



**LUNDS**  
UNIVERSITET

**NUTRITIONAL INFORMATION**  
**For In-Store Baked Products**

Master's Thesis in International Marketing and Brand Management

Lund University

June 2011

Authors:

Ana María Arellanes Ramos

Pipit Puspita

Supervisor:

Karin Alm

## Acknowledgement

Firstly, we would like to thank all the people who supported this thesis writing process including our families, friends and the group of kind respondents who sincerely participated and helped with the research process; without their contribution this thesis would have never be accomplished.

We are especially thankful to our supervisor, Karin Alm, whose knowledgeable guidance, encouragement and support enabled the development and completion of the present study.

# ABSTRACT

<b>Title</b>	Nutritional Information For In-Store Baked Products
<b>Date of Seminar</b>	June 1 <sup>st</sup> , 2011
<b>Course</b>	BUSM08, Degree Project in International Marketing and Brand Management – Master’s Level
<b>Authors</b>	Ana Maria Arellanes Ramos Pipit Puspita
<b>Examinator</b>	Ulf Johansson
<b>Advisor</b>	Karin Alm
<b>Key words</b>	Bread, Nutritional Information, Food choice, Food liking, in-store baked products
<b>Thesis purpose</b>	The aim of the study is to explore the importance consumers give to the information provided for in-store baked goods and how this information facilitates a healthy choice.
<b>Methodology</b>	Research design by using e-survey questionnaires to explore behaviour regarding food choice, consumer healthy choices and the importance on having nutritional information for in-store baked goods
<b>Theoretical perspective</b>	Nutrition, food perception, the buying process, consumer food choice, product labelling.
<b>Empirical Data</b>	A qualitative study of 31 respondents using self-completed e-survey questionnaires in the ages 25-55 years old were selected as a non-probability sample.
<b>Conclusion</b>	Even though sensorial characteristics still play a considerable role, consumers value the presence of information for in-store baked bread. This information permits the consumers to compare between different alternatives that can lead to healthier purchases.

## Content table

Acknowledgement .....	2
1. Introduction .....	6
1.1. Background .....	6
1.2. Literature Review.....	8
1.2.1. Product category considerations.....	8
1.2.2. Bread in Sweden and other recent research inclinations .....	10
1.3. Problem formulation .....	11
1.3.1. Problem discussion.....	11
1.3.2. Research question.....	12
1.3.3. Aim of the study.....	12
2. Theoretical framework .....	13
2.1. Nutritional implications .....	13
2.1.1. Consumer health value .....	15
2.2. Food perception.....	16
2.3. The buying process .....	16
2.3.1. Consumer information search .....	18
2.3.2. Consumer food choice.....	19
2.3.3. Food liking .....	24
2.4. Consumer involvement .....	25
2.5. Product labelling .....	26
3. Methodological design .....	28
3.1. Research Methodology .....	28
3.1.1. An explorative nature .....	29
3.1.2. Advantages and disadvantages.....	29
3.2. Research Design.....	30
3.2.1. Data Collection .....	31
3.2.1.2. Primary Data .....	31
3.2.2. Questionnaire .....	32
3.2.2.1. Respondents and the data collection process.....	32

3.2.2.2.	Questionnaire design .....	35
3.2.2.3.	Questionnaire distribution and procedure .....	37
3.3.	Data processing .....	39
3.4.	Validity and Reliability .....	39
3.4.1.	Validity .....	39
3.4.2.	Reliability .....	41
3.5.	Limitation of the study .....	41
4.	Data analysis.....	43
4.1.	Nutritional implications .....	43
4.2.	Consumer Health Value .....	45
4.3.	Food Perception .....	46
4.3.1.	Good quality perception .....	46
4.4.	Consumer involvement .....	48
4.5.	The buying process .....	50
4.5.1.	Need recognition .....	51
4.5.2.	Information search.....	51
4.5.3.	Evaluation of alternatives.....	52
4.6.	Consumer Food choice.....	52
4.6.1.	Life course.....	52
4.6.2.	Influences .....	53
4.6.3.	Personal food system.....	54
4.7.	Product Labelling.....	55
5.	Conclusion.....	59
8.1.	Overview .....	59
8.2.	Implications.....	61
8.3.	Recommendations for further research .....	62
13.	References .....	63
Online .....	.....	68
14.	Appendix .....	70

## 1. Introduction

The intention of this opening section is to provide a wide appreciation of the research topic and to awake the readers' interest. Consequently, a brief picture of relevant works is presented in order to set a proper ground for the problem discussion which will frame and support the successive chapters.

### 1.1. Background

*“If thou tastest a crust of bread, thou tastest all the stars and all the heavens.”*

Robert Browning (1812-1889) English poet

Bread is a central part of the population's diet; it can be classified according to its ingredients, preparation, shape, state, etc. Regardless of its categorization, this daily good could be considered as a universal sustenance component despite the consumer's age or social position (Linné, 1757 as cited by Räsänen, 2007).

Due to the relevance of the positive nutritional effects on the individuals' wellness that bread provides, this ancient food is still globally widespread; in Western Europe, and even though its consumption has been lessened thanks to a crescent acceptance of other food alternatives and the constant alteration of eating habits, bread is yet recognized as an essential aspect of a healthy diet (Gellnyck et al., 2009). Nowadays, the European population is becoming more aware of healthy eating habits as there is also a growing anxiety about food safety; all together, results in a rising need for more available and useful information sources (WHO, 2004).

Accordingly, Van den Heuvel et al. (2006) stated that *“information regarding the method of production of food products influences the decision-making process of consumers”*; Van den Heuvel et al. also highlight three different information sources concerning the product which are: taste, packaging and product facts.

In view of that, Lambert et al. (2009) emphasize the consumer requests for information about nutrition facts and the composition of bakery products, while Gellnyck et al. (2009) accentuate the significance of bread description in the case of consumer's choice; consistently, Mialon et al. (2002, as cited by Gellnyck et al., 2009) noted that when nutritional value information of bread is provided, the bread product gains acceptance and its healthy image is expanded.

With respect to food criteria evaluations, Gellnyck et al. (2009) cite Mowen (1993) who declared that consumers recognize multiple product characteristics so as to assume a position towards the item for consumption.

To educate and inform the consumer, product labelling is the one of the most widely known and used tools, and it is considered a key to support informed consumer choices (Ippolito, 1999 as cited by Barreiro-Hurlé et al., 2010); labels are also significant due to the changes and influences they can have on the consumers' dietary habits and behaviours (Grunet and Wills, 2007 as cited by Barreiro-Hurlé et al., 2010).

Nutrition facts panel, nutrition claims and health claims are elements that contribute to the consumers' learning and are also a part of the European Union's legislative structure (OJ 1990, 2006 as cited by Barreiro-Hurlé et al., 2010). In conjunction, Barreiro-Hurlé et al. (2010) mention the European Advisory Services (2004) statistics about the nutrition facts panel and nutrition as already established materials; these statistics announce that over 50% of the products in the market (with country variations) hold a nutrition facts panel.

As information instruments, nutrition fact panels introduce detailed alimentary and dietary declarations, whereas nutrition claims are related to the former with the purpose of emphasizing specific values of the product; although at times consumers might be sceptical towards claims due to fact that they perceive them as overstated manufacturers' selling efforts (Keller et al., 1997).

Aschemann-Witzel and Hamm, (2010) affirm that goods containing nutritional claims are chosen over the ones where they are inexistent; thereupon, the researchers stress the organizations' duty to promote and develop informational practices that can be credible and trustable for the consumer.

Recently, bread consumption has decreased because of the lack of information about its nutritional value and benefits, in addition to the consumers' misunderstandings between healthy and non healthy offers, which generates product uncertainty. This confusion may be possibly connected to the idea of a bad bread perception, where bread is seen as an 'unhealthy' good associated to weight problems; these negative associations are caused by the spread of disorienting declarations such as 'bread makes fat' and a poor nutritional comprehension (Gellnyck et al., 2009). In contrast, Arvola et al. (2007) noticed that foodstuff included in the grain and cereal is considered healthy by the consumers.

## **1.2. Literature Review**

Food, an absolutely necessary factor for the humankind, has been subject of numerous studies; Lyman for example (1989, as cited by Kihlberg et al., 2005; Gellnyck et al., 2009) has analyzed the sensorial and non sensorial nature of foodstuff among other attributes. Contemporarily, the issue of product information has been explored to understand the purchasers' perception and product choice (e.g. Grunert, 1997; Steenkamp, 1990, as cited by Tudoran et al., 2009); along with the effects of nutritional claims and panels (e.g. Keller et al., 1997).

In the same sense, recent studies have tested the impact of nutritional information on product acceptance, for example, Villegas et al. (2008, as cited by Costell et al., 2010) who contemplated milk and soy bean beverages within defined attitudes; Aschemann-Witzel & Hamm, (2010) assessed similar behaviour toward muesli, yoghurt and pasta deducing that nutritional claims noticeably favour the products but concluded that this reactions depend on food categories.

### **1.2.1. Product category considerations**

Current research has been conducted in order to gain a better appreciation of consumer attitudes with respect to bread innovations (e.g. Lambert et al., 2009), perceptions of bread quality (e.g. Gellnyck et al., 2009), food acceptance (e.g. Costell et al., 2010), the effects of information (e.g. Annett et al., 2008; Baixauli, R., et al., 2008; Tudoran et al., 2009) and the influence of nutritional claims (Aschemann-Witzel & Hamm, 2010).



In their study, Lambert et al. (2009) establish that many baked goods that are offered unpacked go through a freezing and a double baking process and no advice about nutritional values or production process is provided in most cases; therefore, they underline the consumers' concern (especially educated and health sensitive individuals) about food characteristics and the evident interrogation this raises: how to approach this information demand.

Agreeably, Gellnyck et al. (2009) claimed that *“In particular the importance of a good description of the bread versus a label or brand is highly significant “*.

On the subject of information sources available for customers in the milling and bakery market, Constantin (2009) emphasises the role of the marketing mix; product promotion is one of the main factors because of its primary function as a communicative tool. He affirms that the efforts concentrated on the nutritional value and safety descriptions about the offer are able to increase product differentiation and they can have beneficial effects on its sales. As a result, Constantin (2009) draws attention to the necessity of enabling consumers with the proper tools in order for them to make an educated bread purchase.

Although there is certain literature referring to baked goods (e.g. Mialon et al., 2002 as cited by Baixauli et al., 2009), there are notable gaps concerning the geographical scope of the studies; for instance, Baixauli et al. (2009) and Barreiro-Hurlé et al. (2010) conduct their studies in Spain, while Gellnyck et al. (2009) focus in Belgium and Aschemann-Witzel & Hamm (2010) gathered German consumers. These previous researchers suggest conducting further explorations in different geographic contexts, capable of expanding the existing literature and validate, support or complement their results.

Correspondingly, the magnitude of the geographical consideration is because of the diverse eating patterns correlated to 'regional differences' (Barreiro-Hurlé et al., 2010) and the 'sociocultural influences' (Engel, 1980 as cited by Sobal et al., 2006:2) that alter the consumers' food choice. In like manner, attitudes fluctuate more often than values which remain coherent with the individual for a longer time; moreover, healthy values also differ beyond countries (Schwartz, 1992). For this reason, Schwartz divided different population segments in accordance with their values.

### 1.2.2. Bread in Sweden and other recent research inclinations

In point of fact, Kihlberg et al. (2005) developed a bread study in Uppsala Sweden pinpointing bread sensory evaluations and interactions applicable to appearance, aroma, texture, flavour, flour origin and health effects. Pertaining to the effects on bread liking, the study uses three factors related to “*flour (origin from conventional versus organic farming system), health effects (cholesterol reducing effect versus no information), and information meant to create a neophobic reaction (admixed amaranth versus no information)*” (Kihlberg et al., 2005). Regarding health effects, the study covers cholesterol reducing effects only. Subsequently, the researchers test how liking of bread changes when health statements are presented and they concluded that the information provided doesn't demonstrate a notorious effect.

At a later time, Kihlberg and Risvik (2007) examined liking for five different white breads directed to Swedish organic food consumers and highly oriented to sensorial perceptions (taste); they concluded that organic offers are preferred to regular bread.

Along the same research line and even though bread preferences have been tested, the latest focus has been on information regarding fibre or other dietary components (e.g. Annett et al., 2008; Baixauli et al., 2009; Gellnyck et al., 2009); furthermore, there is a contemporary trend in literature to explore the preference for organic goods (e.g. Kihlberg & Risvik 2007; Annett et al., 2008) and enriched foods (e.g. Tudoran et al., 2009) which have lead to substantial theoretical contributions but have left behind the subject of a possible consumer acceptance of a complete nutritional fact description for bread at in-store bakeries, especially for the up to date more educated markets.

Arm in arm, Lambert et al. (2009) underscore the European consumers' need for a wider bread assortment which includes fresher and healthier products; this researchers evidence that consumers who are most likely to demand these products have a higher education and are more aware of their looks and wellbeing.

In consequence, the aforementioned studies encourage the development of the present thesis so as to gain a wider appreciation of consumer preferences in terms of bread but with the particular intention of understanding the in-store baked bread product category in relation to non sensorial characteristics, nutritional information for the purpose of this thesis.

### **1.3.Problem formulation**

The problem formulation for the present thesis has the object to delimitate and describe the studied problematic in a clear manner. These insights will serve to establish the overall purpose of the present research.

#### **1.3.1. Problem discussion**

Previous studies have been conducted to understand food related consumer behaviours and the part that information plays in such processes; consumer acceptance, food choice and food liking just to mention some.

Most research contemplating food and the consumer has been done in North America (e.g. Keller et al., 1997; Annett et al., 2008); complementarily, other recent studies have examined the European population (e.g. Arvola et al., 2007; Barreiro-Hurlé et al., 2010) linking their findings to varied foodstuff, influences and behaviours.

Contrastingly, little research has been done in Sweden to comprehend how consumers react to information applicable to freshly baked bread; yet, the direction of the research done in Sweden mostly pursues interests of wheat and organic products (Kihlberg,2004; Kihlberg et al.,2005; Kihlberg et al., 2007).

This thesis approaches the Swedish market, which according to Euromonitor (2010), is driven by the awareness of healthy eating habits, thus, latest baked good demands tend to follow this lifestyle increasing the need for pelt wheat, high fibre bread substitutes and a greater acceptance of individual portions among others. In the same line, Euromonitor describe Swedish consumers as thoughtful shoppers who tend to complete informed purchases.

Finally, the marked attention on a particular country is because of the socio-cultural differences each nation represents and the consequences this can have on consumer behaviours (Schwartz, 1992)

### 1.3.2. Research question

To gain understanding of the consumers' perception of the nutritional value of in-store baked products the current thesis is built upon the subsequent question:

**Is it important for bread consumers to have better access to nutritional information about in store baked goods in order to make a healthier purchase choice?**

### 1.3.3. Aim of the study

The aim of the following paper is to explore the importance consumers give to the nutritional information provided for in-store baked goods and how this information facilitates a healthy choice.

Consequently, this study facilitates a wider vision of the consumer food choice model presented by Sobal et al. (2006:2-7) with an emphasis on the influences involved (resources) and develops a better understanding of the relationship between the choice model and concepts like the purchase process, consumer involvement, product information and health as part of the personal set of values.

On the case of Sweden, some supermarkets already display informative materials for their in-store baked offers, although it doesn't apply to all the products and it is not in every supermarket. This study also evaluates the impact of the information available and consumer food perceptions.

The present study expects to contribute to earlier literature related to product information, consumer perception and decision making; it is also of our concern to advice marketers about the importance of contributing to a better consumer education that leads to informed choices which could enhance consumer confidence and might translate into a sales increase.

## 2. Theoretical framework

This oncoming chapter offers a compendium of the marketing concepts relevant to this thesis, with the intention to expand the reader's understanding but most important, to carefully guide the research methodology in order to achieve significant results. All the theories are conspicuously co-related and ordered so as to guide the reader through its content and then, to provide enough evidence to elaborate and conduct the research; each theory this framework displays is of crucial significance for the present thesis.

### 2.1. Nutritional implications

Within an appropriate and elementary context, according to the Oxford dictionary (2009), nutrition is "*the process by which living organisms take in and use food for the maintenance of life, growth, and the functioning of organs and tissues*"; from this same reference, the term diet becomes a correlated issue worth recognizing as the individuals' disposition, arrangement and administration of food; diet also involves altered eating patterns for diverse motives.

At the same time, each person should be able to know about the nutritional proportions of their determined food choice and how to perform the best nutritional assortment (Marshall, 1995: 110). Recently, the idea of health is gaining more attention but on the contrary the people's average weight has increased, which evidently calls the experts' attention (Ogden, 2010:28-9).

