AMI *Alimenta*: How to reach more consumers? Consumer's perceptions and brand awareness

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Abstract

Title: AMI *Alimenta*: How to reach more consumers? Consumer's perceptions and brand awareness

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This dissertation focuses on AMI's new brand, AMI *Alimenta,* which was created to provide good quality consumer goods to the public and, at the same time, finance AMI social projects.

AMI Alimenta is currently facing some challenging times, in terms of branding, brand awareness, the best communication strategy to implement as well as understanding if the offline market sale is the best place to sell the products.

To analyse these challenges, a study was conducted with a pool of 434 enquiries. From the study it is possible to state that the majority of participants did not know the brand *AMI Alimenta* which highlights one of the main brand challenges. If consumers are not aware of the brand they cannot have an opinion about it nor will they give the added value to the product to facilitate the purchase. The importance of having more information about the project and the results it generates, is a factor consumers will strongly consider when buying the products.

Results suggest that AMI should change its current communication strategy, to a more personalized one, specifically in supermarkets with information about the products and the projects that they will help fund. AMI should as well join the online market with specific baskets campaigns since participants would be willing to pay more.

Keywords: AMI, *AMI Alimenta,* consumers' decision making, brand perception, social behaviour, shopping behaviour, communication strategies, online and offline retailing.

Resumo

Título: AMI Alimenta: Como alcançar mais consumidores? Perceções e conhecimento do consumidor.

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Esta dissertação tem como principal foco a nova marca da AMI, AMI Alimenta, que foi criada com o objetivo de proporcionar aos consumidores produtos de qualidade a preços justos e, ao mesmo tempo, fazer com que parte dos lucros financiem os projetos sociais AMI.

A marca AMI Alimenta está com dificuldades em alcançar o sucesso esperado devido a desafios relacionados com a perceção e notoriedade da marca, da melhor estratégia de comunicação a implementar para alcançar os consumidores e, também, se a estratégia *offline* atual, nos supermercados, é a ideal para alcançar os consumidores e originar a compra dos produtos.

Para analisar os desafios da marca foi realizado um questionário com 434 indivíduos. Os resultados mostram que a maioria dos participantes não conhecem a marca AMI Alimenta e, consequentemente, não têm opinião sobre a marca nem compram os seus produtos.

Do estudo é possível concluir que quanto maior o nível de informação disponível no momento de compra, maior é a probabilidade dos consumidores comprarem os produtos.

A AMI Alimenta devia criar um budget de marketing para ter os recursos necessários para melhorar a comunicação que é feita para chegar aos consumidores. Também deveria pensar em entrar no mercado *online* com campanhas específicas, de cabazes de natal por exemplo, visto que os participantes estão dispostos a pagar mais por um serviço assim.

Palavras-Chave: AMI, AMI Alimenta, tomada de decisão do consumidor, perceção da marca, comportamento social, comportamento de compra, estratégias de comunicação, retalho *online* e *offline*.

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List of Abbreviations

AMI – International Medical Assistance

CEO – Chief Executive Officer

CPLP – Observer Advisor Status of the Community of Portuguese Speaking Countries

HP – Hewlett-Packard Company

IADE – Creative University

ICT – Information and Communication Technology

NGO – Non-Governmental Organization

ONU – United Nations Organization

PALOP – African countries of Portuguese Speaking Countries

PIPOL – International Projects in Partnerships with Local Organizations

TV – Television

UN – United Nations

WOM – Word-of-Mouth

Chapter 1 – Introduction

1.1. Introduction

The dissertation will focus on the study of the Portuguese Non-Governmental Organization AMI, in particular its new brand - AMI *Alimenta*. While AMI has the objective of helping people in poverty, social exclusion, hunger, war sequels and in underdevelopment areas, worldwide, AMI *Alimenta* wants to reach and impact the Portuguese population by improving the Portuguese economy with national products and a good quality-price ratio.

AMI *Alimenta* has three main sustainable pillars: economic, since their products contribute to the national production; environmental, with the objective to reduce the environmental footprint, and social, since all the raised funds go to the work developed in the missions of AMI.

This new project plans to sell a range of national products such as vegetables, fruits, water, vegetable oil, flour and rice but, at the moment, they only sell fruit and vegetables in some stores of Continente, Intermarche, E-leclerc and some promotional actions in ALDI although one of their goals is to increase the number of establishments that they are present in.

Taking in mind the goal of AMI the objective of this thesis is to understand which factors will make consumers buy AMI *Alimenta* products and how brand awareness, brand perception and communication will impact the purchase decision.

Given the purpose of the association, the brand AMI *Alimenta* has to create a positive relation with consumers and, for that reason, it needs to have a positive brand awareness. As highlighted by Kim and Kim (2016), familiar brands and well-known products have a higher probability of being purchase. Also for Macdonald & Sharp (2000) when consumers choose a new product, brand awareness is also significant.

Furthermore, brand satisfaction, brand trust and brand loyalty are also related to the future purchases made by customers. Meaning that brand awareness is not sufficient for customers to make a purchase. With this is mind, the type of relationship the customer has with the brand also needs to be taken in consideration. Therefore, brand awareness has an impact in brand image and both aspects influence the purchase behaviour, although brand image has a stronger influence in brand (Esch, Langner, Schmitt, & Geus, 2006).

According to Lo, Tung & Huang (2017) the brand name will impact the consumer perception and the purchase habits of consumers since consumers associate the value of the product with

the name. With this in mind, a charity brand - as the one from AMI *Alimenta* - has to be defined differently from the commercial one. The charity brand has to assure costumers see the brand for a particular and specific cause (Sargeant, Ford & Hudson, 2008).

The reputation of the charity, is an important factor also. Other factors, such as education, household income and church attendance, will have a heavy impact on costumers' willingness to donate via the purchase of goods (Meijer, 2009). Therefore, to increase fundraising, there are some key factors that the customer must feel related to, in order to establish a bond with the charity. Aspects such as the cause, beliefs and values of the organization, will play a major roll, assuring that the donor establishes a commitment with the cause (Sargeant & Woodliffe, 2007). Credibility and legitimacy of the charity are also very important factors that will impact anyone willing to donate (Seu, Flanagan, & Orgad, 2015).

In terms of communication, nowadays, social media also has an impact in brand awareness, since each time, more consumers are using these channels to share their ideas, thoughts and opinions in blogs, sites and social networks. These shared posts have a big impact in the business reputation, sales and the survival of the company making this a very powerful tool to reach to more consumers (Bîja, & Balas, 2014).

1.2. Thesis Relevance

In terms of managerial application, this study will allow AMI *Alimenta* to reach a broader population target developing at the same time the national production and consequently the national economy.

The aim of this study is to find out the best strategy to reach consumers and in turn "sell" them the products. By studying the consumer behaviour, the perception towards the brand, the communication and individual social behaviour, AMI will be able to better understand the necessary resources to implement the required changes to reach out the consumer converting him/her to a loyal customer.

1.3. Problem Statement

The aim of this research is to study how to increase the likelihood of products purchase of AMI *Alimenta*. To reach this objective, both the awareness of the brand, perceptions of customers

towards the brand and the price of the products, the communication of the products, and the emotional involvement when helping others will be studied.

1.4. Research Questions

<u>Research Question 1:</u> What are the consumer's perceptions towards the brand AMI *Alimenta*?

This question will explain what consumers think and know about the brand and the likelihood of purchase AMI *Alimenta* products.

<u>Research Question 2:</u> What is the level of awareness of consumers regarding AMI *Alimenta* and others AMI's initiatives?

AMI already launched the brand AMI *Alimenta* but this question will show the level of awareness of consumers towards AMI work. It will be possible to understand if AMI is creating positive brand awareness or if they should take in consideration other type of actions to improve the customer knowledge towards the brand in order to increase the awareness.

<u>Research Question 3:</u> What is the communication strategy that AMI *Alimenta* should use to attract customers?

This question will show if the current strategy (selling products in the offline channel) is the better communication strategy to use or if AMI *Alimenta* should change and improve the way they reach costumers.

<u>Research Question 4:</u> Should AMI *Alimenta* invest in an online channel?

This question will try to understand if consumers will adhere to this social cause and will buy the products regularly. Regardless of the answer being yes or no, the objective is to understand the behaviour of the consumer in an online channel.

1.5. Dissertation Structure

This dissertation is organized in five different chapters. Firstly the introduction where the importance and relevance of the purchase of AMI *Alimenta* products by consumers will be explained. In the next chapter, a Case Study will be presented regarding AMI development in Portugal and Internationally. In chapter 3, the literature review of several themes like consumer decision making, brand awareness, communication attractiveness and emotions linked to charity will be explained. In chapter 4 the methodology used in this thesis and the results will be explained. Finally, in chapter 5 the main conclusions of the study will be described.

Chapter 2 – Case Study

AMI *Alimenta*: Brand Challenges of a Non-profit Organization

"AMI is an institution of action and reflection that cannot be stopped. On the contrary, it should, as it has been done until now, anticipate the difficulties and innovate in the responses that Humanity and human beings yearn for. Only then can the Mission continue!"

- **Doctor Fernando Nobre, CEO of AMI**

AMI *Alimenta* is a project that AMI embraced back in 2016. AMI's Public Relations and Partner Manager, Isabel Pinheiro, assessed the challenges faced by AMI *Alimenta* in 2017 after meeting with Young & Rubicam, its advertising agency. The branding was the main identified issue by Isabel: its brand image, brand awareness and consumers perception.

AMI *Alimenta* brand, formerly SOS *Pobreza*, has one main objective: to support all national AMI projects that address and aim to reduce poverty countrywide. The profit from AMI *Alimenta*'s products, funds and supports *Centro Porta Amiga*, Night Shelters, Home Support Service, among others. Isabel mentions some successful cases such as in the *Centros Porta Amiga*, where members of assisted families mostly become volunteers at the centres that supported them.

The rebranding of AMI *Alimenta* brand was made in the beginning of 2017 but the brand is having some difficulties in generating satisfactory sales. Isabel realised that to improve the results she had to overcome the current challenges by invest in a new communication strategy or consider another alternative, such as the online market.

Background Note - AMI International

Figure 1 – First AMI Logotype

Source: AMI

AMI, International Medical Assistance Foundation is a Portuguese Non-Governmental Organization (NGO), founded in 1984 by Doctor Fernando Nobre. This is private, independent, apolitical and non-profit that was created to take humanitarian aid to underdeveloped areas and promote human development. It was shaped to create a more sustainable and tolerant world, less indifferent and less violent. With this objective in mind, AMI developed their services and progressed from only focusing on Medical Assistance to four main pillars: Medical Assistance, Social Action, Environment and Raise Consciousness.

Internationally AMI started its projects in 1987, having three main areas of work: Emergency Mission, Development Mission and International Projects in Partnerships with Local Organizations (PIPOL). Emergency Missions are focused mainly on the health sector and when unplanned adversities take place, AMI tries to be the first association to respond and arrive to a country to provide humanitarian help, for instance, assembling hospitals and providing medical care. AMI's Development Missions have two action areas: one offers support after an emergency mission helping with management of funding and cooperation with local organisations, and the second area of intervention is based on development projects of social, humanitarian, entrepreneurship, civil society and/or environment issues. At last, PIPOL have the objective to empower local organizations through projects of cooperation to develop several areas of action. In 2016, AMI PIPOL projects supported 35 projects developed by 29 local organizations, in 20 countries, benefiting 3.223.555 persons, from which 145.553 directly (see Exhibit 1).

AMI International missions started in 1987 with its first development mission in Guinea-Bissau. Since then it has already been in eighty-two countries (see Exhibit 2) with around four-hundred missions (see Exhibit 3). Their first mission in Guinea-Bissau (see Exhibit 4), financed by AMI

President, Fernando Nobre and some relatives through personal funds due to the delay of European Community funds, was one of AMI's most important milestones. Another milestone to the Foundation was the first emergency mission in São Tomé and Principe in 1989 (see Exhibit 4), where AMI provided medical assistance in Caué, the island's poorest district. Also in 1989 in India (see Exhibit 4), AMI had the first support mission to a local NGO "Friends Society" where it helped moving forward a development project with the population of the Howrah district in the Bhawanipur region, near Calcutta. The fourth important milestone was in 1990 in a war scenery in Jordan (see Exhibit 4), where AMI offered medical support to the refugees of the Mercy Camp in the desert, east of Amman, between Jordan and Iraq. In 1998 AMI was the first international Humanitarian NGO to help the Guinean people in Gabu, Guinea-Bissau (see Exhibit 4).

As AMI continued to expand their missions around the world, logistic and diplomatic reasons led to the opening of delegations in Australia and Angola (in 1991 and 1994, respectively), due to the considerable distance between Portugal and these countries, made it requirement asked by these countries, because they needed a closer contact between the country and the Foundation.

An additional landmark was the fact that AMI was the only Association present in all the African countries of Portuguese Speaking Countries (PALOP) in 1992. As a result of the work developed by PALOP, in 2016, AMI received the Observer Advisor Status of the Community of Portuguese Speaking Countries (CPLP).

AMI joined to the UN Global Compact in 2011. The UN Global compact encourages companies and civil organisations to voluntarily cooperate their strategies and politics in human rights, work practices, anticorruption, environment and to promote the support to ONU objectives. In 2013, in partnership with UN Global Compact Portuguese Network, AMI created the initiative "Unlikely Meetings": round table specialised discussions in different subjects with national and international speakers.

To show that the Foundation was able to adapt to new challenges, AMI decided to rebrand its logo (see Figure 2) in 2016, showing that they have one central objective: to help the ones in need. With this in mind, AMI changed the slogan of the brand to "Act, Change, Integrate", since it acts all over the world, changes people's lives in a positive way and integrates people in the society. This logo was made with the contribution of AMI's 200 employees, who relayed

to it the essence of AMI, the cooperation between all and the respect and support they give and provide to others.

