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# CONSUMER'S PRODUCT PERCEPTIONS AND THE IMPACT OF ADVERTISING ON PRODUCT IMAGES

## CASE: MIELEINEN HONEY PRODUCT



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This thesis focuses on consumer's product perceptions and the impact of advertising on product images. This research was carried out for Hunajayhtymä, in order for them to find out the consumer perception of their honey product "Mieleinen", the communication effect of their advertisement campaign and if they reached the objectives of their advertising campaign. The purpose of the research was also to come up with development ideas for their future advertisement campaigns.

The focus of this thesis is mostly on communication effectiveness of advertising, since sales information is already known by the company. The situation at a targeted market was also investigated, in order to know the factors that affect honey product perceptions of Hunajayhtymä's potential consumers. This information could help Hunajayhtymä reach potential consumers more effectively through advertising. The theoretical context of the thesis mainly discusses advertising and factors which affect consumer's product perceptions and product images. The research in the thesis was based on quantitative approach including some qualitative elements. The data was collected by carrying out a structured interview questionnaire, which included a few open-ended questions.

The study revealed that consumer's own internal factors such as values, experiences, beliefs, moods, attitude, needs and expectations have an impact on product perceptions. Most of the respondents thought that the domestic origin is more important than the price, when buying honey products. According to the results and the literature review also a structure of honey, packaging, health promoting factors, brand and naturally taste and price-quality ratio matter, when buying honey products and therefore they affect the perception of honey products as well. The respondents had a neutral or a quite positive perception of the product, whether they had heard the advertisement or not. However the perceptions of the product received better average in all categories within the respondent group, who had heard the advertisement. All in all the results indicated that the advertisement succeeded to support earlier formed images and perceptions about the company's products. On the other hand according the results, there are also room for improvement; communication effectiveness of Hunajayhtymä's advertising and some product images that the consumers formed of the product could be improved.

KEYWORDS:

(Advertising, perception process, product perception and product image)

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# KULUTTAJAN TUOTEKÄSITYKSIÄ JA MAINONNAN VAIKUTUS TUOTEMIELIKUVIIN CASE: MIELEINEN HUNAJATUOTE

Tämä opinnäytetyö keskittyy kuluttajan tuotekäsityksiin ja mainonnan vaikutukseen suhteessa tuotemielikuviin. Tämä tutkimus suoritettiin Hunajayhtymälle, jotta he saisivat selville kuluttajan käsityksen hunajatuote ”Mieleisestä” ja heidän mainontakampanjansa viestinnän tehokkuuden sekä kampanjan tavoitteiden saavuttamisen. Tutkimuksen tarkoituksena oli myös luoda kehitysideoita tulevia mainoskampanjoita varten.

Tässä opinnäytetyössä keskitytään pääosin mainonnan viestinnän tehokkuuteen, sillä yritys saa tietoa myynnistään tarvittaessa. Myös tilannetta kohdemarkkinoilla tutkittiin, jotta tiedettäisiin, mitkä tekijät vaikuttavat Hunajayhtymän potentiaalisten kuluttajien hunajatuotekäsityksiin. Tämä tieto voi auttaa Hunajayhtymää tavoittamaan potentiaaliset kuluttajat entistä tehokkaammin mainonnan kautta. Opinnäytetyön teoreettinen viitekehys käsittelee mainontaa ja tekijöitä, jotka vaikuttavat kuluttajan tuotekäsityksiin ja tuotemielikuviin. Tutkimus perustui kvantitatiiviseen lähestymistapaan sisältäen myös laadullisia piirteitä. Aineisto kerättiin suorittamalla strukturoitu haastattelu kyselylomakkeella, joka sisälsi muutamia avoimia kysymyksiä.

Tutkimuksesta ilmeni, että kuluttajan omat sisäiset tekijät kuten arvot, kokemukset, uskomukset, mielialat, asenne, tarpeet ja odotukset vaikuttavat heidän tuotekäsityksiinsä. Suurin osa vastaajista oli sitä mieltä, hunajatuotteita ostettaessa kotimaisuus on tärkeämpää kuin hinta. Tulosten sekä kirjallisuuskatsauksen mukaan myös hunajan rakenteella, pakkauksella, terveyttä edistävillä ominaisuuksilla, brändillä ja luonnollisesti maulla ja hinta-laatusuhteella on merkitystä hunajatuotteita ostaessa ja siksi ne vaikuttavat käsityksiin hunajatuotteista. Vastaajilla oli neutraali tai melko myönteinen käsitys tuotteesta huolimatta siitä olivatko he kuulleet mainoksen vai eivät. Kuitenkin tuotekäsitykset olivat parempia kaikissa vastaajakategorioissa, jotka olivat kuulleet mainoksen. Kaiken kaikkiaan tulokset osoittivat, että mainos onnistui tukemaan aikaisemmin muodostuneita mielikuvia ja käsityksiä yrityksen tuotteista. Toisaalta tulosten mukaisesti löytyi myös parantamisen varaa. Hunajayhtymän mainonnan viestintätehokkuutta ja joitakin tuotemielikuvia, jotka kuluttajat muodostivat, voitaisiin tulevaisuudessa kehittää.

ASIASANAT:

Mainonta, käsitysprosessi, tuotekäsitys ja tuotemielikuva

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# 1. INTRODUCTION TO THE THESIS

Nowadays it is very difficult for companies to compete only on the basis of its core functional properties of a product. This makes it necessary to attach an image to the product. The image is an impression that a consumer perceives of the brand. Companies try to influence to perceptions and a formation of consumer's product image with the help of external communication. Several impressions are perceived as a direct or indirect result of signals or messages, which the advertising being one. (Rope 2005, 210-211) (Bernstein 1984, 12-13)

Advertising is any paid form of non-personal presentation and promotion of goods, services and ideas through mass media such as newspapers, television or radio by an identified sponsor. Advertising is intended to support sales efforts. A well planned advertising can strengthen positive product and company images, create product related associations and perceptions, as well as evoke a desire to purchase. (Kotler, et al. 2009, 691) (Lahtinen & Isoviita 1999, 214-216)

I got familiar with Hunajayhtymä Oy, when I started to plan and think about the topic of my thesis. Ever since I have studied in a Degree Programme in International Business I have been interested in marketing and the impact of advertising. Hunajayhtymä was going to launch a radio advertising campaign about their honey product Mieleinen. They wanted to find out; which factors affect consumer perception of a honey product, how well their advertisement reached consumers, increased product knowledge and whether the message was accepted and a positive product image and perceptions formed from the product. This information could help the company improve their future advertisements. I had good luck with the timing of my thesis project and I was privileged to carry out this research for Hunajayhtymä.

The aim of my thesis is to find out how Hunajayhtymä's advertisement influences a consumer's product images about Mieleinen honey product and what a consumer perception of the product is. In this thesis the focus is mostly on communication effectiveness of advertising, since Hunajayhtymä can get data

from their sales. I will investigate what the situation is at a targeted market, what kind of perceptions and images a target group has regarding the honey product Mieleinen; in order to know what generally speaking a consumer perception of the product is and how Hunajayhtymä reaches the objectives of their advertising campaign. I would also like to get information of the target group's development ideas for the future advertisements about honey product Mieleinen. My aim is to get new ideas for Hunajayhtymä to utilize.

I am going to carry this research out by collecting data from 20 to 50 year old female consumers, who are a target group of this research. This research will be conducted mainly as a quantitative research including some qualitative elements, because the data will be collected by carrying out a structured interview questionnaire, which includes a few open questions.

My research problem is the following: *How does advertising influence a consumer's product images and what a consumer perception of a product is?*

My researches questions are the following:

- Which factors affect consumer perception of a honey product?
- How well the advertisement did reach consumers?
- How do consumers see the product after hearing the advertisement?

In my thesis I will create a theoretical framework out of two different parts. Firstly I will tell about advertising; communication process, objectives, response hierarchy models of advertising, radio advertising and measuring effectiveness of advertising. Secondly I am going to focus on perception process, product perception, images and formation of consumer's product images. A chapter four of my thesis will tell more about Hunajayhtymä Oy. The last three chapters of the thesis are about the methodology, analysis and conclusions.

## 2. ADVERTISING

Advertising is any paid form of non-personal presentation and promotion of goods, services and ideas through mass media such as newspapers, magazines, television or radio by an identified sponsor. It is usually aimed at a large crowd, and it has to come through from a message, who is a sender. (Kotler, et al. 2009, 691)

Advertising is the most visible from marketing means. Its aim is to inform customers quickly and efficiently about goods and services with what they can satisfy their needs. In a case of a new product or service, a purpose of advertising is to create an underlying demand. Advertising should also help companies to distinguish themselves from competitors and their equivalent products and services. A goal is to increase users of a product or a service. (Iltaanen 2000, 165-168)

Advertising is intended to support sales efforts. The means used are: information on specific product features, advantages and benefits, as well as price, availability and services. Among other objectives an aim is to create a good product and corporate impression and image; customer relations and evoke a desire to purchase. (Lahtinen & Isoviita 1999, 214-216)

Advertising consists of three components: advertising media, where an advertisement is displayed; a message it contains; timing or a method, what time the message is transmitted. In order to stand out from the crowd, the advertising must be constantly more arresting and stimulating for imagination. (Korkeamäki, et al. 2002, 95) (Fill 2005, 508)

There are usually two elements in a good advertisement: The first part is an informative communication that provides information about products, prices, payment terms and conditions and availability. An aim is to reduce the uncertainty of potential customers. The second part is a suggestive communication, which influences attitudes with emotional appeals. These are among other things music, lights, images and humor. Advertising aims to get people to buy



something, what they would not buy without a detection of the advertising. (Varey 2002, 275-276)

Advertising channels can be divided into a mass communication channel as well as to a channel, when a message transmits directly to a recipient. Mass communication channels are among other things television, radio, internet and magazines. Directly to a recipient channels are an e-mail and a text-message. (Vuokko 2003, 195)

Target groups of advertising can be either consumers or other companies. We talk about consumer advertising or industrial advertising also known as business to business advertising. Consumer advertising is advertising directed and intended for domestic markets such as individuals and families. A goal of a consumer advertising is to draw an attention of individuals. In business to business advertising a target is an organization and its needs. Despite this it is very important to know and understand a situation at a targeted market in order to know, how to reach potential customers through advertising as effectively as possible. (Guille, 2014) (Minett 2002, 1) (Walker, 2006) In this thesis the focus is on consumer advertising.

## 2.1. Communication process of advertising

Quite often a situation to an advertiser is such that a consumer is not seeking for a message. In these situations an advertisement must stand out from the crowd. This requires courage from the advertiser to do extraordinary advertising, which draws an attention of a receiver. Since only about 1% of advertising messages is detected on a conscious level, it creates a real challenge for the creation of effective advertising. (Rope & Pyykkö 2003, 256-257)

Two elements represent the major participants in the communication process, the sender and the receiver. Another three are message, channel and the major communication tools. Four other are the major communication functions and processes: encoding, decoding, response and feedback. The last element noise is referring to any additional and irrelevant factors in the system that can inter-

ferre within the communication process and work against effective communication. (Belch & Belch 2001, 139) Figure 1 illustrates a model of communication process. It shows how an advertisement communicates with a receiver.

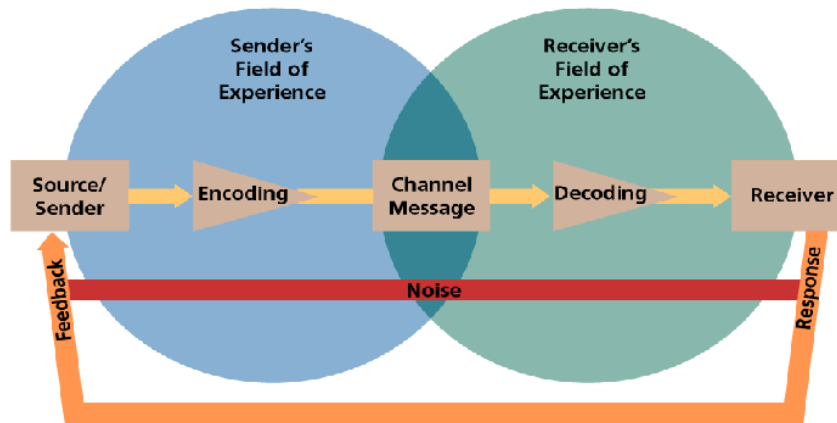


Figure 1. Communication process. (Belch & Belch 2001, 139)

A sender or a source of a communication is a person or an organization that has information to share with another person or a group of people. Receiver's point of views of the source influence how the communication is received; therefore marketers must carefully select a communicator. It is important that the receiver believes that the communicator is trustworthy or with whom the receiver can feel to relate at least in some manner. (Belch & Belch 2001, 141)

The communication process begins when the source selects symbols, words and pictures to represent a message that is delivered to the receiver. This process is known as encoding. It involves turning thoughts, information or ideas into symbolic form. A goal is that sender's message is understood by the receiver. (Foulger, 2004)

The encoding process leads to a development of a message that includes the meaning or information. The message can be verbal or nonverbal, written, oral or symbolic. Messages have to be put into transmittable form that fits to a channel of a communication, which is used. In advertising this may be for example words read as a radio advertisement or producing an expensive television commercial. For several products and services it is not the actual words of the message that defines its communication effectiveness. It is rather an impression

or an image that an advertisement creates. (Belch & Belch 2001, 142) (Foulger, 2004)

A channel is a method by which the communication travels from the source to the receiver. There are two types of channels of communications; personal and nonpersonal. Personal channels of communication are direct (face-to-face) contact with target groups or individuals. Sales people serve as personal channels of communication. Social channels of communication such as friends, family, neighbors and co-workers are personal channels as well. (Belch & Belch 2001, 143) (Schultz & Barnes 1999, 141)

Nonpersonal communication channels of communication carry a message without interpersonal contact between a sender and a receiver. These channels are generally referred to as the mass media. The message is sent to several individuals at once, for example a television commercial. Nonpersonal channels of communication consist of two major types, broadcast and print. Broadcast media include radio and television and print media include magazines, newspapers, direct mail and billboards. (Belch & Belch 2001, 144) (Foulger, 2004)

A receiver is a person with whom the sender shares information or thoughts. Generally the receivers are consumers in the target market, who see or read marketer's message and decode it. Decoding is a process, when the receiver transforms the sender's message back into thoughts. This process is influenced by the receiver's field of experience. In this context it means the receiver's experience, point of view, values and attitudes, which she or he brings to the communication situation. (Belch & Belch 2001, 144) (Tanner & Raymond 2013)

In order that the communication would be effective; the message decoding process of the receiver must match the encoding of the sender. This means that the receiver understands and interprets the message correctly. As Figure 1 showed the sender and the receiver each have a field of experience around them that they bring to the communication situation. The effective communication is more likely to happen, when there is a common ground between two par-

ties. This is represented by the overlapping of the two circles in the figure 1. (Belch & Belch 2001, 144)

During the entire communication process the message is subject to external factors that can disturb and interfere with its reception. This interference is known as noise. Interference includes any distractions receivers and senders face during the transmission of a message. Problems that occur in the encoding of the message are among other things distortion of television or radio signal and other advertisements that distract an attention another way. Noise may also occur because the fields of experience of the sender and the receiver do not overlap. This may result an improper encoding of the message. It means that the message is interpreted in a wrong way. (Tanner & Raymond 2013)

The receiver's reactions after seeing, hearing or reading the message is known as response. Responses can vary from no observable actions to immediate action such as a purchase. Marketers are very interested in feedback. This is a part of receiver's response that is communicated back to the sender. The feedback helps marketers to determine how their messages have been received. It also helps to find reasons for success or failures in the communication process and make adjustments. (Belch & Belch 2001, 146)

## 2.2. Objectives of advertising

An objective of advertising is a targeted communication at a preselected audience at a specific time. This goal can be for example to increase a visibility of a product or a service. A goal could also be an aim to improve consumers' attitudes toward a product or a brand. Advertising strategy explains how these objectives are aimed to reach, what a content of advertisements is and which channels of communications are used. (White 1993, 66)

Advertising objectives can be divided into cognitive, affective and behavioral objectives. Cognitive goals are for example creating a new business or product awareness or informing about new company or product functions or location. Affective goals are for example trying to create and strengthen positive product

and company impressions and images, creating product related associations, as well as evoking a desire to purchase. Examples of achieved behavioral goals are a contact of a customer, purchase decision and repurchase behavior. However all advertising objectives has the same aspiration; desired impression, image or behavior among a target group. (Vuokko 2003, 196-198)

“Advertising objectives can be classified according to whether the aim is to inform, persuade, remind or reinforce.” (Kotler, et al. 2009, 722) The goals need to correspond to different stages in the hierarchy-of-effects. This will be explained more in the next section of the thesis.

- Informative advertising aims to create brand awareness and knowledge of new products and services or update the situation of market offerings.
- Persuasive advertising aims to create liking, preference, conviction and purchase of a market offering.
- Reminder advertising aims to remind people to repeat purchase of market offerings.
- Reinforcement advertising aims to assure purchasers that they made a right choice.

(Kotler, et al. 2009, 722-723)

### 2.3. Response hierarchy models of advertising

A Response hierarchy model is a hierarchical representation of how advertising influences a consumer's decision to purchase or not purchase a product or service over time. The hierarchy of effects model is used to measure advertising effectiveness. Among advertising theories the model is one of the most well-known. It defines stages of how advertising works and determines communicational goals. (Inveterate 2011)

At each stage there exists different communicational goals. They might be informative aiming to create brand awareness, rewarding loyalty, or communi-

cating brand associations, depending on the stage the target customer has reached.

