

Juan José García Navarro & Lucia Palkovicova

**STUDENTS' PREFERENCE CHOICE AMONG PRIVATE AND NATIONAL
BRANDS OF SNACKS IN KUAS CAFETERIAS, FINLAND**

Thesis

Kajaani University of Applied Sciences

School of Business

International Business

26/3/2014



School Business	Degree Programme Business Administration
Authors Lucia Palkovicova and Juan José García Navarro	
Title Students' Preference Choice Among Private and National Brands of Snacks in KUAS Cafeterias, Finland	
Optional Professional Studies Business	Supervisor Mr. Esa Kyyhkynen
	Commissioned by Mamselli- liikelaitos
Date: 26/3/2014	Total Number of Pages and Appendices: 125
<p>Since companies recognized the power of brand in the 1980s, producers' brands (national brands) sales plumped shifting the marketplace to distributors' brands (private). This can be associated with economic recession and with the constantly increasing consumer awareness concerning the quality of private brands.</p> <p>Different studies have shown no significant difference in quality between private and national brands; however, private brands attract the consumer attention with their 30% lower prices. Although this fact was discovered, many people are still willing to pay extra money for national brands rather than for their cheaper counterparts.</p> <p>This thesis studied whether KUAS students and staff rather buy national brands than private brands of snacks in KUAS school cafeterias. In order to answer this question, buyers' characteristics and buyers' decision processes which influence the students' reaction to internal and external stimuli when choosing between national and private brands of snacks, particularly chocolate bars, biscuits, yogurts and soft drinks were also analysed. Furthermore, the authors tried to categorise the students in a logical way in order to provide the commissioner, Kajaani Mamselli-liikelaitos, with enough information and capabilities to offer the right brand selection to students at the KUAS school cafeterias.</p>	
Language of Thesis	English
Keywords	Consumer Buyer Behaviour, Finland, Black Box Model.
Deposited at	<input type="checkbox"/> Electronic library Theseus <input type="checkbox"/> Kajaani University of Applied Sciences Library

PREFACE

The researchers would like to mention few teachers that provided their guidelines and allow this research to come true.

Firstly we would like to thank to Mr Esa Kyyhkynen. His help and motivation, his insight and good manners, and his always fast answers made this difficult process easier.

We could not thank him enough, and we do not think there was anybody else better for helping us during the process. We will always think of him as the best support in the end of our studies. Again, thanks, from our hearts.

Also, it is impossible to forget to mention Mr. Simo Määttä with his valuable knowledge and expertise. He always provided us with great advices concerning statistical methods just when we needed them the most. His sense of humor and knowledge made our job pleasant and help us get where we are right now. We thank him for all the help.

Furthermore, we should mention KUAS itself. . For both researchers, arriving to the town of Kajaani was strange and surprising. We had never been in such a small place, but soon enough it has become a cozy place where we learnt how to adapt to the new situations, to enjoy travelling and to connect with others in a more direct way. We truly believe that this time in Kajaani University of Applied Sciences has made us better people and shift our minds to be prepared for whatever our professional future prepares for us.

Finally, we cannot forget Kajaani, the city, which allow us to meet. Only because of this reason, Kajaani may have been the better choice of our whole lives.

Thanks,
Lucia Palkovicova and Juan José García Navarro

Table of Contents

LIST OF TABLES.....	5
LIST OF FIGURES	6
1 INTRODUCTION.....	7
1.1 Problem statement.....	8
1.2. Research objectives.....	8
1.3 Research scope	10
1.4 Structure of the study	10
2 THEORETICAL BACKGROUNDS.....	11
2.1. Consumer Buyer behaviour.....	11
2.2. Black Box Model.....	13
3 BRANDS IN KUAS CAFETERIAS	26
3.1 National Brands definition	26
3.2 Private Brands definition	26
4 METHODOLOGY	27
4.1 Quantitative Research.....	27
4.1.1 Data collection.....	28
4.1.2 Questionnaire.....	28
4.2 Credibility, Validity and Reliability	29
5 DATA ANALYSIS	31
5.1 Hypothesis 1: Cultural Characteristics Dependency.....	38
5.2 Hypothesis 2: Social Characteristics Dependency.....	43
5.3 Hypothesis 3: Personal Characteristics Dependency.....	47
5.4 Hypothesis 4: Psychological Characteristics Dependency.....	60
6 DISCUSSIONS, LIMITATIONS AND FUTURE RESEARCH	64
6.1 Discussion.....	64
6.2 Limitations	64
6.3 Future Research.....	65
7. EMPIRICAL FINDINGS AND CONCLUSION.....	66
SOURCES AND REFERENCES	68
BOOK SOURCES.....	68
WEB SOURCES.....	69
APPENDICES	71

LIST OF TABLES

Table 1 Cross Tabulation of Q1 x Q33.....39
Table 2 Cross Tabulation of Q1 x Q34.....40
Table 3 Cross Tabulation of Q19 x Q40.....41
Table 4 Cross Tabulation of Q19 x Q37.....42
Table 5 Cross Tabulation Q24 x Q38.....44
Table 6 Cross Tabulation Q14 x Q40.....45
Table 7 Cross Tabulation Q14 x Q38.....46
Table 8 Cross Tabulation Q3 x Q31.....48
Table 9 Cross Tabulation Q13 x Q40.....49
Table 10 Cross Tabulation Q13 x Q33.....50
Table 11 Cross Tabulation Q13 x Q31.....51
Table 12 Cross Tabulation Q13 x Q38.....52
Table 13 Cross Tabulation Q15 x Q36.....53
Table 14 Cross Tabulation Q15 x Q38.....54
Table 15 Cross Tabulation Q10 x Q40.....55
Table 16 Cross Tabulation Q10 x Q37.....56
Table 17 Cross Tabulation Q8 x Q31.....57
Table 18 Cross Tabulation Q7 x Q39.....58
Table 19 Cross Tabulation Q17 x Q31.....59
Table 20 Cross Tabulation Q30 x Q37.....61
Table 21 Cross Tabulation Q29 x Q31.....62
Table 22 Cross Tabulation Q29 x Q35.....63

LIST OF FIGURES

Figure 1 Theoretical Framework map for thesis work “Student’s preference choice among private and national brand of snacks in KUAS cafeterias, Finland” (Philip Kotler, 2001).....14

Figure 2: Question 1 Nationality (n = 100)31

Figure 3: Question 2 Gender (n=100)32

Figure 4: Question 3 Age (n=100)33

Figure 5: Question 29 Respondents answers to the statement: In snacks I believe that national brands have more quality than private ones (n=100)35

Figure 6: Question 31: Persons’ opinion about the statement: I rather buy national brands than private ones. (n=100)36

1 INTRODUCTION

Many years ago the companies' values were measured by size of the land, the value of the machinery and its tangible assets. Since 1990, when Adidas was bought for premium price due to its well-known brand, marketers realized that the value is hidden in the minds of potential customers. Companies simply understood that the customers are not buying the cigarettes, but they are buying Marlboro. Since this time many companies paid attention to the brand as one of the competitive advantages and the asset of the company. (Kapfere 2008: 65-66.)

Since the brand recognition, different brand categories have been developed. These include producers' (national) and distributors' (private) brands (Kapfere 2008: 66). Even though, distributors' brands are on the rise these days, there are not many academic studies concerning these trends (Kapfere 2008: 66-67). Distributors' brands are produced by SMEs and carry the name of the retail store e.g. Tesco Butter or private brands that do not carry the retail store name, but has its own brand name, e.g. Pirkka Butter (not K-Market Butter). Many retailers, especially in Europe, offer wide portfolios of distributors' brands especially in mass consumption categories.

On contrary, very popular national brands have slowly decreased its sales last years due to constantly lowering quality gap between private and national brands. As Kapfere (2008) noted national brands do not only compete with their producers' rivals, but moreover with their past distributors, which keep increasing the number of private low-cost brands. National brands are usually brands, which are produced by huge manufacturers and sold under its name internationally, therefore are many time referred as producers' or manufacturers brands. (E.g. Procter & Gamble)

This thesis will evaluate the students' choice preference between national (producers') and fast growing private (distributors') brands of snacks, particularly chocolate bars, soft drinks, biscuits and yogurts, at KUAS's school cafeterias. The main purpose of this thesis is to assist the cafeterias, concerning what products to offer. In order to provide a solution for the cafeterias, researchers intend to use Buyer Black Box theory (Kotler 2008: 191). This theory analyses internal and external stimuli together with buyer characteristics in order to predict a buyer response (Kotler 2008: 191).

The authors intend to collect both the secondary data regarding the external stimuli and the primary data concerning internal stimuli and buyer characteristics. The primary data will be collected by distributing the questionnaires to KUAS's students.

1.1 Problem statement

The thesis was commissioned by Mamselli -liikelaitos. This company successfully runs all the school cafeterias and school restaurant FOX at Kajaani University of Applied Sciences. In order to provide a good selection of snacks for students studying at this university and further increase the demand and subsequently the profits, the researchers were asked to provide a deeper knowledge concerning what brand selections of snacks particularly chocolate, soft drinks, yogurt and biscuits should cafeterias offer to students.

There have been different studies done touching the target market of private and national brands and these have showed that private brands primary target lower-income class, where students definitely belong to. (Kapfere 2008: 83.) However, are students in Kajaani-Finland willing to pay extra money for well packaged and advertised national brands? Or, do they rather save their money and prefer to buy 30% cheaper unknown private brands (Kapfere 2008: 81).

This is what management of Mamselli -liikelaitos tries to discover in pursuance of offering the right selection, which increases the demand and profits.

This thesis tries to address the **management problem of what brands snack selection should be offered to students in order to increase the demand and increase the profits.**

1.2. Research objectives

The objective of this thesis is to provide the commissioner with further knowledge of students' choice preferences at KUAS concerning national and private brands of snacks, precisely chocolate bars, yogurts, soft drinks and biscuits. As a result, right selection choice of university cafeterias might increase the sales. It has been proved that the value of the brand is

created in the mind of customers. The critical fact for many marketers is to understand how the value is created in the customer's perception. (Kotler 2008: 130-131)

In order to answer this question, the researchers decided to use Black Box Theory of Buyer Behavior. This theory is based on a fact that various buyers' characteristics have different influence on reaction to internal (marketing) and external stimulus. In this research, authors analyze how consumers' characteristics influence the reaction to internal (marketing) and external stimulus when choosing between national and private brands of snacks at KUAS cafeterias.

Moreover, the research tries to categorize the students in a certain logical way, which will allow the commissioner to understand the different student's segments concerning their buyer characteristics. In order to address the management problem, researchers need to understand the **research problem of how the students can be categorized in a logical way when considering their buyers' characteristics.**

Thus, research question has been stated as follows: What are the factors that influence the KUAS's students and staff(s) choice preference among national and private brands of snacks in school cafeterias?

Based on the Black Box Theory of Buyer Behaviour, different buyers' characteristics influence the reaction to internal and external stimulus. External stimuli will only be evaluated based on secondary data as KUAS students' population is homogenous and no significant difference in economic, technological, political and cultural circumstances can be recorded.

Due to this fact, only internal stimuli are used to construct following hypotheses:

H1: Reaction to internal stimuli is dependent on buyers' cultural characteristics

H2: Reaction to internal stimuli is dependent on buyers' social characteristics

H3: Reaction to internal stimuli is dependent on buyers' personal characteristics

H4: Reaction to internal stimuli is dependent on buyers' psychological characteristics

1.3 Research scope

In the direction of discovering the answer to research problem, which is how the students can be categorized in a logical way when considering their buyers' characteristics, a questionnaire will be distributed online to all the students and staff at Kajaani University of Applied Sciences. According to Kajaani University of Applied Sciences's webpage there are 2000 students currently enrolled at the university. This research will try to target at least 200 students, which will be used as a sample of a whole student population.

1.4 Structure of the study

The management problem of commissioning party will try to be solved, providing the further knowledge concerning the brand selection between national and private brands in order to increase the demand and subsequently the profits. Once the research problem has been stated the researchers can understand how the students should be categorized in a logical way and therefore provide a clear understanding of this topic to management of Mamselli -liikelaitos.

Additionally, research question tries to discover what students' characteristics influence the choice preference between national and private brands. In order to provide the answer for above stated research question, researchers decided to use Black-Box Theory of Buyer Behaviour. This theory emphasizes that customer characteristics influence how a person is reacting towards internal stimuli (product, price, price promotion) and external stimuli (economy, technology, social and political...). According to this theory customer characteristics consist of different parts these include cultural, social, personal and psychological characteristics.

The information intends to be collected from secondary sources (external stimuli) and primary sources (internal stimuli, buyer characteristics). Primary data will be collected from questionnaires distributed to students.

2 THEORETICAL BACKGROUNDS

Many companies spend their time planning marketing activities. However, they tend to forget the most important part of business and this is the customer. What is the real reaction towards what the marketers offer. This should be the questions asked before any marketing activities are implemented and products offered. Due to this fact, this thesis tries to analyse what is the Customer Buyer Behaviour, in advance before advising the KUAS school cafeterias to offer cheaper private brands of snacks. Even though, it can be assumed that students have lower income and therefore cheaper private brands would be a success. Generally accepted truth is many times not correct and assessing buyers' responses is a very difficult task to do. (Kotler: 2008, 128-129)

2.1. Consumer Buyer behaviour

As human has been evolving and world population has risen, different needs have been recorded. Some people need food; some others need a house, a car, the clothes or most likely all of these goods. This is called consumption and we are all consumers (Wilkie:1994, 5-6). According to European Environment Agency, the consumption in N-27 (European Union countries) has risen by 33% since 1990. This has been caused by raising income level, technology development and globalization. Due to this fact, significant amount of capital has been invested by marketers to attract the crowds to buy their products and services. Household consumption is 2-6 times higher than public consumption and therefore as Wilkie (1994) stated it represents a huge part of our economic system. Consumption plays a crucial role and its decline can cause a significant problem with employment, price rates, interest rates and overall economic growth.

Customer buyer behaviour is one the youngest at the social sciences field. However, it has grown since 1968 when first text book was realized. In 1970, Consumer Research Group was formed and in 1990s it has grown significantly to more than 1500 members in 30 nations. Nowadays, many both private and public companies invest their money to hire a person with buyer behaviour knowledge. Even though this field is quite young customer behaviour has formed from the times when barter trade was in use. What to sacrifice in order to obtain something else was the main concern at that time. As human began to evolve we started to

consider different options, such as whether to purchase or save or what to purchase. (Wilkie: 1994, 7-8)

As industrialization progressed, different marketing approaches were used. After the World War II, where industry shifted from military production to more consumer goods oriented manufacture, consumption has increased significantly. This resulted from previously earned incomes during the World War II when consumer goods were pushed aside to at that time more important military machinery production. Introduction of television in 1950s and shopping centres have also crucial role on consumption increase.

This massive opportunity was used by General Electronics, which brought the first marketing concept stated that the needs should be analysed first before producing the products itself, on contrary to previously used approach when products were manufactured and made to sell. In order to find out what customers desire, marketers need to conduct descriptive consumer research concerning what sells and who buys and inferential consumer research regarding why consumers behave the way they do and how would they react to new products and services. (Wilkie: 1994, 8-9)

In 1950s, many economists were studying how economic situation influence the buyer behaviour. Later on marketers joined and tried to discover how marketing factors influence consumer behaviour. Furthermore, when computer was invented during 1960s and analytical methods advanced, different quantitative researches were conducted. (Wilkie: 1994, 9)

As this field evolve the definition of consumer behaviour was defined according to Wilkie (1994, 14) as the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires.

2.2. Black Box Model

In order to understand the determinants that drive the students purchasing decision when choosing between national or private brands of snack, the authors decide to utilize the Wilhelm Cauer's Black Box Theory of Buyer Behaviour.

It has become crucial for the companies to understand how the customers react to different internal and external stimuli. Unfortunately, even consumers themselves sometimes do not know why they decided in certain ways. Thus, we can say that stimulus enter a black box and generate certain results in form of some buyer response.

However, marketers need to know how the stimuli change to certain responses inside the box. E.g. it was explored that customers' characteristics inside the black box influence how customers react to internal and external stimuli. (Kotler: 2008, 130) Figure 1 below shows the theoretical frame used in this thesis.