Figure 2 – AMI rebranded Logo

Source: AMI Website

Background Note - AMI Portugal

AMI gained the status of an Institution of Public utility in 1988 and since then AMI Portugal was very active in developing activities that would enhance the life quality of needed people. According to the Portuguese Law, associations with this status "have to pursue the general interest or the interest of national community or of any region or circumscription, cooperating with the central administration or the local administration (Secretaria-Geral da Presidência do Conselho de Ministros, 2007).

AMI realized that the situation in Portugal was deteriorating and, for that reason, in 1993 they established its operational headquarters in Lisbon and in 1994 they expanded their operational area with the goal of minimize poverty and social exclusion in the national area. During the years and to support each part of the country they also created delegations around Portugal (in Oporto, Coimbra, Madeira and Terceira Island and São Miguel in Azores).

As a consequence of the growth of AMI and the increase of the number of employees, AMI's organizational structure also had to grow. Several departments were divided in national and international subdivisions (see Exhibit 5). Currently there are 70 people working at the headquarters, with a total of 222 paid full-time workers and 3.000 volunteers around the world.

AMI Solidarity Centres

Having in mind the goal of AMI, they created the first "Centro Porta Amiga" in Olaias in 1994. However, it soon became obvious that the country needed more help. Therefore several types of support institution were created to help the Portuguese population (see Table 1).

Currently there are nine active "Centros Porta Amiga", two Night Shelters, and two food reception centres. These social equipments are complemented by two Street Team, one Home Support service, five Infotecas, twelve food distribution centres, and eleven social canteens. These thirty-six social services provide all types of help all over the country.

Table 1 – AMI Support Institutions

AMI Solidarity Centres

Centros Porta Amiga

Day care centres to give support to families in health care, legal assistance, clothes, scholar materials, among others.

- Olaias (1994)
- Oporto (1995)
- Almada (1996)
- Cascais (1996)
- Funchal, Madeira (1997)
- Chelas (1999)
- Coimbra (2000)
- Vila Nova de Gaia (2004)
- Angra do Heroísmo, Azores (2008)
- New facilities Almada (1012)

Night Shelters

Provide temporarily shelter to homeless people and support to reintegrate them in society.

- Graça, Lisbon (1997)
- Oporto (2006)

Food Reception Centres

Centres that received food from the European Fund of Support of People in Need.

- Lisbon
- Oporto

Home Support Service

Give support to elderly people, to someone that have a physical dependency, or in a situation of isolation.

- Lisbon (2000)

Street Teams

Give support to homeless peoples by responding to the necessities and present social exclusion.

- Lisbon (2001)
- Oporto (2006)

Infotecas

Project created by AMI and FNAC against exclusion of Information and Communication Technologies (ICT)

- Vila Nova de Gaia (2007)
- Cascais (2008)
- Oporto (2009)
- Funchal, Madeira (2010)
- Almada (2012)

Food Distribution Centres

Centres that distribute food from Food Reception Centre.

- Lisbon
- Oporto

Social Canteens

Provide meals to families that are not able to have at least two meals per day.

Source: Adapted from AMI Website (https://ami.org.pt/missoes/)

The "*Centros Porta Amiga*" are day care centres where families can be from 9 a.m. till 6 p.m., to receive support in health care, employment support, legal assistance, food, clothes, among others.

The **Night Shelters** have the purpose of hosting temporarily homeless person. Additionally, if they are on the working age, they support them with necessary resources and help them enter

in the labour market. Provision of meals, clothes, hygiene products, health care, professional formation, social-cultural activities is also catered by this social centres.

Furthermore, the **Home Support Service** has the objective to aid people with physical dependency, the elderly or people that live in a situation of isolation. They provide all types of support such as social assistance, psychological support, prepared meals, health support, among others. The help provided is based on the income per capita of the beneficiary household.

Moreover the **Street Teams** were created to complement the Night Shelters. These teams are mobile units that go out every day to support homeless and give social, psychologic and legal support and healthcare. After creating a trustworthy relationship they continuously try to help them by keeping track of their difficulties and forward them to more suitable institutions whenever required.

Another interesting project developed by AMI and FNAC was the ***Infoteca***. This was a project created not only by AMI and FNAC but also developed in partnership with HP, Galileu and Microsoft. Its purpose is to give the opportunity to people to learn information and communication technologies (ICT) through training and open access to computers with internet in order to provide the knowledge to create the necessary conditions of social inclusion and professional integration.

Social Actions Reach

As a result of these social services, from the day they opened until 2016, 70 397 citizens in a situation of poverty were helped (AMI, 2017). Only in 2016, 6 688 people received support in Lisbon and 3 622 in Oporto.

Since 1997, the night shelters helped 10 405 homeless and from those 1 074 received support for a social-professional inclusion situation. The home support service, established in 2000, has reached 378 persons. The food support, from 1997 till 2014, had served 3 200 273 meals (Cunha & Nunes, 2015).

Regarding the beneficiaries of AMI services, 86% were Portuguese, 65% were still in the working age but 48% had a low degree of education, 61% did not have professional education, 48.5% were not working and 42% were receiving a subsidy and institutional support.

AMI – Other Support Initiatives

Alongside all the previous projects, AMI throughout time has launched several different initiatives that had a major impact in the Portuguese society.

Another important initiative was the **AMI health card** launched in 2002. This card gives advantages and discounts to the adherents, and can be used by up to six persons per card per household. There are several different plans, majority of which are affordable for families. This card comes with a set of benefits in health care such as: discounts in case of hospitalizations or surgery intervention; home support in case of an emergency or telephone medical assistance 24h; annual check-up; physiotherapy, animal health care, among many others.

Additionally around 1994 AMI entered in a new market, far away from their main core: the publishing market. The Association started with the launching of a free quarterly magazine *AMI Notícias* in which *Notícias* means news. This magazine allowed to AMI to spread the word about all its ongoing projects and missions performed.

Furthermore, the launching of several types of books (see Exhibit 6), allowed AMI a more widespread awareness of the work and the aim of this association. Some books were about true life stories, others about the perspectives of Doctor Fernando Nobre and others about AMI missions around the world. The aim of this new project was not only to spread AMI missions' purpose and histories, but also to diversify the financing sources of the projects.

One book worth mentioning, and actually the latest one, "*Toda a Esperança do Mundo*", that means "*All hope in the world*", was published to celebrate the anniversary of AMI. In it is described the reality of the countries that AMI supports and how this is achieved by the Association.

Ecoética **Project**

The *Ecoética* project was launched in 2012 because AMI wanted to expand their action area in the country and, at the same time, help the Portuguese forest. The drive of this projects was the devastation suffered yearly by Portuguese forests on account of fires. To contribute to the resolution of this situation AMI created an initiative to rehabilitate burnt or neglected lands in national territory, by means of partnerships with forestry associations and city halls and funding of companies and citizens, and through planting autochthonous tree species. This project

already improved 108.370 m^2 of forest land in Loures, Melgaço, Celorico da Beira and Valongo.

SOS *Pobreza – before the rebranding*

Figure 3 – SOS *Pobreza* Logotype

Source: AMI

AMI created the first solidarity brand in 2012, in Portugal, called *SOS Pobreza,* a name that was reflecting the situation in Portugal, as *Pobreza* means poverty.

SOS *Pobreza* was about providing basic consumption products (see Exhibit 7) from national producers. This was accomplished through three main fronts: economic, as the products were from national producers; environmental, by contributing to reduce the environmental footprint, and finally, social, since all the raised funds went to AMI's missions.

According to Luísa Nemésio, AMI's general secretary at the time, the brand was created due to the rising need of independent funding to AMI's national projects, because, due to the worsening of the economic crisis in Portugal, the social centres was getting more requests each day (Sapo, 2012).

AMI thought that the success of this project would provide consumers the same products that they already consume, at fair prices, and at the same time, fight the situation that was currently threatening the Portuguese population.

In table 2 the nine national producers working in this project are represented.

Table 2 – National Producers working with SOS *Pobreza*

Company	Products Provided
Campotec	Apples and Pears
Cidacel	Olive Oil
Frusoal	Citrus Fruit
HortaPronta	Potato, carrot, onion
Orivárzea	Rice
Outeirinho	Water
Pitorro	Orange
Renova	Napkins
ITL	Soft Drinks

Source: Adapted from AMI

The products mentioned above were available in sixty-four stores of the food retailers associated with the project: Continente, E.Leclerc, Jumbo, Pingo Doce, El Corte Inglês and Staples.

Regarding the price strategy applied was based on four main attributes: fair price, solidarity, quality and nationality, whereby the product price was positioned slightly above the private labels.

Additionally, the marketing of the brand SOS *Pobreza* and its products were made in three phases: before the product launch where they release a promotional video asking to the Portuguese population what kind of brands they usually buy, how were they choosing the products and if they would buy solidarity products, which were showed at the end of the film; they also issue a press release with a shopping basket to give to the reporters. In the day of the launch they made street actions in Lisbon and Oporto to show the products, they had a ceremony with the presence of the partners and AMI president in Lisbon and Oporto and they offered one hundred to two hundred shopping baskets for the first people to arrive to the tent. Lastly, they made promotional actions in the adherent stores.

They also promote the products inside different companies. For instance, in Microsoft SOS *Pobreza* was in their main entrance and the company released an internal announcement in social networks; Portugal Telecom/Sapo issued a banner in Sapo Homepage, News, Videos, Mail, Fame and ROS; Google offer an online campaign; JP Decaux offered 75 *mupies* from north to south; Sonae Com/Continente inserted an announcement in Continente Magazine, among others.

They communicate through television in numerous Portuguese channels (TVI, RTP, SIC, Sociedade Cívil and SIC Noticias), in the press with several journals (Destak, Diário de Noticias, Metro, Visão, etc); in Facebook with a post on the launch day which originated three hundred and nine shares, one hundred fifty-eight likes and eleven comments.

Fernando Nobre, AMI's President, talked with the newspaper *Publico* about SOS *Pobreza* stating that all the brand profits would go for all seventeen social projects of AMI in Portugal, the *Centros Porta Amiga*, night shelters, social residences and team streets (Público, 2012).

After one year of the brand launch, more than six thousand and thirty-two products were sold, which correspond to twenty thousand euros of net revenues (Sapo, 2013). Even though the revenues were good during the years, Isabel Pinheiro state that the rebrand of the brand was necessary because although the concept of the brand was very well perceived by consumers, the name wasn't accepted due to the negative connotation of the brand name. The results from an academic study made by IADE in 2012, clearly indentify this issue, and this insight was in line with the feedback given by retailers. This led Isabel Pinheiro to talk with the Young & Rubicam company, a media and advertising agency, who said they would love to work and collaborate with the brand.

Rebranding AMI SOS *Pobreza* – to "AMI *Alimenta*"

In 2017 AMI decided to rebrand *SOS Pobreza* to AMI *Alimenta*, changing poverty (pobreza) to feeding (*Alimenta*) (Figure 4).

Figure 4 – AMI *Alimenta* Logotype

Source: AMI Website

AMI *Alimenta* brand was then created, with the objective of providing society the first range of social responsible products, focusing mainly on the quality of the products, the origin, and the social value in preference to low price.

At a first stage AMI *Alimenta* launched two types of products: fruit and vegetables. This was made through partnerships with local producers, Campotec, Horta Pronta and Sasoal. In a second stage AMI *Alimenta* wants to launch rice, olive oil, flour and water also in partnership with local producers. Each type of product has the objective to finance different projects, for example, fruit and vegetables finance national projects, olive oil will also finance national projects and, water, flour and rice will finance international projects.

In terms of communication of the products Isabel Pinheiro had one main objective: to be where consumers are. For this she made some flyers (see Exhibit 7) and she was present in the food area in conferences and events, in the Masters of Distribution, in contests, and in the press (HiperSupers, Grande Consumo, Marketter, Tech ITT, Agronegocios, etc). It was also communicated on AMI Facebook page, AMI website, billboards, food tasting in the adherent stores, and even a radio spot of AMI *Alimenta*.

In terms of the distribution strategy it starts with the producers as they pack the private label product and, at the same time, AMI *Alimenta* products. They then make the transport directly to the distributors. Currently the products (see Exhibit 7) are in Intermarche stores, in six hypermarkets of Sonae and there are some punctual actions in Aldi.

Concerning the price strategy, and due to the requirement of the distributors, the price was set as slightly higher than private label products.

Market Data

In 2016, Isabel Pinheiro applied AMI *Alimenta* to a national award/certification ("The Five Star Award", see exhibit 8). The award application, involved the validation of the brand awareness next to a large sample of consumers, and had one main objective: to understand the perceptions of consumers towards the social concept, the products perceptions, and the evaluation of the packaging of AMI *Alimenta*. Several studies were conducted by an external market research company. In terms of the consumer perceptions towards the main characteristics evaluated in the market study, the brand results were very favourable, in which every value was above 8.5 in a scale from 1 to 10, 1 meaning "Not an important factor for me" and 10 "Very important factor for me" (see Table 3).

Table 3 – Test Results of Brand characteristics

Assessed Characteristics (scale 1 to 10)						
	AMI *Alimenta* favour national production & respect Sustainability of partner. Is an important factor for you?	Profits revert to AMI projects to combat poverty in Portugal. Is an important factor for you?	AMI *Alimenta* products are in the market with a fair price. Is an important factor for you?	This project tries to educate the healthy consumption & sustainability. Is an important factor for you?	Independently of thr social responsibility, the project offers good quality products in the market. Is an important factor for you?	Having in mind the prices showed of AMI *Alimenta* how do you classify the price-quality relation?	Would you buy or recommend AMI *Alimenta* products to family and friends?
Mean	9,31	9,33	9,17	9,43	9,37	8,63	8,89

General Satisfaction Regarding the Brands				
	Satisfaction in Experimentation	Price Quality	Buying Intention & Recommendation	Brand Trust	Innovation
Mean	9,32	8,63	8,98	6,90	6,61
Final Results	8,45				

Source: Adapted from Prémio 5 Estrelas (2017), results' awards, sourced by AMI

As it can be seen in table 3, five questions were made to understand the level of consumers' satisfaction after trying the product. High importance was given to the good quality of the products (Mean=9.37), then the fact that the profits revert to AMI projects in Portugal (Mean=9.33), next the national origin of the products (Mean=9.31) and finally the fair price of the products (Mean=9.17). The price-quality factor had a slightly lower score, but nevertheless high (Mean=8.63). Regarding consumers' possibility to purchase or recommend the products, consumers rated it with 8.89.