Respectively, the notion of the various nutrients and their distinct impact is widespread in Europe, a reality that sustains people's nutritional beliefs (Frewer et al., 2001: 39-40). Hence, publications touching on healthy eating are rapidly increasing. In view of that, there is an expansion of the population's view on the nutritional groups which are commonly classified into fruit and vegetables, cereals, meat, milk and dairy, fats and sugar foods; the balanced consumption of all nutrients must be considered to complete a well equilibrated diet (Ogden, 2010:10-11). What is more, other substances that affect the human body and mind are grouped as nutrients too; caffeine and fibre are some examples (Insel et al., 2011:11).

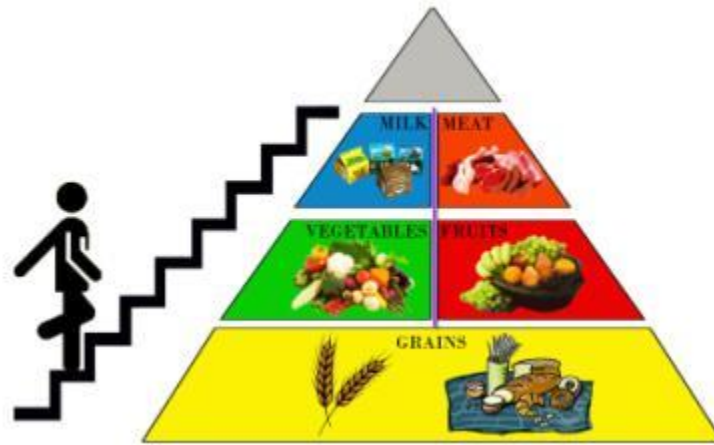


Fig. 1 adapted from USDA MyPyramid food guidance System (Insel et al., 2010:41)

Fig. 1 is the adapted image from USDA<sup>1</sup> MyPyramid which was recently exposed as the new food guidance system: My Pyramid in 2005 is designed as a simple visual reminder for individuals to make healthy food choices and maintain an active lifestyle. The pyramid explains that a complete diet requires to meet certain nutritional needs from diverse food sources (Insel et al., 2010:41).

According to the pyramid, there is a colour assigned to five major food groups known as the nutritional groups: (1) grains, (2) vegetables, (3) fruits, (4) milk and dairies, (5) meat and beans, plus one line in the middle for oils; the pyramid recommends daily fixed amounts of nutrients according to the average person's nutritional needs. The size of the blocks: yellow colour for grain, green colour for vegetable, red colour for fruits, blue colour for milk and orange colour for meat represent the suggested intakes from each food group. The silver colour at the top implies moderation regarding foods rich in solid fats and added sugars. Finally, the illustration of the person stepping up represents physically active consumers (Whitney, 2008:47).

Nevertheless, the USDA My Pyramid associated with this section can be consulted online at <http://www.mypyramid.gov/>. Nutritional pyramids intend to help customers to daily choose and consume the types and amounts of foods belonging to each nutritional group,

---

<sup>1</sup> United States Department of Agriculture  
<http://www.usda.gov/wps/portal/usda/usdahome>

which can guide them towards the consumption of meals with a better nutritional balance and a healthier lifestyle (Whitney, 2008: 47).

### **2.1.1. Consumer health value**

Solomon et al. (2002:113) clarify values as general assumptions applicable to a person's or group's aspired 'end-state', the degree these assumptions influence behaviours depends on individual, social and cultural agents; values are particular to ongoing circumstances but adapted through several periods of time. Solomon et al. declare that simultaneously, all the available information sources to the consumer reinforce his or her existing values.

As a consequence, it is evident that consumer choices are modified by the values integrated to person's set of beliefs, assuming that these values act as behavioural controls depending on the importance the individual gives to each of them; healthy, as a primary value belongs to a security-based group of values with an inclination towards balance and stability, health responds to individual welfare (Schwartz, 1992).

According to the Rokeach value survey (As cited by Solomon et al., 2002:118-9), health can be classified as an instrumental value in company with ambition, capability, self control and intellect to name a few; instrumental values facilitate the achievement of terminal values which are identified as the individuals final destination, the personal desired 'end-states'. In this case, the Rokeach value survey considers health to achieve well-being in terms of happiness and inner harmony.

Food related beliefs, preferences and habits in conjunction with positive associations are considerable determinants for a person's alimentary selection, the healthiness of this collection is based on its proper nutritional balance (Frewer et al., 2001: 39). These beliefs vary from person to person due to his or her own view of illness and how susceptible he or she feels on that matter and other motivators like fitness (Insel et al., 2011:4); therefore, individual value systems affect consumption behaviours due to the link a specific purchase might have to accomplish a definite 'end-state' (Solomon et al., 2002:113).

## 2.2. Food perception

Lynn et al. (2001:23) point that “*Hesiod observed 2400 years ago that the only entrance to our mind is through our senses*”. After a long evolutionary process, human senses are still changing and going through adaptation processes; the assimilation each individual has of inner and outer driver is unique (Lynn et al., 2001:23-4).

Perception plays a fundamental role in consumer behaviour; it is the set of actions that result into the construction of a convincing ‘picture of the world’ that depends on physical and environmental stimuli; this picture is formed through selection, organization and interpretation of available information (Kotler et al., 2009:239). Although not all the information available is advantageous for the consumer to process, therefore, the stimulus that are taken into account depend on earlier experiences and the motives that move the need in turn (Schiffman & Lazar, 2000:131).

Food quality and perceptions are mostly built upon acceptability; food quality is “perceptually based and evaluative” (Cardello, 1995 as cited by Grebitus, 2008:34). In consequence, quality judgement is a cognitive practice that takes place in a given personal and circumstantial framework that results from processing (selecting, organizing and interpreting) quality cues (Grebitus, 2008:18,34).

Consequently, Grebitus (2008) wrote that these cues are categorized as intrinsic if they refer to substantial product attributes, taste and shape for example; or extrinsic if the cues surround the actual product such as information labels and brand. Grunert et al. (1996, as cited by Grebitus, 2008:18) indicate the preponderance of extrinsic quality cues in moments when the consumer experiences uncertainty.

## 2.3. The buying process

To make an appropriate choice, consumers are exposed to several comestible possibilities, all of them with diversified nutrients (Marshall, 1995:115). Once the need (hunger) has been manifested, the consumer will go through various stages before the purchase completion including the search and evaluation of alternatives where the individual’s



memory plays a decisive part as an internal search and appraising tool; the process is surrounded by environmental and individual variables (Baker, 2000:36-7).

On that account, a person will collect information from past occurrences (memory) previous to undertaking an extensive research; if the record of experiences is enough to supply sufficient information; it is less likely that the individual feels the necessity to inquire further (Schiffman & Lazar, 2000:445).

In addition, product expectations affect the purchase completion (Tudoran et al., 2009) as well as information concerning its taste, smell and colour; its ingredients and other messages, production methods for example (Van den Heuvel et al., 2006) .

Kotler et al. (2005:279-85) describe the buying process within the following steps:



The researchers support that the need recognition initiates when an internal and/or external catalyst causes a discrepancy between the optimal and the actual person's situation; this encourages the information search as the next step, where the consumer is able to undertake an extensive or a narrow information search.

Based on the information accumulated, the buyer values the advantages of each opportunity to proceed to the purchase intention and decision; nevertheless, this step might not be accomplished. Finally, post purchase behaviour implies the consumer's need satisfaction or dissatisfaction. The importance of information resides on its capability to diminish potential risks. (Kotler et al., 2005:279-85).

Conclusively, from the cognitive view, Schiffman & Lazar (2000:440-1) disclose the 'thinking problem solver' nature of the consumers who embrace and process the information they seek from an active (or passive) perspective; Schiffman & Lazar remark that this view acknowledges the fact that individuals learn how to speed their explorations since not all sources and means of information are accessible or even relevant for them to

resolve their product choice and in consequence, to proceed to the purchase decision, the outcome with the purpose of achieving 'satisfactory' results.

### **2.3.1. Consumer information search**

Consumers are frequently exposed to various communicational efforts which they understand depending on the quality of the message together with the consumers' personal traits such as age, gender, culture and lifestyle in conjunction with perception, motivation and the level of involvement the circumstance merits (Schiffman & Lazar, 2000:234).

To perform an intelligent purchase, the buyer gathers a certain amount of information about the available offers to select the one that is most likely to please his or her requirements; information can be obtained from the memory as an internal supply which sets the ground to decode this data, or from other external incentives (Baker & Hart, 2008:113).

There are many accessible sources for the consumer to collect information; personal, commercial, public and experiential resources (Kotler et al., 2005:281-2); however, not all the information obtained is indispensable to make a choice, and so the consumer merely reacts to the pieces that are appropriate for that particular episode and discards the rest (Kähkönen et al., 1997 as cited by Annett et al., 2008).

The economics of information premise, cited by Solomon (2002:267) reckon that individuals immersed in the information finding seek for useful knowledge starting from the most relevant material, the remaining information contributes as supplementary inputs; simultaneously, consumers consider the value of the search activity and will only continue as long as they still appreciate the outcome of doing so. Connectedly, if the acquisition corresponds to a meaningful episode, the scrutinized material is more extensive; accessibility and willingness to learn also ease the search (Solomon et al., 2002:267-70).

When the consumer is engaged in a moderate, merely receptive, knowledge compilation he or she has a heightened attention; unlike the active information search, when the person is concentrated in mayor information references from which informative commercial sources may be the most influential. At the same time, personal recommendations such as from

family or friends, serve to legitimise and evaluate the information obtained (Kotler et al., 2009:247-8).

A large variety of products in the food industry hold descriptive packages and labelling by now; the information contains instructive data about the composition and suggested intake to help maintain the product in the market and for promotional purposes, at the same that the buyer is assisted (Marshall, 1995:115). On the other hand, when the need (hunger) exceeds a certain point, the information requirement lowers and the consumer may continue to the product acquisition, otherwise the knowledge is merely saved (Kotler et al., 2005:281).

In the same vein, consumers have a preference for products with satisfactory and descriptive labels; in the case of bread, content information visibly changes the perception about its healthy attributes (Gellnyck et al., 2009).

### **2.3.2. Consumer food choice**

Hunger is an internal manifestation of a critical human need; it is one of the catalysts that commence the buying process (Kotler et al., 2009:247). The requirement for food belongs to the most fundamental order of needs: the physiological needs vital to assure a person's life (Maslow, 1943 as cited by Schiffman & Lazar, 2000:78-9).

Subsequently, Sobal et al. (2006:1) explain that the food choice displays a number of alternatives that can satisfy the need in numerous ways; it certainly includes the sustenance possibilities but also variables appertaining means, place, company, etc. In consequence, Sobal et al. note that the mixed choices of any set of options deliver explicit meanings crucial to understand consumer behaviour.

Food choice also develops from the individuals' sets of beliefs; what they assume others expect them to consume (normative) and the notion about what these others actually do (modelling) (Frewer et al., 2001:48). Routine and earlier habits also form food choices (Insel et al., 2011:4); furthermore, the perceived sensorial quality and consumers' singular attitudes (Mela, 2001 as cited by Kihlberg et al., 2005) together with price, availability and food quality are additional decisive factors that influence the consumer's food choice

notwithstanding, sometimes the shopper's have a restricted authority on the dealers' offer (Marshall, 1995:12, 23-4).

In addition, food choice can be understood from three different perspectives: Firstly, developmental, based on the acquisition of information which includes exposure, social learning and associative learning. Secondly, from the cognitive model built upon preceding acknowledgement consisting of attitudes, social norms, control and ambivalence; and thirdly, from the psycho physiological model centred on appetite and eating behaviours composed by neurochemicals, chemical senses, moods and stress (Ogden, 2010:33-50).

Sobal et al. (2006:2-7) propose the following food choice model, adapted from earlier research (Falk et al., 1996; Furst et al., 1996; Connors et al., 2001):

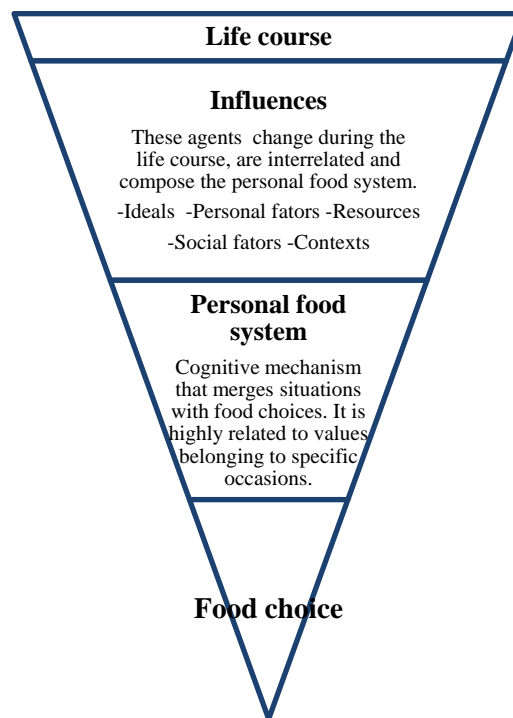


Fig. 2 Food choice Model adapted from Sobal et al. (2006:2-7)

The food choice is subsequently described:

#### *2.3.2.1. Life Course*

A *life course* is the individual episodes of a person's life shaped by his or her past (since early life), present and future in terms of the wholesome background behaviour that follows the dietary behaviour. This life course develops food choice trajectories within specific situations (timing) and the historical context which becomes persistent, and exhibits its own momentum and continuity. Thus, the food choices during a life course are dynamic and evolving overtime (Shepherd and Raats, 2006:3).

Trajectories are the 'central concept in life course thinking' (Shepherd and Raats, 2006:4). This is described as the process of how a person is influenced and how food choice is shaped by the 'persistent thoughts, feelings, strategies and actions over the lifespan' (Devine et al, 1998 as cited by Shepherd and Raats, 2006:3); for example, a person who has grown up in a family circle with the tradition of eating a particular food at a particular time. Thus, this customary food choice affects how people adjust their life course transitions which are visibly developed during the path of their lives; food choice it is created by the environment individuals are facing at a certain point and the past evolution they have experienced (Shepherd and Raats, 2006:4).

Timing represents a specific period when a particular transition happens to an individual's life course which may influence his or her food choices (Shepherd and Raats, 2006:4). For example, pregnant women who enter the motherhood period can be more aware of healthy eating habits because they are generally more concerned about health and nutrition due to their condition, and they are more likely to be perceptive when they are exposed to nutritional information (Olson, M.C., 2005:135).

Finally, context corresponds to the environment surrounding a person all the way through the life history. The environment is defined as the "social structure, economic conditions, historical eras and the changing physical environment" (Devine 2005 as cited by Shepherd and Raats, 2006: 5). The latter is an example of different priorities in terms of health and environmental aspects in between generations; for instance, based on general observations, younger consumers of organic products are more environmentally concerned than older

consumers who tend to have anxieties only related to their own health (Shifferstein and Qude Ophuis, 1998; Torjusen et al., 2001; Wandel and Bugge, 1997 as cited by Kihlberg, 2004).

#### 2.3.2.2. *Influences*

According to the food choice model, there are five types of influences that have been described: ideals, personal factors, resources, social factors and contexts. A life course of a person who is making food choices interacts with these influences which vary and fluctuate depending on their weight on specific eating practices (Shepherd and Raats, 2006: 5).

Ideals refer to the standardizations people use to structure when they bring up the topic of food choices that are “learned through socialization and acculturation”; the learning process is mostly driven by families or other institutions which reproduce the idea of “plans and expectation for food and eating” (Shepherd and Raats, 2005: 5). For example according to the European Commission study, it seems that there is a geographical/cultural effect in terms of the interest in receiving more nutrition information between the north and south Europe. The result is that informants were most interested in the Nordic countries, in the Netherlands and in the UK, while in countries like France, Greece and Spain less enthusiasm was shown. Presumably, the standardization in plans and expectation for food choice on healthy eating is possibly bigger at the north than south of Europe (Grunert and Wills, 2007: 5).

Personal factors are individual characteristics which include “physiological factors (sensory, endocrinological, genetic, etc.), psychological or emotional characteristics (preferences, personalities, moods, phobias, etc.) and relational factors (identities, self-concept, etc.)” which are continuously educated, and all of these build the uniqueness as the base construction of individual food choice and makes different food choice from others (Shepherd and Raats, 2006:6). For example, a research in testing ‘Health’ and ‘Taste’ subscales as *craving for sweet foods* and *using food as a reward* that proved to be good tools for characterizing national and cross-national attitudes. The study presents national and demographic difference between Dutch, English and Finnish respondents and resulted

to Finnish respondents rated craving for sweet foods, using food as a reward and pleasure lesser than Dutch and English respondents (Roininen, 2001: 36).

Resources include “intangible physical capital such as money, equipment, transportation and space; intangible human capital such as time, skills and knowledge; and intangible social capital such as help from others, advice and emotional support” (e.g. Senauer *et al.*, 1991 as cited by Shepherd and Raats, 2006: 6). Responsively these resources will help people to make food selection (Shepherd and Raats, 2006:6). In terms of knowledge as a resource, one of the definition of knowledge is “a fluid mix of contextual information, values, experience and rules” (Ruggles, 1997:2) which argued that the more information obtained, the more knowledge expanded. However, it is argued that a research said that individual response is only given to the information that could influence in decision making while the rest of information is ignored considering they are unnecessary or redundant. (Kahkonen *et al.*, 1997 as cited by Annett *et al.*, 2008).

