have more time, that I am living with someone, we both have breakfast together, so I don't, I'm not in a hurry to eat crap. Whenever I eat, I have to eat with him or we have to eat something we both like, so it's kind of nostalgic thinking about the brand that I would eat in certain locations and now I don't eat it anymore.

R: Okay. If your fiancée were to describe your relationship with the brand, how do you think he would do that?

G: He would say that I am crazy. Why would you still eat baby food when you are 25 years old?

R: Let take the next brand.

G: So I choose Gallo because...

R: What is this?

G: It is a brand of olive oil. Because we cook with olive oil, a lot. That is I think the most known brand. I probably pick it because I think it represents my country and the food that I eat every day. I even bring it from Portugal. You can find it here, in some gourmet shops, but I bring it from Portugal.

R: Is it more expensive here?

G: Yes

R: You use it for cooking, is there any specific experiences you relate to the brand?

G: Southern European food. I not only use olive oil in salads, but in everyday cooking, I don't know

R: It fine. If you were to describe, before you moved, what did this brand mean to you?

G: I think it would not mean a lot, because it was just there, but since I moved I'm like 'Oh my god, I don't want anything else than that' It doesn't matter what you can find in the stores, I want that one, because it does taste like my country. The other ones can taste similar, but its not the same. I mean before I would not care, and now I think.

R: You would not eat anything else?

G: I would very much appreciate to have that, but of cause if it is finished or something, I would choose something else, but I would rather have it.

R: Do you have any specific feelings attached to the brand, when thinking about when you lived at home?

G: I liked the advertisement on the TV, they have a specific song that every body knows about it. Its nice to just think about it.

R: Has those feelings around the brand changed since you moved here?

G: I give it more importance now, because I cannot find it in ever corner in every supermarket. When I think about ahh so, which olive oil do you use, that one, I don't know. Also the bottle is very nice, when people go to visit us they recognize it, or they say ' Oh that's a nice one, where did you get it? It is just very different from the others' (whispers: yeah of cause)

R: What made you choose this brand originally?

G: Because, from all that I included, I wanted a Portuguese one, I wanted to emphasis the importance my country has in me.

R: When you live in Portugal, what made you choose this olive oil, compared to other olive oils?

G: I think its just because its the most known, its the one that most Portuguese buy, its also because of the quality and they advertise a lot on TV. More than the other ones I would say.

R: If you say again, that you fiancée was to describe you relationship with the brand, what do you think he would say?

G: I think he understands because he now knows what brand we use at home, he recognizes that it is definitely good and I don't know if it is very Danish to use olive oil a lot, I don't think so. So in all basically he use olive oil more or less in his everyday cooking.

R: If you could imagine that the brand was a person, what kind of relationship would you have?

G: I think a very good friend of mine.

R: Ok let's try with the next brand.

G: Ok Snickers

R: Tell me about Snickers

G: I choose Snickers because it's my favorite chocolate, and because I eat it very often.

R: Which kind of situations?

G: I would say in situations of more stress. That I just feel like snickers, I feel like eating chocolate as a woman.

R: Is there any specific situations or experiences that you relate to Snickers?

G: I think while studying for my faculty exams, I was in the library, they had a coffee machine and this grocery machine, and they had different chocolates and chips and all that, and Snickers was the one. So when I would stop for a break while studying, I would eat snickers.

R: What made you choose that one compared to the other options in the machine?

G: I just like, you don't only get the chocolate, but you get the crunchiness of the peanuts and the caramel.

R: Do you have any, like feeling about the brands that you remember from back home?

G: When I was younger, my grandmother would buy these caramel candies that you would bite and then it would be stuck in your teeth.

R: Does that remind you of that?

G: Not precisely, but now I just thought about it, but I like to eat something that is crunchy, and it is sweet and yeah.

R: Do you feel like that has changed since you moved to Denmark?

G: I have to admit that I eat less, but I also think that I have less stress and I have my partner with me every day, which I didn't have when I was studying. That might have something to do with it, I don't know, that might have something to do with it.

R: Do you think your relationship to the chocolate, or your consumption habit will change even further?

G: I think I will have Snickers every now and then, that will never change.

R: How would you describe your relationship with Snickers?

G: It just calms me down, and fills me up, because it is very fulfilling. More that, I don't know, Maltese's or something like that.

R: What do you think made you choose Snickers in the first place, when you started eating it?

G: I think it was because it would give me the sugar that I needed, and it would fulfill me so I wouldn't need to eat anything else aside. So in my lunch break or in my pause breaks of studying, then there was

a source of food. Not only to get the sugar, but also so I did not need to eat in the next one or two hours.

R: What do you see as special about this brand?

G: I like the advertisement there is on the TV right now. They are all together in the locker-room, and it says ' Don't become a diva' or something like that.

R: Okay, let's talk about the next brand you choose

G: So I choose Dove, because it is the shower cream I use.

R: Why do you choose Dove shower cream, is there any specific reason?

G: I like the smell, and yeah, I really like it. And it is a smell you can recognize 'oh yeah, I use that one' Because it's a very characteristic smell.

R: Did you use Dove at home?

G: Yes

R: Do you still use it now?

G: Yes

R: Do you feel like there has been a change related to your perception of the brand and your feelings about it from when you lived at home until now?

G: Well, before I would use it as Soap as well, and now they have introduced a soap with no smell for washing hands, I get it that it is more ecological. But the shower still hasn't changed.