Traditional response hierarchy model frameworks claim that audiences of advertising and other marketing communications respond to those messages in a very ordered way: “cognitively first ('thinking'), affectively second ('feeling'), and conatively third ('doing').” (Barry & Howard, 1990) Consumers become aware and change their minds about a product, then they change their attitude, and then they act. In other words, the process begins with cognition, which translates to affect, which then translates to behaviour. (Belch & Belch 2001, 147-164) (Wijaya 2011)

### 2.3.1. The Hierarchy of Effects Model by Robert Lavidge and Gary Steiner

A very often cited hierarchy-of-effects model was created by Lavidge and Steiner (1961). “These writers believed that advertising was an investment in a long-term process that moved consumers over time through a variety of stair-step stages, beginning with product 'unawareness' and moving ultimately to actual purchase.” (Barry & Howard 1990, 99)

Their point of view of the stages of the advertising hierarchy can be said to be implicitly a causal one. However, by detecting that the advertising is intrinsically a long term process, they claimed that a causal influence occurs between the stages only in a long run, even though it might not be found in a short-run. (Thorson & Preston 1983, 27-33) There is an argument that a favourable response at one stage is necessary, but not sufficient condition for a favourable response at the next step. “Advertising communication may not lead to immediate behavioral response or purchase; rather, a series of effects must occur, with each step fulfilled before the consumer can move to the next stage in the hierarchy.” (Belch & Belch 2009, 156)

According to the Lavidge and Steiner Model, a customer who is totally unaware of the product goes through the following six steps before making a purchase: In the first stage (Awareness) a customer becomes aware of the existence of a

product or a service. In the second stage (Knowledge) the customer comes to know about the features and uses of the product or the service. In the (Liking) stage the customer develops a favourable attitude towards the product or the service. The fourth stage called (Preference) stage the customer develops preference for the brand over other competitive products or substitutes. (Conviction) is a step, which involves a desire to buy the product or the service. The customer is convinced of a good purchase. In the (Purchase) stage the customer makes the actual purchase. (Barry 1987, 263)

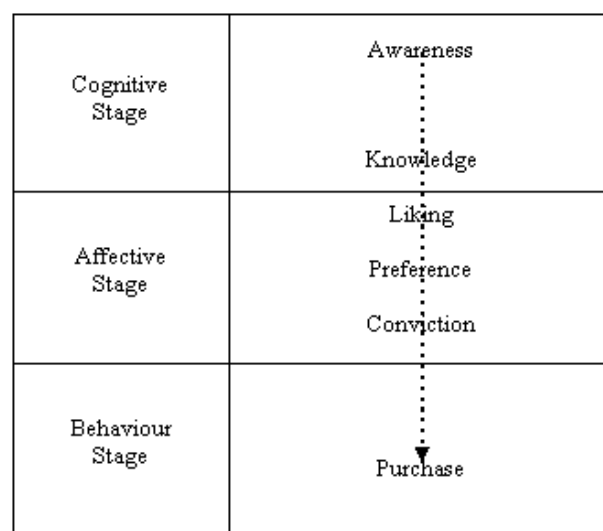


Figure 2. The hierarchy-of-effects model by Lavidge and Steiner, 1961.

Modified from [http://superbrand.net/BrandBabble\\_Quotes.html](http://superbrand.net/BrandBabble_Quotes.html) [online, referred 24.6.2014]

The hierarchy-of-effects model of Lavidge and Steiner can be explained with a help of a pyramid model. In order to get to the next level, the lower level objectives such as awareness and knowledge need to be accomplished. Later on the objectives may focus on moving to the higher levels in the pyramid and try to evoke desired behavioral responses such as associating feelings with a brand and regular use. (Inveterate 2011) (Vuokko 2003, 196-198)

Naturally it is easier to accomplish the lower level objectives than to approach the higher level ones. Advertising objectives can also be set according to the

level of the pyramid. For example if the target group is already aware and knowledgeable about a product or a service, advertising goals can be affective such as; trying to create and strengthen positive product and company impressions and images, creating product related associations, as well as evoking a desire to purchase. (Inveterate 2011) (Vuokko 2003,196-198)

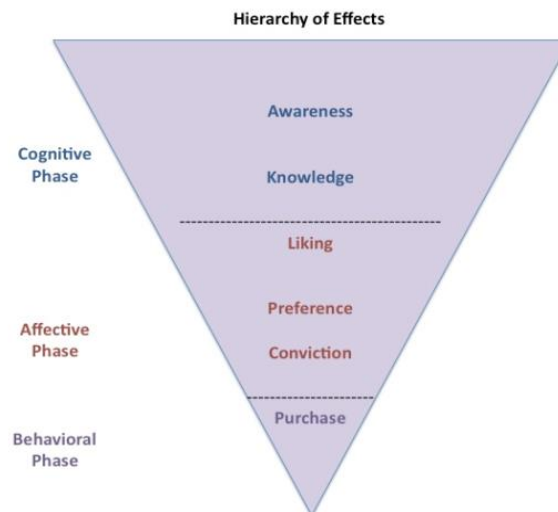


Figure 3. A pyramid model.

Figure 3 illustrates the hierarchy-of-effects model (Lavidge and Steiner 1961). The stages are shown in forms of levels in a pyramid. Modified from <http://gimmecca.wordpress.com/2011/07/25/hierarchy-of-effects-model/> [Online, referred 28.1.2014]

### 2.3.2. DAGMAR-model

DAGMAR model (Defining Advertising Goals for Measured Advertising) was developed by Russell Colley in 1961. It was based on the five-step learning model. According to Colley an ultimate goal of a sale is to bring people through the five levels of understanding. (Chisnall 1997, 255) (Lannon & Baskin 2007, 53)



The first level is (unawareness), which is directed to a product prior to recognition of an advertisement. The next step is (awareness), when a buyer discovers a product. The third stage is (comprehension), when the buyer discovers a product from an advertisement. The fourth stage consists of (conviction), when the buyer is convinced about the product and the advertisement. The last step is an (action). Then the buyer purchases the product. (Chisnall 1997, 255) (Lannon & Baskin 2007, 53) (Wijaya 2011)

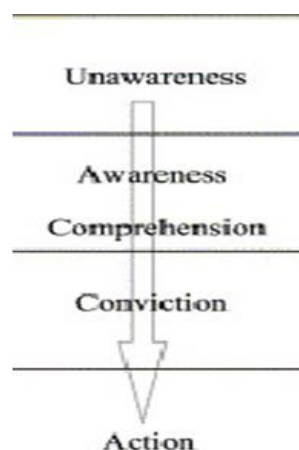


Figure 4. DAGMAR model by Russell.

Modified from <http://pics3.imagezone.org/key/explain%20aida%20and%20dagmar%20model%20of%20advertising> [Online, referred 24.6.2014]

After going through the stages the buyer is left with a positive image of the product. According to Colley a role of advertising was to help a potential buyer to move forward in stages towards actual purchase decision faster than with any other previous model. (Chisnall 1997, 255) (Lannon & Baskin 2007, 53)

### 2.3.3. AIDA-model

The AIDA model was developed to represent the stages a salesperson must take a customer through in the personal selling process. (Belch & Belch 2001, 149) The AIDA-model stands for (Attention-Interest-Desire-Action). It was at-

tributed in the advertising and marketing literature by (E.K. Strong 1925). This model originated with E. St Elmo Lewis in the late 1800s and early 1900s. “Lewis theorized that sales people, in order to be successful, had to attract attention (cognition), maintain interest and create desire (affect), and then 'get action' (conation).” (Barry & Howard 1990, 99) (Egan 2007)

(Attention): get an attention of your customers and create an awareness of your product or service. (Interest): raise customer interest by focusing and demonstrating on advantages and benefits of your product or service. (Desire): convince customers that they want and desire the product or service and that it will satisfy their needs. (Action): lead customers towards taking action and/or purchasing. (Barry & Howard 1990, 121-135) (Barry 1987) (Wijaya 2011)

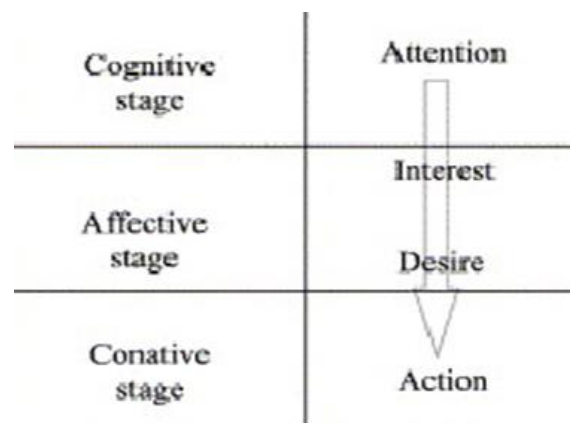


Figure 5. AIDA model and the stages.

Modified from <http://pics3.imagezone.org/key/explain%20aida%20and%20dagmar%20model%20of%20advertising> [Online, referred 24.6.2014]

Nowadays a model is modified into AIDASS model. By adding (Satisfaction) after an operation and (Service), this means extra service in this context. These two S-letters ensure customer satisfaction and maximize his or her interest in additional purchases. (Fitzgerald & Arnott 2000, 100)

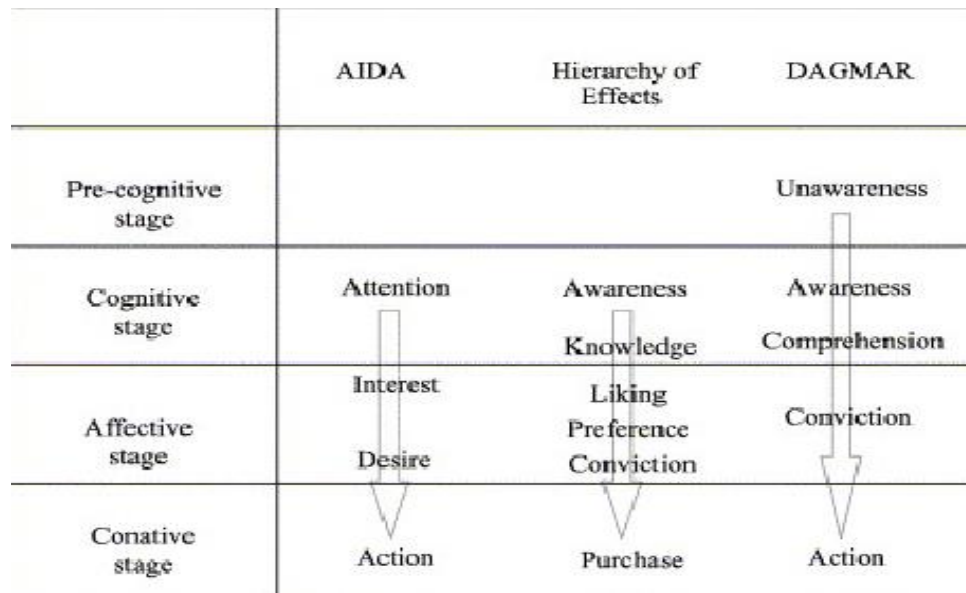


Figure 6. Traditional response hierarchy models.

Modified from <http://pics3.imagezone.org/key/explain%20aida%20and%20dagmar%20model%20of%20advertising> [Online, referred 4.2.2014]

Figure 6 shows the traditional and best-known hierarchy-of-effect models and their effects on different stages. “All models assume a similar ordering of these three stages. Cognitive development precedes affective reactions, which precede behavior.” (Belch & Belch 2001, 151) The first objective is to get a buyer to obtain information about products and services and influence the buyer's mind. After this, the objective is to influence buyer’s emotional stage, so that he or she would choose the product or service in question. The final purchase decision happens in every model, after the buyer has gone through the cognitive and affective stages. (Barry & Howard 1990)

The models are criticized because of their monotony, since in order to have an access to a higher stage it requires to go through lower stages of hierarchy levels. These response hierarchy models raise weaknesses. First of all if you buy a product or a service step by step, are you forced to return back to the first stage after a purchase and start the whole process all over again? It is also wondered, if it is possible to continue straight from the purchase stage directly to a new purchase, and it is possible to move two steps at a time. However the main

problem of the models is that the idea is based precisely on that advertising works rationally. In this case it is not taken into account that a purchase can be done because of emotion. (Lannon & Baskin 2007, 53) (Bergström & Leppänen 2004, 275) (Barry & Howard 1990) (Weilbacher 2001, 19-26)

#### 2.4. Radio advertising

For centuries radio has been a significant media for advertisers. The first local radio stations were founded in 1985 in Finland. This more than doubled the time spent listening to radio, and the advertisers got the use of a whole new media. Finnish people listen to radio on daily basis, an average of two to four hours a day. Usually radio is listened at home or in a car, but nowadays an important part of radio listening is also FM-radio of mobile phones, which has made easier to listen to radio outdoors. (Radiomedia 2014)

A benefit of radio advertising is the possibility of a sufficient reach within the target group. Also the frequency is high, in other words how many times the message is heard by the target group. According to measurements of the national radio research between September and November 2013, 3, 7 million Finns listened to the radio everyday (76% of 9 year olds and older Finnish people). During the week, the radio reached an average of 94% of Finnish. The average listening time was 2 hours 59 minutes per day. (Finnpanel 2013) (Marmorì 2009, 10-11)

There are approximately 20 different channels available for Finnish consumers. The listeners in Finland are quite often loyal to their radio stations. They do not change the channels easily while advertisements are on. Finns have learned that it is a necessary part of the commercial radio channels. Using the radio as an advertising medium is usually cost-efficient for advertisers and it gives a freedom of imagination. The best scenario is that radio advertisement informs and educates a consumer about a product or service, creates a positive image and activates the consumer to make a purchase. (Marmorì 2009, 5-6) (Applegate 2005, 119-120)

Disadvantages of advertising are a speed of advertisement, background listening, changing a channel, forming a wrong image of a product or service and advertising clutter. "Advertising clutter is a term used to refer to the very high volume of advertising that people are exposed to on a daily basis." (Conjecture Corporation n.d.) It can be difficult for advertisers to cut through the clutter to reach potential consumers. Therefore radio advertisements need to be planned carefully before taking an action. (Applegate 2005, 119-120) (Isohookana 2007, 151-153)

## 2.5. Measuring effectiveness of advertising

"Advertising effectiveness can be divided into sales effectiveness and communication effectiveness. Sales volume is used to measure sales effectiveness as a gauge, and the level that a message is noticed, understood, accepted and is changing attitude and behavior for measuring communication effectiveness." (Ranjbarian, et al. 2011)

In this thesis the focus is mostly on communication effectiveness. Hunajayhtymä can get data from their sales but they want to find out, if and how the radio advertisement caught consumer's attention, increased product knowledge, raised awareness towards the Mieleinen honey product and whether the message was accepted and a positive product image formed from the product. This information will help the company improve their future advertisements.

The communication effect can be evaluated by advertisement attitude, "persuasion", recall and recognition. Some tests will provide a "recall score" for the commercial. This measures how many viewers or listeners were able to spontaneously recall the advertisement when questioned later. Recognition measures are similar to recall, except they show people the commercial later and ask if they remember having seen or heard it earlier. (Olson 2001) (Ranjbarian, et al. 2011) (Tsai & Tsai 2006, 222-226)

Attitude of an advertisement audience is formed after hearing or watching targeted advertisements. The audience will form "like" or "dislike" feelings towards the advertisement. By understanding consumers' attitudes towards advertising, designers and marketers can better strategize their advertising designs. (Wang , et al. 2002, 1143–1148) (Ranjbarian, et al. 2011) "Persuasion" is also one way to measure effectiveness of advertising. Advertising agencies argue that a real purpose of an ad is not to be remembered, but to motivate purchase. (Olson 2001)

It is very important to set objectives, when planning advertisements and advertising campaigns. The objectives of advertising campaign may be for example: creating awareness, informing consumers of the benefits of the product, brand or service, creating desired perceptions and images, creating a preference and persuading customers to purchase the product, brand or service. (Ranjbarian, et al. 2011)

When a company has set objectives for an advertising campaign, it is also easier to evaluate effectiveness of the campaign later on. For example Hunajayhtymä's advertising campaign effectiveness is evaluated by "recall score", attitudes towards the advertisement and "persuasion" effectiveness. (Ranjbarian, et al. 2011) (Olson 2001)

### 3. PERCEPTIONS AND PRODUCT IMAGE

#### 3.1. Perception process

Knowledge of how consumers obtain and use information from external sources is important to marketers in formulating communication strategies. Marketers are especially interested in: how consumers sense external information, how they select and attend to various sources of information and how this information is interpreted and given a meaning. (Belch & Belch 2001, 114) (de Chernatony, et al. 2011, 91-101)

These processes are all part of perception, which is a process, in which an individual receives, organizes, selects and interprets information to create a meaningful picture of the world. Perception can also be defined as the process by which organisms interpret and organize sensation to produce a meaningful experience of the world. (Belch & Belch 2001, 114) (Lindsay & Norman 1977)

Perception is an individual process; it depends on internal factors such as person's experiences, beliefs, moods, attitude, needs and expectations. The perceptual process is also influenced by the characteristics of a stimulus. The key point is that it depends not only on physical stimuli, but also stimuli's relationship to the surrounding field and on conditions with each of us. "One person might perceive a fast-talking salesperson as aggressive and insincere; another, as intelligent and helpful." (Kotler, et al. 2009, 239) The same idea can be applied to advertising and advertisements. (Belch & Belch 2001, 114) (Lindsay & Norman 1977) (Pickens 2005, 52-59)

Perception consists of three clear stages; sensation, information selection and interpretation of information. Sensation is the immediate response of the senses (taste, smell, sight, hearing and touch) to a stimulus such as an advertisement or a brand name. Perception uses these senses to create a representation of stimulus. (de Chernatony, et al. 2011, 91-101)

Consumer's personality, motives, attitude, needs, experiences and expectations have an effect on how information is selected and interpreted. These psychological inputs explain why people focus attention on some things and ignore others. Two people can perceive the same stimuli in a very different way because they select, attend and comprehend differently. Usually individual's perceptual processes focus on elements of the environment that are relevant to his or her need and turn out irrelevant stimuli. (Belch & Belch 2001, 114)

After a consumer selects and attends to a stimulus, the process is focused on categorizing, organizing and interpreting the incoming information. This stage of the perceptual process is very individualized and influenced by internal psychological factors. A meaning and interpretation that an individual forms from incoming stimulus also depends on the nature of the stimulus. (de Chernatony, et al. 2011, 91-101) "For example, many ads are objective, and their message is clear and straightforward. Other ads are more ambiguous, and their meaning is strongly influenced by the consumer's individual interpretations." (Belch & Belch 2001, 115) Throughout the entire consumer's perceptual process occurs selectivity, which makes even more challenging to capture consumer's attention.