Social factors are influential relationships with roles, families, groups, networks, organizations, communities and other social units that provide opportunities and obligations for create eating relationships and food choices (Shepherd and Raats, 2006: 6).

Contexts refer to broader environments include “physical surroundings and behaviour settings, social institutions and policies, and seasonal and temporal climate” which influence people make food choice (Shepherd and Raats, 2006: 6).

#### **2.3.2.3. *Personal Food system***

Process of making food choices which constructed by the options, trade-offs and boundaries is represented by the personal food systems. It includes the process of constructing food choice values, classifying foods and situations according to these values, negotiating these personally defined values in food choice settings. Also it includes balancing competing values, and developing strategies for food selection and eating in different situations (Shepherd and Raats, 2006: 7). The set of consideration that drives food choice construction presents food choice values which are dynamic align with the events and experiences outline of the new or modified food choice (Shepherd and Raats, 2006: 7).

Due to this, research found there are five types values in considering food choice: *taste, convenience, cost, health and managing relationships* which are mainly consistent for many people (Connors et al, 2001 as cited by Shepherd and Raats, 2006: 7). It is well known that *taste* is being used by many people to describe different characteristic of food and drink because *taste* as a food choice value is related to their sensory perceptions in eating and drinking as their primary consideration (Shepherd and Raats, 2006:7). A research reported that the main verification among Swedish is good taste (Kivisto and Sjoden, 1996 as cited by Roininen, 2001:20). In addition, European studies have found that among European female perceived that ‘quality/freshness’, ‘price’, ‘trying to eat healthy’ and ‘family Preferences’ were the most important influences affecting food choice, whereas ‘taste’ was the most frequently selected factor affecting food choice of European male respondents (Lennernäs et al., 1997 as cited by Roininen, 2001:23).

#### **2.3.2.4. Food Choice**

Consequently, the previous different factors understood as life course, influence and personal food systems are interactive stages that are integrated to conform the consumers food choice (Sobal et al. 2006:2-7).

#### **2.3.3. Food liking**

With the ambition of complementing the previous model it is suitable to acknowledge the concept of food liking, considering that consumers ‘like what they eat’ (Lewin, 1943 as quoted by Marshall, 1995:5); it is the consumers’ sensuous appreciation of food along with how attractive and desirable it appears and how satisfactory it can be (Frewer et al., 2001:9-10).

Nonetheless, both sensorial and non sensorial food properties interact to determine food liking; non sensorial attributes such as product information construct symbols that lead to positive or negative product associations (Lyman, 1989 as cited by Kihlberg et al, 2005). Connectedly, one of the effects of information is the potential to alter sensorial perceptions and food choice (Annett et al., 2008).



Generally speaking, the disposition for a defined aliment is explained by the consumers' background including his or her past events and culture; also the 'appropriateness' of a given offer depending on the context where and when it is eaten (Frewer et al., 2001:19). Food can also serve as an emotional escape to relieve unwanted feelings plus people can choose a precise foodstuff which they believe can 'transport' them to cherished moments from the past (Insel et al., 2011:4).

## **2.4. Consumer involvement**

Consumer involvement also extends the consumers' food choice model. This concept implies the measurement of the physiological bond between someone and a determined object; the intensity can be high or low depending on the individual's level of abstraction but also contingent on other antecedents like needs and values (Laaksonen, 1994:26) influenced by the information obtainable by the consumer and how it is assimilated (Baker, 2000:140).

Highly involved consumers possess more information and don't rely on food brands as the only quality cue; in contrast, low involvement products require unsubstantial information which causes routine or spontaneous purchases. Food acquisition is frequently anticipated and derived from previous behaviours; consequently it is viewed as a low involvement item; although the level of involvement depends on traits considered necessary to attain a goal, well being for instance. This interest requires knowledge and evaluation of alternatives that affect beliefs and alters attitudes towards food (Greibitus, 2008:42-3).

Respectively, physical and mental wellness can trigger personal attention and involvement in case the individual perceives changes and signs of a possible undesirable condition (Leventhal et al., 1999 as cited by Ogden, 2010:28).

If the purchase represents intensified motives, it is counted as a passion; on the contrary, low involvement is linked to inertia because of the little motivation to evaluate alternatives (Solomon et al., 2002:106).

In line with the previous description, three aspects of involvement are: Intensity, (associated to high or low interest); direction or focus, (product, advertisements or

purchase) and persistence (enduring or situational). As for the involvement consequences, in the case of purchase decisions it conducts to the purchase time frame and the sum of information collected; while for the product itself leads to product differentiation for example Baker (2000:139-141).

Involvement can also be divided depending on the need observed; cognitive involvement is related to choices based on reason meaning there is an extensive search for information, affective involvement connects consumers' emotionally to products that communicate their self-concept (Lantos, 2010:102). Hand in hand, Peter and Olson (1987, as cited by Laaksonen, 1994:27) call attention to the significance of the product to obtain an ambitious outcome and attain definite values.

## **2.5. Product labelling**

Concerning the messages the consumers obtain during the buying process, Schiffman and Lazar (2000:246) manifest that the former are displayed in a 'positive frame' when the message intentionally evidences the worthiness and advantages of choosing the product over the others; even though this 'one sided' messages have the risk to appear unconvincing and incomplete to captious and demanding individuals. Even so, Maheswaran and Meyers-Levy, (1990 as cited by Schiffman & Lazar, 2000:246) postulated that this affirmative messages work in the event of low involvement purchases, as foodstuff can be.

The urgency for information is such, that even though diverse organizations make the effort to update the consumer, it is common for the latter to experience ambiguity. Cooperatively, nutritional labels advise the shopper and are able to encourage a healthy lifestyle (Marshall, 1995:115). Additionally, food labels intervene in the food selection stage as information providers facilitating nutritional choices and affecting product perceptions especially when the good is new to the shopper (Frewer et al., 2001:55-6).

Baixauli et al. (2009) note that "*product information has been shown to affect consumer choice*"; from their study, they conclude that when label information is present, health recognition increases together with product acceptability as the notion of nutritional facts alter food perception. Correspondingly, Tudoran et al. (2009) note from preceding research that food product information in regard to wellbeing, has an effect over the health

awareness of the product which can modify consumer behaviour associated to choice and incite purchase intention.

S.-Y. Kim et al. (2003:78) enlist five informational dimensions contained in food packages as stated in the USDA: The ingredient list, nutrient-content claims (brief descriptive statements), the nutritional panel (dietary intake values), and serving sizes corresponding to the nutritional panel and health claims (benefit-related statements).

The nutritional panel includes the dietary contents exclusive to a product; it is viewed as a critical characteristic frequently examined by the consumer and used as a point of comparison. The components of this label are separated in two sections: firstly, product specific information which specifies the serving size and amount of nutrients per serving which are usually divided into fats, cholesterol, sodium, carbohydrates, fibre, vitamins and proteins; and secondly, consistent information that details and complements the former. With the purpose of accentuating the significance of each component, the nutritional panel involves a Daily Value (DV) element to declare the average percentage of each nutrient per serving compared to a person's ideal requirements (Insel et al., 2011:56-8).

Consumers perceive nutritional panels as more functional and credible than claims. The former have an important role in relation to dietary resolutions and should be explicit and clear; furthermore, nutritional panels support the veracity of the communication projected by the product claims (Keller et al., 1997).

### 3. Methodological design

With the aim of explaining the procedure used to collect and interpret data relevant to this study, the consecutive section introduces the methodology chosen for the study, the research design, and details the data collection procedure.

#### 3.1. Research Methodology

To introduce the methodology appertaining to this study it is appropriate to recall the question connected to the present thesis:

**The importance for bread consumers to have better access to nutritional information about in store baked goods in order to make a healthier purchase choice?**

In order to capture meaningful material to support and settle the former, the research approach for this thesis is explorative sustained by a qualitative epistemology.

*“In choosing a method, everything depends upon what we are trying to find out”* (Silverman, 2005: 6). Silverman also stated that *“qualitative researchers are prepared to sacrifice scope for detail”* while *“‘detail’ is found in the precise particulars of such matters as people’s understandings and interactions”* (Silverman,2005: 9).

Consequently, the intention of the methodology used for this analysis is to gather information based on people’s attitudes, their interactions and their personal interpretation of the research thematic (Kvale, 2007: x): the importance of information for in-store baked products. Accordingly, this study adopts qualitative research methodological techniques which provide meticulous, broad and descriptive evidence to support the theoretical background sustaining this academic work; this methodology allows the acquisition of the respondents’ own perspectives and experiences (Patton, 1990: 40).

Subsequently, the emphasis on the theoretical context as a ground for this study is justified by Kvale, (2007: xi) as follows: *“the major part of qualitative research is based on text and writing – from the fields’ notes and transcripts to descriptions and interpretations and finally to the presentation of the findings and of the research as a whole”*.

### 3.1.1. An explorative nature

The character of this thesis as a qualitative research is supported by open-ended questions, which tend to be more explorative and unstructured than other methodologies and also emphasize the distinctive understanding and interpretations about the person's feelings and thoughts (Ghauri & Gronhaug, 2010: 196). These analyses take an exploratory position due to the theoretical expectations that could be brought up by the present research (Bryman & Bell, 2007:33).

According to Ghauri and Gronhaug (2002:49) the principal considerations in order to solve a problem in an explorative research are comparable to one of a detective's investigation which requires flexibility towards the different available facts and the possible changes the case can experience. As a consequence, flexibility is convenient since it guides to relevant results when the study is dealing with unfamiliar areas because the researchers have a stronger control over the sample (Strauss & Corbin, 1999: 187).

Clearly, an exploratory research is distinguished by the researchers' introduction to an unknown or weakly understood branch of knowledge; the use of primary data is commonly gathered and attributed to an unstructured problem and should be carefully analyzed with an observative view to develop efficacious conclusions (Ghauri & Gronhaug, 2002: 49)

### 3.1.2. Advantages and disadvantages

Generally speaking, qualitative research methods suggest a better picture of people and their socio-cultural environment in which daily behaviours and decisions occur; this facilitates further in depth appreciations and explanations (Myers, 2008: 5,9). Another advantage of a qualitative methodology is the vast amount of information accumulated from a small sample (Patton, 1990: 14).

On the other hand, due to the detailed nature of the information gathered from a sample which has a smaller number of people, the main disadvantages of qualitative research is that it reduces the degree of generalizability of the study, even though the understanding of the cases and situations can notably increase (Patton, 1990: 14). Also, there are evident *interpretivism* and subjectivism concerns because of the risk of the researcher adopting the

side of the subjects studied and the difficulty for others to understand how the researchers came to their conclusions (Bryman & Bell, 2007: 415-24).

A qualitative research has a non statistical conclusion, thus there can be a tendency towards analytical generalisation; in relation to the validity of the research outcome as theory against theoretical network that enclose the phenomenon and the research problem (Yin, 1994 as cited by Marschan-Piekkari, 2004:130) but the outcome may point to an incompatibility with the existing theories that indicate the ‘new’ mid range theory as nothing more than rephrasing of an existing theory and this requires additional research or overlap (Marschan-Piekkari, 2004:130).

### **3.2. Research Design**

Basically, the data collection method for the purpose of this study is by the use of an e-survey questionnaire which belongs to survey research practices, the latter are known as useful tools to observe behaviour regardless of the assumption that there are influencers, appeal and format for instance, that might have an effect on the responses given. (Ghauri & Gronhaug, 2002: 93). In a suitable way, the platform used to design the questionnaire (Survey Monkey) for the present research allows the researchers to select a user-friendly format.

An advantage of questionnaires over personal interviews is the promptness of its application, analysis and report (Kvale, 2007:45); according to Hague et al. (2004), the principal purpose of a questionnaire is to facilitate the information flow from the participants which functions as an ‘aide memoire’ to the person in charge of the research. In consequence, the process is consistent and is able to receive responses in a congruent way so as to facilitate the posterior data analysis (Hague et al., 2004: 99).

Furthermore, the use of e mailed questionnaires maintains a low research cost; as abovementioned, the Survey Monkey tool is a website that collects data from diverse respondents in a fast and personalized manner with the inconvenience that is difficult to find people with the time and disposition to fill the questionnaire (Baker & Hart, 2008:152).

To conduct the present study, the electronic questions have the format of open-ended interviews, according to Silverman (2005:11) when researchers assess open-ended methodologies they can incline towards an emotional position which has a tendency towards meanings and emotions with the aim to find authentic and valuable insights; moreover emotionalism, associated with subjectivity, displays the humankind 'inner reality' (Bryman & Bell, 2007: 403). Noticeably, the present study fits into the emotional tradition because of its explorative nature and its ambition to examine the respondents' personal behaviour and background.

### **3.2.1. Data Collection**

#### **3.2.1.1. Literature**

This thesis finds its sources mostly from books and articles accessible at Lund University libraries and data bases which include internet catalogues from Emerald, JSTOR, and Oxford Journals in order to establish the theoretical antecedents, contexts and foundations concerning the main topic of the paper.

The use of these literature is essential for this thesis; first, to begin the study, relevant journals and other important publications were scrutinized to familiarize the writers with the topic and to reveal possible theoretical gaps in such literature. Secondly, to build the theoretical framework that supports the research, the use of journals, textbooks and electronic sources.

#### **3.2.1.2. Primary Data**

Primary data are the pieces collected precisely for the exigencies of the existing study, prepared by the current researcher in accordance with the research problem and design (Ghuri & Gronhaug, 2002:81).

Without a doubt, the process of collecting primary data, in this case qualitative research, must be carefully handled to secure the obtaining of '*relevant, accurate, current and unbiased information*' (Kotler et al., 2005: 347)

In respect to the principal qualitative methods to obtain primary data, Baker and Hart (2008:148-9) enlist the following: observation, group discussions, individual depth interviews and questionnaires. To accomplish the results for the purpose of this thesis the latter instrument is used and it will be discussed in depth by the next sections.

### 3.2.2. Questionnaire

Questionnaires as a research methodology are constructed by a number of questions that must be responded by the participants, one of the main characteristics of a questionnaire is its flexibility associated to the wide scope of information it can collect in diverse situations as well as its adaptability in length and design (Kotler et al., 2009:198). Also known as “*the medium of remote conversation between the researcher and respondent*” (Brace, 2004: 4).

Questionnaires as a general data collection method can be categorized into descriptive and analytical tools (Ghauri and Gronhaug, 2002:94-6). Correspondingly, Ghauri and Gronhaug also illustrate Descriptive questionnaires, the ones dealing with particular attributes and peculiarities of a defined population. On the other hand, analytical questionnaires correlate theories and test them.

Evidently, in order to congregate the Swedish participants’ perception, behaviour and decision making towards nutritional information of in-store baked products; therefore, the nature of the aforementioned questionnaire is descriptive.

#### 3.2.2.1. Respondents and the data collection process

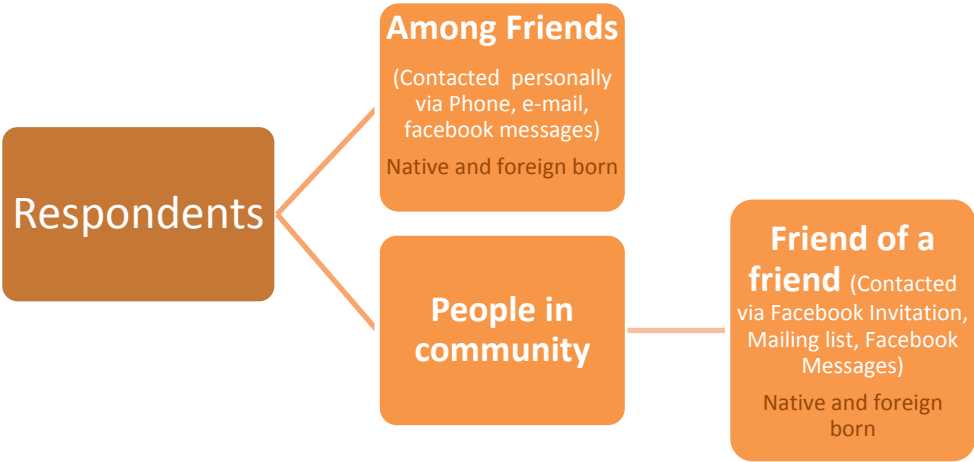
Some facts have motivated this study to implement the actual study in Sweden. First, a research found that “*fifty percent of consumers in the Nordic countries wish to have information on ethical issues, environmental concerns and animal welfare, and 70 % feel that they should demonstrate their attitudes through food choice*” (Hansen et al, 2001 as cited by Grunert and Wills, 2007). Another fact came from previous research of questionnaire study about to what extent Swedish consumers read and use food labels as a source of information in their food choice on margarine and on the loaf bread resulted that 65% of 499 participants revealed their high degree of trust in texts on food package labels



as source of information about food and nutrition (Svederberg et al. 2002a as cited by Svederberg, 2002:7).