Additionally Consumer's average trust in the brand was 6.90, a low number comparing with the score achieved when trying the brand products. In terms of product innovation consumers also gave 6.61.

Based on this evaluation consumers where very satisfied, since the average score was of 8.45 in 10 in terms of global satisfaction with the product.

Furthermore a notoriety test was made regarding solidarity brands in Portugal (Table 4), and AMI brand is the fifth known brand. The fact that AMI only have 86.4% of notoriety it can be a problem as the brand AMI *Alimenta* will also be affected by it. That's why it is important to understand what can be done to improve the brand.

Table 4 – AMI Notoriety versus others Associations

Brand Notoriety			
Banco Alimentar	98,6%	Exército da Salvação	55,8%
APAV	98,1%	APCOI	55,4%
Operação Nariz Vermelho	94,8%	Cartão Solidário	54,0%
Ajuda de Berço	93,4%	Filhos do Coração	37,6%
AMI	86,4%	Earth Group	20,2%
Portugal Solidário	62,9%		

Source: Results from Prémio 5 Estrelas (2017), sourced by AMI

Awards

Over the years AMI received multiple awards in different areas (see Exhibit 9). Internationally, one of the most remarkable was the Honour of Merit Award in 1990 and in 2006 by the strong presence of AMI in Guinea-Bissau.

A couple of years later they also received several Human Rights awards with the developed work in developing countries. In 2000s they received several awards regarding their active work in citizenships, poverty and social exclusion.

One important award to refer is the Green Award 2008 that distinguish AMI by its originality and creativity, making possible to reuse and recycle residues that would finance projects.

In 2012 they won the Best Ideas award due to the radiographies compilation campaign where they collect radiographies that had no current value to the person or had more than five years. The aim was to diminish the waste residues in the landfill to minimize the environment pollution and to sell the silver salts to finance the social projects in Portugal. In order to bring closer Portugal and other European countries, in 2012 AMI launched the same campaign in Spain (AMI , 2016).

Challenges

Looking through the window on her way back home, Isabel Pinheiro, wondered what would be the next necessary steps to strengthen the brand AMI *Alimenta*.

Suddenly she stopped her car and thought that a new big step had to be made. To solve the problems and weaknesses the brand was exhibiting Isabel needed to have a better knowledge of the market and the consumers, so a more profound research should be done to understand how consumers perceived the brand, how they perceived the quality of the products, how much

they were available to pay for the products and what would be their intentions towards the brand products.

She also realised that the communication strategy of the brand needed big improvements and that would be one of the biggest challenges to Isabel since the brand do not have a communication budget, and therefore it is difficult to apply the necessary steps to spread the brand name. Nevertheless it is essential to understand the best way to reach consumers, what marketing strategies should be applied to improve sales and, in terms of brand image, what are the main changes regarding the branding that should be implemented.

Isabel also wondered if the offline channel (stores) are indeed the best way to reach consumers or if they should invest in an online channel, with the objective, for example, to create a portal where consumers could receive an AMI *Alimenta* food basket with monthly subscription.

Taking in mind the challenges that AMI *Alimenta* is facing, the questions that need to be answered are:

1. How can AMI increase consumers' brand perceptions?
2. How to improve the communication strategies?
3. Should AMI invest in an online channel?

Chapter 3 – Literature Review

3.1. Scope of Analysis

This chapter will provide the relevant information taking into account the topic of this thesis. Firstly the importance of consumers' decision making will be presented. Secondly information regarding consumers' perception towards the brand and its brand awareness will be referred. Thirdly the impact of social behaviour in donations will be supported. Finally the two approaches, online or offline retailing will also be presented.

3.2. Consumers' Decision Making

The study of consumer decision making is an important issue to every brand (Keller, 1993). Organizations have to understand not only what are the important factors which will make consumers buy the product as well as understanding what the other decisions are regarding the consumer when choosing a product or brand (Lawson, 1997).

On the topic regarding the stages of the decision making process of consumers, several authors studied this subject. d'Astous, Bensouda, & Guindon (1989) referred four stages of the decision making process: problem recognition; the search for product information; the evaluation of product alternatives, and finally choosing an alternative. Additionally Wu & Lin (2006) state that in terms of the early stages of the process, consumers look for information regarding the several products available in the market, the features of the alternatives and their quality. Furthermore, from the study conducted by Alba & Marmorstein (1987), consumers' decision making can differ depending on the positive or negative aspects of a brand.

In terms of consumer decision making, as highlighted by Wu *et al* (2006) and Ariely (2000) when consumers take a decision they need to be well informed. However this can be a challenge to an organization since the superfluous information can make consumer' decisions harder. With this in mind marketers have to release only the information that consumers need to know. So information control refers to the quantity of information the consumer had found, and the time he/she dedicates to it, what he/she reads, listen or decide about the product. One can imply that information control can have both positive and negative effects on performance. First it can create a positive information flow to consumers, making the decision of purchasing the product easier, but on the other hand, it can create negative effects as the additional information demand.

Agreeing with the authors, Rao (1972) also referred that the information available can impact consumers' perception about the brand.

Depending on the information available consumers will apply different types of strategies when making a decision as stated by Hoyer & Coob-Walgren (1988) that mentioned six different choice tactics: (1) *price-oriented tactics* when the consumer choose the brand taking in mind the cheapest product or the product on sale; (2) *performance tactics* when consumer choose the best brand of the product category he/she is looking for; (3) *affect-related tactics* when buying the most familiar brand or one that he/she likes; (4) *normative tactics* when the consumer buys the brand that his/her parents or relatives buy; (5) in-*store related tactics* when consumer buy the product that he/she saw in the store, the one that has a better communication; and finally (6) *hybrid tactics*.

In terms of advertising several authors reached different outcomes after advertising. Hoyer and his colleagues (1998) conclude that when there is a high level of advertising consumers do not respond to price tactics. Also if consumers are confronted with a big price variation they choose the cheapest product or the one that they usually buy, without thinking about the price difference. Wu & Lin (2006) and Ariely (2006) also agree that different types of media provide different levels of information control. For example, comparing print ads to television advertising, it is possible to state that consumers do not control the flow of information on TV ads although they can change channel or turn the TV off. On the other hand regarding print ads, consumers have a higher tendency to choose according to the attention they pay to the ad.

Additionally Ariely (2000) states that when there is high information control and/or the task is easier, the performance increase having a positive impact on consumers' decision making. He also conclude that the long-term information control originates a better knowledge and memory about the product on the consumer than a short term information control. An interactive communication from the brand also creates a positive impact; and as during the years, the marketing communication shift mainly to computers and computerized networks it is easy to companies to create an interactive communication system, meaning lower costs to marketers in communication but they have to take in mind the preferences of each consumer.

Furthermore, when referring the Internet, consumers can have different levels of control, for instance when opening a website or a pop-up ad appears they do not choose to see it, so they have low control over it comparing to the pull information when consumers choose the information they want to see freely of ads. Internet as referred by Wu *et al* (2006) and Ariely

(2000) is an important tool of interactivity compared to one-way communication, as in the case of traditional media such as TV or radio. With Internet it is possible to have a two-way communication creating an opportunity to companies to make information available to different types of consumers who receive different quantities of information.

Although the internet is a good tool for companies to deliver a specific information, it is impossible to consumers to verify the quality of the products. When choosing among a range of products, they will choose the cheapest (Wu & Lin, 2006).

In addition, Keller (1993) also considers that brand awareness is an important tool to understand consumer decision making.

3.3. Brand Perception and Brand Awareness

As stated by Keller (1993) to understand consumer decision making it is important to understand consumers' perceptions and also consumers' awareness about a brand.

In the topic regarding brand perception, not only Keller but several other authors complemented how the brand perception can be influenced. Wanke, Herrmann & Schaffner (2007) considered that the consumer perception towards the brand products can be influenced by the brand name, and therefore this attribute should have a meaning, be attractive, link to the characteristics of the brand and built a bridge towards brand equity.

Additionally Wulf, Odekerken-Schroder, Goedertier, & Ossel (2005) also referred that a brand should create a strong and distinguishable name, easy to recognize and memorize to create brand equity. Keller (1993) states that brand equity is the outcome that has origin in marketing due to the brand name from products or services. Wulf and his colleagues (2005) also mentioned that brand equity can be also described as the different effect of brand knowledge due to the consumer response to the marketing of the brand, and that with high brand equity, consumers will pay less attention to high prices and negative opinions and will also believe in more extreme advertising claims.

Brand awareness, must also be taken in consideration since it is important that consumers remember the brand when thinking about a product category, because a high brand awareness means an increase in the possibility of the purchase by consumer. Second, brand awareness can increase the likelihood of the purchase of the product, even in low involvement product where

it can influence the product choice. Third, brand awareness influence brand image and brand associations done by consumers (Keller 1993).

Keller (1993) also states that brand knowledge is described by two features, brand awareness and brand image. Brand awareness is the information a consumer has about a brand and the odds of remembering it. In a similar case, brand awareness also can be divided either in brand recall, the ability to record the brand when referring to a product category, or brand recognition when consumers recognize the brand only by having heard of it previously. In terms of brand image it can be described as the association and perceptions of consumers when facing a brand. Hoyer & Brown (1990) also defined brand awareness as the small level of brand knowledge a consumer has that at least he/she identifies the brand name.

Continuing on the topic Hoyer *et al* (1990) state that brand awareness can have effect on the consumer decision making, not only on the first choice but also in terms of repetitive buying. From a study it was revealed that when a consumer was presented with a set of brands, he/she would choose the one that was familiar. When consumers gain more knowledge regarding the moment of choice of products, the perceived quality will increase in importance. They also come to the conclusion that when consumers increase their knowledge regarding brands, their tactics to choose a product can change over time. Nevertheless brand awareness is an important attribute to increase consumer perception about the brand and increase the repetitive buying.

Keller (1993) said that the strength, and distinctiveness of brand associations are the dimensions distinguishing brand knowledge that play an important role in determining the differential response that makes up brand equity, especially in high involvement decision settings.

Erdem, Zhao, & Valenzuela (2004) suggest that the credibility of the brand is the most important element to position a brand. It has to be constant over time, with the goal of decrease the perceived risk and increase the perception of consumers towards the quality of the product.

Regarding brand differentiation and value creation, several authors studied this theme. Stride & Lee (2007) say that the main objective of differentiation of branding is the brand personality and the emotional benefits of the brand and not the name and logo, so with this in mind, brands have to create an emotional link with consumers making possible that this can reflect the buyers' mood, their personality and emotional messages. Additionally, to create value, the brand can not only be focus on consumers brand perception but also on price perceptions, value creation and consumer loyalty towards the brand because if consumers have a favourable opinion about the brand this will lead consumers to increase product value, loyalty and positive

word-of-mouth (WOM) (Diallo, Coutelle-Brillet, Rivière, & Zielke, 2015), so emotional and social values have a strong impact on WOM.

In line with price perceptions Wulf and his collegues (2005) identified in the end of the 90s that consumers usually had three main price perceptions regarding brands; they thought products were high-quality so high price, or mid-quality so mid-price or generic brand so low price. But with the evolution of brands, there was a shift and nowadays it is necesssary to pay attention to competitors and their communication strategies, not only the product quality and price.

Regarding non-profit brands, Stride & Lee (2007) say that as the numbers are growing, and that organizations have to build a strong brand to create trust towards the consumer. At the same time it is important to allow the donor an easier choice. In this context the objective it not only to satisfy the donor but also to make him/her understand the cause and objective of the product and what and who are donors helping. In terms of non-profit organizations it is important the brand reflects trust to consumers, because the main objective is not to create profit to the company but instead to help the population.

3.4. Social Behaviour and Charity

Nowadays the number of non-profits organizations are growing due to the world difficulties. Ein-Gar & Levotin (2013) states that in today's world the donations made by society are essential to help people in need.

In the same topic Hassay & Peloza (2009) added that non-profit organizations must start developing marketing strategies not only due to the increasing challenges that come from the industry and the organization, but due to the decline of the number of donations specially after the 2008 crisis, as well as the decrease of governments' support and the increase of the number of charities institutions. They also refer that charity institutions are trying to educate both individual persons and organizations donors, volunteers, sponsors and partners. Having this in mind they also must adopt several marketing concepts, such as customer relationship marketing, marketing orientation, segmentation, among others.

Additionally Ein-Gar *et al* (2013) state that when many non-profitable organizations choose their marketing strategy, they focus on a specific victim to increase the donations under the assumption that this will be easier to donors to identify the individual and the group needs, creating an emotionally effect in the donor. They agree with this action but, at the same time, they think that it is also important in some campaigns' that organizations focus on the group

and the mission rather than on a specific person. Firstly because if the organization is always focused on a specific victim, this can make donors "emotional immune" to future actions. Secondly only if the organization is the main piece, the donor will be loyal to the organization. Thirdly, as the organizations have several projects happening at the same time, they can prefer to receive a general donation and not to specific project. Finally, in case of a wrong message perception, donors can blame the victim and consequently do not donate.

Ein-Gar *et al* (2013) also states that the number of donations are influenced by the appeal of the message. So organizations should have as main goal to create an engaging message that includes the use of images, wording and message length.

Regarding the message framing, Grewal, Gotlieb, & Marmorstein (1994) say that there are two types. One when the message is positive and its communication gives emphasis to brand advantages, attributes and potential advantages to consumers. Another when the message framing is negative and the communication is based on the disadvantages of the brand and the potential loses to a consumer. Additionally Ein-Gar *et al* (2013) and Grewal and his colleagues (1994) state that message framing is a very important issue because it will have an impact on the number of donations and as an important feature, the message should be able to create a feeling of personal nostalgia, religious feelings, or empathy.