R: Is there any specific feelings that you have towards the brand?

G: I like the smell, I like how I feel afterwards, You know when you touch it feels more soft, and the skin is more soft.

R: How do you feel afterwards, you are saying you like the way you feel afterwards?

G: Yeah, I feel fresh; I feel that I smell good, that I am more charming.

R: Do you remember why you choose this brand originally?

G: I remember I did not grow up with it. It's something that came, I don't know how old I was, maybe 10-12, I'm not so sure. They started advertising on the TV and my parents decided to buy, and it just smells very good, so they decided to continue. The power of TV.

R: Is there any specific experiences that you relate to the brand?

G: I like the smell better than with other shower gels, I recognize it that is my smell that is how I like to smell.

R: Ok let's talk about the last brand.

G: Nivea is that brand I remember since I was a child; even my parent and my grand parent grew up with it. I use it as a cream when I have dry skin and to sunscreen.

R: Is there any experiences that you relate specifically to the brand?

G: Yes, the smell, and the way that we would play with the Nivea cream, and just paint out faces with it. So it is funny to remember this from my childhood, of cause I don't do it anymore.

R: When you think back, you say that you relate it to childhood play, what feelings to you relate to this?

G: Yes, I think I feel love and care, because it would be some kind of play with my brother or parents. Even the sunscreen reminds me of going to the beach and playing, going to the water and not to worry with the sun, because we had sun protection.

R: Do you feel like that has changed after moving to Denmark?

G: Yes I don't know why, but I don't use it so much, we don't really have one.

R: Could you elaborate on that?

G: Yeah, Tue doesn't use it and I haven't bought it. If for instance we would buy them

R: What would make you buy them?

G: The sun, sun production. Just If I have any area of my body that need cream.

R: So you would still buy this?

G: Yes I would still buy this, because it has some kind of consistence that the other creams doesn't have. So it is specific to this cream, the other ones are more liquid or they are not as good in certain areas that I am more dry.

R: When you then buy it, do you think you would have the same experience as you had at home?

G: I think I will have the same experience, I think I will still appreciate the brand, because it hasn't changed. Maybe it will remind me of my childhood as well.

R: What would this brand mean to you at home?

G: I feel that I can trust the brand. I remember my grandmother using it, my mom using it. For instance we don't have it, but Tues parent have it. SO I know that it is not only in my country it's also there that it is a trust brand, and I like it, am glad we can find it everywhere.

R: What kind of relationship would you describe having with the brand?

G: Trust, and I know I will not get disappointed. Because I know they will provide me with a good product.

R: Okay, that was the first part of the interview. I will ask you more general questions about brands now. Other than these five brands here, are there other brands, which you used a lot before moving to Denmark?

G: Colgate, Oral-B, Magnum, Cornetto, do you want more?

R: If you have something you used on a regular basis

G: L'Oreal

R: What made these brands relevant for you?

G: What is in common is that I trust, and I know that, I don't feel like changing. even though there is this new thing coming up, new toothpaste , I was like, 'well okay, I'm sure its very good but I trust this

one, I grew up with it' Its not always true, because Oral-B, I did not grew up with it, it just came with advertisement and brainwash. But some of them yeah I do trust.

R: At home, when you went into the supermarket to shop, would you then always choose the same brand?

G: Yes

R: Do you do that here as well?

G: No

R: How come?

G: I think, we adapt our lifestyle so that it is good for both. Of cause some things are common, toothpaste are common for him and I, the shampoo I choose, L'Oreal, but for example the soap, he uses more environmental friendly brands than I used to, which is good I learn with it and I learned to like it as well and understand, why would I wash my hand with perfumes soap? But there are things that I haven't changed, the shower gel for example, I could have chosen something more environmental friendly without perfume or with less foam and stuff like that. I mean, I will maybe adapt, or maybe not, but I like that fact that he introduces me to a more quality, less consumptionist was of consuming.

R: So its not the same brands you use anymore for all of it?

G: For all of it, no

R: For example, for the hand soap, it will always be the same brand when you buy it?

G: Yeah, usually we buy the same brand; I don't know if it is a Danish brand, but yeah.

R: Is there any brands, other than the olive oil that you told you bring here, is there any brand you miss that you cannot get in Denmark?

G: I'm not so sure about the brands, I know food products that I bring from home.

R: Which kind of?

G: We have bacalhau, its a fish, so its very traditional, they cut it, its very funny, its our traditional dish, it is fish that is caught in Norway and Denmark and then taking to Portugal where we eat it a lot, and then I even bring it, it came by plane with me.

R: You can't get it here?

G: I can, its just super expensive, it is ridicules. You can have torsk fisk, its dried, but it is torsk in Danish.

R: Have you found anything to substitute this or will you just go without it?

G: Yea I will go without it until I can get it, if I cannot find it or if it is too expensive to buy, I will just like, okay, I will just wait until I get home.

R: Okay. When you moved here to Denmark, and had to go shopping, what was you first impression of the brands?

G: I really like, the first impression for sure, what the package look like, it seems that everything have some sort of design, much more careful than the Portuguese one. I think when you go to the supermarket you have something frozen, and its just like 'oh frozen this and that' that has like a boring feature. And here, maybe its just my impression, but I think everything pops up 'like buy me', like the design, like everything so stylish, I really like it, that was the first impression I got when I first got into the supermarket, 'Wow that is very fancy'.

R: Do you think this influenced you in what to buy?