As a result for this study, representative individuals of the Swedish population are picked as a part of a non-probability sample; a judgement sample allowing the researcher to choose individuals that are most likely to contribute with the most useful information (Schiffman & Lazar, 2000:28). Thus the subjects of this research resulted to a total of 31 people respondents who are located at three major cities in Sweden: Stockholm (11 people) Göteborg (2 people) and Malmö (19 people).

The process of gathering respondents is described as below:



**Fig. 3**

Consequently, non-probability samples (Fig. 3) imply that the questionnaire participants are not randomly selected during the judgement sampling process. It is the researchers who consider the qualities and traits participants should meet and they make the effort to reach as many people willing to participate as possible (Oppenheim, 1998: 43).

Based on Fig 4, the respondents are among friends are contacted personally via phone, e-mail or Facebook message which by this the confirmation is controlled while people in a community are contacted publicly via Facebook invitation or mailing list address. Everyone are asked to assess their availability and willingness to participate in the research as well as the questionnaire is being distributed with the following directions: Respondents ought to

be Swedish residents, the questions should be filled in detail, the response language is English and the time expected to complete the exercise is 30 minutes; to continue, the participants have a fixed date limit to submit their answer. In addition, before the participants start the questionnaire, they are noticed about the confidentiality of their participation and each respondent is allowed to fill the questionnaire only once to maintain an ethical position (Baker & Hart, 2008:153-4).

For the matter of this research, data are obtained from respondents restricted to being considered Swedish residents, within the age range 25-55 years old and who are able to enrol in the labour market (Conrad 2004:289). The Swedish residents as non probability respondents are the combination of native born and foreign born residents considered has been living in Sweden for at least two years. These respondents have contributed to this study because of the respondents are possible to be called as convenience sample that refers and found for some reason are selected due to know them in person for example (Ghauri and Gronhaug, 2002: 113). Thus they are 'easy access' people which is efficient to be reached due to short period we have in distributing the questionnaire and so happen these people who lives at three major cities in Sweden.

It is argued that non probability respondents have the possibility to make disadvantages by giving misleading results which possibly happen to be unrepresentative of the population and it is usually assumed that non-probability samples are not useful in scientific research meaning not valid for statistical testing or hypotheses on drawing conclusions regarding a larger population. However, due to this study as a qualitative research which the non probability sample is possible and be useful in gaining insights into an observable fact (Ghauri and Gronhaug, 2002: 114).

The data collection period was held for four days (Tuesday until Saturday) and resulted to have 9 native born respondents and 22 foreign born respondents. We have found difficulties in the process of making the effort to reach more native born respondents as much as possible however we have to bear in mind that the respondents is doing us a favour to answer the questionnaire (Ghauri and Gronhaug, 2002: 99); thus we cannot force them when first they agreed but then never participated.

### 3.2.2.2. Questionnaire design

To draw pertinent conclusions able to fulfil the objectives of the research, “*the questionnaire must not only collect the data required, but collect the data in the most accurate way possible*” (Brace, 2004: 7).

The questions corresponding to this study are planned in order to amplify the understanding and appreciation of the respondent’s health beliefs about information concerning in-store baked bread; the consumers’ behaviour (intentions, attitudes, and motives) necessary to clarify the research problematic (Ghauri and Cateora, 2005:155).

As reported by Brace (2004:57), spontaneous questions don’t supply any kind of pre-structured answers, this situation concedes the respondents’ the freedom to answer in an improvised manner with their own words. Likewise, the questions for this research have the format of open questions so as to give participants an unobstructed manner to express their responses, all this in line with the exploratory nature of the existing research. This question format suggests suitable insights from the consumers dealing with a subject area or product with the benefit of respondent’s having enough time to mentally analyze their answer before they reply (Hague et al., 2004:100).

Another advantage of using open-ended questions as a qualitative tool is that they compile information touching upon likes and dislikes, descriptions and suggestions in relation to personal opinions and values besides their present behaviours in connection with the research topic (Brace, 2004: 61).

Certainly, the use of open-ended questions is convenient because of the freedom and spontaneity reflected on the responses thanks to the participants’ opportunity to respond authentically with their own images, thoughts, views and understandings (Oppenheim, 1998: 112-5). For this reason, the questions that collect data in this case, are designed in as much detail as possible to accomplish an in-depth study, meeting the requirements of a proper qualitative research.

The research questions for the current study are mainly constructed in order to explore how consumers perceive health, nutritional information and how important it is for them to have

a better access to this information with the purpose of making a healthier bread purchase. In total, the questionnaire has twenty five questions to support the presumable findings.

Brace (2004:50) promotes the plan to start a questionnaire with behaviour related issues before proceeding to questions involving attitudes and images so the participants appraise their own position and they continue to defend and explain that posture.

Therefore, the first three questions were made according to the food perception theory (section 2.2) to acquire knowledge about the respondents' interpretation of good quality and their perception of the available information they can use to decide what the good quality food product is for them. The next three questions are determined by the consumer health consciousness (section 2.1.1) that expands on the respondents' comprehension of a healthy lifestyle. Subsequently, the next questions touch on the subject of nutritional implications (section 2.1) in order to examine the respondents' view about the importance of bread on a balanced diet.

Furthermore, the questions are linked to the consumer involvement theory on section 2.4 to appreciate the consumers' bread relevance, attachment and their insight as consumers; then the stimulus that can influence their bread choice are asked (section 2.3). The following questions are connected to the purchase decision theory on section 2.5; in order to find clear insights from the buying process based on Kotler et al. (2005).

Finally, the questions lead the respondent to the central problematic; to distinguish respondents' awareness and preference about the nutritional information that in store bakeries facilitate. Two pictures of a real offer at an in-store bakery in Sweden are presented, one without any nutritional information and the other one is with nutritional information, and hence the respondents need to choose their preferred offer, accompanied by the questions were the participants are required to recall the product information, to declare the pieces relevant to them as well as the non relevant.

One way of using prompts in a questionnaire by presenting a picture, research designers must justify the picture purpose (Brace, 2004: 124). For this study, the picture used ask the respondents to choose their preferred offer from two different images. However, to obtain the respondents' authentic reaction about nutritional information the respondents are not given any additional descriptions or instructions to make their choice.

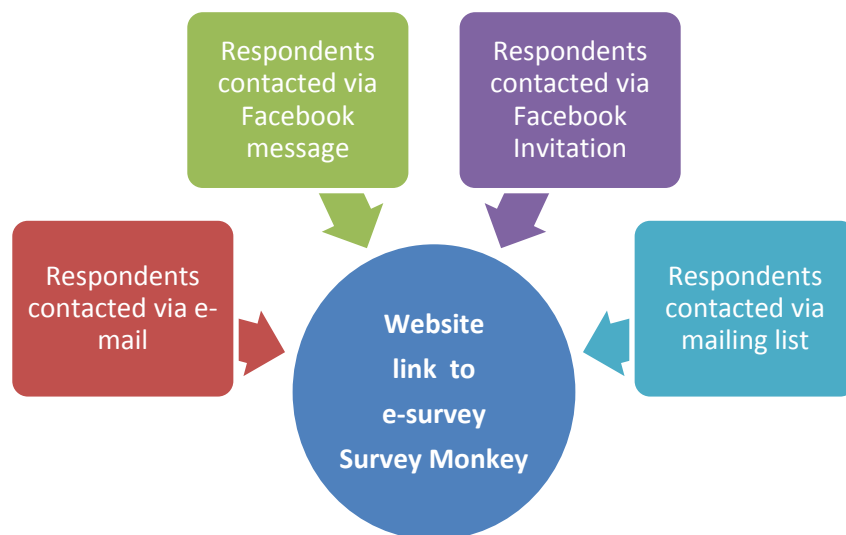
This image contributes to the study by providing the respondents a scenario that attempts to be close enough to a real experience at in-store bakery. Unexpectedly, the results show a clear and sincere reply, with almost no inclinations nor predispositions from the respondents

Also by showing this picture, the respondents can easily relate and apply their experience to the following questions which are still in line with product information at the in-store bakery. Moreover, when a questionnaire displays a picture, the fact can make it a more interesting and motivating experience for the respondents (Brace, 2004: 124).

### 3.2.2.3. Questionnaire distribution and procedure

*“The Internet can be used to locate experts and in the right circumstances, e-mail conversations can provide a powerful qualitative research tool” (Hague et al., 2004: 161).*

Additionally Brace, (2004: 38-9) point that web-based questionnaires are convenient for the respondents since these tools permit them to manage their own resources and time to fill the questionnaire; in the same way, participants complete the questions genuinely and sincerely due to the fact there is no pressure to somehow prove the interviewer or people surrounding how ‘socially acceptable’ they are (Sparrow & Crutice, 2004 as cited by Brace, 2004:39).



**Fig.**

In order to distribute the questionnaire for this study (fig. 4) the researchers send it through personal e-mails and private messages on Facebook, in total 60 people are personally invited. More detailed information about the process and further evidence can be found in the appendix chapter. Within the distribution process, each participant receives the questionnaire URL attached to the invitation, along with the exercise instructions and further advice are provided (Brace, 2004: 37-38). At the end, 32 people participate answering the questions.

The questionnaire is issued by using the e-survey device known as 'Survey Monkey'; this electronic tool offers the advantage of an efficient distribution (Baker & Hart, 2008: 152). By using the e-questionnaire, the internet permits the researchers design their own research instrument which also brings the facility to obtain data in both a quick and cheap manner (Hague et al., 2004:156); which might be more efficient than its telephone or face-to face counterparts (Brace, 2004: 40).

The questions are prepared in the 'Survey Monkey' device which maintains an easy access for the respondents, there is no special training necessary to complete the questionnaire. It is known that web-based questionnaires provide the method designers the facility to adapt the presentation of the questionnaire to their requirements which turns the questionnaire more attractive and help the respondents focus on the webpage and continue providing reliable data from start to end (Brace, 2004: 40).

To introduce the exercise to the respondents, they are sent to their updated e-mail address the internet address that leads them to the questionnaire; as stated earlier, the e-mail they receive is clear and contains a comprehensible description of the steps to follow and what to do with the link to the Survey Monkey site.

The questionnaire conducts the respondents through the questions in order from general to particular matters; the respondent can see three questions on every page and once they move to the next page they are not allowed to go back to previous page to avoid response changes; the previous strategy is to collect the respondents' authentic and valid answers by the time they face each question (Brace, 2004:49).

Due to the ‘Survey Monkey’ basic account that this research employs, every questionnaire is conceded to show 10 questions only; because of the extension of this questionnaire, the questions are divided into three surveys presented one after the other to the participants.

Contrastingly, one of the weaknesses of mailed questionnaires is that there is no control over the respondents’ possible misunderstandings and the inability to provide immediate guidance (Oppenheim, 1998: 102) but the questionnaire is merely introduced and the purpose of the inquiry is explained to each respondent’s personal e-mail; then the respondent is left alone to complete the questionnaire which will be picked up later from the ‘Survey Monkey’ results to resolve the research problematical.

### **3.3. Data processing**

The resulting information is represented in a narrative approach (Holstein and Gubrium (2004, as cited by Silverman 2005:154) treating the interview collected data as material that gives the reader the impression as if he or she were accessing various stories or narratives where the respondents have illustrated their reality (Silverman, 2005: 154). Respectively, in order to manage the results collected by the present questionnaire the findings are narrated.

Together with a correct descriptive narrative, the direction of following report is to address the problem formulation and interpret how important it is for the consumer to have in hand useful information to make a healthier food purchase (Patton, 1990:428-9).

In the end, Lofland (1971, as cited by Patton 429) refers to the ‘agony of omitting’ since the narrative will inevitably leave out information that is not essential for course of the research.

### **3.4. Validity and Reliability**

#### **3.4.1. Validity**

*“Interviewing the correct target market or potential target market is basic to the validity of the study” (Schiffman & Lazar, 2000:28)*

In case of a valid information assessment, the observed data gained by the questionnaire should be treated as closely as possible to its true value (Ghauri and Gronhaug, 2010:79). For qualitative methodologies, Ghauri and Gronhaug (2002:139-40) enlist four types of validity:

- Descriptive: The proceeding narrative illustrating the information gathered by this study attempts to be as true as possible. The analysis is rigidly attached to the respondents written reactions; examples with direct quotations are provided so as to keep the descriptiveness of the study.
- Interpretative: During the data analysis, researchers try to adopt a neutral position so as to perform a good interpretation of the answers collected. Although both researchers come from different cultures and backgrounds, it is intended not to disturb the resulting narrative with highly influenced interpretations.
- Theoretical: The theory expanded in previous chapters is sufficient and satisfactory to develop the study; at the same time earlier research guides the final resolutions of the present research. The reader must be able to feel familiarized with the topics studied and most of all, the theoretical background is enough and adequate to perform the analysis.
- Generalizable: It is not possible to draw absolute generalizations due to the sized of the sample and other geographical limitations related to the present study but the quality of the research permits to conclude with a proper image of the topic presented, enough to draw relevant conclusions.

Validity is also classified with regard to internal and external aspects

- Internal validity: Corresponds to the 'truth value' of the research, the findings of this study are coherent and convincing. Additionally, the research corresponds to the reality since it is the consumers themselves who give insights of their own reality in a rich and descriptive manner. (Miles & Huberman, 1994: 278-9)



- External validity: The conclusions of present thesis are only valid for the in-store baked bread category. Supplementary, the participant's characteristics are previously explained so that they're differentiated from other samples. Finally, the results expect to be compatible with earlier theories and research; we provide suggestions for further research (Miles & Huberman, 1994:279).

### **3.4.2. Reliability**

Baker and Hart (2007:162) declare that if there is a relation between no less than two validity types, the study is considered reliable. Beyond what has been stated, Miles and Huberman (1994:278) describe reliability in terms of quality where a high-quality research has been developed with 'reasonable care'.

In accordance with Miles and Huberman (1994:278), the current research provides the respondents with clear and understandable questions, matching the study requirements; data are obtained from individuals with traits and characteristics relevant to the study

The objective during the whole process of this research paper has been to maintain and protect the reliability and validity of the responses. Nevertheless, the findings of this study invite to expand its validity through future quantitative studies.

### **3.5. Limitation of the study**

The first problem this study faces is the language barrier between the researchers and the respondents who are required to have advanced English skills, especially in writing.

As the primary data source for this study, the information is gathered from a self-completion survey represented as a questionnaire. Although it is cheaper and more efficient than the physical counterparts, there are difficulties in achieving an adequately representative sample due to the high degree of self-selection as it is typical of self-completion studies as well as the low response rate (Brace: 2004: 36).

Moreover the problem with e-surveys is that, because of the lack of personal, if there is a case of insincere answers it is not possible to observe the respondents' body language in order to notice such problematic which results advantageous for questionnaires that are completed face to face with the examiner (Brace, 2004: 42).

Accordingly, the lack of staff and time to hand the materials in person to the respondents, as well as to clarify possible confusion and misinterpretations is a disadvantage of the self-completion methods; it is also possible that are individuals that don't complete, typing problems and the risk that the quality of the answers being deficient for the purpose of the study (Brace, 2004: 41-2).

The questionnaire for this research is using open-ended questions which are known for giving the respondent the 'luxury' of more time so as to consider his or her answers. Nonetheless, there is no guarantee that respondent writes as much as the researchers need for the research (Brace, 2004:37). Also, since the questions are divided into three different web links; some of respondents don't complete the whole questionnaire and there are cases where no data is provided for a given question.

Another limitation is that it might be impossible to prevent respondents from reading through all of the questions before answering the questions, even though the survey won't permit a computer to complete the questionnaire twice, respondents could use a secondary computer to become familiarized with the question, preventing the researchers from measure whether all the answers are spontaneous enough (Brace, 2004: 37).

It is known that when conducting qualitative research methodologies, the study requires a smaller sample than the one from a quantitative study but to read, analyze and interpret the answers of open-ended questions is relatively complex and time-consuming (Brace, 2004:62), which is also restricted to the limited time the researchers are allowed to perform this thesis research.

Overall, the present thesis attempts to draw representative conclusions regardless of the socio-graphical limitations when the research involves a small sample of people (in proportion of the whole Swedish population) and is only performed in three major cities in Sweden (Stockholm, Göteborg and Malmö).

## **4. Data analysis**

The analysis of the information congregated during the data collection process is one step of the whole marketing research system; the contribution of this process is to present quality information for marketers to make accurate decisions (Baker & Hart, 2008:141). Similarly the role of the responses compiled for this exercise is to provide the researchers with concrete insights to address the subject of the study.

To concentrate and incorporate the results accumulated during the research in a rational and accurate resolution is a demanding task for the analyzer; there must be a reasonable association between the information, the analysis and the results presented (Easterby-Smith et al. 2008:172). To preserve the validity of this research, all the final transcripts are carefully read and treated by the researchers.