BUYER'S BLACK BOX FRAMEWORK

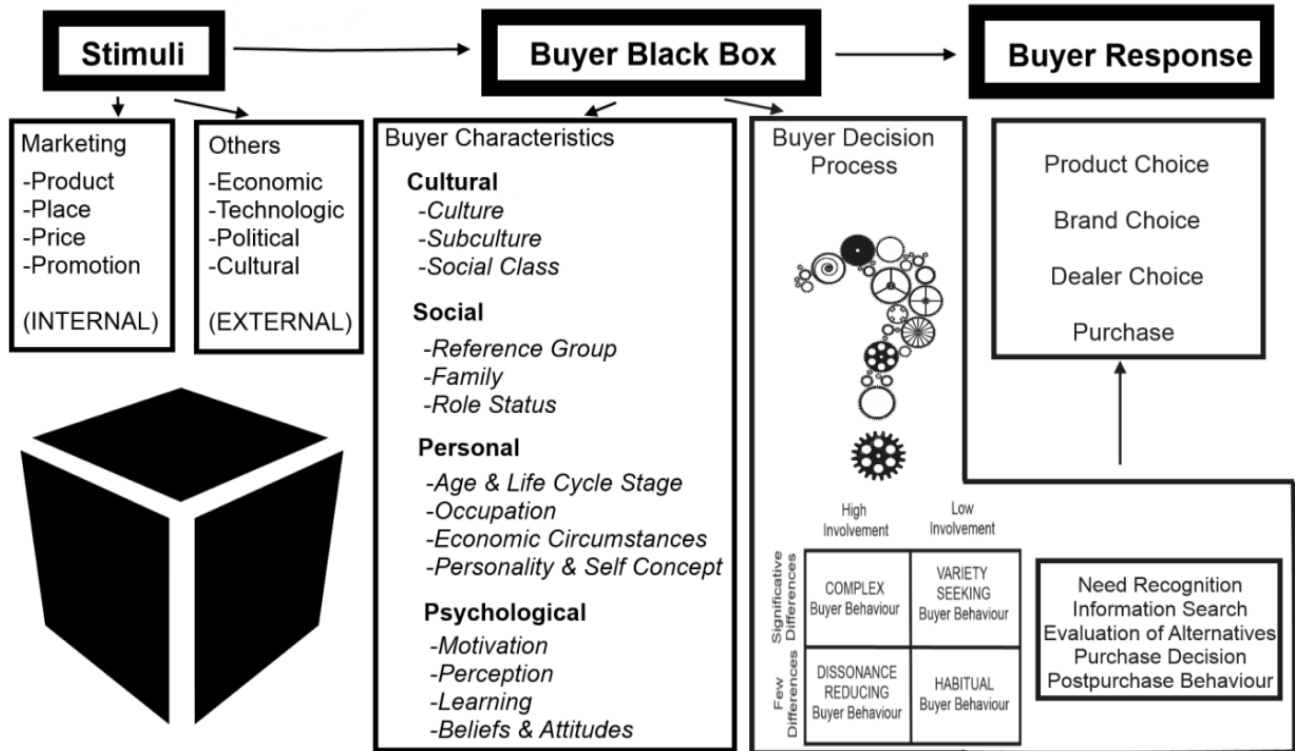


Figure 1 Theoretical Framework map for thesis work “Student’s preference choice among private and national brand of snacks in KUAS cafeterias, Finland” (Philip Kotler, 2001)

This theory consists of two different factors, the ones which can be influenced by the marketers (stimuli) and another ones (buyers’ characteristics) which cannot be influenced by the marketers but should be kept in account. Stimulus can be further subdivided to marketing stimuli and other stimuli. Buyers’ characteristics include Cultural, Social, Personal and Psychological characteristics. (Kotler: 2008, 131)

Secondary data analysis has been conducted to provide further information concerning marketing and other stimuli.

MARKETING STIMULI

Product

In this research chocolate bars, biscuits, yogurts and soft drinks are the ones to be analysed due to its wider selection offered at Kajaani University of Applied Sciences. Furthermore, the selection between national and private brands in this product category is relatively high.

Chocolate: Finnish company, Fazer, is the major player on Finnish market constantly increasing the products portfolios and currently selling breads, biscuits, confectionary runs restaurants, catering and café services. This successful Finnish company operates in 8 countries and offers wide variety of chocolate brands. These include: Karl Fazer, Geisha, Dumble, Marianne and some others. Fazer is a strong leader in chocolate confectionary category represents 65% of total chocolate consumption in Finland. This success was achieved by different launches in 2012, such as Susu, Karl Fazer Milk Chocolate with Strawberries and Vanilla, Geisha Dark. (Fazer, 2012)

Biscuits: consumption of biscuits has increased by 2% in 2012, due to the shift of customers from confectionary taxed products imposed in 2011 to currently not sweet taxed product category-biscuits. Even though, many confectionary producers try to shift from taxed sweet products to biscuits, Kraft Foods Finland Production Oy keeps its leading position, supplying 59% of biscuits total consumption in Finland.

(Euromonitor, 2012) This, originally American manufacturing conglomerate, keeps its success because of a long time presence of its brands on Finnish market. Kraft Foods Finland Production Oy offer well-known brands, such as Domino, Tuc and Marabou. (Helsingin Sanomat, 2014.)

Yogurts: Finnish company, Valio, is the major leader in the dairy products category in Finland, well-known for its healthy, good quality products and constant R&D of lactose-free products. Valio offers different brands of yogurts such as Gefilus, Vifit, Vaalia and Kidius. This company generates the highest profits from Finland accounting for 63, 7%. (Valio, 2012)

Soft drinks: There are 3 main players in soft drink market categories: Coca-Cola Finland, Eckes-Granini Finland and Hartwall (owned by Heineken NV). These three account for half of total consumption of soft drinks in Finland. However, due to Economic Recession low-cost private brand, Pirkka has gained popularity and sales raise in 2012. Domestic brand Valio also competes with the current competitors in this product category, offering mostly probiotic juices. (Euromonitor, 2013)

Following are the questions that are related to product (Appendix 1: Questionnaire)

21. In snacks, do you think national brands (international brands such as Nestle, Coca Cola...) have better quality than private brands (Finnish retail brands, Pirkka, etc.)?

31. I rather buy national brands (Coca Cola, Nestle) than private brands (Pirkka, Cola)

32. I think that there is equal selection between national and private brands of snacks (chocolate bars, biscuits, soft drinks and yogurts) in school cafeterias.

33. I would prefer if school cafeterias will offer cheaper private brands (Pirkka,)

Price

According to Liechtenstein's (1993) Price Perception and Consumer Shopping Behavior study, when 93 students were asked how they are influenced by the price at market place, five constructs with perception that price has a negative role and two constructs that price has positive role were recorded. When choosing between national and private brands price plays a very important role. Even though some consumers find high price to be negative, others consider the higher priced products to be of better quality and higher prestige. As mentioned before private brands are usually cheaper and therefore should be preferred by the consumers, however the matters of quality and prestige are very important determinants of consumers' choice. In Finland, there are 2 main retailers, K-market and S-market and both of them offer their own private labels, Pirkka and Rainbow. Furthermore, smaller retailers Spar and Lidl offer their own brands, Spar and Lidl. According to Anica Layback (2006) these products are 25% cheaper than manufactures labels.

Following are the questions that are related to price (Appendix 1: Questionnaire)

30. Do you think private brands (Finnish retail brands Pirkka, RAINBOW, etc.) are cheaper than national brands (brands from abroad, Nestle, Coca Cola)?

33. I would prefer if school cafeterias will offer cheaper private brands (Pirkka...)

34. I associate high price with high quality?

35. I prefer to buy cheaper private brands of snacks (chocolate bars, biscuits, soft drinks and yogurts)

Place

Manufacturers' products are usually sold in all retailers' stores, opposite to private brands products which are always sold in one retailer chain, e.g. Pirkka in K-market. Therefore there is much easier access to international brands, such as Kellogs, Nestle or Coca-Cola. In this study we try to support an idea that cheaper private brands should be offered at different places, such as school cafeterias to allow the consumers to make a decision whether to buy more expensive national brands or cheaper private labels.

Following are the questions that are related to place (Appendix 1: Questionnaire)

36. I prefer to choose the first snack I see in the stand

37. When choosing a snack, I rather choose the closest one to me in the stand

Promotion

Due to the fact that, private brands usually imitate the national labels, which are already in use, distributors' invest only limited amount of money to marketing mix, particularly promotion. This allows selling the private brands 30% cheaper. (Kapfere: 2008, 72-73.) These distributors try to benefit from manufacturers' knowledge concerning the innovation and marketing in order to produce an imitation of the products as fast as possible and at very little cost. Distributors often sell their products in very similar packaging to their national counterparts in order to confuse consumers and increase their sales. Moreover, some retailers organize Blind tests, where different manufacturers "brands are compared to private labels in case of quality". (Kapfere: 2008, 80-85)

Following are the questions that are related to promotion (Appendix 1: Questionnaire)

38. I prefer to buy a snack which is widely advertised (TV, internet, etc.)

39. *I rather buy a snack (biscuits, yogurt, soft drinks, chocolate bars, etc.) with nice, well design package.*

40. *Do you feel more interested to buy some snacks if they are advertised by a celebrity?*

OTHER STIMULI

Economic

According to European Commissions' depth review from 2012, Finland is experiencing macroeconomic imbalances, due to subsequently lower current account and unfavourable export performance. Because population is aging and competitiveness of this country is decreasing living standards and future prosperity are in risk. Finland also lost its market shares and experienced deficit of current account in 2011. Due to the fact that wages are set high, even though there has been decrease in productivity, cost-competitiveness suffers. Even though Finnish economic performance was disappointing since 2008, Finnish households did not suffer as unemployment stayed low and wages have been increasing. (BIS, 2013.)

Technological

Finland has become one of the crucial countries concerning the science and technological development in last decade. There are few national grocery manufacturers such as Valio and Fazer, who invest tremendous amount of money into R&D. Valio's main concern is to develop products which will enhance the high quality of production process such as steep milk quality and emphasize social responsibilities (Valio, 2013). Fazer on the other side invests into developing of different product categories (Fazer, 2012).

Political

Since 2011, Finland has recovered taxes on confectionary products, which was originally valid until 1999 (0.58 euros/kilogram). This tax applies for all the products where cacao is used, ice cream, candies and ice lollies and account for 0.75 euros per kilogram. Moreover, taxes on soft drinks products have increased from 4.5 cents to 7.5 cents per litre. (Icenews, 2010) These measures were imposed in order to decrease the consumption of unhealthy sweet product and therefore support the well-being of the Finnish inhabitants. However, confectionary tax was

not imposed on biscuits, buns and pastries and as mentioned before many confectionary manufacturers try to enter this market. (NACS, 2013)

Cultural

Food culture in Finland is usually simple, healthy and fresh, food safety plays an important role (Fennopromo Ltd., 2012). The consumption is usually very similar to other European countries. The day starts with breakfast. Many Finns eat oat porridge for the breakfast. Lunch starts between 11 a. m. – 12:30 p.m. and usually lasts for 30 min. The menu includes: warm meal usually with salad buffet. Milk is very popular Finnish drink and is many times included in Finnish national dishes. Coffee consumption is also very high and sausages are quite often part of the lunch. (Every culture, 1998) Dinner starts between 5 – 6 p.m.

BUYER CHARACTERISTICS

Cultural characteristics

Cultural characteristics are playing a crucial role in consumer buyer decision and marketers should understand how culture, subculture and social class influence the reaction to internal and external stimulus.

Culture refers to learned pattern of behaviour coming from the family, school and other surroundings. Many marketers try to predict the shift in cultural behaviour to be able to offer the desired products before they are desired. (Kotler: 2008, 131)

Following are the questions that are related to culture (Appendix 1: Questionnaire)

Question 1: Where are you from?

Subculture is formed by a smaller group of people who share the same beliefs and values, usually gained from common experience or situations. These include: nationalities, religions, racial groups and geographic region. (Kotler: 2008, 8.)

Following are the questions that are related to subculture (Appendix 1: Questionnaire)

Question 16: What is your religion?

Question 18: To which ethnic group do you belong to?

Social class divides people to certain groups according to their values and behaviours, which are usually permanent. There are 6 social classes registered, but many countries use different divisional system such as division of people according to their position on labour market. In Scandinavia the system is relatively flat comparing to developing countries when it is usually a pyramid, with poor people at the bottom and rich at the top. The diamond-shape system refers to few people at the bottom and top and most of the people in the middle. It has been discovered that lower class tends usually more national culture bound than top classes, which have more similarities with upper classes from different cultures rather than with lower class coming from the same culture. This might not account for young generation, which is less culture bounded. (Kotler: 2008, 130-134.)

Following are the questions that are related to social class (Appendix 1: Questionnaire)

Question 19: According to your opinion to which social class do you belong to?

Social characteristics

Buyer behaviour can be also influenced by social factors which include reference group, family and social role and status. These factors can influence the reaction to internal and external stimulus and therefore need to be analysed by the marketers.

Reference group can be according to Kotler (2008) direct or indirect and usually compare or refer to certain behaviour or attitudes of other groups when forming the person's attitudes and behaviours. Reference groups influence in different ways, e.g. show different behaviour to the person, influence the person's attitude and create pressure to meet those behaviour patterns. This has significant influence on brand choice. For example, if the item purchased will be used in public, then the consumer who is purchasing this product would strongly consider the brand options. On the other side, if the product aims to be used privately, there would be a weak influence on the brand choice. (Kotler: 2008, 134-137)

Following are the questions that are related to reference group (Appendix 1: Questionnaire)

Question 20: Do you belong to some club (Music, scouts...)

Question 21: Please indicate to which club do you belong?

Question 5: What education have you accomplished, or you are studying for?

Family also plays a role in customer behaviour. There are two different families in one's life. Family of orientation refers to your parents, mother and father. These two people give a person a sense of religion, politics, economics etc. Even though you don't live with them anymore what you learned is deeply fixed in your behavioural pattern. On the other side, family which refers to buyers 'wife and children plays a role in buyers' shopping behaviour. In the past many women were responsible for shopping especially for groceries and clothes. However, this trend has shifted and many men, especially in developed countries, shop for groceries instead of their spouse. Due to this matter, marketers need to research and find a pattern concerning who is the one shopping for the family and how they are influenced. (Kotler: 2008, 138)

Following are the questions that are related to family (Appendix 1: Questionnaire)

Question 22: Who do you live with?

Question 23: What is your role in the household you live in?

Question 24: Do you usually buy the same snacks (Biscuits, Soft drinks, Yogurts, and Chocolate) as other people who are living with you in one household?

Role and status shows a person's position within a group. For example I am a daughter that is my role and status in the family. In this case my purchasing behaviour will be influenced by the role I play in the group or family. (Kotler: 2008, 139)

Following are the questions that are related to status and role (Appendix 1: Questionnaire)

Question 2: What is your gender?

Question 14: Fashion and look is very important part of my life.

Personal Characteristics

Buyer is also influenced by personal characteristics, these include: age, life cycle stage, occupation, economic situation, life style, personality and self-concept.

Age and life-cycle play an important role as different products are desired during the life time. Marketers use this knowledge to segment their customer into certain age groups, who usually demand the same products because they occur to be at similar situations. According to Murphy (1979) there are 3 stages in family life cycle: young, middle aged and older. Although these stages remain the same the lifestyles are changing over period of time. E.g. Caravan's sales decline due to low birth rate and fewer children. (Kotler: 2008, 139)

Following are the questions that are related to age (Appendix 1: Questionnaire)

Question 3: What is your age?

Occupation occupation can affect the purchasing behavior. For example a manager would rather buy more expensive smart clothes. On the other side, an industrial worker would prefer something cheaper, rather functional. Due to this reason, marketers segment people according to their occupation and provide a right selection according to different needs identified. (Kotler: 2008, 139-140.)

Following are the questions that are related to occupation (Appendix 1: Questionnaire)

Question 4: What is your occupation?

Economic situation is one of the crucial factors that influence buyers' purchasing decisions. One's income level has a significant influence on what products or services are bought. This counts twice with price-sensitive customers, which are highly fragile to any economic changes, such as recessions. (Kotler: 2008, 140)

Following are the questions that are related to economic situation (Appendix 1: Questionnaire)

Question 6: What is your monthly income level?

Lifestyle is also very important as it is always different in each individual. Lifestyle refers to ways how individuals live, what they believe, what hobbies they pursue and what are their opinions. The ways how lifestyle is measured are called psychographics. There are different life style dimensions, e.g. AIO dimensions, which measures different activities, interest and opinions. However, the most used ones are VALS and SRI. VALS specify 9 different psychographic characteristics according whether the individuals are inner directed, outer directed or need driven. (Kotler: 2008, 140-141.)

Following are the questions that are related to lifestyle (Appendix 1: Questionnaire)

Question 17: How often do you go to church or mosque?

Question 7: I enjoy being a leader.

