A study assessing the relationship between ingredient branding and purchasing intention within a service environment
Abstract

Course/Level: 2FE16E

Authors: Mandus Olsson & Ronny Huynh

Tutor: Mosad Zineldin

Examiner: Martin Amsteus

Title: A study assessing the relationship between ingredient branding and purchasing intention within a service environment.

Keywords: Ingredient branding, B2B branding, B2C branding, brand knowledge, brand awareness, brand image, purchase intention, service sector.

Background: Branding can be utilized to build profitable customer relationships and to differentiate companies in a competitive market. In the vast expanding growth of companies’ competitiveness on the marketplace, there have been increases of attention towards the concept of ingredient branding. Majority of studies which examines the concept of ingredient branding mainly focuses on the manufacturing industry, and although much research have been done, there is a limited focus within the service environment.

Purpose: To assess the relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment

Hypotheses: 

$H_1 = $ Ingredient branding is predicted to generate a positive relation on consumers’ purchase intention.

$H_2 = $ There is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding.

$H_3 = $ There is a positive relationship between brand image and consumers’ purchasing intention in the context of ingredient branding.

Methodology: The thesis was conducted as a quantitative research with the use of a questionnaire and later analyzed with the use of the statistical software program: SPSS.

Conclusion: Ingredient branding and consumers’ intention to purchase did not indicate a relation. However, brand awareness and brand image illustrated a positive outcome in the context of ingredient branding within a service environment.
Acknowledgement

This thesis was performed as the final step before finishing the marketing program at Linnaeus University in the spring of 2015. The construction of this thesis has been challenging and contributed to a well-valued learning experience. The thesis would not have been able to perform without the help and support from a number of important people.

We would like to express our gratitude towards our tutor Professor Mosad Zineldin which assisted us with valuable academic knowledge. We also would like to express the greatest gratitude towards PhD Setayesh Sattari for her constant guidance and shared expertise, which helped improve our thesis. Further gratitude goes to our examiner Martin Amsteus which have contributed with valid feedback and challenging discussions.

Lastly we would like to thank our family & friends for their support and the respondents who have allocated valuable time in order to assist us with our thesis.

Linnaeus University
May 2015

_________________________   __________________________
Mandus Olsson               Ronny Huynh
# Table of Contents

1. Introduction.......................................................................................................................... 7  
   1.1 Background ..................................................................................................................... 7  
   1.2 Problem Discussion ....................................................................................................... 9  
   1.3 Purpose .......................................................................................................................... 11  

2. Literature review .................................................................................................................. 12  
   2.1 Branding & Co-Branding ............................................................................................. 12  
   2.2 Ingredient Branding ....................................................................................................... 14  
   2.3 Brand Knowledge .......................................................................................................... 16  
      2.3.1 Brand Awareness related to Purchasing Intention ............................................... 17  
      2.3.2 Brand Image related to Purchasing Intention ....................................................... 19  

3. Conceptual model & Hypotheses ....................................................................................... 23  
   3.1 Conceptual Model .......................................................................................................... 23  
   3.2 Hypotheses .................................................................................................................... 25  
      3.2.1 Ingredient branding & Purchasing intention ......................................................... 25  
      3.2.2 Brand awareness & Purchasing intention ............................................................. 26  
      3.2.3 Brand image & Purchasing intention .................................................................... 27  

4. Methodology ....................................................................................................................... 28  
   4.1 Research Approach ......................................................................................................... 28  
      4.1.1 Deductive .............................................................................................................. 28  
      4.1.2 Quantitative .......................................................................................................... 29  
   4.2 Research Design ............................................................................................................ 29  
      4.2.1 Descriptive ............................................................................................................ 29  
      4.2.2 Comparative cross-sectional design .................................................................... 30  
   4.3 Data Source ................................................................................................................... 31  
   4.4 Data Collection Instrument .......................................................................................... 32  
      4.4.1 Operationalization ............................................................................................... 32  
      4.4.2 Questionnaire ....................................................................................................... 35  
      4.4.3 Pre-testing ........................................................................................................... 37
1. Introduction

The introduction contains a background explaining the concept of branding as well as co-branding. The background is followed by the problem discussion where the challenges of the topic are discussed, concluding with the purpose of the thesis.

1.1 Background

The extensive competition and growth of the global market has forced companies to extend their competitiveness in several sectors, where marketing and in particular branding has a comprehensive role (Burnaz & Bilgin, 2011). Marketing is used to create value and in return, capture the value from customers. Companies apply marketing techniques to construct profitable relationships with customer, and by choosing the right segment and position, companies can gain rewards which may result in increased profits and market shares (Armstrong et al., 2009).

Branding has been used for a long period by marketers to increase companies’ competitive advantage and is considered as a key marketing priority (Kapferer, 2008; Webster & Keller, 2004). The American Marketing Association defines a brand as following; “...a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers” (AMA, 2015). Webster & Keller (2004) further adds that a brand may also represent consumers’ feelings towards a product or service. A brand is a valuable intangible asset, which at times are more valuable than companies’ unique products, services, and tangible assets. Branding can be utilized to construct profitable customer relationships and to differentiate companies in a competitive market, by increasing communication-accessibility (Armstrong et al., 2009; Keller, 2009). Furthermore, it is used as a strategy to facilitate companies which struggle of being noticed, as it can be used as a tool to communicate reflections of companies’ image, values, and qualities (Webster & Keller, 2004).

In the vast expanding growth of companies’ competitiveness on the market, there have been increases of attention towards the concept of co-branding (McCarthy & Norris,
When launching a new brand, the risk of failure is high (Leuthesser et al., 2003), and to reduce uncertainties, a variety of different branding concepts have emerged, such as the strategy of co-branding. The objective with the concept is to generate greater sales by partnering with another company to conjoin brands (Kalafatis et al., 2012). A bundling of two brands provides additional value for customers (Aaker, 1996b), and an example of co-branding alliances is the processor-manufacturer: Intel. It is a famous example, which illustrates the success of implementing ingredient branding, a strategy that falls under the umbrella of co-branding (Kotler & Pfoertsch, 2010). The example of Intel is mentioned by numerous authors in literature and research studies (cf. Aaker, 1996b; Baumgarth, 2010; Beverland et al., 2007; Bilgin, 2011; Blombäck & Axelsson, 2007; Leek & Christodoulides, 2012; Lennartz et al., 2015; Rid & Pfoertsch, 2013; Webster & Keller, 2004) and it illustrates their effort as a component manufacturer to increase awareness among the end-users, and not solely focus on the next actor in the supply chain (Blombäck, & Axelsson, 2007; Lineland et al., 2013). The Intel example illustrate that the strategy of ingredient branding has a positive effect for original equipment manufacturers (OEM) within the manufacturing sector (Norris, 1992; Rid & Pfoertsch, 2013; Vaidyanathan & Aggarwal, 2000).

Intel is a schoolbook example of how ingredient branding can be utilized to enhance brand awareness and become an association of quality, and its success has influenced other companies to apply a similar strategy. By utilizing ingredient branding, original equipment manufacturers (OEM) can market their company to the end consumer, and as a consumer finds the product interesting, a pull effect ought to be created and demand for the product travels upstream through the supply chain (Norris, 1992; Kotler & Pfoertsch, 2007; Kotler & Pfoertsch, 2010; Rid & Pfoertsch, 2013; Ugglä & Filipsson, 2008). This can be described as a business-to-business-to-consumer (b2b2c) relationship where there are several actors involved in the supply chain when utilizing the strategy (Ugglä & Filipsson, 2008). A further research of ingredient branding could assist of how it can be applied and used to enhance competitiveness in other environments, solely than the manufacturing sector, hence, aid with information to a currently existing gap.
(McCarthy & Norris, 1999; Rid & Pfoertsch, 2013), and contribute with valuable information for all actors in the supply chain.

1.2 Problem Discussion
The shift towards a service-focused economy is according to Soubbotina & Sheram (2000) natural, as income of a population increases and technology becomes more advanced, a need for employment within production declines. The relation between the increase of income and the shift towards a service-oriented economy is a known phenomenon (Eichengreen & Gupta, 2013). The ever-evolving economies and competitiveness of competitors is an ongoing struggle for companies which strive to stand out in the cluster, urging them to find new alternative strategies allowing a brand to become a key determining factors when trying to attract consumers (Esch et al., 2006; Keller, 1993; James, 2005). The influence of a brand is extensive and by applying a suitable strategy it is possible to influence purchasing decision (Keller, 1993), as the knowledge regarding consumers purchasing intentions are essential in order to stay competitive on the market (Solomon et al, 2010). Ingredient branding has in previous research predicted indications to generate positive outcomes of company success if executed correctly (Norris, 1992). Ingredient branding has been used as a strategy by numerous companies operating within the business-to-business (b2b) industry in order to increase awareness among end consumers. The strategy has mostly been applied on tangible products, where marketing to end consumers enables original equipment manufacturers (OEM) to enhance demand for their product upstream the supply chain, and so forth create attractiveness towards their products and services (Norris, 1992; Kotler & Pfoertsch, 2007; Kotler & Pfoertsch, 2010; Rid & Pfoertsch, 2013; Uggla & Filipsson, 2008). Previous researches have mostly examined the concept within manufacturing industries (cf. Desai & Keller, 2002; Erevalls et al., 2008; Lienland, 2013; Ponnam et al., 2014; Rid & Pfoertsch, 2013; Vaidyanathan & Aggarwal, 2000), as well as ingredient components within consumptive commodities (Linder & Sidenstricker, 2010). Despite the abundant research within the area of ingredient
branding, there is currently limited research of how the strategy can be predicted purchasing behavior within a service environment.

There are to some extent a difference of how branding can be applied in a product environment and a service environment. Consumers’ that purchase products may experience satisfaction related to a tangible consumptions, and may potentially use a product during several occasions, assuming it to generate a similar result every time it is used (Armstrong et al., 2009). A service is instead intangible and relates to different experiences each time it is used and one may not obtain a service after it is consumed (Armstrong et al., 2009). The differences between tangible and intangible offerings ought to be profound and the influence of ingredients may not mirror each other.

Ingredient branding aims to create a demand among the end consumer. By creating and understanding of end consumers’ behavior, OEM’s can gain a better insight of the role achieved by their marketing. Consumers purchasing intentions are assumed to be affected by the changes of brand knowledge (Esch et al., 2006), and companies can influence their behavior by altering brand knowledge (Keller, 1993). By assessing these concepts within and without the context of ingredient branding, it ought to be possible to predict reactions to the strategy within a service environment. Previous research has utilized a similar technique when investigating the impact of ingredient branding and its potential influence, by comparing a branded ingredient with an unbranded ingredient, however not in a service environment (Linder & Sidenstricker, 2010). The key discussion addresses the relation to how valuable the strategy of ingredient branding can become for companies operating within a service environment. By applying the concept of brand knowledge within the context of ingredient branding, it may be possible to predict consumers’ eventual response to the strategy when utilized in a service environment. An investigation of the strategy in a service environment makes it is possible to predict eventual outcomes and relations, further contributing with information of how an establish strategy can be applied in another environment. The results ought to be appealing for those companies operating within a service environment in their pursuit of gaining competitive advantage.
The objective of this thesis is to close the gap in research, and an investigation regarding consumers purchasing intention in the context of ingredient branding will contribute with more knowledge and information to the field of research.

1.3 Purpose
To assess the relationship between consumers’ intention to purchase and brand knowledge in the context of ingredient branding within a service environment.
2. Literature review

The theoretical section discusses the different aspects of branding and how various approaches, such as co-branding and ingredient branding can be utilized. Furthermore, it also reviews the concepts of brand knowledge in relation to purchasing intention. This section examines previous literature and their findings within the area.

2.1 Branding & Co-Branding

Branding has during a long period of time been a main focus when it comes to marketing (Baumgarth, 2010; Bendixen et al. 2004; Bengtsson & Servais, 2005; Mudambi, 2002), and it has become one of the main marketing priorities for companies (Kapferer, 2005). Building a strong brand strategy is essential when establishing relations with customers, and if correctly executed, it may become a determine success factor (Norris, 1992; Rooney, 1995), as brands play an important role in consumers decision making process (Benedixen et al. 2004). Mudambi (2002) and Leuthesser et al. (2003) concurs and elaborates by arguing that building a strong brand can assist the company to differentiate from the cluster, especially in highly competitive markets where price and tangible attributes only differs slightly. The vital intangible value which brands brings to organizations is crucial for companies, and the added value is the aftermath of marketing investments performed by the company in the past (Keller, 2009).

The expansion of branding and the increase of interest among marketers to seek new approaches of differentiation have spawn strategies such as co-branding (Abratt & Motlana, 2002). It is and has been a prominent concept of increasing companies’ competitive advantages (Kalafatis et al. 2012) and reducing risk (Leuthesser et al. 2003). The definition of co-branding is interchangeable and different definitions appear as there is no true acceptance of the definition (Leuthesser et al. 2003). Park et al. (1996) mentions that co-branding is utilized to pair two or more branded products together in order to construct a new and more unique product. Helmig et al. (2008) defines the strategy as “a long-term brand alliance strategy in which one product is branded and identified simultaneously by two brands.” (p.360). Wright et al. (2005) further elaborate
the definition with the use of other studies (cf. Aaker, 1996b; Keller, 1993) that “...in the most refined and complex form, co-branding embraces a collaborative venture constructed to further the interest of two, or more, organisations in the planned, strategic format” (p.444). Illustrated by the various definitions of co-branding, the phrase that is re-occurring concerns the involvement of two or more brands which forms a new product. By combining two brands into a single product, the bundled product would then be advertised together to achieve greater value for both customers and companies (Leuthesser et al., 2003). Co-branding aids customer when judging the product with past experience of either of the brands (Abratt & Motlana, 2002).