With the aim of conducting a congruent study, the research questions belong to seven different groups that are consistent with the theoretical background previously discussed in the second part of this paper, which sets the ground for the research queries.

Resultantly, as it is noted in the methodology chapter, the questions are presented to the respondents in a specific order not necessarily corresponding to the same subject matter so as to prevent the respondents' predisposition and to facilitate the flow of the questions. To effectuate the current analysis, the questions are examined parallel to their categories, although due to the interrelatedness of the topics, some answers are appropriate to be considered in more than one section.

In total, 32 respondents participate answering the online questionnaire. Due the confidentiality of the respondents' identities, the respondents are distinguished from each other by the use of numbers from 1 to 32.

### **4.1. Nutritional implications**

In accordance with the work from Marshall (1995:110-11), nutritional knowledge and information are fundamental aspects that affect personal food choices; consequently, some

people are already familiarized with nutrition vocabulary and are even able to contemplate different nutritional options and to incline towards healthy choices. However, Marshall underlines that ‘mayor dietary changes’ have not been accomplished yet.

Correspondingly, the questionnaire respondents show their knowledge about nutrition by defining what a balanced diet is for them and then they correlate bread to their own definition by delimitating the importance of bread in their diet.

As a result, respondents are capable to highly recognize the weight of fruits and vegetables (nine mentions), protein (eight mentions), and carbohydrates (seven mentions); moreover, fats, minerals/vitamins and fibre are remarked but to a lower extent while the appropriateness of moderation and balance is also alluded to.

Therefore, it is noticeable that the Swedish consumers possess nutritional knowledge in a general way, even though they don’t make an apparent distinction between nutrients and nutritional groups their answers are strong enough to defend a knowledgeable position. This observation is in line with the prior statement about European’s nutritional consciousness by Frewer et al. (2001: 39).

In general, bread is considered as a common source of carbohydrates, meaning consumers are aware of the nutritional intake this food represents; as part of a balanced diet, bread is viewed as a customary element for breakfast. Respondent 28 says that bread “keeps your blood sugar at bay in the morning (I think it is important to have bread for breakfast)”; this declaration is an example reinforcing the notion of the shared nutritional beliefs circulating in Europe (Frewer et al. 2001: 39-40).

In summary, respondents are able to identify bread as a good source of carbohydrates and calories; for instance, respondent 4 states that “bread gives you carbohydrates”, a more informed response is maintained by respondent 21: “Wholegrain and sourdough bread are good source for carbohydrate, protein, vitamins and minerals. Yet it contains low fat or it contains ‘good’ fat (no harden fat)”. All Together with some responses that refer to particular types of bread such as ‘whole grain’ or ‘white bread’ showing consumers perceive differences between bread offers; conjointly, the respondents bring to mind the

nutritional properties of bread. From this questionnaire, barely two respondents sincerely admit not being familiar with the importance of bread in a balanced diet.

#### **4.2. Consumer Health Value**

The introductory nutritional context has been delineated with the direction of introducing and examining the consumers' health value later on this section, healthy value is illustrated as an instrumental value with the aspiration of facilitating the achievement of terminal values such as well-being (according to the Rokeach value survey as cited by Solomon et al. 2002: 118-9). For that reason, the respondents are asked to determine how health helps them reach their desired lifestyle and how they choose the food that is best for their health.

As a consequence, the respondents reveal their beliefs about health by describing health as an important means to be 'happy', a force that provides energy and a vehicle to arrive at their aspired state; respondent 11 reports "I think health is one of those many help factors to pursue lifestyle I want. When I'm healthy, I can set my mind, soul and body in focus to reach my goal"; coincidentally, respondent 13 writes "Healthy life is a part of my lifestyle". From these testimonies, it is visible that consumers undeniably assimilate health as part of their set of values; in conjunction with Schwartz (1992) who enunciates that choices are influenced by values, respondents identify that choosing 'healthy foods' help them live their present way of life and move towards their desired lifestyle.

Evidently, respondents are conscious about health and seem to share the opinion of health helping them to achieve desired lifestyles since this value improves their life in terms of 'productivity', 'body fit' and makes them feel 'more active'. Connectedly, consumers recount that they pick food they think is healthy by reading publications, from family and peer recommendations and from the information the product itself facilitates; these sources correspond to a mechanism for the consumers to strengthen their values (Solomon et al., 2002:113). Thereupon, respondents emphasize nutritional groups, nutrients and ingredients to justify a healthy choice; seventeen respondents accentuate that by having informative material, i.e. ingredients or nutritional information, they are capable of choosing the bread that is best for their health.

By examining the respondents' definition of a balanced diet their health values and related choices, it is clear that food beliefs, preferences and habits are significant determinants which define a person's food view and selection (Frewer et al., 2001: 39).

### **4.3. Food Perception**

After conceptualizing consumer's nutritional assumptions and approaching health as a value, it is justifiable to revise the respondents' interpretation of food, good quality and their perception of the available information; all for them to make an opportune food choice. This analysis allows a broad image of how consumers perceive foodstuff and the contribution of information in this cognitive process.

Consumer perceptions correspond to the consumer's 'picture of the world' depending on the physical and environmental stimuli (Kotler et al. 2009: 239). To understand these stimuli without predisposing the respondents, this is the first topic addressed in the exercise. The interrogations collect data respecting how consumers judge a good quality food product then how they decide which product information is more important for them and finally, how this information helps them determine the product they are looking for.

#### **4.3.1. Good quality perception**

In order for the consumers to identify a good quality product, quality food cues are advantageous for them to consider foodstuff; this cues are categorized as intrinsic or extrinsic (e.g. Grebitus, 2008:18). According to the respondents' answers, most consumers (thirteen mentions) interpret quality of food in terms of intrinsic characteristics.

To communicate how they judge good quality food, with respect to extrinsic cues respondent 13 from Malmö says that "by looking at the packaging, ingredients, best before and the price"; likewise, respondent 4 pronounces "reading the information at the package about the ingredients. Or else look at the product and feel on it". The latter statement is in proportion to the usage of previous experiences and sensorial cues when the extrinsic signals seem to be insufficient (Schiffman & Lazar, 2000:131).

Thereupon, the 'look', 'appearance' and 'freshness' of the product are widely appreciated; intrinsic cues that are linked to the sensorial aspects of the offer. In contrast, extrinsic cues

as the information available for consumers to obtain product knowledge are usually available on the product packaging, these extrinsic features are also prevalently mentioned by the respondents relative to, packaging (nine mentions), brand (eight mentions) and price (six mentions); to point this, respondents refer to ‘the information written’, ‘the information at the package about the ingredients’ and ‘the nutrition of the food’.

For this reason, it is important to note the respondent’s marked interest in non sensorial food attributes over appearance and taste; in an unexpected way, the product expiry date is a consistent response. Furthermore, respondents don’t judge food quality based on just intrinsic or extrinsic characteristics, as an example, respondent 10 explains “Observing the price, expected taste, ingredients and packaging”, which proves the complexity of food quality perception.

#### *4.3.1.1. Information selection and organization*

Decidedly, respondent 25 says: “I just assume that whatever I find in Sweden is in good standard”; the respondent takes for granted that Sweden displays good product standards. Respectively, to perceive a piece foodstuff as a quality offer, cognitive processes take place to select, organize and interpret information, everything within precise frameworks where the result comes from the consumers’ procedure of processing susceptible quality indicators (Greibitus, 2008:18,34); in this case, the interpretation of Sweden –framework- that distributes worth value products.

To select and organize the information at hand, consumers bring up other people’s opinions including ‘friends’, ‘other customer review’ and other ‘good sources i.e. non-biased critics’. At the level of the influences that modify the food choice from Sobal et al. (2006:2-7) food choice model, these answers represent how the consumers are notably attached to the social factors influencing such choice.

Complementary, the respondents pay attention to the resources and assets accessible for them too; product information like ‘nutrition’, ‘GDA’ (guideline daily amounts), ‘nutrition’, ‘food’s ingredient’ are indicated along with price. Five respondents extend their selection and organization processes are based on health and nutritional drivers,

establishing that healthy values are a part of the cognitive operations taking place during these stages.

#### **4.3.1.2. Interpretation**

To interpret the information is the last step for the consumer to form his or her perception (Kotler et al., 2009:239). Hence, respondents are required to explain how information helps them determine the product they are looking for; the last step for the respondents in order to form their meaning of a quality product when they can count with information.

During the interpretation stage, the majority of respondents imply that the information supplied is of great help for them to decide which product they are likely to choose; as respondent 23 answers “Helps me a lot, because if you are avoiding something then you should read first the ingredients”, highlighting the positive and practical interpretation of informative sources.

Some of the questionnaire respondents defend a health conscious posture and they keep stressing how they compare the information about ingredients, procedence and brand collected in their search for quality that narrows their search; this alternative comparison is deeply linked to the foregoing steps (selection and organization). It is worth mentioning that even though consumers provide their personal guidelines to form their own meaning of quality products, it is clear they are not willing to sacrifice a good price.

Aside from the prior signals, noteworthy concerns such as religious convictions or particular health conditions or beliefs reveal how consumers form their perceptions of the various products (Frewer et al., 2001: 120). In agreement, respondent 27 exposes that information “help me to find healthier product that use more natural ingredients”; regarding the religious background respondent 28 explains that “I need to know that the food is halal first (ie no non-halal meat and no pork, blood or alcohol in any groceries I purchase). I simply read the labels or look for halal certificates on the boxes for the food items”.

#### **4.4. Consumer involvement**

In regard to the consumer involvement conception and to appreciate the consumers’ insights, abstraction and connections to bread (Laaksonen, 1994:26) in order to support the



food choice model (Sobal et al., 2006:2-7), respondents are questioned about the meaning of bread for them, their understanding of what the 'wrong bread' is, the way they could make a healthier choice and the connection of bread and information.

To delve into bread involvement, respondents are expected to explain the meaning of bread in their life which is seen as a meal complement and a functional substitute in their daily diet, a 'staple food'; respondents associate bread to words like 'practical', 'efficient', 'easy serve' and 'last longer'. Respondent 28 argues, "Bread is an essential food in my life. If you have bread, onion, butter, milk and eggs, you will not starve", this respondent's answers in conjunction with some similar others, appertain to involvement antecedents like needs, in this case, the need can be more than obvious: nourishment.

Suitably, respondent 3 writes "Bread is quick to eat. Knäckebröd lasts for quite a while. Sourdough bread is really nice". In total, six respondents relate to bread as an essential food in the mornings for breakfast like respondent 17 who writes: "An important part of diet, particularly during breakfast" and "something I can buy cheap" (respondent 26). These declarations manifest the convenience nature of the bond between the consumers and bread and the low involvement nature (Baker 2000:139-141) bread symbolizes.

For the respondents to choose the 'wrong bread' does not have considerable repercussions as 'doesn't matter' and 'nothing' are frequent reactions which confirm the low involvement food represents (Greibitus, 2008:42-3); on the contrary, respondents that do ascertain consequences associate the 'wrong bread' to health issues such as digestive problems and its incapacity to satisfy them. Together with Greibitus (2008:42-3), the questionnaire results validate that health concerns can raise the level of involvement.

Coming immediately so as to explore the later statement; the question of how participants know if they are choosing healthy bread examines the respondents' perceptions about bread that is beneficial for their health and is supported by their own impressions and/or knowledge about healthy bread.

Respondents define healthy bread as the bread that contains 'whole grain', has a brown or darker colour and is 'freshly baked'. In like manner, a statement made by respondent 14 is that healthy bread "contains grains, such as linfrö, poppy seeds and not just white plain

bread” and; similarly, respondent 25 answers “I choose bread that contains whole grains, a little sugar and less fat”. These two last and other similar statements are in relation to the concept of higher involved consumers, the ones who hold more information (Greibitus, 2008:42-3). Arm in arm, eight respondents evidence they use the ingredient list.

In contrast, six respondents accept they do not know if they are choosing healthy bread or not; respondent 11 announces “I don't know if I have chosen healthy bread, but what I always hear, is that full-grain bread is the best choice” while some of them also affirm they rely on what they have heard.; in general, people that are not knowledgeable on whether or not they are consuming healthy breads form their perceptions according to the recommendations of other. Thus, it is also noticeable how consumers assign a healthier image to ‘brown bread’ than to ‘white bread’ without proper arguments.

These relations correspond to the studies of Gellnyck et al. (2009) concluding that the consumers’ perceptions are based on puzzling statements about the real nutritional properties and value of bread and quite the opposite to Arvola et al. (2007), who presume that there is not a real consumer appreciation nor discernment between white and whole grain bread.

Subsequently, how respondents react to information and incorporate the pieces to engage on a level of involvement (Baker, 2000:140) is studied. Consumers respond positively to having more information about bread, they feel that they are being informed which motivates them or even helps them to complete a healthier bread purchase. Also, information seems to guide consumers during the time when they want to choose the ‘right bread’. Agreeably, respondent 15 affirms that the more information about bread, the more “I know what to choose”; similarly, the more “likely I will buy it” shares respondent 8.

#### **4.5. The buying process**

The buying process, starting from the need recognition leads consumers through various connected stages in the direction for them to consider which, from the offered alternatives is the one that best satisfies their need (Baker, 2000:36-7). This process consists of 5 steps according to Kotler et al. (2005:279-85): Need recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. For the purpose of the

present research, only the first three steps are studied in detail; the fourth, purchase decision is implied during the analysis of food choice.

#### **4.5.1. Need recognition**

To remark the start of the process, respondent 20 detects that bread is an essential element on the table in “every almost meal”, consumers identify the need for bread to start their everyday routine. What is more, respondent shares his own need for bread by indicating “breakfast, used for sandwiches. Sometimes also have it with soup or food with sauce, to soak it up. Bread can also be a good snack.” Manifestly, the need for bread starts when respondents are starting their daily activities and other meal related activities naturally.

#### **4.5.2. Information search**

The attainable information as an interest of the study is first addressed by the respondents’ answers about their motivation to find supplementary information about bread and its potential significance; followed by their clarification of the material that would be relevant for them to make a knowledgeable decision as the consumers are already dealing with the communicational strategies from various sources (Schiffman & Lazar, 2000:234).

Results communicate that the most enounced pieces of information are ingredients and nutritional implications. Consumers are motivated to learn more about these elements because of health reasons that go from daily fitness concerns to clinical conditions such as allergies. Noticeably, a common anxiety is to obtain material that compares ingredients and nutritional connotation of the different offers with one another.

Contrarily, not all the respondents show interest in gathering extra information about the in-store bread they consume, some respond there is nothing else that would be necessary for them; these statements correspond to the economics of information theory which presumes consumers only seek for information when they realize the value and tentative outcomes of doing so (Solomon et al., 2002:267-70).

In that order, the different levels of attention are also evident by replies like the one from respondent 16 who declares “I look out for information already, albeit not to actively. Health issues would be most relevant” which points the implicated heightened attention that

could lead to an active information search if more ‘relevant’ matters for this consumer were addressed (Kotler et al., 2009:247-8).

#### **4.5.3. Evaluation of alternatives**

Moreover, the respondents extensively conveyed that a list of ingredients and the nutritional information on the packaging are helpful indicators but for them to understand information more easily it is necessary that the material administered is clear and visible; in the past, Gellnyck et al., 2009. also identified that consumers favour neat descriptions. Simultaneously, respondent 22 suggest that the information could even be facilitated on video. Marshall (1995:115) states the accessibility of information widespread in the food industry.

Additionally, for consumers to comprehend this information they mention their need to relate to others such as professionals, ‘independent’ sources and their social group as specified by Kotler et al. (2009:247-8)

Informative materials that consumers can remembrance are: brands, ingredients and ‘nutrition’. Nevertheless, respondents accept their difficulty to reproduce such information proving that people simply respond to the information useful for them at a particular moment and reject the rest (Kähkönen et al., 1997 as cited by Annett et al.,2008).

### **4.6. Consumer Food choice**

In contemplation of the different components that integrate the consumers’ food choice model illustrated by Sobal et al. (2006:2-7), the respondents are faced with questions related to their life course, influences and their food system. The main focus of the interrogations is the influence stage where information is a chief agent; however information is throughout the whole questionnaire.

#### **4.6.1. Life course**

Respondents describe the episode when they feel bread is important on their diet; one more time, consumers share that bread is an essential element for breakfast and they highlight the practicality and versatility of this food.

Consequently, most respondents refer to their present situation: “It is fast when having breakfast with bread and it can be combined with a lot of things to complete the diet in the morning” states respondent 14. While others sustain that bread is good for take away occasions or as respondent 3 adds “When I don’t have the time or interest to cook”. Repeatedly, bread is referred to as a substitute food. This reflects that bread is a product respondents have incorporated to their everyday life and do not pay more attention to it. Separately, only three respondents admit that bread is not important in their lives.

