Master's Thesis

Could confectionery brands benefit from using nutrition and health claims?

An empirical study of how nutrition and health claims affect the customer-based brand equity

Cand.merc. MCM – Msc. in Marketing Communication Management

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Executive summary

The confectionery sales in Denmark have declined over the last years which make the manufacturers face a challenge in retaining sales. A possible explanation for this decline could be, that the Danish consumers have become more health conscious throughout the last decade. There are several ways that the manufacturers could accede to this, one of them being to provide the packaging with nutrition and/or health claims, which soon, due to a new EU legislation, will be allowed in Denmark.
The objective for this master's thesis is, through a quantitative study, to examine, if the respondents' attitudes towards confectionery brands change, when nutrition or health claims respectively are added to the packaging. The purpose of this research is to give an indication of, how the customer-based brand equity is influenced, when making use of claims and whether it would be advisable for the manufacturers to do so.
In the study carried out, 40 Danish respondents were asked to evaluate different confectionery brands on the parameters: perceived brand quality, credibility, superiority and purchase intention, when nutrition and health claims were added to images of confectionery.
The results showed, that the addition of nutrition and especially health claims had a negative impact on all of the four parameters measured on. The most significant impact was a severe decrease in the perceived brand credibility. This means, that the respondents' attitudes towards the confectionery brands became more negative and that it is very likely, that adding of claims to confectionery would have a negative impact on the overall customer-based brand equity.

The findings from this study thus suggest, that the addition of nutrition and health claims decreases the likelihood of the consumers intending to purchase the brands. Seen in the light of this, it would therefore not be advisable for the manufacturers to add any kind of claim (neither nutrition nor health claims) to the packaging, in an attempt to retain sales in Denmark.

PART I: INTRODUCTION

Chapter 1: Introduction

1.1 Introduction

Research done on Danish consumers' attitude towards healthy eating suggests, that the Danish consumers have become more and more health conscious throughout the last decade. As a matter a fact, health has been named as the most significant trend and innovation driver in the global food and drink market (Lähteenmäki, Lampila, Grunert, Boztug, Ueland, Åstrøm & Martinsdóttir, 2010). There may be several reasons for this change in attitude, but one of them is probably the increased focus on the subject in the media and in the public debate. This has provided the consumers with information and an increased level of knowledge about health in general, as well as healthy food (food.dtu.dk, a).

One of the consequences of the increased focus on healthy eating is that confectionery sales in Denmark have declined over the last years (dhblad.dk, a; euromonitor.com, a,b), since confectionery is a product category being perceived as unhealthy by the public in general. In addition to this, the Danish Government also has an increased focus on products perceived as unhealthy such as alcohol, tobacco and also confectionery.

A tax raise on chocolate and candy has just passed as part of the new fiscal budget in Denmark (fm.dk). This of course has consequences for both the manufacturers of confectionery and probably ultimately also for the consumers. This is because either the profit on producing and selling chocolate and candy will be lowered, or the prices on confectionery products will be raised. Previous examples, like when a new tax on lipids was introduced in Denmark (see. e.g. lokalavisen.dk), show that it is the consumers that most likely are going to pay.

Confectionery satisfies a hedonic need and is not strictly necessary for survival. Hence there is a risk that the consumers reduce their intake of confectionery products when the price on such products is raised. This was also the Governments', in my opinion questionable, main argument for introducing the tax raise. Acknowledging this, in my opinion there is not much doubt: The manufacturers of confectionery sold on the Danish market face a challenge retaining sales in Denmark – a challenge that requires action.

There are several ways the manufacturers could accede to this challenge, such as changing the products to healthier alternatives, marketing the products more aggressively, and so on. Another option could be to provide the packaging with nutrition and/or health claims, to

accentuate the (separately seen) more healthy ingredients in confectionery and/or health benefits of the product. A nutrition claim is a claim stating that a food has particular nutritional properties. A health claim on the other hand, is any claim suggesting a relationship between the product (food) and health. Adding these claims to the packaging of the products could potentially attract the consumers attention and possibly influence the consumers preferences (Leathwood, Richardson, Sträter, Todd & van Trijp, 2007), by e.g. letting the brand appear as being a healthier alternative than confectionery brands without claims.
On the other hand, nutrition and health claims also have the potential to misdirect consumers towards food choices, that may be against their own best interest; a possibility I will elaborate on below.
Of course the addition of claims on the packaging would entail an extra one-time-only expense because the packaging layout has to be changed, but this would probably be affordable for most manufacturers.

The use of nutrition claims on foods has been permitted in Denmark and the EU for some years now, and throughout recent years it has become more and more normal to see nutrition claims on confectionery like "*Only natural colors"* or "*50 % less sugar*". But the use of health claims has not really gained a footing in Denmark yet. One of the reasons for this could be that only health claims that are approved against a background of sufficient scientific evidence, are permitted (foedevarestyrelsen.dk, a). This approval process demands considerable resources from the manufacturer.
Hence, to avoid that every single manufacturer has to go through this procedure to get a claim approved, the EU is drawing up a list of pre-approved health claims. The work with this list is dragging out though, and thus the Danish consumers are not used to being exposed to this kind of claims - yet.

1.2 Problem Identification

It goes without saying that to retain sales, it is crucial that the customers are interested in- and actually also are buying the products. Hence the customers' perception of the product category, in this case confectionery, is of great importance. But the customers' interest in buying random products from the category is not enough for the individual manufacturer to be able to stay in business – it has to be the brand of *his* portfolio that is preferred and purchased by the customer! In other words: the brand has to be strong and the customer has to have favorable attitudes towards it. Later on, I will elaborate on this "power" of the brand, also called 'brand equity' (Keller, 2008).

The aim of this master's thesis is therefore, through a quantitative analysis, to examine if the respondents' attitudes towards confectionery brands change, when nutrition or health claims respectively are added to the packaging. The purpose of this research is, with the brand equity concept as a frame, to give an indication of whether the manufacturers of confectionery products could benefit from using nutrition and/or health claims on the packaging of their brands, or if the use of claims could have a negative influence on the customer-based brand equity. Note that it is not my intention to determine which specific claims (in regards to wording and the like) are the most effective. Instead I want to give recommendations on whether the use of claims could be favorable for the manufacturers and if so, what kind of claim type (nutrition and/or health claims), would be able to strengthen the brand equity the most. To do this, the following research questions have been formulated:

1.3 Main research Question

What impact does the use of nutrition and health claims on the packaging of confectionery brands have on elements of the customer-based brand equity?

1.4 Sub-questions

- What impact does the use of nutrition and health claims have on the perceived brand quality, credibility, superiority, and brand consideration?
- Which difference in brand judgments is seen between the use of nutrition claims, and respectively health claims in connection with confectionery packaging?

- What difference does the gender make in brand judgments in relation to the use of nutrition and health claims?

1.5 Abbreviations

For the sake of simplicity, some abbreviations have been made in this thesis: The European Food Safety Authority has been abbreviated to EFSA.
Furthermore, the Customer Based Brand Equity model (Keller, 2008) will be referred to as the CBBE model.

1.6 Limitations

As mentioned in the introduction, addressing the topic about nutrition and health claims inevitably also entails a discussion about the risk that claims may be misleading to the consumer. The discussion about when a label or nutrition and health claim is misleading has been subject to several conflicts between the food industry on one side and regulators and consumer activists on the other side. The topic has prompted a considerable amount of research on consumers' understanding of nutrition labels and health claims (see e.g. Leathwood et al, 2007; Williams, 2005), as well as studies concerning the potential misleading of consumers. For instance, the cross-disciplinary Danish research project *Spin or fair speak – when food talks (*www.fairspeak.org) was established for assessing in-store food-to-consumer communication from a fairness perspective (Smith et al, 2011). Since that topic goes beyond the scope of this thesis I will not elaborate further on the subject here.

1.7 Structure

This master's thesis is divided into 5 parts.
In the first part, which is closed by this chapter, the aim for the thesis was presented, the problem was identified and the research questions were presented.

In **part II** I will present the theoretical framework for my thesis. First I will go through the legislation, concerning the use of nutrition and health claims. Then I will, on the basis of several different theoretical perspectives examine, how nutrition and health claims may influence the consumer's attitudes and how this and other factors could affect the shopping behavior.

Furthermore I will sum up on some of the previous research conducted on the subject.
After this, I will present and discuss aspects of Keller's (2008) CBBE model, which serves as the theoretical foundation for my empirical research.
Part III contains the method concerning the empirical research. Here I will argue for the choice of research method in my study, as well as the reliability and validity. Afterwards I will present the research design and the procedures in the study.

In **Part IV** the findings are presented. Here both the evaluation of the brands combined with the claims, as well as the disparity between the grouped claims is included. Furthermore I have examined the disparity between male and female responses.

Lastly in **Part V** the findings are interpreted and discussed. This leads to a conclusion of the thesis, where the research questions are attempted to be answered and which furthermore contains recommendations on, whether the use if claims could be advisable for the manufacturers of confectionery or not.
The thesis ends out with suggestions to, what further research could be conducted to investigate the subject more thoroughly.

PART II: THEORETICAL FRAMEWORK

Chapter 2: Nutrition and health claims

In the wake of the growing interest in the relationship between food and health mentioned in the introduction, food products are marketed increasingly based on their nutritional and/or health properties. When the manufacturers of foods try to communicate these nutrition or health related properties of a food item, this is called nutrition or health claim (Grunert, Lätheenmäki, Boztug, Martinsdóttir, Ueland, Åstrøm & Lampila, 2009).

Both nutrition and health claims are regulated at the EU level, and this legislation states that claims are only allowed when based on scientific evidence. The premise for this regulation is that a balanced and varied diet is a condition for good health, and the regulation serves to protect the consumers and to ease their decision making (foedevarestyrelsen.dk, e). Another argument for the restrictions, as stated in the regulation, is that: *"Differences between national regulations concerning claims may impede the free movement of food and create unfair competition. Hence these differences have a direct impact on how the internal market works. It is therefore necessary to adopt shared rules for the use of nutrition and health claims."* (foedevarestyrelsen.dk, e). Ergo the regulation at EU-level is, according to the European Parliament, made protect both the consumers and the manufacturers.

So far, the legislation concerning foods and especially health claims has been interpreted and enforced quite strictly in Denmark. Health claims have actually been mostly banned in Denmark (Grunert et al., 2009). Hence the new regulation in some ways opens up for the use of health claims on products sold on the Danish market, which the Danes have not previously been used to.

Due to the strict enforcement of the regulation concerning food labeling up until now, one could assume that the Danish consumers are used to thinking, that the Danish government monitors the food products on the Danish market very closely. This again could mean that the consumer expects information given about food to be both legal as well as trustworthy. If this hypothesis is true, a result could be that when the consumer sees e.g. a health claim on the packaging, he automatically believes the claim because of the fundamental trust, even though he has never before been exposed to this kind of claims. Given that this is the case, the brands including nutrition and health claims would be evaluated if not more positive, then at least not more

negative than the brands with no claims. The findings of my research will show whether this is actually the case.

According to the Ministry of Food, Agriculture and Fisheries, four different kinds of claim types can be distinguished: 1) Nutrition claims (e.g."Sugar free", "High fiber" "Low fat" etc.), 2) Health claims (e.g."Calcium is important for development and maintenance of bones"), 3) Disease-risk reduction claims (e.g. "Sugar-free chewing gum helps neutralise plaque acids. Plaque acids are a risk factor in the development of dental caries") and 4) Health claims regarding children's developement and health (e.g. "Protein is needed for normal growth and developement of bone in children") (foedevarestyrelsen.dk, a).

2.1 Legislation

2.1.1 Nutrition claims

Nutrition claims refer to situations where it is stated or implied that a food has particular nutritional properties due to energy, nutrients or other substances. Nutrition claims are related to a specific content or absence of energy or nutrients, or other substances in foods. Only nutrition claims that are listed in the annex of regulation (EU) No. 1924/2006 can be used. An example of this could be that a claim of "Low fat", and any claim likely to have the same meaning for the consumer, may only be made if the fat content does not exceed 1,5 g pr. 100 g. for solids and the sum of saturated fatty acids and trans-fatty acids does not provide more than 10% of the energy (foedevarestyrelsen.dk, b).

2.1.2 Health claims

A health claim (article 13) is any claim which states, suggests or implies that there is a relationship between a food or a component (e.g. nutrient) of a food and health. In other words, health claims are claims on the impact, a food or substance in a food, has on health. Only health claims sufficiently scientifically proven, and approved according to the regulations, can be used. As mentioned, the EU is drawing up a list of pre-approved health claims in relation to nutrition, which are the only ones manufacturers are allowed to use when marketing their products. The work with this list is expected to be completed in 2012 (foedevarestyrelsen.dk, a).
Other kinds of health claims are disease-risk reduction claims and claims regarding children's

developement and health (both article 14)[1]. For both types of claims, the specific claim has to go through an approval procedure carried out by the European Food Safety Authority (EFSA).

2.1.3 Nutrition profiles

There are certain conditions though that foods have to fulfill, in order to get permission to make use of nutrition and health claims on the packaging etc. These conditions are to be laid down in 'Nutrition profiles' carried out by the European Parliament, and will deal with issues like contents of nutrients, fat and sugar etc. in the foods (foedevarestyrelsen.dk, d). These profiles are not yet established (foedevarestyrelsen.dk, a). Furthermore, the information provided until now about the criteria that underlie the profiles are, in my opinion, very open to interpretation and not very clear. Thus I will not takes these profiles into consideration in this thesis.

[1] For complete list of authorised article 14 health claims, see foedevarestyrelsen.dk, c

Chapter 3: Attitudes

3.1 Formation of attitudes

As mentioned the aim of this thesis is to investigate if and how the respondents' attitudes towards confectionery brands change, when nutrition or health claims respectively are added to the packaging of the brand. These attitudes are closely connected the customer-based brand equity, which I will elaborate on later. To make this investigation, I want to start with taking a closer look at the concept of attitudes, and how these are formed in the consumer's mind.

The term "attitude" is used in a variety of ways, but here I make use of the definition as being *an evaluation of a concept or object, such as an issue, person, group, brand, or service that expresses a degree of favor or disfavor* (Eagly & Chaiken, 1998). In this view it means, that attitude can be considered as a measure of how much a person likes or dislikes e.g. a brand, or of the extend to which he or she holds a favorable or unfavorable view of it. This is interesting because of the belief that, the more favorable brand attitudes are, the more likely a purchase of the brand becomes (De Pelsmacker, Geuens & Van den Bergh, 2007).
Since our attitudes towards e.g. a brand determines whether we finally decide on purchasing the brand, attitudes and decisions are closely connected. Both attitudes and decisions are nested within a cultural and social context, and depend on the consumer's goals, involvements, perceptions, experiences, knowledge, lifestyle, and self-conception. Therefore attitudes encompass the direct and indirect experiences that an individual has with an object (Arnould, Price & Zinkhan, 2005).
Attitudes help us, among other, to organize and simplify experiences and stimuli and help us act in our own self-interest, by seeking rewards and avoiding punishments (ibid.). Even though attitudes towards e.g. brands are relatively stable, they can change over time (De Pelsmacker et al., 2007). Conversely, this must mean, that experiences and stimuli are also capable of changing the consumer's attitude towards an object. Ergo, the respondents in my study may change their attitude towards the brands displayed in the research, when nutrition or health claims are added to the base-products (the brands without any claims added). This is because the claims can be seen as a stimuli and this again could change e.g. the purchase intention. Whether this is the case and whether the change is negative or positive, will be revealed in the findings of my research.

In the above we have seen that a person's attitude towards e.g. a brand determines how likely the person is to purchase the product, and that these attitudes are influenced by experiences and stimuli.
In the following I will burrow deeper into how and why attitudes are changed, and how they relate to behavior.

3.2 Motivation

There are many theories claiming to answer the question about how and why attitudes change, and how attitudes are related to behavior. Examples of these are e.g. ' The Elaboration Likelihood model' (Petty & Cacioppo, 1984), which attempts to explain different ways of processing messages and how this may result in an attitude change. 'Theory of Reasoned Action' (Ajzen & Fishbein, 1980; Fishbein, 1967) looks at the link between attitudes and behaviors by considering the ways, in which attitudes toward a particular issue might influence behaviors relevant to the issue.
I will not elaborate further on the above mentioned theories in this thesis, but instead take a closer look at one of the elements that is connected to attitudes, namely the consumer's *motivation* to engage in behavior related to the product. Based on the 'Cognitive Dissonance theory' I will subsequently discuss how the use of claims on the confectionery packaging might affect the respondent's judgments of the brands included in my research.

Attitudes consist basically of three dimensions: cognitive, affective, and behavioral. The affective dimension represents the feelings associated with the object, whereas the behavioral dimension refers to action readiness (behavioral intentions) with respect to the object. The cognitive dimension is about knowledge, beliefs and evaluations of the object (Arnould et al., 2005; De Pelsmacker et al., 2007). These different dimensions are included in many of the communication models regarding the ways attitudes are formed.
But other dimensions are also important when it comes to describing the level of elaboration of a message, which again plays a part in the formation of attitudes. These are motivation, ability, and opportunity (which also are outlined in the Elaboration Likelihood model). By *motivation* is meant a person's willingness to engage in behavior, make decisions, pay attention, process information etc. But even though this person is motivated to do something, he may be unable to do it. Hence the a*bility* refers to the resources needed to achieve a particular goal. This could

be e.g. inability to buy a house because of insufficient funds. Finally, *opportunity* deals with the extend to which the situation enables a person to obtain the goal set (De Pelsmacker et al., 2007). An example of this could be a consumer who is motivated to buy a specific chocolate brand. If the store runs out of the brand, the consumer does not have the opportunity to buy it. Since confectionery products normally are relatively affordable and easy to get a hold of, the customers in most situations have the ability and the opportunity to purchase this kind of products. Hence I will not go into further depth with these aspects. But seen in the light of the objective for this thesis it could nevertheless be relevant, to deal with the aspect of motivation, since this is what underlies the customer's willingness to pay attention to, decide on, and engage in behavior. This could concern the processing of information such as nutrition or health claims etc.

Motivation is to a large extent influenced by consumer's needs and goals. The needs again, can be categorized as being functional, symbolic or hedonic. The functional needs are needs that pertain to solving problems. Symbolic needs relate to how we see ourselves and how we would like to be perceived by others. The hedonic needs reflect consumer's desires for sensory pleasure and experiential enjoyment (De Pelsmacker et al., 2007).
Needs and goals can furthermore be classified in approach or promotion goals, and avoidance or prevention goals (Aaker & Lee, 2001). The former pertain to positive outcomes while the latter relate to avoiding negative outcomes (De Pelsmacker et al., 2007).
When purchasing and consuming confectionery products, the prevailing need that lies behind is most likely to be a hedonic need, since this represents the need for sensory pleasure, which confectionery can provide. However, the goal of purchasing confectionery can be to achieve positive outcomes as well as to avoid negative outcomes. For example, the customer can choose to purchase a certain brand of wine-gum because he really likes the taste (=approach, promotion) or because it is the children's preferred brand and thus is purchased to avoid outcries when returning home with a different/wrong brand (=avoidance, prevention).

The needs and goals that a consumer is pursuing have an important impact on the information processing and the benefits he or she is receptive to (Huffman, Ratneshwar & Mick, 2000). Hence, when the consumer is mainly driven by hedonic needs, it might be effective to make use of messages in the marketing communication (on packaging, in advertising etc.) that stimulates the feelings of sensory pleasure. If the consumer, on the other

hand is driven by functional needs, he might be more interested in clear information like nutritional information, calories and the like. The same goes for approach and prevention goals: when the former are prevalent, then marketing communications should bring a message focused on positive outcomes, while for the latter goals a message should emphasize the prevention of negative outcomes (De Pelsmacker, 2007). An example of that could be a claim on a food packaging with the wording: "Low in fat, which helps you avoid obesity".
Applied to my focus for this thesis, this means that supposing the purchase and consumption of confectionery serves to satisfy a hedonic need, the marketing communication as e.g. information on the packaging, should evoke a feeling that provides sensory pleasure. Furthermore the information should, as mentioned above, also take into account what outcome for the consumer, positive or negative, is being attempted. As I argued, the goal of the purchasing of confectionery brands can both be the achievement of positive outcomes as well as the avoidance of negative outcomes. Hence there is no single answer to which kind of information would be the most effective: If the goal is to achieve a positive feeling, then a claim on the packaging could e.g. be: "Great taste". This again would be some kind of support argument to the customer's positive attitude towards the taste of the specific brand. Regarding the negative outcomes it becomes a bit more tricky though, since in my opinion, there are not many things that can be avoided by purchasing and consuming confectionery (at least not which would be advisable to write on a packaging). But on the other hand information/claims on the packaging that emphasizes the more positive characteristics of the product (like "Less calories" which implies that the brand is less unhealthy, less fattening etc.) might prevent the consumer from feeling a form of guilt when purchasing the brand.
In the following chapter I will elaborate on what I mean by this feeling of guilt, and more specifically about how the Cognitive Dissonance theory might be able to explain the relationship between attitude and behavior. Nevertheless, as shown above, the addition of claims to the confectionery packaging might be able to influence the customer's attitude towards the brand.

