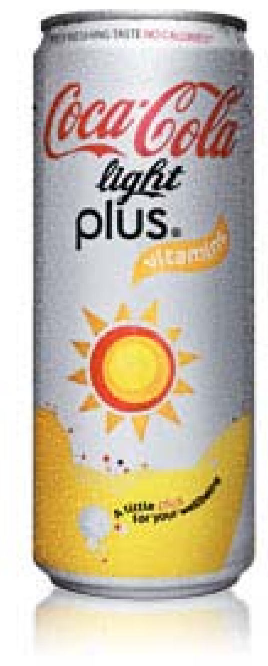
The Marketing of Functional Foods on the Danish Market



Coca Cola Light Plus

Copenhagen Business School

Cand.merc. Marketing Communications Management

Master's thesis

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February 2010

Executive Summary

The purpose of this master thesis is to open up for the entry of functional foods on the Danish market through an understanding of the Danish consumers' attitudes towards such products.

Functional foods are gaining easier access to the Danish market due to a harmonization in regulations across the European Union. But while foreign countries have had functional foods on their shelves for a long time, a restrictive Danish legislation has resulted in very few products on the market. This legislation could have had an impact on the Danish consumers' attitudes towards functional foods. These attitudes are therefore researched in a qualitative as well as a quantitative study to discover the implications they pose for the marketing of a particular functional soft drink that reached the supermarkets' shelves in January 2009; Coca Cola Light Plus.

Coca Cola Light Plus' current strategic strategy is analyzed through its advertising material to gain an understanding of how The Coca Cola Company approaches this new product category. Henceforth in-depth interviews with 6 consumers were conducted to discover the underlying reasons for their attitudes towards functional foods. These interviews provided the basis for a questionnaire survey that included respondents in the whole of Denmark in the age group 20-65 years of age. The results of these research studies show that the youngest age group is the one that is most positive towards functional foods as they register a low negative attitude towards them. Among other things the results also show that there is distrust in food manufacturers' ability to produce functional foods among the older population and that neither age group felt a need for functional foods because they believed that their vitamin intake was already well covered.

These results are taken into account when laying out a marketing and branding strategy for Coca Cola Light Plus that is more in tune with the attitudes of the Danish population towards functional foods.

The marketing mix should be structured so that the product benefit becomes clearer in order to drive up category need while a price level that is equal to ordinary soft drinks should be maintained. Furthermore a healthier positioning will have a positive effect on the attitudes towards Coca Cola Light Plus.

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Characters incl. space: 170,256, 14 illustrations: 11,200 characters
Total pages: 79.76

1.0 Introduction

This master thesis is based on an interest in the emerging market for functional foods in Denmark. As there are only few true functional foods products on the market it was exciting to see the launch of the first functional coke in Denmark; Coca Cola Light Plus. This launch offered an opportunity to use this brand as a starting point for the thesis. Looking to how brands and products abroad have ensured their success through their brand positioning and product development, it was interesting to evaluate Coca Cola Light Plus' probability of success on the Danish market.

Market Potential

The small handful of functional foods that have been on the Danish shelves for a while mainly consist of dairy carriers such as Actimel yoghurt enriched with L. Casei Defensis bacteria and Becel Pro-Activ butter enriched with plant sterols (actimel.dk, 2009) (becel.dk, 2009). But the oldest and perhaps also the best known example, is salt enriched with iodine. Because Denmark has had a very limited history with functional foods the estimated demand for 2010 must amount to a very small part of the entire demand for the EU where countries such as Great Britain, Germany and even Sweden are much more familiar with the concept (foedevarer.di.dk, 2007).

Globally functional foods are a major industry where the estimated demand for 2010 is $111 billion. For Europe alone the figure is only $27 billion which means that the pioneers, Japan and the US are expected to have the highest demand, constituting $84 billion (foedevarer.di.dk, 2007). Sales in Europe are set to top approx. $10 billion in 2011, which is an increase of 33% in Western Europe and 50% in Eastern Europe since 2006 (Welham, 2007).

The demographic development is expected to have an impact on the demand. The longer life expectancy increases the interest in foods that can promote health or even prevent disease (foedevarer.di.dk, 2007). Moreover people are more inclined to choose a healthier alternative than abandon a bad habit altogether (euromonitor.com, 2006). A healthy alternative also reduces the risk of being forced to take pharmaceutical drugs to reverse the effect of a bad habit (euromonitor.com, 2006). The food industry will without doubt take advantage of the opportunity to produce added-value products in order to differentiate their products in a market where the competition for "share of wallet" becomes even fiercer (Benkouider, 2004).

While information campaigns and nutritional advice from The National Board of Health have been the strategy for getting Danes to eat healthier it somehow seems that those initiatives are not enough. While the growing cases of obesity and other lifestyle related diseases that are a result of a modern lifestyle (netdoktor.dk, 2008; Benkouider, 2004), have triggered an increasing concern with and focus on health there is need for new solutions for disease prevention and enlightenment. The food industry offers functional foods as one of the possible solutions. Functional foods are an adaptation to our modern lifestyle whether it is active or sedentary and they ensure that even though we have a uniform diet we still get the nutrition, vitamins and minerals we need to be healthy. Functional foods have a threefold benefit; 1) the consumers could potentially counterbalance the side effects of a modern lifestyle, 2) a decrease in health expenses due to fewer lifestyle related diseases, and 3) food manufacturers can take advantage of an emerging market with a large growth potential (Beckmann & Jonas, 1998). The benefits are clearly many, but are the Danish consumers ready to embrace functional foods?

1.1 Problem Identification

In Denmark, The Coca Cola Company launched Coca Cola Light Plus in January 2009, which was the company's first functional soft drink in the country. This master's thesis will examine the Danish consumers' attitudes towards functional foods and what implications they pose for the success of Coca Cola Light Plus. The purpose of the research is to offer a marketing strategy that takes into account the Danish consumers' attitudes towards functional foods and hence would be a better approach to the launch of Coca Cola Light Plus.

The main research question has been formulated as follows:

In order to ensure success how should The Coca Cola Company have gone about launching its first functional soft drink product on the Danish market?

The following sub-questions will assist in answering the main research question:

- What is the current situation that Coca Cola Light Plus is in?
- What is Coca Cola Light Plus' market position and who are the competitors?
- Who are the current target group and what defines them?
- How is the marketing mix structured, and what is the purpose?
- What attitudes do the consumers hold towards functional foods in general?
- What implications do the consumers' attitudes towards functional foods in general pose for Coca Cola Light Plus?
- How should the marketing mix be structured according to these attitudes to ensure success?

Companies in the food industry are interested in taking advantage of the growth potential for functional foods on the Danish market but while other countries, e.g. England and USA are familiar with the concept, Denmark has not until recently had much experience with it. In a greater sense the purpose of the thesis is therefore also to open up for the entry of functional foods on the Danish market trough an understanding of the consumers' attitudes toward such products.

1.2 Theory and Method

In order to answer the research questions stated in the problem identification relevant theories and models in marketing, consumer behavior, and branding will be applied.

Coca Cola Light Plus' current situation will be analyzed through the use of the PLC Curve, the BCG Matrix, and Porter's Five Forces (Levitt, 1965; Hambrick et al., 1982; Andersen et al., 2003; Porter, 2008). These models will provide an understanding of the challenges Coca Cola Light Plus is faced with in the external environment and the brand's positioning relative to its competitors**.** Lastly the marketing mix is applied to understand the overall strategy of Coca Cola Light Plus (Borden, 1965; Andersen et al., 2003). Within the marketing mix, the promotion analysis is applied the theories and models of Dr. Larry Percy (Donovan et al., 1991; Elliott & Percy, 2005; Rossiter & Percy, 1997). These theories and models are applied in order to analyze what the objectives of the promotion campaign are and hence how Coca Cola Light Plus perceives its target group's purchase motivations and the mental positioning Coca Cola Light Plus wants to take in relation to its target group.

Overall this first part of the thesis analyzes Coca Cola Light Plus' approach to - and perception of the consumers' attitudes towards functional foods through an analysis of the promotion material, the product/packaging design, pricing - and distribution (place) strategy. As such this part answers the first four sub-questions set out in the problem identification.

In order to answer the fifth sub-question; "*What attitudes do the consumers hold towards functional foods in general?*", six in-depth interviews with consumers in Coca Cola Light Plus' target group were conducted. These six in-depth interviews provide the basis for a questionnaire design which enabled generalizability to the target population. The qualitative research was able to provide the preliminary insights into the underlying reasons behind the attitudes toward functional foods but in order to gain generalizable data, the questionnaire survey was used to find out whether respondents agree with the issues raised in the in-depth interviews. The argument for using a mixture of qualitative and quantitative research is that a questionnaire enables the obtainment of lots of data in a short time frame while using qualitative research ensures that the "right" questions are asked in the quantitative questionnaire so that the combined data will contribute to answering the research questions.
Some secondary data was be used to form the questionnaire (Beckmann & Jonas, 1998; Poulsen 1999; Bech-Larsen et al., 2001). This was done due to the perceived relevancy of

some of the issues raised in those data. These research studies, though conducted several years ago, have also been more extensive, which means that it was able to provide a bigger picture over - and dig very deep into the attitudes toward functional foods. Moreover it was intriguing to find out whether the reasons behind the attitudes still held true today or whether new reasons have arisen along with the years that have passed.

The third part of the thesis thus moves into recommendations for Coca Cola Light Plus that are designed to answer the two remaining sub-questions. The recommendations for a promotion - and product strategy take into account the results of the research studies and are built up around the marketing mix, the Rossiter-Percy Grid and the General Model of Positioning (Borden, 1965; Andersen et al., 2003; Donovan et al., 1991; Elliott & Percy, 2005; Rossiter & Percy, 1997).
Lastly, the conclusion is built up around the CBBE Model (Keller, 2008; Keller, 2001).

1.4 Scientific Position

The thesis takes its departure in the theories and models of the MCM program. The more "soft" approach to marketing in the form of Dr. Larry Percy's discourse on consumer-brand relationship and models such as the Rossiter-Percy Grid, The General Model of Positioning, and the Five Buyer Groups (Donovan et al., 1991; Elliott & Percy, 2005; Rossiter & Percy, 1997) are applied because there is a growing tendency in the marketing world to focus on building brand loyalty through an understanding of the brand's consumers. Furthermore integrated marketing communication is seen as an integral part of the success of marketing - and branding strategies. It has become more and more important for brands to establish close relationships with their consumers to ensure brand loyalty and repeat purchase. A close relationship, however, goes both ways, - the consumers are in return offered adapted products that match their needs specifically which increases the competition in the world of FMCGs. The ability to offer narrower products is a result of an extensive development in the field of consumer behavior where not only behavior towards brands and products have been clarified but also media habits that allow for a more efficient use of the advertising budget.

1.5 Limitations

Due to time constraints, the extent of the qualitative research was relatively small and therefore can not be considered as entirely valid. The purpose of the qualitative study was rather to gain insights into and an understanding of the consumer behavior toward the concept.

No collaboration with The Coca Cola Company was established and the analysis is therefore solely based on what can be observed. The Coca Cola Company however did send some material in the form of a Coca Cola Light Plus and a Nestéa Vita’o TV and print ad. The material is enclosed in app. 1, 2 and 6.

Lastly the financial aspect of Coca Cola Light Plus and the recommended marketing plan will not be taken into consideration as it lies outside the purpose of this thesis while the number of pages limits the ability to calculate and analyze the costs of an implementation. However, in practice it would be crucial to calculate costs in order to ensure staying within the marketing and financial budgets.

1.6 Progression of thesis

1.0 Introduction
Problem Identification
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↓

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Execution of the Research & Data Collection
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↓

4.0 Recommending a New Approach
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↓

5.0 Conclusion
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1.7 Abbreviations

The National Board of Health and The Danish Veterinary and Food Administration have been abbreviated to The NBH and The DVFA, respectively, throughout the thesis for simplicity's sake.

1.8 Definitions

1.8.1 Definition of Functional Foods

The DVFA defined functional foods as being "*food that is especially developed to have a certain effect that can promote health or prevent disease*" (foedevarestyrelsen.dk, 2009). Moreover the effect exceeds that of the product's or ingredients' ordinary nutritional value (foedevarer.di.dk, 2007).

Functional foods are divided into 5 main categories (foedevarer.di.dk, 2007);

1. *Upgrading* (the addition of an already existing nutrient in the product. E.g. adding vitamin C to orange juice)
2. *Substitution* (whole or partial replacement of an ingredient with a healthier one. E.g. saturated fat with fish oil)
3. *Elimination* (the removal of an undesirable ingredient. E.g. fat)
4. *Enrichment* (the addition of a nutrient that is not already existent in the product. E.g. adding a vitamin to a soda)
5. *Modification* (chemical, psychical or biotechnological treatment of a product)

The most common ingredients in functional foods are (foedevaer.di.dk, 2007):

1. *Probiotics* are milk acid bacteria that have a positive effect on the bowel function.
2. *Prebiotics* are natural carbohydrates that increase the growth of probiotic bacteria.
3. *Dietary fibres* contribute to a better bowel function.
4. *Omega-3* is an essential fat acid that can reduce the risk of coronary and vascular diseases.
5. *Minerals* e.g. calcium and iron that are a part of the body's production of bones and blood.
6. *Vitamins*, most commonly C, D, and E, that function as antioxidants and are beneficial for bone construction.
7. *Fat replacements* are ingredients that maintain richness while lowering the calorie amount.

With this broad range of products it is evident that some functional foods are naturally functional while others have been altered to become functional. For instance can a naturally occurring ingredient in one product be transferred to another to exploit its healthy benefits. This enables the consumer to pick from a variety of foods that have exactly the same health promoting - or disease preventing effect.

1.8.2 Definition of Attitudes

Over a very long time period there has been extensive research on attitudes and how they are formed. There have been proposed as many theories as there are theorists but none have managed to be entirely conclusive. As such it is still an area that is undergoing research. Nonetheless there are a couple of basics that the theorists agree on and that is that the following components need to be present for an attitude to be formed (Olsen, 2008):

1. Evaluator (the person doing the evaluation)
2. Attitude object (the object that is being evaluated)
3. Evaluation of object (the attitude formed towards object)

The attitude that is formed is constructed by 3 components, also referred to as the ABC model. First of all there is an affective component, which is the emotional evaluation of the attitude object. Because there is always an object involved in evaluation, attitudes also consist of a cognitive component. Cognition is the part of the evaluation that includes a person's beliefs, perceptions and knowledge about the object. It is believed that positive affect and cognition towards an object leads to the last component i.e. behavior (conative) or at least some form of intention to act towards the object. While cognition is a rational belief that is grounded in facts about a specific object, affect deals with emotions that are neither rational nor explainable but is rather grounded in how these facts make a person feel (Olsen, 2008).

1.9 Legislation

In Denmark, the legislation on functional foods has been among the most restrictive in the EU. Because there was no harmonisation at the EU level it was possible for Denmark to have its own set of rules and administration process. Companies were prohibited from advertising a product’s wholesomeness, in terms of claiming that a certain product or its components can cure disease or contains other health promoting benefits. In addition, The DVFA approval process was extremely slow and restrictive, compared to other EU countries, - only granting approval to those companies that could prove a necessity for the added nutrients. For instance the Danish population was deemed to be iodine deficient and iodine was therefore added to salt. At the same time, because salt is a considerable part of the Danish diet it excludes other products from being enriched with iodine. This restrictive legislation resulted in the fact that hardly any functional foods have reached the supermarkets’ shelves.

EU conviction

However in 2003, an EU conviction forced Denmark to change its approval process from one that only granted approval to products that contained nutrients that the population needed, to one that accepted all functional foods unless it could be proved that the product in question posed a danger to the population’s health status. The DVFA therefore now conducts a risk assessment for every product that applies for approval to ensure that any part of the population will not have a too high intake of the added nutrients. Along with the conviction, the EU commission proposed a common set of rules for functional foods. This proposition was accepted in October 2006 to harmonise the rules and to enforce the “free movement of goods” (foedevarestyrelsen.dk, 2009). With the new common legislation, the intention is that maximum limits for the addition of nutrients to foods will be established (foedevarestyrelsen.dk, 2009).

Individual approval

In practice the company applies for approval by sending in an application to The DVFA that contains information about the product’s added vitamins and minerals hereunder the amount thereof and the amount of energy per 100 ml/grams. The application fee is currently 6,100 kr. per product and 1,700 kr. per product variation and the approval process can take up to 6 months. (foedevarestyrelsen.dk, 2009).

General approval

Nevertheless The DVFA has produced a “positive list” that contains pre-approved vitamins and minerals that can be added to specified products without having to apply for approval. These foods include fruit and vegetable juices with added vitamin C (max. 40 mg per 100 ml), oatmeal with added calcium (max. 2.3 g per kilo) and phosphor (1.8 g per kilo) and cereals with vitamin B, niacin and iron (foedevarestyrelsen.dk, 2009). The only requirement for the usage of pre-approved vitamins and minerals is that The DVFA is informed before the product can be marketed (foedevarestyrelsen.dk, 2009).

Health Claims

In Denmark and the rest of the EU, companies are prohibited from proclaiming that the product is either recommended by doctors or that it can prevent disease. This is due to the fact that companies are not allowed to exploit the fear of disease as a means to sell their products. The consumers may neither be led to believe that functional foods can replace a healthy diet (foedevarestyrelsen.dk, 2009). By January 2010 the EU will have a list of pre-approved health claims in relation to nutrients that are the only ones companies are allowed to use when marketing their products (foedevarestyrelsen.dk, 2009).

Applications

Updated in November 2009, the list of applications contained approx. 139 applications for products that range from soft drinks over butter to bread. Some of the applications were withdrawn while 47 products were approved and 22 were denied. The rest are still in process. (foedevarestyrelsen.dk, 2009)

All things being equal the harmonised rules make it relatively easier for companies, wanting to enter the functional foods market, to obtain approval for their products. Along with this change in practice, Denmark will undoubtedly experience more functional foods on the shelves, though it is expected that companies will only enrich products that can be health claimed otherwise there is no incentive (foedevarer.di.dk, 2007).

1.11 The Coca Cola Company

The Coca Cola Company was established in the US in 1886 and is currently the largest beverage company in the world with an operation income of $ 8,4 billion in 2008 worldwide. The same year the European market accounted for approx. $3 billion. (thecoca-colacompany.com, 2008)

The Coca Cola Company produces the concentrate, which is then sold to licensed Coca-Cola bottlers throughout the world. The bottlers, who hold territorially exclusive contracts with the company, produce finished products in cans and bottles from the concentrate in combination with filtered water and sweeteners. The bottlers then sell, distribute and merchandise the products to retail stores and vending machines (thecoca-colacompany.com, 2009). The Coca Cola Company has licensed the brands to 300 bottling partners. Carlsberg A/S is the bottling partner in Denmark (coca-cola.dk, 2009).

Along with the Coca Cola brand, which is recognized as the world's most valuable brand, the company portfolio includes almost 500 other brands –some of them 13 billion dollar brands. 4 of those brands, Coca Cola, Diet Coke, Sprite and Fanta, are on the world's top 5 list of non-alcoholic beverages. Worldwide the brands constitute 3,000 products ranging from diet and regular sparkling and still beverages to juices, energy drinks, coffees, and teas. In 2008 alone, 700 new products were launched (thecoca-colacompany.com, 2009).

The Coca Cola Company's headquarters are located in Atlanta, Georgia but the large distribution system and 92,400 company associates ensure that the Coca Cola brands are represented in more than 200 countries across the world with nearly 1.5 billion customer servings per day (thecoca-colacompany.com, 2009). The production in Denmark started in 1959 and now approx. 24 products are represented, ranging from the original Coca Cola brand over juices to ice-teas (in collaboration with Nestlé) and energy drinks (coca-cola.dk, 2009).

Because The Coca Cola Company is represented in so many beverage categories it has many competitors. The major competitor in the US is PepsiCo with a market share of 30.8% in 2008 against the Coca Cola Company's 42.7%. However the competition between PepsiCo and the Coca Cola Company is fiercest on the North American market as The Coca Cola Company far outsells PepsiCo on an international level. In addition to PepsiCo, smaller competitors can be found in Dr Pepper-Snapple, which has a market share of 15.3% and internationally various local coke brands compete with The Coca Cola Company (wikinvest.com, 2009).

2.0 Brand Analysis

There are two variations of Coca Cola Light Plus –one is with green tea extract and one is enriched with vitamins. The focus of the thesis is on the vitamin enriched version as it is a true functional food. The added vitamins consist of B12-vitamin and niacin (coca-cola.dk, 2009). Though it bears little resemblance to the original product, Coca Cola Light Plus is in its essence a brand extension of Coca Cola Light. Being a brand extension of Coca Cola Light is both advantageous and disadvantageous. Coca Cola Light's brand equity can be transferred to its extension but it can also have a backfire effect upon the parent brand if the extension is not received well. Coca Cola Light has been very successful (coca-cola.dk, 2009) and it seems as if the Coca Cola Company has used this secure brand as a basis for its first functional product because it is so strong that it can shield off any harm done to it. Secondly, Coca Cola Light is one of the world's top 5 non-alcoholic beverages (thecoca-colacompany.com, 2009) and when moving into such an unfamiliar territory as functional foods are, it is advantageous to have a solid brand name backing up the product. On a more practical note brand extensions are cheaper than developing an entire new brand and one must assume that there has already been spent a lot of resources on research and development to obtain The DVAF's approval. Using a familiar brand name is a convenient way to save money and time because it excludes the need for a completely new branding strategy (Keller 2008). However the product is so different in its appearance that direct links to the parent brand are hard to tell.

The product was one of the first functional foods to obtain The DVAF's approval after the EU conviction in 2003 (ccpublicrelations.dk, 2009).

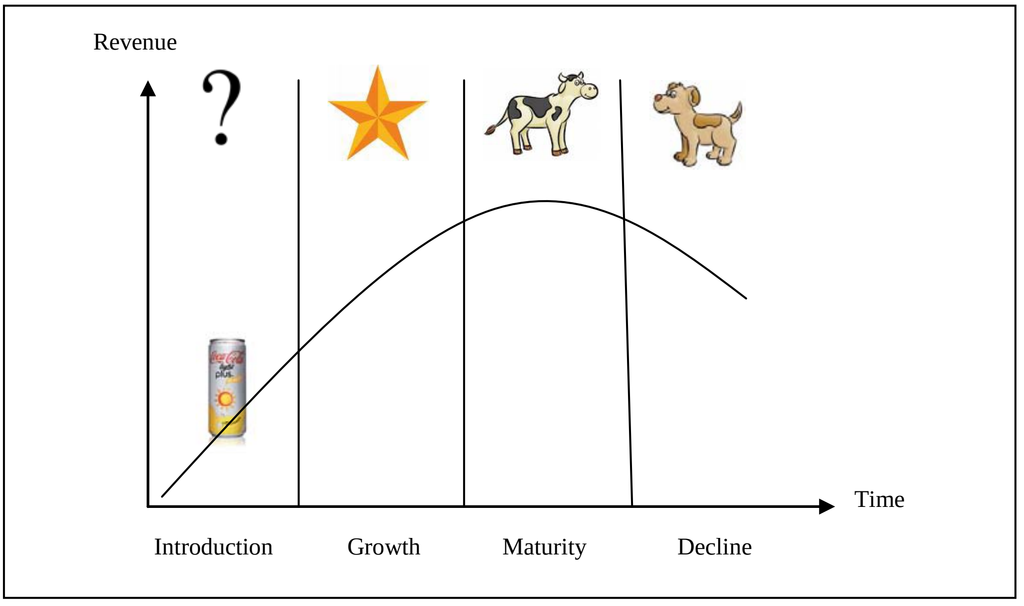
2.1 Product Life Cycle Curve

The PLC curve is good for identifying which strategic measures are needed in order to increase sales. Each stage requires a strategy development to move the brand/product further up the curve. For instance do companies with brands/products in the introduction stage need to spend on advertising to create awareness and knowledge. High spending on advertising and an initial low sales volume means that this stage is often a period of negative profits. Only the "innovators" and "early adopters" are currently purchasing the brand/product and the price is therefore usually set high to recoup expenditures. An increase in sales will occur as the consumers begin to notice the brand/product in the market and the brand/product will move to the growth stage. In the growth stage the company should focus on capturing a larger share of the market by targeting additional target groups than was done in the introduction stage. If the demand is high the price level can be maintained while it can be lowered if more consumers need to be captured. If the brand/product is successful at this stage, competitors will start to enter the market and the challenge becomes to get consumers to prefer the original brand. In the maturity stage sales are increasing but at a slower pace than in the growth stage. The company can reduce its level of advertising because brand awareness will be well established by this stage. The goal in the maturity stage is to maintain market share in an increasingly competitive market. This can either be done by reducing the price, introduce new distribution channels to make the product available in more outlets, or emphasize how this brand differs from the competitors. Lastly the brand will move into the decline stage when the market becomes saturated or consumer tastes change. The options are to discontinue the product immediately, introduce new uses or design for the product or slowly phase it out so that it is only available in profitable outlets. (Levitt, 1965; Andersen et al., 2003).

The market for functional foods has in Denmark been very slow in its development due to government regulations and restrictions and as a result there are not many products in the product category yet. This means that the entire product category itself can be placed in the introduction stage. Coca Cola Light Plus is currently also placed in the introduction stage, mainly because of the above mentioned factor but also because the brand is only available at few outlets and only two variants have been introduced - both of which leverage on an existing brand’s equity. This is perceived to be a way of testing the market before going onto the market full scale with numerous products and outlets.

As Coca Cola Light Plus moves into the growth stage it will gain a competitive advantage over those products in the introduction stage i.e. by being the first brand that moves into the category it gains a first mover advantage. Being in the introduction stage also means that the brand is a *“question mark”* of the BCG matrix and that the Coca Cola Company should therefore put effort into creating brand awareness and positive brand attitude for the Coca Cola Light Plus brand to even move further into the stages, and avoid it instantly becoming a *“dog”*.

The Coca Cola Light Plus brand could also have been introduced in order to prevent the Coca Cola Light brand (parent brand) from reaching the maturity stage where they are unable to capture more market share. By introducing Coca Cola Light Plus the Coca Cola Company may perhaps have managed to defend and maintain Coca Cola Light's position in the market by offering the target group a product that is intentioned to meet the needs of the future. Meeting the target group's future needs postpones maturity of the Coca Cola Light brand because having a brand in the introductory stage can halt and pull back the aging of other brands in the company portfolio.



1. Coca Cola Light Plus placed in the PLC Curve combined with the BCG Matrix (Levitt, 1965; Hambrick et al., 1982)

2.2 Porter's Five Forces

Porter's Five Forces provide an insight into the competitive situation in the industry and thereby how attractive the market is to companies that wish to enter. The model reveals on which parameters (forces) the companies compete against each other and is in this thesis applied to identify in which areas Coca Cola Light Plus is vulnerable to competition and where potential sources of profitability can lower the strength of a competitor's attack (Porter, 2008).