Corresponding to a person’s life course in the present, past and future, there is one example given by respondent 28; the importance of bread is because of what it represents in her Jewish living, “Bread holds a sacred role in Judaism”. This reference is of course interrelated with the earlier commentary touching on religious beliefs; the magnitude of such beliefs is that they are present across the distinct levels that conform the food choice model: directs the life course, delimitates ideals, regulates personal factors related to the person’s identity and role given by the belief, adjust social factors and contexts that alter the personal food system Sobal et al. (2006:2-7).

#### **4.6.2. Influences**

To identify normative and modelling beliefs (Frewer et al., 2001:48), respondents argue about the bread they believe most people consume from the in-store bakery; ‘whole meal’ or ‘whole grain’ and ‘brown bread’ are common suppositions (modelling), consumers believe other people eat what they (themselves) consider ‘healthy bread’ (normative).

This explanation is based on similar statements from diverse respondents; respondent 21 answers that most people consume “healthy bread which is wholegrain and sourdough bread. I know that people like it because every time I want to get one in-store bakery, it’s only one or two left. It must be popular bread somehow”. Respondent 12 adds “I think the Swedish is very health conscious. Therefore most likely they look for brown bread”. As a consequence, these answers also show respondents have their own suppositions according to social factors; they are immersed in their social roles.

In addition, respondents also find that whole grain/wheat products (eight mentions) are popularly consumed, white bread (five mentions), baguettes (three mentions) whereas others argue the bread that most people consume is, inexpensive bread (four mentions).

In agreement with Frewer et al. (2001:47-8), as food choices evolve from the individuals' sets of beliefs, the analyzed data show that many respondents are affected especially by health interests like nutrition (fibre) and weight. Consistently, respondent 21 writes "Nutrition and health perspectives" which indicates nutritional and ingredient information have a singular task in respect of this topic.

Compatible with the model from Sobal et al. (2006:2-7), respondent 16 declares that "information, price and taste" are major influences that affect bread choice. Seemingly, from the influences surrounding the consumers' choices, the questionnaire respondents evidence that resources play a decisive function since taste is highly underlined by nine respondents, followed by the ingredients (eight mentions) and the price (seven mentions). The resultant mix of the factors mentioned by the respondents conform the influences that will affect the personal food system and lead the consumer to the preferred food choice keeping with the food choice model by Sobal et al. (2006:2-7).

#### **4.6.3. Personal food system**

Conclusively to detail their personal food system, the responses manifest how the consumers normally combine this influences and situations to pick their bread preference. Once more, the emphasis is on their economic conditions combined with taste and perceived healthiness.

This cognitive mechanism takes place when respondents illustrate that is by means of the supplier providing the bread ingredients, nutrition information and other sensorial elements such as taste and freshness when they can think about making their personal food choice. For instance, a firm statement is "I just need to choose wholegrain and sourdough bread. I don't see other alternatives. I don't care about the brand, as long as it is wholegrain and sourdough, I am happy about it. And of course, I always read the ingredients to make sure there is no weird E-numbers (chemical) in it" from respondent 21. Responses like this show how consumers go through the whole process before the bread choice.

## 4.7. Product Labelling

This topic, along with the role of information during the consumers' food choice process, represents the central problematic of the current thesis; this is basically due to its adequacy and resourcefulness in consideration of the respondents' nutritional awareness and preferences related to the nutritional information accessible for in-store baked goods.

Two pictures of bread products in a real scenario at an in-store bakery in Sweden are presented: one of corn bread without any source of information except for the name of the bread (A), and the other one of pumpabröd which exhibits information such as the name, brand, ingredients, and nutritional panel (B). Hence, the respondents are required to choose one image and justify their preferred offer. Both offers look physically similar.

From all the respondents, sixteen opt for picture B; twelve of them explain that the information on display makes the offer more trustable and helpful; the rest is guided by sensorial characteristics. Picture A is more appealing for seven respondents, all of them influenced by the taste and texture. The remaining responses show indecisiveness or don't contribute to the results.

For example, respondent 11 says "Option B. It looks delicious and healthier. When I always have perception that corn contents more calorie than pumpkinseed?" (sensorial inclinations); respondent 1 writes "Bread B because it has good information that useful for my diet". These declarations are in relation to the work of Marshall (1995:115) who enounce that nutritional information is a source of recommendation and health advice for the customer; Barreiro-Hurlé et al. (2010) also explain that information may lead to healthier considerations. In like manner, the respondents seem to trust the information provided.

Respectively, respondent 27 selects bread from picture B and argues "Looks it comes from a reliable source"; the presence of labels presents a more 'informative' and detailed alternative to consumers; although opinions and preferences are evidently divided. The respondents who opt for picture A are mostly driven by sensorial influences such as flavour and consistency.

Moreover, since the bread offer that facilitates information is preferred, the circumstances are consistent with the position establishing that positive messages affect product involvement positively (Maheswaran and Meyers-Levy 1990, as cited by Schiffman & Lazar 2000:246).

Food preferences and purchases are also based on previous experiences (e.g. Grebitus, 2008:42); for example, to defend picture A, respondent 14 explains: “usually pumpabröd (the bread presented on picture B) is too hard for my taste. I don’t like hard-bread”. It shows that consumers tend to refer to past sensorial episodes and not only the non sensorial attributes like the informative materials to engage with a particular bread proposal.

When the respondents are asked how the nutritional information for in-store baked bread is important for them, fourteen respondents affirm that health is the central reason underlining the terms ‘health’ and ‘diet’; respondent 5 declares “Because if the bread contains a lot of sugar, fat and carbohydrates greatly affect my diabetes”. The other highly communicated argument (eight mentions) is the need for information; meaning consumers care about what they eat as respondent 18 explains “I do care about what I eat”.

These findings are congruent with the information search stage where from all the information at hand, consumers concentrate the pieces that mean the most for them to come to a conclusion and select a product (Baker & Hart, 2008:113). Unexpectedly, four respondents announce that to have nutritional information about in-store baked bread is not important.

Subsequently, the respondents answer to the interrogation about the nutritional elements that are important for them. They read bread nutritional information mainly to seek for the contents of fibre (7 mentions), followed by protein (6 mentions), carbohydrates, vitamins/minerals and the amount of calories are enlisted as well (4 times each); other fundamental elements are the measures of sugar, fats and additives. All these components belong to nutritional facts panels illustrated by Insel et al. (2011:56-8); agreeably, Keller et al. (1997) denote that there are evaluative and trustable features for the consumers.

The nutritional elements the respondents distinguish are in consonance with the earlier question in the buying process applicable to the consumers’ information search; showing



once more that consumers look for what is entirely pertinent for their own interests only, and where labels have an ample function affecting food perceptions and purchase choices (Frewer et al., 2001:55-6).

However, when the respondents are asked whether any information is unnecessary, most of the answers indicate that they need as much information as possible. Likewise, respondent 14 states that “any information is needed to help customer decide which bread suits his/her needs”, and respondent 10 also added that “the more information there is the better, as long as it is displayed neatly” which demonstrates that consumers expect information to be understandable in order to prevent uncertainty and make a better product decision.

As it was previously asseverated, food labels alter the consumers’ bread perception considering that the labels interfere in the consumer’s food selection episode; these elements provide information that assists the individual to make better nutritional evaluations and product elections (Frewer et al. 2001: 55-56). Nutritional claims emphasize specific food qualities (Keller et al., 1997).

In line with these statements, respondents are asked how they feel about product claims such as “low sugar”, “low fat”, “rich in fiber” and how often they trust them. The answers point to the confidence consumers show in nutrient-content claims, mostly because they believe the producers should be trustworthy; on the other hand, consumers also rather compare the claims of different products and with the nutritional panel. As an example, respondent 24 maintains: “I don’t believe them so I prefer to read the ingredients”. Only a few respondents are indifferent or state that they don’t care.

Respondents imply that to have information is generally trustworthy; “I often trust it because a company (that produces brand product) usually would not jeopardize their company credibility” (respondent 12), while respondent 1 adds that “it is useful and I trust that information”. This evidences that despite the distinctive functionality and credibility of nutritional panels (Keller et al., 1997), respondents frequently trust claims and integrate them to the sets of information they discriminate to make healthier choices.

To conclude the questionnaire, respondents are asked how they evaluate the healthiness of bread when information is not provided. This question especially relates to (Barreiro-Hurlé et al., 2010) who declare their study is missing results before labels are diffused; although the present thesis solely explores in-store bakery products. Suitably, these replies complement the whole consumer representation of healthy bread offers.

Correspondingly, the respondents acknowledge making use of sensorial elements like checking the bread colour and texture. The majority of responses (thirteen answers) hold that the look of the bread is their indicator, six of whom suggest they judge bread healthiness by its colour and look for 'darker' alternatives. For instance, respondent 1 pays attention to "the shape and the colour of the bread", while respondent 22 looks for differentials like "how dark it is, if it is sliced I can see if they are any fibre or not".

However, respondent 5 adds that to evaluate healthiness of bread without any information is complicated: "difficult to choose and of course I do not buy bread that is not clear what materials are contained in the bread". Hence, coinciding reactions like this from respondent 32 "I shut my brain off ... and think do I want to eat it or not and then I either buy or don't. Trust your feelings", establish that the lack of information produces uncertainty and can even cause consumers elude the product.

To conclude, the next chapter evidences and summarizes the most significant insights with respect to this analysis.

## 5. Conclusion

To bring the study to an end, this final chapter illustrates the focal points of the former study; it presents a summary of the findings and contributions of this exercise, followed by further research recommendations to strengthen the analysis proposed in this thesis.

### 8.1. Overview

The results of the present study mainly show the importance of nutritional information presented for in-store baked goods and gives an illustration of how this information facilitates a healthier food choice.

Firstly, the Swedish consumer is generally well aware of his or her health, even though sometimes it becomes difficult for them to recall the exact nutritional or ingredient information; they are capable of discerning between different offers when they are presented to the circumstances. From this study and in the case of bread, it is recognizable that consumers identify bread as a necessary source of carbohydrates.

The results of the study are in line with earlier statements (Euromonitor, 2010) of bread being an essential element during breakfast for the Swedish consumer. It is also considered a practical and versatile aliment that can be universally consumed.

Consumer's health perception is to a certain extent influenced by common beliefs and recommendations; in the case of bread, the notion of "brown bread" being healthier than "white bread" is shared by many individuals. At the same time, some consumers admit not being properly familiarized with the information at the in-store bakery that could guide them to make a healthier choice; on the other side, they could take the initiative to try healthier choices if adequate, understandable and trustworthy materials are provided to them.

Consumers carefully go through the process of selecting, organizing and interpreting information (Kotler et al., 2009: 239), from all the available sources and materials, Swedish consumers combine different pieces of usable information for them and then construct an image of their desired bread offering; nonetheless, consumers evaluate the actual products

displayed by the retailer according to the image they have formed and the price they are willing to pay with the aim of completing a purchase that balances these interests. Conclusively, information as a non sensorial food characteristic is an important and appreciated resource for the Swedish market.

Nowadays the flow of information transmitted to consumers include assorted persuasive efforts to modify their attitudes; consumers can initiate the seeking process or they can be presented to different messages by a diverse and rapidly growing number of sources; these ones can be educational, personal or commercial (Solomon et al., 2007:166).

The information provided by the retailers should be sufficient and clear for the consumers to form a good perception and make better bread purchase, particularly for the health concerned individuals as the study reveals. It is noticeable that people trust brand names and the information companies provide; for example; when they read claims they don't think brands are capable of compromising credibility. Conclusively, consumers are willing to compare nutritional and ingredient information.

From this study, it is observable that consumers have a tendency to choose bread with nutritional information even though sensorial characteristics are still a hard reason why respondents incline towards an offer. As a result, the bread product that represents a more appealing offer (due to visual or taste-related characteristics) might be chosen by some consumers despite its nutritional value, but might be re-considered by the rest if the information provided is clear and sufficient for the other product to stand as a healthier alternative.

A relevant use that consumers find for information related to in-store baked bread is the vastly mentioned opportunity to compare different bread offers since not all the products and not all the stores in Sweden display such information. This can guide the consumer during the buying process, especially along the information search, evaluation of alternatives and food choice.

Moreover, when the consumer is presented to bread offers with no information, some consumers affirm that the situation itself brings uncertainty and they either 'trust their instincts' meaning they mentally go back to previous episodes (Baker & Hart, 2008:113)

and/or associate their choice to sensorial elements such as 'looks' and colour; additionally, they will look for what they consider healthy signs that could be in the form of visible fibre and grains.

To conclude, this research confirms previous works who declare that even though information could be able to be a main instrument to influence alimentary choices (Grunet and Willis, 2007 as cited by Barreiro-Hurlé et al. 2010), liking of food and sensory perceptions highly alter the consumers' final food choice (Mela, 2001 as cited by Kihlberg et al., 2005).

## **8.2. Implications**

With the information provided by this study, it is intended that retail managers and bread product developers together find a suitable manner to approach the information needs the consumer is clearly demanding. This material should be transparent all times in order to contribute to the best interests of the consumers and all the parties involved; even to maintain a trustable image retailers may have.

Providing the fact that these changes are applied, in-store baked bread might gain more credibility and even more acceptability from some individuals that are still reluctant and prefer to purchase packaged bread. Which could translate into a greater sales volume and increased store visits, not to mention a consumers' better in-store baked bread overall perception.

These implications are hand in hand with announcement and proposal that have been made to retailers like the following stating that the various beliefs individuals form about foodstuff, how those assumptions are made and divided into positive and negative are some of the reasons why dealers and producers might be starting to pay special attention to their own performance and promotional efforts (Frewer et al., 2001:39). Furthermore, even after the purchase moment occurs, consumers keep making judgements and form opinions about the product; as a consequence, these beliefs affect future acquisitions (Baker, 2008:114).

Finally, the current research also corresponds to Marshall's (1995:113) who enounces that with the intention of encouraging a gradual alimentary modification, it is necessary to

clarify wrong beliefs about healthy eating habits, expand consumers' nutrition awareness and exploit the value of the consumers' interest in product information such as nutritional materials and food composition.

### **8.3. Recommendations for further research**

The explorative nature of this study suggest that the researches are able to conclude and advice whether it is recommended to conduct supplementary analysis and considerations regarding the subject elaborated or not (Baker & Hart, 2008:146).

To increase the validity of the present study, further quantitative measurements are recommended. Other variables that are not included in terms of the present thesis are mood, food safety and in-store bakery environment; additionally, bread types and categories are not differentiated to conduct the study.

The element of bread expire date for in-store baked was valuable information showed by the results; thus, deeper investigation on that matter regarding in-store baked bread may be valuable as well.

In addition, it is suggested to explore the interaction of the LOHAS<sup>2</sup> as one profile of the actual consumer and their interaction with the information provided at in-store bakeries.

---

<sup>2</sup> *“Consumers who worry about the environment, want products to be produced in a sustainable way, and spend money to advance their personal health, development and potential”* (Kotler et al., 2009:232)

## 13. References

- Annett, L.E., V. Muralidharan, P.C. Boxall, S.B. Cash, and W.V. Wismer. "Influence of Health and Environmental Information on Hedonic Evaluation of Organic and Conventional Bread." *Journal of Food Science* 73.4 (2008): H50-57.
- Arvola, A., L. Lahteenmaki, M. Dean, M. Vassallo, M. Winkelmann, E. Claupein, A. Saba, and R. Shepherd. "Consumers' Beliefs about Whole and Refined Grain Products in the UK, Italy and Finland." *Journal of Cereal Science* 46.3 (2007): 197-206.
- Aschemann-Witzel Jessica, Hamm Ulrich "Do consumers prefer foods with nutrition and health claims? Results of a purchase simulation" *Journal of Marketing Communications* 16.1-2 (2010):47-58.
- Baixauli, R., A. Salvador, G. Hough, and S. Fiszman. "How Information about Fibre (tradition and Resistant Starch) Influences Consumer Acceptance of Muffins." *Food Quality and Preference* 19.7 (2008): 628-35.
- Baker, Michael John. *Marketing Theory: a Student Text*. London: Business, 2000.
- Baker, Michael John., and Susan J. Hart. *The Marketing Book*. Oxford: Butterworth-Heinemann, 2008.
- Barreiro-Hurlé, Jesús, Azucena Gracia, and Tiziana De Magistris. "Does Nutrition Information on Food Products Lead to Healthier Food Choices?" *Food Policy* 35.3 (2010): 221-29.
- Brace, Ian (2004). *Questionnaire Design: How to Plan, Structure, and Write Survey Material for Effective Market Research*. London: Kogan Page.
- Bryman, Alan, and Emma Bell. *Business Research Methods*. Oxford: Oxford UP, 2007.
- Conrad, Rowan. (2004). *Economic Encyclopedia* 3<sup>rd</sup> ed. New Castle :Wadsworth Inc.

Constantin, Sergiu-Bogdan. "The Role of Promotion in Milling and Bakery Products Sales." *Theoretical and Applied Economics* 07(536).07(536) (2009): 63-70.