3.3 Cognitive Dissonance theory

The Cognitive Dissonance theory proposed by Leon Festinger in 1957 examines the relationship between attitude and behavior (Miller, 2005).

The relationship between attitude and behavior is rather obvious when a person for instance buys a certain brand of wine-gums (behavior) because he or she holds a favorable attitude towards this brand. However, with the Cognitive Dissonance theory, the tables have turned and the emphasis is on the ways, in which behavior influences attitude. The theory proposes that when a consumer's belief and behavior do not agree, it produces discomfort and the person is motivated to alter something in order to bring attitude and behavior into alignment again (see e.g. Arnould et al., 2005; Miller, 2005). This means that if we repeatedly behave in a way that seems inconsistent with our beliefs, we are likely to change our attitude to match our behavior and thereby reduce the feeling of discomfort.

As mentioned in the introduction, the Danish consumers in general have become more health conscious throughout the last decade. Even though the sales of confectionery, as a consequence of the increased focus on healthy eating, have declined, I think that only a few can state never to buy some sort of confectionery. Thus, since people in general are more health conscious on one side, and on the other side still sometimes "sin" by consuming confectionery products, there might be a possibility of a feeling of dissonance and discomfort in the consumer, since the behavior and beliefs occasionally do not agree. This feeling of discomfort might appear as a feeling of guilt or the like. Acknowledging that this obviously does not apply to all, I still think that many have a slight feeling of bad conscience when consuming unhealthy products, because we know they are not healthy (at least physically!) for us. I will elaborate even more on this notion of guilt later on in this thesis.

Since we, as stated, strive to gain harmony between our behavior and our attitude, we either change our attitudes, or we seek for something that justifies the behavior (Miller, 2005). Healthiness is very much in the public mind, so I think it would be very difficult for the consumer to radically change attitudes towards confectionery and suddenly consider them as healthy, or the health issue as irrelevant. Hence the consumer might seek for ways to justify the consumption of confectionery. Here it would be possible that the presence of nutrition or health claims on the packaging could provide a kind of justification for the behavior in the consumer's mind, since the claims might get the confectionery products to appear as healthier

alternatives. This notion is also consistent with Simonsons' (1999) contention that when presented with an assortment of products, buyers make choices that are easy to justify and are associated with a low likelihood of self-blame. So according to this the respondents in my study might actually prefer the brands with claims, since this choice may be easier to justify.

Chapter 4: Determinants of shopping behavior

In the previous chapter we have seen, how attitude influences behavior. Now I want to discuss different perspectives on, how the consumer actually behaves and makes purchase decisions in regards to confectionery.
I will start out by taking a closer look at what kind of involvement may lie behind the purchase decision. Hereafter I will discuss what kind of feelings the selection and consumption of a hedonic good might provoke in the customer. Finally I will go trough the motives in regards to the actual purchase of confectionery and what influence this might have on the effectiveness of the use of nutrition and health claims on the packaging.

4.1 Involvement

Most of confectionery products belong to the Fast Moving Consumer Goods (FMCG) category which means, they are products that are sold quickly and at a relatively low cost. Thus purchasing these products normally does not require much cognitive effort, since the price is relatively low, and hence choosing a "wrong" brand would not be that harmful to the consumer. In other words: the perceived risk by buying the products is not that great.
Percy & Elliott (2008) define purchase decisions with little perceived financial or psychological risk from the customer's point of view, because of personal or social involvement associated to the product, as low-involvement decisions. Conversely, in high-involvement decisions, there is a higher perceived risk. This means that the purchase process is more complex for highly involved consumers, since they search extensively for relevant information before making a final decision. The high-involvement consumers often have a favorite or preferred brand(s) within a product category, but may also use brand experimentation as a way of learning about new alternatives for future purchase decisions (Arnould et al, 2005). The level of involvement becomes important for determining how brand equity is best build, which I will elaborate on later.
It is debatable whether purchases of confectionery products are low- or high-involvement decisions. It could for instance be a low-involvement decision when the aim simply is to get a snack that satisfies a sudden craving, without any consideration about a specific brand etc.
On the other hand I think, that many consumers are quite involved in the decision making regarding confectionery products: Consumers may have a preference for a certain product

category such as chocolate, based on more cognitive measures like for instance healthiness. Within this category the consumer also may have a preference for a certain brand, because it satisfies different needs such as e.g. coco content, perceived quality, taste, price etc. Hence a lot of mental activity, at least at one point, may have taken place before deciding on buying the product. Thus, if the purchase of confectionery is a high-involvement decision, the manufacturers of confectionery to create brand equity, must convince consumers that there are meaningful differences among brands.

Furthermore, as mentioned, people have become more and more health conscious, which results in a decline in sales of confectionery. This also means that many people go through some considerations before deciding on buying a confectionery product. Hence, the manufacturer in this case has to convince the consumer that his brand is not that "risky" to consume. One way of doing that is through the use of nutrition or health claims. When the consumer then has gone through these eliminations of thoughts and preferences, the purchase decision may turn into being a low-involvement decision, where choosing between the brands is simply put on autopilot. This suggests that the use of claims may have a short-term as well as a long-term effect.

The above shows, that it is quite difficult to determine how much involvement is afforded in the purchase of confectionery products. Nevertheless it might be advisable for the confectionery manufacturers to make an effort to provide the customers with arguments that assure that the purchase of this specific brand is a good/better choice than the purchase of other brands. And this could perhaps be done by making use of claims on the packaging.

One thing is less indisputable though: the purchase and consumption of confectionery serves to satisfy a hedonic need and to provide pleasure to the consumer, which I will elaborate on in the next chapter.

4.2 Consumer's choice of hedonic goods

I have already touched on the matter of motivation and the hedonic need that may lay behind the purchasing of confectionery. I will elaborate further on this subject in the following.

Shopping motivation can be defined as "*the drivers of behavior that bring consumers to the marketplace to satisfy their internal needs"* (Jin & Kim, 2003, p. 399) and generally these

shopping motivations have been categorized into two aspects: utilitarian and hedonic (Činjarević, Tatić & Petrić, 2011).

According to Okada (2005) by nature, people are motivated to enjoy themselves. This may also be one of the reasons why they are buying and consuming hedonic goods, such as chocolate or candy. These kinds of products offer benefits to the consumer in form of experiential enjoyment, whereas utilitarian goods provide a more practical functionality (Batra & Athola, 1991; Hirschman & Holbrook, 1982). One should not see hedonism and utilitarianism as two ends of a one-dimensional scale though (Voss, Spangenberg & Grohmann, 2003), but more as 'summary constructs' (Okada, 2005, p. 43), where e.g. hedonic alternatives simply are being primarily or relatively more hedonic, than utilitarian. Conversely, even though certain things that are necessary for human survival are utilitarian in nature, it does not mean that all utilitarian goods always are necessities (ibid.). Most of the purchases we make, at least in Denmark, are made *after* the basic necessities of nourishment and protection are met and well exceeded, but still we believe that the consumption of certain products is more necessary than of other products. An example of this could be buying bread instead of chocolate.

Because of the difference between which benefits the two kinds of goods provide; pleasure vs. practical functionality, there is a sense of guilt associated with hedonic consumption (Kivetz & Simonsen, 2002; Strahilevitz & Myers, 1998) which I already referred to earlier, meaning that the consumption of things for pure pleasure, consciously or unconsciously, is regarded as wasteful and indulgent by the consumer. Hence, according to Okada (2005), the consumer seeks to justify the consumption of hedonic goods. To do this the consumer tries to construct justificational reasons , a matter which I already touched upon in the chapter about the Cognitive Dissonance.

It is easier to find justification for utilitarian consumption than for hedonic consumption because the latter, as mentioned, mainly creates experiential enjoyment, which may be more difficult to evaluate and quantify than the functional benefits that utilitarian goods deliver (ibid.). This also means that it would be easier to choose and consume hedonic goods like confectionery, when the purchase or consumption situation facilitates justification.

If the above is applied to the subject of using claims on confectionery products, it could mean, that the consumer to some extend feels guilty when purchasing and consuming confectionery products. As mentioned, the confectionery brands examined in this thesis could be seen as hedonic goods. Following the distinction I made, that utilitarian goods are goods that are

relatively more utilitarian than purely hedonic goods though, this might mean that the confectionery brand, combined with a claim (nutrition or health), could be seen as being more utilitarian. This is because after the addition of a claim, the choice suddenly requires more cognitive effort, which again could be used as some sort of justification, as the consumer has put an effort into the acquisition of the product and therefore believes that he or she has earned the right to indulge (Kivetz et al., 2002).
Okada (2005) found that consumers have a preference for a utilitarian alternative over a hedonic, when they are presented together and vice versa a preference for a hedonic alternative over a comparable utilitarian alternative, when each of the items are presented separately. In the case of my study, the brands are presented one by one. Hence this would mean that the respondents should prefer the brand without a claim to the brands with an added claim, since the latter represent the more utilitarian alternative.
Whether or not this also is the case in my study I will determine later in my thesis.

4.3 The consumer in-store

There may be several motives for purchasing confectionery products, as well as different purchase behaviors. Some of them I will go trough in the following.

4.3.1 Confectionery on the shopping list

When doing their grocery shopping, many people use a shopping list to help them make all of their planned purchases and to avoid making unnecessary impulse purchases (Block & Morwitz, 1999). Sometimes confectionery products may be on this list as well, especially when they are needed for specific reasons or special occasions. I recon that if or when these kinds of products are added to a list, it is because it is important that the purchase is done for some reason or another. One of the reasons could be, that the objective is to purchase candy for the kids' weekly "candy day". I am sure that more than one parent has forgotten this over the years and knows what kind of drama it can cause, when the children's expectations are not met and satisfied. Hence it is important that purchase comes to mind of the person doing the shopping, even though the motivation is not directly linked to satisfying the purchasers own desire for indulgence. Instead, the motivation rather lies in the avoidance of a future crisis or the desire to indulge the children.

If it is the case that parents or adults are buying confectionery for the children, the addition of nutrition and health claims could be likely to have a positive influence on the perception of the different brands. Since most parents obviously want to protect their children, it would be natural to deduce that the adults also would endeavor to feed them with things that are the most nutritious. But since confectionery mostly do not meet these requirements, the parents might, consciously or unconsciously, have some sort of a guilty conscience and thus, a health claims for instance might give the impression that the brand is healthier than the competing brands and thereby ease the parent's conscience. This of course only applies in situations, where the demand is not specified towards a specific brand, but more towards e.g. liquorish or chocolate in general.
In the case where a specific brand is the objective for the purchase, the claims most likely do not have an immediate effect, since the customer knows what he or she is looking for (the specific brand) and as soon as this is identified, the brand is also chosen without any further cognitive effort. On the other hand the claims may have a long-term effect on the attitude towards the brand though: if for example the parent reads the claims on the packaging when e.g. putting the confectionery in a bowl some sort of post purchase distress could go on, where the information might be stored in the memory, which again has an influence on the overall evaluation of the brand in the longer run.

Another reason for putting confectionery on the shopping list might be that the products are needed for special occasions, such as having guests, celebrating something or the like. In these situations it could again have been written on the list, because the purchase is not motivated by the purchasers own need for satisfaction, but more oriented towards satisfying other needs or the need to be seen as a good host/hostess or something similar. Should this be the case, it is also most likely that other kinds of confectionery are chosen like e.g. a box of chocolate and the like or a bigger amount is purchased than if solely for personal consumption. Also in this situation the addition of nutrition and health claims may have a positive effect if they make the brand appear as e.g. being of a better quality, due to the mentioned desire to be a good host.

4.3.2 Confectionery on the "mental shopping list"

As mentioned above, people may be likely to write the purchase of confectionery on a grocery list, when the purchase is oriented towards satisfying the need of someone else and thereby also implicitly the purchasers' own underlying motivations and needs.
Another scenario could be, that the customer is purchasing confectionery because it was "written" on a "mental shopping list", which means that it is still a planned purchase, but in this case only mentally. By this I mean, that there might occasions where the consumption of confectionery is almost mandatory for the consumer, and he does not have to write it on a list to remember purchasing it. This could for instance be the case, if the consumer always eats chocolate in the evening. The purchase and consumption here becomes habitual (Verplanken & Aarts, 1999), where the consumer either in advance knows what he is going to buy and goes directly after a certain brand or he makes a decision in store, based on what he feels like enjoying, when standing in front of the confectionery shelves. If the consumer has (a) favorite brand(s), then the adding of claims on the packaging might have both a short term and/or long term effect on the perception of the brand, since it is a change in how the packaging usually looks. This could possibly create some kind of short term irritation for the consumer, because the consumer more or less consciously reacts and has to adapt to the new look. In the long term, however, the addition of claims could either cause an acceptance and appreciation of the "improved" brand or a rejection, if the claims for example are seen as being unreliable and hence the brand is perceived as being less credible.

4.3.3 Confectionery as unplanned purchase

Last but not least, the purchase of confectionery might be totally unplanned and the purchase decision made while the customer is in the store. Actually, research shows that more than 70% of the purchase decisions in e.g. Supermarkets are made in-store (POPAI, 1996). This type of purchase behavior is variously referred to as impulse or unplanned purchasing (Cobb & Hoyer, 1986).
Impulse purchases are examples of low-effort, feeling based decision making, associated more with feelings rather than cognitive processing and with a strong affective component (Hoyer & Macinnis, 2001) and is associated with hedonic rather than utilitarian shopping motivations (Arnold & Reynols, 2003; Dhar & Wertenbroch, 2000). Hence it is very likely, taking this definition into consideration, that most or at least many confectionery purchases are made by

impulse, since the prevailing need that lies behind the purchase, as I stated earlier, is most likely to be a hedonic need. If confectionery is purchased by impulse, it means that there is mostly little cognitive processing. Does the purchase situation furthermore take place in a supermarket for example, the customer often has to make many decisions in a short amount of time. This could also lead to the shopper having only limited motivation to engage into more conscious considerations before purchase decisions. Hence, in a real shopping situation, the use of claims, which I earlier defined as requiring more cognitive effort to process, may not have a great effect on the customer's perception of the confectionery brand.

On the other hand, according to Verplanken & Herabadi (2001) impulse buying behavior is often seen with individuals who want to avoid negative psychological perceptions of themselves such as low self-esteem and/or negative feelings, or moods. They furthermore state, that temporary motives of various kinds might encourage impulse buying, such as wanting to reward, support, or comfort oneself. Such motives might be elicited by positive or negative events in one's personal life (e.g. passing or failing an exam). This means that the customer is buying confectionery to satisfy an emotional need. But if the purchase is made to avoid a negative psychological self-image, then the claims on the confectionery packaging might have a positive effect after all, since it might provide the customer with a form of justification for buying the product, like discussed earlier. Hence the claim might make the customer feel that a need for e.g. comfort is being satisfied by purchasing the confectionery, but at the same time there is less guilt connected to the purchase, since the claim on the packaging has encouraged the customer to perceive the product as a more healthy or better alternative than the other confectionery brands.

4.4 Summing up

In chapters 3 and 4 we have seen that attitudes can be considered as a measure for how much a consumer likes or dislikes a product; the more favorable brand attitudes are, the more likely a purchase of the brand becomes. These attitudes are changeable trough experiences and stimuli though and hence the addition of claims to confectionery might be capable of changing the respondent's attitudes towards the brands.
For attitudes to be created and changed, the consumer has to be motivated to process the information that helps building the attitude and lastly engage into behavior such as a purchase.

This motivation is influenced by the consumer's needs and goals. When purchasing confectionery, a hedonic need which reflects the desire for sensory pleasure and experiential enjoyment, is the prevailing. This has an influence on how the information is processed by the consumer, but at the same time being a product that serves to satisfy a hedonic need heightens the risk that the consumer feels guilty, when purchasing and consuming the product. Hence the consumer might try to find arguments that justify the consumption of confectionery, and this justification might possibly be found in nutrition and health claims.

Previous research shows, however, that the consumer's preferences might be influenced by whether the item is presented separately or together with other alternatives. This means that the respondents in my study actually might prefer the brands without a claim (base-products) to the brands with claims added.

Chapter 5: Review - Previous research on the subject

A considerable amount of research on consumers' understanding of nutrition and health claims has already been conducted (for reviews see Leathwood, Richardson, Sträter, Todd & van Trijp, 2007; Williams, 2005). This research includes topics ranging from consumer perception and understanding of nutrition and health claims (e.g. Andrews, Netemeyer & Burton, 1998; Ford, Hastak, Mitra & Ringold, 1996), the effect of different forms of the claims for example short vs. long claims etc. (e.g. Bech-Larsen & Grunert, 2003; Grunert et al., 2009; Wansink, 2003) and the effects of such claims on attitudes towards the product and the purchase intention (e.g. Chandon & Wansink, 2007; Garretson & Burton, 2000; Roe, Levy & Derby, 1999). The focus for most of this research though, is on how claims and the like influence the perceived healthiness regarding the products examined.
Due to the nature of the brands I have chosen for my study, I do not think that it would make much sense to ask directly to the perceived healthiness, since one must assume, that most confectionery products are perceived as unhealthy per se. Thus, the respondents' perception of the brands might be biased in advance, and hence the perceived healthiness might not change remarkably with or without the presence of claims. On the other hand, taking the assumption that the consumers have become more health conscious into consideration, the perceived healthiness might lay implicit in the questions chosen for my study, which I will elaborate further on below.

Regardless of the health issue, many of the previous findings might still apply to my research: Bech-Larsen and Grunert (2003) for example found, that products with specific health benefits (health claims) are likely to be perceived more positively if the benefit is based on components that are naturally present in the product. Furthermore the results of their research indicated that the perception of food healthiness has less to do with the claims themselves, than with the perception of the nutritional quality of the base product. This could mean that consumers depreciate enrichments of foods that are perceived as healthy, whereas products that are perceived as more unhealthy could benefit from functional enrichments.
Even though the focus in Bech-Larsen's and Grunert's research was on the perceived healthiness of functional foods, I still consider their results as comparable to my research for two reasons: first of all, the study involves Danish consumers/respondents, just like the target

group in my research. Secondly I do not think that functional enrichment and the use of especially health claims are being perceived as directly different things by the Danish consumers - yet at least: Both of these concepts are relatively unknown/new concepts in Denmark[2] and hence the "average" consumer might not be aware of the fact that a functional food is a food that is enriched with vitamins, minerals or other nutrients that provides the food with qualities, which they do not possess through the ordinary ingredients (foedevarestyrelsen.dk, f), whereas nutrition and health claims simply indicate that a food possesses specific nutritional or health related qualities (fodevarestyrelsen.dk, g). Since confectionery products consist almost solely of nutrients that are added, many may not be able to differentiate between functional enrichment and nutrition and health claims.

If Bech-Larsen's and Grunert's (2003) results are applied to my research, and presupposed that enrichment and the use of nutrition and health claims are comparable, it would mean that the confectionery brands would be perceived as being more healthy when claims are added on the packaging, since confectionery as argued for the most part is seen as an unhealthy product category. Even though I have not specifically asked into the perceived healthiness in my research, I still believe that it would be reasonable to assume that, given that the Danish consumers really are concerned about their health and healthy eating, the perceived quality and the purchase intention would rise, when the brand with a claim is perceived as being more healthy, than the brand without a claim. Hence I expect that the findings in my research will show that at least the perceived brand quality and purchase intention will rise when claims are added.

Lähteenmäki et al. (2010) on the other hand found that products with health-related claims were perceived as being less attractive, healthy, natural, and tasty by Danish consumers, than the same products without a claim, when the claims contained ingredients and benefits the consumers have not been exposed to before. An explanation for this finding could be that, according to the researchers, consumers tend to be suspicious toward novelty in food and that consumers do not readily accept the health information in the claim, unless it is confirmed by their existing knowledge and beliefs. Hence it should be noted that the ingredients accentuated

[2] Also regarding the use of functional enrichment, the legislation has been interpreted and enforced very strictly in Denmark: up until 2003 the enrichment of foods were only approved for nutrients that the population needed (e.g. salt enriched with Iodine). A EU conviction forced Denmark to change its approval process to one that accepted all functional foods unless it could be proven that the product/nutrient in question posed a danger to the population's health status. The use of functional foods have not really gained footing on the Danish market yet, and thus the Danish consumers are not really used to this concept and hence possibly more skeptical towards functional foods.

in the claims may have an influence on how brands are evaluated. Furthermore, since the Danish consumers as mentioned previously have not been used to being exposed to health claims, the risk that brand are being perceived as being less favorably, is present.

Another study carried out by Ares, Giménez & Gámbaro (2009) examined consumers from Uruguay's willingness to try milk desserts with functional ingredients added. The research showed that the consumers here were more willing to try products with e.g. antioxidants added (which was claimed) than regular milk desserts without a claim.
Again, even though my study does not concern functional foods, but instead only the addition of nutrition and health claims, I think the results are still transferable because the respondents in both studies (Ares et al.'s and mine) were to answer a questionnaire and both groups were presented to a health claim concerning Antioxidants. Furthermore Uruguayan people are comparable to Danish consumers, due to the fact that none of them have any or only limited prior experience with health claims and functional foods (Ares et al., 2009).

