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**Combining the Concepts of Fear Arousal
and Customer Satisfaction & Retention**
An Ethnographic Case Study on Krav Maga

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Abstract

- Title:** Combining the Concepts of Fear Arousal and Customer Satisfaction & Retention - An Ethnographic Case Study on Krav Maga.
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- Key Words:** Fear arousal techniques, satisfaction, retention, WOM, Krav Maga
- Purpose:** The purpose behind this study is to explore and explain the role of fear appeal concept when combined with the concept of customer satisfaction and retention in one marketing strategy.
- Theoretical Perspective:** The two major theories are the concept of fear arousal and the concept of customer satisfaction & customer retention.
- Methodology:** We chose to conduct our research through an ethnographic study and a case study on KM. We have approached the subject from a qualitative side and collected 10 interviews as well as observations.
- Empirical Foundation:** Our empirical data consists of academic articles from scientific journals, qualitative interviews and observations.
- Conclusions:** Fear is the biggest factor in creating customer satisfaction and

retention in the case of KM. The use of fear appeals is actually benefiting our respondents since it is resulting in more self-confident and self-secure individuals.

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1. Introduction

Chapter one aims at providing the reader with an introduction to the subject of the thesis. A number of definitions are given in the beginning. These will be followed throughout the thesis. The background of Krav Maga as well as the concept of customer satisfaction and retention and the concept of fear arousal will be introduced. The problem area and purpose are discussed followed by our research question. Chapter one ends with the limitations of our thesis.

1.1 Definitions

- IKMF – International Krav Maga Federation (kravmagacenter, 2007).
- Krav Maga – Hebrew for close combat (kravmagacenter, 2007); In this thesis, we talk about Krav Maga and mean the organization that follows the IKMF.
- KM – Abbreviation referring to Krav Maga’s clubs in Lund and Malmö .
- IDA – Israeli Defence Army (kravmagacenter, 2007)

1.2 Background

Danger on the streets is a subject that is being targeted by today’s media due to its significant increase. According to a study done by *the Swedish National Council for Crime Prevention*, crime level has increased dramatically in Sweden during the past decade (brå-rapport 2004:3). This increase in crime seems to provide the basis of marketing behind KM. Since KM emphasises on self defence, one can say that if crime was non-existent, then a civilian version of KM would never have emerged.

Using fear in advertising and persuasion campaigns has been increasing during the last decades. Most of the studies about fear arousal suggest that moderate levels of fear are more persuasive than either high or low levels (Sternthal & Craig, 1974). There are two basic approaches when exercising fear arousal techniques. One is by sending a persuading message connected to a dangerous practice (e.g., smoking) and explaining about its dangerous consequences.

Another approach is by elaborating the consequences of failure to perform certain activities (e.g. proper dental hygiene, self defence) and describing how negative outcomes can be avoided by utilising the services/products offered by the companies carrying out this technique of fear arousal (Sternthal & Craig, 1974).

Moreover, especially in the case of KM, it is interesting to see if or how the concept of fear arousal can be incorporated in traditional marketing strategies in order to achieve customer satisfaction and retention. The importance of customer satisfaction and loyalty is, however, old news in the sphere of commercial marketing (Hastings et. al. 2004). Loyal customers are very valuable to a company because they create less cost (Hastings et. al. 2004). They buy more of its products, are easier to satisfy, are less price sensitive, and they implement WOM, which is one of the most effective marketing strategies used for reaching out to potential customers. Attracting new customers through sales, calls, advertising, and promotion is possibly five or six times more expensive than retaining existing ones. There have been studies reporting that the average company loses 10% of its customers each year, and if this could be reduced to 5%, profitability would be increased by 25% or more (Hastings et. al. 2004).

1.2.1 Some History

The need for Krav Maga arose in Israel some 40 years ago when the Israeli Defence Army had a need to teach its members effective methods of self defence in a very short time. Soon after that, Krav Maga started to be taught outside the IDA and expanded to include security forces and the police. The system is constantly tested, modified and further developed. It is through its use in real life situations that it's refined to always be more efficient. In 1996, Krav Maga became available as a self-defence system to civilians. It has spread across the entire world, especially accross, Europe, America and the Far East. The system is built on providing self-confidence for people who feel threatened by the existence of violence in the world around them. It accomplishes this goal by educating people to defend themselves against armed and unarmed predators. Krav Maga's techniques are based on humane instinct response which makes it simple to perform in distress (kravmaga, 2007).

1.3 Problem Space

In an interview with the IKMF founder Eyal Yanilow, Krav Maga is presented as an answer to the need of people who are faced with potential daily threats. He explains that his federation provides customized services to the clients. This is due to the fact that the federation trains women, children, law enforcement units, security forces etc and they all have different needs as well as different capacities to learn. He declares that the world is becoming a more “aggressive one” and that there is an obvious need for Krav Maga. Finally he adds that the goal of the IKMF is to become available for needy groups and to help reduce fear and give individuals self confidence to face this “aggressive world” and protect themselves and even their loved ones (Video Interview, You Tube, 2007). On the Swedish Krav Maga website, one can read statistics that reinforce the idea of fear by displaying statistical figures about crimes occurring on the street. It is stated there that 10% of the population living in Stockholm, Gothenburg and Malmö have been exposed to some sort of violence or threat (kravmagacenter, 2007). The Swedish website Sund published an interview conducted with Armen Doslic, the KM instructor in Lund and Malmö, in 2003 encouraging people to start getting trained in Krav Maga. The title of the interview is “Become Safe and Self Secure with Krav Maga” (Sund, 2007). The article starts by depicting a situation that reflects the nature of the “dangerous world” that we are living in today. This is done by stating that a regular walk in the park or outside one’s house can very easily become one’s worst nightmare.

By continuously reinforcing the ideas of “constantly existing threats”, “today’s aggressive world” and “the attack can happen to anyone anywhere”, it seems that KM markets itself in this way. This is how it is believed that IKMF is established on the Swedish market, attracting, retaining and possibly satisfying its customers. A marketing strategy that is built on fear appeals is not a new trick. Packard (1957) stated in his book *The Hidden Persuaders* that psychoanalysis has been used in persuasion campaigns and has even become a basis of an industry that has generated multi-million dollars. An established positive relationship between fear arousal and persuasion has been established in the 1970s. Ever since has this relationship been interesting not only for academics but for marketers and advertisers who are on a constant hunt after more efficient ways of persuasion (Strenthal & Craig 1974).

The marketing strategy behind KM can be classified as anything but common. The combination of a customized approach to customers and the use of fear arousal techniques is an outstanding one. Fear arousal techniques have been criticized by a hoard of previous researches that have claimed that possibly unintended results can follow as a consequence of the usage of fear arousing messages (Hastings et. al., 2004). Hastings et. al. (2004) stated that using fear in marketing and/or advertising can result in chronic heightened anxiety as well as social inequity between the responders to the fear campaigns and the non responders. The usage of fear in order to attract and retain customers is not carried out by keeping the customer's best interest in mind, and hence it is not customer oriented.

Consumer satisfaction and retention on the other hand is a customer oriented approach whose goal is to provide a positive experience to the consumer in order to win a high level of retention (Henning et. al., 1997). The interesting part consists of the two contradicting concepts, the one of fear arousal and the one of customer satisfaction and retention and the way they are working side by side in the case of KM as one marketing strategy.

1.4 Purpose

Since there are no previous studies conducted concerning KM and their marketing strategies we found it to be of interest. The main purpose of this thesis is to explore the role of fear arousal concept and the one of customer satisfaction and retention in the marketing of KM. Emphasis is given in ascertaining whether fear arousal, as a strategic marketing technique, is causing more people to engage and continue the practice of KM. Hence our research question reads as follows:

- What role does the concept of fear arousal combined with the concept of customer satisfaction and retention play in the marketing strategy of KM?

1.5 Scope:

In order to narrow down our research, we would like to state a few constraints regarding this thesis. Although the IKMP federation claims that it employs the same marketing strategy all over the world, we chose to limit our study to the Krav Maga clubs only in

Lund and Malmö. The purpose is to avoid any misunderstandings as each country customizes its own services in its national language. In addition to that we chose for the sake of the credibility of our work, to focus our energy and resources on these two cities. Moreover our method will be applied in the form of interviews and observations in the area of Lund and Malmö since our ethnographic study has been performed there and our interviews in this way will be consistent with our observations. Last but not least we will be narrowing our research to only two concepts applied widely in marketing and advertising namely, fear arousal and the concept of customer satisfaction and retention.

1.6 Disposition

This thesis starts with an introduction, which includes a brief overview of its subject. Further on, the problem space, which leads to the research question and the purpose are presented. We have as well made clear the scope in which our research is conducted. In chapter two the theoretical framework is presented, containing seven selected theories which we believe will support our argument and the process of answering our research question. We would like to acknowledge that theory reading and the modification of the research question occurred more than once. We then chose to apply our research with a specific method. We chose to present our thesis in the same chronological order that our research was conducted, i.e. theory reading, method choice, empirical data analysis, discussion. In chapter three, we chose the method with which we intended to answer our research question. That involved conducting an ethnographic case study on KM followed by semi-constructed interviews. In chapter four we presented our case study of KM along with our observations. In Chapter five we presented our analysis and a discussion of the empirical data based on our findings from the research. Followed by chapter 5, a conclusion to the work which has summarized everything we have achieved and our recommendations for future studies that could be conducted based on our study.

2. Theoretical Framework

In chapter two we introduce the selected theories that we believe are of help to our research. Each theory has been selected among others in accordance with its relation to our subject and is further explained in an introductory paragraph. Moreover we have provided an explanation preceding each theory in order to guide the reader.

2.1 Theoretical approach

Each theory has been selected based upon what we find to be of relevance to our work. We are aware that there might be further theories that are applicable to the subject of our thesis. However we have limited our choice of theories to include only those presented below.

2.1.1 Hedonic Consumption

One of the aims of our research is to find out what impact does fear, as an emotional feeling, has on the decision making process of consumers. Hence the hedonic consumption theory seems to be of interest since it provides some fundamental arguments advocating consumers' decision to be driven by feelings of hate, love etc.

"Hedonic consumption designates those facets of consumer behaviour that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products" (Hirschman & Holbrook, 1982:92). The emotive aspects are those of greatest interest to our thesis. Emotional arousal refers to the arousal of feelings such as from joy to jealousy passing by fear and rapture. Consumers make certain decisions about their consumption while seeking for certain feeling arousal effects (Hirschman & Holbrook, 1982). This of course is possible since consumers' emotional engagement stands behind their choices of certain products even the simplest everyday consumption products (Levy, 1959). Hedonic research's main goal is to explore the consumer's capacity of perceiving and experiencing products and services through their sensors (Holbrook & Moor, 1981). Hedonic research

stands behind motivation research. Dichter (1960) claimed that there are certain decisions made by consumers that were driven by feelings of hate, love or jealousy instead of economical reasoning which is to a great extent based on deductive reasoning. In addition, hedonic consumption stands behind the idea that consumers make decisions based on what they perceive as the truth and not what the truth actually is (Dichter, 1960). Another characteristic of some products is that the consumer expects a certain amount of pleasure prior to consumption. On the other hand some products are known to arouse negative feelings. In this case the consumer chooses to consume them since they allow him/her to confront those negative feelings that are evoked from the consumption. The confrontation occurs via fantasy and emotional arousal (Freud, 1955). Furthermore Freud (1955) explains that the reason behind why consumers choose to expose themselves to painful experiences is to be able to deal with their fears. Through provoking those fears and negative feelings they are attending to them and preventing that they develop into neurotic behaviour.

It is important to mention that consumers' response to products is tainted by their ~~ethnic~~ ethnic background. Hence an individual tends to look at a product through the definition given to him by his/her culture (Hirschman & Holbrook, 1982). Another point that is relative to cultural differences is the amount of emotions that is encouraged to be expressed publicly (Hirschman, 1982b & Singer, 1966).

2.2 The Concept of Fear Arousing

Since the subject of the thesis mainly evolves around the concept of fear arousal within the context of KM, we believe it to be important to have a fair understanding of that concept in the field of marketing. The following theory on fear will put forward the basic understanding of what fear is and the consequences of applying it in practise.

2.2.1 What is Fear?

Studies have shown that “fear” is a characteristic created by “agents in the society and is related to feelings that human beings experience together with conflicts, trauma, and threats etc. Agents are formal representatives of the society. They range from different channels of media to professionals as e.g. police officers, politicians and any individual

with social control. Fear has become a concept in itself used in a wide range of aspects from fun to dread. Mass media report on it, make it entertainment and promote it. The agents in the society market it, while the organisations and firms trade on it. So the agents in the society are marketing fear while at the same time creating a need for increased security in society (which in turn creates more job opportunities e.g. increased numbers of police officers etc) (Altheide et. al., 1999).

Experiencing fear could also occur through verbal communication or observations (Appelbaum et. al., 1998). The impact of fear is related to each individual's perception of a situation where fear is salient. Media is extensively conveying fear through verbal communications, e.g. the usage of fear across several topics that we haven't encountered previously. This is done in order to create the "risk society" of today. The consequences following such an extensive usage of fear are that people have accelerated their negative perceptions about public order (the streets are unsafe, increasing number of criminals, misconception of strangers in general to be dangerous, need for increased public control etc.). Many researchers ask why a comparatively healthy and safe population, would perceive themselves to be so at risk. The messages that the media is spreading such as, events, experiences and other issues are very salient for individuals lacking personal experiences with the particular issue. Researchers confirm that messages through media about violence can lead individuals to believe life to be fearful. Because the media tend to over-represent more severe cases of crime the public tends to overestimate the frequency of these incidents and tend to misperceive reality (Altheide et. al., 1999).

Ferraro (1995) says in his research on "fear of crime" that there is a difference between perceiving risk and being fearful, he continues stating that "to produce a fearful reaction in humans, a recognition of a situation as possessing at least potential danger real or imagined, is necessary" (Referred by Altheide et. al., 1999:480 from Ferraro, 1995). However fear is only one way of reacting to a perceived dangerous situation. Other ways include constrained behaviour, community or political activism and avoidance behaviour. The way in which humans react to each situation is viewed as always being developed in an environmental context where there are full of certain socially constructed meanings created by the media (Altheide et. al. 1999).

2.2.2 Fear Arousal Techniques

Fear arousal techniques have been appreciated by social marketers who do not hesitate to use it (Hastings et al., 2004). The use of fear arousal techniques and persuasion techniques have shown that fear arousal can be persuasive to a certain extent after which it can start having an opposite reaction than the one expected or aimed for (Janis, 1967; Quinn Meenaghan & Brannik, 1992). Rogers (1983) suggested that fear-arousing communication's success is built on four variables. Those four variables are: "the perceived severity of the threat, the perceived probability of its occurrence, the perceived efficacy of the advocated protective response and the perceived self-efficacy to perform the response" (Hastings et. al., 2004:962). Witte & Alan (2000) claimed that the response to fear is a U shaped relationship. However (Hastings et. al., 2004) claimed that some of the most recent meta-analysis studies suggested that the relationship between fear and response to fear is a positive one. The more fear is applied the more response one gets from consumers (Hastings et. al., 2004). When it comes to applying fear in advertising, the repetitive advertising that contains fear may cease to function the more it is repeated (Fry, 1996). Tanner et. al. (1991) mean that the more a consumer is subjected to, the less functional the fear message becomes. He also continued to explain that irritation, blocking off the message and even flipping the channel on television may occur as a result of repeatedly sending fear loaded advertisement. Hastings et. al. (2004) explain that as a consequence of repeating, fear messaging in advertising may link the sponsor with the negative feelings evoked by the ads and hence negative feelings will arise when the name of the sponsor is mentioned under any circumstance.

2.2.3 The Consequences of Applying Fear in Advertising

According to studies done, people think themselves as being subject to more risk today as were their parents twenty years ago. This is due to the amount of facts that they receive on a daily basis through different forms of the media. One might think that the increase of crime would have a relation to the previously named studies; however statistics confirm that the crime rate has declined during the past two decades in the USA. Hence fear has lead people to change their habits and overall lifestyles. They are being more precautionous, avoiding places that are related to danger, possession of weapons etc. They are more

prone to making decisions through a perspective where fear has a significant role (Altheide et. al., 1999).

Furthermore research has proved that the use of fear appeals in advertising has many consequences on the health of a human being. Some responses are evoked that put the receiver in a situation of adapting to the negative feelings being aroused by the fear loaded messages. The individual finds him/herself not able to eliminate or control the fear (Janis & Mann, 1997; Schoenbachler & Whittler, 1996; Tanner et. al., 1991; Witte et. al., 1998). Henley (2002) argues that in some cases when the fear and discomfort are generated by a message, the target might actually behave in the exact same direction the ad is trying to prevent. Mayne (1999) suggests that targets of fear arousal campaigns may feel a large anxiety and discomfort as a result of being exposed to those same campaigns. In the process the target might develop self-destructive coping mechanisms such as taking drugs, drinking alcohol and eating disorders. MacAskill & Eadie (1995) mean that according to a study done in Scotland about responsiveness to domestic violence preventing campaign with the use of fear arousal ads actually managed to trigger violent partners into becoming even more violent. Hence the response to fear arousal campaigns does not always prevent targets from certain misbehaviour.