### 3.2. Product perception

"Product perception is a term that is used to identify the way that consumers think and ultimately respond to different types of goods and services, particularly certain brands of those products." (Conjecture Corporation n.d.) Several companies spend a lot of time and effort in order to ensure that existing and potential customers would have positive perceptions of their goods. It is very important that consumers have good perceptions of company's products, since it will have a direct impact on consumers' actual purchase decision. (Fennell 1978, 38-47)

Factors that have an effect on consumers' product perceptions are product related factors such as; a price, quality, brand name and country of origin. A person's own internal factors such as experiences, beliefs, moods, attitude, needs



and expectations have also an impact on product perceptions. The effectiveness of marketing and advertising also affect product perceptions of consumers. (Fennell 1978, 38-47) (Tse 1999, 911-925)

It is complex to perceive quality in products and it is usually controlled by multi-dimensional constructs and it is challenging to measure it. ( Khuong & Tram 2014, 525) There are different ways to define perceived quality. According to Steenkamp perceived quality is indirect between objective product features and consumer orientation. This means that consumer check product's quality through some clues; due to this perceive quality can be different from each one. (Steenkamp 1990, 309-333)

One of the effective ways to shape product perceptions is to use efficiently different advertising and marketing strategies. These strategies should build a desired perception in the minds of potential consumers. The advertising should emphasize on benefits and properties of a product that are likely to be appealing to consumers at a targeted market. This kind of strategy may make consumers aware of the product and affect positively to the product perception. (Conjecture Corporation n.d.) (Fennell 1978, 38-47)

### 3.3. Beliefs and attitudes

People acquire beliefs and attitudes through learning and experiencing. A belief is a more detailed and descriptive thought that a person has about something. An attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings and action tendencies towards some object or idea. (Kotler, et al. 2009, 249)

A person might hold both positive as well as negative beliefs toward an object. In addition to this it is possible that some beliefs are neutral. This may differ depending on a situation or a person. "For example coffee is hot and stimulates--good on a cold morning, but not good on a hot summer evening when one wants to sleep." (Perner n.d. ) This principle can be applied to other matters as

well. It is important to realize that beliefs are not always accurate and beliefs and knowledge can be in fact very distinct. (Thomas 2012)

A company should decide a belief and pick particular audiences for whom these beliefs are most appealing, relevant and most motivating. It is not enough clearly define beliefs and a target audience. The way how beliefs are packaged for communication is a vital element of creating the brand. It is also very important that communication channels are appropriate for transferring the planned beliefs for the audience. (Saxton 2008) (Batra & Homer 2004, 318-330) For example Hunajayhtymä decided to use the radio advertising campaign in order to transfer the planned beliefs for the target audience and create the desired product image and perceptions of the honey product Mieleinen.

Usually attitudes are considered relatively stable and enduring tendencies to behave. Therefore they should work as useful predictors of consumer's behaviour toward a product or service. (Mitchell & Olson 1981) Consumers' attitudes are both an advantage and an obstacle to a marketer. It is important that attitudes of consumers are never ignored by the marketer. Understanding consumer attitudes, it is possible to develop powerful marketing strategies, create successful advertisements and campaigns and even influence consumer's purchase decisions. (Schafer & Tait 1986)

Before selecting a strategy for influencing attitudes, it needs to be determined exactly what is to be changed. It is useful to set goals which are specific as well as achievable. After this it is easier to select a suitable strategy and a communication channel in order to influence attitudes, change or even create them. A message may gain more likely acceptance, if a company can impress the audience that they have skills, knowledge, judgement or desired features and characteristics to the issue. (Schafer & Tait 1986)

### 3.4. Brand

“A brand is a name that is given to a particular product or service or range of product or services. It basically exists to distinguish a particular product or ser-

vice from its competitors.” (Kotler, et al. 2009, 425). A successful brand can be said to be an identified product, service, place or person that a buyer perceives unique sustained added value that matches their needs in a best way. (de Chernatony, et al. 2011, 91-101)

According to American Marketing Association (AMA) a brand can be defined as a name, term, design, symbol or any other feature that identifies on seller’s good or service as distinct from those of other sellers. (American Marketing Association n.d.) However there are opinions of managers stating that the AMA’s definition of a brand has limitations. Those managers think that the AMA’s definition covers only the exterior forms of expression and a brand shall mean more than that. They think that a brand should also include internal aspects such as; certain amount of awareness, reputation, image and so on. (Keller 2008, 2)

David Ogilvy believes that brand is a very complicated symbol, and it is the intangible combination of brand attribution, brand name, packaging, price, history, goodwill, and advertising. The brand receives different images and perceptions from customers because of the different impacts and various experiences of customers. (Calderon, et al. 1997, 293-302) “Brand awareness is the degree to which consumers in the marketplace are familiar with particular brands.” (Hearst Newspapers LLC n.d.) Brand awareness has several distinct effects on consumers' perception of different brands, therefore it is essential for businesses to build brand awareness.

A brand is a promise and it is a whole perception. It is whatever can be seen, heard, read, known, felt, and thought. It is all about a product, service or business. A successful brand cannot be built over a night and only by using advertising but it can support the brand building. Advertising helps to create a desired image and leads towards a consumer’s purchase decision. (Davis 2013)

### 3.5. Image

An Image is an important part of a brand. It is powerful and it helps to determine how a person will behave towards a company and how that company is perceived. By its actions the company seeks to give a solid and positive self-image, by which it seeks to achieve a certain brand identity. However the identity is often different from the images that stakeholders form from the company or brand image. However the images of stakeholders are always personal and their formation depends on factors such as experiences, values, feelings, attitudes and perceptions. (Bernstein 1984, 11) (Rope 2005, 178)

The image can never be more important than the brand but the brand may be nothing without its image. Therefore they are inseparable. The image is not a single entity and it is difficult to make tangible. The image is an impression that a consumer perceives of the brand. Several impressions are perceived as a direct or indirect result of signals or messages, which the advertising is one. An advertisement can be said to be a part of the product. (Bernstein 1984, 12)

According to Bernstein it can be decided at the outset what impressions we wish our particular audience to perceive of our products, what characteristics it has and how to differentiate it from competitors. Image signals can be sent through packaging, point-of-sale, display and advertising. Of course the image must be related with a reality of the product but it is manipulable. (Bernstein 1984, 13)

Originally a reason that the images are gaining more and more ground is simply due to the fact that an actual core of a product and to this connected additional added values; benefits and services; only with them it is very difficult to create constantly a competitive product in the growing market. Nowadays in addition to the functional characteristics of the product, it is necessary to attach a product image. This makes possible to stand out from a competition and therefore it is profitable for business. In practice a product image consists of image elements, which are attached to the product. These include a name of the product, color and other visual world. (Rope 2005, 210-211) (Rope 2005, 641)

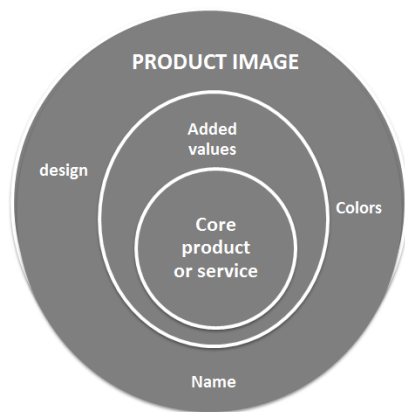


Figure 7. Sphere of influence of product image. (to paraphrase Rope 2005, 209)

### 3.6. Formation of consumer's product image

Companies try to influence the formation of consumer's product image with the help of external communication such as emails, brochures, newsletters, posters, advertisements and other forms of marketing. Before a person is actually even familiar with a company, she or he is exposed to its communication. This is when a gradual building of images starts from unawareness to recognition.

AIDA model is one way to look at, how a stakeholder forms an image of a company, service or a product. As mentioned in Section 2, AIDA model was developed to represent the stages a salesperson must take a customer through in the personal selling process. (Belch & Belch 2001, 149) It was attributed in the advertising and marketing literature by (E.K. Strong 1925). The AIDA-model stands for (Attention-Interest-Desire-Action). Companies should also take advantage of the AIDA model, when planning company's visual designing. This helps to create more effective communication, which allows reaching a target group more efficiently. However this is just a sale and advertising based tactic to look at how the image formation is possible, and how advertising or selling has an effect on the process. (Nieminen 2004, 87)

Timo Rope and Jari Methner presented an image formation theory. According to Rope and Methner the image deepens step by step, when a consumer gets to know a company and its products or services better. The following shows AIDA-model and Rope and Methner's theory about the image formation. These two theories support each other and show clearly a connection, why it is worthwhile

to sell or advertise to consumers. At the same time Rope and Methers' approach explains, how images become deeper. In figure 8 can be seen the connection of theories. (Rope & Methers 2001, 112-115) (Belch & Belch 2001, 148-149) (Kotler, et al. 2009, 695)

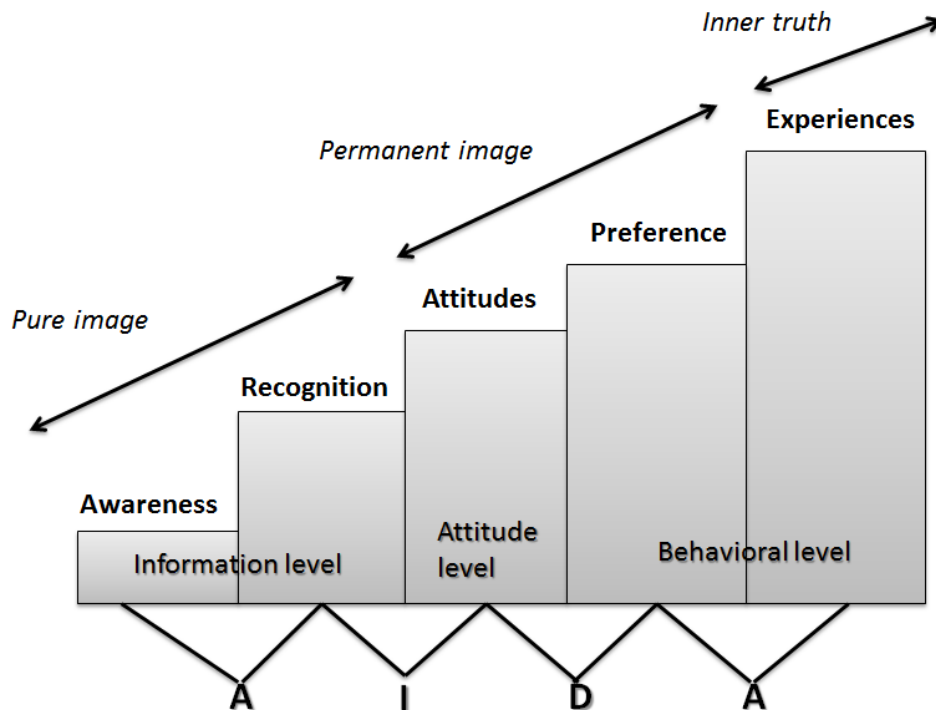


Figure 8. The connection of image formation theory and AIDA-model.

According to Rope and Methers the first step in a formation process of an image is awareness. Then usually a company or a product is known only by its name. When the company chooses a name for themselves or their products or services, in this point it is already possible to create the first emotional elements of the image. The awareness step is already in progress before starting the actual AIDA selling or advertising process. (Rope & Methers 2001, 112-113)

Considering of AIDA-model the first stage of planning company's goal-oriented communication and advertising is to draw attention of your target group. If this stage leads to intended results, based on Rope and Methers a potential consumer should move to recognition phase of the image formation process.

In the recognition phase recognition is achieved according to its name. This is when a consumer gets to know a company or product or service in more detail, for example through advertising. This leads to a deeper understanding of what the company actually does or what kind of it's a product or a service offered. In this phase all factors that form a visible part of the image such as communication, its presentation, style and pricing can affect to the image formation. However the image formed, is a pure image without an emotional charge. (Rope & Mether 2001, 112-113)

The second stage of AIDA-model is to raise customer's interest. At this point, it is important that the words support a first impression. The interest can be attracted by focusing and demonstrating on advantages, benefits, functions or features of a product or service. The interest stage can also improve consumer's product knowledge, which helps a consumer to identify, if a product or service meets his or her needs. (Barry 1987) (Wijaya 2011)

According to Rope and Mether the image formation process is in this point at the attitude phase. This is when a person forms an actual feeling towards the company and its products or services. In this phase it is particularly important that the company's message transfers into positive attitudes and there are no negative associations, since attitudes are very difficult to change afterwards. For the success of a business, positive attitudes should be able to develop from factors that company's target groups appreciate. At this point the image becomes quite permanent. (Rope & Mether 2001, 113)

In order to increase a (desire) of a product or service, a consumer also needs rational reasons for an actual purchase. Consumer's must be convinced that they want and desire the product or service and it will satisfy their needs. In the third stage of AIDA-model (Desire) a consumer considers benefits and advantages offered by the product or service. Factors that affect willingness to purchase are for example price, quality; in a case of honey a domestic origin, taste and a structure of the honey, packaging and of course actual demand-related factors. (Barry 1987) (Wijaya 2011) (Svahn & Roswall 2003)

If the process progress according to AIDA-model and Rope and Methers' theory, the image formation process reaches the preference phase. The image of the company, product or service has been able to stand out from its competitors. At this point the perceived image is better than images of its competitors. This is the basis, when company's target groups make purchase decisions. The decision is often based on functionality, such as; price, selection, quality. The purchase decision can also be based on a positive image that a consumer has formed from the product or service. (Rope & Methers 2001, 113-114)

The activation step is the last stage of the AIDA-model, which enables a customer to try out the product or service. At this point would be very useful to get a customer close to the actual product or service. This can be done for example with the help of product samples and experiments. These kinds of activities make the actual purchase decision easier. (Barry 1987) (Wijaya 2011) (Fitzgerald & Arnott 2000, 100)

After activation stage of the AIDA-model, the last stage of Rope and Methers' image formation process is an experience phase. Then it is defined, if a person's experiences correspond with her or his expectations of the product or service. If the activation of AIDA-model has been successful and connected with aspects of a person, the formed image should strengthen the positive image about the product or service and of course about the company. This in turn affect the next purchase decision times. (Rope & Methers 2001, 113-115) (Wijaya 2011)

In case of the activation fail, the image declines dramatically. Anyway regardless of the outcome, the image becomes through experiences a person's inner truth, which is very difficult to change afterwards. However if the company manages to create with the help of external communication the positive and goal-oriented image, which also corresponds with the actual product or service, a person is left with a very positive image. As a result, it is likely that a customer relationship deepens. (Rope & Methers 2001, 115)



### 3.7. The buying behavior from the perspective of honey products

Buying Behavior is the decision processes and acts of people involved in buying and using products. Consumer buying behavior refers to the buying behavior of the ultimate consumer on the market; what to buy, from where to buy, how often and when to buy and how much money is spent on shopping. Consumer buying behavior is based on individual characteristics, habits and preferences, which are also affected by external factors such as advertising and economic situation. Therefore consumer buying is very much influenced by cultural, social, personal, and psychological factors. (Bowen, et al. 2006, 199-217)

Culture is the most fundamental determinant of a person's wants and behavior; consisting of the basic values, perception, wants, and behaviors that a person constantly comprehends in the society surrounding him. Therefore it influences people's decisions that they make every day, even though they might not notice it. (Pandey & Dixit 2011)

A consumer's buying behavior is also influenced by social factors; consumer's reference groups (face-to-face), aspirational groups (admired groups an individual would like to be part of) membership groups such as family, friends, co-workers and social roles and statuses. For example an influence of a family in honey consumption is high. Several consumers have inherited the use and different preferences of honey from their parents or grandparents. They have already been introduced its intended use as a child. This also reflects to their buying behavior later on in their life. (Kotler, et al. 2008, 244-245) (Pohjalainen 1994) (Svahn & Roswall 2003)

A consumer's decision is also influenced by personal factors such as age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. For example with time goods and services that people consume change. Taste changes and how people perceive things, for instance, food in early life may be replaced by another perception, with age comes the change in people's preferences. This applies also honey products; taste, a structure of

honey, an origin of honey, packaging and etc. (Bowen, et al. 2006, 199-217) (Pohjalainen 1994) (Svahn & Roswall 2003)

A consumer's purchases are influenced by four major psychological factors: Motivation, perception, learning ability, as well as beliefs and attitudes. When honey and its usage are considered, often consumers' attitudes are very positive due to its health effects. Despite the fact consumers do not always act in accordance with their attitudes. (Pohjalainen 1994)

Consumers feel the honey as an adjunct to their diet and they do not classify it as a compulsory part of their daily diet. Therefore there might not exist strong motivation to purchase the honey, even though consumers are aware of its good qualities. This makes it even more important to create a need and motivate a consumer to purchase honey products. (Pohjalainen 1994) (Svahn & Roswall 2003)

## 4. HUNAJAYHTYMÄ OY

A number of beekeepers set up a limited liability company Hunajayhtymä Oy in 1969. The company was established to respond to two demands; enhance sales efficiency and sell diverse beekeeping equipment. At first a business was placed in Toijala but in 1973 the company moved to its current location to Loimaa's Kojonkulma. Hunajayhtymä has eight permanent employees. (Hunajayhtymä Oy 2014)

Southwestern Finland is the densest area of beekeeping in the country. At the present location Hunajayhtymä is close to the maximum possible number of beekeepers. Customers who live far away from Hunajayhtymä are served by mail as well as pick up and distribution transportation of honey and sugar. Hunajayhtymä is the largest domestic honey packer and from its selection the most diverse seller of beekeeping equipment. (Hunajayhtymä Oy 2014)

Honey is purchased from contract producers, packed and sold to central businesses. The beekeeping equipment is sold at a warehouse store as well as by mail. In addition, winter feeding sugar is sold in July and August, which is distributed by a tank truck directly to customers all over Finland. Honey products of Hunajayhtymä are also sold in the following grocery stores; Prisma, S-market, K-Citymarket, K-Supermarket and Stockmann. (Hunajayhtymä Oy 2014)

Especially equipment and sugar sales are crucially promoted and developed the Finnish beekeeping and ensured a high-quality domestic honey production. In order to ensure the continuity of honey production, the company organizes annually beekeeping contract producer courses for new entrepreneurs, who are interested in the field. (Hunajayhtymä Oy 2014)

Foreign partners of Hunajayhtymä are suppliers, inter alia from Estonia, Germany, Italy and Denmark. Hunajayhtymä has also organized educational study trips to beekeepers for example to Hungary and Italy. (Hunajayhtymä Oy 2014)

#### 4.1. Mieleinen honey product

Mieleinen is a honey product that combines sweetness and fibers. There is a good taste of Finnish honey and health-promoting properties in the Mieleinen honey product. The product came to the market in the fall of 2007. (Hunajayhtymä Oy 2014) Mieleinen has 34% fiber, which promotes a function of a stomach and 48% less carbohydrates than a regular honey. Due to a mild sweetness of Mieleinen, it is suitable for those, who think that the ordinary honey is too sweet. Mieleinen has a unique feature: It will always remain flowable! (Hunajayhtymä Oy 2014) "Flowability" means "the capacity to move by flow that characterizes fluids and loose particulate solids" (Merriam-Webster, Incorporated n.d.) or "to move or run smoothly with unbroken continuity, as in the manner characteristic of a fluid." (TheFreeDictionary n.d.)