A research thesis regarding the concept of co-branding executed by Park et al. (1996) is well cited and is frequently used as an example when discussing various topics of co-branding (cf. Abratt & Motlana, 2002; Bengtsson & Servais, 2005; Desai & Keller, 2002; Erevelles et al., 2008; Leuthesser et al., 2003; Lienland et al., 2013; McCarthy & Norris, 1999; Norris, 1992; Rid & Pfoertsch, 2013; Washburn et al., 2000). The research study by Park et al. (1996), acknowledge that by combining two brands, results in an increase of preferred attribute for the co-brands. Park et al. (1996) used two fictional products in their research, Godiva, included attributes of a high quality chocolate, and Slim-fast, included attributes of a low-calorie-diet-product. The researchers manufactured a fictional cake mix including respective products. The result of the first test indicated that the respondents viewed the cake mix with similar attributes as the parent brand. A second test performed by Park et al. (1996), where the products were branded together as following; “Slim-fast cake mix by Godiva” and “Godiva cake mix by Slim-fast”, and illustrated an interesting result. The findings concludes that by using the concept of co-branding, products profits from both brand’s attributes as the products both had attributes of high quality chocolate and of being a low-calorie-diet-product.

Additionally, research note that an important requirement for a successful co-branding is the existing logical relation between the two brands (Park et al. 1996), however this contradicts the conclusion drawn by Rao et al. (1999). The authors argues that it is important to a certain extent but it is not necessarily that a clear connection between the
two brands is needed to create a rewarding co-branding alliance as both brands can profit from each other’s attributes (Rao et al. 1999). Rao et al. (1999) further strengthened the positive outcome of co-branding by illustrating that consumers’ perception of quality greatly enhances for a product which they have no prior experience with, when combined with a familiar brand. This also correlates with a research study by Washburn et al. (2004), where the researchers investigate co-brandings effects on brand equity. The result concludes that co-branding can be viewed as a win-win strategy for companies, as a low equity brand will benefit from a high equity brand, and the high equity brand will not be damaged by the low equity brand (Washburn et al., 2004).

2.2 Ingredient Branding
One format within co-branding involves the concept of ingredient branding, which can be describes as the promotion of a component related to a product or a service to end consumers (Norris, 1992). Ingredient branding is a strategy which has been utilized for a longer period of time, conceptualized in the late 80’s and beginning of the 90’s (Kotler & Pfoertsch, 2010; McCarthy & Norris, 1999), and has during the last decade become popular among marketers (Desai & Keller, 2002; Ponnam et al., 2015). Within the context of branding, and especially in the business-to-business (b2b) environment, ingredient branding is a prominent concept and it is describe as brand management for component, parts, and materials (Kotler & Pfoertsch, 2010). According to Norris (1992), the aim for the strategy is to build awareness and preferences among consumers. Ponnam et al. (2015) further adds that ingredient branding is the incorporation of key attributes of one brand onto another as a component. By incorporating key attributes, the host brand will benefit from the positive associations, also known as “spillover effect” (Simonin & Ruth, 1998). Simonin & Ruth (1998) investigated the spillover effects of brand alliances on consumer brand attitudes. The research found that brand alliances such as ingredient branding has the potential to modify partnering brands’ attributes, thus reshape a brand if needed (Simonin & Ruth, 1998). Moreover, Erevelles et al. (2008) discussed in their article that the relationship between the manufacturer and supplier could be beneficial, as a result of risk and knowledge is shared. The host-brand
would also benefit from the strengthened market reputation while the original equipment manufacturer (OEM) would benefit from the difficulties created for competitors to enter a market (Erevelles et al., 2008). An alliance between two brands is influenced by the demand of the end consumer as they require certain components in a product. The ingredient component can be assessed to ease identification and even create an image of enhanced quality and differentiate a product from the cluster of brands (Desai & Keller, 2002; Norris, 1992). If the strategy is executed correctly it is expected to generate a positive outcome to those involved in the supply chain (Linder & Sidenstricker, 2010).

The basic idea of ingredient branding is the principle of pull & push (Kotler & Pfoertsch, 2010). The principle is critical to grasp in order to understand the true nature and potential of the concept (Erevelles et al., 2008). Ingredient branding utilizes both pull & push in their marketing efforts. The push principle occurs when the original equipment manufacturers (OEM) promotes their products to the next actor in the supply chain. Whereas the pull principle occurs when the marketing efforts is focused on the end consumer in the supply chain, in order for them to choose products that only contain the specific component (Linder & Sidenstricker, 2010). The basis for the pull principle is that products are pulled through the supply chain by increasing the end consumers’ demand for the ingredient, thereby compelling the middle-actors to purchase the ingredient product from the OEM (Kotler & Pfoertsch, 2010; Uggla & Filipsson, 2008).
2.3 Brand Knowledge

The concept of brand knowledge defines what a brand represents as of awareness and beliefs regarding its image (Keller, 1993). Keller (1993) conceptualized the theory regarding customer based equity and brand knowledge, and his research has been referenced by several authors (cf. Baumann et al., 2014; Esch et al., 2006; Hakala et al., 2012; James, 2005; Keller, 2012; Martinez & Chernatony, 2004; Oakenfull & McCarthy, 2009; Wang & Yang, 2010). Keller (1993) says that brand knowledge refers to the mind and memory of the consumers as associations. He further continues with stating that nodes are related to associations of information which can be retrieved from one's mind. For instance, if an individual thinks about a beverage, they may think of Coca-Cola due to previous association with the product (Keller, 1993). Associations are influenced of consumers’ usage level, meaning that the amount of usage of a product will increase its level of association (Oakenfull & McCarthy, 2009). Hence, by using an unknown brand name when measuring the effects, one can avoid the consumers previous brand knowledge (Mitchell & Olson, 1981). The figure below illustrates the conceptualizing of brand knowledge and is influenced by Keller’s (1993) model and will be further examined and described.

![Brand Knowledge Diagram](image)

*Figure 1.*
2.3.1 Brand Awareness related to Purchasing Intention

The concept of brand awareness is vital, but sometimes an undervalued part of brand equity. Companies brand awareness represents the strength as well as the immediate recognition by customers (Aaker, 1996a; Esch et al., 2006; Keller, 1993; Wang & Yang, 2010). When customer are set to choose from several different brands during a purchase, the choice often results in favor of the more known brand (Hoyer & Brown, 1990; Keller et al., 2012). A brand can be locked in a customer's mind and at time of purchase come back and become the causation for a decision, hence, enhance customers’ perception of taste and smell as well as affecting their loyalty towards certain products (Aaker, 1996a; Keller et al., 2012). Shapiro et al. (1997) found indications that advertisement can have an indirect effect on customers’ future purchasing intentions. Their findings suggest that even though customers may not actively pay attention towards an advertisement, it can still increase their intentions to purchase a certain product. Hakala et al. (2012) found that culture may also influence customers’ choice of purchase. Customers are in general loyal towards brands which they share their origin and their purchasing intention may therefore be related to a known national brand (Hakala et al., 2012). It can be said that brand awareness can be resembled as a signal that can generate a thought of familiarity and customers’ may decide on a purchase as it represents comfort and reliability (Kamins et al., 1991; Keller et. al, 2012; Wang & Yang, 2010). Brand awareness consists of two components which are both set to action when customers are exposed to a brand: Brand Recognition & Brand Recall (Aaker, 1996a; Keller, 1993; Keller et al., 2012; Wang & Yang, 2010).

The first component, Brand recognition, refers to customers’ ability to recognize previous exposures of brands. For instance, when customers are set to make a purchase, they may recognize brands which they have come in contact with earlier (Keller, 1993; Keller et al., 2012; Wang and Yang, 2010). Brand recognition does not need to be related to what, where, and why, but instead it concentrates solely on becoming recognized. It is said that customers response to recognition may alone result in positive attitudes towards a brand (Aaker, 1996b). Customers which feel familiarity towards
brands are perceived to favor those which are extensively exposed. Research indicates that customers believe that those brands which are spending more on marketing are reckoned as better, as it indicates that weaker brands would not spend such amount of money on advertisement (Aaker, 1996b).

The second component, *Brand Recall*, concerns customers’ memory and how a brand can come to notice when a certain product category is given. For example, when customers are exposed to a certain product category, at home or during a purchase, it examines how well a brand is retrieved (Aaker, 1996b; Keller et al., 2012; Wang & Yang, 2010). Although a brand may have low recognition it does not make it a weak brand, as brand recall can still be high due to loyal customers, and therefore become more important depending on market segments (Aaker, 1996b). Previous research indicates that an increase in exposure will enhance customers recall regarding the specific brand. It further suggests that if brands from a similar product category may be damaged by the increased exposure of another brand (Alba & Chattopadhyay, 1986). Furthermore, recent research highlights the differences of customers response based on exposure or experience. Baumann et al. (2015) concurs with Alba & Chattopadhyay (1986) that goods specifically within a fast-moving-consumer-goods (FMCG) market are perceived to recall products better if they are heavily exposed to advertisement. However, customers which are entering a purchase of more durable goods are expected to recall better to brands related to previous experience (Baumann et al., 2015).

Brand awareness is considered to have positive effect on brand image, when a brand is well known to customers, it eases the creation of a brand’s image (Esch et al., 2006). It is assumed that these variables both affect customers’ response to a purchase, and if managed correctly, they can be central variables when constructing marketing campaigns. However, further research indicates that it is not enough to solely focus on these variables in a long-term perspective (Esch et al, 2006). If marketers focus on measuring awareness by the brand name, it increases the risk of not providing an adequate image. Marketers ought to understand that some brands cannot be separated from their familiar environment and put out of context (Aaker, 1996a).
2.3.2 Brand Image related to Purchasing Intention

The importance of establishing brand awareness as well as brand image is essential for marketers when managing a brand (Esch et al., 2006). The strength of awareness which a brand generates, affects customers’ perception of brand image. Through extensive exposure and marketing activities, customers may easier associate products from memory which further will affect the brand image. If a company has low brand awareness it may result in an insufficient picture of the brand image, all due to low knowledge regarding the brand (Esch et al., 2006; Keller, 1993). Keller (1993) defines brand image as following;”...the perception about a brand as reflected by brand associations held in consumers memory” (p. 3). Associations held by a brand are unique and the challenges for marketing managers are to provide similar associations to a brand in every product category (Aaker, 1996a). Regardless of which sector companies operate in, a well-managed brand image is essential for those who want to succeed. Their image has to represent more than value and relevance, but also create meaning and desire (Desai & Keller, 2002). Wang & Yang (2010) discuss that customers may not always purchase a product for its usefulness, but rather to enhance the perception of their extended self. Brand image may therefore be an influence on customers’ purchasing decision and a continuous exposure of a brand may during a longer time period affect customers’ brand image (Esch et al, 2006). Keller (1993) argues that a brand is based on the customers’ associations to favorability, strength, and uniqueness, and if these three variables are weak, brands may find it hard to succeed. For instance, if customers use a delivery company for a service, they may consider brands which are associated with reliability, speed, and convenience, instead of other qualities (Keller, 1993; Keller, 2012). However, if customers do not consider an attribute as relevant or important, marketing aimed to favor such are likely to face difficulties (Keller, 1993). Brand favorability refers to customers’ general opinion regarding brands, founded on previous experience or exposure (Keller, 1993; Keller, 2012). The strength of a brand association is related to customers’ ability to think of a product and how they relate it to a brand (Keller, 2012). A company’s unique selling point is related to customers’ attitude towards a product related- and non-product related attributes, as well as functional,
experiential, and image benefits (Keller, 1993). Esch et al. (2006) found in their research that brand image effect customers current brand-loyal purchasing intentions, suggesting that customers which favor or have a strong connection towards a brand are assumed to choose those during a purchasing decision. In order to understand customers’ perception of brand image, one must first grasp how associations are managed in the mind of the customer (Keller, 1993).

2.3.2.1 Types of Brand Associations

Brand associations are differently depending on product as well as in which category it is represented. If consumers have strong positive associations to a brand, companies brand equity is assumed to gain a positive upswing (Keller, 1993). Associations can be strong and very specific, affecting which categories products and brands are perceived to operate. Brands which are closely associated with certain categories may consider it difficult to extend into new markets (James, 2005). However, when companies adopt ingredient branding they gain the advantage of the principle of “spillover effect”, where the stronger brand may try to achieve an increase in attractiveness by marketing two brands together (Desai & Keller, 2002; Erevelles et al., 2008). When companies partner in an ingredient branding alliance, they also adopt the risks of consumer confusion. Products may be associated with certain brands and categories and by adding another brand, customers may become confused and reluctant (Norris, 1992). If marketers can understand how customers associate from their memory, it enables them to create suitable campaigns, which is coherent with customers’ perceived brand image (Keller, 1993). In his article, Keller (1993) divided the major components which influence brand image association into three categories; Attitudes, Benefits, and Attributes.