Rogers (1983) mean that fear appeals function best whenever the individual feels that the threat portrayed may occur to that person. This feeling is usually reinforced by some sort of similar previous experience or by the advertisement itself. In addition to that, some situations are more sensitive than others and that is due to the fact that the perceived threat is very “omnipresent” and an example to that would be women’s fear of being subject to rape. In this case the role of self-efficacy is bigger as a part of the coping mechanism (Leventhal, Watts & Pagano, 1967; Sutton & Eiser, 1984). Hence self-efficacy plays an important role in the suggested coping mechanism which is either a product or a service (Snipes et. al., 1999). Furthermore a relationship between the ethicality of the ad and the self-efficacy of individuals has been established. According to Snipes et. al. (1999), if a person has a high self-efficacy and perceives the proposed coping mechanism as possible to adopt then the threat is considered by the individual to be ethical and/or acceptable. However when the self-efficacy of the target is low, the coping mechanism is considered almost impossible and with that the ethicality and/or acceptability of the threat is

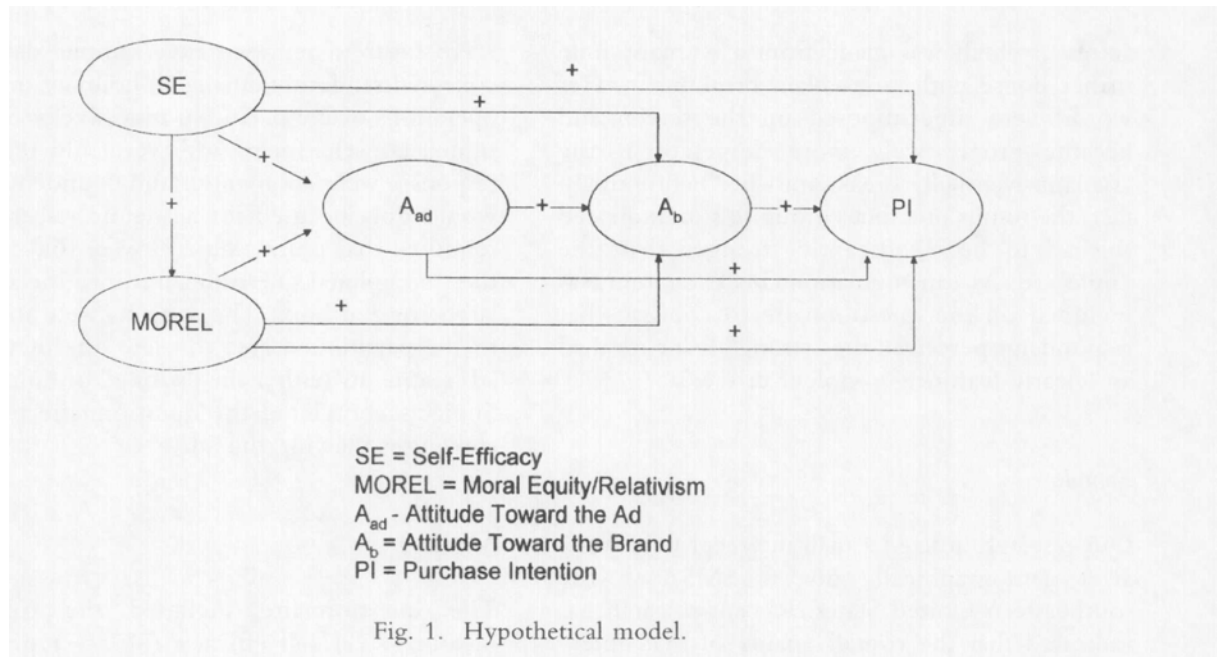
considered low. In this case as mentioned earlier the threat may cause the target other health consequences such as anxiety and other symptoms as said in the paragraph above.

2.3.1 Hypothetical Model

Moreover it has been established that fear arousal techniques function best on individuals with high self-efficacy. It is argued that those individuals in the society who are already listening to the fear arousing messages and most probably do not need more fear inflicting messages to adjust their behaviour according to the norms. However individuals with low self-efficacy are those who actually need help most and who do not respond well to fear arousing messages. More research has proven that using fear appeals on the latter group only manages to increase the group's insecurities and anxiety feelings (Blumberg, 2000; de Turck, Goldhaber et. al., 1992; Donovan, 1991; Snipes et. al., 1999; Witte et. al., 1998).

Snipes et. al. (1999) proposed a model that clearly depicts the relationship between self-efficacy and the response to the ad and the buying intentions. In this hypothetical model the self-efficacy (SE) is positively related to the perceived ethicality of the fear message (MOREL). This positive relationship between SE and MOREL in turn leads to a positive response to the advertisement. The positive relationship in short affects the attitude of the advertisement (Aad). A positive attitude towards the advertisement leads to a positive attitude towards the product (Ab). At the end all these positive relationships lead to a positive purchase intention (PI) of the product/service.

A model of the effects of self-efficacy



(Source: Snipes et al. 1999)

The purpose of this model is to exhibit the path of positive relation which eventually leads to the purchasing intention as a subject of fear inducing advertising.

Consistent studies have suggested that the higher the level of fear the more prone attitudes are to change and the more consistent becomes the compliance to the coping mechanism when compared with lower levels of fear (Dabbs & Leventhal, 1996). According to Strenthal & Craig (1974), coping mechanisms are directly related to the level of fear applied on targets. Individuals may react positively to the coping mechanism suggested by the fearful message while it is applied on a low level. If the same message would be transferred with the use of a high level of fear, then the individuals may and will react in a negative way towards it. Once a person has reduced the fear suggested at the high level explain Strenthal & Craig (1974) then he/she will not be affected by the same message over and over again. In short when low level of fear is applied then the target succeeds in adopting the coping mechanism. When high level of fear is applied however, the target fails to adopt the coping mechanism. An important factor that interferes with fear level and persuasion is the fear moderator (ibid). There have been much research talking about the positive relationship and sometimes negative between persuasion and the level of fear. However it's important to take into consideration that if the communicator is a trustworthy one, then persuasion will still have a positive relationship with fear even when the level of

fear applied is high. On the other hand when the communicator does not have a well established image and/or has not earned the public's trust, then high level of fear applied will be related negatively to persuasion (Strenthal & Craig, 1974).

2.4 Customer Satisfaction and Retention

At this point, after having studied theories of the concept of fear arousal and its applicability, it seems interesting for us to explore the concept of customer satisfaction and retention. In order to eventually understand how the concept of fear arousal could be applied in techniques within the frames of the latter.

The concept of customer satisfaction is very significant within marketing thought and practice. Many publications acknowledge customer satisfaction as the necessary premise for the retention of customers. Kotler agrees to this by adding that “the key to customer retention is customer satisfaction” (Kotler, 1994:20). Satisfaction is a major outcome of successful marketing, with the aim to result in purchase. This is done by changing consumers' attitude towards a particular product/service through marketing. If this is successfully carried out the results are repeated purchase and brand loyalty. The basis behind the theory of customer satisfaction is that profit is generated through satisfaction of consumers' needs and wants (Henning et. al., 1997).

An individual can reach three different levels of satisfaction depending on the expectations prior to the consumption of the product/service. Those levels are when an individual's expectations are; (1) *confirmed* when a product performs as expected, (2) *negatively confirmed* when the product performs worse than expected (3) and *positively confirmed* when performed better than expected. The literature in the area of satisfaction says that customers form different kinds of expectations of the anticipated performance (Churchill et. al., 1982).

Since the early 70s lot of studies have been conducted in the area of customer satisfaction. A vast number of these studies suggest that a customer's satisfaction is related to the size and direction of the disconfirmation experience. Disconfirmation is an important subject within the literature of satisfaction. It is explained as a crucial intervening variable when

measuring satisfaction. Disconfirmation evolves because of the discrepancy between prior expectations and actual performance. It is possibly the magnitude of disconfirmation effect that creates satisfaction and dissatisfaction (Churchill et. al., 1982).

As mentioned above and stated by several marketers, customer satisfaction is dependent on the level of expectations the consumer held prior to the actual consumption of the product/service and the performance of the same. Expectations are in turn based on prior experiences that the consumers have. It is therefore important for the marketers to keep this in mind when marketing a product so that they set the right level of expectations among customers. If the expectations are set too low, they might satisfy existing customers with the risk of not being able to retain them for long and perhaps also fail to attract new ones. On the other hand, if expectations are set too high customers are likely to become disappointed which might result in difficulties to retain customers. Therefore the challenge would be to find the perfect level of expectation to be set (Kotler, 1999).

2.5 Customized Services

One way of achieving customer satisfaction is by providing customized services. The purpose of including this part within our theoretical framework is to provide a better understanding of how and when customized services are applied and furthermore to understand how an organisation/company such as KM, could benefit from offering customized services.

Until recently service firms lagged behind other industries in their use of marketing due to the difficulty of applying the traditional marketing concept, which is very much product oriented. In a service business it is the front line service employee who conducts the marketing. This makes it the more important for the front line employee to interact effectively in their encounters with customers to create superior value. The intangible nature of services requires extensive individualized marketing and customized services for the customer to experience the superior value (Kotler, 1999).

Studies show that consumers who experience “customized” services will be more satisfied with the service itself than those who experience “standardized” services. Customers

respond uniquely to different types of employee behaviour, hence the importance for the frontline employees to adjust their behaviour for different customers in order to create customer satisfaction (Solomon et. al., 1985).

The service encounter itself is the single greatest opportunity for a service firm to customize the delivery of its service down to the level of the individual customer. This customization opportunity is a potential source of competitive advantage for the firm in many services and it will lead to favourable service quality evaluations by customers (Lewis & Entwistle, 1990). Many firms are restructuring their entire value chain so that customization can take place at the point-of-delivery, which has become the fastest growing strategy for mass customization (Bettencourt & Gwinner, 1994).

Customization of services, hence refer to creating a unique bundle of service attributes or benefits based on an individual consumer's need. Depending on the type of service, an employee can adapt the actual offering received by the consumer (Kelley, 1993). This is often the case in legal, educational, and medical services. The offerings of other services, such as fast food, retail clothing, and airline travel, are less customizable by the frontline service employee, although it might exist (Kelley, 1993; Bettencourt & Gwinner, 1994).

2.6 Word of Mouth Communication (WOM)

The theories presented above have given a better understanding of how the concept of fear arousal is used and of how a company should act to achieve customer satisfaction and retention. We have also touched upon the concept of customized services as a part of companies' aim to achieve customer satisfaction. The following theory is essential for our thesis since it is through WOM that KM reaches out and attracts new customers. This is explained further through our empirical analysis in chapter 5.

Word of mouth communication is used extensively today despite the wide technological spread such as the World Wide Web, television and reach of newspaper. WOM stands for word of mouth communication. WOM is defined as the communication that takes place informally and whose targets are consumers. The purpose of this communication is ownership or even characteristics of some goods and services and in some cases the

sellers of both services and goods (Westbrook, 1987). It seems that customers prefer to get information in an informal way from sources that they know and trust more than formal communication channels (Arndt, 1967). Solomon et. al. (2002) claims that the reason behind the wide spread and success of WOM is the fact that people have developed a sort of mistrust to formal institutions.

Engel et al. (1969) suggested several reasons that stand behind the use of WOM communication. These points are summarized as follow:

- High involvement in a product or activity which gives the individual pleasure in talking about it.
- High or specialized knowledge about the subject which drives the person to show it to people.
- Conversation out of genuine concern.
- A way in which individuals can reduce uncertainty.

WOM is important in the stages when consumers are adopting a product or a service. Influence from peers and friends are very important when it comes to choosing a product. The more positive reaction an individual gets the more willing he/she becomes to purchase the product/service (Myers et. al., 1972). WOM exists in positive and negative forms. Buttle (1998) claims that positive WOM occurs whenever a certain product or service by the company is being discussed in a way that the company desires. Negative word of mouth on the other hand is when the word being spread is the opposite of what the company desires (Solomon, 2002).

2.6 Decision Making

So far, in this chapter, we have discussed different kinds of marketing concepts that we believe are related to our subject. However it would at this point of time be interesting to find out whether these marketing approaches have any significant influence in the decision making process of the consumer. Hence we provide below some theoretical background for one model of the decision making process.

Consumers have a certain behavioural chain that they go through which guides them to their decision making (Solomon, 2002). Solomon (2002) discussed that consumer's decision making process differs according to their level of engagement in the service or product at hand. Hence Solomon (2002) suggests the most common stages that consumers go through in the process of making a decision.

- Stage one consists of recognizing a problem. The problem recognition arises when the consumer becomes aware of that his actual state and his ideal state are not matching. That is whenever there arises a gap between the ideal state and the actual state, the consumer searches for a way to minimize the gap and to restore balance. Problem recognition is also referred to as need recognition.

There are physical needs, social needs and individual needs. Physical needs include for example, a need to feel safe. A need can be triggered by internal stimuli and external stimuli. Internal stimuli are triggered when a person's physical needs are rising to a level that it becomes a drive. Previous experience will lead the person towards objects that are known to satisfy that need. External stimuli, on the other hand, are triggered by factors in the environment e.g. a person might feel a need to buy a car after seeing the neighbor's car, the need to buy a certain thing after hearing about it from a friend etc. However, when a need is not fulfilled, a person will do one of two things: search for an object that will satisfy the need or try to reduce the need (Kotler, 1999). This leads us to stage two of the model.

- Stage two consists of searching for information. At this stage the consumer engages him/herself into finding more about the product or service at hand. Hence searching for information can be done through the internet, through talking to friends etc.
- Stage three refers to alternatives evaluation. At this stage the consumer has already recognized the problem and got acquainted with the options that he/she has on the market. An evaluation of all possible offers is a must at this stage.
- Stage four consists of choosing the product/service. The consumer chooses the product/service he/she identifies most with. He/she favours the product that he/she perceives as most satisfying for the need (Solomon, 2002). It is important to explain that the product that serves the purpose of satisfying the need is anything that the

person finds capable of satisfying him/her e.g. physical objects, services, persons, places, organizations and ideas (Kotler, 1999).

- Stage four measures outcomes. At this stage either the consumer is happy with his decision which leads him into a good relation with the product/service provider. Or the consumer ends up disappointed and starts the entire cycle all over again in order to satisfy the aroused need at stage one (Solomon, 2002).

Conclusion

In the above chapter we have presented the theories and explained why we chose those theories and not other ones. At this point we found ourselves ready to move on to the empirical analysis through setting a methodical approach to it. The following chapter will explain to the reader which method we chose to apply and why. Moreover we will be presenting a case on which we tend to apply the theories and method. Thereafter we would like to proceed with discussing the theory from our findings and conclude our thesis.

3. Methodology Approach

Chapter three will describe the methodological approach that we will be conducting our research through. First we will demonstrate why we chose to do a qualitative ethnographic case study and then we will explain our level of ambition in order for the reader to understand what to expect from our research. Further more we will describe why and how our fieldwork was conducted. The way in which we collected data and the validity of the same will be put forward. The chapter ends with a critical review of our work in order to acknowledge any possible weaknesses of our work.

3.1 Methodological Approach

When conducting a research, one must keep in mind that there are many ways to approach the subject. Each way has to be evaluated and selected in accordance with the aim of the research. Hereunder we will present the reasons behind conducting and executing a case study and ethnographic observation. Moreover we will state our reasoning pattern which will lead the reader smoothly into the study performed.

3.1.1 Ethnographic Study

Ethnographic study is a method mainly used by the social sciences. It is based on experiences and observations made by a researcher over a certain period of time. These observations can be participant as well as non-participant (Genzyk, 2003). Ethnographic studies are conducted in order to study an organization, a community or even a smaller group of people. They could be used for both qualitative and quantitative research. According to Agar (1996) ethnographic studies can be used with the purpose of learning about a group and its behaviour (qualitative), which is the case for our thesis. Another reason for using ethnographic studies is for testing already made observations (quantitative).

Ethnographic studies are not based only on observations but rather on a mix of interviews and documentation. This helps the researcher in not only observing from an outsider's

point of view and then report in a distant way his observations but to also use his/her feelings to understand better the environment and the individuals studied. The whole purpose of the researcher becoming an insider is to be able at a later event, explain his/her findings to outsiders (Genzyk, 2003). An important point that Genzyk (2003) points out is that in order for a research to be valid and reliable, the ethnographer must try not to get involved to an extent that he/she loses sight to the outer world. It is important to try and be both an insider and outsider he explains since that would help make the reader relate more to the findings. This is done usually when the ethnographer applies the so called “Martian perspective” which implies that observations are done with the critical approach of an outsider to a new community. Genzyk’s claims match completely our purpose with the observations since one member of the group actually became an insider and conducted the observations while the second member remained an outsider and moreover helped the insider member to always withhold a balanced relation to KM. This advocates for the reliability of the observations we have provided as part of our primary data in this thesis.

According to Hammersley (1990), the method in which ethnography is used is one that is similar to everyday life observations. Human beings usually engage in those observations in order for them to make sense of the environment that is surrounding them. However some key features differentiate the ethnographic method from other methods:

1. The group being observed is left in its natural habitat. Some authors claim that if the group is put in an artificial environment constructed by the researcher for the purpose of observation then the results may be jeopardized.
2. The data that the researcher gathers is a mix of observations, documents, and small conversations.
3. It is more natural to collect the data in an unstructured way. This happens mostly because the researcher does not know which information he/she expects to get but makes sure that he/she takes notice of everything that is considered relevant. In this way the data that is collected is called “raw” data and it allows the researcher to be wide in his/her tolerance of new and interesting data.
4. Once the data is collected it is analysed in words that describe human behaviour.

After the data is collected in all its forms, the qualitative analysis in our case starts. At this stage Genzyk (2003) claims that the researcher needs to inform the reader about how it was like to be an insider. What events took place, how did the subjects react and how did

the researcher him/herself observe and moreover experienced. A descriptively rich text should be provided about the events.

3.1.2 Qualitative or Quantitative

We believe that this paragraph serves the purpose of enlightening the inexperienced reader about the ongoing debate between different methodology authors. This we do to provide ~~for~~ an understanding of the different choices that we made.

One of the strongest debates among method authors is the one between qualitative and quantitative approach. Different authors argue differently about which approach should be used and why. Authors like Miles and Hubermann (1994), Maxwell (2005) and Kvale (1997) argue for a mix between qualitative and quantitative approach. Miles and Hubermann (1994) argue however that it is the research question that determines which approach will be most suitable. Qualitative study is concerned with *meaning* rather than the measurement of *numbers* which is the approach of a quantitative study (Bryman & Bell, 2003). The qualitative approach focuses on the interpretation of the social reality that people have. This is done mainly through observations and in depth interviews, where it gives space for people's own interpretation instead of predefined answers to choose from (Jacobsen, 2002).

3.1.3 Choosing the Qualitative Approach

We decided to follow Miles's and Hubermann's (1994) advice which states that it is the kind of question that you ask that decides which approach a study will take. A "What" question usually leads to a qualitative approach. According to Creswell (1998) and Maxwell (2005) the "What" question leads as well to a well defined structure of the study and avoids any misunderstandings that may arise from a too diffused research question. Hence and based partly on our research question this thesis will follow a qualitative approach, where the role of fear in a marketing strategy is explored.