Mieleinen is a honey product but it cannot be sold as honey, because according to regulations, honey may not be added or removed anything. There is a dietary fiber, polydextrose in Mieleinen. Polydextrose reduces the amount of energy as well as adds to its fiber content. 4-12 grams dose of polydextrose per a day has been found to keep in a good condition a bacterial balance of a stomach and intestinal function. (Hunajayhtymä Oy 2014a) (Hunajayhtymä Oy 2014b)

Mieleinen is 25% lighter than the ordinary honey. The product is also gluten-free; therefore it is also idealistic for a celiac diet. Mieleinen is perfect for cooking as well as direct consumption as such. The honey product Mieleinen is sold in the following grocery stores in Finland; Prisma, S-market, K-Citymarket, K-Supermarket and Stockmann. (Hunajayhtymä Oy 2014)

The name Mieleinen comes from a word honey, which is in French and Spanish (miel) and in Italian (miele). The name Mieleinen also means in Finnish (pleasing, favorite or your preferred). As presented in a previous chapter of the thesis the first step in the formation process of the image is awareness. Then usually a company or a product is known only by its name. When the company chooses a name for themselves or their products or services, in this point it is already possible to create the first emotional elements of the image. The awareness step is

already in progress before starting the actual AIDA selling or advertising process. (Rope & Methner 2001, 112-113) The name of the product by itself can affect positively to the product perception. (Fennell 1978, 38-47)

#### 4.2. Hunajayhtymä's honey product Mieleinen radio advertising campaign

A radio advertising campaign about the honey product Mieleinen was carried out in the radio channel The Voice. The Campaign started on 14<sup>th</sup> of February and it ended on 28<sup>th</sup> of February 2014. The advertisement was played 6-7 times per a day.

The Voice is a Finnish radio station owned by SBS Discovery Media. The Voice is targeted at adult population. It is a fresh pop channel, which content of a program emphasizes on topicality, phenomena of the time and things that a target audience finds interesting. (RadioMedia 2014)

A target group of The Voice is 18-44 years old active citizens. The Voice has a comprehensive coverage area from Helsinki to Rovaniemi. There are living more than 80% of Finnish people on this coverage area, therefore an advertiser can effectively reach all age groups. (Radiomedia 2014)

The listener amount per week is about 562 000 and an average listening time for the reached audience is 85 minutes. The listener profile of The Voice radio channel is the following; 9-24 year olds 40,4%, 25-44 year olds 33,1% and 45 and older 26,1%. (Radiomedia 2014)

The objectives of Hunajayhtymä's radio advertising campaign were the following:

- Catch consumers' attention, raise awareness and inform consumers about the benefits and properties of the honey product Mieleinen and increase the product knowledge.
- Create desired perceptions and images about the product and positive attitude towards the product.

- Create a preference and persuade and activate consumers to purchase the product.
- Hunajayhtymä wanted to improve their sales as well.  
(Savo 2014a)

Hunajayhtymä's advertising campaign effectiveness is evaluated by "recall score", attitudes towards the advertisement and "persuasion" effectiveness. (Ranjbarian, et al. 2011) (Olson 2001) This was presented in detail in the second chapter (Advertising) of the thesis.

Hunajayhtymä's radio advertisement was 56 seconds long. (Hunajayhtymä oy 2014) The roles in the advertisement were played by Rinna Paatso and Vesa Vierikko. There was another advertisement supporting the main advertisement. The other advertisement invited to participate in a competition. By participating in the competition, it was possible to win a weekend in Paris. A target group of the advertisement was 20-50 year old women. Therefore it was designed to appeal especially to this consumer group. (Savo 2014a) The advertisement can be found: <http://www.hunaja.fi/yleinen/mieleinen-kampanja-alkaa-tanaan/>

The radio advertisement about the honey product Mieleinen informed a consumer about positive benefits of the product. The advertisement emphasized on how the product is perfect for cooking and it has fiber, which promotes a function of a stomach. The advertisement also attempted to bring out that a packaging of the product is practical, and despite the fact that the product has health promoting properties it has a taste of honey. The name of the product (Mieleinen) was repeatedly mentioned in the advertisement, so that consumers would remember it later. (Hunajayhtymä Oy 2014)

The advertisement also informed that the honey product Mieleinen remains always flowable. In the end of the advertisement it was also said: "Finnish honey and fiber", thereby the advertisement wanted to remind consumers about a domestic origin and the health effects of the product. The company's name Hunajayhtymä was also mentioned in the end of the advertisement. (Hunajayhtymä Oy 2014)

## 5. METHODOLOGY

This chapter will explain research methods, data collection methods and research strategy. This part of the thesis will give information about mainly quantitative research, which was carried out for a target group as a survey. The main aim was to conduct a research for Hunajayhtymä, in order to find out a consumer perception of their honey product Mieleinen, the communication effect of their advertisement campaign and if they reached the objectives of their advertising campaign. The purpose of the research was also to come up with development ideas for their future advertisement campaigns.

### 5.1. Research methods

There are two different research methods categories; quantitative and qualitative that a researcher can use in order to find solutions to problems and answers to questions. A data for a quantitative analysis is usually gathered using more structured research instruments. An analysis for a quantitative data can be created for example with charts and graphs techniques. (University of Southern California 2014) (Saunders, et al. 2009, 414)

The Definition for quantitative research methods is the use of sampling techniques whose findings might be described numerically, and are yielding to numerical manipulation provide the researcher to measure future events or quantities. (Business Dictionary 26.3.2014)

A quantitative research method was originally developed in the natural sciences to study natural phenomena. However, examples of quantitative methods are now well accepted in the social sciences and education including surveys, laboratory experiments, formal methods such as econometrics, and numerical methods such as mathematical modelling. (Berry 2006)

Quantitative researchers provide either directly or indirectly numeric values. These numeric values can be used in statistical calculations and for testing hy-

potheses. In the end the quantitative research involves comparing numbers in some ways. (Zikmund , et al. 2010, 134-135)

A qualitative data can be gathered for example by interviewing and using open-ended questions. The data for qualitative research is non-numeric and unstructured, therefore it might be difficult to analyse and make sense of. The qualitative research intends to gain a deep understanding of a specific organization or event, rather than a surface description of a large sample of a population. The most common analysis of qualitative data is observer impression. This also means that the researcher might influence the data by making own interpretations and impressions. (Saunders, et al. 2009, 482-484) ( PPA 696 Research Methods 2009)

This research was conducted mainly as a quantitative research including some qualitative elements, because the data was collected by carrying out a structured interview questionnaire, which included a few open-ended questions.

## 5.2. Data collection

Various sources were used for collecting qualitative secondary data for chapter two and three of the thesis. Hunajayhtymä's CEO also gave valuable information, which was used in this thesis. Conducting a survey was a suitable way to collect data from the research group. The data was collected by using paper questionnaire forms; interviewing face to face female consumers from 20 to 50 years of age.

## 5.3. The sampling methods

According to Saunders et al (2009) sampling is one of the most decisive components of studies that involve the collection of primary data from the population. The choice of a sampling technique identifies a principle by which members of population are selected to be included in the sampling group. "The sampling technique(s) you select largely depends on whether or not you wish to in-



fer that your findings apply to the wider population. However, you may not wish to generalize, but aim to provide a 'snapshot' of one particular case, e.g. asking business customers what they think of one particular delivery process to one particular supplier, rather than to all suppliers". (Wilson 2010, 189)

The female consumers from 20 to 50 years of age were chosen as a sample group to this research. "In statistics, a sample group can be defined as a subset of a population. The population, or target population, is the total population about which information is required." (Explorable 2009a) This was due to the fact that the aim was to get more accurate data. The target group of the radio channel The Voice is 18-44 years old active citizens. (RadioMedia 2014) Since the research concerned a consumer perception of the product and the impact of the advertising on consumer's product images, it was also important that a person had heard the advertisement. This sample group was supposed to maximize the proportion, who had heard the advertisement.

Sampling methods are divided into two categories: probability and non-probability. "Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected." (Explorable 2009b). Since in this study the sample group consisted of the female consumers from 20 to 50 years of age, the researcher used as a sampling method non-probability sampling.

There are several types of non-probability sampling techniques. In this research, the researcher used a judgmental also called purposive sampling technique. Judgmental or purposive sampling technique is one being selected based on the knowledge of a population and the purpose of the study. The subjects are selected because of some characteristic. The process involves purposely hand picking individuals from the population. (Explorable 2009c) (Trochim 2006a)

Purposive sampling can be very useful for situations where a researcher needs to reach a targeted sample group quickly and where sampling for proportionality is not the primary concern. With the purposive sampling, the researcher is likely

to get the opinions of the target population. However there is a risk of bias, since no randomization is used in obtaining the sample. It is also important to understand that the members of the population do not have equal chances of being selected. As a consequence, this can lead to a distortion of results and this will then limit generalizations of the results of the study. (Explorable 2009c) (Trochim 2006b)

#### 5.4. Survey and Questionnaire

The aim of a survey is to gather primary data, gathered and assembled specifically for the project at hand. Often research asks respondents to entail answers or spoken questions. The data can be gathered through the mail, on the telephone, online, or face to face with these interviews or questionnaires. (Zikmund , et al. 2010, 186-187)

A term “survey” is normally used in several ways, but generally refers to the selection of a relatively large sample of people from a pre-determined population (the “population of interest”; this is the wider group of people in whom the researcher is interested in a particular study). This is followed by the collection of a relatively small amount of data from those individuals. The researcher uses information from a sample group to make some inference about the wider population. (Kelley, et al. 2014)

Surveys are relatively low cost and efficient means of estimating information about a population. In the best case they can produce a large amount of data in a short time. Surveys show a figure at a given point, at a specific time. When surveys are carried out properly, they offer several advantages. (Zikmund , et al. 2010, 186-187)

A questionnaire is a list of written questions that can be completed in one of two basic ways; respondents complete them by themselves in their own time (a postal questionnaire) or respondents could be asked to complete the questionnaire by verbally responding to questions in the presence of the researcher (a structured interview). (Bryant n.d.)

Researcher defines when a respondent is able to answer freely (open-ended questions), which produces mainly qualitative data, and when an answer is conducted by following structured forms (closed-ended questions), which produces mainly quantitative data. The close-ended questions can be for example yes or no, multiple choice and scaled/ Likert scale questions. (Bryant n.d.) “Likert scale is a scale which measures a perceived opinion of an object by a participant by using statements which reflect either a strong positive or negative opinion of an object.” (Psychology Dictionary 2012)

Questionnaires are describing, and partly explaining. The explaining questionnaire aims to give answers to cause-and-effect relationships. The describing questionnaire answers to questions such as what, who, what kind of or where. (Heikkilä 2008, 13-14) A Questionnaire is also a good research method to investigate respondents, when the researcher wants to know respondents' opinions and experiences of different matters. The collected data of the questionnaires is primary data. This is due to the fact that the data is received immediately and therefore it includes immediate information. (Hirsjärvi, et al. 2001)

A common restrictive problem with quantitative research methods is that results give rarely the underlying cause of the matter. Normally the results only tell the current situation of the matter. It must also be taken into account that respondents do not always answer truthfully to the questions in the surveys. (Heikkilä 2008, 16-20)

### 5.5. Credibility of the research

When conducting a research, the issue of credibility should always be considered. It might be challenging to create an accurate research with consistent and reliable results. Bias can never be eliminated completely, even though planning and performing research properly can reduce the possibility of false information. There is never certainty that interpretation is done correctly. (Saunders, et al. 2009, 156)

There are generally applied three criteria for good measurement, which are reliability, validity and sensitivity. (Zikmund, et al. 2010, 305) Reliability is the consistency or repeatability of the measures. Validity refers to the degree to which a research accurately assesses or reflects the specific concept that the researcher is attempting to measure. Sensitivity refers to an instrument's ability to accurately measure variability in a concept. (Colorado State University n.d.) (Zikmund, et al. 2010, 309)

Sensitivity is an important measurement concept. It is particularly meaningful, when a researcher investigates changes in attitudes or other hypothetical constructs. There were scaled questions/ Likert scale questions in the survey; this was intended to increase sensitivity of the study. (Zikmund, et al. 2010, 309) The scaled questions/ Likert scale questions were questions (5, 9, 16, 19 and 20) in the survey (Appendix 1).

## 6. ANALYSIS

### 6.1. Conducting the survey

The research was carried out by using Webropol as a tool and by creating survey regarding Hunajayhtymä's Mieleinen honey product advertising campaign and product perceptions. As a result I got information on perspectives of the target group regarding the communication effect, the advertisement, product image and perceptions about Mieleinen honey product. I believe that this was an effective way to get ideas and information of the target group's perceptions, opinions and point of views of the matters.

The survey was done in Finnish, because all the respondents were Finns. I used as a help information from the previous studies done about the honey, when I created the questions related to honey consumption in the survey (questions 6-9 in the Appendix 1). (Svahn & Roswall 2003) (Pohjalainen 1994) I pre-tested the survey with three people (one from each age group). It worked but I made a few more changes before the final version (See Appendix 1). The survey was also accepted by Aapo Savo (CEO of Hunajayhtymä). After the creation process started a data collection.

The data was collected by using paper questionnaire forms; interviewing face to face female consumers from 20 to 50 years of age. I explained to every respondent the objectives of the survey before the actual interview. The interviews took 5 to 15 minutes. The length of the interviews was also affected by whether they had heard the advertisement, how long the respondents considered their responses and how carefully they answered to open-ended questions.

There were questions in the survey to figure out demographic data of the respondents. There were also questions related to lifestyle, possible perceptions and honey consumption of the respondents. The purpose of this was to find out, which factors affect consumer perception of a honey product. The rest of the

questionnaire contained questions related to the communication effectiveness, the advertisement and possible product images. Some of the results were measured by using Likert scale. This was meant to increase sensitivity of the study.

The interviews were done at Turku region mostly in the very centre of the city. The original plan was to gather the data during the days from Friday 14<sup>th</sup> to Saturday 15<sup>th</sup> of March 2014. However I found out that collecting the answers of the respondents took more time and effort than expected. Therefore the data was gathered from 14<sup>th</sup> to 21<sup>st</sup> of March 2014.

The main challenge in the data collection was to find consumers, who had heard Hunajayhtymä's radio advertisement about the honey product Mieleinen. Every now and then I also had difficulties to recognize the age groups or get a respondent hit the target group. Of course everyone did not want to give their time and answer to the questions. There were also challenges created by weather conditions.

My goal was to get 100 respondents, at least 30 consumers from each age group. In total there were 85 respondents. The best response rate was from the age group 20-29 years old (39 responses). I got (19 responses) from the age group 30-39 and (27 responses) from 40-50 year olds.

Unfortunately there were only eleven consumers, who had heard the actual advertisement. These consumers also answered to the questions (13-18) in the survey (Appendix 1). These questions considered the actual advertisement and possible product images. Other 74 respondents did not answer to these questions, since they did not hear or recall hearing the advertisement. They were asked to answer to the question 19 directly after the question 12 in the survey (Appendix 1).

Afterwards the data was transferred to the Webropol, which was used as an analysing tool. Webropol provided me with a basic report, but I needed more accurate data. I used Statistical package for social sciences (herein after SPSS) in order to make the analysis.

## 6.2. Results of the research

This section covers the results I have gathered for this research. The first four questions of the survey (Appendix 1) were to find out the demographic data of the respondents.

All in all there were 85 female respondents. 46% of them were 20-29 year olds, 22% 30-39 year olds and 32% of them 40-50 year olds.

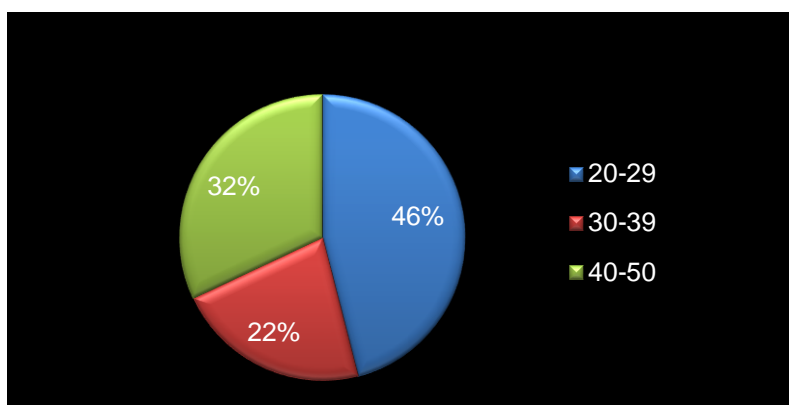


Figure 9. The responses divided between age groups.

More than 50% from the age group 20-29 were students. This probably also affected their income level. Therefore most of the respondents in the age group 20-29 year old had taxable income in year 2013 less than 15 000€. The table can be found in the Appendix 2.

In the age groups 30-39 and 40-50 the most common profession was employee or worker 47% and 41% of the respondents. The most common income level category within the both age groups was 35 001-45 000€. The age group 40-50 year olds had the highest income level compared to the other groups. (Appendix 2)

The majority of the respondent in the age group 20-29 had the family type; childless couple 38% or living alone 28%. "Other what" section was 15%. The respondents who chose this option were able to describe freely their family

type. All the 20-29 year olds who chose this option said that they live with a roommate or with roommates.

The most of the 30-39 year olds had the family type two-parent family with children 47%. The rest of the family types within this age group were divided fairly evenly. One third of the age group 40-50 had the family type two-parent family with children. Another one-third of the 40-50 year olds had the family type child-less couple. "Other what" section within this category was 11%. These respondents described that their children had already grown up and moved away from home. (Appendix 2)

The question 5 considered the factors, which have an effect on consumer's lifestyle, consumption and perceptions. This was important due to the fact that a marketer needs to know the situation on the target market and opinions of their target group in order to carry out as effective marketing as possible. This principle can also be applied to advertising. This was presented in the literature review.

The respondents had to evaluate the significance of the following factors; ethics, ecology, domestic origin, healthy lifestyle, economical factors, media, planning and emotions to their consumption. The respondents used the scale from 1 to 5. In the scale the 1 meant very minor importance and 5 very major importance. The figure 6 shows the average, how the responses were divided in the scale between the respondents.

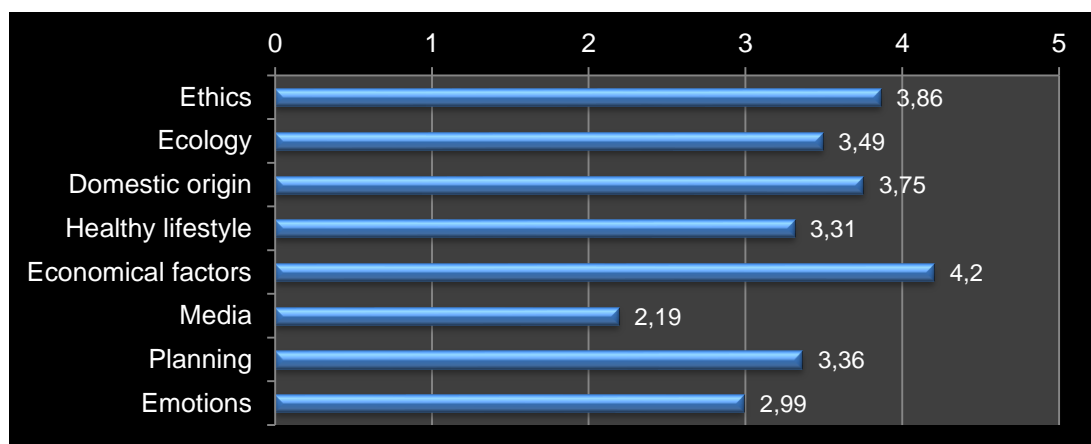


Figure 10. Factors affecting consumer's lifestyle, consumption and perceptions.