Question 8: I like to learn about history, culture and art.

Question 9: I consider myself to be an innovative person.

Personality and self-concept refers to different psychological traits, which keep the same during the life. These are for example self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness. These are especially important for marketers to understand the brand preference choice. E.g. it was discovered that coffee drinkers are usually more sociable. Moreover, self-concept describes how an individual want to be seen by the purchase he or she makes. For example I find myself to be sophisticated; therefore I would rather buy a wine than a beer. (Kotler: 2008, 141)

Following are the questions that are related to personality (Appendix 1: Questionnaire)

Question 10: I consider myself to be an honest person.

Question 11: I am very active during the day.

Question 12: I am a reliable person.

Question 13: I prefer to visit more expensive, sophisticated bars and restaurants.

Question 15: I don't like to follow conventions.

Psychological factors

Buyers' decisions are further influenced by psychological factors, which include: motivation, perception, learning, belief and attitudes.

Motivation: There are 2 main different theories concerning motivation - Freud's and Maslow's. Both of them try to understand the behinds of someone's needs. Some motives can be biological coming from thirst, hunger; others can be psychological like need of recognition. Freud argues that motives are many times unknown by buyers themselves. On the other side Maslow believes that the needs are structured into a hierarchy, coming from the most tribal needs to most evolved ones. These stages include: psychological need, safety need, social needs, esteem needs, cognitive needs, aesthetic needs and self-actualization need. Maslow also describes that if one need is satisfied it automatically moves to upper one in the pyramid. Unfortunately, this hierarchy does work the same across the cultures. (Kotler: 2008, 142-143)

Following are the questions that are related to motivation (Appendix 1: Questionnaire)

Question 28: Which one of the following fits better your current situation?

Perception differs wildly between individuals and how they see a situation can affect their behavior. Peoples' reaction to stimulus can be very different for each individual because of: selective attention, selective distortion and selective retention. (Kotler: 2008, 143-144)

Selective attention - nowadays, people are overwhelmed with all the information and many times they do not pay any attention to something what does not stand out, therefore marketers try to be more original when choosing their marketing activities. (Kotler: 2008, 143)

Following are the questions that are related to perception (Appendix 1: Questionnaire)

Question 25: After watching the video (<https://www.youtube.com/watch?v=hcUkdPxxjJHU>), please indicate the number of passes you counted.

Question 26: After watching the video above, have you noticed the gorilla the first time without knowing the answer?

- ii. *Selective distortion* means that each person adapts the information with her or his own (Kotler: 2008, 143) meaning, usually influenced by what we believe.
- iii. *Selective rotation* means that much information which we do not want to believe is forgotten. (Kotler: 2008, 144)

Learning changes the behavior over period of time as people get more experienced. This needs to be kept in mind, when choosing the marketing strategies. (Kotler: 2008, 144)

Following are the questions that are related to learning (Appendix 1: Questionnaire)

Question 27: Please, state one best learning method for you

Beliefs and attitudes: Beliefs are formed by each individual throughout the whole life by experiencing different situations and learning. It is the truth made up by an individual according to his or her life experience. For example, I can believe that private brands have lower quality than national brands. I could obtain this belief from a real knowledge, from someone else's opinions or faith. It is crucial for the manufacturers and retailers to understand what are the perceived beliefs about their product and many times different campaigns are held to change the assumed belief concerning the product. (Kotler: 2008, 144-145.)

Attitudes show the evaluation or the feeling about certain situation, product, etc. They are usually very difficult to change and therefore should be rather adapted to. For example I have the attitude of buying the best brand, because I have heard that national brands are those of better quality, I would rather buy them than private cheaper brands. (Kotler: 2008, 145)

Following are the questions that are related to beliefs and attitudes (Appendix 1: Questionnaire)

Question 29: In snacks, do you think national brands (international brands such as Nestle, Coca Cola, etc.) have better quality than private brands (Finnish retail brands, Pirikka, etc.)?

Question 30: Do you think private brands (Finnish retail brands Pirikka, RAINBOW, etc.) are cheaper than national brands (brands from abroad, Nestle, Coca Cola, etc.)?

In this thesis, the authors try to analyse how buyers' characteristics influence customers' reactions to the stimulus.

Furthermore, the researchers intend to find a logical way of students' categorization when taking into consideration their cultural, social, personal and psychological backgrounds.

3 BRANDS IN KUAS CAFETERIAS

In the chapter above we outlined what are the different buyers' characteristics. However, so far we have not mentioned what are national and private brands and their differences. In this chapter this topic will be discussed.

3.1 National Brands definition

There is not a sole definition of national brands, as some expert considers them to be broad international brands which sell around the world, while others believe that is each brand which works independently of any distributor. These so called "big brands" (Noël: 2008, 69), such as Coca-Cola, Nestlé and others, are the brands which work internationally, selling themselves straight on from their factories to their selling points.

They tend to have more resources, better marketing, and higher prices. This is not always the case, but the fact that they need the media to advertise their products means that they fall into a high investment that tend to affect into the final price.

3.2 Private Brands definition

Oppose to national brands, private brands, or distributor brands, are those that belong to the retailer who sells the product. These ones are usually selling some white label product, in which virtually no marketing has been invested into, and have an average lower price. (Noël: 2008, 69) Some examples are Pirkka from K-market, Rainbow from S-market, or Euro shopper. These brands are popular among the population because of their lower price.

However, despond with one disadvantage, which is their lack of proper, mass branding. People tend to choose them only because of their lower price, not for any loyalty or preference reason.

4 METHODOLOGY

Exploratory (qualitative) and descriptive design (quantitative) were chosen and framework was developed in order to collect and analyze the data more efficiently. Quantitative research is less flexible and tries to answer to the research problem rather than exploratory research, which only search for insights of the topic. (Zigmund: 2009, 108)

4.1 Quantitative Research

This thesis represents a combination of exploratory and descriptive research, firstly the insights about the topic were gathered as the commissioner has not previously held any investigation concerning students' preference choice of snacks in school cafeterias and furthermore the descriptive study was carried out to determine the relationship between variables, customer characteristics and marketing stimuli. Due to the lack of researchers' time cross-sectional study was implemented. Thus, study was only done once. Cross-sectional study involves sample group (100 responses), which is used and generalized later for the whole population. (2000 KUAS students) Sample survey was therefore used in this study in order to generalize the answer across whole KUAS student population.

In this questionnaire distributed to students, mostly all the questions were close-ended, due to its easier approach when analysing the data and fact that the answers can be easily compared. Furthermore, the number of questions is quite high (40 questions) and the usage of close-ended questions makes it easier and faster to answer for the respondents. Moreover, the confusion concerning the questions is also limited. Lastly, the close-ended answers are more likely to be answered when asking more sensitive question rather than open-ended questions.

4.1.1 Data collection

The whole population of Kajaani University of Applied Sciences including students, teachers and other members of staff are the target of this research. This questionnaire was constructed by Google questionnaire program and was distributed to students, staff and teachers via school emails by students “union KAMO” on 20th February 2014 and the submission was closed on 27th February 2014. After one week 100 responses were received, consisting of 82 Finnish responses and 17 foreign responses. Within our target group 97 respondents were students, 1 was already graduated student, 1 respondent is a teacher and 1 respondent indicated that he is a police man. Thus, 97% of respondent identified themselves as students.

4.1.2 Questionnaire

The questionnaire was designed in English and translated into Finnish in order to provide better understanding for Finnish students, who are the main target of this research. This questionnaire was translated by Finnish business students who speak English fluently and common understanding of questions was ensured during the translation. Moreover, this questionnaire was checked by the supervisor, Esa Kyyhkynen and statistic teacher Simo Määttä. The questionnaire consists of 40 questions, from which 37 questions are close-ended questions and 3 are opened-ended. The questionnaire covers 4 different buyers' characteristics, as mentioned in theoretical framework, 4 questions concerning cultural characteristics, 8 questions related to social characteristics, 11 questions concerning personal characteristics and 6 questions related to psychological characteristics were asked. Moreover, 11 questions were asked concerning the product, price, place and promotion when choosing between national and private brands. There are 20 Likert-scale questions used, in order to allow the respondents to show the degree of agreement, not only limited yes or no answer (Appendix 1).

4.2 Credibility, Validity and Reliability

Credibility

Even if a study is scientific, not always the results are totally conclusive. Different external and internal factors, like desire to get published or lack of methodology, can make a good research fail to provide proper data. Also, some studies can become biased if the proper measurement rules are ignored.

Having a great sample greatly corrects this problem (Ioannidis, 2010), but not always is possible to find a sample big enough to avoid biased and unreliable data. In our case, we have done a questionnaire which was responded by 100 students and staff, from a total of 2000 of KUAS members.

That means that a 5% of the total population was questioned and included in our sample. It does not give a 100% security on the answer, but at least gives us enough material to have a good approximation.

Validity

Validity is the concept that show us if we are measuring correctly what we are measuring, as much as how well the survey was set. It can be assessed in different forms, like the validity of the content (that requires that each area of the questionnaire must be related) (Sarstedt, 2011).

In our case, all the content is related with the preferences between private and national brands, and the characteristic of those who prefer one or the other.

Reliability

The concept of reliability differs from the one of Validity. While validity is required a priori of working on reliability (Sarstedt, 2011), reliability describes us when the questionnaire can provide the same result while conducted in identical circumstances. For example, if a second group of researches do the same questionnaire, the probability that they will have the same outcome (Ioannidis, 2010) must be high to prove the study reliable.

One way to measure it is the Cronbach's index, in which the questionnaire to prove is done twice, and each value that is repeated exactly is giving a punctuation of 1, while if it is different

is given 0. (Sarstedt, 2011). If the average of all point is above 0.6, the questionnaire data is considered reliable.

In our research, we will prepare for limitation and future research section, instructions of how to carry on that test, so they data are proven reliable.

5 DATA ANALYSIS

Prior to hypothesis testing, general information about population characteristics will be described in the text below with the order as follow: cultural, social, personal and psychological characteristics.

Cultural characteristics

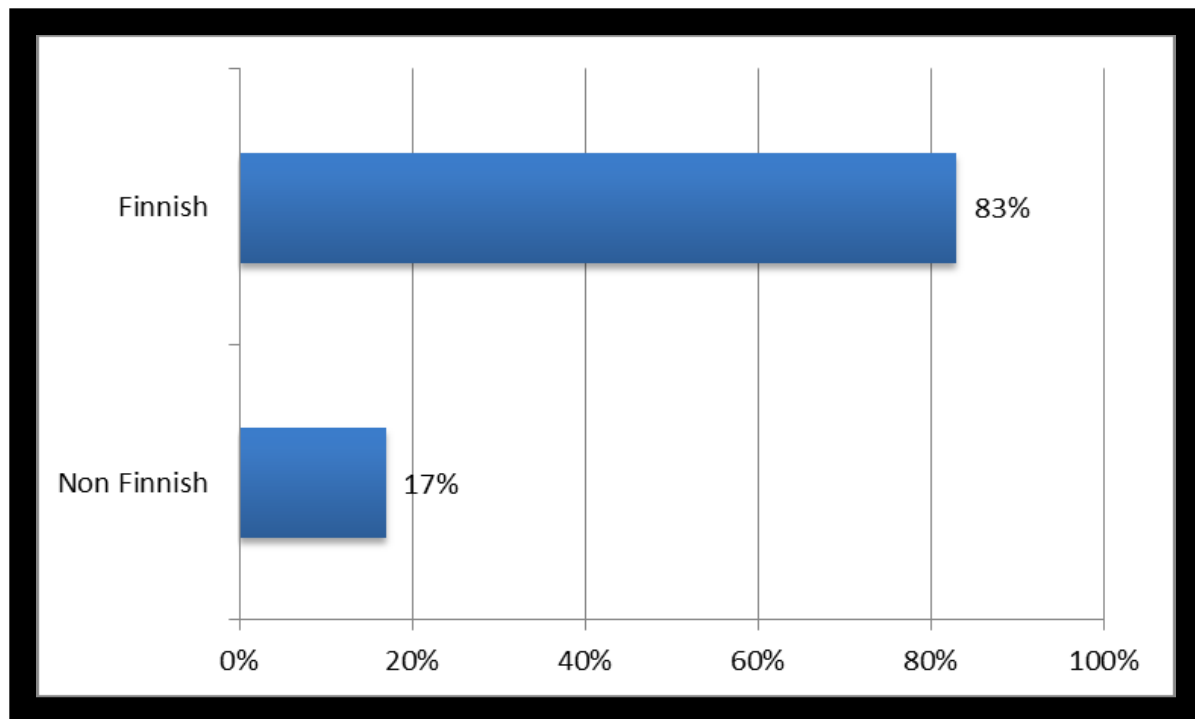


Figure 2: Question 1 Nationality (n = 100)

Four different questions were asked concerning the cultural characteristics of the respondents. As seen from Figure 2, 83 respondents were of Finnish nationality with 17% of Non-Finnish respondents with most of the foreign respondents coming from Russia and Vietnam. Furthermore most of the respondents were Christian, who account for 65% with second largest group of Non-religious respondents (23%) followed by other religion groups (Appendix 2, Table 38). Furthermore 95% of respondents are of white race with 3% of Asians on the second place, followed by 2% of Latin Americans, hispanics (Appendix 2, Table 40). When considering the social class, most of the respondents identified themselves as middle

class belongers (55%), followed by working class (36%) and 8% upper class (Appendix 2, Table 41).

To summarize the general information about cultural characteristics. Most of the respondents were Finns, Christians of white race belonging to middle class.

Social characteristics

8 questions concerning social characteristics of respondents were asked.

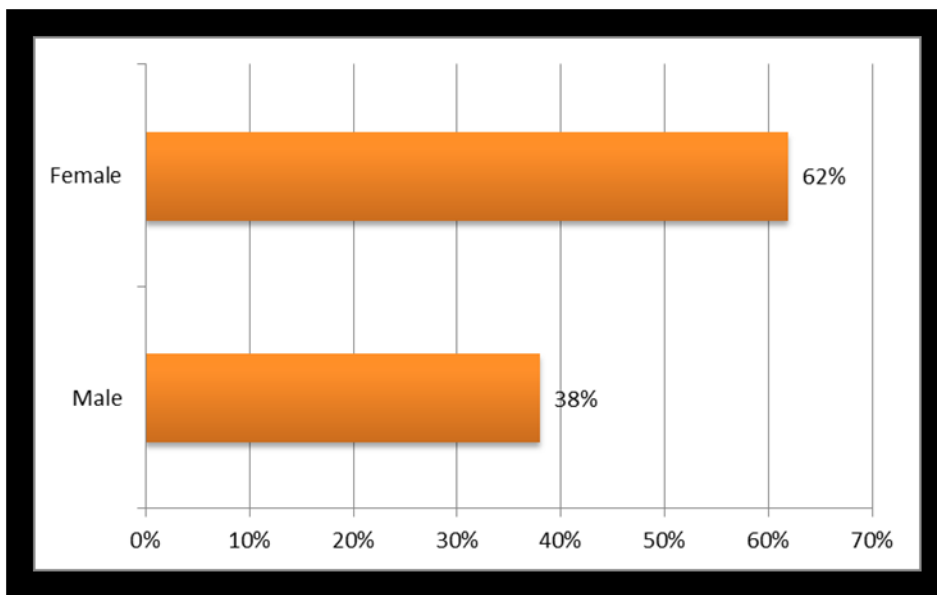


Figure 3: Question 2 Gender (n=100)

62% of respondents were females followed up by 38% of males (Appendix 2, Figure 3). 82% were KUAS students with only 11% of respondents studying towards different degree (Appendix 2, Table 27). Furthermore 26% agree with the statement that “Fashion and looks are important to me”, with 42% neutral respondents and 32% respondents who disagree with above mentioned statement (Appendix 2, Table 36). When answering statement “I belong to some club”, 27% of respondents agree, followed by 70% not agreeing respondents (Appendix 2, Table 22). 65% of respondents live with somebody (friends, parents...), on contrary with 35% who live by themselves (Appendix 2, Table 43). However 77% of respondents consider themselves to play a certain role in the hoshold, such as being a parent, siblings, flat

mate...Opposite to 23%, who do not play any role in their household (Appendix 2, Table 44).76% of respondents sometimes buy the same snack as their family, with 18% who never does and 6% who always prefer to buy the same snack as their family (Appendix 2, Table 45)

To summarize the social characteristics, 62 of the respondents are female (Appendix 2, Figure studying in KUAS and are neutral towards “fashion and looks”. Furthermore 70 respondents do not belong to any free time activity club and 35 of respondents live by themselves, with 77 respondents who play a certain role in their household. Only 6% of respondents buy the same snack as their family followed up by 76 respondents who do so sometimes.