Moreover the reason why we chose to implement a qualitative approach is because

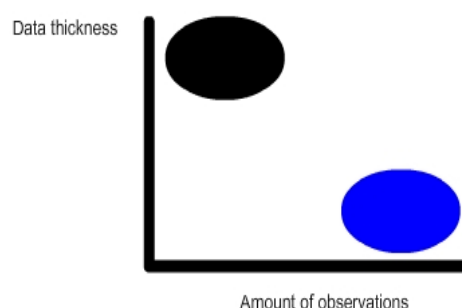


Figure 2. Two data dimensions (Edling & Hedström, 2003)

we were seeking after in-depth information. According to Maxwell (2005) the choice of the method approach depends very well on the position of the X with respect to the Y in this graph. Edling and Hedström (2003) mean that if the researchers are looking for data thickness rather than measurable data through amounts of observations, then a qualitative study should be performed. What differentiates a qualitative research is the amount of data it is able to generate. This is done with the purpose of searching for and discovering patterns found in the data as Kvale (1997) explains. Hence a qualitative study is seen as challenging with respect to the amount of data one has to handle. Kvale (1997) adds that the researcher has to be really engaged in the process in order to be able to produce valid and reliable results from the data masses at hand. This makes it appropriate for us to implement a qualitative study since we are seeking to study human behaviour and investigate the reasons that stand behind this observed behaviour. The most efficient way hence to study human behaviour is through the generation of data thickness (Creswell, 1998). We believe that a qualitative study will give the opportunity to get an insight into the issue from a perspective that is impossible to get through a quantitative study. A quantitative study according to Miles & Huberman (1994) will contribute into analysing observations with the help of numbers, something that we consider useless in our case of discovering the role of fear in KM's customer satisfaction and retentions. The qualitative approach gives us the respondents' own experiences, feelings, reasons, words and provides us with data that we can analyse further in order to understand certain behaviour. In the case of this thesis we would like to understand how fear affects our respondents' decision making.

According to Creswell (1998) when the individuals to be studied are left in their natural environment then, the most appropriate tool to use is a qualitative study. This thesis is based on interviewing KM practitioners and observing them while they are training and socializing with the KM environment. Therefore a qualitative study would be combined and would complement our ethnographic one (Creswell, 1998). Moreover although a lot of research has been done regarding fear and how fear is used in marketing and in order to affect consumer choice of consumption, we chose to follow Kvale's (1997) advice. His advice consists of using the qualitative approach in order to discover topics that are not thoroughly discussed like in the case of KM. This is done in the motivation of opening up opportunities for the researchers to widen up the research area.

We are aware that a quantitative study would not be impossible to conduct however it will not serve our purpose right now. Since all of the above reasons support our choice of a qualitative study we still believe that Miles and Hubermann's (1994) recommendation would help us. This recommendation states that one way to go about a research is to start with a strictly qualitative study followed by a quantitative one. This we believe would be of interest to future research.

Furthermore, we are applying an inductive approach, which is referred to as the logic of theory building because it often results in contributions to existing theories. It seems that an inductive approach is the most suitable approach in our case since according to Djurfeldt et. al. (2003) it usually is based on a qualitative study and a study that is based on data thickness and observations. Many researchers that choose the inductive approach have an intention of building a new theory based on the findings from the observations. However, our approach was such that we started with the empirical findings and compared them with existing theories that were of relevance in order to thereafter draw some conclusions. Hence we argue that we are applying an inductive approach to our method since our aim is to, through primary data, contribute to the debate on existing theories within our scope (Kvale 1997).

3.1.4 Level of Ambition

It is important to agree upon the level of ambition, in order to give the reader an understanding of what to expect of the thesis. Our thesis will take a combination of the three different levels of ambition described below (Wallén, 1996);

- Explorative study- a survey of a problem and its environment.
- Descriptive study- explaining the characteristics of the studied object.
- Explanative study-in depth explanation of why things appear the way they do.

It has been rather difficult for us to draw a precise line of where the ambition lies in accordance with the above mentioned categories since the line of separation in between the three points is much diffuse. And the categories seem overlapping. We believe our thesis is a combination of all three points. Since the subject of fear, in relation to customer satisfaction and retention in the case of KM, hasn't been a subject for research before, we

wanted to conduct a partly explorative study. To explain it in short terms; an explorative study is when you define your area of problem and then look at its environment to find an explanation to your question. However we couldn't retrieve sufficient information through an explorative study alone, hence we had to extend our level of ambition to be of descriptive characteristics as well. This was done by closer observations and less structured interviews to try to characterise and explain our field of research. A case study of KM made it possible for us to get an even more in depth explanation of what effect the concept of fear arousal has in a marketing strategy in this particular case. Hence we believe the level of ambition would be a combination of explorative, descriptive and explanative (Wallén, 1996).

3.1.5 Case study

We chose to use a case study since it is applicable when a profound understanding of a social phenomenon is desired (Jacobsen, 2002). Moreover it is applied when the researcher has no control of behavioural events, when the focus is on contemporary events where the behaviours cannot be manipulated and when the research has an explorative approach. According to Yin (2003), before finalising whether to make use of a case study or not, the type of research question posed should be identified. If the research question is of an explorative nature a case study is favoured. However since different strategies are overlapping, case studies can be used in cases other than of explorative nature. Case studies include techniques used in other types of studies, however it adds two other sources of evidence; direct observations and interviews of the persons involved in the events. The advantage with a case study is the ability to use a full variety of evidence such as documents, interviews and observations. We believe that this comes in full support to our ethnographic approach adopted in this thesis. However the drawbacks of using a case study should be carried in mind. The main problem is the lack of rigor in case studies. Too often the researchers biased views influence the findings (Yin, 2003). Therefore the observations that we have collected and have provided in our thesis are opinion free. They are merely there to describe what the researcher saw, experienced and additionally learned about KM.

3.3 Data Gathering

The data that we gathered and which consists of the base that this thesis relies on can be divided in two forms. The first form consists of secondary data and the second one is made up of primary data.

3.3.1 Secondary Data

Our secondary data is based on academic articles found in diverse archives. We conducted an intensive search through the World Wide Web in order to collect our secondary data which consist of video clips, articles, statistics and so forth. This was done for the purpose of supporting our primary data. We decided to follow Maxwell's (2005) advice in collecting diverse data in order to broaden our scope and have a more solid and reliable theoretical framework. We also went in depth of our search especially about the subject of fear arousal where we discovered several engaged authors in this subject. We made sure to have up-to-date journals and articles to include in our theoretical framework. Although many of the studies were conducted for around three decades ago, we still managed to include recently conducted studies to create a balance. We believe that this contributes to the credibility of the theoretical framework rather than just relying on possibly outdated articles. In order to get our information we used academic search engines such as Google Scholar. In addition we supported our search by using the university database ELIN (Electronic Library Information Navigator). We also borrowed books from the School of Economics and Management Library.

3.3.2 Primary Data

Our primary data consists mainly of ten qualitative interviews conducted in both Lund and Malmö, and participant observations that are conducted by one member of our group. Those participant observations have occurred for 18 months in different events. The events were regular trainings, socializing with KM students and trainers outside the KM context and within. Within the KM context means parties that are done at the club and diverse activities. After each and every encounter our group member managed to keep a diary for her own comments. This was done with the purpose of preserving the data

collected at all times. This data was then transcribed and put into text as the reader will encounter in chapter 4 (Creswell, 1998).

We intended from the beginning to interview KM students for the purpose of getting an insight into how the marketing behind KM is affecting the decision making of those consumers. We also wanted to gather information that would lead us to understand the consumer's choice of purchase and the reasons behind these consumers' fidelity. An appendix of the detailed questionnaire is available at the end of this thesis, for the reader who is interested. Hereunder a description of how our interviews were conducted, where, when and with who will follow.

3.3.3 Interview Guide

After having written our questions we asked two of our colleagues who are also writing their master's thesis at the School of Economics and Management to help us by volunteering for being respondents for our pilot interviews (Yin, 2003). Furthermore we referred back to Yin (2003) who claimed that after performing the pilot study and modifying the questionnaire accordingly, a test person should walk through the questionnaire. Another colleague of ours who is presently studying computer science volunteered to help us. Once the test interviews were finalized, we practiced on their transcription in order for us to be ready for the transcription of the real interviews. This was done in accordance with Kvale (1997).

We decided to perform ten qualitative interviews with the purpose of getting to know the respondents' opinions and finding a justification to their behaviour. We found it after conducting six interviews that the same information was repeatedly being suggested. Hence we found our purpose fulfilled with conducting four extra in order to have enough information that would allow us to see different recurring patterns.

Our questions were semi-constructed in order for us to allow the respondent to be comfortable in evolving on some points that he/she feels comfortable evolving on (Preece, 2002). Moreover we wanted to avoid unstructured discussions that might result in open interviews because we wanted to avoid masses of possibly irrelevant data. Although we allowed the respondents to answer freely to all the questions we used the prepared

questions to always guide us back to the main point following Kvale's (1997) advice. According to Preece (2002) structured interviews were not an appropriate choice for our study because they result in too narrow responses. Therefore we found a balance in semi-structured questions which provided structure and at the same time data thickness. With this given, our respondent always had the possibility of touching on new areas, during each interview, making each interview unique, and rich with feedback and explanation. The scope of our interviews is of course subjective according to what we as authors find relevant (Miles & Hubermann, 1994). While conducting the interviews we left the opportunity for the respondent to evolve with his/her answers. We as well asked them "follow-up" questions which were a result of some discussions. The answers for those "follow-up" questions are available in the interview appendix. We classified the answers under each respective question that we thought they belonged to.

3.3.4 Conducting the Interviews

Before we interviewed the KM students we took contact with the trainer who runs both clubs in Lund and Malmö. The trainer's name is Armen Doslic. We explained to him the purpose of our study and hence the reason behind us conducting interviews. He then gave us permission to interview the students who train at his clubs. He also told us that it would be okay for us to use his club as a place to perform the interviews.

On Saturday 21st of April 2007 we headed to the KM club in Lund which is presently located in Friskis and Svettis in Gunnesbo area. After the training was held we asked for volunteers to step up and participate. Two girls and one guy volunteered with their time. We then interviewed them one at a time inside Friskis and Svettis premises, in a more separate part of the building. On April 23rd 2007 we met up with three other Krav maga students from Malmö who also volunteered their time to us. This time as well we were able to interview a guy and two girls. We repeated the same drill that we did in Lund. We were present after the training session and we used the training location after it had become empty from students, hence turning it into a big private room for us and the respondents. Our respondents were a mix between advanced level trainees, beginners and those who fall in the middle. Finally our last four respondents were a mixture of two girls and two guys. On May 7th 2007, a guy and a girl from Lund's club came forward to us and agreed to be interviewed after the training. They seemed interested in the subject and

wanted to give us their opinion. Finally the last two interviews were conducted in Malmö's club on the 8th of May 2007 and we also got hold of one guy and one girl to volunteer. All interviews were conducted in the above mentioned places in the same way.

In order to capture as much information as possible we used a camcorder, for the purpose of only recording voices. This was done since we intended to transcribe the exact same answers that the respondents gave. In this way we will avoid possible feelings of intimidation on behalf of the respondent. This will guarantee us a calm respondent who is more and more cooperating with us (Patel & Davidson, 1991). As Kavle (1997) states, a camcorder captures the body language of the respondent but as well it may make the respondent uncomfortable. This would affect the quality of the responses since it interferes with anonymity. We therefore explained to the respondents that we will only be capturing their voices through allowing the lid of the camera's lens to sit still. This allowed us to be free to observe the respondents' body language to each and every question. We did so by writing down the most important reactions that we judged were useful for our study at the time. It was possible for us to observe our respondents since one of us asked the questions and the other person wrote down the answers.

We explained to all the respondents that their identity will be anonymous. We as well explained to them that they can stop the interview at any time they feel that they can not handle the questions being asked or that the questions have touched a sensitive point. We started off by asking informally about the respondent and then we had a little informal chat about the respondent's hobbies and occupation in life. This broke the ice between us and our respondents and it made it easier to get answers for more private questions that we had prepared in our interview. In addition this helped the respondent to open up to us and elaborate more in the answers which in turn benefited our research as Preece (2002) argues.

We did not aim at having an equal number of girls and guys since we are performing a qualitative study and we still won't be able to generalize our findings. We were only thankful to the students who volunteered and gave us their time.

3.3.5 From Voice to Text

According to Kvale (1997) we chose to transcribe our interviews in the same language that we received the answers in. This in our opinion gives a better reality picture of the respondent's answer. We believe that if we formalize the answers we might lose on the attitudes and emotions that are expressed in the informal language used by the respondent. We made sure however that the interviews are available grammatically correct as an appendix to the thesis. We numerated out interviews from 1 -10 in order to make it easier for the reader to follow the results of the analysis. We believe it is also a good way to avoid confusion and to respect the respondents' anonymity wishes.

3.4 Reliability, Validity and Generalization

It is important to clarify from the beginning that our study does not aim at claiming any generalizing conclusions. We are well aware that our analysis will result in suggestions based on the data that we worked with. However a quantitative study will be needed in case generalization of our result is what is required.

It is talked about the validity of a study in the context of the kind of data that is gathered and in terms of it's relativity to what is being discussed (Svenning, 1999). Maxwell (2005) claims that the validity of a study is based on how accurate and trustworthy the analyses and the conclusion are. In other words, have the researchers been biased, subjective or even personal? Miles and Hubermann (1994) seem to agree with Maxwell (2005) when it comes to measuring the validity of a study. The important part is to make sure that the subjectivity of the researcher does not interfere with the data selection.

Another form of validity that Svenning (1999) argues for is the factors that arise and interfere in the quality of the study being done. An example of these factors can be, performing interviews in a non-qualified place that is very noisy. In order to avoid any disturbances or interferences in our interviews performance, we sat indoors in the calm, empty training places. This offered us peace and quiet which eased the voice registration process and sharpened both ours and the respondents' concentration on the questions.

Reliability on the other hand is defined as whether what we measure in a study is reliable and trustworthy as well (Djurfeldt et al., 2003). Kvale (1997) explains it further as whether the findings that result from a study will reoccur if the same study is reproduced. This is tricky since when performing a qualitative study it is hard to reproduce the same results due to many factors that may hinder that. Some factors could be the quality of the primary data or the respondents who are the generators of this data. It is mostly hard to reproduce the same result since the same respondent may give different answers to the same questions. Hence even in quantitative studies, it can not be guaranteed that the same result reoccurs twice in a row.

3.5 Criticism

An important part in this chapter we believe is this section. It is important for every researcher to be able to criticize his/her work in order to dismiss eventual blindness that may occur during the production process. We believe it is also important to the reader that we admit what we see is a weakness in our work. Since this a qualitative study we believe that we are not able to draw any general conclusions based on our findings. We would like to acknowledge that a quantitative study would be appropriate in order to strengthen our results. Moreover since no studies have been made on Krav Maga, we would see it interesting to compare answers from people who already live in more or less safe countries with those who really experience war and aggression as a part of their daily lives.

Our criticism may come off to the reader as recommendation for future studies. We believe it would have been useful for the study if we were able to include the parts above in our study therefore we see them as potential weak points. However no research is free of weak points and hence it is important for the reader to be able to identify with our lines of thinking. Hence we proceed with introducing the case and the observations conducted.

4. Participant Observations of KM

In this chapter we will acquaint the reader with KM's training system. In the introduction chapter we gave a historical background to KM, where it initiated and why. At this level we would like to present what happens during a typical training session and the costs that are associated with committing to KM. This will be done in order for the reader to feel acquainted in reading our analysis and understanding better the respondents' answers. Moreover we will be including answers from our interviews and from the observations that have been collected by one of the group members. Our purpose will be to provide a complete and supported version of stories and experiences that we have collected in our research. This section will take the following form: each heading will present information taken out of the website of KM in order to expose the club's point of view. Under each paragraph there will be a paragraph called observations in which the information will solely be based on the observations performed by our group member. In this chapter the style of writing will be in a "I" form, since it is seen from one of the group member's point of view.

4.1 Introduction to the Observations

I would like to start this section by acknowledging that I heard of KM from a friend. Once I tried training KM it struck me as an interesting organization to perform a case study for my master's thesis. It is important to acknowledge that I started training KM with no ulterior motive of performing observations. As I got to know the system I was able to maintain a high level of detachment while observing how things get done and how students react and interact with each other. I was in fact a detached observer who kept a diary about what was going on. This made it easy for me and my group mate to choose to apply our thesis on KM since we already could benefit from my experience and the observations that were collected out of personal interest. The collected data head back to two years ago but as mentioned earlier, I did not have the purpose of typing this thesis when I first started collecting what I considered an interesting and controversial system.

I joined the club in Lund in September 2004. I succeeded in getting to know the majority of the class I was in. This happened when I started initiating unofficial conversations with the other students. I also participated in all day seminar trainings. Not to forget the yearly Halloween party and summer grill party. All students and trainers are welcome to both events. I also got to know trainers on a personal level where I would socialize with them outside the context of KM. All these opportunities I tried to take advantage of in order to continuously observe and learn about the system and about how the students behave and respond to different approaches used by the club. I divided my training hours almost equally between Lund and Malmö in order to get as wide exposure as possible.

4.2 Krav Maga's Levels

Krav Maga's system is a hierarchy based on levels. These levels serve the purpose of continuously evaluating students as they train. As a beginner training for the first term, one is given the rank of "Practitioner 0" otherwise known as P0. After a certain period of time, a competence test is done and the practitioner if passed will be promoted to the level "Practitioner 1" or P1. Figure 3 provides a thorough description of all the levels available and the time it takes one to move his/her way up the system. These timings and ranks below are suggested by the IKMF and the months are not calendar months but training months (Kravmagacenter, 2007).

Figure 3. Krav Maga's levels

Source: www.kravmagacenter.se (2007)



After the “Expert 5” level, comes the “Master” level and there are only two persons in the world who have attained this level (Kravmagacenter, 2007). The Master level is ranked from Master 1 to Master 3. This can also be read as Expert 6 to Expert 8. There is only one Expert 8, Eyal Yanilov and one Expert 6 Gabi Noah within the IKMF Krav Maga (Krav-maga, 2007).

4.2.1 Observations & Experience

It was in the middle of the fall term in year 2004 when I first decided to get trained in KM. After having heard about it from my friend I decided to watch it first and perhaps to try it out before getting committed to the course. When it comes to advertising I had not encountered any form of advertisement on the TV or radio. I just was subject to an ad in Fighter magazine. The slogan that IKMF used was interest awakening: “So One May Walk in Peace” that was however after I had joined KM.

That trial experience was not very special because I had no background in martial arts and I could observe that all the trainees were guys who had a background in fighting. We were only 2 girls in that group and many times the other girl wouldn't show up for the

training which made me in turn train with guys. I observed that guys try to avoid to train with girls since they are then obliged to take it easier when we slow fight or when we do a certain technique. They, most of the time, tried to act out the hypothetical situation we were training on to the maximum. However, when the first term came to an end I was allowed to graduate with the rest of group. The trainer told me that he thought I was ready to move on from P0 to P1.

