

The Brand Awareness of Pelican Rouge Among Kesko Retail



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TIIVISTELMÄ

Brändit ovat jatkuvasti kasvava kategoria vallitsevassa liike-elämässä. Niille tarpeellinen näkyvyys, kuuluvuus ja tunnettuus luo kilpailua kyseisen tuotteen tai palvelun kategoriassa. Tunnettuus on tärkeä osa brändin kehittämistä ja rakentamista, sillä sen avulla yritys luo suhdetta asiakkaaseen. Tunnettuus ja mielikuvat ovat lopulta tärkeitä tekijöitä brändiuskollisuuden saavuttamisessa.

Opinnäytetyön tavoitteena oli tutkia kuinka bränditietoisia Keskon kauppiaat ja heidän henkilökuntansa asiakasyrityksestä ovat. Lisäksi tarkoituksena oli selvittää minkälaisen mielikuvan vastaajat ovat brändistä muodostaneet ja onko sillä ollut vaikutusta hankintapäätöksiin. Tutkimuskysymyksenä oli: Minkälaisena kauppiaat tunnistavat brändin? Tämän ohella tutkimuksella pyrittiin ymmärtämään minkälainen vaikutus bränditietoisuudella on hankintapäätöksiin.

Asiakasyrityksenä tutkimuksessa on Pelican Rouge Coffee Solutions Oy ja heidän kahvibrändinsä Pelican Rouge. Pelican Rouge on kansainvälinen kahvibrändi, joka myy kahvilaitteita ja kahvituotteita yrityksille ja kuluttajille. Yrityksen kahvituotteita on saatavilla myös vähittäiskaupoissa.

Tutkimuksen teoria esittelee brändin ja brändäyksen eri käsitteitä ja tärkeimpiä osa-alueita. Teorian lähteenä on käytetty aihetta käsittelevää kirjallisuutta. Tutkimusmenetelmänä on käytetty määrällistä sekä laadullista menetelmää. Tutkimus suoritettiin verkkokyselyllä, joka lähetettiin sähköpostilinkkinä kauppiaille. Tutkimuksen tulosten perusteella vastaajat ovat tietoisia Pelican Rouge brändistä. Tutkimuksen perusteella voidaan myös päätellä, että vastaajien mielikuvat brändistä ovat varsin positiivisia.

Avainsanat brändit, mielikuvat, vähittäiskauppa, brändäys

Sivut 32 sivua, joista liitteitä 2 sivua

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ABSTRACT

Brands are a continuously growing category in today's business world. For a brand to succeed a customer needs to be aware of it. The necessity of being seen, heard and known is what creates competition between brands. Through awareness a brand can build a relationship to the customer and with positive associations achieve brand loyalty.

The aim of this research was to study the brand awareness of the case company among the known Finnish retail chain, Kesko, retailers. Secondly the aim was to examine the opinion that the respondents had of the brand and whether it effected their purchase decisions or not. The research question was; How do retailers identify Pelican Rouge as a brand? In addition, the case company's interest was in how these factors affect the buying power.

The case company was the international coffee brand, Pelican Rouge. Pelican Rouge offers business-to-business coffee solutions but also operates in retail.

The theory covers the main elements around the theme of brands and branding. A broad selection of literature was used as the source for the theory. Quantitative and qualitative research method were both used to gather data. Data collection was conducted with an online survey to the store managers of the retail chain. The results of the survey indicated that the respondents were familiar with the brand. Moreover, their opinions of the brand were fairly positive.

Keywords brand awareness, brand, brand image, retail

Pages 32 pages including appendices 2 pages

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1 INTRODUCTION

This thesis is conducted to study the brand image and brand awareness of Pelican Rouge within a well-known retail company in Finland. The aim of this thesis is to understand the thoughts and needs of the store managers to help recognize the strengths and weaknesses of Pelican Rouge brand in retail. The objective is to raise awareness of the brand among the shopkeepers and essentially the consumers through the retail chain. This research will serve as a tool for decision making and marketing in brand building.

This is a qualitative and quantitative research in which a questionnaire was conducted to K-chain retailers and their store managers. These K-chain retailers are already existing customers of Pelican Rouge. The specific retail chain was chosen for the study as it is one of the biggest retail chains in Finland. Pelican Rouge aspires to expand their product selection in these retail stores all over Finland to raise brand awareness.