G: Yeah of cause, they catch much more of my attention, that makes me buy more, although I'm very careful with the prices. Unfortunately it's very expensive here.

R: When you moved her, were there a lot of brands that you did not know?

G: Yes a lot

R: Compared to this, where there then a lot of brands you did know?

G: Yes, clothes, a lot of the brands that I did not know, that I got to actually like them a lot. At home we have brands like Zara and Bershka. For example Bershka is very popular in Portugal. I think it's a Spanish brand, It is very know in other southern European countries. They have Mango in Magasin, but we have Mango in every corner in Lisbon. I think it's from Barcelona. So a lot of especially clothes I would say.

R: Do you have any brands that you specifically miss in Denmark?

G: Yes, if i go back to the clothes, these brands are teenage, young womankind of clothes, which are affordable, and you cannot find it here. I also like some other more fancy brands, which. We have, I think Portugal have a close relationship with Spain, so a lot of the Spanish brands come to Portugal.

R: What about within food or grocery products?

G: Not that I recall I certainly have, but not that I can recall right now.

R: That is quite all right. Is there, if you remember back before you moved to Denmark, is there any brands that you used back home, which are available in Denmark, but you stopped using after moving here?

G: Can you give me an example?

R: For examples you mentioned Nivea that you were not using here. Did you have any other brands; lets say McDonalds, that you did eat at home, that here you don't?

G: Yes, for example McDonalds, it is, we don't eat McDonalds as much, not that we eat it as much, we changed it with Burger King, because of Tue, he prefers it, Also Maxx, that is this Swedish company of burgers.

R: Can you think of any brands within grocery product, food you buy in the supermarket, where you do the same, where you maybe stopped using it even though its available.

G: I think more milk products that i cannot find. Of cause they have the Danish brands, which is of cause normal, you would not find any Portuguese milk products in other countries than Portugal. Other than Lurpak, you can find that in Portugal, and Tulip. We have a lot of Tulip products in Portugal actually.

R: Is there anything the other way around, where you had a brand that you know of from Portugal, that you did not use, but then started using after you moved here?

G: Burger king. I did not use that before. I don't know, if I had them in front of me i would remember, but I cant recall anything else, it just doesn't come up, but I'm sure there is.

R: That's fine. Do you see yourself as loyal to specific brands?

G: Yeah I think so

R: Do you feel like that has changed towards any brands after moving?

G: I think, you know, Tue introduced me to this McDonalds 'Super size me' documentary, not only McDonalds, but you know all these fast-food brands, we tend to eat less, not that we stopped, we cant stop,, and we have all the knowledge of cause. I think the media has a lot of influence, on making you buy the product and making you change the way you see the product. Also in my Danish class we had this video that we had to hear and make a diktat, and it was about cockroaches in McDonalds her somewhere in Copenhagen, so that influences.

R: When you think back to the first couple of weekends when you were in Denmark, what would make you choose a specific product?

G: Price, and also the way the package look. The design, the colors they choose.

R: Did you stick with a lot of the brands that you started using when you moved here?

G: Yeah I think so, Arla for example. The soap that we buy, I think its called Nula, its just this ecological. But yes we stick to the same brands.

R: Do you think that the reason you choose these brands are because you fiancée was already choosing these brands or was it more you choosing it to try it and then sticking with it?

G: Its all his influence, most, not all, but yeah, I would say that he influences a lot in most of our choices, in what is new, he has a lot to do with it.

R: So is it still, if you are going to try something new, would it then still be his influence or would it then be you just trying to figure out what to try on you own?

G: Well if something, if he hasn't introduces me yet, then I would be on my own. I think most how it looks like in price, that is the important in this country.

R: Okay, I think that is about it, do you have any questions or anything to add?

G: Can I ask witch is the most common brand that foreigners use?

R: Yes, there is Barilla Pasta

G: Okay, do you have a lot of Italian people?

R: No actually I have not have any Italians.

(The researcher and the respondent talks a bit about the interview and the idea behind it)

G: I have a friend that, he came to work here, and he would only buy something that would be labeled in English as well, and he would buy the most expensive products, but he did not care. He just wanted to understand what he eats.

10.6.8 Appendix 6.8 – Interview H

Age: 36	Sex: Female
Country of origin: Romania	Educational level: PhD
Arrival date in Denmark: 1 st of September 2013	Date of Interview: 17 th of July 2014
Reason for stay: looking for work	Length of stay: permanently

R: Tell me a bit about you

H: I lived in Romania, my name XX, I'm 36, I came to Denmark last year, because I started my Master thesis and recently I got a job as a laboratory technician, I'm cultivating microalga.

R: Your expectations before moving to Denmark, what were your expectations when moving here?

H: I wanted to find a job, this was the most what I wanted to do, and I think that I found the job that I want to do, I didn't quite realize what I wanted. I hope they will extend, as this is a temporary position.

R: When you think in general about moving to Denmark, have it lived up to you expectation?

H: Yes I think so, because this was my first time since I came to Denmark and I knew how it was here and that is why I chose to come here. If I understand really well the question I think i filled up my expectation. I'm really happy that I'm here.

R: What are you expectations going forward? Are you staying here in Denmark?

H: Yes I would love to settle down.

R: We are going to talk a bit about the brands, that you chose, now, and we are just going to talk about them in turn, so if you just choose one of the brands, the one you would like to talk about first.

H: Lets talk for example about the sugar.