In the case of non civilian training this hierarchy system is not always followed. For instance when a course is given to bodyguards or security forces, it takes them between 17-24 days to advance from one level to the other. The trainings are specially tailored for these people's own needs. For example a body guard should be able to defend him/herself and a third party. KM offers training specially designed for girls. This is done for the reason that many girls find it intimidating to train with guys who are bigger in size. Girls are more interested in learning how to defend themselves in specific situations. I have talked to 2 girls on different occasions including a female trainer who all explained to me that girls are mostly scared of rape situations and are more interested in learning how to defend themselves against that. Another issue that girls face when practising with boys are physical injuries. Sessions with only girls avoid these kind of injuries since the attacks tend to become more soft. This could be classified as customizing the services according to the needs of the customers as groups. However due to some unknown reason, KM is not offering these special classes designed for girls as for now.

4.3 A Typical Training

The clubs in Lund and Malmö offer trainings from two to three times a week. The student may utilise all the training hours both in Lund and Malmö, meaning around 5-6 times per week. The training is conducted as follows:

- Warm up which consists of cardio vascular exercises, strength exercises and stretching exercises preparing students almost effortlessly into a fighting mode, or "KM mode". By KM mode it is meant the situation of being ready to defend oneself. Games are part of the warm up. Often they are based on certain analogy similar to what is to come during the rest of the training. In this way the student can more easily identify with what he did during the warm up and what he is to perform later on. The warm up is not

more than 15 min. Warm up is mostly favoured in order to avoid injuries. Therefore, the respective order that has been mentioned above is more or less always applied.

- Self-defence training is the core of every training session. It consists of punches, kicks, blocks, defence against different kinds of attacks, holds, chokes, grabs, take-downs, throws, threats, upcoming threats such as preventions and so forth. These techniques are trained in different environments and positions; standing up, laying down, sitting down, walking, running, in the bus, in a car against one or many attackers with weapons such as knives, sticks, stones, guns or rifles.
- The training session is concluded with different aggression and determination exercises or sparring. Aggression determination exercises are main subjects within KM. Being very scared or friendly and suddenly becoming aggressive is a very important technique that KM teaches. It's the difference between being the victim to becoming the defender when being threatened. Determination is to never give up. It's something very important since KM is aware that there might be hard situations where this type of training is needed to attain self defence. Sparring, being able to combat with one or more persons at the same time, is also a check point,

The trainings are supposed to be “realistic” and effective. This is at least the aim of the trainers as stated on kravmagacenter (2007). The training sessions sometimes take place in the dark, outside, in congested places and even in cars and/or busses or airplanes.

Accessories for the training are available and they consist of different sorts of plastic weapons, very similar to real weapons. Moreover, punching bags as well as mitts are available for different kinds of exercise (kravmagacenter, 2007).

It is important to state that the IKMF refuses to train individuals who have been involved in any kind of trouble with the law. Any such behaviour will cause the student to loose all access to the club (kravmagacenter, 2007).

4.3.1 Observations & Experience

The training sessions at KM were always mixed between learning new techniques and different kinds of simulation exercises and aggression exercises. The sessions started with warming up exercises. The trainer stands in front of us or runs within a circle (in the opposite direction of the one the student runs in) showing us which muscle group is being warmed up. When our pulse has increased and we have started to get warmed up, shoulders, hips, knees and waist is exercised. Thereafter some kind of strengths exercises were applied, either in groups of two or three or on an individual basis. Then the instructor always stood in front of us stretching arms, neck, and then bending down to the toes and so stretched the biggest muscle groups in our bodies. The warm-ups were diversified so the range of order varied, sometimes the trainer combined strength and cardio vascular exercises. Sometimes we played games as part of the warm up. The entire group would make a circle and each individual would try to clap the shoulders of both persons standing to the left and the right of one without letting them clap him/her on the shoulders. Another alternative would be everyone clapping everyone on the shoulders, knees, stomach and head. Another typical way of starting the warm up was to prepare us for a fighting mode directly through shadow fighting. Shadow fighting refers to fighting with a “non-existent” person. We were asked all the time to pretend that there are several attackers that we are fighting against, using all kinds of “weapons”, i.e. elbows, knees, punches kicks. We were encouraged as well to keep in mind that those “attackers” might possess knives, bats, broken glass, any sharp object and/or pistol. What happens is that we punch and kick in the air without touching any concrete object. I had a hard time shadow fighting because I had never been in any fight in my life let alone fighting with a group of people. Therefore my imagination was weak. The longer I trained, however, the easier it became for me to shadow fight because I would always rely on the aggression exercises in order to simulate a situation of several people attacking me. I will explain later on in what aggression exercises are.

What I have learned about shadow fighting is that its foundation is often to prepare the students for slow fighting or sparring. With time it gives the students the ability to visualize the solution to a problem on their own through first shadow fighting and thereafter applying it in more full contact activities with other students. This is done through two people fighting, full contact, but very slowly. Full contact in KM doesn't

need to be hard, touching another is already at this stage full contact. This definition might vary within other martial arts. Slow fighting is a way for a new student to experience a fight in a slow and controlled manner. It also gives the students time to react in the correct manner whenever they see the attack coming their way. Slow fighting always gave me the opportunity to respond to aggression in an equal manner. I believe it also eases up the learning behaviour that KM' trainers aim at building in their students. The more slowly we trained the better we performed our techniques and the more we remembered them.

Once we have warmed up, a part of the training consisted always of techniques. We had techniques for almost all possible situations one can imagine him/herself ending up in. The technique part always made me think. I was always interested in the fact whether those techniques we were learning would actually function in a situation when I am completely stressed up. So I included this in some of the unofficial conversations that conducted with guys and girl. One of the girls expressed to me one time that she was sceptical about how efficient those techniques would actually be when she is defending herself against a guy who weights 110 kilos. When the techniques were explained we were always told about the most common ways an attacker would behave. For instance when we were learning about knife techniques the trainer would illustrate in which way the attacker would stab. The trainers would explain to us that as a result of the adrenalin human beings tend to move in big motions instead of small and discrete ones. I understood that most attacks that are very exact were actually committed by an attacker who was not stressed, hence one can say in cold blood.

The aggression exercises were the most interesting part of the trainings. These came usually before we ended, that is as the last part before the cool down in any training. The purpose of those exercises as I observed and experienced was to simulate a stressful situation in which the students are put in, in order to test the techniques they have learned in a so called "realistic" situation. The biggest challenge that KM was/is facing according to what I observed is the fact that the training takes place in a calm location and the students are not stressed in that environment. However under the stress of being attacked some people might freeze, turn their backs to a knife, do the technique wrongly and so forth. Therefore these exercises were very important. In order for the reader to understand how the aggression exercises are performed I find it necessary to include a detailed

description of that. The exercises took many forms. Some examples would be to divide the class in half. One half of the class walks around with closed eyes and they represent the victims. The second half walks around with different kinds of weapons or even without weapons and they represent the attackers. What happens is that the attacker chooses a victim simulates a first punch or stab or choke etc. and once the first attack has been performed it “wakes” the victim up who starts defending him/herself against the attacker. The training location had always dim lights and very loud heavy metal music which always succeeded in stressing the class up. This exercises taught the students to jump from being in their comfort zone, walking around blind, to shifting in a matter of seconds to being someone aggressive. What I experienced most as well is the fact that doing the complete technique as I have been taught is impossible, I always ended up missing one or two moves but the important part that the trainers scream is “get yourself out of there”. Sometimes several attackers simulate the attack against one victim and here comes the question of placing oneself in the correct position i.e. never turning one’s back to an “attacker”.

These exercises always included such tempo which made me easily believe that my classmate is someone aggressive trying to attack me or hurt me. I developed the ability to see past the fact that the person who is attacking is the same one I chat with for 20 min after the training. That was hard to achieve in the beginning since I couldn’t see my classmates as dangerous people and therefore the aggression exercises did not work for me in the beginning. I also observed that the same was true even for the majority of the students who did not like to do those exercises in the beginning of the training. They had a hard time believing in them. But this feeling soon wears off according to the observations that were conducted.

Sometimes when the exercises would simulate several attackers against one victim, it would make some students feel frustrated because they either get a “make-pretend-stab” or a hit in the head. The frustration built even more aggression in those students and more motivation than ever to train harder. I have had conversations with three of the students at different occasions and asked them how they felt. They said that not being able to do the techniques right pushed them to train harder. I later understood that we, the students, used the aggression exercises as a sort of measurement of how well we do when faced with a

real life situation as such. For us that was what was realistic with the training. At some points we also were training outside the training's location in some dark alley. These situations stress the person already since the alleys or parks or depending on where the trainers decide are really dark that one can not see clearly if the attacker has something in the hand until it is too late. We were as well told when we would train outside that this is how it is done in for example 80% of the cases, followed by an illustration of the attack.

The last part of the training would be the cool down. That's when everyone is too exhausted to do anything. We just stretch our muscles first with the leading of the teacher then we take extra time to stretch some more ourselves depending on the need. This always gave me time to interact with other students and talk to them about the trainings and so forth. I had 4 individuals I would always interact with, two of them were trainers and two of them were students. I thought that interacting with the trainers would be giving in so many ways since it would open up the opportunity for me to get as much "inside information" as possible. We would agree for instance that the training was giving or it was boring. We would gossip about some individuals we thought trained in a hard manner and gave us hits and bruises. My aim was all the time to find out if someone has been in a situation to use KM outside the context of the training and if they believe in the system. I had encountered some individuals who, eager as they were, would come to class and tell their classmates which technique they used, on whom, when and where. The majority of the stories were told by night club bouncers and/or security guards. I also only heard praise of KM that it functions in real life. These stories always boosted the moral of the other students and in a way made them feel that they are on the right track when it comes to the training since they are investing in something that is "real" or that actually "works" in time of need.

Finally I would like to point out that I have never encountered any individual who trained KM in order to support a criminal activity of his/her own. However there were individuals who disappeared from the trainings very suspiciously. If one might stereotype them one can say that they looked suspicious. For example I found out that some students suspected that one male student is a street fighter. We were never able to find out for real what he did since he would be the first to leave the class and always kept a low profile.

4.4 Graduation

In order to move from one rank to the other, Krav Maga's students are subjected to a test at the end of each turn. Each level requires different knowledge. If the student fails to pass the test, he/she will remain on the same level for another term. If the student passes, he/she receives a graduation logo mark in accordance with his/her level. The Krav Maga logos are depicted above (Kravmagacenter, 2007). Students are required to buy those marks as well as pay for the test fee in addition to the fee one pays to train per term. To go from one grade to another it's not enough to only know what is coming for the next grade. Take the example of graduating to P5. The student is graduating first on P1 techniques, then P2, P3 until P5. Therefore, graduating hours can vary from 1 hour up to an entire day.

4.4.1 Observations and Experience

Just as any system needs a hierarchy, it's argued that KM does too. It is also a way with which the students get some kind of confirmation and evaluation of the efforts that they exert under each and every term. However I experienced and observed some moments that can be worth mentioning. For instance graduation is supposed to test each and every student how much they have learned during the term but for some reason some techniques are only practiced one week before the graduation. This seems to make the graduation system less credible, based on the students I interacted with, who seemed to complain. However all complains seized once they were able to advance from one level to the other. Graduation is seen by a lot of student as another occasion to collect money. The first term I enrolled in I was not aware that the graduation fee is not included in the term fee that one pays in the beginning. Once I discussed this matter with other students, a guy expressed to me that he felt tricked into this situation because after he had enrolled and had trained for one entire term. He continued that he didn't feel like missing out on that opportunity of advancing with the rest of the class that he was training with. That was the information that I got from the observations and discussions about the graduation system, keeping in mind that I was only involved in 4 graduation opportunities.

4.5 Training's Uniform

Those who just started training Krav Maga are not obliged to buy any special clothing. However those who have trained for more than one term should have black pants with a white Krav Maga t-shirt with black text on it. On the left leg of the pants the graduation logo should be attached in order to show which level one is at. When the training is taking place on the special carpet then it is recommended to have special wrestling shoes in order not to ruin the carpet. Otherwise the students can train barefoot (kravmagacenter, 2007).

4.6 Accessories

On the website of IKMF one can find recommendations for having body protection since Krav Maga is based on full contact training. The body protection that is recommended consists of arms and legs protection, teeth protection and groin protection for both men and women. Moreover one needs the special Krav Maga gloves for fighting since they are open at the finger which makes them similar to grappling gloves. All the above products are found as a Krav Maga brand and are available for sale at the following website with a pricelist:

http://www.kravmagacenter.se/kmc/download/kmgear_catalogue.pdf

4.7 Costs

Getting trained in Krav Maga is costly according to more than half of our respondents. The trainees often complained that that they are not able to afford the cost of training. They only aim at paying the minimum which is the term fee and the graduation fee. A term fee costs 1500 SEK. In order to graduate one must pay 200 SEK. However the IKMF in Lund and Malmö organizes seminars more than 2 times per term. Seminars consist of whole days trainings and they usually have a theme such as knife techniques or gun techniques or chokes etc. The seminars are usually advertised for verbally under the trainings and sometimes in the form of posters in the training club. The seminars have their own fee which varies from 300SEK and sometimes may go up to 1500SEK depending on the amount of hours. Then there are more opportunities for training that might arise either during winter or the summer depending on the availability. These

opportunities consist of summer/winter camps organized by the trainers. The camps can be in Sweden as well as outside Sweden. They consist on average of one week and cost on average 1500 - 2000SEK which only covers training hours and finishing diploma after each Krav Maga event (kravmagacenter, 2007).

4.7.1 Observations and Experience

As stated above KM is a costly activity. I didn't really understand what was going on until it was too late. Meaning that the costs sort of came creeping on me. After the first term was over and I found out that one must pay to graduate to P1. The second term I was told by the trainer that I needed to buy the white t-shirt with the KM logo on it as part of the training uniform. I was also obliged to buy special wrestling shoes since we trained on a special ground protective carpet. This carpet made sure that if someone fell on it that he/she will not break a bone. Therefore regular training shoes would wear out the carpet.

An interesting experience which I believed was worth trying was to participate in an all day seminar. The costs for those seminars were separate as well, i.e. not included in the term fee. As mentioned in the paragraph above, the fees varied according to the number of hours that were offered. It is interesting to comment that those who attended seminars actually advanced faster than those who did not. As I came to observe it KM is mostly based on the amount of hours one trains. The more one trains the better one becomes. This leads to a slight difference between the students attending the same class where those who attend seminars and actually become better and advance faster than those who do not.

4.8 Social Observations in KM

In accordance with the aim of this thesis I was interested in getting some answers as to the reasons why the students I was training with started training and whether they actually believe in what KM sells or not. At two different occasions I was able to ask new beginners why they started training KM. The first answers that I got were unspecified i.e. the new beginners seemed oblivious to the reasons of their trial. Two terms later I asked the same individuals the same question, this time the answers were different. They acknowledged a need to train since they are now aware of the dangerous world they are living in. The answers that I got from both guys and girls were almost all similar. I

managed to talk to more than 25 students at different occasions. The students who are not in “the guard or bouncer” business started KM because of some “friend” who had heard about it and thought it was cool. The girls were also interested in the fitness part more than the guys that I have spoken to. I tried to find out whether those students were scared or whether there was some kind of fear that was in the background of their decision to train. I couldn’t find anyone who claimed that the fear was the reason why they started KM. However when I asked if they felt safer while training KM I only received agreeing answers as to how self secure they feel due to what KM teaches them. I tried to discover whether those same students experience the world we live in as dangerous, in other words if Lund and Malmö are dangerous places to live in. Those who live in Lund and are actually university students thought that there is danger on the streets anywhere and that the situation gets worse in the dark especially for girls who tend to go out by themselves to meet other friends. Those students who trained and lived in Malmö had a more easy going approach. They thought it was dangerous in certain parts in Malmö but not everywhere. They however contradicted themselves by saying that it is dangerous “out there”. Note that I am stating the answers of the student I have spoken to. In addition it is important to state that I received completely agreeing answers. It seemed that those students were almost programmed to tell me their opinions in the way that they did because even the terms used were recurrent.

One important experience that I went through was belonging to a group of minorities. By minorities I mean that KM is not such a widespread activity. It’s still relatively new and few people know about it, which makes it all the more interesting for “outsiders” apparently. There was a dominant unspoken culture in KM when I was engaged in participant observation that made me and other key informants that I was speaking to on regular basis feel like we belong to a group. It seemed that we were accepted by the trainers to their own world and that reinforced the idea of continuous training. As I mentioned earlier I became close to the trainers as well since I needed to get their information and feedback about the system and about how they perceive the students. Soon after some of the students and I actually started going out in groups with the trainers to nightclubs or dinners or bowling etc. We were in other words spending time together. What was interesting was that it seemed that everyone including myself was always in a KM mode. I mean that these ideas were always circulating in almost everyone’s heads according to my conversations with those individuals. By those ideas I mean that we were

almost always ready to use what we have learned in class in case anything should happen. And that case was existent almost all the time.

4.9 Conclusion

We have explained how KM functions in terms of system, training sessions and costs. We believe the observations provided above might be of interest to our reader. In addition the observations and secondary data collected on KM would support our qualitative interviews. Therefore we would like to move on to the analysis part of the thesis in order to make sense of our primary data.

5. Analysis of Empirical Data & Discussion

In chapter five we will analyse our primary data in relation to our secondary one. We have summarised the answers that we received from our respondents through our interviews. In order to provide a structure that would be easy to follow, related answers have been analysed together and further on we have related the findings to selected theories described previously in the thesis. The chapter ends with a discussion in which we present our findings and claims derived from the analysis. We will be referring to our respondents as R and an assigned number to them i.e. R1 – R10. These same numbers are present on the interviews as an appendix.

5.1.1 Relation 1: KM & WOM

According to our interviews the most common form of marketing that KM uses is WOM. 7 of our 10 respondents have heard about KM from a close friend, a relative or a loved one. The remaining 3 respondents provided different answers. R1 was watching a movie with Jennifer Lopez, who in the movie starts training Krav Maga in order to protect her from her abusing husband. She later on heard about it from a close friend of hers who is actually a trainer. R6 got in contact with Krav Maga while backpacking through Israel. During the process he made friends there who actually render trainings in Krav Maga and who introduced him to the system. Finally R 7 came across KM due to a personal initiative. He was had set out to search for a system that deals with self defence and he conducted a research through the internet. The result of this research led him to KM. He then looked up the locations of the clubs and the times of the training. In addition our ethnographic research started through WOM. It was due to a friend who talked to one of the researchers about KM that she became acquainted with and soon became interested in pursuing it further.