From figure 10 can be seen what the respondents thought about the factors and their importance. Ethics, domestic origin and economic factors received the highest score compared to other categories. The cross tables are in the Appendix 2.

The factor healthy life style gathered responses from 2 to 5 in the scale. The healthy lifestyle in consumption was the least important to 20-29 year olds. The respondents within this age group (33%) thought that it has only a little importance. The healthy lifestyle in consumption was the most important to 40-50 year olds. Even 33% of them thought that healthy lifestyle has a quite a lot importance in their consumption and 41% that it has some importance to their consumption (Appendix 2).

Economic factors were important to all age groups. The responses were divided between some importance and very major importance (in the scale 3-5, Appendix 2). Economic factors were the most important to 20-29 year olds. Even 44% of them thought that it has very major importance in their consumption. On the other hand about 30% of 40-50 year olds thought that it has only some importance in their consumption (Appendix 2). This is probably in relation with respondents' income. 20-29 year olds had the lowest taxable income and 40-50 year olds the highest in year 2013. (Appendix 2)

Media, planning and emotions divided the responses from 1 to 5 in the scale. Some of respondents thought that those factors have quite a lot importance to their consumption. On the other hand there were also consumers, who thought that those factors have only very minor meaning to their consumption. (Appendix 2) However it needs to be taken into account, especially when analysing the results regarding media that not too many people will accept or know that media has a quite strong influence on their lifestyle, consumption and perceptions. "The force of media is shaping the way we live". (Kel 2009) (Field 2000)

Questions 6, 7 and 8 in the survey were to find out; how often respondents use honey, what their main reason for the use of honey is and how they usually use honey. Most of the respondents use honey monthly (40% of them). Approximately 25% of respondents use honey a few times a year and about 19% weekly. Only about 7% of respondents use honey daily and 9% not at all. More detailed table can be found in Appendix 2.

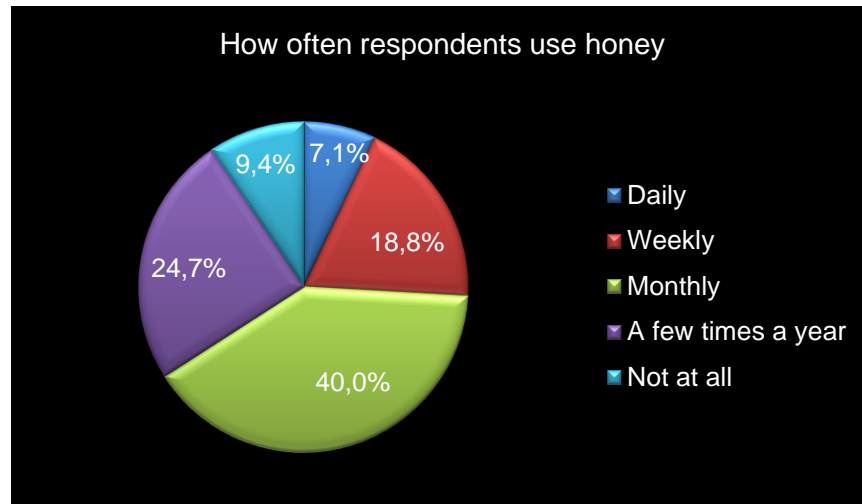


Figure 11. How often respondents use honey.

The respondents who answered that they do not use honey at all, were able to describe freely why they don't use honey. The most common reason was that they do not drink warm drinks. The second common reason was that honey is too sweet for their taste. There was also one respondent, who said that in addition to not drinking tea she doesn't bake and therefore she doesn't need honey. The answers may indicate that all intended uses of honey are not known among the respondents.

Most of the respondents said that their main reason for the use of honey is as sweetener / as a substitute for sugar (about 69%) of all respondents. The next main reason for the use of honey was; it gives taste (about 17%) of the respondents. 5% of respondents chose "other reason, what?" from options in the survey (Appendix 1). They were able to describe freely their answer. All the re-

spondents, who chose “other reason, what?” option answered; cooking or honey is very suitable for some foods. (Appendix 2)

From the question 8 of the survey, respondents were able to choose a maximum of three alternatives. The question concerned how they usually use honey. 82% from all respondents chose as a sweetener in tea, coffee or in other drinks. 39% of the respondents had also chosen in baking and cooking and 22% “to your health, for example as a treatment of the common cold/flu”. There were not significant differences between age groups. However it stood out a little from the other age groups that 48% of 40-50 year olds had chosen that they usually use honey in baking and cooking. In the Appendix 2 can be seen cross tables and how answers are divided between the options.

Question 9 considered the factors and how important they are, when the respondents buy honey. The respondents used the scale from 1 to 5. In the scale 1 meant very minor importance and 5 very major importance. Figure 12 describes the average (in the scale from 1 to 5) of what the respondents considered about the factors that affect their honey buying. The Cross tables can be found in Appendix 2.

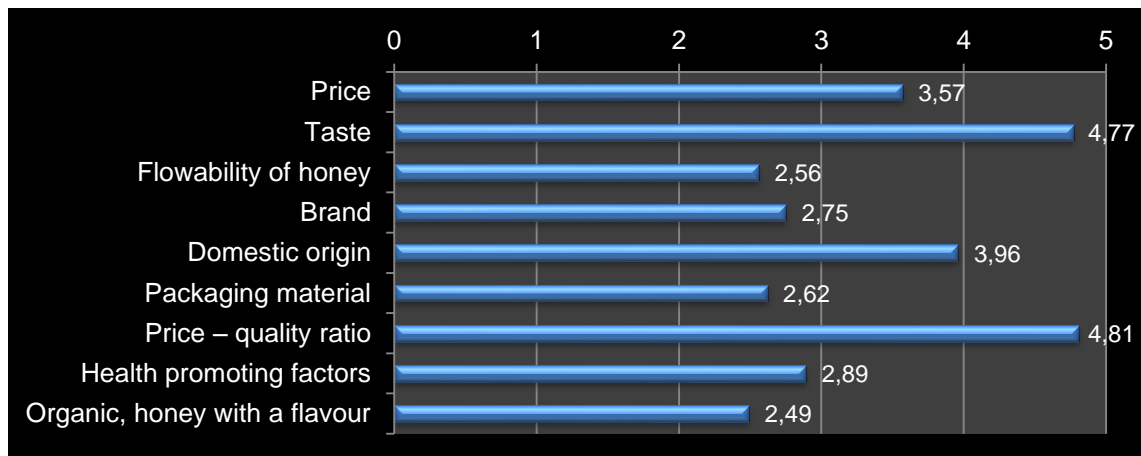


Figure 12. Factors that affect honey buying of consumers.

The Figure 12 shows that for most of the respondents; price, taste, domestic origin and price-quality ratio are quite important factors, when they buy honey. The domestic origin was the most important to 40-50 year olds. Even 60% of

them thought that it has very major importance. The price of the honey was the most important within age groups to 20-29 year olds. This is probably related with income level of respondents. (Appendix 2)

“Flowability” of honey, brand and packaging material divided the responses from 1 to 5 in the scale. 32% of 40-50 year olds thought that “flowability” of honey has some importance (3 in the scale). This is probably due to the fact that 48% within this age group had also chosen that they use honey usually for cooking or baking. The brand when buying honey was the most important to 30-39 year olds. The respondents within this age group thought (about 29% in both categories) that it has some or quite lot significance, when buying honey. (Appendix 2) Packaging material of the honey was the most important to 30-39 year olds as well. 41% of them thought that it has quite a lot meaning when buying honey. 36% of 40-50 year olds thought that it has some significance. However 50% of 20-29 year olds thought that it has only a little importance. This may indicate that 30-50 year olds consider more the practicality of the package when buying honey.

The health promoting factors were more or less important to all age groups. 29% of 30-39 year olds thought that it has quite a lot importance. 36% of 40-50 year olds thought that it has some importance and 16% that it has even very major importance when buying honey. 23% of 20-29 year olds thought that it has quite a lot importance but on the other hand there were 40% within this age group, who considered that it has only little meaning, when buying honey. (Appendix 2)

The responses considering organic or honey with a flavour were divided in the scale from 1 to 5 between respondents quite evenly (the average 2, 49). Unfortunately during the interview process the author found out that this part of the question 9 was unclear. The respondents were confused about “organic or honey with a flavour”. An error occurred at this point of the questionnaire. There should have been asked only one thing at a time, therefore the results in that respect cannot be said to be reliable.

In summary, a table 1 identifies the different age groups and their most important factors when buying honey. There are compared especially the honey product Mieleinen specific features (except the price) that the advertisement emphasized. A scale is from 1 to 5 in the table. In the scale 1 means very minor importance and 5 very major importance. The more detailed cross tables can be found in (Appendix 2).

20-29 year olds					
Scale	1	2	3	4	5
Price	0 %	2,90 %	37,10 %	22,90 %	37,10 %
Domestic origin	5,70 %	8,60 %	20,00 %	25,70 %	40,00 %
"Flowability" of honey	28,60 %	31,40 %	14,30 %	17,10 %	8,60 %
Packaging material	8,80 %	50,00 %	23,50 %	14,70 %	2,90 %
Health promoting factors	8,60 %	40,00 %	22,90 %	22,90 %	5,70 %
30-39 year olds					
Scale	1	2	3	4	5
Price	0 %	23,50 %	17,60 %	11,80 %	47,10 %
Domestic origin	0 %	5,90 %	29,40 %	29,40 %	35,30 %
"Flowability" of honey	23,50 %	17,60 %	29,40 %	23,50 %	5,90 %
Packaging material	5,90 %	23,50 %	29,40 %	41,20 %	0 %
Health promoting factors	0 %	35,30 %	35,30 %	29,40 %	0 %
40-50 year olds					
Scale	1	2	3	4	5
Price	0 %	32,00 %	24,00 %	16,00 %	28,00 %
Domestic origin	8,00 %	8,00 %	8,00 %	16,00 %	60,00 %
"Flowability" of honey	16,00 %	32,00 %	32,00 %	16,00 %	4,00 %
Packaging material	16,00 %	32,00 %	36,00 %	12,00 %	4,00 %
Health promoting factors	12,00 %	20,00 %	36,00 %	16,00 %	16,00 %

Table 1. Comparing different age groups.

***The advertisement; communication effectiveness, product images and development ideas:***

The question 10 of the survey (Appendix 1) inquired how often respondents listen to the radio. This was to find out whether the radio is a potential communication channel, which could reach consumers. 40% of respondents listen to the radio less than an hour a day. Approximately 35% of the respondents more than an hour a day and about 21% more than three hours a day. Only a few respondents said that they do not listen to the radio at all. There were no significant differences between the age groups. (Appendix 2)

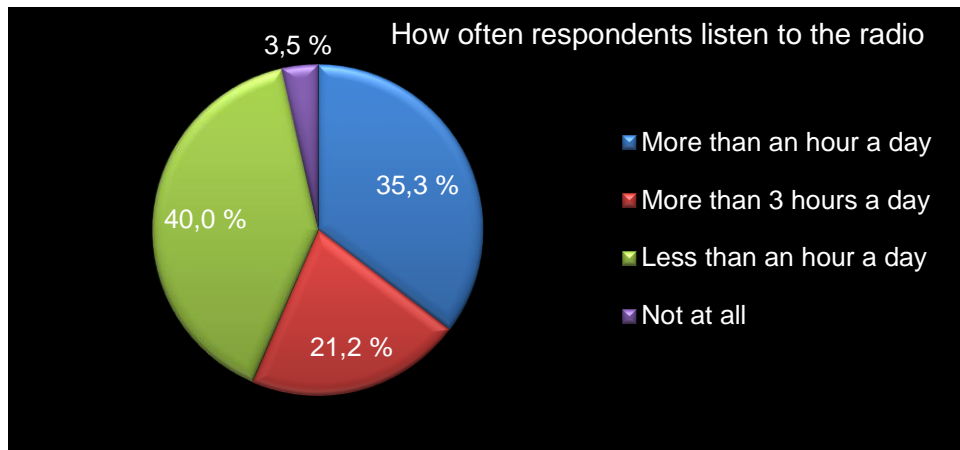


Figure 13 How often respondents listen to the radio.

The question 11 was to investigate what radio channel or radio channels respondents usually listen to. Figure 14 shows what radio channels respondents, who listen to radio mentioned intercepts of.

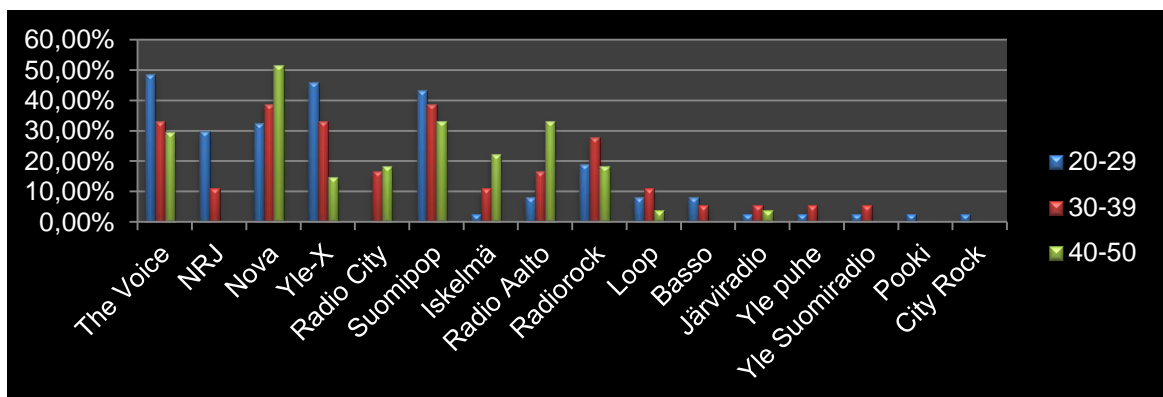


Figure 14. Radio channels that respondents listen to.

Majority of the respondents mentioned that they listen to the following radio channels; The voice, Nova, Yle-X and Suomipop. Almost 49% of 20-29 year olds, who listen to the radio (18 consumers from 37), mentioned that they listen to The Voice radio channel. From the age group 30-39 year olds about 33% listened The Voice (6 consumers from 18) and almost 30% from 40-50 year olds (8 consumers from 27).

Almost 52% of 40-50 year olds mentioned to listen to the radio channel Nova. The corresponding figures in other age groups were (about 39%) of 30-39 year

olds and (about 32%) of 20-29 year olds. The radio channel Suomipop was quite popular within all age groups: 43% of 20-29 year olds, 39% of 30-39 year olds and 33% of 40-50 year olds. Yle-X got quite many responses within the age group 20-29 (almost 46%), From the age group 30-39 one third mentioned to listen to Yle-X but from 40-50 year old only about 15%.

Because the question 11 was open-ended question, there were also respondents who added to their answer in addition to radio channels that they listen to; a radio channel that is on at work or at gym. There were also two respondents, who mentioned several radio channels and told that they change the channel according their mood. Generally speaking most of the respondents mentioned several radio channels to the question 11. (Appendix 1)

The question 12 in the survey investigated whether the respondent had heard Hunajayhtymä's radio advertisement. This question was to find out how well the advertisement reached consumers. There were only 11 respondents from 85, who had heard or recalled hearing the advertisement. This was disappointing but at least there were respondents within every age group, who had heard the actual advertisement. From the age group 20-29; (6 respondents from 39) had heard the advertisement. From 30-39 year olds (2 from 19 respondents) and from 40-50 year olds (3 from 27 respondents) had heard the advertisement. (Appendix 2).

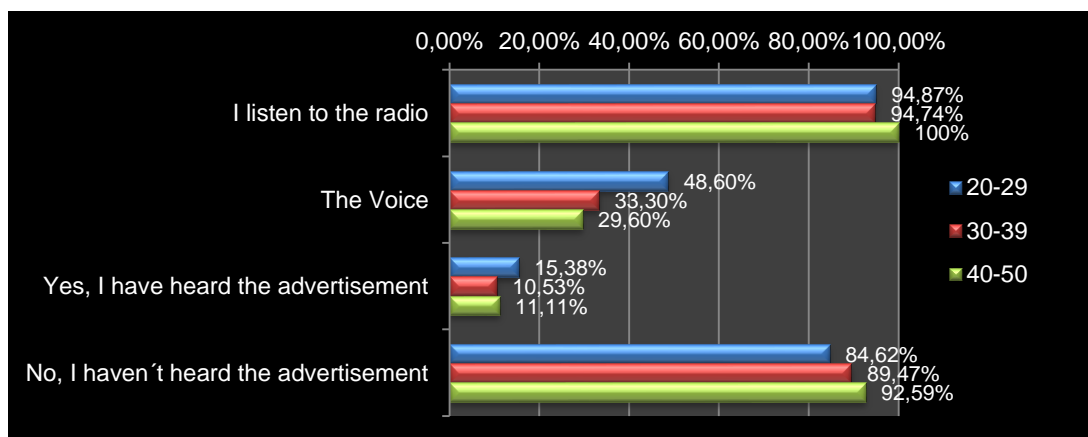


Figure 15. How well the advertisement reached consumers.

Figure 15 illustrates; how many respondents listen to the radio, and from this consumer group how many listens to The Voice radio station. The figure also shows the percentage of how many consumers from 85 respondents heard or did not hear the advertisement.

***The following questions 13-18 were only answered by the respondents, who had heard the advertisement.***

The question 13 investigated why the advertisement caught respondents' attention. The interviewees (11 respondents) were able to choose two of the six options (Appendix 1). Figure 16 shows how the responses were divided between the alternatives.