The brand attitude which customers have towards a brand can be described as their assumed quality of a product. The impact on associations is extensive as it illustrates the foundation for consumer behavior (James, 2005; Keller, 1993), which has a relation to purchasing intention (Kotler, 2010). James (2005) discuss in his article that strong brand attitude may have a positive effect on the total brand value, enhancing companies competitiveness on the market. Brands which are continuously exposed are assumed to
achieve stronger brand attitude and so forth become more powerful on the market (James, 2005; Keller 1993). Products and services which is not considered as high involvement purchases or as durable, are not as important to be in line with customers’ self-image. Instead customers have a tendency to rely more on exposure and experience, rather than the actual content (Baumann et al., 2015). This somewhat contradicts with Mitchell & Olson (1981) and their findings, as results indicates that customers’ beliefs would not change due to continuous exposure and advertising. Their findings did instead show that customers’ are more concerned about the advertising content. If marketers better illustrates the functionalities and qualities of a product, customers’ beliefs may change and effect attitude (Mitchell & Olson, 1981). Managers ought to be careful when making decisions which influence customers’ attitudes, and thoroughly evaluate potential outcomes (James, 2005).

When customers evaluate a product or a service, they are expected to estimate the brand benefits. What benefits customers are expected to receive from a product or a service depends on their personal beliefs of a brand. Benefits can therefore be defined as the personal value customers consider a product or a service will provide (Keller, 1993; Keller, 2012). Customers may create perceived benefits from interactions and experiences and it is irrelevant how these associations are formed as long as they find that a product or service will satisfy their needs (Keller, 2012).

Keller (1993) divides benefit into three categories representing the different assumed benefits customers may feel; functional benefits, experiential benefits, and symbolic benefits. The functional benefits relates to the attributes of the product which can be explained as the tangible value of using a product or a service and customers may perceive that the functional benefits are related to basic needs (Keller, 1993). The experiential benefits refers to the experimental value that customers feel when using or applying a product or a service. This category refers to the intangible value, which customers may achieve through cognitive stimulus. The final assumed advantage is the symbolic benefit which refers to the more eccentric pleasure of owning and consuming a product. Customers might find that their self-image benefits from the value of owning a
certain product. The psychological factors which customers might benefit may reflect their choice of purchase, e.g. fashionality, exclusivity, prestige, and etc. (Keller, 1993).

When customers enter in a purchase or consumption it is assumed that certain features and characteristics are included, and these components are the brand attributes a product or a service may withhold (Keller, 1993; Keller, 2012). Attributes can be related to the importance of including certain ingredients within a product or a service (Keller, 1993). Product related attributes is therefore defined as the physical components of a product or the tools used to perform a service. Non-product related attributes are the intangible aspect which surrounds a purchase (Keller, 1993). User imagery and usage imagery refers to who, what and where a product or service is used or consumed and is a part of non-product related attributes. This can be achieved through customers’ exposure by advertisement or direct contact, which reflects their experience. When marketers analyzes associations of typical users it is preferable to categorize them according to demographic-, psychological-, and other factors which easier distinguish why they prefer certain attributes (Keller, 1993). If analyzing customers’ associations of usage situations, one may ask for frequency of use, location, situation to they use the product, and etc. (Keller, 1993). The usage factor is an essential variable when evaluating customers’ beliefs regarding an extension of a brand. If customers consider a brand to not be able to be included in a certain category, managers may face difficulties of succeeding (Keller, 1993; Riley et al, 2014), and even create confusion (Norris, 1992). In his article, Keller (1993) discuss that one of the main associations a brand may have is it’s assumed personality. It may include characteristics such as trendy, unique, or youthful. Personality traits are usually a result of the usage situations which a brand is related to (Aaker, 1996b).
3. Conceptual model & Hypotheses

After examining existing literature regarding relevant theories, this chapter presents the constructed hypotheses which were based on the foundation of the thesis. The hypotheses were influenced by previous contributions within the field of branding, which therefore ought to make the relation with previous research relevant.

3.1 Conceptual Model

The model designed is founded on previous literature and represents decisive features of ingredient branding and brand knowledge. In order to understand the relationship of ingredient branding towards purchasing intention, the researchers utilized the concept of brand knowledge. The dependent variable is purchasing intention and as this research aim to understand the relationship in the context of ingredient branding, the independent variables are brand awareness and brand image.

Furthermore, the model describes the framework for the created hypotheses as how they affect purchasing intention. The constructed models were used when creating hypotheses as well as when analyzing the relationship between ingredient branding, brand knowledge, and purchasing intention. In order to compare the effects of ingredient branding, two models were created. Figure 2 illustrates the first constructed model, which does not include the context of ingredient branding.
Figure 3 illustrates a similar relationship, though it includes the context of ingredient branding. The model used indicates how the context of ingredient branding may affect the dependent variable of purchasing intention through the independent variables included in brand knowledge.

The authors of this thesis chose to solely create hypotheses related to the inclusion of ingredient branding. This suggests that hypothesis two and three was solely analyzed when the ingredient brand was included. The authors argue that by doing so, the result will better relate to the purpose of the thesis and contribute with knowledge regarding predictions of influences. However, the authors also performed tests between the different groups of with and without ingredient branding, in order to see if there were any significant changes. The results from those tests were presented in additional findings.
3.2 Hypotheses

3.2.1 Ingredient branding & Purchasing intention

The first and far most essential hypothesis that ought to be examined is how the context of ingredient branding affects purchasing intention. Brand knowledge has earlier been suggested to influence customers’ current purchasing intention in other the contexts which does not involve ingredient branding in a service environment (cf. Esch et al., 2006). The first hypothesis is related to the main purpose of the thesis which is to assess the relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment. Hypothesis one is comprehensive as it covers the general question regarding the influence of ingredient branding. By examining the relation between ingredient branding and consumers purchasing intention one may be able to predict certain outcomes of ingredient branding within a service sector.

\[ H_1 = \text{Ingredient branding is predicted to generate a positive relationship on consumers’ purchase intention.} \]
3.2.2 Brand awareness & Purchasing intention

The concept of brand awareness examines companies’ strength of awareness and customers’ immediate recognition (Aaker, 1996a; Esch et al., 2006; Keller, 1993; Wang & Yang, 2010). Far more often, customers tend to choose brands which are more known than the opposite (Hoyer & Brown, 1990; Keller et al., 2012). The strength of awareness can therefore be associated with purchasing intention and by extending the exposure; customers may find it easier to recognize brands. Customers are assumed to generate more positive attitude towards products which they associate and have high brand awareness. Although the recognition of a brand may be low, it does not suggest that it may be a weak brand. Brand recall is influenced by customers’ memory and the notice of recalling a brand when a category or a product is given (Aaker, 1996b; Keller et al., 2012; Wang & Yang, 2010). The strength of brand recall among segments and especially loyal customer can make a brand strong. An examination of brand awareness and its relationship towards purchasing intention in the context of ingredient branding may assist to predict potential influences of the strategy within a service environment. The hypothesis created is therefore the following;

\[ H_2 = \text{There is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding.} \]
3.2.3 Brand image & Purchasing intention
The concept of brand image is influenced by the results of brand awareness, as the strength of awareness reflects customers’ total believes of brand image (Esch et al., 2006). Brand image can be defined as the overall perception which customers shape in their memory, based on previous association (Keller, 1993). If managers are able to continuously provide a positive brand image it may attract customers, as they have a perception of a brand which obtains more than functional values. If customers believe they find value which is related to more than recognition and recall, brand image could create loyalty over a longer time span. Similar to awareness, brand image may also be divided into sub-categories which all influence the end result. Brand attitudes refer to customers’ assumed beliefs regarding quality of a product (James, 2005; Keller, 1993). By measuring consumers’ response on the quality which an advertisement exposes, one could estimate the influence of brand attitude when ingredient branding is included. Brand benefits examine the expected benefits which customers may find when utilizing or owning a product or a service (Keller, 1993; Keller, 2012). The benefits which an individual feels towards a brand are personal and do not have to correlate with others beliefs, thus, as long as it satisfies the individual’s needs. Lastly, brand attributes refers to customers’ assumed components or characteristics which a product or a service ought to withhold (Keller, 1993; Keller, 2012). These attributes can be tangible and product related, as well as intangible and non-product related. By examining the effect of brand image when utilizing the strategy ingredient branding, one may be able to predict consumers’ preferences when incorporating one brand within another. The following hypothesis was therefore constructed;

\[ H_3 = \text{There is a positive relationship between brand image and consumers’ purchasing intention in the context of ingredient branding.} \]
4. Methodology

The methodology chapter examines how the thesis was conducted in order to clarify the structure and approaches, including justifications why the authors chose to carry out specific actions. The chapter consists of a description of research approach, the use of data source, data collection instrument, sampling, research design, and data analysis method.

4.1 Research Approach

4.1.1 Deductive

Two different approaches which are utilized in research are; deductive and inductive. The approach of deductive theory investigates the relation between theory and data (Bryman & Bell, 2011). In contradiction, the inductive approach is often utilized in order to generate new theories and acts as the first step in scientific methods (Ghauri & Grønhaug, 2005).

In figure 4 illustrates the process of a deductive research influenced by Bryman & Bell (2011). It illustrates the introduction of reviewing existing literature, followed by the construction of hypotheses founded on theory. The research is driven by one or several hypotheses which later either will be confirmed or rejected, depending on results from the gathered data. Lastly, the revision of the theory is performed, and the results are to be revised in relation to the theory (Bryman & Bell, 2011). The theory of deductive research is often associated with the quantitative research approach; however, it does not apply in all research (Bryman & Bell, 2011).

This thesis utilized the deductive approach as it exploit existing theories by gathering primary data to reject or accept the hypotheses constructed, by assessing the relationship of the established variables which were designed as a result of the presented literature review.

Figure 4.
4.1.2 Quantitative

Quantitative research studies aim to collect a large amount of data in order to make a generalization of the collected results, and it is used to quantify the collection of data in order to analyze it in terms of number and statistics (Bryman & Bell, 2011). The difference between quantitative and qualitative is that quantitative research allows for a more detailed measurement while qualitative do not; thus, it is beneficial to use a quantitative approach when measuring the relationship between variables on a large sample (Ghauri & Grønhaug, 2005).

This thesis chose to conduct a quantitative approach as the purpose was to assess the relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment. By completing a quantitative research approach, the authors were able to gather a large amount of statistical data which then could be measured in order to meet the purpose.

4.2 Research Design

4.2.1 Descriptive

A descriptive research design may be appropriate to apply when a research is set to describe certain questions regarding a well-defined problem (Ghauri & Grønhaug, 2005). The descriptive research design does not seek to derive explanations of a problem, but rather expand an understanding of a relation. Hence, it may often be used as a first step or an expansion of research in order to extract information from a relation. A descriptive research is most preferable to be executed with questionnaires or surveys’ as it can provide a great deal of information, but not the causation (Bryman & Bell, 2011). In order to retrieve valuable data when using a descriptive research design, one ought to be aware of its characteristics; structure, precise rules, and procedures. These key characteristics may be used as guidelines when constructing a research (Ghauri & Grønhaug, 2005).
The descriptive research design is applied in this research as it correlates with the purpose of the thesis. The data extracted from a descriptive research design is most often statistical and therefore was preferable when conducting this thesis.

### 4.2.2 Comparative cross-sectional design

A comparative approach aims to compare the relationship between two or more cases. It is a methodological design related to the social science and is performed as a rational comparison, which may aid to provide a better understanding of a social phenomenon (Bryman & Bell, 2011). As this thesis was constructed to compare consumers’ response to an involvement of ingredient branding, the authors found it to be suitable to apply a research design related to a comparative approach. The comparative design includes simple experiments that can be used to estimate benefits of having a higher brand awareness as well as brand image. The method allows researchers to measure almost every marketing activity that can be compared (Grover & Vriens, 2006).

In order to complete the questionnaire, the authors also utilized the approach of a cross-sectional research design. The cross-sectional research design explains the relationship between two cases during a single point of time (Bryman & Bell, 2011). By combining a comparative research with cross-sectional research design, it was possible to compare two cases during a single point of time, a method that have been utilized in previous research (cf. Dehning et al., 2012). A cross-sectional research design allows researchers to easily gather data during a single point of time, thus instantly providing relevant data from variables (Bryman & Bell, 2011). Furthermore, a comparative cross-sectional research design may suffer of difficulties to determine a causal impact (Grover & Vriens, 2006; Bryman & Bell, 2011), hence, providing a result that does not determine causation of ingredient branding but rather predict a correlation.

As this thesis measured the involvement of ingredient branding, it was preferable to construct a questionnaire that included both contexts, with and without the strategy of ingredient branding. The authors argue that this thesis solely focuses on measuring consumers’ response to an involvement of ingredient branding and its effect on purchase
intention, and therefore state that an exclusion of the ingredient brand in the questionnaire may confuse the respondents and contribute with an unclear result. The authors were aware that it is not possible to draw casual conclusions due to the choice of research design; however, a comparative cross-sectional research design ought to contribute with valid information assessing the authors to predict potential outcomes when involving the strategy of ingredient branding. The choice of research design is founded on Bryman & Bell (2011) and their suggestions of how to gather a large amount of data in order to predict correlations. It can be discussed that other research designs ought to better determine certain outcomes and causations. However, these designs would not correlate with the purpose of this thesis that was to assess the relationship regarding effects of ingredient branding on end consumers purchasing intention in a service environment. This thesis may predict certain patterns of associations and contribute with knowledge regarding if there is a positive relation when ingredient branding is utilized and may be used as a basis for more detailed studies. As the internal validity may be non-existing due to the choice of research design, the authors found it important to ensure that the quality criteria of the thesis was executed correctly and therefore had to carefully investigate its potential impact.