Furthermore we insisted on asking the respondents whether they have been exposed to any form of marketing done by KM. All 9 claimed that they have never encountered any form of advertising i.e. posters, flyers, TV ads, radio ads and so forth. R1 had seen a movie starring Jennifer Lopez, however in the movie it is not said anywhere that what she trains is Krav Maga. But once our respondent started receiving trainings in KM she saw the similarities between the system and the movie and was able to discover later on that it was

Krav Maga that was portrayed in the movie. Hence we believe that it is a kind of indirect advertising. R3 claimed that KM markets itself through their training system. He claimed that he has been told over and over again that one must train an endless amount of hours in order to become really skilled. This respondent was convinced that KM in this way markets itself or builds an image to itself as a training system that one must train for life. R4 encountered recently a poster in the Economics Department in Lund's University. She admitted that she hasn't heard about it or seen anything about it elsewhere. Hence, the majority of the respondents believe that there are few people who have heard about KM. According to our observations, we have come to a similar conclusion. Our group member did not encounter any form of advertising on TV or radio. However she has only seen an advertisement in Fighter magazine for IKMF with the slogan "So One May Walk in Peace".

In order to clarify R3's reasoning, we needed to relate his answer to how he understood KM's marketing approach. He had told us earlier that he believed that KM markets itself as a "never ending need to train". This was a result of what he had heard from his trainers during the training hours. Once he experienced this message he related it to all the costs being generated from the "never ending training". Hence he justified why he believes that KM's marketing approach is very similar to one belonging to a "profit oriented organization". According to the observations our group member has collected, we can agree with R3. The revenue that KM training generates can not give any different messages other than profit making. It almost seems that KM has a great interest in profit maximization.

It is important to state that almost all our respondents sought more information through the website of KM. We wanted to find out what impact the marketing had on each of our respondents. The overall response was a very positive one in the sense that our respondents either started getting trained in KM or they attended a trial session. This as well is in harmony with our observations, since it was due to the WOM that the project started.

7 of our respondents did not have any special image about KM before they started training. This only confirms our findings that the first reason behind why they chose to try it is WOM. They explained to us that it was hard to get an image when they could not get

hold of information easily. R7 was the only one who found out about KM on his own and read about it on the internet. He told us that he had an image about KM that it is a serious and structured system that helps one to defend him/her in the real world.

R3 and 5 believed in the beginning that KM is more of an unethical system since it targets the weak points in the human body. They both seemed sceptical to the fact that they had to deliver hits to the groin area or even poke someone in the throat or eyes. R5 also raised her concern over teaching civilians a way to hurt other people for whatever reason.

From the answers given above, we believe that KM reaches out and recruits new customers through WOM. This, we consider, as a money saving technique and hence advantageous to KM. According to Arndt (1967) WOM is considered more effective than other forms of marketing since consumers tend to trust more informal communication channels than formal ones. We also were able to relate our respondents' behaviour to the claims made by Myers et. al. (1972). Those claims stated that when an individual receives a positive reaction from peers or friends, he/she becomes more willing to purchase the product/service. Another point to make is consistent with Tanner et. al. (1991), who claimed, that consumers have a tendency to become less respondent to fear advertising if they are exposed to it above a certain level. This we believe actually serves KM a good cause by not advertising.

5.1.2 Relation 2: Actual State Vs. Desired State

After having asked our respondents about the marketing that they have been subject to, we wanted to proceed with our investigation and find out more about the reasons that might have been responsible for their decision to commit to KM. In the text above we explained that most of our respondents were influenced by what they had heard about KM from people that they consider trustworthy.

Almost all our respondents had one recurring answer to what they thought was attractive with KM and what made them start the training. The exact words were: "efficient system", "Realistic" and "good to know" By "good to know", they meant that it could come in handy one day. All 9 of our respondents thought it was fun to getting trained in KM and they thought that they will be at an advantage by learning self defence since they believe

that they can be subject to danger in their daily lives. In a way we understood that our respondents were almost unsatisfied with their situation before they started training. R5 however gave a slightly different answer. She mainly started training because she felt that KM gave her a boost of self confidence. She did not mention like all the others that she wanted to learn self defence at this stage of the interview.

We can, at this point of time, understand that our respondents started getting KM lessons due to the several reasons mentioned above. And hereby we believe that at this stage they have identified a gap between their actual state and their ideal state (Kotler, 1999), believing that KM will close the gap. For them it was a justification for why they started in the first place. It is important to mention that our respondents have not identified their need yet. They are at this point only aware of a gap between their actual and ideal state. To clarify this we provide the following example by which we can compare our respondents' answers. For instance after having eaten lunch and having the feeling of satisfaction from food, you realize that there is something missing. That something we would assume is a crave for something sweet to eat. Hence at this stage you do not need to eat sweets because you are not hungry however you realize that you are not at your ideal state. You will be at your ideal state once you have identified your craving and found the solution for it. Therefore we can say that our respondents have not identified a need to learn KM yet, but at the same time they feel that something is missing.

According to our observations, we found out that many of the new students joined KM on a trial basis. And when our group member asked them why they wanted to get trained in KM, she was told, that there was no specific reason behind it. One term later when the same people were confronted with the same question, the answer was different. They then explained that they felt a need that urges them to undergo KM training.

5.1.3 Relation 3: External Stimuli & Decision Making

As part of the consumer's decision making process we wanted to ascertain how our respondents understand the environment they live in. The environment, being an external stimuli as Kotler (1999) and Solomon (2002) explain it, plays an important role in letting the consumer define his/her needs leading him/her to problem recognition. Therefore we asked our respondents if they believe that there is a potential danger in the society that

requires individuals in general to know self-defence, or whether they thought that KM was marketing a false danger to its own benefit. All 10 of our respondents said that they believe that danger exists on the street. They feel that the amount of violence that they hear about or even sometimes are subject to is constantly increasing and hence requires them to be able to defend themselves. Our respondents' answers can be explained by the hedonic consumption theory which states that consumers take consumption decisions based on what they perceive to be the truth and not what the truth actually is (Dichter, 1960). To the second question they answered that they believe that KM is actually not marketing a false danger but on the contrary, what they hear during the trainings, is only the truth.

Further on we wanted to discover what is leading the respondents to believe that there is a danger "out there". So we asked them if they believe that KM is possibly exaggerating the potential danger in the society. Once again all 10 answered that KM is absolutely not exaggerating anything, rather it is just mirroring the nature of the aggressive life on the streets.

Following up this reasoning of danger on the street we asked our respondents whether they are personally experiencing any form of fear in their daily lives which might have caused them to start KM lessons. 8 of our respondents answered that it was not fear that lead them to start learning KM. R10 thought it would be enough to use your common sense to avoid dangerous situations therefore he didn't believe self defence to be a necessity for anyone. R5 said that after starting KM, she kept on hearing about possible attacks in all forms. Due to that she thought it to be a necessity to learn self defence. R5's answer is related to the observations conducted. Our group member claimed that being subject to messages that explain how and when an attack might occur three times a week has its effects. She explained as part of her observations that she was all the time thinking in KM mode. This made her in a way obsessed about issues that never had come to her mind before. Suddenly she perceived the world as a dangerous place. Before, though she was aware that crime existed everywhere and in all forms, she managed to live her life safely simply by using reason and common sense. Obviously after training KM this was not enough anymore. She was pushed to believe that common sense can not save you all the time.

We believe it sounds contradicting when some of our respondents who claim to have a deep belief of danger existing on the streets, thought that fear was not a motivation for them to start training. This only leads us to investigate more into the situation in order to get convincing and logical answers.

The fact that all of the respondents perceived danger in the society could be explained by the fact that the formal agents in the society are constantly reporting on severe cases of violence that are occurring daily. This contributes to individuals' misperception of the reality (Altheide et. al. 1999). The respondents think there is much more danger because we believe that they are victims of the over-represented coverage of violence and "danger". Even though all respondents identified a certain danger to exist, it did not always result in them being afraid. These contradicting answers might be due to the fact that individuals react differently towards a perceived dangerous situation, and being fearful is only one way of reacting. In this case an individual is prone to react towards the danger by taking precautionary actions like learning self defence instead of remaining only fearful. According to Snipes et. al. (1999) those individuals who actually respond in a positive manner to fear messages are those with high self efficacy. Therefore we can claim that our respondents can be categorized as such.

5.1.4 Relation 4: Misperception Vs. Need

When asked whether the respondents felt a need to learn self defence and whether they feel that women in general are at risk, only 2 females and 1 male respondent said yes. The remaining 7 didn't feel a direct need even though they agreed that KM is good to know especially if you are a woman. Even though they didn't feel a need, the same respondents felt that they are scared when walking alone at night. One respondent said that she wasn't really aware of whether she actually had some need deep inside, but kept stating that it was "a good thing to know just in case".

When encountering fear related messages through different forms of media, it creates a need in the individual to protect him/herself from that particular fear (Altheide et. al., 1999). This state is referred to in the literature as the need recognition stage of the decision model (Solomon, 2002). The way in which the different kinds of Media are using fear arousal messages has different effects on each individual. Some individuals are

affected instantly and hence tend to reduce their level of fear by, for example, engaging in self defence. Some others might show avoidance behaviour (Altheide et. al., 1999 & Snipes et. al., 1999). The contradicting statements in this part are that seven of the respondents didn't feel a need to engage in self defence. However, their feeling of the presence of danger in today's society makes them think that it is indeed good to know KM, in case they might have to use it. This explains that they experience a potential danger even if it is not as strong as in the case of other three respondents.

To be able to explain the relationship between need and the experience of physical or verbal threat, we asked the respondents if they had been subject to any kind of threat or violence. 5 out of 10 respondents said that they have experienced verbal and/or physical threats; the other half didn't have any such experience. There is however no strong relation between those who have been physically/verbally threatened and the need of practising KM. Only 1 of the 3 respondents, who found it to be a need to train KM, had previously been both physically and verbally attacked in some way.

We believe that once experiencing a dangerous situation, the nature of fear changes since one no longer have a misperceived image of the reality. When the fear isn't any longer as misperceived as before, the state of need becomes less prominent and the gap between the present state and desired state becomes less. This could explain why some respondents did not feel they had a need to get trained in KM before they actually started receiving KM lessons.

5.1.5 Relation 5: Customer Satisfaction & Retention Vs. KM

In order to investigate customer satisfaction we wanted to gather information over our respondents' expectations and eventually find out whether KM has met those expectations. Therefore we asked our respondents what their expectations were of KM before they started training. 8 of our 10 respondents said that they had no expectations. Only 2 of them actually expected to have more fun training KM than any other activity. R8 actually explained to us that she had a lot of expectations when she first heard about the system. She expected that once she started training, she will become fit and that she will in a rather quick mode gain self confidence and the ability to defend herself. R2 expected that she should be able to defend herself once she started training. R1 provided a

somewhat misleading answer by saying that she had no expectations but at the same time she expected that she will be able to defend herself. We believe that she took for granted that KM will teach her how to defend herself, hence she did not consider it as an expectation that might not be fulfilled. The reason that many of our respondents gave for their lack of expectations was the lack of advertising. Since most of them had only heard about KM through friends, and they had not seen or heard any advertisement that explained to them about KM, they had not built up any expectations. Even those individuals who read about KM on the internet had a hard time visualising how they will be prepared to defend themselves against pistols, knives, bats etc. In this case we can say that abstaining from advertising and not providing much information to the public has actually proved efficient and had benefited KM. In order to avoid repetition we would like to briefly state the observations collected about the subject of satisfaction. The majority of the people that our group member talked to expressed satisfaction. They were always eager to attend the classes and were always discussing KM with others outside KM domain, conveying their satisfaction. This was actually supported by “the friend” that they in turn recruited to KM.

Churchill et al. (1982) mean that customers experience satisfaction when there is no discrepancy between the promises given to them and the actual performance of the same. From a theoretical point of view the lack of expectations can be the best thing that could happen to KM. Raising the expectations of a consumer could happen in an attempt to get that consumer to buy a product or a service. The important follow-up to this step is to actually fulfil this consumer’s initially raised expectations. In this KM is at an advantage most of the time since they are not threatened by this fact. This leads to having customers that actually are easy to satisfy. Moreover, according to Churchill et al. (1982), it is important to set the right level of expectations from the beginning among its customers to attain satisfaction.

Therefore we pursued this discussion with our respondents and asked them whether they are satisfied with what KM has offered them and if they believed that KM has actually delivered what it had promised. When we asked our respondents whether they believe that KM has met their expectations, 9 gave a clear answer of having their expectations met and being satisfied. R5 was not as clear in her comments. She claimed that she did not have any expectations to be met in the first place and that she is not very impressed by the

system. She thought however that it was good enough to continue training. After receiving those answers, we asked our respondents what they believe KM promised them and whether they feel like their promises have been fulfilled. All 10 respondents claimed that KM promised to deliver an efficient self-defence system and that it has delivered what it promised. Another sign of customer satisfaction one might add.

We then asked them what they feel about the training that KM has offered them. Once again we received a complete agreement over the term “an efficient self defence system”. Everyone, including those respondents who said that they have never been attacked in real life, used the term efficient. 6 of the respondents claimed that KM actually helped make them feel more self-secure and had an effect on their self-confidence. Those 6 explained to us that ever since they started learning KM, they feel more confident that they will be able to respond in a self-saving manner to a possible attack. It’s important to mention that all the girls answered that KM increased their self-confidence and actually decreased the kind of fear they feel when they are out on their own. Hirschman & Holbrook (1982) had provided an explanation to the behaviour mentioned above in the hedonic consumption theory which is, consuming in order to increase a certain positive feeling or possibly decrease a negative one. In this case the majority of our respondents started to feel less afraid and more confident.

Since the majority of our respondents claimed that they were subject to lack of information about KM, it was hard for them to understand what exactly KM was about. Therefore we wanted to investigate in which way their perception of KM changed after having trained for a while. 7 of our respondents claimed that training made them understand the system better and how it functions. This strengthened their perception of KM and themselves as practitioners. The remaining 3 respondents who are R2, R6 and R7 just said that they still have the same perception since the beginning. Those respondents came in contact with KM while hearing about it. Therefore they had a better understanding and a visual concept of what they are being told. In terms of customer satisfaction, these answers can be explained in a positive way. Just as the lack of expectations, the lack of understanding actually resulted in satisfied customers.

Linking customer satisfaction with the decision making model, we see a slightly different pattern in our respondents decision making process. First they come to hear about KM

through WOM. The respondents then search for further information about KM through websites or through friends or through engaging in a trial session. When they feel like they know enough they join the club and start training KM and thereby they have made a product choice. After making the choice of starting to train, they realise that there is an actual need for continuing training KM since they think it might be good for them in the future. At this stage we believe that they are at the problem recognition stage. The outcome is hence satisfied customers, and is the only stage that corresponds to the actual model.

We would like to analyse another subject that is related to satisfied customers. This is the offering of customized services. The founder of IKMF expressed that KM offers specific services to special needs. This coincides with our observations of the fact that KM delivers specially tailored training sessions to special groups. For example, providing special training sessions for girls, security guards etc. From our observations and from the some answers provided by the girls who trained with the girls' group in Malmö, we were able to deduce that their satisfaction stems from the fact that they are engaging in trainings session specially modified for their bodies and needs. A girl explained to our group member that she believes it to be worthless to train with guys since girls are not assaulted in the same way guys are. Another girl expressed that girls are mostly scared of rape situations and therefore sessions that are designed to focus on such scenarios satisfies her. This coincides with the present theory since these satisfied customers become an asset to the organization. This could be seen as a form of customized service from Kelley's (1993) point of view. In this case, instead of offering individual customized services (Kotler, 1999), KM offers customized services to groups.

In the light of what has been said above, satisfied customers could more easily become loyal customers. Loyal customers are one of a company's most important assets. They are easier to satisfy, less price sensitive and they implement WOM (Hastings et al. 2004). We therefore asked our respondents whether they believe that practicing KM is worth all the costs that are associated with the training.

All 10 respondents answered that KM is worth its costs. 8 thought it was expensive to train KM but still thought of it as a justified expense. In our observations we found KM to be a relatively expensive activity which seemed to be accepted by those who practice it.

At this point we understood that our respondents have become price insensitive and therefore we would be able to classify them as loyal customers. However before we do that we wanted to get a more conclusive answer so we asked them if they would consider changing clubs if another efficient self defence system that is not KM started selling itself at a lower price. 9 of our respondents answered that they would not consider changing clubs. The reasons varied from feeling good where they already are to having developed friends already in this club. They said they were satisfied with what they are getting and that at this point money will not be a huge factor in their decision making. R5 explained that due to economic constraints she would change clubs if she was sure about the quality of the training being offered at the hypothetical club. Through these revelations we became sure of the fact that our respondents are loyal and satisfied customers.

In our last attempt to investigate KM's strategy of retaining its customers we asked them if they find a relation between the duration of practicing KM and the amount of fear that they experience. All 10 agreed that the more they train KM the more it enhances their self security and self confidence. 9 out of 10 agreed that they have or will become less scared or even paranoid as R3 puts it, the longer they engage in this activity. From these answers the respondents admitted to having feelings of fear from being on the street or alone at night. The majority claimed that they will be able to defend themselves if and when attacked.

5.2 Summary of the Main Points of the Analysis

Based on our empirical analysis we were able to deduce a chain of actions that are undertaken by our respondents and which link the concept of fear arousal with customer satisfaction and retention to each other. From the analysis above we can clearly see that our respondents' behaviour and understanding of the environment they live in is not the same as when they first started KM. The majority of our respondents had no or very low expectations of KM before they started, this made it an easier task to satisfy them. Once they started training the majority admitted that they have become more aware of a dangerous reality that they live in. We were able to deduce that everyone thought KM is useful after having committed to it and not before. We also experienced that our respondents believe in KM as a system, especially when they enthusiastically discuss "the

efficiency“of the system. We believe that KM reinforces the idea of how efficient it is to the respondents by explaining to them the dangers that one is subjected to on a daily basis. This all the more leads the respondents to believe themselves as having a need that KM satisfies. This need stems partly from the several agents found in the society and it is reinforced by KM and therefore not fabricated. All this only results in having satisfied, loyal and engaged customers who in turn recruit others through WOM.