2.2.1 Threat of new entrants

Government regulations on functional foods pose the most difficult barriers to entry. These regulations require companies that want to enter the functional foods market to spend heavily on research and development in order to be able to back the product up scientifically and thereby gain The DVAF's approval (high *capital requirements*). On the other hand strict regulations means that only a few companies have gained approval and the level of competition is therefore lower than for ordinary soft drinks. In relation to economic barriers to entry, being the largest manufacturer of soft drinks, The Coca Cola Company already possesses economies of scale in the form of the necessary means and technology to discourage new minor entrants. Major entrants that also possess economies of scale, such as PepsiCo, would nonetheless find it relatively easy to follow suit. International functional foods brands that can gain The DVAF's approval for products that are well established abroad are another threat to Coca Cola Light Plus because they can leverage on existing capabilities and know-how and perhaps even offer superior products.

Coca Cola Light Plus is probably produced at a small volume because of low anticipated demand in the introduction stage (see paragraph on pricing strategy on p. 32). *Supply-side economies of scale* have hence not been reached yet and that lowers the entry barriers because an aspiring entrant can come onto the market in a very small scale in terms of marketing, distribution or any other part of the value chain and still be able to capture some of the market share.

New entrants can choose to offer the same product, e.g. if PepsiCo introduced a light variant enriched with the same vitamins, it would become a direct competitor for the "premium product" position (Andersen et al. 2003). Or new entrants can choose to occupy a non-cola position with e.g. a Mountain Dew or juice with vitamins and become indirect competitors. Strategically it means that new entrants can offer the same product at a lower price or a new product at the same price level. If/when competitors start to enter the functional beverage market, the Coca Cola Company needs to consider a counter-move by either introducing new variants to maintain the competitive advantage or re-enforce its image with the consumers as the original in the category. In order to curb the effects on the market share a new entrant could pose, it would be a good idea to communicate and promote the Coca Cola Light Plus brand before competition starts to arise in the market. Clearly communicating the brand identity and brand image will ensure a brand equity that the new entrants have not yet acquired. Added value will lead consumers to become brand loyal, which is the most difficult buyer group to target for a competitor because the consumers know what they have but not what they will get with a new unknown brand. (*incumbency advantages independent of size*)

Unequal access to distribution channels means that a new entrant will compete for an already limited shelf space. Coca Cola Light Plus has already secured its space in a number of channels, though perhaps at the expense of other Coca Cola Company brands. But unless a new entrant is willing to give up some of the company's other brands' shelf space or displace competitor brands by offering a major incentive, e.g. discounts, to the retailers, entering the market will be difficult.

As stated in the below section *customer switching costs* are low when anticipating that new entrants will enter with an equal or perhaps even lower price level and it will therefore be easy for new entrants to gain customers.

2.2.2 Threat of Substitute Products

As it has been stated before there are very few direct threats of substitutes. For this force it is therefore more relevant to look at indirect substitutes such as soft drinks that are not functional or water, coffee, juice or any other type of beverage that the consumer would consider substituting Coca Cola Light Plus with in case it is unavailable at the channel. Identifying substitutes in the market also help define the market that the product/brand competes in but most importantly *"the market defines itself by how the consumers see the market"* (Elliott & Percy, 2005 p. 110).

A major concern for this force is that Coca Cola Light Plus and Coca Cola Light would become substitutes for each other and thereby causing a cannibalization effect on either product to occur. All other things being equal if the consumers' purpose for drinking Coca Cola Light Plus is hydration there are plenty of other alternatives, at an equal or lower price level (*low switching costs*), available and the level of competition is therefore extremely high.

Over time, competitors will notice if Coca Cola Light Plus is being successful and will consequently and undoubtedly introduce their own functional soft drinks. Coca Cola Light Plus is a pioneer in this field and the future level of competition depends on its ability to achieve success because competitors will be attracted to a lucrative market.

For those buyer groups that are *favorable brand switchers* and even *brand loyals* (Elliott & Percy, 2005), Coca Cola Light Plus will probably not always be the soft drink that they purchase. It is a purchase motivation that is highly dependent on what the consumer is in the mood for. In that regard it is important though that Coca Cola Light Plus stays in the brand consideration set and perhaps even be top of mind so that the consumers chooses Coca Cola Light Plus more often than they choose competitor brands/substitute products.

Lastly, looking at substitutes at a greater perspective, there is an increasing focus on obesity, health, and quality of life which could cause more consumers to stop purchasing sodas altogether and substitute it for a healthier alternative. But that is a threat to the entire product category, soft drinks, and not just to Coca Cola Light Plus.

2.2.3 Bargaining Power of Buyers (End User)

The Coca Cola brand is a very strong brand but it is only that strong because of its buyers/consumers. Buyer power is a two edged sword as The Coca Cola Company only exists because of its consumers but at the same time it is the number one soft drink supplier in the world which means that to a certain extent The Coca Cola Company can do “whatever it wants” and still be successful because there are enough consumers to choose from. At the same time when linking this force to threat of substitutes it is evident that there are plenty of other brands to choose from which provides the consumers with the power to choose. In case the price of Coca Cola brands go up or the brands’ image is changed, being a FMCG means that the consumer has all the power because there is no monetary risk in switching brands.

2.2.4 Bargaining Power of Retailers

The model originally deals with supplier power but in this case it is perceived to be more relevant to look at the power retailers have because in the end they are the ones who choose which products actually reach the consumers.

The battle for shelf space is very high for new products particularly in the soft drinks industry where the shelf space is constant and limited. Nevertheless as the owner of the most popular brands on the market The Coca Cola Company must be deemed to have a considerable amount of leverage with its suppliers. The company can also afford to offer the right incentives to retailers to persuade them to stock another Coca Cola brand.

At first, Coop and Dansk Supermarked after having stocked the product, decided to recall Coca Cola Light Plus because it was in misalignment with their strategy and code of conduct for not selling enriched candy (fpn.dk, 2009). However The Coca Cola Company's leverage with its retailers has become clear after the product has been reintroduced in the supermarkets and following, more and more channels have decided to stock it.

2.2.5 Rivalry

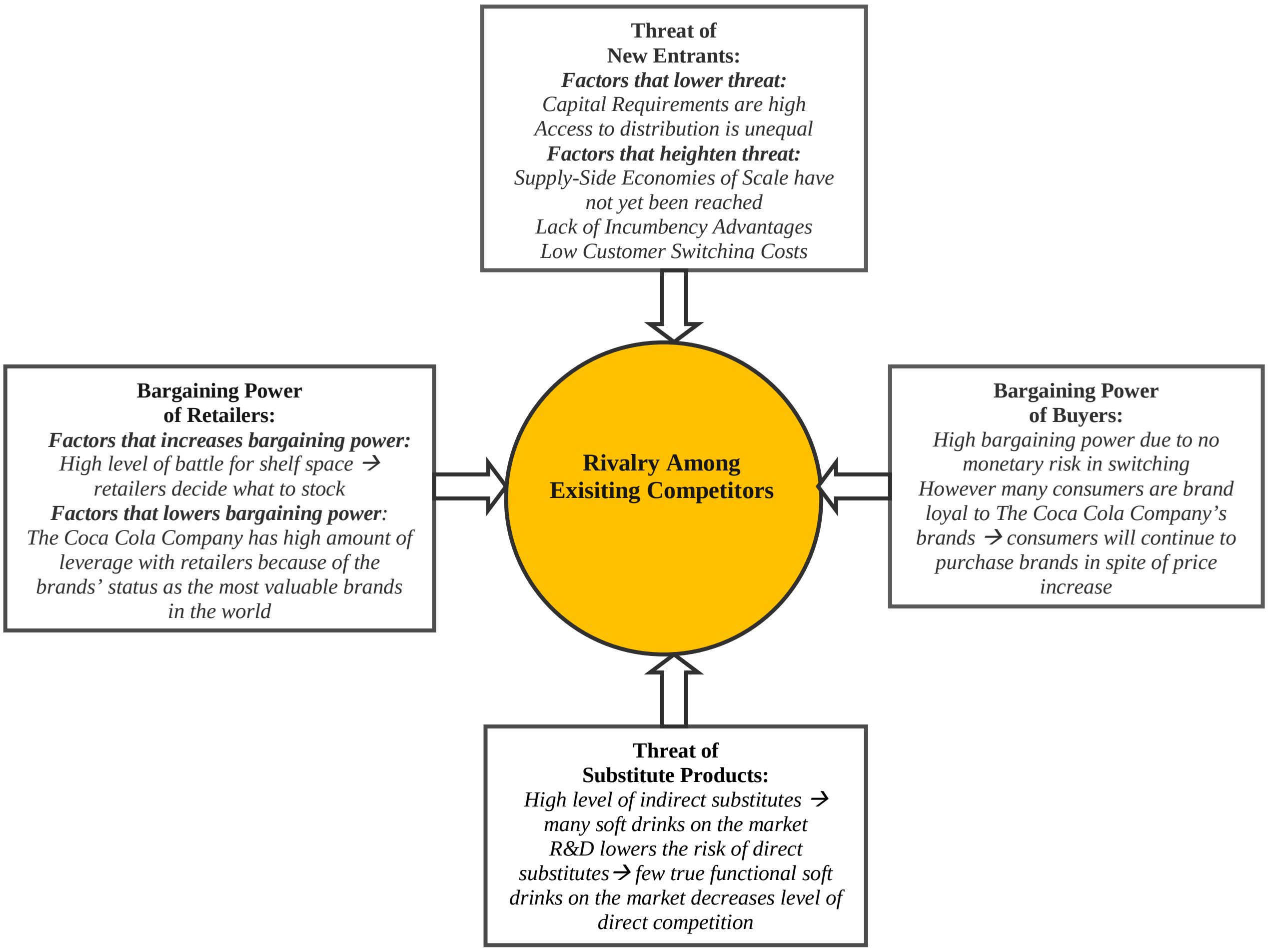
It is evident that Coca Cola Light Plus has a number of first mover advantages such as being one of the first companies to complete the extensive research and development needed to obtain The DVAF's approval. This R&D can also be extended into new product launches in the category. A large brand portfolio allows The Coca Cola Company to capture many different segments before new products start to enter the market and The Coca Cola Company can thereby retain market share in a fiercer competitive situation. At the same time government regulations make it difficult for other companies to create a "me too" product because the needed R&D is not easily conducted or replicated. Nevertheless "me too" products will diminish the effect of product differentiation eventually diminishing the competitive advantage.

Being one of the first soft drink brands in the functional foods category could also mean that consumers will perceive Coca Cola Light Plus as being synonymous with functional soft drinks (Elliott & Percy, 2005) and thereby be more inclined to be brand loyal when new entrants enter the market given that the new entrants focus on the same target group. New entrants would also decrease the threat of indirect substitutes but increase the number of direct substitutes which from a marketing perspective would perhaps make it easier for Coca Cola Light Plus to compete because the competitors become more visible and definable. Additionally The Coca Cola Company's leverage with retailers and a limited shelf space will make it difficult for new entrants to gain access to channels.

Currently the intensity of rivalry might be low but in search for product differentiation in a competitive soft drinks market multiple companies will start reaching into functional foods when the perceived benefits are high enough and the market has been developed a little more. Furthermore an additional driver would be if the consumers, by any brand in the market place, can be persuaded to believe that they need functional foods the market potential will grow and consequently more brands will start entering the market. In order to drive up category need

The Coca Cola Company must include this goal when establishing its communication objectives for Coca Cola Light Plus. Competing on other dimensions than price – on product features, brand image, availability etc. is less likely to erode profitability in the market because consumers will perceive them as added intangible values to the brands and higher prices will be perceived as justified.

In some way Coca Cola Light Plus should welcome competition because more players in the market help increase the overall awareness for the product category as long as those new entrants compete for another position and target group. Companies in other product categories can additionally help increase the general awareness for the functional foods category. For instance is Danisco launching a yoghurt enriched with probiotics that reduces symptoms of the flu (dr.dk, 2009). This can have a rub off effect on the awareness for Coca Cola Light Plus because it increases the number of products in the functional foods category, making it less rare and more well known and familiar. If one consumer tries a yoghurt that reduces flu symptoms he/she may be more inclined to try other functional products.
The above points are summarized in the actual model:



2. Five Forces (Porter, 2008)

2.3 Target Group

In an interview made by Bazar Magazine with Camilla Munkholm Fischer, Product Manager at The Coca Cola Company in Denmark, the target group is defined as modern and active women, age 20-39, who already prefer low calorie and low sugar content (bazaronline.dk, 2009). This corresponds to the Modern and the Modern-individual oriented segment of the Gallup Kompas where members are career and goal oriented often living a fast paced life by being on the beat and up-to-date with the latest trends (gallup.dk, 2009). As such the consumers have been segmented according to their psychographic (lifestyle) demographics. It is a segmentation method that is gaining in popularity because it says something about the consumers' values and perceptions on life, which can lead to meeting consumers' demands and brand/product expectations in a better, more fulfilling, way. The Gallup Kompas segmentation method divides the Danish population into 9 segments that are based on questions of attitude. The segments are; the Individual oriented, the Community oriented, the

Modern oriented, the Traditional oriented, the Traditional-individual oriented, the Modern-individual oriented, the Modern-community oriented, the Traditional-community oriented, and the Center segment (gallup.dk, 2009).

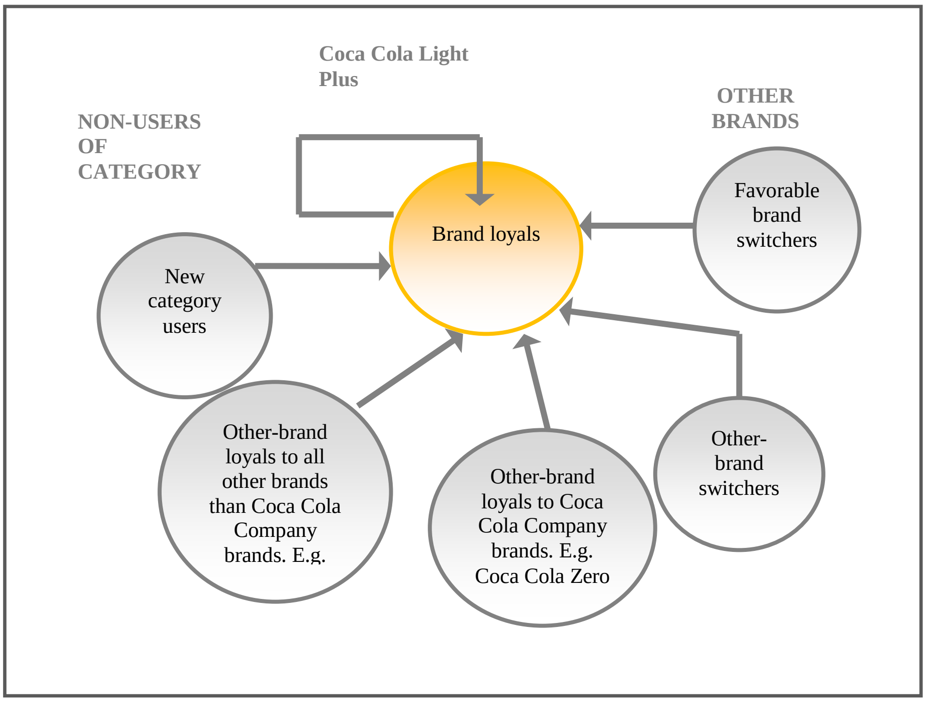
The Modern and the Modern-individual oriented segments care a great deal about brands, quality and lifestyle products when it comes to shopping for clothes and food items. They feel that the brands they wear and use define and portray who they are to their peers and the rest of the world. Image is important to them and using certain well acknowledged brands helps them create the perfect image. They keep themselves updated on the latest trends and news through a heavy usage of magazines, newspapers and not least the Internet. The Modern is a well educated segment, below 40 years of age that is starting to establish a career. As well as the Modern-individual oriented segment, the Modern Danes also have earnings above the average of the population. The Modern-individual oriented segment mostly consists of 20-39 year olds who have not yet settled in a family and they therefore spend most of their time on their jobs. Lack of time is the key word to describe this segment that consequently lives an often hectic life which means that they often buy take out or readymade meals (gallup.dk, 2009).

2.3.1 Buyer Group

The primary buyer group that Coca Cola Light Plus has decided to target is *other brand loyals* (Elliott & Percy, 2005) which interestingly enough is most likely another Coca Cola Company brand in the form of Coca Cola Light (preference towards low calorie and low sugar content). Perhaps the notion is that it is easier to move other brand loyals up the latter from Coca Cola Light to another brand (Coca Cola Light Plus), than to move either of the other buyer groups to Coca Cola Light Plus. Furthermore it is perhaps also easier to make Coca Cola Light brand loyals, loyal to Coca Cola Light Plus as well than it would be for any other brand. However it would perhaps prove to be an unclever strategy if Coca Cola Light is unable to gather the lost consumers from elsewhere (cannibalization effect). On the other hand the extension could have been introduced to retain Coca Cola Light *brand loyals* by offering them an incentive to stay with the brand and avoid them growing fatigue with it. In this sense the target audience becomes *own brand loyals* and the objective is *repeat purchase*. (Elliott & Percy, 2005).

A third buyer group could be *favorable brand switchers* who already know the quality The Coca Cola Company stands for through usage of other Coca Cola brands but are relatively indifferent to which brand they purchase e.g. Coca Cola Light/Zero (Elliott & Percy, 2005). Or they could be dissatisfied with other brands they are already using, e.g. Pepsi Max. In this case the objective becomes *trial*.

The difficulty and cost of capturing *other brand loyals* and *other brand switchers*, who do not purchase any of The Coca Cola Company's brands (Elliott & Percy, 2005), are high but all things being equal soft drinks are a low involvement product and it is therefore easier to capture consumers from other brands than it is in other product categories that are high involvement in nature.



3. Five Buyer Groups, adapted to Coca Cola Light Plus (Elliott & Percy, 2005)

2.4 The Marketing Mix

2.4.1 Promotion

Generally the level of advertising for brands in the functional foods category is low compared to other food categories because there are not many products on the market. However it would be expected that such a massive brand as Coca Cola would launch a major promotion campaign sometime in the future to create awareness.

Push Strategy

The push strategy is used to push the brand through the stores ultimately reaching the end consumers. In Denmark, Carlsberg A/S is in charge of marketing and selling the products to the retailers i.e. they are in charge of the push strategy (B-t-B) (coca-cola.dk, 2009). As stated in the Bargaining Power of Retailers of Porter's Five Forces on page 20, Coop and Dansk Supermarked initially recalled Coca Cola Light Plus however the push strategy has ensured that it is back on the shelves in the supermarkets. It could have been done by offering the retailers a discount or a trial amount of products so that the retailers can decide whether they want to stock the product. The Coca Cola Company/Carlsberg A/S nevertheless has much leverage with its retailers and the retailers could therefore indirectly have been pressured to stock Coca Cola Light Plus.

Pull strategy

The promotion campaign targeted at the end consumers has consisted of outdoor and TV advertising (see app. 1 and 6). The outdoor and TV ads portray a distinct focus on brand and product recognition hence the communication objective is to create brand awareness for when the consumer reaches the point-of-purchase (Rossiter & Percy, 1997).

The purpose of the pull strategy is to get the target group to demand the product at the stores and in turn force the retailers to meet their customers' demands by ordering the product from the Coca Cola Company.

Outdoor Advertising

Interestingly enough the effect that is referred to as "*category need*" (Elliott & Percy, 2005) is not present in the print advertising. It would have been expected that The Coca Cola Company would regard Coca Cola Light Plus as either a *new product* (Rossiter & Percy, 1997) or an extension of a non-functional parent brand, hence regarding the target audience as *new category users*, where category need is necessary, because of the lack of functional foods products on the market (Rossiter & Percy, 1997). To put it in the words of Rossiter and Percy: *"Thus, when selling the category need, it is meaningful to speak of category awareness, category attitude, and category purchase intention: for these category-level communication effects must be addressed <u>in addition</u> to brand-level communication effects"* (Rossiter & Percy, 1997 p. 112).

The only hint that this product is a functional food is in the text; "hello feeling good" but the target audience could easily confuse this with feeling good because of hydration or any other benefit than functionality. The ad assumes that the target audience already drinks Coca Cola Light and that they will also be interested in Coca Cola Light Plus. The ad therefore does not have to be informational because the target group already knows what qualities Coca Cola Light stands for. The ad does, however, stimulate a *positive feeling* for the brand with its energetic yellow and red colors and attention grabbing punch lines where "great taste" and "feeling good" are accentuated (Elliott & Percy, 2005). And the condensed water on the can provides a sense of coolness and freshness as if the can has just been opened and is refreshingly cold and hydrating to drink.

Essentially the initial positive feeling about the ad is supposed to lead to a positive brand attitude. And exactly that could be the second objective for Coca Cola Light Plus. By not giving away the category, consumers are supposed to be intrigued enough to investigate the product in the store and hopefully find it interestingly enough to disregard any perceived risk in purchasing it. If the product category was obvious in the ad negative attitudes, because of lack of knowledge or negative associations with the functional foods category, could easily be formed deterring the consumers from learning more about the brand. In fact the outdoor ad seems to further induce recognition brand awareness because, in comparison to the TV ads, they are stripped of all other elements than the product itself.

The print ad anticipates that the purchase decision is a *low involvement transformational decision*; *sensory gratification* (Elliott & Percy, 2005) or at least that is what The Coca Cola Company wants us to believe that this product is. By creating an ad with little product detail and information, The Coca Cola Company downplays any fears consumers might have about functional foods being unhealthy products disguised with vitamins (business.dk, 2009; fpn.dk, 2009). Another reason could be that companies are prohibited from making health claims when advertising (see page 13) which forces them to focus on other things than functionality (foedevarestyrelsen.dk, 2009). However the ad is lacking so much detail and information that the audience is forced to guess what the product tastes like, other than the fact that it is refreshing, and what kind of vitamins is actually put into the product, and even what the product base is made of. It is uncertain whether The Coca Cola Company is launching a new Coca Cola Light flavor or whether the product is not a coke product but an ice tea or lemonade or the like. It would have been expected that The Coca Cola Company had put more effort into portraying the *benefit focus* and relating the product to its target audience so that the target audience knows what needs the product fulfills which is essentially why they should purchase it (Elliott & Percy, 2005).

TV Advertising

The commercial is divided into two parts where the second offers strong brand and product recognition. The objective is again "trial" as the consumers are metaphorically ushered to the store to purchase this new product.

The voice over talks about the product being an extra little plus for the everyday life and explains that one is with green tea while the other is a refreshing new taste with vitamins though without mentioning which type of vitamins have been added. So there is a reference to functional foods though it is a subtle reference.

In the meantime the cheerful and carefree voice seems to induce that it is easy breezy and problem-free to drink coke with vitamins. This easy breezy portrait of Coca Cola Light Plus is again supposed to make consumers form a positive brand attitude through a positive attitude towards the ad and it is hence assumed that consumers will follow the peripheral route to processing in the *ELAM model* (Hansen & Hansen 2001). Eventually through multiple exposures, ad liking is assumed to lead to purchase intention the next time the consumer is in need of hydration.

The focus of the ad is more on telling the target audience that The Coca Cola Company is introducing the new Coca Cola Light Plus than it is on saying anything about the product and the product benefit. Because the brand is in the Introduction stage of the PLC Curve the only communication objective is brand awareness through a creation of attention. At some point in time the target audience will have been exposed so many times that the brand is hopefully top of mind, or at least in the evoked consideration set, the next time they want to buy a soft drink.

The TV ad is in good coherence with the target group as there is strong visual resemblance between them in the form of a young woman. In relation to target group and ad execution there is a good coherence between the two with the package design supporting a futuristic healthy experience. All the same, the Modern/Modern-individual oriented target group between, age 20-39 is also a segment that is very willing to try new products when compared to the other segments in the Gallup Kompas (gallup.dk, 2009).

Website

There is currently no micro-site for Coca Cola Light Plus but on The Coca Cola Company's Danish website, www.coca-cola.dk, product information and a list of ingredients can be obtained. There is not much information on the website besides some information about the company history, mission and values and contact info. Going onto the American website, www.cocacola.com, there is vast amount of information about the products, the company, and micro-sites for each brand which leaves the Danish consumer wanting more from the Danish website.

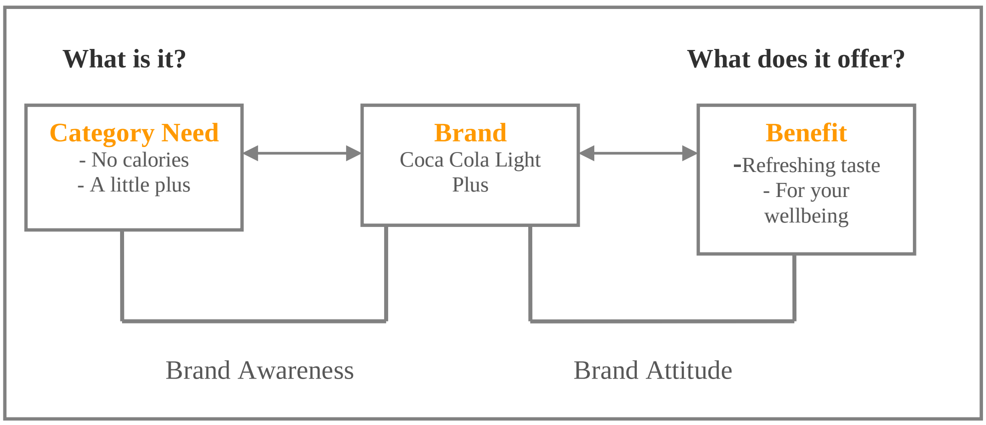
Positioning and benefit focus

The General Model of Positioning (Elliott & Percy, 2005; Rossiter & Percy, 1997) is a beneficial tool for positioning the brand because a well established link between the category need and the brand increases the chance of the brand being thought of when a consumer's need arises. I.e. a clear link to the category identifies the brand as being in a certain category and increases the brand awareness. Brand attitude is the link between the brand and the benefit that the target audience wants. It is important that the brand's benefit focus is consistent with the buying motivation otherwise the brand will be perceived as not meeting the target audience's wants. This model can hence ensure a brand positioning that fits with the target audience's buying motivation.