Moreover, when trying to increase the number of donations the most important element regarding the donors is to identify, understand and know the problem or disaster that had already happened because this will lead to several feelings of empathy and desire to help rather than lack of knowledge about the situation.

Concerning the social behaviour, Fisher & Price (1992) state that a person on a superordinate social position search for new products to establish and communicate social distinction. As a consequence subordinates will want to replicate this behaviour to relate themselves with the superior and improve their social position. They also refer that this social behaviour has other meanings regarding the power, status and knowledge. Consumers social behaviour change to capture social approval from their superiors by accepting social norms different from the ones that they usually followed.

Moreover, promotional strategies that attempt to influence consumers' expectations of the social outcomes from early adoption may not be effective unless perceived visibility is high.

3.5. Retailing Strategies – Online versus Offline

The service industry changed over the years and became more dynamic, and as a result there was a change in the retailing industry (White, Joseph-Mathews, & Voorhees, 2013).

In the past the focus was on the offline retailing, where the retailer sold the products in physical stores and where the consumer could touch the product and certify its quality. Nowadays the main channel is the online retailing where there is not a physical store and consumers can choose and consequently buy the product without leaving the place they are in (Liu, Batra, & Wang, 2017).

As the situation changed the offline retailers started to notice new challenges regarding where the consumer do their shopping. They feel the need to understand how could they improve and make consumers go to the store, what were their target, which should be the main product categories available in the stores and what marketing strategies should they use to reach consumers (Liu *et al*, 2017). According to Peck & Wiggins (2006) and the study made by Liu and his colleagues (2017) when a consumer touches a product, this can increase consumers' confidence about the quality and at the same time increase the value of the product and willingness to pay. But in certain types of products consumers do not mind not having this interaction because it does not influence their buying decision.

Marlow & Jannsson-Boyd (2011) also stated that it is important for retailers to let consumers touch the product because when they have that desire and they cannot fulfil it, it can let to an unfavourable perceptions about the brand and, at the same time, consumer can reject the product. They also state that although product touch is important, the visual appealing in fast moving consumers good is also a characteristic that cannot be forgotten by marketers.

Concerning the offline retailers, they used to focus on the improvement of the physical environment of the store, the quality of the products and the outcome. Nowadays they have to make an effort to compete with the online retailers by making new marketing strategies to reach more consumers or expand their stores to the Internet and provide the same quality as it is provided in the stores (White *et al*, 2013).

In terms of online purchases, Gerwal & Levy (2009) states that Internet change the way consumers make their shopping in different categories and if retailers want to be successful they can be more effective by providing online customization, unique products, improve the communication of the products, among others and that consumers shop online to be more

effective. Consumers also do it because it is time efficient, and the delivery of the products are quicker. To retailers it is cheaper because there is not any facilities to maintain. (White *et al*, 2013).

Nevertheless for both channels the quality is important and can lead to an increase of brand awareness and positive brand image from the consumer point of view. Although it is demonstrated in the White *et al* (2013) study that the quality of the products available in the online service is evaluate differently from the offline.

Additionally the retailing in a non-profit organization is growing due to the increasing need to generate its own funds. Lovelock & Weinberg (1983) believe that it can increases companies' value if selling their merchandise that is directly related with the institution mission, and consequently will educate people and show what is being done. They also refer that a non-profit organization should have a core product category that focus on the core mission and then supplementary products to increase the funds and increase the brand awareness.

Lovelock & Weinberg (1983) state that institutions should develop their objectives by engage in the retailing business; identify the opportunities and the cost associated to the product; choose the product line and make reference to the objectives of the project; relate the price with the product objectives; choose online and/or offline retailing and select the best way to communicate to consumers.

Chapter 4 – Methodology and Results Analysis

4.1. Research Goals

The present research has as main objective to respond to the three challenges presented in the case study, and the research questions. Therefore, the study analysed the best communication strategy to be applied in order to spread the brand name and to reach more consumers, and assessed how consumers prefer to buy the products: in the stores (offline), or online with a food basket, for example.

4.2. Methodology

To answer to the research questions, a quantitative analysis was conducted, more specifically an experimental online survey.

Every analysis have its advantages and disadvantages. In terms of advantages, it is possible to state that in an online survey, the data is objective and has the purpose of quantify data and generalize results from a sample of the population. The sample is typically large and randomly selected. The findings are conclusive and it is used to recommend a final course of action. This analysis is accurate and reliable and allows testing of specific theories (Park & Park, 2016). A survey is also a very efficient technique and less costly than, for example, a complete census, as well as it reaches more respondents in a short-time as these can be shared in the Internet (Social Media and e-mail) (Yu & Cooper, 1983).

Nevertheless, it has also its disadvantages such as the small control over the respondent, the answers may not be accurate or true as its efficiency does not mean accuracy. This can create challenges regarding the size of the sample, and missing answers due to the respondent lack of interest and/or ability, or their inaccessibility to respond (Yu & Cooper, 1983).

4.3. Survey

The survey was structured and inserted in Qualtrics. Then a pre-test was conducted with six individuals, 3 Portuguese and 3 foreigners, in order to understand the possible difficulties the respondents could have during the survey. After the pre-test a few changes were made.

The survey started with a small introduction explaining to participants that the main purpose of this study was to understand their donation behaviour and their groceries shopping habits. The questionnaire itself was divided in six main sections – 1: Consumer Donation Behaviour; 2: AMI; 3: AMI *Alimenta*; 4: Communication Strategies; 5: Online vs Offline Strategies and, finally, 6: Demographics (Exhibit 10).

Section one of the survey aimed to evaluate consumer donation behaviour and, with that in mind, four questions were made using a 7 points scale. The section started by asking if respondents usually donate, using a scale from "1 – Not at all" to "7 - Very Often". If the response was between 1 and 3 they would go to the question "*why don't you donate often?*" composed by three items to evaluate using a scale from "1 – Strongly disagree" to "7 – Strongly Agree"; or between 4 and 7 they would answer to "*why do you donate often?*" using the same scale as described before. At the final part of this section, a scenery about an Association that sells fruits and vegetables to fund local projects that help overcome poverty, was presented to evaluate the level of availability to buy these types of products (scenery of AMI *Alimenta* brand).

Section two started with a small description of AMI, followed by some questions to study the level of awareness and consumer perception towards the brand. The first question had the objective of understanding the level of awareness of the Association using a 7 points scale ("1-Not at all" to "7- Very Well"); if the selected response was 1, the next two questions were not displayed to respondents because if they do not know the brand, they cannot evaluate the perception about it. If the response was between 2 and 7, a question would appear to evaluate if they already had donated to AMI Foundation, using a 7 points scale (1- Not at all" to "7-Very Often"). Then the perceptions about AMI were asked using a scale from "1 – Totally Disagree" to "7 – Totally Agree" evaluating four dimensions: sincerity (2 items: e.g., honest and trustworthy), excitement (2 items: e.g., daring and imaginative), competence (2 items: e.g., efficient and reliable) and arrogance (2 items: e.g., pretentious and tough). Finally, it was asked which AMI initiatives were recognized by participants.

The third section focused on AMI *Alimenta* brand. It started with a small explanation of the project and then a question to evaluate the level of awareness of the brand was asked in a scale from "1- Not at all" to "7- Very Well". If respondents evaluate with 1 the next question would not be displayed (perception about the AMI *Alimenta* brand). If the answered was between 2

and 7, the question concerning the perception of the brand AMI *Alimenta* was displayed and evaluated as described above, in AMI brand perceptions.

After evaluating the perception of the brand, a small scenario comparing AMI *Alimenta* products prices with private label prices were exposed and the likelihood products purchase was assessed using a 7 points scale (1 = "Very Unlikely" to 7= "Very Likely"). If the answer was between 1 and 3 respondents would go to the question "*Why wouldn't buy them*?" evaluating four items, if the answer was between 4 and 7, they go to question "*Why would you buy them?*" using a 7 points scale (1 – "Strongly Disagree" to 7 – "Strongly Agree").

Section four had the main goal to evaluate distinctive communication strategies. The first communication showed the displayed products as they are in the supermarket, only with the brand name; the second communication also displayed AMI *Alimenta* products, but with a more detailed communication regarding the reasons why the products were created; and the third communication had the products displayed in a bundle with information about the final objectives of the products. Participants were randomly allocated to one of the conditions described above (Figure 5) and evaluated the stimuli with the scale *Purchase Intention* (4 items; e.g., "*I would definitely buy the products*" and "*I would probably buy the products*") using a 7 points scale (1 – "Strongly Disagree" to 7 – "Strongly Agree").

Figure 5 –*Stimuli Communication Message Layout*

Moreover, in section five three different possibilities of offline and online strategies were presented, with participants being randomly allocated to one of the conditions (Figure 6). The

first image showed a simple product presentation, as they are exposed in the supermarkets; the second and the third images had the objective to test the possibility to sell an online basket to make the products arrive to consumers in an easier way, since it could be bought only sporadically or with a monthly subscription.

Figure 6 – Stimuli of Offline vs Online Strategies Layout

After the products or basket were presented, it was asked to participants to indicate their level of *Purchase Intentions* (2 items; e.g., "*how likely would you purchase the products?*" and "*how likely would you acquire the products?*"), and other two items: "*how likely would you search for more information?*" and "*how likely would you pay more for these products?*", using a 7 points scale (1= "Very Unlikely" to 7= "Very Likely").

To finish the questionnaire some demographics questions were made, first about their shopping habits and then about their age, gender, education, occupation, nationality, household size and monthly household disposable income.

4.4. Results Analysis

The data was collected from 434 individuals, and as all the questions were mandatory, there were no missing values, therefore all the answers were valid. The collected data was analysed through SPSS.

From the respondents (Exhibit 11), 96.8% were Portuguese. The majority had between 18 and 25 years old (57.1%) and then between 26 and 35 years (19.4%) of which 67.3% were women and 32.5% were men. Additionally, most of the respondents had the Bachelor degree (43.8%) or Master degree (35%). Most of them were employed (55.1%) or students (29.7%). The respondents had between 3 (28.1%) or 4 (28.1%) persons in their household with a monthly income of 1001€ – 2000€ (30.16%) or more than 3000€ (25.6%).

In terms of their shopping habits, they usually buy groceries once a week (38.2%) or twice a week (23.7%) and they go more often to Pingo Doce (43.8%) or Continente (43.8%).

Donation Behaviour

Participants usually do not donate often (M=3.30). From the ones that donate often (N=192), the main reason is that they like to help when it is possible (M=6.63) as well as they feel that they help people in need (M=6.20). The main reason for participants not donate often is not knowing where the money goes (M=5.22) (Table 5).

One last question was used to analyse the donation behaviour towards a social brand. A scenery about an NGO that sells vegetables and fruits to fund its social projects (like AMI *Alimenta* brand) was described and it was asked if consumers would be willing to buy the products from a social brand and the result was positive since M=5.13.

Do you usually donate?		
	M	**σ**
Donation Behaviour (N=434)	3.30	1.52
Reasons to donate often:		
	M	**σ**
I like to help when it is possible (N= 192)	6.63	0.82
I feel that I help people in need (N= 192)	6.20	0.73
It makes me feel good with myself (N= 192)	5.09	1.49
Reasons to not donate often:		
	M	**σ**
I don't know where the money goes (N=242)	5.22	1.44
I don't feel the need to donate (N=242)	2.84	1.45
It doesn't makes sense (N=242)	2.54	1.45

Table 5 – *Donation Behaviour and correspondent reasons to donate or not*

Consumers' perceptions about AMI brand

In this section participants indicated a level of awareness of AMI brand of M=4.49, but 12.9% of participants did not know AMI at all. As a consequence it was not possible to evaluate neither the level of donation towards AMI Association nor their perception about the brand, so the next two questions were not displayed. Participants showed a low level of donations (M=2.11) to AMI (Table 6).

	M	**σ**
Awareness AMI (N=434)	4.49	1.85
Donations AMI (N=378)	2.11	1.53

Table 6 - *AMI – Consumers' Perception of a Social Association*

Regarding the brand perception 8 items were evaluated by participants[1]. It was necessary to do a reliability analysis on each of the proposed scales. All the proposed scales indicated a good level of reliability (all ρ are significant – p-value <.05) (Table 7).

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[1] Pretentious and Tough are reverse items.

		AMI (N=378)		AMI *Alimenta* (N=163)	
		M	**ρ**	**M**	**ρ**
Sincerity	Honest	5.32	0.85***	5.34	0.79***
	Trustworthy				
Excitement	Daring	4.68	0.61***	5.02	0.72***
	Imaginative				
Competence	Efficient	5.01	0.62***	5.06	0.69***
	Reliable				
Arrogance	Pretentious	3.68	0.14**	3.78	0.16*
	Tough				

Note: *significant at p ≤.05; **significant at p < .01; ***significant at p < .001.

***Table 7** – Comparison between AMI and AMI Alimenta Scales Correlation*

From all the AMI initiatives, the most known are the International Missions (54.8%), Street Teams (35%) and AMI Health Card (25.6%), but there are 19.4% that do not know any of the initiatives and only 1.6% that know all of them (Figure 7).