5.3 Discussion

In order to answer our research question which is: What role does the concept of fear arousal combined with the concept of customer satisfaction and retention play in the marketing strategy of KM? We find it necessary to begin by explaining the marketing strategy that is used on our respondents, based on our empirical data. Referring back to our analysis, we would like to put forward an open discussion.

One main reason why we thought that our subject was of interest to begin with is the fact that the concept of fear arousal is often seen from a negative point of view. Since applying the latter as techniques often results in consequences, it has been criticized by social researchers. Some of these consequences are possibly increasing the anxiety and insecurities of the group on whom techniques are applied. (Blumberg, 2000; de Turk, Goldhaber et. al., 1992; Donovan, 1991; Snipes et. al. 1999; Witte et. al., 1998). It seems that the word fear in itself results in a repelling reaction for many individuals let alone developing and using fear techniques. One can be almost certain that it awakes negative feelings of rejection as the first reaction. On the other hand striving to attain customer satisfaction and retention is seen by many marketing authors as the perfect and harmonious approach a company can adopt. Kotler (1967) argues that marketing actually starts and ends with the customers' satisfaction. Striving for customer satisfaction is seen as a term loaded with positive connotation. One can argue what this organization is doing other than satisfying its customers and making sure they are feeling well after their purchase. Compared to the concept fear arousal, it is sure that striving for customer satisfaction and retention does not awake such negative repelling feelings once mentioned. Given this obvious contradiction of the above mentioned concepts in terms of how

differently they are seen to approach the consumer, made it all the more intriguing to investigate how they can be applied together in one marketing strategy.

Our analysis made it clear to us that there is a chain of events that supports the marketing strategy applied on our respondents. It starts with KM's communication which is based on WOM, and that KM does not spread fear to its customers as part of its strategy to attract new ones. Due to the lack of advertising and according to our interviews we have deduced that fear is not spread even through WOM. We also discovered that KM actually reinforces already spread fear messages by different agents in order to retain its present customers. The question that remained for us to investigate was how KM strives to attain customer satisfaction and retention? By that we mean how are these customers satisfied? What makes them loyal and what makes them return to the same club, every term, to continue training in KM? The answers to these questions are not simple. We can state that according to our empirical data we have found fear to be a major factor in our respondents' decision to continue training. We have also found that our respondents train again and again because it increases their sense of self-security. This allows them to be able to deal better with the reinforced idea of fear by KM and by other agents in the society. Through training they believe that they are standing in the face of these spread messages and not accepting to be victims anymore. It reinforces not only a sense of security for them but a sense of being rewarded for doing the right thing. This is backed up by our observations which state that the students on whom the observations were conducted felt a feeling of belongingness to a group of minorities. According to our observations we can hence claim that it is a game of push and pull. Combining the fact that KM constantly reinforces fear messages and then rewards the students for listening by training self defence provides them with satisfied students. Hence our respondents are satisfied not only because they gain a sense of self-security but also because they are intrinsically rewarded for having made the decision to train. How are they rewarded? By being accepted in a group with its own culture.

Moreover another way in which KM uses the concept of fear in order to create satisfied customers is through increasing/decreasing the level of reinforced fear messages. By this we mean that our respondents all claimed that the longer they train the less fear messages affect them. This, they claimed is a main effect which creates satisfaction for them. Therefore, our major findings in this research provide an answer to our research question.

We could state that based on our findings, the concept of fear arousal contributes to customer satisfaction and plays the biggest role in customer loyalty and retention.

At this stage we found it to be interesting to discuss whether it is wrong to use the concept of fear arousal techniques as part of any marketing strategy, as in the case of KM. As mentioned earlier we encountered all too many theories claiming the negative sides of using fear arousal techniques. However when investigating the effects of the concept of fear arousal and comparing it to the concept of achieving customer satisfaction and retention, we found uncountable similarities among both concepts. By similarities we mean that achieving customer satisfaction is not always a positive thing and applying the concept of fear arousal is not always a negative one. Still the majority of the marketing literature claims that achieving customer satisfaction is a positive goal. Our findings have led us to believe that the two concepts are very much overlapping. The common ground between both concepts is recognizing an opportunity and taking advantage of it in the case of KM. They are not creating fear among our respondents, but rather taking advantage of the already established fear in society. We then asked ourselves whether this is what achieving customer satisfaction is all about? In order to make our point clear we would like to give an example on how striving for customer satisfaction and retention could be portrayed as taking advantage of customers' needs. In the case of Mc Donald's it has been argued that the company is customer oriented i.e. wanting to achieve customer satisfaction and retention (Desatnick, 1994). By that is meant the fact that it adapts to local preferences of customers. That could be exemplified by changing beef meat to pork meat in India and offering a sandwich made of oriental bread in Lebanon. Moreover the recent campaign they launched in Sweden about environmental friendly packaging and so forth. However countless studies have proved that Mc Donald's food just as all junk food is harmful to the health in many different ways. A study made by Addison et. al. (2006) claimed that there are clearly several factors that contribute to obesity and cardiovascular disease among children and consuming junk food is one them. In this way Mc Donald's has identified a need for food and taken advantage of it through selling its "classified-as-junk" burgers. Therefore many other companies, similar to Mc Donald's, have built an entire marketing strategy based on customer orientation. This confirms our beliefs that striving for customer satisfaction and retention may lead to negative results and is not always seeking the customer's best interest.

We are aware of that at this stage we have to make use of the previously stated findings in order to take the discussion further. This leads us to our next question: Are both the concepts of fear arousal and customer satisfaction and retention used for the same purpose? We believe they are, since according to our analysis, both lead our respondents to acknowledge a need,. For example our respondents only acknowledged a need to train after having started KM. In this case, in order for KM to achieve customer satisfaction and retention it makes use of the concept of fear arousal. Does that mean that striving for customer satisfaction is wrong simply because using the concept of fear arousal is perceived as a wrong one as suggested in many studies? Or is it the opposite? This of course could be seen from several perspectives; however we believe that applying the concept of fear arousal in this case is a good thing since it results in satisfied and loyal customers. This coincides with the very aim of KM striving for customer satisfaction. That is what makes it possible for both concepts to be combined in one marketing strategy. In order to illustrate how we believe that KM's strategy is actually being helpful through applying the concept of fear arousal, we would like to give this example. Eyal Yanilow, the head of IKMF, claimed that the aim of KM is to provide help to all individuals who are subject to aggression in the society, in order for them to be able to defend themselves. So by training KM individuals in the society become stronger. If the latter become strong, they stop being victims.

Our aim with this discussion is not to generalize the concepts of customer satisfaction, retention and fear arousal. We are only basing this on the results from our research. Therefore it is important to keep an open mind about this discussion and acknowledge that it can be seen from different angles. Furthermore we would like to provide a closing chapter which will include our suggestions for future studies that could be done in this field and which might serve as an extension to this thesis.

6. Conclusion & Future Studies

We have reached the end of this thesis and therefore we would like to provide a closure to all the arguments that we have stated. This chapter will also help the reader understand better our results and relate it to our work. The second part of this chapter will consist of our suggestions for future studies.

6.1 Conclusion

In this thesis we have strived to explore how it is possible to combine two seemingly contradicting concepts like fear arousal techniques and customer satisfaction and retention. The interest has been in exploring how the concept of fear arousal can be applied in a way to benefit the customer which means that it has to in the long run contribute to customer satisfaction which in turn enhances customer retention. When starting the thesis we had a misperceived concept of what fear arousal techniques in practice contributed to. Moreover we thought it to be exaggeratedly applied in order to scare and trick consumers into decisions. However, respondents in our interviews and observations confirmed the exact opposite of what we had expected. They all agreed upon the fact that KM never exaggerated the fear messages but only communicated “the truth” of what is happening in the society. After five chapters of research we believe to have answered our research question. From our ethnographical case study of KM we have been able to draw some conclusions that can support the concept of fear arousal to have positive implications on customers; however the results do not serve the purpose of generalizing.

The concept of fear arousal is often associated with something that isn't in the best interest of the customer. However, we can say that this is not always true. In the case of KM, the fear arousal techniques are applied in a way to benefit the consumer. The respondents from our interviews confirm that they feel much more self-secure and less afraid after experiencing KM. From our empirical data we can state that, in our case, the role of fear has had an impact on the decision making of the respondents on whether to continue KM or not. Once introduced to KM, the reinforcement of fear messages creates a sense of need to the customer. The need is satisfied by a feeling of self-security. By continuing practicing KM this need becomes satisfied through the learning of self-defence and by

being able to deal with the subject of fear and danger. Hence, spreading fear messages through fear arousal techniques creates a need for the costumers to train self-defence which benefits them in the sense that they become able to defend themselves in dangerous situations. This is how KM succeeds in creating satisfied customers and enhancing customer retention.

6.2 Our Recommendations for Future Studies

We would like to recommend some other studies that could be performed and which could strengthen our results or dismiss them. Since we chose to follow a qualitative method we are well aware that our results can not be generalized. However that was not our aim from the beginning. It is hard to start of by a quantitative study which could be used to generalize human behaviour since one could miss out on a lot of important and profound information. We believe however in following Miles and Hubermann's (1994) advice which states that a research could start by a qualitative study followed by a quantitative one. Based on this we would like to recommend a quantitative study which stretches all over the country of Sweden for the purpose of confirming our findings and making them statistically significant. This should cover all Krav Maga clubs in the country that belong to the IKMF in order to be able to compare whether answers differ from one area to the other.

Another recommendation that we believe could serve our thesis is to conduct a qualitative study on all martial arts activities available in both Lund and Malmö. This should be done with the purpose of comparing whether the people who receive trainings in those martial arts share the same needs as the KM students or not. We believe this could open up new fields of research and could clarify if KM's marketing strategy is unique in the field of self defence and martial arts or not.

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Appendix

Interview No. 1

1) Age?

24

2) Sex?

Female

3) Occupation?

Student

4) Where do you live?

Malmö

5) How did you come to hear of KM?

I first found out about it when I was watching the movie with Jennifer Lopez. Then it was a friend of mine who is a trainer in KM who talked me into training. After that I went by myself on their webpage and I read as much as I could about who they were and what they do.

6) What about KM attracted you?

The fact that KM offers self-defense techniques which are easy to learn and effective made me want to train it. I heard a lot about KM as said earlier from my friend, and that was the main reason behind my “attraction” to KM.

7) What made you start practicing KM?

I trained Taekwondo for a while. After that I was searching for something to practice that is more efficient when it comes to realistic situations and not just sport like kick boxing. I want to become a policewoman and therefore I started training KM. Mostly since I believe that in the field of police work, it is important to know self-defense techniques.

8) What expectations did you have before starting KM?

I did not have any expectations if I can say. I just thought of KM as a tool for self-defense. I expected that I will be able to defend myself in times of need if I start training, especially that in the police field the risk of being attacked or abused increases dramatically.

9) What image did you obtain of KM before starting?

That it was a full contact sport. I didn't have any special image about KM before I started, since I didn't have all that much information about it.

10) Did you have a need to learn self-defense?

As mentioned earlier, I plan on becoming a policewoman and therefore I see a need to learn self-defense. I also wanted to learn self-defense since I believe that the world is becoming dangerous and that everyone should be able to defend themselves against potential dangers in the society.

11) Did KM meet your expectations?

I believe that KM exceeded my expectations. I only wanted to learn self-defense, but KM offered me more than that. I am very amazed at how precise the system and techniques are. It is very easy to learn and I am very satisfied and happy that I started training. Furthermore, I used to train Taekwondo and I made a point of looking around at some martial arts and some other self-defense courses, but I chose KM and I am convinced that I made the right choice.

12) Have you been verbally/physically threatened anytime in your life?

I have been both physically and verbally threatened and assaulted. I do not feel comfortable in elaborating more what happened but this was not the reason behind me starting KM, as I said earlier I only joined because I want to become a police officer and I believe it is important to be able to defend yourself while being on the field.

13) Do you have the same perception of KM before starting as now?

My perception is more accurate now than it was before I started. Before I started I did not know exactly what it is about and how it works. Now after having trained for a while I know much more and hence, I think it is very cool and interesting and essential.

14) What did KM offer?

KM offered me a way to defend myself against any possible danger in society. It had also helped my self-esteem. I feel that if something might happen to me now, that I am more capable of doing something about it instead of possibly freezing or getting attacked.

15) Did you get what KM promised?

Yes I believe that this club has delivered what it promised. I was surfing on their website before I started training and I actually feel that they have kept their promise. They promised an effective self-defense system and according to me they delivered.

16) Do you find practicing KM being worth the money?

Yes absolutely. I believe it is worth the money being paid. I wouldn't have done it any other way. I am not saying that it is cheap but that I am ready to pay these sums of money in return for what they teach. I believe it is worth every öre.

17) Have you been exposed to marketing of KM?

I have never seen advertising about KM. I first heard about it from the movie as mentioned earlier, which maybe can be a form of advertising. Then if it weren't for my friend who told me about the club here in Lund I wouldn't have found it myself since it was not clearly advertised for anywhere. The only other form of exposure I got was from their website. I think there are a lot of people who do not know what KM is all about and that is due to the lack of exposure that they have.

18) What message did it send you?

It sent me a message that it is a cool system and that I should start training it. It affected me I can say.

19) Do you think there is a potential danger in society that requires women &/or individuals in general to know self-defense?

I believe that there is a lot of danger on the street that requires that individuals be able to learn self-defense. I am always hearing about rape situations especially against women and people being attacked on the street. I feel that there is a lot of violence that makes the individual want to be able to defend him/herself.

20) Do you think KM is marketing a false danger?

Absolutely not, I do believe that the fear and danger exist out there and therefore, I believe that KM is only helping possibly weak individuals in the society to deal with this fear and danger.

21) Do you think that KM is exaggerating the potential danger in society?

As answered above I do believe that there is a real danger in the society so I don't think that KM is exaggerating this issue. At least where I stand from, I have seen my share of danger and assault even if you might think that the criminality rate in Sweden is low on average.

22) Do you believe the marketing of KM has had a positive impact on you?

Yes it made me start to train and soon enough I realized that it is exactly what I want to do. So in this sense it has had a positive effect on me.

23) Was it the fear that got you to practice KM?

No as said above, the only reason why I started was because I wanted to become a police officer.

24) How long have you been practicing KM?

I have been practicing KM for 2 years now.

25) Has the amount of time that you have practiced KM a negative relation to the level of fear that you feel/have felt? (the more you train the less you fear)

Yes definitely, training has made more self-secure. It has given me a feeling of freedom since I feel that if anything happens when I am out on the street alone, then I will be able to defend myself. I feel more secure than what I have been earlier, especially that you never know what might happen or where.

26) If there had been another club teaching efficient self-defense which is not KM for lower prices would you change clubs?

No I wouldn't change. I am very satisfied with the club is offering me. I have a lot of friends here and I feel good. For me it's more that a matter of price.

Interview No. 2

1) Age?

22

2) Sex?

Female

3) Occupation?

Student

4) Where do you live?

Lund

5) How did you come to hear of KM?

I heard about KM first from my sister. She started training for 2 years before I decided to join. She used to tell me everything that had to do with the trainings and it was basically due to her that I decided to join.

6) What about KM attracted you?

In the beginning I was completely under my sister's influence who thought that it is an efficient system that works and is easy to learn. She thought that it covers basically all sorts of situations that someone may face in their life.

7) What made you start practicing KM?

Therefore I started training since I got influenced by what my sister said and I thought it could be something cool and at the same time something efficient to know.

8) What expectations did you have before starting KM?

I expected that after having trained KM, that I will be able to defend myself against any possible dangerous situation I may get into, more than that I did not expect. I expected that it will be a cool sport, something fun and interesting.

9) What image did you obtain of KM before starting?

The only image I acquired about KM was what my sister told me. She explained to me about the training and told me that it was easy and efficient. The image I received was that, it is a system that allows you to have fun in training and at the same time have the benefit of learning self-defense. If she hadn't told me that about KM, I would not have had any kind of image about it since I did not hear about it elsewhere.

10) Did you have a need to learn self-defense?

Yes, unfortunately I believe that there is a strong need to learn a form of self-defense in today's society. I have heard about too many stories happening to friends or friends' friends. It feels like anyone can be attacked anywhere these days, no one is safe anymore. Therefore I feel like KM is an efficient system and it is good to learn.

11) Did KM meet your expectations?

Well in the beginning my expectations were for me to be able to defend myself. Since I have not been attacked or anything so I really do not know to which extent I have learned or I am able to use what I have learned. Regardless though I feel that I am satisfied with what I am learning and therefore, I feel that KM has met my expectations of delivering and teaching me efficient ways that I may/could use in time of need.

12) Have you been verbally/physically threatened anytime in your life?

No, not at all.

13) Do you have the same perception of KM before starting as now?

More or less I have the same perception of KM as I did earlier now. I watched my sister train several times and I believe that my perception then matched mine now.

14) What did KM offer?

KM according to me offers an efficient way of self-defense. I believe the training offers as well that individuals feel better since they are training the same as any other form of sports. I do believe however that KM offers individuals a form of self-security feeling. They also offer the social part where people meet others and chat with them. It's a way to socialize when one comes to the training. It's not the same when you meet people in

university, you feel you are too much alike, but in KM training you have the chance to meet all kinds of people.

15) Did you get what KM promised?

Yes absolutely I do. I feel like KM is a great thing to learn and that they really have made me progress one step for a better self-security feeling when I am out by myself.

16) Do you find practicing KM being worth the money?

Yes I believe it is even though it is very expensive for me, I am still convinced that the money is going for a good cause.

17) Have you been exposed to marketing of KM?

There are a lot of people who do not know much about KM because there is no information out there. It's very personal to search on the internet but I personally was not exposed to any advertising or got any flyers or anything similar. I have only heard about it from other people.

18) What message did it send you?

What I heard from other people is that it is efficient and that any person might make use of it at some point.

19) Do you think there is a potential danger in society that requires women &/or individuals in general to know self-defense?

Yes I believe that there is potential danger in society that requires women and others to train KM or possibly other forms of self-defense. I feel that there is a potential danger on the street anywhere and that anyone can be attacked at any point. This is a feeling that I have been getting these last years since I have heard a lot from friends, the news etc...

20) Do you think KM is marketing a false danger?

Absolutely not, I wholeheartedly believe that the danger is not false.