4.3 Data Source
There are two different types of data sources; Primary Data & Secondary Data (Ghauri & Gronhaug, 2005). It may aid researcher to first collecting secondary data in order to understand the problem from a greater point of view, as it can guide researchers through a study by providing essential background information (Bryman & Bell, 2011) and broaden the scope to which conclusions can be drawn (Ghauri & Gronhaug, 2005). The secondary data for this thesis have been collected from appropriated sources, all in accordance with Berg (2009), who discusses validated platforms when gathering relevant information. The collected data have been reviewed and analyzed in order to assure its credibility as a source while discarding any other content not complying with the standard. The standard sets of data collected were research published by scientifically distinguished databases which been peer reviewed. All sources used in the
literature review were gathered from known scientific- and library databases. With the use of the web-platform: Ulrichsweb.com, the authors could validate the sources again and audit its legitimacy. Linnaeus University (2014) recommends Ulrichsweb.com as reliable data base when auditing validity of scientific articles.

The second type of data source is primary data. It is data gathered to fit the specific purpose of a research. The positive aspect of primary data is that it can be customized to the particular research performed which ought to increases the trustworthiness of a research (Ghauri & Grønhaug, 2005).

For this thesis the secondary data was first collected to build knowledge around the specific topic and were used to construct various hypotheses. It provided background information regarding previous research done within ingredient branding, brand knowledge and its concepts of brand awareness and brand image. The primary data was aimed to answer the purpose of this thesis. It was a necessity to collect primary data in order to gain more comprehensive understanding of how purchasing intentions are affected by brand knowledge in the context of ingredient brand within a service environment.

### 4.4 Data Collection Instrument

#### 4.4.1 Operationalization

The operationalization convert relevant concepts into measurable instruments, and is used to explain how hypotheses can be measured in the real world. A well-structured operationalization ease the continuous progress with a research as it operationalize previous examined concepts into measurable questions (Bryman & Bell, 201; Ghauri & Grønhaug, 2005). With the use of the literature review, measurable instruments of various concepts could be created. The literature review acts as a foundation for the operationalization in order to gather valid primary data which relates to the purpose of the thesis.
The operationalization is illustrated in table 1.1, 1.2, and 1.3, it is divided into four categories; Concepts, Conceptual definitions, Operational Definition, and Questions. Concepts relates to the theoretical framework chosen for this thesis. Conceptual definitions summarize definitions which explain the previously mentioned concepts. Operational Definition refers to the authors’ explanation for topics used and the logic behind the questions in order to meet the purpose. Lastly, in the fourth column are the Questions which were presented to the respondents, and they were constructed with the influence of previous quantitative research which measure similar concepts but in a different environments. The four categories also acts as steps in which one could gain a perspective of how the authors proceeded in the construction of the questionnaire.

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Conceptual Definition</th>
<th>Operational Definition</th>
<th>Questions</th>
</tr>
</thead>
</table>
| Purchasing Intentions| Brand image affects consumers’ current brand-loyal purchasing intentions, suggesting that consumers’ which favor or have a strong connection towards a brand are assumed to choose such during a purchasing decision (Esch et al., 2006). Advertising can have an indirect effect on consumers’ future purchasing intentions (Shapiro et al., 1997). When consumers are set to choose from several different brands during a purchase, the choice often results in favor of the more known brand (Hoyer & Brown, 1990; Keller et al., 2012). Brand awareness can be resembled as a signal which can generate a thought of familiarity and consumers’ may decide on a purchase as it represents comfort and reliability (Kamins et al., 1991; Keller et al, 2012; Wang and Yang, 2010). | To gain an understanding of the respondents’ intentions to purchase a membership at either of the fitness centers. The conceptual definitions of purchasing intentions are all connected to either brand awareness or brand image An essential part of the research, as all three hypotheses is related to the purchasing intentions. | 1.16 I would attend this fitness center (Taesso et al., 2014)                                      
1.17 It is likely that I would consider buying a membership (Papagiannisidis et al., 2013) 
1.18 I would be willing to recommend my friends to try this fitness center (Papagiannisidis et al., 2013) |
<table>
<thead>
<tr>
<th>Concepts</th>
<th>Conceptual Definition</th>
<th>Operational Definition</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Awareness</strong></td>
<td>The consumers ability to recognize previous exposures of brands (Keller, 1993)</td>
<td>To get an understanding of the respondents’ ability to recognize the exposed brand and the level of visibility that has been imprinted in the memories of the respondents’ for the particular category.</td>
<td>1.1 I can quickly recall the symbol or logo of this fitness center (Baumann et al., 2015).</td>
</tr>
<tr>
<td></td>
<td>How well a brand is retrieved when given a certain product category (Aaker, 1996b; Wang &amp; Yang; Keller et al., 2012)</td>
<td></td>
<td>1.2 Some characteristics of this fitness center come quickly to my mind (Baumann et al., 2015).</td>
</tr>
<tr>
<td></td>
<td>The highest level of awareness, the brand that is the first association in the mind of the customer (Aaker, 1996a)</td>
<td></td>
<td>1.3 I know what this brand stands for (Baumann et al., 2015).</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.4 I have an opinion regarding this fitness center (Aaker, 1996)</td>
</tr>
<tr>
<td><strong>Brand Image</strong></td>
<td>Consumers overall evaluation of the brand (Keller, 1993)</td>
<td>To get an understanding of the respondents’ associations in the mind of the customer and the assumed quality and its impact on associations as it illustrates the foundation of consumer behavior.</td>
<td>1.5 I associate this gym with... Quality (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td>The personal value a consumer consider a product or a service will provide to them (Keller, 1993; Keller, 2012)</td>
<td>To get an understanding of the benefits that the respondents’ believe the product/service will bring them in terms of functional benefits, experiential benefits and symbolic benefits.</td>
<td>1.6 I associate this gym with... Status (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td>Consumers ability to think of a product and how they relate to a brand (Keller, 2012)</td>
<td>To get an understanding of the attributes that is of importance for the respondents’, how the brand affects the product related attributes and the non-product related attributes.</td>
<td>1.7 I associate this gym as... Successful (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td>Refers to the consumers’ general opinion regarding brands founded on previous experience or exposure (Keller, 1993)</td>
<td>To understand the strength of the brand and the effect on the consumers behavior and their relation to a brand.</td>
<td>1.8 I associate this gym as... Unique (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td>Unique selling point is related to consumer attitude to product related and non-product related attributes as well a functional, experiential or image benefits (Keller, 1993)</td>
<td>To get an understanding of the attributes that is of importance for the respondents’, how the brand affects the product related attributes and the non-product related attributes.</td>
<td>1.9 I associate this gym as... Trendy (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To understand the general opinion of the brand.</td>
<td>1.10 I associate this gym as... Youthful (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.11 I associate this gym as... Thrilling (Keller, 1993; Gwinner &amp; Eaton, 1999)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.12 People I admire and respect would use this fitness center (Baumann et al., 2015).</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.13 I have a positive view of the people that would use this gym (Baumann et al., 2015).</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.14 I can identify with this fitness center (Baumann et al., 2015).</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.15 I feel a personal connection to this fitness center (Baumann et al., 2015).</td>
</tr>
</tbody>
</table>
4.4.2 Questionnaire

Questionnaires are a common research gathering method in which individuals are asked questions in predetermined orders (Bryman & Bell, 2011). Performing a questionnaire on internet enables researchers to use a quick, inexpensive, and convenient way to collect a large amount of data in a short amount of time. To receive the best result from a questionnaire, it is important that it is quick, easy, and accessible (Hunter, 2012). This correlates with Gray (2009), which further state that a questionnaires allows inflow of data to be quick and covering a large amount of individuals.

The data gathering method for this thesis consisted of a questionnaire as it was considered as most suitable as it corresponds with the objective of the thesis. The questionnaire was customized to gather primary data that was relevant to the specific purpose. The gathering of primary data was conducted by using a fictional fitness center; “WorkOut Sweden”. In order to avoid respondents previous brand knowledge, the authors chose to use a fictional brand which can be related with a previous research study (cf. Mitchell & Olson, 1981). This was assumed to reduce the variability of factors that would come to play if the fitness center was real, as previous brand knowledge could distort responses.

The ingredient brand used to estimate the effects of the relation was Reebok. It is known for developing the first running shoe with spikes and is today a global fitness brand owned by Adidas group (Adidas-Group, 2015). Justification of why this particular brand was chosen was due to a pre-test performed, which consisted of a simple questionnaire with two questions regarding brand awareness (cf. Chapter 4.4.3 Pre-testing). The result concluded that Reebok was one of the top brands that the respondents were aware of. Further justification of the choice of Reebok was due their own marketing activities for various major sporting competitions and events (cf. GamesCrossfit, 2015), which further ought to increases awareness among individuals. The questions were designed with a 7-point Likert scale, inspired from similar approaches used in previous research (cf. Baumann et al., 2014; Papagiannidis et al., 2013). A Likert scale with a range from five to eight is likely to increase reliability and validity as the respondents have the
opportunity to choose between more middle options (Lietz, 2010). By customizing the Likert scale according to Lietz (2010) argument, the received data ought to be more accurate due to more options available. The authors constructed the questionnaire into three parts. Appendix 1 includes the questionnaire that was sent out to the respondents translated from appendix 2 (cf. appendix 1 for the Swedish version and appendix 2 for the English version).

**Part 1:** The respondent was exposed to a paragraph of text which consisted of information regarding the fitness center; *WorkOut Sweden* and did not contain the ingredient brand (See appendix 1 or 2). This was followed by three images of the fitness center without the brand *Reebok*. Furthermore, the respondents had to answer questions related to brand awareness, brand image and purchasing intentions.

**Part 2:** Similar questions were asked as in part two as in part one, though the main difference was the change of information in the text-paragraph, which included information regarding the fitness center. In this part the ingredient brand of *Reebok* was included. Three images were then presented, contrary to the previous part, the brand *Reebok* was now exposed (See appendix 1 or 2). This part concluded with similar questions stated as in part one.

It was vital to include the text-paragraph with information of the fitness center and the three images in order to present the necessary information and also emphasize the incorporation of the ingredient brand, *Reebok*. The use of images in the questionnaire was influenced by Vaidyanathan & Aggarwal (2000) and their research where the subjects were exposed to two different types of images of each product in order to determine a relation.

**Part 3:** The last part consisted of questions related to personal information such as gender, age, and occupation. This part was where the respondents would have the opportunity to report their email address for a chance to win three lottery tickets. The reason behind the endorsement was to increase the response rate of the questionnaire, an approach which has been positively mentioned in previous literature and research.
(Bryman & Bell, 2011; Deutskens et al., 2004). The endorsement was stated in the beginning of the questionnaire and respondents which completed the questionnaire had the chance to win three lottery tickets provided by the authors which were randomly drawn at the end of performed thesis.

All data was gathered through the use of the Google Forms software. It was chosen as it can conveniently convert collected data into an excel-file which simplified the process of transforming the data into the statistical software.

**4.4.3 Pre-testing**

Pre-testing is utilized in order to aid researchers to gather further information by gaining insight from respondents, prior to the actual launch of the main questionnaire (Gray, 2009). Pre-testing eliminates issues of misunderstanding, and by understanding the level of sensitivity of the questions it may explains the effect of their willingness to answer (Ghauri & Grønhaug, 2005).

For this research the authors conducted two types of pre-tests, one were conducted in order to gain knowledge regarding which ingredient brand should be chosen, and the second pre-test investigated the main questionnaire’s issues and potential improvements.

The first pre-test focused on the choice of ingredient brand, and involved questions regarding brand awareness, and in particularly; Recall and Recognition. Pre-test-one consisted of two questions, one open-ended and one multi-choice question, to gain a glimpse of individuals’ choice of gym-equipment. Pre-test-one only consisted of questions regarding brand awareness as it allowed researchers to create a slight understanding of consumers’ knowledge in the brand category. The result of pre-test-one determined the choice of company used as the ingredient brand, which was Reebok.

The second pre-test that was conducted with the use of the main questionnaire. It helped the authors to eliminate misunderstandings in order to gain knowledge about the questions and if they were stated clearly and correctly formulated. It also assisted with information of how the questionnaire should be structured and the amount of time it would take to complete the questionnaire. The questionnaire was presented to Mosad
Zineldin, whom is a professor at Linnaeus University, and to Setayesh Sattari, whom is a lecturer at Linnaeus University. The authors also presented the questionnaire to four students at Linnaeus University from various institutions, all withheld characteristics of those wished to investigate. After receiving feedback, the questionnaire was modified once more, and the result allowed the authors to reformulate questions and reflect on the measured components which otherwise could have been an issue. Further test such as the duration to complete the questionnaire was also performed to inform the respondents to give them an accurate timeframe (3.5 minutes).

4.5 Sampling
Sampling is the selection of elements from which the information should be collected. One could collect information from every individual in a population, however, this is an expensive and time consuming activity. The most common approach of gathering information is to select a sample, which represents the whole population (Ghauri & Grønhaug, 2005). When selecting a sample it is important to be informed of the possible setbacks in order to avoid a bias result (Bryman & Bell, 2011).