The competition among brands in retail is high. Grocery stores are full of different brands and the selection of each category is excessive. Retailers have the power of deciding which brands they want to have on their shelves and which ones to bring forth. Naturally the customer demand plays a big role in their decision making, but the brand awareness and brand image of a specific product has an effect on the store selections as well. The need for this research was emerged as the company has no research data from their business activities in retail. The benefit of the research is significant, as it is essential to understand how the store managers perceive the brand to advance in retail.

A preliminary theoretical framework was done to explain the common concepts around the theme. On the whole it is essential to understand the base of branding in order to comprehend the importance of the research for Pelican Rouge and the findings of it.

2 THEORY

2.1 What is a brand?

In the modern society there is a fast-growing amount of brands and the strongest ones are not left unnoticed. As a result of the constantly increasing competition, companies need to differentiate themselves from the product category of their competitors and in doing so, a strong brand is needed.

When a company succeeds in building a strong brand it creates loyalty among the customers, whether it is consumers or organizations. At the heart of a strong brand is a valuable service or product. (Kotler, Keller, 2012 p. 263)

Brand is a logo or a design that identifies a service or a product, but it is also the factor that separates the product or service from competitors and creates value to customers that are willing to pay for the benefits of the added value. (Marconi, 2000 p. 33)

A brand can be goods, a service, a store, a person, a city or a country, an organization or even a concept, but the factor that creates equity are the quality, feelings, perceptions and values which consumers behold. (Keller, 2008 p. 3-5)

Brands are the identification of a product and the way they are branded effects our decision making as a consumer. When a brand has proven its quality and satisfied a consumer, it is easy to choose the product again. As long as the brand serves the consumer's needs and quality preferences the consumer is likely to continue buying it. This is called brand loyalty. By creating brand loyalty, a company can secure the demand for their product and also make it harder for competitors to enter the markets. (Kotler, Keller, 2012 p. 264)

Some brands have been around for so long, that consumers have grown up around them. The strongest brands have led their own markets even for decades. These brands have been forced to develop and make changes in order to survive in the changing environment with globalisation and digitalisation. Besides consumers are more experienced and demanding, because nowadays information is at reach everywhere. (Keller 2008 p.27-36)

2.1.1 Branding

Branding is a marketers' way of educating the consumers about their brand. By branding, a company can enlighten the elements of the brand such as slogans, packages, logos and spokespeople. It is a practice to create value, raise brand awareness, knowledge and ultimately reflect on consumers decision making. (Kotler, Keller 2012 p. 265)

Moreover, branding is essential for a brand to stand out in its market. Stating the benefits and features of the brand will assure the consumer of the value that the designated brand offers. A company should be able to differentiate themselves from other products in the same category by conducting a functional branding strategy. (Kotler, Keller, 2012 p. 265) The mental impact branding creates is necessary for consumers to consider the difference of the product to other brands and to guide them whenever they are choosing between alternatives, in return this creates value to the company. (Keller, 2008 p.10)

For a successful branding a company has to understand its target group and their wants and needs. When conducting a branding strategy the company should aim to create a perception for the consumer that their product is unique and there is no equal product in the markets. (Slade-Brooking, 2016 p. 15)

A great example of branding is what many consumers used to consider as a necessity such as coffee, salt and even water. These necessities have become branded in different ways and through branding consumers have been convinced that even necessities vary in quality and product performance. For some brands the differences between other brands are so small that they rely highly on the emotional associations or the image which is created by branding. However when a consumer is intentionally looking for a new product, the packaging or the appearance can be the main reason why it stands out for the consumer. (Keller, 2008 p.11)

2.1.2 Brand awareness

Brand awareness is the consumers ability to recognize and recall a brand. The awareness provides a competitive asset to the brand and it is often a sustainable or in best cases a permanent link to the consumer. A. Aaker mentions a study in which people were asked to name as many brands as they could remember. As a result 85 percent of the brands were more than 25 years old and as many as 36 percent were over 75 year old. This advocates that once a brand has settled in the consumers mind and awareness it can be difficult to run over. (A. Aaker, 2008 p. 159)

Occasionally brand awareness can be underestimated but it is a significant segment of brand equity, which is later introduced in chapter 2.1.5. It can influence consumers by even making something taste better or furthermore lead a consumer to brand loyalty. (Aaker 1996, p.114)

Brand awareness can be presented in two types of ways. Brand recognition describes the consumers ability to recognize a brand which they have already been exposed to before. For instance in a grocery store while consumer is making a purchase decision, brand recognition is essential.