Personal Characteristics

12 different questions were constructed in order to discover personal characteristics. The results are outlined below

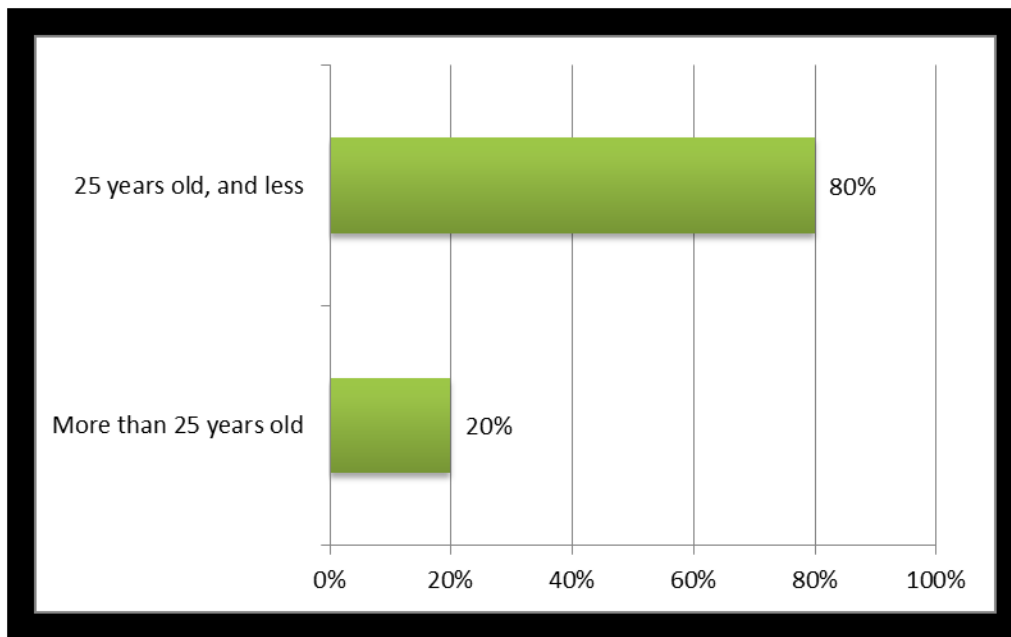


Figure 4: Question 3 Age (n=100)

80% of the respondents are less than 25 years old (Appendix 2, Figure 4) and students 97% (Appendix 2, Table 26). Furthermore 70% earn 600 Euros or less and 30% of respondent earn

more than 600 Euros a month (Appendix 2, Table 28). 45% of respondents enjoy being a leader, with 42 respondents who are neutral towards this statement and 13 who do not agree (Appendix 2, Table 29). 55% of respondents like to learn about history and art, 34% are neutral towards this statement and 11% do not agree at all. (Appendix 2, Table 30)

When considering the statement ‘ I consider myself innovative’, 55% agrees, 37% are neutral and 8 disagree with this statement (Appendix 2, Table 31). Statement ‘I consider myself active’ was agreed by 58%, 32 % were neutral and 10% disagree with above mentioned statement (Appendix 2, Table 32). Surprisingly 94% consider themselves honest and 6% are neutral Appendix 2, Table 33). Moreover 90% consider themselves reliable, 7% are neutral and 3 disagree with this statement (Appendix 2, Table 34). 40% do not like to visit sophisticated places and restaurants, 37 respondents are neutral and 23% like to visit this kind of bars and restaurant (Appendix 2, Table 35).43% of respondents are neutral towards following traditions, however 39% like to follow the traditions and 18% do not like to (Appendix 2, Table 37). Most of the respondent do not visit religious centers often - 95% (Appendix 2, Table 39).

To summarize the personal characteristics, most of the respondents are less than 25 years old with income level lower or equal to 600 Euros. Most of the respondents slightly agree or are neutral towards following statement: “I enjoy being a leader”, “ I like to learn about history and art”, “I consider myself innovative”. Most of the respondents believe that they are honest and reliable. On the other side, most of the respondents do not like to visit sophisticated bars and restaurants. Lastly majority of respondents like to or are neutral toward following the traditions and 95% of respondents do not visit religious places often.

Psychological characteristics

6 questions were designed in order to discover psychological characteristics of the KUAS population. The general results are outlined below.

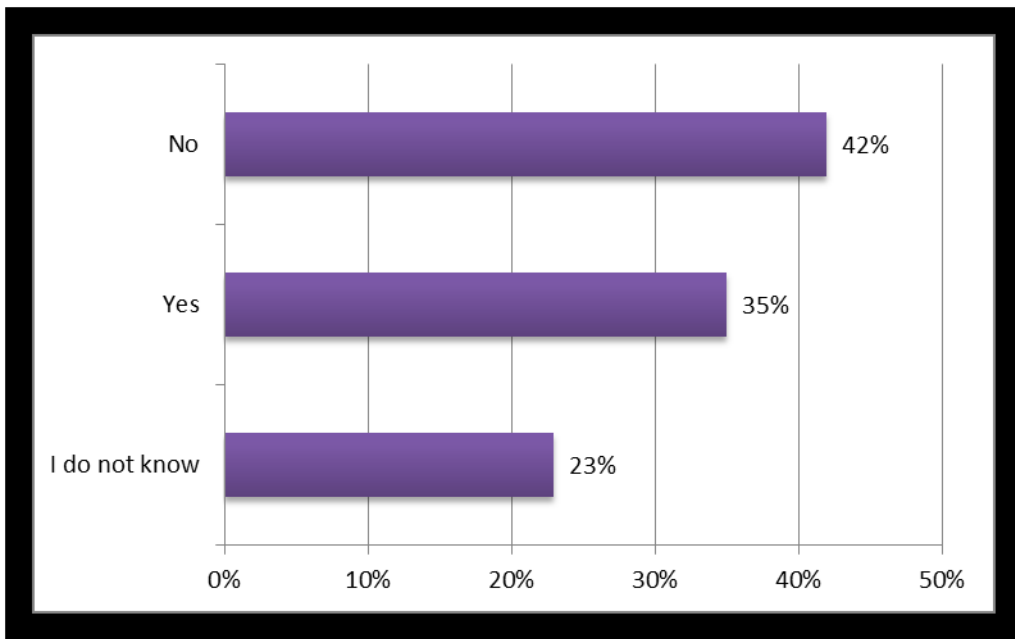


Figure 5: Question 29 Respondents answers to the statement: In snacks I believe that national brands have more quality than private ones (n=100)

Selective attention test, which was used in the questionnaire, discovered that only 30% (Appendix 2, Table 46) of the respondents answered correctly to how many passes they saw, with 68% of respondents who saw the monkey on the video (Appendix 2, Table 47). This implies that 32% of the respondents suffer of selective attention. 66% of the respondents learn the best by practicing, followed up by visual, study by yourself and communicating with others (Appendix 2, Table 48).

Moreover, 46% seek for the life achievement, 33% seek for achieving their dreams and 9% try to build a safe environment (Appendix 2, Table 49). In national snacks 43% of respondent do not believe that they are of higher quality, 35% believe this statement and 23% do not know

(Appendix 2, Figure 5) and 80% believe that national brands are more expensive than private brands, followed up by 11% who do not know and 9% who disagree (Appendix 2, Table 51).

To summarize psychological characteristics 32% of respondents suffer of selective attention that means that once people find what they are looking for they do not realize other things. Most of them learn by doing and search for life achievement and 43% do not believe that national brands are of higher quality, although 80% think that national brands are more expensive.

Marketing mix (Internal stimulus)

10 different questions were constructed concerning marketing stimuli. The results are as follow:

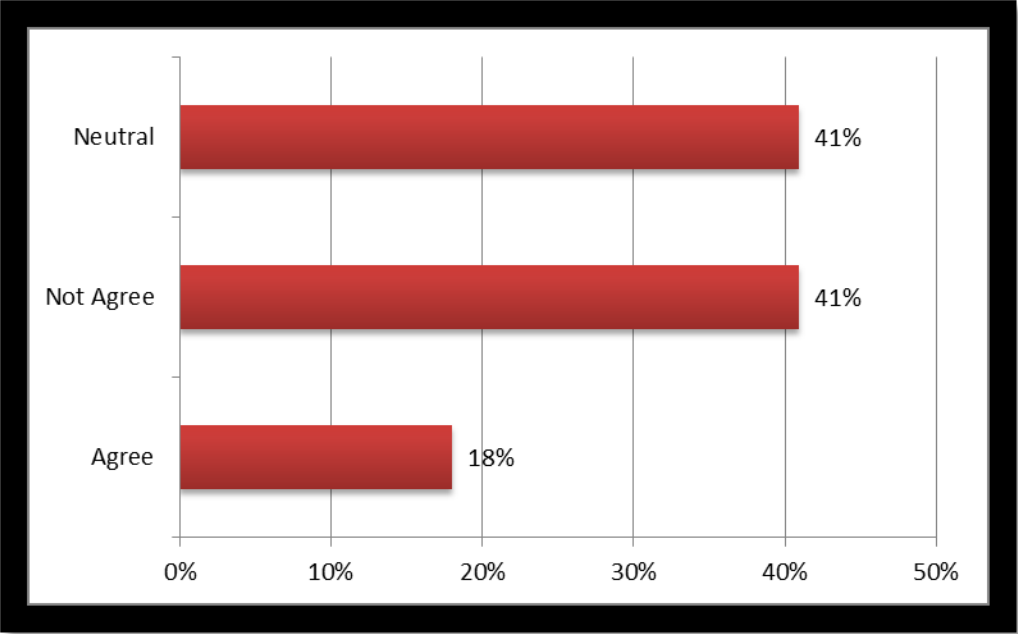


Figure 6: Question 31: Persons' opinion about the statement: I rather buy national brands than private ones. (n=100)

41% of respondent is neutral towards preference to national brands with the same percentage of people who disagree and 18% of respondents who agree (Appendix 2, Figure 6). "I believe KUAS has equal selection of products between private and national brands" 51% are neutral towards this statement, 31 do not agree and 18 agree (Appendix 2, Table 53). 54% of students would like KUAS to offer cheaper private brands, 43% are neutral and 3% disagree (Appendix 2, Table 54). Moreover 53% do not agree that high price equal of high quality, followed by 24% who agree and 23% who are neutral towards this statement (Appendix 2, Table 55).

"I prefer buy cheaper private brands" 44% are neutral, 36% agree and 20% disagree with this statement (Appendix 2, Table 56). 79% of the respondents do not like to choose the first snack in the stand, however 15% are neutral and the rest agree with this statement (Appendix 2, Table 57). 87% do not like to choose the snack just because it is the close in the counter, 9% are neutral and 4 prefer to buy snack which is close in the counter (Appendix 2, Table 58). The statement "I prefer to buy advertised snack" was not supported by 77% of respondents, 18% were neutral and 5% agreed (Appendix 2, Table 59). 37% of the respondents do not like to buy snacks with nice packaging, on contrary to 34% who prefer this kind of products and 29% who are neutral (Appendix 2, Table 60). Statement "I rather choose snack advertised by celebrities", 80% disagree, 15% are neutral and 5% agree with this statement (Appendix 2, Table 61).

To summarize internal stimuli, 41% are neutral towards preference to national brands. Furthermore 51% are neutral to the statement "KUAS offer the same selection between national and private brands". However, 53% of students would prefer KUAS to offer cheaper private brands. 53% do not believe that high price equal high quality. 44% are neutral towards statement "I prefer to buy cheaper private brands". Most of the respondents do not choose the snacks just because of their convenient location and advertisement (celebrity advertisement). However there is an equal number between supporters of nice packaging.

As mentioned before in the thesis framework, this research aims to discover whether there is a correlation between marketing stimulus and customers' characteristics. Four different hypotheses were formed prior to data analysis and whether there is a relationship between following variables should be outlined in following chapter.

We will test following hypothesis:

H10: Reaction to internal stimuli is not dependent on buyers' cultural characteristics

H11: Reaction to internal stimuli is dependent on buyers' cultural characteristics

H20: Reaction to internal stimuli is not dependent on buyer's social characteristics

H21: Reaction to internal stimuli is dependent on buyers' social characteristics

H30: Reaction to internal stimuli is not dependent on buyers' personal characteristics

H31: Reaction to internal stimuli is dependent on buyers' personal characteristics

H40: Reaction to internal stimuli is not dependent on buyers' psychological characteristics

H41: Reaction to internal stimuli is dependent on buyers' psychological characteristics

In the following chapter, the hypothesis will be tested using Pearson's Chi- Square Test for nominal variables and Monte Carlo's test for the cases where expected count is less than 5 for the each cell for more precise answer when showing the evidence of relationship between variables . Firstly H10&H11 will be tested.

5.1 Hypothesis 1: Cultural Characteristics Dependency

H10: Reaction to internal stimuli is not dependent on buyers' cultural characteristics

H11: Reaction to internal stimuli is dependent on buyers' cultural characteristics

In order to test the following hypotheses 4 questions concerning cultural characteristics of buyer were asked respondents and were later tested for correlation with other 9 questions concerning the reactions to marketing stimulus such as: product, price, place and promotion.

Two different variables were examined at a time, however only 4 of them showed the meaningful statistical correlation out of 36 possible pairs and therefore we can conclude that H10 cannot be rejected and there is no evidence of relationship between internal stimuli and buyers' cultural characteristics.

These questions can be found in Appendix 2 of this thesis. For the simplification only the cases with the evidence of relationship between cultural and internal stimuli is outlined below.

Table 1 Cross Tabulation of Q1 x Q33

		Q33. I would rather KUAS cafeterias to offer cheaper private brands			Total
		Not Agree	Neutral	Agree	
Q1. Nationality	Finnish	3.6%	48.2%	48.2%	100.0%
	Non Finnish	0%	17.6%	82.4%	100.0%
Total		3.0%	43.0%	54.0%	100.0%

In order to analyse the relationship between two variables nationality (Q1) and the statement "I rather KUAS cafeterias to offer cheaper private brands (Q33) cross tabulation, specifically. Chi-square test was used; due to the fact that both variables are consider being nominal. Chi-square (6,725, df= 2, p<0,05).

However, this test was considered to be invalid as 2 cells representing 33% of total number of cells have expected count less than 5 while the expected count is less than 0.51. Due to this fact *Monte Carlo test* was used to prove whether there is a relationship between these two variables. *Monte Carlo's* p-value= 0,035 what is less than confidence level of 0, 05 and therefore it can be assumed that there is an evidence of relationship between nationality and the agreement mentioned above. (Table 1)

As it is seen from the table there is an inverse relationship between the disagreement of Finnish respondents and agreement of foreign respondents. We can therefore conclude that as more Finnish respondents disagree with the statement, the opposite reaction is performed by foreign respondents.

Table 2 Cross Tabulation of Q1 x Q34

		Q34. I think high price equals to high quality			Total
		Not Agree	Neutral	Agree	
Q1.Nationality	Finnish	3.6%	48.2%	48.2%	100.0%
	Non Finnish		17.6%	82.4%	100.0%
Total		3.0%	43.0%	54.0%	100.0%

When analysing two variable “Nationality” (Q1) and agreement to the following statement “I think high prices equals to high quality” (Q34) *Pearson Chi-square test* was used and valued 9,484 with $p < 0,05$ (table 2), due the fact that 2 cells have expected count less than 5 and the minimum expected count is 3,91 the *Monte Carlo test* was chosen to further show whether there is a significant relationship between the variables.

Monte Carlo test showed the p-value equals to 0, 01 which is lesser than 0, 5 and therefore we can conclude that there is the evidence of relationship between nationality and the agreement towards the following statement. As it is seen from the table there is an inverse relationship between agreement towards the statement among Finnish and Non-Finnish respondents.

Table 3 Cross Tabulation of Q19 x Q40

		Q40. I like to buy snacks advertised by celebrities			Total
		Not Agree	Neutral	Agree	
Q19. Social class	Working Class	83.3%	16.7%	0%	100.0%
	Middle Class	80.4%	16.1%	3.6%	100.0%
	Upper Class	62.5%	0%	37.5%	100.0%
Total		80.0%	15.0%	5.0%	100.0%

In order to understand whether there is a relationship between “Social class” (Q19) and the agreement to “I like to buy snacks advertised by a celebrity” (Q40), Pearson Chi-Square Test was conducted with value of 20,565 and $p\text{-value} = 0 < 0,05$. Due to the fact that 4 cells have expected frequencies less than 5 and the minimum expected count is 0,4, Monte Carlo’s test was conducted. This test proved that $p(0,02) < 0,05$ and therefore there is the evidence of relationship between social class and agreement to the following statement.