The authors of this thesis utilized the sampling method of convenience sampling. It is part of the non-probability sampling techniques and suggests that the sample is selected based on criterias which is in line with the sampling criteria (Ghauri & Grønhaug, 2005). Using a non-probability sampling technique it may create a biased result and questions if it is reliable enough (Bryman & Bell, 2011). However, as this thesis use a comparative cross-sectional research design, the aim was to gather as much information as possible in order to measure if there were a relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment. Therefore, a convenience sample allowed the authors to find a larger sample group of relevant respondents which assisted with answers related to the purpose of the thesis.
4.5.1 Sampling Frame
The sampling frame refers to the criterias or the frame within a population of those who can be selected (Ghauri & Grønhaug, 2005). When conducting the data for this thesis, the authors created a sampling frame which was related to the choice of service. A study made from 2013 indicated that there have been an increase in sales activities among fitness centers, and the trend is prospected to continue (Svd, 2013; SVT, 2013). There was an increase in turnover among Sweden's five most popular fitness centers between 2006 and 2011 with approximately 80 percent. The same report stated that 65 percent of the Swedish population accomplish a physical activity once a day and according to branch statistics there are 1,1 million fitness center customers (SVT, 2013). The statistics indicate that fitness centers continue to be a highly preferable service provider in Sweden, and performing a thesis within this service sector ought to be suitable when the effects of ingredient branding within a service environment should be measured. When creating the sample framework it was important that it is coherent with the intended purpose of the thesis. As this thesis was using a comparative cross-sectional research design, it intends to reach a large sample and investigate a potential relationship. Therefore the sample needed to have a relation to a fitness center, and a minimum frequency of attendance of less than once a month. Samples which are frequently using the service were believed to provide a result which better correspond with the whole population. The authors further used the criteria that the respondents had to be at least 18 years old in order to participate. The authors argue that as according to Swedish law, individuals under 18 are legally under the response of their parents (Sverige Riksdag, 2014). As this thesis aim to investigate individual's own response to ingredient branding, it ought to be preferable to apply a sample framework which requires the respondents to be 18 or older in order to decrease external influences.

4.5.2 Sample Selection & Data Collection Procedure
There is an ongoing discussion regarding appropriate sample size for quantitative research and there is currently no clear answer (Bryman & Bell, 2011). An appropriate sample size is depending on several factors and variables, such as precision, time, and money (Bryman & Bell, 2011). It can be argued that a larger sample size will increase
precision and so forth contribute with information which reflects the population better, hence, a larger sample size will decrease the risk for sampling errors (Bryman & Bell, 2011). According to Wilson Van Voorhis & Morgan (2007) a reasonable estimate sample size for measuring relationship, such as correlations and regression is that there should not contain less than 50 respondents.

*Pre-test-one* consisted of a sample with high knowledge regarding fitness centers and equipment. The sample consisted of ten respondents, equally divided of females and males, all living in Sweden. They were asked two questions by e-mail which were related to their awareness of fitness centers and gym-equipments. Due to ethical aspects (cf. Bryman & Bell, 2011), the authors of the thesis chose not to disclose their names.

*Pre-test-two* consisted of a sample which are all well informed within the area of research and was contacted by mail and tutoring sessions. The authors justify their choice as the sample is believed to be trustworthy and contribute with valid information for the continuous study.

The questionnaire was performed by 154 respondents, 53 per cent were female and 47 per cent were male. As this thesis aim to assess the relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment, the authors argues that respondents which do not frequently use the service are not of interest. Respondents which did not obtain the level of requirements were excluded from the end results. The total amount of valid respondents was 134. The authors contacted the respondents with the use of social websites such as Facebook, but also with the use of two forums which appealed towards individuals who have an active lifestyle (cf. Kolozzeum, 2015; Body, 2015).
4.6 Quality Criteria

When measuring the quality of a quantitative research it is important to use the quality criteria of validity and reliability (Bryman & Bell, 2011; Gray, 2009; Ghauri & Grønhaug, 2005). Validity questions if the collected data measures what the questionnaire it intended to measure (Ghauri & Grønhaug, 2005, Bryman & Bell, 2011). Validity is related to the actual measurement, whereas reliability examines if the result of a study would be the same if a similar research was to be executed (Bryman & Bell, 2011; Gray, 2009). Too often reliability suffers of not being adequate, and it is therefore important to note that if an instrument is perceived as unreliable, it may not be valid (Gray, 2009).

4.6.1 Content Validity

In order to test the validity one may utilize the method of content validity. It is said that content validity may aid researchers when executing a new measurement by ensuring that a method is correctly performed (McGartland et al., 2003). The content validity may be referred as one of the simpler tests performed. It is often used when analyzing the content of a questionnaire in order to determine its relevance and that all questions are clearly stated (McGartland et al., 2003). It is possible to estimate the clarity of the content by allowing individuals with knowledge within the field to review the content and provide constructive feedback (McGartland et al., 2003).

The authors of this thesis contacted individuals with expertise within the area of marketing to assist with feedback of the questionnaire. The feedback and recommendation was given from professors and lecturers of the Linnaeus University in order to ensure that the measurement constructed were as valid as possible. The authors reviewed the feedback and rephrased the questions accordingly to the proposed changes. Furthermore the questions were inspired from previous research which measured similar theories, however in a different environment. This ought to further improve the content validity of the thesis and the studies that were used as inspiration during the construction of the questionnaire can be found in the operationalization section: 4.4.1.
4.6.2 Construct Validity
The measurement of construct validity examines if the extracted theory which is operationalized measures what it aim to measure (Bryman & Bell, 2011; Ghauri & Grønhaug, 2005; Gray, 2009). It is said that the hypotheses constructed ought to be deducted from the theory mentioned earlier in the thesis. By deducting hypotheses it is possible to interpret a relationship between theory and real world examples (Bryman & Bell, 2011). To simplify the measure of a theory it is possible to construct questions which relates to the context, hence, creating a measurable instrument. The step from theory and measurement instrument to questionnaires therefore becomes relatively short (Gray, 2009). An example of construct validity may be the measurement of to what extent a construct may be distinguished from another. If a research is set to investigate specific variables, it is of importance that the measurements examine those specific variables as it reduces doubt (Ghauri & Grønhaug, 2005). Furthermore, the personal interpretations of the results ought to be in consideration when constructing a conclusion. A thorough operationalization can clarify that findings it not affected by own interpretations and personal values (Gray, 2009).

In order to construct validity of the thesis, the authors created an operationalization which was transformed from the theory within the literature review. An operationalization ensured that all questions were related to previous written theory, thus assuring that the measurements were correct. Furthermore, one lecturer and one professor reviewed the questionnaires allowing the authors in an early stage to confirm its validity.

4.6.3 Reliability
The reliability of a method concentrates on the stability of a measurement and if it was to be completed once again, would the result of a study be repeatable (Ghauri & Grønhaug, 2005; Bryman & Bell, 2011). It is important to note that a measurement can be both valid and reliable, but also reliable and not valid, indicating that reliability is not dependent on validity (Ghauri & Grønhaug, 2005). The main objective of a well performed study is that it is stable and can generate similar answers although it is set in
another situation (Bryman & Bell, 2011). Earlier in the thesis the influence of validity was discussed and how a comparative cross sectional research design decreases internal validity due to unclear relations of causal impacts. Similar to validity, reliability may also be measured internally, by investigating the coherence and its correlation between scores. It is possible to measure the scores by dividing groups into two and analyze if the respondents answers correlates. The internal reliability therefore indicates if the answers are correlated and if there are complete internal consistencies. Most research conducted is using the internal reliability test of Cronbach’s Alpha. It is mostly used to test the divided reliability coefficient and is performed when transferred into a statistical program (Bryman & Bell, 2011; Gray, 2009).

The reliability of this thesis was firstly established through the use of an operationalization, and all theories and concepts included at least three questions. This corresponds with Raubenheimer (2004), who state that a research ought to require at least three questions when examining a variable. The research is constructed to be repeatable in another situational setting and therefore may not require a similar service in order to be completed. The internal reliability for this thesis was tested with the use of the Cronbach’s Alpha tool.

4.7 Data Analysis Method
After gathering the appropriate amount of responses the authors transferred the data into the statistical software program, SPSS. All the data was coded prior to the handout of the questionnaire, a technique which is referred as pre-coding (Malhotra & Birks, 2010). The questionnaire was also constructed in a way that all questions utilized the 7-point Likert scale, which allowed the authors to construct the data file within SPSS with ease. After the construction of the data file, the following data analysis method was conducted in order to test the hypotheses and the quality criteria’s: frequency analysis, correlation analysis, reliability analysis, simple linear regression analysis, and One-way ANOVA analysis (Malhotra & Birks, 2010).
The frequency analysis was conducted in order to illustrate part three of the questionnaire, which recorded personal information about the respondents. It presented the balance of the respondents’ age, occupation, frequency, and gender. In order to identify any deviation, one could possibly explain various outcomes.

The correlation analysis was used in order to assess the strength of association between the variables (Malhotra & Birks, 2010). The authors utilized the Pearson product-moment correlation coefficient (Field, 2009), also known as the Pearson correlation coefficient (Malhotra & Birks, 2010). By using this method, one could detect the relationship between variables. The analysis would indicate a value between -1 and +1, where -1 would indicate a perfect negative correlation whereas +1 would indicate a perfect positive correlation (Field, 2009). The ideal result from the Pearson correlation coefficient analysis would be a coefficient between the span of 0.3 and 0.9 (Dancey & Riedy, 2004). If the coefficient is under 0.3, it ought to indicate that the relation is too weak and it would illustrate that the relationships are too diverse and if the correlation coefficient is over 0.9, the relationship is too strong which would indicate that they would measure the same variable (Dancey & Riedy, 2004).

A reliability analysis was conducted in order to assess consistency of scale and the instrument utilized was: Cronbach’s Alpha (Hair et al., 2010). The value of the Cronbach’s Alpha should not be under 0.6 according to Hair et al. (2010) and Malhotra (2010), a value above 0.6 is considered as accepted and questions become more reliable as when the value is higher.

Testing of multicollinearity was executed in order to assess the amount of shared variance among the independent variables. By assessing both the tolerance level and the variance inflation factor (VIF) one could examine if multicollinearity would be an issue. i.e. if the independent variables are in some way closely linked, could cause odd confidence intervals and p-values (Field, 2009). The tolerance level above the value of
0.1 would indicate an acceptable level and an appropriate level of the variance inflation factor (VIF) is a value under the threshold of 10 (Hair et al., 2010).

Durbin Watson statistics tests if there is an assumption of independent errors and if there is a correlation between residuals. The test ought to be preferable when analyzing and comparing data over time (Field, 2009). By indicating if the sample is positively or negatively auto correlated one could estimate useful information in assessing assumptions of independent of errors. The test is performed in the intervals of 0 and 4, and a value which is closer to two suggests that residuals are uncorrelated (Field, 2009).

Simple linear regression analysis was used to evaluate the following hypotheses in order to determine if they would be rejected or accepted, by utilizing a simple linear regression one can predict the outcome of the various variables. Simple Linear regression was chosen as the data analyze method, due to the fact that the hypotheses were constructed with only one independent variable each (Field, 2009).

- \( H_2 = \text{There is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding.} \)
- \( H_3 = \text{There is a positive relationship between brand image and consumers’ purchasing intention in the context of ingredient branding.} \)

The level of statistical significant represents a value the researcher is willing to accept (Hair et al., 2010). For this thesis the authors used the significant level of 0.05, which correlates with Hair et al. (2010) and Malhotra & Birks (2010) preferred statistical significant level.

The One-way ANOVA analysis was conducted for hypothesis one:

- \( H_1 = \text{Ingredient branding is predicted to generate a positive relationship on consumers’ purchase intention.} \)
The use of One-way ANOVA was to gain an understanding of the relation between the two groups: with and without ingredient branding. With One-way ANOVA one can examine each variable under each group in order to determine differences (Malhotra & Birks, 2010). It is important to note that in order for the One-way ANOVA analysis to be robust, the sample sizes needs to be equal in order to avoid violation of homogeneity of variance, which would contribute to the result becoming misrepresented (Field, 2009). The authors used the same statistical significant level of 0.05 for the One-way ANOVA analysis as the simple linear regression analysis. (cf. Hair et al., 2010; Malhotra & Birks, 2010).
5. Results

This chapter presents the outcome of the thesis with the use of the results from the questionnaire which was analyzed using the software program: SPSS. The chapter was constructed into different sections, beginning with descriptive statistics, followed by testing of the quality criteria’s, and hypotheses testing where the hypotheses is either accepted or rejected. The chapter ends with additional finding which the authors encountered during the analysis of the data.

5.1 Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>69</td>
<td>51,5</td>
</tr>
<tr>
<td>Male</td>
<td>65</td>
<td>48,5</td>
</tr>
<tr>
<td>Total</td>
<td>134</td>
<td>100</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 – 29</td>
<td>122</td>
<td>91</td>
</tr>
<tr>
<td>30 – 39</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>40 – 49</td>
<td>2</td>
<td>1,5</td>
</tr>
<tr>
<td>50 – 59</td>
<td>2</td>
<td>1,5</td>
</tr>
<tr>
<td>60 &lt;</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>96</td>
<td>71,6</td>
</tr>
<tr>
<td>Employed</td>
<td>37</td>
<td>27,6</td>
</tr>
<tr>
<td>Unemployed</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Retired</td>
<td>1</td>
<td>0,7</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Frequency of training</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 – 2 times a week</td>
<td>37</td>
<td>27,6</td>
</tr>
<tr>
<td>3 – 5 times a week</td>
<td>56</td>
<td>41,8</td>
</tr>
<tr>
<td>6 – 7 times a week</td>
<td>9</td>
<td>6,7</td>
</tr>
<tr>
<td>2 – 3 times a month</td>
<td>16</td>
<td>11,9</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>16</td>
<td>11,9</td>
</tr>
</tbody>
</table>

\( N = 134 \)
The respondents of this thesis had to correlate with the sample frame which was described in the methodology chapter: 4.5.1. The first criteria required that the respondents age was over 18 and the second criteria was that the respondents had to frequently utilize the service offered by fitness centers. This section describes the data regarding the description of the participated respondents.