R: The sugar, okay so tell me about the sugar

H: I think this is the most common, the most known brand in Romania, and what I like is the quality. Also because I like the fact that it is packed in paper, and actually I found this in Denmark, its common one, you can find also in plastic bag, but its more useful to use this one, you can just open and close it and its better. I was buying this

R: I which situations would you use this brand when you are thinking about back home?

H: For tea, earl gray tea, and for example when you make these, you have here in Denmark as well like rice with milk, putting. I like using sugar on these.

R: Do you have any specific experiences that you think about when you use the brand?

H: You mean if I compare the prices?

R: I mean, let's take another example, 'every time I drink water from this brand, I remember this experience with my friends from three years ago' Do you have any experiences like that you relate to this brand?

H: Like special experiences I don't have.

R: When you think back to when you lived in Romania, what did the brand mean to you?

H: I think it's, the most it's, the quality of the product and then the price. This is both of them, and sometimes, even if it's a bit higher prices I also. I was using product, that I used to use, or just because I liked them, I think mostly because I just used to take the same products every time.

R: So when you think about what it meant to you before, and then think about now, what the brand means to you, not the product, but the brand, has this meaning changed for you?

H: If I would come back to Romania I think I would buy the same, it's like, how do I say it, when you are used to someone, things you do usual, it's a habit to buy it. And even you don't know if the quality is the same or not, anyway I think I would take the same product.

R: Do you have any specific feelings that you related to the brand when you think back?

H: No I don't have, maybe about others I will try to find, but about sugar, no.

R: Have you then, when you think about the brand now, how does that make you feel?

H: I don't have any feelings about it. I don't know some of the products I miss them, because I cannot find them here.

R: Did you find product that substitutes the sugar here?

H: Yes I think in Netto I found, in 2 kg, I don't remember the product but yeah

R: What made you choose this brand in the first place, when you started using it?

H: I think, when I look at the sugar, usually I'm looking at how white it is, and I know that they are using more substances to make it more white, but I feel that if it is more white, the quality is higher, it's like a good product looks like. Also first I looked at the quality and then the fact that it is paper. Because maybe there would be sugar in plastic bag and paper, then I would choose paper, mostly because I think paper is more ecological, it's better than plastic, it's more environmental, it's better that's why I'm trying to use more paper than plastic.

R: If your best friend would describe your relationship with this brand, how do you think he or she would describe it?

H: My best friend?

R: Let me rephrase the question. If we say that the brand was a person, what kind of relationship would you have with the brand?

H: I think an acquaintance, I think more like a customer / client relationship. I think I look at every product at what they can offer to me. I don't have any close relationships.

R: Let's take the next brand

H: Lets talk about cottage cheese. This Telemea.

R: Okay, tell me about the cheese

H: I think I'm looking, I was buying this because I like how the consistency of the cheeses and also the taste, because some of them, I feel they taste like plastic compared to this one. And also I was using it because they have a bit of water inside, it was not that salted, that is why.

R: Where there any specific situations where you would use it?

H: Yes, for breakfast, and also, I can, I think I could use it the entire day, also for lunch, I could make a sandwich and in the evening with a salad, make a for example a vegetable salad with tomato's, and then just some cottage cheese, I think its is cottage cheese, or this cheese, its like Greek cheese like feta, but it is not cut, its like an entire block. I have seen you can find it here in these Greek products.

R: When you used it for breakfast, what would you eat it with then?

H: With butter and bread, bread and butter and cheese. Or I with tomato's and bread, cheese and tomatoes. And also like for lunch in a sandwich or in the evening in a salad.

R: Do you have any experiences that you would relate or that you think of when you eat this?

H: Just that when I open I try to finish it quite quickly, because I know if its too much in the fridge its getting bad, this is like the experience I had, because if I forget, then I could not eat. But I like the taste that is why I eat.

R: When you think back on this, when you were living in Romania, what did the brand mean to you?

H: The name is Hopeland Netherlands, or something, maybe also I was buying this in Kaufmann, which is German, I remember its like, you feel that with German products, you feel that it is good. Even I think its not Romanian, I thinks its imported into Romania, this product. I think that if it is German, this it is good.

R: Have that changed since you moved to Denmark, when you think of the brands now?

H: Yes I think in Denmark, they are quite good products, but I am not trying to find German products.

R: So if you find a German product what would you then think, would it be the same as before?

H: As Danish, yes, now I don't make differences

R: Did you find a substitute for this as well?

H: Yea, actually from Greece, which is actually better than it, it is important to Denmark from Greece.

R: So if you were to go back to Romania, would you then look for this Greek brand or would you go back to?

H: I think so; I think I would look for the Greek product.

R: Do you have, when you think of this brand now, how does it make you feel?

H: Like a foreign product, maybe its because sometimes you feel just, you want to eat something different, maybe that is why I was buying it. Because it was German, you feel that its something imported and you want to try something else than local products, and that's why.

R: Is that why you bought it in the first place?

H: Yes, I think so

R: What was special about the brand when you think back?

H: It had a foreign name

R: So when you think about the substitute product that you use today, what is special about that?

H: I know that Greek products have low fat and yogurt or something and they are quite good, that why I'm buying it

R: Is that what made you buy it in the first place compared to the other options?

H: Here in Denmark, yes

R: If you were to describe your relationship with your brand from back home, how would you explain that?

H: Hmm it's nothing, its better, it's also like customer / client, but its more foreign customer, you feel like foreign customer.

R: How about with this new brand, how would you describe this relationship?