Whereas brand recall is the ability to remember the brand when the consumer is thinking of a specific product category. For instance for services or products

which are not physically visible, it is extremely important for companies to create brand recall. (Keller 2008 p.54)

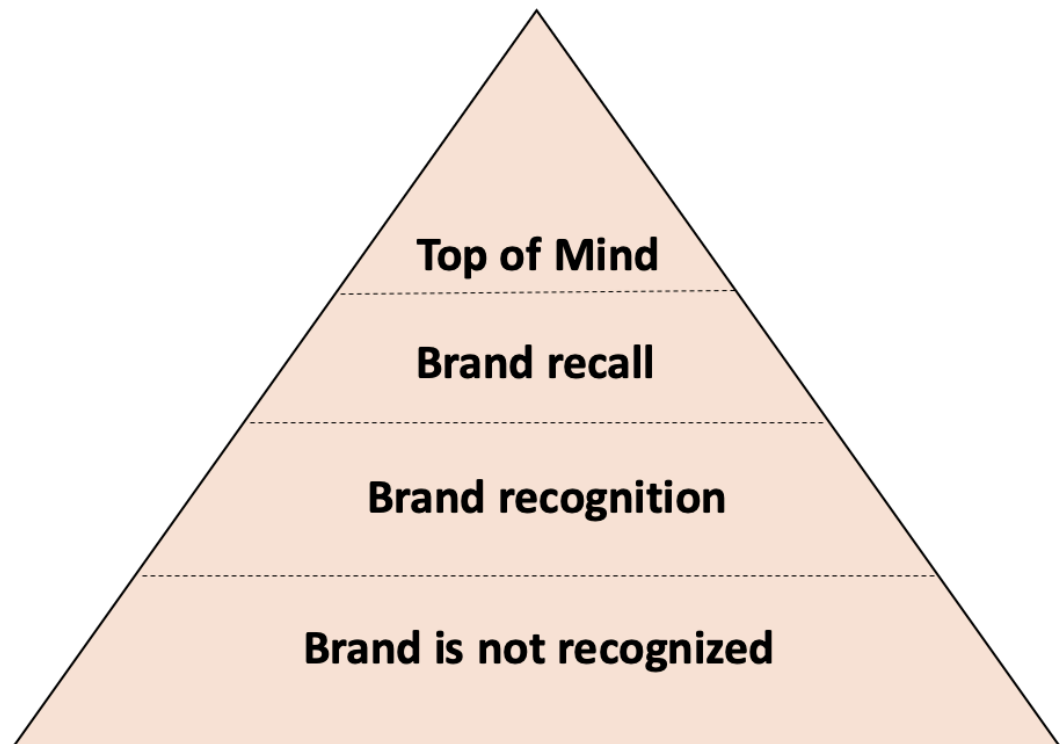


Figure 1 Levels of brand awareness

Levels of brand awareness can be divided into four different stages. Figure 1 presents the idea of a pyramid of four levels of brand awareness. (Laakso p.115-116) The pyramid can serve as a tool for measuring brand awareness. A consumer can be utterly oblivious of the brand. If the consumer is in fact aware of the brand, there can be vast differences between the level of awareness.