The total amount of respondents used in the analysis of the data was 134. All respondents were required to answer all questions within the questionnaire. 51,5 percent of the respondents were female and 48,5 percent were male. Table 2.1 illustrates how 91 percent of the respondents were in the age group in the span of 18-29, six percent were between 30-39, and the remaining four percent were between the ages of 40-59. Students were the most represented group regarding occupation, with 71,6 percent, while 27,6 percent were currently employed, and lastly, 0,7 percent were retired.

The frequency of training illustrates how many times a week or month the respondents attend various fitness centers. A total of 41,8 per cent of the respondents are continuously attending fitness centers between 3 to 5 times a week, while 27,6 percent are attending fitness centers 1 to 2 times a week, and 6,7 percent of the respondents have a frequency of 6 to 7 times a week. 23,8 percent of the respondents attend a fitness center at least once per month.
5.2 Quality Criteria Testing

5.2.1 Validity

Table 2.2 presents the Pearson’s R, together with the mean and standard deviation. The table present both the dependable and independable variables, *with ingredient branding* (stated in the table as “with”) and *without ingredient branding* (stated in the table as “without”). The questionnaire was constructed with the use of the 7-point Likert scale, which indicates that the value of four could illustrate a neutral response. All of the variables noted a mean under four, except *Brand Awareness with ingredient branding*.

All the correlation represented a positive relation and a statistical significant level of 0.01. All the tested correlation coefficient lies between the span of 0.3 and 0.9, related to Dancey & Riedy (2004) suggested threshold, indicating that no relations are too weak nor too strong. No variable had a correlated value that was higher than 0.9 or lower than 0.3, indicating that the constructed validity is accepted.
5.2.2 Reliability

The internal reliability was tested through the use of Cronbach’s Alpha for all six variables. The Cronbach’s Alpha for each variable can be found in the table 2.3.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Number of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness without</td>
<td>0.801</td>
<td>4</td>
</tr>
<tr>
<td>Brand image without</td>
<td>0.922</td>
<td>11</td>
</tr>
<tr>
<td>Purchasing intention without</td>
<td>0.894</td>
<td>3</td>
</tr>
<tr>
<td>Brand awareness with</td>
<td>0.844</td>
<td>4</td>
</tr>
<tr>
<td>Brand image with</td>
<td>0.943</td>
<td>11</td>
</tr>
<tr>
<td>Purchasing intention with</td>
<td>0.906</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 2.3

By conducting a reliability analysis with the software tool SPSS, the author concluded that the coefficient of reliability was consistent. All variables used exerted a Cronbach’s Alpha higher than 0.8, and some even higher than 0.9. This is far above the limit of 0.6 that is suggested by Hair et al (2010) and Malhotra (2010) as the minimum value for reliability analysis. A higher Cronbach’s Alpha indicates that there is a consistency between the questions and if the thesis would be replicated, it is likely that the questions used will generate a similar result.
5.2.3 Multicollinearity

The collinearity statistics suggests that the multicollinearity is not an issue. The tolerance of the regression analysis indicates a level of 0.554, which is an acceptable level as it is above the value of 0.1 (Hair et al., 2010). A high tolerance level demonstrates that there is a small degree of multicollinearity, meaning that the amount of shared variance among the independent variables is low (Hair et al., 2010). Furthermore, the variance inflation factor (VIF) of 1.805 is an appropriate level as it is far less than Hair et al. (2010) suggested threshold of 10, meaning that one could denote the high multicollinearity. Both the tolerance and VIF level illustrate that there is some degree of multicollinearity but on a low level. The collinearity analysis portray that the correlation among the independent variables is low, which is favorable for interpreting the regression (Hair et al., 2010).

<table>
<thead>
<tr>
<th>Collinearity statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
</tr>
<tr>
<td>Brand awareness with</td>
</tr>
<tr>
<td>Brand image with</td>
</tr>
</tbody>
</table>

N = 134  
Dependent variable: Purchasing intention with  

5.2.4 Beta

Beta (B) is the unstandardized coefficient that indicates the effects of an increase or a decrease on the independent variable towards the dependent variable. This means that if the beta value is negative, it tells that there is a negative relationship between the independent variable and the dependent variable, and vice versa (Field, 2009; Hair et al, 2010). The results from the questionnaire illustrates that the Beta value for brand awareness with the ingredient brand had a positive effect on relation (0.959) between brand awareness and purchasing intention. This indicates that as brand awareness increases when including the strategy of ingredient branding, it will affect consumers purchasing intention positively. When doing a similar measurement on the brand image
with the inclusion of ingredient brand there is a positive effect (0.537). It suggests that as brand image increases there is an increase in purchasing intention among consumers.

5.2.5 Durbin Watson
The value for the serial was 2.097 and therefore indicates that the residuals are uncorrelated as a value closer to the value of two suggest that residuals are uncorrelated (Field, 2009). It suggests that a prediction of value of the outcome is low in any other performed observations values is uncorrelated.
5.3 Hypotheses testing

5.3.1 Hypothesis one

\( H_1 = \text{Ingredient branding is predicted to generate a positive relationship on consumers’ purchase intention.} \)

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing intention</td>
<td>,987</td>
<td>,529</td>
</tr>
</tbody>
</table>

Table 2.5

The first hypothesis constructed estimated the relation between ingredient branding and consumers purchasing intention. The result is founded in table 2.5. Hypothesis 1 was measured with One-way ANOVA, as it is used to compare means of different groups. In this case, purchasing intention with the ingredient brand and purchasing intention without the ingredient brand. The result indicates that the significance was above 0,05 and which was the limit for this thesis when accepting hypotheses. Due to a significance of 0,529 one would reject the hypothesis and no further investigation is therefore required.
5.3.2 Hypothesis two

H₂ = There is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding.

The second hypothesis concerned the relation between brand awareness and purchasing intention. With the use of a simple linear regression analysis, the hypothesis can be accepted. The significant level that was generated was 0.000. The adjusted r square of brand awareness illustrates that 64.1 percent of purchasing intention can be described by the influence of brand awareness, and 35.9 percent can be described by other influences. The beta value correlates with the adjusted r square and indicates that there is a positive linear regression. Due to the fact that the significant level is less than 0.05, one can predict that there is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding within a service environment. The adjusted r square describes how much an independent variable influences the dependent variable in percentage.
5.3.3 Hypothesis three

$H_3 = \text{There is a positive relationship between brand image and consumers’ purchasing intention in the context of ingredient branding.}$

<table>
<thead>
<tr>
<th></th>
<th>$B$</th>
<th>$R$ Square</th>
<th>Adjusted $R$ Square</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand image</td>
<td>.537</td>
<td>.501</td>
<td>.245</td>
<td>.000</td>
</tr>
</tbody>
</table>

$N = 134$

Table 2.7

The third hypothesis was tested with a *simple linear regression* analysis and the results can be found in table 2.7. The table illustrates how the hypothesis three was predicted to have a positive relationship between brand image and purchasing intention. The adjusted $r$ square describes how much an independent variable influences the dependent variable in percentage. The adjusted $r$ square of brand image illustrates that 24.5 percent of purchasing intention can be described by the influence of brand image. The result indicates that the significance for the thesis was 0.000 and below the limit 0.05. This means that hypothesis three was accepted and that brand image has can be predicted to positively affect purchasing intention in the context of ingredient branding.
5.4 Additional Findings

In order to provide more general information regarding the influence of relationship in the context of ingredient branding, the authors performed a One-way ANOVA analysis that could generate a more detail information regarding differentiations between groups.

5.4.1 One-way ANOVA

<table>
<thead>
<tr>
<th></th>
<th>Inclusion</th>
<th>N</th>
<th>Mean</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Without</td>
<td>134</td>
<td>3.522</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>With</td>
<td>134</td>
<td>4.168</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Difference</td>
<td></td>
<td>0.646</td>
<td></td>
</tr>
<tr>
<td>Brand image</td>
<td>Without</td>
<td>134</td>
<td>3.323</td>
<td>.012</td>
</tr>
<tr>
<td></td>
<td>With</td>
<td>134</td>
<td>3.704</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Difference</td>
<td></td>
<td>0.381</td>
<td></td>
</tr>
<tr>
<td>Purchasing intention</td>
<td>Without</td>
<td>134</td>
<td>3.410</td>
<td>.529</td>
</tr>
<tr>
<td></td>
<td>With</td>
<td>134</td>
<td>3.524</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Difference</td>
<td></td>
<td>0.114</td>
<td></td>
</tr>
</tbody>
</table>

Table 2.8

When executing One-way ANOVA analysis on the gathered data, new interesting information was derived. The One-way ANOVA analysis provided more clear information regarding differences between groups and can therefore be used when estimating the involvement of ingredient branding in each variable. The numbers of used respondents were 134 and as all respondents answered both parts of the questionnaires, there was an evenly divided amount. It is important to gather an equal amount of answers between parts in order to avoid violation of homogeneity of variance, which would contribute to the result becoming misrepresented (Field, 2009). Brand awareness had a significant of 0.000, a number that is below the accepted minimum of 0.05. Furthermore, there is a significant increase of the mean and a difference of 0.646. The One-way ANOVA analysis indicates that there was a difference of how the respondents perceive brand awareness when the ingredient brand is included.
The data gathered also illustrate that all 134 respondents answered the questions related to the variable of brand image. Similar to brand awareness, brand image also has a significance which is acceptable, 0.012. The mean of brand image has also increased with 0.381 and supports the significance of differences of how the respondents perceived brand image. The results mark that consumers perceive brand image differently when the ingredient brand is included.
6. Discussion

In this chapter a discussion regarding the various hypotheses will be reviewed in relation to the purpose and literature review, followed by the discussion of additional findings.

6.1 Discussion of Hypothesis one

H₁ = Ingredient branding is predicted to generate a positive relationship on consumers’ purchase intention.

The first hypothesis test, concentrated on the measurement whether there was a positive relation between ingredient branding and purchasing intention within a service environment. When analyzing the results the authors found that the significance of hypothesis one was 0,529, which is above the accepted value of 0,05 (Hair et al, 2010; Malhotra & Birks, 2010). Hence, hypothesis one therefore had to be rejected. Although the hypothesis had been rejected due to a high significance, it can be interesting to discuss its general influence on consumers purchasing intention. The strategy of ingredient branding aims to promote a component of a product or service to end consumers and is a prominent concept which ought to generate positive influences on the host brand (Kotler & Pfoertsch, 2010; Norris, 1992). Ingredient branding has earlier been tested in other environments and has indicated a positive results, and the most profound example is the Intel case (cf. Aaker, 1996b; Baumgarth, 2010; Beverland et al., 2007; Bilgin, 2011; Blombäck & Axelsson, 2007; Leek & Christodoulides, 2012; Lennartz et al., 2015; Rid & Pfoertsch, 2013; Webster & Keller, 2004). The results from this thesis mark that previous assumed believes of a positive influence of ingredient branding and purchasing intention in a service environment cannot be predicted. This further suggests that original equipment manufacturers (OEM), which intend to create a pull & push effect may not benefit from utilizing the strategy of ingredient branding when operating within a service environment if they assume to create a demand as a
result of consumers purchasing intention. This somewhat contradicts with Kotler & Pfoertsch (2010) and Uggla & Filipsson (2008) which discuss the importance of understanding the influence of the demand by end consumers.

Although the results indicated that hypothesis one had to be rejected, one could further analyze its impact on the relation with ingredient branding. In section 6.4, a further discussion regarding the additional finding and influence of ingredient branding on purchasing intention within a service environment is discussed.

### 6.2 Discussion of Hypothesis two

H₂ = *There is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding.*

The second hypothesis tested was constructed to measure the relation between brand awareness and purchasing intention in the context of ingredient branding within a service environment. The results illustrated in the previous chapter mark that the significance was 0,000 and below the critical value of 0,05, and further states that hypothesis three was accepted. The adjusted r square of brand image was 0,641 and suggests that 64,1 percent of the intention to purchase could be explained by brand awareness. The other 35,9 percent of could be explained by other factor not related to brand awareness.

The purpose of hypothesis two was to estimate how brand awareness affects consumers purchasing intention in the context of ingredient branding within a service environment. The results of hypothesis two was positive, as the significance level was less than 0,05, hypothesis two had to be accepted. The result illustrated in section 5.3.1 indicates that brand awareness did have a positive influence on consumers purchasing intention when the ingredient brand was included. Although the questionnaire cannot determine
causation, the results from the questionnaire allows for a discussion and prediction regarding how it may have affected purchasing intention as well as how the results relates to previous mentioned theory. The result correlates with several authors’ suggestions how brand awareness represents strength and recognition (cf. Aaker, 1996a; Esch et al., 2006; Keller, 1993; Wang & Yang, 2010). There is a significant relationship between the independent and dependent variable, suggests that a known brand may aid a more unknown brand. The choice of ingredient brand was due to previous pre-tests executed on a number of respondents, and the result was proven to be in line with how the respondents who performed the questionnaire considered a stronger brand. Reebok was perceived as a familiar, stronger, and more reliable than when solely the host brand was presented. Several authors mention that a well-known brand can be resembled with similar representations (cf. Kamins et al., 1991; Keller et. al, 2012; Wang & Yang, 2010), which further add to the argument that the right choice of ingredient brand can contribute with positive associations. Further discussions can be made regarding the importance of shared origin and nationalities. It cannot be determined if a brand with the same origin as the respondents would have had an even better effect on the results. However, as Reebok is a global brand that is strongly associated with training, it may have with hold those characteristics that were required by the respondents. The influence of brand awareness was also further investigated and discussed in section 6.4, where additional findings revealed even further interesting information.