“I like to buy snacks advertised by celebrity” As it is seen from the table 13 above, higher the social class, higher the agreement towards buying snack advertised by a celebrity.

Table 4 Cross Tabulation of Q19 x Q37

		Q37. I chose the closer snack to me in the counter			Total
		Not Agree	Neutral	Agree	
Q19. Social class	Working Class	83.3%	16.7%	0%	100.0%
	Middle Class	80.4%	16.1%	3.6%	100.0%
	Upper Class	62.5%	0%	37.5%	100.0%
Total		80.0%	15.0%	5.0%	100.0%

When trying to establish whether there is the evidence of relationship between two variables “ Social class” (Q19) and the agreement to following statement “ I chose the closer snack to me in the counter” (Q37), the same process as mentioned in above cross-tabulation is used. First of all, Pearson Chi-Square Test is used and in this case valued 26,070 with p-value 0, 00 which is less than 0,05(Table 17). However, as in other cases there are 5 cells with expected frequencies less than 5, with minimum expected count 0, 32.

Due to this reason Monte Carlo’s Test is conducted consequently, showing the p-value of 0,02 (Table 4) which is also lower than 0,05 and therefore we can conclude that there is the evidence of relationship between social class and the agreement to following statement I chose the closer snack to me in the counter.

As it is seen from the table 16 above the higher the social class the higher the agreement towards the statement.

5.2 Hypothesis 2: Social Characteristics Dependency

In the following chapter, the hypothesis will be tested using Pearson's Chi-Square Test for nominal variables and Monte Carlo's test for the cases where there are more cells with expected count less than 5.

Secondly H20&H21 will be tested:

H20: Reaction to internal stimuli is not dependent on buyers' social characteristics

H21: Reaction to internal stimuli is dependent on buyers' social characteristics

In order to test the following hypotheses 8 questions concerning social characteristics of buyer were asked to respondents and were later tested for correlation with other 9 questions concerning the reactions to marketing stimulus such as: product, price, place and promotion.

Two different variables were examined at a time, however only 3 of them showed the meaningful statistical correlation out of 72 possible pairs. Thus, H20 cannot be rejected as there is no evidence of relationship.

These questions can be found in Appendix 2 of this thesis. For the simplification only questions where a relationship with marketing stimulus was discovered are going to be outlined.

Table 5 Cross Tabulation Q24 x Q38

		Q38. I rather buy advertised snacks			Total
		Not Agree	Neutral	Agree	
Q24. I buy same snacks as my friends and family	Always	50.0%	16.7%	33.3%	100.0%
	Sometimes	75.0%	21.1%	3.9%	100.0%
	Never	94.4%	5.6%	0%	100.0%
Total		77.0%	18.0%	5.0%	100.0%

In order to analyze whether there is an evidence of relationship between two variables " I buy same snacks as my friends and family " (Q24) and " I rather buy advertised snack" (Q38), Pearson Chi-Square Test was conducted and showed value of 13,969 with p-value less than 0,05, specifically 0,07.

Due the fact that more than 6 cells have expected count less than 5 with minimum expected count 0,3 the Monte Carlo's test was conducted and the evidence of relationship was found as $p=0,015 < 0,05$.

As seen in this table 5 more often the respondents shop for the same products as others in their household more advertised products they buy.

Table 6 Cross Tabulation Q14 x Q40

		Q40. I like to buy snacks which are advertised by celebrities			Total
		Not Agree	Neutral	Agree	
Q14. Fashion and looks are important to me	Not Agree	90.6%	6.3%	3.1%	100.0%
	Neutral	78.6%	21.4%	0%	100.0%
	Agree	69.2%	15.4%	15.4%	100.0%
Total		80.0%	15.0%	5.0%	100.0%

Furthermore, in order to discover whether there is an evidence of relationship between two variables “Fashion and looks are important to me” (Q14) and “I like to buy snacks which are advertised by the celebrity” (Q40) we used Pearson’s Chi-Square Test and the value was 11,565, with p-value equals to 0, 02 which is lower than 0, 05.

However due to the fact that 5 cells have expected frequencies less than 5 with minimum expected count 1,30 Monte Carlo’s Test was conducted and showed the evidence of relationship between these two variables, with p-valued of 0,017. As it is seen from the table 6 more important is fashion and look to people more people buy products advertised by the celebrities.

Table 7 Cross Tabulation Q14 x Q38

		Q38. I rather buy advertised snack			Total
		Not Agree	Neutral	Agree	
Q14. Fashion and looks are important to me	Not Agree	84.4%	12.5%	3.1%	100.0%
	Neutral	73.8%	26.2%	0%	100.0%
	Agree	73.1%	11.5%	15.4%	100.0%
Total		77.0%	18.0%	5.0%	100.0%

As mentioned above to find out whether there is a correlation between statements “Fashion and looks are important to me” (Q14) and “I rather buy advertised snack” (Q38) we used Pearson’s Chi-Square test which showed value of 10,972 with p-value of 0,027.

Due to the fact that more than 4 cells have expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,027 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As seen from the table 7 more important is the fashion to people more likely they are willing to buy product which are advertised.

5.3 Hypothesis 3: Personal Characteristics Dependency

In the following chapter, the hypothesis will be tested using Pearson's Chi-Square Test for nominal variables and Monte Carlo's test for the cases where there are more cells with expected count less than 5.

Secondly H30 & H31 will be tested:

H30: Reaction to internal stimuli is not dependent on buyers' personal characteristics

H31: Reaction to internal stimuli is dependent on buyers' personal characteristics

In order to test the following hypotheses 13 questions concerning personal characteristics of buyer were asked to respondents and were later tested for correlation with other 9 questions concerning the reactions to marketing stimulus such as: product, price, place and promotion.

Two different variables were examined at a time, however only 12 of them showed the meaningful statistical correlation out of 117 possible pairs, therefore, H30, null hypothesis cannot be rejected.

These questions can be found in Appendix 2 of this thesis. For the simplification only questions where a relationship with marketing stimulus was discovered are going to be outlined.

Table 8 Cross Tabulation Q3 x Q31

		Q31. I rather buy national brands			Total
		Not Agree	Neutral	Agree	
Q3. Age	25 years old, and less	33.8%	46.3%	20.0%	100.0%
	More than 25 years old	70.0%	20.0%	10.0%	100.0%
Total		41.0%	41.0%	18.0%	100.0%

As mentioned above to find out whether there is a correlation between to statements “Age” (Q3) and “I rather buy national brands” (Q31) we used Pearson’s Chi-Square test which showed value of 8,706 with p-value of 0,013.

Due to the fact that only 1 cell have expected count less than 5 Monte Carlo’s Test was not needed to prove correlation in this case.

As seen from the table 8, older is the people, less likely they are willing to buy product which are national brands.

Table 9 Cross Tabulation Q13 x Q40

		Q40. I rather buy snacks advertised by celebrity			Total
		Not Agree	Neutral	Agree	
Q13. I like to visit sophisticated bars and restaurants	Not Agree	92.5%	7.5%	0%	100.0%
	Neutral	64.9%	24.3%	10.8%	100.0%
	Agree	82.6%	13.0%	4.3%	100.0%
Total		80.0%	15.0%	5.0%	100.0%

To find out whether there is a correlation between the statements “I like to visit sophisticated bars and restaurants” (Q13) and “I rather buy snacks advertised by a celebrity” (Q40) we used Pearson’s Chi-Square test which showed a value of 10,082 with a p-value of 0,039. As more than 4 cells have an expected count less than 5, Monte Carlo’s Test was used, showing a p-value of 0,033 which is less than 0,05 and therefore we can conclude that there is evidence of a relationship between these two variables. As seen from table 9, the more sophisticated people are in their choice of bars and restaurants, the more likely are they to acquire snacks advertised by a celebrity.

Table 10 Cross Tabulation Q13 x Q33

		Q33. I rather if KUAS Cafeterias would offer cheaper private brands			Total
		Not Agree	Neutral	Agree	
Q13. I like to visit sophisticated bars and restaurants	Not Agree	2.5%	57.5%	40.0%	100.0%
	Neutral	0%	40.5%	59.5%	100.0%
	Agree	8.7%	21.7%	69.6%	100.0%
Total		3.0%	43.0%	54.0%	100.0%

Furthermore, to find out whether there is a correlation between statements “I like to visit sophisticated bars and restaurants” (Q13) and “I rather if KUAS Cafeterias would offer cheaper private brands” (Q33) we used Pearson’s Chi-Square test which showed value of 10,744 with p-value of 0,030.

Being more than 3 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,025 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As seen from the table 10, the more sophisticated people in their choice of bars and restaurants, the more less likely they would prefer KUAS cafeterias offering cheaper private brands.

Table 11 Cross Tabulation Q13 x Q31

		Q31. I rather buy national brands			Total
		Not Agree	Neutral	Agree	
Q13. I like to visit sophisticated bars and restaurants	Not Agree	65.0%	22.5%	12.5%	100.0%
	Neutral	29.7%	54.1%	16.2%	100.0%
	Agree	17.4%	52.2%	30.4%	100.0%
Total		41.0%	41.0%	18.0%	100.0%

As mentioned above to find out whether there is a correlation between statements “I like to visit sophisticated bars and restaurants” (Q13) and “I rather buy national brands” (Q31) we used Pearson’s Chi-Square test which showed value of 18, 183 with p-value of 0, 01.

Due to the fact that only 1 cell have expected count less than 5 Monte Carlo’s Test was not needed to prove correlation in this case.

As seen from the table 11, the more sophisticated are the people on their leisure areas of choice, the more likely are they to buy expensive national brands.

Table 12 Cross Tabulation Q13 x Q38

		Q38. I rather buy advertised snacks			Total
		Not Agree	Neutral	Agree	
Q13. I like to visit sophisticated bars and restaurants	Not Agree	92.5%	5.0%	2.5%	100.0%
	Neutral	67.6%	27.0%	5.4%	100.0%
	Agree	65.2%	26.1%	8.7%	100.0%
Total		77.0%	18.0%	5.0%	100.0%

Furthermore, to find out whether there is a correlation between statements “I like to visit sophisticated bars and restaurants” (Q13) and “I rather buy advertised snacks” (Q38) we used Pearson’s Chi-Square test which showed value of 9,497 with p-value of 0,050.

Being more than 4 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,046 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As proven from the table 12, the more sophisticated is people in their choice of bars and restaurants, the more likely are they to acquire snacks advertised broadly.

Table 13 Cross Tabulation Q15 x Q36

		Q36. I choose the first snack I see on the counter			Total
		Not Agree	Neutral	Agree	
Q15. I do not like to follow traditions	Not Agree	87.2%	7.7%	5.1%	100.0%
	Neutral	72.1%	25.6%	2.3%	100.0%
	Agree	77.8%	5.6%	16.7%	100.0%
Total		79.0%	15.0%	6.0%	100.0%

To find out whether there is a correlation between statements “I do not like to follow traditions” (Q15) and “I chose the first snack I see on the counter” (Q36) we used Pearson’s Chi-Square test which showed value of 10,692 with p-value of 0,030.

Being more than 4 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,028 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As seen from the table 13, the more likely is people to follow tradition, the more common is that they will chose without thinking the first snack they see on the counter.

Table 14 Cross Tabulation Q15 x Q38

		Q36. I rather buy advertised snacks			Total
		Not Agree	Neutral	Agree	
Q15. I do not like to follow traditions	Not Agree	92.3%	7.7%	0%	100.0%
	Neutral	60.5%	30.2%	9.3%	100.0%
	Agree	83.3%	11.1%	5.6%	100.0%
Total		77.0%	18.0%	5.0%	100.0%

In this case, to find out whether there is a correlation between statements “I like to follow traditions” (Q15) and “I rather buy advertised snacks” (Q36) we used Pearson’s Chi-Square test which showed value of 12,712 with p-value of 0,013.

Being more than 4 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,011 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As we can see from the table 14, the more likely is people to follow tradition, the more common is that they will chose advertised snacks.

Table 15 Cross Tabulation Q10 x Q40

		Q40. I rather buy snacks advertised by celebrity			Total
		Not Agree	Neutral	Agree	
Q10. I consider myself honest	Neutral	66.7%	0%	33.3%	100.0%
	Agree	80.9%	16.0%	3.2%	100.0%
Total		80.0%	15.0%	5.0%	100.0%

In this case, to find out whether there is a correlation between the statements “I consider myself honest” (Q10) and “I rather buy snacks advertised by a celebrity” (Q40) we used Pearson’s Chi-Square test which showed a value of 11,348 with a p-value of 0,003.

Being more than 4 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,021 which is less than 0,05 and therefore we can conclude that there is the evidence of a relationship between these two variables.

As we can see from table 15, the more likely it is for people to be considered honest, the less common it is that they will choose advertised snacks by a celebrity.

Table 16 Cross Tabulation Q10 x Q37

		Q37. I choose the closer snack to me in the counter			Total
		Not Agree	Neutral	Agree	
Q10. I consider myself honest	Neutral	66.7%	0%	33.3%	100.0%
	Agree	88.3%	9.6%	2.1%	100.0%
Total		87.0%	9.0%	4.0%	100.0%

To find out whether there is a correlation between statements “I consider myself honest” (Q10) and “I chose the closer snack to me in the counter” (Q37) we used Pearson’s Chi-Square test which showed value of 14, 608 with p-value of 0,001.

Being more than 3 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,020 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As we can see from the table 16, the more likely is people to be consider honest, the less common is that they will chose the closer snack to them in the counter.

Table 17 Cross Tabulation Q8 x Q31

		Q31. I rather buy national brands			Total
		Not Agree	Neutral	Agree	
Q8. I like to learn about history and culture	Not Agree	27.3%	72.7%	0%	100.0%
	Neutral	50.0%	23.5%	26.5%	100.0%
	Agree	38.2%	45.5%	16.4%	100.0%
Total		41.0%	41.0%	18.0%	100.0%

To find out whether there is a correlation between statements “I like to learn about history and culture” (Q8) and “I rather buy national brands” (Q31) we used Pearson’s Chi-Square test which showed value of 10, 199 with p-value of 0,037.

Being more than 3 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,036 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As we can see from the table 17, the more people like to learn about history and culture, the more possible is that they will rather buy national brands.

Table 18 Cross Tabulation Q7 x Q39

		Q39. I rather snacks with nice package			Total
		Not Agree	Neutral	Agree	
Q7. I enjoy being a leader	Not Agree	38.5%	38.5%	23.1%	100.0%
	Neutral	50.0%	28.6%	21.4%	100.0%
	Agree	24.4%	26.7%	48.9%	100.0%
Total		37.0%	29.0%	34.0%	100.0%

To find out whether there is a correlation between to statements “I enjoy being a leader” (Q7) and “I rather snacks with nice package” (Q39) we used Pearson’s Chi-Square test which showed value of 9, 674 with p-value of 0,046.

Being more than 3 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,039 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As we can see from the table 18, the more people that enjoy being a leader, the more possible is that they will rather buy nice packaged snacks.

Table 19 Cross Tabulation Q17 x Q31

		Q31. I rather buy national brands			Total
		Not Agree	Neutral	Agree	
Q17. I go to religious centre	Often	0%	25.0%	75.0%	100.0%
	Not Often	42.7%	41.7%	15.6%	100.0%
Total		41.0%	41.0%	18.0%	100.0%

Finally, to find out whether there is a correlation between statements “I go to religious center” (Q17) and “I rather buy national brands” (Q31) we used Pearson’s Chi-Square test which showed value of 9, 489 with p-value of 0,009.

Being more than 3 cells expected count less than 5 Monte Carlo’s Test was used, showing the p-value of 0,017 which is less than 0,05 and therefore we can conclude that there is the evidence of relationship between these two variables.

As we can see from the table 19, the less people go to religious center, the less likely they are to buy national brands.

5.4 Hypothesis 4: Psychological Characteristics Dependency

In the following chapter, the hypothesis will be tested using Pearson's Chi-Square Test for nominal variables and Monte Carlo's test for the cases where there are more cells with expected count less than 5.

Secondly H40 & H41 will be tested:

H40: Reaction to internal stimuli is not dependent on buyers' psychological characteristics

H41: Reaction to internal stimuli is dependent on buyers' psychological characteristics

In order to test the following hypotheses 6 questions concerning psychological characteristics of buyer were asked respondents and were later tested for correlation with other 9 questions concerning the reactions to marketing stimulus such as: product, price, place and promotion.