The above put together indicates that consumers comparable to Danish consumers perceive products that are seen as unhealthy per se, as more healthy when a claim is added and that their willingness to try the product (purchase intention) is higher of products with a claim than without a claim. Hence I expect that I will find that the adding of claims at least heightens the perceived quality of the brand and the purchase intention. On the other hand the risk that the brand will be perceived as being less attractive is present, since the Danish consumers are not used to being exposed to health claims, and hence they might not approve of the brands where health claims are added.

Chapter 6: Brand Equity

As mentioned in the problem identification, to be able maintain sales it is crucial for the manufacturers of confectionery that their brands has some sort of strength or brand equity. This enables them to differentiate themselves from the competitors and stay competitive.
In the following I will first examine the concept of brand equity and how it can be built. Following this I will go more thoroughly into the Keller's (2008) 'Customer Based Brand Equity model', which also will work as the theoretical frame for the empirical research in this thesis.

6.1 What is brand equity?

Having a brand provides the company or manufacturer with an opportunity to, in some way, differentiate itself from the competitors (Keller, 2008). Having a *strong* brand just makes this differential effect more noticeable and can finally provide the manufacturer with a competitive advantage. Hence a brand has a value in itself.
How strong or valuable a brand is, is not solely made up by the financial brand value though. Instead it is, simply put, made up by the marketing effects uniquely attributed to a brand , which is called brand equity (Keller, 2008) or in other words, a set of assets and liabilities linked to the brand (Aaker, 2008). Hence brand equity does indeed result in a financial brand value, but the term covers for much more, and the brand value is therefor only the financial value of brand equity (Franzen, 1999).
There are rather many definitions of what brand equity is and how it is measured (Keller, 2008). Franzen (1999) has gathered some of the definitions (ibid, p. 174-175) which range from brand equity being: "*the lifetime value of each customer*" over the more business finance-oriented definitions as:" *Brand equity is the measurable financial value in transactions that accrues to a product or service from successful programs and activities relating to branding",* to the mental or behaviorally oriented definitions, such as: "*Brand equity is the incremental utility associated with a brand name, which is not captured by functional attributes".* The many definitions in my opinion just stresses how complex the term is and maybe this might imply that it is rather difficult for the company to figure out how to actually build and maintain brand equity.
Kevin Keller suggests that:" *Brand equity is the differential effect that brand knowledge has on consumer response to marketing-activity"* (Franzen, 1999, p. 175). In other words this means

that:" *The power of the brand lies in what resides in the minds of the customer"* (Keller, 2008, p. 48). What resides in the mind of the customers is put together by what they have learned, felt, seen, and heard about the brand as a result of their experience over time (ibid.). A part of this also determines the customer's attitudes towards the brand. This implies that what the consumer experiences about the brand in the present has an influence on future brand equity and thus, the brand strength. A consequence of this could be that if the consumer does not accept the use of certain claims on confectionery brands or products in general, it might ultimately have a negative effect on the brand equity. Conversely it may, of course, have an positive effect, if the use of claims actually makes the consumer perceive the confectionery brands more favorably.

Following this line of thoughts, I have decided to make use of Keller's (2008) already mentioned definition of brand equity and his suggestion on how a strong brand is built, visualized trough the 'Customer Based Brand Equity model' (CBBE model).

6.2 Building brand equity

The CBBE model approaches brand equity from the perspective of the consumer and provides a point of view as to what brand equity is, and how it should be best be built, measured, and managed. Keller (2008) states that: *"Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory."* (ibid, p.53).

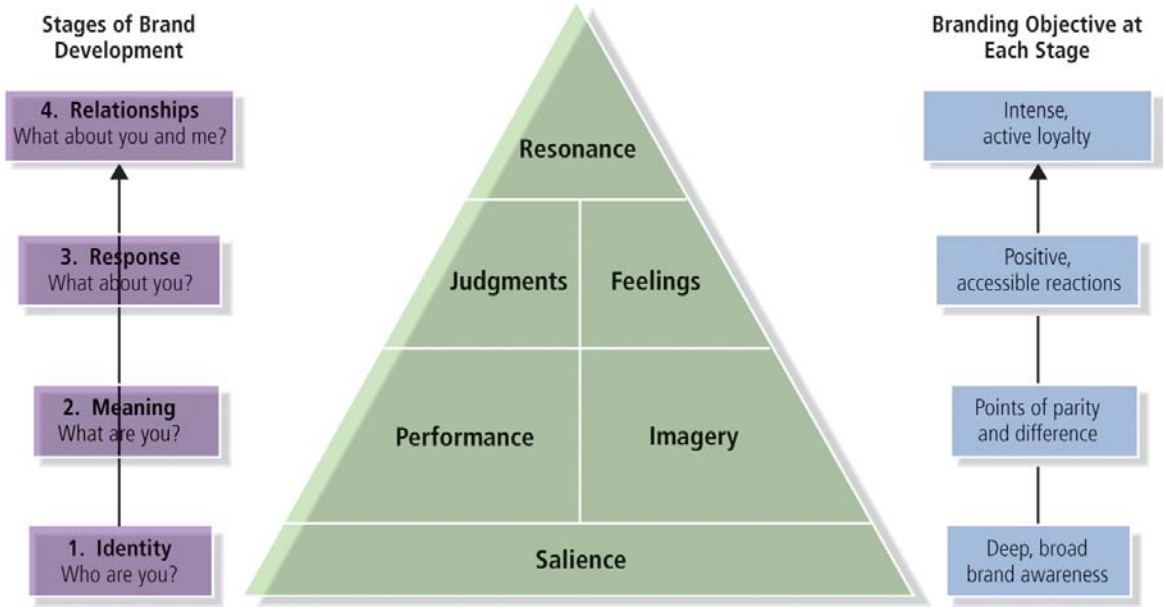
For low-involvement decisions, brand awareness alone may be enough to create favorable consumer response, but in most other cases the strength, favorability, and uniqueness of the brand associations (in that order!) play a critical role in determining the differential response that makes up brand equity.

As discussed in the chapter about involvement, it is debatable whether the purchase of confectionery products is a low or high involvement decision. But nevertheless, the use of claims on confectionery brands may have an influence (positive or negative) on the brand equity. I will examine whether this actually is the case by using the CBBE model as a frame for the design of my study.

6.3 The Customer Based Brand Equity model

The CBBE model (see fig. 1) looks at the process of building a strong brand as a sequence of steps, each of which is contingent on successfully achieving the objectives of the previous one. These steps represent a set of fundamental questions that customers more or less consciously ask about brands, going from identity, to meaning, to responses, to relationship.
The CBBE model is illustrated as a pyramid with six "brand building blocks", and with the premise that significant brand equity will only be achieved when brands reach the top of the pyramid . The building blocks up the left side of the pyramid represent a more rational or cognitive route to brand building, whereas the right side represents a more emotional route. According to Keller (2008), most strong brands where built by going up both sides of the pyramid.

Fig. 1 – The Customer Based Brand Equity model



I will now briefly sum up what the six building blocks cover.

6.3.1 Identity

Salience

The first step is the brand identity, which also means creating brand salience with customers. Brand salience measures the depth and breadth of brand awareness. It serves both for category identification and also includes which needs the brand is designed to satisfy. Creating brand salience is an important first step in building brand equity, but is usually not sufficient.

6.3.2 Meaning

The next step is creating brand meaning which includes establishing a brand image, meaning what the brand is characterized by and should stand for in the minds of customers (Keller, 2008). This is made up of brand associations related to performance and imagery.

Performance

Brand performance describes how well the product satisfies the customer's more functional needs such as utilitarian, aesthetic, and economic needs and wants. This includes for instance attributes and benefits like ingredients, reliability, durability, service effectiveness, style and design, price etc.

Imagery

Brand imagery refers to the more intangible aspects of the brand and how people think about the brand abstractly. The imagery associations can be formed directly from the consumers own experience or indirectly trough advertising or other information, such as word of mouth. Some of the intangibles that can be linked to a brand are user profiles, purchase and usage situations, personality and values, history, heritages, and experiences.

6.3.3 Response

The next level in the CBBE model is to create brand responses, or in other words what the consumer thinks and feels about the brand. The brand responses can be distinguished as either brand judgments, representing the more cognitive side of brand, or brand feelings, representing the emotional side.

Judgments

According to Keller (2008), brand judgments are "*customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations*" (ibid, p. 67-68). There are four types of judgments with respect to a brand that are particularly important: brand quality, credibility, consideration, and superiority. I will elaborate on these aspects later on in this thesis, since brand judgment is going to be the theoretical focus for my research.

Feelings

Also brand feelings are a part of the brand responses. Brand feelings are the emotional responses and reactions that the customer may have towards the brand. They also relate to the social currency evoked by the brand. These emotions are ultimately able to change the customers' perception of the actual brand usage experience. As important brand-building feelings can be mentioned: warmth, fun, excitement, security, social approval, and self-respect.

6.3.4 Relationships

Resonance

The final step of the CBBE model is brand resonance which represents the ultimate relationship and level of identification that the consumer has with the brand. It is characterized in terms of the psychological bond that customers have with the brand, as well as the level of activity engendered by this loyalty. These two dimensions can be divided into four categories: behavioral loyalty, attitudinal attachment, sense of community, and active engagement.
Brand resonance should, according to Keller (2008), be the goal for all branding, because it represents a customer-brand relationship so strong that the customer feels "in-sync" with the brand.

6.4 Discussion – CBBE model

As mentioned, according to Keller (2008) a strong brand has to appeal both to the head (cognition) and the heart (emotions). In this way both the utilitarian, as well as the emotional needs of the consumer is satisfied. By appealing to both rational and emotional concerns, brand loyalty is created and the brands competitive vulnerability is reduced. The question is though, whether a brand always has to perform well in all the brand building blocks to be a very strong brand?

An often used example to visualize that branding works, is "the Pepsi Challenge": The results of a blind test (originally set up by Pepsi) showed that people preferred the taste of Pepsi over Coke. When the people were told though which brand they tasted, the majority suddenly preferred the taste of Coke over Pepsi (brandchannel.com). Since then, the experiment and its results have been the target of many discussions, but nevertheless this demonstrates that a brand can be the strongest in the category, like Coca Cola is by far (euromonitor.com, c) and still perform poorer on taste than the biggest competitor, Pepsi, in a blind test. This indicates that a strong brand can be built and remain strong, even though it is not perceived as the strongest in all of the parameters outlined in the CBBE model. But what the marketing costs are to gain this position is a completely different story...

This also leads me to one of the limitations of the CBBE model: it does not take the societal influences into account, meaning that neither the influence of the communication initiatives made by competitors, or performances of competing brands, nor the brands' own communications effort, is taken into consideration. This means that the model does not give any recommendation to *how* a strong brand is built and what could influence it, but simply what a brand should live up to in relation to the customer, to become strong. Hence it does not give any recommendations of what communication efforts (such as nutrition or health claims) could be appropriate to strengthen the customer based brand equity. But maybe my research in this thesis will give a partial answer to some of this.

6.5 Brand judgment as frame for the research design

The aim of my thesis is, as mentioned, to investigate how the use of nutrition and health claims affects the brand equity of confectionery products. This I aim to achieve through a quantitative research. As a matter of fact I could have chosen to measure on all of the six aspects mentioned above in my study, to uncover the effect of the use of claims on the products. This could have been done by using different kinds of quantitative as well as qualitative measurements, which I will not elaborate on in this thesis though.
But in my opinion there is one brand building block that especially makes sense to focus on, in regards to measuring the effects of claims: *Brand Judgments*. This I have chosen through a process of elimination which is outlined in the following:

Brand salience is not of interest, since I am not focusing on a specific brand in my study and therefore the awareness is of less importance.

I could have measured on the *brand meaning*, containing performance and imagery. A change in imagery calls, in my opinion, for various communicative initiatives such as advertising and information or the own experience, instead of "just" providing a packaging with a claim before the imagery associations are changed.
Performance, on the other hand, would have made more sense to evaluate on, since this building block contains aspects such as style, design and price, which could be influenced by the addition of claims. Since I have decided on carrying out a study where the respondents would solely be exposed to images of the products, without opportunity to touch the packaging and without the design of the packaging actually being changed (for clarification please see chapter about the empirical research), this aspect may not have shown any significant results. As to the pricing , it could have been meaningful to investigate how the respondents would estimate the price of the product, since this could give the manufacturers an indication of how their brand should or could be priced. Implicitly it would also indicate how the quality of the brand is perceived, assuming that the higher the perceived quality, the higher a price the product is estimated to carry. I have omitted the pricing issue though, due to the supposition that, first of all I consider other brand associations as more likely to influence the estimated price, than the addition of a claim to the packaging would. Second, I think that the manufacturers of the brands chosen for the study, for strategic reasons, would keep pricing at the same level as the

competing brands holding the same quality. This is due to previous research which shows that within a price tier, there is a range of acceptable prices, called price bands, that indicate the flexibility and breadth marketers can adopt in pricing their brands within a tier (Keller, 2008). This is supported by the fact that for instance packages with liquorish or wine gum on the same quality level, in Denmark all are priced approximately the same[3].

Brand feelings could as well have been an objective for my research. This was deselected though, because it, in my opinion, would create more intangible results that could be difficult for the manufacturer or marketer to act on here and now, since it deals with emotional responses that probably take a long time and effort to build.

Last but not least, I have also left out measuring the *brand resonance* since this, due to its meaning, builds on a relationship between the customer and a specific brand, which is not the objective I chose to look into in this thesis.

This leaves *brand judgments* as theoretical frame for my empirical research.

6.6 Brand judgments

As mentioned, the customer makes many judgments about a brand, but four types of judgments are particularly important: Brand quality, credibility, consideration, and superiority. Since these four types of judgments form the basis for the questions that are addressed in my research, I will elaborate a bit on them in the following:

6.6.1 Brand quality

The perceived quality of a brand is based on the customers' attitudes towards the brand (Keller, 2008). In a way you could say that it is the overall evaluation of the brand and also an indication of, whether the customer believes that the brand is characterized by certain associations, that matter to the customer for, in this case, confectionery.
Thus asking the respondents about the perceived quality of the product/brand, we get an indication of the respondents' opinion about the overall quality of the brand. Implicitly though,

[3] For price examples please see: http://www.superbest.dk/liste/vin-kiosk/kiosk-slik-mm/alle/1/alle/sortering-standard

we also get a notion about whether the use of claims "fits" with the attitude, that the respondent holds towards the brand. By this I mean, that we may get an indication about whether a certain claim does not fit with the respondents' perception of the products nature, and hence is not accepted. This again could result in a lower rating of the brands perceived quality. An example of this could be, if a functional ingredient is added to an organic food. Research shows, that in this case, the Danish consumers rate the product quality as being lower, because the enrichment of foods crashes with the consumers notion about what organic foods are/should be (Bech-Larsen & Grunert, 2003).

6.6.2 Brand credibility

Credibility describes to which extend the customer sees the brand as credible in terms of three dimensions: perceived expertise (is the brand seen as competent, innovative, and a market leader?), trustworthiness (is the brand seen as dependable and keeping customers interest in mind?), and likeability (is the brand seen as fun, interesting, and worth spending time with?). Since it is the company behind the brand that in many ways creates and recreates the brand, credibility in other words measures if the company behind the brand is good at what it does, concerned about its customers, and just plain likable (Keller, 2008).
Measuring the credibility might give us an indication about, whether the use of claims on the products raises or lowers the credibility of the brand, compared to the base-product/brand without a claim.

6.6.3 Brand consideration

As seen in the previous, it is of great importance that the customer holds favorable attitudes towards the brand and that they find it credible. This is not enough though, if the customers do not actually consider the brand for possible purchase or use. No matter how highly they regard the brand or how credible they find it, the customers have to consider it personally relevant, or else the customer will never really embrace the brand (Keller, 2008).
Considering this parameter in the research, gives us an indication whether the respondents consider the different kinds of base-products as relevant to them, and as something they would consider buying. This knowledge lowers the risk for misinterpretations of the results from the products where the claims are added; for example, if we know whether the respondent would consider buying e.g. chocolate without a claim added, then we can compare if the claim has any

effect on the customer's consideration.

6.6.4 Brand superiority

Superiority measures the extent to which the customer views the brand as unique and better than other brands. In other words: Does the customer believe it offers advantages that other brands cannot (Keller, 2008)?
Asking the respondents about this parameter could give us an indication about whether the use of claims may change the notion about the brand and if it offers something that other similar brands do not.

Summing op: by measuring the perceived brand quality, credibility, consideration, and superiority the research should give us an impression about to what extent, the use of claims influences the respondent's judgments on the different brands. It may say something about whether the use of claims heightens or lowers the perceived quality and credibility of the brand, but also whether it changes to what extent, the respondent would consider the brand for purchase or use. Last but not least, we may be able to determine if the use of claims on confectionery brands could result in a differential effect towards brands without nutrition or health claims.

6.7 Cognitive measures for hedonic products – does this make sense?

As mentioned, confectionery products satisfy a consumer's hedonic need and serves, most of the time, to provide emotional pleasure. Nevertheless I have chosen to measure on the brand judgment even though this does not represent the emotional aspect of the CBBE model, but instead the more cognitive parts of the model.
As argued, I did this in an attempt to generate tangible results, which would give an immediate indication of, whether the manufacturers of confectionery brands could benefit from using nutrition and health claims on the packaging.
The question remaining is, if it makes any sense to ask the respondents to rationally decide on their attitude to something, when the product category that the research revolves around, is one that serves to create enjoyment, and that at the same time to some extent is connected to

a feeling of guilt. In other words: could the responses be affected by the fact, that the respondents in the study get an opportunity to rationally reflect on brands that under normal circumstances, would be purchased to satisfy a purely hedonic need? These normal circumstances could be e.g. a realistic shopping situation where the consumer actually also is able to enjoy and consume the product afterwards.

As mentioned in the chapter about unplanned purchases, Verplanken and Herbadi (2001) argue that in the context of unplanned or impulse purchases, the attitudes that underlie the customers behavior may be based on different elements i.e. cognition on the one hand (e.g. beliefs about benefits) and emotions on the other hand (e.g. feelings of excitement and pleasure), and that the use of claims on the packaging might provide the respondent/consumer with more rational arguments for purchasing and consuming the product. If this is the case, then the brand judgment could be influenced positively, when the claims are added to the brands, which should be become visible in the findings of my research.

PART III: EMPIRICAL RESEARCH

Chapter 7: Method

7.1 Quantitative vs. Qualitative methods

To examine how the use of nutrition and health claims affects the customer based brand equity, both quantitative and qualitative research could have been conducted.

The latter, the qualitative research method, allows the researcher to get an in-depth information, based on meaning expressed through words (Cozby, 2007; Saunders, Lewiss & Thornhill, 2007). Qualitative research is often used in exploratory research designs, when the objectives are to gather background information and clarify research problems, and to create hypotheses or establish research priorities (Hair, Bush & Ortinau, 2009). This means that the researcher might be able to get a better understanding of *why* e.g. the respondent reacts like he or she does, on the use of health claims on packagings. This could for example be done by carrying out in-depth interviews, group interviews/focus groups, association tests and so on. An advantage using this method for my research could be, that I would be able to get a clearer view of what exactly triggers the respondent to judge the brands the way he or she does, and what associations the respondents get. This might very likely be useful information for the manufacturers when considering using claims on their packaging, since it would give a more accurate indication of, whether the positive or negative evaluation is caused by e.g. the presence of the claim, the wording, the framing or maybe something else.

I could also have chosen to make observations of consumers for instance directly in the store, while they were considering and purchasing confectionery products. The major advantage of doing this would be that it would give a realistic picture of the purchase behavior, since the consumer actually makes the purchase and in a real shopping environment, and not just an indication of the perceived purchase intention. In the chapter to come, I will elaborate on why this could have an influence on the validity of the study.

Despite the advantages by getting a deeper understanding of the responses and/or the respondent himself, qualitative research has potential disadvantages as well. The sample size of qualitative research is often small/smaller, due to the time consuming process of collecting and processing the data. This may result in a lack of generalizability or external validity (Hair et al., 2009). Another disadvantage or at least something that the researcher has to be aware of in

the interpretation of the data is, that the participants in the interviews, focus groups etc. are influenced by the surroundings such as the interviewer, observer, the respondent wanting to "please" the interviewer or the opposite by answering in a certain way etc. Furthermore, one should not ignore that the results gathered, already have been interpreted at least once e.g. in the transcription of the interview, in the interpretation of the things observed by the observer and so on, which potentially make the results less reliable.

My objective for this thesis though is to examine, whether the use of nutrition and health claims has any influence on the consumer's perception and judgments about the brand, and not so much what lies behind the different ratings. Hence I have chosen to carry out quantitative research instead.
Quantitative research is most often used with descriptive and causal research designs, and one of the goals with this research method is to obtain information, to make predictions about relationships between market factors and behaviors and gain meaningful insights into those relationships (Hair et al., 2009). And this is, as mentioned, my main objective, to examine how the use of claims affect the respondents' perception of the brands, and how this again is anticipated to affect the behavior of the consumers. Furthermore, by conducting a quantitative study I have been able to get a larger number of respondents than I would have been able to in a qualitative study, due to the limited time available to carry out the study. If this sample size had been large enough it would even have increased the generalizability. Nevertheless since I was not able to gather group that was large enough, the generalizability/external validity was not that high, which I will discuss further in the following.