H: The same, because its not Greece here

R: So that affects your relationship with the brand that it is not Danish or Romanian?

H: Yes

R: Okay, so let take the next brand

H: Juice

R: So tell me about the juice

H: I dont like juice with bobbles, that is why I was using it, as well as, its the same with still water for example. This kind of brand, Prigat they have natural juice also, which is in cardboard, not like this one. But I was using this one as well. Comparing to the carton, I think the quality is a bit worse, but anyway it was ok, because it's better than the one with the bobbles. That is why I was using it. I mostly used it in the summertime I think, and during the entire day also. Also for breakfast, and lunch and in the evening. Maybe I like also the shape of, the design of the bottle, it was a bit bigger and more useful to drink.

R: You said you liked the one in the cardboard better, why?

H: Because I felt that the taste was more natural, this one you feel also artificial taste, you feel like it's not juice, its like additives, which are inside.

R: Did you look if it is the same?

H: The ingredients, yes, I tried to look and I think this one had more e-numbers.

R: Were there any specific experiences that this brand reminds you of?

H: Yes maybe because it is orange that I like to drink, but that, I don't have any.

R: What made you buy this the first time?

H: The Picard, because it is very known, and it is also advertised on TV as well, its known and its really common.

R: What made it special for you then?

H: Because it's without bobbles

R: When you think back, what did the brand mean to you back home, or did you have any specific feeling about the brand?

H: This is typical Romanian one, comparing to for example the cheese; Prigat is really a Romanian brand, very common brand. You feel like at home when you drink Prigat in Romania. If I would drink now Prigat I would feel like home.

R: Do you get it here?

H: No

R: You say that you would feel like home if you drink it here, have this feeling changed after moving here?

H: I did not feel that while in Romania, it was too common; it was like taking it everyday. It was too common to drink this drink, Prigat. But if I would do here I feel I could

R: Did you find anything to substitute?

H: Here in Denmark, I'm buying but I don't remember the name.

R: But you found something that you are buying instead?

H: Yes

R: Is this then, better or worse quality? How does it measure?

H: I think its worse?

R: How does this make you feel?

H: It is worse anyway, the juice in general is a worse quality in general compare to Romania. it depends also on the product because I found good one, but you can, they are really fresh squeezed orange, so you can buy also in Netto. The quality it better than Prigat, because it doesn't have a lot of additives, but it depends on the brand, because I have seen very good one also in Denmark, better than this one. Yeah, its the common one you can find outside the fridge its the same as this one.

R: How would you describe your relationship with this brand when you were living at home?

H: This one i think its like a friend

R: Have it changed now?

H: Yeah it ehm, how do I feel now, okay I can say it's a friend who is in Romania, because if I go visit in Romania I think I would buy it.

R: Do you miss it then?

H: No, i dont miss it because I can find here.

R: Okay, lets take the next brand

H: For examples lets take the water

R: Yes, so tell me about this brand

H: For the still water, I think I can say the same as for the juice because its without bobbles, and also comparing to other, I think also because of the taste of the water, because some of them, I don't remember exactly, because I was using from this brand, buying from this one, I think first because of the price and the quality, because there was some that was cheaper, but they were worse. The taste is different, and I like it just because, yeah, I think if I will come back again, just for the quality. And because they also have one half liters and two liters, and mostly during the summertime I was using very often, because in Romania the water is not really good to drink, tap water, and I was just using instead water on bottle.

R: So when would you use this bottled water?

H: All day, all the time when I wanted to drink water, instead of tap water.

I: Is tap water unhealthy or just taste bad?

H: Just taste bad

R: Okay, but you can drink it?

H: Yes you can drink it, I just didn't like.

R: Do you have any specific experiences that the brand reminds you of?

H: I remember during the summer time when it's very, very hot, because you can get plus forty degrees in the summer.

R: When you think back, before you moved here, what did the brand mean to you?

H: Just like an object I was using, its common, I didn't have anything special with it, its not a friend. Its like breathing air, it's very useful but I don't have anything special. Comparing to the juice

R: So have your feelings toward this brand changed since you moved here?

H: Yes, actually I don't care that much, for example I found in Denmark that you have this one (Kildevæld) and you have another one as well. I don't really, maybe when I come back, when traveling to Romania, going home I will buy the same, but I don't have anything special about the brand

R: When you think back to before you moved here, did you have any feelings towards the brand?

H: It was just, I was thankful that they were making good water, but I didn't have like anything special. I just like the water.

R: And now, when you think about the brand, how are you feeling?

H: I found good water here as well, I really, I think here every water that I bought was good, compared to Romania, I'm satisfied with the water from here, maybe also because the tap water is also good to drink. I'm buying, but I'm not buying that often as I was in Romania. I'm buying now less water.

R: But not consuming less?

H: No, but not because. Now I'm drinking less bottled water compared to when I was in Romania

R: Your relationship with the brand?

H: Useful

R: What made you start using this specific brand?

H: The taste of the water.

R: Was that on a trial and error basis or how did you get to know about this one?

H: I was just like drinking different brands and I just drink this one. Because I bought also cheaper, but they were worse, that is why I prefer to buy this one.

R: So let talk about the last one, tell me about it

H: This is Clever product, but they have more products, let talk about the most useful that I was using. I think I have to say the tissues.

R: Tell me about those

H: Because, this is the, yes, I'm having them always with me, and it was the cheapest one. Even the quality was not good, not that good, because some of them they have smelled, I don't want. But I think its important to have paper.