AMI Initiatives Awareness

- Centro Porta Amiga (N=50) — 11,5%
- Night Shelter (N=84) — 19,4%
- Food Reception Centres (N=83) — 19,1%
- Home Support Service (N=66) — 15,2%
- Street Teams (N=152) — 35,0%
- Infotecas (N=8) — 1,8%
- Social Canteens (N=88) — 20,3%
- International Missions (N=238) — 54,8%
- AMI Health Card (N=111) — 25,6%
- AMI Alimenta (N=74) — 17,1%
- Ecoética Project (N=3) — 0,7%
- None (N=84) — 19,4%
- All (N=7) — 1,6%
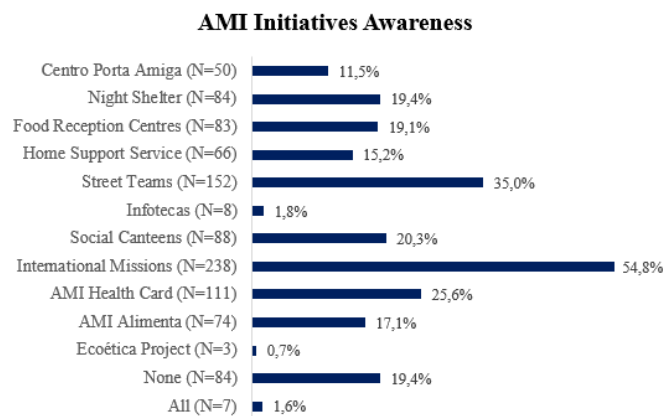
***Figure 7** – Awareness of AMI initiatives*

Consumers' perceptions about AMI *Alimenta* brand

In this section participants were asked specific questions about AMI *Alimenta* brand. The participants' level of awareness was M=1.85, making it possible to state that participants do not know the brand (Table 8).

When evaluating the perceptions about AMI *Alimenta* brand, only 163 participants responded as all the others did not know the brand at all. A reliability analysis[2] was conducted and all the

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[2] Pretentious and tough were recoded.

proposed scales indicated a good level of reliability (since all ρ are significant – p-value <.05) (Table 7).

Comparing to AMI results, it is possible to state that the correlations are higher in all AMI *Alimenta* scales. The most important correlations are between Honest and Trustworthy (Sincerity) with r=0.79 and a p-value of .000<.05 as well as Daring and Imaginative (Excitement) with r=0.72 and a p-value=.000<.05. In AMI *Alimenta* perceptions the item Arrogance is not correlated but as the p-value is significant (p-value=.022<.05) it can be consider that there is a correlation between the two variables (Table 7).

After presenting AMI *Alimenta* brand and the cost of the products, the likelihood of purchase the products was assessed (Table 8). The level of likelihood of purchase was M=4.04 and the main reasons to buy for this is the fact that participants do not mind to pay a little more (M=6.05) and they like to help (M=6.00). Participants would not buy the products due to their high price (M=4.62), and because they mind to pay a little more (M=4.47).

Do you know AMI *Alimenta*?		
	M	**σ**
Awareness AMI *Alimenta* (N=434)	1.85	1.31
Likelihood of purchase the products (N=434)	4.04	1.51
Reasons to buy it:		
	M	**σ**
I don't mind to pay a little more to help others	6.05	0.83
I like to help	6.00	0.87
The products are not that expensive	5.11	1.18
I trust the brand	4.96	1.13
I trust the products	4.94	1.12
Reason not to buy it:		
	M	**σ**
The products are expensive	4.62	1.55
I mind to pay a little more to help others	4.47	1.78
I don't trust the brand	2.89	1.41
I don't trust the products	2.87	1.46
I don't like to help	1.68	1.02

Table 8 – AMI Alimenta - Consumers Perception and Likelihood of Products Purchase

Communication Strategies

In order to understand which communication strategies are more effective a 3 group design was followed. To study the communication strategies, an ANOVA test was run with one scale

Purchase Intention (4 items: e.g. *I would definitely buy the products; I would probably buy the product; I would be interested in buying the products; the communication would make me buy the products*) after the reliability test. The Cronbach alpha was reliable (α=.856) in which was not necessary to delete any item (Table 9).

In ANOVA test the dependent variable *purchase intention* is significant ($F_{(2,431)}$=5.67; p-value <.05). It is also possible to state that there is a higher probability that participants will buy the product with communication 3 (M=5.01) (Table 10).

Scale	N° Items	Items Description	α	α if Item deleted
Purchase Intention	4	I would definitely buy the products I would probably buy the products I would be interested in buying the products The communication would make me buy the products	.858	.813 .808 .802 .855

Table 9 – Reliability Test: Purchase Intention

Variables	Mean (Std. D.)			F-test
	Com1 (n=148)	Com2 (n=140)	Com3 (n=146)	
Purchase Intention	4.56 (1.23)	4.72 (1.15)	5.01 (1.09)	F (2,431) = 5.67**

Note: *significant at p ≤.05; **significant at p < .01; ***significant at p < .001.

Table 10 – ANOVA Analysis – 3-groups Communication Strategy

It is as well important to also assess if this relation changes with low donation behaviour and high donation behaviour (Table 12). The study was based in 2 (Donation behaviour: low vs high) * 3 (communication strategies: 1, 2 or 3) studied by an ANOVA test, with two fixed factors: first, the number of the allocated images to participants (1= simple communication; 2=one product communication with a poster; 3=bundle communication) and then the new dummy variable *Donation Behaviour*[3] (0=low donation behaviour from 1 to 3 and 1= high donation behaviour from 4 to 7) and the dependent variable *purchase intention.*

To analyse the results it is important to describe the two main types of personas that responded to the survey: the persona with low donation behaviour and the one with high donation behaviour (Table 11).

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[3] The variable *Donation Behaviour* were recoded to a dummy variable.

Persona with low donation behaviour	Persona with high donation behaviour
Francisco is a 27 years old young adult, living in Lisbon with his parents. He is currently working in a start-up as a human resource intern, with a low-medium salary.	Leonor is 40 years old woman that lives with her husband and two daughters. She started working in a multinational company 10 years ago and has a medium-high salary.
Francisco likes to be well informed in terms of new technologies, loves to travel, he is curious about new cultures and enjoys to spend time with his friends.	She is concern with the society and once a week she helps in A social canteen.
He is not a regular donor, mainly because he does not know where the donated money goes. He is a person that needs to have more information about a project before he donates.	In her free time, she likes to spend time with her family and friends and go to the cinema.
	Leonor is a regular donor since she likes to help when it is possible, people in need. She is willing to donate more but she needs to be well informed about the Association projects. She would be willing to donate more if the charity institution creates innovative ways, like an online basket, for people donate.

Table 11 – Types of Personas: Low Donation Behaviour versus High Donation Behaviour

From the study there is a higher purchase intention with high donation behaviour participants after seeing communication 3 (M=5.30) although low donation behaviour participants would also buy more with communication 3 (M=4.79). In terms of main effect, both donation behaviour and communication are significant ($F_{(1,428)}=25.01$ - p-value <.05 and $F_{(1,428)}=6.02$ - p-value <.05, respectively). Regarding the interaction between donation behaviour and communication, there is no significance ($F_{(2,428)}=1.28$, n.s.).

From the independent samples t-test, consumers preferred communication 1 and communication 3 (t(145)= -3.402, p<.05 and t(134)=-4.012, p<.05, respectively). The t-test regarding communication 2 is not significant (t(149)=1.102, p>.05).

Variables	Mean (Std. D.)						M. E. Donation Behaviour	M. E. Communication	Interaction
	Low Donation Behaviour (N=242)			High Donation Behaviour (N=192)					
	Com1	Com2	Com3	Com1	Com2	Com3			
Purchase Intention	4.21 (1.35)	4.55 (1.20)	4.79 (1.16)	4.98 (0.91)	4.91 (1.07)	5.30 (0.91)	$F_{(1,428)} =$ 25.01***	$F_{(2,428)} =$ 6.02**	$F_{(2,428)} =$ 1.28

Note: *significant at p ≤.05; **significant at p < .01; ***significant at p < .001.

Table 12 – Extra Analysis – Purchase Intentions versus Low/High Donation Behaviour

Online vs Offline Strategies

In order to test the best online or offline strategies to reach customers, an ANOVA test was ran. As two variables had to be transform in one scale, a reliability test had to be run and two variables were computed in one scale: *likelihood of product purchase* with a Cronbach alpha reliable (α=.874) (Table 13). Then an ANOVA test was run (Table 15).

In terms of overall evaluation of online versus offline channel, participants answered that they would more likely to search information (M=4.85) and they would pay more for the products (M=4.57) (Table 14).

Participants will probably buy the products with communication 1 - products displayed in the supermarkets (M=4.93); they will also search for more information if they saw the products in the store – com1 (M=4.97). Additionally participants would be willing to pay more for the products in the stores (M=4.73) and with an online basket – com2 (M=4.60).

It is possible to conclude that from the options presented there is significance between the likelihood of purchase the products and the way that is bought (F(2,431)=14.79 - p-value<.05) but there is no significance when searching for information or pay more for the products (F(2,431)=.93 with a p-value > .05 and F(2,431)=2.04 with a p-value > .05, respectively).

Scale	N° Items	Items Description	α	α if Item deleted
Likelihood of product purchase	2	How likely would you purchase the products? How likely would you acquire the products?	.874	- -

Table 13 – Reliability Test: Likelihood of Product Purchase

Variables	Mean (Std. D.)
How likely would you search for more information?	4.85 (1.57)
How likely would you pay more for these products?	4.57 (1.51)
Likelihood of product purchase	4.39 (1.58)

Table 14 – Overall Descriptive of Online vs Offline Strategies

Variables	Mean (Std. D.)			F-test
	Offline (n=146)	Online basket (n=143)	Online basket, with subscription (n=145)	
Likelihood of product purchase	4.93 (1.27)	4.24 (1.54)	3.99 (1.74)	F(2,431) = 14.79***
How likely would you search for more information?	4.97 (1.49)	4.72 (1.65)	4.86 (1.58)	F (2,431) = 0.93
How likely would you pay more for these products?	4.73 (1.43)	4.60 (1.50)	4.38 (1.59)	F(2,431) = 2.04

Note: *significant at p < 05; **significant at p < .01; ***significant at p < .001.

Table 15 – ANOVA Analysis – 3-groups Online versus Offline Strategies

Regarding the online and offline strategies, it is as well important to assess if there is any change in the relation among low donation behaviour versus high donation behaviour consumers with a 2 (Donation behaviour: low vs high) * 3 (online/offline strategies: 1, 2 or 3) (Table 16).

There is a higher likelihood of purchase in the stores (offline) with the high donation behaviour participants (M=5.17). They would search for more information if they saw the online baskets, with monthly subscription (M=5.31) and they would pay more for the products with the online basket without the monthly subscription (M=5.23). The low donation behaviour participants would be more likely to buy the products if they saw them in the supermarkets (M=4.68), as well as search for more information (M=4.63) and they would likely pay more if they saw it in the supermarkets (M=4.52).

The main effect of donation behaviour is significant in all items since p-value<.05; the online and offline communication is only significant in the *likelihood of product purchase* and there is no significance between the donation behaviour and online and offline retailing.

In terms of independent samples t-test there is significance in the *likelihood of product purchase* and *search for more information*, in the offline channels between low and high donors (t(144)= -2.364, p<.05 and t(144)=-2.741, p<.05, respectively) but there is no significance when consumers are asked if they *would pay more* (t(144)=-1.759, p >.05).

Regarding the online baskets, between the two types of donors, it is possible to state that all tests are significant in all the 3 items (*likelihood of product purchase*, *search for more information* and *pay more for the products*). In the online basket without subscription: t(141)=-4.860, p <.05; t(141)=-2.645, p <.05; and t(141)=-4.656, p <.05, respectively. In the online basket with monthly subscription: t(143)=-3.628, p <.05; t(143)=-2.764, p <.05; and t(143)=-4.224, p <.05, respectively).

Variables	Mean (Std. D.)						M. E. Donation Behaviour	M. E. Online/ Offline	Interaction
	Low Donation Behaviour (N=242)			High Donation Behaviour (N=192)					
	Offline	Online basket	Online basket, with subscription	Offline	Online basket	Online basket, with subscription			
Likelihood of product purchase	4.68 (1.22)	3.73 (1.51)	3.60 (1.71)	5.17 (1.28)	4.91 (1.32)	4.64 (1.59)	$F(1,428) = 40,15$ ***	$F(2,428) = 11.83$***	$F(2,428) = 2.21$
How likely would you search for more information?	4.63 (1.56)	4.41 (1.66)	4.58 (1.61)	5.29 (1.34)	5.13 (1.55)	5.31 (1.43)	$F(1,428) = 22.11$***	$F(2,428) = 0.69$	$F(2,428) = 0.02$
How likely would you pay more for these products?	4.52 (1.43)	4.12 (1.56)	3.97 (1.60)	4.93 (1.40)	5.23 (1.17)	5.05 (1.33)	$F(1,428) = 38.25$***	$F(2,428) = 0.86$	$F(2,428) = 2.68$

Note: *significant at $p \leq .05$; **significant at $p < .01$; ***significant at $p < .001$.

Table 16 – Extra Analysis – Likelihood of Products Purchase versus Low/High Donation Behaviour

4.5. Research Questions Analysis

Research Question 1: What are the consumer's perceptions towards the brand AMI *Alimenta*?

There was a large group of respondents that did not know the brand AMI *Alimenta*¸ this can be an obstacle since if consumers do not know the brand they cannot neither buy the products nor have a perception about the brand. From the ones that knew the brand, the general opinion was positive and participants considered the brand honest, trustworthy, reliable and daring.

Additionally from the answers of the situation described to participants in terms of the likelihood of purchasing the products, the response was very positive.

Research Question 2: What is the level of awareness of consumers regarding AMI *Alimenta* and others AMI's initiatives?

From the data is possible to conclude that respondents do not have a big familiarity with AMI which implies a lack of knowledge about AMI initiatives. As can be understood from the data, there are a large number of respondents that do not have a broad knowledge about AMI's initiatives and that can have an impact on the possible donation from consumers.

In addition it is possible to observe that when respondents were presented with several options of AMI initiatives, only three or four were known, and the remaining only a small percentage knew of.

Consumers only recognised AMI *Alimenta* brand after a small description about the project although a small percentage of respondents knew the project without information about it.

Research Question 3: What is the communication strategy that AMI *Alimenta* should use to attract customers?

From the study conducted it is possible to state that the probability to buy the products increased if the products were displayed in a bundle, with different types of products side by side and with a product description tag displayed, explaining the products and the objective of the project.

Additionally, the probability of purchase by consumers would decrease with the communication with the brand name only. So, it is crucial to understand that if consumers do not known the brand, they will not understand the importance of its products, the projects it funds and therefore the reason for paying more for a product.