Costell, Elvira, Amparo Tárrega, and Sara Bayarri. "Food Acceptance: The Role of Consumer Perception and Attitudes." *Chemosensory Perception* 3.1 (2010): 42-50.

Easterby-Smith, Mark, Paul R. Jackson, and Richard Thorpe. *Management Research*. Los Angeles [u.a.: SAGE Publ., 2008.

Euromonitor International: Country Sector Briefing. Baked Goods in Sweden. September 2010.

Frewer, Lynn J., Einar Risvik, and Hendrik Schifferstein. *Food, People and Society: a European Perspective of Consumers' Food Choices*. London: Springer Verlag, 2001.

Ghauri, Pervez, and Kjell Grønhaug (2002). *Research Methods in Business Studies: a Practical Guide*. London: Pearson Higher Education.

Ghauri and Cateora (2005), *International Marketing*, 2nd edition, UK, McGraw Hill

Ghauri and Gronhaug (2010), *Research Methods in Business Studies*, 4th edition, London: Pearson

Gellynck, Xavier, Bianka Kühne, Filip Van Bockstaele, Davy Van De Walle, and Koen Dewettinck. "Consumer Perception of Bread Quality." *Appetite* 53.1 (2009): 16-23.

Grebitus, Carola. *Food Quality from the Consumer's Perspective: an Empirical Analysis of Perceived Pork Quality*. Göttingen: Cuvillier, 2008.

Grunert, Klaus G., and Josephine M. Wills (2007):. "A Review of European Research on Consumer Response to Nutrition Information on Food Labels." *Journal Public Health* 15: 385-99.

Hague, Paul N., Nick Hague, and Carol-Ann Morgan (2004). *Market Research in Practice: a Guide to the Basics*. London: Kogan Page.



- Insel, Paul M., Don M. Ross, Kimberley McMahon, and Melissa Bernstein (2011). *Nutrition*. Sudbury, MA: Jones and Bartlett.
- Insel, Paul, Don Ross, Kimberley McMahon, and Melissa Bernstein (2010). *Nutrition*. Jones & Bartlett Learning.
- J. Bowen, Deborah, and Tracy Hilliard. *The Psychology of Food Choice*. Ed. Richard Shepherd and Monique Raats. Cambridge, MA: CABI Pub., 2006. Print.
- Keller, Scott B, Mike Landry, Jeanne Olson, Anne M. Velliquette, Scot Burton, and J. Craig. Andrews. "The Effects of Nutrition Package Claims, Nutrition Facts Panels, and Motivation to Process Nutrition Information on Consumer Product Evaluations." *Journal of Public Policy & Marketing* 16.2 (1997): 256-69.
- Kihlberg, Iwona. (2004). *Sensory Quality and Consumer Perception of Wheat Bread. Towards Sustainable Production and Consumption. Effects of farming system, Year, Technology, Information and Values*. Acta Universitatis Upsaliensis. *Comprehensive Summaries of Uppsala Dissertations from the faculty of Social Sciences* 139. 86pp. Uppsala.
- Kihlberg, Iwona, Lisbeth Johansson, Øyvind Langsrud, and Einar Risvik. "Effects of Information on Liking of Bread." *Food Quality and Preference* 16.1 (2005): 25-35.
- Kihlberg, Iwona, and Einar Risvik. "Consumers of Organic Foods – Value Segments and Liking of Bread." *Food Quality and Preference* 18.3 (2007): 471-81. Print.
- Kim, Sung-Yong, Rodolfo Nayga, and Oral Capps Jr. *Health, Nutrition and Food Demand*. Ed. Wen S. Chern and Kyrre Rickertsen. Wallingford, UK: CABI Pub., 2003.
- Kotler, Philip, Kevin Lane Keller, Brady Mairread, Malcolm Goodman, and Torben Hansen. *Marketing Management*. Upper Saddle River, N. J.: Pearson Prentice Hall, 2009

- Kotler, Philip, Veronica Wong, John A. Saunders, and Gary M. Armstrong. *Principles of Marketing*. 4th ed. Harlow (Essex): Pearson Education, 2005.
- Kvale, Steinar. *Doing Interviews*. London: SAGE, 2007.
- Lambert, J.L., A. Le-Bail, R. Zuniga, I. Van-Haesendonck, E. Vnzeveren, C. Petit, M.C. Rosell, C. Collar, D. Curic, I. Colic-Baric, M. Sikora, and R. Ziobro. "The Attitudes Of European Consumers Toward Innovation In Bread; Interest Of The Consumers Toward Selected Quality Attributes." *Journal of Sensory Studies* 24.2 (2009): 204-19.
- Lantos, Geoffrey Paul. *Consumer Behavior in Action: Real-life Applications for Marketing Managers*. Armonk, NY: M.E. Sharpe, 2010.
- Laaksonen, Pirjo. *Consumer Involvement: Concepts and Research*. London: Routledge, 1994.
- Marshall, David William. *Food Choice and the Consumer*. London: Blackie Academic & Professional, 1995.
- Miles, Matthew B., and A. M. Huberman. *Qualitative Data Analysis: an Expanded Sourcebook*. Thousand Oaks: Sage Publications, 1994.
- Marschan-Piekkari, Rebecca, and Catherine Welch (2004). *Handbook of Qualitative Research Methods for International Business*. Edward Elgar.
- Ogden, Jane. *The Psychology of Eating: from Healthy to Disordered Behavior*. Chichester, West Sussex, U.K.: Wiley-Blackwell, 2010.
- Olson, C (2005). "Tracking of Food Choices across the Transition to Motherhood." *Journal of Nutrition Education and Behavior* 37.3 :129-36
- Patton, Michael Quinn., and Michael Quinn. Patton. *Qualitative Evaluation and Research Methods*. Newbury Park, CA: Sage Publications, 1990. Print.

- Pohjanheimo, Terhi, Rami Paasovaara, Harri Luomala, and Mari Sandell. "Food Choice Motives and Bread Liking of Consumers Embracing Hedonistic and Traditional Values." *Appetite* 54.1 (2010): 170-80
- Räsänen, Leena. "Of All Foods Bread Is the Most Noble: Carl Von Linné (Carl Linneaus) on Bread." *Scandinavian Journal of Food & Nutrition* 51.3 (2007): 91-99.
- Reid, Robert D., and David C. Bojanic. *Hospitality Marketing Management*. Hoboken: Wiley, 2010.
- Roininen, K. 2001. Evaluation of food choice behaviour: development and validation of Health and Taste Attitude Scales. EKT series 1234. University of Helsinki, Department of Food Technology.
- Schiffman, Leon G., and Leslie Lazar Kanuk. *Consumer Behaviour*. 7th ed. Prentice-Hall, 2000.
- Sobal, Jeffery, Carole A. Bisogni, Carol M. Devine, and Margaret Jastran. *The Psychology of Food Choice*. Ed. Richard Shepherd and Monique Raats. Cambridge, MA: CABI Pub., 2006.
- Silverman, David. *Doing Qualitative Research*. Second ed. London: SAGE Publ., 2005.
- Solomon, Michael, Gary Bamossy, and Soren Askegaard. *Consumer Behaviour A European Perspective*. Upper Saddle River, NJ: Prentice Hall, 2002.
- Shepherd, R., and Monique Raats (2006). *The Psychology of Food Choice*. Cambridge, MA: CABI Pub.
- Schwartz, 1992 S. Schwartz. "Universals in the content and structures of values: theoretical advances and empirical tests in 20 countries". In: M.P. Zanna, Editor, *Advances in experimental social psychology*, Academic Press Limited, San Diego, California (1992): 1-65.

- Svederberg, Eva. "Consumers' Views regarding Health Claims on Two Food Packages." *Pedagogical Reports* (2002): 1-58
- Tiziana De-Magistris, Jesús Barreiro-Hurlé Azucena Gracia. "Does Nutrition Information on Food Products Lead to Healthier Food Choices?" *Food Policy* ns 35.3 (2010): 221-29.
- Tudoran, Alina, Svein Ottar Olsen, and Domingo C. Dopico. "The Effect of Health Benefit Information on Consumers Health Value, Attitudes and Intentions." *Appetite* 52.3 (2009): 568-79.
- Van den Heuvel, T., H. Vanrijp, B. Gremmen, R. Janrenes, and C. Vanwoerkum. "Why Preferences Change: Beliefs Become More Salient through Provided (genomics) Information." *Appetite* 47.3 (2006): 343-51. Print.
- Whitney, Eleanor Noss, and Sharon Rady Rolfes (2008). *Understanding Nutrition*. Cengage Learning.

## Online

- World Health Organization. "Food and Health in Europe: a new basis for action". WHO Regional Publications European Studies (2004) Retrieved April 11-2011. <http://www.euro.who.int/document/E82161.pdf>.
- "diet" *A Dictionary of Food and Nutrition*. Ed. David A. Bender. Oxford University Press 2009. *Oxford Reference Online*. Oxford University Press. Lunds universitet. 19 April 2011 <http://www.oxfordreference.com.ludwig.lub.lu.se/views/ENTRY.html?subview=Main&entry=t39.e1708>

"nutrition" *A Dictionary of Food and Nutrition*. Ed. David A. Bender. Oxford University Press 2009. *Oxford Reference Online*. Oxford University Press. Lunds universitet. 19 April 2011  
<http://www.oxfordreference.com.ludwig.lub.lu.se/views/ENTRY.html?subview=Main&entry=t39.e3801>

Myers, Michael D. *Qualitative Research in Business and Management*. Los Angeles: SAGE, 2008. Electronic

Oppenheim, A. N. *Questionnaire Design, Interviewing and Attitude Measurement*. London: Continuum International Group, 1998. Electronic

## 14. Appendix

### QUESTIONNAIRE DRAFT

---

#### # Classification Questions

Name :

City/Town :

E-mail Address:

---

#### #Theme 1 – Food Perception

1. When you are at the grocery shop, how do you judge a good quality food product?
2. When it comes to knowledge about the food you consume, how do you decide which information is more important to you?
3. Then, how does this information help you determine which product is what you are looking for?

#### #Theme 2 – Consumer Value Health

4. How do you think health helps you approach the lifestyle you pursue?
5. How do you choose food that is best for your health?

#### #Theme 3 – Nutritional implications

1. How would you define a balanced diet?
2. Describe the importance of bread in a balanced diet

#### # Theme 4 – Consumer involvement

3. Explain what the meaning of bread in your life is.
4. What happens if you choose the 'wrong bread'?
5. The more information about bread I have, the more .....
6. How do you know if you're choosing healthy bread?

#### #Theme 5 – Consumer Food choice

7. Describe an episode when you feel bread was, is or will be more important in your diet.
8. From the available bread at the in-store bakery, which one do you think most people consume?
9. Which are the major influences that affect your bread choice?
10. From this influences, how do you actually decide what bread you prefer?

## # Theme 6 – The buying process

11. Illustrate in detail the situations where bread is an essential element on your table
12. What would motivate you to find more information about bread and which information would be relevant?
13. How would it be more helpful for you to easier understand the information you need?

## # Theme 7 – Product Labeling



14. From bread A & B, which one do you prefer? Please explain why.
15. At the bakery in the grocery shop, have you noticed the information stickers belonging to the unpackaged bread? Which ones can you recall?
16. To have nutritional information about the bread in the store bakery is important for me, because:
17. Which are the nutritional elements you look for when you read bread nutritional information?
18. Is there any information you consider unnecessary? Why yes or why not?
19. How do you feel about information such as “low sugar”, “low fat”, “Rich in fiber” and how often do you trust them?
20. How do you evaluate the healthiness of bread when information is not provided?

## Respondent List

<b>Respondent Number</b>	<b>City</b>	<b>Gender</b>	<b>Age Range</b>
1	Malmo	M	25-30
2	Stockholm	M	30-35
3	Malmo	M	25-30
4	Malmo	M	30-35
5	Gothenburg	F	45-50
6	Malmo	M	
7	Gotheburg	M	25-30
8	Malmo	F	25-30
9	Malmo	M	25-30
10	Malmo	M	25-30
11	Stockholm	F	30-35
12	Malmo	F	30-35
13	Malmo	M	30-35
14	Malmo	F	25-30
15	Stockholm	M	35-40
16	Malmo	M	25-30
17	Malmo	M	30-35
18	Malmo	F	25-30
19	Stockholm	F	35-20
20	Malmo	F	35-40
21	Malmo	F	30-35
22	Malmo	F	25-30
23	Malmo	M	30-35
24	Stockholm	F	
25	Stockholm	M	25-30
26	Stockholm	M	25-30
27	Stockholm	F	25-30
28	Malmo	F	
29	Malmo	M	25-30
30	Stockholm	F	50-55
31	Stockholm	F	
32	Stockholm	F	25-30

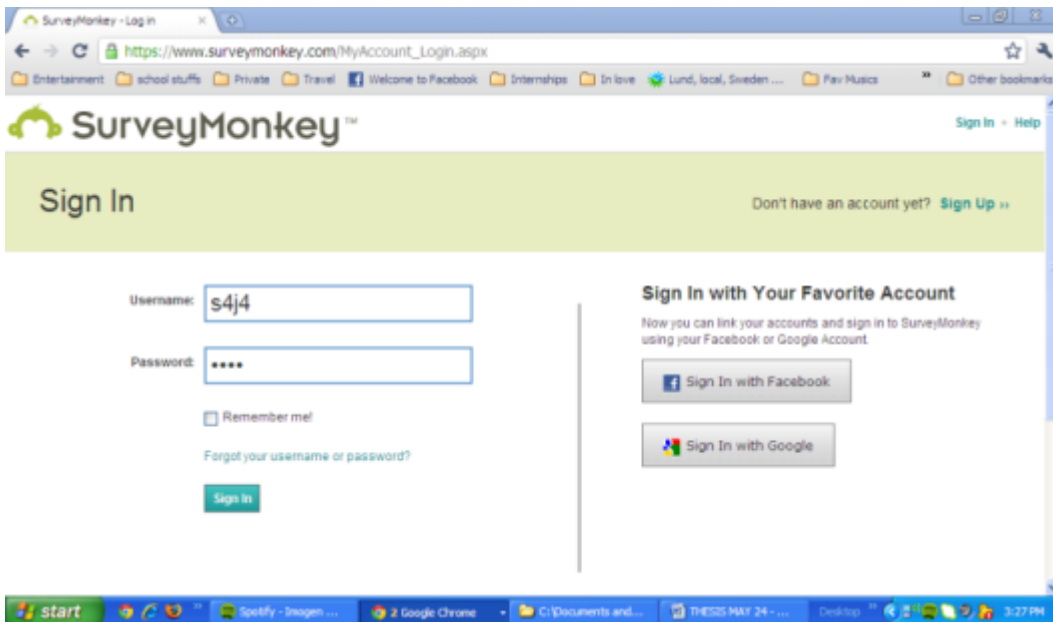


# SURVEY MONKEY

Front page Website – [www.surveymonkey.com](http://www.surveymonkey.com)



## Registered and Sign In



Questionnaire May 2011 (second part)

**Edit Survey** Previous Surveys Send Survey

To change the look of your survey, select a theme below:  
 Light Blue  [Dark Green/Teal](#)

[Add Page](#)

PAGE 1 [Edit Page Options](#) [Add Page Logic](#) [View](#) [Copy](#) [Delete](#) Show this page info

**1. Questionnaire Part Two**

[Add Question](#)

Q1 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #1. Respondents details  
 Name:   
 City/Town:

[Add Question](#) [Add Page Info](#)

Q2 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #2. The more information about bread I have, the more ...

[Add Question](#) [Add Page Info](#)

Q3 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #3. How do you know if you're choosing healthy bread?

[Add Question](#) [Add Page Info](#)

Q4 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #4. Describe an episode when you feel bread was, is or will be more important to your diet.

[Add Question](#)

[Add Page](#)

PAGE 2 [Edit Page Options](#) [Add Page Logic](#) [View](#) [Copy](#) [Delete](#) Show this page info

**2. Questionnaire Part Two**

[Add Question](#)

Q5 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #1. From the available bread at the store bakery, which one do you think most people consume?

[Add Question](#) [Add Page Info](#)

Q6 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #2. Which are the major influences that affect your bread choice?

[Add Question](#) [Add Page Info](#)

Q7 [Edit Question](#) [View](#) [Copy](#) [Delete](#)  
 #3. From the influences, how do you actually decide what bread you prefer?

[Add Question](#)

[Add Page](#)

Questions – Survey Design

## Questions displayed on each pages

www.surveymonkey.com/s/RG5GYCS

Questionnaire May 2011 (First Part)

**1. Please fill all the information needed**

\*1. Respondents Data

Name:

City/Town:

Email Address:

Powered by **SurveyMonkey**  
Create your own [free online survey](#) now!

Questionnaire May 2011 (First Part)

**2. Questionnaire Part One**

\*1. When you are at the grocery shop, how do you judge a good quality food product?