7.2 Validity and reliability of the quantitative research

7.2.1 Internal validity

Internal validity refers to the extent to which the research design accurately identifies causal relationships. Internal validity exists when the researcher can rule out other explanations for the observed conclusions about the functional relationship (Hair et al., 2009). All of the respondents did undergo the same procedure, where as a start it was explained to them that they were about to see images of different confectionery brands combined with different nutrition and health claims. Everybody was exposed to exactly the same images of the brands,

and since all of the respondents were students, it was expected that all of the respondents were able to read the claims. All of the respondents were asked if they understood and spoke Danish. Hence the internal validity should be considered as existing.

7.2.2 External validity

External validity on the other hand indicates, to which extent a causal relationship found in a study, can be expected to be true for the entire target population (Hair et al., 2009).
The objective for my research is to determine if the use of claims on confectionery affects the perception of the brand quality, credibility, superiority and the purchase intention. This is to get an indication of whether the use of nutrition and health claims may influence the brand judgements, which again is related to the brand equity. The aim with this is to give the manufacturers of confectionery (and others) an indication of, whether it might be rewarding to make use of claims on the packaging. Hence, the target group for my research is not a specific population group, but potential consumers of confectionery products in general.
Since my research is an artificial construct though, it does not guarantee that the results apply to "reality". This means that the validity of the research and the findings might not be that high.

A part of the validity concept is concerned with the ability of the measures to make accurate predictions (Saunders et al., 2007) or in other words: If the questionnaire, like in my case, to some extent is used to predict future buying behavior, do the measurements then also actually predict the customers' buying behavior? In the case of my study, the research context might not really be representative of the market conditions. First of all the stimuli (the pictures of the packaging and the claims that are written next to the pictures, instead of printed on the packaging) are constructed, and the respondents are "forced" to pay attention to the packaging and the claim. This could result in the respondents paying extra attention to the claim and considering whether the claim might be true or not. Considering that most of our daily purchase on average take us a few seconds to decide (e.g. Hoyer, 1984; Pieters et al, 1999), in a real shopping situation, the customer might not even realize that a claim was added to the packaging and hence would not consider the content of the claim.
Secondly, the sample of participants is selective, since it only consists of students belonging to a certain age group and who all live in Copenhagen, and the sample might therefore not be representative for the 'average consumer'.
Also, the research environment is artificial and not representative of a real shopping situation;

for example, there are no competing brands and products, and the respondent is not distracted by surrounding factors such other customers, advertising displays and prices or special offers and so on, which all might influence the behavior. In addition to this, the respondents are aware of that he or she does not really get to consume the product and that he does not have to pay for it as well. This means that the respondents are able be a lot more rational in their evaluation of the different brands/images and reflect upon the claims than I assume consumers would be able to in a real shopping situation. In other words: There is a risk that there is incoherence between what the respondent answers that he or she would do/think, and the actual behavior. Consequently, generalizability of research findings to real-life market conditions is unlikely to be good (Leathwood et al., 2007).
All this being said, this might just be one of the premises for conducting a quantitative analysis, but it might still give an indication of a tendency etc., but certain reservations should be made concerning the interpretation.

7.2.3 Reliability of the quantitative research

Reliability refers to the extent to which the data collection techniques or analysis procedures will yield consisting findings (Saunders et al., 2007). Since the study was conducted under controlled conditions, the participants were randomly selected and the research was carried out over several days at different times of the day, it must be assumed that similar observations could be made on other occasions and by other observers. Of course here should be noted that the participant all were students at CBS, which somewhat limits the reliability, but still in my opinion, the finding of the study should be considered as overall reliable.

7.3 Participants

The group of participants in the study consisted of forty-three Danish speaking, randomly selected persons, mainly undergraduate and graduate students at Copenhagen Business School. Previous studies have indicated, that the perception of especially credibility in regards to nutrition and health claims may depend on what country you come from (van Trijp et al, 2007). Hence, to endeavour to get more reliable results, the answers from three of the participants were removed from the dataset afterwards, since they were not originally from Denmark. The group of participants consisted hereafter of 45% men and 55% women, within the age group

from 20 years to 37 years and a mean age of 24 years. As compensation for completing the study, all of the participant received a voucher for a free meal in the schools' canteen.

7.4 Products

In the study, confectionery belonging to three different product groups were tested: Chocolate, liquorice and wine gum. For each of the product types, brands that I personally consider representative for the product category, were chosen. All of them are brands which in my opinion are commonly known in Denmark and can be purchased in most kiosks, supermarkets etc.

The brands are: Marabou (chocolate), Toms (liquorice), and Haribo (wine gum), and each of them have a different geographic origin (Sweden, Denmark, and Germany). For each brand, two different versions were chosen for the study. Furthermore, all of the three brands belong to the same price category, meaning that neither of them is a discount or a luxury brand.

7.5 Design

7.5.1 Brands

For the study, 10 different kinds of brands where chosen. Six of these were the objective for my study: 2 x Marabou chocolate (one dark chocolate with 86% coco content, 'Marabou Premium', and one 'Milk chocolate'), 2 x Toms liquorish ('Skiltelakrids' and 'Pingvinlakrids'), and 2 x Haribo wine gums ('Stjernemix' and 'Vingummikræs') (see figure 2). Furthermore 4 fillers where used (Evers 'Flødetabletter', 'Ricola Hyldeblomst', Katjes 'Mellow Clouds', and Malaco 'Truly Black'). The fillers where used to avoid the participants seeing through which brands where in focus in the study.

Fig. 2 – Brands included in the study

Chocolate: Marabou		Liquorish: Toms		Wine gum: Haribo	
					
Premium	**Milk Chocolate**	**Skilte Lakrids**	**Pingvin Lakrids**	**Vingummi Kræs**	**Stjerne Mix**

Several factors were included in the study: First of all, three base-products (each of the products without any claim) were included. The aim of the inclusion of the base-products was, as mentioned earlier, to make it possible to study the respondents' perception of the brand without any claims and thereby measure how/if the claims had any effect on the consumers perception of the brand/product.
Each product was matched with three different nutrition claims and three different health claims (see table 1).

7.5.2 Claims

An important aspect of the legislation concerning nutrition and health claims is that "*the use of nutrition and health claims shall only be permitted if the average consumer can be expected to understand the beneficial effects expressed in the claim"* (foedevarestyrelsen.dk, e). What the average consumer understands is not clarified in the legislation though. Hence several studies have been carried out to get a deeper understanding of how the consumer understands claims, and what role the construction of the claim (use of words, type of claim, framing etc.) plays for the consumers' acceptance and understanding of the claim (see e.g. Grunert et al., 2009; Leathwood et al., 2007). Without going in depth with this subject, the overall results from these studies indicate, that the understanding of the claims can be influenced not only by the specific claim, but also by other sources of information such as packaging and advertising (Leathwood et al., 2007).
As to the nutrition claims, I have endeavoured to use claims of nutrients, assumed familiar to

the respondent. This is both to avoid the respondent spending to much mental activity on what the claim actually means, rather than on how the product, combined with the claim, is perceived. Furthermore, previous studies show that Danish consumers (and consumers in general) prefer claims with familiar nutrients (Grunert et al., 2009; Lähteenmäki et al., 2010; Williams, 2005).
In addition to this I have tried to find nutrition claims that, in my opinion, are not provided with a "health-bias". By this I mean claims which, to the average Danish consumer, contain no direct link between the nutrient and health. This could possibly have been the case if the nutrient had been e.g. a vitamin etc., which the average consumer presumably connects to health. All of the nutrition claims are already authorized by the EFSA[4].

Concerning the health claims, I have endeavoured to frame the claims 1) as short as possible, since former research shows that consumers unfamiliar to health claims (like the Danish consumers) prefer shorter claims (Grunert et al, 2009) and 2) with an easily understandable health benefit, meaning that it refers to organs or mechanisms in the human body assumed familiar to most adult people. Furthermore I have avoided using claims framed to fall under the article 14 (disease-risk reduction claims and claims regarding children's development and health), since they, as mentioned, in any case should undergo a specific approval procedure carried out by EFSA. Since I assume that only a very few, if any, manufacturers of confectionary on the Danish market would go through this procedure, I consider these kinds of claims less relevant.

For both the nutrition and the health claims I have attempted to keep them about the same length, so the readability index is about the same in each "claim category".

[4] For complete list of authorised nutrition claims, see foedevarestyrelsen.dk, b

Table 1 – Base products and claims*

Base-product + brand	a) Chocolate: Marabou b) Liquorice: Toms c) Wine gum: Haribo
Nutrition claim*	a) Contains fruit sugar b) Contains natural colours c) Contains honey
Health claims*	a) Contains antioxidants which strengthen the immune system b) Source of calcium which strengthens the bones c) Contains Omega 3 which supports a healthy heart

* All of the claims where shown in Danish

7.5.3 Research questions

The participants in the study were exposed to the chosen products and claims combined in random order in the study. Each image was followed up by four questions being asked to uncover the perceived brand quality, credibility, consideration, and superiority, as mentioned in the chapter about brand judgments (see table 2).

Each question was kept as neutral as possible, meaning that I have abstained from making statements such as: *"This is a high quality brand"*, which the respondent could either agree or disagree with. Using statements like this could have the advantage, that the respondents would have the same rating scale with each question (going from disagree to agree), but at the same time there would be a risk that the question would be biased, and that the respondent therefore would be more likely to agree with the statement (Saunders et al, 2007).

Instead to measure the perceived *brand quality*, the respondent is being asked for an assessment of the brand quality.

The *brand credibility* consists, as mentioned, of three dimensions: perceived expertise, trustworthiness, and likeability. To uncover all of these parameters, the research for this thesis would, in my opinion, become too extensive. Thus, I have united the three dimensions under the question: "How *do you assess the product reliability?"* in the research design. This of course

does not give an impression of which of the dimensions change (if at all) in the consumers' perception. On the other hand, it is my intention to reveal whether the use of claims has any influence on the *overall* perceived brand credibility and thereby the brand equity, which makes the underlying dimensions less important in this case. One of the limitations by asking this question though could be, that the respondents interpret the term 'reliability' differently. But then again, my objective for this thesis is to undercover a potential difference in the single respondent's perception of the products, combined with the nutrition or health claims respectively. And since it must be assumed that the word is understood and interpreted in the same way throughout the study by each of the respondents, this should not obstruct the ability to measure this difference.

To get an indication of the *brand superiority,* the question: *" How well do you regard the brand?"* was asked. According to the theory (Keller, 2008), brand superiority measures the extend to which the consumer views the brand as being better than other brands. As I am not interested in measuring the actual brand up against other brands though, it would, from my point of view, not make much sense to ask the respondents to compare brands. Instead I want to reveal whether the respondent's opinion about the specific brand changes when claims are used.

Last but not least, the respondent is being asked how likely it is, that he or she would buy the product, to uncover the *brand consideration.* As I argued previously the consumer might not consider purchasing the product no matter what and hence this question is asked to prevent a potential misinterpretation of the findings , and to reveal if the addition of claims increases the purchase intention or not.

As mentioned earlier, I have chosen not to ask about the perceived healthiness, even though nutrition and health claims according to the regulations serve to protect the consumers by helping them making healthier choices (foedevarestyrelsen.dk, e). Since confectionery products most likely are seen as unhealthy per se, dealing with this question would, in my opinion, not be very likely to show any significant differences between the perceived healthiness of the brands with or without a claim. On the other hand, the question about perceived healthiness could be lying implicitly in the question about the purchase intention, since I assume that the first influences the latter.

7.6 Pretest

A pretest was undertaken, which resulted in minor adjustments regarding the period of time in which each product was shown. Furthermore, the original study contained seven products which were used as fillers. This number was cut down to four, to shorten the duration of the test, which resulted in a total of 10 different products tested. The result of this was that the survey took about 15-20 minutes to complete.

7.7 Procedures in the main study

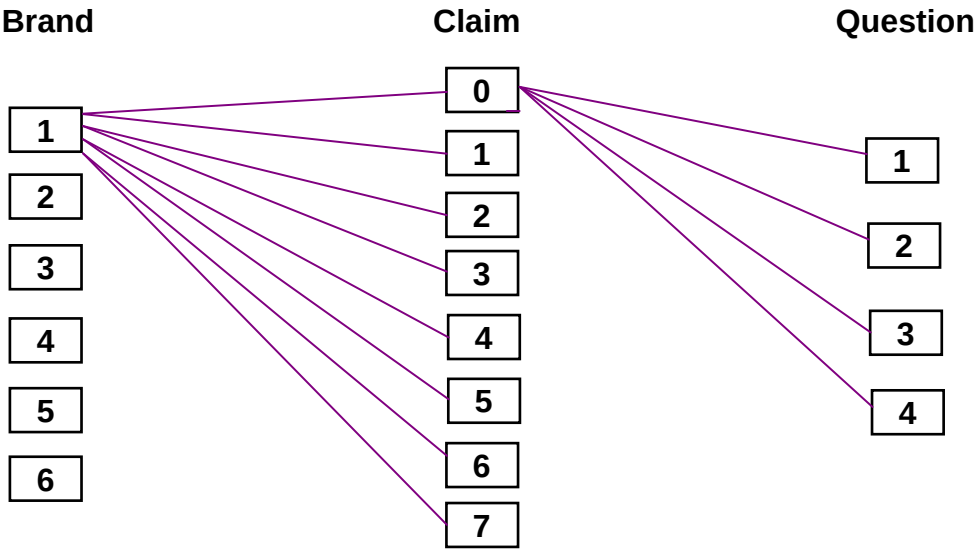
The study was conducted as a questionnaire study in e-prime on computers at Copenhagen Business School throughout three days in October 2011. The participants had to answer the questionnaire on computers located on the school, and each questionnaire was started up by me. Hence the questionnaire was a combination between being self-administered, because the respondent had to complete it himself, and interviewer-administrated, since I was able to ensure that the respondent was identified (Saunders et al., 2007).

In the beginning of the study, each participant was informed that different images of confectionery brands would be shown to them on a computer screen. The task here was to evaluate some products in relation to a claim, which the participant was asked to imagine printed on the packaging. All text included in the study was in Danish and for later usage in the thesis translated into English.

The participant was exposed to a total of 70 images in randomized order, containing ((1 x base-product) + (3 x base-product + nutrition claim) + (3 x base-product + health claim) x (10 x products/brands). Four out of the ten brands were fillers to ensure that the respondents would not be able to determine which brands were the brands under investigation. The respondents ratings on the fillers were not included in the results.

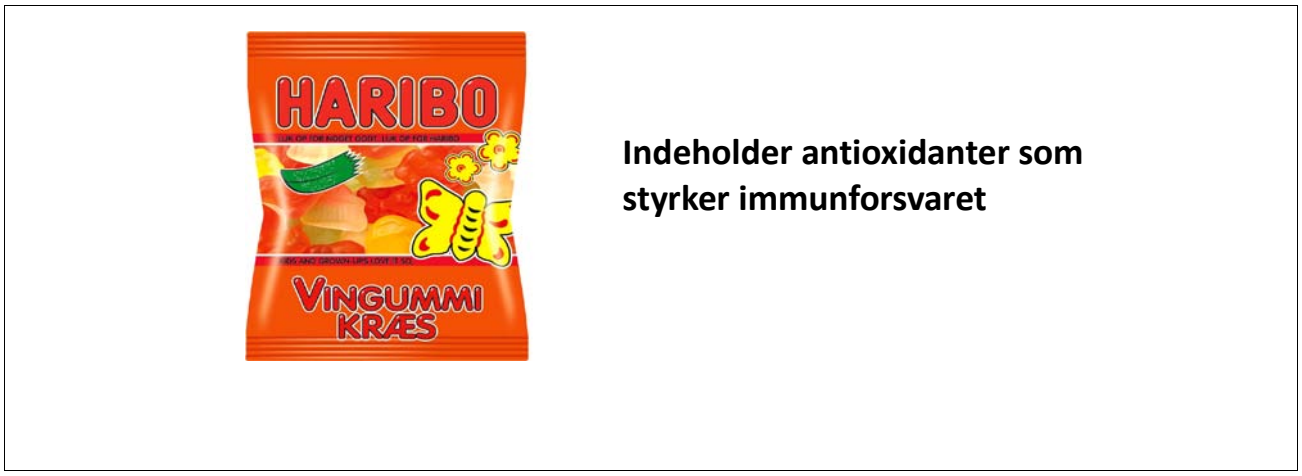
The combination of brands, claims and questions is outlined in fig. 3.

Fig. 3 – Example of combination of brands, claims and questions



The respondent was exposed to an image of the brand packaging placed in the left side of the screen either standing alone or combined with a nutrition or health claim displayed on the right side of the screen (see fig. 4 for an example). The claim was placed next to the picture of the packaging instead of printed directly on the packaging to ensure, that the claim was readable.

Fig. 4 – Example of image of packaging + health claim shown to participant in the study



Before each image a white screen with a small black cross was shown for 0,5 seconds. Subsequently, each image was shown for 5 seconds and then disappeared from the screen. This time span was chosen for several reasons: First of all it ensured that every participant

was exposed to each image for exactly the same period. Furthermore the results from the pretest showed that 5 seconds was enough time to read and process the claims, but short enough to avoid that the participants had too much time to examine the packaging in details etc. Last but not least, exposure time was chosen to aim at making the study come closer to a more realistic shopping situation, since our daily purchase decisions take us a few seconds on average, even though the exact results from previous research vary across studies and products (e.g. Hoyer, 1984; Pieters et al, 1999).

After being exposed to the image, the participant had to answer four questions, based on the perceived brand quality, credibility, consideration, and superiority, as mentioned in the chapter about Brand Judgments, on a 7-point Likert type rating scale (see table 2). The same four questions were repeated in the same order after each image and there was no time limit for the respondents to answer each of the questions.

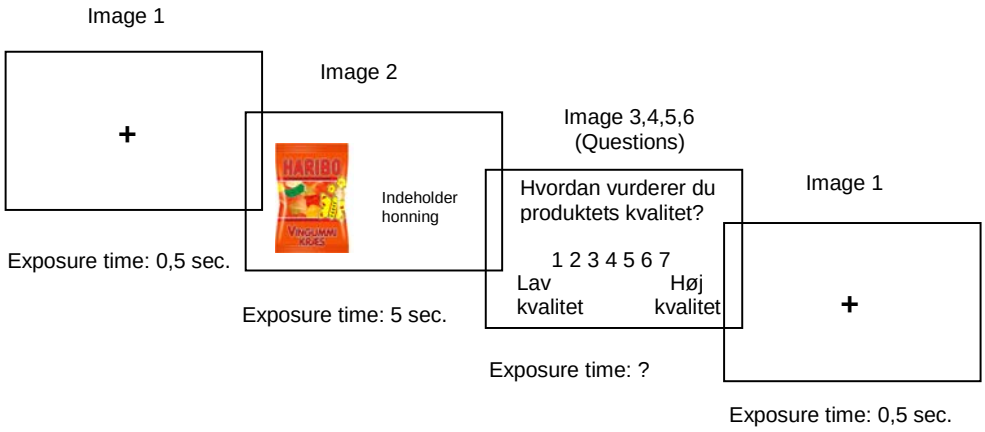
Table 2 – Questions asked in the study*

How do you assess the product quality?		
Low quality	1 2 3 4 5 6 7	High quality
How do you assess the product reliability?		
Low reliability	1 2 3 4 5 6 7	High reliability
How well do you regard the brand?		
Do not like	1 2 3 4 5 6 7	Like
How likely is it that you would buy it?		
Not likely	1 2 3 4 5 6 7	Very likely

* All of the questions where shown in Danish

Following the last question a white screen with a small black cross was again displayed after which a new image was shown. This procedure continued until the respondent had been exposed to all 70 images and had answered all questions.

Fig. 6 – Sequence of frames shown to the respondents



After finishing the questionnaire the participants were thanked for their participation, and were able to ask questions regarding the study.

PART IV: FINDINGS

Chapter 8: Findings

The data from the study were analysed in SPSS. All of the respondents finished the questionnaires which makes the response rate a 100%. Three of the respondents were later removed from the dataset, to raise the reliability of the study, since they turned out to not to be native Danes. This is because, as I argued previously, research shows that differences in perceptions of the use of claims may occur, depending on the nationality of the respondent. Of course, Denmark consists of citizens from other countries as well, but since my study revolves around Danish consumers, I in this case chose to focus on only native Danes.

First I wanted to get an impression of how all of the brands combined with every individual claim were rated regarding brand quality, credibility, superiority and brand consideration by the respondents (Appendices 5-8). In continuation of this, with the claims combined in groups (no claim, nutrition claims, and health claims) (Appendices 1-4) to get an indication of how the brands in combination with different groups of claims were rated. This was done because the aim for this thesis was not to determine how the specific claim influences the judgement, but instead to look at how the claims as a group (nutrition or health claim) affect the customer based brand equity and what consequences this might have for the manufacturers.
Hereafter I united the different types of claims in three groups (no claim, nutrition claims and health claims) to take a closer look at the differences between the responses for each brand. Finally, I have divided the respondents into female and male respondents to see if there is any difference in the brand judgements between the genders.