Two different variables were examined at a time, however only 3 of them showed the meaningful statistical correlation out of 54 possible pairs. Thus, H40, null hypothesis cannot be rejected.

These questions can be found in Appendix 2 of this thesis. For the simplification only questions where a relationship with marketing stimulus was discovered are going to be outlined.

Table 20 Cross Tabulation Q30 x Q37

		Q37. I choose the close snack to me in the counter			Total
		Not Agree	Neutral	Agree	
Q30. I think national brands are more expensive than privates	No	77.8%	0%	22.2%	100.0%
	Yes	86.3%	11.3%	2.5%	100.0%
	I do not know	100.0%	0%	0%	100.0%
Total		87.0%	9.0%	4.0%	100.0%

In order to analyse the relationship between two variables "I think national brands are more expensive than privates" (Q30) and the statement "I chose the closer snack to me in the counter" (Q37) cross tabulation, specifically Chi-square test was used, due to the fact that both variables are consider to be nominal. Chi-square (10,918, df= 4, $p < 0,05$) However, this test was considered to be invalid as 9 cells representing 60% of total number of cells have expected count less than 5 while the expected count is less than 0.9

Due to this fact *Monte Carlo test* was used to prove whether there is a relationship between these two variables. *Monte Carlo's* p -value= 0,039 what is less than confidence level of 0, 05 and therefore it can be assumed that there is an evidence of relationship between these two variables.

As it is seen from the table 20 higher the needs respondents aim to reach more willing they are to buy national brands. As seen from the table more positive agreement towards the statement about the higher price of national brand, higher purchasing of products closer at the counter

Table 21 Cross Tabulation Q29 x Q31

		Q31. I rather buy national brands			Total
		Not Agree	Neutral	Agree	
Q29. I think national brands have better quality	No	59.5%	38.1%	2.4%	100.0%
	Yes	25.7%	37.1%	37.1%	100.0%
	I do not know	30.4%	52.2%	17.4%	100.0%
Total		41.0%	41.0%	18.0%	100.0%

In order to analyse the relationship between two variables "I think national brands have better quality (Q29) and the statement "I rather buy national brands" (Q31) cross tabulation, specifically Chi-square test was used, due to the fact that both variables are consider to be nominal. Chi-square (19,872, df= 4, p<0,05) this test was consider to be valid, as 1 cells representing 11,1% of total number of cells have expected count less than 5 while the expected count is less than 4,14.

Therefore correlation has been proven, and as such, logically, people who do not think national brands have better quality do not rather buy them. (As seen in table 21)

Table 22 Cross Tabulation Q29 x Q35

		Q35. I prefer to buy cheaper private brands			Total
		Not Agree	Neutral	Agree	
Q29. I think national brands have better quality	No	14.3%	38.1%	47.6%	100.0%
	Yes	31.4%	34.3%	34.3%	100.0%
	I do not know	13.0%	69.6%	17.4%	100.0%
Total		20.0%	44.0%	36.0%	100.0%

To analyse the relationship between two variables "I think national brands have better quality" (Q29) and the statement "I prefer to buy cheaper brands" (Q35) cross tabulation, specifically Chi-square test was used, due to the fact that both variables are consider to be nominal. Chi-square (11,844, df= 4, p<0,05) This test was consider to be valid, as 1 cells representing 11,1% of total number of cells have expected count less than 5 while the expected count is less than 4,60.

Because of table 22, correlation has been proven, and as such, logically, people who do not think national brands have better quality rather buy cheaper private brands.

6 DISCUSSIONS, LIMITATIONS AND FUTURE RESEARCH

In the following chapter discussions, limitations and future research will be discussed.

6.1 Discussion

The original goal of the research has not been modified. The research has kept the direction intended, and it can be concluded satisfactory. Future research will be needed in case that new researchers would like to increase the study to other cafeterias, to school restaurants or to a bigger sample, for which the researchers may be contacted for permission.

6.2 Limitations

Because customers' reactions cannot be fully understood, this research can only cover how internal stimuli are affected by customer characteristics, however, it cannot be ensured that customers with same characteristics will respond exactly in the same way.

As there are not many students at the university in the second semester, the respondents' rate was limited and instead of expected 200 responses, only half was acquired. Due to this fact many cells contained less than 5 frequencies and Pearson Chi-Square Test could not be considered valid.

Furthermore, there is information concerning national and private brands written in Finnish, however, this could not be accessed in English and, therefore, up-dated information was difficult to obtain.

Lastly, the questionnaire contained 40 questions and the researchers did not have enough financial resources to provide the participant with enough big incentives and therefore the number of answers was limited

6.3 Future Research

In the further research, we would suggest to target large sample group in order to avoid less than 5 frequencies in once cell when conducting correlations between two variables. Moreover, fewer categories should be used and the length of the questionnaire could be also shortened.

The future research could be done in bigger scale and target customers of different supermarkets in order to analyze what are the characteristics of buyers' who purchase private brands. This could be quite useful for retailer chains such as: K-Market or S-Market to predict whether they should introduce more private brands and to which product categories as private brands are nowadays increasing in their popularity. Also, Cronbach's test should be implemented (See Chapter 4)

7. EMPIRICAL FINDINGS AND CONCLUSION

This study was conducted in order to prove whether there is a relationship between different reactions to internal stimuli (marketing mix) and buyers' characteristics (cultural, social, personal, psychological). The questionnaire was carried at KUAS and 100 responses were received, representing 5% of the whole KUAS population. The questionnaire consists of 40 questions, questions 1-30 were related to customers' characteristics and from question 30 upwards reactions to marketing stimuli were asked. As mentioned in data analysis only few variables showed the evidence of relationship in each cultural, social, personal and psychological group and therefore any of the null hypotheses (H10, H20, H30, and H40) of independency cannot be rejected.

Even though, this study did not prove any significant relationship between the reaction to internal stimulus and marketing mix, few evidences of relationship between the variables were proved and can be used by the commissioner when choosing whether to offer private brands of snack in school cafeterias. When conducting the cross tabulation between cultural characteristics and marketing stimulus it was discovered that only 48,2% of Finns would like KUAS cafeterias to offer cheaper private brands with the same percentage of Finns who did not know whether KUAS cafeteria should offer cheaper private brands comparing to 84,2% of foreign students who showed their agreement strongly. Moreover, 52, 9% of foreign respondents rather agree with the statement higher price equals to higher quality in contrast with only 18, 10% Finnish respondents. It was also showed that the higher the social class (working class 0%, middle class 3,6%, upper-class 37,5%), the more likely the respondents are willing to buy advertised snacks and because only national brands are advertised, it can imply that the higher the social class the greater is the interest to buy national brands. However, 70 respondents indicated income to be lower than 600 euros per month.

Furthermore, few relationships were discovered when conducting the cross tabulation between psychological characteristics and internal stimulus. 42% of respondents do not agree and 23 respondents do not know whether national brands are of higher quality. From the people who rather buy national brands only 37, 1% of respondents agree that they are of higher quality.

On the other side 47, 6 % of respondents do not believe that national brands are of higher quality and rather prefer to buy cheaper private brands. Interesting facts were also discovered from cross tabulation between personal characteristics and reaction to marketing stimulus. This showed that respondents with age of less than 25 prefer to buy national brands rather than private ones in contrast with respondents with age more than 25. Due to the fact that private brands are quite a new concept in Finland and there are not many private brands offered in the snack product category, we can assume that Finns are not knowledgeable enough when concerning private brands and, therefore, 48,2% answered "I do not know" to statement whether KUAS should offer cheaper private brands in the cafeterias. Moreover, only 18,1% of Finns believe that higher price equals to higher quality. Furthermore, 55% of Finns indicated that income is lower than 600 Euros per month. As mentioned above, foreigners already agree with the statement that KUAS should offer cheaper private brands.

Thus, it can be assumed that private brands of snacks could be offered in long term as the knowledge about them increases.

SOURCES AND REFERENCES

BOOK SOURCES

Hermann, E. T.-P. (2000, May). Collecting and Evaluation Data: Surveys.

Available at: <<http://learningstore.uwex.edu/assets/pdfs/G3658-10.pdf>>[Accessed 18 January 2013]

Kapfere, J.-N. (2008). *The New Strategic Brand Management* (4. ed.). London & Philadelphia: Kogan Page.

Kotler, P. G. (2008). *Principles of Marketing* (12. ed.). New Jersey: Pearson Education, Inc.

Lichtenstein, D., Ridgway, N., & Netemeyer, R. 1993. Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30(2): 234-245.

Lybeck, A., Holmlund-Rytönen, M., & Saaksjarvi, M. 2006. *Store Brands vs. Manufacturer Brands: Consumer Perceptions and Buying of Chocolate Bars in Finland*. A Thesis Submitted in partial fulfilment of the Requirements of Hanken Swedish School of Economics and Business Administration. Stoke-on-Trent: Hanken School of Economics.

Mooi, E. & Sarstedt, M. (2014). *A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics* (2. nd.). Stockholm: Springer

Philip, P.G. (2001). *Principles of Marketing* (3. ed.). Harlow: Pearson Education Limited.

Zigmond, G., Babin, J., Carr, C., & Griffin, M. (2009). *Business Research Methods* (8. th.) London: Cengage Learning.

WEB SOURCES

Countries and Their Cultures, 2006. *Everyculture. Finland*. [online] Available at: <<http://www.everyculture.com/Cr-Ga/Finland.html>> [Accessed 10.02.2014].

Euromonitor, 2012. *Biscuits in Finland*. [online] Available at :<<http://www.euromonitor.com/biscuits-in-finland/report>> [Accessed 2 January 2014].

Euromonitor, 2013. *Soft drinks in Finland*. [online] Available at :<<http://www.euromonitor.com/soft-drinks-in-finland/report>> [Accessed 2 January 2014].

Fazer, 2012. *Fazer Groups' Annual Review- 2012*. [online] Available at: <<http://epaper.fi/read/349/WxzcSZ8p>> [Accessed: 2 February 2014].

Fazer, 2013. *Archive page*. [online] Available at: <<http://www.fazergroup.com/about-us/annual-review/archive-page/>> [Accessed: 2 February 2014]

Fennopromo Ltd. 2012. *FoodfromFinland.Vitality of Finnish food*. [online] Available at: <http://www.foodfromfinland.com/finnish_food/vitality_of_finnish_food> [Accessed 10.02.2014].

Helsingin Sanomat, 2011. *Kraft Foods Finland Production Oy alloitta ytneuvottelut Vantaalla*. [press release] 11 March 2011. Available at: <<http://www.hs.fi/talous/artikkeli/Kraft+Foods+Finland+Production+Oy+aloittaa+yt-neuvottelut+Vantaalla/1135264468217>> [Accessed 2 January 2014]

Honkapohja, S. *The current economic situation in Finland*. [online] Available at: <<http://www.bis.org/review/r131011g.pdf>> [Accessed 10.02.2014].

Ioannidis, J. (2005) *Why Most Published Research Findings Are False*. PLoS Med 2(8): e124. Available at: <[doi:10.1371/journal.pmed.0020124](https://doi.org/10.1371/journal.pmed.0020124)> [Accessed 24 January 2014]

KUAS, 2014. *About KUAS*. Available through: <<http://www.kamk.fi/en/About-KUAS>>
[Accessed 22 January 2013]

National Association of Convenience Stores, 2013. *Finland's sugar tax sweetens candy consumption*.
[online] Available at: <
http://www.nacsonline.com/news/daily/pages/nd1226133.aspx#.UwYhZvI_svl> [Accessed
10.02.2014].

Valio, 2012. *Valio Annual Report- 2012*. [online] Available at: <
<http://www.valio.com/mediafiles/51d5b6c5-e616-47ed-b4d0-138687a56a39>> [Accessed: 2
February 2014].

APPENDICES

APPENDIX 1: FINAL QUESTIONNAIRE

Colors show the area that the question belongs to. Blue is for culture, green is for personal, orange for social, purple for psychological area and the Marketing or internal stimuli is marked on red, at the end of the questionnaire.

OPISKELIJOIDEN MAKEIDEN VÄLIPALOJEN MIELTYMYKSET KAMK KAHVILOISSA CAFETERIAS

Kyselylomake

*Required

Hei! Olemme kansainvälisen liiketalouden opiskelijoita ja teemme tutkimusta ja kirjoitamme lopputyötämme opiskelijoiden välipalamieltyyksistä Kajaanin ammattikorkeakoulun kahviloissa. Olisi hienoa jos voisit käyttää hieman aikaasi ja jakaa mielipiteesi kanssamme. Jos täytät kyselyn ja annat sähköpostiosoitteesi, osallistut arvontaan missä voit voittaa välipalapalkinnon. Kiitos avustasi!

Jos haluat osallistua arvontaan, anna sähköpostiosoitteesi, jotta voimme ottaa sinuun yhteyttä.

VALINNAINEN

1 - Mistä olet kotoisin? *

Valitse ainoastaan yksi vaihtoehto

Suomi

Venäjä

Ruotsi

Viro

Other:

2 - Mikä on sukupuolesi? *

Valitse ainoastaan yksi vaihtoehto

Nainen

Mies

3 - Minkä ikäinen olet? *

Kerro ikäsi

4 - Mikä on ammattisi? *

Valitse ainoastaan yksi vaihtoehto

Opiskelija

Opettaja

Kirjastotyöntekijä

Kahvila/Fox työntekijä

Other:

5 - Mikä on koulutustasosi, tai missä opiskelet tällä hetkellä? *

Valitse ainoastaan yksi vaihtoehto

Lukio

Ammattiopisto

Yliopisto/Ammattikorkeakoulu

Other:

6 - Mikä on kuukausittainen tulotasosi? *

Valitse ainoastaan yksi vaihtoehto

<600 Euroa

601-1200 Euroa

1201-1800 Euroa

1801-2400 Euroa

Other:

7 - Johdan mielelläni *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

8 - Opin mielelläni historiasta, kulttuurista ja taiteesta *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

9 - Olen mielestäni innovatiivinen ihminen *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

10 - Olen mielestäni rehellinen ihminen *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

11 - Olen erittäin aktiivinen päivällä *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

12 - Olen luotettava ihminen *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

13 - Käyn mieluummin hieman kalliimmissa, hienostuneissa baareissa ja ravintoloissa *
Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

14 - Ulkonäkö ja muoti ovat tärkeä osa elämääni *
Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

15 - En mielelläni seuraa perinteitä tai tapoja *
Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

16 - Mihin uskontokuntaan kuulut? *

Valitse ainoastaan yksi vaihtoehto

Kristinusko

Muslimi

Ei uskonnollinen

En halua sanoa

Other:

17 - Miten usein käyt kirkossa, moskeijassa (muussa temppelissä)?

[Jätä tämä kysymys huomioimatta jos et ole uskonnollinen] Valitse ainoastaan yksi vaihtoehto

En käy

En käy säännöllisesti

Kerran viikossa

Useammin kuin yhden kerran viikossa

Joka päivä

Other:

18 - Mihin etniseen ryhmään kuulut? *

Valitse ainoastaan yksi vaihtoehto

Eurooppalainen

Afrikkalainen

Aasialainen

Latinalaisamerikkalainen

Other:

19 - Mihin yhteiskuntaluokkaan kuulut omasta mielestäsi *
Valitse ainoastaan yksi vaihtoehto

Yläluokkaan (Varakkaasta perheestä)

Keskiluokkaan

Työväenluokkaan

20 - Kuulutko johonkin harrastusryhmään? *
[Musiikkiryhmä, partio urheilukerho jne] Valitse ainoastaan yksi vaihtoehto

Kyllä

Ei

21 - Mihin ryhmään kuulut?
(Jos valitsit ”Ei” sinun ei tarvitse huomioida tätä kysymystä)

22 - Kenen kanssa asut? *
Valitse ainoastaan yksi vaihtoehto

Yksin

Ystävien kanssa

Huonetovereiden kanssa

Perheen kanssa

Avopuolison kanssa

Other:

23 - Mikä on roolisi kotitaloudessasi?* *
Olen...