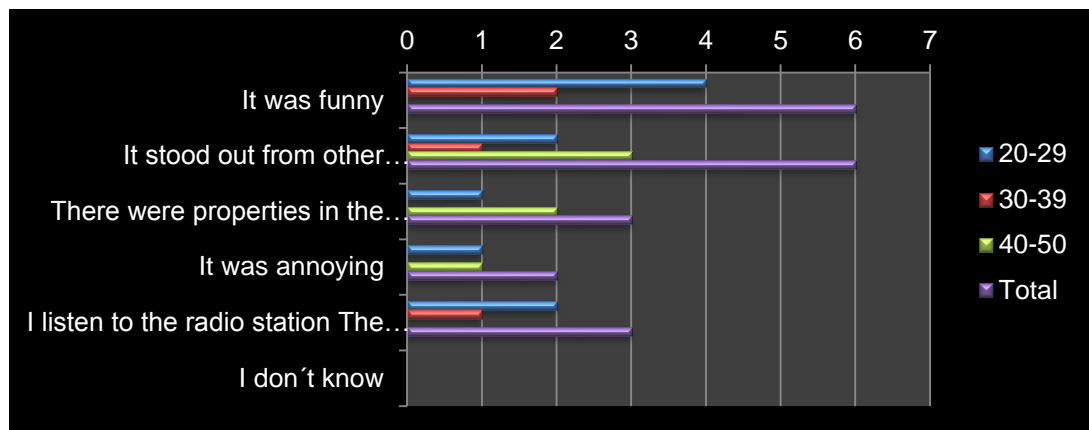


Figure 16. Reasons why the advertisement caught respondents' attention.

Six from eleven respondents thought that the advertisement was funny and it stood out from other advertisements. Three from eleven respondents thought that there were properties in the advertised product that interest them and they appreciate. The option "I listen to the radio station The Voice constantly, so I heard the advertisement several times" got the same amount of responses. There were also two interviewees, who had chosen the option it was annoying. None of the respondents selected the option I don't know.

The question 14 was about how attractively the advertisement introduced the product in respondents' opinion. The respondents used the scale from 1 to 5. In the scale the 1 meant not attractive at all and 5 very attractive. Six from eleven



had chosen 3 in the scale, which meant “attractive to some extent”. Four of eleven respondents chose 4 in the scale, which meant “quite attractive”. There was also one person, who chose 2 in the scale, “little attractive”. This indicates that most of respondents had a neutral or positive reaction to the advertisement.

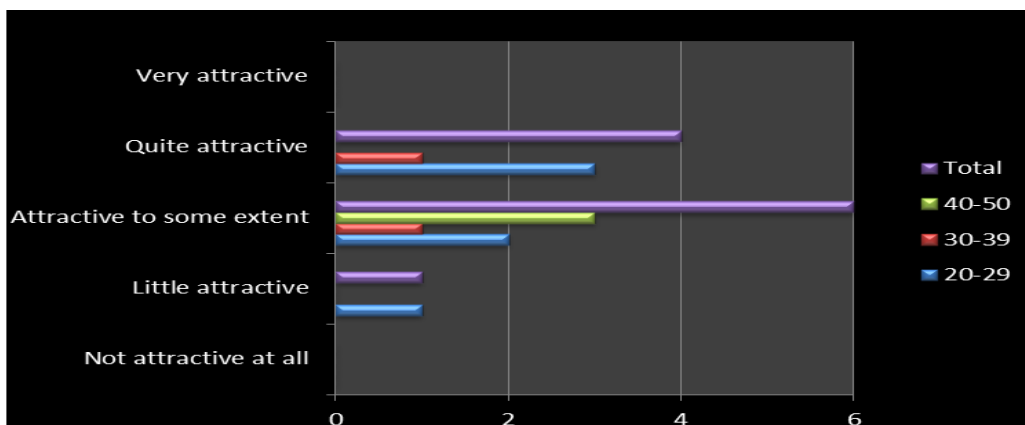


Figure 17. How attractively the advertisement introduced the product.

Question 15 was about what kind of feelings the advertisement evoked in respondents. The respondents were asked to name three feelings. The question was an open-ended question; therefore the respondents were able to describe freely their answers. The most common responses were *surprised* and *amused*. There were also a few respondents, who said *thoughtful*. In addition to these there was one person who said *irritated*. One of the respondents also said “*hungry for sweet*” (in Finnish *makeanhimoinen*). One respondent answered to the question; I don’t know. All of the respondents did not come up with three adjectives to describe their feelings about the advertisement.

Question 16 in the survey (Appendix 1) was about possible product images and perceptions that a respondent may have formed about the Mieleinen honey product after hearing the advertisement and how Hunajayhtymä reached the affective objectives of their advertising. The respondents (11 consumers) used the scale from 1 to 5. In the scale the 1 meant describes the product poorly and 5 meant describes the product very well. Figure 18 shows the average (from 1

to 5) of what the respondents, who had heard the advertisement answered about the statements. Cross tables can be found in Appendix 2.

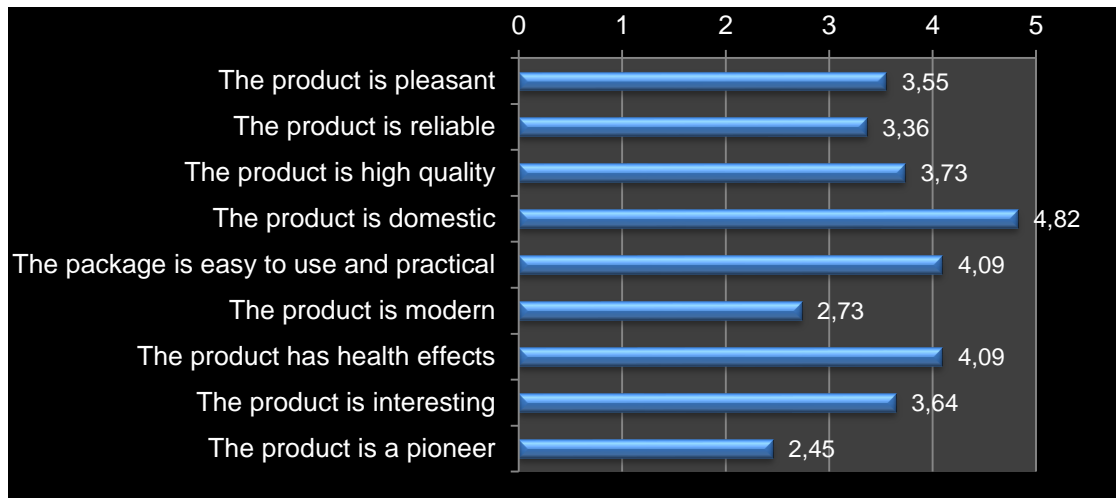


Figure 18. Product images and perceptions.

The average of the statements “the product is domestic, the package is easy to use and practical and the product has health effects” was more than 4. This indicates that the advertisement has transferred message into a very positive image about the honey product Mieleinen within these categories.

The statements; “the product is pleasant, reliable and interesting” divided the responses in the scale from 2 to 5. However the average was more than 3. This indicates that most of respondents thought that the statements describe the product to some extent or quite well. Most of the respondents had neutral or positive approach towards the statements.

The average of the statement; “the product is high quality” was (3, 73). The responses were divided in the scale from 3 to 5. The average of this statement indicates that the advertisement had succeeded to build a positive image and perception and the message transferred into positive attitudes towards the product.

The statements; “the product is modern and the product is a pioneer” divided the responses in the scale from 2 to 4. These categories got more negative or neutral approach from respondents compared to other categories in the ques-

tion 16. Five of eleven respondents thought that the statement “product is modern” and even six respondents thought that the statement “the product is a pioneer” describes the product quite poorly (2 in the scale). This indicates that the advertisement did not form an image and a perception among the respondents that the product is modern and pioneer. However it needs to be taken into account that consumers have different kinds of perceptions and it is difficult to tell, how they consider that something is modern or pioneer in the first place. (Belch & Belch 2001, 114) (de Chernatony, et al. 2011, 91-101)

Naturally it must be taken into account that to some respondents, Hunajayhtymä and their products may have been familiar beforehand. It needs to be remembered that most of respondents appreciated domestic origin when buying honey products. Hunajayhtymä has a long history and its products are known at least to some extent in Finland. Therefore respondents might have used the information, when answering to the statements that they have about the company and its products, so the results do not necessarily tell the whole truth. However this would indicate that Hunajayhtymä has a good reputation and the advertisement succeeded to support earlier formed images and perceptions about the company’s products.

Question 17 was about the radio advertisement and, if respondents could think of buying the honey product Mieleinen on the basis of the advertisement. The respondents were able to choose from four options (Appendix 1). Six from eleven respondents answered “Yes” to the question. Four of eleven answered perhaps and one respondent “Yes, I have already bought the product”. There were no “No” answers among respondents. This indicates that respondents had basically a positive or neutral image and attitude towards the product after hearing the advertisement. Therefore it can be considered that the company’s message (the advertisement) formed a quite positive overall image.

Question 18 was to find out how the advertisement could be developed in respondents’ opinion. The question was open-ended questions and the respondents were able to tell freely their development ideas. Most of eleven respondents had something to say but there were also a few respondents, who didn’t

have any ideas at the time. The following are the development ideas that the respondents came up with.

- The advertisement could have emphasized more what it is about already at the beginning of the advertisement.
- Perhaps the advertisement could have focused more on the product itself. It could have placed greater emphasis on honey.
- The product was covered a little too much with a bickering of a man and a woman. Arguing made a little difficult to assess the product.
- In a certain way the advertisement was too stereotypical. A traditional allocation of gender roles was irritating.
- Good properties of the product could have been emphasized even more. It would have been interesting to know, how much the product costs.
- First it was a little hard to understand that the advertisement was about the honey product. Sometimes simplicity is the best solution.
- Might be a good idea to make a catchy song about the product.
- The advertisement could have been a little shorter

### ***Perceptions and knowledge of the product***

Question 19 was about consumer perceptions of the product and possible product knowledge. This question in the survey was to measure what a general consumer perception of a product is and how Hunajayhtymä reached the cognitive objectives of their advertising. This question was answered by all the respondents (85 female consumers). The respondents used the scale from 1 to 5. In the scale the 1 meant the argument is not true at all and 5 meant the argument is totally true. Figure 19 shows the average (from 1 to 5) of what the interviewees answered about the arguments.

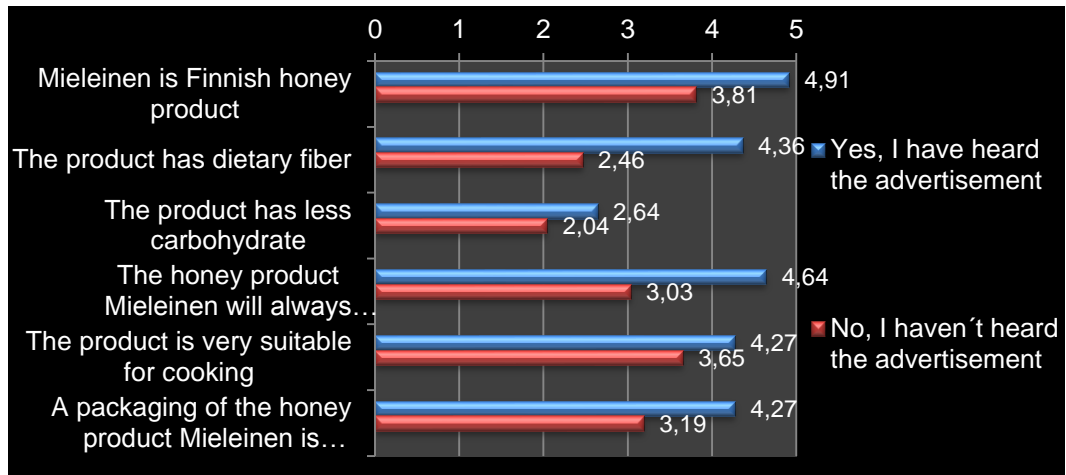


Figure 19. Perceptions of a product and possible product knowledge.

The figure 19 shows consumer perceptions of the product. The blue colour represents the respondents, who have heard the advertisement (11 consumers). The red colour indicates respondents, who have not heard the advertisement (74 consumers).

From the figure can be seen the difference in consumers' perceptions especially with the arguments the product has dietary fiber and the honey product Mieleinen will always remain flowable. The statement "a packaging of the honey product Mieleinen is practical" also received a good average within the respondents, who had heard the advertisement. Most of the respondents thought that the product is very suitable for cooking as well. This may indicate that the product knowledge of the respondents, who had heard the advertisement increased and this changed their perception of the product as well. A message decoding process of a receiver matched an encoding of a sender. (Belch & Belch 2001, 144) This means that the receiver understands and interprets the message correctly.

On the other hand it should be noted that the argument "The product has less carbohydrates" got only an average (2,64) within the respondents, who had heard the advertisement (all other categories has the average more than 4 from 5). This indicates that this benefit of the honey product was not revealed or

communicated clearly to the target group and this affected to their perception of the product.

Nevertheless it seems that consumers, even though they would not have heard the advertisement have a neutral or quite positive perception of the product. In most of the arguments the average was more than 3 within these consumers. The arguments that received worse average within the respondents that had not heard the advertisement were “the product has dietary fiber and the product has less carbohydrate”. This is probably due to the fact that these properties of the product are not known among these respondents, since they are not regular features of honey products. Therefore the respondents couldn't use as a help clues, stereotypes, general knowledge, their beliefs and experiences about honey. (Steenkamp 1990, 309-333)

The results within the consumers, who had not heard the advertisement, may indicate that the respondents have positive experiences, beliefs and attitude towards Hunajayhtymä and its products. This might mean that the respondents have brand awareness at least to some extent. It also needs to be remembered that it is easy to use stereotypes and general knowledge about honey, when answering to the arguments, so the results do not necessarily tell the whole truth. However a positive or at least neutral perception of a product is very important, since it will have a direct impact on consumers' actual purchase decision, whether a consumer had heard the advertisement or not. (Fennell 1978. 38-47) The table can be found in Appendix 2.

Question 20 & 21 were about user experiences, if the product met the expectations and development ideas for the honey product Mieleinen. When the author started the thesis, one of the aims was to find out; if consumer's perceptions of a product created by advertising and the product image correspond with the consumer's experiences. Unfortunately there was only one respondent, who had bought the actual product. Therefore it cannot be talked about the results but rather a person's opinion. That is why the author left this part out of the research.

The person who had bought the product was 20-29 years old. She used the scale from 1 to 5. In the scale the 1 meant that the product did not correspond at all with expectations and 5 that it completely met expectations. (Appendix 1) This person evaluated that the categories taste and “flowability” of the honey completely met the expectations (5 in the scale). In her opinion the packaging and price-quality ratio pretty much lined up with expectations (4 in the scale). As an idea for the product development, she told that she really likes the product but it could be a little cheaper.

### 6.3. Development ideas based on the results of the research

Hunajayhtymä wanted to get ideas, how they could develop their future advertisements and advertisement campaigns about the honey product Mieleinen. The results and the theoretical framework of this research suggest that the development ideas are the following:

- Since the product seems to have properties that are more appealing to 30-50 year olds, might be a good idea to try to use as a communication channel in the next radio advertisement campaign Suomipop or Radio Nova. This action could reach even more potential buyers for the product. These channels also gained quite many responses within the age group 20-29; therefore these communication channel choices would not exclude younger age group. This could improve communication effectiveness as well.
- Next advertisement about the product could emphasize even more what it is about already at the beginning of the advertisement. The advertisement could also focus more on the product itself. It could place even greater emphasis on honey. The radio advertisement could also be a little shorter. This is due to the fact that the most impactful aspect of an advertisement should be expressed early on, since the challenge of grabbing attention and maintaining it is huge. (Rope & Pyykkö 2003, 256-257) (Applegate 2005, 119-120) (Isohookana 2007, 151-153)

- Due to the fact that the images about the statements “the product is modern” and “the product is a pioneer”, did not receive as positive approach from the respondents than other categories (Appendix 1, question 16), the next advertisement could have more modern and less traditional and stereotypical approach. For example the next advertisement about the product could leave out a clear and traditional allocation of gender roles.
- Next advertisement could emphasize even more good properties of the product. The benefit of the honey product Mieleinen “the product has less carbohydrates” did not emerged clearly from the advertisement. The results also indicate that all intended uses of honey are not known among the respondents; therefore Hunajayhtymä could introduce new and useful ways to use honey and the honey product Mieleinen. This should be done by taking into account the factors that the target group found important in consumption and when buying honey.
- There was also a potential idea to make a catchy song about the product and try to catch a consumer’s attention by that way. There has been researches done that a good fit between a message and music has a strong impact on a positive emotional response. (Alpert & Alpert 1990) (MacInnis & Park 1991). Therefore a well-made song about the product could catch consumer’s attention more effectively and have a positive impact on consumer’s product images and purchase intention. This is something that Hunajayhtymä could consider next radio advertisement and campaign in mind.

However, when some of these ideas are considered it needs to bear in mind that consumers are not marketing professionals and their suggestions might not be the best choice.



#### 6.4. Credibility of the research findings

Considering the reliability from the angle of respondents, time and atmosphere might have an effect on the respondents' answers. Respondent bias may also occur; when they are concerned how their answers may be interpreted. (Saunders, et al. 2009, 156) In this research respondents bias was tried to eliminate by telling to respondents that there is no right or wrong answers. The researcher was interested their perceptions, opinions and point of views of the matters.

Of course there was a risk of bias, because some of the questions in the questionnaire were personal (for example income level and life style related questions) and the data was collected face to face by interviewing consumers. It must be taken into account that respondents do not always answer truthfully to the questions in the surveys. This is a relevant concern when analysing the reliability of this study. (Heikkilä 2008, 16-20)

The sample group was small comparing how many women from 20 to 50 years of age there are living at Turku region. The survey was done in Finnish, because the respondents were all Finns. By acting this way the researcher wanted to minimize the risk of misunderstanding the questions in the survey. The origin of the responders might have had an influence to the survey, because most of the responders were most likely from Southern Finland. The interviews were done in the very centre of the city and this can also mean that the researcher interviewed only certain types of female consumers.

The purposive sampling technique was used in this study. Therefore there was not used randomization in obtaining sample. The members of the population did not have equal chances of being selected. This can create a risk of bias and affect credibility of the research. Therefore the research results may not be generalized, since the findings cannot be applied to the wider population. However the results at least provide "snapshot" of the case.

## 7. CONCLUSIONS

This thesis sought to find out how advertising influences a consumer's product images and which factors affect consumer perception of a honey product. The objectives were set to understand; what is the situation at the targeted market, the communication effectiveness of Hunajayhtymä's advertising and how Hunajayhtymä reached the objectives of their advertising campaign. Combining and comparing the results gained from the survey to the theoretical framework and to the chapter four revealed the answers to the thesis questions. The thesis research questions were:

- Which factors affect consumer perception of a honey product?
- How well the advertisement did reach consumers?
- How do consumers see the product after hearing the advertisement?