It is also important to refer that both low and high donation behaviour participants would have a higher purchase intention if they saw communication 3, were the final objectives of the products were explained.

Research Question 4: Should AMI *Alimenta* invest in an online channel?

In terms of offline and online channels, there is a higher probability that respondents would buy the products if they were exposed in the supermarkets. They were willing to pay more in the supermarkets as well as buying online with a basket, without monthly subscription. Although if the participants were divided between low and high donation behaviour, the low donation behaviour participants would always prefer the supermarkets but the high donation behaviour participants would be willing to pay more if the products were available in an online basket, without monthly subscription.

Chapter 5 – Main Conclusions and Future Research

5.1. Conclusions

Stride & Lee (2007) referred that due to the growing number of charity institutions, the number of donations is, each time, more dispersed. From the study results one should point out that the number of regular donors is very small (M=3.30), mainly due to the lack of information that charity institutions give on what the money is used for. And, as stated by Ariely (2000) and Wu *et al* (2006), consumers need to be well informed when taking a decision.

It was also possible to state that the level of donations to AMI Association is very small (M=2.11). Hassay & Peloza (2009) mentioned the importance of creating good marketing strategies for non-profit organizations due to the decline of donations after the crisis and the increase of the number of charity institutions. Ein-Gar *et al* (2013) also stated that if the message is appealing the number of donations is influenced.

The study results also show that AMI is well renowned for its international work but not for the projects that it currently has in Portugal. Consequently, the fact that AMI *Alimenta* is not known by most participants, it can result in a reduced number of purchases. It can additionally be concluded that the communication made by the brand was not the most effective one, since, as demonstrated by the study, it reached a reduce number of consumers (M=1.85). Several authors as Keller (1993), Hoyer *et al* (1990) and Kim & Kim (2016) said that consumers' decision making depends on their perception and awareness of the existence brand, and that brand awareness can increase the probability of the products being purchase by customers.

Regarding shopping habits, consumers usually go to Continente supermarkets, where AMI *Alimenta* products are sold. However, consumers still do not recognise the brand nor the products, which suggests that the products are not creating the expected impact on consumers in the stores or the information are not reaching customers. As referred by Rao (1972), the perception about the brand is affected by the information available.

Another important result the study shows, is that *purchase intention* increases with the level of information displayed about the product. Thus, if in the supermarkets this information is not displayed, the probability of goods being purchased by participants is lower. And, as Grewal and his colleagues (1994) mentioned, if donors recognise, comprehend and know the cause they are supporting, it can create empathy towards it. Stride & Lee (2007) also state that

organizations have to make the objective of the product clear and show what and who donors are helping.

Lastly, regarding consumers shopping preference, the study shows that respondents prefer to buy the products in supermarkets. However, it was possible to perceive that high donation behaviour participants would pay more if an online basket was available. Gerwal & Levy (2009) stated that if organizations want to be successful, they have to provide online customization and unique products.

5.2. Recommendations

As mentioned in the Literature Review by Stride & Lee (2007), the number of charity institutions is rising; therefore it is important that the existing Associations create new projects to raise funds. Every charity association have to think in new ways to reach donors to be able to finance their projects. AMI created a new financing source however it is vital that the brand raises awareness among consumers and communicates the products in an effective way.

One of the problems identified in the study was the lack of information that consumers have when donating money. This issue is relevant to all charity institutions that have to take in mind that consumers need to be well informed in order to donate. In AMI *Alimenta* case, it should explain and show to consumers the reasons for this project, where the money is used for, as well explaining the outcomes of the funds raised from the product's purchase, and with this, there is a possibility that participants change their opinions and start to buy AMI *Alimenta* products as said by Grewal *et al* (1994). To complement and make the information reach consumers, AMI *Alimenta* should also create a Social Media page (e.g.; Facebook) to interact with donors and, at the same time, realise the necessary information to satisfy consumers as referred by Bîja & Balas (2014). Ariely (2000) also mentioned that an online interactive communication can positively impact consumers and, at the same time, lower the marketers costs.

In terms of innovation, it is important to every brand to modernize the methods once used in the past (e.g., people asking in the street), specially charity institutions due to the difficulties in increasing the number of donations. A charity brand has to focus on new ways to reach consumers and, at the same time, make the action unforgettable to donors. Accordingly to the study, the brand should invest on an online basket available at specific periods of time. This

alternative sales platform would provide an easy and quick service to consumers and, at the same time, consumers would be willing to pay more for the service. Nevertheless, AMI *Alimenta* should reflect about the introduction of its products in the online market of the chains where they are already are present, since Grewal & Levy (2009) mentioned that customers buy online because it is more time efficient.

In terms of communication strategy, as referred by Ein-Gar *et al* (2013), the non-profit organizations should create an explainable marketing campaign and, in some cases, they can focus on a specific person, but it is important that the charity institutions focus on the final objective of the raise money in order to create a connection with the donor and the association and not the donor and the person itself. To AMI *Alimenta*, in supermarkets there should be an investment in communication, such as adding an information sign/poster above the products since, although the project is described on the product's packaging, if consumers do not see the products they will not buy them. Thus, the first vital step has to be the creation of awareness because as stated by Hoyer *et al* (1990) brand awareness can increase consumer perception about the brand and, at the same time, increase the repetitive buying.

These investments are not possible without a communication budget, so it is vital that AMI *Alimenta* brand have the necessary resources to improve the perception about the brand and reaches a higher number of consumers.

5.3. Limitations and Future Research

There are some factors that limit this study. The most important factors will be discussed in this section.

One of the limitations of this study is the pool of respondents that had an age range between 18 and 25 years old (57.1%). Additionally most were Portuguese (96.8%), had a bachelor (43.8%) or a master degree (35%) and most were women (67.3%).

Another limitation was the lack of knowledge about the brand AMI *Alimenta* (M=1.85). This implies a smaller number of respondents evaluating the perceptions about the brand. Consequently the reliability of the test can decrease with a small number of participants (N=163).

Finally, regarding the communication strategies and online or offline strategies of each stimuli, only around 140/150 participants responded. If the sample was bigger, the output could be more reliable.

For future research an in-depth study should be conducted in order to obtain a more representative proportion of the Portuguese society.

Additionally two studies should be done, the first one should study the online market and the different hypothesis that consumers would accept better, such as, an online basket or even the availability of the products in the online supermarkets page. A second study would assess the relationship between consumers' level of donation and education, as it is important to know if it affects the donation behaviour and, consequently AMI *Alimenta* would understand the necessary steps to reach different individuals as referred by Meijer (2009).

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Appendices

Exhibit 1 – International Project in Partnership with Local Organizations (PIPOL)
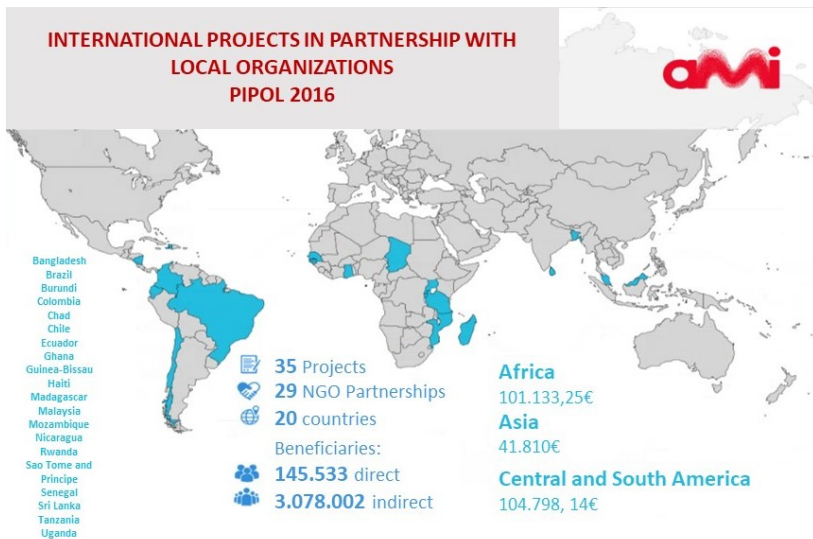
Source: AMI Website

Exhibit 2 – AMI in the World

Map legend:

	Food supply and Nutrition	3
	Water and Sanitation	4
	Environment	5
	Education and Formation	13
	Fight against Poverty	20
	Social Inclusion	21
	Health	22

Source: Adapted from AMI Website (https://ami.org.pt/ami-no-mundo/)

Exhibit 3 – AMI International Missions

Date	Country	Mission
1987	Guinea-Bissau	First Development Mission
1998	Cape Verde, Mozambique, São Tomé and Principe	New missions
1989	India	First Mission to support a local NGO
	São Tomé and Principe	First Emergency Mission
1990	Jordanian	First Mission in war scenery
1991	Mozambique	First Mission of corporate financing
	Iran and Romania	New missions
1992	Angola, Croatia, Equator, Kenia, and Somalia, Democratic Republic of Congo	New missions
1993	Benin, Brazil and Cuba	New missions
1994	Burundi, Ruanda and Mozambique	New Missions
1995	Azerbaijan, Georgia, Mexico	New Missions
1996	Algeria, Iraq, Nepal, Palestine, Ruanda, Senegal	New Missions
1998	Bosnia-Herzegovina, Colombia, Honduras, Guinea-Bissau, Sahrawi Republic, Togo	New Missions
1999	Australia, Bangladesh, Macedonia/Kosovo, Nicaragua, Timor, Venezuela	New Missions
2000	Chile, North Korea, Pakistan, Peru	New Missions
2001	Cameroun, El Salvador	New Missions
2002	Pakistan/Afghanistan, Argentina, Fiji, Ukraine	New Missions
2003	Indonesia – Occidental Papua, Iraq/Jordan	New Missions
2004	Bolivia, Chad/Darfur, Central African Republic, Sri Lanka	New Missions
2005	United States of America, Burkina Faso, Central African Republic	New Missions
2006	Afghanistan, Angola, Australia, Cameroun, Indonesia, Lebanon, Malaysia, Mozambique, Palestine, Panama, Pakistan, Sri Lanka, Thailand, Timor	New Missions
2007	China, Kenia, Liberia	New Missions
2008	Mali, Myanmar	New Missions
2009	Bangladesh, Cape Verde, Zimbabwe, Philippines, Haiti, Indonesia	New Missions
2011	Ethiopia	New Missions
2013	Ivory Coast, Ghana, Uganda, Uruguay	New Missions
2014	Caué in Sao Tomé and Principe, Sanitary Region of Bolama in Guinea-Bissau	Closure of the development missions
	Kurdistan Iranian, Madagascar, Niger	New Missions
2015	Greece, Italy, Tanzania	New Missions

Source: Adapted from AMI Website (https://ami.org.pt/missoes/)

Exhibit 4 – AMI International Missions Images

First Development Mission in
Guinea-Bissau (1987)

First Emergency Mission in São
Tomé and Principe (1989)
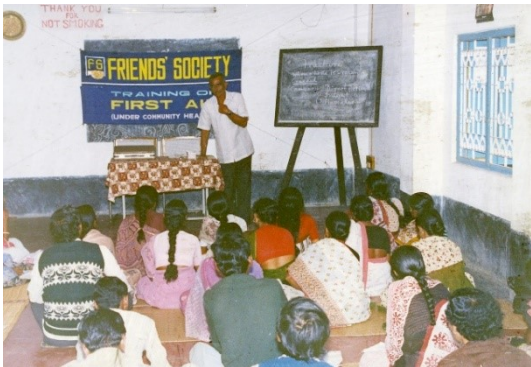
First Mission of support to a local
NGO in India (1990)

First mission in a war scenery in
Jordan (1990)

Humanitarian Help to Guinean
(1998)

Exhibit 5 – AMI Organizational Structure
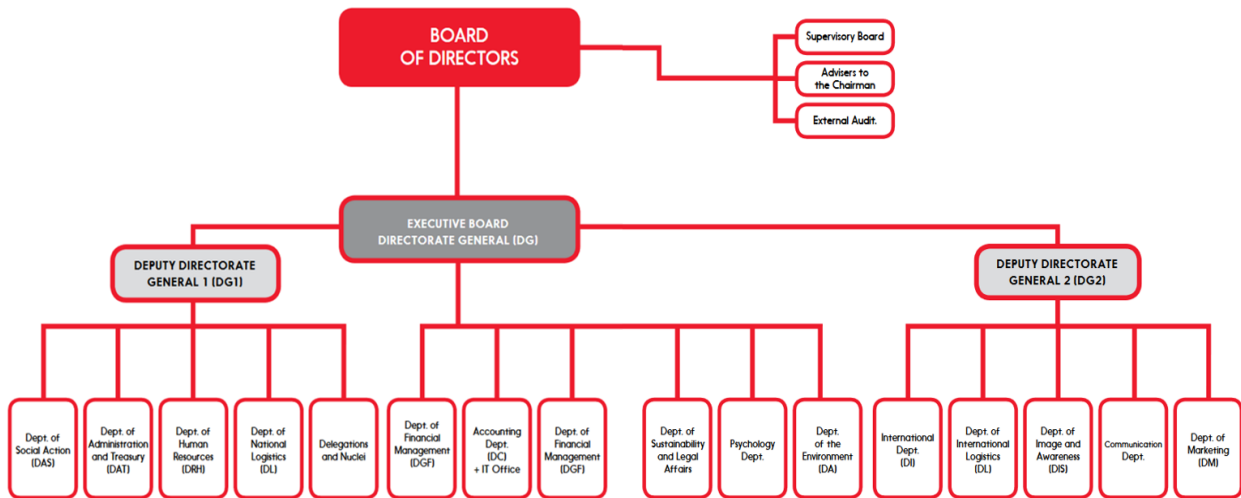
Source: AMI (2017)