Ystävä

Huonetoveri

Poika/tytär

Isä/äiti

Avopuoliso

Other:

24 - Ostatko yleensä samoja makeita välipaloja (keksit, suklaapatukat, jogurtit...) kuin samassa kotitaloudessa asuvat ihmiset? *

Valitse ainoastaan yksi vaihtoehto

Aina

Yleensä

Joskus

Silloin tällöin

En koskaan

25 - Katso seuraava video ja kerro kuinka monta syöttöä näit videossa *

<http://www.youtube.com/watch?v=vJG698U2Mvo>

26 -Mikä oli vastauksesi videossa olevaan toiseen kysymykseen? *

Valitse ainoastaan yksi vaihtoehto

Kyllä

Ei

27 - Miten opit parhaiten?* *

Valitse ainoastaan yksi vaihtoehto

Visuaalisesti

- Musiikin avulla
- Verbaalisesti (puhumalla)
- Käytännön avulla (tekemällä)

Matemaattisesti päättelemällä

Itseopiskelulla

Muiden kanssa kommunikoimalla

28 - Mikä seuraavista sopii parhaiten nykyiseen tilanteeseesi? *
Valitse ainoastaan yksi vaihtoehto

Olen huolissani siitä, että voinko hankkia itselleni ruokaa

Pyrin luoda turvallisen ympäristön

Pyrin kuulumaan johonkin ryhmään (perhe, ystävät)

Pyrin saavuttamaan päämääräni

Pyrin saavuttamaan unelmani

29 - Ovatko kansainväliset brändit (kuten Nestle, Coca-Cola jne.) mielestäsi paremman laatuaisia kuin kauppaketjujen brändit (kuten Pirkka, Euroshopper) makeissa välipaloissa? *
Valitse ainoastaan yksi vaihtoehto

Kyllä

Ei

En tiedä

30 - Ovatko kansainväliset brändit mielestäsi kalliimpia kuin kauppaketjujen brändit? *
Valitse ainoastaan yksi vaihtoehto

Kyllä

Ei

En tiedä

31 - Ostan mieluummin kansainvälisiä brändejä (Coca-Cola, Nestle) kuin kauppaketjujen brändejä (Pirkka, Euroshopper) *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

32 - Mielestäni koulun kahviloiden makeissa välipaloissa (suklaapatukat, keksit, virvoitusjuomat ja jogurtit) on saman verran vaihtoehtoja kansainvälisinten ja kauppaketjujen brändien välillä *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

33 - Mielestäni koulun kahviloiden tulisi tarjota enemmän halvempia kauppaketjujen brändejä (Pirkka, Euroshopper jne.) *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

34 - Mielestäni korkea hinta tarkoittaa hyvää laatua *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

35 - Ostan mieluummin kauppaketjujen brändien makeita välipaloja (suklaapatukat, keksit, virvoitusjuomat ja jogurtit) *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

36 - Valitsen mieluiten ensimmäisenä hyllyssä näkemäni makean välipalan *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

37 - Valitsen mieluiten hyllyssä minua lähimpänä olevan makean välipalan *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

38 - Ostan mieluiten makean välipalan, jota mainostetaan paljon (TV:ssä, internetissä, jne.)

*

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

39 - Ostan mieluiten makean välipalan (keksit, jogurtit, virvoitusjuomat, suklaapatukat, jne.), jolla on miellyttävästi muotoiltu pakkaus. *

Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

40 - Ostan mieluummin makean välipalan jos julkisuudenhenkilö esiintyy mainoksessa. *
Valitse ainoastaan yksi vaihtoehto

Vahvasti samaa mieltä

Samaa mieltä

Neutraali

Eri mieltä

Vahvasti eri mieltä

STUDENTS SNACK PREFERENCES AT KUAS CAFETERIAS

QUESTIONNAIRE

*Required

Hi! We are International Business Students and we are currently conducting a research and writing our thesis concerning students' preference choice of snacks in KUAS school

cafeterias. It would be great if you could take some time and share your opinions with us. Moreover, if you participate and leave your mail below you will be added to a lucky draw, where you can win a snack set! Thank you for your help.

If you wish to participate in our lucky draw, please leave your e-mail, so we can contact you.

OPTIONAL

1 - Where are you from? *

Finland

Russia

Sweden

Estonia

Other:

2 - What is your gender? *

Female

Male

3 - What is your age? *

Please indicate your age

4 - What is your occupation? *

Student

Teacher

Library Employee

Cafeteria/Fox Employee

Other:

5 - What education level did you accomplished so far, or you are studying for? *

High school

Vocational school

University/University of Applied Sciences

Other:

6- What is your monthly income level? *

<600 Euros

601-1200 Euros

1201-1800 Euros

1801-2400 Euros

Other:

7 - I enjoy being a leader *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

8 - I like to learn about history, culture and art *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

9 - I consider myself to be an innovative person *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

10 - I consider myself to be an honest person *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

11 - I am very active during the day *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

12 - I am a reliable person *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

13 - I prefer to visit more expensive, sophisticated bars and restaurants *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

14 - Fashion and look is an important part of my life *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

15 - I do not like following conventions and traditions *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

16 - What is your religion? *

Christian

Muslim

Non-religious

I rather not specify

Other:

17-How often do you go to church, mosque (other temple)?
Please, ignore this question if you are non-religious

I do not

Not regularly

Once a week

More than 1 time a week

Every day

Other:

18 - To which ethnic group do you belong to? *

White

African

Asian

Hispanic

Other:

19 - According to your opinion, to which social class do you belong to? *

Upper Class (Coming from wealthy family)

Middle Class

Working Class (Coming from family without more than one property)

20 - Do you belong to some club? *

Music club, Camping, Sport association, etc.

Yes

No

21 - If you belong to some club or organization, could you indicate which one?
(If you selected "No" in the previous question, please ignore this one)

22 - Who do you live with? *

Alone

Friends

Flat mates

Family

Boyfriend/ Girlfriend

Other:

23 - What is your role in the household you live in? *

I am a...

Friend

Flat Mate

Son/Daughter

Father/Mother

Boyfriend/Girlfriend

Other:

24 - Do you usually buy the same snacks (biscuits, chocolate bars, yogurts...) as other people living in your household? *

Always

Often

Sometimes

Occasionally

Never

25 - Watch the following video, and please indicate how many passes were you able to count *

<http://www.youtube.com/watch?v=vJG698U2Mvo>

26 - After watching the video above, what was your answer to the second question? *

Yes

No

27 - Please, state the best learning method for you. *

Visual

With sounds (music)

Verbal (talk)

By practice (doing)

Mathematical reasoning

Study by yourself (self-analysis)

Communicating with others

28 - Which one of the following fits better your current situation *

I am worried about providing food for myself

I am trying to build a safe environment

I try to belong somewhere (family, group of friends)

I am seeking for life achievements

I am trying to reach my dreams

29 - In snacks, do you think national brands (international brands such as Nestle, Coca-Cola, etc.) have better quality than private brands (Pirkka, Rainbow, etc.) *

Yes

No

I do not know

30 - Do you think national brands are more expensive than private brands? *

Yes

No

I do not know

31 - I rather buy national brands (Coca-Cola, Nestle) than private brands (Pirkka, Rainbow) *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

32 - I think that there is equal selection between national and private brands of snacks (chocolate bars, biscuits, soft drinks and yogurts) in school cafeterias. *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

33 - I would prefer if school cafeterias will offer cheaper private brands (Pirrka, Rainbow, etc.) *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

34 - I associate high price with high quality *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

35 - I prefer to buy cheaper private brands of snacks (chocolate bars, biscuits, soft drinks and yogurts) *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

36 - I prefer to choose the first snack I see in the stand *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

37 - When choosing a snack, I rather choose the closest one to me in the stand. *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

38 - I prefer to buy a snack which is widely advertised (TV, internet, etc.) *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

39 - I rather buy a snack (biscuits, yogurt, soft drinks, chocolate bars, etc.) with nice, well design package. *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

40 - I feel more interested to buy some snacks if they are advertised by a celebrity *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

APPENDIX 2: QUESTIONNAIRE RESULTS

The questionnaire was closed after reaching the threshold of 100 respondents. The results are as follow, all described in frequency tables.

Nationality		
	Frequency	Valid Percent
Valid Finnish	83	83.0
Valid Non Finnish	17	17.0
Total	100	100.0

Question 1: Table 23 Nationality (n=100)

Gender		
	Frequency	Valid Percent
Valid Male	38	38.0
Valid Female	62	62.0
Total	100	100.0

Question 2: Table 24 Gender (n=100)

Age		
	Frequency	Valid Percent
Valid 25 years, and less	80	80.0
Valid More than 25	20	20.0
Total	100	100.0

Question 3: Table 25 Age (n=100)

Occupation		
	Frequency	Valid Percent
Valid Student	97	97.0
Valid Other	3	3.0
Total	100	100.0

Question 4: Table 26 Occupation (n=100)

Education		
	Frequency	Valid Percent
Valid University	89	89.0
Valid Other	11	11.0
Total	100	100.0

Question 5: Table 27 Education Level (n=100)

Income		
	Frequency	Valid Percent
Valid < 600 Euros	70	70.0
Valid > 600 Euros	30	30.0
Total	100	100.0

Question 6: Table 28 Income Level, monthly (n=100)

Leader		
	Frequency	Valid Percent
Valid Not Agree	13	13.0
Valid Neutral	42	42.0
Valid Agree	45	45.0
Total	100	100.0

Question 7: Table 29 I enjoy being a leader, respondent statement (n=100)

History and Culture		
	Frequency	Valid Percent
Valid Not Agree	11	11.0
Valid Neutral	34	34.0
Valid Agree	55	55.0
Total	100	100.0

Question 8: Table 30 Respondents answers: I like history and art (n=100)

Innovative			
	Frequency	Valid Percent	
Valid	Not Agree	8	8.0
	Neutral	37	37.0
	Agree	55	55.0
	Total	100	100.0

Question 9: Table 31 Respondents answers to the statement: I consider myself innovative (n=100)

Active			
	Frequency	Valid Percent	
Valid	Not Agree	10	10.0
	Neutral	32	32.0
	Agree	58	58.0
	Total	100	100.0

Question 10: Table 32 Respondents answers to the statement: I consider myself active (n=100)

Honesty			
	Frequency	Valid Percent	
Valid	Neutral	6	6.0
	Agree	94	94.0
	Total	100	100.0

Question 11: Table 33 Respondents answers to the statement: I consider myself honest (n=100)

Reliable			
	Frequency	Valid Percent	
Valid	Not Agree	3	3.0
	Neutral	7	7.0
	Agree	90	90.0
	Total	100	100.0

Question 12: Table 34 Respondents answers to the statement: I consider myself reliable (n=100)

Sophisticated			
	Frequency	Valid Percent	
Valid	Not Agree	40	40.0
	Neutral	37	37.0
	Agree	23	23.0
	Total	100	100.0

Question 13: Table 35 Respondents answers to the statement: I like to visit sophisticated bars and restaurants (n=100)

Fashion			
	Frequency	Valid Percent	
Valid	Not Agree	32	32.0
	Neutral	42	42.0
	Agree	26	26.0
	Total	100	100.0

Question 14: Table 36 Respondents answers to the statement: Fashion and looks are important to me (n=100)

Traditions			
	Frequency	Valid Percent	
Valid	Not Agree	39	39.0
	Neutral	43	43.0
	Agree	18	18.0
	Total	100	100.0

Question 15: Table 37 Respondents answers to the statement: I do not like to follow traditions (n=100)

Religion			
	Frequency	Valid Percent	
Valid	Christian	65	65.0
	Non-Religious	21	21.0
	Others	14	14.0
	Total	100	100.0

Question 16: Table 38 Religion (n=100)

I go to religious center			
	Frequency	Valid Percent	
Valid	Often	4	4.0
	Not Often	96	96.0
	Total	100	100.0

Question 17: Table 39 Respondents answers to the statement: I go to a religious centre... (n=100)

Race			
	Frequency	Valid Percent	
Valid	White	95	95.0
	Hispanic	2	2.0
	Asian	3	3.0
	Total	100	100.0

Question 18: Table 40 Race (n=100)

Social Class			
	Frequency	Valid Percent	
Valid	Working Class	36	36.0
	Middle Class	56	56.0
	Upper Class	8	8.0
	Total	100	100.0

Question 19: Table 41 Respondents answers to the statement: I belong to the social class... (n=100)

I belong to some club			
	Frequency	Valid Percent	
Valid	No	73	73.0
	Yes	27	27.0
	Total	100	100.0

Question 20: Table 42 Respondents answers to the statement: I belong to some club (n=100)

I Live with			
	Frequency	Valid Percent	
Valid	Alone	35	35.0
	With Others	65	65.0
	Total	100	100.0

Question 21: Table 43 Respondents answers to the statement: I live with... (n=100)

In my household I am...			
	Frequency	Valid Percent	
Valid	Alone	23	23.0
	With Others	77	77.0
	Total	100	100.0

Question 23: Table 44 Respondents answers to the statement: In my household I am a... (n=100)

I buy the same snacks as my friends and family

	Frequency	Valid Percent
Always	6	6.0
Sometimes	76	76.0
Never	18	18.0
Total	100	100.0

Question 24: Table 45 Persons' opinion about the statement: I buy same snacks as my friends and family (n=100)

After watching the video I counted

	Frequency	Valid Percent
Did not see	13	12.1
Less than 15	28	28.3
Valid 15	30	30.3
More than 15	29	29.3
Total	100	100.0

Question 25: Table 46 the number of passes counted by respondents. (n=100)

I have seen the gorilla

	Frequency	Valid Percent
No	32	32.0
Valid Yes	68	68.0
Total	100	100.0

Question 26: Table 47 Respondents answers to the statement: I have seen the gorilla in the video (n=100)

I learn the best

	Frequency	Valid Percent
Communicating with others	9	9.0
By practice (doing)	66	66.0
With sounds (music)	2	2.0
Study by yourself (self-analysis)	9	9.0
Mathematical reasoning	2	2.0
Visual	9	9.0
Verbal (talk)	3	3.0
Total	100	100.0

Question 27: Table 48 Respondents answers to the statement: I learn the best (n=100)

In my current situation

	Frequency	Valid Percent
I am worried about providing food for myself	7	7.0
I am trying to build a safe environment	9	9.0
I try to belong somewhere (family, group of friends)	5	5.0
I am trying to reach my dreams	33	33.0
I am seeking for life achievements	46	46.0
Total	100	100.0

Question 28: Table 49 Respondents answers to the statement: In my current situation... (n=100)

I think national brands have more quality

	Frequency	Valid Percent
No	42	42.0
Yes	35	35.0
Not know	23	23.0
Total	100	100.0

Question 29: Table 50 Respondents answers to the statement: In snacks I believe that national brands have more quality than private ones (n=100)

I think national brands are more expensive

	Frequency	Valid Percent
No	9	9.0
Yes	80	80.0
I do not know	11	11.0
Total	100	100.0

Question 30: Table 51 Respondents answers to the statement: In snacks I believe that national brands are more expensive that private brand (n=100)

I rather buy national brands

	Frequency	Valid Percent
Not Agree	41	41.0
Neutral	41	41.0
Agree	18	18.0
Total	100	100.0

Question 31: Table 52 Persons' opinion about the statement: I rather buy national brands than private ones. (n=100)

IMO KUAS has same of private and national

	Frequency	Valid Percent
Not Agree	31	31.0
Neutral	51	51.0
Agree	18	18.0
Total	100	100.0

Question 32: Table 53 Persons' opinion about the statement: I believe KUAS has equal selection of products between private and national brands (n=100)

I rather more private brands offer

	Frequency	Valid Percent
Valid Not Agree	3	3.0
Valid Neutral	43	43.0
Valid Agree	54	54.0
Total	100	100.0

Question 33: Table 54 Persons' opinion about the statement: I would like if KUAS would offer cheaper private brands (n=100)

High price is equal to high quality

	Frequency	Valid Percent
Valid Not Agree	53	53.0
Valid Neutral	23	23.0
Valid Agree	24	24.0
Total	100	100.0

Question 34: Table 55 Persons' opinion about the statement: In snacks, I think high price equal high quality (n=100)

I prefer cheaper private brands

	Frequency	Valid Percent
Valid Not Agree	20	20.0
Valid Neutral	44	44.0
Valid Agree	36	36.0
Total	100	100.0

Question 35: Table 56 Persons' opinion about the statement: I prefer buy cheaper private brands (n=100)

I chose first snack I see

	Frequency	Valid Percent
Valid Not Agree	79	79.0
Valid Neutral	15	15.0
Valid Agree	6	6.0
Total	100	100.0

Question 36: Table 57 Persons' opinion about the statement: I chose the first snack I see on the counter (n=100)

I chose closer snack to me

	Frequency	Valid Percent
Valid Not Agree	87	87.0
Valid Neutral	9	9.0
Valid Agree	4	4.0
Total	100	100.0

Question 37: Table 58 Persons' opinion about the statement: I prefer to choose my snacks if they are close to me on the counter (n=100)

I rather buy advertised snacks

	Frequency	Valid Percent
Valid Not Agree	77	77.0
Valid Neutral	18	18.0
Valid Agree	5	5.0
Total	100	100.0

Question 38: Table 59 Persons' opinion about the statement: I prefer buy advertised snacks (n=100)

I rather buy snack with nice package

	Frequency	Valid Percent
Valid		
Not Agree	37	37.0
Neutral	29	29.0
Agree	34	34.0
Total	100	100.0

Question 39: Table 60 Persons' opinion about the statement: I rather choose a snack with nice package (n=100)

I like to buy snack advertised by celebrity

	Frequency	Valid Percent
Valid		
Not Agree	80	80.0
Neutral	15	15.0
Agree	5	5.0
Total	100	100.0

Question 40: Table 61 Persons' opinion about the statement: I rather choose a snack that is advertised by a celebrity (n=100)

APPENDIX 3 CORRELATION TABLES

Chi-Square Tests									
	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	6.725 ^a	2	0.035	.035 ^b	0.031	0.04			
Likelihood Ratio	7.61	2	0.022	.021 ^b	0.017	0.024			
Fisher's Exact Test	6.222			.030 ^b	0.025	0.034			
Linear-by-Linear Association	6.432 ^c	1	0.011	.015 ^b	0.012	0.018	.008 ^b	0.005	0.01
N of Valid Cases	100								
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .51.									
b. Based on 10000 sampled tables with starting seed 334431365.									
c. The standardized statistic is 2.536.									