R: So it was bad quality?

H: It was a bit bad quality compared to other brands.

R: Why did you buy these?

H: Its because, for me its important only to have paper to clean. It doesn't matter if it smells or if it's thicker, its just to have a paper, because anyway I'm throwing away afterwards. I'm also thinking about how environmentally friendly, because if they add a lot of additives and then you are throwing away its, if you only have the paper then its doing the job. The job the paper has is cleaning, that's why I was buying.

R: In which situations would you use it?

H: Mostly maybe when I was traveling, when I was taking the tram or when I was going home by bus, I had always to have with me. Sometimes in the canteen in Romania, we had, you could have tissues, but its better to have also your own. Or maybe when you are in a park you need it.

R: Is there any specific experiences that you think of?

H: Its useful when traveling

R: Any specific experiences that the brand reminds you of?

H: No, I don't have. The fact that it dont have any smell maybe because I was buying sometimes the one that has for example peach smell or mint, but when I was buying them it was like, when I could not find that one, because usually you could find only to buy like ten. When I didn't have those one, or they were finish, like when I was traveling and I just was buying i got only one. You could find only in Bila, that shop, and you had to buy ten. It was maybe less comfortable, because you had to buy a lot, you got

kind of forced to buy a lot. But they were cheap and I didn't feel that I was losing money, a lot of money.

R: Are there any other feelings that you would attach to the brand when you think back?

H: It's just useful like water, it's very useful. Its things that you have like everyday, everyday life.

R: If you think about the brand now then, have your feelings about this changed?

H: I found it in Netto, that's why I don't have anything specific about this brand, I don't have any feelings, I'm not attached to this brand

R: So you found a substitute for it?

H: Yes

R: How do you feel about this new brand?

H: The same as before, I don't have any, its useful and everyday product and cheap, it doesn't have any smell as well.

R: What made you choose the clever tissue in the first place, how did you end up using that brand?

H: In general Bila has a lot of brands and Clever is their own, and usually which is their own, it is cheaper compared to others and I was using because of the price

R: How would you describe your relationship with this?

H: Just something that is very useful, but I don't have anything special.

R: Okay, so now we are going to talk a bit in general about your brand relationships. So these are the five brands that you would use the most before you moved here, are there any other brands that you would use regularly before moving here?

H: Yes, Coca-Cola, but not very often, and Miranda, a soft drink, I was not using very often, but sometimes I was buying. Maybe I talk about bread. I was using mostly baked bread, and here I'm buying this in plastic. I would be buying it fresh from the shop before.

R: Why did you stop buying fresh bread?

H: Because its expensive I think, and the quality of that in plastic is quite good. In general they don't have that much of the bread in plastic, this is like more western way of keeping the bread, selling the bread in plastic. Actually if you buy baked that's cheaper than the one in plastic. For example the milk, this carton is really not common in Romania, it's also that it can stay longer. Usually we are also buying in plastic. It stays only one or two days, not like here one or two weeks, I don't know how long. Actually the taste, here in Denmark, mostly you can find the milk with different percentages of fat. In Romania milk is milk, I was not making a difference because its the same.

R: Have your perception of milk then changed after you moved here?

H: Yes, im buying the most fat, because the others don't have any taste, they taste of water.

R: Okay so how did you come to this conclusion?

H: Because I tried the 1%, I think its zero point something, and it doesn't have any taste, its water. But the one with taste is 3,5%. Now I'm looking not really on the brand but the percentage of fat, because I feel the taste of the milk.

R: Lets say for the soft drinks are you still using the same here?

H: Yes the same like, maybe once a week, maybe less.

R: Do you feel that you relationship have changed since you moved?

H: Yes, its the same Coca-Cola

R: Does it taste the same?

H: Yes

R: When you think back to when you lived in Romania, would you always choose the same brands when you went shopping?

H: Yes, especially for the basic products I was using the same. If I wanted to do something special one day, I was trying to look for maybe some imported products, not from Romania. I was trying to taste more, like for the taste to see how they could sometimes. I'm doing also the same here, sometimes they are good, sometimes I'm really disappointed.

R: What would make you choose another product that one once you were used to?

H: Maybe just that you were feeling board, you wanted something new in your life, and just making your day better. Just try to taste something new, and I was buying, well sometimes because I was curious also. Because here I don't know all the product I have here, just to know later if I should buy it or not.

R: When you moved here, were there a lot of brands you did not know?

H: Yes, and also because I could not understand what was written on it. Sometimes I was buying and actually, mostly I could understand from the pictures so I did not have some, but a problem for example with this let milk, I was trying to understand what it is.

R: What did it make you feel then, this situation?

H: You are just like in the, not in the zoo, but in a museum where you don't know, where you don't understand where you are, like looking at them, its like objects because you don't know what's there, there is no relation

R: When there is no relation, how did you feel when you were standing there?

H: Lost, I feel lost and you feel that you are in a foreign country and that you don't understand anything. I was asking the shop assistant to make sure that it was the one that I wanted to buy.

R: So now that you have been living here are you still buying the same brands every time you shop, after you have been living here for some time?

H: I think I am still studying, I'm trying to still learn about the brands. I'm starting to take now kind of the same brands but I'm still studying, I'm still trying to buy something I did not buy before.

R: What make you choose a brand then, what is you criteria to choose a brand?

H: Because in Denmark it's not that cheap, so I'm looking for the price first. But then, I'm looking for example at the milk I'm looking at the degree of fat, or where they come from, the region. Some things I'm still just buying because I still don't know, for cheese for example, there are may kind of cheese and I still don't know. I know the French one, but the Danish one I don't understand. For example the percentage, but I understand if its more high, the taste is stronger and if its lower there is not as much taste. Well for cheese I'm still, for me its foreign country and I still need someone to explain me.

R: You are saying that you started choosing some of the same brands again, when do you think you started to do that?

H: After about 6-7 months. Now I'm taking the same products, but in the beginning I was taking what was cheap, but because I got a job now I can buy more. Now I'm trying to buy something that I did not have.

R: You told me about these five brands, you also told me you found substitutes for some of them, are there any of the brand you did not find substitutes for?

H: For example Polinda, corn flour, I can find here in special shops, someone told me also I can find in Rema 1000, but I could not find. Also porridge, I found here like ecological products, which is quite expensive, in 100 grams and 200 grams and in Romania you can find like really common products and everyone is eating, there is nothing special.

R: Do you miss those brands?

H: Yes, and my mother would send me in packages, because I could not find here and because its really, maybe because its ecological product, its really good for you health.

R: When you got here, do you remember you first impression of the brands that you are now using?

H: I was tasting them, to see how they taste and if the price and taste was good for me I started to buy them.

R: When you started buying the Danish brands, did you find anything where you got very disappointed?

H: It kind of depends, for example leverposteg, its different quality.

R: Do you know that from home?

H: We have it, but its not common to eat like here, and you cant find it in the same package like here.

R: Are there any brands from home that you are missing here?

H: No I don't miss, because for me the important is product, so if I can find a brand here that make something similar to the some I used in Romania, I don't care about the brand, I care about the taste and if its something that I like, I'm going to buy it.

R: If you think back to when you arrived in Denmark, maybe 2-3 weeks after, so you remember if you had anything back then that you were missing?

H: Something special, I don't know maybe the milk. Until I understood with the percentage, because I did not understand it. Until I understood which one to buy, and then I did not miss it anymore. Actually I found here in Denmark, there is actually a lot of products, from different countries, so there is a good choice.

R: Is there anything where you know that brand from Romania and where using, which is available in Denmark, but you then stopped using?

H: I'm trying to remember, maybe backed bread, because I was using it a lot, but now I stopped using. Also in Romania I was using a lot of already prepared food from the shop, but here it is very expensive. Also fast food or junk food, but the taste is very different, so I don't buy this anymore.

R: Is there then a brand that you know from Romania, but did not use, which you started using here in Denmark?

H: Yes, I was using leverposteg

R: Were there specific brands?

H: I have to remember the one that I am using now in Denmark, for example for the milk. I don't remember no

R: Do you have any grocery brands where your feelings have changed towards them after moving to Denmark?

H: For example Lidl, because you can find also in Romania and you can find also here in Denmark, and the products are the same, its remember me about home when I go into Lidl. I'm not going to Lidl only because of this, but in the beginning I choose Lidl for example because I knew it from Romania, and I know what kinds of products I could find, and I am still using it now.

R: Is it the same product and brands they have in Denmark?

H: Yes

R: Are brands in general important to you?

H: I think its more product than brand. It depends yes, on the quality of the product. If I like the product I don't look that much at the brand

R: Would you see yourself as loyal to any brands?

H: Yes I think so. For example the juice I was using Prigat, if I found in Denmark I would use it. Maybe milk, also milk and water if it would be here

R: Are there any of the brands you use here in Denmark where you would say you are loyal?

H: I think I don't have yet, its too little time I think, I'm still discovering, I'm not loyal yet. I think it will change in time, because in Romania I was loyal to brands.

R: So that was my last question, do you have anything to add or any questions?

H: Yes, I like the question about loyalty. About becoming depended to some brands, it was a good question.

R: Thank you

10.7 Appendix 7 – Relationship types

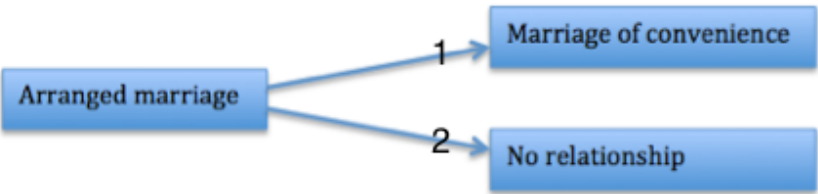
An overview of the five brands each respondent brought to the interview, and their relationship towards the brand before moving and after arriving to Denmark based on the 15 relationship types presented by Fournier (1998).

Respondent A		
Brand	Before moving	After moving
Seitenbacher	Marriage of convenience	Committed partnership
Philadelphia	Childhood friendship	Casual friends/buddies
Schwartau	Childhood friendship	Casual friends/buddies
Rama	Kinship	Kinship (less important)
Barilla	Casual friends/buddies	Marriage of convenience
Respondent B		
Brand	Before moving	After moving
Valensina	Committed partnership	Committed partnership
Seitan	Casual friends/buddies	Marriage of convenience
Tartex	Marriage of convenience	No relationship
GutBio	Compartmentalized friendship	No relationship
Söbbeke	Committed partnership	Casual friends/buddies
Respondent C		
Brand	Before moving	After moving
McVitie's	Best friendship	Childhood friendship
Yorkshire Gold	Committed partnership	Committed partnership
Happy Eggs	Compartmentalized friendship	No relationship
Haribo Starmix	Committed partnership	Committed partnership
Goodfellas	Marriage of convenience	Casual friends/buddies
Respondent D		
Brand	Before moving	After moving
Tiroler Milch	Marriage of convenience	Marriage of convenience
Nivea	Courtships	Courtships
Gösser	Courtships	Courtships
Barilla	Arranged marriage	Marriage of convenience
Handl	Committed Partnership	Committed Partnership

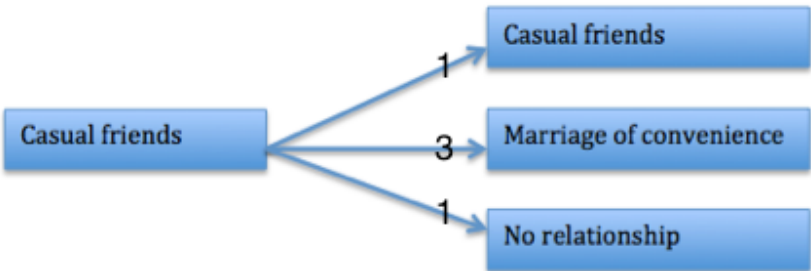
Respondent E		
Brand	Before moving	After moving
Carrefour Discount	Committed Partnership	Committed Partnership
LU Cracotte	Committed Partnership	Committed Partnership
Picard	Committed Partnership	Committed Partnership
Bridelight	Committed Partnership	Committed Partnership
Taillefine	Committed Partnership	Dependencies
Respondent F		
Brand	Before moving	After moving
Sonko	Compartmentalized friendship	Compartmentalized friendship
Natumi	Arranged marriage	No relationship
ST. DALFOUR	Marriage of convenience	Casual friends/buddies
Zott	Arranged marriage	No relationship
Herbapol	Casual friends/buddies	Courtship
Respondent G		
Brand	Before moving	After moving
Nestle	Childhood friendship	Enmities
Gallo	Marriage of convenience	Dependencies
Snickers	Best friendship	Committed partnership
Dove	Committed partnership	Committed partnership
Nivea	Childhood friendship	Casual friends/buddies
Respondent H		
Brand	Before moving	After moving
Margaritar	Compartmentalized friendship	No relationship
Telemea	Casual friends/buddies	No relationship
Prigat	Marriage of convenience	Casual friends/buddies
Dorna	Casual friends/buddies	Casual friends/buddies
Clever	Marriage of convenience	No relationship

10.8 Appendix 8 – Overview of relationship changes

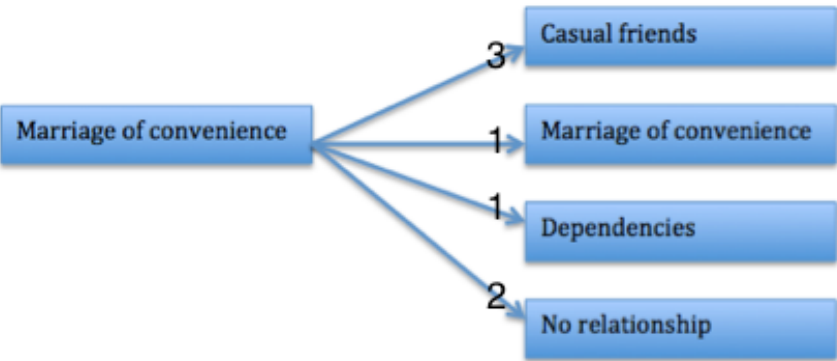
Arranged marriage



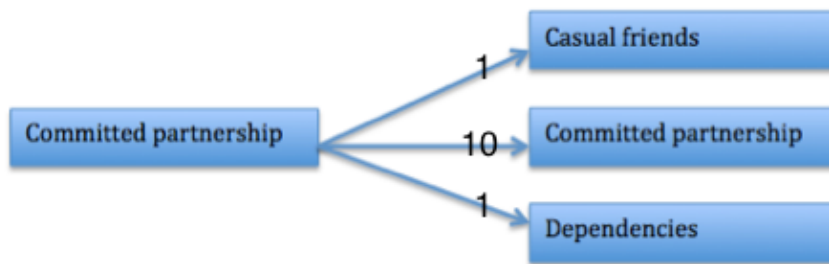
Casual friendship



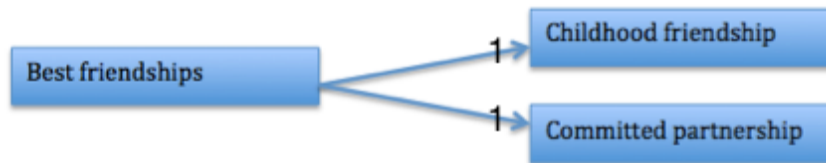
Marriage of convenience



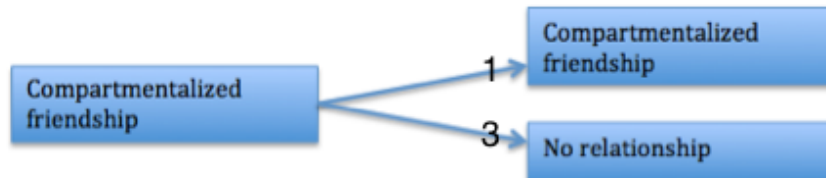
Committed partnership



Best friendship



Compartmentalized friendship



Childhood friendship



Courtship