Aaker mentions that there is also a fifth level of brand awareness, which could be named as “brand dominance”. This is achieved if a consumer or buyer can recall a specific brand from a certain category. According to Aaker to reach this level of brand awareness requires strategic awareness activities, so that the customers remember the brand for the right reasons. (Aaker 1996, p.10)

In order to create brand awareness a company must raise its’ familiarity among it’s target group. This can be done for instance through marketing; routinely exposure or publicity. Continuous exposure to the brand will increase the recognizability of the brand and this way affect the brand recognition. It is equally important to create effective associations such as slogans to the relevant product category and affect the brand recall. (Keller 2008 p.56)

2.1.3 Brand image and brand identity

Brand image is how the brand is perceived by the consumer or the perception the consumers have fabricated of the brand. The image is a result of the associations that the consumers' memory holds. To ensure favourable associations in the consumers' minds requires more than marketing strategy. The consumer memory consists of own encounters, from others' experiences, the information heard or seen from different media sources and the presumption of the brand itself. (Keller 2008 p. 56)

Marketing projects which create strong and unique associations with the brand help customers link certain benefits and features that mould the brand image. These associations are created through different activities by the customer, recommendations, places, events, the brand's name and logos. In creating the brand image it is important to put emphasis on the uniqueness of the brand. (Keller 2013, p. 76-77)

The associations linked to the identity are the core of the identity and what the brand stands for. Brand identity differs from brand image in that it can contain perceptions which are not shown in the brand image. (A. Aaker, 2008 p. 169)

Brand identity is how the brand aspires to be perceived by the consumers. As David A. Aaker defines it "a unique set of brand associations that the brand strategist aspires to create or maintain". Brand identity should be carefully planned, because it is what the brand represents and promises for its customer. (Keller 2008 p. 672)

2.1.4 Brand associations and brand loyalty

Brand associations are any links or memories that a person can associate to a brand. This can be anything from places, people to emotions. These associations originate from the experiences that the person has had with the brand. Likewise, the strength of them depends on the amount of encounters. The importance of positive brand associations is extensive as it is often the influencer in the buying process. (Aaker 1991, p. 111)

One of the most important aspects of measuring brand equity is loyalty. A foundation of loyal customer is the barrier for competitor to enter the market, but also the support for pricing or price premium as Aaker presents. The loyalty of a brand is often perceived as the amount that a customer is willing to pay for the brand when set aside with another brand which is presented with comparable benefits. (Aaker 1996 p. 105-106)

Strong brand loyalty is not only an objective for a brand but also an advantage when doing business. If a brand retains strong loyalty among customers, a retailer knows that the products will sell off the shelves. Therefore retailers

must respond to the demand and buy from the manufacturer. (Elliot & Percy 2007, p.94)

Although brand loyalty is something to aspire for, it should not override the company's focus of marketing by attracting new customers. The less loyal customers can sometimes be more valuable to a company, this is because often the loyal customers remain such a small percentage of the customers as a whole. This implies that the growth of a brand depends on attracting new customers or so-called split loyalty customers and not so much of the existing customers. (Beverland p.102)

2.1.5 Brand equity

The most important tool in branding is brand equity. Brand equity as a concept emerged in the 1980s. The concept made marketers realize the importance of brand in marketing strategies, managerial aspect and research activity. It has also been confusingly hard to define in a simple way, but it is a common understanding that brand equity is the outcome of the marketing activities of a branded product or a service. This leads to the conclusion that brand is major asset in marketing strategies. (Keller 2008 p.37)

Brand equity can be viewed in two matters, from a subjective aspect and a financial aspect. From a subjective aspect brand equity is the consumers perception of the brand and jointly the matter of the added value over the actual product and the brand. From the financial point a view, brand equity is the way to state the value of the brand. In relation to financial records and brand management it is essential to understand how much value the brand holds. (Heding, Knudtzen & Bjerre 2009, p.11) The financial aspect of brand equity should not be underestimated even though it does not bring support in building brand equity. It can be thought of as a method to examine the value of the brand in the long run. This naturally helps the brand to estimate changes and competition in the markets.

2.1.6 Building brand equity

Brand equity can be said to consist of assets which are associated with the brand. David A. Aaker argues that the most advantageous assets are brand awareness, brand loyalty and brand associations. These assets, if managed actively, are essential tools in building brand equity. (A. Aaker, 2008 p. 158)