### 7.1. Main findings

#### ***Which factors affect consumer perception of a honey product?***

As it was mentioned in the chapter three "product perception is a term that is used to identify the way that consumers think and ultimately respond to different types of goods and services, particularly certain brands of those products." (Conjecture Corporation n.d.) It is very important that consumers have good perceptions of company's products, since it will have a direct impact on consumers' actual purchase decision. (Fennell 1978, 38-47)

It would be very beneficial, if Hunajayhtymä were able to reach potential consumers and inform them about the benefits of the product, since according to the results the honey product Mieleinen has potential among the targeted group. Regarding the results especially 30-50 year old respondents appreciate properties that the product has. This is important due to the fact that most likely this affected the perceptions of the product, whether a consumer had heard the advertisement or not, since a person's own internal factors such as values, ex-

periences, beliefs, moods, attitude, needs and expectations have an impact on product perceptions. (Fennell 1978, 38-47) (Tse 1999, 911-925)

Most of the respondents thought that the domestic origin is more important than the price, when buying honey products. This indicates that the respondents value the domestic origin more despite the price. According to the results and the literature review also a structure of honey (“flowability”), packaging, health promoting factors, brand and naturally taste and price-quality ratio matter, when buying honey products and therefore they affect the perception of honey products as well.

According to survey, perceptions of the product received better average in all categories within the respondent group, who had heard the advertisement (11 consumers from 85). This can be seen especially with the arguments the product has dietary fiber and the honey product Mieleinen will always remain “flowable”. Based on the results it seems that the respondents’ product knowledge had improved and they had understood the message as Hunajayhtymä wanted. This formed a desired perception of the product within the respondents. Therefore it can be said that advertising affected product perceptions of consumers.

Nevertheless it seemed that consumers, even though they would not have heard the advertisement have a neutral or quite positive perception of the honey product Mieleinen. In most of the arguments the average was more than 3 out of 5. The results of the arguments within the consumers, who had not heard the advertisement (74 consumers); probably also indicate brand awareness at least to some extent. The respondents could have positive experiences, beliefs and attitude towards Hunajayhtymä and its products. They might have bought the company’s products or tried them before. This affects to their perceptions of the honey product Mieleinen.

It must also take into account, how the name of the product may have an effect on the results. The name Mieleinen means in Finnish (pleasing, favourite or your preferred) and therefore it can itself create positive associations about the product. The brand name alone can have an impact on product perceptions.

However if this is the case here, Hunajayhtymä has chosen an excellent name for their product. (Fennell 1978, 38-47) (Tse 1999, 911-925)

Of course it also needs to be noticed that when honey and its usage are considered, often consumers' attitudes are positive or neutral due to its health effects and this probably had an effect on the product perceptions. (Pohjalainen 1994) This kind of situation itself is a very beneficial one to the company, since it will be linked with an overall demand of the product. Thinking about the results, it can be concluded that most likely consumers have a quite positive or neutral perception of Hunajayhtymä's products and the company itself.

### ***How well the advertisement did reach consumers?***

Hunajayhtymä also wanted to find out how well their advertisement reached consumers. They wanted to know how the advertisement succeeded to attract attention of consumers and create an awareness of the product. A normal situation to an advertiser is that a consumer is not seeking for a message; therefore the advertisement must stand out from the crowd. (Rope & Pyykkö 2003, 256-257) There were only 11 consumers from 85, who had heard the actual advertisement. This was disappointing but at least there were respondents within every age group. However it needs to be considered that the sample group was small and the advertisement was played only in one radio station and 6-7 times per a day.

Regarding the results, almost all the interviewees listen to the radio to some extent. The Voice radio channel, where the advertisement was played gained favour to some extent among respondents, especially within the age group 20-29 year olds. The results indicated that The Voice was a moderate choice as a communication channel for the advertisement. However the advertisement reached only eleven respondents from 85, therefore Hunajayhtymä could try other radio stations in the next radio advertisement campaign for example radio Nova or Suomipop.

According to Aapo Savo (CEO of Hunajayhtymä), sales of the honey product Mieleinen increased by 20% in February-March 2014. (Savo 2014b) The radio

advertising campaign about the honey product Mieleinen was carried out from 14<sup>th</sup> to 28<sup>th</sup> of February 2014. Based on the results, theoretical framework of the thesis and Savo's information and expert opinion; more impacts of their advertising campaign will be seen later. In accordance with the sales figures, the advertisement had an effect on customer behaviour. The figures indicate that the advertisement has reached consumers to some extent, even though there were only 11 respondents from 85, who had heard the advertisement in this study.

Naturally, when the results are analysed it has to be remembered that since only about 1% of advertising messages is detected on a conscious level, it might be that there were more respondents who had heard the advertisement but they couldn't spontaneously recall the advertisement when questioned later. (Rope & Pyykkö 2003, 256-257) (Ranjbarian, et al. 2011) (Tsai & Tsai 2006, 222-226) Despite this Hunajayhtymä should consider how to catch consumers' attention better and improve communication effectiveness with the future advertisement campaigns.

### ***How do consumers see the product after hearing the advertisement?***

The image is an impression that a consumer perceives of the brand. Several impressions are perceived as a direct or indirect result of signals or messages, which the advertising is one. (Bernstein 1984, 12) One of Hunajayhtymä's affective objectives of advertising was to create desired images about the product and positive attitude towards the product. Of course Hunajayhtymä also wanted to create a preference and persuade and activate consumers to purchase the product.

According to this thesis survey's results, most of the respondents, who had heard the advertisement, had the image that the product is domestic origin after hearing the advertisement. The domestic origin was more important to the most respondents, when buying honey than the price. Despite the fact that the interviewees had thought that economic factors have quite a lot importance in their consumption. This by itself adds value to the honey product Mieleinen. Hu-

najayhtymä had succeeded well to transfer the planned perception to the target audience.

Most of the respondents had also a positive image about the packaging of the honey product Mieleinen and they also thought that the product has health effects. They also considered that the product is quite reliable and high quality, therefore it can be considered that the company's message formed quite positive image within the respondents that it reached. However the images about the statements "the product is modern" and "the product is a pioneer", did not receive as positive approach from the respondents. This can be related to the fact that a few respondents thought that the advertisement was too stereotypical and there were a traditional allocation of gender roles in the advertisement.

Most of the respondents use honey only monthly (40%) or a few times a year (25%), so they do not buy honey daily or even weekly. However when they again need honey they may remember the honey product Mieleinen or subconsciously be directed toward the product, when choosing, what kind of honey to buy. Advertising communication may not lead to immediate behavioral response or purchase but it can motivate and create a need. (Barry & Howard 1990)

None of the respondents thought that they could not buy the product on the basis of the advertisement; therefore it can be considered that the company's message (the advertisement) formed a quite positive or neutral overall image of the product. All in all the results indicate that respondents had basically a positive or neutral image, perception and attitude towards the product after hearing the advertisement.

It must also be taken into account that some respondents might have heard about Hunajayhtymä and their products beforehand and they may have bought them as well. This might have an effect on the results, when the impact of advertising is considered. However the sales figures in February-March 2014 indicate that Hunajayhtymä's advertising had a positive impact on consumer's product images and purchase intention about the honey product Mieleinen,

since sales increased 20%. In this sense the research findings can be considered to be credible.

## 7.2. Suggestions for further research

The research in this thesis focused on female consumers living at Turku region. The sample group of the research was quite small; therefore it would be intriguing to conduct this type of research about Hunajayhtymä's future advertising campaign in a larger scale.

A fascinating research perspective could also be studying with the help of semi-structured interviews by using the focus group, what consumers would wish to see or hear in honey advertisements. "A semi-structured interview is a qualitative method of inquiry that combines a pre-determined set of questions with the opportunity for the interviewer to explore particular themes or responses further." (Evaluation toolbox n.d.) "The focus group is a research technique used to collect data through group interaction on a topic determined by the researcher" Focus groups are a research method which delivers qualitative data that is rich in depth and not numerical in nature. (Morgan 2013) This would allow respondents to discuss and raise issues that may not have been considered before.

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**KYSELYLOMAKE:****APPENDIX 1 - Questionnaire**

Tämän kyselyn tarkoituksena on kartoittaa kuluttajan tuotekäsityksiä ja mainonnan vaikutusta ja viestinnän tehokkuutta Hunajayhtymän hunajatuote Mieleisen mahdolliseen tuotetietouteen, tuotemielikuvaan ja ostoaikomukseen. Vastaukset käsitellään luottamuksellisesti.

**1. Ikä:**

- 20–29
- 30–39
- 40–50

**2. Ammatti:**

- Johtava asema
- Alempi toimihenkilö
- Työntekijä
- Yrittäjä/maanviljelijä
- Opiskelija
- Muu, mikä? \_\_\_\_\_

**3. Tulotaso:**

Arvioi, mitkä olivat vuotuiset verotettavat tulonne vuonna 2013?

- Alle 15 000€
- 15 001€- 25 000€
- 25 001€ - 35 000€
- 35 001€ - 45 000€
- 45 001€ - 55 000€
- 55 001€ - 65 000€
- Yli 65 000€

**4. Perhemuoto:**

- Kahden huoltajan lapsiperhe
- Yhden huoltajan lapsiperhe
- Lapseton pariskunta
- Yksinasuva
- Muu, mikä? \_\_\_\_\_

**5. Kuinka suuri merkitys seuraavilla tekijöillä on kulutukseesi?**

Arvioi seuraavia kriteereitä liukuvalla asteikolla 1 - 5, jossa 1 tarkoittaa "erittäin vähäinen merkitys" ja 5 "erittäin suuri merkitys".

Eettisyys	1	2	3	4	5
Ekologisuus	1	2	3	4	5
Kotimaisuus	1	2	3	4	5
Terveelliset elämäntavat	1	2	3	4	5

Taloudelliset tekijät	1	2	3	4	5
Media	1	2	3	4	5
Suunnitelmallisuus	1	2	3	4	5
Tunteet	1	2	3	4	5

**6. Kuinka usein käytätte hunajaa?**

- Päivittäin
- Viikoittain
- Kuukausittain
- Muutaman kerran vuodessa
- En lainkaan

Jos vastasitte "en lainkaan", miksi ette käytä hunajaa?

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➔ Siirry kysymykseen numero 10, jos vastasitte "en lainkaan" edelliseen kysymykseen.

**7. Mikä on tärkein syys hunajan käyttöön? (valitse yksi vaihtoehto)**

- Makeuttajana/ sokerin korvaajana
- Se antaa makua
- Se on terveellistä/ lisää vastustuskykyä
- Muu syy, mikä? \_\_\_\_\_

**8. Miten yleensä käytätte hunajaa? (Valitse enintään kolme vaihtoehtoa)**

- Teen, kahvin tai muun juoman makeuttajana
- Leivonnassa, ruuan valmistuksessa
- Leivän päällä
- Syön sellaisenaan
- Terveudeksi, esim. flunssan hoitoon
- Ihon hoitoon
- Muu tapa, mikä? \_\_\_\_\_

**9. Kuinka suuri merkitys seuraavilla tekijöillä on ostaessasi hunajaa?**

Arvioikaa ostokriteereitä liukuvalla asteikolla 1 - 5, jossa 1 tarkoittaa "erittäin vähäinen merkitys" ja 5 "erittäin suuri merkitys".

Hinta	1	2	3	4	5
Maku	1	2	3	4	5
Juoksevuus	1	2	3	4	5
Tuotemerkki	1	2	3	4	5
Kotimaisuus	1	2	3	4	5
Pakkausmateriaali	1	2	3	4	5
Hinta – laatusuhde	1	2	3	4	5
Terveyttä edistävät					

ominaisuudet	1	2	3	4	5
Luomu, makuhunaja	1	2	3	4	5

## MAINOS JA TUOTEMIELIKUVAT

### 10. Kuinka usein yleensä kuuntelet radiota?

- Yli tunnin päivässä
- Yli 3 tuntia päivässä
- Alle tunnin päivässä
- En lainkaan (Siirry kysymykseen numero 19.)

### 11. Mitä radiokanavaa/radiokanavia yleensä kuuntelet?

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### 12. Oletko kuullut radiokanava The Voicella esitetyn Hunajayhtymän hunajatuote Mieleinen radiomainoksen?

- Kyllä olen
- En ole (Siirry kysymykseen numero 19.)

### 13. Miksi mainos kiinnitti huomionne? (Valitse enintään kaksi vaihtoehtoa)

- Se oli hauska
- Se erottui joukosta
- Mainostetussa tuotteessa oli ominaisuuksia, jotka kiinnostavat ja joita arvostan
- Se oli ärsyttävä
- Kuuntelen jatkuvasti The Voice radiokanavaa, joten kuulin mainoksen useaan kertaan
- En oikein tiedä

### 14. Kuinka houkuttelevasti mainos mielestänne esitteli tuotteen? Arvioikaa liukuvalla asteikolla 1-5, jossa 1 tarkoittaa "ei ollenkaan houkutteleva" ja 5 "erittäin houkutteleva".

1                      2                      3                      4                      5

### 15. Millaisia tunteita mainos teissä herätti? Nimetkää kolme

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### 16. Arvioikaa liukuvalla asteikolla 1-5 seuraavia väittämiä mahdollisista mielikuvista, jotka teille muodostuivat tuotteesta mainoksen kuulemisen jälkeen, jossa 1 tarkoittaa "Kuvaa tuotetta erittäin huonosti" ja 5 "kuvaa tuotetta erittäin hyvin".

Tuote on miellyttävä	1	2	3	4	5
Tuote on luotettava	1	2	3	4	5
Tuote on laadukas	1	2	3	4	5

Tuote on kotimainen	1	2	3	4	5
Pakkaus on helppokäyttöinen ja käytännöllinen	1	2	3	4	5
Tuote on nykyaikainen	1	2	3	4	5
Tuotteella on terveysvaikutuksia	1	2	3	4	5
Tuote on kiinnostava	1	2	3	4	5
Tuote on edelläkävijä	1	2	3	4	5

**17. Kuulemasi radiomainoksen perusteella voisitko ajatella ostavasi tuotteen?**

- Kyllä
- En
- Ehkä
- Olen jo ostanut tuotteen

**18. Miten mainosta voisi mielestäsi kehittää?**

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**TUOTEKÄSITYKSET JA TUOTETIETOUS**

**19. Arvioikaa seuraavia väittämiä Hunajayhtymän hunajatuote Mieleisestä omien käsityksienne mukaisesti liukuvalla asteikolla 1-5, jossa 1 tarkoittaa ”ei pidä ollenkaan paikkaansa ja 5 ”pitää varmasti paikkansa”.**

Mieleinen on suomalainen hunajatuote	1	2	3	4	5
Tuotteessa on ravintokuitua	1	2	3	4	5
Tuotteessa on vähemmän hiilihydraatteja	1	2	3	4	5

Hunajatuote Mieleinen pysyy aina juoksevana

1 2 3 4 5

Tuote soveltuu hyvin ruuanlaittoon

1 2 3 4 5

Hunajatuote Mieleisen pakkaus on käytännöllinen

1 2 3 4 5

**Jos olet ostanut Mieleinen hunajatuotteen, olkaa hyvä ja vastatkaa vielä seuraavan osion kysymyksiin.**

#### **KÄYTTÖKOKEMUKSET TUOTTEESTA**

**20. Vastasiko tuote odotuksiasi? Arvioikaa seuraavia kriteereitä liukuvalla asteikolla 1-5 Mieleinen hunajatuotteesta, jossa 1 tarkoittaa ”ei vastannut ollenkaan odotuksia” ja 5 ”vastasi täysin odotuksia”**

Maku	1	2	3	4	5
Juoksevuus	1	2	3	4	5
Pakkaus	1	2	3	4	5
Hinta – laatusuhde	1	2	3	4	5

**21. Miten tuotetta voisi mielestäsi kehittää?**

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**KIITOS AJASTASI!**

## APPENDIX 2 – Cross tables

Questions 1, 2, 3 & 4 of the survey (Appendix 1)		Age							
		20-29= 39/85 = 46%		30-39= 19/85= 22%		40-50=27/85 =32%		Total	
		N	%	N	%	N	%	N	%
Profession	Leading Position / Higher official	0	0%	1	5%	6	22%	7	8%
	Lower official	4	10%	5	26%	7	26%	16	19%
	Worker / Employee	14	36%	9	47%	11	41%	34	40%
	Entrepreneur / Farmer	0	0%	2	11%	2	7%	4	5%
	Student	21	54%	2	11%	1	4%	24	28%
Income level	Less than 15 000€	21	54%	0	0%	0	0%	21	25%
	15 001€ - 25 001€	12	31%	2	11%	2	7%	16	19%
	25 001€ - 35 000€	5	13%	6	32%	6	22%	17	20%
	35 001€ - 45 000€	0	0%	9	47%	11	41%	20	24%
	45 001€ - 55 000€	1	3%	2	11%	4	15%	7	8%
	55 001€ - 65 000€	0	0%	0	0%	2	7%	2	2%
	More than 65 000€	0	0%	0	0%	2	7%	2	2%
Family type	Two-parent family with children	6	15%	9	47%	9	33%	24	28%
	One-parent family with children	1	3%	3	16%	2	7%	6	7%
	Childless couple	15	38%	4	21%	9	33%	28	33%
	Living alone	11	28%	3	16%	4	15%	18	21%
	Other, what?	6	15%	0	0%	3	11%	9	11%

## Questions 5

		Ethics				Total	
		Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	1	13	20	5	39
		% within Age	2,6%	33,3%	51,3%	12,8%	100,0%
	30-39	Count	0	5	8	6	19
		% within Age	0,0%	26,3%	42,1%	31,6%	100,0%
	40-50	Count	1	7	13	6	27
		% within Age	3,7%	25,9%	48,1%	22,2%	100,0%
Total	Count	2	25	41	17	85	
	% within Age	2,4%	29,4%	48,2%	20,0%	100,0%	

		Ecology				Total	
		Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	2	20	14	3	39
		% within Age	5,1%	51,3%	35,9%	7,7%	100,0%
	30-39	Count	1	8	6	4	19
		% within Age	5,3%	42,1%	31,6%	21,1%	100,0%
	40-50	Count	3	13	8	3	27
		% within Age	11,1%	48,1%	29,6%	11,1%	100,0%
Total	Count	6	41	28	10	85	
	% within Age	7,1%	48,2%	32,9%	11,8%	100,0%	

			Domestic origin				Total
			Little importance	Some importance	Quite a lot importance	Very major importance	
Age	20-29	Count	4	11	13	10	38
		% within Age	10,5%	28,9%	34,2%	26,3%	100,0%
Age	30-39	Count	1	8	4	6	19
		% within Age	5,3%	42,1%	21,1%	31,6%	100,0%
Age	40-50	Count	5	5	10	7	27
		% within Age	18,5%	18,5%	37,0%	25,9%	100,0%
Total		Count	10	24	27	23	84
		% within Age	11,9%	28,6%	32,1%	27,4%	100,0%