The positioning Coca Cola Light Plus wants to portray is that *"it belongs to the next generation's functional foods with a focus on the little extra refreshing plus. It is a soft drink for the active person who is focused on a balanced diet and lifestyle"* (coca-cola.dk, 2009). With regard to the product category the positioning it thus takes is *differential* (healthy alternative) and with regard to other brands it is *product benefit oriented* (Elliott & Percy, 2005). One might argue that this extreme differential positioning has formed a new product category (Rossiter & Percy, 1997). But in the end it is nonetheless the consumer's perception that decides what positioning a brand has taken in his/her mind. Whether it is centrally or differentially positioned is determined by whether the consumers perceive Coca Cola Light Plus as being in a category of its own, where it is the leader (positioning in another product category), or in the general soft drinks category with a benefit that differs from the market leader (differentiated positioning) (Rossiter & Percy, 1997).

Due to the positive motivation (sensory gratification) of buying Coca Cola Light Plus the ads emphasize the emotional consequences of the benefit through a claim about the *subjective characteristic* ($c \rightarrow e^{+}$); “hello great taste, hello feeling good”. This punch line presumably refers to the specific benefits; “hello great taste” –the *subjective claim* that leads to the *emotion*; “hello feeling good” (Elliott & Percy, 2005). “Great taste” can obviously not on its own lead to “feeling good” and the objective attribute, the vitamins, can be read between the lines. Another benefit focus could therefore look like this: ($a \rightarrow c \rightarrow e^{+}$). In this sense Coca Cola Light Plus is mixing positive and negative purchase motivations, which is disadvantageously because it confuses the target audience. It will not know whether to buy the product because it tastes good or because it is implied that it can remove some kind of problem for them and make them feel better.

Looking only at the package design, the category need, the *“what is it”* question, that Coca Cola Light Plus competes for is a little diffuse. Coca Cola Light has “refreshing taste, no calories”, an obvious link to the diet category and a clear benefit, “refreshing taste” - the *“what does it offer”* question. But Coca Cola Light Plus is additionally “a little plus for your wellbeing”. There is no defined linkage between the brand and category need for what exactly is “a little plus”? Unless consumers perceive a link between “plus” and functional foods the theme does not make much sense. The benefit “for your wellbeing” is a little indefinable as well because it is an emotion that the consumers are unlikely to believe that a coke is capable of making them feel.



4. General Model of Positioning. (Rossiter & Percy, 1997)

When selecting the benefit focus it is key that the target audience finds the benefit important, that it can be persuaded to believe that the brand can deliver it properly, and that it can deliver it better than the competitors (Rossiter & Percy, 1997). In this sense the enrichment becomes the *unique selling proposition* that differentiates Coca Cola Light Plus from other cola brands (Andersen et al. 2003). On the other hand the Coca Cola brand is an *emotional selling proposition* in itself because the consumers have been persuaded to believe that it tastes better than non-branded generic cola products that physically do not differ substantially from Coca Cola brands (Coca Cola drinkers will most likely disagree) (Andersen et al. 2003). Moreover it was the first cola product on the market and might therefore be perceived to be the original and genuine product while others are less valued copies.

2.4.2 Product

The product comes in a 33 cl. can with a dynamic ribbon that says “vitamins”. The package design is a silvery slim can with a yellow and red sun in the middle. In the TV ad, the product is presented as a Coca Cola Light product but other than the fond and the fond color (red and black) there is no resemblance with Coca Cola Light. The package design certainly speaks to a person on the go because it forces the consumer to consume it all once it is opened as it cannot be closed again. Compared to a plastic bottle with a larger content, where the cap can be put on again and thereby be saved for later consumption, the Coca Cola Light Plus is small enough for a person to drink it all on one occasion.

2.4.3 Placement

Coca Cola Light Plus is available throughout the country in such channels as supermarkets, gas stations and convenience stores. In Denmark Carlsberg A/S is, through a licensing contract, in charge of manufacturing, distributing, and selling the product to the retailers (indirect distribution) (Andersen et al., 2003). Carlsberg A/S does so with their enormous distribution system that reaches even the smallest retailer. The licensing contract means that The Coca Cola Company can solely concentrate on marketing their brands to the end-user but it also means that they lose some control over whether the demands are met in the places where the consumers are requesting the product, and how the push strategy towards the retailers is conducted.

It does not seem like there are types of channels that are preferred over others but Coca Cola Light Plus is only present in well assorted channels, such as Føtex and Superbest, which are a bit more upscale than e.g. Netto and Fakta. Gas stations and 7-eleven are also places where people are on the go and where prices are a little higher than in supermarkets. Again this is in good coherence with the target group who wants convenience at any price and who will not be bothered to shop at several stores in one shopping trip (“one stop shopping”). Moreover the well assorted stores perhaps have more shelf space available to new products because they are generally larger in terms of square footage.

On the physical shelf Coca Cola Light Plus is located next to energy drinks or in separate coolers designed for the purpose. Locating the product next to energy drinks could lead the consumers to believe that it is an energy drink while locating it between regular sodas could potentially lead the consumers to unintentionally overlook the functional aspect. It is not certain that the shelf placement is something that The Coca Cola Company has been able to solely decide upon. Because the battle for shelf space is fierce Coca Cola Light Plus could simply have been assigned to a placement without regard for where it actually fits into according to the positioning strategy.

2.4.4 Price

The retail price is marked at 8.62 DKK incl. VAT, which places it a little higher than the price for a Coca Cola Light 33 cl. can, which costs approx. 5.66 DKK. And the price is even higher than a 50 cl. plastic bottle which is priced at 8.62 DKK. This means that each cl. costs 0.17 DKK when it comes in a 50 cl. bottle whereas Coca Cola Light Plus costs 0.26 DKK (carlsbergdanmark.dk, 2009). Generally products in cans are priced higher than plastic bottles but again the motive for producing a can could be that Coca Cola Light Plus should signal that it is an “on the go” product.

The reason behind this higher pricing strategy could be to lead to the consumers to believe that this product is of higher quality than regular Coca Cola/Coca Cola Light and through that perception lead them to believe that they get more value for money. Moreover a high price could be the result of larger costs connected with the research and development, and the manufacturing of a functional soda compared to non-functional sodas (*economy, political and technologically based pricing*) (Andersen et al., 2003).

Coca Cola Light Plus is ensured a buffer in the high mark-up in case increased competition drives down the price when/if the competitors start introducing their own functional sodas (*competition based pricing*) (Andersen et al., 2003). A higher price strategy also signals that

Coca Cola Light Plus is different - different to its competitors, but also to its parent brand. But the price also signals how high the anticipated demand is – a high price could be the result of a low anticipated demand where costs are spread over a few units meaning that economies of scale has not yet been reached for Coca Cola Light Plus (average cost per unit will fall with an increase in units produced), which is *demand based pricing* (Andersen et al., 2003).

In the end, the pricing should also reflect the target group for Coca Cola Light Plus. It would make no sense to "premium price" the product unless the target group has a high buying power (Andersen et al., 2003). The modern and modern-individual oriented segment is characterized by having a high buying power and uses that power to communicate to its peers that it can afford purchasing the more expensive Coke. So in that sense there is good coherence between price level and target group, but, even though it is only a FMCG, it also more or less excludes other groups with a low/average income. Again this could also be an intentional strategy - keeping the product exclusive to its target segment by pricing it a higher level than what other segments are willing to pay. Unfortunately this means that Coca Cola Light Plus looses potential consumers that are interested in functional foods but are not willing to pay more for them.

Lastly as Coca Cola Light Plus is the first of its kind, it could have been difficult to set the price correctly because there are only indirect competitors for which price comparisons can be used. And placing value on a unique physical attribute could moreover have posed difficult.

Price elasticity

At this point in the thesis, it is difficult to say whether consumers value the USP enough to actually be willing to pay for it. Some consumers in the target group might feel that they get more cola for their money if they continue to purchase a regular Coca Cola Light while others might feel that they get a more unique product when purchasing Coca Cola Light Plus. Those that are brand loyal to Coca Cola Light have become accustomed to a certain price level and they would perhaps not see any idea in switching brands now that they are happy with the brand that they are currently purchasing at price level that they feel good about.

In the time of a financial crisis, even though soft drinks are an inexpensive product, consumers may prove to substitute branded soft drinks for less expensive private labels or ban soft drinks altogether. Consumers are more aware of how and what they spend their money on and unless they truly feel that Coca Cola Light Plus is worth their money they will not purchase it. They might try it out once but unless the product exceeds their expectations they will not repurchase it.

Another strategy, though perhaps unlikely, behind a higher price could be that introducing a higher priced version (Coca Cola Light Plus) of a product (Coca Cola Light) could lead the consumers into unconsciously believing that the original product, Coca Cola Light is actually cheap or cheaper than it used to be. Making new products more expensive makes the existing products appear cheaper than they are. It is all a psychological effect like when a product is priced at 10.95 DKK instead of 11 DKK because the consumer mentally thinks it is cheaper.

3.0 Marketing Research

3.1 Qualitative Research Design

3.1.1 The Research Problem and Purpose

First of all the purpose of the qualitative study was to learn what attitudes towards functional foods could be identified and what the underlying reasons were. Hereunder the purpose was also to find out Coca Cola Light Plus' target group's attitude towards functional foods in general and Coca Cola Light Plus in particular.

Secondly it was interesting to discover the interviewees' reactions towards a Coca Cola Light Plus and Nestéa Vita'O ad. The purpose was to find out if the positioning had an influence on the attitudes towards the products through a comparison of two different positionings with Nestea taking the more healthy one. (see app. 1, 2, and 6)

3.1.2 The Research Design

The research design and structure

The research design was set up as in-depth interviews with an open-ended structure that allowed the interviewees to respond without adhering to a pre-specified set of constructs. Moreover in-depth interviews: "*endeavor to understand the nature and makeup of the area being researched rather than to measure the size and shape of it*" (Willis in Birn, 2002 p. 283). Thereby insights to the attitudes towards functional foods in the target group were gained. The interviewees were shown a TV - and a print ad for Coca Cola Light Plus and Nestéa Vita'O in order to record the more specific attitudes toward these products and to go from a general level to a brand specific level.

The interviews were recorded for later analysis (a CD containing the recorded interviews is enclosed in app. 6).

The research questions

The literature suggests that main questions should be the "*scaffolding of the interview*" (Rubin & Rubin, 2005 p. 134) to ensure that the research problem is examined without firmly adhering to a major list of questions that potentially could result in not getting the details of the interviewees' answers. For each main question follow up and probing questions were asked to ensure that the subject matter was examined to its fullest potential.

The questions that were asked were open-ended to encourage a discussion or narrative interview that was not restricted. In order for the conversation to flow freely and the interviewee not to feel cut off in his/her answers due to lack of time only the main questions were defined. The main questions can be found in app. 3.

Primary target group

The target group for Coca Cola Light Plus is women with a modern and active lifestyle between the ages of 20-39 (ccpublicrelations.dk, 2009). The interviewees reflected the target group to examine this group's attitude towards the product and functional foods in general. This also assisted in identifying if it is indeed this target group that is most likely to purchase functional foods. The selection of interviewees enabled only those who were females and between 20-39 years of age to participate in the interviews. The number of interviewees was limited to 3 people because of time constraints and because it is the specific attitudes of those interviewees that were interesting and not how many attitudes that could be identified.

Secondary target group

To discover whether women, age 20-39 with an active and modern lifestyle is the optimal target group for Coca Cola Light Plus, a secondary target group was used. The interviewees in these interviews consisted of males in the same age group. Number of interviewees was the same to ensure complete comparability.

Both groups of interviewees were identified through the usage of personal contacts.

3.1.4 Execution of Research

Time Frame

The time frame for the conduction of the interviews was two weeks. Each interview was expected to last approx. 30 minutes depending on how elaborate and enthusiastic the interviewee was. A longer duration could increase fatigue among interviewees while stretching the time frame could decrease the comparability of the interviews because issues in the marketplace such as advertising could possibly influence only a part of the interviewees.

Location

The interviews took place at the interviewees' home or other place that was convenient for them. The interviewees were more likely to open up and give honest answers in a setting that they felt safe in and familiar with.

3.1.5 Data collection and analysis

Having executed the research the interviews were evaluated. As with all qualitative data, subjective interpretation is necessary to use the data, i.e. the interviewees' answers needed to be boiled down and transformed to specific questions for the questionnaire. The following section "Results Qualitative Research" contains a presentation of the data and the implications they pose for the questionnaire design.

3.2 Results Qualitative Research

3.2.1 Evaluation

The in-depth interviews were conducted over a two week period at a time and place that was convenient for the interviewee. The length of the interview varied from 15-30 minutes depending on how elaborate the interviewee was. Another reason was that in some interviews, a lack of knowledge of functional foods was discovered. This inhibited the interviewee in responding. Some had neither given the reasons behind their attitudes much thought. All in all 6 interviews were conducted – 3 female and 3 male interviewees.

The age span was from 27 to 30 years of age and all interviewees hold a degree of a higher education. The idea was to do an expectancy value model with subjective norm effects but this turned out to be meaningless during the first interview and the interview guide had to be restructured for the following interviews (see app. 3). This means that the first interview is not comparable to the last 5. However some of the statements that were made are still valuable for the designing of the questionnaire.

With the new interview guide it proved difficult to construct main themes and questions that would be useful for both negative and positive attitude holding interviewees and it could not be predicted beforehand what type of attitude a certain interviewee would hold. Nevertheless the quality of the interviews progressed along with the number of held interviews.

The validity of the interviews is low mainly due to factors such as:

- Fatigue
- Disturbances during the interview
- Lack of knowledge of functional foods inhibited respondents from expressing their true feelings about the attitude object as it was a diffuse matter in their minds.
- A couple of interviewees mentioned that they do not like Coca Cola Light or Nestéa ice teas and therefore their answers could be biased towards a negative attitude merely because they do not like the original product/parent brand. Furthermore interviewees' overall attitude towards either brand could potentially have an influence on their answers.
- Interviewer's lack of interviewing skills:
    A. The ability to control the course of the interview and keep it on track
    B. Possible interviewer bias could have influenced the interviewees to answer a certain way
    C. Difficulty in ensuring that the wording of questions also leads to the interviewee answering in the intended way i.e. coherence between question and answer
    D. Knowledge of the issues in previous interviews could potentially have caused the interviewer to ask follow up and probing questions that directed the interviewee to agree with those issues rather than letting the interviewee answer the questions in his/her own words.
    E. Subjective interpretation of responses could cause misinterpretation of data

On the other hand the validity is heightened by the fact that the relationship between the interviewer and interviewees was well established before conducting the interviews. This enabled the interviewee to talk freely and not feel they needed to withhold, or modify their answers as well as it ensured a high level of cooperation.

For all interviewees it held true that purchasing soft drinks is a low involvement decision and that all of them made their actual decision at the point of purchase where brand recognition could occur.

3.2.2 Results

Initially three respondents were positive towards functional foods but probing questions revealed that the positivism was not without restrictions and hesitations. At best the positive attitude became ambivalent. The reason the respondents were positive was that all three felt that they were not eating a varied enough diet and that they therefore thought they did not consume enough vitamins. Functional foods to them were an easy way of obtaining vitamins and minerals so that they did not have to remember to take the daily vitamin pill. The things that made them hesitate, when probed, was that they actually did not know much about vitamins and what each vitamin is beneficial for. Secondly one respondent was concerned with potential side effects and how they could affect one's nutrition.

The interviewees were unaware of the fact that Coca Cola Light Plus is enriched with B-vitamins – two even thought it was enriched with C-vitamins because of the yellow color on the can, but all agreed that they would like to know on the front of the product the particular vitamin that it is enhanced with instead of the label merely saying "vitamins". It should be noted that of all interviewees only one interviewee had tried Coca Cola Light Plus, while the others had never seen the product before. Only one had therefore had the chance to examine the product in detail and thereby had the opportunity to look at the list of ingredients on the back. This interviewee did not however bother to look at the back. This could be a result of the fact that soft drinks are low involvement and that consumers therefore not perceive any risk in purchasing.

Additionally the interviewees would like to know what B-vitamins are beneficial for and the motivation for purchase was actually what the product benefit was, rather than what the enrichment itself consisted of. This notion sprang from a lack of knowledge of what each vitamin or mineral indeed is beneficial for. Surprisingly the respondents with a positive attitude would prefer more emphasis on the wholesomeness and what health related issues the product could influence than either Coca Cola Light Plus or Nestéa Vita'O present in the ads with the tag lines: "hello great taste, hello feeling good" and "does good, tastes good" respectively.

D-vitamin was mentioned as one of the preferred enrichments because there has been a lot of talk in the media about the Danish population not getting enough of this vitamin. Hence there is still some influence from society as a whole on the purchase decisions a consumer makes. Furthermore the perception was that it would be more credible if the product was enriched with a vitamin whose benefits were known rather than B-vitamins which benefits none of the interviewees were aware of.
It was also interesting that what the interviewees with a negative attitude disliked was exactly what one interviewee with a positive attitude had not noticed or paid attention to. For this interviewee the Coca Cola Light name faded out and the "Plus" extension name stood out making the interviewee believe that this product was healthier than the ordinary one. This fact was what the interviewees with a negative attitude referred to as misleading.

Among the respondents with a negative attitude there was some surprise towards the fact that it is legal to manufacture such carrier/enrichment combinations and none had therefore noticed Coca Cola Light Plus while grocery shopping.

In general the interviewees were having difficulty expressing and justifying the reasons behind their attitudes toward functional foods using words as "unnatural", and "would rather eat the products that naturally contain vitamins and minerals" but they were unable to explain why they felt that way. As an unskilled interviewer it also posed difficult to probe for a reason and assist the interviewees in making valuable answers.

Following is a summary of each interview.

Trine
The first interview with an interviewee that held a negative attitude towards functional foods was also the first interview to be conducted in the series of interviews. As stated in the first paragraphs it turned out that applying an expectancy value model was incomprehensible for the interviewee and the interview guide was subsequently changed.

The interviewee held a negative attitude towards functional foods because she found it unclear exactly which vitamins the products have been enriched with. Knowing the exact vitamins was necessary because in the wrong hands some people might think that they are completely covered with all vitamins by drinking/eating functional foods where the reality often is that a product is only enriched with a sample of vitamins. Clear labeling of functional food carriers and enrichment would also ensure freedom of choice so that the products could be deselected if the consumer is not interested in making a purchase in this category. At the same time she felt that she was a competent consumer that was not easily misled by an unhealthy Coca Cola Light with added vitamins. These two notions taken together almost constitute a ”laissez-faire” attitude towards functional foods in the sense that as long as the products are clearly labeled the consumers would not as easily be misled and therefore it would be more acceptable that the food manufacturers offer these types of products.

Nonetheless to her, there was no incentive to purchase because she preferred drinking a regular Coca Cola Light and then take a daily vitamin pill to ensure that her vitamin intake was completely covered. Because she felt that there was no incentive to purchase she was not interested in gaining more information about functional foods. Moreover she was highly brand loyal towards Coca Cola Light and therefore would be practically incapable of switching brands.

Anna

The second interviewee who held a negative attitude towards functional foods actually used the term “vial” to describe her feelings about functional foods. Her major concern was, as for all other interviewees, that functional foods are misleading and meaningless because the consumers can just as well eat the products that contain the vitamins and minerals naturally. The products were perceived to mainly be misleading to those consumers that already have an unhealthy diet because they would feel that a product enriched with vitamins would be a healthier choice and it could cause them to have a higher consumption rate of these products than normally. She was a bit contradictory on this account because in answering a question of whether functional foods were a good idea for those consumers who do not have a varied diet, she said that she did not believe that consumers would change their habits.

When offering enriched products the focus is moved from sugar and calorie content to vitamins and minerals. And in some cases the benefit would perhaps even outweigh or cover up the disadvantages. The worst case scenario was unhealthy products enriched with vitamins or minerals while upgrading, e.g. adding vitamin C to orange juice, was slightly more acceptable.

She felt that she had a varied and healthy diet and there was again no incentive for her neither to purchase functional foods nor to take a daily vitamin pill. She was therefore also fairly confident that she would not be misled into purchasing functional foods but she was concerned for those consumers who were already unaware of what constitutes a healthy and nutritious diet.

The NBH did have some influence over her grocery choices in the sense that she tried to follow their recommendations. She moreover perceived herself to be one of the most extreme among her friends and family when it comes to groceries, diets and attitudes there to and those reference groups therefore had a positive influence that pulled her in a more relaxed direction.

After watching the TV commercials she noted that she would be interested in Nestéa Vita'O not because of the antioxidants but because there are no preservatives or additives in the product. It also stood out as being more delicious and healthy tasting than Coca Cola Light Plus. She would not consider purchasing Coca Cola Light Plus because she first and foremost did not like Coca Cola Light and because she thought the vitamins made the product taste differently from other coke products. With regard to the names "Vita'O" and "Plus" she felt that that there were so many Coca Cola sub-brands that the name "plus" did not mean anything to her, on the other hand the term "exotic" was used to describe "Vita'O". But what was more interesting was that she mentioned that she thought Coca Cola Light Plus was enriched with E-vitamins and she therefore along with almost all interviewees had no idea what vitamins it is enriched with.

Peter

The third interviewee who also held a negative attitude was negative towards functional foods because he felt the concept was too excessive and that the creation of functional foods was taking things too far. Naturally occurring vitamins in fruits and vegetables would always be chosen and factory produced vitamins in foods would be completely disregarded because they were perceived as unnatural. The reason was that if people were lacking vitamins they should eat the foods that originally contain those vitamins or take a daily vitamin pill.

Moreover if a person had a lack of vitamins it was most likely because they had an unhealthy diet and should therefore change their habits instead of trying to justify drinking a cola because it contains vitamins. Though this interviewee did not directly articulate it the interviewer sensed a fear of functional foods using words as “I am not exactly sure what they contain” and “then you will get all kinds of things that you do not know what are” and “I have not chosen to eat those vitamins”. For him taking vitamins needed to be a conscious choice to ensure knowledge of how many and what vitamins a person is getting. He felt that functional foods were bordering into the medical sphere and he would rather have his doctor tell him that he was lacking certain vitamins. Those that are producing an unhealthy product should acknowledge it instead of trying to make it seem healthier which is misleading; “it is like selling carrots at McDonald’s”.

After being exposed the TV commercial and print ads for Coca Cola Light Plus he used the word “vial” to describe them as all consumers know that cola, whether it is light or not, is unhealthy. Yet the product still tries to be healthier by adding the word “vitamins” directly beneath the logo. This seemed as an attempt to change consumers’ perception of cola by deception and confidence tricks. It should hence be noted on the product that it is not healthier than a regular Coca Cola Light. The product was compared to cigarettes that advertise “no additives” which deceives consumers into believing that the product is less harmful than regular cigarettes. The name and product design of Coca Cola Light Plus was not perceived as bearing a distinctive difference to regular Coca Cola Light.

On the contrary Nestéa Vita’O was perceived as more natural because of the word “antioxidants” which had a better signal value than the word “vitamins”. Nonetheless when probed about whether he would consider purchasing the product if it tasted like a regular Nestéa ice tea he would still continue to purchase a regular Nestéa. Even though the interviewee was well aware that Nestéa might be just as unhealthy as cola, Nestéa in general is more acceptable because it has a more healthy portrayal due to tea extracts while cola is quintessential to things that are unhealthy. Furthermore the interviewee was unsure of how many and what vitamins the Coca Cola Light Plus is enriched with and he thought it was unprofessional not to reveal this information on the front of the product. Because the Coca Cola brand has been on the market for a while the interviewee agreed that it would be more difficult to distinct Coca Cola Light Plus from other Coca Cola products such as regular Coca Cola, regular Light, and Zero than a completely new brand that is unrelated to anything else on the market. A new brand would force the consumer to actively engage in information search and would thereby not as easily be misled.

Julie

Julie indicated that she was positive because she had had a long experience with functional foods because of Chinese heritage and travels to China where food is consumed with a belief that it is beneficial for the body's functions. Because of this long experience she was not intimidated by functional foods. To her, enrichment was an added incentive to purchase over a product that contained no vitamins or minerals. Friends and family were also a positive motivator for purchase - again because of the Chinese heritage while The NBH did not have a notable influence on her because she felt it was difficult to live up to the recommendations. She would however like to see more information on functional foods from e.g. The NBH or the manufacturers.

Overall she was positive to any combination of carrier and vitamin/mineral and liked the fact that a product's wholesomeness is advertised and perceived it as a way of gaining information on vitamins and minerals. The ambivalence occurred when probed about food manufacturer's ability to produce these products and she revealed that she might be a bit naïve when it comes to that matter and as she said: "everything in moderation".

With regard to the ads that the interviewees were shown during the interview, she recognized that the Coca Cola Light Plus was the first ad that she had seen for functional foods in Denmark and that it intrigued her to go to the store and purchase it. At the same time the motivation was that it was a new and different product from The Coca Cola Company, whom she perceived as not launching that many new products to the market. The product was hence perceived as being very dissimilar to Coca Cola Light due to its name and product design. On the contrary Nestéa Vita'O was deemed to be too similar to the original ice tea because of the product design and there was therefore no incentive to try it. With regard to taste she did not have any expectations when she purchased Coca Cola Light Plus but was nevertheless a little disappointed with the variant with vitamins because it did not taste any different from regular Coca Cola Light. But it was also difficult to define how vitamins in a Coke would taste.

Thor

The second interviewee with a positive attitude saw functional foods as a “quick fix” to a day where he had not consumed enough vitamins. His primary goal was to eat so varied and healthy enough that he did not need to take such “unnatural” products in use. The foods that naturally contained vitamins and minerals were preferred over functional foods. Being a “quick fix” soft drinks were proposed as one of the best carriers for vitamin enrichment while the idea of foods enriched with vitamins was rejected because it was believed that the vitamin would add flavor to the foods. The psychological barrier was lower with soft drinks because the respondent was familiar with a combination of water and effervescent tablets, thus creating the same effect and texture as soft drinks with vitamins.

Andreas

The third positive respondent argued that the people who drink cola are perhaps also the ones that are the most in need of extra vitamins i.e. it was believed that cola drinkers had a relatively unhealthy diet where they do not consume enough vitamins. He considered himself to belong to this group.

Secondly this interviewee was highly influenced by his family members, mainly his wife, in the sense that she dictated what groceries are purchased for consumption in the home. She was a firm believer in eating healthy and getting the daily dose of vitamins through a varied diet. This fact along with an indifference towards grocery shopping, limits Andreas’ chances of even encountering functional foods. Nonetheless he would like to be served with more information about functional foods from e.g. The NBH. As the interviewee did not know of functional foods beforehand the interview itself could have intrigued him to find out more about the subject.

While his wife had such an influence on his behavior, the good interviewer – interviewee relationship made him feel confident enough to reveal his true thoughts about the matter and thereby reducing the bias that would perhaps otherwise have emanated from the attitudes of his wife (Chisnall, 2005).