Exhibit 6 – *AMI Books*

AMI BOOKS

AMI Foundation

Different types of books

	Portuguese	English	Theme
2007	"20 anos a passar fronteiras"	20 years crossing boarders	AMI Missions addressing Humanitarian causes
2015	"Toda a Esperança do Mundo"	All the Hope in the World	Alfredo Cunha (photos) & Luís Pedro Nunes (text) They wrote about the different sceneries of AMI Missions

AMI Volunteers

True stories shared by AMI volunteers around the world

	Portuguese	English
1998	"Histórias para Não Adormecer I"	Stories to Not Fall A Sleep I
2004	"Histórias para Não Adormecer II"	Stories to Not Fall A Sleep II

Fernando Nobre, AMI President

Perspectives of Fernando Nobre about National and International Themes

	Portuguese	English
2007	"Gritos contra a indiferença"	Screams against Indifference
2009	"Humanidade: Despertar para a cidadania global solidária"	Humanity: Wake Up to global citizenship

Books to show AMI Missions around the world

	Portuguese	English	Theme
2000	"Olhares no Mundo"	Glances in the World	Photography book
2004	"Viagens contra a Indiferença"	Journeys against Indifference	Stories lived by the President in Missions
2008	"Imagens contra a indiferença"	Images against Indifference	Photography book

Source: Adapted from AMI Website (https://loja.ami.org.pt/produtos/livros/)

Exhibit 7 – *SOS Pobreza* & AMI *Alimenta* Products and Communication

SOS *Pobreza* products

AMI *Alimenta* products

AMI *Alimenta* Communication

Legend:	
Help is essential The products AMI *Alimenta* are from national producers and solidarity	Help does not weight The products AMI *Alimenta* are from national producers and solidarity

Exhibit 8 – Five Star Award

5 Star Award

Who are we?	How does it work?	Benefits	Communication	

• Project created and implemented by U-Scoot Lda.
• U-Scoot manage certifications of national and international projects.
• In Portugal besides the 5 Star Award, they are also responsible for the certification to the "5 Star Portugal" and other projects of mobility and sustainability.
	• All the products and services available in the Portuguese market can apply.
	• Then the certification is assessed by three stages: the Evaluation Committee, Trial Tests with real consumers and Mass Evaluation Questionnaires to understand consumers perception to the brand.
	• A product or service can win if the classification is between 7 and 10 (in a scale of 10) and only 1 can win in each category.
		• It is a complete market study.
		• In the end, even if the product or service do not win, they received a detailed report regarding the results of the application.
		• The benchmark regarding the activity sector is provided.
		• If there is something to improve, companies can understand by this study.
		• If they win, they can use the certificate symbol for 12 months in every communication.
		• Among others.
			• The winners received a communication plan implemented by the organization of Five Star Award.
			• The communication is implemented in:
			  • Press
			  • Exterior with *Mupies*
			  • TV Spot
			  • Radio
			  • Social Media – 5 Start Award Facebook
				• In the Case of AMI *Alimenta*, communicated in:
				  • Press:
				    • *Público* Journal and *Expresso* Journal
				  • 5 Start Award Facebook
				  • *Mupies* (in the street)

Source: Adapted from Prémio 5 Estrelas (2017), sourced by AMI

(http://cinco-estrelas.pt/wp/wp-content/uploads/2016/02/AMI-Projeto-Cinco-Estrelas-2017.pdf)

Exhibit 9 – AMI Awards

AMI AWARDS AND RECOGNITIONS

Health	Human Rights	Humanitarian	Environment	Solidarity	Others
Diploma of *"Merit Honour"* (1990) • Gave by Minister of Health of Guinea-Bissau due to the help AMI gave to the population. Merit Diploma (2006) • Gave by Minister of Health of Guinea-Bissau due to AMI contribution and support in the National Campaign of Vaccines of measles. 3rd place in the Award of Hospital of the Future (2009) • In the category of Social Health Service due to the the project Team Street, helping homeless persons	Human Rights Awards (2004) • Gave by the National Assembly Angelo D'Almeida Ribeiro Award (2007) • Gave by the Human Rights Commission of Portuguese Bar Association due to the work on behalf of Human Rights	Diploma for the Humanitarian help (1999) • Gave by Municipal Corporation of Tegucigalpa due to the help to the hurricane Mitch victims in the Republic of Honduras Recognition of Humanitarian Action (2004) • Gave by Commonwealth of Massachusetts due to the action in favour of war victims and poverty in the world Merit Medal of protection and recue (2010) • Gave by Civil Portuguese Protection by the help in Haiti	Valorsul Award (2006) • Due to the good environmental practices regarding the final destination of residuals. Green Award (2008) • Won this award in the category of "developed work" due to the creative idea regarding the gathering, reuse and recycling of residues as a source of fundraising. Best Ideas 2012 (2012) • Gave by the Spanish Journal "Diario Medico" to recognizing the good idea of the radiographies compilation campaign	Solidarity Award (1998) • Gave by The Holy Mercy House of Barreiro due to the development of solidarity spirit and humanitarian help to the disadvantage people Diploma of Honour (2008) • Gave by Islamic Community of Lisbon by the developed work against poverty, social exclusion and hunger around the world Municipal Medal of Merit (2015) • Gave by Palmela City Hall due to the work in Cooperation and development Special Solidarity Superbrands Awards (2016) • Gave by Superbrand and RTP+ due to AMI good management practices	Award of Citizenships of Companies and Organization (2007) • AESE and Price Waterhouse Cooper gave this award to AMI since it is a NGO that was successful in applying social responsible politics Social Project "Active Woman for an active citizenship" (2007) • Gave by Civil Government of Lisbon Social Project "Football against indifference" (2007) • Gave by Civil Government of Oporto Social Responsible Project (2017) • Gave by Prémio 5 Estrelas to AMI *Alimenta* project

Source: Adapted from AMI Website (https://ami.org.pt/a-ami/reconhecimentos/)

Exhibit 10 – Questionnaire

Dear participant,

This survey is about your donation behaviour and grocery shopping habits in Portugal.

The questionnaire will take approximately 5-7 minutes to conclude.

There are no right or wrong answers and all responses will be confidential, anonymous and used for study purposes only.

Thanks in advance for your participation in this survey for my Master Dissertation at Católica Lisbon School of Business and Economics.

If you have any questions you can contact me at rita_caldeira@hotmail.com

Thank you once again for your time and collaboration.

Rita Caldeira

Section 1: Donation Behaviour

This section will start by evaluating your donation behaviour.

Q1: Do you usually donate?

Evaluate using a scale from 1 to 7 (1="Not at all" and 7= "Very Often").

(Condition: If respondent answer 4, 5, 6 and 7 go to Q2, if answered 1, 2 and 3 go to Q3).

Q2. Why do you donate often? Evaluate using a scale from 1 to 7 (1= "Strongly Disagree" and 7= "Strongly agree").

☐It makes me feel good with myself;
☐ I like to help when it is possible;
☐ I feel that I help people in need.

Q3: Why don't you donate often? Evaluate using a scale from 1 to 7 (1= "Strongly Disagree" and 7= "Strongly agree").

☐It doesn't make sense;
☐ I don't know where the money goes;
☐ I don't feel the need to donate.

Imagine a brand, created by an NGO (Non-Governmental Organization), that sells fruits and vegetables. Part of the generated earnings are used to support local projects, and help individuals and/or families that are in a situation of poverty.

Q4: Would you buy the products (fruit and vegetables), as described above? Evaluate the sentence using a scale from 1 to 7 (1= "Strongly disagree" and 7= "Strongly agree").

☐ I would buy these products.

Section 2: AMI

AMI International Medical Assistance Foundation is a Portuguese Non-Governmental Organization (NGO) that was created to take humanitarian aid to underdeveloped areas and promote human development.

Q5: Do you know AMI – International Medical Assistance?

Evaluate using a scale from 1 to 7 (1 = "Not at all" and 7= "Very well").

(Condition: If answered 1 go to Q8, if answered 2, 3, 4, 5, 6 and 7 go to Q6).

Q6: Did you already donate to AMI Foundation?

Evaluate using a scale from 1 to 7 (1 = "Not at all" and 7= "Very often").

Q7: How do perceived the AMI brand?

Evaluate using a scale from 1 to 7 (1= "Totally Disagree" and 7= "Totally Agree").

	Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
Honest	☐	☐	☐	☐	☐	☐	☐
Trustworthy	☐	☐	☐	☐	☐	☐	☐
Daring	☐	☐	☐	☐	☐	☐	☐
Imaginative	☐	☐	☐	☐	☐	☐	☐
Efficient	☐	☐	☐	☐	☐	☐	☐
Reliable	☐	☐	☐	☐	☐	☐	☐
Pretentious	☐	☐	☐	☐	☐	☐	☐
Tough	☐	☐	☐	☐	☐	☐	☐

Q8: Which AMI Initiatives do you know? (You can choose more than one option)

- ☐ Centro Porta Amiga;
- ☐ Night Shelter;
- ☐ Food Reception Centres;
- ☐ Home Support Service;
- ☐ Street Teams;
- ☐ *Infotecas;*
- ☐ Social Canteens;

- ☐ International Missions;
- ☐ AMI Health Card;
- ☐ AMI *Alimenta;*
- ☐ *Ecoética* Project;
- ☐ None;
- ☐ All of the above.

Section 3: AMI *Alimenta*

AMI launched in 2017 a new brand called AMI *Alimenta* with the objective to provide basic consumption products from national producers, with fair prices.

AMI *Alimenta* is based in three main slopes: economic, since their products contribute to the national production; environmental, as they try to reduce the environmental footprint, and social, since all the raised funds was going to the work developed in the missions of AMI.

Q9: Do you know AMI *Alimenta* project? Evaluate using a scale from 1 to 7 (1 = "Not at all" and 7= "Very well").

(Condition: If the respondent evaluate with 1 go to Q11)

Q10: How do perceived the AMI *Alimenta* brand? Evaluate using a scale from 1 to 7 (1= "Totally Disagree" and 7= "Totally Agree").

	Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
Honest	☐	☐	☐	☐	☐	☐	☐
Trustworthy	☐	☐	☐	☐	☐	☐	☐
Daring	☐	☐	☐	☐	☐	☐	☐
Imaginative	☐	☐	☐	☐	☐	☐	☐
Efficient	☐	☐	☐	☐	☐	☐	☐
Reliable	☐	☐	☐	☐	☐	☐	☐
Pretentious	☐	☐	☐	☐	☐	☐	☐
Tough	☐	☐	☐	☐	☐	☐	☐

Having in mind the information provided about AMI *Alimenta*, and knowing that the price of products are a little higher that the supermarket private label, for example if:

- 1kg of lemons costs 1,99€ instead of 1.12€
- 1.5kg of oranges costs 1.99€. instead of 1.52

Q11: How likely would you buy AMI *Alimenta* products? Evaluate using a scale from 1 to 7 (1 = "Very Unlikely" and 7= "Very Likely").

(<u>Condition</u>: If respondent choose 4, 5, 6 and 7 go to Q12, if choose 1, 2 and 3 go to Q13)

Q12. Why would you buy them? Please indicate to what extent you agree with the reasons provided below. Evaluate using a scale from 1 to 7 (1= "Strongly Disagree" and 7= "Strongly Agree").

	1: Strongly Disagree	Disagree	Slightly Disagree	4: Neutral	Slightly Agree	Agree	7: Strongly Agree
I like to help;	☐	☐	☐	☐	☐	☐	☐
I don't mind to pay a little more to help others;	☐	☐	☐	☐	☐	☐	☐
The products are not that expensive;	☐	☐	☐	☐	☐	☐	☐
I trust the products;	☐	☐	☐	☐	☐	☐	☐
I trust the brand.	☐	☐	☐	☐	☐	☐	☐

Q13: Why wouldn't you buy them? Please indicate to what extent you agree with the reasons provided below. Evaluate using a scale from (1= "Strongly Disagree" and 7= "Strongly Agree").

	1: Strongly Disagree	Disagree	Slightly Disagree	4: Neutral	Slightly Agree	Agree	7: Strongly Agree
I don't like to help;	☐	☐	☐	☐	☐	☐	☐
I mind to pay a little more to help others;	☐	☐	☐	☐	☐	☐	☐
The products are expensive;	☐	☐	☐	☐	☐	☐	☐
I don't trust the products;	☐	☐	☐	☐	☐	☐	☐
I don't trust the brand.	☐	☐	☐	☐	☐	☐	☐

Section 4: Communication Strategies

In this section it will be asked your opinion about the communication strategies for AMI *Alimenta* products. Please pay attention to the image present below.

(<u>Condition:</u> Only one of the questions/images was present to the respondents; 1 out of 3: Q14.1 or Q14.2 or Q14.3)

Q14.1: Please image yourself in a supermarket in the fruit area. While you are waking around you notice the following products communication:

Q14.2: Please image yourself in a supermarket in the fruit area. While you are waking around you notice the following products communication:

Q14.3: Please image yourself in a supermarket in the fruit area. While you are waking around you notice the following products communication:

Q15. Having in mind the communication presented, please indicate the extent to which you agree with the following sentences, using a scale from 1= "Strongly Disagree" to 7= "Strongly Agree".