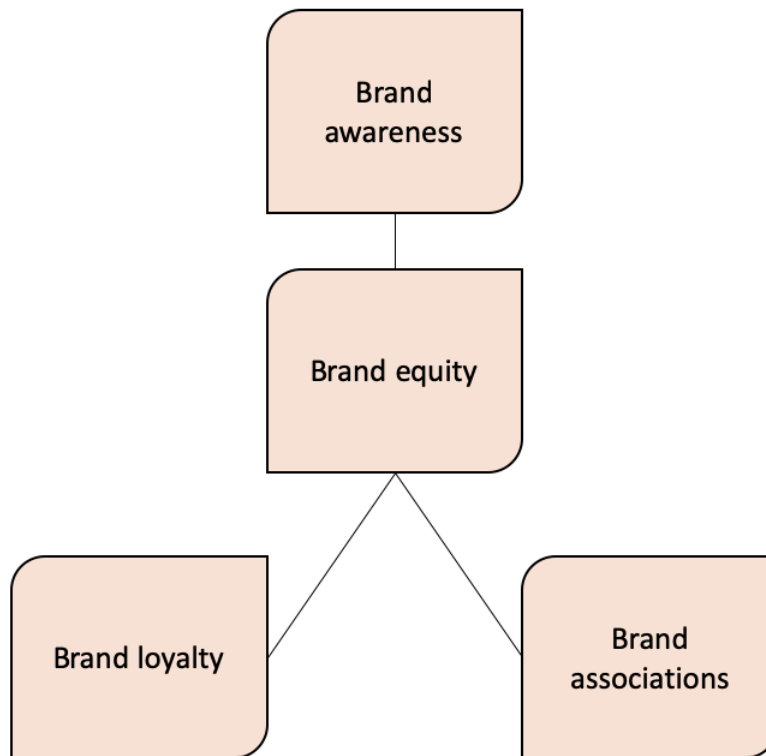


Figure 2 David A. Aaker's presentation of the three most important assets which are the base of brand equity (D. A. Aaker, 2008 Strategic Brand Management, p.158)

2.1.7 Aaker's brand equity model

In his previous work Aaker presented a theory which indicated that there are four sources for brand equity. Each of these categories generate value from the customers point of view as well as the brand point of view. (Aaker 2010 p. 7-8)

1. Brand awareness as previously mentioned, a crucial part in building a relationship to the consumer. It is essential that the consumer is aware of the brand. Awareness of the brand helps the consumer in making purchase decisions. This naturally leads to purchases more often. Brand awareness can be thought of as the strength of existence in the customers' mind. As mentioned in chapter 2.1.2 awareness as such is determined in the ways a customer remembers the brand, either by recognition or by recall. If a customer recognizes a brand, it is an important step for the brand as it also suggests that the customer also remembers past encounters. As customer often lean on choosing a familiar product, Aaker says recognition is a competitive asset. On the other hand, brand recall is a more important factor on the moment of purchasing. Even though a customer can recognize a product it is no use, if the customer cannot recall it on the moment of purchasing. (Aaker 2010 p. 10-17)

2. Perceived quality is a type of association which increases financial behaviour. This again has an important effect on customer satisfaction which results in upturn for the company's return on investment(ROI).
Perceived quality is centralized on how the perceptions of the products quality are influencing the purchase decisions. Depending on the consumers preferences and purchase behaviour quality can be assurance for making the decision to purchase. (Aaker p. 17-18)
3. Brand associations are the so-called links that the consumer creates to help recall the brand. The brand itself can influence the consumer by using marketing as a tool, for instance the design of the brand, the symbols and the terms. Brand identity is the driver for brand associations, which means the brand associations should be designed to match the brands idea of how the customers perceive it in their minds. (Aaker 2010 p. 18-20)
4. Brand loyalty is the measurement for whether the consumer is inclined to buy the product again. If the consumer is willing to buy the product again, he or she is placing value on the brand hence being loyal to the brand. This leads to more predictable numbers for profit. Brand loyalty is something brands can reinforce by for instance segmented database marketing. Especially from manufacturers point of view brand loyalty is an important factor, because it increases sales and therefore makes the product more attractive to retailers as well. (Aaker 2010 p.21-24; Aaker & McLoughlin 2007, p.174)

2.2 Brands in retail

Retail is an essential link between the manufacturer and the consumer and therefore an important partner for the manufacturer. Retail stores are full of different kinds of brands in many categories. Nowadays the power of retail is excessive because of the strong buying power. A supplier with the most desirable proposal to both the retailer as well as the consumer gets space on the shelves. (Floor 2009 p.32-34)