21) Do you think that KM is exaggerating the potential danger in society?

No, I do not.

22) Do you believe the marketing of KM has had a positive impact on you?

Yes, it has. As I said earlier it made me go one step towards being more self-secure in a sense that if anything happens to me I may or at least I am able to try to do something about it. What I heard about it made me want to try it and now I am very satisfied with my choice.

23) Was it the fear that got you to practice KM?

Yes actually I may give a contradicting answer since I said earlier that I am worried about being alone on the street so I avoid being alone at nights. On the other hand it was not the

fear that made me start practicing KM. But when I train KM I feel that I will be able to overcome my fear. I am not sure if I am making sense but I believe deep down there is some sort of residing fear behind my decisions. I just try not to think about it a lot.

24) How long have you been practicing KM?

I have trained for one year almost.

25) Has the amount of time that you have practiced KM a negative relation to the level of fear that you feel/have felt? (the more you train the less you fear)

Not at this point, but I feel that the longer I train the less fear I may feel being alone in the streets at night. I feel that with time I will be more self-secure in order to do something about a potential situation.

26) If there had been another club teaching efficient self-defense which is not KM for lower prices would you change clubs?

No I wouldn't have changed. I am very satisfied even I think if it is expensive. But maybe in the beginning if I had found about it I would maybe join another club but I wouldn't shift at this point.

Interview No. 3

1) Age?

24

2) Sex?

Male

3) Occupation?

Business Student

4) Where do you live?

Malmö

5) How did you come to hear of KM?

I was training Thai-boxing when a guy in the group told me he was from Krav Maga. After each and every Thai-boxing training I trained basic techniques in KM with him. This made me think that perhaps I am more interested in self-defense. Thai-Boxing is a sport while I would have better use of something applicable on the streets. Then on a Thai-boxing event I met a guy (my trainer) who I thought was a friend's brother (the friend was competing) and he told me to come and check it out. Before I knew it I was practicing both styles.

6) What about KM attracted you?

In the beginning, not much, I thought it was a system without moral. Kicks to the groins, to the neck and so forth are not allowed in different martial arts. It was a threshold to pass. The thing that mostly attracted me was the trainer himself and the way the group behaved. It was a very friendly spirit, making it fun to come and train with these people. Additionally when we started training with knives it became a realistic system. Later on, we started training with bats, guns, rifles and so forth, opening new dimensions regarding the width the system accumulates.

7) What made you start practicing KM?

As I said I got interested in it since I started practicing it on my own with a friend and I realized that unlike other sports this system is realistic and is built on real life experience.

8) What expectations did you have before starting KM?

None, I was actually searching to complement my Thai-boxing. Thai-boxing is very one sided, and therefore hard to have motivation to keep on training. This has never been the case with KM. But as I answered earlier, something perhaps that works outside, more in occurrence with the self-defense theme.

9) What image did you obtain of KM before starting?

That is comes from Israel and only the toughest learn it.

10) Did you have a need to learn self-defense?

Not really, especially if we talk about the practical need. I have only had to defend myself once in real action and that ended up with a Thai-boxing kick. But KM gave me the calmness I suppose. At the same time as student, you open your view or your spectrum of seeing things a normal person doesn't. A bit to the stage of paranoia (it passes after some time), but you are so much more aware of your environment, probably meaning that I have been able to foresee or avoid situations before they even happened. You tend also to read peoples' behavior in a much more accurate way.

11) Did KM meet your expectations?

Yes it has, otherwise I wouldn't be practicing it today. People should though, not fool themselves. KM is a concept developed for most common solutions. In real life there are always variations in the scenarios we play in, during trainings. KM teaches you to deal with these different occurrences. But the greatest thing is that you are able more or less to predict what the other person (the attacker) will do, placing you a step ahead of him. Moreover, we have a lot of aggression exercises, letting us train to become a "Rottweiler" within 0.1 sec from being friendly (huge advantage). So in short, yes it has met my

expectations, although I m not fond of all techniques, but there are good techniques and worse techniques.

12) Have you been verbally/physically threatened anytime in your life?

I have been both physically and verbally threatened several times in my life.

13) Do you have the same perception of KM before starting as now?

Definitely not, because I am much more aware of what the system is about today than 3 years back.

14) What did KM offer?

It offered me mental security, and in the beginning physical security. Today both at equal stage, since with time a person enhances their combat skills.

15) Did you get what KM promised?

KM doesn't promise anything. It says that here are a bunch of techniques that work for a problem, and if the student applies these techniques with accuracy then they will most probably be able to defend themselves without being hurt. Unfortunately we are humans and during stress we might simply not react as we were trained for. But the more one trains the more likelihood of making it out of a severe situation.

16) Do you find practicing KM being worth the money?

Yes.

17) Have you been exposed to marketing of KM?

Indirect, meaning that a student needs certain amount of training to become able to perform the techniques, and apparently the amount of training never ends, because you can always improve yourself.

18) What message did it send you?

Message that KM is a business oriented organization taking a huge amount of profit through teaching students self-defense. It's like any other business.

19) Do you think there is a potential danger in society that requires women &/or individuals in general to know self-defense?

The danger out there in society is increasing but only with certain percentage. Most frightening is that people are becoming more and more armed. At the same time only 1 out of a 100 will be ever attacked. Using common sense will provide you through life in most cases, avoiding difficult situations.

20) Do you think KM is marketing a false danger?

No, they don't, but they do play on the guilt or on the insecurity of what "may" or "can" happen even though the probability isn't high.

21) Do you think that KM is exaggerating the potential danger in society?

No, because when shit happens it happens and then it's good to know a bit how and what to do.

22) Do you believe the marketing of KM has had a positive impact on you?

In the beginning it had a positive impact for both me and KM. KM earned money and I spent it getting some self-satisfaction, but after certain amount of time the consumer realizes that this never ends. This is the way KM functions and how they make their profit.

23) Was it the fear that got you to practice KM?

Not the fear, just fun. Today the fun is more serious but that's because I m more familiar with the system.

24) How long have you been practicing KM?

I have been training KM for 3 years.

25) Has the amount of time that you have practiced KM a negative relation to the level of fear that you feel/have felt? (the more you train the less you fear)

Of course, as I said earlier you become a bit paranoid which is what KM wants you to become because it's just then they can milk the customer by providing necessary and less necessary products for one's safety.

26) If there had been another club teaching efficient self-defense which is not KM for lower prices would you change clubs?

No I wouldn't change, since I enjoy my time in my club. But if there becomes a better system then KM I will not hesitate to change.

Interview No. 4

1) Age?

22

2) Sex?

Female

3) Occupation?

Student

4) Where do you live?

Lund

5) How did you come to hear of KM?

It was a friend of mine who told me about KM. She was already training KM and she talked me into trying it myself.

6) What about KM attracted you?

I wasn't very excited about trying it in the beginning, but as I said earlier my friend talked me into it. It felt very efficient the first time I followed my friend to her training and got a free trial session. It attracted me because this is what I want to be investing in, a self-defense that actually functions in reality.

7) What made you start practicing KM?

In the beginning I was looking into other martial arts such as Capoeira. I was very much interested in this fighting dance but it wasn't exactly what I was searching for. I was searching for something efficient and easy to learn and when I tried KM I felt like I found my activity. That was what got me to start training.

8) What expectations did you have before starting KM?

It's hard to say since I didn't know half of what I know now. I used to train "Feminist self-defense" earlier and I sort of related the KM experience to what I already knew. That was as far as my expectations went.

9) What image did you obtain of KM before starting?

Well when my friend talked me into trying it I felt that it could be a good thing to learn since it is an efficient system. It was hard to think more than that since my knowledge was limited before I started training.

10) Did you have a need to learn self-defense?

Yes I believe I have a need as a woman to learn self-defense in today's society. I don't think that I am able to feel safe as a woman in the society today. The bigger problem according to me is that help is not available whenever you need it. Or maybe it is for some people but many get attacked long before any help arrives. So the only way to get by is to be able to defend yourself whenever the situation presents itself. It feels necessary for me to learn self-defense.

11) Did KM meet your expectations?

Yes definitely, I believe that KM has met my expectations and even exceeded them since I did not have very high expectations in the beginning. It has been going very well. I can feel that I am progressing from week to week and hence I believe that the club has met my expectations and needs.

12) Have you been verbally/physically threatened anytime in your life?

Not directly but, I have been in situations where I had to stand up for myself against a man and in those situations I was directly susceptible for lighter pushing or screaming etc.. It was more someone forcing me to do what I didn't want to do, although I wasn't beaten up or anything. One may call it mental abuse in a way. So I wouldn't say that I have been attacked but I know enough to learn how to defend myself in case these lighter situations may develop into heavier ones.

13) Do you have the same perception of KM before starting as now?

As I said, I didn't have any special picture or perception about Km before I started so I can not compare it to now. Although I know that I have a better perception and understanding today than what I did a year and a half ago.

14) What did KM offer?

It offered me the opportunity to train a very realistic self-defense. Since the trainers are very well aware of how aggression or attacks are carried out on the street in the majority of cases, they are able to provide us with the customized solutions. In addition there is the theoretical part which explains each technique and why we should do it and in which situations.

In a way I feel like sometimes it is exaggerated with the realistic situations we train on, I mean as a girl you don't just get punched in the middle of the city by someone you don't know. Girls face different situations than guys and sometimes it feels like this is directed more to guys than girls.

Moreover I feel like now I able to defend myself whenever I need to and that makes my social life richer in a way. I am not so scared of meeting people anymore because of the "potential danger" of ending up with the wrong guys for example. It feels like I can relax more now.

15) Did you get what KM promised?

After the first term I started feeling that KM is giving me what I wanted or what they promised they would give which is efficient self-defense. Since in the beginning you are not that good and you don't learn much but the more you progress the more quality you feel you are getting out of the training.

16) Do you find practicing KM being worth the money?

I think it is expensive since I like to do other things as well. I feel that the money is worth it. I do believe that I am getting quality in return so its ok to pay for this cause.

17) Have you been exposed to marketing of KM?

Yes, very recently I have been exposed to an advertisement in the form of a poster hung in ekonomacentrum (Business and economics school in Lund). I have not seen anything else anywhere. I have only heard people talk about KM who train themselves but that's all.

18) What message did it send you?

It felt good to see that the club I train in is advertising. It actually gave me a feeling of belonging. As for what message it sent me, well it made me feel in some way that I should keep training.

19) Do you think there is a potential danger in society that requires women &/or individuals in general to know self-defense?

Yes actually I do think there is potential danger in society. There is not one girl that I know that has not been subjected to aggression one way or another. It's not rape or beating but sexual harassment and violation are very common. And based on the fact that all the people I know have had some dangerous situation to deal with, I can not say that there is no problem and that everything is fine.

20) Do you think KM is marketing a false danger?

No I think they are only telling the truth. That there is danger out there is something that I have experienced to some extent myself and even before I started training. Therefore I don't believe that KM is marketing a false danger.

21) Do you think that KM is exaggerating the potential danger in society?

No I really don't think they are as I said above I believe they are only reflecting the already available threats out there. I think what they teach us and what they tell us is what I already think and feel about the potential danger.

22) Do you believe the marketing of KM has had a positive impact on you?

Well the only marketing I have been subject to whether it was in the form of conversation or posters made me want to train KM even more. Since I like training KM then yes it has had a positive impact on me.

23) Was it the fear that got you to practice KM?

Yes, it is fear that lies behind me practicing KM. There is also the reason that the "Feminist self-defense" system was a lot of theory and did not combine so much theory

with practice like KM does. So what the former system offered me was a way to get myself through situations that were not so dangerous. But after that I feared that if the situation developed that I won't be able to defend myself and that was the main reason why I train KM now.

24) How long have you been practicing KM?

A little bit over a year and a half.

25) Has the amount of time that you have practiced KM a negative relation to the level of fear that you feel/have felt? (the more you train the less you fear)

Yes Definitely, I feel that the longer I train the less afraid I am. I think that training has built up my self-security feeling and it makes me want to train even more.

26) If there had been another club teaching efficient self-defense which is not KM for lower prices would you change clubs?

It depends a bit, since it doesn't depend only on the price. If this so called club is offering the same quality of training and the same training environment so maybe but I feel great here. I think that it would take a lot to get me to change clubs. I don't want to leave this club since I am used to it here and I like it here and I know people so it means a lot to me.

Interview No. 5

1) Age?

20

2) Sex?

Female

3) Occupation?

Student

4) Where do you live?

Malmö

5) How did you come to hear of KM?

My boyfriend heard about it from some guy he knows. He came and told me about it and he seemed very impressed. I was very skeptical still towards the system. He told me that it's a good self-defense system but I still didn't know much about KM neither did he.

6) What about KM attracted you?

Nothing attracted me before I started training. When I started, I felt like I was the only one without any other martial arts background and it made me feel like I am weaker than the rest. One time we had a group exercise and I just went after my instinct because I was still

new in the group and the trainer complimented me on my reactions. That moment I can say was one of my proudest moments in the training. Actually at that moment KM started seeming attractive to me.

7) What made you start practicing KM?

My boyfriend nagged a lot about it. I guess at the end I gave in and gave it a try. He was convinced that it will be fun and useful for me to know and I didn't have a stronger opinion. At that time I was still searching for an activity to do and KM was just there so I started training it.

8) What expectations did you have before starting KM?

I had none whatsoever expectations before starting.

9) What image did you obtain of KM before starting?

I didn't know much other than it is Israeli and it is more or less brutal because one takes use of humans' weak points in the body to one's own advantage. That made me a bit skeptical to the ethicality of the system in the beginning. I remember asking myself the question whether it is healthy to teach people how to "hurt" others. At that point I wasn't considering the scenario of it is either my life or the other person's life.

10) Did you have a need to learn self-defense?

I don't believe that I did. I wanted to learn but I have never been in a situation which requires me to fight back or something similar so I have never experienced a need for self-defense.

11) Did KM meet your expectations?

Well I didn't have any expectations to start with. Whether KM impressed me or not, I can say that it has moderately. If I compare KM to other systems, then I can say that it seemed to me as the most efficient system when it comes to defending oneself. However at many points I felt some times that the techniques wouldn't work in real life. Once again it's a very personal feeling for security that one gets from doing different activities so it doesn't mean that KM doesn't work in real life it maybe does, I have never experienced it myself.

12) Have you been verbally/physically threatened anytime in your life?

I have never been physically or verbally threatened or abused in my life.

13) Do you have the same perception of KM before starting as now?

No my perception changed. I was much more skeptical in the beginning. Now after having trained for 3 years I understand the system much more. I believe more in the system and plus there is no other system that is equally efficient so in a way one learns to accept it more since it is what is available.

14) What did KM offer?

KM offered me an easy-to-learn self-defense system which is highly efficient relative to other systems and some other people who had to use it. It also gave me a feeling of self-security. I mean I still am scared when I am on the street alone late at night but still now I feel like I may be able to get myself out of problematic situations.

15) Did you get what KM promised?

Yes I believe I have. KM promised to teach self-defense and they have. How efficient I will be in real life with what I have learned is another question that I can not answer since I don't have the required experience for it.

16) Do you find practicing KM being worth the money?

Actually I think the price is a bit exaggerated but it's not extreme. I find it partly worth the money since I can not afford it all the time.

17) Have you been exposed to marketing of KM?

I have never seen an advertisement anywhere for it. I have only heard about it from other people.

18) What message did it send you?

It reinforced the idea that KM is needed by almost everyone in the society and that it is the best system available on the market.

19) Do you think there is a potential danger in society that requires women &/or individuals in general to know self-defense?

Yes I believe there is. Not to the extent that people seem to believe but I feel that the probability of something happening is always there. I mean there is nothing that 100% and this leads to me believing that I can be subjected to an attack one day maybe. I believe women are weaker than man in a sense that if they get attacked then they get easily hurt. On the other hand I hear that men are subjected more to violence than women in general. I think it's something good to know but if you don't know it then you will still have the same quality of life.

20) Do you think KM is marketing a false danger?

I am not sure what they are marketing, but what they tell us in trainings is what happens when someone gets attack. They simulate dangerous situations and put us in them so we train how everything feels. In a way they focus on some events and highlight them.

21) Do you think that KM is exaggerating the potential danger in society?

I do not think they are exaggerating but I do think that they focus on what happens out on the street. They modify their system based on real life experience and hence they choose some events and put them in focus so everyone becomes aware of them.

22) Do you believe the marketing of KM has had a positive impact on you?

As I said I have only heard about KM from other people. The impact of what I heard has only encouraged me to train more since it reinforces that KM is good to know and that one may need it somehow. It usually put me in a state of mind that made me want to continue training.

23) Was it the fear that got you to practice KM?

Actually I didn't feel a threat before I started training KM. after I started training I felt that there is something to be scared about. All the talk about attacks and how they happen influenced me and made me expect that anything can happen to anyone.

24) How long have you been practicing KM?

I have been practicing KM for 3 years now.

25) Has the amount of time that you have practiced KM a negative relation to the level of fear that you feel/have felt? (the more you train the less you fear)

Yes in a way it is a negative relation. The more I train the more I am able to save myself from potential attacks in potential environment. Therefore when I am more capable of helping myself, I fear less. In turn I become more self-confident and self-sufficient because I don't need someone to always follow with me at night.

26) If there had been another club teaching efficient self-defense which is not KM for lower prices would you change clubs?

I would only change clubs if the other club was offering the same standards of training. Money for me is an issue and it's more of a priority for me than socializing. So the answer is, yes, I would change clubs.

Interview No. 6

1) Age?

23

2) Sex?

Male

3) Occupation?

Student

4) Where do you live?

Lund

5) How did you come to hear of KM?

I was backpacking through Israel when I came across this system. During the process of backpacking, I made friends with people who actually train KM and who introduced me to the system. I found it very interesting. I had never thought of training self-defense before, however since I came in such a close contact with it, it fascinated me.

6) What about KM attracted you?

I don't know what exactly made me interested in KM, it just interested me. When I was in Israel, I felt like I wanted to be able to defend myself as well, and I saw how good those who practiced KM were.

7) What made you start practicing KM?

The fact that I came across it in Israel. When I came back here to Sweden I started to search if they offered KM here and I was surprised to find them in Lund. I even went to visit the club and asked them more about it.

8) What expectations did you have before starting KM?

Not much. I just wanted to try it out to see if it was something fun or not.

9) What image did you obtain of KM before starting?

I learned from Israel and from their website that it was a unique defense system that is very easy to apply in reality.

10) Did you have a need to learn self defense?