	1: Strongly Disagree	Disagree	Slightly Disagree	4: Neutral	Slightly Agree	Agree	7: Strongly Agree
I would definitely buy the products;	☐	☐	☐	☐	☐	☐	☐
I would probably buy the products;	☐	☐	☐	☐	☐	☐	☐
I would be interested in buying the products;	☐	☐	☐	☐	☐	☐	☐
The communication would make me buy the products.	☐	☐	☐	☐	☐	☐	☐

Section 5: Offline vs Online Strategies
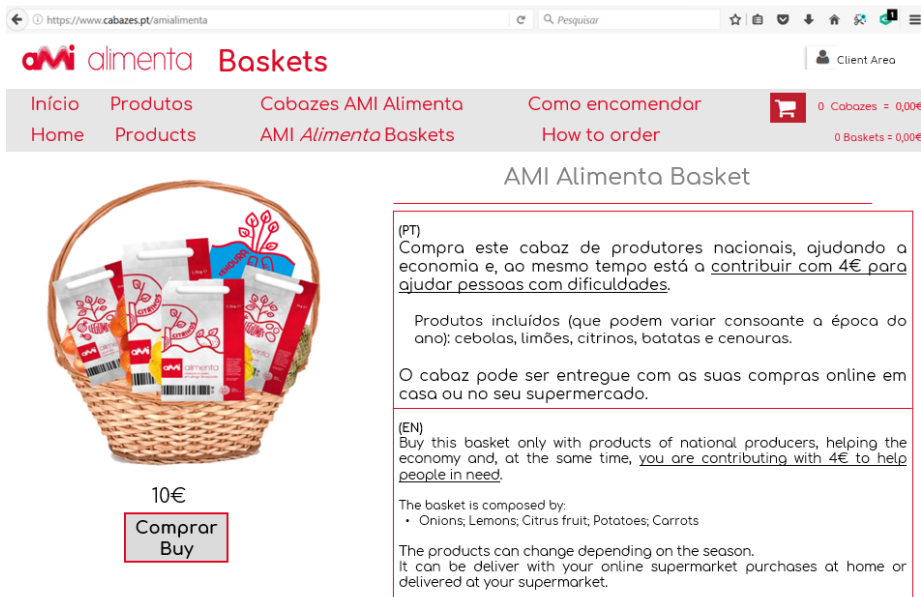
In this section you will be asked to evaluate a possible distribution strategy of AMI *Alimenta* to reach new costumers.

(Condition: Only one of the questions/images was present to the respondents; 1 out of 3: Q16.1 or Q16.2 or Q16.3)

Q16.1: Imagine you are in a supermarket thinking about shopping fruit and vegetables. You start looking at the different products and your eyes stop at the following products and its correspondent price.

1kg - 1.99€	1,5kg - 1.99€	3kg - 0.99€	1,5kg - 0.99€	1kg - 0.75€
Lemons	Oranges	Potatoes	Onions	Carrots
Limões	Laranjas	Batatas	Cebolas	Cenouras

Q16.2: Imagine you are thinking about shopping fruit and vegetables. You check online and you find out that there is the possibility of acquiring a fruit and vegetables basket from AMI *Alimenta* products that will contribute to diminish poverty in your region.

Q16.3: Imagine you are thinking about shopping fruit and vegetables. You discover that there is possible to acquire a fruit and vegetables basket from AMI *Alimenta* that will contribute to diminish poverty in your region, by a **monthly subscription**.

(Condition: All participants had to answer Q17 according to the image they were presented)

Q17: Having in mind the images and price presented, please indicate the extent to which you agree with the following sentences, using a scale from 1 -"Very Unlikely" to 7- "Very Likely".

	1: Very Unlikely			4: Neither unlikely nor likely			7: Very Likely
How likely would you purchase the products?	☐	☐	☐	☐	☐	☐	☐
How likely would you acquire the products?	☐	☐	☐	☐	☐	☐	☐
How likely would you search for more information?	☐	☐	☐	☐	☐	☐	☐
How likely would you pay more for these products?	☐	☐	☐	☐	☐	☐	☐

Section 6: Demographics

This will be the last section of the questionnaire and will be about yourself.

Q18: How frequently do you go to the supermarket for household grocery shopping?

☐ More than twice a week;
☐ Twice a week;
☐ Once a week;
☐ Once every two weeks;
☐ Once a month;
☐ Less than once a month;
☐ Never
(Condition: If respondent answered Never, go to Q21)

Q19. To which supermarket chain do you go more often in Portugal?

☐ Continente;
☐ Pingo Doce;
☐ Jumbo;
☐ Lidl;
☐ Intermarché;
☐ Minipreço;
☐ Other _____

Q20: How much do you spend, on average, each time you go to the supermarket in fruits and vegetables?

☐ 0 – 3 €;
☐ 4 – 6 €;
☐ 7 – 10 €;
☐ 11 – 15 €;
☐ More than 15€.

Q21. Age:

☐ Less than 18 years old;
☐ 18 - 25 years old;
☐ 26 - 35 years old;
☐ 36 - 45 years old;
☐ 46 - 55 years old;
☐ 56 - 65 years old;
☐ More than 65 years old.

Q21. Gender

☐ Male;
☐ Female.

Q22. Education Qualification:

☐ High School;
☐ Professional School;
☐ Bachelor Degree;
☐ Post-Graduation
☐ Master Degree;
☐ PhD.

Q23. Occupation:

☐ Student;
☐ Part-time Employed;
☐ Part-time Employed and Part-time Student;
☐ Employed;
☐ Unemployed;
☐ Retired;

Q24: Nationality

☐ Portuguese
☐ Other

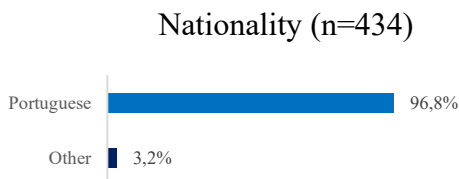**Q25**. Household Composition:
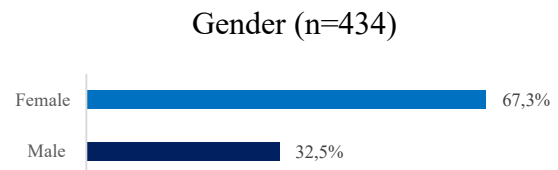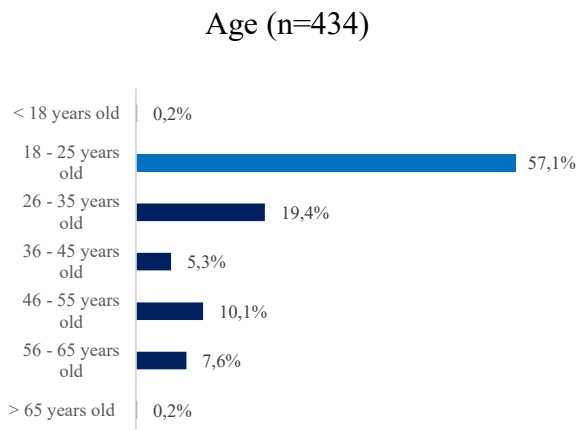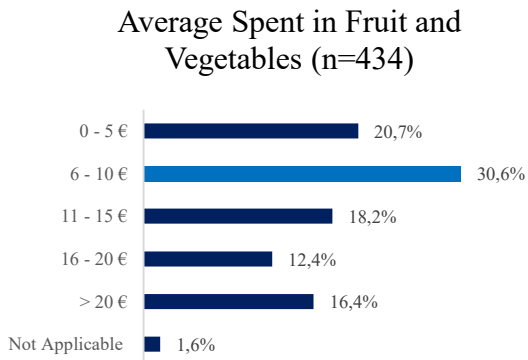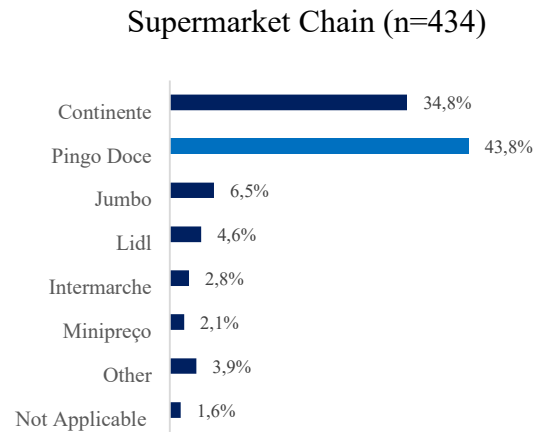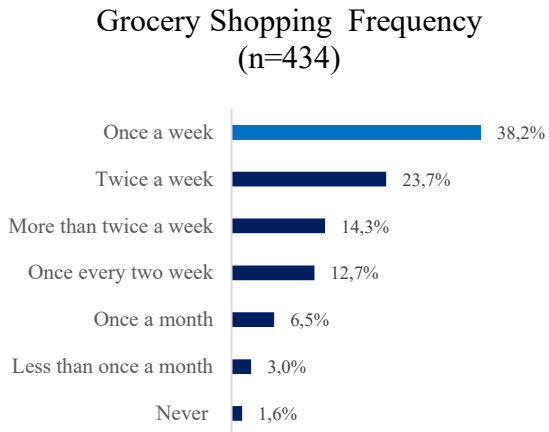
☐ 1;
☐ 2;
☐ 3;
☐ 4;
☐ 5;
☐ More than 5.

Q26. Lastly, monthly household disposable income:

☐ Less than 1000€;
☐ 1001 - 2000€;
☐ 2001€ - 3000€;
☐ More than 3000€;
☐ I would rather not answer.

Thanks for your time and dedication!

Exhibit 11 – Sample Characterization

Grocery Shopping Frequency (n=434)

Once a week — 38,2%
Twice a week — 23,7%
More than twice a week — 14,3%
Once every two week — 12,7%
Once a month — 6,5%
Less than once a month — 3,0%
Never — 1,6%

Supermarket Chain (n=434)

Continente — 34,8%
Pingo Doce — 43,8%
Jumbo — 6,5%
Lidl — 4,6%
Intermarche — 2,8%
Minipreço — 2,1%
Other — 3,9%
Not Applicable — 1,6%

Average Spent in Fruit and Vegetables (n=434)

0 - 5 € — 20,7%
6 - 10 € — 30,6%
11 - 15 € — 18,2%
16 - 20 € — 12,4%
> 20 € — 16,4%
Not Applicable — 1,6%

Age (n=434)

< 18 years old — 0,2%
18 - 25 years old — 57,1%
26 - 35 years old — 19,4%
36 - 45 years old — 5,3%
46 - 55 years old — 10,1%
56 - 65 years old — 7,6%
> 65 years old — 0,2%

Gender (n=434)

Female — 67,3%
Male — 32,5%

Nationality (n=434)

Portuguese — 96,8%
Other — 3,2%

Education Degree (n=434)

- High School — 9,2%
- Professional School — 3,0%
- Bachelor Degree — 43,8%
- Post-Graduation — 7,1%
- Master Degree — 35,0%
- PhD — 1,8%

Occupation (n=434)

- Student — 29,7%
- Part-time Employed — 2,8%
- Part-time Employed and Part-time Student — 6,7%
- Employed — 55,1%
- Unemployed — 3,7%
- Retired — 2,1%

Household Composition (n=434)

- 1 — 13,6%
- 2 — 18,7%
- 3 — 28,1%
- 4 — 28,1%
- 5 — 9,2%
- > 5 — 2,3%

Monthly Household Income (n=434)

- < 1000€ — 12,7%
- 1001 - 2000€ — 30,6%
- 2001€ - 3000€ — 17,3%
- > 3000€ — 25,6%
- I would rather not answer — 13,8%
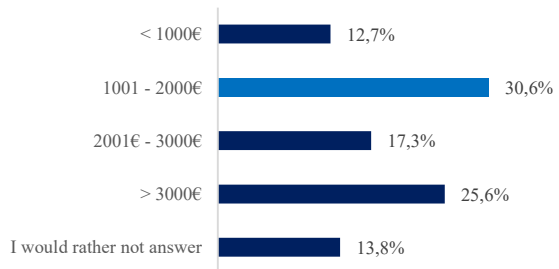
Exhibit 12 – Variables Analysed and scales used

Variables	Items	Scales	Adapted from
Donation behaviour	Do you usually donate?	1 = "Not at all" 7 = "Very often"	
Reasons to donate often	It makes me feel good with myself; I like to help when it is possible; I feel that I help people in need.	1= "Strongly Disagree" 7 = "Strongly agree"	Mulder, & Joireman (2016)
Reasons to not donate often	It doesn't make sense; I don't know where the money goes; I don't feel the need to donate.	1= "Strongly Disagree" 7 = "Strongly agree"	Mulder, & Joireman (2016)
Willingness to buy the products	I would buy these products.	1= "Strongly Disagree" 7 = "Strongly agree"	Melnyk, Klein, & Völckner (2012)
Awareness of AMI	Do you know AMI?	1 = "Not at all" 7 = "Very well"	
Donation behaviour	Did you already donate to AMI Foundation?	1 = "Not at all" 7 = "Very often"	
Perception of AMI	Honest Trustworthy Imaginative Efficient Reliable Pretentious Tough	1 = "Totally Disagree" 7 = "Totally Agree"	Kervyn, Fiske, & Malone (2012)
Awareness of AMI *Alimenta*	Do you know AMI *Alimenta*?	1 = "Not at all" 7 = "Very well"	
Perception of AMI *Alimenta* brand	Honest Trustworthy Imaginative Efficient Reliable Pretentious Tough	1 = "Totally Disagree" 7 = "Totally Agree"	Kervyn, Fiske, & Malone (2012)
Likelihood of product purchase	How likely would you buy AMI *Alimenta* products?	1 = "Very Unlikely" 7 = "Very Likely"	Coulter, & Coulter, (2005)
Reasons to buy the products	I like to help I don't mind to pay a little more to help others The products are not that expensive I trust the products I trust the brand	1 = "Strongly Disagree" 7 = "Strongly Agree"	Mulder, & Joireman (2016)
Reasons to not buy the products	I don't like to help I mind to pay a little more to help others The products are expensive I don't trust the products I don't trust the brand	1= "Strongly Disagree" 7 = "Strongly Agree"	Mulder, & Joireman (2016)
Purchase Intentions	I would definitely buy the products; I would probably buy the products; I would be interested in buying the products; The communication would make me buy the products.	1 = "Strongly Disagree" 7 = "Strongly Agree"	Melnyk, Klein, & Völckner (2012)

Likelihood of product purchase	How likely would you purchase the products? How likely would you acquire the products?	1 = "Very Unlikely" 7 = "Very Likely"	Coulter, & Coulter, (2005)
Likelihood to search for information about the products	How likely would you search for more information?	1 = "Very Unlikely" 7 = "Very Likely"	Coulter, & Coulter, (2005)
Likelihood to pay more for the products	How likely would pay more for these products?	1 = "Very Unlikely" 7 = "Very Likely"	Coulter, & Coulter, (2005)