			Healthy lifestyle				Total
			Little importance	Some importance	Quite a lot importance	Very major importance	
Age	20-29	Count	13	11	9	6	39
		% within Age	33,3%	28,2%	23,1%	15,4%	100,0%
Age	30-39	Count	4	7	5	3	19
		% within Age	21,1%	36,8%	26,3%	15,8%	100,0%
Age	40-50	Count	4	11	9	3	27
		% within Age	14,8%	40,7%	33,3%	11,1%	100,0%
Total		Count	21	29	23	12	85
		% within Age	24,7%	34,1%	27,1%	14,1%	100,0%



		Economical factors			Total	
		Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	5	17	17	39
		% within Age	12,8%	43,6%	43,6%	100,0%
Age	30-39	Count	3	9	7	19
		% within Age	15,8%	47,4%	36,8%	100,0%
Age	40-50	Count	8	10	9	27
		% within Age	29,6%	37,0%	33,3%	100,0%
Total		Count	16	36	33	85
		% within Age	18,8%	42,4%	38,8%	100,0%

		Media				Total	
		Very minor importance	Little importance	Some importance	Quite a lot importance		
Age	20-29	Count	7	16	9	7	39
		% within Age	17,9%	41,0%	23,1%	17,9%	100,0%
Age	30-39	Count	7	7	5	0	19
		% within Age	36,8%	36,8%	26,3%	0,0%	100,0%
Age	40-50	Count	5	15	7	0	27
		% within Age	18,5%	55,6%	25,9%	0,0%	100,0%
Total		Count	19	38	21	7	85
		% within Age	22,4%	44,7%	24,7%	8,2%	100,0%

		Planning					Total	
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	1	5	20	11	2	39
		% within Age	2,6%	12,8%	51,3%	28,2%	5,1%	100,0%
Age	30-39	Count	0	4	5	7	3	19
		% within Age	0,0%	21,1%	26,3%	36,8%	15,8%	100,0%
Age	40-50	Count	0	3	9	13	2	27
		% within Age	0,0%	11,1%	33,3%	48,1%	7,4%	100,0%
Total		Count	1	12	34	31	7	85
		% within Age	1,2%	14,1%	40,0%	36,5%	8,2%	100,0%

		Emotions					Total	
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	1	6	17	13	2	39
		% within Age	2,6%	15,4%	43,6%	33,3%	5,1%	100,0%
	30-39	Count	0	9	5	5	0	19
		% within Age	0,0%	47,4%	26,3%	26,3%	0,0%	100,0%
	40-50	Count	1	7	16	3	0	27
		% within Age	3,7%	25,9%	59,3%	11,1%	0,0%	100,0%
Total		Count	2	22	38	21	2	85
		% within Age	2,4%	25,9%	44,7%	24,7%	2,4%	100,0%

### Question 6

		How often do you use honey?					Total	
		Daily	Weekly	Monthly	A few times a year	Not at all		
Age	20-29	Count	3	7	14	11	4	39
		% within Age	7,7%	17,9%	35,9%	28,2%	10,3%	100,0%
	30-39	Count	1	4	8	4	2	19
		% within Age	5,3%	21,1%	42,1%	21,1%	10,5%	100,0%
	40-50	Count	2	5	12	6	2	27
		% within Age	7,4%	18,5%	44,4%	22,2%	7,4%	100,0%
Total		Count	6	16	34	21	8	85
		% within Age	7,1%	18,8%	40,0%	24,7%	9,4%	100,0%

### Question 7

Count age	% within	What is your main reason for the use of honey?				Total
		Sweetener / as a substitute for sugar	It gives taste	It is healthy / Increases im- munity	Other reason, what?	
Age	20-29	24 68,6%	6 17,1%	4 11,4%	1 2,9%	35 100,0%
	30-39	13 76,5%	2 11,8%	1 5,9%	1 5,9%	17 100,0%
	40-50	16 64,0%	5 20,0%	2 8,0%	2 8,0%	25 100,0%
Total		53 68,8%	13 16,9%	7 9,1%	4 5,2%	77 100,0%

### Question 8

How do you usually use honey?	Age							
	20-29		30-39		40-50		Total	
	N	%	N	%	N	%	N	%
0	8	21%	2	11%	5	19%	15	18%
As a sweetener in tea, coffee or in other drinks	31	79%	17	89%	22	81%	70	82%
0	26	67%	12	63%	14	52%	52	61%
In baking and in cooking	13	33%	7	37%	13	48%	33	39%
0	39	100%	19	100%	26	96%	84	99%
On top of the bread	0	0%	0	0%	1	4%	1	1%
0	32	82%	16	84%	25	93%	73	86%
Eating it as it is	7	18%	3	16%	2	7%	12	14%
0	31	79%	14	74%	21	78%	66	78%
To your health, for example as a treatment of the common cold/flu	8	21%	5	26%	6	22%	19	22%
0	35	90%	18	95%	26	96%	79	93%
Skin care	4	10%	1	5%	1	4%	6	7%
0	39	100%	19	100%	27	100%	85	100%
Other way, what?	0	0%	0	0%	0	0%	0	0%

## Question 9

		Price				Total	
		Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	1	13	8	13	35
		% within Age	2,9%	37,1%	22,9%	37,1%	100,0%
	30-39	Count	4	3	2	8	17
		% within Age	23,5%	17,6%	11,8%	47,1%	100,0%
	40-50	Count	8	6	4	7	25
		% within Age	32,0%	24,0%	16,0%	28,0%	100,0%
Total	Count	13	22	14	28	77	
	% within Age	16,9%	28,6%	18,2%	36,4%	100,0%	

		Taste			Total	
		Little importance	Quite a lot importance	Very major importance		
Age	20-29	Count	1	7	27	35
		% within Age	2,9%	20,0%	77,1%	100,0%
	30-39	Count	0	3	14	17
		% within Age	0,0%	17,6%	82,4%	100,0%
	40-50	Count	0	5	20	25
		% within Age	0,0%	20,0%	80,0%	100,0%
Total	Count	1	15	61	77	
	% within Age	1,3%	19,5%	79,2%	100,0%	

		Flowability of honey					Total
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance	
	Count	10	11	5	6	3	35
20-29	% within Age	28,6%	31,4%	14,3%	17,1%	8,6%	100,0%
	Count	4	3	5	4	1	17
Age 30-39	% within Age	23,5%	17,6%	29,4%	23,5%	5,9%	100,0%
	Count	4	8	8	4	1	25
40-50	% within Age	16,0%	32,0%	32,0%	16,0%	4,0%	100,0%
	Count	18	22	18	14	5	77
Total	% within Age	23,4%	28,6%	23,4%	18,2%	6,5%	100,0%

		Brand					Total
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance	
	Count	9	5	8	11	2	35
20-29	% within Age	25,7%	14,3%	22,9%	31,4%	5,7%	100,0%
	Count	3	3	5	5	1	17
Age 30-39	% within Age	17,6%	17,6%	29,4%	29,4%	5,9%	100,0%
	Count	7	4	7	5	2	25
40-50	% within Age	28,0%	16,0%	28,0%	20,0%	8,0%	100,0%
	Count	19	12	20	21	5	77
Total	% within Age	24,7%	15,6%	26,0%	27,3%	6,5%	100,0%

		Domestic origin					Total	
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	2	3	7	9	14	35
		% within Age	5,7%	8,6%	20,0%	25,7%	40,0%	100,0%
Age	30-39	Count	0	1	5	5	6	17
		% within Age	0,0%	5,9%	29,4%	29,4%	35,3%	100,0%
Age	40-50	Count	2	2	2	4	15	25
		% within Age	8,0%	8,0%	8,0%	16,0%	60,0%	100,0%
Total		Count	4	6	14	18	35	77
		% within Age	5,2%	7,8%	18,2%	23,4%	45,5%	100,0%

		Packaging material					Total	
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	3	17	8	5	1	34
		% within Age	8,8%	50,0%	23,5%	14,7%	2,9%	100,0%
Age	30-39	Count	1	4	5	7	0	17
		% within Age	5,9%	23,5%	29,4%	41,2%	0,0%	100,0%
Age	40-50	Count	4	8	9	3	1	25
		% within Age	16,0%	32,0%	36,0%	12,0%	4,0%	100,0%
Total		Count	8	29	22	15	2	76
		% within Age	10,5%	38,2%	28,9%	19,7%	2,6%	100,0%

		Price – quality ratio			Total	
		Some importance	Quite a lot importance	Very major importance		
Age	20-29	Count	0	6	29	35
		% within Age	0,0%	17,1%	82,9%	100,0%
Age	30-39	Count	0	2	15	17
		% within Age	0,0%	11,8%	88,2%	100,0%
Age	40-50	Count	1	5	19	25
		% within Age	4,0%	20,0%	76,0%	100,0%
Total		Count	1	13	63	77
		% within Age	1,3%	16,9%	81,8%	100,0%

		Health promoting factors					Total
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance	
Age	Count	3	14	8	8	2	35
	20-29 % within Age	8,6%	40,0%	22,9%	22,9%	5,7%	100,0%
	Count	0	6	6	5	0	17
Age	30-39 % within Age	0,0%	35,3%	35,3%	29,4%	0,0%	100,0%
	Count	3	5	9	4	4	25
Age	40-50 % within Age	12,0%	20,0%	36,0%	16,0%	16,0%	100,0%
	Count	6	25	23	17	6	77
Total	% within Age	7,8%	32,5%	29,9%	22,1%	7,8%	100,0%

		Organic, honey with a flavour					Total
		Very minor importance	Little importance	Some importance	Quite a lot importance	Very major importance	
Age	Count	7	15	7	5	1	35
	20-29 % within Age	20,0%	42,9%	20,0%	14,3%	2,9%	100,0%
	Count	5	6	3	2	1	17
Age	30-39 % within Age	29,4%	35,3%	17,6%	11,8%	5,9%	100,0%
	Count	3	8	8	3	3	25
Age	40-50 % within Age	12,0%	32,0%	32,0%	12,0%	12,0%	100,0%
	Count	15	29	18	10	5	77
Total	% within Age	19,5%	37,7%	23,4%	13,0%	6,5%	100,0%

### Question 10

		How often do you usually listen to the radio?				Total	
		More than an hour a day	More than 3 hours per day	Less than an hour a day	Not at all		
Age	20-29	Count	14	9	14	2	39
		% within Age	35,9%	23,1%	35,9%	5,1%	100,0%
Age	30-39	Count	6	5	7	1	19
		% within Age	31,6%	26,3%	36,8%	5,3%	100,0%
Age	40-50	Count	10	4	13	0	27
		% within Age	37,0%	14,8%	48,1%	0,0%	100,0%
Total		Count	30	18	34	3	85
		% within Age	35,3%	21,2%	40,0%	3,5%	100,0%

### Question 12

		Have you heard Hunajayhtymä's radio advertisement about the Mieleinen honey product, which was played at the radio station The Voice?		Total	
		Yes	No		
Age	20-29	Count	6	33	39
		% within Age	15,4%	84,6%	100,0%
Age	30-39	Count	2	17	19
		% within Age	10,5%	89,5%	100,0%
Age	40-50	Count	3	24	27
		% within Age	11,1%	88,9%	100,0%
Total		Count	11	74	85
		% within Age	12,9%	87,1%	100,0%

### Question 16



		The product is pleasant				Total	
		Describes the product quite poorly	Describes the product to some extent	Describes the product quite well	Describes the product very well		
Age	20-29	Count	1	2	3	0	6
		% within Age	16,7%	33,3%	50,0%	0,0%	100,0%
Age	30-39	Count	0	1	1	0	2
		% within Age	0,0%	50,0%	50,0%	0,0%	100,0%
Age	40-50	Count	0	1	1	1	3
		% within Age	0,0%	33,3%	33,3%	33,3%	100,0%
Total		Count	1	4	5	1	11
		% within Age	9,1%	36,4%	45,5%	9,1%	100,0%

		The product is reliable				Total	
		Describes the product quite poorly	Describes the product to some extent	Describes the product quite well	Describes the product very well		
Age	20-29	Count	0	4	1	1	6
		% within Age	0,0%	66,7%	16,7%	16,7%	100,0%
Age	30-39	Count	0	1	1	0	2
		% within Age	0,0%	50,0%	50,0%	0,0%	100,0%
Age	40-50	Count	1	1	1	0	3
		% within Age	33,3%	33,3%	33,3%	0,0%	100,0%
Total		Count	1	6	3	1	11
		% within Age	9,1%	54,5%	27,3%	9,1%	100,0%

		The product is high quality			Total	
		Describes the product to some extent	Describes the product quite well	Describes the product very well		
Age	20-29	Count	2	3	1	6
		% within Age	33,3%	50,0%	16,7%	100,0%
Age	30-39	Count	0	2	0	2
		% within Age	0,0%	100,0%	0,0%	100,0%
Age	40-50	Count	2	1	0	3
		% within Age	66,7%	33,3%	0,0%	100,0%
Total		Count	4	6	1	11
		% within Age	36,4%	54,5%	9,1%	100,0%

		The product is domestic		Total	
		Describes the product quite well	Describes the product very well		
Age	20-29	Count	1	5	6
		% within Age	16,7%	83,3%	100,0%
	30-39	Count	0	2	2
		% within Age	0,0%	100,0%	100,0%
	40-50	Count	1	2	3
		% within Age	33,3%	66,7%	100,0%
Total	Count	2	9	11	
	% within Age	18,2%	81,8%	100,0%	

		The package is easy to use and practical			Total	
		Describes the product to some extent	Describes the product quite well	Describes the product very well		
Age	20-29	Count	2	2	2	6
		% within Age	33,3%	33,3%	33,3%	100,0%
	30-39	Count	0	1	1	2
		% within Age	0,0%	50,0%	50,0%	100,0%
	40-50	Count	0	3	0	3
		% within Age	0,0%	100,0%	0,0%	100,0%
Total	Count	2	6	3	11	
	% within Age	18,2%	54,5%	27,3%	100,0%	

		The product is modern			Total	
		Describes the product quite poorly	Describes the product to some extent	Describes the product quite well		
Age	20-29	Count	3	2	1	6
		% within Age	50,0%	33,3%	16,7%	100,0%
	30-39	Count	1	0	1	2
		% within Age	50%	0,0%	50,0%	100,0%
	40-50	Count	1	2	0	3
		% within Age	33,3%	66,7%	0%	100,0%
Total	Count	5	4	2	11	
	% within Age	45,4%	36,4%	18,2%	100,0%	

			The product has health effects			Total
			Describes the product to some extent	Describes the product quite well	Describes the product very well	
Age	20-29	Count	1	3	2	6
		% within Age	16,7%	50,0%	33,3%	100,0%
	30-39	Count	0	2	0	2
		% within Age	0,0%	100,0%	0,0%	100,0%
	40-50	Count	1	1	1	3
		% within Age	33,3%	33,3%	33,3%	100,0%
Total	Count	2	6	3	11	
	% within Age	18,2%	54,5%	27,3%	100,0%	

			The product is interesting				Total
			Describes the product quite poorly	Describes the product to some extent	Describes the product quite well	Describes the product very well	
Age	20-29	Count	0	3	1	2	6
		% within Age	0,0%	50,0%	16,7%	33,3%	100,0%
	30-39	Count	0	1	1	0	2
		% within Age	0,0%	50,0%	50,0%	0,0%	100,0%
	40-50	Count	1	1	0	1	3
		% within Age	33,3%	33,3%	0,0%	33,3%	100,0%
Total	Count	1	5	2	3	11	
	% within Age	9,1%	45,5%	18,2%	27,3%	100,0%	

			The product is a pioneer		Total
			Describes the product quite poorly	Describes the product to some extent	
Age	20-29	Count	3	3	6
		% within Age	50,0%	50,0%	100,0%
	30-39	Count	1	1	2
		% within Age	50,0%	50,0%	100,0%
	40-50	Count	2	1	3
		% within Age	66,7%	33,3%	100,0%
Total	Count	6	5	11	
	% within Age	54,5%	45,5%	100,0%	

## Question 14

		How attractively the advertisement did introduce the product in your opinion?			Total	
		Little attractive	Attractive to some extent	Quite attractive		
Age	20-29	Count	1	2	3	6
		% within Age	16,7%	33,3%	50,0%	100,0%
	30-39	Count	0	1	1	2
		% within Age	0,0%	50,0%	50,0%	100,0%
	40-50	Count	0	3	0	3
		% within Age	0,0%	100,0%	0,0%	100,0%
Total		Count	1	6	4	11
		% within Age	9,1%	54,5%	36,4%	100,0%

## Question 19

		Have you heard Hunajayhtymä's radio advertisement about the Mieleinen honey product, which was played at the radio station The Voice?		
		Yes	No	Total
Mieleinen is Finnish honey product	The argument is not true at all	N %	0 0%	0 0%
	The argument has a little truth	N %	0 0%	3 4%
	The argument is true to some extent	N %	0 0%	28 33%
	The argument is pretty much true	N %	1 9%	23 28%
	The argument is totally true	N %	10 91%	20 35%
	The argument is not true at all	N %	0 0%	10 12%
	The argument has a little truth	N %	1 9%	30 36%
The product has dietary fiber	The argument is true to some extent	N %	1 9%	25 31%
	The argument is pretty much true	N %	2 18%	8 12%
	The argument is totally true	N %	7 64%	1 9%
	The argument is not true at all	N %	0 0%	20 24%
The product has less carbohydrate	The argument has a little truth	N %	6 55%	34 47%
	The argument is true to some extent	N %	4 36%	17 25%
	The argument is pretty much true	N %	0 0%	3 4%
	The argument is totally true	N	1	0
				1

			Yes	No	Total
The honey product Mieleinen will always remain flowable	The argument is not true at all	N %	0 0%	1 1%	1 1%
	The argument has a little truth	N %	0 0%	16 22%	16 19%
	The argument is true to some extent	N %	1 9%	42 57%	43 51%
	The argument is pretty much true	N %	2 18%	10 14%	12 14%
	The argument is totally true	N %	8 73%	5 7%	13 15%
	The argument is not true at all	N %	0 0%	0 0%	0 0%
	The argument has a little truth	N %	0 0%	1 1%	1 1%
The product is very suitable for cooking	The argument is true to some extent	N %	0 0%	33 45%	33 39%
	The argument is pretty much true	N %	8 73%	31 42%	39 46%
	The argument is totally true	N %	3 27%	9 12%	12 14%
	The argument is not true at all	N %	0 0%	0 0%	0 0%
	The argument has a little truth	N %	0 0%	3 4%	3 4%
A packaging of the honey product Mieleinen is practical	The argument is true to some extent	N %	1 9%	56 76%	57 67%
	The argument is pretty much true	N %	6 55%	13 18%	19 22%
	The argument is totally true	N %	4 36%	2 3%	6 7%