After watching the TV ads, the interviewee was unsure whether The Coca Cola Company was introducing a new Coke with orange flavor. Hence to this interviewee the emphasis and focus was on portraying an image rather than the vitamin benefit. For this reason the interviewee was willing to try the product but at the same time he was certain that there was a limit to how much a person should drink. The biggest motivation factor for purchasing soft drinks was the taste and it must therefore be concluded that, since the interviewee would consider purchasing Coca Cola Light Plus, the TV ad and the package design lead him to believe that the product tastes good. There turned out to be a bit of ambivalence when the interviewee was asked whether he felt it was a "plus"/added benefit that the Coke is enriched with vitamins. His motivation for purchase was not enrichments due to the fact that he had been doing fine without them until now and therefore did not see any reason for changing his behavior.

A final note on the validity of this interview is that the interviewee turned out to quickly be suffering from fatigue and the interview was therefore cut short in order to prevent obtaining useless data. Moreover it proved useless to probe and ask follow up questions as the interviewee would simply answer "I do not know" or similar.

Sum Up

One thing that The Coca Cola Company turned out to be accurate about is their target group for Coca Cola Light Plus. The male interviewees and only one female interviewee would never consider drinking Coca Cola Light. Moreover the TV ad is so aimed at women that the male interviewees could not relate to the message and would consequently disregard it completely. These factors taken together means that The Coca Cola Company has assumed that females, age 20-39, are more likely to accept functional foods than their male counterparts. However as these interviews show, 2 males and only 1 female were positive towards enrichments.

In sum the issues that were raised over the course of the interviews were the following:

- Concern over type of vitamin used for enrichment
- Concern with getting an overdose of vitamins if eating/drinking functional foods
- Functional foods, Coca Cola Light Plus in particular, were perceived as a way to mislead consumers into believing that those products are healthier than the original form of the product.
- Distrust in manufacturers of unhealthy foods
- Functional foods are superfluous; people with a healthy diet do not need functional foods.
- Functional foods are unnatural; natural and original products are preferred
- Enrichments change the product's taste

- Lack of knowledge of vitamins and minerals and how they are beneficial deterred interviewees from purchasing functional foods
- It is an easy and practical way to get vitamins because there is no need for behavior change
- There should be a natural coherence between carrier and enrichment (upgrading preferred over enrichment)
- Information would decrease the fear of functional foods
- Functional foods accentuate the benefits which make it is easier to pick the healthy products
- Accentuating benefits was preferred over accentuating ingredients. I.e. it was more important to know, how a product was beneficial than the exact vitamins or minerals it contained.

These issues constitute the questionnaire for the quantitative research study (see app. 4).

3.3 Quantitative Research Design

3.3.1 Research Problem and Purpose

Where the purpose of the in-depth interviews was to gain preliminary insights into the interviewees' attitudes towards functional foods, the purpose of the quantitative research was to be able to figure out whether the raised issues also held true for a larger group of respondents. The in-depth interviews were designed to obtain specific brand attitudes based on TV and print advertising for Coca Cola Light Plus and Nestéa Vita'O. The quantitative research, on the other hand, was designed to obtain the broader view on functional foods. The purpose of this was to discover how the external environment affects the strategy. As such the quantitative research connects the overall research question with the last three sub-questions.

3.3.2 The Research Design

The Research Design and Structure

The research design was set up as a modified Likert scale questionnaire. The modification lied in omitting a neutral response, such as "neither agree nor disagree" (Olsen, 2008). The reason for omitting the neutral response was that it forced the respondents to form an attitude and reduced the risk of "cognitive comfort" where respondents try to satisfy the interviewer by answering in an appropriate way. This is done by providing random information that is mere guesses. (Olsen 2008). To compensate for the missing neutral response two more scales were added to offer a more nuanced answer. This turned the Likert scale into a six point forced choice format.

The research institute Wilke conducted the coding of the questionnaire, and the gathering and delivering of the data. The questionnaire was coded as a self-administered questionnaire that was available to the Danish participants of their Internetpanel through an online link. The Internetpanel consists of 25,000 Danes, Norwegians, and Swedes and are recruited over the telephone. The panelists fill in a detailed questionnaire to enable segmentation.

The Research questions

The belief statements were equally divided into favorable and unfavorable after which they were given a numerical weight according to the scale. The number of statements was limited to 16 to prevent fatigue and "cognitive comfort" (Olsen, 2008).

Example of unfavorable statement about functional foods.

To what extent do you agree with the following statement?:

- **I would rather eat or drink the food that naturally contains the vitamin or mineral than getting it through functional foods.**

1	2	3	4	5	6
Definitely agree	Agree	Partially Agree	Partially disagree	Disagree	Definitely disagree
☐	☐	☐	☐	☐	☐

Example of favorable statement about functional foods.

To what extent do you agree with the following statement?:

- **I would pay more for a product that is enriched with vitamins or minerals.**

6	5	4	3	2	1
Definitely agree	Agree	Partially Agree	Partially disagree	Disagree	Definitely disagree
☐	☐	☐	☐	☐	☐

Following the Likert scale statements, the respondents' knowledge of vitamins (3 questions) was tested as the in-depth interviews indicated coherence between knowledge of vitamins and the interviewees' attitude towards functional foods.

Respondents were then asked to indicate, which disease/health issues they would prefer functional foods to relieve in order to find the optimal benefit for Coca Cola Light Plus.

- **Which diseases/health related aspects would you prefer functional foods to relieve or have a positive influence on?**
- Cardio/vascular diseases
- Lower the cholesterol level
- Lower the blood pressure
- Enhance the immune system
- Enhance the digestion
- Fortify the bones
- Others –please indicate

State of Being data i.e. demographic data was obtained by using a true class interval scale:

Example of true class interval scale.

- **What is your age?**

20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
☐	☐	☐	☐	☐	☐	☐	☐

See app. 4 for full questionnaire and cover letter.

3.3.3 The Sample Design and Sample Size

The target group was people between the ages of 20-60 - both genders. This target group was used because it was interesting to discover whether differences in attitudes could be recorded over difference in age. It was also used in order to find the optimal target group for Coca Cola Light Plus. A target group that reached below the age of 20 years was not chosen because it is unlikely that they have influence over purchases in the home (even though "pester power" is a rather strong power). Moreover a target group that reached over the age of 60 was neither chosen because it was perceived to be unlikely that The Coca Cola Company would ever choose to target this group.

To achieve this representation, Wilke chose to use a stratified random sampling according to geography – capital area, Zealand, Southern Denmark, Mid - and Northern Jutland. The sample was derived from each strata by using proportionate stratified sampling that resulted in a sample of 2510 persons.

3.3.4 Execution of Research and Data Collection

The time frame was 3 weeks, from coding in week 31 to the deliverance of the data in week 33. The idea was that gathering the data in week 32 ensured that more people were home from the industrial holidays and that it thus would increase the number of responses. The data was delivered in Excel spreadsheets that included frequency and cross-tables (see app. 5).

3.4 Results Quantitative Research

3.4.1 Evaluation

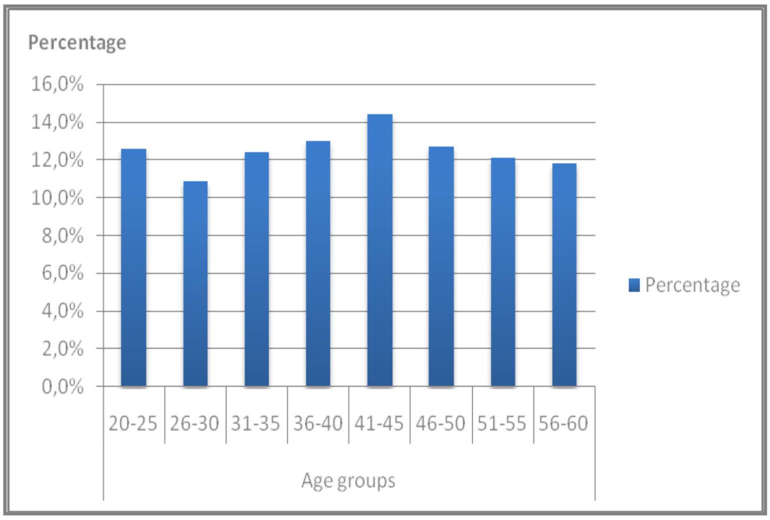
Again as written in the evaluation of the qualitative research, the validity of the quantitative research is also low due to lack of experience with constructing a questionnaire. This could have caused a low relation between the specific questions and the identified research problem. The level of interrelatedness of the questions impacts the ability to determine which type of respondent has a positive attitude and which type has a negative attitude. And it is hard to say whether the statements are truly favorable/unfavorable in nature. These factors cause the data quality to be low when connecting construct development with the research problem. However looking individually at each question and its frequency tells us something about where respondents' agree and disagree and that in itself is valuable knowledge for "Recommending a New Approach" in section 4.

Some loss of control over the process happened when the coding, collection, and deliverance of data was handled by Wilke and though it is unlikely, some errors could have occurred during any of these three processes.

The results are a snapshot of the respondents' attitudes toward functional foods at the current point in time. A point in time were there are only a few functional foods on the market, but it seems that from the time of the secondary data that was used, until today there has been a shift in the underlying reasons for the attitudes toward functional foods. Though the questionnaire is based on only 6 interviews and specifically selected secondary data, the large number of respondents that filled in the questionnaire (1,011 respondents) enabled generalizability for the population between the ages of 20-60.

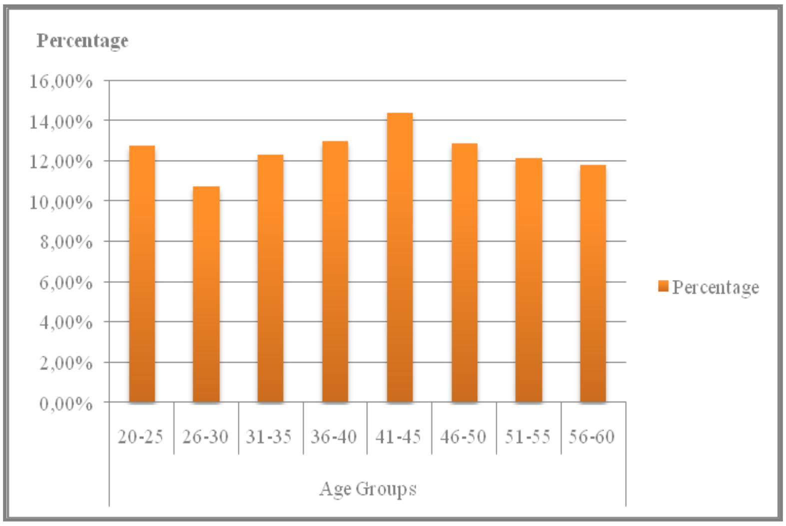
3.4.2 Demographic Representation

1,011 respondents participated in the survey. Of those, 50.4% were male and 49.6% were female with a fairly even distribution of age groups:



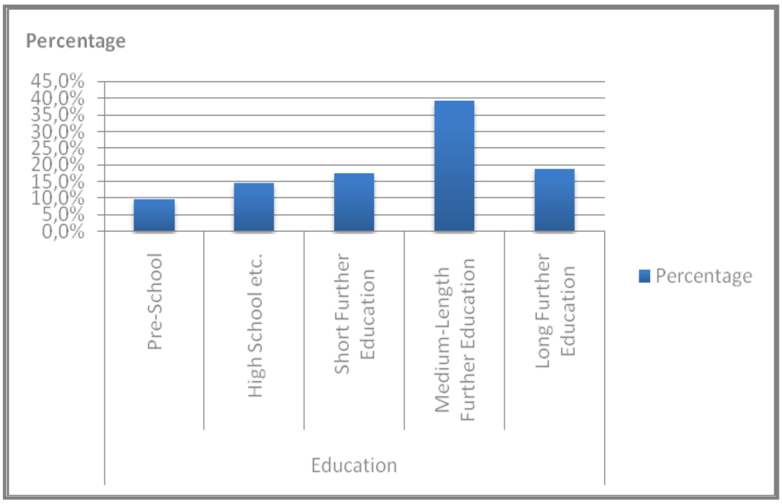
5. Distribution of Age Groups

Per 07.01.2009 there were 2,974,800 people in Denmark between the ages 20-60 of which 1,475,084 were women (49.6%) and 1,499,716 were men (50.4%) (statistikbanken.dk 2009).With the below chart it is evident that the sample's age distribution resembles the target population very closely.



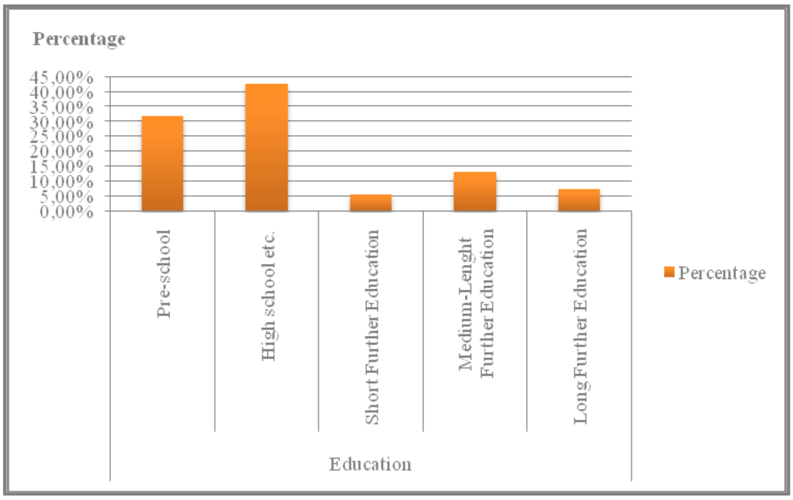
6. Distribution of Age groups (statistikbanken.dk 2009)

With regard to education, the majority of the respondents held a medium length education:



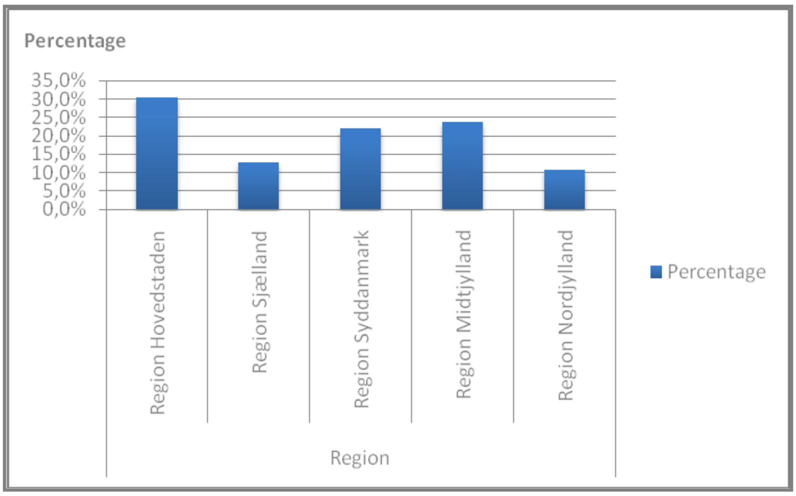
7. Distribution of Education

The most recent figures from Statistics Denmark state that per 10.01.2008, 394,073 people, between the ages of 20-59 held a medium length education as the highest education achieved (the age group division in Statistics Denmark is different from that of the research study, and the age 60 is as a result left out of the total). 976,401 had finished pre-school, 1,306,182 had finished high school or the equivalent. 165,519 held a short further education and 220,824 held a long further education. As can be seen in the below chart there is a difference between the target population's highest achieved education and the respondents.



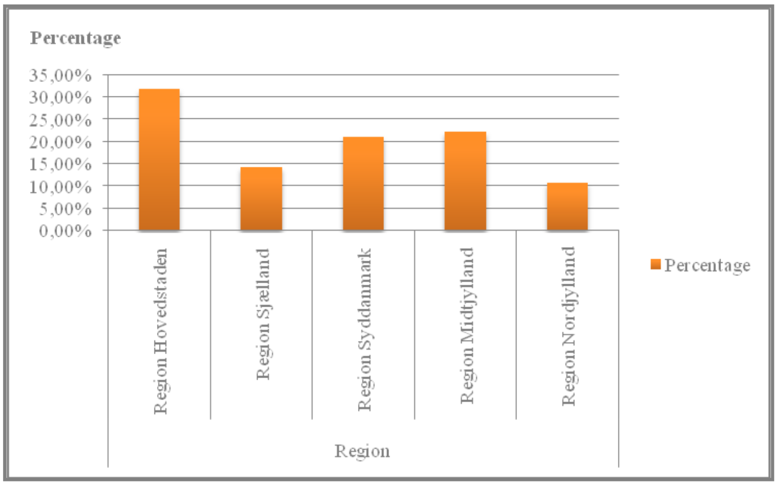
8. Distribution of Education (statistikbanken.dk 2009)

Most respondents lived in the capital area or Region Midtjylland:



9. Distribution of Living Area

The target population's living areas are distributed so that 942,919 people live in the capital area (Region Hovedstaden), 422,989 people live in Region Sjælland, 627,413 live in Region Syddanmark, 576,508 live in Region Midtjylland, 304,971 live in Region Nordjylland.



10. Distribution of Living Area (statistikbanken.dk 2009)

With the presented figures it is evident that there is a high representativeness across age, education, and living area.

3.4.3 Results

Statement 1 and 2

"I am afraid of obtaining too many vitamins if I eat or drink functional foods"

"I feel that my vitamin intake is well covered"

These two statements were applied as a result of the in-depth interviews showing that the interviewees that held a negative attitude towards functional foods did not perceive a need for them because they felt that their vitamin intake was well covered and that eating/drinking functional foods would cause a vitamin overdose. The statements are unfavorable as agreeing with the statements signify that the respondent perceives functional foods as dangerous and redundant.

The frequency for statement 1 shows that the respondents disagree (57.8%). Of those 58.3% where male and 57.4% where female while the largest group that disagree is found in the 20-25 year olds (76% of respondents in the age group). This age group is the one that has the highest level of "strongly disagree" across the age groups (20.6% strongly disagreeing).The 56-60 year olds is the largest group that agrees with the statement (57.4% of respondents in the age group of which 33% partially agrees which is the highest level of partially agreeing across the age groups). The overall distribution is a little surprising as the interviews had indicated that fear of getting too many vitamins was a major issue for the respondents who held a negative attitude towards functional foods. And when looking at statement 2, 88.5% agree. This shows a discrepancy, because people who feel that their vitamin intake is well covered should consequently also be fearful of obtaining vitamins above the level of what they are currently obtaining. Moreover the interviews showed a coherence between agreement with statement 1 and 2, meaning that those that feared getting too many vitamins also where the ones that felt that their vitamin intake was well covered. However, when crossing question 1 with age it is evident that there actually is coherence, because 95.9% of respondents between the age of 56-60 agreed with statement 2 as well. And the lowest percentage of agreement among respondents is found in the age group of 20-25 year olds (75.6% agree with statement 2), which is also in coherence with statement 1.

Statement 3, 13, and 14

"I would rather eat or drink the food that naturally contains the vitamin or mineral than getting it through functional foods"

"I would pay more for a product that is enriched with vitamins or minerals"

"I believe I get more value for my money with a product that is enriched with vitamins or minerals"

The interviewees in the in-depth interviews were very concerned with naturalness and they felt that fruit and vegetables that naturally contain vitamins were more healthy than industrially produced vitamins. While the first statement is unfavorable the bottom two are constructed as favorable because willingness to pay more signals that the respondent believes he/she gets a higher benefit than regular products and thus values the idea of functional foods. Believing that functional foods provide more value for money is an indicator of the level of interest in functional foods. Meaning that the higher the agreement, the more interested a respondent is in functional foods. All three questions are derived from the results of the interviews were the interviewees with a positive attitude were more willing to pay more than those who held a negative attitude. The reason they were willing to pay more than for regular products was that they believed they got more value for their money.

Statement 3 shows that 89.7% of respondents agree with the interviewees with a negative attitude towards functional foods by agreeing with the statement. The most agreeing group is between 51-55 years of age (96.5%) but across all age groups, the natural way to obtain vitamins is highly regarded (disagreement only ranging from a maximum of 15.8% to a minimum of 3.3%).

This matter indicates that the respondents do not perceive a need for functional foods or at least that there is some preference toward avoiding them if possible. Moreover only 18% are willing to pay more for functional foods (statement 13), and only 18.2% think that they get more value for money (statement 14). So the products are not in any way perceived as superior to non-functional foods and unless the consumers can be persuaded to believe mentally that functional products are superior and that they get more value for money, an equal leveled price range is required.

Statement 11

“I often choose products that accentuate that the ingredients are good for me”

The idea with this statement was that respondents who choose products that accentuate their wholesomeness were more inclined to be positive towards functional foods because functional foods are often designed to promote health in an explicitly stated way.

Statement 11 shows that the respondents do not already choose products that advertise the wholesomeness. Not surprisingly 8.3% fewer men than women choose products that have some kind of health claim on the package. Women are traditionally perceived to be the nurturing type that is interested in nutrition, diet, and generally a healthy wellbeing. Age wise the oldest group, the 56-60 year olds, is the group that most often choose products that advertise the wholesomeness (53.7%). It is a contradiction to statement 1 and 2, where this is the largest group that felt that their vitamin intake is sufficient and had a fear of obtaining too many vitamins if functional foods are consumed. Perhaps there has been some sort of misunderstanding of statement 11 so that functional foods were not part of the respondent’s mindset when grading the statement. Or perhaps this group of respondents consists of mainly females.

In this respect, it will be hard for food manufacturers to convince consumers to consume functional foods because they will have to change consumers’ mentality and shopping habits for non-functional foods as well. It also shows that education of the consumer in terms of teaching them, the bits and pieces of products, about ingredients and what they are, is a required communication objective for functional foods to become successful.

Statement 12

“*It is important for me to know what the vitamins and minerals in the product are beneficial for”*

During the in-depth interviews concerns over what vitamins had been added to Coca Cola Light Plus were raised. The concerns were founded in a low knowledge of what each vitamin is actually beneficial for. While functional foods usually have an explicit text about what benefit the product can produce, Coca Cola Light Plus does not. It was therefore tested whether respondents were keen on knowing what added vitamins/minerals in a product are beneficial for, in order to find out whether Coca Cola Light Plus should follow a more explicit strategy in the package design.

When respondents in statement 12 were asked whether it is important for them to know what the added vitamins or minerals in a product are beneficial for, 76.5% agreed. There is also high agreement across age and gender which could be due to the fact that anyone would like to know exactly what they are consuming. Coupling statement 12 with statement 5 and 6 (see page 60) it is evident that there is distrust in the food manufacturers' ability to produce safe functional foods, which could have an impact on question 12 in the sense that more information about the enrichment will mentally minimize the distrust in food manufacturers and consumers' concern with functional foods.

Statement 16

"It is more important for me to know what effect the vitamins/minerals have on my health than knowing exactly what vitamins/minerals have been added"

Over the course of the interviews it became evident that each added vitamin in a product did not mean much to the interviewees and as a result they would rather know what effect the entire vitamin make up had on their health. The reason for adding the statement to the questionnaire was to find out whether Coca Cola Light Plus should adopt a strategy that focuses even more on the health effects than it currently does with its "a little extra plus for your wellbeing" slogan. It was thus hypothesized that the respondents required more information than the above slogan provides.

In statement 16, 71% find it more important to know what the vitamins/minerals are beneficial for than knowing exactly what vitamins/minerals have been added. So even though they do not often choose products that advertise the wholesomeness, it is important to know the functions of the added vitamins/minerals. Even though a high number of respondents are aware of what e.g. antioxidants, B-vitamins and C-vitamins are beneficial for in question 17, 18, and 19, they are more interested in knowing what impact a product has on their health. This could be due to the simplicity of having the information at hand instead of pulling knowledge about vitamins/minerals from one's memory, knowledge that the consumers in certain cases of rarer vitamins and minerals could doubt the correctness of. One could also argue that if one does not know what a vitamin/mineral does, there is no point in consuming it. Partly the level of education can explain why 71% agree with statement 16, the highest percentage is found in respondents' whose highest level of education is pre-school (the Danish Folkeskole) with 76.6% of respondents agreeing, and the figures are lowering with an increase in level of education – 65,4% of respondents with a long term further education agreed.

With this matter in mind, it is important that functional foods declare what the enrichment is beneficial for in an attention grabbing way so that all potential consumers know what they are purchasing. This is also in alignment with the results of the in-depth interviews where the interviewees were keen to know what vitamins the Coca Cola Light Plus had been enriched with and why they were beneficial. It was not enough to merely put a text on the front of the product that says "vitamins", because more information than that was sought. Again to be able to pull this off, the consumers' behavior needs to be changed so that they start seeking out the products that advertise that they are beneficial and healthy.

Statement 9 and 4

"I find it practical to get vitamins/minerals through the foods that I would consume anyway"
"I find it to be misleading when a product that is already on the market has been enriched with vitamins/minerals"

The purpose of statement 9 was to find out whether the respondents found functional foods to be an easy way to obtain vitamins such as the interviewees with a positive attitude did in the interviews.
The unfavorable statement 4 was asked because the interviewees with a negative attitude had difficulty differentiating Coca Cola Light Plus from regular Coca Cola Light because the two products are so similar in brand name and design. The hypothesis was that the more respondents that agreed with statement 4 the higher the reason for constructing a brand whose product - and packaging design differed tremendously from anything currently on the market. Secondly, a close resemblance to the package design of non-functional foods could be the root of the negative attitude towards functional foods because it could be misinterpreted as an attempt to mislead the consumers.

Statement 9 shows that 65.4% agree with the statement. There could have been a misconception of the question itself. The respondents could have answered on the basis of a belief that the question referred to non-functional foods such as vegetables and fruits or other products that naturally contain vitamins and minerals. The intention however was for the respondents to answer on the basis of it being practical to eat and drink a functional version of an original product, which would not require a change of habit whilst still ensuring an appropriate vitamin intake.

Nonetheless 76.6% agree that it is misleading when vitamins or minerals have been added to a product that is already on the market. Only 23.2% feel that they are able to differentiate between the products. This result calls for an introduction of an entirely new product or brand rather than a product/brand extension in order for the consumers to feel confident that they are able to choose the intended brand and product.

Statement 5, 6, and 15

"Food manufacturers only produce functional foods to make me believe that a product is healthier when vitamins/minerals have been added"

"I do not trust that the food manufacturers have the necessary knowledge to produce functional foods"

"More information about functional foods would make it easier for me to understand them"

Statement 5 is based on a belief that the resistance towards functional foods could also be rooted in the consumers believing that the food manufacturers use advertised wholesomeness as a way to sell more expensive products, and that it is a way to disguise unhealthy products which will increase the chance of the consumer purchasing the product. In the working paper by Poulsen, focus group results showed that one of the main barriers to functional foods were "distrust of manufacturers' motives and competence" (Poulsen, 1999). It was therefore interesting to see if this reason still held true today. Statement 6 is directly derived from this notion while statement 15 was designed to find out whether more information on functional foods could potentially counterbalance a negative attitude.