6.3 Discussion of Hypothesis three

\( H_3 = \text{There is a positive relationship between brand image and consumers’ purchasing intention in the context of ingredient branding.} \)

The third and last hypothesis tested was constructed to measure the relation between brand image and purchasing intention in the context of ingredient branding within a service environment. The results illustrated in the previous chapter mark that the
significance is 0,000 and was below the critical value of 0,05, and further states that hypothesis three was accepted. The adjusted r square of brand image is 0,245 and suggests that 24,5 percent of the intention to purchase could be explained by brand image. The other 75,5 percent of could be explained by other factor not related to brand image.

Keller (1993) mentions that consumers which have a strong positive association to brands may create an upswing on the general brand value. The results indicate that brand image can be predicted to generate a positive outcome on purchasing intention in the context of ingredient branding within a service environment. It correlates with Keller (1993) and ought to be considered as a valuable variable to have in mind when utilizing the strategy of ingredient branding within a service environment. The quality of a product or a service is related to consumers brand attitude (James, 2005; Keller, 1993), and as the respondents answered positively on those questions in the questionnaire the relation of quality, brand image, and purchasing intention ought to exist. The results further raise the discussion regarding brand image loyalty and the involvement of Reebok may due to loyal customers of its own increase beliefs of brand image when involved with the host brand. This correspond with Desai & Keller (2002) and Erevelles et al. (2008) discussion regarding spillover effect, as an unknown host brand may also in an service environment benefit from using a known ingredient brand in order to enhance associations. The relation between associations regarding known brands ought to be of considerations for smaller or unknown brands when attempting to enhance competitiveness.

Further discussions made regards the effects of exposure of the ingredient brand. As Reebok was only presented in text-paragraph and in the images, it questions the extent of how the respondents answered towards the exposure. As the questionnaire was performed solely with text and picture, the respondents would have no chance to retain a physical experience with the host brand. However, it ought to be important to note that although the respondents could not have any previous experience with the host brand,
however they may have encountered the ingredient brand: 
Reebok prior to the questionnaire. It can therefore not be determined solely with hypothesis three, if the respondents answered positively due to exposure or experience. Arguments from previous research can therefore not be clarified (Baumann et al., 2015; Keller, 1993; Keller, 2012; Mitchell & Olson, 1981).

Interestingly were that the intangible values and non-product related attributes of brand image were positively answered by the respondents. The brand image was generally positively related and the respondents’ assumptions that the brand was related to characteristics such as trendy and youthful, and may be related to user imagery and usage imagery. Keller (1993) discusses customers’ associations of usage situations, and one may ask for frequency of use, location, situation to they use the product, and etc. As this thesis required the respondents to be frequent users of fitness center, their answers may therefore be assumed to correlate with those consuming the service in general. The respondents answers related to user imagery and usage imagery ought to reflect a general assumption when including Reebok as an ingredient brand.

### 6.4 Discussion of Additional Findings

During the analysis of the hypotheses the authors encountered additional finding that were not part of the initial conceptual framework, but still ought to be of interest for the thesis. When the *simple linear regression* analysis was conducted, hypothesis two and three was accepted as it did meet the statistically significant level. The *One-way ANOVA* analysis was performed and brand awareness presented an acceptable statistical significant level of 0,000. This suggests that the respondents found a difference regarding brand awareness when the ingredient brand was included. The result from the analysis strengthens previous mentioned arguments that a stronger brand enhances awareness and recognition as well as it contributes with statistical findings that ingredient branding may be of interest for unknown host brands striving for better recognition. Furthermore, this strengthens the performed method and the choice of an
unknown fictive brand that could otherwise have had an influence on consumers due to previous brand knowledge.

Brand image had a positive response, both when comparing with- and without ingredient branding as well as on consumers purchasing intentions in the context of ingredient branding. From the analysis of the data, one could argue that ingredient branding does not play a significant role on consumer purchasing intention. However, one cannot state that ingredient branding does not increase brand awareness or brand image in the context of ingredient branding according to this thesis.

According to the literature review brand awareness is considered to have positive effect on brand image, when a brand is well known to a consumer it eases the creation of a brand’s image (Esch et al., 2006). From the following statement a connection can be drawn, by interpreting the One-way ANOVA analysis, both variables of brand awareness and brand image increased, while being statistically significant.

The profound finding illustrate that despite the increase of both brand image and brand awareness when ingredient branding was included, purchasing intention did not statistically significantly follow that trend. What can be interpreted from the perspective of a marketing manager point of view is that it can be predicted that if one would implement ingredient branding within a service environment: brand awareness and brand image might increase as part of a correlation, but not purchasing intention.
7. Conclusion

The conclusion chapter will compile all the hypotheses to clearly present them. Concluding with key finding which is presented founded on previous discussion.

The purpose of the thesis was to assess the relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment. With the use the secondary data of brand knowledge and the subcategories of brand awareness and brand image, the authors constructed a questionnaire in order collect primary data. The data was then used to assess the relationship between the various variables in the context of ingredient branding within a service environment. The following hypotheses where tested followed by the remark if they were accepted or rejected.

\( H_1 = \text{Ingredient branding is predicted to generate a positive relationship on consumers’ purchase intention.} \)  
-Rejected-

\( H_2 = \text{There is a positive relationship between brand awareness and consumers’ purchasing intention in the context of ingredient branding} \)  
-Accepted-

\( H_3 = \text{There is a positive relationship between brand image and consumers’ purchasing intention in the context of ingredient branding} \)  
-Accepted-

The result of this thesis remark that despite hypotheses one were not statistically significant, and hypotheses two and three were accepted. This implies that one may predict that there is a positive relationship between brand image/awareness and
consumers’ purchasing intention in the context of ingredient branding within a service environment. The respondents indicated a positive attitude towards the fitness center when brand awareness was high as well as when brand image was positive. Although this thesis cannot determine if there was a causation of brand image as well as awareness with purchasing intention, the results illustrates that there was a relation which was enhanced when the ingredient brand was included.

Hypothesis one was rejected due to significance above the value of 0.05. The results mark that consumer purchasing intention does not increase when utilizing the strategy of ingredient branding within a service environment. Similar to the other groups, purchasing intention indicated an increase when measuring mean. However, their increases were not significant and therefore cannot be determined to have relation to a positive influence of ingredient branding.

Furthermore, the additional findings of the thesis present a positive significance for two out of the three groups. The authors chose Reebok as their host brand, and the result from the pre-test indicates that Reebok was considered as a brand that with hold criteria’s which are considered as essential when deciding a fitness center. Although this thesis cannot determine the causation of the influence of ingredient branding, the result found can be used as guidelines when performing further research. A strong ingredient brand may better contribute with the desired characteristics.

Concluding, the purpose of this thesis was executed as the assessment of the relationship between consumers’ intention to purchase and brand knowledge in the context of ingredient branding within a service environment was completed. Ingredient branding and consumers’ intention to purchase did not indicate a relation. However, brand image and brand awareness illustrated a positive outcome in the context of ingredient branding within a service environment. Further research ought to be executed in order to determine its influence.
8. Research Implications

The final chapter presents provides discussion regarding implications, limitations of the thesis and suggestions for future research.

8.1 Theoretical Implications

The purpose of this thesis was to assess the relationship between consumers intention to purchase and brand knowledge in the context of ingredient branding within a service environment. As the subject of area had previously been investigate in other environments (cf. Desai & Keller, 2002; Erevalls et al., 2008; Lienland, 2013; Ponnam et al., 2014; Rid & Pfoertsch, 2013; Vaidyanathan & Aggarwal, 2000), it was considered to be interesting to investigate if the strategy would be predicted to have an influence on consumers purchasing intention set in another environment. Esch et al., (2006) mentions that brand knowledge is an influence on purchasing intention, and an investigation which measures the effects in the context of ingredient branding ought to contribute with knowledge of how the strategy can be utilized in another environment. Keller (1993) conceptualized the theory of brand knowledge and his framework was used as guidelines when utilizing the concept of brand awareness and brand image.

Brand awareness represents the strength as well as the immediate recognition which customer has towards a brand (Aaker, 1996a; Esch et al., 2006; Keller, 1993; Wang & Yang, 2010). It is further assumed that if companies have high brand awareness their products would be favored by consumers during a purchase. Brand awareness can be divided into sub-components: brand recognition and brand recall. These components were used in the thesis to measure the respondents’ level of how awareness could influence consumers purchasing intention when introducing the strategy of ingredient branding. The results of the thesis indicated that there was significant increase in awareness when the ingredient brand was introduced and a further investigation ought to be executed in order to determine its influence. The One-way ANOVA illustrated the
difference between the two groups, with and without ingredient branding. The results of the mean illustrated that there is an affect between the groups and opens for a discussion regarding how brand awareness is affected by ingredient branding. Although hypothesis two was accepted, the authors believe that more research is required in order to provide an adequate picture of the relationship.

Brand image is defined by previous research as how consumers may perceive a brand due to reflections of brand associations (Keller, 1993). The results from the data gathered indicated that there is a significance of brand image in relation to purchasing intention within the context of ingredient branding. It tells that hypothesis three had to be accepted and it can be predicted that a relationship occurring.

The theoretical implications of this thesis suggest that brand knowledge was influenced by ingredient branding and there are significant differences when the ingredient brand is included. However, its effect on purchasing intention was different, as brand awareness did not affect purchasing intention differently when ingredient brand was included; brand image indicated a positive relation with purchasing intention. Further investigation ought to be done in order to clarify the actual causation.

8.2 Practical Implications
The results from this thesis provide information regarding how original equipment manufacturers (OEM) and host brand managers can forecast how consumers will respond to an implementation of ingredient branding within a service environment. The results further indicate that there are a relation between brand image and purchasing intention within a service environment. Ingredient branding may increase brand image and contribute with a positive relation to consumers purchasing intention. Brand awareness was also accepted to have a positive influence on consumers purchasing behavior, and it can be predicted that OEM’s and host brand managers can estimate to increase brand awareness and influence purchasing intention.
This thesis may not be used as a framework when implementing ingredient branding for companies; however, the results ought to contribute to the limited amount of research currently existing. The findings from this thesis ought to be of importance for the service environment, and although all results did not indicate a positive relation, it is possible to detect an effect when the ingredient brand is included. The authors of this thesis suggest that more research within the field ought to out to be carried out before further conclusion can be drawn regarding the impact of ingredient branding within a service environment.

8.3 Limitations & Further Studies

This thesis assess the relationship between various variables, by assessing the relationship using a comparative cross-sectional thesis it is problematic to imply that any of the variables would be the cause of the outcome. The thesis only investigates the correlation between the variables and not the causation.

By utilizing Facebook as one of the mediums for posting the questionnaire for various individuals to answer, it might have affected the collected data. Majority of the respondents have some type of personal relation with the authors which could influence responses. Also, using Facebook as a medium might explain why 91 per cent of the respondents were between the age group 18-29 and that there was a low amount of respondents older than 40. However, one can view it from a different perspective, that 91 per cent of the respondents are the target audience of tomorrow, which ought to be interesting for companies as ingredient branding is a concept that may have a long implementation period.

This thesis investigates ingredient branding from a quantitative approach. It would be interesting to investigate the concept from a qualitative approach, in order to gain the perspective from a company's viewpoint of ingredient branding within a service environment. Further, the thesis only focused on fitness centers as the service of choice. It ought to be unfair to draw the conclusion that the predicted relations tested cover all
aspects of the service industry. Furthermore as the research was conducted in a way that the same subjects are completing the two versions of the instrument, which mean that no control group was utilize. It delimited the study in an extent that it is difficult to assume that the respondents were not affected by the first part when completing the second part. The authors of this thesis speculated that with by using the same sample group for completing the two versions of the instrument a higher sample group would be able to be gathered, which ought to contribute to higher accuracy of the data analyze methods. Furthermore that by utilizing a fictional fitness center as the chosen host for the ingredient brand, it ought to have contributed with a modest reasoning why the same subject completed two versions of the instrument, because a fictional brand ought to not embody any brand knowledge. Despite the delimitations that occurred during the course of the research, it opens doors for future studies to assess the concept of ingredient branding in other various environments. This thesis open doors for future research to conduct studies with a causational approach, were higher internal validity may be need. Future studies within ingredient branding within service environment could contribute with an even more understanding, as the service sector is large part of today's economies (Eichengreen & Gupta, 2013).


Accessed on: 2015-05-11


Body (2015), Available at: http://www.body.se
Accessed on: 2015-04-28


Accessed on 2015-05-11


Kolozzeum (2015), Available at: http://www.kolozzeum.com
Accessed on: 2015-04-28


Linnaeus University, (2014) Available at: http://lnu.se/ub/sok-och-skrivhjälp/vetenskapliga-artiklar
Accessed on: 2015-05-20


Accessed on: 2015-05-25

Svd (2013), Available at:
http://www.svd.se/nyheter/inrikes/traning-pa-gym-okar_8042020.svd
Accessed on: 2015-05-07

SVT (2013), Available at:
http://www.svt.se/nyheter/regionalt/orebro/gymtraningen-okar-men-inte-folkhalsan
Accessed on: 2015-05-19


Appendix 1

Hej!

Vi är två studenter på Linnéuniversitetet i Växjö som genomför vår kandidatuppsats och nu vill vi gärna ha din hjälp för att komma fram till en slutsats i vår studie. I den här enkäten ber vi dig besvara frågor som rör ditt val av gym. Dina svar kommer behandlas helt anonyt och du måste vara 18 år eller äldre för att svara på enkäten. Om du har några frågor kring enkäten eller vår studie är du välkommen att kontakta mo222ig@student.lnu.se

Ni kommer bli presenterade två gym och vi önskar att ni ser över texten samt bilderna nog för att sedan kunna besvara efterföljande frågor.