Symmetric Measures					
	Value	Approx. Sig.	Monte Carlo Sig.		
			Sig.	99% Confidence Interval	
				Lower Bound	Upper Bound
Nominal by Nominal Contingency Coefficient	0.251	0.035	.035 ^c	0.031	0.04
N of Valid Cases	100				
c. Based on 10000 sampled tables with starting seed 334431365.					

Tables 1.1 and 1.2 (For Table 1 Q1 x Q33)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	9.484 ^a	2	0.009	.011 ^b	0.009	0.014			
Likelihood Ratio	8.396	2	0.015	.023 ^b	0.019	0.027			
Fisher's Exact Test	8.112			.018 ^b	0.015	0.022			
Linear-by-Linear Association	6.433 ^c	1	0.011	.017 ^b	0.014	0.02	.012 ^b	0.009 0.015	
N of Valid Cases	100								
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.91.									
b. Based on 10000 sampled tables with starting seed 2000000.									
c. The standardized statistic is 2.536.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.294	0.009	.011 ^c	0.009	0.014
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 2000000.						

Table 2.1 and 2.2 (For Table 2 Q1 x Q34)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	20.595 ^a	4	0	.002 ^b	0.001	0.003			
Likelihood Ratio	13.631	4	0.009	.009 ^b	0.007	0.012			
Fisher's Exact Test	10.99			.015 ^b	0.012	0.018			
Linear-by-Linear Association	4.666 ^c	1	0.031	.045 ^b	0.04	0.05	.023 ^b	0.019	0.027
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .40.									
b. Based on 10000 sampled tables with starting seed 221623949.									
c. The standardized statistic is 2.160.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.413	0	.002 ^c	0.001	0.003
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 221623949.						

Table 3.1 and 3.2 (For Table 3 Q19 x Q40)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	20.595 ^a	4	0	.003 ^b	0.001	0.004			
Likelihood Ratio	13.631	4	0.009	.008 ^b	0.006	0.01			
Fisher's Exact Test	10.99			.015 ^b	0.012	0.018			
Linear-by-Linear Association	4.666 ^c	1	0.031	.041 ^b	0.036	0.046	.024 ^b	0.02	0.028
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .40.									
b. Based on 10000 sampled tables with starting seed 1535910591.									
c. The standardized statistic is 2.160.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.413	0	.003 ^c	0.001	0.004
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1535910591.						

Table 4.1 and 4.2 (For Table 4 Q19 x Q37)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	13.969 ^a	4	0.007	.015 ^b	0.011	0.018			
Likelihood Ratio	10.03	4	0.04	.035 ^b	0.031	0.04			
Fisher's Exact Test	9.067			.036 ^b	0.031	0.041			
Linear-by-Linear Association	7.882 ^c	1	0.005	.007 ^b	0.005	0.009	.003 ^b	0.002	0.004
N of Valid Cases	100								
a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .30.									
b. Based on 10000 sampled tables with starting seed 79654295.									
c. The standardized statistic is -2.807.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.35	0.007	.015 ^c	0.011	0.018
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 79654295.						

Table 5.1 and 5.2 (For Table 5 Q24 x Q38)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	11.565 ^a	4	0.021	.015 ^b	0.012	0.018			
Likelihood Ratio	12.011	4	0.017	.025 ^b	0.021	0.028			
Fisher's Exact Test	9.86			.022 ^b	0.018	0.026			
Linear-by-Linear Association	5.392 ^c	1	0.02	.025 ^b	0.021	0.029	.013 ^b	0.01	0.015
N of Valid Cases	100								
a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.30.									
b. Based on 10000 sampled tables with starting seed 1310155034.									
c. The standardized statistic is 2.322.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.322	0.021	.015 ^c	0.012	0.018
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1310155034.						

Table 6.1 and 6.2 (For Table 6 Q14 x Q40)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10.972 ^a	4	0.027	.023 ^b	0.019	0.027			
Likelihood Ratio	11.045	4	0.026	.035 ^b	0.03	0.039			
Fisher's Exact Test	8.959			.038 ^b	0.033	0.043			
Linear-by-Linear Association	2.541 ^c	1	0.111	.120 ^b	0.111	0.128	.073 ^b	0.066	0.08
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.30.									
b. Based on 10000 sampled tables with starting seed 1585587178.									
c. The standardized statistic is 1.594.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.314	0.027	.023 ^c	0.019	0.027
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1585587178.						

Table 7.1 and 7.2 (For Table 7 Q14 x Q38)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	8.706 ^a	2	0.013	.012 ^b	0.009	0.015			
Likelihood Ratio	8.664	2	0.013	.022 ^b	0.018	0.025			
Fisher's Exact Test	8.055			.015 ^b	0.012	0.018			
Linear-by-Linear Association	6.308 ^c	1	0.012	.016 ^b	0.013	0.019	.008 ^b	0.006	0.01
N of Valid Cases	100								
a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.60.									
b. Based on 10000 sampled tables with starting seed 1451419960.									
c. The standardized statistic is -2.512.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.283	0.013	.012 ^c	0.009	0.015
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1451419960.						

Table 8.1 and 8.2 (For Table 8 Q3 x Q31)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10.082 ^a	4	0.039	.035 ^b	0.03	0.039			
Likelihood Ratio	11.49	4	0.022	.030 ^b	0.026	0.034			
Fisher's Exact Test	9.501			.028 ^b	0.024	0.032			
Linear-by-Linear	2.238 ^c	1	0.135	.146 ^b	0.137	0.155	.081 ^b	0.074	0.088
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.15.									
b. Based on 10000 sampled tables with starting seed 1507486128.									
c. The standardized statistic is 1.496.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.303	0.039	.035 ^c	0.03	0.039
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1507486128.						

Table 9.1 and 9.2 (For Table 9 Q13 x Q40)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10.744 ^a	4	0.03	.025 ^b	0.021	0.029			
Likelihood Ratio	11.411	4	0.022	.022 ^b	0.018	0.026			
Fisher's Exact Test	10.198			.017 ^b	0.014	0.02			
Linear-by-Linear Association	3.126 ^c	1	0.077	.085 ^b	0.078	0.092	.050 ^b	0.044	0.056
N of Valid Cases	100								
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .69.									
b. Based on 10000 sampled tables with starting seed 1421288173.									
c. The standardized statistic is 1.768.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.311	0.03	.025 ^c	0.021	0.029
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1421288173.						

Table 10.1 and 10.2 (For Table 10 Q13 x Q33)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	18.183 ^a	4	0.001	.001 ^b	0	0.002			
Likelihood Ratio	18.524	4	0.001	.001 ^b	0	0.002			
Fisher's Exact Test	17.937			.001 ^b	0	0.002			
Linear-by-Linear	12.376 ^c	1	0	.000 ^b	0	0.001	.000 ^b	0	0.001
N of Valid Cases	100								
a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.14.									
b. Based on 10000 sampled tables with starting seed 272886377.									
c. The standardized statistic is 3.518.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.392	0.001	.001 ^c	0	0.002
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 272886377.						

Table 11.1 and 11.2 (For Table 11 Q13 x Q31)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	9.497 ^a	4	0.05	.047 ^b	0.041	0.052			
Likelihood Ratio	10.653	4	0.031	.046 ^b	0.041	0.052			
Fisher's Exact Test	10.392			.020 ^b	0.016	0.024			
Linear-by-Linear Association	6.322 ^c	1	0.012	.014 ^b	0.011	0.017	.009 ^b	0.006	0.011
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.15.									
b. Based on 10000 sampled tables with starting seed 1090229469.									
c. The standardized statistic is 2.514.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.295	0.05	.047 ^c	0.041	0.052
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1090229469.						

Table 12.1 and 12.2 (For Table 12 Q13 x Q38)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10.692 ^a	4	0.03	.031 ^b	0.026	0.035			
Likelihood Ratio	9.947	4	0.041	.067 ^b	0.06	0.073			
Fisher's Exact Test	9.227			.037 ^b	0.032	0.042			
Linear-by-Linear Association	1.909 ^c	1	0.167	.179 ^b	0.169	0.189	.104 ^b	0.096	0.112
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.08.									
b. Based on 10000 sampled tables with starting seed 205597102.									
c. The standardized statistic is 1.382.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.311	0.03	.031 ^c	0.026	0.035
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 205597102.						

Table 13.1 and 13.2 (For Table 13 Q15 x Q36)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	12.712 ^a	4	0.013	.011 ^b	0.008	0.013			
Likelihood Ratio	14.485	4	0.006	.008 ^b	0.006	0.01			
Fisher's Exact Test	12.226			.007 ^b	0.005	0.009			
Linear-by-Linear Association	2.954 ^c	1	0.086	.107 ^b	0.099	0.115	.058 ^b	0.052	0.064
N of Valid Cases	100								
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .90.									
b. Based on 10000 sampled tables with starting seed 440131537.									
c. The standardized statistic is 1.719.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.336	0.013	.011 ^c	0.008	0.013
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 440131537.						

Table 14.1 and 14.2 (For Table 14 Q15 x Q38)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	11.348 ^a	2	0.003	.021 ^b	0.017	0.025			
Likelihood Ratio	6.901	2	0.032	.021 ^b	0.017	0.025			
Fisher's Exact Test	6.625			.037 ^b	0.032	0.042			
Linear-by-Linear Association	3.816 ^c	1	0.051	.073 ^b	0.066	0.08	.073 ^b	0.066	0.08
N of Valid Cases	100								
a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .30.									
b. Based on 10000 sampled tables with starting seed 213175432.									
c. The standardized statistic is -1.953.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.319	0.003	.021 ^c	0.017	0.025
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 213175432.						

Table 15.1 and 15.2 (For Table 15 Q10 x Q40)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	14.608 ^a	2	0.001	.019 ^b	0.015	0.022			
Likelihood Ratio	7.398	2	0.025	.026 ^b	0.022	0.03			
Fisher's Exact Test	7.614			.026 ^b	0.022	0.03			
Linear-by-Linear Association	7.050 ^c	1	0.008	.029 ^b	0.024	0.033	.029 ^b	0.024	0.033
N of Valid Cases	100								
a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .24.									
b. Based on 10000 sampled tables with starting seed 1436388411.									
c. The standardized statistic is -2.655.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.357	0.001	.019 ^c	0.015	0.022
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1436388411.						

Table 16.1 and 16.2 (For Table 16 Q10 x Q37)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10.199 ^a	4	0.037	.033 ^b	0.028	0.037			
Likelihood Ratio	11.979	4	0.018	.022 ^b	0.018	0.026			
Fisher's Exact Test	9.708			.035 ^b	0.031	0.04			
Linear-by-Linear Association	.050 ^c	1	0.824	.845 ^b	0.836	0.855	.458 ^b	0.445	0.471
N of Valid Cases	100								
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.98.									
b. Based on 10000 sampled tables with starting seed 846668601.									
c. The standardized statistic is .223.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.304	0.037	.033 ^c	0.028	0.037
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 846668601.						

Table 17.1 and 17.2 (For Table 17 Q8 x Q31)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	9.674 ^a	4	0.046	.041 ^b	0.036	0.046			
Likelihood Ratio	9.713	4	0.046	.054 ^b	0.048	0.06			
Fisher's Exact Test	9.501			.044 ^b	0.038	0.049			
Linear-by-Linear Association	5.697 ^c	1	0.017	.018 ^b	0.014	0.021	.008 ^b	0.006	0.01
N of Valid Cases	100								
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 3.77.									
b. Based on 10000 sampled tables with starting seed 600629110.									
c. The standardized statistic is 2.387.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.297	0.046	.041 ^c	0.036	0.046
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 600629110.						

Table 18.1 and 18.2 (For Table 18 Q7 x Q39)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	9.489 ^a	2	0.009	.019 ^b	0.015	0.022			
Likelihood Ratio	7.966	2	0.019	.019 ^b	0.015	0.022			
Fisher's Exact Test	6.659			.019 ^b	0.015	0.022			
Linear-by-Linear Association	7.376 ^c	1	0.007	.010 ^b	0.008	0.013	.010 ^b	0.008	0.013
N of Valid Cases	100								
a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .72.									
b. Based on 10000 sampled tables with starting seed 251863758.									
c. The standardized statistic is -2.716.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.294	0.009	.019 ^c	0.015	0.022
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 251863758.						

Table 19.1 and 19.2 (For Table 19 Q17 x Q31)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10.918 ^a	4	0.028	.035 ^b	0.031	0.04			
Likelihood Ratio	9.296	4	0.054	.032 ^b	0.027	0.036			
Fisher's Exact Test	6.44			.100 ^b	0.092	0.108			
Linear-by-Linear Association	4.225 ^c	1	0.04	.058 ^b	0.052	0.064	.032 ^b	0.028	0.037
N of Valid Cases	100								
a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .36.									
b. Based on 10000 sampled tables with starting seed 1382519134.									
c. The standardized statistic is -2.056.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.314	0.028	.035 ^c	0.031	0.04
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1382519134.						

Table 20.1 and 20.2 (For Table 20 Q30 x Q37)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	19.872 ^a	4	0.001	.000 ^b	0	0.001			
Likelihood Ratio	21.448	4	0	.000 ^b	0	0.001			
Fisher's Exact Test	20.063			.000 ^b	0	0			
Linear-by-Linear Association	8.304 ^c	1	0.004	.004 ^b	0.002	0.006	.003 ^b	0.001	0.004
N of Valid Cases	100								
a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.14.									
b. Based on 10000 sampled tables with starting seed 1810951851.									
c. The standardized statistic is 2.882.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.407	0.001	.000 ^c	0	0.001
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 1810951851.						

Table 21.1 and 21.2 (For Table 21 Q29 x Q31)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	11.844 ^a	4	0.019	.020 ^b	0.016	0.023			
Likelihood Ratio	11.599	4	0.021	.027 ^b	0.022	0.031			
Fisher's Exact Test	11.02			.026 ^b	0.022	0.031			
Linear-by-Linear Association	2.994 ^c	1	0.084	.099 ^b	0.091	0.106	.049 ^b	0.043	0.054
N of Valid Cases	100								
a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.60.									
b. Based on 10000 sampled tables with starting seed 585337297.									
c. The standardized statistic is -1.730.									

Symmetric Measures		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	0.325	0.019	.020 ^c	0.016	0.023
N of Valid Cases		100				
c. Based on 10000 sampled tables with starting seed 585337297.						

Table 22.1 and 22.2 (For Table 22 Q29 x Q35)

APPENDIX 4 EVALUATION SURVEY

Explanation of the Evaluation Survey: This survey will be delivered to the commissioner. The survey will be fulfilled in the following order: Each area of the research will be graded in two separate sections (Quality and Usefulness). Each section has 5 different grades (Very High, High, Average, Low and Very Low). Each grade has assigned certain amount of points. When the Survey is finished, a sum with all the grades of all section will be summed, creating a final score of the Survey from 0 to 100.

Quality					Areas of Research	Usefulness				
Very High	High	Average	Low	Very Low		Very High	High	Average	Low	Very Low
					Questionnaire Structure of Research Theoretical Background Results Overall					

Points		Score	
Very High	10	90-100	Excellent
High	8	80-89	High Quality
Average	5	70-79	Above Average
Low	2	60-69	Average
Very Low	0	50-59	Acceptable
		0-49	Failed

Table 23 Evaluation Surveys Compilation