8.1 Evaluation of the brands combined with claims

The overall results of my research (Appendices 1-8) show that all of the brands get evaluated less favourably across the board on perceived brand quality, credibility, superiority, and consideration, when nutrition and health claims are added.
The results of the perceived brand quality with the claims combined (appendix 1) show, that all the quality attributes of all of the brands get lower ratings when nutrition or health claims are added. Only for the two Marabou brands and for Toms Skilte Lakrids the results are

significant though (p= 0,032, p=0,035, and p= 0,026) and they show that the negative rating do not differ much between the addition of nutrition and health claims. This means that at least for chocolate as a category, the use of both nutrition and health claims has a negative effect on the perceived quality, but that there is not much difference between one or the other kind of claims being added.

All of the results concerning the brand credibility (appendix 2) on the other hand are clearly significant; all show p<0,001). Here we see that the brand credibility decreases dramatically when nutrition and health claims are added. The only exception is regarding Haribo Vingummi Kræs where the addition of nutrition claims actually makes the rating go slightly up. All of the brands are especially perceived as being far less credible when health claims are added, than when nutrition claims are added.

For the brand superiority (appendix 3) and brand consideration (appendix 4) it applies that the addition of both nutrition and health claims have a negative effect. Even though there is no significance for the results, except for the brand superiority of the Marabou Milk Chocolate, the results still indicate that the adding of claims and especially health claims make the respondents think less favourably of the brands and this might finally have an effect on their willingness to purchase the brand.

8.2 Disparity between grouped claims divided into brands

To get a clearer picture of whether there is a difference between how the claims as a group (nutrition claims as whole and health claims as whole) are influencing the perception of the brands, compared to the base-product without a claim, I have grouped the claims and compared the rating average for each of the parameters (the four questions). By doing this I could get an overview of which factors cause the biggest percentage difference in the perception of each of the brands.

8.2.1 Marabou Premium Chocolate

For Marabou Premium Chocolate the results show (see table 3) that the addition of both nutrition as well as health claims have a negative effect on all the four parameters measured on.

Table 3 – Results for Marabou Premium chocolate (claims combined)

 **Marabou Premium Chocolate**	**No claim** (Base-product)		**Nutrition claims combined**		**Health claims combined**
	M	Disparity[a] in %	M	Disparity[b] in%	M
Brand Quality	5,45	-12,29%	4,78	-14,31%	4,67
Brand Credibility	5,38	-18,03%	4,41	-32,34%	3,64
Brand Superiority	5,13	-7,79%	4,73	-9,75%	4,63
Brand Consideration	4,7	-15,53%	3,97	-18,51%	3,83

[a] The disparity between No claim and Nutrition claims
[b] The disparity between No claim and Health claims

The ratings of the premium chocolate are generally quite high, varying from M 5,45 points on perceived quality to M 4,7 points on brand consideration, on a scale from 1-7. We see a fall on the ratings of all parameters when a nutrition claim is added, with brand credibility being the one parameter with the largest decrease (-18,03%). This means, that the brand looses almost one point in rated credibility when a nutrition claim is added. What is even more notable is the decrease in brand credibility, when a health claim is added. Here the results show a decrease of 32,34% compared to the brand without a claim, and also the percentage fall from the brand with a nutrition claim and the brand with a health claim is almost doubled (-18,03% to -32,34%). This is interesting, since for all of the other parameters being measured, the perception of the brand with a nutrition and health claim respectively differs only with a few percent. This shows that the credibility clearly is negatively affected by the presence of a health claim, whereas on the other parameters there is not much difference between the adding of a nutrition or health claim.

8.2.2 Marabou Milk chocolate

Also for Marabou Milk Chocolate, the results show (see table 4) that the addition of both nutrition as well as health claims have a negative effect on all the four parameters measured on.

Table 4 – Results for Marabou Milk chocolate (claims combined)

 **Marabou Milk chocolate**	**No claim** (Base-product)		**Nutrition claims combined**		**Health claims combined**
	M	Disparity[a] in %	M	Disparity[b] in %	M
Brand Quality	4,78	-12,34%	4,19	-18,41%	3,9
Brand Credibility	4,85	-25,57%	3,61	-40,41%	2,89
Brand Superiority	5	-8,80%	4,56	-17,80%	4,11
Brand Consideration	4,63	-12,96%	4,03	-23,11%	3,56

[a] The disparity between No claim and Nutrition claims

[b] The disparity between No claim and Health claims

The ratings of this chocolate without a claim added, are somewhat lower than for the Premium Chocolate, especially regarding the perceived brand quality (M 5,45 for the Premium brand to M 4,78) as well as the credibility (M 5,38 for the Premium brand to M 4,85), whereas the difference in the rating of the superiority and consideration is not as distinct. Ergo, this chocolate is perceived as being of lower quality and less credible than the dark chocolate, but the respondents would be almost as likely to consider buying this chocolate brand, as the Marabou Premium brand.

Notably the credibility rating drops considerably when the nutrition claim is added (with 25,57%), a decrease that continues to as much as -40,41% when the health claims are added. This means that the fall in credibility for the Marabou Chocolate (-40,41%) is even more pronounced than it was the case with credibility for the Premium chocolate (-32,34%), when a health claim is added. Furthermore, the addition of health claims compared to the addition of nutrition claims have a great negative impact on the brand consideration (-23,11% to 12,96%).

8.2.3 Toms Skilte Lakrids

For Toms Skilte Lakrids as well, the results show (see table 5) that the addition of both nutrition and health claims have a negative effect on all the four parameters measured on.

Table 5 – Results for Toms Skilte Lakrids (claims combined)

 **Toms Skilte Lakrids**	**No claim** (Base-product)		**Nutrition claims combined**		**Health claims combined**
	M	Disparity[a] in %	M	Disparity[b] in %	M
Brand Quality	4,13	-6,29%	3,87	-15,74%	3,48
Brand Credibility	4,15	-15,18%	3,52	-36,87%	2,62
Brand Superiority	4,17	-6,47%	3,9	-13,43%	3,61
Brand Consideration	3,3	-7,58%	3,05	-13,94%	2,84

[a] The disparity between No claim and Nutrition claims
[b] The disparity between No claim and Health claims

With this product the ratings for the base-product are lower than for both of the chocolates. Especially the brand consideration has dropped to M 3,3 which is more than one point lower than for the Marabou chocolate. Also in this case we see that the brand credibility is dropping dramatically with 36,87%, when the health claims are added. This fall is not that noticeable as for the Marabou chocolate which dropped 40,41%, but this might be due to the Marabou chocolate being rated higher on credibility in the base-product (M 4,85) On the other hand the Premium chocolate was rated the highest with a credibility of M 5,38 which "only" dropped with -32,34% when health claims were present. Nevertheless, the end result shows that the Marabou Chocolate is still perceived as more credible even with health claims added (M 2,89), than it is the case for Toms Skilte Lakrids (M 2,62).

8.2.4 Toms Pingvin Lakrids

The negative impact of the adding of claims also shows in the ratings for Toms Pingvin Lakrids (see table 6).

Table 6 – Results for Toms Pingvin Lakrids (claims combined)

 **Toms Pingvin Lakrids**	**No claim** (Base-product)		**Nutrition claims combined**		**Health claims combined**
	M	Disparity[a] in %	M	Disparity[b] in %	M
Brand Quality	4,27	-7,26%	3,96	-16,39%	3,57
Brand Credibility	4,4	-19,77%	3,53	-40,45%	2,62
Brand Superiority	4,25	-8,47%	3,89	-13,88%	3,66
Brand Consideration	3,55	-10,99%	3,16	-20,85%	2,81

[a] The disparity between No claim and Nutrition claims
[b] The disparity between No claim and Health claims

There is a small difference in the rating of the base-product compared to the other liquorish brand, since the respondents are rating Pingvin Lakrids slightly higher on all parameters than Skilte Lakrids.

Again we see that the product is rated considerably lower when a health claim is added (40,45%), which is a bigger drop than for Skilte Lakrids (-36,87%). Still, the brand credibility with the health claims added ends out being the same for both liquorish brands (M 2,62).

8.2.5 Haribo Vingummi Kræs

With Haribo Vingummi Kræs the picture of the decreasing ratings on all parameters when the claims are added, is the same as for the other brands evaluated (see table 7).
There is one minor difference though: As the only brand, Vingummi Kræs is actually rated slightly higher on brand quality when nutrition claims are added (from M 3,8 to M 3,88 which makes out an increase of 2,1%). Of course this increase is not that high, but still compared to the other brands' fall in perceived quality, it is in my opinion noticeable, because this is the only result that indicates that it might be an advantage to add a claim to a confectionery product.

Table 7 – Results for Haribo Vingummi Kræs (claims combined)

 **Haribo Vingummi Kræs**	**No claim** (Base-product)		**Nutrition claims combined**		**Health claims combined**
	M	Disparity[a] in %	M	Disparity[b] in in %	M
Brand Quality	3,8	2,10%	3,88	-12,63%	3,32
Brand Credibility	4,2	-6,90%	3,91	-45,48%	2,29
Brand Superiority	4,22	-1,66%	4,15	-11,37%	3,74
Brand Consideration	3,52	-2,27%	3,44	-20,17%	2,81

[a] The disparity between No claim and Nutrition claims
[b] The disparity between No claim and Health claims

But also for Vingummi Kræs, it is the case that a major decrease in the perceived brand credibility is seen (-45,48%) when health claims are added, which actually is the largest decrease in credibility of all the brands in the study.

8.2.6 Haribo Stjerne Mix

The same tendencies as for Vingummi Kræs also show for Haribo Stjerne Mix (see table 8). The general ratings for the base-product is slightly higher for this brand than for the other wine-gum brand though. This may simply be due to the fact that Stjerne Mix, contains different kinds of wine-gums with different tastes, whereas Vingummi Kræs only contains one kind of wine-gum.

Table 8 – Results for Haribo Stjerne Mix (claims combined)

 **Haribo Stjerne Mix**	**No claim** (Base-product)		**Nutrition claims combined**		**Health claims combined**
	M	Disparity[a] in %	M	Disparity[b] in%	M
Brand Quality	4,35	-8,97%	3,96	-18,16%	3,56
Brand Credibility	4,37	-12,59%	3,82	-42,10%	2,53
Brand Superiority	4,7	-5,74%	4,43	-14,47%	4,02
Brand Consideration	4,18	-10,05%	3,76	-22,49%	3,24

[a] The disparity between No claim and Nutrition claims
[b] The disparity between No claim and Health claims

Nevertheless, a dramatic decrease in the perceived brand credibility again is seen, when health claims are added (-42,10%).

8.3 Disparity between the responses of women and men

It might be the case, that some confectionery products are addressing a target group of customers, belonging to certain age group or of a certain gender. Hence I thought it could be interesting to examine, whether there was a difference in the male and female respondents' evaluation of the brands. I am not aware of, whether the brands I have chosen for my research are targeted towards a specific group of customers, but it might still provide relevant information for the manufacturers of confectionery about what role (if any) gender plays in the perception of claims.

Since the participants in the study, as mentioned, belonged to an age group between 20 and 37 and with only two participants over the age of 30, I do not think, that examining the difference between ages is relevant and would provide any useful information in this case. This might be a proposal for further studies, which I will also mention later in my suggestions for further research.

Instead, I have examined the difference between the genders' perception and evaluations of the brand with or without nutrition and health claims (see table 9). Again I have chosen to combine the claims in groups, as in the previous results, where the claims also were grouped. In this comparison, however, I combined the different products into groups as well.

Table 9 - Disparity between female and male responses (claims combined)

	Claims combined	Brand quality*	Brand credibility*	Brand superiority*	Brand consideration*
Women	No claim	4,31	4,49	4,43	4,04
	Nutrition claims	4,00 (-7,19%)	3,85 (-14,25%)	4,16 (-6,09%)	3,65 (-9,65%)
	Health claims	3,62 (-16,01%)	2,91 (-35,19%)	3,85 (-13,09%)	3,19 (-21,04%)
Men	No claim	4,65	4,64	4,76	3,91
	Nutrition claims	4,23 (-9,03%)	3,74 (-19,40%)	4,42 (-7,14%)	3,47 (-11,25%)
	Health claims	3,90 (-16,13%)	2,6 (-43,96%)	4,1 (-13,86%)	3,16 (-19,18%)

* Means

There is significance for the results for perceived brand quality ($p < 0,05$), brand credibility ($p=0,05$), and brand superiority ($p<0,05$), whereas there is no significance for the results for

the brand consideration (p=0,206).

The results here show that the women generally rate the base-product lower regarding the perceived quality, credibility and superiority, than the men do. This means, that they might be a bit more critical in their evaluation of the brands in general, at least on the parameters I have measured on, than the men are. On the other hand the results also show that the women are slightly less negatively affected by the addition of nutrition and health claims. This is especially distinct when it comes to the perceived brand credibility. Here, the addition of nutrition claims shows an increase in the drop of perceived credibility by a bit more than 5 % (19,4%-14,25%) among men compared to women. Likewise the men's perception of the credibility drops almost 9% (43,96%-35,19%) more compared to the women's perception when health claims are added.

PART V: INTERPRETATION, DISCUSSION AND CONCLUSION

Chapter 9: Interpretation and discussion

9.1 Interpretation of the findings

9.1.1. Perceived brand quality

For almost all of the brands it applied that the perceived brand quality was negatively influenced by the addition of nutrition and health claims. This means that the addition of claims has an adverse effect on the respondent's attitudes towards the brand. This may implicitly indicate, that the addition of claims do not fit with the respondents' perception of the products nature as discussed earlier, and hence is not accepted.

The only exception was the perceived brand quality for 'Haribo Vingummi Kræs' when nutrition claims were added. Here we saw that the rating increased with 2,1% (table 7). Even though the increase is marginal it is still noticeable, since it is the only case of all the parameters measured on where there actually is an increase. An explanation for this could be that the brand quality for 'Haribo Vingummi Kræs' as base-product holds the lowest ratings of all the brands in the research, with Means 3,8. As I argued in chapter 5, given that there can be drawn parallels between the perceived healthiness and the perceived quality of the brands, the respondents in theory should rate the perceived quality higher when the claims are added. As we have seen this has not been the case in most of the results in my study. But as Bech-Larsen and Grunert (2003) found, it seems that the perception depends on the natural quality of the base product, and that products perceived as less healthy (lower quality) could benefit from the addition of claims. Hence the increased rating in perceived brand quality for this brand, could possibly be caused by the respondents' low rating of the quality of 'Vingummi Kræs' as a base-product.

9.1.2 Perceived brand credibility

Regarding the brand credibility we saw the most dramatic decrease in the ratings, both when nutrition claims, and especially when health claims were added. As I pointed out in chapter 7.5.3 about the research questions, due to the design of the questions in the study, I am not able to determine specifically whether it is the perceived expertise, trustworthiness, likeability or all

of these that suffer under the addition of claims. Nevertheless it is clear that the respondents perceive all of the brands as far less reliable when claims are present.
As mentioned, consumers tend to be suspicious towards novelty in food and especially the Danes might be less willing to accept the use of health claims, because they are not used to being exposed to such information (Lähteenmäki et al., 2010). A consequence of this could then be, that respondents loose their faith in the brand and hence the credibility decreases.
It is remarkable though, that the results show that the addition of claims does not influence the women's perception of the brand credibility as much as it does the men's perception. This could indicate that if a confectionery brand specifically is targeted towards women, then it might not be as risky to add claims to the packaging.

9.1.3 Perceived brand superiority and consideration

For both the brand superiority and the brand consideration, the addition of both forms of claims lowers the ratings. The ratings on the superiority could be interpreted as if the addition of claims does not offer any advantages to the brands, on the contrary actually.
More conspicuously, in my opinion, is the respondent's indications of their brand consideration: Even though the findings showed a dramatic decrease in the brand credibility, it does not seem to affect the brand consideration that much. For all brands the consideration only falls with half of what the perceived credibility does, when health claims are added. This means that even though the respondents consider the brands as less reliable, it does not mean that they to the same extend are less willing to consider consuming the brand. Hence the credibility might not play that important a role, when it comes to considering the purchase or consumption of a confectionery brand.
This also brings me back to the discussion about if it even makes sense to measure the credibility of a product that serves to satisfy a hedonic need? Since confectionery serves to create enjoyment, the credibility may not be as important to the consumer, because the purpose of the product is to provide pleasure and not pondering about if the brand is reliable etc. Maybe the consumer simply does not want to engage into too many speculations about the brand, but simply wants to get a need satisfied.

9.2 General discussion

Taking into consideration the nature of confectionery as being an unhealthy product, I would have anticipated that the addition of nutrition and health claims actually would have made the respondents perceive the brands more favorably. This I did i.e. based on the findings from Bech-Larsen and Grunert (2003) which showed, that Danish respondents evaluated unhealthy products as being more healthy, when claims (functional enrichments) were added.
Furthermore, as I discussed both in the chapter about the theory of Cognitive Dissonance and in the chapter about consumers' choice of hedonic goods, the possibility that the claims would act as a kind of justification and thereby ease some of the bad concision, that might be present when consuming confectionery, was very high. If this had been the case though, then the adding of the claims should have obtained higher ratings with the respondents on at least the brand consideration. But the opposite is observed in my research.
There may be several explanations for this: Okada (2005) suggests that when a hedonic and an utilitarian alternative are presented separately (like in my study), the hedonic alternative (the base-product without a claim) is preferred by the consumers. An explanation for this could be that people, as argued, are motivated to seek enjoyment and therefore per instinct are inclined to choose the things that offer the most pleasure. In a situation where the consumer is exposed to a standalone item only, the consumer has limited information about other alternatives. This absence of an explicit comparison makes it easier to create justification for the hedonic alternative (ibid.). This means that the base-product without a claim added would be preferred by the respondents, which also turned out to be the case.
Another explanation could be that the respondents simply did not feel any form of bad consciousness or guilt when rating the brands, and due to this did not feel any need for justification. This again might be caused by the fact, that the experiment was designed and artificial, and did not reflect a real shopping situation. Thus the respondents did not "run any risk" by just rating the brands instead of actually consuming them.
Last but not least, the negative results of my research could have another explanation: The respondents in my study had, as mentioned, unlimited time to evaluate the brands, but did not get the opportunity to consume the brands. This means that the respondents were asked to rationally reflect on brands, that under normal circumstances, such as a realistic shopping situation, would be evaluated under the premise, that the consumer actually also is able to

enjoy and consume the product afterwards. They were only asked to rationally decide their attitudes towards the brands. And this in some ways may be contrary to the nature of confectionery, namely to provide pleasure and enjoyment. Hence the respondents might become skeptical when too much rational information (claims) is added to the brands.
As Lähteenmäki et al. (2010) found, Danish consumers tend to perceive products with health-related claims as being less attractive and healthy. This may be explained with the notion that consumers tend to be suspicious toward novelty in food and that consumers do not readily accept the health information in the claim unless it is confirmed by their existing knowledge and beliefs. Furthermore, since the Danish consumers are not used to being exposed to health claims, the risk that the brands with claims are being perceived less favorably, is present. Ergo the negative impact of health claims in other product attributes in Denmark is likely to reflect the previous ban on using health claims in food and products and marketing (Lähteenmäki et al., 2010). Put together, this means that the respondents' negative evaluation of the brands with claims may simply be due to the fact, that the respondents are not used to being exposed to health claims and thus are more skeptical towards this initiative.
This does not explain why the respondent's rate the brand with a nutrition claim more negatively than the base-products though: The Danish consumer's are as a matter a fact used to nutrition claims such as: "*Contains only natural colors*" are being added to almost all confectionery packaging today. This means that the respondents should not be as skeptical towards the brands with nutrition claims, and it furthermore should not have a great negative impact on the purchase intention, since confectionery with nutrition claims is what they most likely are going to purchase after all.
On the other hand as I stated in the introduction, the sales of confectionery has declined. I proposed that this decline could be caused by an increased focus on healthiness. But actually, according to the previous discussion, the possibility exists that the decline in sales of confectionery also to some extend could be caused by the manufacturers starting to add nutrition claims to their packaging. Of course this is just speculations and there is to my knowledge, no existing research on whether there is a link between the introduction of nutrition claims on confectionery packaging and sales, but this may be a suggestion for further research?!
I furthermore proposed that Danish consumers in some ways could be comparable to Uruguayan consumers, since none of them have any prior experience with being exposed to

health claims. The studies of Ares et al. (2009) showed that the Uruguayan people were positively minded towards health claims and the adding of health claims increased their willingness to try the product. As seen in my findings, the results are the opposite for the Danish respondents. In my opinion a possible explanation for this could be that Uruguay contrary to Denmark is a developing country. This might increase the probability that the Uruguayan people are more willing to try out new kind of products, that have "a sense of" the more industrialized countries, such as the U.S., over them, where the use of claims is very common. But since the Denmark is more of a Welfare State, the Danish people might be more interested in keeping things as they used to be, and hence be more skeptical towards new initiatives as I have discussed previously.