VINN TRISSLOTTER!
Ni kommer även få chansen att tävla om 3 trisslotter med chansen att vinna miljoner. Skriv din mall i slutet av enkäten för att ingå i lottningen.

Tack på förhand!
//Ronny & Mandus

*Obligatorisk

- WorkOut -

Sweden

- Information -
Öppetid: 05.00-23.00
Måndag - Söndag

THE SPORT OF FITNESS HAS ARRIVED.

WORKOUT
Sweden
1.1 Jag kan snabbt minnas symboler eller logytyper av detta gym. *
1.6 Jag associerar detta gym med... Status *
I associate this gym with... Status

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls   Stämmer i större utsträckning

1.7 Jag associerar detta gym som... Framgångsrikt *
I associate this gym as... Successful

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls   Stämmer i större utsträckning

1.8 Jag associerar detta gym som... Unikt *
I associate this gym as... Unique

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls   Stämmer i större utsträckning

1.9 Jag associerar detta gym som... Trendigt *
I associate this gym as... Trendy

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls   Stämmer i större utsträckning

1.10 Jag associerar detta gym som... Ungdomligt *
I associate this gym as... Youthful

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls   Stämmer i större utsträckning
### 1.11 Jag associerar detta gym som... Spännande *
I associate this gym as... Thrilling

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stämmer inte alls</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Stämmer i större utsträckning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### 1.12 Personer jag beundrar och respekterar skulle använda detta gym *
People I admire and respect would use this fitness center

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stämmer inte alls</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Stämmer i större utsträckning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### 1.13 Jag har en positiv uppfattning om personer som skulle använda detta gym *
I have a positive view of the people that would use this gym

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stämmer inte alls</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Stämmer i större utsträckning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### 1.14 Jag kan identifiera mig med detta gym *
I can identify with this fitness center

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stämmer inte alls</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Stämmer i större utsträckning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### 1.15 Jag känner en personlig koppling till detta gym *
I feel a personal connection to this fitness center

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stämmer inte alls</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Stämmer i större utsträckning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
1.16 Jag kan tänka mig börja på detta gym *
I would attend this fitness center

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls  ☐  ☐  ☐  ☐  ☐  ☐  Stämmer i större utsträckning

1.17 Det är sannolikt att jag skulle köpa ett medlemskap *
It is likely that I would consider buying a membership

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls  ☐  ☐  ☐  ☐  ☐  ☐  Stämmer i större utsträckning

1.18 Jag skulle rekommendera detta gym till familj och vänner *
I would be willing to recommend my friends to try this fitness center

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stämmer inte alls  ☐  ☐  ☐  ☐  ☐  ☐  Stämmer i större utsträckning
Workout™ Sweden with Reebok

2.1 Jag kan snabbt minnas symboler eller logotypen av detta gym.
I can quickly recall the symbol or logo of this fitness center.

1 2 3 4 5 6 7

Stämmer inte alls ○ ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.2 Vissa kännetecken hos detta gym känner jag igen
Some characteristics of this fitness center come quickly to my mind

1 2 3 4 5 6 7

Stämmer inte alls ○ ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.3 Jag vet vad detta gym står för
I know what this brand stands for

1 2 3 4 5 6 7

Stämmer inte alls ○ ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.4 Jag har en åsikt om detta gym
I have an opinion regarding this fitness center

1 2 3 4 5 6 7

Stämmer inte alls ○ ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.5 Jag associerar detta gym med... Kvalité
I associate this gym with... Quality

1 2 3 4 5 6 7

Stämmer inte alls ○ ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Scale</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6</td>
<td>I associate this gym with... Status</td>
<td>1-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer inte alls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer i större utsträckning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.7</td>
<td>I associate this gym as... Successful</td>
<td>1-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer inte alls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer i större utsträckning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.8</td>
<td>I associate this gym as... Unique</td>
<td>1-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer inte alls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer i större utsträckning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.9</td>
<td>I associate this gym as... Trendy</td>
<td>1-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer inte alls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer i större utsträckning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.10</td>
<td>I associate this gym as... Youthful</td>
<td>1-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer inte alls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stämmer i större utsträckning</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.11 Jag associerar detta gym som... Spännande *
I associate this gym as... Thrilling

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
</table>

Stämmer inte alls ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.12 Personer jag beundrar och respekterar skulle använda detta gym *
People I admire and respect would use this fitness center

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
</table>

Stämmer inte alls ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.13 Jag har en positiv uppfattning om personer som skulle använda detta gym *
I have a positive view of the people that would use this fitness center

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
</table>

Stämmer inte alls ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.14 Jag kan identifiera mig med detta gym *
I can identify with this fitness center

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
</table>

Stämmer inte alls ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning

2.15 Jag känner en personlig koppling till detta gym *
I feel a personal connection to this fitness center

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
</table>

Stämmer inte alls ○ ○ ○ ○ ○ ○ Stämmer i större utsträckning
2.16 Jag kan tänka mig börja på detta gym *
I would attend this fitness center

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Stämmer inte alls  ○ ○ ○ ○ ○ ○  Stämmer i större utsträckning

2.17 Det är sannolikt att jag skulle köpa ett medlemskap *
It is likely that I would consider buying a membership

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Stämmer inte alls  ○ ○ ○ ○ ○ ○  Stämmer i större utsträckning

2.18 Jag skulle rekommendera detta gym till familj och vänner *
It is likely that I would consider buying a membership

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Stämmer inte alls  ○ ○ ○ ○ ○ ○  Stämmer i större utsträckning
Del 3
Frågor om dig!

Kön *
Gender
Circle options: Man, Kvinna

Ålder *
Age
Circle options: 18-29, 30-39, 40-49, 50-59, 60<

Vad är din sysselsättning *
Circle options: Arbetande, Student, Pensionär, Arbetslös, Annat

Hur ofta tränar du på gymmet? *
Circle options: 6-7 gånger/vecka, 3-5 gånger/vecka, 1-2 gånger/vecka, 2-3 gånger/månad, Mindre än 1 gång/månad, Aldrig

Fyll i din e-mail för chansen att vinna 3 trislotter (Ej obligatoriskt)

Submit button:
» Bakåt
Skicka
Hello!

We are two students at Linnæus University in Växjö implementing our bachelor thesis and now we'd love to have your help to come to a conclusion in our study. In this survey we ask you to answer questions relating to your choice of gyms. Your answers will be treated completely anonymous and you must be 18 years or older to respond to the questionnaire. If you have any questions about the questionnaire or study, please contact m0221g@student.lnu.se

You will be presented two gyms and we would like you to look over the text and the pictures carefully and then answer the following questions.

WIN lottery tickets!
You will also get the chance to compete for the 3 lottery tickets with the chance to win millions. Type your email at the end of the questionnaire to be included in the draw.

Best regards,

// Ronny & Mandus

*Obligatorisk
Part 1. Workout ™ is a well-established fitness center outside of Sweden, which will shortly establish in a city near you. Our vision is to help people to achieve a healthier lifestyle, thereby contribute to a healthier world. Workout ™ appeal to both professional and non-professional athletes, to men as to women. The product range is wide, and can be tailored for each individual’s practice, regardless of level. Our goal is to create optimal opportunities for you to achieve the best results in training and competition. Workout ™ is constantly working to maximize the workout for you and is constantly working to find the latest fitness equipment. Here at Workout ™, you can practice fitness and strength in many different ways. Rowing machine, cross trainer, bike and treadmill provides good stamina. You often see our instructors out there in the room that gives advice and tips on how you can work out with free weights.
1.1 I can quickly recall the symbol or logo of this fitness center. *

1 2 3 4 5 6 7

Strongly disagree □ □ □ □ □ □ □ Strongly agree

1.2 Some characteristics of this fitness center come quickly to my mind *

1 2 3 4 5 6 7

Strongly disagree □ □ □ □ □ □ □ Strongly agree

1.3 I know what this brand stands for *

1 2 3 4 5 6 7

Strongly disagree □ □ □ □ □ □ □ Strongly agree

1.4 I have an opinion regarding this fitness center *

1 2 3 4 5 6 7

Strongly disagree □ □ □ □ □ □ □ Strongly agree

1.5 I associate this gym with... Quality *

1 2 3 4 5 6 7

Strongly disagree □ □ □ □ □ □ □ Strongly agree

1.6 I associate this gym with... Status *

1 2 3 4 5 6 7

Strongly disagree □ □ □ □ □ □ □ Strongly agree
1.7 I associate this gym as... Successful *

1 2 3 4 5 6 7

Strongly disagree ● ● ● ● ● ● Strongly agree

1.8 I associate this gym as... Unique *

1 2 3 4 5 6 7

Strongly disagree ● ● ● ● ● ● Strongly agree

1.9 I associate this gym as... Trendy *

1 2 3 4 5 6 7

Strongly disagree ● ● ● ● ● ● Strongly agree

1.10 I associate this gym as... Youthful *

1 2 3 4 5 6 7

Strongly disagree ● ● ● ● ● ● Strongly agree

1.11 I associate this gym as... Thrilling *

1 2 3 4 5 6 7

Strongly disagree ● ● ● ● ● ● Strongly agree

1.12 People I admire and respect would use this fitness center *

1 2 3 4 5 6 7

Strongly disagree ● ● ● ● ● ● Strongly agree
1.13 I have a positive view of the people that would use this gym *

1 2 3 4 5 6 7

Strongly disagree ○ ○ ○ ○ ○ ○ Strongly agree

1.14 I can identify with this fitness center *

1 2 3 4 5 6 7

Strongly disagree ○ ○ ○ ○ ○ ○ Strongly agree

1.15 I feel a personal connection to this fitness center *

1 2 3 4 5 6 7

Strongly disagree ○ ○ ○ ○ ○ ○ Strongly agree

1.16 I would attend this fitness center *

1 2 3 4 5 6 7

Strongly disagree ○ ○ ○ ○ ○ ○ Strongly agree

1.17 It is likely that I would consider buying a membership *

1 2 3 4 5 6 7

Strongly disagree ○ ○ ○ ○ ○ ○ Strongly agree

1.18 I would be willing to recommend my friends to try this fitness center *

1 2 3 4 5 6 7

Strongly disagree ○ ○ ○ ○ ○ ○ Strongly agree
Workout™ Sweden with Reebok

Part 2. Workout™ is a well-established fitness center outside of Sweden, which will shortly establish in a city near you. Our vision is to help people to achieve a healthier lifestyle, thereby contribute to a healthier world. Workout™ appeal to both professional and non-professional athletes, to men as to women. We have a close collaboration with Reebok and their equipment can be tailored for individual practitioners, regardless of level. Our goal is to create optimal opportunities for you and we believe that with Reebok’s products will you be able to achieve the best results. Workout™ is constantly working to maximize the workout for you and always uses the latest equipment from Reebok. Here at Workout™, you can practice fitness and strength in many different ways. Rowing machine, cross trainer, bike and treadmill provides good increase of stamina. You often see our instructors out there in the room that gives advice and tips on how you can work out with free weights.
<table>
<thead>
<tr>
<th>Question</th>
<th>Scale</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 I can quickly recall the symbol or logo of this fitness center.</td>
<td>1 2 3 4 5 6 7</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>2.2 Some characteristics of this fitness center come quickly to my mind</td>
<td>1 2 3 4 5 6 7</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>2.3 I know what this brand stands for</td>
<td>1 2 3 4 5 6 7</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>2.4 I have an opinion regarding this fitness center</td>
<td>1 2 3 4 5 6 7</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>2.5 I associate this gym with... Quality</td>
<td>1 2 3 4 5 6 7</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>2.6 I associate this gym with... Status</td>
<td>1 2 3 4 5 6 7</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Question</td>
<td>Scale</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------------------</td>
</tr>
<tr>
<td>2.7 I associate this gym as... Successful *</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>2.8 I associate this gym as... Unique *</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>2.9 I associate this gym as... Trendy *</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>2.10 I associate this gym as... Youthful *</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>2.11 I associate this gym as... Thrilling *</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>2.12 People I admire and respect would use this fitness center *</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>
2.13 I have a positive view of the people that would use this fitness center *

1 2 3 4 5 6 7

Strongly disagree 〇 〇 〇 〇 〇 〇 〇 Strongly agree

2.14 I can identify with this fitness center *

1 2 3 4 5 6 7

Strongly disagree 〇 〇 〇 〇 〇 〇 〇 Strongly agree

2.15 I feel a personal connection to this fitness center *

1 2 3 4 5 6 7

Strongly disagree 〇 〇 〇 〇 〇 〇 〇 Strongly agree

2.16 I would attend this fitness center *

1 2 3 4 5 6 7

Strongly disagree 〇 〇 〇 〇 〇 〇 〇 Strongly agree

2.17 It is likely that I would consider buying a membership *

1 2 3 4 5 6 7

Strongly disagree 〇 〇 〇 〇 〇 〇 〇 Strongly agree

2.18 It is likely that I would consider buying a membership *

1 2 3 4 5 6 7

Strongly disagree 〇 〇 〇 〇 〇 〇 〇 Strongly agree
Part 3
Questions about you!

Gender *
○ Male
○ Female

Age *
○ 18-29
○ 30-39
○ 40-49
○ 50-59
○ 60+

What is your occupation? *
○ Working
○ Student
○ Retired
○ Unemployed
○ Other

How often do you attend a fitness center? *
○ 6-7
○ 3-5 times/week
○ 1-2 times/week
○ 2-3 times/month
○ Less than 1 time/month
○ Never

Enter your e-mail address for the chance to win 3 lottery tickets
(Not compulsory)

« Bakåt    Skicka »