No. I don't have the need to fight or to defend myself. But I think it is good to know, just in case.

11) Did KM meet your expectations?

I haven't been training for so long, but so far I am satisfied. And it is very encouraging because they continuously teach us about the actual importance of learning these techniques because there are threatening situations out there that one could encounter.

12) Have you been physically/verbally threatened anytime in your life?

Verbally I have been, but who hasn't on the other hand? However I don't know if it was a direct threat. It was more like a verbal assault. But I know a lot of friends that has been involved in fights, especially in Malmö late at night.

13) Do you have the same perception of KM before starting as now?

Yes.

14) What did KM offer?

Life saving techniques and informative training sessions where they told us about the reality. It also offered me the occasion of meeting other individuals who perceive the continuous evolution of threat the way I do.

15) Did you get what KM promised?

Yes, I believe I have. I mean they wrote on their website that one needs to train Krav Maga however I am not sure what they promised. Anyway I feel like they are teaching a good and efficient system so I can not complain.

16) Do you find practicing KM being worth the money?

Well, it is a bit costly and that is the only drawback so far that I can think of. But still it is a matter of priority. And I choose to spend this money now and gain my life maybe some day.

17) Have you been exposed to marketing of KM?

If you mean through TV or radio or newspaper then, no. I have been on their website and it is a kind of communication since it provides information about place and promotion.

18) What message did it send you?

The only thing I have seen is their website. And it is provides information about the different kind of danger and threats in Sweden.

19) Do you think there is a potential danger in society that requires women/people in general to know self-defense?

Well, I don't think it has gone so far yet but we are definitely going that direction. And therefore I think it is good that more and more people learn self-defense because if more people know this they would hesitate to get into fights because they know that the opponent might know self-defense.

20) Do you think KM is marketing a false danger?

No. I have a hard time believing that they might. I mean I am out on the street and I know what is happening. I believe that they are just working based on the truth.

21) Do you think that KM is exaggerating the potential danger in society?

As I said, they just tell the truth.

22) Do you believe the marketing of KM has had a positive impact on you?

Sure, I feel much healthier since I started working out. It has had a positive impact on my studies. I can concentrate much better. And in a sense you can say that I have a better self-confidence.

23) Was it the fear that got you to practice KM?

No, it was just a coincidence. The fact that I visited Israel and met those guys there. It maybe was fate but not a need.

24) Has the duration of time engaged in KM any relation to the amount of fear that you feel (the more you train the less you feel fear)?

But I have never felt any fear before either. Now I feel more confident. But maybe it is too soon to say. I haven't practiced that long.

25) How long have you been practicing KM?

9 months

26) If there had been a less expensive alternative to KM, another club offering another form of self-defense, would you consider changing your present club for the other one?

Maybe, if they were providing the same techniques. But I like it here very much, the trainers are very good, and I don't feel like I am missing anything.

Interview No. 7

1) Age?

27

2) Sex?

Male

3) Occupation?

Working

4) Where do you live?

Lund

5) How did you come to hear of KM?

I was interested in self-defense techniques before I started KM. I was in search of something different, I had tried out different martial arts before but none of them kept me going for long. So I came across KM on the net and found it attractive. I then looked up the locations of the clubs and the times of the trainings etc.

6) What about KM attracted you?

The fact that it is used by the Israeli army. That means that it is a technique that actually does work in practical as well. One other thing that attracted me was that KM trainers show real case violence and then teach us how to defend ourselves in such a situation.

7) What made you start practicing KM?

As I said I was in search for a self-defense system to practice since I am interested in that. KM seemed like something different from everything I had encountered earlier.

8) What expectations did you have before starting KM?

I didn't have any special expectations before since I haven't been satisfied by other martial arts that I practiced earlier. I guess I was avoiding disappointment and I was in way doubting as well how KM functions.

9) What image did you obtain of KM before starting?

I got the image of a well structured method of learning and that it was a serious thing. I got the impression that once you have learned what is being taught, you will be able to defend yourself in practice in the real world.

10) Did you have a need to learn self defense?

It depends on what you mean by need. I don't have any concrete need for learning self-defense, but I think it is an interesting thing, these techniques. And I think everyone should engage in being able to take care of one self in a threatening situation.

11) Did KM meet your expectations?

Yes, it actually exceeded my previously low expectations. They also reinforced the importance of knowing self-defense. They inform us about violence that happens on the streets and also how we should act in case we end up in such a situation and I think that is very good to prepare us like that by taking realistic examples.

12) Have you been physically/verbally threatened anytime in your life?

Yes I have been physically threatened and even some friends of mine have. There is a lot of fighting going on in the clubs at night and you easily get involved whether it was your intention or not. It sometimes gets very uncomfortable and that is when I feel more or less secure knowing that I can defend myself.

13) Do you have the same perception of KM before starting as now?

Yes I think I have pretty much the same perception. I think they are delivering.

14) What did KM offer?

A different defense-system.

15) Did you get what KM promised?

Yes.

16) Do you find practicing KM being worth the money?

I think it is comparatively expensive, but still I find it worth the money.

17) Have you been exposed to marketing of KM?

No, what I have heard or learned about KM is my own research. I have never seen any advertising of KM. Their site is very good and informative.

18) What message did it send you?

The site provides you with the basic of what KM is and their thinking. They also point out the importance of learning self-defense. Just like on the training sessions, they tell about real life cases of violence.

19) Do you think there is a potential danger in society that requires women/people in general to know self-defense?

I don't know. I believe violence exists but I think you can easily avoid such situation by just thinking logically. It is seldom that violence occurs just out of the blue. You have to be cautious. But in case of bad luck it is always good to know to protect you.

20) Do you think KM is marketing a false danger?

Not at all. I don't think they are marketing anything like that. They are just telling us what the reality is and they are teaching us how to deal with such a situation.

21) Do you think that KM is exaggerating the potential danger in society?

No like I said before, they are not exaggerating anything according to me.

22) Do you believe the marketing of KM has had a positive impact on you?

I think whatever I have learned from KM has only had a positive impact on me. I am more cautious now so that I don't end up in dangerous situations. It has as well increased my self-esteem. I feel more secure in my skin.

23) Was it the fear that got you to practice KM?

No, it was just the interest in self defending techniques that got me interested. Maybe deep down there might be some fear rooted.

24) Has the duration of time engaged in KM any relation to the amount of fear that you feel (the more you train the less you feel fear)?

Not exactly the fear. The duration has a relation to the self-confidence that I feel. The longer I have been practicing the more self-confident I have become.

25) How long have you been practicing KM?

2 years

26) If there had been a less expensive alternative to KM, another club offering another form of self defense, would you consider changing your present club for the other one?

No I wouldn't change because of the money factor alone. I feel that I get what I came for so I am not in search for anything else.

Interview No. 8

1) Age?

26

2) Sex?

Female

3) Occupation?

Student

4) Where do you live?

Lund

5) How did you come to hear of KM?

A friend of mine told about KM and invited me to join her during a practice session. I found it a lot of fun, so I checked out there web side to get more information about them.

6) What about KM attracted you?

The fact that I could combine exercise with self-defense was the most persuading point. Practicing KM would get me in good shape as well as the fact that it provides a good set of skills in case of a situation where I need to protect myself out there.

7) What made you start practicing KM?

The fact that my friend persuaded me to join once made me think further about KM. When I went through the web site of KM, where they highlight in what situations it might be a matter of life or death to know self-defense, I thought it would be good to know self-defense since it is required in today's society especially for women.

8) What expectations did you have before starting KM?

I actually had a lot of expectations. I had the expectation to lose a lot of weight to be more physically fit. Besides that I expected to learn sufficient self-defense rather quick, and by this I expected to gain a lot more self-confidence.

9) What image did you obtain of KM before starting?

I didn't have any particular image besides what my friend told me, since I hadn't heard about KM until then. She said it was a lot of fun and that it was a necessary thing for girls

to know. I remember her asking me if I was brave enough to walk alone at night. I answered her that I avoid doing that. And she answered that after practicing KM I would definitely be much more confident to walk alone at night.

10) Did you have a need to learn self-defense?

I have never felt a real need for it. However I have always been afraid to walk alone home in the evenings and at night which I rarely do. I mean you never know who might attack you out there in the dark.

11) Did KM meet your expectations?

Yes it did. However I think I had some unrealistic expectations when it came to how fast I would be able to learn how to completely defend my self.

12) Have you been physically/verbally threatened anytime in your life?

I haven't been physically threatened, however I have experienced some racist remarks, if that could be considered verbal threat. It sounded to me more like verbal assault.

13) Do you have the same perception of KM before starting as now?

I didn't have any particular perception of KM before. But today I think it's a great club.

14) What did KM offer?

They offer a good way to combine exercise with effective self-defense techniques. They in a way offer increased self-confidence, since I feel more safe walking alone late in the evening, even though I am still scared.

15) Did you get what KM promised?

I think I get what they promised everyday. I know a lot of self-defense techniques that could help me in a threatening situation out there.

16) Do you find Practicing KM being worth the money?

Yes, I actually do. I know it is expensive but it feels like I am getting my money's worth from this club. I think of it as an investment in my future and in my well-being.

17) Have you been exposed to marketing of KM?

No I don't think so. I have never seen any advertisement on posters or on TV or the like. I believe they market themselves on their website, I have been there.

18) What message did it send you?

The message on the website was mainly about the importance of being able to defend yourself since it is required in today's society. You never know when it might be handy.

19) Do you think there is a potential danger in society that requires women/people in general to know self-defense?

Yes I definitely think there is. You hear about violence every day and you think it never will happen to you, but I want to be on the safe side.

20) Do you think KM is marketing a false danger?

No, I think that they are enlightening us about facts that we sometimes don't give much time to. They are just trying to help us understand the need for KM.

21) Do you think that KM is exaggerating the potential danger in society?

Like I said, I think they are trying to make us aware of the present situation and especially for women who I consider as more vulnerable than men.

22) Do you believe the marketing of KM has had a positive impact on you?

I don't think it was the main persuader, however, it has made me think. I now realize the benefit of knowing KM.

23) Was it the fear that got you to practice KM?

It was the combination of fear and wanting to loose weight.

24) Has the duration of time engaged in KM any relation to the amount of fear that you feel (the more you train the less u feel fear)?

I still feel afraid when I walk alone especially if it is dark outside. But knowing that I can protect myself to a certain extent keeps me calmer. The longer I train the more confident I get that I could manage a threatening situation.

25) How long have you been practicing KM?

1 year

26) If there had been a less expensive alternative to KM, another club offering another form of self defense, would you consider changing your present club for the other one?

No, I am pretty satisfied here, I have friends here and the trainers are good. I see no reason for changing clubs just because of the money factor.

Interview No. 9

1) Age?

23

2) Sex?

Female

3) Occupation?

Student

4) Where do you live?

Lund

5) How did you come to hear of KM?

My friend's brother practice KM and he used to tell me about it. He likes it very much so he kind of tries to get anyone involved in practicing KM.

6) What about KM attracted you?

My friend's brother made it seem like great fun and like a real cool and different thing. So that is what attracted me, the fact that it seemed different from other self-defense systems.

7) What made you start practicing KM?

First it was just because my friend's brother kept nagging about this, but slowly I also started to get interested in it. I realized that it would benefit in many ways. As a woman it would be wise to know some sort of self-defense in case you get attacked in the night when you walk alone on the streets. In addition, it was a fun way to exercise that I felt suited me better than other forms of exercise.

8) What expectations did you have before starting KM?

I didn't have any special expectations, but from what my friend told me it was lot of fun so I guess I had that expectation.

9) What image did you obtain of KM before starting?

I didn't have any special image either. I knew very little of KM when I started off. It was only what my friend told me.

10) Did you have a need to learn self defense?

I don't think I had a direct need, not that I was aware of anyway. But now I think it is important, especially being a girl, that I know how to defend myself. I think it is horrible that one should feel afraid just for walking alone at night but that's how it is today and if I can feel a little bit calmer knowing that I can defend myself I think I need to learn KM.

11) Did KM meet your expectations?

Yes it definitely did. They also reinforced the importance of knowing self-defense. They inform us about violence that happens in the society and also how we should act in case we end up in such a situation and I think that is very good to prepare us like that by taking real examples.

12) Have you been physically/verbally threatened anytime in your life?

No I have never been.

13) Do you have the same perception of KM before starting as now?

Like I said I didn't have any particular perception except that it would be a fun thing and that it is for sure.

14) What did KM offer?

They offer life-saving-techniques that I think everyone should know. And they offer a very good form of exercise in a fun environment.

15) Did you get what KM promised?

Yes I did. I feel like I have developed a lot since I started training. My mentality changed into always weighing the risks.

16) Do you find practicing KM being worth the money?

Yes, I don't think the money is a great matter. I mean if you don't spend them on this they will anyway be spent on something less important.

17) Have you been exposed to marketing of KM?

If you mean on TV and newspapers, no. I have never seen any advertisement of KM. they only thing I have encountered is what I came to hear through my friend's brother.

18) What message did it send you?

It was like I said only positive things. Fun etc.

19) Do you think there is a potential danger in society that requires women/people in general to know self-defense?

There is a danger out there; you just never think it will happen to you. I still will be scared even though I know self-defense, but at least I try to do something to save myself.

20) Do you think KM is marketing a false danger?

I don't know if they are marketing anything. They tell us what happens in the society, they have concrete examples and then we train accordingly. I don't think there is anything wrong with that.

21) Do you think that KM is exaggerating the potential danger in society?

No. I believe they are just telling the truth.

22) Do you believe the marketing of KM has had a positive impact on you?

I don't know if it is the marketing that has had a positive impact, but I think what they are teaching has had a positive impact on me.

23) Was it the fear that got you to practice KM?

No it wasn't. It was only the fact that my friend kept nagging about it telling how fun it was.

24) Has the duration of time engaged in KM any relation to the amount of fear that you feel (the more you train the less you feel fear)?

Yes definitely. I feel much more secure and confident alone and in crowds. I can walk alone at night if I have to without feeling terrified that some crazy man might attack me.

25) How long have you been practicing KM?

18 months

26) If there had been a less expensive alternative to KM, another club offering another form of self defense, would you consider changing your present club for the other one?

No, I don't think the money matters that much. I feel happy here and I have friends. I feel it is worth the money even though it is a bit costly.

Interview No. 10

1) Age?

27

2) Sex?

Male

3) Occupation?

Bartender.

4) Where do you live?

Lund.

5) How did you come to hear of KM?

I heard about KM from a friend who actively trains it. He told me a lot about it and he made it seem really cool.

6) What about KM attracted you?

The fact that my friend was fascinated by this system sort of transferred to me and it made me more interested in trying. The fact that you could combine self-defense with regular training was an attractive part for me.

7) What made you start practicing KM?

I went one time with my friend to watch him train with the group and I thought that this is something that might be good to invest in. That was when I decided that I want to join the club and start training myself.

8) What expectations did you have before starting KM?

I did not have any expectations whatsoever, more than it is a fun and cool training. I did not have expectations in the beginning mostly because I didn't really understand what it was about until I started so it was hard for me to have expectations at that point.

9) What image did you obtain of KM before starting?

I obtained the image that my friend gave me. He started training before me and he told me what it was about. I had an image that it was an interesting form of training. Clearer image than that was hard to obtain since it was before I started.

10) Did you have a need to learn self-defense?

No, not really. I hope I will never be in a situation in which I will have to apply whatever I learn in KM. However I do not deny that it is possible that one day I may very well be obliged to. I feel like there is a strong probability this might occur. But even if I have an understanding of how dangerous the world has become, I still do not feel like it's a need for me to train KM. I do not train KM because I need to defend myself.

11) Did KM meet your expectations?

Well I did not have a lot of expectations from the beginning but still I do not feel disappointed with the training. On the contrary I am satisfied with what I am learning and therefore I believe that KM has met my expectations.

12) Have you been verbally/physically threatened anytime in your life?

Yes, I have been robbed one time. During the robbery I was threatened verbally and physically.

13) Do you have the same perception of KM before starting as now?

As mentioned earlier I did not have a lot of expectations nor a very specific perception of KM when I first started, however I feel that I may have a better perception now that I am training I am more familiar with it. In short my perception has developed in a positive way.

14) What did KM offer?

KM offered as said an efficient self-defense system which is combined with a form of fitness training.

15) Did you get what KM promised?

Yes I believe that KM delivered up to the standards of their promises. They teach an efficient system and they do it well, so I personally do not have any complaints.

16) Do you find practicing KM being worth the money?

Yes very much so. I think it is very expensive but I am a satisfied customer. I feel like I get my money's worth so I will keep paying for it.

17) Have you been exposed to marketing of KM?

Not more than what my friend told me. Until he told me what KM was I had no idea about it. I had never seen or heard anything about KM anywhere. Everything I heard about KM was from other individuals who train.

18) What message did it send you?

That it is a fun and efficient system which is developing more and more due to the perceived danger on the street.

19) Do you think there is a potential danger in society that requires women &/or individuals in general to know self-defense?

Yes unfortunately I believe there is. Of course there are a lot of people who get attacked anywhere and anytime therefore it's an advantage for you if you are able to defend yourself.

20) Do you think KM is marketing a false danger?

Not at all. I feel that the danger is real. I am not scared of it but as I said earlier everything is possible, I mean I have been robbed when I least expected it. What might stop this event from reoccurring to me or even worse reoccurring in a more aggressive form?

21) Do you think that KM is exaggerating the potential danger in society?

No, I do not.

22) Do you believe the marketing of KM has had a positive impact on you?

Yes I believe what I heard about KM succeeded in attracting me into trying to. So the positive impact occurred when I started training and the fact that I am satisfied with the training.

23) Was it the fear that got you to practice KM?

No, I am not scared. I don't feel worried when I go out and the robbery incident was not in any way a motivation for me to start training KM. For me fear has nothing to do with why I train.

24) How long have you been practicing KM?

I have trained a bit longer than one year.

25) Has the amount of time that you have practiced KM a negative relation to the level of fear that you feel/have felt? (the more you train the less you fear)

Definitely, with time and the longer I train I believe that I will be more capable of solving any situation that may arise. It feels that I will be more self-secure to react and therefore the self-security feeling will replace any hesitating or fear feeling that may occur.

26) If there had been another club teaching efficient self-defense which is not KM for lower prices would you change clubs?

No, not at this point, maybe if I had found about it at an early stage I would have decided from the beginning but at this point I feel like I have invested too much money, time and energy into one club so I will stick to it.