Chapter 10 Conclusion

My objective for writing this thesis was to determine if the use of nutrition and health claims on the packaging of confectionery brands, could be favorable for the manufacturer. If so, what kind of claim type (nutrition or health claims) would then be able to strengthen the brand equity the most? This I have attempted to do by conduction a quantitative research, which has provided me with empirical data that has formed the basis for answering my research questions.
The main focus in this study was to get an impression of what impact, the use of nutrition and health claims could have on the customers attitudes and on elements of the customer-based brand equity. To do this I have attempted to answer what impact the use of nutrition and health claims have on the perceived brand quality, credibility, superiority and the brand consideration. Furthermore I wanted to investigate if there was a difference between the brand judgment when nutrition and health claims, respectively, as a group were added to confectionery packagings.
I found that all of the brands were evaluated more negatively on all of the four aspects when nutrition claims were added (with one exception – the perceived brand quality of Haribo Vingummi Kræs). This negative trend became even more noticeable, when health claims were added to the brands and especially the brand credibility was very negatively affected. An explanation for this might possibly be, that the Danish consumers at first are skeptical towards novelties in foods and furthermore are not used to being exposed to at least health claims. This, according to my results, means that the addition of claims lowers the perceived brand quality and especially the brand credibility among the respondents. Furthermore it becomes less likely that the respondents would consider purchasing and consuming the brands.
To take into account that some confectionery products might be targeted towards a specific group such as a specific gender, I furthermore investigated what difference the gender makes in brand judgments when nutrition and health claims are added. Here I found, that the women for a start generally rated the base-products lower than the men did on all of the aspects, except for the brand consideration. Interesting though, was that the women were slightly less negatively affected by the addition of nutrition and health claims. This was especially distinct when it came to the perceived brand credibility. This could indicate that if a confectionery brand is specifically targeted towards women, then it might not be as risky to add claims to the packaging.

Hence on the basis of my research I can conclude that the use of both nutrition as well as health claims, has a conspicuously negative impact on the respondents' attitude and the brand judgments and the parameters included in these. One of these parameters was the brand consideration which I attempted to reveal by asking about the respondents purchase intention. The aim for this thesis was to investigate whether the use of claims on confectionery packaging could be a means to retain sales in Denmark. According to the results of the brand consideration this does not seem to be the case.

Which impact the results of my study have on the overall customer-based brand equity is less certain though. In the discussion about the CBBE model, we saw, that a strong brand can be built and maintain strong even though it is not perceived as being the strongest in all of the parameters outlined in the CBBE model. Hence I cannot determine with certainty, how the overall customer-based brand equity of the confectionery brands is influenced by the addition of claims to the packaging, but only assume, that it might have a negative impact on the customer-based brand equity, since the brand judgment is clearly negatively affected, when claims of either kind are added.

Lähteenmäki et al., 2010 state that manufacturers marketing products with health claims are likely to meet hurdles in countries where claims come as novelties, such as Denmark. This is, as mentioned, because the Danish consumers are not used to being exposed to at least health claims and thus are sceptical towards such initiatives. The results of my research support this notion since it seems that the addition of claims make the respondents evaluate the brands less favourably. This does affect the brand consideration as well, which may in result in the consumers being less likely to purchase the brand when claims are added. Hence in the face of this, it might not be advisable for the manufacturers of confectionery to add claims (neither nutrition nor health claims) to the packaging.

Nevertheless, even though the results are quite clear in my study, they should be taken with a grain of salt, since we do not know anything about how the results may have looked for other kinds of foods or if the study had included e.g. brands that presumably were not known by the respondents in advance. Furthermore the research design, as mentioned, may have affected the validity of the study. What kind of suggestions for further research this could lead to, I will go more thoroughly into in the following.

Chapter 11 Suggestions for further research

To get a more thorough picture of, how the addition of nutrition and health claims could influence the consumer's perception and evaluation of food brands, several other studies could be conducted. Some of them I will list in the following:

First of all I had, as mentioned, anticipated that the results of my research would have showed an opposite (positive) result. Different research methods and designs might possibly have lead to other results. Here I could for instance have used a different kind of products in my research, instead of just focusing on confectionery brands. This would have enabled me to compare the product categories to see whether the influence of the claims is general or product dependent.

To give an indication about how the brands with added claims would be perceived in a more realistic shopping situation, it would be interesting to change the design of the research. The results of Okada's (2005) research about consumer's choice of hedonic and utilitarian goods show, as mentioned, that people tend to prefer hedonic goods to utilitarian alternatives if the good is presented separately. But the opposite is the case, when multiple items are presented together and evaluated as explicit trade-offs among one another. Arguably in all purchase decisions a kind of comparison occurs, because consumers implicitly make decisions on a single item in the context of other purchases made previously or other future purchases that could be made instead (ibid.). Nevertheless, since most confectionery products are displayed together in the stores, this would in theory mean that the brands with the claims (the utilitarian alternative) would be preferred by the consumer in a real purchase situation. Hence, in future research, it could be interesting to investigate how the respondents would evaluate the brands, if they were presented together for direct comparison in the study. This may again give a more truthful indication of which product (the one with or without a claim) the customer would choose in a real shopping situation.

Another way to get this information could be by making observations in a real in-store environment. Here the researcher, amongst others, certainly would be able to determine the customer's actual purchase and not only the purchase intention. Doing this would at the same time alleviate one of the weaker points of my study: That the respondents are exposed to the products in a fictitious set-up. This does not imply elements such as perceived time pressure, pricing, comparable products etc which are often present in an actual purchase situation. Hence the respondent is not as distracted and has more time to rationalize before answering

the questions in the study, which I indicated could be one of the reasons why the respondents reacted so negatively to the addition of the claims. In addition to this, it could also be observed, how long the decision process within a product category lasts. This could be interesting, since one must assume, that the shorter amount of time the customer uses before deciding on buying a brand, the shorter an amount of time the customer has to process the information given on the packaging. Hence the likelihood of the claims to even be read, also lowers.
Another element that could be improved in future research could be that the spread of age among the respondents could have been more pronounced. In my study almost only students in their twenties participated, which makes the results less valid.
Last but not least as I suggested in my discussion, the decline in sales of confectionery might be caused by the manufacturers choosing to add nutrition claims to the packaging in the first place. Hence it could be interesting trough e.g. a qualitative study to uncover, what the actual reason for the decline in confectionery sales is. If it should turn out that the decline actually is caused by the claims and not because the consumers have become more health conscious, then this might be a request for the manufacturers to simply "being true" to the nature of their products in the marketing, instead of making brands appear healthier than they are.

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Appendices

Appendix 1

Spg1_Quality * Combined_Claims * Product_code

Crosstab

Perceived brand quality				Combined_Claims			
				0	1	2	Total
1	Marabou Premium	1	Count	0	4	2	6
			% within Combined_Claims	,0%	3,3%	1,7%	2,1%
		2	Count	1	4	5	10
			% within Combined_Claims	2,5%	3,3%	4,2%	3,6%
		3	Count	0	7	19	26
			% within Combined_Claims	,0%	5,8%	15,8%	9,3%
		4	Count	9	33	32	74
			% within Combined_Claims	22,5%	27,5%	26,7%	26,4%
		5	Count	7	34	23	64
			% within Combined_Claims	17,5%	28,3%	19,2%	22,9%
		6	Count	16	27	25	68
			% within Combined_Claims	40,0%	22,5%	20,8%	24,3%
		7	Count	7	11	14	32
			% within Combined_Claims	17,5%	9,2%	11,7%	11,4%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
2	Marabou Milk Chocolate	1	Count	0	4	6	10
			% within Combined_Claims	,0%	3,3%	5,0%	3,6%
		2	Count	2	6	11	19
			% within Combined_Claims	5,0%	5,0%	9,2%	6,8%
		3	Count	5	28	28	61
			% within Combined_Claims	12,5%	23,3%	23,3%	21,8%
		4	Count	10	26	38	74
			% within Combined_Claims	25,0%	21,7%	31,7%	26,4%
		5	Count	11	41	22	74
			% within Combined_Claims	27,5%	34,2%	18,3%	26,4%
		6	Count	7	11	11	29
			% within Combined_Claims	17,5%	9,2%	9,2%	10,4%
		7	Count	5	4	4	13
			% within Combined_Claims	12,5%	3,3%	3,3%	4,6%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
3	Toms Skilte Lakrids	1	Count	0	1	9	10
			% within Combined_Claims	,0%	,8%	7,5%	3,6%
		2	Count	4	11	20	35
			% within Combined_Claims	10,0%	9,2%	16,7%	12,5%
		3	Count	8	34	33	75
			% within Combined_Claims	20,0%	28,3%	27,5%	26,8%
		4	Count	15	39	32	86
			% within Combined_Claims	37,5%	32,5%	26,7%	30,7%
		5	Count	6	28	15	49
			% within Combined_Claims	15,0%	23,3%	12,5%	17,5%
		6	Count	6	6	10	22
			% within Combined_Claims	15,0%	5,0%	8,3%	7,9%

		7	Count	1	1	1	3
			% within Combined_Claims	2,5%	,8%	,8%	1,1%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
4	Toms Pingvin Lakrids	1	Count	0	0	6	6
			% within Combined_Claims	,0%	,0%	5,0%	2,1%
		2	Count	3	14	20	37
			% within Combined_Claims	7,5%	11,7%	16,7%	13,2%
		3	Count	7	26	32	65
			% within Combined_Claims	17,5%	21,7%	26,7%	23,2%
		4	Count	14	43	34	91
			% within Combined_Claims	35,0%	35,8%	28,3%	32,5%
		5	Count	9	27	18	54
			% within Combined_Claims	22,5%	22,5%	15,0%	19,3%
		6	Count	6	8	9	23
			% within Combined_Claims	15,0%	6,7%	7,5%	8,2%
		7	Count	1	2	1	4
			% within Combined_Claims	2,5%	1,7%	,8%	1,4%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
5	Haribo Vingummi Kræs	1	Count	0	2	11	13
			% within Combined_Claims	,0%	1,7%	9,2%	4,6%
		2	Count	5	15	24	44
			% within Combined_Claims	12,5%	12,5%	20,0%	15,7%
		3	Count	13	31	34	78
			% within Combined_Claims	32,5%	25,8%	28,3%	27,9%
		4	Count	12	36	26	74
			% within Combined_Claims	30,0%	30,0%	21,7%	26,4%
		5	Count	6	25	18	49
			% within Combined_Claims	15,0%	20,8%	15,0%	17,5%
		6	Count	3	6	6	15
			% within Combined_Claims	7,5%	5,0%	5,0%	5,4%
		7	Count	1	5	1	7
			% within Combined_Claims	2,5%	4,2%	,8%	2,5%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
6	Haribo Stjerne Mix	1	Count	0	5	5	10
			% within Combined_Claims	,0%	4,2%	4,2%	3,6%
		2	Count	5	9	21	35
			% within Combined_Claims	12,5%	7,5%	17,5%	12,5%
		3	Count	7	29	35	71
			% within Combined_Claims	17,5%	24,2%	29,2%	25,4%
		4	Count	9	42	31	82
			% within Combined_Claims	22,5%	35,0%	25,8%	29,3%
		5	Count	11	19	19	49
			% within Combined_Claims	27,5%	15,8%	15,8%	17,5%
		6	Count	4	10	7	21
			% within Combined_Claims	10,0%	8,3%	5,8%	7,5%
		7	Count	4	6	2	12
			% within Combined_Claims	10,0%	5,0%	1,7%	4,3%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

Chi-Square Tests

Product_code		Value	df	Asymp. Sig. (2-sided)
1	Pearson Chi-Square	22,566[a]	12	,032
	Likelihood Ratio	25,509	12	,013
	Linear-by-Linear Association	7,231	1	,007
	N of Valid Cases	280		
2	Pearson Chi-Square	22,257[b]	12	,035
	Likelihood Ratio	22,061	12	,037
	Linear-by-Linear Association	11,662	1	,001
	N of Valid Cases	280		
3	Pearson Chi-Square	23,207[c]	12	,026
	Likelihood Ratio	23,946	12	,021
	Linear-by-Linear Association	9,626	1	,002
	N of Valid Cases	280		
4	Pearson Chi-Square	18,052[d]	12	,114
	Likelihood Ratio	19,996	12	,067
	Linear-by-Linear Association	11,121	1	,001
	N of Valid Cases	280		
5	Pearson Chi-Square	18,588[e]	12	,099
	Likelihood Ratio	20,203	12	,063
	Linear-by-Linear Association	7,820	1	,005
	N of Valid Cases	280		
6	Pearson Chi-Square	19,316[f]	12	,081
	Likelihood Ratio	20,366	12	,060
	Linear-by-Linear Association	11,263	1	,001
	N of Valid Cases	280		

a. 8 cells (38,1%) have expected count less than 5. The minimum expected count is ,86.
b. 6 cells (28,6%) have expected count less than 5. The minimum expected count is 1,43.
c. 7 cells (33,3%) have expected count less than 5. The minimum expected count is ,43.
d. 7 cells (33,3%) have expected count less than 5. The minimum expected count is ,57.
e. 5 cells (23,8%) have expected count less than 5. The minimum expected count is 1,00.
f. 5 cells (23,8%) have expected count less than 5. The minimum expected count is 1,43.

Appendix 2

Spg2_Credibility * Combined_Claims * Product_code

Crosstab

Erceived brand credibility				Combined_Claims			
				0	1	2	Total
1	Marabou Premium	1	Count	0	9	16	25
			% within Combined_Claims	,0%	7,5%	13,3%	8,9%
		2	Count	1	4	12	17
			% within Combined_Claims	2,5%	3,3%	10,0%	6,1%
		3	Count	1	18	28	47
			% within Combined_Claims	2,5%	15,0%	23,3%	16,8%
		4	Count	8	26	27	61
			% within Combined_Claims	20,0%	21,7%	22,5%	21,8%
		5	Count	8	31	20	59
			% within Combined_Claims	20,0%	25,8%	16,7%	21,1%
		6	Count	16	25	14	55
			% within Combined_Claims	40,0%	20,8%	11,7%	19,6%
		7	Count	6	7	3	16
			% within Combined_Claims	15,0%	5,8%	2,5%	5,7%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
2	Marabou Milk Chocolate	1	Count	1	15	28	44
			% within Combined_Claims	2,5%	12,5%	23,3%	15,7%
		2	Count	1	22	24	47
			% within Combined_Claims	2,5%	18,3%	20,0%	16,8%
		3	Count	4	14	26	44
			% within Combined_Claims	10,0%	11,7%	21,7%	15,7%
		4	Count	7	26	23	56
			% within Combined_Claims	17,5%	21,7%	19,2%	20,0%
		5	Count	14	32	13	59
			% within Combined_Claims	35,0%	26,7%	10,8%	21,1%
		6	Count	10	9	6	25
			% within Combined_Claims	25,0%	7,5%	5,0%	8,9%
		7	Count	3	2	0	5
			% within Combined_Claims	7,5%	1,7%	,0%	1,8%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
3	Toms Skilte Lakrids	1	Count	0	12	36	48
			% within Combined_Claims	,0%	10,0%	30,0%	17,1%
		2	Count	3	18	28	49
			% within Combined_Claims	7,5%	15,0%	23,3%	17,5%
		3	Count	10	22	22	54
			% within Combined_Claims	25,0%	18,3%	18,3%	19,3%
		4	Count	13	41	17	71
			% within Combined_Claims	32,5%	34,2%	14,2%	25,4%
		5	Count	7	19	13	39
			% within Combined_Claims	17,5%	15,8%	10,8%	13,9%
		6	Count	6	6	4	16
			% within Combined_Claims	15,0%	5,0%	3,3%	5,7%
		7	Count	1	2	0	3
			% within Combined_Claims	2,5%	1,7%	,0%	1,1%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

4	Toms Pingvin Lakrids	1	Count	0	14	30	44
			% within Combined_Claims	,0%	11,7%	25,0%	15,7%
		2	Count	5	14	33	52
			% within Combined_Claims	12,5%	11,7%	27,5%	18,6%
		3	Count	4	22	27	53
			% within Combined_Claims	10,0%	18,3%	22,5%	18,9%
		4	Count	14	47	16	77
			% within Combined_Claims	35,0%	39,2%	13,3%	27,5%
		5	Count	8	13	11	32
			% within Combined_Claims	20,0%	10,8%	9,2%	11,4%
		6	Count	5	8	3	16
			% within Combined_Claims	12,5%	6,7%	2,5%	5,7%
		7	Count	4	2	0	6
			% within Combined_Claims	10,0%	1,7%	,0%	2,1%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
5	Haribo Vingummi Kræs	1	Count	1	5	51	57
			% within Combined_Claims	2,5%	4,2%	42,5%	20,4%
		2	Count	4	15	19	38
			% within Combined_Claims	10,0%	12,5%	15,8%	13,6%
		3	Count	8	30	26	64
			% within Combined_Claims	20,0%	25,0%	21,7%	22,9%
		4	Count	7	29	15	51
			% within Combined_Claims	17,5%	24,2%	12,5%	18,2%
		5	Count	14	22	6	42
			% within Combined_Claims	35,0%	18,3%	5,0%	15,0%
		6	Count	5	15	3	23
			% within Combined_Claims	12,5%	12,5%	2,5%	8,2%
		7	Count	1	4	0	5
			% within Combined_Claims	2,5%	3,3%	,0%	1,8%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
6	Haribo Stjerne Mix	1	Count	1	11	38	50
			% within Combined_Claims	2,5%	9,2%	31,7%	17,9%
		2	Count	3	10	23	36
			% within Combined_Claims	7,5%	8,3%	19,2%	12,9%
		3	Count	7	29	32	68
			% within Combined_Claims	17,5%	24,2%	26,7%	24,3%
		4	Count	12	32	15	59
			% within Combined_Claims	30,0%	26,7%	12,5%	21,1%
		5	Count	7	20	8	35
			% within Combined_Claims	17,5%	16,7%	6,7%	12,5%
		6	Count	6	14	4	24
			% within Combined_Claims	15,0%	11,7%	3,3%	8,6%
		7	Count	4	4	0	8
			% within Combined_Claims	10,0%	3,3%	,0%	2,9%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

Chi-Square Tests

Product_code		Value	df	Asymp. Sig. (2-sided)
1	Pearson Chi-Square	43,108[a]	12	,000
	Likelihood Ratio	46,212	12	,000
	Linear-by-Linear Association	36,155	1	,000
	N of Valid Cases	280		
2	Pearson Chi-Square	55,383[b]	12	,000
	Likelihood Ratio	55,973	12	,000
	Linear-by-Linear Association	42,246	1	,000
	N of Valid Cases	280		
3	Pearson Chi-Square	49,524[c]	12	,000
	Likelihood Ratio	55,338	12	,000
	Linear-by-Linear Association	37,649	1	,000
	N of Valid Cases	280		
4	Pearson Chi-Square	64,129[d]	12	,000
	Likelihood Ratio	67,468	12	,000
	Linear-by-Linear Association	46,954	1	,000
	N of Valid Cases	280		
5	Pearson Chi-Square	88,275[b]	12	,000
	Likelihood Ratio	95,668	12	,000
	Linear-by-Linear Association	63,676	1	,000
	N of Valid Cases	280		
6	Pearson Chi-Square	61,722[e]	12	,000
	Likelihood Ratio	65,600	12	,000
	Linear-by-Linear Association	52,515	1	,000
	N of Valid Cases	280		

a. 3 cells (14,3%) have expected count less than 5. The minimum expected count is 2,29.
b. 4 cells (19,0%) have expected count less than 5. The minimum expected count is ,71.
c. 4 cells (19,0%) have expected count less than 5. The minimum expected count is ,43.
d. 5 cells (23,8%) have expected count less than 5. The minimum expected count is ,86.
e. 4 cells (19,0%) have expected count less than 5. The minimum expected count is 1,14.