\*2. When it comes to knowledge about the food you consume, how do you decide which information is more important to you?

\*3. Then, how does this information help you determine which product is what you are looking for?

## Question with picture displayed


Questionnaire May 2011 (third part)

Questionnaire Part Three

1. Respondent details

Name:

City/Town:



2. From bread A & B, which one do you prefer? Please explain why.

Powered by **SurveyMonkey**  
Create your own [www.surveymonkey.com](http://www.surveymonkey.com)

## Example of respondent count

SurveyMonkey<sup>®</sup> s44 · Sign Out · Help

[My Surveys](#) [Address Book](#) [My Account](#) [Plans & Pricing](#) [+ Create Survey](#)

**TAKE YOUR SURVEYS TO THE NEXT LEVEL**

- ✓ **Get unlimited questions:** Create surveys with more than ten questions.
- ✓ **Print and download your results:** Export your data as Excel, PDF, and CSV files.
- ✓ **Enjoy premium features:** Customization, advanced logic, and more!

[Upgrade Now](#) [Close](#)

Current Folder: [-- View All Surveys --](#) [Manage Folders](#) Title Search:  [Search](#)

Survey Title <small>Sort</small>	Created <small>Sort</small>	Modified <small>Sort</small>	Design	Collect	Analyze <small>Sort</small>	Actions
<a href="#">Questionnaire May 2011 (First Part)</a>	May 8, 2011 2:47 PM	28 minutes ago			31	<a href="#">Clear</a> <a href="#">Transfer</a> <a href="#">Delete</a>
<a href="#">Questionnaire May 2011 (third part)</a>	May 8, 2011 4:28 PM	1 day ago			31	<a href="#">Clear</a> <a href="#">Transfer</a> <a href="#">Delete</a>
<a href="#">Questionnaire May 2011 (second part)</a>	May 8, 2011 3:14 PM	1 day ago			31	<a href="#">Clear</a> <a href="#">Transfer</a> <a href="#">Delete</a>
<a href="#">Coba</a>	May 5, 2011 10:52 AM	16 days ago			7	<a href="#">Clear</a> <a href="#">Transfer</a> <a href="#">Delete</a>

Follow Us: [Facebook](#) · [Twitter](#) · [LinkedIn](#) · [Our Blog](#) Language: [English](#) ▼

Help: [Tutorials](#) · [Answers & FAQs](#) · [Contact Support](#)

About Us: [Management Team](#) · [Partners](#) · [Newsroom](#) · [Telephone Surveys](#) · [Contact Us](#) · [We're Hiring](#)

Policies: [Terms of Use](#) · [Privacy Policy](#) · [Anti-Spam Policy](#) · [Security Statement](#) · [Email Opt-Out](#)

Copyright ©1999-2011 SurveyMonkey

## Analysing – All respondents’ answers displayed by each questions

SurveyMonkey

My Surveys | Address Book | My Account | Plans & Pricing

You have a BASIC account. To remove the limits of a BASIC account and get unlimited questions, upgrade now!

Questionnaire May 2011 (First Part)

Design Survey | Collect Responses | Analyze Results

View Summary | Browse Responses | Filter Responses | Crosstab Responses | Download Responses | Share Responses

Response Summary

Total Started Survey: 31  
Total Completed Survey: 30 (96.8%)

PAGE: PLEASE FILL ALL THE INFORMATION NEEDED

1. Respondents Data

	Response Percent	Response Count
Name	100.0%	31
City/Town	100.0%	31
Email Address	100.0%	31
answered question		31
skipped question		0

2. When you are at the grocery shop, how do you judge a good quality food product?

	Response Count
answered question	31
skipped question	0

3. When it comes to knowledge about the food you consume, how do you decide which information is more important to you?

Ingredients

5/12/11 2:58PM View Responses

The nutrition, prefer food without any chemicals, sugar and any preserving chemicals.

5/13/11 11:33AM View Responses

Ingredients, should be as natural as possible, no contains any chemicals.

5/12/11 8:53AM View Responses

Health

5/13/11 7:17AM View Responses

1 Nutrition 2. Ecology 3. taste

5/12/11 10:42PM View Responses

QDA

5/12/11 9:45PM View Responses

	Response Count
answered question	31
skipped question	0

3. Then, how does this information help you determine which product is what you are looking for?

	Response Count
answered question	31
skipped question	0

Answers shown from all respondents regarding to one question

# Analysing – All answers displayed by each person

**SurveyMonkey** s4j4 [Sign Out](#) [Help](#)

[My Surveys](#) [Address Book](#) [My Account](#) [Plans & Pricing](#) [+ Create Survey](#)

You have a **BASIC** account | To remove the limits of a BASIC account and get unlimited questions, [upgrade now!](#)

## Questionnaire May 2011 (second part)

[Edit](#) [Design Survey](#) [Collect Responses](#) [Analyze Results](#)

[View Summary](#) [Browse Responses](#) [Filter Responses](#) [Crosstab Responses](#) [Download Responses](#) [Share Responses](#)

Default Report [+ Add Report](#)

### Browse Responses

Displaying 21 of 31 respondents

[« Prev](#) [Next »](#) Jump To:  [Go »](#)

Response Type: Normal Response	Collector: New Link (Web Link)	<a href="#">Edit Response</a> <a href="#">Delete</a>
Custom Value: empty	IP Address: 81.236.185.181	
Response Started: Friday, May 13, 2011 12:11:24 AM	Response Modified: Friday, May 13, 2011 12:21:39 AM	

[Show this Page Only](#)

#### 1. Respondents details

Name: - Harwati Lindsten  
City/Town: - Malmö

#### 2. The more information about bread I have, the more ...

satisfied I am

#### 3. How do you know if you're choosing healthy bread?

I just know based on information I have. I have taken courses in nutrition and I am chemist, so I have that in my head I guess.

#### 4. Describe an episode when you feel bread was, is or will be more important in your diet.

Unfortunately, I never feel about bread on that way. Bread is something I enjoy sometimes.

[Show this Page Only](#)

#### 1. From the available bread at the in-store bakery, which one do you think most people consume?

"Healthy bread" which is wholegrain and sourdough bread. I know that people like it because everytime I want to get one in-store bakery, it's only one or two left. It must be popular bread somehow.

#### 2. Which are the major influences that affect your bread choice?

Nutrition and health perspectives.

#### 3. From this influences, how do you actually decide what bread you prefer?

I just need to choose wholegrain and sourdough bread. I dont see other alternatives. I dont care about the brand, as long as it is wholegrain and sourdough, I am happy about it. And of course, I always read the ingrediens to make sure there is no weird E-numbers (chemicals) in it.

[Show this Page Only](#)

#### 1. Illustrate in detail the situations where bread is an essential element on your table.

When we have soup on menu.

#### 2. What would motivate you to find more information about bread and which information would be relevant?

Good description on ingrediens.

#### 3. How would it be more helpful for you to easier understand the information you need?

Easier to make decision I guess if I know the ingrediens in it.

All answers recorded from one person

## Analysing – Respondents participated with no answers reported as **No response**

The screenshot shows the SurveyMonkey interface for a questionnaire titled "Questionnaire May 2011 (First Part)". The top navigation bar includes "My Surveys", "Address Book", "My Account", and "Plans & Pricing". A "Create Survey" button is visible. Below the navigation bar, there is a message: "You have a BASIC account | To remove the limits of a BASIC account and get unlimited questions, upgrade now!"

The main content area is titled "Questionnaire May 2011 (First Part)" and has tabs for "Design Survey", "Collect Responses", and "Analyze Results". The "Collect Responses" tab is active. On the left, there is a sidebar with options: "View Summary", "Browse Responses", "Filter Responses", "Crosstab Responses", "Download Responses", and "Share Responses".

The "Browse Responses" section shows "Displaying 31 of 32 respondents". There are navigation buttons for "Prev", "Next", and "Jump To: 31" (out of 32). A table of response details is shown, including "Response Type", "Collection", "Custom Values", "Response Started", and "Response Modified".

Below the table, there are buttons for "Show this Page Only" and "Show this Page Only". The "1. Respondents Data" section shows the respondent's name, city, and email address. The "1. When you are at the grocery shop, how do you judge a good quality food product?" question shows "No Response". The "2. When it comes to knowledge about the food you consume, how do you decide which information is more important to you?" question shows "No Response". The "3. Then, how does this information help you determine which product is what you are looking for?" question shows "No Response".

Below the "3. Then, how does this information help you determine which product is what you are looking for?" question, there is a "Show this Page Only" button. The "1. How do you think health helps you approach the lifestyle you pursue?" question shows "No Response". The "2. How do you choose food that is best for your health?" question shows "No Response". The "3. How would you define a balanced diet?" question shows "No Response".



# Questionnaire Distribution

## Respondents contacted publicly by Facebook Invitation

The screenshot shows a Facebook event page titled "Questionnaire for Thesis". The event is a private event for 31 people, scheduled for Thursday, May 12 at 10:00pm to May 15 at 5:00am, located at "survey monkey". The event was created by Pipit Puspita. The event description includes a request for help from Lund University students and a list of three survey steps:

1. Step 1 - Please fill out this link: <http://www.surveymonkey.com/s/KG2G1CS>
2. Step 2 - Please fill out this link: <http://www.surveymonkey.com/s/KRC0TQ>
3. Step 3 - Please fill out this link: <http://www.surveymonkey.com/s/K3N1G1G>

Annotations on the page include:

- A red arrow points to the "3 Attending" list, which includes Pipit Puspita, Juny Do De Beek, and T.R. Intar Nur. A box next to it says "People who agreed to participate and had done the questionnaire".
- A red arrow points to the "4 Not Attending" list. A box next to it says "People who are invited".
- An orange box highlights the three survey steps, with an arrow pointing to a box that says "Survey monkey weblink to the questionnaire".

The page also shows a "Share" section with options for Post, Link, Photo, and Video, and a "Write something..." text area. A post from Pipit Puspita is visible at the bottom, thanking attendees and looking forward to feedback.

## Respondent personally contacted personally via Facebook message

**facebook** Search Home Profile Account

**Hallo bu Dewi, Ini pipit di Lund** Search Messages + New Message

Back to Messages Mark as Unread Report Spam Delete

Between Dewi Carina and You

**Pipit Puspita** May 6 at 10:03pm  
Ibu Dewi,  
apa kabar? Aku dpt contact ibu dari Pak KRI.  
Dengan message ini ada maksud mau minta bantuan.  
The story goes..  
I'm now is looking for respondents who may willing to spare their time to participate in answering questionnaire for my thesis research.  
The respondents requirements are the people (swedish or internasional) who has been living at Stockholm for at least for 2 years.  
They need to be in between 25-45 years old who speaks English pretty well due to the questions & answers will be in English.  
The questionnaire will be distributed to respondents updated e-mail address and need to fill in within 2 days after it's distributed.  
The questionnaires will be sent sometime next week which maybe on tuesday (to be confirmed).  
The topic will be easy one which about daily life in term of consuming bread.  
So in regards to this I wonder would it be possible for you spare the time to help me to be the respondent or to recommend your friends or anyone who I may contact through their e-mail?  
Then I can contact them by myself after I got green light from you.  
Thank you for your kind attention ^\_^

**Dewi Carina** May 7 at 9:55am Report  
Pipit, dgn senang hati aku bisa ikut bantu research Pipit. Hanya satu pertanyaan nih. Aku dah diatas 50? Gimane donk?

**Pipit Puspita** May 7 at 3:47pm  
Bu dewi, thank you so much.. oh ya diatas 50? gak keliatan sama sekali, keliatannya spt early 40 hini and actually gak apa2 kok :p is just a general idea of being a respondent. hihi..  
Jd aku bs kirim link questionnairinya via e-mail atau disini aja nanti?  
Dan apa bu dewi bs bantu aku recommend bbrp org lainnya? still lack of number at stockholm & Gothenburg area nih.. hehhee  
Again thanks a bunch.

**Dewi Carina** May 7 at 4:30pm Report  
Ok kirim aja ke dewicarina@yahoo.com, n I will later suggest some people to u.

Attach: Reply

Back to Messages

**Inform Ms Dewi that we got the contact through a person name Mr. Kiki**

**Describing the purpose in getting respondent**



**Knowing this we decided to make respondents' age range to be 25-55**

**Positive response made by Ms. Dewi but she explained that she is now on the age 50 years old above.**

**Still positive and agree to participate and will suggest some people to participate as well**

Facebook © 2011 · English (US) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

## Respondents contacted personally via e-mail

« [Back to Sent Mail](#)   Archive   Report spam   Delete       Move to Inbox   Labels ▾

**From Pipit: Students need help - Questionnaire need to be filled out**   [Inbox](#) | X

☆ from ● **Pipit puspita** ppsaja@gmail.com   [hide details](#) May 10   [Reply](#) ▾

to ● Pipit puspita <ppsaja@gmail.com>

bcc   zulaimahsadikin@yahoo.com,  
magnushillborg@hotmail.com

date   Tue, May 10, 2011 at 3:39 PM

subject   From Pipit: Students need help - Questionnaire  
need to be filled out

mailed-by   gmail.com

Good day.

As it was mentioned before, we are 2 students from Lund University currently working on our Masters thesis project on International Marketing and Brand Management.

We would highly appreciate your help in order to get significant information for our research. Please take the time to fill the following questionnaire in as much detail as possible, note that the questionnaire will be in English and will take around 30 minutes.

We would be grateful if you could participate in this study before May 12th, 2011.

The questions are divided into 3 links, we ask that you please fill all 3 out based on this order and provide your full name (first and last) in the corresponding space, your information will remain confidential at all times:

1. Step 1 - Please fill out this link: <http://www.surveymonkey.com/s/KG5GYCS>
2. Step 2 - Please fill out this link: <http://www.surveymonkey.com/s/HK9CBT5>
3. Step 3 - Please fill out this link: <http://www.surveymonkey.com/s/HK9NGKG>

If there could be a way for you to share this e mail with people from Malmo, Gothenburg or Stockholm it would be of great help for us.

Thanks in advance for your participation!

Best wishes

Ana Arellanes & Pipit Puspita

[Reply](#)   [Forward](#)

## Respondents contacted by publicly via Mailing List

Yahoo! Mail | Lainnya

Selamat Datang, pu5pita | Sign Out | Mail Baru | Bantuan

**YAHOO! MAIL** Classic

Cari:  **Cari Web**

Mail | Kontak

Apa yang baru? - Mail di Ponsel - Opsi

Cek Email | Tulis

Folder [Tambah]

- Email Masuk (939)
- Draft (38)
- Email Keluar
- Spam [Kosongkan]
- Sampah [Kosongkan]
- Foto Saya
- Lampiran Saya

Chat & SMS [Sembunyikan]

Saya Tidak terlihat

33 Kontak Online [Tambah]

- ak3ar.adil
- akBar adil
- Arch Ardn - Message m...
- Bibi Cici
- bulbul3535
- cipy\_luna - I'm mobile ...
- Deni yudiawan - #bek...
- des Rizal - It's to long
- edeng\_kedeng
- filtered\_disco - Sibuk

Tidak ada di daftar? Chat Baru

0 Kontak di Ponsel [Tambah]

Anda belum punya kontak sms. **Mulai SMS**

Pengaturan

pesan | pesan | Kembali ke Hasil Pencarian

Tandai sebagai Belum Dibaca | Cetak

Hapus | Balas | Teruskan | Spam | Pindahkan...

[ppi\_lund\_malmo] Help!! questionnaire Kamis, 12 Mei, 2011 03:05

Dari: "Pipit Puspita" <pu5pita@yahoo.com>

Kepada: ppi\_lund\_malmo@yahoogleroups.com

Teman2, mohon waktu & bantuannya isi questionnaire utk thesis. → Dear friends, We need your time and help to participate for filling out questionnaire for thesis purpose.

As it was mentioned before, we are 2 students from Lund University currently working on our Masters thesis project on International Marketing and Brand Management.

We would highly appreciate your help in order to get significant information for our research. Please take the time to fill the following questionnaire in as much detail as possible, note that the questionnaire will be in English and will take around 30 minutes.

We would be grateful if you could participate in this study before May 12th, 2011.

The questions are divided into 3 links, we ask that you please fill all 3 out based on this order and provide your full name (first and last) in the corresponding space, your information will remain confidential at all times:

- Step 1 - Please fill out this link: <http://www.surveymonkey.com/s/KG5GYCS>
- Step 2 - Please fill out this link: <http://www.surveymonkey.com/s/HK9CBT5>
- Step 3 - Please fill out this link: <http://www.surveymonkey.com/s/HK9NGKG>

If there could be a way for you to share this e mail with people from Malmo, Gothenburg or Stockholm it would be of great help for us.

Thanks in advance for your participation!

Best wishes

Ana Arellanes & Pipit Puspita

[Reply to sender](#) | [Reply to group](#) | [Reply via web post](#) | [Start a New Topic](#)

Messages in this topic (11)

**RECENT ACTIVITY:**  
Visit Your Group