Statement 5 shows a mistrust in food manufacturers that produce functional foods, with 84.4% of respondents agreeing with the question. And 66.8% agree with statement 6. This mistrust can be hard to overcome but it can be argued that if the companies that consumers have a high regard for start manufacturing functional foods for the right motives consumers mistrust will be lowered. "Right motives" in the sense that consumers can be persuaded to believe that the company is more interested in their customers' wellbeing than making money.

In addition, statement 15 suggests that if e.g. an independent organization like The National Board of Health enlightened consumers, informed them about side-effects or endorsed certain products that are reliable and with proven results the consumers' skepticism would perhaps abate and make it easier for them to respond to the products.

Statement 7 and 8

"Vitamins/minerals make the product taste differently"

"I lack general knowledge about vitamins/minerals and why they are important to my health"

Poulsen's focus group results also showed that another main barrier was that "consumers think they can taste the enrichment substances" (Poulsen, 1999). Statement 7 is derived from this belief because it was perceived to be plausible that it was still a barrier today and thereby could be one of the roots of the attitudes toward functional foods. Statement 8 was established on the basis of the in-depth interviews revealing that neither interviewee knew each vitamin's effect on their health and they were therefore deterred from purchasing functional foods simply because they did not know the benefit.

In statement 7, 60% disagree, so change of flavor is no hindrance. The change in perception could be connected to statement 8 where 62.9% disagreed with the statement. This shows a development, over the years, in the knowledge consumers have about vitamins and minerals. In turn more knowledge could have an impact on consumers knowing that vitamins and minerals in functional foods are essentially tasteless.

Statement 10

"I prefer products where there is a natural connection between the vitamin/mineral and the product (e.g. orange juice with extra C-vitamin)"

Because of the interviewees concern with naturalness it was hypothesized that upgrading would be preferred over enrichment because of a more natural connection between carrier and vitamin/mineral.

When considering what type of functional food the respondents are most positive towards, statement 10 shows that the respondents are most in favor of upgrading. Because 81.3% of respondents agreed with the statement there is a notion that products that have a natural connection between carrier and enrichment are preferred.

Question 17, 18, and 19

"Please indicate what B-vitamins can do/are beneficial for"
"Please indicate what antioxidants can do/are beneficial for"
"Please indicate what C-vitamins can do/are beneficial for"

These questions were applied in order to find out whether respondents were aware of the effect of Coca Cola Light Plus' B-vitamin enrichment. It was hypothesized that antioxidants and C-vitamins were far more familiar to the respondents and that Coca Cola Light Plus hence should have enriched with either of these vitamins. The questions were also used to test the respondents' knowledge of vitamins to discover whether a low knowledge influenced their attitude towards functional foods in negative way.

In this study, however, the consumers were fairly aware of the vitamins' effect on the body. 56.2% knew that B- vitamins promote good condition of hair, skin, and nails, and energy. 50.3% knew that antioxidants fight the free radicals and 91.8% knew that C-vitamins strengthen the immune system. The high knowledge of C-vitamins could be due to the vitamin's long presence on the consumer market and because the effects have been know for a long time. Antioxidants are gaining in popularity, and especially in the U.S. it is one of the latest fads that are used to promote beauty. Therefore it is no surprise that 50.3% of respondents, of which 56.5% were women, knew that they fight the free radicals. However it was unexpected that 56.2% knew the benefits of B-vitamins. 63.3% of those respondents were women and the result could therefore be due to it being an old household remedy for promoting good skin condition. The overall reason for this deviation from the previous research could be that the access to knowledge has become easier over the years along with a larger engagement in acquiring knowledge. Furthermore it could be a difference in the demographic makeup of the respondents in the two studies that determines the level of knowledge.

Question 20

"What diseases/health aspects would you prefer that functional foods could relieve or have a positive influence on?"

This question was asked in order to find the optimal product benefit for Coca Cola Light Plus. Needless to say that some of the proposed health benefits are still utopia but the answers do provide a prospect of what to focus on in future research into functional foods.

However, the question constitutes an error, as the respondents have checked more than one answer, which was unintended. This means that the total do not sum up to 100% but 278.5%. Nevertheless the top 3 illnesses/health aspects that the respondents would prefer that functional foods could prevent or influence are heart and vascular diseases (51.4%), lower cholesterol (47%), and improve immune system (49.1%). This result shows that companies that are interested in manufacturing functional products should enrich with vitamins/minerals that have an effect on these illnesses/health aspects.

When looking closer at the free choice many respondents used this opportunity to voice their opinion on functional foods in a very strong way saying things like; "I would rather avoid functional foods", "I do not want functional foods to be available", and "it is unnatural" etc. Most of the respondents who strongly voiced their opinion against functional foods were between 41-60 years of age, both genders. It could be argued that this generation is more opponent to new product innovations than the younger generation who are growing up with a more fragmented and dynamic outlook on products and brands.

Sum up

In sum the youngest age group is most positive towards functional foods but they are also the ones who are growing up with them, which makes it more natural to them. For marketing purposes an even younger target group could be considered because the earlier the age a consumer encounters functional foods the more likely they are to accept that functional foods are part of their daily lives. At some point in time, because the next generation has grown up with them, the newness about functional foods will abate and it will no longer cause such debate and skepticism.

4.0 Recommending a New Approach

The thesis now moves into its fifth part – Recommending a New Approach. They are formed around the target group and the marketing mix to create coherence between what Coca Cola Light Plus has done, which was clarified in part 2 – the Brand Analysis, and what the results of the two research studies show that they should have done instead.

4.1 Target Group

In terms of which target group is most positive towards or has the least strongest attitude towards functional foods it is the youngest age group, the 20-25 year olds. While Coca Cola Light Plus' current target group includes the 20-25 year olds it could be argued that it should not go above the age of 30. Because of a sort of "diminishing returns" the extra advertising effort spent on persuading the 30-39 year olds is useless when the majority of this age group holds a less positive attitude towards the product category. Therefore it is proposed that all the marketing and advertising effort should be spent on capturing a larger part of a narrower target group, which in turn will make up for the lost potential customers between the age of 31-39.

Through it has not been a part of these research studies an age group that goes below the age of 20 could perhaps also prove to be valuable. Because it is more difficult to change a negative attitude than to form a positive one through advertising messages (Rossiter & Percy, 1997), the younger the target group the more likely it is that they will perceive functional foods to be a natural part of their everyday lives and hence will stay positive towards such products for the rest of their lives (see e.g interview with Julie on page 43).

4.1.1 Buyer group

All buyer groups are essentially *new category users*, as functional foods is a rather new term in Denmark. Targeting new category users also avoids cannibalization effect on Coca Cola Light to occur because the brand pulls in consumers who have not been drinking another Coca Cola brand before. The below media and promotion strategy reflects the fact that all buyers are new category users.

4.2 The Marketing Mix

4.2.1 Promotion

First of all The Coca Cola Company should increase its level of advertising efforts for Coca Cola Light Plus. As stated in the brand analysis the brand is in the introduction stage and it is in this stage important that the consumers are made aware of the brand's existence. It seems that The Coca Cola Company has decided to take a conservative approach by "slipping it under the radar" to avoid too much controversy and publicity. But the problem, however, is that the consumers do not like the fact that it is slipped under the radar. They want information about what the product is for and what it can do in order for them to feel safe and enabled to make a well informed and competent decision.

Pull strategy

With the level of required information and because all potential target groups are in essence new category users, a pull strategy to create brand attitude should therefore reflect a high involvement decision. Then, either a problem avoidance (informational) - or a sensory gratification (transformational) approach should be chosen depending on whether the purchase motivation is negative or positive (Donovan et al., 1991). In the case of Coca Cola Light Plus both approaches are warranted because purchasing a Coke with vitamins could either be due to the consumer wanting refreshment and feeling good rendering a positive purchase motivation but it could also be due to the product being a "quick fix" for consumers who do not feel that they have a high enough vitamin intake which renders a negative purchase motivation (see interview with Thor on page 44). It is important to remember that the decision is not a high involvement decision due to monetary risk but rather the perceived risk that causes insecurities about functional foods. Nonetheless it is believed that this fear will phase out with an increase in functional foods on the market and when the product category reaches the maturity stage in what can be called a "product category life cycle". At the same time the consumers become more experienced in buying functional foods such that it with time becomes low involvement (Donovan et al., 1991). But it is conditioned that the consumers are enlightened when the product category is at its introductory stage otherwise it will continue to be high involvement for the consumers.

While the product itself, a soft drink, might be low involvement, the product category, functional foods, increases the level of involvement which causes the consumers to be immune towards advertising messages that are executed with a low involvement approach such as the Coca Cola Light Plus ads currently are. Moreover it is almost impossible for the consumer to find out more about the brand because only very scarce product information is available on the website and virtually no advertising is currently being conducted.

It is not that the consumers because of high involvement are likely to engage in an information search that is otherwise the hallmark of high involvement but rather that they are more likely to mentally absorb and subtract the brand information bit when exposed to high involvement and centrally routed advertising messages.

Informational approach – negative purchase motivation

It is unclear whether an informational approach is entirely legal but when the pre-approved list of health claims is in effect it may be possible to advertise the unique selling proposition of Coca Cola Light Plus (see section on legislation). Because the brand is in the introductory phase of the product life cycle a creative execution should also focus on selling the category need; *"…during the introductory and growth stages, most prospective buyers have to be "sold" on the category need as well as on the brand"* (Rossiter & Percy, 1997 p. 246). Though functional foods is not specifically a new product category worldwide, the term is new in Denmark with Coca Cola Light Plus being one of the first of its kind on the market. Therefore an informational strategy could assist in selling the category need to the consumers as well so that that some of the insecurities that consumers have about functional foods and especially the belief that food manufacturers only produce them to make products seem healthier than they truly are, might be removed or at least subdued. Through an informational approach more openness around functional foods, the category, is created and the purpose of them is easily understood through the advertising, which leads to category need and then brand awareness. If category need is not created beforehand or along with the first advertising campaign, it would be difficult to create brand awareness simply because the consumers do not know what the brand is and what benefit it competes for (Elliott & Percy, 2005).

Although, the brand should not be so bold to promise more than the consumers can be persuaded to believe that it can live up to.

In order to increase the customer base The Coca Cola Company could, trough Coca Cola Light Plus, target those that are new category users but also hold a negative attitude towards the category. I.e. those above 30 years of age or those within the age group of 20-30 year olds that hold a negative attitude. The advertising messages should, in this instance, counterclaim the negative perceptions with the positive benefits of purchasing the brand (Elliott & Percy, 2005). The negative attitude is derived from emotions and is not based on rational cognitive beliefs about functional foods but by counterclaiming in a logical way that emphasizes the attributes, the emotional attitude is more difficult for the target audience to withhold because it is hard to argue with facts. The purpose of an attempt to change a negative attitude outside Coca Cola Light Plus' target group is moreover, that it can open up for the introduction of other functional soft drinks that has other target groups. It is perceived to be unlikely that The Coca Cola Company has no intention of introducing more functional foods because the market potential for the next generation is so massive (see section on market potential). The Coca Cola Light Plus brand should therefore, by The Coca Cola Company, be perceived as the brand that paves the road for an attitude change. Although, as will be evident in the paragraph on the product itself, Coca Cola Light Plus is perhaps not the best product and brand for achieving this goal.

In case Coca Cola Light Plus would prefer focusing solely on those that hold a positive attitude, i.e. the age group between 20-25, they should do so by reassuring the target group of the benefit and the positive attitude should be maintained by reinforcing it to reduce the chance of cognitive dissonance occurring. This could for instance have been done by creating "reminder" ads after the initial advertising campaign when the brand was first launched.

Target groups, that hold either a negative or a positive attitude, can conjointly be targeted in an advertising campaign because emphasizing an important benefit that the brand is credibly capable of delivering, begins the process of building a positive brand attitude for those that at the moment hold a negative attitude while it reinforces the positive brand image with those that already have a positive attitude towards the brand (Elliott & Percy, 2005).

With an informational approach the consumers are expected to follow the central route to persuasion in the *ELAM model* because "ad-liking" is not necessary for the target audience to accept the brand's benefit claims (Elliott & Percy, 2005; Hansen & Hansen, 2001). Moreover "ad-liking", i.e. the style and tone of the advertising, could interfere with the target audience's ability to extract the information and educating bit about the brand and the product category. That is to say that the advertisement should not focus on creating "ad-liking" because it removes the focus from the brand and the benefits.

Transformational approach – Positive Purchase Motivation

A transformational approach would still have its focus on the USP and its benefits but in a less cognitive way. Here the focus would be on creating brand attitude through affective components in the ads that can stimulate a positive feeling for the brand. With this approach it is assumed that the consumer goes through the peripheral route to processing in the *ELAM model* (Hansen & Hansen, 2001). However the route is through the "emotional response" instead of the "attitude towards the ad" that Coca Cola Light Plus has currently applied in the advertising. With a transformational approach the benefit is emphasized trough a portrayal of how the brand makes the consumer feel and the product category can be emphasized implicitly. Nonetheless, producing a transformational ad could cause Coca Cola Light Plus to lose out on the opportunity to truly promote the brand as a functional food.

All in all an advertising campaign that facilitate purchase motivation is needed in order for the consumers to perceive a need for the product. As was indicated in the results of the research studies the respondents and interviewees did not perceive a need for functional foods because they felt that their vitamin intake was well covered along with a preference toward eating foods that naturally contain vitamins and minerals. Moreover understanding that the product category is high involvement and acting accordingly can lower the level of involvement with the specific brands in the category. The Coca Cola Company needs to accept the consumers' level of required information in order to be successful in the market.

Positioning and benefit focus

Because the chosen strategy is high involvement the emphasis should be even more on the benefit than it currently is, in the Coca Cola Light Plus ads. In order to gain brand awareness, the consumers have to be able to answer the "what is it" question of *The General Model of Positioning* (Elliott & Percy, 2005). I.e. they need to be able to define the brand within the correct product category. Moreover focusing more on the "what is it" question has the potential of driving up the category need because it enlightens consumers about the introduction of the functional foods category on the Danish market. Nonetheless the product category depends on whether the consumers perceive, Coca Cola Light Plus to be competing in a product category of its own; functional soft drinks or whether it competes in the general sub-category; soft drinks. In order to compete in the soft drinks category Coca Cola Light Plus needs to be able to deliver on the same benefits, and just as well, as its competitors and seek a differential advantage by emphasizing the enriched vitamins as an added incentive to purchase. If Coca Cola Light Plus wants to compete in its own category, it is not as necessary that it can deliver the same benefits as other soft drinks but it is more important that it is emphasized that it is a completely different brand that separates itself from other soft drinks.

The "what does it offer" question also needs to be more explicit in the advertising material to clarify that the Coca Cola Light Plus brand is very much different from the Coca Cola Light brand. In addition, clarifying the benefit provides the consumers with the reason for why they should buy the brand and how it differs from other cola brands. A clear benefit focus prevents the consumers from feeling misled and thereby potential negative brand attitudes are more easily avoided.

With the current focus on targeting *"women with an active and modern lifestyle"* a user-oriented approach could be considered to pin point the target group more narrowly and thereby create even more brand awareness within the target group. However a product-oriented approach lets focus be on the unique benefits and these might be most important in seeking a differential advantage over other soft drinks brands.

The benefit focus should be addressed in such a way that it fits the purchase motivation. As stated above, either an informational or transformational approach could be applied. With negative purchase motivations (informational) the benefit focus should be such that it uses the attribute (vitamins) to support a subjective characteristic (feel great), $a \rightarrow c$ or dispels a negative emotion or problem (lack of vitamins) with a subjective characteristic (feel great) associated with the brand, $e^- \rightarrow c$. With a positive purchase motivation (transformational), the benefit focus should use a subjective characteristic (tastes great) to draw attention to the emotional consequences (feel great) of using the brand, $c \rightarrow e^+$.

Media - and Promotion Strategy

As the brand is still in its introductory stage the level of advertising ought to be higher to ensure brand awareness. As recognition is most likely to occur with FMCGs, *the opportunity to see* (OTS) needs be high in order for the consumers to register the brand in memory (Keller, 2008). New brands must further disrupt consumers' routine choice process and get them to consider different alternatives (Belch & Belch, 2007).

The brand touchpoints should be coherent so that in any instance where the consumers interact with the brand, whether it being pre-purchase, purchase or post-purchase experience, they are met with the same image (Davis & Longoria, 2003). Harmonizing the brand touchpoints increases the likelihood that the right brand image and brand associations evolve in the minds of the consumers. At the same time the brand should be present wherever the target group is present to create a strong affiliation and identity with the target group so that they feel that it is a brand for them. For instance, at events that involves the target group, websites that the target group frequently visits, in magazines that they read and so on. Furthermore the possibility of interacting with the brand is gaining in popularity where viral marketing can secure the target group's feeling of it being a brand for them while it heightens loyalty, through engagement, and word of mouth. Ideas to letting the target group engage with the brand includes creating a brand website so that the target group and potential consumers can gain extensive knowledge about the brand, the product, its ingredients and benefits etc. On this website a community can be established where the target group can come up with their own ad - and product ideas. And using a website such as YouTube as a media outlet lets the adverting become a sort of entertainment, where the audience spreads the message to others, instead of being a nuisance. The fact that the audience themselves spread the message to friends, family, co-workers and so on increases the likelihood that the recipients will pay attention to the ad because it comes from a reliable source.

Besides viral marketing, the media mix should further consist of TV and print ads in magazines. TV is a great tool to obtain awareness if a channel that all members of the target group have access to is chosen i.e. TV has a high level of reach. This could e.g. be TV2, where advertising is shown as blocks which allows for putting an ad in between programs that the target group is likely to watch and at times where they are likely to turn on the TV. Print ads in lifestyle magazines provide long exposure time, which a high involvement purchase decision requires, because the magazines are often read with the purpose of obtaining information about new products and brands. Print ads moreover allow for more elaborate product – and category information that will provide the education that the consumers are looking for (see chapter on quantitative results). Secondly magazines are highly segmented which allows for an exact pin point of the audience that the brand wishes to target. In addition, print ads are in some magazines glossy and in high quality, which can have a rub off effect on the brand image.

During the campaign time frame, promotion offers in the form of e.g. two for the price of one or free giveaways (samples) in relation with events, can induce trial (Belch & Belch, 2007). Point of purchase reminder ads and prominent shelving can also be applied to assist the brand in becoming a part of the consumers' consideration set when the need arises. Because the brand is an FMCG there is no notable monetary risk in trying the product and often the consumers will not until after a free trial or a purchase decide whether they will purchase/re-purchase it (Elliott & Percy, 2005). If the brand can forge trial, it will increase the level of awareness and knowledge of the brand and eventually (hopefully) liking, preference and an intention to (re)purchase the brand. The responses are shown in the below Hierarchy of Effects Model (Lavidge & Steiner, 1961; Belch & Belch, 2007).

Stages	Responses	Media
Cognitive Stage	Awareness Knowledge	TV Viral marketing
Affective Stage	Liking Preference Conviction	Print Brand website Event/sponsorship marketing
Behavioral (Conative) Stage	Purchase intention	Promotion offers Samples Point-of-purchase

11. Hierarchy of Effects Model (Lavidge & Steiner 1961)

Again the responses in the cognitive and affective stages also apply to the entire product category before responses to the brand itself can be developed.

It is recommended that the advertising theme is changed from *"hello great taste, hello feeling good"* to one that portrays the USP more explicitly so that the consumers know what they are buying. Secondly the product should be portrayed in a more healthy way that shows the effects the consumers will get if they purchase it. As was seen in the in-depth interviews the Nestea Vita'O ads where more positively received by the interviewees because the positioning was far more healthy than Coca Cola Light Plus. This was in spite of the fact that Nestea Vita'O contains more calories per 100 ml than Coca Cola Light Plus.

An explicit advertising theme in combination with the remainder of the 4 P's would build an integrated marketing communication program that can secure the brand a positive position in the minds of the consumers. This IMC program should also be large and dominant enough to suppress noise from other brands in the market in order to forge Coca Cola Light Plus in the brand consideration set. The objectives of the DAGMAR approach; *awareness* and *comprehension* should be used as the primary campaign objectives to create overall brand awareness but also brand benefit awareness and understanding through a linkage to the category (Colley, 1961). It is paramount that the advertising theme is executed in a way that creates a brand image that is in coherence with the brand's target group. For instance would a hip, funny and ironic theme appeal to the target group - but only if the style and tone matches what the target group itself finds to be hip, funny, and ironic.

The advertising execution of the print ads should bear a *straight sell* copy text that reflects an informational approach (Elliott & Percy, 2005; Rossiter & Percy, 1997) by e.g. mentioning the B-vitamins in the product and how they benefit the body in a style and tone that is coherent with the rest of the advertising messages in other types of media. The TV ads should be executed in a combination of *dramatization* and subtle *humor* (Elliott & Percy, 2005; Rossiter & Percy, 1997) that will take the seriousness out of a high involvement approach. For instance could the brand be part of a short story that shows the effects, on the user, by using the product.

When the campaign period has ended the effects of it should naturally be measured to identify if it has fulfilled the objectives.

Target Audience

Within the group of *new category users* the" innovators" and "early adopters" can be targeted to forge word of mouth (Belch & Belch, 2007). Word of mouth is very valuable when advertising functional foods because the opinions of opinion leaders within peers have a larger potential to stimulate positive attitudes towards functional foods than advertising messages from the manufacturers have (owing to the mistrust identified in the quantitative research). This is due to the fact that in high involvement purchase decisions the opinions and beliefs of others matter the most (Belch & Belch, 2007). The word of mouth effect will ripple through to the early and late majority, and the laggards along with the development in the PLC Curve (Levitt, 1965).

4.2.2 Product

First of all, with regard to the product design it is not enough to create a brand extension. Even though the parent brand's equity is transferred to the extension it also creates confusion as to what the consumer is actually purchasing. As was evident in the in-depth interviews the interviewees had difficulty with defining what the product was and the extension created confusion. In order to avoid the consumers feeling misled and a backfire effect upon the parent brand, an entirely new brand should have been created (76.6% of respondents agreed that they feel misled by a brand extension enriched with vitamins). Moreover a packaging design where it is clear that it is a functional food is desirable both to avoid misleading but also to take advantage of the product benefit (USP). For instance is the Swedish brand, Vitamin Well and the American brand Glaceau's Vitamin Water, which is actually owned by The Coca Cola Company, a good example of this (vitaminwater.com, 2009, vitaminwell.se, 2009, thecoca-colacompany.com, 2009):

12. vitaminwater.com 2009

13. vitaminwell.se 2009

For these brands the product category is extremely clear and the enriched vitamins and their effects are explicitly posted on the front.

Furthermore there should be a natural coherence between the carrier and enrichment. These products are a good example of this by using fruit juices, that by themselves are naturally healthy, as carriers and a mixture of enrichments that together provide a purpose e.g. “Defence” that contribute to the functions of the immune system (vitaminwell.se, 2009). These brands also closely resemble “upgraded” products because of the fruit juice that naturally contain vitamins, which the respondents were most positive towards. It is easier for the consumers to understand and accept such a product than a brand extension that “piggy backs” on an existing brand. In the case of Coca Cola Light Plus it also erodes and undermines the parent brand’s equity because it causes mistrust and frustration as to whether the parent brand has been a functional food all along without the target group knowing it (Keller, 2008).

A healthier product and image would correspond better to the purpose of the product category. The Coca Cola Company should have taken advantage of this opportunity to make a healthier product instead of concealing an unhealthy product with vitamins. Additionally it should have been positioned as an alternative to sodas and juices to create an incentive to change behavior. Coca Cola Light Plus does not provide an incentive to switch from Coca Cola Light because it is the exact same product apart from the enriched vitamins, and that in itself is most likely not enough for consumers to perceive a need and switch brands. On the contrary, if a package and product design like Vitamin Well/Vitamin Water was introduced it, on its own, creates a need because it lies between sodas and water, which is currently unseen on the Danish market. It fills a gap without compromising health and taste which Coca Cola Light Plus does not. In the current crowded field of soft drinks, a functional soft drink by the Coca Cola Company needs to stand out more to avoid *“running the risk of confusing consumers with endless variants in both diet and regular versions”* (Keller, 2008 p. 100).

With reference to the respondents’ high distrust in food manufacturers’ ability to produce functional foods Vitamin Well take a serious approach to making the products safe to use by e.g. employing a physiologist (vitaminwell.se, 2009) and Vitaminwater, though it was acquired by The Coca Cola Company (vitaminwater.com, 2009), bears no affiliation with its owner, which is otherwise renowned for producing unhealthy products, especially in

Denmark. Secondly the package designs exude professionalism, seriousness, and that much thought has been put into the product development while a Coca Cola Light Plus seems too easy to make and as an attempt to be the first of its kind on the market at all cost. Although introducing an entirely new brand is far more expensive than leveraging on an existing brand's qualities, the success of the extension is dependent on its ability to convince the consumers that it is offering them something new and different that they need (Keller, 2008; Keller 2001)). It is believed that this is where the Coca Cola Light Plus brand falls short. The consumers do not feel that they are offered anything new as they could not even identify the correct benefit in the in-depth interviews.

The distinct colors of Vitamin Well and Vitaminwater make them stand out in the shelves while Coca Cola Light Plus' slim, tiny can vanishes between the myriad of energy drinks that are similar in their package designs. Products designs and ranges like Vitamin Water and Vitamin Well take advantage of more usage situations which increases the situations in which the brand is thought of (*awareness breadth*) because they target a specific purpose above and beyond the core benefit level of soft drinks; refreshment and hydration (Keller, 2008; Keller, 2001). For instance, "Endurance" that provides energy and "Rescue" that increases the metabolism etc. (vitaminwater.com, 2009). In contrast, Coca Cola Light Plus is only enriched with two vitamins of the same group, namely vitamin B3 and B12 that perhaps on their own cannot provide a health effect in the body.

In addition, each product name is distinctive and says something about the contents and effects while the "Plus" name in Coca Cola Light Plus does not mean much on its own accord. The style and wording of Vitamin Well and Vitaminwater speak more to a target group of 20-30 year olds, in the modern/modern-individual oriented Kompass, than Coca Cola Light Plus because the tone and language is more youthful and ironic.

With an informational packaging design and an explicit product benefit on the packaging, the advertising execution could maintain a transformational approach to induce interest. A combination of both an informational and transformational approach counterbalances the need for a brand - product category linkage while not turning the advertising campaign into being strictly cognitive and technically oriented. The point is that if the packaging is speaking explicitly to the cognitive elements, the advertising campaigns can incorporate them implicitly hence using both peripheral and central cues in the overall branding strategy.

4.2.3 Price

As was evident in the research studies the consumers are not willing to pay more for functional foods unless they can be persuaded to believe that they get more value for money. To save on costs and render an equal price level to other soft drinks the product could come in a plastic bottle instead. Lowering the price level, due to using plastic instead of a can, while increasing the amount in the bottle, could potentially make consumers more willing to try the product instead of choosing their regular product when they are at the point of purchase. Being a brand extension there is no foundation for a higher price because the consumers cannot differentiate it from the parent brand which causes the consumers to be unwilling to pay more. However, as suggested in the product paragraph, a different brand name and product design allows for a slightly higher price than regular soft drinks because it is a new brand and product and it is unlike anything else on the market, which means that it can set the standard price for the category.

4.2.4 Placement

The product should be available at far more sales channels. It is difficult to obtain pure brand loyalty with soft drinks because the motivation is dictated by what the consumer is in the mood for and simply because they would not be willing to go elsewhere if the product they are in the mood for is unavailable – they will instead choose another product. However, making the product available at more sales channels would increase the chance of the consumer choosing the brand because it suddenly can become a part of their consideration set. The Vitamin Well brand has, among other places, been spotted in pharmacies in Sweden which is a place that goes well in hand with the healthy image that functional foods need to build. The Vitamin Water brand has launched its own store in London, where consumers can be reenergized but it was also used as a PR stunt to create word of mouth and interaction with the brand (vitaminwater.com, 2009).

Push Strategy

It is paramount that there is used a push strategy to push the brand through the sales channels in order for the consumers to even be able to purchase it. It is currently available only in limited stores and that decreases the purchase facilitation (Elliott & Percy, 2005). To avoid another instance as was experienced with Dansk Supermarked and Coop at the time of the product launch the sales channels should be offered the right incentives along with and "education" in what the brand is. That is, as with the pull strategy, the push strategy needs to sell the entire product category first for the sales channels to understand what they are stocking. The initial newness about the brand is fading out and The Coca Cola Company/Carlsberg A/S cannot rely on the sales channels to be willing to continue to stock the brand unless it is pushed with incentives, deals and offers, and promises that it is a product of the future with a large market potential.

5.0 Conclusion

Having analyzed Coca Cola Light Plus as a brand and the market situation it finds itself in and compared the approach it has taken to the results of the research study, it was recommended that The Coca Cola Company take an alternate approach to their first functional foods product. In answering the research question: "*In order to ensure success how should The Coca Cola Company have gone about launching its first functional soft drink product on the Danish market?*" it has been concluded that using a marketing strategy, hereunder a product and packaging design, that positions functional foods as healthy and natural have a better chance of becoming successful than the current Coca Cola Light Plus has.

In conclusion, the result of the current Coca Cola Light Plus strategy is that there has not been created enough brand awareness, i.e. *salience*, for the consumers to comprehend what the *brand identity* is (Keller, 2001). Because the category identification has been lacking in the current advertising material *salience* has not been established. Secondly lack of information on the category in general and the product design mean that unfavorable and negative associations are immediately attached to the brand because they are transferred from the category. Additionally the intangible and tangible benefits of the brand cannot have been firmly established in the minds of the consumers because they have not been emphasized in the advertising material. These are expressions of low *brand meaning*. Low brand identity and meaning has inhibited the formation of the remaining building blocks of the *CBBE Model* and the result is that the consumers do not react to the brand in the intended way (Keller, 2008; Keller, 2001).

In order to built top-of-mind awareness or at least forge it to be in the brand consideration set, the brand should be more visual to the target group with regard to the product's shelving in the sales channels and level of promotion activities. Secondly, a link to the category is necessary for the target group to be able to identify the needs the brand satisfies and thereby be one of the brands that is considered for the next purchase in the category. By failing to establish these objectives the *depth* of the brand awareness is too low for the brand to be in the consideration set both prior to (recall) - but also in the purchase situation (recognition), which in turn has an impact on the *breadth* of the brand awareness because it inhibits the brand from coming to mind in a large range of purchase situations (Keller, 2001). If The Coca Cola Company had introduced a brand similar to Vitamin Water or Vitamin Well there would have been a bigger chance of establishing salience and a larger part of the mind share because these brands differ so much from other soft drinks that they almost define their own the category. Especially in the introductory stage salience needs to be established to create awareness while over time salience needs to be reinforced to remind consumers of the brand's existence. A high level of brand awareness, while it increases the chances of the brand being recognized as a part of the consideration set at the point of purchase, it also leads to associations that can form a positive brand image with consumers. High brand awareness increases category awareness, if the brand is successful in linking the brand to the category. This can, in turn, increase the turnover in the entire category for which the Coca Cola Company can take advantage of.

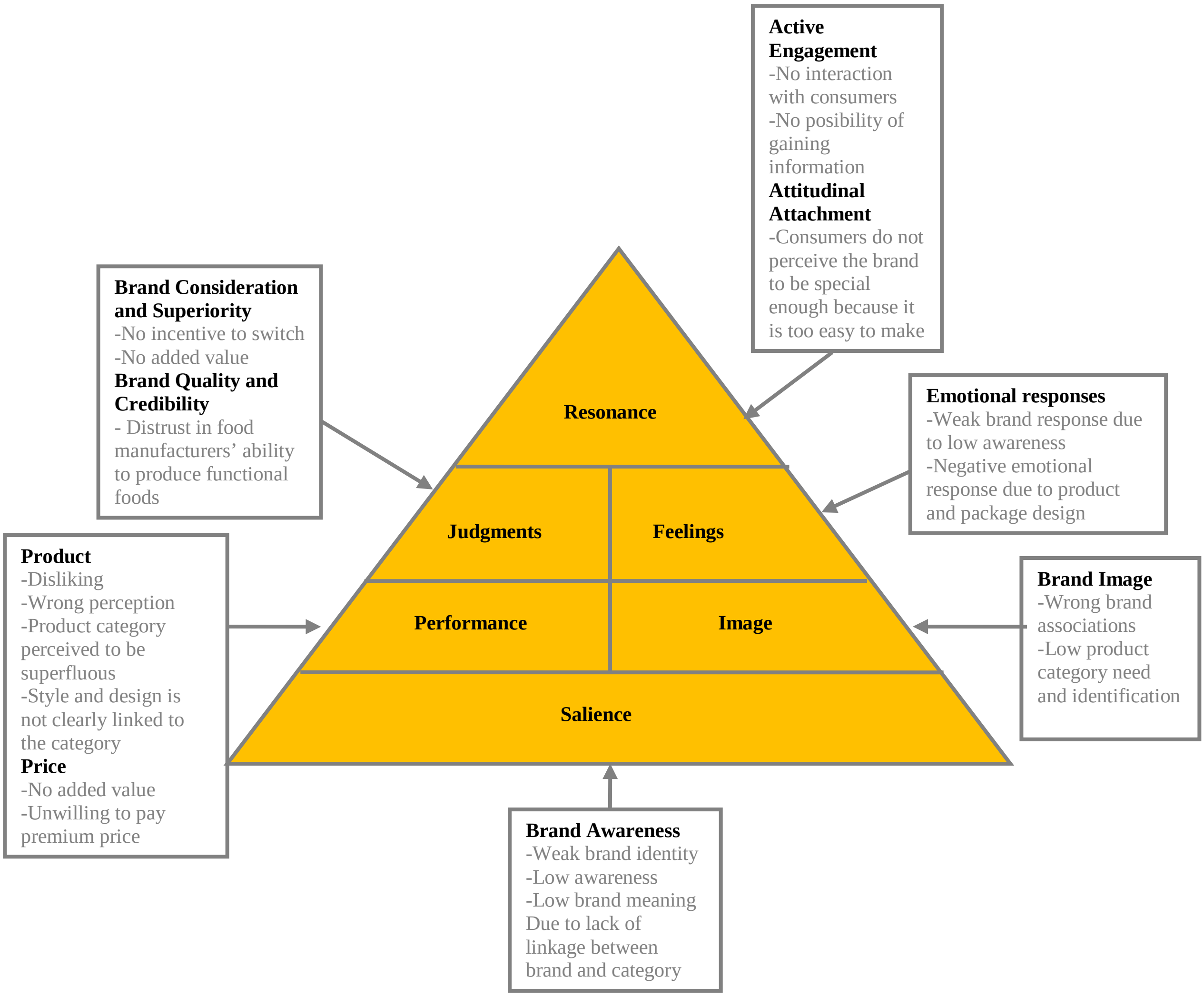
Currently the Coca Cola Light Plus *brand meaning* is rather unclear to its target group as was identified in the in-depth interviews. Moreover not portraying a clear brand meaning caused the interviewees to have a negative attitude as they did not understand the product/brand. The parent brand however has a strong brand meaning with its target group and perhaps this brand meaning is supposed to be carried over to the brand extension. But this transference seems to have failed. A favorable brand meaning is more easily facilitated with a package and product design and price that are in coherence with the target group. A Coca Cola Company functional soft drink needs to be branded on coherent consistent features to establish a gathered brand meaning, have a strong position in the minds of the target group and be renowned for or associated with certain qualities. For instance would the intangible image as a hip, young and trendy brand go well hand in hand with the modern/modern individuals between 20-30 years of age. But the success of this image establishment is dependent on applying the right style and tone in the advertising executions, other touchpoints and in everything the brand does. Furthermore should brand meaning always be in coherence with the core brand identity to avoid confusion internally and externally otherwise the brand can become schizophrenic failing to ever establish an intended image with the target group and potential consumers.

The performance of a Coca Cola Company functional soft drink should be such that the consumers are persuaded to believe that they get more value for money. The quantitative study showed that only 15.65% in the target group were willing to pay more for functional foods than they do for regular foods. Therefore the performance of Coca Cola Light Plus must be deemed to be low on this building block because it is priced higher than a regular soda and is thereby unable to meet consumers' performance expectations. Functional foods do furthermore not provide more value for money, with as many as 56.29% in the target group believing that they do not get more value for money. In order to drive up performance perception the consumers must believe that the category can meet a (latent or undiscovered) need, and *then* the brand should be positioned as the best brand to fulfill that need.

Negative emotional responses are likely to occur because Coca Cola Light Plus has failed to establish the former building blocks in a positive way. There are weak *brand responses* due to product and package design that has not been able to distinguish itself enough from its parent brand. Consumers will hence not perceive any idea in switching which along with no added value causes brand consideration to be low.

The building blocks towards brand equity have evidently not been successfully fulfilled. Consequently the brand resonance is inhibited from emerging. There is no interaction with the consumers and no possibility for them to obtain more information about the brand or voice their opinions.

The above points are summarized in the actual model:



14. CBEE Model
(Keller, 2001)

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7.0 Appendices

1. Print ad Coca Cola Light Plus

2. Print ad Nestea Vita'O

3. Cover letter and interview guide

4. Cover letter and questionnaire

5. Frequency and cross-tables

6. CD containing:
    - Recorded interviews
    - TV ads for Coca Cola Light Plus and Nestea Vita'O


new
hello
great taste
hello
feeling good
REFRESHING TASTE NO CALORIES*
Coca-Cola
light
plus®
vitamins
REFRESHING TASTE NO CALORIES*
Coca-Cola
light
plus®
green tea
hello you
Coca-Cola light plus, Coke light plus, the 'Coca-Cola' contour bottle and the dynamic ribbon device are registered trademarks of the Coca-Cola Company. ©2008 The Coca-Cola Company

Does good. Tastes Good.

Appendix 3

Cover Letter

Kære ….

Jeg har brug for din hjælp!

I forbindelse med mit speciale, om funktionelle fødevarer, vil jeg gerne høre om dine holdninger til disse. Jeg vil derfor gerne invitere dig til et personligt interview i den nærmeste fremtid (uge 24+25) på et tidspunkt og sted som passer dig.

Formålet med mit speciale er at undersøge danske forbrugers holdninger til en række forskellige funktionelle fødevarer, herunder det nye Coca Cola Light Plus, for at forstå, hvilke produkter der kan accepteres og hvorfor.

Det vil være en stor hjælp for mig, hvis du har tid og lyst til at deltage. Interviewet vil maks. vare 45 min. og vil naturligvis være fortroligt.

Mvh
Julie Kjellberg

Appendix 3

Interview Guide

- Kan du fortælle mig om funktionelle fødevarer og hvad du tror det er?

- Hvad synes du om at komme vitaminer og mineraler i madvarer? –hvorfor?

- Er der nogen kombinationer du synes mere om end andre, dvs. er der nogen der giver mere mening for dig end andre? (f.eks. te med antioxidanter, youghurt med L. casei defensis bakterie, actimel) - hvilke?

- Hvad synes du om, at fødevare producenterne tilbyder de her produkter? –hvorfor? Hvorfor tror du de gør det?

- Hvad synes du om madvarer der er godt for noget, som f.eks. actimel der reklamerer med at det er styrker kroppens forsvar?

- Og hvad synes du om, at producenterne bruger det i deres reklamer til at få dig til at købe produktet?

- Hvor meget lytter du til sundhedsstyrelsens anbefalinger om kost?
  Er det fordi du synes, de er meget vidende på det funktionelle område og har du tillid til dem?

- Hvor meget betyder dine venners og families holdninger for dig og hvor meget lader du dig påvirke af dem?

- Ville mere information om hvad funktionelle fødevarer er og hvad de indeholder fra f.eks. sundhedsstyrelsens side kunne påvirke dig?

Nu vil jeg vise dig to produkter og nogle reklamer for dem:

- Hvad synes du om reklamerne?
- Hvilken en giver dig mest lyst til at prøve produktet?
- Hvad synes du om navnene på de her produkter? -hvorfor?

- Hvad er det vigtigste for dig når du køber noget at drikke? Hvorfor?
  Synes du umiddelbart, at de her to produkter lever op til det?

- Synes du det er tydeligt at Coca Cola Light Plus har tilsatte b-vitaminer? Hvad gør at du synes/ikke synes det er tydeligt?

- Vil du gerne vide på forsiden af colaen netop hvilke vitaminer den indeholder?
- Gør det colaen bedre eller dårligere at der er tilsat vitaminer?
- Var der et andet vitamin eller mineral du hellere så tilsat end b-vitamin?

- Hvad synes du om at tilsætte vitaminer eller mineraler til et produkt der allerede findes på markedet? Synes du det er forvirrende?

- Synes du at det er tydeligt eller utydeligt at der er naturlig fremkomne antioxidanter i Nestea Vita'o? (er det fordi du i forvejen forventer at se antioxidanter i te?)
- Ville du gerne på forsiden vide præcis hvilke antioxidanter der er i?

- Hvad synes du om at der bliver skiltet med at der er antioxidanter i selvom det er naturligt allerede er i te?

- Hvorfor tror du at producenten gør det? (Tror du at der bliver skiltet med det for at få dig til at synes bedre om produktet og for at adskille det fra andre is te produkter)

- Hvad synes du om at der bliver skiltet med at produktet ”does good, tastes good” selvom det ikke nævnes i reklamen at det er antioxidanter der er i? Får det dig til at opfatte produktet som mere sundt end de andre Nesteas?

- Hvad synes du om antioxidanter?
- Hvad synes du om at kombinere antioxidanter med et produkt hvor det ikke er naturligt fremkommende som i te?

- Her til sidst, hvor stor er sandsynligheden for at du køber et af de her produkter?

Tak for din deltagelse

Appendix 4

Cover Letter + Questionnaire

Denne undersøgelse handler om forbrugerholdninger til funktionelle fødevarer. Funktionelle fødevarer er bl.a. fødevarer:

- Som er *beriget* med vitaminer eller mineraler (f.eks. sodavand med vitaminer)
- Som er *opgraderet* med flere vitaminer eller mineraler end der i forvejen er i fødevaren (f.eks. appelsinjuice med ekstra C-vitamin)
- Hvor en uønsket ingrediens er *fjernet* fra fødevaren (f.eks. fedt)
- Hvor en usund ingrediens er *skiftet ud* med en der er sundere (f.eks. fedt skiftet ud med fiskeolie)

I denne undersøgelse bedes du svare ud fra din holdning til ”berigelse” og ”opgradering”.
Der er ingen rigtige eller forkerte svar, det er udelukkende forbrugernes meninger og holdninger der undersøges. Resultaterne vil blive brugt i en kandidatafhandling på Handelshøjskolen i København og formålet er at kortlægge danskernes holdninger til funktionelle fødevarer.
Besvarelsen er naturligvis 100 % anonym.

Angiv venligst hvor enig du er i følgende udsagn:

<u>Jeg er bange for at få for mange vitaminer hvis jeg spiser eller drikker funktionelle fødevarer</u>
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

<u>Jeg føler mit vitaminbehov er dækket godt ind</u>
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Jeg vil hellere spise den fødevare som naturligt indeholder vitaminet eller mineralet end at få det vitamin eller mineral gennem funktionelle fødevarer
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Jeg synes det er vildledende, når der er tilsat vitaminer eller mineraler til et produkt som allerede findes på markedet
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Fødevareproducenterne laver kun funktionelle fødevarer for at få mig til at tro at produktet er sundere når det er tilsat vitaminer eller mineraler
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Jeg stoler ikke på at fødevareproducenterne har den nødvendige viden til at lave funktionelle fødevarer
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Vitaminer og mineraler får produktet til at smage anderledes
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Jeg mangler generel viden om vitaminer og mineraler og hvorfor de er vigtige for mit helbred
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

Jeg synes det er praktisk og nemt at få vitaminer igennem de produkter jeg alligevel drikker og spiser
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

Angiv venligst hvor enig du er i følgende udsagn:

Jeg synes bedst om produkter, hvor der er en naturlig sammenhæng mellem vitaminet eller mineralet og produktet (f.eks. appelsinjuice med ekstra C-vitamin)
Meget enig 1
Enig 2
Delvist enig 3
Delvist uenig 4
Uenig 5
Meget uenig 6

Angiv venligst hvor enig du er i følgende udsagn:

<u>Jeg vælger ofte produkter som fremhæver, at ingredienserne er gode for mig</u>
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

Angiv venligst hvor enig du er i følgende udsagn:

<u>Det er vigtigt for mig at vide hvad vitaminerne eller mineralerne i produktet er godt for</u>
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

Angiv venligst hvor enig du er i følgende udsagn:

<u>Jeg vil gerne betale mere for et produkt der har tilsatte vitaminer eller mineraler</u>
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

Angiv venligst hvor enig du er i følgende udsagn:

<u>Jeg synes jeg får mere værdi for pengene med et produkt der er tilsat vitaminer eller mineraler</u>
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

Angiv venligst hvor enig du er i følgende udsagn:

<u>Mere information om funktionelle fødevarer og bivirkninger heraf ville gøre det lettere for mig at forholde mig til dem</u>
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

Angiv venligst hvor enig du er i følgende udsagn:

<u>Det er vigtigere for mig at vide, hvilken virkning produktet har på mit helbred end at vide præcis hvilke vitaminer eller mineraler der er i</u>
Meget enig 6
Enig 5
Delvist enig 4
Delvist uenig 3
Uenig 2
Meget uenig 1

I dette spørgsmål bedes du angive hvad du tror B-vitaminer gør/er godt for. Hvis du ikke er sikker så brug venligst svarmuligheden; "ved ikke".

<u>B- vitaminer: (Sæt kun ét kryds):</u>

- ☐ Er godt for hår, hud, negle og energi
- ☐ Er vigtig for optagelsen af mineraler i kosten
- ☐ Nedsætter kolesterolindhold i blodet
- ☐ Ved ikke

I dette spørgsmål bedes du angive hvad du tror Antioxidanter gør/er godt for. Hvis du ikke er sikker så brug venligst svarmuligheden; "ved ikke".

<u>Antioxidanter (sæt kun ét kryds):</u>

- ☐ Kan nedsætte blodtrykket
- ☐ Bekæmper de frie radikaler
- ☐ Regulerer sukkeromsætningen
- ☐ Ved ikke

I dette spørgsmål bedes du angive hvad du tror C-vitaminer gør/er godt for. Hvis du ikke er sikker så brug venligst svarmuligheden; ”ved ikke”.

C-vitaminer (sæt kun ét kryds):

- ☐ Er godt for stofskiftet
- ☐ Har betydning for kroppens immunforsvar
- ☐ Er godt for fordøjelsen
- ☐ Ved ikke

Hvilke sygdomme/helbreds aspekter ville du foretrække at funktionelle fødevarer kunne afhjælpe eller have en positiv indvirkning på?

- ☐ Hjerte/kar sygdomme
- ☐ Nedsætte kolesterol
- ☐ Nedsætte blodtrykket
- ☐ Forbedre immunsystemet
- ☐ Forbedre fordøjelsen
- ☐ Styrke knoglerne
- ☐ Andre –notér venligst: ____________________________

Hvad er din alder?

- ☐ 20-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41-45
- ☐ 46-50
- ☐ 51-55
- ☐ 56-60

Hvad er dit køn?

☐ Mand

☐ Kvinde

Hvad er din årsindkomst (før skat)?

☐ 0-99.999 kr.

☐ 100.000-199.999 kr.

☐ 200.000-299.999 kr.

☐ 300.000-399.999 kr.

☐ 400.000-499.000 kr.

☐ Over 500.000 kr.

Hvad er dit postnummer?

☐

Hvad er din højest opnåede uddannelse?

☐ Folkeskole

☐ Studentereksamen/HF el. lign.

☐ Kort videregående uddannelse (1-2 år)

☐ Mellemlang videregående uddannelse (3-4 år)

☐ Lang videregående uddannelse (5 år eller mere)

Tak fordi du ville deltage i denne undersøgelse.

Appendix 5
Frequencies

		Procent	Antal Respondenter
1.1. Jeg er bange for at få for mange vitaminer hvis jeg spiser eller drikker funktionelle fødevarer	1 Meget enig	5,9%	60
	2 Enig	10,6%	107
	3 Delvist enig	25,6%	259
	4 Delvist uenig	18,2%	184
	5 Uenig	27,2%	275
	6 Meget uenig	12,4%	126
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.2. Jeg føler mit vitaminbehov er dækket godt ind	1 Meget enig	20,6%	208
	2 Enig	44,5%	450
	3 Delvist enig	23,4%	237
	4 Delvist uenig	9,0%	91
	5 Uenig	1,9%	20
	6 Meget uenig	0,6%	6
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.3. Jeg vil hellere spise den fødevare som naturligt indeholder vitaminet eller mineralet end at få det vitamin eller mineral gennem funktionelle fødevarer	1 Meget enig	37,9%	383
	2 Enig	34,0%	344
	3 Delvist enig	17,8%	180
	4 Delvist uenig	7,3%	74
	5 Uenig	1,9%	20
	6 Meget uenig	1,0%	10
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.4. Jeg synes det er vildledende, når der er tilsat vitaminer eller mineraler til et produkt som allerede findes på markedet	1 Meget enig	22,7%	230
	2 Enig	27,2%	275
	3 Delvist enig	26,7%	270
	4 Delvist uenig	13,8%	140
	5 Uenig	7,9%	80
	6 Meget uenig	1,5%	15
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.5. Fødevareproducenterne laver kun funktionelle fødevarer for at få mig til at tro at produktet er sundere når det er tilsat vitaminer eller mineraler	1 Meget enig	25,2%	255
	2 Enig	30,0%	303
	3 Delvist enig	29,2%	295
	4 Delvist uenig	9,6%	97
	5 Uenig	4,0%	40
	6 Meget uenig	1,9%	20
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.6. Jeg stoler ikke på at fødevareproducenterne har den nødvendige viden til at lave funktionelle fødevarer	1 Meget enig	14,1%	143
	2 Enig	20,8%	210
	3 Delvist enig	31,9%	322
	4 Delvist uenig	20,4%	206
	5 Uenig	9,3%	94
	6 Meget uenig	3,5%	35
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.7. Vitaminer og mineraler får produktet til at smage anderledes	1 Meget enig	2,8%	28
	2 Enig	5,3%	54
	3 Delvist enig	31,8%	322
	4 Delvist uenig	32,5%	329
	5 Uenig	21,5%	218
	6 Meget uenig	6,0%	61
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.8. Jeg mangler generel viden om vitaminer og mineraler og hvorfor de er vigtige for mit helbred	1 Meget enig	4,3%	43
	2 Enig	10,7%	108
	3 Delvist enig	22,1%	224
	4 Delvist uenig	18,5%	187
	5 Uenig	29,0%	294
	6 Meget uenig	15,4%	156
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.9. Jeg synes det er praktisk og nemt at få vitaminer igennem de produkter jeg alligevel drikker og spiser	1 Meget enig	10,1%	103
	2 Enig	28,0%	283
	3 Delvist enig	27,3%	276
	4 Delvist uenig	13,3%	135
	5 Uenig	13,2%	134
	6 Meget uenig	8,1%	81
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.10. Jeg synes bedst om produkter, hvor der er en naturlig sammenhæng mellem vitaminet eller mineralet og produktet (f.eks. appelsinjuice med ekstra C-vitamin)	1 Meget enig	15,5%	157
	2 Enig	35,1%	354
	3 Delvist enig	30,7%	311
	4 Delvist uenig	9,8%	99
	5 Uenig	5,6%	57
	6 Meget uenig	3,2%	33
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.11. Jeg vælger ofte produkter som fremhæver, at ingredienserne er gode for mig	1 Meget enig	3,0%	30
	2 Enig	12,7%	128
	3 Delvist enig	31,3%	317
	4 Delvist uenig	24,6%	249
	5 Uenig	19,9%	202
	6 Meget uenig	8,5%	86
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.12. Det er vigtigt for mig at vide hvad vitaminerne eller mineralerne i produktet er godt for	1 Meget enig	10,0%	101
	2 Enig	31,9%	323
	3 Delvist enig	34,6%	349
	4 Delvist uenig	15,4%	155
	5 Uenig	5,2%	53
	6 Meget uenig	3,0%	30
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.13. Jeg vil gerne betale mere for et produkt der har tilsatte vitaminer eller mineraler	1 Meget enig	0,7%	7
	2 Enig	3,4%	34
	3 Delvist enig	13,9%	141
	4 Delvist uenig	23,3%	235
	5 Uenig	28,4%	287
	6 Meget uenig	30,2%	306
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.14. Jeg synes jeg får mere værdi for pengene med et produkt der er tilsat vitaminer eller mineraler	1 Meget enig	0,8%	8
	2 Enig	3,2%	32
	3 Delvist enig	14,2%	143
	4 Delvist uenig	25,0%	253
	5 Uenig	28,9%	292
	6 Meget uenig	28,0%	283
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.15. Mere information om funktionelle fødevarer og bivirkninger heraf ville gøre det lettere for mig at forholde mig til dem	1 Meget enig	18,3%	185
	2 Enig	34,9%	353
	3 Delvist enig	25,7%	260
	4 Delvist uenig	10,7%	108
	5 Uenig	5,9%	60
	6 Meget uenig	4,4%	45
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
1.16. Det er vigtigere for mig at vide, hvilken virkning produktet har på mit helbred end at vide præcis hvilke vitaminer eller mineraler der er i	1 Meget enig	12,3%	124
	2 Enig	25,4%	257
	3 Delvist enig	33,3%	336
	4 Delvist uenig	15,3%	155
	5 Uenig	8,4%	85
	6 Meget uenig	5,2%	53
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
2.1. I dette spørgsmål bedes du angive hvad du tror B-vitaminer gør/er godt for.	Er godt for hår, hud, negle og energi	56,2%	568
	Er vigtig for optagelsen af mineraler i kosten	12,5%	127
	Nedsætter kolesterolindhold i blodet	2,9%	29
	Ved ikke	28,4%	287
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
2.2. I dette spørgsmål bedes du angive hvad du tror Antioxidanter gør/er godt for.	Kan nedsætte blodtrykket	11,0%	111
	Bekæmper de frie radikaler	50,3%	508
	Regulerer sukkeromsætningen	5,3%	54
	Ved ikke	33,4%	338
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
2.3. I dette spørgsmål bedes du angive hvad du tror C-vitaminer gør/er godt for.	Er godt for stofskiftet	1,4%	15
	Har betydning for kroppens immunforsvar	91,8%	928
	Er godt for fordøjelsen	0,9%	9
	Ved ikke	5,9%	59
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
3. Hvilke sygdomme/helbreds aspekter ville du foretrække at funktionelle fødevarer kunne afhjælpe eller have en positiv indvirkning på?	Hjerte/kar sygdomme	51,4%	519
	Nedsætte kolesterol	47,0%	476
	Nedsætte blodtrykket	33,9%	342
	Forbedre immunsystemet	49,1%	496
	Forbedre fordøjelsen	31,6%	320
	Styrke knoglerne	40,9%	414
	Andre, notér:	8,7%	88
	Ved ikke	15,8%	160
Total		**278,5%**	**1.011**

		Procent	Antal Respondenter
Køn	Mand	50,4%	510
	Kvinde	49,6%	501
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
Aldersgrupper	20-25	12,6%	128
	26-30	10,9%	110
	31-35	12,4%	125
	36-40	13,0%	132
	41-45	14,4%	146
	46-50	12,7%	129
	51-55	12,1%	123
	56-60	11,8%	120
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
Indkøb af dagligvarer til husstanden	Står for alle indkøb	39,9%	404
	Står for de fleste indkøb	25,7%	260
	Deles ligeligt med andre	34,3%	347
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
Personlig årsindkomst	0-99.999 kr.	8,7%	88
	100.000-199.999 kr.	14,2%	144
	200.000-299.999 kr.	18,9%	191
	300.000-399.999 kr.	26,3%	266
	400.000-499.000 kr.	13,9%	140
	Over 500.000 kr.	17,9%	181
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
Højest opnåede uddannelse	Folkeskole	9,8%	99
	Studentereksamen/HF el. lign.	14,4%	146
	Kort videregående uddannelse (1-2 år)	17,6%	178
	Mellemlang videregående uddannelse (3-4 år)	39,2%	397
	Lang videregående uddannelse (5 år eller mere)	18,9%	191
Total		**100,0%**	**1.011**

		Procent	Antal Respondenter
Regioner	Region Hovedstaden	30,4%	307
	Region Sjælland	12,9%	130
	Region Syddanmark	22,0%	222
	Region Midtjylland	23,9%	242
	Region Nordjylland	10,8%	109
Total		**100,0%**	**1.011**

Appendix 5

Cross-Tables: Gender and Age Groups

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.1. Jeg er bange for at få for mange vitaminer hvis jeg spiser eller drikker funktionelle fødevarer	1 Meget enig	6,0%	5,7%	4,4%	7,7%	7,8%	4,7%	7,4%	3,2%	6,5%	5,4%
	2 Enig	10,0%	11,3%	0,0%	7,3%	3,9%	7,0%	18,3%	14,6%	13,7%	19,0%
	3 Delvist enig	25,7%	25,6%	19,6%	19,3%	22,1%	29,7%	28,3%	22,4%	29,8%	33,0%
	4 Delvist uenig	19,0%	17,3%	14,8%	19,7%	20,8%	18,4%	16,7%	21,6%	15,7%	18,2%
	5 Uenig	27,4%	27,1%	40,6%	32,8%	27,2%	30,1%	20,1%	25,3%	23,9%	19,0%
	6 Meget uenig	11,9%	13,0%	20,6%	13,2%	18,2%	10,0%	9,3%	12,9%	10,4%	5,2%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.2. Jeg føler mit vitaminbehov er dækket godt ind	1 Meget enig	18,0%	23,2%	8,2%	12,3%	14,2%	13,6%	26,4%	20,9%	35,0%	33,6%
	2 Enig	43,1%	45,9%	38,9%	46,7%	41,8%	44,6%	47,8%	51,1%	42,9%	41,8%
	3 Delvist enig	25,9%	20,8%	28,5%	28,3%	24,7%	32,8%	15,3%	21,6%	16,9%	20,5%
	4 Delvist uenig	10,2%	7,7%	20,6%	10,2%	14,3%	8,2%	6,2%	4,7%	4,6%	3,1%
	5 Uenig	2,1%	1,8%	3,8%	1,2%	3,2%	0,9%	3,7%	1,1%	0,7%	0,5%
	6 Meget uenig	0,6%	0,6%	0,0%	1,2%	1,9%	0,0%	0,6%	0,7%	0,0%	0,5%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.3. Jeg vil hellere spise den fødevare som naturligt indeholder vitaminet eller mineralet end at få det vitamin eller mineral gennem funktionelle fødevarer	1 Meget enig	34,0%	41,9%	23,4%	33,4%	38,3%	27,9%	43,7%	39,4%	49,3%	47,8%
	2 Enig	34,7%	33,3%	35,5%	31,8%	33,6%	38,9%	30,3%	33,9%	36,9%	31,1%
	3 Delvist enig	19,5%	16,0%	25,3%	25,0%	15,1%	19,2%	14,8%	18,9%	10,5%	14,1%
	4 Delvist uenig	7,9%	6,8%	12,4%	4,5%	7,1%	10,5%	8,1%	7,8%	2,0%	5,4%
	5 Uenig	2,4%	1,4%	1,7%	4,1%	3,9%	2,3%	2,5%	0,0%	0,6%	0,5%
	6 Meget uenig	1,4%	0,6%	1,7%	1,2%	1,9%	1,2%	0,6%	0,0%	0,6%	1,0%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.4. Jeg synes det er vildledende, når der er tilsat vitaminer eller mineraler til et produkt som allerede findes på markedet	1 Meget enig	21,0%	24,5%	13,7%	12,3%	22,2%	20,0%	24,4%	26,7%	33,8%	28,0%
	2 Enig	24,1%	30,4%	18,9%	22,2%	24,2%	21,5%	31,8%	27,6%	29,8%	41,8%
	3 Delvist enig	25,2%	28,2%	30,4%	31,6%	26,0%	29,6%	24,7%	33,4%	20,1%	18,0%
	4 Delvist uenig	16,6%	11,1%	20,6%	20,8%	17,4%	19,8%	8,7%	7,8%	10,5%	6,1%
	5 Uenig	11,0%	4,8%	16,3%	10,2%	7,7%	7,0%	8,7%	4,6%	4,6%	4,3%
	6 Meget uenig	2,0%	1,0%	0,0%	2,9%	2,5%	2,0%	1,8%	0,0%	1,3%	1,7%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.5. Fødevareproducenterne laver kun funktionelle fødevarer for at få mig til at tro at produktet er sundere når det er tilsat vitaminer eller mineraler	1 Meget enig	25,1%	25,3%	17,9%	15,6%	22,1%	20,5%	24,9%	30,7%	37,0%	33,1%
	2 Enig	27,5%	32,5%	26,5%	31,6%	26,7%	27,4%	32,3%	29,9%	31,1%	34,9%
	3 Delvist enig	30,1%	28,3%	43,0%	29,0%	36,2%	32,3%	25,4%	26,3%	18,8%	22,2%
	4 Delvist uenig	11,1%	8,1%	8,2%	20,0%	9,7%	10,7%	6,9%	10,2%	7,2%	5,4%
	5 Uenig	3,9%	4,1%	2,7%	2,5%	2,6%	7,9%	6,9%	1,2%	3,9%	3,3%
	6 Meget uenig	2,2%	1,7%	1,7%	1,2%	2,7%	1,2%	3,7%	1,7%	2,0%	1,0%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.6. Jeg stoler ikke på at fødevareproducenterne har den nødvendige viden til at lave funktionelle fødevarer	1 Meget enig	13,2%	15,0%	7,2%	6,6%	9,1%	13,4%	15,5%	15,5%	24,0%	20,9%
	2 Enig	18,3%	23,3%	17,6%	16,4%	18,3%	18,2%	23,8%	22,8%	22,7%	26,0%
	3 Delvist enig	29,7%	34,1%	30,9%	32,5%	37,0%	28,1%	31,6%	31,9%	31,7%	31,6%
	4 Delvist uenig	21,4%	19,3%	29,9%	26,5%	22,1%	22,8%	14,9%	19,6%	14,3%	13,8%
	5 Uenig	13,0%	5,6%	8,2%	13,4%	12,8%	11,4%	9,9%	7,1%	5,9%	6,1%
	6 Meget uenig	4,3%	2,7%	6,1%	4,5%	0,7%	6,1%	4,3%	3,1%	1,3%	1,6%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.7. Vitaminer og mineraler får produktet til at smage anderledes	1 Meget enig	3,4%	2,2%	3,4%	1,6%	3,2%	1,2%	2,5%	1,3%	5,1%	4,0%
	2 Enig	5,5%	5,1%	5,9%	6,1%	5,8%	3,6%	4,3%	5,0%	5,8%	6,6%
	3 Delvist enig	29,5%	34,3%	34,1%	42,6%	28,3%	25,7%	33,1%	29,6%	27,2%	35,6%
	4 Delvist uenig	31,9%	33,1%	30,7%	33,3%	36,4%	34,6%	28,3%	33,8%	34,5%	29,1%
	5 Uenig	22,4%	20,7%	22,2%	9,1%	19,4%	30,9%	23,8%	23,3%	21,5%	19,8%
	6 Meget uenig	7,4%	4,6%	3,8%	7,3%	6,9%	4,1%	8,0%	7,0%	5,8%	4,9%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.8. Jeg mangler generel viden om vitaminer og mineraler og hvorfor de er vigtige for mit helbred	1 Meget enig	5,8%	2,7%	2,7%	6,5%	3,2%	2,0%	4,9%	2,8%	6,5%	5,9%
	2 Enig	12,1%	9,2%	11,8%	13,9%	9,0%	7,7%	7,3%	8,5%	9,8%	18,8%
	3 Delvist enig	25,8%	18,5%	25,1%	27,8%	23,4%	31,6%	19,6%	16,5%	13,7%	19,9%
	4 Delvist uenig	20,5%	16,5%	21,3%	18,8%	19,4%	19,6%	19,2%	21,4%	11,7%	16,1%
	5 Uenig	23,9%	34,3%	21,3%	19,4%	31,3%	28,8%	32,1%	33,9%	37,0%	27,0%
	6 Meget uenig	12,0%	18,8%	17,9%	13,6%	13,8%	10,2%	16,9%	16,9%	21,3%	12,3%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.9. Jeg synes det er praktisk og nemt at få vitaminer igennem de produkter jeg alligevel drikker og spiser	1 Meget enig	11,2%	9,1%	9,3%	8,6%	10,8%	8,2%	9,3%	8,3%	14,9%	12,1%
	2 Enig	32,9%	23,0%	28,7%	30,3%	26,1%	32,1%	28,3%	26,7%	28,6%	22,7%
	3 Delvist enig	29,3%	25,3%	35,8%	35,2%	32,2%	26,6%	24,3%	24,9%	15,6%	24,8%
	4 Delvist uenig	10,7%	16,0%	15,5%	15,6%	12,5%	13,3%	9,9%	11,8%	10,4%	18,6%
	5 Uenig	10,2%	16,3%	10,7%	6,2%	11,1%	15,9%	13,8%	15,5%	18,2%	13,3%
	6 Meget uenig	5,8%	10,3%	0,0%	4,1%	7,3%	3,8%	14,4%	12,7%	12,3%	8,6%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.10. Jeg synes bedst om produkter, hvor der er en naturlig sammenhæng mellem vitaminet eller mineralet og produktet (f.eks. appelsinjuice med ekstra C-vitamin)	1 Meget enig	15,4%	15,6%	11,4%	10,7%	14,1%	15,9%	13,4%	13,7%	20,7%	24,7%
	2 Enig	36,7%	33,4%	31,1%	40,1%	37,3%	37,9%	33,7%	35,9%	31,9%	33,2%
	3 Delvist enig	29,6%	31,9%	42,8%	25,5%	31,0%	33,3%	31,7%	28,7%	27,4%	24,0%
	4 Delvist uenig	10,3%	9,4%	10,3%	15,1%	7,2%	9,3%	8,7%	10,2%	9,7%	8,9%
	5 Uenig	5,0%	6,2%	2,7%	8,6%	5,2%	2,7%	7,5%	6,0%	5,8%	6,8%
	6 Meget uenig	3,0%	3,5%	1,7%	0,0%	5,2%	0,9%	5,0%	5,5%	4,5%	2,5%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.11. Jeg vælger ofte produkter som fremhæver, at ingredienserne er gode for mig	1 Meget enig	2,5%	3,5%	1,0%	4,1%	2,6%	2,9%	1,2%	2,4%	4,5%	5,4%
	2 Enig	10,2%	15,2%	11,8%	7,8%	9,7%	17,3%	12,1%	14,6%	15,0%	12,4%
	3 Delvist enig	30,2%	32,5%	29,2%	38,1%	26,1%	28,7%	29,2%	34,3%	30,4%	35,9%
	4 Delvist uenig	23,6%	25,6%	25,5%	25,8%	24,9%	26,0%	30,2%	16,5%	26,7%	20,8%
	5 Uenig	23,2%	16,6%	23,6%	20,0%	20,5%	23,0%	18,7%	23,3%	14,2%	15,5%
	6 Meget uenig	10,4%	6,6%	8,9%	4,1%	16,1%	2,0%	8,6%	8,8%	9,1%	10,0%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.12. Det er vigtigt for mig at vide hvad vitaminerne eller mineralerne i produktet er godt for	1 Meget enig	7,7%	12,4%	4,2%	5,7%	5,1%	7,4%	10,0%	9,4%	17,5%	21,2%
	2 Enig	29,7%	34,1%	26,2%	20,9%	27,3%	37,0%	34,9%	32,3%	38,9%	36,2%
	3 Delvist enig	35,7%	33,4%	34,7%	43,5%	37,8%	42,4%	35,4%	32,7%	23,5%	26,5%
	4 Delvist uenig	18,0%	12,7%	22,6%	20,4%	21,4%	10,2%	12,3%	15,4%	11,1%	10,3%
	5 Uenig	4,9%	5,5%	6,1%	7,0%	6,0%	1,8%	5,0%	6,8%	5,2%	4,0%
	6 Meget uenig	3,9%	2,0%	6,1%	2,5%	2,5%	1,2%	2,4%	3,4%	3,9%	1,7%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.13. Jeg vil gerne betale mere for et produkt der har tilsatte vitaminer eller mineraler	1 Meget enig	1,0%	0,5%	0,0%	1,6%	1,3%	0,0%	0,6%	0,5%	1,3%	0,7%
	2 Enig	3,9%	2,9%	3,8%	3,2%	3,8%	4,1%	3,1%	3,2%	3,2%	2,8%
	3 Delvist enig	14,3%	13,5%	20,0%	15,6%	11,3%	17,1%	8,6%	14,7%	10,4%	14,3%
	4 Delvist uenig	23,7%	22,8%	27,2%	29,9%	23,3%	21,4%	20,5%	19,2%	21,4%	24,8%
	5 Uenig	27,5%	29,4%	23,4%	24,7%	27,8%	37,4%	29,7%	27,8%	24,7%	31,0%
	6 Meget uenig	29,6%	30,9%	25,7%	25,0%	32,6%	20,0%	37,4%	34,6%	38,9%	26,4%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.14. Jeg synes jeg får mere værdi for pengene med et produkt der er tilsat vitaminer eller mineraler	1 Meget enig	1,0%	0,6%	0,0%	1,6%	1,3%	0,9%	0,6%	0,0%	2,0%	0,0%
	2 Enig	3,9%	2,4%	4,8%	4,9%	6,4%	3,2%	3,1%	2,5%	0,6%	0,0%
	3 Delvist enig	15,8%	12,6%	18,5%	9,8%	13,1%	24,2%	11,9%	12,2%	9,8%	13,1%
	4 Delvist uenig	25,2%	24,8%	38,1%	34,0%	20,9%	15,2%	21,6%	22,2%	21,5%	28,5%
	5 Uenig	26,1%	31,7%	18,7%	29,5%	26,5%	38,0%	26,1%	30,8%	27,9%	33,8%
	6 Meget uenig	27,9%	28,0%	19,8%	20,2%	31,9%	18,4%	36,7%	32,2%	38,3%	24,6%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.15. Mere information om funktionelle fødevarer og bivirkninger heraf ville gøre det lettere for mig at forholde mig til dem	1 Meget enig	17,9%	18,8%	20,2%	15,6%	12,2%	16,4%	21,8%	16,6%	20,7%	22,8%
	2 Enig	30,9%	39,1%	29,4%	42,3%	33,3%	37,3%	36,1%	33,2%	37,7%	30,8%
	3 Delvist enig	27,8%	23,6%	32,2%	21,7%	24,8%	29,8%	21,2%	31,8%	19,5%	24,1%
	4 Delvist uenig	11,9%	9,5%	14,4%	13,4%	12,4%	10,6%	9,3%	6,8%	9,7%	9,4%
	5 Uenig	7,0%	4,7%	3,8%	4,1%	8,3%	5,0%	6,2%	7,5%	5,2%	6,8%
	6 Meget uenig	4,5%	4,3%	0,0%	2,9%	9,1%	0,9%	5,5%	4,0%	7,1%	6,1%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
1.16. Det er vigtigere for mig at vide, hvilken virkning produktet har på mit helbred end at vide præcis hvilke vitaminer eller mineraler der er i	1 Meget enig	12,6%	12,0%	12,4%	11,8%	7,1%	6,4%	13,1%	12,6%	15,5%	19,9%
	2 Enig	25,5%	25,3%	18,5%	27,9%	20,7%	28,7%	25,7%	25,2%	28,0%	29,2%
	3 Delvist enig	32,9%	33,6%	43,3%	33,3%	38,3%	36,8%	36,3%	30,4%	24,7%	21,5%
	4 Delvist uenig	15,2%	15,4%	18,8%	18,4%	15,7%	18,8%	10,0%	16,3%	13,7%	11,7%
	5 Uenig	8,4%	8,5%	5,9%	5,7%	11,0%	9,3%	6,2%	9,0%	8,4%	12,2%
	6 Meget uenig	5,3%	5,2%	1,0%	2,9%	7,1%	0,0%	8,7%	6,4%	9,8%	5,4%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
2.1. I dette spørgsmål bedes du angive hvad du tror B-vitaminer gør/er godt for.	Er godt for hår, hud, negle og energi	49,2%	63,3%	36,4%	50,9%	51,5%	52,1%	54,5%	67,8%	72,7%	64,1%
	Er vigtig for optagelsen af mineraler i kosten	12,7%	12,3%	14,5%	12,7%	16,2%	15,2%	12,5%	9,3%	8,4%	11,3%
	Nedsætter kolesterolindhold i blodet	3,7%	2,1%	2,1%	11,1%	2,5%	1,2%	2,4%	2,2%	1,3%	1,6%
	Ved ikke	34,3%	22,3%	47,0%	25,3%	29,8%	31,5%	30,6%	20,8%	17,5%	23,0%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
2.2. I dette spørgsmål bedes du angive hvad du tror Antioxidanter gør/er godt for.	Kan nedsætte blodtrykket	11,7%	10,2%	5,2%	14,2%	13,6%	14,3%	10,6%	8,3%	10,4%	11,5%
	Bekæmper de frie radikaler	44,1%	56,5%	42,6%	51,1%	45,0%	42,6%	53,5%	52,7%	62,3%	53,1%
	Regulerer sukkeromsætningen	6,5%	4,2%	4,8%	8,6%	5,1%	7,9%	5,5%	5,0%	2,6%	3,3%
	Ved ikke	37,7%	29,1%	47,4%	26,2%	36,3%	35,1%	30,4%	34,1%	24,8%	32,1%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
2.3. I dette spørgsmål bedes du angive hvad du tror C-vitaminer gør/er godt for.	Er godt for stofskiftet	2,1%	0,8%	2,7%	0,0%	0,7%	2,3%	0,6%	3,9%	0,6%	0,5%
	Har betydning for kroppens immunforsvar	88,3%	95,2%	84,2%	96,8%	91,0%	90,2%	93,3%	90,6%	94,1%	94,8%
	Er godt for fordøjelsen	1,6%	0,3%	2,7%	0,0%	1,3%	0,0%	0,6%	1,6%	0,7%	0,5%
	Ved ikke	7,9%	3,7%	10,3%	3,2%	7,0%	7,5%	5,5%	3,9%	4,6%	4,2%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

		Køn		Aldersgrupper							
		Mand	Kvinde	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60
3. Hvilke sygdomme/helbreds aspekter ville du foretrække at funktionelle fødevarer kunne afhjælpe eller have en positiv indvirkning på?	Hjerte/kar sygdomme	53,9%	48,7%	52,0%	46,3%	44,9%	54,7%	53,7%	51,8%	48,7%	57,8%
	Nedsætte kolesterol	49,3%	44,7%	46,1%	57,8%	45,6%	49,7%	41,3%	45,7%	43,6%	48,9%
	Nedsætte blodtrykket	36,1%	31,6%	34,1%	36,9%	33,2%	38,5%	28,2%	32,3%	33,7%	35,1%
	Forbedre immunsystemet	48,4%	49,7%	60,6%	57,9%	48,1%	54,2%	40,1%	43,2%	44,1%	46,3%
	Forbedre fordøjelsen	31,3%	32,0%	45,7%	48,8%	35,8%	35,2%	29,9%	22,5%	20,8%	15,7%
	Styrke knoglerne	39,7%	42,2%	40,2%	56,2%	39,2%	44,2%	37,1%	38,3%	39,5%	35,0%
	Andre, notér:	10,5%	6,9%	6,1%	3,2%	10,8%	5,2%	13,6%	11,8%	11,0%	6,6%
	Ved ikke	14,5%	17,1%	15,4%	10,2%	16,4%	15,9%	18,9%	15,8%	17,5%	15,0%
Total	Antal	**510**	**501**	**128**	**110**	**125**	**132**	**146**	**129**	**123**	**120**

Appendix 5

Cross-Tables: Income, Education, Living Area

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.1. Jeg er bange for at få for mange vitaminer hvis jeg spiser eller drikker funktionelle fødevarer	1 Meget enig	8,7%	3,8%	7,3%	4,4%	4,8%	7,8%	7,3%	4,9%	6,8%	5,1%	6,6%	8,2%	8,5%	3,5%	5,1%	3,2%	**5,9%**
	2 Enig	0,7%	6,7%	11,7%	12,9%	12,4%	12,6%	12,0%	6,1%	12,2%	10,6%	11,8%	9,0%	16,7%	9,6%	8,9%	14,0%	**10,6%**
	3 Delvist enig	15,4%	26,1%	24,8%	27,3%	28,7%	26,2%	27,5%	22,3%	29,0%	26,0%	23,3%	25,5%	23,3%	25,6%	29,0%	21,5%	**25,6%**
	4 Delvist uenig	20,3%	10,8%	16,5%	21,7%	18,9%	19,2%	18,4%	16,3%	11,8%	21,3%	19,1%	18,5%	17,5%	21,1%	17,8%	13,0%	**18,2%**
	5 Uenig	34,4%	34,0%	27,8%	24,3%	27,9%	21,6%	21,5%	36,4%	31,5%	23,9%	26,3%	26,3%	22,6%	31,0%	24,6%	33,5%	**27,2%**
	6 Meget uenig	20,5%	18,5%	11,9%	9,5%	7,3%	12,6%	13,3%	13,9%	8,7%	13,1%	13,0%	12,6%	11,4%	9,3%	14,7%	15,0%	**12,4%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.2. Jeg føler mit vitaminbehov er dækket godt ind	1 Meget enig	15,8%	17,9%	16,6%	20,2%	28,6%	23,5%	23,0%	13,2%	20,4%	22,0%	22,1%	21,8%	24,6%	22,3%	16,9%	17,2%	**20,6%**
	2 Enig	32,1%	46,0%	50,5%	42,8%	40,6%	48,5%	41,5%	40,7%	41,3%	45,9%	49,1%	43,9%	42,2%	41,0%	50,9%	41,9%	**44,5%**
	3 Delvist enig	37,5%	21,3%	22,8%	25,2%	22,8%	16,6%	24,8%	27,8%	27,1%	22,0%	18,8%	25,6%	20,3%	27,7%	17,7%	24,9%	**23,4%**
	4 Delvist uenig	12,6%	10,8%	8,2%	8,0%	6,8%	9,5%	7,6%	14,7%	8,7%	7,7%	8,1%	5,9%	12,3%	5,8%	11,9%	13,6%	**9,0%**
	5 Uenig	1,0%	3,4%	1,1%	3,1%	0,7%	1,4%	1,4%	3,5%	2,5%	1,4%	1,6%	1,9%	0,5%	2,5%	2,1%	2,5%	**1,9%**
	6 Meget uenig	1,0%	0,6%	0,7%	0,6%	0,4%	0,5%	1,7%	0,0%	0,0%	1,0%	0,3%	1,0%	0,0%	0,7%	0,6%	0,0%	**0,6%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.3. Jeg vil hellere spise den fødevare som naturligt indeholder vitaminet eller mineralet end at få det vitamin eller mineral gennem funktionelle fødevarer	1 Meget enig	29,1%	33,0%	34,9%	40,9%	42,3%	41,6%	37,2%	32,2%	34,1%	40,2%	41,3%	41,8%	42,7%	33,1%	39,1%	28,3%	**37,9%**
	2 Enig	32,4%	35,0%	35,7%	29,7%	38,6%	35,1%	24,6%	33,9%	36,7%	34,0%	36,4%	31,0%	34,5%	37,1%	33,6%	36,8%	**34,0%**
	3 Delvist enig	27,7%	21,8%	15,9%	18,9%	11,7%	14,7%	26,2%	22,8%	17,6%	15,4%	14,7%	17,8%	15,3%	17,8%	16,2%	24,0%	**17,8%**
	4 Delvist uenig	3,5%	8,2%	9,2%	8,4%	7,0%	5,3%	5,2%	8,9%	9,0%	7,2%	6,0%	6,6%	5,8%	4,9%	9,8%	10,9%	**7,3%**
	5 Uenig	2,5%	1,5%	3,4%	1,3%	0,0%	2,8%	6,0%	2,2%	2,6%	1,2%	0,5%	1,6%	1,1%	4,5%	1,4%	0,0%	**1,9%**
	6 Meget uenig	5,0%	0,5%	0,8%	0,8%	0,4%	0,5%	0,9%	0,0%	0,0%	1,9%	1,0%	1,3%	0,5%	2,6%	0,0%	0,0%	**1,0%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.4. Jeg synes det er vildledende, når der er tilsat vitaminer eller mineraler til et produkt som allerede findes på markedet	1 Meget enig	14,8%	24,2%	21,2%	23,5%	21,5%	27,0%	25,7%	17,9%	22,6%	24,8%	20,8%	23,0%	31,5%	19,9%	20,3%	22,7%	**22,7%**
	2 Enig	13,5%	27,1%	34,2%	29,0%	29,6%	22,2%	24,3%	24,9%	31,7%	28,0%	24,7%	24,6%	34,0%	27,4%	26,7%	27,5%	**27,2%**
	3 Delvist enig	35,6%	23,4%	26,2%	26,2%	25,3%	27,4%	30,4%	27,3%	25,8%	27,6%	23,5%	29,8%	17,6%	26,0%	29,0%	25,3%	**26,7%**
	4 Delvist uenig	20,3%	13,2%	10,7%	14,4%	15,6%	12,3%	12,3%	16,3%	12,7%	11,4%	18,9%	14,3%	9,0%	13,2%	15,2%	16,5%	**13,8%**
	5 Uenig	13,2%	10,8%	7,2%	5,1%	6,8%	9,0%	4,6%	11,5%	6,5%	7,0%	10,2%	7,0%	7,2%	10,6%	7,9%	6,3%	**7,9%**
	6 Meget uenig	2,5%	1,4%	0,4%	1,9%	1,1%	2,1%	2,7%	2,1%	0,7%	1,2%	1,9%	1,3%	0,6%	3,0%	0,9%	1,6%	**1,5%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.5. Fødevareproducenterne laver kun funktionelle fødevarer for at få mig til at tro at produktet er sundere når det er tilsat vitaminer eller mineraler	1 Meget enig	18,5%	27,1%	21,9%	27,3%	25,7%	27,2%	33,9%	20,5%	25,9%	25,6%	23,1%	24,5%	35,5%	24,7%	20,1%	27,6%	**25,2%**
	2 Enig	18,8%	29,5%	35,1%	31,4%	29,2%	29,2%	23,3%	27,2%	30,1%	33,8%	27,7%	35,7%	23,7%	28,7%	30,2%	24,1%	**30,0%**
	3 Delvist enig	39,7%	25,4%	30,7%	30,3%	22,5%	29,0%	27,6%	34,3%	27,1%	27,3%	32,0%	25,4%	28,0%	27,9%	34,9%	31,2%	**29,2%**
	4 Delvist uenig	12,9%	11,6%	8,2%	7,9%	14,6%	6,7%	9,7%	13,7%	11,2%	7,5%	9,4%	8,8%	11,4%	12,2%	6,2%	12,3%	**9,6%**
	5 Uenig	4,2%	6,4%	2,8%	2,9%	5,0%	4,1%	4,5%	3,1%	4,7%	3,4%	4,9%	3,5%	1,5%	3,7%	6,5%	3,4%	**4,0%**
	6 Meget uenig	6,0%	0,0%	1,4%	0,3%	3,0%	3,8%	0,9%	1,1%	1,0%	2,5%	2,9%	2,2%	0,0%	2,8%	2,1%	1,4%	**1,9%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.6. Jeg stoler ikke på at fødevareproducenterne har den nødvendige viden til at lave funktionelle fødevarer	1 Meget enig	12,8%	16,1%	13,5%	14,1%	13,9%	13,9%	24,6%	10,0%	15,4%	12,8%	13,3%	12,0%	21,2%	12,1%	13,7%	16,5%	**14,1%**
	2 Enig	9,4%	19,1%	24,0%	22,2%	20,2%	22,8%	22,3%	19,6%	26,6%	21,2%	14,8%	26,9%	22,2%	16,3%	15,9%	22,1%	**20,8%**
	3 Delvist enig	31,1%	31,5%	29,0%	36,0%	31,6%	29,9%	29,7%	32,0%	32,1%	33,8%	28,7%	26,6%	30,9%	37,5%	32,6%	35,0%	**31,9%**
	4 Delvist uenig	30,6%	17,5%	22,1%	18,3%	20,5%	18,7%	12,7%	25,2%	17,6%	20,1%	23,8%	22,2%	14,9%	22,5%	22,1%	13,5%	**20,4%**
	5 Uenig	7,7%	11,4%	8,6%	7,2%	10,2%	11,7%	7,3%	9,8%	7,3%	7,0%	16,8%	9,7%	9,8%	6,9%	9,3%	13,1%	**9,3%**
	6 Meget uenig	8,3%	4,4%	2,8%	2,1%	3,7%	3,0%	3,3%	3,4%	1,1%	5,1%	2,6%	2,6%	1,0%	4,7%	6,5%	0,0%	**3,5%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.999 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.7. Vitaminer og mineraler får produktet til at smage anderledes	1 Meget enig	6,3%	4,8%	2,4%	1,3%	1,0%	3,3%	6,4%	2,5%	3,4%	2,2%	1,7%	1,4%	4,9%	4,5%	2,7%	0,7%	**2,8%**
	2 Enig	4,0%	6,0%	5,1%	4,2%	7,6%	5,6%	6,4%	6,4%	8,7%	3,5%	4,6%	6,0%	9,1%	4,1%	3,8%	5,1%	**5,3%**
	3 Delvist enig	35,2%	33,2%	36,8%	32,5%	21,6%	30,9%	35,8%	28,0%	37,7%	31,9%	27,3%	36,2%	34,1%	29,0%	29,3%	28,3%	**31,8%**
	4 Delvist uenig	26,1%	27,2%	34,8%	32,6%	38,7%	32,5%	28,4%	36,9%	26,1%	35,1%	31,9%	34,2%	28,6%	32,2%	33,3%	31,3%	**32,5%**
	5 Uenig	23,3%	21,3%	17,0%	24,7%	23,2%	19,9%	18,9%	20,7%	19,9%	20,9%	26,4%	17,5%	18,0%	24,4%	23,4%	27,5%	**21,5%**
	6 Meget uenig	5,0%	7,5%	4,0%	4,7%	7,9%	7,8%	4,1%	5,6%	4,2%	6,4%	8,1%	4,8%	5,3%	5,8%	7,5%	7,1%	**6,0%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.999 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.8. Jeg mangler generel viden om vitaminer og mineraler og hvorfor de er vigtige for mit helbred	1 Meget enig	2,1%	7,9%	3,5%	4,8%	2,4%	3,9%	5,3%	2,4%	5,0%	5,0%	3,0%	2,6%	7,6%	3,3%	4,9%	5,5%	**4,3%**
	2 Enig	11,7%	9,7%	10,7%	9,6%	10,3%	12,6%	13,8%	13,8%	10,9%	11,1%	5,4%	11,5%	9,4%	9,9%	11,1%	10,3%	**10,7%**
	3 Delvist enig	26,2%	18,9%	23,4%	25,1%	19,9%	18,8%	22,6%	20,4%	31,0%	22,1%	15,0%	19,0%	17,3%	22,1%	22,8%	35,3%	**22,1%**
	4 Delvist uenig	23,6%	17,6%	20,2%	13,5%	18,7%	22,1%	19,7%	19,6%	14,4%	18,2%	21,5%	16,4%	19,5%	23,1%	19,4%	11,7%	**18,5%**
	5 Uenig	18,9%	26,2%	27,2%	33,2%	31,1%	30,6%	22,2%	24,9%	30,1%	27,0%	39,0%	30,3%	26,2%	29,0%	31,0%	24,9%	**29,0%**
	6 Meget uenig	17,5%	19,7%	15,0%	13,7%	17,5%	12,1%	16,3%	18,9%	8,7%	16,5%	16,1%	20,2%	20,0%	12,7%	10,7%	12,3%	**15,4%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.999 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.9. Jeg synes det er praktisk og nemt at få vitaminer igennem de produkter jeg alligevel drikker og spiser	1 Meget enig	8,0%	8,8%	10,7%	9,6%	8,7%	13,6%	12,0%	11,9%	8,9%	9,9%	9,5%	9,3%	13,9%	12,3%	9,3%	5,7%	**10,1%**
	2 Enig	37,2%	20,8%	28,1%	27,6%	25,8%	31,2%	26,4%	28,0%	21,3%	29,0%	32,7%	28,8%	25,3%	23,2%	30,2%	33,6%	**28,0%**
	3 Delvist enig	34,2%	26,2%	24,8%	27,2%	32,7%	23,3%	28,8%	25,9%	31,5%	24,2%	30,0%	28,2%	24,1%	30,3%	25,8%	25,6%	**27,3%**
	4 Delvist uenig	11,2%	21,5%	12,1%	14,5%	7,4%	11,9%	12,1%	18,2%	13,2%	14,4%	8,1%	12,2%	15,8%	12,5%	13,0%	15,9%	**13,3%**
	5 Uenig	6,4%	18,3%	11,6%	12,2%	16,5%	13,2%	13,5%	9,8%	16,2%	13,5%	12,2%	11,7%	10,2%	15,7%	15,0%	12,0%	**13,2%**
	6 Meget uenig	2,9%	4,4%	12,7%	8,9%	8,9%	6,8%	7,2%	6,1%	8,9%	8,9%	7,4%	9,9%	10,8%	5,9%	6,6%	7,2%	**8,1%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.10. Jeg synes bedst om produkter, hvor der er en naturlig sammenhæng mellem vitaminet eller mineralet og produktet (f.eks. appelsinjuice med ekstra C-vitamin)	1 Meget enig	11,2%	14,0%	12,3%	14,1%	20,1%	20,7%	14,1%	12,2%	14,1%	17,3%	16,4%	12,8%	21,5%	15,0%	20,3%	6,2%	**15,5%**
	2 Enig	32,4%	38,0%	34,6%	35,8%	32,8%	35,2%	38,4%	36,6%	33,2%	33,3%	37,6%	30,7%	36,3%	37,4%	34,3%	42,7%	**35,1%**
	3 Delvist enig	39,9%	27,0%	32,1%	34,4%	27,5%	24,9%	26,7%	37,1%	32,3%	30,7%	26,6%	31,3%	26,0%	29,3%	31,6%	35,4%	**30,7%**
	4 Delvist uenig	7,4%	11,6%	9,6%	8,9%	9,9%	11,2%	11,3%	7,6%	11,0%	9,0%	11,3%	10,8%	6,3%	10,8%	8,4%	12,6%	**9,8%**
	5 Uenig	3,7%	7,4%	6,9%	4,3%	6,3%	5,3%	6,2%	2,9%	5,3%	6,7%	5,6%	9,8%	4,9%	5,7%	2,6%	1,4%	**5,6%**
	6 Meget uenig	5,4%	2,0%	4,6%	2,5%	3,3%	2,8%	3,3%	3,7%	4,0%	3,0%	2,5%	4,6%	5,0%	1,7%	2,6%	1,7%	**3,2%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.11. Jeg vælger ofte produkter som fremhæver, at ingredienserne er gode for mig	1 Meget enig	4,0%	3,2%	2,6%	2,5%	2,7%	3,5%	3,2%	3,1%	2,6%	3,9%	1,1%	2,6%	3,0%	4,4%	2,8%	1,4%	**3,0%**
	2 Enig	10,1%	12,8%	13,5%	12,2%	13,5%	13,0%	12,6%	12,2%	11,5%	14,1%	11,1%	12,7%	9,8%	14,9%	11,0%	15,2%	**12,7%**
	3 Delvist enig	31,2%	35,4%	32,7%	30,3%	31,2%	28,2%	33,8%	30,6%	39,2%	29,7%	26,6%	30,6%	35,9%	32,0%	30,0%	29,5%	**31,3%**
	4 Delvist uenig	22,2%	23,6%	23,6%	27,1%	25,7%	23,3%	18,1%	20,4%	26,5%	25,1%	28,6%	23,9%	22,3%	21,0%	28,4%	28,5%	**24,6%**
	5 Uenig	24,7%	15,2%	17,7%	20,0%	20,7%	23,0%	21,5%	26,2%	16,7%	17,7%	21,9%	19,2%	18,7%	21,2%	20,5%	19,4%	**19,9%**
	6 Meget uenig	7,7%	9,7%	9,8%	7,9%	6,3%	9,0%	10,7%	7,5%	3,4%	9,5%	10,6%	11,0%	10,3%	6,5%	7,3%	6,0%	**8,5%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.12. Det er vigtigt for mig at vide hvad vitaminerne eller mineralerne i produktet er godt for	1 Meget enig	5,5%	10,2%	8,2%	11,4%	10,9%	11,1%	13,1%	7,0%	7,3%	12,8%	7,5%	8,1%	16,6%	12,8%	6,4%	9,8%	**10,0%**
	2 Enig	22,0%	32,8%	32,6%	29,2%	35,6%	36,5%	27,7%	33,5%	34,1%	31,9%	30,8%	33,3%	28,2%	30,1%	33,6%	32,6%	**31,9%**
	3 Delvist enig	39,8%	31,3%	33,1%	36,6%	33,3%	34,2%	31,4%	35,8%	41,8%	30,1%	37,7%	35,8%	26,9%	37,3%	33,8%	36,2%	**34,6%**
	4 Delvist uenig	19,9%	15,7%	14,3%	16,4%	18,1%	10,4%	18,0%	13,2%	11,9%	16,8%	15,9%	12,6%	20,1%	13,0%	19,1%	14,1%	**15,4%**
	5 Uenig	8,3%	5,1%	6,9%	4,6%	1,7%	5,6%	3,7%	9,0%	3,0%	4,7%	6,1%	6,2%	6,0%	4,0%	5,2%	3,9%	**5,2%**
	6 Meget uenig	4,4%	4,9%	4,9%	1,9%	0,4%	2,2%	6,1%	1,5%	1,8%	3,7%	1,9%	4,0%	2,2%	2,8%	2,0%	3,5%	**3,0%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.999 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.13. Jeg vil gerne betale mere for et produkt der har tilsatte vitaminer eller mineraler	1 Meget enig	0,0%	0,0%	0,0%	1,2%	1,1%	1,4%	0,8%	0,0%	0,0%	1,7%	0,0%	1,4%	0,0%	0,7%	0,3%	0,7%	**0,7%**
	2 Enig	2,6%	4,2%	4,1%	1,6%	3,9%	4,8%	6,5%	5,6%	0,8%	3,4%	2,5%	2,9%	3,5%	4,6%	0,3%	9,4%	**3,4%**
	3 Delvist enig	19,2%	20,3%	10,7%	13,3%	10,5%	13,2%	17,3%	19,1%	14,4%	12,0%	11,6%	13,2%	11,1%	12,3%	17,2%	15,2%	**13,9%**
	4 Delvist uenig	25,2%	24,5%	26,1%	19,6%	22,9%	24,2%	16,6%	23,8%	26,6%	21,3%	27,2%	24,8%	20,6%	23,7%	21,1%	26,1%	**23,3%**
	5 Uenig	22,3%	21,2%	29,2%	37,5%	30,0%	21,9%	28,8%	21,7%	34,4%	30,7%	23,2%	22,8%	29,5%	30,5%	34,2%	25,8%	**28,4%**
	6 Meget uenig	30,8%	29,8%	29,9%	26,8%	31,6%	34,6%	29,9%	29,8%	23,8%	30,8%	35,5%	35,0%	35,2%	28,1%	26,8%	22,7%	**30,2%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.999 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.14. Jeg synes jeg får mere værdi for pengene med et produkt der er tilsat vitaminer eller mineraler	1 Meget enig	0,0%	1,4%	0,0%	0,7%	1,7%	1,0%	0,0%	0,0%	0,7%	1,7%	0,0%	1,4%	0,0%	1,3%	0,0%	0,7%	**0,8%**
	2 Enig	3,6%	1,1%	6,2%	3,5%	3,4%	0,9%	3,5%	5,1%	3,6%	3,3%	0,8%	3,0%	1,7%	4,1%	2,4%	5,5%	**3,2%**
	3 Delvist enig	18,3%	16,3%	11,9%	12,8%	11,7%	16,9%	20,4%	16,1%	15,4%	11,4%	14,0%	13,0%	11,5%	13,8%	14,9%	19,5%	**14,2%**
	4 Delvist uenig	37,4%	30,1%	22,1%	19,8%	26,4%	24,6%	21,1%	27,4%	26,1%	24,7%	24,8%	23,8%	22,3%	26,9%	25,5%	26,5%	**25,0%**
	5 Uenig	17,2%	27,4%	30,6%	36,7%	29,3%	22,0%	27,3%	26,5%	33,6%	30,5%	23,8%	25,5%	33,2%	29,7%	31,4%	26,0%	**28,9%**
	6 Meget uenig	23,6%	23,7%	29,3%	26,6%	27,4%	34,6%	27,6%	24,9%	20,6%	28,4%	36,6%	33,4%	31,2%	24,2%	25,8%	21,7%	**28,0%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.999 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.15. Mere information om funktionelle fødevarer og bivirkninger heraf ville gøre det lettere for mig at forholde mig til dem	1 Meget enig	18,4%	24,7%	18,1%	20,7%	10,5%	16,1%	24,8%	20,4%	12,6%	21,6%	12,0%	15,7%	24,9%	17,2%	21,6%	13,2%	**18,3%**
	2 Enig	31,8%	32,2%	35,3%	33,8%	45,8%	31,6%	33,0%	29,8%	41,6%	34,5%	34,6%	35,1%	35,4%	31,2%	33,5%	44,8%	**34,9%**
	3 Delvist enig	32,6%	22,5%	26,6%	25,6%	25,1%	24,5%	23,4%	32,9%	23,4%	23,8%	27,4%	26,1%	18,3%	31,3%	24,1%	25,4%	**25,7%**
	4 Delvist uenig	9,8%	10,8%	11,6%	12,2%	7,1%	10,8%	11,0%	10,7%	12,1%	9,6%	11,4%	12,3%	9,4%	10,2%	10,6%	8,9%	**10,7%**
	5 Uenig	4,5%	6,6%	4,8%	5,0%	7,2%	7,5%	2,0%	3,5%	5,9%	6,6%	8,2%	4,8%	9,1%	5,0%	7,5%	3,5%	**5,9%**
	6 Meget uenig	2,9%	3,2%	3,6%	2,8%	4,4%	9,5%	5,8%	2,7%	4,4%	3,9%	6,3%	6,0%	3,0%	5,1%	2,8%	4,1%	**4,4%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		0-99.999 kr.	100.000-199.999 kr.	200.000-299.999 kr.	300.000-399.999 kr.	400.000-499.000 kr.	Over 500.000 kr.	Folkeskole	Studentereksamen/HF el. lign.	Kort videregående uddannelse (1-2 år)	Mellemlang videregående uddannelse (3-4 år)	Lang videregående uddannelse (5 år eller mere)	Region Hovedstaden	Region Sjælland	Region Syddanmark	Region Midtjylland	Region Nordjylland	**Total**
1.16. Det er vigtigere for mig at vide, hvilken virkning produktet har på mit helbred end at vide præcis hvilke vitaminer eller mineraler der er i	1 Meget enig	13,0%	13,9%	12,9%	12,2%	10,9%	11,3%	15,6%	14,4%	13,3%	13,2%	6,2%	11,2%	18,0%	9,0%	11,8%	16,4%	**12,3%**
	2 Enig	20,7%	22,2%	27,0%	25,8%	30,7%	23,9%	25,2%	26,5%	30,0%	22,9%	25,8%	20,1%	26,9%	29,4%	28,2%	24,7%	**25,4%**
	3 Delvist enig	41,1%	38,0%	31,8%	33,0%	32,5%	28,1%	35,8%	32,9%	32,4%	33,1%	33,4%	34,6%	23,5%	36,3%	32,2%	37,3%	**33,3%**
	4 Delvist uenig	15,3%	16,4%	14,4%	16,6%	11,3%	16,7%	11,8%	13,1%	17,1%	16,5%	14,7%	16,8%	16,7%	12,2%	17,0%	12,1%	**15,3%**
	5 Uenig	5,4%	7,2%	8,4%	7,1%	11,3%	10,7%	6,9%	8,4%	5,1%	8,0%	13,3%	9,9%	9,2%	8,8%	7,6%	4,6%	**8,4%**
	6 Meget uenig	4,4%	2,2%	5,5%	5,2%	3,2%	9,4%	4,8%	4,7%	2,1%	6,3%	6,7%	7,3%	5,7%	4,3%	3,2%	4,9%	**5,2%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		kr.	199.999	299.999	0-	499.000	500.00	le	reksame	videregåe	ang	videregå	Hovedst	Sjælland	Syddan	Midtjylla	Nordjylla	**Total**
2.1. I dette spørgsmål bedes du angive hvad du tror B-vitaminer gør/er godt for.	Er godt for hår,	42,4%	51,3%	54,0%	59,9%	63,9%	57,8%	49,8%	43,4%	60,6%	60,6%	56,2%	62,0%	57,7%	60,8%	46,1%	51,2%	**56,2%**
	Er vigtig for	12,4%	15,4%	11,6%	11,9%	10,5%	13,7%	8,1%	17,3%	14,8%	10,0%	14,4%	9,7%	14,2%	13,9%	15,8%	8,6%	**12,5%**
	Nedsætter	4,6%	3,6%	2,4%	2,3%	4,4%	1,8%	2,1%	3,2%	3,1%	2,3%	4,1%	2,4%	1,8%	3,1%	2,9%	5,0%	**2,9%**
	Ved ikke	40,6%	29,7%	32,1%	25,9%	21,1%	26,7%	39,9%	36,1%	21,5%	27,2%	25,3%	26,0%	26,2%	22,2%	35,2%	35,1%	**28,4%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		kr.	199.999	299.999	0-	499.000	500.00	le	reksame	videregåe	ang	videregå	Hovedst	Sjælland	Syddan	Midtjylla	Nordjylla	**Total**
2.2. I dette spørgsmål bedes du angive hvad du tror Antioxidanter gør/er godt for.	Kan nedsætte	9,1%	10,5%	10,2%	11,6%	15,0%	9,0%	8,7%	10,6%	15,0%	8,4%	14,0%	11,2%	16,0%	11,7%	9,7%	5,5%	**11,0%**
	Bekæmper de	38,7%	46,0%	53,2%	50,2%	54,2%	53,4%	28,6%	51,8%	41,1%	52,2%	65,0%	55,5%	48,3%	50,6%	48,5%	41,2%	**50,3%**
	Regulerer	5,5%	7,3%	4,4%	5,4%	6,6%	3,6%	10,7%	5,4%	6,5%	5,7%	0,7%	5,1%	3,9%	6,0%	4,0%	9,5%	**5,3%**
	Ved ikke	46,6%	36,2%	32,3%	32,8%	24,2%	33,9%	51,9%	32,2%	37,4%	33,7%	20,3%	28,2%	31,7%	31,7%	37,8%	43,8%	**33,4%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		kr.	199.999	299.999	0-	499.000	500.00	le	reksame	videregåe	ang	videregå	Hovedst	Sjælland	Syddan	Midtjylla	Nordjylla	**Total**
2.3. I dette spørgsmål bedes du angive hvad du tror C-vitaminer gør/er godt for.	Er godt for	4,1%	1,9%	0,0%	1,1%	1,6%	1,7%	3,6%	2,4%	0,4%	1,0%	1,6%	1,0%	4,0%	0,9%	1,3%	1,3%	**1,4%**
	Har betydning for	85,8%	89,2%	94,5%	93,1%	92,2%	91,6%	82,2%	88,8%	94,9%	93,0%	93,5%	94,2%	89,3%	92,4%	90,5%	89,3%	**91,8%**
	Er godt for	0,0%	2,6%	1,1%	0,5%	1,6%	0,0%	4,6%	0,0%	0,9%	0,8%	0,0%	0,9%	1,3%	1,3%	0,3%	1,2%	**0,9%**
	Ved ikke	10,1%	6,3%	4,4%	5,3%	4,6%	6,7%	9,7%	8,8%	3,8%	5,2%	5,0%	3,9%	5,4%	5,4%	8,0%	8,1%	**5,9%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**

		Personlig årsindkomst						Højest opnåede uddannelse					Regioner					
		kr.	199.999	299.999	0-	499.000	500.00	le	reksame	videregåe	ang	videregå	Hovedst	Sjælland	Syddan	Midtjylla	Nordjylla	**Total**
3. Hvilke sygdomme/helbreds aspekter ville du foretrække at funktionelle fødevarer kunne afhjælpe eller have en positiv indvirkning på?	Hjerte/kar	57,1%	45,3%	52,2%	53,0%	49,2%	51,8%	57,9%	45,7%	49,0%	55,3%	46,3%	48,9%	56,3%	48,8%	54,6%	50,4%	**51,4%**
	Nedsætte	46,9%	48,3%	52,0%	45,3%	45,8%	44,5%	44,0%	42,1%	54,5%	49,6%	40,2%	45,7%	48,7%	50,6%	44,6%	46,9%	**47,0%**
	Nedsætte	40,0%	33,1%	37,2%	30,5%	31,8%	34,5%	44,9%	29,3%	29,6%	34,7%	33,9%	32,8%	34,4%	30,7%	36,3%	37,2%	**33,9%**
	Forbedre	63,4%	53,0%	52,1%	48,1%	42,5%	42,3%	52,6%	50,0%	50,1%	48,5%	46,8%	44,8%	52,6%	52,1%	48,5%	51,9%	**49,1%**
	Forbedre	45,0%	41,9%	29,9%	28,5%	31,5%	23,6%	30,4%	34,5%	31,8%	33,4%	26,4%	26,2%	28,2%	33,7%	33,9%	41,9%	**31,6%**
	Styrke knoglerne	44,3%	43,7%	41,3%	43,6%	38,6%	34,6%	39,4%	41,0%	46,9%	40,4%	37,3%	38,9%	40,4%	44,9%	35,9%	50,6%	**40,9%**
	Andre, notér:	6,6%	8,5%	8,8%	5,2%	9,5%	14,4%	4,9%	12,3%	7,8%	7,6%	11,2%	10,4%	8,7%	5,2%	10,2%	7,8%	**8,7%**
	Ved ikke	12,6%	15,7%	14,6%	18,2%	14,9%	15,8%	17,0%	17,7%	12,7%	14,9%	18,3%	16,3%	15,0%	14,5%	15,0%	19,6%	**15,8%**
Total	Antal	**88**	**144**	**191**	**266**	**140**	**181**	**99**	**146**	**178**	**397**	**191**	**307**	**130**	**222**	**242**	**109**	**1.011**