Appendix 3

Spg3_Brand_superiority * Combined_Claims * Product_code

Crosstab

Perceived brand superiority				Combined_Claims			
				0	1	2	Total
1	Marabou Premium	1	Count	0	2	3	5
			% within Combined_Claims	,0%	1,7%	2,5%	1,8%
		2	Count	1	3	6	10
			% within Combined_Claims	2,5%	2,5%	5,0%	3,6%
		3	Count	2	15	14	31
			% within Combined_Claims	5,0%	12,5%	11,7%	11,1%
		4	Count	9	33	28	70
			% within Combined_Claims	22,5%	27,5%	23,3%	25,0%
		5	Count	12	31	37	80
			% within Combined_Claims	30,0%	25,8%	30,8%	28,6%
		6	Count	11	25	22	58
			% within Combined_Claims	27,5%	20,8%	18,3%	20,7%
		7	Count	5	11	10	26
			% within Combined_Claims	12,5%	9,2%	8,3%	9,3%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
2	Marabou Milk Chocolate	1	Count	0	1	7	8
			% within Combined_Claims	,0%	,8%	5,8%	2,9%
		2	Count	1	3	6	10
			% within Combined_Claims	2,5%	2,5%	5,0%	3,6%
		3	Count	3	17	24	44
			% within Combined_Claims	7,5%	14,2%	20,0%	15,7%
		4	Count	11	39	34	84
			% within Combined_Claims	27,5%	32,5%	28,3%	30,0%
		5	Count	10	37	33	80
			% within Combined_Claims	25,0%	30,8%	27,5%	28,6%
		6	Count	10	13	11	34
			% within Combined_Claims	25,0%	10,8%	9,2%	12,1%
		7	Count	5	10	5	20
			% within Combined_Claims	12,5%	8,3%	4,2%	7,1%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
3	Toms Skilte Lakrids	1	Count	0	1	4	5
			% within Combined_Claims	,0%	,8%	3,3%	1,8%
		2	Count	4	14	16	34
			% within Combined_Claims	10,0%	11,7%	13,3%	12,1%
		3	Count	8	27	41	76
			% within Combined_Claims	20,0%	22,5%	34,2%	27,1%
		4	Count	13	45	31	89
			% within Combined_Claims	32,5%	37,5%	25,8%	31,8%
		5	Count	8	22	19	49
			% within Combined_Claims	20,0%	18,3%	15,8%	17,5%
		6	Count	6	9	8	23
			% within Combined_Claims	15,0%	7,5%	6,7%	8,2%
		7	Count	1	2	1	4
			% within Combined_Claims	2,5%	1,7%	,8%	1,4%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

4	Toms Pingvin Lakrids	1	Count	0	1	6	7
			% within Combined_Claims	,0%	,8%	5,0%	2,5%
		2	Count	5	11	17	33
			% within Combined_Claims	12,5%	9,2%	14,2%	11,8%
		3	Count	9	38	31	78
			% within Combined_Claims	22,5%	31,7%	25,8%	27,9%
		4	Count	11	35	36	82
			% within Combined_Claims	27,5%	29,2%	30,0%	29,3%
		5	Count	4	22	19	45
			% within Combined_Claims	10,0%	18,3%	15,8%	16,1%
		6	Count	8	11	10	29
			% within Combined_Claims	20,0%	9,2%	8,3%	10,4%
		7	Count	3	2	1	6
			% within Combined_Claims	7,5%	1,7%	,8%	2,1%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
5	Haribo Vingummi Kræs	1	Count	0	0	8	8
			% within Combined_Claims	,0%	,0%	6,7%	2,9%
		2	Count	2	8	10	20
			% within Combined_Claims	5,0%	6,7%	8,3%	7,1%
		3	Count	11	31	33	75
			% within Combined_Claims	27,5%	25,8%	27,5%	26,8%
		4	Count	14	37	37	88
			% within Combined_Claims	35,0%	30,8%	30,8%	31,4%
		5	Count	6	28	21	55
			% within Combined_Claims	15,0%	23,3%	17,5%	19,6%
		6	Count	3	11	8	22
			% within Combined_Claims	7,5%	9,2%	6,7%	7,9%
		7	Count	4	5	3	12
			% within Combined_Claims	10,0%	4,2%	2,5%	4,3%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
6	Haribo Stjerne Mix	1	Count	0	2	4	6
			% within Combined_Claims	,0%	1,7%	3,3%	2,1%
		2	Count	1	6	9	16
			% within Combined_Claims	2,5%	5,0%	7,5%	5,7%
		3	Count	8	21	30	59
			% within Combined_Claims	20,0%	17,5%	25,0%	21,1%
		4	Count	9	37	37	83
			% within Combined_Claims	22,5%	30,8%	30,8%	29,6%
		5	Count	10	27	23	60
			% within Combined_Claims	25,0%	22,5%	19,2%	21,4%
		6	Count	8	17	12	37
			% within Combined_Claims	20,0%	14,2%	10,0%	13,2%
		7	Count	4	10	5	19
			% within Combined_Claims	10,0%	8,3%	4,2%	6,8%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

Chi-Square Tests

Product_code		Value	df	Asymp. Sig. (2-sided)
1	Pearson Chi-Square	6,732[a]	12	,875
	Likelihood Ratio	7,620	12	,814
	Linear-by-Linear Association	3,240	1	,072
	N of Valid Cases	280		
2	Pearson Chi-Square	21,796[b]	12	,040
	Likelihood Ratio	21,792	12	,040
	Linear-by-Linear Association	15,265	1	,000
	N of Valid Cases	280		
3	Pearson Chi-Square	13,424[c]	12	,339
	Likelihood Ratio	13,531	12	,332
	Linear-by-Linear Association	7,345	1	,007
	N of Valid Cases	280		
4	Pearson Chi-Square	19,883[d]	12	,069
	Likelihood Ratio	18,270	12	,108
	Linear-by-Linear Association	6,245	1	,012
	N of Valid Cases	280		
5	Pearson Chi-Square	17,441[e]	12	,134
	Likelihood Ratio	19,664	12	,074
	Linear-by-Linear Association	6,427	1	,011
	N of Valid Cases	280		
6	Pearson Chi-Square	10,957[f]	12	,533
	Likelihood Ratio	11,884	12	,455
	Linear-by-Linear Association	9,343	1	,002
	N of Valid Cases	280		

a. 8 cells (38,1%) have expected count less than 5. The minimum expected count is ,71.
b. 8 cells (38,1%) have expected count less than 5. The minimum expected count is 1,14.
c. 8 cells (38,1%) have expected count less than 5. The minimum expected count is ,57.
d. 8 cells (38,1%) have expected count less than 5. The minimum expected count is ,86.
e. 6 cells (28,6%) have expected count less than 5. The minimum expected count is 1,14.
f. 5 cells (23,8%) have expected count less than 5. The minimum expected count is ,86.

Appendix 4

Spg4_Brand_consideration * Combined_Claims * Product_code

Crosstab

Brand consideration				Combined_Claims			
				0	1	2	Total
1	Marabou Premium	1	Count	1	4	9	14
			% within Combined_Claims	2,5%	3,3%	7,5%	5,0%
		2	Count	5	26	22	53
			% within Combined_Claims	12,5%	21,7%	18,3%	18,9%
		3	Count	3	23	23	49
			% within Combined_Claims	7,5%	19,2%	19,2%	17,5%
		4	Count	7	19	26	52
			% within Combined_Claims	17,5%	15,8%	21,7%	18,6%
		5	Count	8	21	18	47
			% within Combined_Claims	20,0%	17,5%	15,0%	16,8%
		6	Count	12	19	11	42
			% within Combined_Claims	30,0%	15,8%	9,2%	15,0%
		7	Count	4	8	11	23
			% within Combined_Claims	10,0%	6,7%	9,2%	8,2%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
2	Marabou Milk Chocolate	1	Count	2	10	18	30
			% within Combined_Claims	5,0%	8,3%	15,0%	10,7%
		2	Count	4	12	15	31
			% within Combined_Claims	10,0%	10,0%	12,5%	11,1%
		3	Count	4	23	29	56
			% within Combined_Claims	10,0%	19,2%	24,2%	20,0%
		4	Count	6	26	23	55
			% within Combined_Claims	15,0%	21,7%	19,2%	19,6%
		5	Count	11	29	19	59
			% within Combined_Claims	27,5%	24,2%	15,8%	21,1%
		6	Count	7	8	7	22
			% within Combined_Claims	17,5%	6,7%	5,8%	7,9%
		7	Count	6	12	9	27
			% within Combined_Claims	15,0%	10,0%	7,5%	9,6%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
3	Toms Skilte Lakrids	1	Count	6	23	25	54
			% within Combined_Claims	15,0%	19,2%	20,8%	19,3%
		2	Count	9	28	34	71
			% within Combined_Claims	22,5%	23,3%	28,3%	25,4%
		3	Count	8	23	26	57
			% within Combined_Claims	20,0%	19,2%	21,7%	20,4%
		4	Count	7	25	17	49
			% within Combined_Claims	17,5%	20,8%	14,2%	17,5%
		5	Count	5	13	10	28
			% within Combined_Claims	12,5%	10,8%	8,3%	10,0%
		6	Count	4	3	4	11
			% within Combined_Claims	10,0%	2,5%	3,3%	3,9%
		7	Count	1	5	4	10
			% within Combined_Claims	2,5%	4,2%	3,3%	3,6%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

4	Toms Pingvin Lakrids	1	Count	7	20	32	59
			% within Combined_Claims	17,5%	16,7%	26,7%	21,1%
		2	Count	6	27	27	60
			% within Combined_Claims	15,0%	22,5%	22,5%	21,4%
		3	Count	8	29	26	63
			% within Combined_Claims	20,0%	24,2%	21,7%	22,5%
		4	Count	7	17	16	40
			% within Combined_Claims	17,5%	14,2%	13,3%	14,3%
		5	Count	5	16	10	31
			% within Combined_Claims	12,5%	13,3%	8,3%	11,1%
		6	Count	3	7	4	14
			% within Combined_Claims	7,5%	5,8%	3,3%	5,0%
		7	Count	4	4	5	13
			% within Combined_Claims	10,0%	3,3%	4,2%	4,6%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
5	Haribo Vingummi Kræs	1	Count	4	13	29	46
			% within Combined_Claims	10,0%	10,8%	24,2%	16,4%
		2	Count	10	23	30	63
			% within Combined_Claims	25,0%	19,2%	25,0%	22,5%
		3	Count	7	30	23	60
			% within Combined_Claims	17,5%	25,0%	19,2%	21,4%
		4	Count	8	23	21	52
			% within Combined_Claims	20,0%	19,2%	17,5%	18,6%
		5	Count	5	18	11	34
			% within Combined_Claims	12,5%	15,0%	9,2%	12,1%
		6	Count	3	9	2	14
			% within Combined_Claims	7,5%	7,5%	1,7%	5,0%
		7	Count	3	4	4	11
			% within Combined_Claims	7,5%	3,3%	3,3%	3,9%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%
6	Haribo Stjerne Mix	1	Count	3	10	19	32
			% within Combined_Claims	7,5%	8,3%	15,8%	11,4%
		2	Count	7	20	26	53
			% within Combined_Claims	17,5%	16,7%	21,7%	18,9%
		3	Count	6	24	26	56
			% within Combined_Claims	15,0%	20,0%	21,7%	20,0%
		4	Count	3	28	22	53
			% within Combined_Claims	7,5%	23,3%	18,3%	18,9%
		5	Count	11	20	15	46
			% within Combined_Claims	27,5%	16,7%	12,5%	16,4%
		6	Count	5	9	7	21
			% within Combined_Claims	12,5%	7,5%	5,8%	7,5%
		7	Count	5	9	5	19
			% within Combined_Claims	12,5%	7,5%	4,2%	6,8%
	Total		Count	40	120	120	280
			% within Combined_Claims	100,0%	100,0%	100,0%	100,0%

Chi-Square Tests

Product_code		Value	df	Asymp. Sig. (2-sided)
1	Pearson Chi-Square	17,759[a]	12	,123
	Likelihood Ratio	17,554	12	,130
	Linear-by-Linear Association	6,251	1	,012
	N of Valid Cases	280		
2	Pearson Chi-Square	18,331[b]	12	,106
	Likelihood Ratio	17,640	12	,127
	Linear-by-Linear Association	12,288	1	,000
	N of Valid Cases	280		
3	Pearson Chi-Square	8,402[c]	12	,753
	Likelihood Ratio	7,406	12	,830
	Linear-by-Linear Association	2,715	1	,099
	N of Valid Cases	280		
4	Pearson Chi-Square	10,441[d]	12	,577
	Likelihood Ratio	9,960	12	,619
	Linear-by-Linear Association	6,452	1	,011
	N of Valid Cases	280		
5	Pearson Chi-Square	18,002[e]	12	,116
	Likelihood Ratio	18,363	12	,105
	Linear-by-Linear Association	9,591	1	,002
	N of Valid Cases	280		
6	Pearson Chi-Square	18,227[f]	12	,109
	Likelihood Ratio	18,179	12	,110
	Linear-by-Linear Association	10,827	1	,001
	N of Valid Cases	280		

a. 2 cells (9,5%) have expected count less than 5. The minimum expected count is 2,00.
b. 4 cells (19,0%) have expected count less than 5. The minimum expected count is 3,14.
c. 7 cells (33,3%) have expected count less than 5. The minimum expected count is 1,43.
d. 3 cells (14,3%) have expected count less than 5. The minimum expected count is 1,86.
e. 5 cells (23,8%) have expected count less than 5. The minimum expected count is 1,57.
f. 3 cells (14,3%) have expected count less than 5. The minimum expected count is 2,71.

Appendix 5

Spg1_Quality * Claim * Product_code

Crosstab

Perceived brand quality				Claim 0	1	2	3	4	5	6	Total
1	Marabou Premium	1	Count	0	0	1	3	1	1	0	6
			% within Claim	,0%	,0%	2,5%	7,5%	2,5%	2,5%	,0%	2,1%
		2	Count	1	3	1	0	1	1	3	10
			% within Claim	2,5%	7,5%	2,5%	,0%	2,5%	2,5%	7,5%	3,6%
		3	Count	0	2	3	2	5	8	6	26
			% within Claim	,0%	5,0%	7,5%	5,0%	12,5%	20,0%	15,0%	9,3%
		4	Count	9	14	10	9	12	10	10	74
			% within Claim	22,5 %	35,0%	25,0%	22,5%	30,0%	25,0%	25,0%	26,4%
		5	Count	7	12	10	12	7	8	8	64
			% within Claim	17,5 %	30,0%	25,0%	30,0%	17,5%	20,0%	20,0%	22,9%
		6	Count	16	6	11	10	7	8	10	68
			% within Claim	40,0 %	15,0%	27,5%	25,0%	17,5%	20,0%	25,0%	24,3%
		7	Count	7	3	4	4	7	4	3	32
			% within Claim	17,5 %	7,5%	10,0%	10,0%	17,5%	10,0%	7,5%	11,4%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %
2	Marabou Milk CHocolate	1	Count	0	1	1	2	2	1	3	10
			% within Claim	,0%	2,5%	2,5%	5,0%	5,0%	2,5%	7,5%	3,6%
		2	Count	2	3	1	2	3	4	4	19
			% within Claim	5,0%	7,5%	2,5%	5,0%	7,5%	10,0%	10,0%	6,8%
		3	Count	5	8	10	10	10	7	11	61
			% within Claim	12,5 %	20,0%	25,0%	25,0%	25,0%	17,5%	27,5%	21,8%
		4	Count	10	9	10	7	10	17	11	74
			% within Claim	25,0 %	22,5%	25,0%	17,5%	25,0%	42,5%	27,5%	26,4%
		5	Count	11	15	14	12	10	6	6	74

			% within Claim	27,5%	37,5%	35,0%	30,0%	25,0%	15,0%	15,0%	26,4%
		6	Count	7	4	2	5	3	3	5	29
			% within Claim	17,5%	10,0%	5,0%	12,5%	7,5%	7,5%	12,5%	10,4%
		7	Count	5	0	2	2	2	2	0	13
			% within Claim	12,5%	,0%	5,0%	5,0%	5,0%	5,0%	,0%	4,6%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
3	Toms Skilte Lakrids	1	Count	0	0	0	1	3	4	2	10
			% within Claim	,0%	,0%	,0%	2,5%	7,5%	10,0%	5,0%	3,6%
		2	Count	4	6	2	3	6	7	7	35
			% within Claim	10,0%	15,0%	5,0%	7,5%	15,0%	17,5%	17,5%	12,5%
		3	Count	8	8	10	16	12	11	10	75
			% within Claim	20,0%	20,0%	25,0%	40,0%	30,0%	27,5%	25,0%	26,8%
		4	Count	15	11	15	13	11	10	11	86
			% within Claim	37,5%	27,5%	37,5%	32,5%	27,5%	25,0%	27,5%	30,7%
		5	Count	6	12	11	5	5	5	5	49
			% within Claim	15,0%	30,0%	27,5%	12,5%	12,5%	12,5%	12,5%	17,5%
		6	Count	6	2	2	2	2	3	5	22
			% within Claim	15,0%	5,0%	5,0%	5,0%	5,0%	7,5%	12,5%	7,9%
		7	Count	1	1	0	0	1	0	0	3
			% within Claim	2,5%	2,5%	,0%	,0%	2,5%	,0%	,0%	1,1%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
4	Toms Pingvin Lakrids	1	Count	0	0	0	0	2	1	3	6
			% within Claim	,0%	,0%	,0%	,0%	5,0%	2,5%	7,5%	2,1%
		2	Count	3	6	1	7	5	8	7	37
			% within Claim	7,5%	15,0%	2,5%	17,5%	12,5%	20,0%	17,5%	13,2%
		3	Count	7	7	8	11	13	12	7	65
			% within Claim	17,5%	17,5%	20,0%	27,5%	32,5%	30,0%	17,5%	23,2%

		4	Count	14	15	15	13	13	9	12	91
			% within Claim	35,0 %	37,5%	37,5%	32,5%	32,5%	22,5%	30,0%	32,5%
		5	Count	9	9	11	7	4	7	7	54
			% within Claim	22,5 %	22,5%	27,5%	17,5%	10,0%	17,5%	17,5%	19,3%
		6	Count	6	3	3	2	3	2	4	23
			% within Claim	15,0 %	7,5%	7,5%	5,0%	7,5%	5,0%	10,0%	8,2%
		7	Count	1	0	2	0	0	1	0	4
			% within Claim	2,5%	,0%	5,0%	,0%	,0%	2,5%	,0%	1,4%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
5	Haribo Vingummi Kræs	1	Count	0	0	0	2	1	6	4	13
			% within Claim	,0%	,0%	,0%	5,0%	2,5%	15,0%	10,0%	4,6%
		2	Count	5	7	4	4	11	3	10	44
			% within Claim	12,5 %	17,5%	10,0%	10,0%	27,5%	7,5%	25,0%	15,7%
		3	Count	13	11	8	12	12	11	11	78
			% within Claim	32,5 %	27,5%	20,0%	30,0%	30,0%	27,5%	27,5%	27,9%
		4	Count	12	11	12	13	9	11	6	74
			% within Claim	30,0 %	27,5%	30,0%	32,5%	22,5%	27,5%	15,0%	26,4%
		5	Count	6	7	12	6	6	6	6	49
			% within Claim	15,0 %	17,5%	30,0%	15,0%	15,0%	15,0%	15,0%	17,5%
		6	Count	3	2	2	2	1	3	2	15
			% within Claim	7,5%	5,0%	5,0%	5,0%	2,5%	7,5%	5,0%	5,4%
		7	Count	1	2	2	1	0	0	1	7
			% within Claim	2,5%	5,0%	5,0%	2,5%	,0%	,0%	2,5%	2,5%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %
6	Haribo Stjerne Mix	1	Count	0	2	2	1	4	0	1	10
			% within Claim	,0%	5,0%	5,0%	2,5%	10,0%	,0%	2,5%	3,6%
		2	Count	5	1	5	3	3	8	10	35
			% within Claim	12,5 %	2,5%	12,5%	7,5%	7,5%	20,0%	25,0%	12,5%
		3	Count	7	8	9	12	10	14	11	71

		% within Claim	17,5 %	20,0%	22,5%	30,0%	25,0%	35,0%	27,5%	25,4%
	4	Count	9	14	11	17	11	10	10	82
		% within Claim	22,5 %	35,0%	27,5%	42,5%	27,5%	25,0%	25,0%	29,3%
	5	Count	11	8	6	5	8	5	6	49
		% within Claim	27,5 %	20,0%	15,0%	12,5%	20,0%	12,5%	15,0%	17,5%
	6	Count	4	3	5	2	4	2	1	21
		% within Claim	10,0 %	7,5%	12,5%	5,0%	10,0%	5,0%	2,5%	7,5%
	7	Count	4	4	2	0	0	1	1	12
		% within Claim	10,0 %	10,0%	5,0%	,0%	,0%	2,5%	2,5%	4,3%
Total		Count	40	40	40	40	40	40	40	280
		% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %

Appendix 6

Spg2_Credibility * Claim * Product_code

Crosstab

Perceived brand credibility				Claim 0	1	2	3	4	5	6	Total
1	Marabou Premium	1	Count	0	2	3	4	4	5	7	25
			% within Claim	,0%	5,0%	7,5%	10,0%	10,0%	12,5%	17,5%	8,9%
		2	Count	1	0	2	2	5	3	4	17
			% within Claim	2,5%	,0%	5,0%	5,0%	12,5%	7,5%	10,0%	6,1%
		3	Count	1	9	4	5	6	10	12	47
			% within Claim	2,5%	22,5%	10,0%	12,5%	15,0%	25,0%	30,0%	16,8%
		4	Count	8	12	7	7	11	9	7	61
			% within Claim	20,0%	30,0%	17,5%	17,5%	27,5%	22,5%	17,5%	21,8%
		5	Count	8	10	10	11	5	9	6	59
			% within Claim	20,0%	25,0%	25,0%	27,5%	12,5%	22,5%	15,0%	21,1%
		6	Count	16	4	11	10	7	3	4	55
			% within Claim	40,0%	10,0%	27,5%	25,0%	17,5%	7,5%	10,0%	19,6%
		7	Count	6	3	3	1	2	1	0	16
			% within Claim	15,0%	7,5%	7,5%	2,5%	5,0%	2,5%	,0%	5,7%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
2	Marabou Milk Chocolate	1	Count	1	8	4	3	6	9	13	44
			% within Claim	2,5%	20,0%	10,0%	7,5%	15,0%	22,5%	32,5%	15,7%
		2	Count	1	5	11	6	9	6	9	47
			% within Claim	2,5%	12,5%	27,5%	15,0%	22,5%	15,0%	22,5%	16,8%
		3	Count	4	5	3	6	9	10	7	44