Retailers can influence the equity of the brands they are selling as consumers usually have associations to retailers which are then linked to the brands sold. These associations can be made based on the product selection, quality of customer service, price range and other influences. If a store is known for its sustainable choices in product selection and high-quality brands, it can be assumed by the consumer that the brands sold in the specific store promote the same ideas. (Keller 2008 p.214)

The combination of growing demand and the countless decisions that consumers make everyday brands cater important functions to retail. With the attraction of the brands retailers achieve customers interest and create an image which represents their values. (Keller 2008 p.17-18)

Marketing for consumers is not enough anymore, but manufacturer companies have to succeed in trade marketing as well. To succeed in this, the marketing

for consumers and trade have to be blend in. This way the consumer has the same notion of the brand everywhere in addition to the market position it desires in retail. The stronger the brand is the more likely a retailer will position the brand in a better spot in the shelves. The position on the shelf also effects the consumers buying behaviour. (Floor 2009 p.39)

As generally the buying decision are made in the store, the retailer has a great influence on the consumer by making certain store design changes or visual merchandising. This naturally means that a retailer makes the decisions whether it wants to bring a brand into consumer's attention and in what way.(Floor 2009 p35)

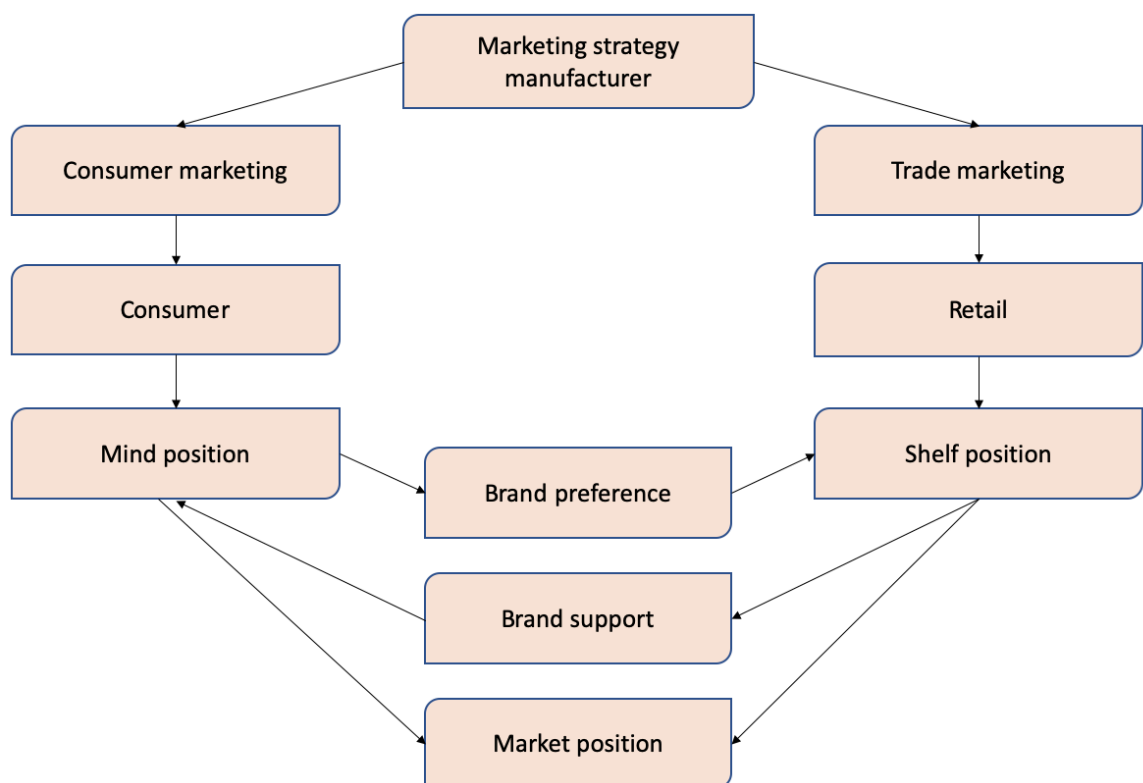


Figure 3 The relationship between shelf position, position in the consumers mind and the market position. (Floor 2009, p.40)

Brand does not only rely on the consumers brand loyalty and demand, but also on the cooperation and support of the retailer. Although a strong brand which has earned a position in the minds of the consumer also has an advantage when negotiating with a retailer. (Floor 2009, p.45)

Many brands are struggling to differentiate from the continuously growing competitors while retailers have obtained a much powerful position. The way for manufacturer to reclaim the lost power is creating a strong brand. With concentrating the branding and marketing activities to consumer, the pressure of a strong brand may result in retailers stocking and promoting the brand. This strategy is called the pull strategy, as consumers buying power is effecting on

the retailer to “pull” the brand through. Similarly, the manufacturer can emphasize the selling stress on the retailer and motivate them to stock the brand. This is called a push strategy, seeing the manufacturer is reaching the consumers by pushing the product through the retailer. Keller states that the most successful branding strategies are a combination of push and pull strategy. In summary manufacturers should be innovative in their merchandising activities towards retail. Most importantly they should consider how to reinforce the purchase decisions of retailers and how to raise brand awareness. (Keller 2008, p.215-217)

3 EMPIRICAL RESEARCH

This chapter will present how the research was conducted. First the research method and theory behind it is introduced. Secondly the type of data collection is described. At the end of the chapter there will be a brief introduction to reliability and validity.

3.1 Research method

When conducting a study, a researcher is met with the decision of choosing which research method serves the research objective the best. The method is determined by the purpose of the research. There are two primary types of research methods which are quantitative research method and qualitative research method. This research is carried out using both, qualitative and quantitative method. The results were analysed by using statistics, which is why quantitative research was chosen as the main method for this research. Qualitative features came along, as there was a need to find out reasons for specific answers in the survey. These reasons were asked about with open-ended questions, which would have been impossible to analyse numerically. This said, the research reveals more quantitative features than qualitative, but in order to fully investigate the topic a qualitative aspect was added along in the data collection.

This method was chosen so that the results could be analysed statistically and especially in the case of having a bigger amount of respondents. Quantitative research method also allowed more convenient ways to compare the results between respondents.

3.1.1 Qualitative research method

In qualitative research method the gathered data and information is almost always nonquantitative in nature and in textual material. This can be for instance interviews, notes, documents, recordings and questionnaires that's purpose is to reflect the experiences of the respondents. Qualitative research method can be implemented in studies in different fields such as education, sociology, psychology, business and others. The goal of a qualitative research is determined by the purpose of the study. (Saldana 2011, p.3-4)

Qualitative research method is used to learn about social experiences and aspects. The method is useful for solving people's feelings and assumptions linked to activities, events, facts or circumstances. When there is a need to explore, describe and explain, this is a functional method to utilize in the research. The method is used especially for behavioural sciences for it's mean to reveal respondents subjective experiences and to also help the researcher form a deeper understanding of the minds processes. (Leavy 2017 p.9)

3.1.2 Quantitative research method

Quantitative research contains measuring variables. This research method includes testing these variables and possibly finding styles and patterns between them. (Leavy 2017 p.8)

Especially business researchers use quantitative research method as it is used to make statistical analysis. In the past years, researching numerical data has become even more necessary in the business world as it is also implemented as a tool for decision making. Statistics, numerical measures and frequencies are used to analyse the collected data. (Adams, T. A. Khan, Raeside 2014 p. 169)

3.2 Data collection

Data collection is an essential theme in the research process. There are several different methods for collecting data such as differently executed interviews, questionnaires or surveys, test and observations. Three of the most used methods for data collection are interviews, questionnaires and observing people. (Sekaran & Roger 2011, p.223)

For this research the data collection was implemented with an online survey. The target group of this research was Kesko's retailers in the Helsinki metropolitan area. The survey was sent by using Pelican Rouge's internally program.

Often in business and management researches, data is collected using surveys. A survey can be executed by phone, face to face or with a questionnaire. Surveys, especially with questionnaires, are often chosen as the type of data collection because of it's convenience. This is also a problem for the researches, as many individuals and organisations are tired of surveys which can lead to poor response rates. This can be troubled in terms of the research as it affects the reliability and validity of it. (Adams, T. A. Khan, Raeside 2014 p.118)

3.2.1 Questionnaire

The survey and its questions were chosen and gathered in co-operation with Pelican Rouge to ensure the relevancy. Online survey was chosen as the method to collect data because the objective was to reach as many of respondents as possible. Through the survey the respondents were able to answer whenever it was convenient for them. Even though there was no sensitive subject matters the respondents were offered the chance to answer anonymously.

This questionnaires' target group was the store managers and all the questions were structured to be answered by a store manager. The questions were also formed as straightforward as possible to make sure the questions were unambiguous. The survey was sent to 165 store managers in the Helsinki metropolitan area.

The questionnaire was structured so that in its entirety it would answer the research question. In total the respondents were presented with thirteen predetermined questions. Among these were open- and close-ended questions as well as multiple choice questions, with a limited selection of answers. The benefit of an online survey is the wide scope of data. With the close-ended questions that had multiple-choice answers the researcher was able to analyse statistics of the primary aspects. In addition, the open-ended questions offered a more descriptive type of data about the matter. The purpose of the questionnaire was to study respondents' familiarity towards the brand, the brand image and how it might affect purchasing decisions. The questionnaire was implemented in Finnish, but questions and answers were translated to English in order to analyse these in the research.

3.3 Validity and Reliability

Reliability assesses the consistency of the research. This means that when something is measured multiple times and the results stays the same, we can state that the measurement instrument is reliable. That is, if the same result is can be repeated in the same circumstances the measurement instrument can be relied on and does not provide inconsistent or unreliable results. Even though this makes a research reliable it does not mean it is automatically valid. The reliability of a research can be estimated with at least two ways, by investigating the stability of measurement and by exploring the internal consistency. (Adams, T. A. Khan, Raeside 2014 p.245-246)

Validity is described as the effectiveness of conclusions. In other words, the accuracy of your measurement and the factor for measuring whether you are measuring what you are supposed to. (Adams, T. A. Khan, Raeside 2014 p.247)

When creating a survey research the next three steps should be addressed to ensure the validity of the research.

1. Questions are understood and interpreted by the respondent as they are intended
2. Respondent is provided with the possibility to present the whole truth in their response and they have access to "the truth"
3. Researcher understands the response in full detail and as the respondent has intended

(Owen 2002, p.62)

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APPENDIX Questionnaire

1. Onko Pelican Rouge brändinä sinulle entuudestaan tuttu?

KYLLÄ/EI

2. Mitkä seikat vaikuttavat eniten tehdessäsi päätöstä kaupan kahvivalikoimasta?

Asiakaspalvelu
Asiakaspalaute kuluttajilta
Kotimaisuus
Suositukset
Tietämyksesi tuotteesta
Suoramyynti
Bränditunnettuus
Menekki
Saatavuus

3. Mitkä adjektiivit kuvaavat mielestäsi Pelican Rouge brändiä?

Laadukas
Luotettava
Moderni
Tunnettu
Monipuolinen
Vastuullinen
Kallis
Kaupallinen

4. Milloin tutustuit brändiin?

Alle vuosi sitten
1-2 vuotta sitten
3-4 vuotta sitten
Yli 4 vuotta sitten

5. Koetko olevasi brändiuskollinen työssäsi?

KYLLÄ/EI

6. Suositteletko Pelican Rougea?

KYLLÄ/EI

7. Missä olet törmännyt Pelican Rouge brändiin?

Sosiaalinen media
Verkkosivut

Mainoskampanjat
Myynti

8. **Koetko, että Pelican Rouge erottuu brändinä tuotevalikoimastanne?**

KYLLÄ/EI

Jos ei, miksi?

9. **Mitkä seikat erottavat Pelican Rougen kilpailijoistaan? (Valitse vähintään yksi)**

Kansainvälisyys

Vastuullisuus

Brändi

Markkinointi

Asiakaspalvelu

10. **Onko Pelican Rouge tuotevalikoimanne laajempi kuin Keskon "standardi" (Kaksi eri paahtoa)?**

KYLLÄ/EI

11. **Haluaisitko laajentaa Pelican Rouge tuotevalikoimaa myymälässänne?**

KYLLÄ/EI

Jos ei, miksi?

12. **Toivoisitko lisätietoa Pelican Rouge tuotevalikoimasta?**

KYLLÄ/EI