			% within Claim	10,0%	12,5%	7,5%	15,0%	22,5%	25,0%	17,5%	15,7%
		4	Count	7	10	7	9	8	10	5	56
			% within Claim	17,5%	25,0%	17,5%	22,5%	20,0%	25,0%	12,5%	20,0%
		5	Count	14	7	12	13	7	2	4	59
			% within Claim	35,0%	17,5%	30,0%	32,5%	17,5%	5,0%	10,0%	21,1%
		6	Count	10	5	1	3	1	3	2	25
			% within Claim	25,0%	12,5%	2,5%	7,5%	2,5%	7,5%	5,0%	8,9%
		7	Count	3	0	2	0	0	0	0	5
			% within Claim	7,5%	,0%	5,0%	,0%	,0%	,0%	,0%	1,8%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
3	Toms Skilte Lakrids	1	Count	0	2	2	8	11	12	13	48
			% within Claim	,0%	5,0%	5,0%	20,0%	27,5%	30,0%	32,5%	17,1%
		2	Count	3	6	4	8	9	9	10	49
			% within Claim	7,5%	15,0%	10,0%	20,0%	22,5%	22,5%	25,0%	17,5%
		3	Count	10	4	10	8	7	8	7	54
			% within Claim	25,0%	10,0%	25,0%	20,0%	17,5%	20,0%	17,5%	19,3%
		4	Count	13	18	14	9	7	5	5	71
			% within Claim	32,5%	45,0%	35,0%	22,5%	17,5%	12,5%	12,5%	25,4%
		5	Count	7	8	6	5	5	5	3	39
			% within Claim	17,5%	20,0%	15,0%	12,5%	12,5%	12,5%	7,5%	13,9%
		6	Count	6	1	3	2	1	1	2	16
			% within Claim	15,0%	2,5%	7,5%	5,0%	2,5%	2,5%	5,0%	5,7%
		7	Count	1	1	1	0	0	0	0	3
			% within Claim	2,5%	2,5%	2,5%	,0%	,0%	,0%	,0%	1,1%
	Total		Count	40	40	40	40	40	40	40	280

			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
4	Toms Pingvin Lakrids	1	Count	0	5	2	7	11	10	9	44
			% within Claim	,0%	12,5%	5,0%	17,5%	27,5%	25,0%	22,5%	15,7%
		2	Count	5	6	3	5	11	10	12	52
			% within Claim	12,5%	15,0%	7,5%	12,5%	27,5%	25,0%	30,0%	18,6%
		3	Count	4	8	7	7	6	10	11	53
			% within Claim	10,0%	20,0%	17,5%	17,5%	15,0%	25,0%	27,5%	18,9%
		4	Count	14	17	16	14	8	4	4	77
			% within Claim	35,0%	42,5%	40,0%	35,0%	20,0%	10,0%	10,0%	27,5%
		5	Count	8	2	6	5	3	5	3	32
			% within Claim	20,0%	5,0%	15,0%	12,5%	7,5%	12,5%	7,5%	11,4%
		6	Count	5	2	4	2	1	1	1	16
			% within Claim	12,5%	5,0%	10,0%	5,0%	2,5%	2,5%	2,5%	5,7%
		7	Count	4	0	2	0	0	0	0	6
			% within Claim	10,0%	,0%	5,0%	,0%	,0%	,0%	,0%	2,1%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
5	Haribo Vingummi Kræs	1	Count	1	1	0	4	15	21	15	57
			% within Claim	2,5%	2,5%	,0%	10,0%	37,5%	52,5%	37,5%	20,4%
		2	Count	4	5	3	7	8	2	9	38
			% within Claim	10,0%	12,5%	7,5%	17,5%	20,0%	5,0%	22,5%	13,6%
		3	Count	8	10	7	13	11	6	9	64
			% within Claim	20,0%	25,0%	17,5%	32,5%	27,5%	15,0%	22,5%	22,9%
		4	Count	7	10	10	9	4	7	4	51
			% within Claim	17,5%	25,0%	25,0%	22,5%	10,0%	17,5%	10,0%	18,2%
		5	Count	14	7	10	5	2	2	2	42

			% within Claim	35,0%	17,5%	25,0%	12,5%	5,0%	5,0%	5,0%	15,0%
		6	Count	5	5	8	2	0	2	1	23
			% within Claim	12,5%	12,5%	20,0%	5,0%	,0%	5,0%	2,5%	8,2%
		7	Count	1	2	2	0	0	0	0	5
			% within Claim	2,5%	5,0%	5,0%	,0%	,0%	,0%	,0%	1,8%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
6	Haribo Stjerne Mix	1	Count	1	2	1	8	12	11	15	50
			% within Claim	2,5%	5,0%	2,5%	20,0%	30,0%	27,5%	37,5%	17,9%
		2	Count	3	2	4	4	8	9	6	36
			% within Claim	7,5%	5,0%	10,0%	10,0%	20,0%	22,5%	15,0%	12,9%
		3	Count	7	11	9	9	12	13	7	68
			% within Claim	17,5%	27,5%	22,5%	22,5%	30,0%	32,5%	17,5%	24,3%
		4	Count	12	9	11	12	4	4	7	59
			% within Claim	30,0%	22,5%	27,5%	30,0%	10,0%	10,0%	17,5%	21,1%
		5	Count	7	7	9	4	2	2	4	35
			% within Claim	17,5%	17,5%	22,5%	10,0%	5,0%	5,0%	10,0%	12,5%
		6	Count	6	6	5	3	2	1	1	24
			% within Claim	15,0%	15,0%	12,5%	7,5%	5,0%	2,5%	2,5%	8,6%
		7	Count	4	3	1	0	0	0	0	8
			% within Claim	10,0%	7,5%	2,5%	,0%	,0%	,0%	,0%	2,9%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %

Appendix 7

Spg3_Brand_superiority * Claim * Product_code

Crosstab

Perceived brand superiority				Claim 0	1	2	3	4	5	6	Total
1	Marabou Premium	1	Count	0	0	1	1	1	1	1	5
			% within Claim	,0%	,0%	2,5%	2,5%	2,5%	2,5%	2,5%	1,8%
		2	Count	1	1	2	0	1	1	4	10
			% within Claim	2,5%	2,5%	5,0%	,0%	2,5%	2,5%	10,0%	3,6%
		3	Count	2	7	6	2	3	6	5	31
			% within Claim	5,0%	17,5%	15,0%	5,0%	7,5%	15,0%	12,5%	11,1%
		4	Count	9	15	7	11	11	8	9	70
			% within Claim	22,5%	37,5%	17,5%	27,5%	27,5%	20,0%	22,5%	25,0%
		5	Count	12	10	8	13	12	14	11	80
			% within Claim	30,0%	25,0%	20,0%	32,5%	30,0%	35,0%	27,5%	28,6%
		6	Count	11	4	13	8	7	7	8	58
			% within Claim	27,5%	10,0%	32,5%	20,0%	17,5%	17,5%	20,0%	20,7%
		7	Count	5	3	3	5	5	3	2	26
			% within Claim	12,5%	7,5%	7,5%	12,5%	12,5%	7,5%	5,0%	9,3%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
2	Marabou Milk Chocolate	1	Count	0	0	1	0	2	2	3	8
			% within Claim	,0%	,0%	2,5%	,0%	5,0%	5,0%	7,5%	2,9%
		2	Count	1	1	2	0	2	2	2	10
			% within Claim	2,5%	2,5%	5,0%	,0%	5,0%	5,0%	5,0%	3,6%
		3	Count	3	5	5	7	6	8	10	44

			% within Claim	7,5%	12,5%	12,5%	17,5%	15,0%	20,0%	25,0%	15,7%
		4	Count	11	15	15	9	11	14	9	84
			% within Claim	27,5%	37,5%	37,5%	22,5%	27,5%	35,0%	22,5%	30,0%
		5	Count	10	12	9	16	13	9	11	80
			% within Claim	25,0%	30,0%	22,5%	40,0%	32,5%	22,5%	27,5%	28,6%
		6	Count	10	3	5	5	4	3	4	34
			% within Claim	25,0%	7,5%	12,5%	12,5%	10,0%	7,5%	10,0%	12,1%
		7	Count	5	4	3	3	2	2	1	20
			% within Claim	12,5%	10,0%	7,5%	7,5%	5,0%	5,0%	2,5%	7,1%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
3	Toms Skilte Lakrids	1	Count	0	0	0	1	1	3	0	5
			% within Claim	,0%	,0%	,0%	2,5%	2,5%	7,5%	,0%	1,8%
		2	Count	4	5	4	5	5	5	6	34
			% within Claim	10,0%	12,5%	10,0%	12,5%	12,5%	12,5%	15,0%	12,1%
		3	Count	8	7	9	11	11	16	14	76
			% within Claim	20,0%	17,5%	22,5%	27,5%	27,5%	40,0%	35,0%	27,1%
		4	Count	13	16	15	14	14	6	11	89
			% within Claim	32,5%	40,0%	37,5%	35,0%	35,0%	15,0%	27,5%	31,8%
		5	Count	8	9	8	5	6	7	6	49
			% within Claim	20,0%	22,5%	20,0%	12,5%	15,0%	17,5%	15,0%	17,5%
		6	Count	6	2	3	4	2	3	3	23
			% within Claim	15,0%	5,0%	7,5%	10,0%	5,0%	7,5%	7,5%	8,2%
		7	Count	1	1	1	0	1	0	0	4
			% within Claim	2,5%	2,5%	2,5%	,0%	2,5%	,0%	,0%	1,4%
	Total		Count	40	40	40	40	40	40	40	280

			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
4	Toms Pingvin Lakrids	1	Count	0	0	1	0	2	3	1	7
			% within Claim	,0%	,0%	2,5%	,0%	5,0%	7,5%	2,5%	2,5%
		2	Count	5	3	2	6	5	4	8	33
			% within Claim	12,5%	7,5%	5,0%	15,0%	12,5%	10,0%	20,0%	11,8%
		3	Count	9	12	14	12	11	13	7	78
			% within Claim	22,5%	30,0%	35,0%	30,0%	27,5%	32,5%	17,5%	27,9%
		4	Count	11	14	8	13	11	11	14	82
			% within Claim	27,5%	35,0%	20,0%	32,5%	27,5%	27,5%	35,0%	29,3%
		5	Count	4	6	10	6	7	5	7	45
			% within Claim	10,0%	15,0%	25,0%	15,0%	17,5%	12,5%	17,5%	16,1%
		6	Count	8	5	3	3	4	4	2	29
			% within Claim	20,0%	12,5%	7,5%	7,5%	10,0%	10,0%	5,0%	10,4%
		7	Count	3	0	2	0	0	0	1	6
			% within Claim	7,5%	,0%	5,0%	,0%	,0%	,0%	2,5%	2,1%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
5	Haribo Vingummi Kræs	1	Count	0	0	0	0	1	3	4	8
			% within Claim	,0%	,0%	,0%	,0%	2,5%	7,5%	10,0%	2,9%
		2	Count	2	3	2	3	4	2	4	20
			% within Claim	5,0%	7,5%	5,0%	7,5%	10,0%	5,0%	10,0%	7,1%
		3	Count	11	9	10	12	11	9	13	75
			% within Claim	27,5%	22,5%	25,0%	30,0%	27,5%	22,5%	32,5%	26,8%
		4	Count	14	11	13	13	13	15	9	88
			% within Claim	35,0%	27,5%	32,5%	32,5%	32,5%	37,5%	22,5%	31,4%
		5	Count	6	11	9	8	7	8	6	55

			% within Claim	15,0%	27,5%	22,5%	20,0%	17,5%	20,0%	15,0%	19,6%
		6	Count	3	5	4	2	3	2	3	22
			% within Claim	7,5%	12,5%	10,0%	5,0%	7,5%	5,0%	7,5%	7,9%
		7	Count	4	1	2	2	1	1	1	12
			% within Claim	10,0%	2,5%	5,0%	5,0%	2,5%	2,5%	2,5%	4,3%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
6	Haribo Vingummi Kræs	1	Count	0	1	1	0	2	1	1	6
			% within Claim	,0%	2,5%	2,5%	,0%	5,0%	2,5%	2,5%	2,1%
		2	Count	1	2	1	3	2	5	2	16
			% within Claim	2,5%	5,0%	2,5%	7,5%	5,0%	12,5%	5,0%	5,7%
		3	Count	8	7	6	8	8	12	10	59
			% within Claim	20,0%	17,5%	15,0%	20,0%	20,0%	30,0%	25,0%	21,1%
		4	Count	9	12	13	12	17	10	10	83
			% within Claim	22,5%	30,0%	32,5%	30,0%	42,5%	25,0%	25,0%	29,6%
		5	Count	10	7	9	11	5	6	12	60
			% within Claim	25,0%	17,5%	22,5%	27,5%	12,5%	15,0%	30,0%	21,4%
		6	Count	8	8	6	3	5	3	4	37
			% within Claim	20,0%	20,0%	15,0%	7,5%	12,5%	7,5%	10,0%	13,2%
		7	Count	4	3	4	3	1	3	1	19
			% within Claim	10,0%	7,5%	10,0%	7,5%	2,5%	7,5%	2,5%	6,8%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %

Appendix 8

Spg4_Brand_consideration * Claim * Product_code

Crosstab

Brand consideration				Claim 0	1	2	3	4	5	6	Total
1	Marabou Premium	1	Count	1	1	1	2	2	3	4	14
			% within Claim	2,5%	2,5%	2,5%	5,0%	5,0%	7,5%	10,0%	5,0%
		2	Count	5	9	10	7	7	6	9	53
			% within Claim	12,5%	22,5%	25,0%	17,5%	17,5%	15,0%	22,5%	18,9%
		3	Count	3	5	7	11	8	9	6	49
			% within Claim	7,5%	12,5%	17,5%	27,5%	20,0%	22,5%	15,0%	17,5%
		4	Count	7	8	6	5	9	11	6	52
			% within Claim	17,5%	20,0%	15,0%	12,5%	22,5%	27,5%	15,0%	18,6%
		5	Count	8	10	5	6	4	4	10	47
			% within Claim	20,0%	25,0%	12,5%	15,0%	10,0%	10,0%	25,0%	16,8%
		6	Count	12	5	8	6	5	4	2	42
			% within Claim	30,0%	12,5%	20,0%	15,0%	12,5%	10,0%	5,0%	15,0%
		7	Count	4	2	3	3	5	3	3	23
			% within Claim	10,0%	5,0%	7,5%	7,5%	12,5%	7,5%	7,5%	8,2%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
2	Marabou Milk Chocolate	1	Count	2	4	5	1	4	5	9	30
			% within Claim	5,0%	10,0%	12,5%	2,5%	10,0%	12,5%	22,5%	10,7%
		2	Count	4	4	2	6	8	6	1	31
			% within Claim	10,0%	10,0%	5,0%	15,0%	20,0%	15,0%	2,5%	11,1%

		3	Count	4	6	7	10	9	9	11	56
			% within Claim	10,0%	15,0%	17,5%	25,0%	22,5%	22,5%	27,5%	20,0%
		4	Count	6	9	10	7	6	8	9	55
			% within Claim	15,0%	22,5%	25,0%	17,5%	15,0%	20,0%	22,5%	19,6%
		5	Count	11	10	9	10	7	7	5	59
			% within Claim	27,5%	25,0%	22,5%	25,0%	17,5%	17,5%	12,5%	21,1%
		6	Count	7	2	4	2	3	2	2	22
			% within Claim	17,5%	5,0%	10,0%	5,0%	7,5%	5,0%	5,0%	7,9%
		7	Count	6	5	3	4	3	3	3	27
			% within Claim	15,0%	12,5%	7,5%	10,0%	7,5%	7,5%	7,5%	9,6%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
3	Toms Skilte Lakrids	1	Count	6	6	8	9	6	10	9	54
			% within Claim	15,0%	15,0%	20,0%	22,5%	15,0%	25,0%	22,5%	19,3%
		2	Count	9	10	7	11	14	9	11	71
			% within Claim	22,5%	25,0%	17,5%	27,5%	35,0%	22,5%	27,5%	25,4%
		3	Count	8	9	9	5	9	8	9	57
			% within Claim	20,0%	22,5%	22,5%	12,5%	22,5%	20,0%	22,5%	20,4%
		4	Count	7	9	8	8	6	6	5	49
			% within Claim	17,5%	22,5%	20,0%	20,0%	15,0%	15,0%	12,5%	17,5%
		5	Count	5	3	6	4	3	4	3	28
			% within Claim	12,5%	7,5%	15,0%	10,0%	7,5%	10,0%	7,5%	10,0%
		6	Count	4	1	0	2	0	2	2	11
			% within Claim	10,0%	2,5%	,0%	5,0%	,0%	5,0%	5,0%	3,9%
		7	Count	1	2	2	1	2	1	1	10
			% within Claim	2,5%	5,0%	5,0%	2,5%	5,0%	2,5%	2,5%	3,6%
	Total		Count	40	40	40	40	40	40	40	280

			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
4	Toms Pingvin Lakrids	1	Count	7	6	6	8	9	12	11	59
			% within Claim	17,5%	15,0%	15,0%	20,0%	22,5%	30,0%	27,5%	21,1%
		2	Count	6	9	5	13	8	8	11	60
			% within Claim	15,0%	22,5%	12,5%	32,5%	20,0%	20,0%	27,5%	21,4%
		3	Count	8	10	11	8	10	9	7	63
			% within Claim	20,0%	25,0%	27,5%	20,0%	25,0%	22,5%	17,5%	22,5%
		4	Count	7	5	7	5	7	5	4	40
			% within Claim	17,5%	12,5%	17,5%	12,5%	17,5%	12,5%	10,0%	14,3%
		5	Count	5	7	6	3	2	3	5	31
			% within Claim	12,5%	17,5%	15,0%	7,5%	5,0%	7,5%	12,5%	11,1%
		6	Count	3	3	2	2	1	2	1	14
			% within Claim	7,5%	7,5%	5,0%	5,0%	2,5%	5,0%	2,5%	5,0%
		7	Count	4	0	3	1	3	1	1	13
			% within Claim	10,0%	,0%	7,5%	2,5%	7,5%	2,5%	2,5%	4,6%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
5	Haribo Vingummi Kræs	1	Count	4	5	2	6	8	9	12	46
			% within Claim	10,0%	12,5%	5,0%	15,0%	20,0%	22,5%	30,0%	16,4%
		2	Count	10	6	8	9	10	9	11	63
			% within Claim	25,0%	15,0%	20,0%	22,5%	25,0%	22,5%	27,5%	22,5%
		3	Count	7	10	9	11	10	8	5	60
			% within Claim	17,5%	25,0%	22,5%	27,5%	25,0%	20,0%	12,5%	21,4%
		4	Count	8	9	9	5	7	9	5	52
			% within Claim	20,0%	22,5%	22,5%	12,5%	17,5%	22,5%	12,5%	18,6%
		5	Count	5	6	6	6	3	3	5	34

			% within Claim	12,5%	15,0%	15,0%	15,0%	7,5%	7,5%	12,5%	12,1%
		6	Count	3	2	4	3	1	1	0	14
			% within Claim	7,5%	5,0%	10,0%	7,5%	2,5%	2,5%	,0%	5,0%
		7	Count	3	2	2	0	1	1	2	11
			% within Claim	7,5%	5,0%	5,0%	,0%	2,5%	2,5%	5,0%	3,9%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %
6	Haribo Stjerne Mix	1	Count	3	3	3	4	7	7	5	32
			% within Claim	7,5%	7,5%	7,5%	10,0%	17,5%	17,5%	12,5%	11,4%
		2	Count	7	8	3	9	6	9	11	53
			% within Claim	17,5%	20,0%	7,5%	22,5%	15,0%	22,5%	27,5%	18,9%
		3	Count	6	6	9	9	10	10	6	56
			% within Claim	15,0%	15,0%	22,5%	22,5%	25,0%	25,0%	15,0%	20,0%
		4	Count	3	8	8	12	8	6	8	53
			% within Claim	7,5%	20,0%	20,0%	30,0%	20,0%	15,0%	20,0%	18,9%
		5	Count	11	7	10	3	5	2	8	46
			% within Claim	27,5%	17,5%	25,0%	7,5%	12,5%	5,0%	20,0%	16,4%
		6	Count	5	4	3	2	2	4	1	21
			% within Claim	12,5%	10,0%	7,5%	5,0%	5,0%	10,0%	2,5%	7,5%
		7	Count	5	4	4	1	2	2	1	19
			% within Claim	12,5%	10,0%	10,0%	2,5%	5,0%	5,0%	2,5%	6,8%
	Total		Count	40	40	40	40	40	40	40	280
			% within Claim	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %