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Eldrimner Mathantverk

- A collective brand for artisan produced food items

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Eldrimner Mathantverk
- A collective brand for artisan produced food items

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Abstract

Although mass production of undifferentiated commodities dominates the market for food products, a shift has turned consumers' interests towards alternative food chains with a focus on quality attributes, origin and a stronger control and guarantee. But as the variety of food products expands, consumers require more information in their purchase situations. Several of the attributes of food items, such as origin, quality or socially constructed concepts as authentic and traditional, are difficult for the customers to identify before consumption. The brand's function to transfer such quality attributes is one way to decrease the customer's informational problems and to raise the producers' differentiability.

According to the Swedish food strategy small-scale food producers are important in several aspects. Artisan food producers create job opportunities with geographical divergence, offer a variety of products and produce food with high quality and local origin. The certification *Eldrimner Mathantverk* was introduced by the Swedish national resource centre, *Eldrimner*, with the aim to promote artisan food products and prevent the concept of artisan food from dilution. To assure the products quality, certified producers are obligated to follow criteria covering several aspects of the production such as production processes, origin of raw materials and additives.

The problem of this study concerns the impact that *Eldrimner Mathantverk* has for the artisan food producers. This problem initially concerns their producers' view of the collective brand as a tool bearing marketing advantages, but also governance of the collective asset that this jointly used brand constitutes. The aim of this study is to *from the producers' perspective, discover the strengths and weaknesses of the collective brand Eldrimner Mathantverk*. These strengths and weaknesses concerns the producers' perception of *Eldrimner Mathantverk* as a brand and quality signal, but also the collective behaviour among the producers. To nurture cooperation and prevent deceptive behaviour among the users, coordination mechanisms are essential. This study emphasises the informal mechanisms provided by social capital.

This study is a quantitative study performed through a survey with 422 artisan food producers registered at *Eldrimner's* website *Mathantverk.com*. The results show that the producers have a high belief in the functions provided by *Eldrimner Mathantverk*, such as the brands' ability to promote artisan food items and to facilitate the customers' purchase of artisan food items. The producers perceive *Eldrimner Mathantverk* as a signal of the qualities of artisan food production and as a reliable quality signal to the customers. The risks of opportunistic behaviour among the producers is perceived as low and even though the producers believe that formal coordination mechanisms to regulate the users of the brand is important, there are indications of social capital among the group of producers that might be positive for the government of the collective brand. The producers' knowledge about *Eldrimner Mathantverk* is fairly high, but the customers' awareness of the brand is seen to be limited. Further marketing efforts are important, as the low awareness and reputation might limit the producers' perceived value of the brand.

Significant differences were found between subgroups of respondents. Females have a more positive belief in and appreciation for the brand's function as a marketing tool and seemed to experience a higher amount of social capital among artisan food producers. Certified producers seemed to have a significantly higher overall belief in the functions provided by the brand, while producers with more employees experience a lower need for the functions provided by *Eldrimner Mathantverk*.

Sammanfattning

Som en reaktion på den storskaliga och anonyma produktion som idag dominerar livsmedelsmarknaden, ökar konsumenternas intresse för alternativa livsmedelskedjor med fokus på kvalité, ursprung och en starkare kontroll och garanti. Samtidigt som utbudet av livsmedelsprodukter ökar kräver konsumenternas mer information för att fatta välgrundade inköpsbeslut. Många attribut hos livsmedelsprodukter, så som ursprung, kvalité och socialt konstruerade attribut som genuinitet och tradition, är svåra för konsumenten att identifiera innan konsumtion. Att använda ett varumärke för att signalera dessa attribut kan underlätta konsumenternas inköpsbeslut och öka producenternas differentieringsförmåga.

Sveriges nationella livsmedelsstrategi anger småskaliga livsmedelsproducenter som viktiga utifrån flera aspekter. Producenter av mathantverk skapar arbetstillfällen med en geografisk spridning, erbjuder en stor variation av produkter och producerar livsmedel med hög kvalité och lokalt ursprung. Certifieringen *Eldrimner Mathantverk* introducerades av Sveriges nationella resurscentrum för mathantverk, *Eldrimner*, med syfte att marknadsföra hantverksproducerade livsmedel och bevara konceptet mathantverk. För att försäkra produkternas kvalité är certifierade producenterna skyldiga att följa specifika kriterier som omfattar bland annat tillverkningsprocesser, råvarornas ursprung och tillsatser.

Problemet som adresseras i denna studie berör den påverkan som *Eldrimner Mathantverk* har för mathantverksproducenterna. Detta problem berör initialt producenternas syn på det kollektiva varumärket som ett marknadsföringsverktyg, men även styrningen av den kollektiva tillgång som varumärket utgör. Syftet med studien är att *från producenternas perspektiv finna styrkor och svagheter med det kollektiva varumärket Eldrimner Mathantverk*. Dessa styrkor och svagheter handlar dels om producenternas uppfattning av *Eldrimner Mathantverk* som varumärke och en kvalitéssignal, men även det kollektiva beteendet hos och samarbetet emellan producenterna. För att uppmuntra samarbete och förhindra bedrägligt beteende hos användarna av varumärket krävs koordineringsmekanismer. Denna studie lägger vikten på de informella mekanismer som tillhandahålls av socialt kapital.

I denna studie har kvantitativ metod tillämpats genom en enkätundersökning med 422 mathantverksproducenter registrerade på *Eldrimner*'s hemsida Mathantverk.com. Resultatet visar att producenterna har en hög tilltro till *Eldrimner Mathantverks* funktioner, så som varumärkets förmåga att marknadsföra hantverksproducerade livsmedel i syfte att förenkla konsumenternas inköp. Producenterna upplever *Eldrimner Mathantverk* som representativt för de mathantverkets kvalitéer och som en tillförlitlig kvalitéssignal. Risken för opportunistisk bland mathantverksproducenter upplevs som låg och även om producenterna ser formell kontroll som viktig, finns det tydliga indikationer på socialt kapital. Detta kan ses som positivt för styrningen av varumärket som en kollektiv tillgång. Producenternas kunskap om *Eldrimner Mathantverk* är relativt hög, till skillnad från konsumenternas kännedom som av producenterna anses vara begränsad. Fortsatta marknadsföringsåtgärder från *Eldrimners* sida är viktigt för att öka varumärkets rykte och kännedom hos konsumenternas

Signifikanta skillnader finns mellan undergrupper av respondenter. Kvinnor visade sig ha en högre tilltro till och uppskattning för *Eldrimner Mathantverk* som marknadsföringsverktyg. Kvinnor visade sig också uppleva en högre tillgång till socialt kapital hos producenterna. Certifierade producenter har en signifikant högre tilltro på de funktioner som ett kollektivt varumärke erbjuder, medan producenter med fler anställda upplevde ett mindre behov av de funktioner som *Eldrimner Mathantverk* erbjuder.

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1 Introduction

1.1 Problem background

Industrial processes characterise a significant part of today's food industry, where the price has become a more important determinant for consumers' purchase than taste and quality. The increased distance between the production of agricultural products and the consumer of the produced goods is one of the main characteristics of the modern agricultural sector (Ilbery et al., 2005).

Although mass production of undifferentiated commodities dominates the market for food items, a shift has turned consumer interest towards alternative food chains with a focus on quality attributes and origin (Higgins et al, 2008). The numerous food crises and scandals during the past years have raised public awareness of the food industry's ethical and environmental implications (Ilbery & Kneafsey, 2000). Higher environmental, health and social risks associated with the geographical spread of food markets and new technologies have given rise to social movements asking for food-chains with stronger control and guarantee (Sodano et al., 2008).

When evaluating the quality of a food product the consumers are affected by the products intrinsic attributes and extrinsic indicators (Moser et al., 2011). An intrinsic attribute is physically part of the product such as its colour, taste and freshness (Dimara et al., 2004). An attribute that is related to the product but not a physical part of it are referred to as extrinsic (*ibid.*). In the evaluation of food quality, a distinction is often made between search, experience and credence attributes (Carlsson et al., 2014). The category of credence goods is defined as quality characteristics that are impossible for consumers to detect neither before nor after consumption (Moser et al., 2011). As such credence goods essentially concern process and production attributes such as origin, organic, natural or animal welfare (*ibid.*). When trying to differentiate food products with these characteristics, the seller is required to communicate and claim the credence attributes to the buyer (Andersen, 1994).

Today, food systems are becoming more complex while the consumers demand for safe and qualitative food is increasing simultaneously. Due to the presence of unobservable quality attributes, quality assurance systems can be considered to play an essential role in the exchange of food items (Holleran et al., 1999). By contractual agreements, quality standards assure the consumers that specific product characteristics and production processes are achieved (*ibid.*). Quality standards and labels are ways to solve the problems related to asymmetric information, as the use of quality signals reduce the consumers' search and measurement costs (Raynaud et al., 2005).

Several researchers have investigated how the use of quality certification systems and the corresponding labels might be seemed as beneficial for the customers, the producers or for both (Carlsson et al., 2014; Verhaegen & Van Huylenbroech, 2001; Holleran et al., 1999; Rytönen & Gratzner, 2010; Ilbery & Kneafsey, 2000; Borg & Gratzner, 2013). Although these studies do not concern artisan food production they indicate the benefits provided by quality certification might provide benefits from both the customers' and the producers' perspective.

Quality standards and labels can be viewed both as a mechanism for protection and for promotion (Dimara et al., 2004). When the products' quality characteristics are signalled to the consumers by advertising and branding, the informational problems caused by the

presence of credence attributes decrease (Ménard & Valceschini, 1999). If the label is accepted as a quality indicator within the market it has a potential to be reliable for consumers and reduce information asymmetry (*ibid.*). By the use of a brand, the producer is able to transfer information about both tangible and intangible dimensions of the product that otherwise would not have been available for the customers at purchase (Aaker, 1996). This might be considered as especially important when the producers' possibilities to conduct direct marketing through face-to-face interaction with the customers are limited.

At the same time as the consumers' demand for small-scale and high quality food products is increasing, the market for food products is highly competitive. Smaller food producers usually have quite weak market power as they have to adjust to strong market forces. In order to handle the pressure from the global market the small-scale food producers require strong tools (Rytönen & Gratzner, 2010). On the other hand, small-scale food producers have specific internal skills such as knowledge, traditions and coherence on common project (Barjolle & Sylvander, 2002). A key to distinguish alternative food chains, involving attributes as quality, territory and social embeddedness, is by quality standards and labels (Ilbery et al., 2005).

1.2 Problem

Production of food with added value is considered as a key area in the Swedish Rural Development Programme (www, Jordbruksverket, a, 2017). The local, regional and small-scale production and processing of foods are considered as an important component to enhance rural development and business growth (*ibid.*). In the end of 2016, the Swedish government decided to increase the support to the national resource centre for artisan food producers, named *Eldrimner* (www, Regeringen, a, 2017). This decision also goes in line with the Swedish food strategy presented by the Swedish government in January 2017 (Näringsdepartementet, 2017).

According to the Swedish food strategy, the small-scale food producers are in several respects of great importance (Näringsdepartementet, 2017). Even though they account for a small percentage of total food production, the smaller food businesses are many in numbers. A large proportion of new job opportunities with geographical divergence are created in small and medium-sized food businesses. The small-scale food businesses offer a variety of products, develops new production- and processing methods and enhances the possibilities to process food items with a local origin, which is important especially as the consumers demand for such products are increasing (*ibid.*).

As the variety of food products continues to expand and renew, the consumers require more information in situations of their purchasing (Ménard & Valceschini, 1999). Several attributes of food items, such as localness, origin, handicraft or socially constructed concepts as authentic and traditional, are credence attributes that are difficult for the consumers to identify or observe (Holleran et al., 1999). The consumers' limited knowledge about the quality of food products and their problem to evaluate the truthfulness of the information supplied on food products is due to asymmetric information (Raynaud et al., 2005).

Quality assurance systems are able to reduce problems related to incomplete information and increase the competitiveness of specific producers and production systems (Holleran et al., 1999). The brand sends signals that makes it possible for the sellers to differentiate their products. Well-reputed brands are considered as a classic method of securing property rights and assist the buyer with necessary credentials (Andersen, 1994). Hence, the quality standards create possibilities to partly overcome the buyer's difficulties to evaluate credence

characteristics (*ibid.*). The use of a collective brand regulated by standards might provide opportunities for small-scale food producers to ensure qualities to the consumer, to increase their market power and withstand the global market forces. For a brand to work as a successful competitive advantage it has to have a strong reputation, which takes time and require financial investments to build up (Ménard & Valceschini, 1999). Thus, the possibilities to join an alliance, in the form of a collective brand, might be beneficial for small producers with limited assets (*ibid.*).

However, due to the fact that the use and governing of the collective brand involve multiple actors, several problems connected to these collective actions must be considered (Ménard & Valceschini, 1999). The value of the collective brand can be defined as collective capital. The group of producers establishing and participating in the collective actions may have several objectives, which poses a risk for them to act deceptively and increase the need for control. Therefore, it might be considered that the collective behaviour to a great extent determines the collective brands' success.

In 2012, the Swedish national resource centre for artisan produced food, *Eldrimner*, introduced the certification brand, *Eldrimner Mathantverk*. The certification aim to promote artisan food products and prevent the concept of artisan foods from dilution (www, Eldrimner, k, 2017). Through collaboration, small-scale artisan food producers are able to market and sell their products marked with the collective brand. In order to assure the quality of the artisan products, the members of the certification brand are obliged to follow specific quality criteria covering several aspects of the production such as the processing, origin of raw materials and limitation of additives (www, Eldrimner, l, 2017).

In March 2017, a total of 136 artisan food producers were certified by *Eldrimner* and thus able to label their certified products with the collective brand *Eldrimner Mathantverk* (Pers, com., Ahlgren, 2017). Because *Eldrimner Mathantverk* is used by multiple producers it is a collective brand (Ménard & Valceschini, 1999). *Eldrimner Mathantverk* is relatively unknown by consumers and retailers, which may be explained by its few years on the market and the limited marketing efforts by *Eldrimner* (Pers, com., Ahlgren, 2017). Accordingly, for both *Eldrimner* and the users of the brand it is important to raise the number of certified products. More products labelled with the brand will make *Eldrimner Mathantverk* more visible and increase the awareness of the brand, which strengthens the brand as a competitive tool. More users will also mean higher administrative revenues, whereby *Eldrimner* may undertake more well-executed marketing efforts that will benefit both present and future users. But in order to attract more producers, it is vital for *Eldrimner* to know the artisan food producers' perception of the collective brand.

The problem of this study therefore addresses the impact that the quality brand *Eldrimner Mathantverk* has for artisan food producers. This problem initially concerns the producers' view of the collective brand as a tool bearing marketing advantage. Secondly, the study has to cope with the establishment of a collective asset and the collective behaviour of the set of food producers that jointly manage and use the brand. These perspectives are included in the study, because the governance of the collective asset and the behaviour of the other artisan food producers using the collective brand affect the producers' incentive to apply for certification and use the collective brand.

1.3 Problem analysis

To define the aim of this thesis a detailed analysis of the problem is required. The following section specifies how the problem is addressed in the study.

1.3.1 Certification for artisan food items

Artisan food can be defined as honest and unique items that are rich in taste, of high quality and have a clear identity (www, Eldrimner, a, 2016). A characteristic of artisan food products is the involvement of the human hand through the entire production chain. This provides healthy products without unnecessary additives and products that can be traced to its origin (*ibid.*). Since 2005, *Eldrimner* is Sweden's national resource centre for artisan food. It has the purpose to support and inspire food artisans and to distribute knowledge (www, Eldrimner, a, 2016).

The collective brand *Eldrimner Mathantverk* aim to help artisan food producers to promote their products, build customer loyalty and signal quality and credence attributes (www, Eldrimner, j, 2017). The certification brand may increase the artisan food producers' competitiveness and prevent the concept of artisan foods to be diluted. The application for *Eldrimner Mathantverk* is open to all artisan food producers that meet the criteria stated by *Eldrimner*. The certification is not controlled by any third-part; instead it is *Eldrimner's* councils for different categories of artisan food items that control whether the criteria are fulfilled or not (www, Eldrimner, j, 2016).

In March 2017, the number of artisan food products certified and labelled with *Eldrimner Mathantverk* were estimated to 2,200 products (Pers, com., Ahlgren, 2017). The knowledge about the certification brand might so far be fairly limited among both the consumers and producers of artisan food products (*ibid.*). Reasons to why *Eldrimner Mathantverk* is a relatively unestablished brand might include the limited marketing efforts by *Eldrimner* and the limited number of producers that have joined the certification so far. In order to raise the consumers' awareness about *Eldrimner Mathantverk*, it is important that more producers apply for the certification.

1.3.2 Choice of perspective

This thesis main concern is the artisan food producers' perception of the collective brand *Eldrimner Mathantverk*. As this brand is a collective brand jointly used by multiple artisan food producers, it both involves the relationship between the certified producer and the customer and the relationships between the several certified producers. Various problems connected to the relationships between the users of the collective brands might occur, such as the risk that the producers act in their own interest and not for the common good of the group of users.

Due to the specificities of collective brands, this study focuses on the producers' perception of the certification brand *Eldrimner Mathantverk* as well as the relationship between artisan food producers. The implementation of coordination mechanisms to nurture the cooperation among the users of the collective brand is essential; otherwise the value of this collective asset might be decreased or detracted. The insights into how the artisan food producers perceive formal and informal coordination mechanisms, as well as an investigation of the social bonds within the group of artisan producers, might offer a suggestion to how the collective brand *Eldrimner Mathantverk* should be governed in the future.

This study allows for evaluation of the artisan food producers' perception of *Eldrimner Mathantverk*. As there are no prior studies about the brand *Eldrimner Mathantverk* the consumers' perception and knowledge of the brand is not known, neither what effects the brand has on the sales of artisan food products, or the importance of a collective brand for the artisan food producers. The study will contribute to the discussion about certification schemes by exploring the significance of quality criteria and collective brands for small-scale food producers. This is done by providing empirical evidence about the artisan food producers' perception of *Eldrimner Mathantverk*, a producer-driven certification and collective brand with an attempt to strengthen the market for artisan produced food items.

1.3.3 Theoretical basis

This study applies a multiple theoretical perspective, integrating ideas from branding and governance of collective organisations, in order to investigate *Eldrimner Mathantverk* as a brand as well as the collective behaviour among the artisan food producers. The collective brand was initiated by *Eldrimner* with the aim to promote and raise the awareness about artisan foods, and to protect the concept of artisan foods in order to prevent dilution. Due to that *Eldrimner Mathantverk* is a collective brand, theories about branding will initially be used to investigate producers' awareness of, knowledge about and appreciation for *Eldrimner Mathantverk* as a tool bearing marketing advantages.

The certification and collective brand *Eldrimner Mathantverk* captures multiple artisan food producers that are sharing a common set of values in their production. Consequently, the theoretical chapter will also deal with consequences of collective organisations. This involves theories about those coordination mechanisms that are needed for the implementation and maintenance of the collective asset that *Eldrimner Mathantverk* constitutes. The coordination mechanisms will also include themes of social capital theory, as dimensions of trust, reciprocity and networks, social capital theory has value in explaining the relational dynamics within the groups of artisan food producers. A better understanding of the relationships between the producers may contribute to propose how the collective organisation can be formed and managed over time.

1.3.4 Research approach

To investigate the artisan producers' perception of the certification brand *Eldrimner Mathantverk*, an empirical study is necessary. Since no earlier studies have investigated the brand this study has an explorative approach. The theoretical conclusions that are stated and tested in the empirical study are based on theoretical analyses.

The choice of selection frame for the empirical study should capture a homogeneous set of producers that are sharing a common set of values in their production, and that represent a likely target group for participation in the certification. Therefore, the selection frame includes all artisan food producers registered on *Eldrimner's* website *Mathantverk.com*. The registered producers on the website, both certified and non-certified artisans, all have in common that they agree upon *Eldrimner's* definition of artisan food production. Due to this, they can all be identified as artisan food producers by *Eldrimner's* definition.

1.4 Aim and delimitations

The aim of this study is to, from the producers' perspective, discover the strengths and weaknesses of the collective brand Eldrimner Mathantverk.

The strengths and weaknesses concern the producers' perception of *Eldrimner Mathantverk* as a quality brand, but also the artisan food producers' collective behaviour and inter-group relationships. The brand's success is to a great extent determined by the collective behaviour of the producers that jointly use the collective brand.

Besides the relational concerns, this study contains a number of issues that have to be investigated empirically such as the artisan food producers' knowledge about and beliefs of *Eldrimner Mathantverk*, their appreciation of *Eldrimner Mathantverk*'s functions as a marketing tool, as well as their understanding of how the collective brand might affect the customers' purchase behaviour.

The investigation of *Eldrimner Mathantverk*'s strengths and weaknesses includes statistical analyses among subgroups of respondents. By identifying differences or similarities within these subgroups, the consistency of the overall results can be evaluated. The intention with the subgroup analysis is also to provide a broader perspective of this investigation, by the opportunity to add multiple perspectives to the evaluation of *Eldrimner Mathantverk*.

The study is limited to evaluate the collective brand's strengths and weaknesses from the producers' perspective. Hence, it does not evaluate the customers' or the retailers' perception of *Eldrimner Mathantverk*.

1.5 Outline

The structure of this study is shown in figure 1. The chapters are as followed.

Chapter 1 provides a background to the problem addressed in this study. After an identification of the problem and a further problem analysis, the aim and delimitations are presented. *Chapter 2* begins with a presentation of the Swedish national resource centre for artisan foods *Eldrimner* and continues with a further presentation of the certification and collective brand *Eldrimner Mathantverk*.

In *Chapter 3* presents the theoretical framework, which consists of branding theory as well as theories about the coordination of collective organisation. This chapter ends with theoretical conclusions forming the basis of the questionnaire sent to the artisan food producers. *Chapter 4* presents the methodological issues of this study, such as the choice of research approach and research strategy, the choice of techniques for the collection and analysis of the data as well as the quality assurance and ethical considerations.

In *Chapter 5* the results are presented, together with an analysis of the findings. *Chapter 6* involves a discussion of the findings in relation to the theoretical framework. In *Chapter 7* the study's main conclusions are presented.



Figure 1. The outline of the study

2 Eldrimner Mathantverk

This chapter begins with an introduction of the Swedish national resource centre for artisan food production, *Eldrimner*, which gives a background information to why the certification for artisan food items *Eldrimner Mathantverk* initially was founded. Moreover, the certification and collective brand *Eldrimner Mathantverk* is presented.

2.1 Eldrimner

Eldrimner is the Swedish national resource centre for artisan produced food, located outside the city of Östersund in the north of Sweden. The history of *Eldrimner* began in 1995 with the founding of an EU-financed regional project named *Matora* (www, Eldrimner, g, 2017). *Matora's* mission was to stimulate the development of small-scale produced food items within the regional area. The project aimed to raise the number of artisan producers, develop the quality of the artisan products and to make the distribution and marketing of the artisan products more effective. In 2001, the ideas from *Matora* came to continue in a new EU-project named *Eldrimner*. The project continued to support and stimulate the development of both new and existing small-scale artisan food production by using tools such as counseling, seminars and field visits (*ibid.*).

The project's initial operations were successful. *Eldrimner* made positive results in terms of new businesses, increased employment and innovation of new products. During the first three years, starting from 2001, an average of five new artisan food productions per year were established in the region (www, Eldrimner, g, 2017). New products were developed and launched to the market leading to an increased amount of artisan food products on the marketplace. The efforts also contributed to an increase in the consumers demand for high qualitative, artisan food items. *Eldrimner* founded the artisan fair *Särinner*, which gathered artisan food producers from all parts of Sweden in order to exchange experience and compete with their products (*ibid.*).

Due to this fact, the Swedish government decided in 2004 to continue with the project and expand the target group to include food producers throughout Sweden (www, Eldrimner, g, 2017). Moreover, *Eldrimner* was in the beginning of 2005 appointed Sweden's national resource centre for artisan food production. *Eldrimner* became a part of the County Administrative board and got financial resources to continue with operations connected to the production, marketing, logistics and sales of artisan food products. *Eldrimner* provided the artisans with knowledge, support and inspiration both in the start-up and development of their companies. The tools, shaped according to the needs of the producers, were counseling, seminars, study tours and exchange of experience between the artisans (*ibid.*).

Since the establishment of *Eldrimner*, the resource centre has guided and helped artisan food producers to develop their businesses and products, and to increase the awareness of artisan food. Today the main operations at *Eldrimner* consist of support, counselling and courses in various areas connected to artisan food production (www, Eldrimner, e, 2017). During the recent years, almost 400 people have participated in courses that cover important parts of artisan food production, from development of products to basic knowledge about running a business (www, Eldrimner, g, 2017). In order to remove obstacles for artisan food producers, *Eldrimner* has an ongoing dialogue with authorities (www, Eldrimner, b, 2017). At the regionally held "artisan food days", *Eldrimner* is able to reach out with inspiration and knowledge to a wide range of artisans, food enthusiasts, employees of the county councils and other stakeholders from the entire country (www, Eldrimner, o, 2017). All activities at

Eldrimner are in constant development according to the producers' needs and demands (*ibid.*).

The workforce at *Eldrimner* currently includes twenty employees (www, *Eldrimner*, g, 2017). The organisation has a steering committee that consists of food artisans in various fields and from different regions of Sweden, usually dealing with development matters (www, *Eldrimner*, c, 2017). The organisation has five councils which covers five branches of artisan food; bakery, dairy, meat based products and on-farm slaughter, berry-, fruit- and vegetable processing, processing of fish, and entrepreneurship (www, *Eldrimner*, d, 2017). The branch councils consist of 6-7 Swedish artisans who meet once or twice per year. The council meetings address issues concerning *Eldrimner's* activities, courses, events and certification among other relevant questions for the branch. The branch councils also serve as advisory bodies for *Eldrimner* (*ibid.*). Another of *Eldrimners* assets are its ambassadors, a group of visionaries and food creators that have grown with two new members yearly since 2007 (www, *Eldrimner*, f, 2017). The ambassadors are a great asset to *Eldrimner*, contributing to the centre with knowledge and experience from their own businesses (*ibid.*).

Apart from the consulting and the wide range of courses, *Eldrimner* arranges a variety of other activities for food artisans. The Swedish Championship in Artisan Food is an annually held competition open for all artisan producers within Scandinavia (www, *Eldrimner*, i, 2017). The idea and knowledge fair called *Särimer* is held every two years (*ibid.*). The website mathantverk.se and the mobile application Mathantverk was introduced by *Eldrimner* with the aim to help consumers finding artisan food producers (www, Mathantverk, a, 2017). The website and mobile application provide guidance to and information about more than 1,300 Swedish artisan food producers. The criteria to obtain the certification are more extensive compared to the ones needed to be registered at the website (*ibid.*). *Eldrimner* is also publishing the paper Mathantverk four times per year, a paper that is distributed to 8,500 subscribers (www, *Eldrimner*, b, 2017)

Since the beginning of the project, one of *Eldrimner's* priorities has been to anchor the definition and concept of artisan food (www, *Eldrimner*, g, 2017). Due to the increased knowledge about and interest in handcrafted and high-qualitative food items, the concept of artisan foods has become more widely used by others than artisan food producers (www, *Eldrimner*, p, 2017). This development implies that producers who do not attain artisanship in their food production misuse the concept of artisan food to increase their attractiveness on the market for food items (*ibid.*). In order to protect the definition and prevent dilution of the concept, *Eldrimner* has introduced a certification system for artisan food products named *Eldrimner Mathantverk*.

2.2 *Eldrimner Mathantverk* – a certification system for artisan produced food items

Eldrimner Mathantverk is a certification system for artisan produced food items (www, *Eldrimner*, j, 2017). The artisan food production aims to create and develop food items that are natural, rich in taste and of high quality. For the consumer, *Eldrimner Mathantverk* helps to promote products with these attributes and raise the awareness about artisan food production (*ibid.*).

The certification *Eldrimner Mathantverk* is a guarantee brand protected by the Swedish Patent and Registration Office. A guarantee brand is owned by a company or association which sets certain requirements that the users have to meet in order to use the brand on their products

(www, Prv, a, 2017). Today, artisan food has become a widely used term in marketing of food products. The certification *Eldrimner Mathantverk* is an attempt to protect the concept and to prevent dilution of artisan food as a brand. Thus, the certification works as a quality insurance for the consumer (www, Eldrimner, k, 2017). When buying a food item labelled with *Eldrimner Mathantverk* (see figure 2), the consumers can expect a product that is natural, rich in taste, has a clear identity and is produced in agreement with *Eldrimner*'s definition of artisan food (*ibid.*).



Figure 2. The certification mark *Eldrimner Mathantverk*, used as label on certified artisan food items

“Artisan food making creates unique products - rich in taste, high in quality and clear in identity. Products are made primarily from local raw materials that are transformed with care, on a small scale and often in the artisan’s own farm. The hallmark of artisan food is that man’s touch and knowledge are present throughout the entire production chain. The result is healthy products with no unnecessary additives, products that can be traced back to their source. Artisan food making highlights food of tradition, develops methods further and creates innovative products.” (www, Eldrimner, b, 2017, p 4)

The possibility to apply for certification is open for all artisan food producers that fulfil *Eldrimner*'s general conditions for certification. In addition, the producer also has to make sure that their product meets the criteria set up by *Eldrimner* (www, Eldrimner, m, 2017). These criteria include specific restrictions for different food items, such as for bakery, dairy or meat products. In general, the criteria cover the production process, additives and origin of raw materials (*ibid.*). *Eldrimner* carries out a revision of the criteria every second year.

To certify an artisan food item, the food producers have to submit an application to *Eldrimner*. If any ambiguity exists, *Eldrimner*, through its branch councils, will verify that the product reaches the criteria required for certification (www, Eldrimner, n, 2017). As *Eldrimner* carries out a revision of the criteria every second year, the certificate is only valid for a period of two years. If the producer wish to remain the certification a new application have to be sent in (Pers, com., Ahlgren, 2017). When a product is approved for certification, the producer is able to buy labels to use on their products and in their stores. A producer with certified products will also be searchable on *Eldrimner*'s website *mathantverk.se* and in the mobile application *Mathantverk* (*ibid.*). When searching for artisan producers it is possible to refine the search to only include certified food artisans (www, Mathantverk, a, 2017). A certification entails an administrative cost of 1,000 SEK per year plus additional costs for labels to use for marketing purposes (www, Eldrimner, n, 2017). In March 2017, 136 artisan food producers had applied for certification and were allowed to use the collective brands label on their products (www, Eldrimner, k, 2017).

Eldrimner Mathantverk is a first-party controlled certification, which means that there is no second- or third-party control (www, Eldrimner, j, 2017). The companies applying for the certification through *Eldrimners* branch councils determine whether a product is artisan or not (*ibid.*). *Eldrimner* and its branch councils, are obliged to investigate any written complaints from individuals or companies. If the investigation shows that irregularities exist and that the product does not fulfil the criteria for certification, the producer will no longer be allowed to use the collective brand *Eldrimner Mathantverk* (www, Eldrimner, l, 2017). Neither will the producer be able to withdraw any of his or her previous investments in the collective brand (Pers, com., Ahlgren, 2017).

The following chapter presents the theoretical perspectives that will be used to evaluate the collective brand *Eldrimner Mathantverk*. This collective brand is initiated and held by Eldrimner with the aim to promote and raise the awareness about artisan food items. In regard to the fact that *Eldrimner Mathantverk* is a brand, the theoretical chapter will initially deal with theories about branding. As *Eldrimner Mathantverk* is a collective brand jointly used by a group of artisan food producers theories about collective organisation and coordination mechanisms, including dimensions of social capital, have a value in explaining the relational dynamics that highly affects the outcomes of the collective brand.

3 Theoretical framework

In this chapter, the theoretical perspective that is later used in the analysis is presented. To discover *Eldrimner Mathantverk*'s strengths and weaknesses from the producers' perspective, a number of issues concerning *Eldrimner Mathantverk* as a brand has to be investigated. The theoretical framework of this study is initiated with a presentation of branding theory, with concepts such as the function of a brand, the value of a brand, the need for brands due to the specific characteristics of food items and the special characters of collective brands.

Because *Eldrimner Mathantverk* is a collective brand that is jointly used by several artisan food producers who have invested their individual resources in this brand, it constitutes a collective asset. To nurture the cooperation between the actors and prevent deceptive behaviour that might detract the value of the collective asset, coordination mechanisms are essential. Therefore, this chapter also involves a theoretical investigation of coordination mechanisms, where the social capital theory constitutes one theme.

Finally, the chapter is concluded with the theoretical conclusions that serve as a basis for the questionnaire used in the empirical study.

3.1 Branding

3.1.1 The function of a brand

A firm's ability to communicate with customers through branding is important. In order to meet the customers' diverse preferences and to find new sources of growth, businesses develop strategies based on differentiation and market segmentation (Keller, 2007). The use of brands is considered as essential tools for differentiation, as the brand provides opportunities for the company to distinguish itself from its competitors. A commonly used definition of a brand originates from American Marketing Association, which refers to a brand as a "*name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition*" (Keller, 2007, p. 30). Through the brand, the user is able to add dimensions to a product that bring value to and satisfy the needs of customers. "*A brand is therefore more than a product, because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need*" (Keller, 2007, p. 31). These dimensions can be tangible, related to physical product characteristics or performances, and intangible dimensions that may create symbolic and emotional meanings related to what the brand represents (Keller, 2007).

In order to develop and to ensure returns from the brand, well-defined and enforceable property rights are needed (Ménard & Valceschini, 1999). Hence, the difference between a brand and a trademark can be found in their legal or commercial nature (Melin, 1999). A trademark is a juridical term that, when it is registered, is used to assure the customer and provide legal protection to the producer. As the registration of a trademark is regulated by laws and rules managed by a governmental agency the property is guaranteed (Ménard & Valceschini, 1999). The ability to give a legal status to a unique set of characteristics makes it easier, even if it is not necessary, for the owner to hold property rights to its brand. The registration of a trademark involves bureaucratic procedures and requires investments. However, the registration reduces the risk for others to claim the brand name and might thus be considered as a prerequisite for the brand to function well as a competitive tool (*ibid.*).

A brand offers several valuable functions, which can be explained from the perspective of the customers or from its user (Keller, 2007).

The function of the brand from the customers' perspective

One reason for the existence of brands is that customers on the developed market do not have access to information free of charge. The ability to receive additional information about a product through the brand makes it easier for the customer to compare and evaluate products and eases their purchasing process (Melin, 1999). From an economic perspective, the brand's capacity to transfer information reduces the customers' costs related with their search for and purchase of products (Ménard & Valceschini, 1999). An important function is the ability to identify the source of the product and enable the transfer of information between the user of the brand and the customers (Keller, 2007; Aaker, 1996). When receiving information about the product's source, the customers are able to allocate responsibility to a specific producer (*ibid.*).

The brand is considered to create a special meaning for the customer, and if it is recognisable, the customers' information processing is reduced (Keller, 2007). The brand can be seen as an assignment between the sender and the receiver of information, as the customers offer their trust and loyalty with the implicit agreement to receive a product with specific attributes (*ibid.*). If the expectations are met and the customers perceive benefits from the brand, the probability for them to repurchase the product increases (*ibid.*).

Through the brand the customers are able to get information about product characteristics that otherwise would not have been available (Ménard & Valceschini, 1999). Product characteristics cannot always be observed or identified by the customer before consumption. As this creates difficulties for the customers' evaluation of the product attributes and benefits, the brand plays an important role as a *quality signal* to the customers. (Keller, 2007).

A brand functions as a risk-reducing tool. It contributes to reducing the risks that are related to the customers purchase and consumption (Keller, 2007). This function covers several forms of potential risks such as the *physical risk* that occurs if the product constitutes a threat to the customers' health or well-being, the *performance risk* that arises if the product does not obtain expected performance or the *financial risk* when the product is considered not to be worth the paid price (*ibid.*). This function is important, especially in product categories involving high perceived risks.

The function of a brand from the producers' perspective

For a producer, the brand is a valuable asset that provides multiple functions (Keller, 2007). The brand serves as a source for identification and information transfer, as it makes the users able to provide customers with information that may influence their behaviour and purchasing decisions (Ménard & Valceschini, 1999). Through the brand, the producer is able to safeguard unique features and characteristics of its product, especially if the brand is legally secured. Moreover, it constitutes a valuable intellectual property for the firm (Keller, 2007).

Through a firm's investments in the brand it is able to endow the product with different characteristics and thus differentiate it from competitors (Keller, 2007). The exclusive right to the brand creates opportunities for the firm to choose elements that construct a *brand identity*, a unique set of characteristics that represent how the brand owner want to be perceived (Melin, 1999). The brand identity can be built from several components such as brand names, symbols, geographical origin, history or commercials (*ibid.*). This ability to mediate unique

information about the products becomes especially important for goods with characteristics that are well-known and observable for the customer, as these otherwise would be undifferentiated (Ménard & Valceschini, 1999).

A brand may serve as a positioning tool. A producer may differentiate its product to the extent that the customers perceive it not to be substitutable with competitors' products (Melin, 1999). Based on the segmentation of the market, the brand can serve a position on the market and thus be more likely to meet the desires of the targeted group of customers (Keller, 2007)

A brand allows the seller to directly communicate with the customer. This increases the firm's possibilities to form a loyal group of customers (Melin, 1999). The brand's function as a *quality signal* derives from the consideration that a repurchase is facilitated if the customers are satisfied (Keller, 2007). This results in a provision of *brand loyalty*, which may both increase the firm's ability to predict and secure future demand and create barriers for other firms (*ibid.*). A brand owner with high brand loyalty gains a dominant position that constitutes a competitive advantage, which may raise both the firm's competitiveness and its strength in negotiations with retailers (Melin, 1999). A brand's function as a competitive advantage is strengthened if it is hard to reproduce its attributes and designs (Keller, 2007).

As the information carried to the customers increases, the domain of choices will expand, thus improving the elasticity of demand and the producers' competitiveness (Ménard & Valceschini, 1999). A strong brand may result in both higher profits and reduced costs (Keller, 2007). A general conclusion is that the brand's ability to provide information about a product or service reduces costs for the customer, thus creating incentives for the brand owner to charge a premium price (Ménard & Valceschini, 1999). If the brand owner succeeds in building a loyal group of customers this generally results in higher future earnings and increases the firm's growth potential (Melin, 1999).

3.1.2 The value of a brand

The brand is one of the most valuable assets for a business. A brand may add value to its user, to the customers and to other stakeholders (Melin, 1999). The ability to transfer information offered by a brand has an economic significance in terms of reduced costs, perceived benefits and changes of market structure (Ménard & Valceschini, 1999). Brands require significant investments in order to reassure returns to its user (*ibid.*). Williamson (1991) uses *brand name capital* to explain the value of a brand and its significance as an asset for its owner.

The concept of *brand equity* is used to interpret the value of the brand, and may be referred to as "*the added value with which a brand endows a product*" (Melin, 1999, p. 45). Generally, brand equity is defined in terms of marketing possessions particularly attributable the brand. By the use of a brand, the product is awarded with brand equity and due to this added value endowed to the product, the outcomes may differ compared to if a brand had not been used (Keller, 2007). Thus, *brand equity* represents a way to understand how the outcome from different brand strategies may arise in terms of potential benefits and trade-offs (*ibid.*). It is the several intangible assets of brands that create the basis of brand equity. These assets may be divided into four dimensions (Aaker, 1996).

Brand awareness refers to the strength of the brand's presence in the customer's mind. Brand awareness is the strength of the brand's presence in the customers' minds and can be measured through the customers' ability to recognise the brand (Aaker, 1996). Establishing a high brand awareness among customers have a positive impact on the brand equity (*ibid.*).

The customers' familiarity to a brand, referred to as *brand recognition*, can be obtained through past and repeated exposure to the brand (Aaker, 1996). If the customer has higher awareness of a brand, the customer will respond with more positive feelings towards the brand and value it higher compared to other brands (*ibid.*). The brand recognition is important as the customers instinctively choose a brand they recognise rather than a brand that is new to them (Keller, 2007).

But brand recognition is not the only determinant of high brand awareness. If the brand has a high *brand recall* within its specific product class, they can have a sufficiently high brand awareness without an overall high brand recognition (Aaker, 1996). For example, a low overall recognition of a niche brand might be outweighed by a high brand recall among loyal customer groups in the niche market (*ibid.*). Creating familiarity effects are especially important for a brand competing with more visible and established competitors, as awareness-building in such case may be necessary to resist this exposure (Aaker, 2007). However, even if brand awareness is important in order to create a favourable response from customers, a great support for brand equity is the associations the customer refers to the brand (*ibid.*).

Brand associations are referred to as a key element in the formation of brand equity and can be explained as the "*informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers*" (Keller, 2007, p. 72). Brand equity is highly supported by customers' associations with the brand, such as the products attributes, the brand name or symbol (Aaker, 1996). A key aspect in the building of a strong brand is the *brand identity*, which consists of a unique set of brand associations that represent what the brand stands for (*ibid.*). Creating a brand identity and linking the brand to positive and unique associations are important sources through which the product can be differentiated (Melin, 1999).

The brand associations, building the brand identity, can be related to the products tangible attributes such as its packaging, taste, colour or price (Nilsson et al., 2007). But it can also be related to less tangible, more subjective, factors such as skills of the organisation, a certain life-style, belongingness to a specific community or social status (Aaker, 1996; Nilsson et al., 2005). The implementation of more immaterial factors in the brand identity becomes more important as the competition of customers becomes more intense (*ibid.*).

The customers' **perceived quality** is considered as one of the most important brand associations, that highly determines the customers' purchasing decisions (Keller, 2007). Perceived quality can be defined as the customer's judgment of the product's overall quality or superiority, compared to other alternatives (*ibid.*). The customers' perception of product quality relates to the products capability to deliver satisfaction and a stable level of quality, which can be evaluated in terms of appearance, traceability, taste, freshness and texture (Ilbery & Kneafsey, 1998).

The customers' attitudes toward a product's quality may also depend on more abstract dimensions, such as the reflections of personality or symbolic meanings (Keller, 2007). The customers' beliefs about these dimensions affects their definition of product quality, which in turn affects their attitudes and behaviour towards the brand (*ibid.*). Providing the customers with quality and quality assurances is also important from the producers' perspective, as it might have a positive effect on sales volumes and premium prices (Ilbery & Kneafsey, 1998).

Aaker (1996) considers **brand loyalty** to be the heart of the brand equity. Brand loyalty refers to the “*positive feelings towards a brand and dedication to purchase the same product repeatedly now and in the future from the same brand, regardless of competitors’ actions or changes in the environment*” (Lazarevic, 2012, p.48). If the brand signals of quality or associations meet or surpass the customers’ expectations, the more easily they can choose the same product again. Hence, a base of loyal customers generates predictability and security of future sales and profit streams for the producer (Keller, 2007; Aaker, 1996). High brand loyalty also makes it more difficult for competitors to enter the same market (*ibid.*).

In order to increase brand loyalty, it is important that the producers ensure that the customers’ experience of the product at least meet their expectations (Keller, 2007). High awareness, sufficient perceived quality and a strong brand identity contributes to increase the base of loyal customers (Aaker, 1996). Keller (2007) considers the customers’ engagement in the brand to be the strongest confirmation of brand loyalty, as this increases their willingness to further invest their resources in additional offers beyond their actual product purchase.

3.1.3 Characteristics of food items

The distinction between *search*, *experience* and *credence goods* is based on the customers’ behaviour in relation to product characteristics (Carlsson et al., 2014). The characteristics of *search goods* can be identified before consumption such as colour, size and weight. This differs from *experience goods*, the characteristics of which only can be fully observed or identified after consumption so to say through experience (*ibid.*). *Credence goods* have attributes that cannot be identified neither before, during nor after consumption (Moser et al., 2011). As the customers are unable to identify and observe the characteristics of *experience* and *credence goods* the information they perceive through branding becomes key factors for their choice of purchase (Ménard & Valceschini, 1999).

Most agriculture and food products have attributes of experience goods, which increase the need for brands as a tool for differentiation. Besides from creating an informational linkage, the brand’s reputation mechanism becomes essential for the brand owners. When customers evaluating goods with experience characteristics, reputation constitutes an important quality signal to the customers (Ménard & Valceschini, 1999). If the owner of a brand offers products that satisfy the demand of the customers, this satisfaction can also increase the customers’ loyalty and influence their future purchasing behaviour (Melin, 1999). Reputation thus creates an association between the customers’ perceived quality of the product and the brand, which facilitates the customers’ future purchasing decisions (*ibid.*).

But the reputation mechanism can also create issues. As the reputation of a brand is based on repeated transactions it takes time and efforts to build up a strong reputation (Ménard & Valceschini, 1999). Distributors of agricultural and food products with experience attributes have in common that they often put large efforts in the establishment of a strong brand name (Nilsson et al., 2007). These efforts come with a high risk as the greater the brand owner’s reputation building investments are, the greater is their loss in instance of failure (Ménard & Valceschini, 1999). If the expected market shares and returns of investments are to be withheld, the resources invested in the brand will be lost.

3.1.4 Collective brands

Collective brands have multiple users instead of one individual (Ménard & Valceschini, 1999). A collective brand is jointly used by several independent users that have agreed upon a set of common rules. The situation where multiple users are selling their own products but

share a common brand involves complexities, because many relationships are involved (*ibid.*). Compared to a brand with one user, the collective brand concerns not only relationships between the users and the customers but also relationships between the various users.

There are various consequences following from the joint use of a brand. Firstly, an arrangement where several users pool their resources to collectively build a higher reputation, might create an opportunity for smaller producer as the costs and time associated with the implementing a brand can be an obstacle for individual businesses (Ménard & Valceschini, 1999). If the collective brand is able to create a strong name with a loyal base of customers, the users of the collective brand may also benefit from increased market power and receive a positive impact by efforts made by other users of the same brand (Nilsson et al., 2007).

Several informational failures arise with the use of brands as a system for signalling attributes of products to the customers. The customers' difficulties to evaluate the reliability of the information increase their perceived risks for distribution of false claims and concealment of negative information (Ménard & Valceschini, 1999). The use of collective brands increases the small businesses' opportunities to improve this diffusion of information, but may also increase market power to the holder of the collective brand (*ibid.*).

These information failures can be dealt with through the reputation mechanism, as the collective brand creates incentives for its users to maintain a higher quality due to their ability to receive a premium price (Ménard & Valceschini, 1999). In the case of collective brands, these information failures can also be overcome by a governing intervention, if they are successful in their role to prevent and detect deceptive behaviour of the users and secure distribution of correct information to the customers (*ibid.*).

Most collective trademarks are "certified", which implies contractual agreements upon a common set of rules that ensures that the users' products include a set of specific characteristics (Ménard & Valceschini, 1999). After the certification, the users are permitted to label their products with the collective brand, which they often are obligated to pay a fee for. The offered 'certification' creates an opportunity for the individual sellers to provide the customer with a guarantee that they would not be able to provide themselves (*ibid.*). The contractual nature of these collective brands aim to establish a higher quality-level that makes them easier to differentiate. However, the submission to specific criteria thus highly relies on formal intervention from an external institution, public or private, that are coordinating and examining that the users adhere to the rules. The contractual agreements might also be of legal status, which enables third-party enforcement (*ibid.*).

The management and the reliability of the intervention of the collective brand is important, due to the risks of *free riding behaviour* among the several users (Ménard & Valceschini, 1999). The value that the individual users perceive through the collective brand must exceed, or at least be equal, their investments in the brand. Otherwise they will not participate in the collective organisation that uses the brand. As the value created through the users' individual investments becomes a collective asset, one user's perceived value of the collective brand is determined by the behaviour of the collective brand's users (Nilsson et al., 2007).

The incentives to invest resources in the collective brand, both in terms of money and marketing efforts for the collective goods, vary between the participants. There might be a risk that the participants' investments in the collective brand is not necessarily high. There is also a risk that individuals may benefit from investments made by others, without contributing

themselves. This infer problems concerning property rights. As the individuals' ownership of the collective brand cannot be further allocated, they might not be able to guarantee future returns from their investments (Ménard & Valceschini, 1999). Deceptive behaviour among the users might decrease or detract the value of the collective asset, which affects all the members of the collective organisation negatively. The controlling institutions have an important role to prevent these risks, as one user's fraudulent behaviour might have great impact on the reputation and valuation of the collective brand (Ménard & Valceschini, 1999).

3.2 Coordination of collective organisations

Eldrimner Mathantverk is a collective brand jointly used by multiple artisan food producers, which have invested individual resources with expectations to gain future returns from the collective brand. Exploring the strengths and weaknesses connected to *Eldrimner Mathantverk* concerns the producers' perception of the brand, but also the coordination of the collective organisation that uses the brand. A collective organisation, such as the user of a collective brand, can be connected to several benefits, but if this arrangement is to work satisfactorily there is a need to implement mechanisms that nurture mutual cooperation (Blumberg, 2001). These mechanisms should see to it that the various users are acting in the best interest of the entire group of users, otherwise there is a risk that some users will take one-sided advantage over the others and the value of the collective brand will be detracted on the other users' behalf.

The establishment of organisational activities where several producers gather their resources, such as in order to build a collective brand, may be referred to a hybrid form of organisation (Ménard & Valceschini, 1999). In a broad definition, these arrangements are also found in managerial literature described as *networks* or *alliances* (Ménard, 2012). There are several incentives for firms to pool some of their resources and strategic decisions in arrangements with other producers. Keeping distinct ownership of their individual assets allows the firm to claim payoffs on their own assets, at the same time they are able to claim a share of revenues generated by the jointly used asset. The producer can also perceive revenues from secondary effects caused by the producers' joint reputation (*ibid.*). These collaborations may give mutual reputation, economies of scale and shared risks, but the existence of shared rights makes monitoring and disciplining especially challenging (Blumberg, 2001).

A collective organisation should satisfy the common interests of a group of individuals. But the members of the group may also have purely individual interests that may differ from those of others in the group (Olson, 1965). On the condition of individual self-interest seeking, there may not even exist collective organisations and collectively used assets, such as collective brands. Essential for the collective organisation to be established in the first place is that misalignments between the founder's interests and the various interests of the group of users is handled (Olson, 1965).

3.2.1 The establishment of a collective organisation

When individual businesses invest in their own asset, they expect their costs to be lower than their future income flow. This is the same as the incentives to establish a collective organisation, as the founder expect the value of the asset to exceed their invested resources. The establishment of an organisation entails so-called organisational costs for the founder, which is referring to the invested money, work and other resources that are required for the establishment (Olson, 1965).

A difference between investments in an individual brand and a collective brand is that in the former case the users' individual investments will be captured while in case of a collective asset the investor has no property rights. Thus, the investor has limited control over future returns and perceives a risk for potentially deceptive behaviour by other actors who might tarnish the value of the collective asset or may achieve benefits without carrying any costs. This major problem concerning shared control over joint resources can be referred to risks of *opportunistic behaviour*, which occurs when one partner takes one-side advantage on the other partners' behalf (Ménard & Valceschini, 1999).

However, as collective organisations exist there must be ways to overcome these problems related to misalignments between individual and collective property rights. One explanation brought up by Olson (1965) is that the collective organisation is established by a small group of individuals that carries the organisational costs together. If the initial group of members is small, the costs for the organisational establishment might be limited. After the establishment, a gradual expansion of the organisation creates benefits to the founding group members through economies of scale and scope. At the same time the initial members can maintain their control of the organisation and manage its future development (*ibid.*). Another argument for establishing a collective organisation proposed by Olson (1965) is that an existing organisation establishes a production of collective goods. If this re-orientation benefit the existing organisation the owner has incentives to establish a collective organisation (*ibid.*).

Olson (1965) also mentions a third possibility, namely that the owner of the collectively used asset may force the users into the system. This argument is, however, not applicable in the study of a collective brand such as *Eldrimner Mathantverk*. A fourth possibility, suggested by Nilsson et al. (2016) is altruism, i.e. that the owner of the collective asset has some ideology of benevolence. There might be some relevance of this argument, though this can hardly be a decisive one as the owner must reasonably also see to it that the organisation will become individually profitable in some way.

Although there are incentives to establish a collective organisation, further cooperation often fails because of the collaborating partner's incentive to take advantage of the others and behave opportunistically (Blumberg, 2001). In order to handle the uncertainty and complexity associated with collective arrangements, the organisation need to establish shared rules in order to sustain cohesiveness (Ménard, 2012). In order for the collective arrangements to be successful and durable, mechanisms of governance are required. These mechanisms are devices that infuse discipline on collective activities, so that conflicts can be mitigated and the mutual benefits can be facilitated (*ibid.*).

3.2.2 The coordination of a collective organisation

The development of a well-reputed brand involves significant investments in the form of promotion, product quality standards and advertising (Raynaud et al., 2005). The founder of the brand is required to invest in the process of establishment, but further investments by the users of the collective brand are important in order to develop this asset and maintain or increase its reputation. At the same time, those that invest in the collective brand are highly dependent on the other partners' behaviour due to the problems of opportunism and undefined property rights.

Ménard (2010) argues that the survival of hybrid forms of organisations depends on the owners' ability to find right partners, to reduce risks of opportunism and to implement strategies that limit conflicts between parties. In order to successfully maintain a collective

brands reputation and prevent problems among the users of the brand, such as opportunism and free-riding, procedures of control and coordination mechanisms between the users are required (Ménard & Valceschini, 1999). The ways of controlling and disciplining partners, which increase the individuals' incentives to invest in the collective asset, might take several forms, and require costs to implement and use (Ménard, 2012).

One way to achieve control and prevent misbehaviour of the actors involved in a collective organisation is through economic incentives. In order to facilitate coordination and create a credible commitment the partners may have made transaction-specific investments in their operations (Weitz & Jap, 1995). For example, if the food producers do not obey the rules and follow the standards of the collective brand, they might lose their right to use the collective brand. At an exclusion, the producers will not only lose the fee they have invested in the brand but also other investments required for their participation, such as transaction specific adjustments of production processes or investments in production facilities will lose its value.

Contracts are widely used to obtain commitment and control between multiple partners (Blumberg, 2001). Several theoretical perspectives, such as agency, relies on the construction of contracts to mediate the relationship between allies (Weitz & Jap, 1995). Contracts can create trust and enhance collaboration, for example by increasing the partners' incentives to make relation-specific investments (Blumberg, 2001). Formal contracts, which imply even *legal enforcement*, might be an effective mechanism to control partners within a collective organisation. Written contracts between parties may provide a degree of stability, which allows one partner to make investments with less risk of losing this value (Frankel et al., 1996). Contractual agreements may reduce free-rider behaviour by defining conditions for participation and epilation (Ménard, 2012). Hence, the actors are obliged to act in ways that benefit the common good, but if they do not do so, there is a possibility to treat misbehaving individuals with penalties.

The ability to form complete and easily enforceable contracts that assure control of opportunism is, however, considered to be impossible (Blumberg, 2001). The *incompleteness of contracts* refers to the problems to create complete contract without possibilities to fully predict and foresee the future. Contracts are limited due to the fact that imperfect foresight of humans makes it costly to create contracts that are satisfying in terms of design, implementation and execution (*ibid.*).

Coordination within the collective organisation may be achieved if there is a certain amount of *social capital* within the group of users. Granovetter (1985) stresses the role of structural and relational embeddedness in economic exchanges between individuals. Social capital may result from collaboration between institutions, networks and business partners. Social embeddedness may depress the malfeasance and reduce the need for formal contractual commitments through initial trust between the actors (Blumberg, 2001). The use of informal mechanisms, driven by the individuals' desire to create and maintain a positive reputation, is a way to encourage collaborations for a common achievement without written legal obligations (Frankel et al., 1996).

3.2.3 The dimensions of trust and social capital

According to Olson's (1965) logic behind the establishment of a collective organisation, voluntary provision of collective goods is not going to be proceeded, unless the individuals gets long-run gains. Thus, a specific group's achievement of a common goal means that a collective good has been provided for all group members. Individual entrepreneurs' initiatives

for collective actions in larger groups do not provide benefits to the individual, and thus the costs of doing so are higher than the individual returns. However, as these individual actions and organisation for common goods do exist there must be incentives other than individual ones. Svendsen and Svendsen (2004) demonstrate how entrepreneurship can facilitate voluntary collective actions and create inclusive forms of *social capital*, driven by their motivation not only from individual incentives but also from social motives.

Social capital is by Putnam (1995, p. 68) defined as the “*features of social organization such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit*”. The social capital theory can be regarded as an attempt to combine sociology and economics, providing a combining approach to how social, cultural and institutional features of groups together might affect their ability to deal with collective-actions problems (Ostrom & Ahn, 2007). When social capital is embedded in social structures, indicated by certain norms and values, it may create incentives for members of that social structure to set aside their self-interest and act for the common good of the group (Svendsen & Svendsen, 2004). The existence of social capital may have economic payoff for the interacting partners. The notion of trust, an indicator of social capital, facilitates the exchange between actors which decrease their transactions costs (Nilsson et al., 2012). Just like physical or human capital, social capital constitutes a productive form of capital that enhance possibilities for its owner to accomplish goals that are not able to be accomplished otherwise (Coleman, 1988).

Knack & Keefer (1997) include trust, co-operative norms, networks and group associations as essential components for co-operations to function well and have economic progress.

Trust is an essential part of social capital. Among the dimensions of social capital, trust constitutes the core link between the inherence of social capital within a social structure and successful collective actions (Ostrom & Ahn, 2007). Trust derives when actors have confidence in each other regardless of uncertainties, risks and potential for opportunistic behaviour among them (Lyon, 2000). If the partners in a relationship trust each other, they are more willing to engage in cooperative interaction (Nahapiet & Ghoshal, 1998). High levels of trust within social structures decreases the probability for opportunism and reduces transaction costs, as costly monitoring is not needed (*ibid.*). Trust enhances the business partners' likeliness to comply with agreements, and decreases the time and energy they have to spend on control such as formal contracts (Nilsson et al., 2012). It also facilitates coordination between business partners as well as decreases the risk for opportunism, which results in better economic performance and greater collective reputation. Moreover, if customers trust the organisation, they are more willing to pay a higher price and buy larger volumes (*ibid.*).

Networks is social capital defined as the “*the resources embedded in a social structure that are accessed and/or mobilised in purposive actions*” (Lin, 1999, p. 35). Networks are important as if they are not well-built, the resources available through social capital may be hidden. It is the network ties that connects a group of individuals and provides them with access to resources available by the network (Nahapiet & Ghoshal, 1998). As social relationships are strengthened by repeated interaction, the development of social capital is enhanced by social interaction among individuals (*ibid.*). The number, intensity and structure of networks may facilitate emergence of norms and trust. Knack & Keefer (1997) point out that common membership may reflect mutual interests. The intensity of the interactions might also increase the value of social ostracism as a punishment and increase information about the trustworthiness of other members in the network (*ibid.*). Larson (2001) points out that

networks offer several benefits to entrepreneurial firms, as they allow entrepreneurs to gain resources and competitive advantages without integration and large financial investments.

Individuals that are engaged in social relationships tend to share specific norms and values, which creates a social tie among them. *Norms* can be described as a degree of consensus among the social actors (Nahapiet & Ghoshal, 1998). Social norms imply a symmetry among the actors within a social structure, as they allow individuals that trust each other to rely on forms of reciprocity instead of restricted considerations (Ostrom, 2000). Norms can also be seen as a part of the social structure that shape intuitive actions, which creates an opportunity for the actors within a network to follow collectively adopted patterns (Lyon, 2000). When these norms exist within a collective organisation, they constitute a form of social capital that enable the actors to go beyond their self-interests and act for the collective good (Coleman, 1988; Knack & Keefer, 1997). Ostrom and Ahn (2000) point out that dense social networks enhance development of social norms, as this increases the transfer of information about the partners' trustworthiness. Norms are also effective coordination mechanisms as they may impose powerful sanctions, such as social ostracism, for actors who don't comply with them (Knack & Keefer, 1997). Sanctions in the context of this study is the exclusion from the network of products that have access to *Eldrimner Mathantverk*.

Nahapiet and Ghoshal (1998) presents three, highly interrelated, dimensions to assess social capital. The structural, cognitive and relational dimensions, as forms of social capital, have in common that they facilitate the actions of the individuals within a social structure (*ibid.*). The *structural dimension* is referred to the ties that bonds social actors together and the nodes position in the networks structure (Masiello et al., 2015). Structural social capital enhances the share of information and facilitates collective actions by establishing roles and rules within the network (Golovina et al., 2014). The importance of structural social capital is due to its possibility to influence the development of relational and cognitive social capital (Nahapiet & Ghoshal, 1998). For example, strong ties are associated with the development of affective relationships that might affect the actors' motivation to engage in social interactions and knowledge exchange (*ibid.*).

By capturing the concepts of shared norms and vision, the *cognitive dimension* is important for the establishment and maintenance of relationships (Nahapiet & Ghoshal, 1998). These shared norms, trust, attitudes and beliefs that are captured within the cognitive dimension have a positive effects cooperative behaviour (Golovina et al., 2014). This dimension also includes the shared codes and languages among the actors within the network among the actors' shared vision (Nahapiet & Ghoshal, 1998). The actors shared vision, or goals, are important as it allows mutual understanding and facilitate exchange of ideas and resources within the network (Nahapiet & Ghoshal, 1998; Masiello et al., 2015).

Finally, the *relational dimension* concerns the “*the kind of personal relationships people have developed with each other through a history of interactions*” (Nahapiet & Ghoshal, 1998, p. 244). This dimension concerns the qualities and characteristics of the relationships between individuals, including issues such as norms, trust, and expectations, which are developed through repeated interactions (*ibid.*). A high degree of relational social capital enhances the transfer of knowledge among the actors, by developing trust that facilitates an openness needed for the exchange of sensitive information (Masiello et al., 2015). The relational dimension, as a form of social capital, also decreases the risks of opportunistic behaviour and the need for formal control and monitoring mechanisms (Masiello et al., 2015; Nahapiet & Ghoshal, 1998).

3.3 Theoretical conclusions

In this section some theoretical conclusions are presented. These are based on the theoretical framework, customised for the aim of this study. Together, they form the basis of the questionnaire sent to the artisan food producers registered on *Eldrimner's* website *Mathantverk.com*.

Branding

1. The collective brand *Eldrimner Mathantverk* facilitates the customers' purchase of artisan food items
2. *Eldrimner Mathantverk's* brand identity is based on a set of characteristics by which the producers want their products to be perceived.
3. The high quality profile associated with *Eldrimner Mathantverk* is transferred to the artisan food producers' products.
4. By joining *Eldrimner Mathantverk* the producers receive increase market power.
5. The artisan food producers' investments in *Eldrimner Mathantverk* increase their net income.
6. The producers' incentives to invest in *Eldrimner Mathantverk* might be affected by the risk of *opportunistic behaviour*.

Coordination of collective organisations

7. *Eldrimner Mathantverk* satisfies the common interest of the artisan food producers that uses the brand.
8. Coordination mechanism that nurture mutual cooperation are essential for *Eldrimner Mathantverk's* reputation and ability to provide value to its users.
9. The social capital within the network of artisan food producers affects the outcomes of *Eldrimner Mathantverk*.
10. The social capital within the network of artisan food producers decreases the need for formal contracts and third-party controls to regulate the members of *Eldrimner Mathantverk*.

4 Methodological issues

This chapter concerns the methodological issues that have been taken into account in the design and performance of this study.

4.1 Choice of research approach and strategy

The distinction between a *deductive* and *inductive approach* concerns the relationship between theory and research (Bryman & Bell, 2011). When using an inductive approach, the researcher confronts the reality without expectations or theoretically anchored hypotheses (*ibid.*). Theoretical ideas and concepts emerge from empirical evidence (Robson, 2011). In contrast, the methodological approach in this study is deductive, by which hypotheses to be tested empirically are derived from theoretical ideas and concepts (*ibid.*).

For the collection of data, two social research strategies are referred to as the *quantitative* and the *qualitative approach*. There are several differences between a quantitative and a qualitative approach, and the choice of strategy depends upon which one that is most suitable for the purpose of the specific study (Denscombe, 1998). The quantitative approach is based on a deductive relationship between theory and research (Bryman & Bell, 2011). With the theory as the starting point, theoretical hypotheses are generated and tested by observations of reality (*ibid.*). A distinctive feature of the quantitative strategy is the measurement and quantification of data that is presented and analysed in form of numbers (Robson, 2011).

The qualitative approach place the attention on words rather than of numbers. Instead of testing hypotheses of pre-existing theory, a qualitative approach emphasises the creation of theory and aims to interpret the reality by empirical investigations (Bryman & Bell, 2011). The qualitative view is constructive rather the objective, thinking of the reality as a constantly changing environment shaped by the individuals within it (*ibid.*).

Based on the aim of this study, a quantitative research approach is considered to be suitable. The choice of a quantitative approach makes it possible to collect a large amount of responses in a resource saving manner (Denscombe, 1998). The major strength of a large numbers of observations is the ability to obtain some generality of the findings. The subjects that are being explored in the study are well suited for quantification with the ability to draw relevant conclusions from the study's results (Bryman, 2011).

A study with the use of a qualitative methodology would have comprised interviews with a limited number of artisan food producers. Critics of the quantitative method point out that this is questionable for studies of social reality as it disregards subjective dimensions (Bryman & Bell, 2011). Hence, a qualitative method is more appropriate to use in order to create deeper insights concerning specifically cases (Robson, 2011). Using a qualitative approach to collect data from a large number of respondents requires more time and resources than available for this study. Therefore, the qualitative methods could have been more suitable if the intention was to collect information from a smaller number of respondents (*ibid.*).

4.2 Web survey and questionnaire design

There are several ways to collect primary quantitative data. Surveying can take a variety of forms, such as postal questionnaires or structured interviews conducted either directly or by telephone (Bryman, 2011). The use of a survey is to be preferred when collecting a large amount of data that intends to create generalisations of a population (Robson, 2011).

To explore the artisan food producers' perception of the collective brand *Eldrimner Mathantverk*, a survey in the form of a web-based questionnaire was applied. A feature that argues for the choice of a web-based questionnaire is that it is efficient when the respondents are geographically spread and the data must be collected in a brief period of time (Robson, 2011). The respondents of this study are located all over Sweden and the time frame for the implementation of this study is limited. Accordingly, the respondents of a questionnaire receive identical questions with standardised answers in an attempt to facilitate the processing and analysis of the collected data (Bryman & Bell, 2011).

Compared to personal interviews, a questionnaire decreases the possibility that the interviewer affects the respondents' answers (Bryman & Bell, 2011). However, the emphasis on width and a comprehensive coverage might diminish the depth and details of information (Denscombe, 1998). A disadvantage of questionnaires is that the absence of personal contact prevent the researcher to ask additional questions or check the respondents' sincerity (*ibid.*).

Coding of responses is helpful for the organisation, quantification and analysis of the data (Robson, 2011). Closed questions are usually preferred in survey studies, as they are easy to formulate and facilitates the coding of responses (Bryman & Bell, 2011). Closed questions are easy for the respondents to answer and permits comparison of responses. A disadvantage of closed questions is that the respondents may experience difficulties to find a response option that applies to them (Denscombe, 1998). Hence, the respondents might feel a frustration that makes them choose not to complete the survey (Bryman & Bell, 2011). Closed questions might also neglect interesting information that is not covered by the fixed response options (*ibid.*).

The alternative to closed questions is open questions, where the respondents answer with their own words without being forced to adopt to the researcher's formulations (Bryman & Bell, 2011). The advantage of open questions is that the respondents are not steered by the researcher's choice of response alternatives (*ibid.*). Even though it is possible to code answers from open questions, it requires a considerable amount of time and resources. Open questions also require more efforts and time from the respondents, which might decrease the response rate (*ibid.*). In this study, the majority of the questions are closed questions. Some questions are open-ended, which allows respondents to submit additional or supplementary information. Open-ended questions might complicate the analysis of the data but provides a greater depth of information (Denscombe, 1998). Due to the large number of respondents, coding of open questions would have required more resources and time than available for this study.

The cover letter that was sent to the respondents' e-mail addresses contained an internet link which could only be used once by each computer, thus allowing only one answer per respondent. Even though a web survey requires less effort from the respondents to fill in and send back the answers, it requires that the respondent have access to internet connection and holds an e-mail address (Denscombe, 1998). Given that the respondents consist of business people, it is highly likely that they all have access to computers with internet connections.

The introductory e-mail, reminder e-mail and the questionnaire was written in Swedish because the respondents are all Swedish artisan food producers. A questionnaire in English may have decreased the response rate, as many Swedish artisan food producers might abstain to answer due to insufficient language skills. There is a risk that a linguistic translation might affect the content of the questionnaire, a risk that has been decreased by controls of lingual differences by independent individuals.

4.2.1 Questionnaire design

Cover letter

The e-mail that was sent to the respondents was designed as a cover letter (see appendix 1). This cover letter includes information about the study, such as the aim and objectives of the study and a short presentation about the certification *Eldrimner Mathantverk*. The cover letter also included the estimated time to fill in the questionnaire and a declaration that the respondents' answers are anonymous. In the cover letter the respondent can also find contact information to author of the thesis, the supervisor of the theses and to the person at *Eldrimner* who is responsible for the certification *Eldrimner Mathantverk*.

The information brought to the respondents by the cover letter aimed to increase the response rate and ensure the ethical obligations of this study. The contact information intended to raise the respondents' confidence in the study and allow them to get in touch with the researcher.

Questionnaire

The questionnaire was designed based on the theoretical conclusions derived from the theoretical framework. The questions were standardised, as they were the same for all respondents (Bryman & Bell, 2011). The questionnaire mainly consisted of closed questions, which means that the respondents were to answer according to predetermined options (*ibid.*). The respondents were asked to enter a determined option or answer a statement at a Likert scale from 1 to 5, where 1 represents totally disagree, 2 agree at a low grade, 3 partly agree, 4 agree at a high grade and 5 totally agree.

The questionnaire consisted of 42 questions. The initial six questions concerned background variables, consisting of age, gender, main type of production, number of full-time employees, time as an artisan food producer and current certification by *Eldrimner Mathantverk*. This was followed by four questions about the producers' perception of *Eldrimner* and the certification *Eldrimner Mathantverk*. The remaining 28 questions were divided into four sections based on whether they concerned the perception of artisan foods, the perception of the certification *Eldrimner Mathantverk*, the factors determining the producers' participation in *Eldrimner Mathantverk* or the producers' relationship to other artisan food producers.

In order to fill out a questionnaire, the respondents need some instructions (Denscombe, 1998). This has been taken into consideration in the design of this survey. In the questionnaire, the respondents were given further instructions in the beginning of each section, describing how the following questions are formulated and the response options offered.

4.2.2 Choice of respondents

Due to time constraint and administrative reasons, it is often difficult to collect data from a total population (Denscombe, 1998). Because of this, researchers often identify a sample which is representative for the population. A careful selection of the sample has a great importance for the reliability and generalisability of the results (*ibid.*).

In this study, the selection frame represents a current and complete list of all those respondents included in the study's population, of which the sample is collected (Denscombe, 1998). The selection frame is the 1,524 artisan food producers that are registered on the website *Mathantverk.se*. The basic prerequisite for registration on *Mathantverk.se* is that the producer equates to *Eldrimner's* definition of an artisan food producer ([www, Mathantverk, a,](http://www.Mathantverk.se)

2017). Therefore, producers registered on Mathantverk.se can be assumed to conduct an artisan food production. This selection frame includes producers that are both certified and non-certified by *Eldrimner Mathantverk*.

The choice of sample size is often a compromise between available time, financial resources, accuracy requirement and other factors (Bryman & Bell, 2011). A basic assumption is that the probability that the results are representative for the whole population increases with the size of the sample (Denscombe, 1998). By a larger sample, the researcher can be more assured that all relevant aspects are included in the results and that there is a balance between the proportions present in the sample and those in the entire population studied (*ibid.*).

The alternative to collecting data from a sample is to conduct the survey on all respondents included in the selection frame (Robson, 2011). The selection frame of this study is considered to be sufficiently small to permit a survey among the entire population. The questionnaire was sent to the e-mail addresses of all respondents in the selection frame. This does not necessarily mean that all respondents will answer. The negative aspect of not collecting a sample is that the time and resources devoted to find and encourage respondents to answer the survey might decrease (*ibid.*).

4.2.3 Response rate and non-responses

The response rate can be expected to vary significantly depending on the methods used, the type of questions asked and the characteristics of the respondents (Denscombe, 1998). A questionnaire with a large number of questions or many open questions are time-consuming for the respondents, which might affect their decision to answer (Bryman & Bell, 2011). A poorly formulated introduction letter and unclear instructions might also decrease the response rate (*ibid.*). These issues were taken into consideration when designing the questionnaire and the cover letter of this study. Furthermore, to ensure that the questions were perceived as the researcher intended them to, the questionnaire was tested on a group of individuals before the questionnaire was sent to the respondents. This test also demonstrated that the time required to fill in the questionnaire was below 10 minutes, which can be considered as reasonable for a web-survey.

The questionnaire was sent to the respondents' e-mail addresses on the 5th of April 2017 and the survey was closed down on the 13th of April. On the 10th of April, a reminder e-mail intended to encourage those who have not yet completed the questionnaire was sent to all respondents (see appendix 2). Reminder e-mails have a demonstrable effect on the response rate (Bryman & Bell, 2011; Bryman, 2011). The total number of respondents that the questionnaire was sent to was estimated to 1,524 producers. After the possibility to respond had been closed down the number of responses were 422. Of these 112 answers were received after the reminder e-mail was sent out.

A concern often raised in connection to web surveys is that the response rates are generally low. However, according to Denscombe (1998) the response rate from a web survey is often similar to the response rate from a postal survey. If the total number of respondents amounts to 1,524 artisan food producers, the response rate can be estimated to 27.7 percent. *Eldrimner* has indicated that this e-mail list may contain outdated addresses, which for that reason will not generate any answers. Because of the difficulties to estimate the actual number of active respondents, the response rate might be higher, but not lower, than the estimated 27.7 percent.

Of the respondents, 57 started to answer the questionnaire but did not complete the survey, which makes their answers unregistered. There might be several reasons for why respondents did not complete the survey. One of these respondents stated by e-mail that he or she did not have the kind of production that this study concerned, and therefore had chosen to withdraw from the survey. Two respondents informed by e-mail that they for some reason were not able to complete the questionnaire, as they got stuck on one question without possibilities to continue to the remaining questions. Other reasons for the uncomplete responses may be that the respondents felt that the questionnaire was time-consuming or that the questions were difficult to answer.

4.3 Processing and analysis of data

In this study, the online questionnaire tool Netigate was used for the collection of data. Before the questionnaire was sent out to the respondents, a setting was chosen that anonymises the respondents. After the survey was closed, a file with raw data was downloaded from Netigate to Excel and the software package SPSS statistics for further analysis. The rankings on the Likert scale were coded from 1 (totally disagree) to 5 (totally agree). The nominal variables, that are not continuous, were coded with 0 for yes and 1 for no, except for gender which was coded with 0 for male and 1 for female.

The data collected in this study was mainly analysed through descriptive analysis, which include methods that aim to summarise, describe and help to find patterns in the data. Categorical variables, such as nominal and ordinal data, involve measurements of frequencies and are sufficiently presented in bar graphs (Bryman & Bell, 2011). By the descriptive analysis of the primary results, the theoretical conclusions of this study were evaluated.

In this study, the background variables are tested in order to state if there are any statistical significant differences or similarities between subgroups of respondents. Such an analysis may, for example, state if currently certificated producers perceive the functions of *Eldrimner Mathantverk* differently compared to non-certified producers. By analysing subgroups of respondents, differences in the primary results can be defined. If the findings from these analyses are consistent with those of the population, it might be reassured that the factors that distinguish the subgroups have limited, or no, impact on the primary results.

The collection of data by the use of a Likert scale with a natural ordering, such as a ranking from totally disagree to totally agree, implies a collection of ordinal data (Newbold et al., 2003). As parametric assumptions cannot be assumed for ordinal data, nonparametric tests were conducted to compare the subgroups of respondents in this study. The nonparametric statistical techniques are useful for making assumptions about a population when the data is measured at an ordinal level (Pallant, 2010).

Mann-Whitney U test is a nonparametric alternative to the t-test for analysing the difference between two independent groups on a continuous measure (Newbold et al., 2003). The Mann-Whitney U test can be used when the assumption of a normal distribution is invalid, or when the data is ordinal in the measurement. Instead of comparing the means, a Mann-Whitney U test compare the medians of the two groups (Newbold et al., 2003). By converting the scores on a continuous variable to ranks, the difference between the groups can be evaluated (*ibid.*).

The basic assumption for the use of Mann-Whitney U test is that the samples are independent and that the level of data is at least ordinal (Pallant, 2010). Because the measurement on a Likert scale is ordinal, the Mann-Whitney U test is considered as appropriate to use in this

study. However, as the Mann-Whitney U test are applied to test differences between two independent samples, this test could only be used for the background variables “Gender” and “Current certification by *Eldrimner Mathantverk*”.

Kruskal-Wallis test is a nonparametric equivalent the Mann-Whitney U test, with the differences that it enables comparisons between more than two samples (Newbold et al., 2003). Therefore, the Kruskal Wallis test was appropriate to use for analysing the background variables “number of employees” and “years as a producer”. In the cases that the results of the Kruskal-Wallis test reveal a significant difference between the samples, a post-hoc analysis was made. The post-hoc test use a Mann-Whitney test to make pairwise comparisons between the groups, in order to reveal between which of the groups a significant difference could be found (Pallant, 2010).

When testing with either the Mann-Whitney U or the Kruskal-Wallis test, the null hypothesis is that the central locations (medians) of the population distributions are identical (Newbold et al., 2003). Therefore, the two-tailed hypotheses are as followed.

- H_0 : The medians of the populations are identical
- H_1 : The medians populations are not identical

To determine whether to reject or accept the null hypotheses (i.e. no difference between the groups), the p-value can be evaluated (Newbold et al., 2003). For this study, a significance level of 95 percent was applied. This means that if the p-value exceeds 0.05, the null hypotheses is rejected and there is a significant difference between the populations. If a significant difference if revealed, the mean ranks and the median values can be used to describe the direction of the difference (Pallant, 2010). The group with the highest mean rank corresponds to the highest score on the continuous variable (*ibid.*).

As the Mann-Whitney U and Kruskal-Wallis test require a dependent variable that are measured at the continuous level, these tests cannot be used for the questions of which the dependent variable is not continuous (i.e. the questions with nominal and binary response alternatives such as yes/no). For these questions, a descriptive analysis of the differences or similarities between the subgroups “Gender” and “Current certification by *Eldrimner Mathantverk*” was applied. The results of these analyses are presented in appendix 4.

4.4 Quality assurance and ethical considerations

In survey studies and quantitative research, the quality of the results is often measured through the criteria of validity and reliability. The degree of reliability and validity when using questionnaires in research can be raised by careful preparation (Shipman, 1997).

Reliability concerns the measurements consistency and trustworthiness (Bryman & Bell, 2011). If the results from repeated investigations at separate times are consistent and not affected by random occurrences, the reliability of the results increases (*ibid.*). To obtain a higher degree of reliability, and thus repeatability of the finding under similar conditions, several considerations were taken into account in the design and implementation of the study. The research approach, the choice of respondents, and the methods for gathering and analysis of the collected data is described in detail, which increase the reliability and replicability of the study (Bryman & Bell, 2011). The replicability was also taken into account in the design of the questionnaire, since this was formulated with the intention to answer the theoretical conclusions and consisted of questions that were the same for all respondents.

Validity refers to the accuracy of the study, concerning whether indicators designed to measure a concept really are measuring what the researcher intends to measure (Bryman & Bell, 2011). Validity is often discussed in the context of the representativeness of the collected sample, but the achievement of validity is also affected by the design of the survey. *Internal validity* concerns the *causality* of the results, thus if the indication of a causal relationship between two variables is sustainable and not caused by another variable (Bryman & Bell, 2011). To achieve validity, it is fundamental that the design of the questions asked in the study is measuring what the researcher intends to measure. Ways to undermine these issues is by implementing a pilot study that examines the questions and ways of responding (*ibid.*). Because of the time constraints of this study, a pilot study was not possible to conduct. However, before the questionnaire was sent out to the respondents, a selected group of individuals received the questions. This attempted to evaluate the test-respondents understanding of the questions and the structure of the questionnaire, which enabled improvement of the questionnaire.

External validity is referred to as the *generalisability* of the results, which is a topic often discussed in the evaluation of quantitative research. The ability to generalise a result is mainly concerned with the collection of a representative sample from which the findings can be applied to other individuals than those who responded the study (Bryman & Bell, 2011). Although a careful sample selection is taken into consideration it is not appropriate to generalise a result beyond the population from which the sample is collected. Nevertheless, although there are limitations for generalisation, the findings from a study might be highly relevant to similar populations (*ibid.*).

Social research studies involve several ethical considerations (Bryman & Bell, 2011). The *ethical principles* often discussed in social research can be summarised into four issues that researchers should confront before the study is carried out (*ibid.*). These issues concern if the study bring harm to any of the participants, if there is a lack of agreement from the participants of the study, if the study intruding on the participants' private life and if the study consists of any false information, fraud or withheld information.

In order to protect the respondents' interests, it is important that the collected data from respondents are handled strictly professionally (Denscombe, 1998). In the cover letter the respondents were informed that their answers were to be treated anonymously. The answers registered in the web survey tool Netigate were immediately converted into numbers and no response could be connected to a certain respondent. After the survey had been carried out, no other than the researcher had access to the data material.

The food producers' participation in this study was voluntary, and it was not possible to track which of the respondents who had chosen not to respond the questionnaire. In order for the respondents to make an informed decision about whether to participate or not, it is important that they get sufficient information about the study (Denscombe, 1998). In the e-mail to the respondents the purpose of the study was described together with information about the respondents' anonymity and contact information to the researcher.

4.5 Background variables

The questionnaire's six initial questions constitute background variables, which consist of gender, age, main type of production, years as an artisan food producers, number of full-time

employees during the past year and current certification by *Eldrimner Mathantverk*. These variables are used for the statistical analysis and are not based on the theoretical conclusions. The producers' age was ranked on a scale from younger than 20 years to older than 70 years (see figure A1, appendix 3). Most respondents (35 percent) were in the age 51-60 years, followed by 41-50 years (23 percent), 61-70 years (23 percent), 21-30 years (2 percent) and older than 70 years (5 percent). No producer was younger than 20 years. Concerning the gender, 35 percent of the respondents were males and 65 percent were females (see figure 3).

The third background question concerns how many full-time employees the producers had at an average during the past year (see figure 3). Most respondents (52 percent) answered that they had less than one full-time employee. 20 percent that they had one full-time employee, 11 percent two full-time employees, 4 percent three full-time employees and 12 percent more than three full-time employees.

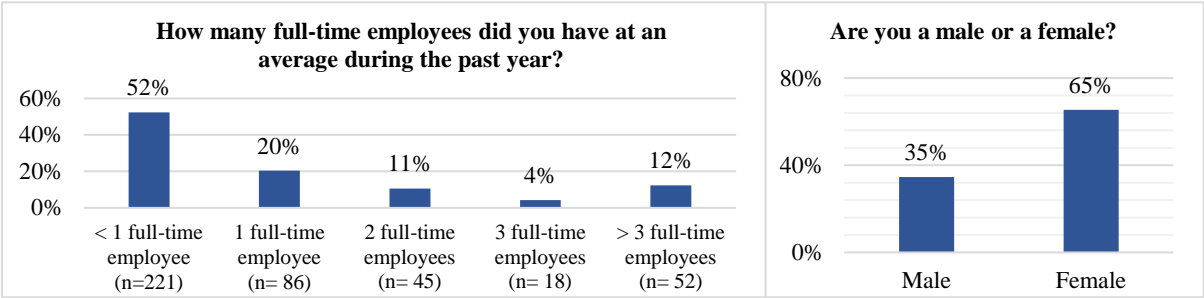


Figure 3. Results from the questions "Number of full-time employees" and "Gender".

The question concerning the producers' main type of production consisted of a multiple-choice question supplemented with an open-ended option (See figure A4, appendix 3). The response alternatives consisted of the *Eldrimner*'s five categories of artisan food production. On the question, 16 percent answered bakery, 13 percent dairy, 23 percent berry, fruit and vegetable processing, 3 percent fish and 19 percent meat products. The remaining 27 percent chose the open answer alternative, in which the most frequently answer were honey production, beekeeping, brewery, restaurant and café (see figure A5, appendix 3).

The results from the question concerning how long the respondents had been a producer are presented in figure 4. On this question 3 percent answered less than one year, 34 percent 1-5 years, 27 percent 6-10 years, 11 percent 11-15 years and 25 percent more than 15 years.

The last background question concerns whether the respondents currently are certified by *Eldrimner Mathantverk* (see figure 4). 102 producers (24 percent) answered that they currently are certified, while 320 producers (76 percent) answered that they are not. Out of the non-certified producers one percent answered that they have previously been certified by *Eldrimner Mathantverk* (see figure A8, appendix 3).

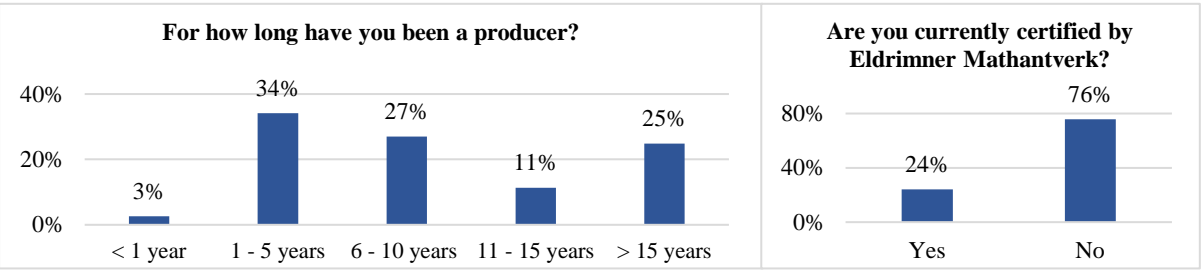


Figure 4. Results from the questions "Years as a producer" and "Current certification by Eldrimner Mathantverk"

5 Results and analysis

The results and analysis are based on the theoretical conclusions presented in the theoretical framework. Each theoretical conclusion is followed by an account of questions, results and analysis. In the descriptive analysis of the questionnaire, the percentages been rounded to the nearest integer to facilitate an easier overview. Most of the questions were tested against four background variables to explore significant differences or similarities between how subgroups of respondents answered the questions. The background variables used for the statistical analysis was “Gender”, “Age”, “Number of full-time employees” and “Years as a producer”. Results from the subgroup analysis were presented only when a significant result was found. For a complete presentation of the subgroup results, see appendix 5.

5.1 Branding

5.1.1 Theoretical conclusion 1

The collective brand Eldrimner Mathantverk facilitates the customers' purchase of artisan food items.

This theoretical conclusion was tested by the questions “In general, customers’ knowledge and awareness about artisan foods is limited”, “*Eldrimner Mathantverk* is a good source of information about artisan food production”, “Customers are in general aware of *Eldrimner Mathantverk*” and “Customers with previous experience from products labelled with *Eldrimner Mathantverk*, are likely to purchase other products with the same label again”.

Results

The collective brand *Eldrimner Mathantverk* aims to raise the customers’ knowledge and awareness about artisan produced food items. From both the artisan producers’ perspective, the importance and appreciation of such a function are affected by the customers’ current knowledge and awareness about artisan food production. On the question if the producers agree with the statement that the customers’ knowledge and awareness about artisan foods is limited (see figure A17, appendix 3), the aggregated result show that a majority of the respondents partly agreed (52 percent). This was followed by agreed to a high degree (28 percent), totally agreed (9 percent), agreed at a low degree (8 percent) and totally disagreed (2 percent). A Kruskal-Wallis test revealed a significant p-value for the variable “Number of employees”, $X^2(4, n = 422) = 11.611, p = 0.020$. Producers with two employees recorded a higher median score (Mdn = 4) than producers with less than one employee (Mdn = 3), one employee (Mdn = 3) and more than three employees (Mdn = 3.00). A significant result was also found for the variable “Years as a producer”, $X^2(4, n = 422) = 16.294, p = 0.003$. A post-hoc test show that respondents that have been producers for less than one year had a higher agreement (Mdn = 4), compared to the other groups (Mdn = 3). Moreover, producers with 1-5 years of experience had a significantly higher agreement (Mdn = 3), compared to respondents that have been producers for 6-10 years (Mdn = 3) and more than 15 years (Mdn = 3).

The exchange of information between the producer and the customer is an important function of the brand. It eases the customers’ purchase process. Thus, the customers’ perception of *Eldrimner Mathantverk* highly determines the strengths and weaknesses of the collective brand from the producers’ perspective. The producers’ belief in *Eldrimner Mathantverk*’s ability to facilitate the customers’ purchases of artisan foods might be implied by whether the producers perceive *Eldrimner Mathantverk* as a good source of information about artisan foods (see figure A30, appendix 3). Overall, the results show that most producers agreed with

the statement to a high degree (48 percent), partly agreed (29 percent) or totally agreed (17 percent). However, the analysis also showed that the tendency to agree or disagree with the statement is related to how the respondents answered some of the background questions. A Mann-Whitney U test revealed significant p-values when analysing the variables “Current certification by *Eldrimner Mathantverk*” ($U = 13\,584.5$, $z = -2.746$, $p = 0.006$) and “Gender” ($U = 17\,962$, $z = -1.975$, $p = 0.048$). These results indicate that certified (Mdn = 4) and female producers (Mdn = 4) had a higher agreement with the statement that *Eldrimner Mathantverk* is a good source of information, compared to non-certified (Mdn = 4) and male producers (Mdn = 4).

A question was asked if the producers agree that *Eldrimner Mathantverk* facilitates the promotion of artisan food items (see figure A31, appendix 3). The aggregated result indicates that the producers have a fairly high appreciation of *Eldrimner Mathantverk*'s function as a marketing tool. Most respondents partly agreed (41 percent) or agreed to a high degree (36 percent). Relatively few respondents either agreed to a low extent (11 percent) or totally disagreed. This result indicates that the producers have an overall strong belief in *Eldrimner Mathantverk* as a tool to promote artisan food items, which corresponds to the aim of the brand. A significant result from a Kruskal-Wallis test was found for the background variable “Number of employees”, $X^2(4, n = 422) = 10.310$, $p = 0.036$. A post-hoc test revealed that producers with less than one employee (Mdn = 4) had a higher agreement than the groups of producers with two or more than three employees (which both recorded median values of 3).

Eldrimner Mathantverk's function to facilitate the customers' purchase of artisan food items is highly related to the customers' previous exposure of the brand. If the customers recognise a brand, they are more likely to have positive feelings towards the brand and value it higher than other brands. The producers were asked if they believe that the customers are aware of *Eldrimner Mathantverk* (see figure A26, appendix 3). The results show that most respondents either totally disagreed (45 percent) or agreed to a low extent (46 percent). As no respondent agreed to a high extent or totally agreed, the customers' awareness of *Eldrimner Mathantverk* is perceived as low among the producers. A Kruskal-Wallis test revealed a significant p-value for the variable “Number of employees”, $X^2(4, n = 422) = 10.291$, $p = 0.036$. Producers with less than one employee (Mdn = 3) had a significantly higher agreement than producers with two or more than three employees (Mdn = 3). Moreover, producers with one employee (Mdn = 3) had a higher agreement compared to producers with two employees (Mdn = 3).

The previous experience of a brand might ease purchase decisions, as customers with experience are more likely to buy another product with the same brand. A question was asked if the producers believe that customers with experiences of *Eldrimner Mathantverk* are likely to purchase other products with the same brand (see figure A29, appendix 3). The aggregated result shows that the producers have a strong belief in that the customers' brand experience facilitates their re-purchases. Most respondents agreed to a high degree (53 percent), followed by partly agreed (28 percent) and totally agreed (14 percent). Only 6 percent totally disagreed or agreed to a low extent. By a Kruskal-Wallis test, a significant p-value was found for the background variable “Years as a producer”, $X^2(4, n = 422) = 9.694$, $p = 0.046$. The post-hoc test reveal that the groups of respondents that have been producers for less than 10 years (all recorded a median score of 3) had a significantly higher agreement with the statement compared to respondents that have been producers for 11-15 years (Mdn = 3).

5.1.2 Theoretical conclusion 2

Eldrimner Mathantverk's brand identity is based on a set of characteristics by which the producers want their products to be perceived.

This theoretical conclusion was tested by the questions “The customers’ recognise an added value from products that is artisan produced”, “The customers consider my products to be substitutable with those of other producers”, “*Eldrimner Mathantverk* strengthens the relationship between the artisan food producer and the customer” and “Why do you think customers buy artisan food items”.

Results

A strong brand identity is important for the brand to function well for its users, especially when competition is intense. *Eldrimner Mathantverk's* identity consists of the concept of artisan food production and the unique attributes of artisan food items. The producers’ belief in the customers’ appreciation for these attributes was tested by the question if the producers’ belief that the customers recognise an added value from artisan produced food items (see figure A19, appendix 3). The results show that the producers have a high belief in the values provided by artisan food items. A majority of the respondents agreed at a high grade (54 percent) with this statement, followed by partly agreed (23 percent), totally agreed (21 percent) and agreed at a low grade (2 percent). None of the respondents totally disagreed.

In the establishment of a brand identity, the brand owners are able to choose the dimensions that form the way that they want their products to be perceived. The information that *Eldrimner Mathantverk* transfer to the customers should in some degree correspond to producers’ perception of their products. Hence, a question why the producers think that customers buy artisan food items was asked (see figure A24, appendix 3). On this question, the respondents were able to select multiple answers (see figure 5). Since the amount of responses are higher than the number of respondents, no statistical test was performed. The result show that the producers believe that local ingredients (80 percent), natural ingredients (76 percent), high quality (74 percent), few or no additives (72 percent) and taste (70 percent) are the most determining factors to why the customers buy artisan produced food items.

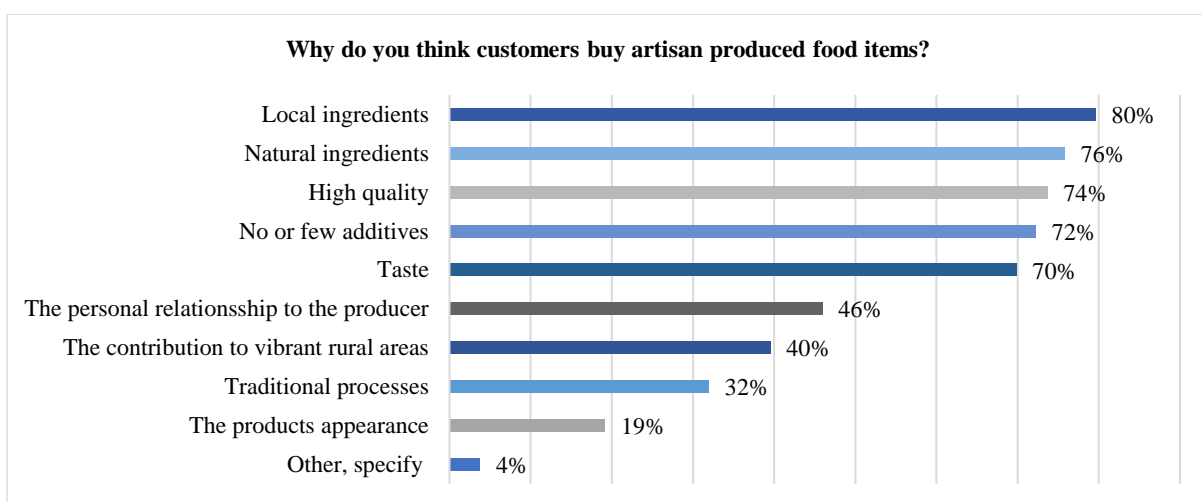


Figure 5. Results from the question “Why do you think customers buy artisan food items?”

If the producers believe that the customers perceive artisan produced food items to be different from competitors’ products this may indicate that a strong brand identity for artisan foods benefits the artisan food producers. Hence, the producers were asked if the customers

consider the artisan food producers' products to be substitutable with those of other producers (see figure A21, appendix 3). The aggregated result on this question show that the majority of the respondents disagreed with this statement, as most of the respondents either totally disagreed (18 percent), agreed at a low grade (37 percent) or partly agreed (37 percent).

The customers' purchase of artisan food items might be prevented by their insufficient knowledge about or their difficulties to identify products that are artisan produced. If *Eldrimner Mathantverk* strengthens the relationship between the producer and the customer, the added values that the customer receive by choosing artisan produced food items might become more visible. The aggregated result in figure A32, appendix 3, present the producers' beliefs in that *Eldrimner Mathantverk* strengthens the relationship between the artisan food producer and the customer. The result show that most respondents partly agreed (46 percent) or agreed at a high grade (32 percent) with this statement. By a Kruskal-Wallis test, a significant p-value was found for the variable "Number of employees", $X^2(4, n = 422) = 17.382, p = 0.002$. A post-hoc test show that producers with less than one employee (Mdn = 3) had a higher agreement with the statement compared to producers with two (Mdn = 3) or more than three employees (Mdn = 3). Moreover, producers with one employee (Mdn = 3) had a significantly higher agreement compared to producers with two employees (Mdn = 3).

5.1.3 Theoretical conclusion 3

The high quality profile associated with Eldrimner Mathantverk is transferred to the artisan food producers' products.

This theoretical conclusion was tested by the questions "Artisan food items have qualities that are hard to evaluate before consumption", "*Eldrimner Mathantverk* has a good reputation among customers" and "The criteria that regulates *Eldrimner Mathantverk* constitutes a good indicator of the qualities that is representative for artisan food production".

Results

A brand's function to signals quality attributes to the customers is more important for products with credence attributes or experience attributes. Credence attributes are those that the customer cannot evaluate before consumption. Such attributes are commonly found in agriculture and food products. To investigate the notion of credence attributes in artisan food items, a question was asked if the producers believe that artisan food items have qualities that are hard to evaluate before consumption. The aggregated result in figure A18, appendix 3, indicate that the producers have a neutral to fairly high agreement with this statement. A majority of the respondents (53 percent) partly agreed, followed by agreed to a high degree (25 percent), agreed to a low degree (12 percent), totally agreed (6 percent) and totally disagreed (4 percent). Since most producers agreed to that artisan food items have credence attributes, the producers might benefit from the brand's function as a quality signal.

Eldrimner Mathantverk's function as a quality signal implies that the customer buying a product labelled with the brand is guaranteed to receive a product that is produced according to certain criteria. The producers' belief in *Eldrimner Mathantverk* to function as a quality signal is determined by their view of the currently criteria. The results show that the producers have a high agreement with the statement that the criteria of *Eldrimner Mathantverk* constitutes a good indicator of the qualities representative for artisan food production (see figure A34, appendix 3). Most of the respondents either agreed at a high grade (44 percent), partly agreed (37 percent) or totally agreed (13 percent). Only 7 percent either agreed at a low grade or totally disagreed. Significant p-values from Mann-Whitney U tests were found for

the background variables “Gender” ($U = 17\ 075$, $z = -2.772$, $p = 0.006$) and “Current certification by *Eldrimner Mathantverk*” ($U = 12\ 691$, $z = -3.637$, $p = 0.000$). The results show that certified (Mdn = 4) and female producer (Mdn = 4) had a higher agreement to that the criteria of *Eldrimner mathantverk* is a good indicator of artisan food qualities, compared to non-certified (Mdn = 4) and male producers (Mdn = 4). These results are presented in figure 6.

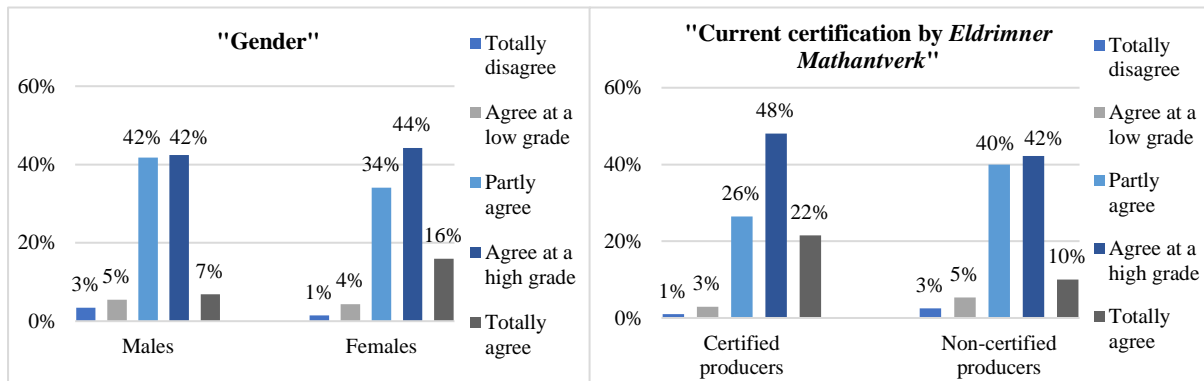


Figure 6. Results from the question "The criteria of Eldrimner Mathantverk constitutes a good indicator of the qualities representative for artisan food producerion", by variable "Gender" and "Current certification by Eldrimner Mathantverk".

In the customers’ evaluation of products with experience or credence attributes a brand’s reputation mechanism is important, as this creates an association between the customers’ perceived quality of the products and the brand. The result in figure A27, appendix 3, shows that the producers have a neutral agreement with the question concerning the producers’ belief in that *Eldrimner Mathantverk* has a good reputation among customers. Most respondents partly agreed (41 percent) followed by agreed at a high grade (24 percent), agreed at a low grade (21 percent), totally disagreed (8 percent) and totally agreed (6 percent). If the producers believe that the customers are unaware of the collective brand, the producers’ valuation of the brands reputation among customers might be difficult to determine. Hence, the neutral response might in some part be caused by the fact that the producers perceive the customers’ awareness about *Eldrimner Mathantverk* as limited (see figure A26, appendix 3). A Mann-Whitney U test revealed a significant result for the background variable “Current certification by *Eldrimner Mathantverk*” ($U = 14\ 143$, $z = -2.132$, $p = 0.033$), which shows that female producers (Mdn = 4) had a higher agreement than male producers (Mdn = 4).

5.1.4 Theoretical conclusion 4

By joining Eldrimner Mathantverk the producers receive increase market power.

This theoretical conclusion was tested by the questions “Before you read the cover letter, did you know about *Eldrimner Mathantverk*” and “How many producers do you think currently are members of *Eldrimner Mathantverk*”.

Results

By the use of a collective brand, multiple actors are able to pool their resources and benefit from increased market power. By joining a collective brand, the actors might also receive a positive impact by efforts made by other users of the same brand. The producers’ belief in these functions provided by *Eldrimner Mathantverk* was indicated by their current awareness of the collective brand (see figure A15, appendix 3). The result on this question shows that 69 percent of the producers were aware of the collective brand before they received the questionnaire of this study. For this question, no Mann-Whitney U or Kruskal-Wallis tests

were made since the dependent variables are measured at a nominal level and cannot be ranked. From a descriptive analysis presented in figure 7, females and certified producers show to have a higher knowledge of the brand before they received the questionnaire.

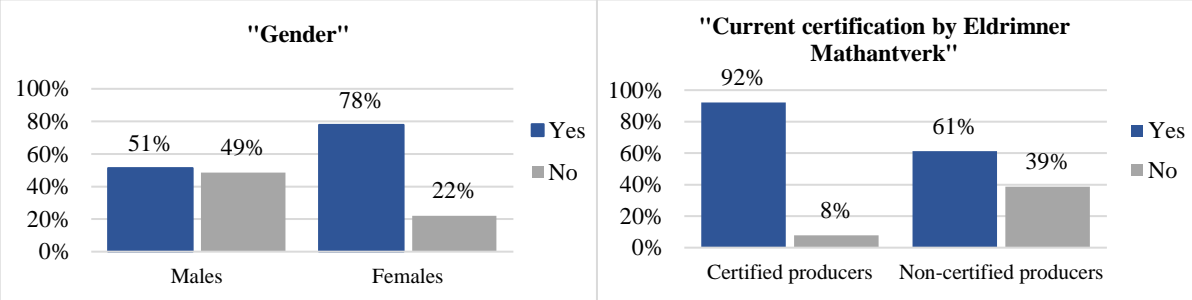


Figure 7. Results from the question “Before you read the cover letter, did you know about Eldrimner Mathantverk?”, by variable “Gender” and “Current certification by Eldrimner Mathantverk”

To further investigate the producers’ belief in the collective brands ability to increase the producers’ market power, the respondents were asked a question about how many producers that currently are certified by *Eldrimner Mathantverk*. An underestimation of the number of certified producers might indicate that the producers perceive the brand as less widespread than it actually is. The result in figure A16, appendix 3, shows that the most selected response alternative on this question was 50-100 producers (34 percent), followed by 101-150 (19 percent), < 50 producers (17 percent), 151-200 producers (16 percent) and > 200 producers (14 percent). This indicates that the producers underestimate the actual number of currently certified producers, as the number of certified producers at the time for this study is 136. By a Mann-Whitney U test, a significant result was found for the variable “Current certification by *Eldrimner Mathantverk*” ($U = 13\ 809.5$, $z = -2.412$, $p = 0.016$). This result shows a significant difference between how certified producers (Mdn = 3) and non-certified producers (Mdn = 2) estimate the number of currently certified producers, where certified producers recorded a higher median score.

5.1.5 Theoretical conclusion 5

The artisan food producers’ investments in Eldrimner Mathantverk increase their net income.

This theoretical conclusion was tested by the questions “The customers are willing to pay a higher price for products that are artisan produced”, “When the knowledge and awareness about artisan foods increases, the customers will buy more such products” and “If the customers knows that a product is artisan produced, the artisan food producers’ sales volumes will increase”.

Results

The information transfer and reputation mechanism offered by a brand creates opportunities for the user of the brand to charge a price premium. Although, the producers’ ability to receive higher revenues by their use of *Eldrimner Mathantverk* is highly determined by the customers’ appreciation of these functions. A question was asked if the producers believe that the customers are willing to pay a higher price for products that are artisan produced. The aggregated result in figure A20, appendix 3, show that 43 percent of the respondents agreed a high grade, 39 percent party agreed and 13 percent totally agreed. Only 5 percent agreed at a low grade or totally disagreed. This result indicate that the producers have a high belief in the customers’ willingness to pay a higher price for product that are artisan produced.

The customers' appreciation for the functions provided by a brand might also increase their purchase of products labelled with the brand. Therefore, a question was asked if the producers believe that the customers will buy more artisan produced food items if their knowledge and awareness about artisan foods increases (see figure A22, appendix 3). The aggregated result of this question show that half of the respondents agreed at a high grade, 32 percent partly agreed and that 17 percent totally agreed with this statement. Only 2 percent of the respondents either totally disagreed or agreed at a low grade on this question. The producers' high agreement with this statement indicate that their use of *Eldrimner Mathantverk* might have a positive effect on their sales volumes. When analysing the background variable "Current certification by *Eldrimner Mathantverk*", a Mann-Whitney U test reported a significant p-value ($U = 13\ 213.5$, $z = -3.155$, $p = 0.002$). This indicate that certified producers (Mdn = 4) had a higher agreement with the statement, compared to non-certified producers (Mdn = 4).

The producers' ability to differentiate their products by the use of a brand might also result in an increased sales volume. Therefore, a question regarding the producers' belief in that their sales volumes will increase if the customers know that the product is artisan produced was asked (see figure A23, appendix 3). Most respondents partly agreed (45 percent) or agreed at a high grade (41 percent) with this statement. This was followed by totally agreed (8 percent), agreed at a low grade (5 percent) and totally disagreed (1 percent). A Mann-Whitney U test revealed a significant p-value for the background variable "Current certification by *Eldrimner Mathantverk*" ($U = 14\ 299$, $z = -2.055$, $p = 0.040$). The certified producers recorded a higher median score (Mdn = 4) than non-certified producers (Mdn = 3), which indicate that certified producers have a higher belief in that their sales volumes will increase if the customers are able to differentiate artisan produced food items.

5.1.6 Theoretical conclusion 6

The producers' incentives to invest in Eldrimner Mathantverk might be affected by the risk of opportunistic behaviour.

This theoretical conclusion was tested by the questions "The producers' investments in *Eldrimner Mathantverk* generates a value to their businesses", "When buying an *Eldrimner Mathantverk* labelled product the customer can always be sure that the product is artisan produced" and "My decision to participate in *Eldrimner Mathantverk* is affected by which other producers that are certified by the collective brand".

Results

For the producers to join the collectively used brand *Eldrimner Mathantverk* they are required to invest their individual resources in this collective asset. The producers' main incentive to invest in the collective asset is that their received value by participating in the brand will exceed their investments. Figure A35, appendix 3, shows that the respondents believe that the producers' investments in *Eldrimner Mathantverk* will generate a value to their businesses. Most respondents partly agreed (53 percent), followed by agreed to a high grade (30 percent), agreed at a low grade (10 percent), totally agreed (4 percent) and totally disagreed (3 percent). A Mann-Whitney U test showed a significant p-value for the variable "Current certification by *Eldrimner Mathantverk*" ($U = 13\ 531$, $z = -2.872$, $p = 0.004$). This indicate that certified producers (Mdn = 3) have a higher agreement than non-certified producer (Mdn = 3) with the statement that the value they receive from using the brand will exceed their investments.

Opportunistic behaviour among the users of a collective brand, such as free-riding, might decrease or detract the value of this collective asset. As the value of the collective asset is based on the actors' individual investments, risks of opportunism might highly affect the producers' decision to apply for certification. Such behaviour among the producers might also decrease the customers' reliability towards the brand. The perceived risk of opportunism might be indicated by the question if the producers believe that customers buying a product labelled *Eldrimner Mathantverk* can be sure that the product is artisan produced (see figure A28, appendix 3). The results show that the producers perceive a low risk of opportunism, as most respondents agreed at a high grade (48 percent) or totally agreed (34 percent) with this statement. A Mann-Whitney U test discovered significant differences when analysing the question by the variables "Gender" ($U = 17\ 106$, $z = -2.774$, $p = 0.006$) and "Current certification by *Eldrimner Mathantverk*" ($U = 13\ 931.5$, $z = -2.420$, $p = 0.016$). These results show that certified (Mdn = 4) and female producers (Mdn = 4) had a higher agreement with the statement compared to non-certified (Mdn = 4) and male producers (Mdn = 4).

If the producers perceive a risk of opportunism among the users of the brand, their decision to participate in the collective organisation might be affected by which other producers that are certified. However, the producers showed a disagreement with the statement that their decision to participate in *Eldrimner Mathantverk* is affected by which other producers that are certified (see figure A38, appendix 3). Most of the respondents partly agreed (30 percent), followed by totally disagreed (28 percent), agreed at a low grade (24 percent), agreed at a high grade (14 percent) and totally agreed (3 percent).

5.2 Coordination of collective organisations

5.2.1 Theoretical conclusion 7

Eldrimner Mathantverk satisfies the common interest of the artisan food producers that uses the brand.

This theoretical conclusion was tested by the questions "*Eldrimner Mathantverk* contributes to an increased profitability for artisan food producers" and "The collective brand *Eldrimner Mathantverk* is important for the future development of artisan food production".

Results

If the artisan food producers share the users of *Eldrimner Mathantverk*'s common interest, the individual producers should see that the increased financial situation for all artisan food producers is in their common interest. The aggregated result from the question concerning the producers' belief in that *Eldrimner Mathantverk* contributes to an increased profitability for the artisan food producers is presented in figure A33, appendix 3. The results indicate a neutral agreement with this statement, as 54 percent partly agreed and 18 percent either agreed at a low grade or agreed at a high grade. A Kruskal-Wallis test shows a significant result when analysing the question by the variable "Number of employees", $X^2(4, n = 422) = 14.017$, $p = 0.007$. A post-hoc test revealed that producers with less than one employee (Mdn = 3) had a significantly higher agreement with this statement compared to producers with two (Mdn = 3) and more than three employees (Mdn = 3). Producers with one employee (Mdn = 3) had a higher agreement than producers with two employees (Mdn = 3).

The producers' belief in that *Eldrimner Mathantverk* is important for the future development of artisan food production indicate that the brand satisfies the group of producer's common interest. The aggregated result presented in figure A36, appendix 3, show that the producers most producers either partly agreed (42 percent) or agreed at a high grade (31 percent) to

Eldrimner Mathantverk's importance for the future of artisan food production. A Mann-Whitney U test for the variable "Current certification by *Eldrimner Mathantverk*" showed a significant result ($U = 12\ 375$, $z = -3.896$, $p = 0.000$), which show that female producers (Mdn = 4) had a higher agreement with the statement than male producers (Mdn = 3). A statistically significant result was also found for the background variable "Number of employees", $X^2(4, n = 422) = 10.827$, $p = 0.029$. A post-hoc test revealed that producers with less than one employee (Mdn = 3) agreed higher to the previous statement than producers with two (Mdn = 3) and more than three employees (Mdn = 3).

5.2.2 Theoretical conclusion 8

Coordination mechanism that nurture mutual cooperation are essential for Eldrimner Mathantverk's reputation and ability to provide value to its users.

This theoretical conclusion was tested by the questions "Have you received advice from *Eldrimner*", "Have you participated in any events or activities organised by *Eldrimner*" and "Certified producers that do not follow the criteria will be detected and excluded from the use of *Eldrimner Mathantverk*".

Results

The mechanisms that coordinate the users of *Eldrimner Mathantverk* is important for the individual users' ability to receive value from this collective asset. If these mechanisms are perceived as insufficient by the producers, it might affect their perception of the brand's functions and their decision to participate in the collective brand. Since *Eldrimner* currently conducts the formal mechanism, the producers' perception of these might be affected by the producers' relation to this organisation.

A question was asked if the producers have received advice from *Eldrimner*, which might indicate their confidence in the organisation. The aggregated result of this question, see figure A14, appendix 3, show that 63 percent of the respondents have received advice. Since the dependent variables of this question are measured at a nominal level that cannot be ranked, no Mann-Whitney U or Kruskal-Wallis tests were possible to implement. However, the descriptive analyses of this question and the background variables "Gender" and "Current certification by *Eldrimner Mathantverk*" (see figure B3 and B4, appendix 4) show that females and certified producers sought more advice from *Eldrimner* than male and non-certified producers.

The producers' previous experience from events or activities organised by *Eldrimner* was also investigated. The results presented in figure A11, appendix 3, show that a majority of the producers (62 percent) have participated in events or activities. As the dependent variables of this question was measured at a nominal level, no analyses with the Mann-Whitney U or Kruskal-Wallis tests were made. The descriptive analyses by this question and the variables "Gender" and "Current certification by *Eldrimner Mathantverk*" indicate that female and certified producers seem to participate more in events or activities, compared to male and non-certified producers (see figure B5 and B6, appendix 4).

This question was followed by a question concerning which type of events or activities the respondents have participated in (see figure 8). As this question allowed the respondents to give multiple answers, no statistical analysis was conducted.

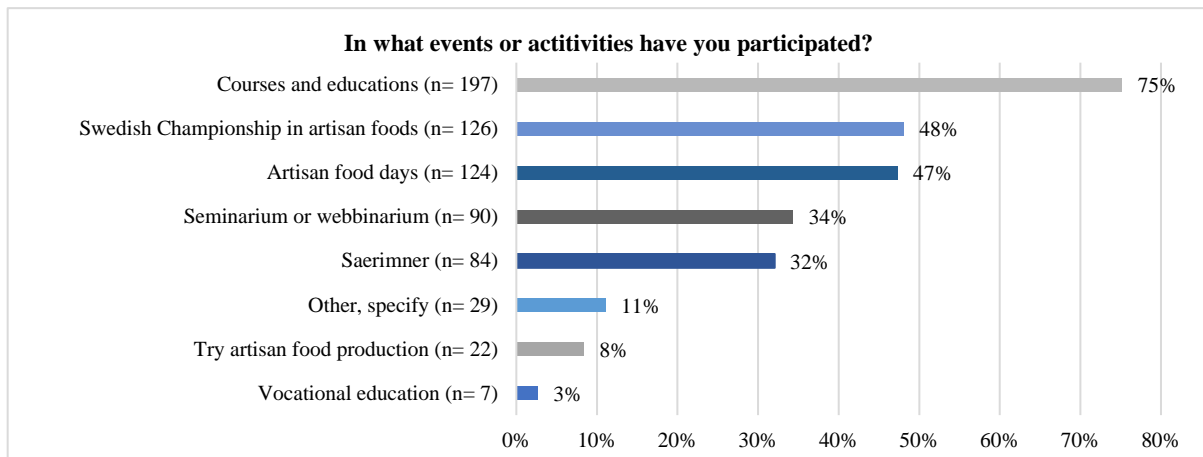


Figure 8. Results from the question “In what events or activities have you participated?”

A question was also asked if the producers perceive that *Eldrimner Mathantverk*’s current controls are strong enough to detect and exclude certified producers that misuse the brand. The current controls, performed by *Eldrimner*, are mandatory and mainly performed in case of complains by customers or other users. The aggregated result in figure A40, appendix 3, show that the producers perceive the current control as sufficient. Only 6 percent of the respondents either totally disagreed or agreed at a low grade, while 38 percent agreed at a high grade, 29 percent totally agreed and 27 percent partly agreed.

5.2.3 Theoretical conclusion 9

The social capital within the network of artisan food producers affects the outcomes of Eldrimner Mathantverk.

This theoretical conclusion was tested by the questions “I am willing to share my knowledge about artisan food production to other producers”, “During the last year, I have participated in activities with other artisan food producers”, “I have a good relationship to other artisan food producers”, “I experience a strong competition among artisan food producers” and “My role as an artisan food producer are important for my self-conception”,

Results

Beside formal contracts, the coordination of collective organisations can be facilitated by the notion of social capital among group of producers. These following questions are aimed at investigating the producers’ social incentives to cooperate with other producers. The first question concerns the producers’ willingness to share their knowledge about artisan food production to other producers (see figure A43, appendix 3). The producers’ high agreement with this statement indicate that they perceive other artisan food producers as trustworthy. Most of the producers agreed at a high grade (43 percent), followed by totally agreed (34 percent) and partly agreed (20 percent). Only 2 percent agreed at a low grade or totally disagreed. A Mann-Whitney U test showed significant p-values for the variables “Gender” ($U = 17\,476$, $z = -2.399$, $p = 0.016$) and “Current certification by *Eldrimner Mathantverk*” ($U = 13\,446$, $z = -2.867$, $p = 0.004$). These results show that certified (Mdn = 4) and female producers (Mdn = 4) had a higher agreement with the statement compared to non-certified (Mdn = 4) and male producers (Mdn = 4). Moreover, a Kruskal-Wallis test revealed a significant result for the variable “Years as a producer”, $X^2(4, n = 422) = 11.004$, $p = 0.027$. A post-hoc test shows that respondents that have been producers for less than one year (Mdn = 5) had a higher agreement with the statement compared to the groups of respondents that have producers for a longer period of time (which all recorded a median score of 4).

The intensity of social interaction facilitates the emergence of trust, norms and other signs of social capital between actors. The aggregated result in figure A45, appendix 3, shows that a majority of the producers (76 percent) have participated in activities with other artisan food producers during the past year. Since the response alternatives of question is measured at a nominal level with variables that cannot be ranked, no analyses by the Mann-Whitney U or Kruskal-Wallis test were made. The descriptive analyses of the variables “Gender” and “Current certification by *Eldrimner Mathantverk*” show that females and certified producers have a fairly higher participation in activities with other artisan food producers compared to males and non-certified producers (see figure 9).

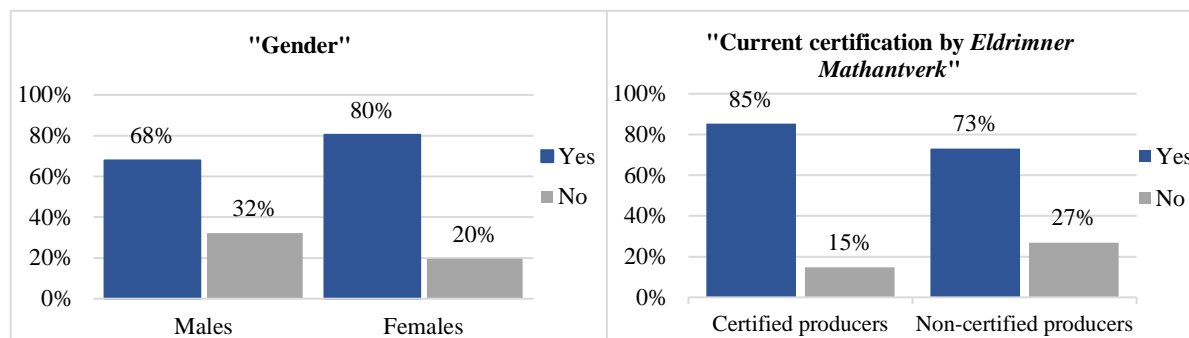


Figure 9. Results from the question “During the last year, I have participated in activities with other artisan food producers”, by “Gender” and “Current certification by *Eldrimner Mathantverk*”.

The producers’ relationship to other artisan food producers are also an indication of social capital among the group of producers. The results in figure A41, appendix 3 show that the producers highly agreed to the question if they believe that they have a good relationship to other artisan food producers. A percentage of 41 percent agreed at a high grade, 36 percent totally agreed and 17 percent partly agreed. Only 7 percent agreed at a low grade or totally disagreed. A Mann-Whitney U test revealed significant result the variables “Gender” ($U = 17\,430.5$, $z = -2.431$, $p = 0.015$) and “Current certification by *Eldrimner Mathantverk*” ($U = 12\,853.5$, $z = -3.445$, $p = 0.001$). These results show that certified (Mdn = 4) and female producers (Mdn = 4) had a significantly higher agreement with the statement compared to non-certified (Mdn = 4) and male producers (Mdn = 4).

A low competition among artisan food producers might facilitate the emergence of social capital among the producers. On the question if the producers experience a strong competition among artisan food producer (see figure A44, appendix 3), most producers agreed at a low grade (42 percent), totally disagreed (28 percent) or partly agreed (24 percent). Only 6 percent agreed at a high grade or totally agreed. A Mann-Whitney U test revealed a significant result when analysing the question by the background variable “Gender” ($U = 15\,569$, $z = -4.077$, $p = 0.000$). This result shows that male producers (Mdn = 2) experience a higher competition among artisan food producers compared to female producers (Mdn = 2).

Important for the cognitive dimension of social capital is a common identification among the actors within a group. The result from the question if the producers believe that their roles as artisan food producers are important for their self-conception is presented in figure A42, appendix 3. The aggregated result show that most of the respondents agreed at a high grade with this statement (44 percent), followed by totally agreed (23 percent) and partly agreed (23 percent). Only 11 percent either totally disagreed or agreed at a low grade. A significant p-value was found for the variable “Current certification by *Eldrimner Mathantverk*” ($U =$

13 427.5, $z = -2.860$, $p = 0.004$). This reveals that certified producers (Mdn = 4) have a significantly higher agreement with the statement than non-certified producers (Mdn = 4).

5.2.4 Theoretical conclusion 10

The social capital within the network of artisan food producers decreases the need for formal contracts and third-party controls to regulate the members of Eldrimner Mathantverk.

This theoretical conclusion was tested by the questions “In order to protect *Eldrimner Mathantverk* from misuse, it is important with regular controls of the producers” and “I trust that the producers that are certified follows the criteria of *Eldrimner Mathantverk*”.

Results

To explore if the artisan producers perceive formal controls as necessary to coordinate the users of *Eldrimner Mathantverk*, a question was asked if the producers think that regular controls of the producers are important to protect the brand from misuse (see figure A39, appendix 3). The results show that the producers agreed with this statement, as 26 percent of the respondents partly agreed, 41 percent agreed at a high grade and 20 percent totally agreed. When analysing the background variable “Current certification by *Eldrimner Mathantverk*”, a Mann-Whitney U test revealed a statistically significant result ($U = 14\,310$, $z = -1.971$, $p = 0.049$). This result shows that certified producers (Mdn = 4) think that regular controls are less important than non-certified producers (Mdn = 4).

For social capital to constitute a well-functioning mechanism to coordinate the actors jointly using the collective brand, trust among the actors is essential. The amount of trust among the artisan food producers was in this study indicated by the question if the respondents trust that certified producers follow the criteria of *Eldrimner Mathantverk*. The aggregated results in figure A37, appendix 3, show that a majority of the respondents (52 percent) agreed at a high grade with this statement, followed by totally agreed (29 percent), partly agreed (16 percent), agreed at a low grade (2 percent) and totally disagreed (1 percent). The results of the Mann-Whitney U tests indicate statistically significant results for the variables “Gender” ($U = 16\,798$, $z = -3.088$, $p = 0.002$) and “Current certification by *Eldrimner Mathantverk*” ($U = 12\,717$, $z = -3.690$, $p = 0.000$). These results reveal that certified (Mdn = 4) and female producers (Mdn = 4) have a higher trust in that other producers follow the criteria, compared to non-certified (Mdn = 4) and male producers (Mdn = 4).

Moreover, a Kruskal-Wallis test revealed a significant p-value when analysing the previous question and the background variable “Number of employees”, $X^2(4, n = 422) = 9.854$, $p = 0.043$. A post-hoc test showed that producers with less than one employee (Mdn = 4) and one employee (Mdn = 4) have significantly higher trust in other producers, compared to producers with more than three employees (Mdn = 4). Furthermore, a significant p-value from the Kruskal-Wallis test was also found for the variable “Years as a producer”, $X^2(4, n = 422) = 14.898$, $p = 0.005$. By a post-hoc test, it is shown that respondents that have been producers for less than one year (Mdn = 5) had a significantly higher trust in other producers, compared to the groups of respondents that have been producers for longer than one year (which all recorded a median value of 4). Respondents that have been producers for 1-5 years (Mdn = 4) also had a significant higher trust in other producers, compared to respondents that have been producers for 6-10 years (Mdn = 4) and for more than 15 years (Mdn = 4).

6 Discussion

In this chapter the results are discussed in relation to the theoretical framework. The discussion follows the theoretical topics. The last two sections includes a discussion of the differences between groups of respondents and quality implications of the results.

6.1 Branding

A brand is a tool used to identify the products from a producer and to differentiate those from competitors (Keller, 2007). *Eldrimner Mathantverk* is a collective brand, as it is used by multiple artisan food producers for promotion of artisan food items (Ménard & Valceschini, 1999). The brand can be used to add tangible or intangible dimensions that might create symbolic and emotional meanings (Keller, 2007). The aim of *Eldrimner Mathantverk* is to raise customers' knowledge about and awareness of artisan food production and to promote food items with those qualities representative for artisan food production.

The results of this study indicate that the collective brand offers several valuable functions for the producers. The producers have a strong belief that *Eldrimner Mathantverk* may facilitate the customers' purchase. This is indicated by the producers' agreement to that *Eldrimner Mathantverk* is a good source of information about artisan food production and a good tool to facilitate the promotion. The producers also have a high belief in that customers with previous experience from *Eldrimner Mathantverk* products are likely to purchase other products with the same label again.

The results also indicate that artisan food producers might benefit from a collective brand to differentiate their products and facilitate the customers' purchases of artisan food item. The producers believe the customers' current knowledge and awareness about artisan food production is limited. The brand's function to convey information about a product's characteristics is important, as this information otherwise would not be available (Ménard & Valceschini, 1999). The use of *Eldrimner Mathantverk* to transfer such information might be beneficial for the producers. This might both help customers to distinguish the products and raise awareness of the attributes of artisan food items. This function might reduce the customers' costs associated with their search for and purchase of products with specific attributes. Such a function becomes especially important in the case of product characteristics that are hard to evaluate before consumption (Melin, 1999).

However, for *Eldrimner Mathantverk* to serve these functions the customers' brand knowledge is fundamental. This study shows that the producers experience a low awareness of *Eldrimner Mathantverk* among the customers. This is a limitation, as the customers' brand awareness affects their positive response and their brand valuation (Aaker, 1996). Further marketing efforts are important in order to raise the customers' awareness. A higher awareness might have a positive impact on the collective brand's equity, and increase the producers' benefits and trade-offs connected to their use of the brand (Keller, 2007).

The producers' application of a marketing strategy based on differentiation and segmentation is a way to meet customers' diverse preferences and to find new sources of growth (Keller, 2007). *Eldrimner Mathantverk* may be seen as such a strategy, as the brand focuses on the segment of customers that demand qualities unique for artisan food production. Through the brand, the user is able to add dimensions to a product that brings value to and satisfies the need of the customers (*ibid.*). The results indicate that the producers believe that their products are differentiable from those of competitors, as they agree that the customers

recognise an added value from artisan produced food and disagree that their products are substitutable with those of other producers. This indicates that the producers might benefit from the use of *Eldrimner Mathantverk*, if they perceive the collective brand to have the ability to reach customers demanding products that are artisan produced.

Unique product characteristics build the brand identity (Melin, 1999). By creating a brand identity, by linking the brand to positive and unique associations, the product is differentiated (*ibid.*). As *Eldrimner Mathantverk* is used by several producers, the choice of attributes that build the brand identity is a collective and not an individual choice. The results show that the producers agree that what determines the customers' purchase decisions are attributes such as local and natural ingredients, high quality, and no or few additives and taste.

A brand has also a function as a quality signal (Ilbery & Kneafsey, 1998). This is important in the case of credence attributes that are hard to evaluate before consumption (Ménard & Valceschini, 1999; Keller, 2007). Because artisan food producers' products have such attributes, the collective brand's function as a quality signal is of importance. *Eldrimner Mathantverk* is a "certified" collective brand, as it includes contractual agreements upon a common set of rules that ensures that the users' products include specific characteristics (Ménard & Valceschini, 1999). Thus, the producers using *Eldrimner Mathantverk* are able to provide the customers with a guarantee that they would not be able to provide themselves. However, in order to evaluate this function of the brand, the producers' perception of *Eldrimner Mathantverk's* criteria is decisive. The results show that the producers agree that *Eldrimner Mathantverk's* criteria constitutes a good indicator of the qualities that are representative for artisan food production. The producers believe that *Eldrimner Mathantverk* might serve as a good tool to signal quality attributes. On the other hand, the producers have a neutral agreement to that the brand has a good reputation among customers. This might decrease the perceived value of *Eldrimner Mathantverk* as a quality signal, as reputation is important for this function to work successfully (*ibid.*).

The small businesses' investments in a collective brand might create opportunities for the holders of the brand to gain increased market power (Ménard & Valceschini, 1999). A recognisable brand is more capable of getting loyal customers (Nilsson et al., 2007). If *Eldrimner Mathantverk* is a strong brand, the users of the brand might receive more market power and benefit from efforts made by other brand users (Ménard & Valceschini, 1999). The results of this study shows that, even though the majority of the respondents had knowledge about the brand before they received the questionnaire, quite many producers did not know the brand. Moreover, the results also show that the producers fairly underestimated the number of producers that currently are certified by *Eldrimner Mathantverk*. These results do not deny that *Eldrimner Mathantverk's* functions might provide increased market power to the producers, but it might indicate that the producers' overall perception of these functions could be affected by the fact that some producers are unaware of the brand.

According to Ménard & Valceschini (1999), the incentive for firms to pool their resources together with others is that the value they perceive exceeds, or at least equals, their investments. For the producers to appreciate the functions delivered by their use of *Eldrimner Mathantverk*, it is fundamental that they believe that their future returns will exceed their investments in the collective brand. According to the results, the producers strongly believe that the customers are willing to pay a higher price for artisan food items and that they will buy more if their knowledge and awareness increase. The producers also believe that the artisan producers' sales volumes will increase if the customers are able to distinguish products

that are artisan produced. Thus, the producers perceive an opportunity to increase their incomes and sales volumes by the use of the brand. This is fundamental for their willingness to apply for certification.

A major problem concerning shared control over joint resources is the risks of opportunistic behaviour, which occurs when one partner takes one-side advantage on the other partners' behalf (Ménard & Valceschini, 1999). Deceptive behaviour among the users of a collective brand might decrease the value of the collective asset, and prevents the users to gain returns from their investments (*ibid.*). This might affect the producers' incentive to invest and participate in a collective organisation. However, the producers participating in this study did not perceive deceptive behaviour among the users as likely. According to the results, the producers believe that their investments in *Eldrimner Mathantverk* will generate a value to their businesses. The producers also agree with the statement that the customers' buying a product labelled with *Eldrimner Mathantverk* can be sure that the product is artisan produced. The producers believe that other users of the brand are following the criteria. Their participation in *Eldrimner Mathantverk* is not affected by which other producers are certified, which indicates that the producers have confidence in other producers' credibility.

6.2 Coordination mechanisms

For a collective organisation to generate values to its members, the owner group's common interest must be satisfied (Olson, 1965). Therefore, it is important that this collective brands functions are for the common good of the group of users, not offering opportunities for producers to act in their own interest on the other users' behalf. The results of this study show that the producers have a shared view of that *Eldrimner Mathantverk* is contributing to an increased profitability for artisan food producers and that their collective efforts made through this brand are important for the future development of artisan food production. These results show that the producers' have a belief in that the brand is contributing to the common good for artisan food producers.

For the collective organisation to work satisfactorily and beneficial for the actors involved, mechanisms that nurture cooperation need to be implemented (Blumberg, 2001). Ménard (2012) states that contractual agreements may reduce the risks for opportunistic behaviour by defining conditions for participation and epilation. The producers certified by *Eldrimner Mathantverk* need to follow the criteria set up by *Eldrimner*, which is a form of contractual obligation. The producers that do not act in a way that benefit the common good, will lose their right to use the collective brand. According to the results of this study, the producers have a strong belief in that the current controls carried out by *Eldrimner* are strong enough to detect and exclude producers that misuse the brand. The producers' belief in *Eldrimner*, as a reliable controlling institution, is indicated by their previous participation in events or activities organised by and their reception of advice from the organisation. The results of this study show that a majority of the producers have participated in events or activities organised by *Eldrimner* and a fairly high percentage of the producers have also received advice from the organisation. These results indicate that the producers have a confidence in the *Eldrimner* as an organisation.

Beside contractual arrangements social capital might create incentives for individuals of a social structure to set aside their self-interest and act for the common good of the group (Svendsen & Svendsen, 2004). Social embeddedness may depress the malfeasance and reduce the need for formal contractual commitments to control the social actors (Blumberg, 2001). This study indicates that there is a potential for social capital to arise among the artisan food

producers, by the results show that a high percentage of the producers have recently participated in activities with other producers. According to Knack & Keefer (1997), the indication on social interaction among the artisan food producers, combined with a facilitating structure of the network, is positive for social norms and trust among the members to emerge.

Nahapiet and Ghoshal (1998) refer to three types of social capital: the cognitive, relational and structural dimensions. The producers' high agreement with the statement that their roles as artisan food producers are important for their self-conception indicate that the producers have a shared vision of themselves, which is a main concept in the cognitive dimension of social capital (*ibid.*). The relational dimension, referred to as the shared norms, expectations and levels of trust developed through repeated interaction, is also indicated to exist among the artisan food producers. This is shown by the producers' willingness to share their knowledge about artisan food production and their good relationship to other artisan food producers. As previously discussed in this chapter, a high percentage of the producers have participated in activities with other artisan food producers during the recent year. This indicate a structural dimension of social capital, which is important for the overall configuration of the network. The structural social capital also has a positive effect on the producers' access to resources available through and generated by the social interaction within the network (*ibid.*).

The ways of controlling and discipline partners, which affects the individuals' incentives to invest in the collective asset, might take several forms and require less or more costs to implement and use (Ménard & Valceschini, 1999). For example, contractual agreements may reduce free-rider behaviour by defining conditions for participation and epilation (Ménard, 2012). But on the other hand, these types of coordination mechanism are limited due to the fact that it is hard and costly to create contracts that are satisfying in terms of design, implementation and execution (Blumberg, 2001). Informal mechanisms are ways to encourage collaboration for a common achievement without written legal obligations (Frankel et al., 1996). The need for formal contracts to regulate the partners might be decreased by the notion of social capital within the network, such as trust, norms and social obligations.

Although the results of this study shows that the producers perceive regular controls as important to protect *Eldrimner Mathantverk* from misuse, the producers also state that they have a high trust in that certified producers follow *Eldrimner Mathantverk's* criteria. Trust is an essential part of social capital, as it constitutes the core link between the inherence of social capital within a social structure and successful collective actions (Ostrom & Ahn, 2007). The fact that the artisan food producers trust each might positively affect the cooperative actions made by the producers engaged in *Eldrimner Mathantverk*. When trust among individuals is achieved, the cooperating actors have confidence in each other regardless of uncertainties, risks and potential for opportunism behaviour among them (Lyon, 2000). The indication of trust among the artisan food producers might also positively affect *Eldrimner Mathantverk's* future efforts to attract more producers to apply for certification, as partners that trust each other are more willing to engage in cooperative interaction (Nahapiet & Ghoshal, 1998).

6.3 Differences between subgroups of respondents

The statistical test that was used in this study intended to explore differences and similarities in responses between subgroups of respondents. Several significant differences were found between the analysed subgroups, which are interesting to further discuss.

Firstly, the statistical and descriptive analyses of the subgroup of respondents that are currently certified by *Eldrimner Mathantverk* shows an overall high number of differences

between certified and non-certified producers. The producers that are currently certified by *Eldrimner Mathantverk* have a higher knowledge and awareness of the collective brand, but also a higher belief in the collective brand as a tool bearing marketing advantages. Interesting is that the results indicate that the notion of several of the concepts of social capital are higher among certified producers than among non-certified producers, such as trust, social interaction and the cognitive dimension of social capital. These difference between certified and non-certified producers might be caused by the fact that producers that have applied for certification have done so because they have a high trust in other producers, and that the non-certified producers' lower trust in other producers might have affected their decision not to join for certification. Another possible reason for the difference between the amount of trust among certified and non-certified producers can be that the certified producers participation in *Eldrimner Mathantverk* have increased their trust in other producers that uses the same brand. Additionally, the certified producers' perception of the need for formal control mechanism to regulate the producers certified by *Eldrimner Mathantverk* are significantly lower compared to respondents that have been producers that currently are non-certified. These differences might indicate that the higher amount of social capital among certified producers decreases their perceived need for formal coordination mechanisms to coordinate the actors using the brand.

Several differences were also found between female and male artisan food producers. Overall, the female producers showed to have a higher knowledge about *Eldrimner Mathantverk* and a significantly higher belief in *Eldrimner Mathantverk*'s function as a quality indicator. The analysis of the differences between genders indicate that the female producers also engaged more in activities with other artisan food producers, and are more willing to share their knowledge about artisan food production. Females also showed to have a significantly higher trust in other producers and perceive the risk for opportunistic behaviour among the producer to be lower compared to males. The experience of a high competition among artisan food producers is also significantly lower among female producers compared to male producers. The results of this study also indicate that females experience a higher notion of the concepts of social capital among the group of artisan food producers, which might be an interesting fact. One reason for this significant difference might be that females in a larger extent are certified, and that this affects them to have a more positive view of *Eldrimner Mathantverk* and a greater belief in other producers' trustworthiness. However, this does not seem to be the case as the result from analysing these variables show no big differences between females' and males' tendency to apply for certification (see figure B9, appendix 4).

By analysing the background variable concerning the number of employees, it is possible to get an idea of how the brand *Eldrimner Mathantverk* is perceived among businesses of different sizes. The significant results found by analysing this variable indicates that artisan food producers with more employees in general have less belief in *Eldrimner Mathantverk*'s role as a marketing tool and the benefits they will perceive by the use of the brand. Producers with more employees also have significantly lower belief in the customers' knowledge and awareness about *Eldrimner Mathantverk*. An explanation for these differences might be that producers with more employees and thus a larger business, are less vulnerable and thereby experience less need for the functions provided by *Eldrimner Mathantverk*. The results of this study also indicate that producers with more employees have significantly less trust in other producers. Knack and Keefer (1997) point out that trust is related to the intensity of social interaction between actors. An idea is that the low level of trust among producers with larger businesses is related to their cooperation with other artisan producers cannot be rejected. This idea is strengthened by the significant finding of this study, as this indicate that producers

with more employees engage less in activities with other producers (see figure B10, appendix 4).

Several differences were also found when analysing the questions by the variable concerning the respondents years as an artisan food producer. By the analysis of this background variable, the least significant differences was revealed. This result indicate that producers' various time of experience only in a low extent affect their answers to the issues investigated in this study. The most interesting findings by the analysis of this background variable is regarding the concepts of social capital. Respondents that has been producers for a longer period of time have less trust in other producers and are less willing to share their knowledge to other producers. These differences indicate that the amount of social capital concepts within the group of artisan food producers is perceived as lower among long-term producers.

6.4 Implication of the results

The findings of this survey may be useful for *Eldrimner* to further develop *Eldrimner Mathantverk*, initially by making the brand more visible for the customers and get more producers to apply for certification. The results of this study also provide *Eldrimner* with information about the producers' perceived need for formal controls to regulate the actors using the collective brand.

There may be some limitations and shortcomings of this study. Firstly, a limitation is concerning the validity of the results, i.e. if the questions measures what they indent to measure. The questionnaire was designed on the basis of theoretical conclusions with the intention to measure the theoretical concepts applied in this study, and the questionnaire was subject to pre-testing. Nevertheless, the respondents might have perceived the questions somewhat differently from the researcher's intention. The choice of closed questions might also have limited the respondents to add additional information that could have been valuable for the results, even though it is not likely that these would have affected the results to any higher extent. Since this study only examined some of the factors that might determinate the producers' perception of the collective brand, a parallel study of other factors might have led to other findings.

Nevertheless, several relevant aspects have emerged from this study which may contribute to the development of jointly used certification brands, not only for small-scale food producers. Even though this study mainly is applicable to this particular case, there is support for applying the results in a broader setting in cases with producers that are similar to the ones of this study. The possibility to generalise the results is strengthened by the high response rate of this survey.

To further investigate producers' perception of a collective brand, a qualitative research approach might provide more in-depth information. Such an investigation might increase the understanding of how small-scale producers perceive the use of collective brands.

7 Conclusions

The aim of this study was to explore how the artisan food producers perceive the strengths and weaknesses of the collective brand *Eldrimner Mathantverk*. This brand is used to promote and raise the awareness about artisan food production. This study involved an investigation of the producers' knowledge about and beliefs of *Eldrimner Mathantverk*, their appreciation of the brand's functions as a marketing tool as well as their understanding of how the collective brand might affect the customers' purchase behaviour.

As *Eldrimner Mathantverk* is jointly used by several producers, this study concerned the collective behaviour of and relationships between artisan food producers. These concerns are related to the governance of collective assets, such as the producers' perceived need for implementation of formal or informal coordination mechanisms to nurture cooperation and prevent deceptive behaviour among the users.

The results are summarised in the following conclusions.

- The producers' knowledge about *Eldrimner Mathantverk* was fairly high, but the producers perceived the customers' awareness of the brand as limited. For the producers to benefit from the brand, further marketing efforts to raise the customers' brand awareness is important.
- Most producers believe that *Eldrimner Mathantverk* facilitates the customers' purchase of artisan food items, even though there are significant differences between subgroups of respondents. Females had a more positive belief, whilst producers with a larger number of employees had less belief in the functions provided by *Eldrimner Mathantverk*.
- Artisan food items have credence attributes which indicates that a transfer of quality signals to the customers is beneficial for the producers. *Eldrimner Mathantverk* constitutes a reliable indicator of the qualities of artisan food production. However, these functions of *Eldrimner Mathantverk* might be limited due to the low awareness and reputation of the brand.
- If the brand succeeds in raising the awareness about artisan food items, this might generate higher profits to the artisan food producers. The producers believed that customers are willing to pay a higher price for artisan food items and that the customers will increase their purchase of artisan food items if their knowledge and awareness increase.
- The artisan food producer perceived a low risk of opportunistic behaviour among the users of the collective brand. They did not perceive deceptive behaviour among the producers as an obstacle for their participation in *Eldrimner Mathantverk*.
- The producers' had a neutral belief in that *Eldrimner Mathantverk* contributes to the common good of artisan food producers. They believed that the collective brand contributes to higher profitability for the producers and that it is important for the future development of artisan food production.

- Regular controls to prevent producers from misusing the collective brand is important, although the current controls of *Eldrimner Mathantverk* are considered strong enough to detect and exclude producers that do not follow the criteria.
- The producers trust other producers. They experience that their role as an artisan food producer is important for their self-conception and that they have a good relationship to other artisan food producers. These indications of social capital among the group of producers are positive for government of this collective asset.
- The trust among the artisan food producers indicates that informal coordination mechanisms might benefit the cooperation and government of the collective asset *Eldrimner Mathantverk*. Nevertheless, the producers perceive a need for regular controls to regulate the members using the collective brand.
- There are significant differences between several subgroups of respondents. For example, certified producers have an overall more positive view of *Eldrimner Mathantverk* and a higher appreciation of the brand's ability to provide benefits to its users. Female producers are more socially linked to other producers, experience less competition between artisan food producers and have more trust in other artisan food producers compared to male producers.

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Personal messages

Ahlgren, Aleksandra, *Eldrimner* (personal meeting, 17.02.20)

Appendix 1: Cover letter

Hej mathantverkare!

Du är registrerad på *Eldrimners* hemsida mathantverk.se. Därför vill vi be dig att delta i en undersökning om certifieringen *Eldrimner Mathantverk*.

Eldrimner, lanserade 2012 en certifiering för hantverksproducerade livsmedel. Syftet med *Eldrimner Mathantverk* är att skydda begreppet mathantverk, ge ett mervärde till konsumenterna samt öka mathantverkarnas konkurrenskraft. Certifierade producenter får använda varumärket *Eldrimner Mathantverk* vid sin marknadsföring av certifierade produkter.

Certifierade producenter ska uppfylla ett antal kriterier. Certifieringen är deltagardriven och det är ingen tredje part som certifierar mathantverkarna, utan kontrollen sker genom att *Eldrimner* utreder eventuella klagomål.

Det går att läsa mer om *Eldrimner Mathantverk* på *Eldrimners* hemsida, www.eldrimner.com.

Jag som gör undersökningen heter Karin Haglund och studerar till ekonom-agronom på SLU, Sveriges lantbruksuniversitet. Studien är mitt examensarbete och görs på uppdrag av *Eldrimner*. Genom att svara på enkäten bidrar du till att *Eldrimner* kan vidareutveckla *Eldrimner Mathantverk*.

Dina svar är anonyma och sista svarsdag är torsdagen den **13 april**. För att komma till undersökningen öppnar du länken nedan:

<https://www.netigate.se/a/s.aspx?s=406454X87154985X32870>



Uppstår det frågor eller funderingar är du välkommen att kontakta någon av oss,

Karin Haglund, agronom-ekonomstudent
Telefon: 070 – 569 81 79
E-post: knha0003@stud.slu.se

Christina Hedin, ansvarig för certifieringen *Eldrimner Mathantverk*
Telefon: 010 – 225 32 64
E-post: christina@eldrimner.com

Jerker Nilsson, professor, handledare
Telefon: 070 – 728 85 16
E-post: jerker.nilsson@slu.se

Appendix 2: Reminder e-mail

Hej mathantverkare!

Med detta mail vill jag påminna dig om att svara på min enkät om certifieringen *Eldrimner Mathantverk*. Om du redan svarat, ska du bortse från detta mail.

Du hittar frågeformuläret i länken nedan. Dina svar är anonyma. Sista svarsdag är torsdagen den **13 april**.

<https://www.netigate.se/a/s.aspx?s=406454X87154985X32870>



Du får detta mail eftersom Du är registrerad på *Eldrimners* hemsida mathantverk.se. Undersökningen handlar om certifieringen *Eldrimner Mathantverk* som lanserades av *Eldrimner* 2012. Certifiering för hantverksproducerade livsmedel. Syftet med *Eldrimner Mathantverk* är att skydda begreppet mathantverk, ge ett mervärde till konsumenterna samt öka mathantverkarnas konkurrenskraft.

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Appendix 3: Questionnaire and results

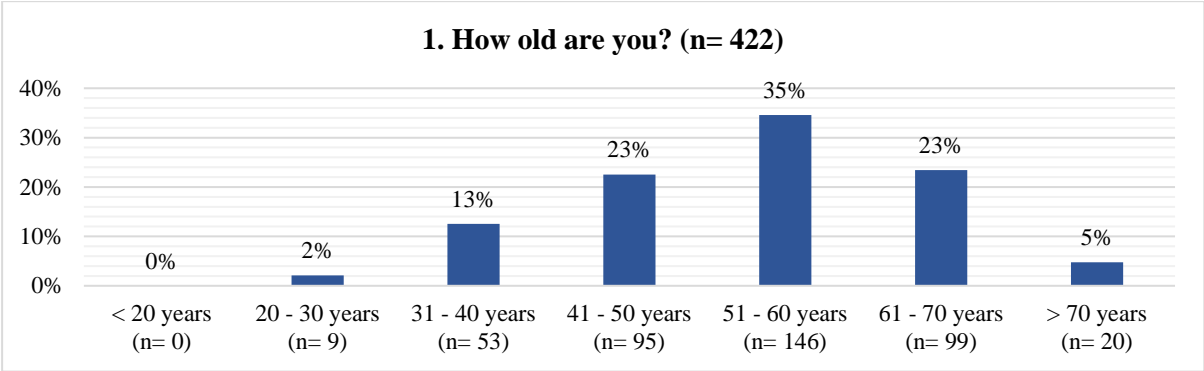


Figure A1. Age.



Figure A2. Gender.

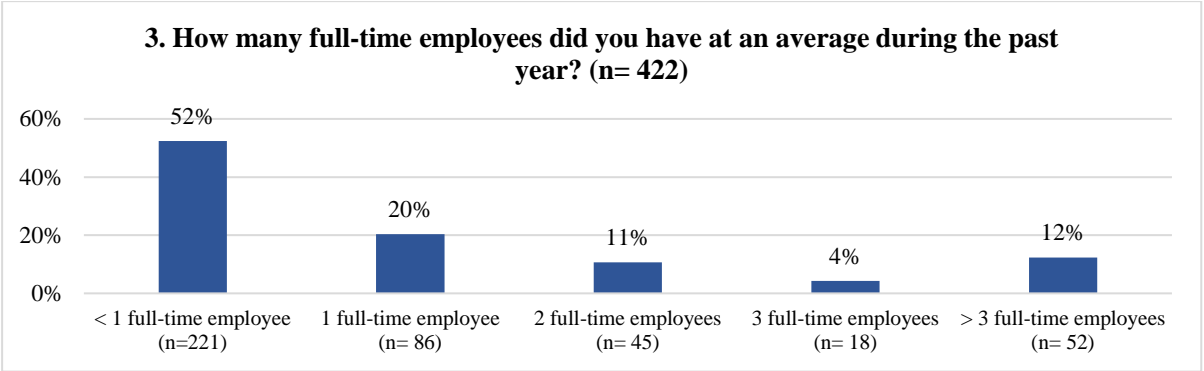


Figure A3. Number of employees.

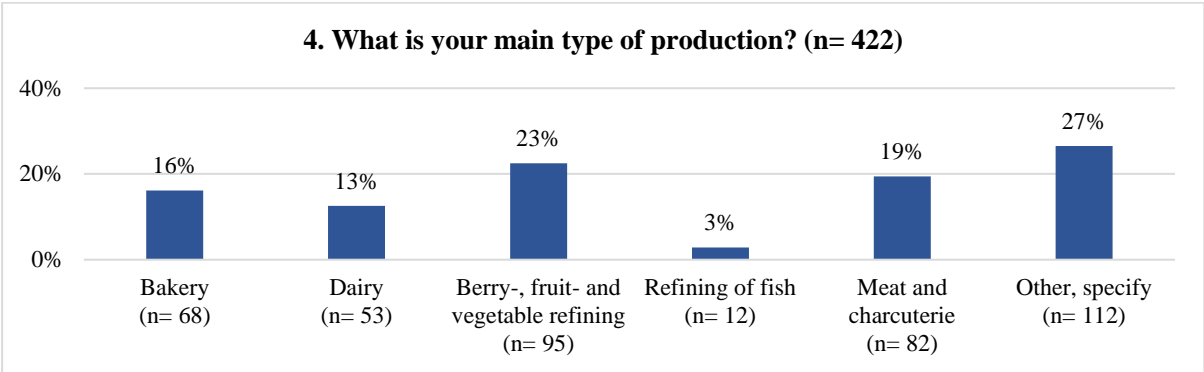


Figure A4. Main type of production.



Figure A5. Results from the open-ended alternative of question 4.

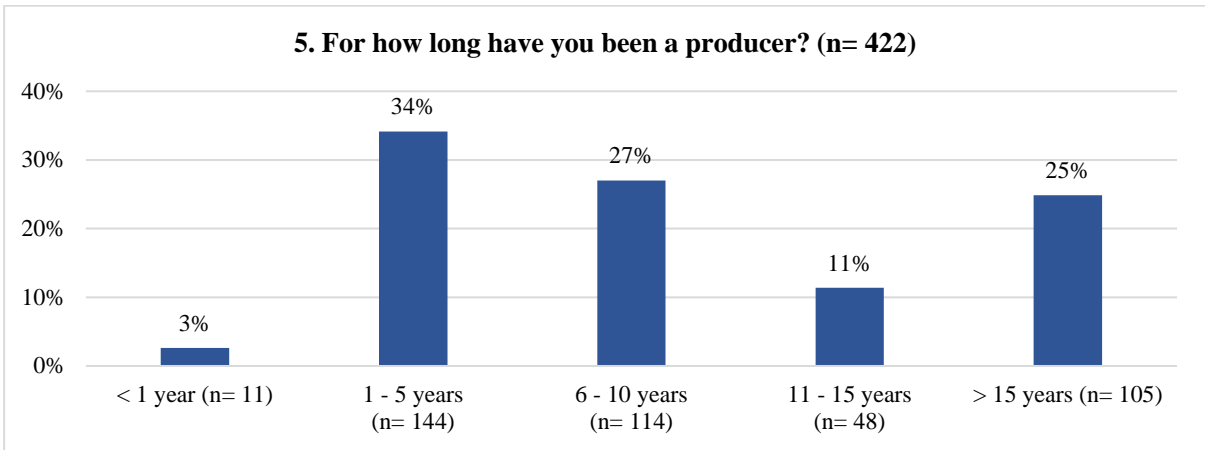


Figure A6. Years as a producer.

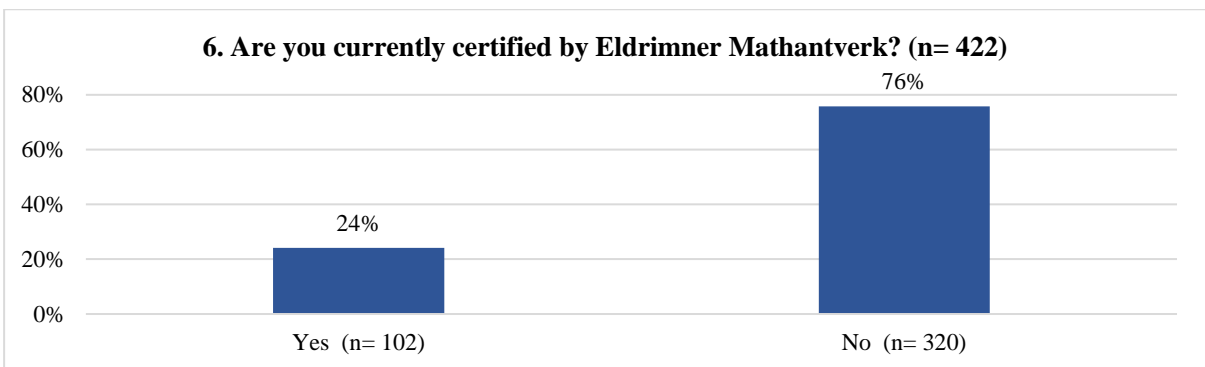


Figure A7. Current certification by Eldrimner Mathantverk.

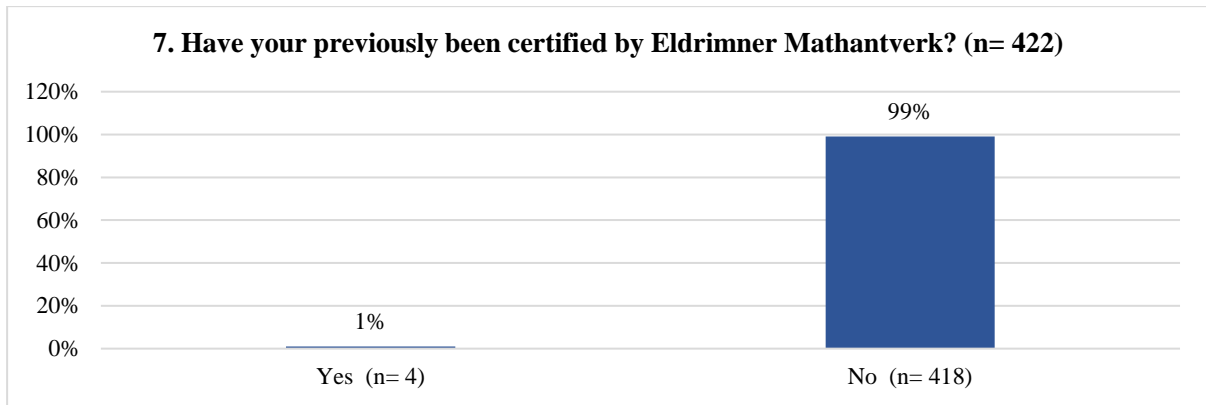


Figure A8. Previous certification by Eldrimner Mathantverk.

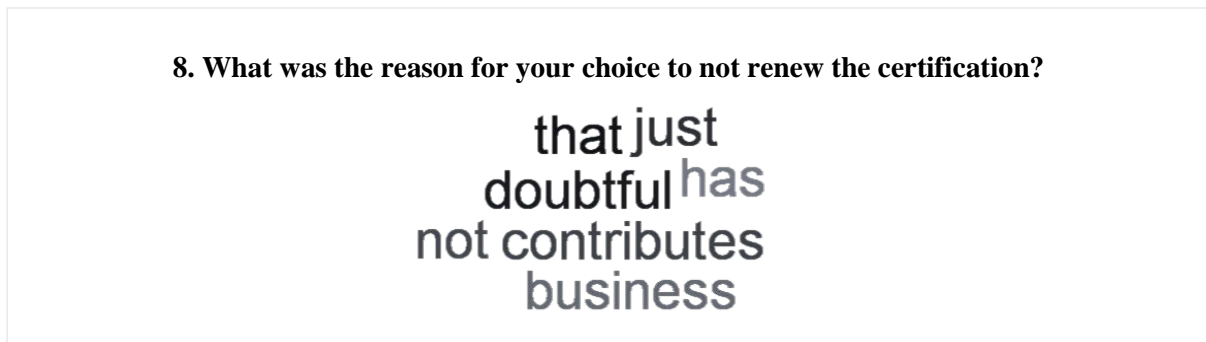


Figure A9. Reasons for not renewing the certification.

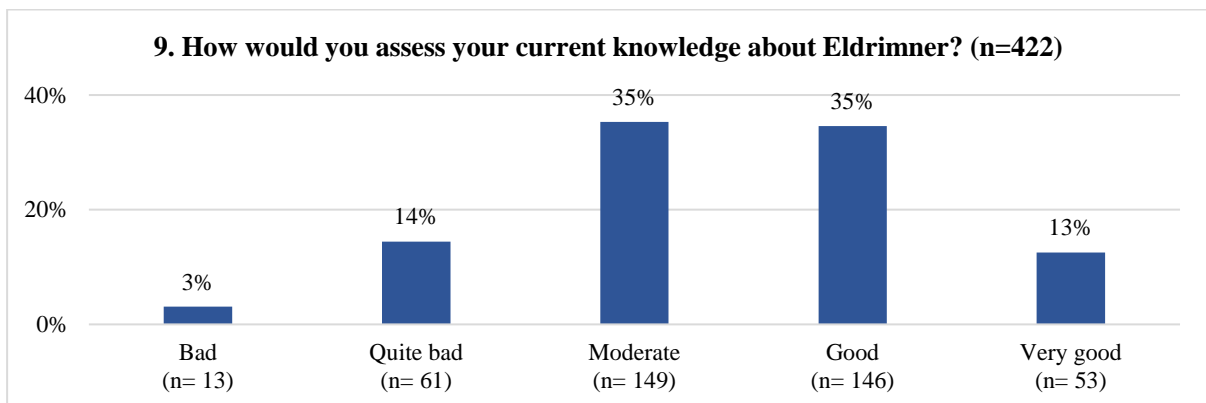


Figure A10. Current knowledge about Eldrimner.

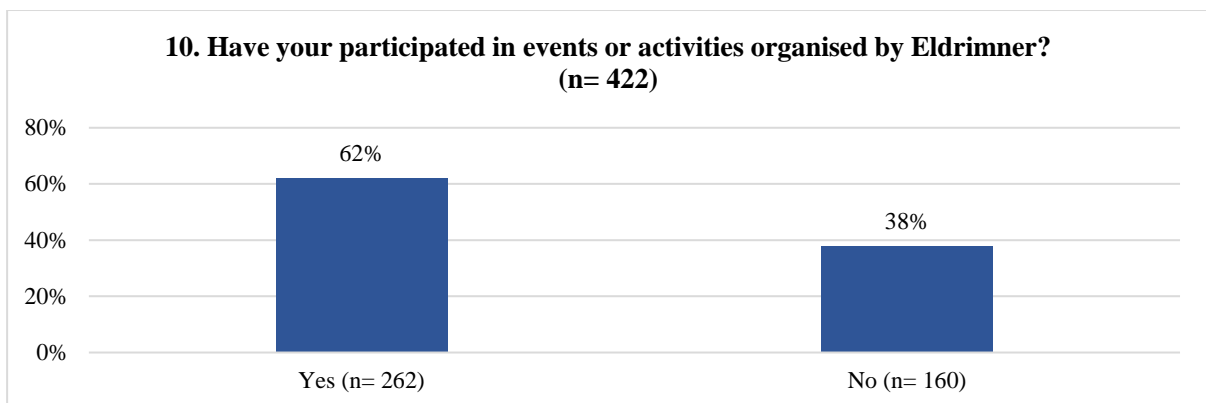


Figure A11. Participation in events or activities organised by Eldrimner.

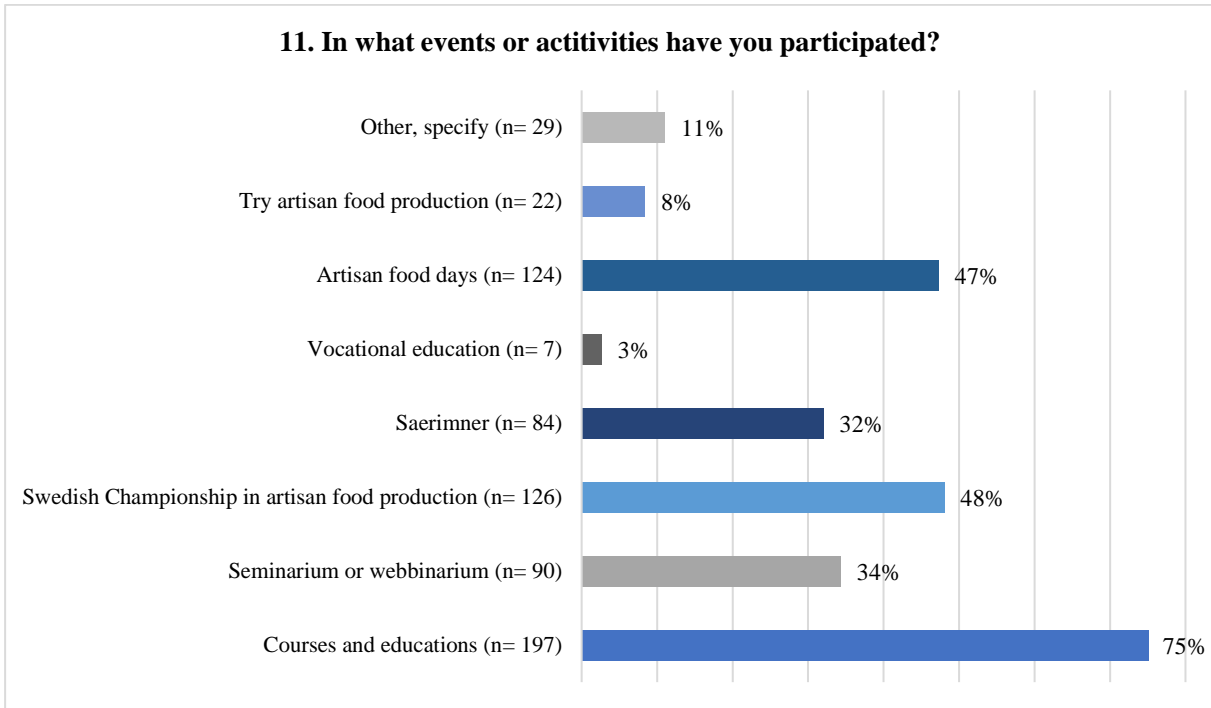


Figure A12. Events or activities organised by Eldrimner.

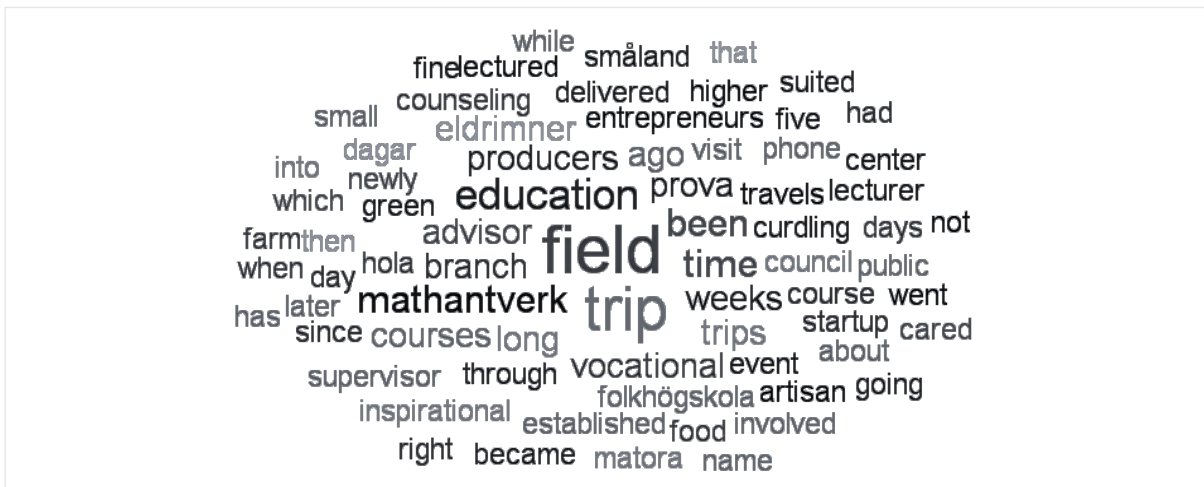


Figure A13. Results from the open-ended alternative of question 11.

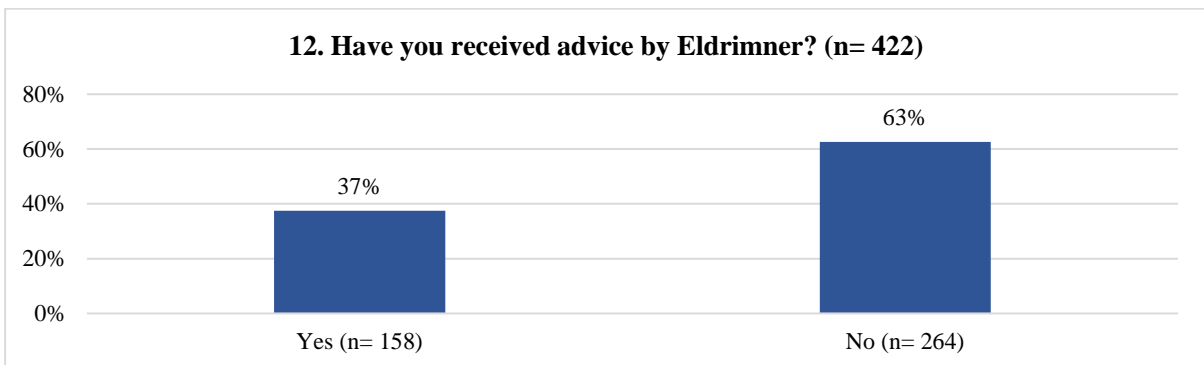


Figure A14. Received advice from Eldrimner.

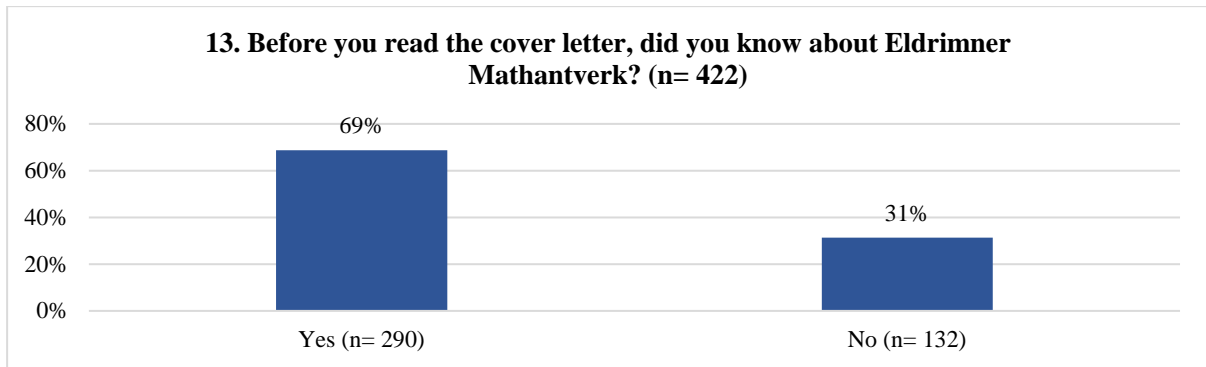


Figure A15. The producers' knowledge of Eldrimner Mathantverk.

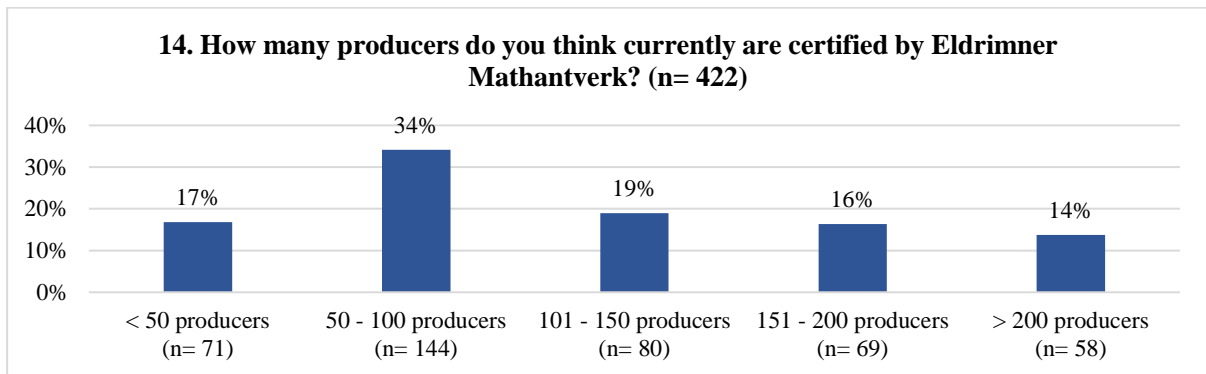


Figure A16. "How many producers do you think are currently certified by Eldrimner Mathantverk?"

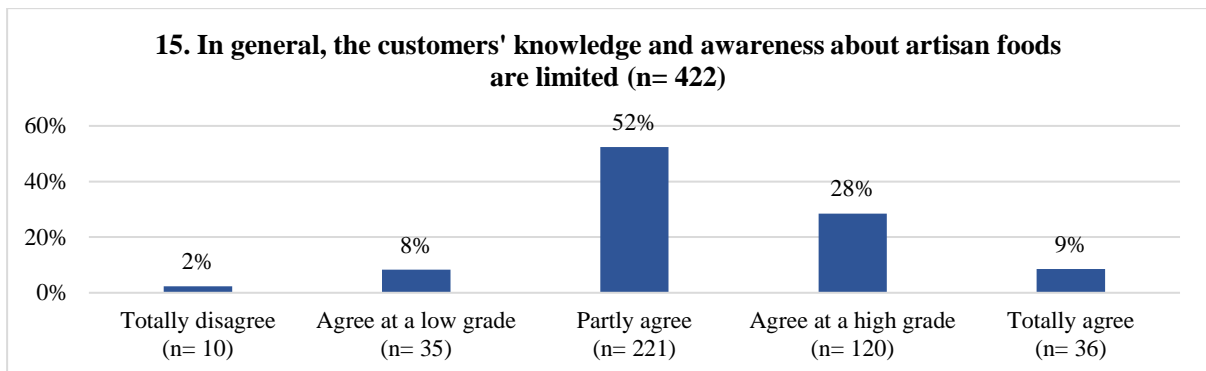


Figure A17. "In general, the customers' knowledge and awareness about artisan foods is limited".

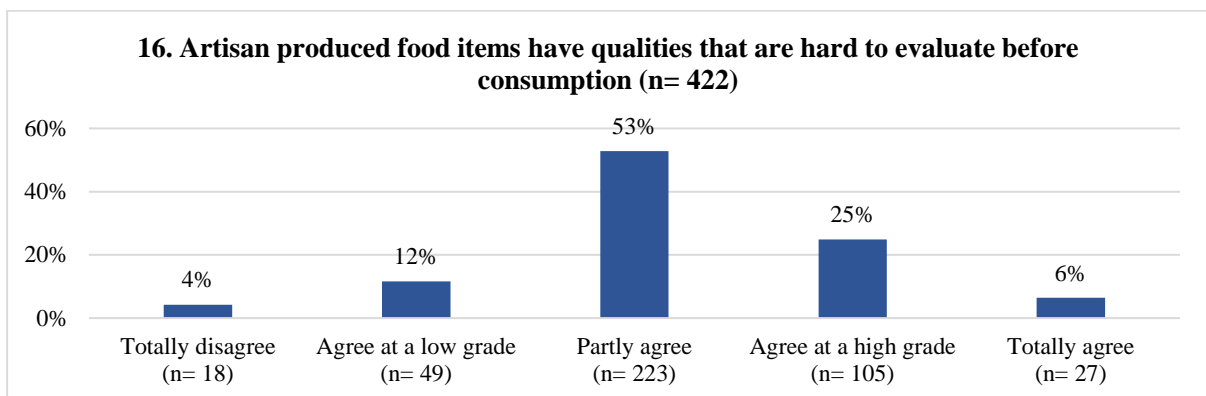


Figure A18. "Artisan produced food items have qualities that are hard to evaluate before consumption".

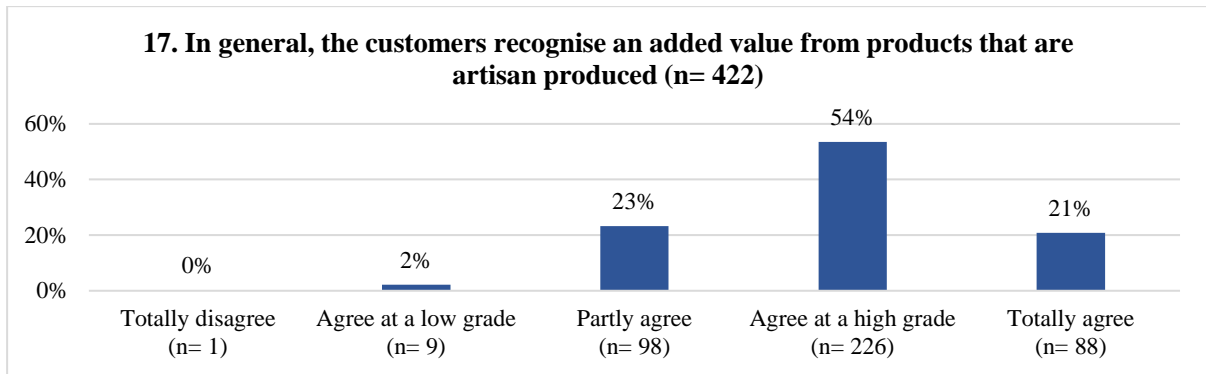


Figure A19. "In general, the customers recognise an added value from products that are artisan produced".

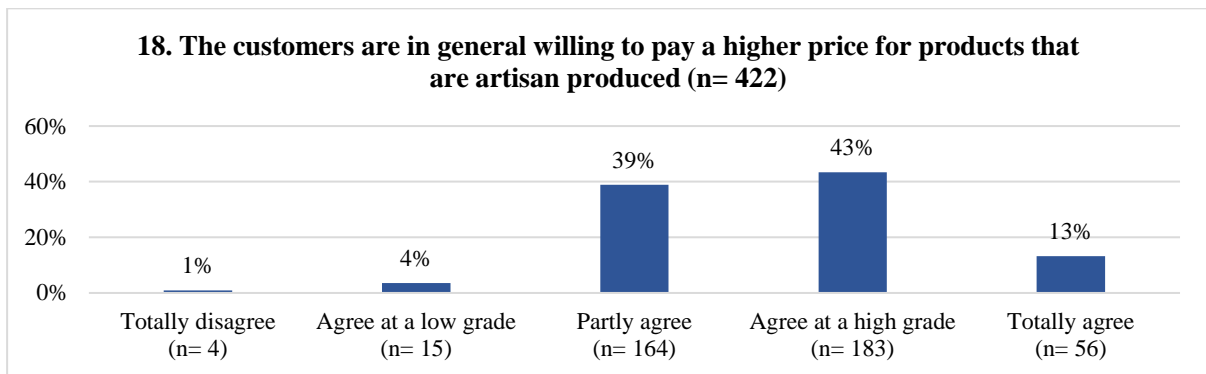


Figure A20. "The customers are in general willing to pay a higher price for products that are artisan produced".

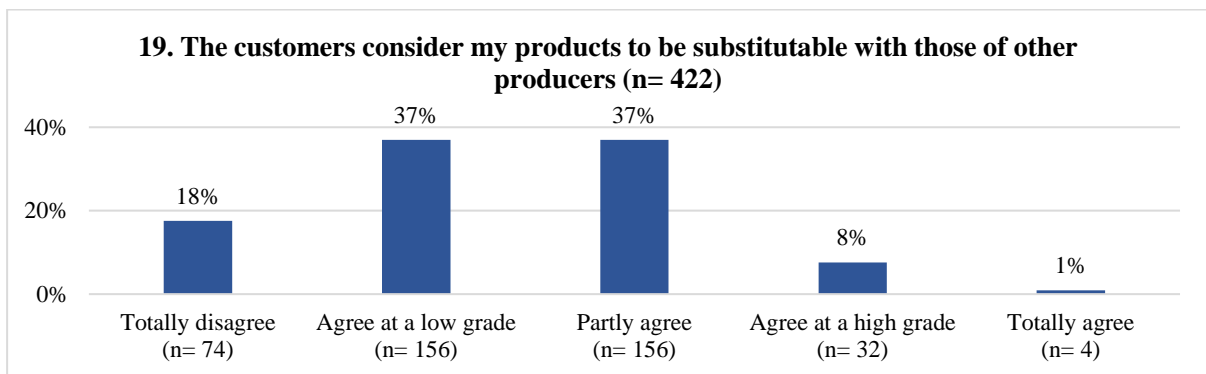


Figure A21. "The customers consider my products to be substitutable with those of other producers".

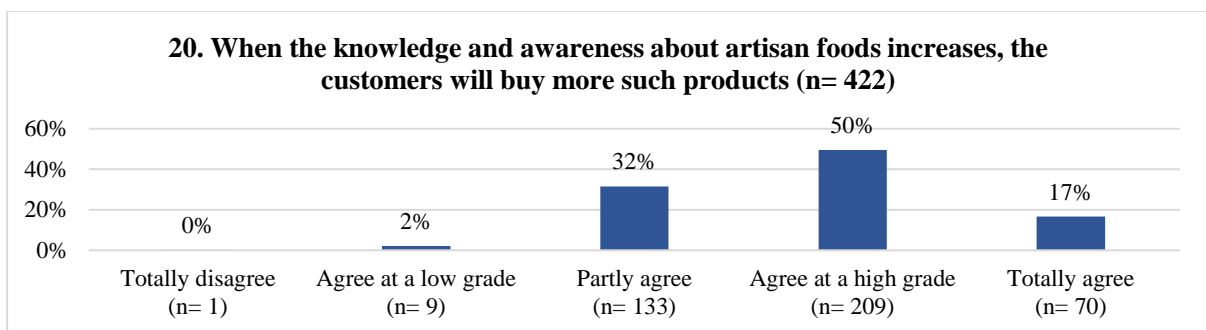


Figure A22. "When the knowledge and awareness about artisan foods increases, the customers will buy more such products".

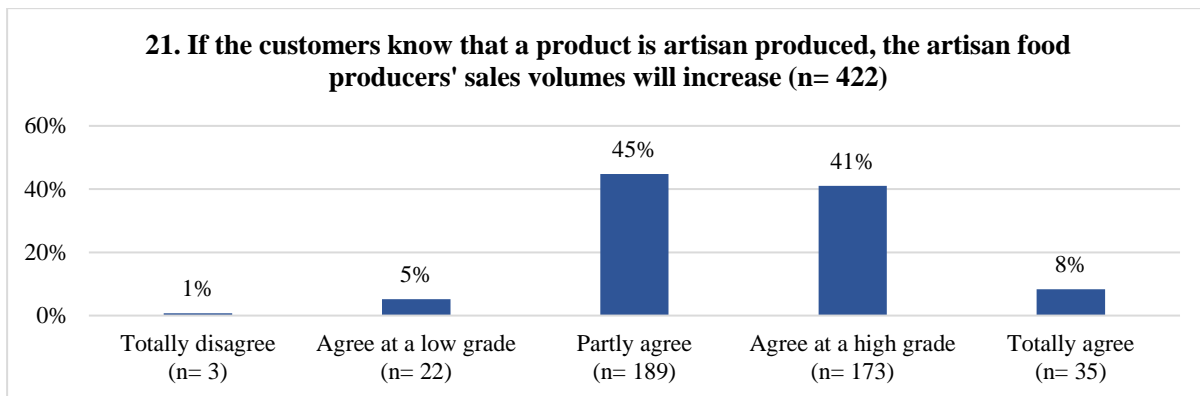


Figure A23. “If the customers know that a product is artisan produced, the artisan food producers’ sales volumes will increase”.

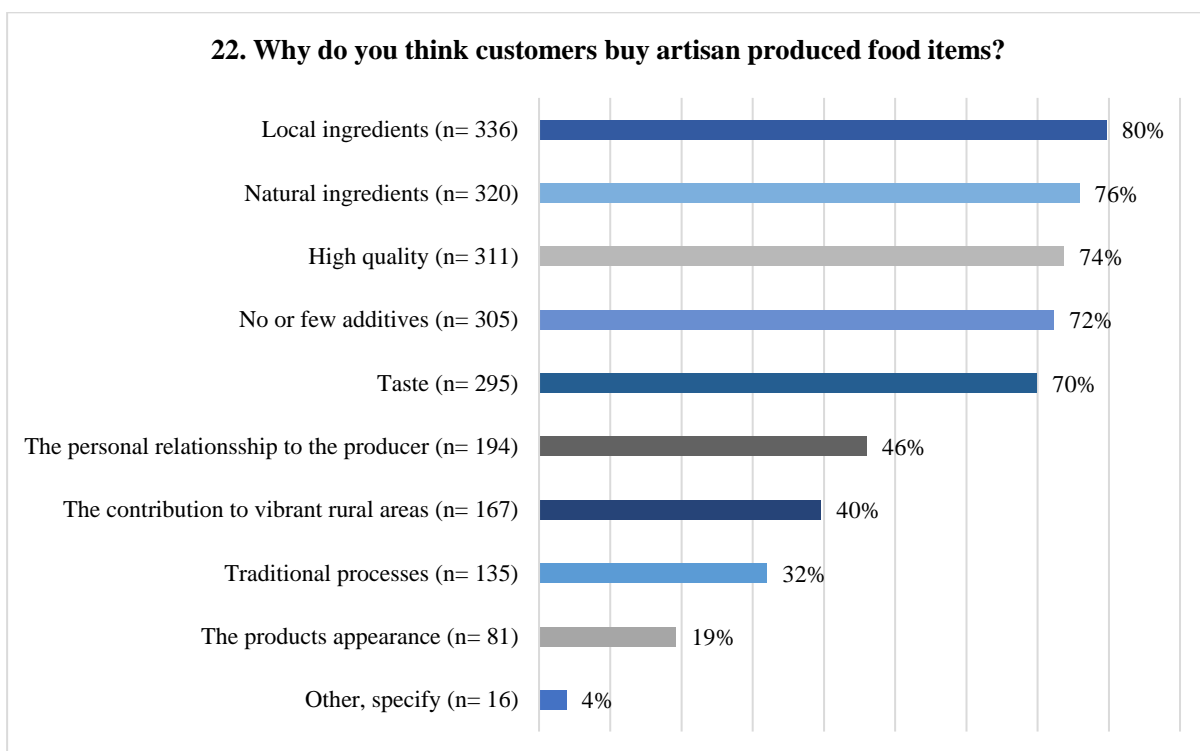


Figure A24. “Why do you think customers buy artisan produced food items?”.

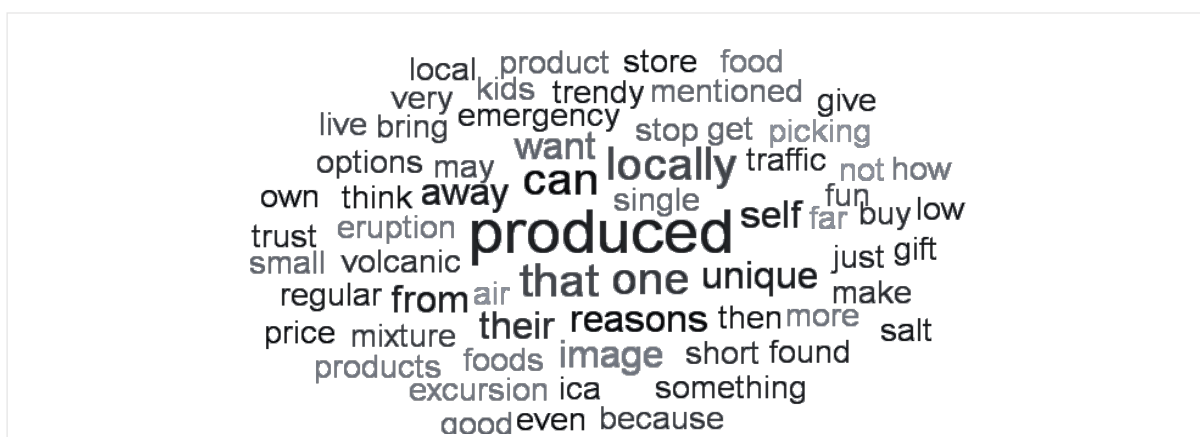


Figure A25. Results from the open-ended alternative of question 22.

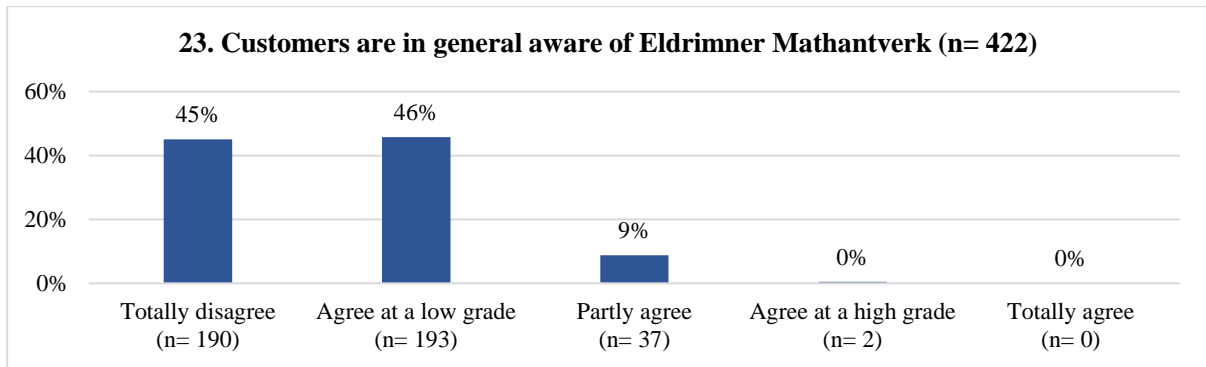


Figure A26. "Customers are in general aware of Eldrimner Mathantverk".

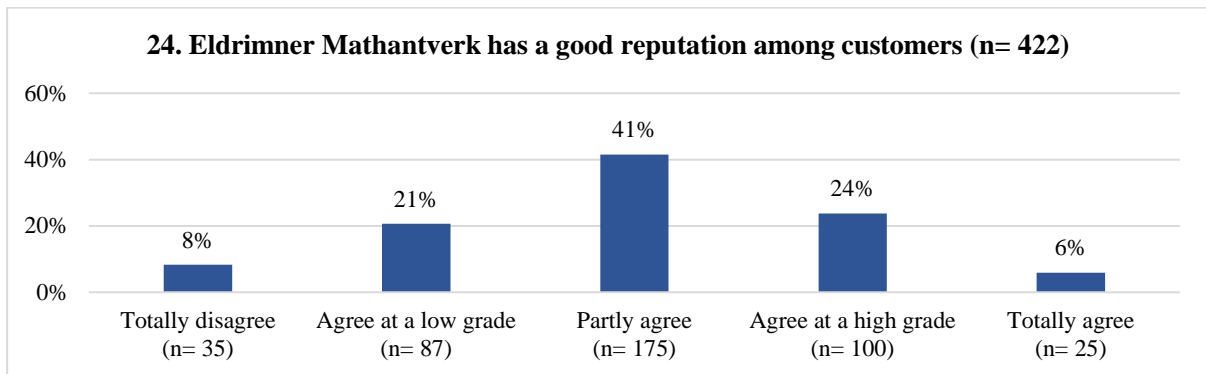


Figure A27. "Eldrimner Mathantverk has a good reputation among customers".

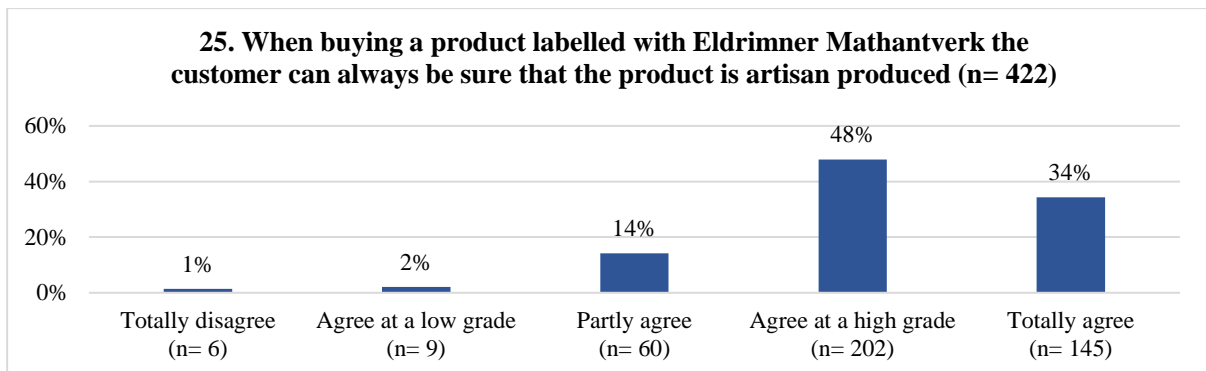


Figure A28. "When buying a product labelled with Eldrimner Mathantverk the customer can always be sure that the product is artisan produced".

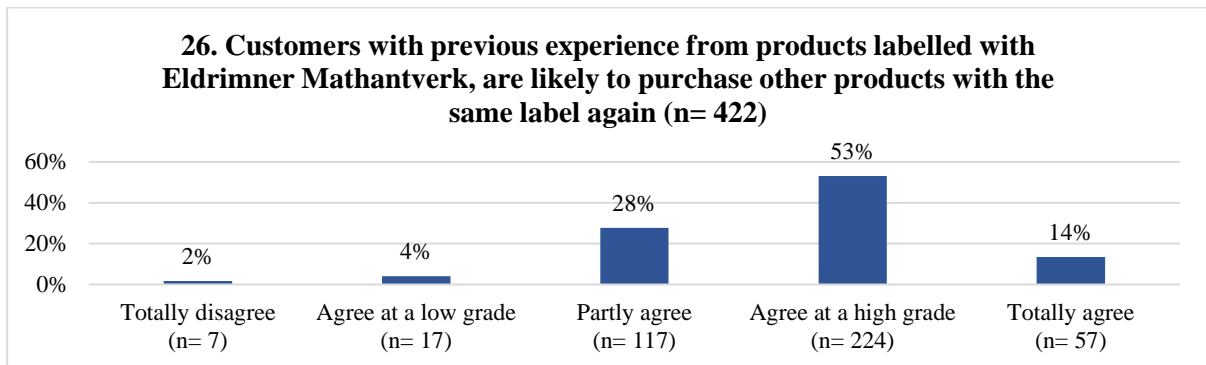


Figure A29. "Customers with previous experience from products labelled with Eldrimner Mathantverk, are likely to purchase other products with the same label again".

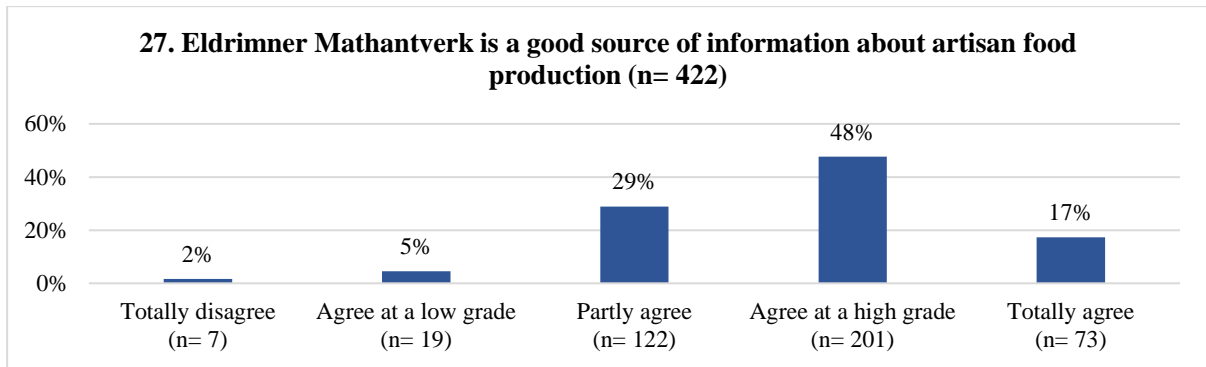


Figure A30. “Eldrimner Mathantverk is a good source of information about artisan food production”.

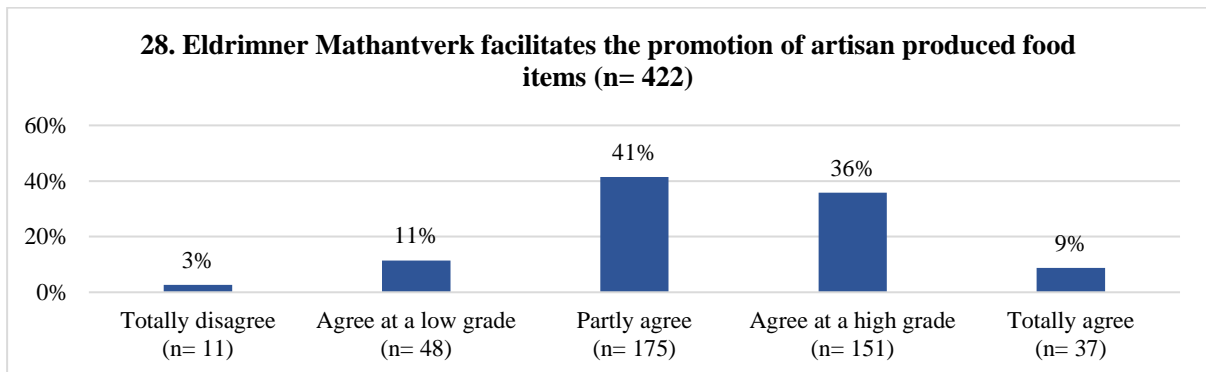


Figure A31. “Eldrimner Mathantverk facilitates the promotion of artisan food items”.

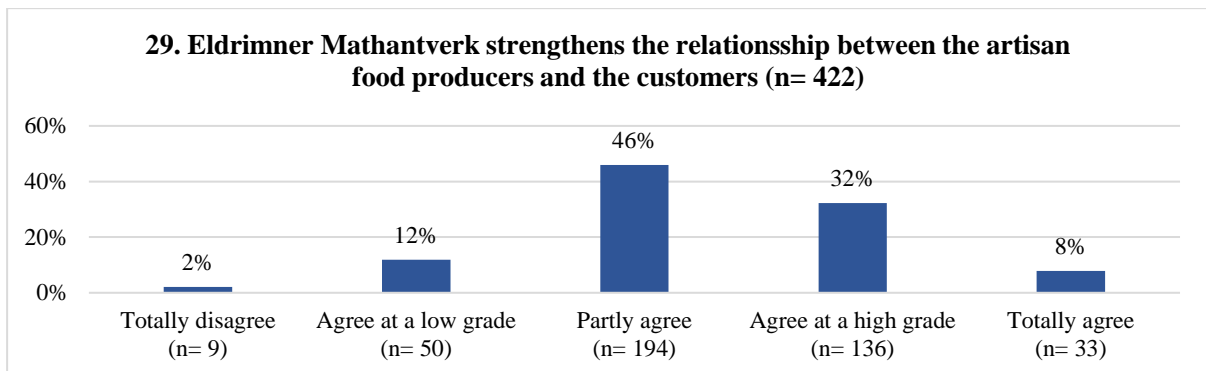


Figure A32. “Eldrimner Mathantverk strengthens the relationship between the artisan food producer and the customer”.

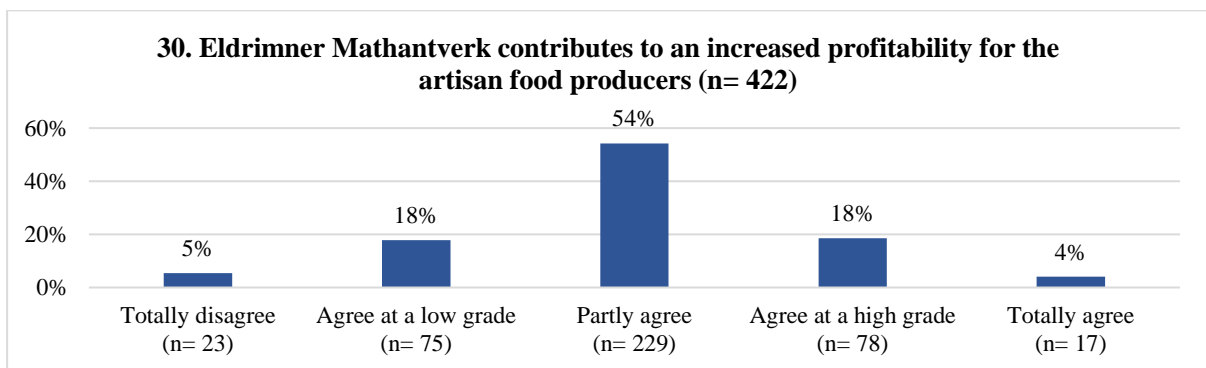


Figure A33. “Eldrimner Mathantverk contributes to an increased profitability for the artisan food producers”.

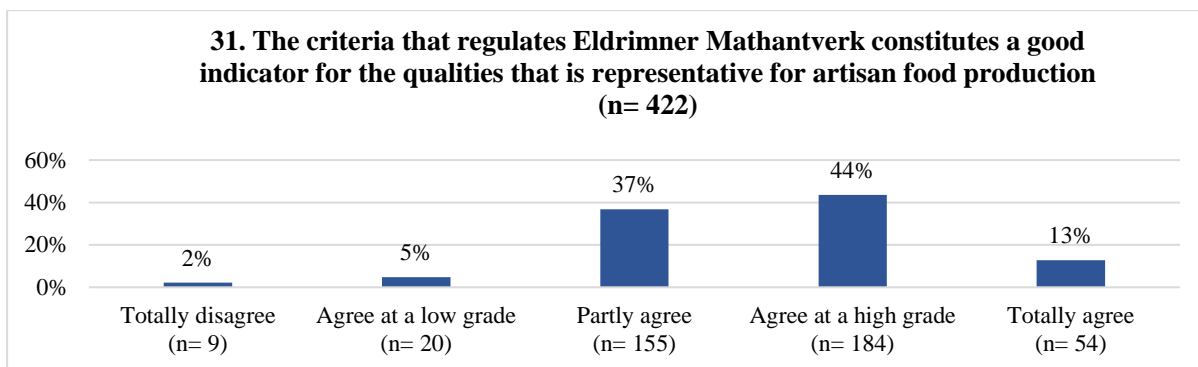


Figure A34. “The criteria that regulates Eldrimner Mathantverk constitutes a good indicator for the qualities that is representative for artisan food producers”.

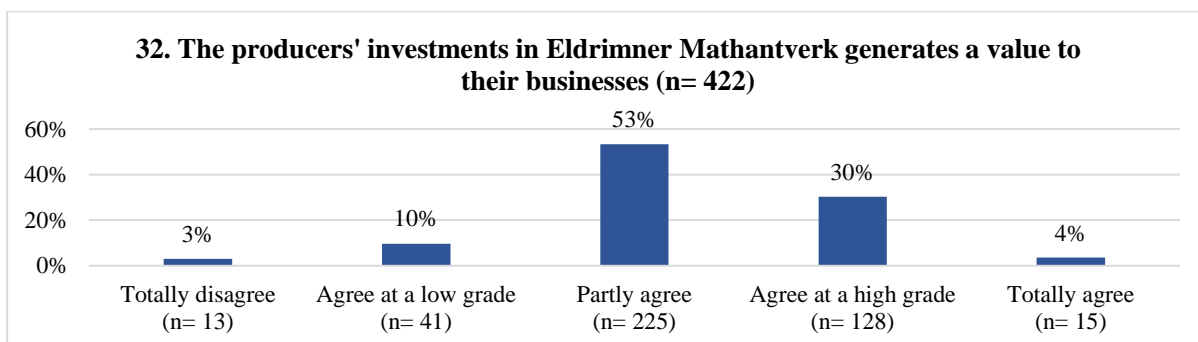


Figure A35. “The producers’ investments in Eldrimner Mathantverk generates a value to their businesses”.

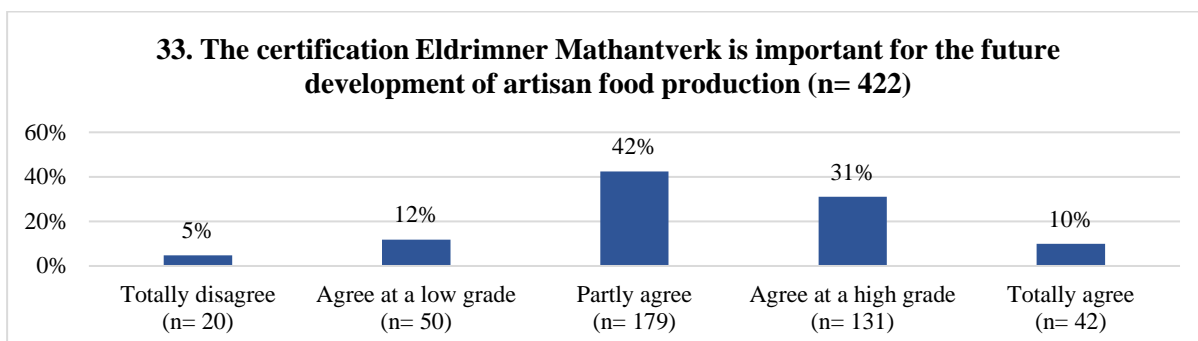


Figure A36. “The certification Eldrimner Mathantverk is important for the future development of artisan food production”.

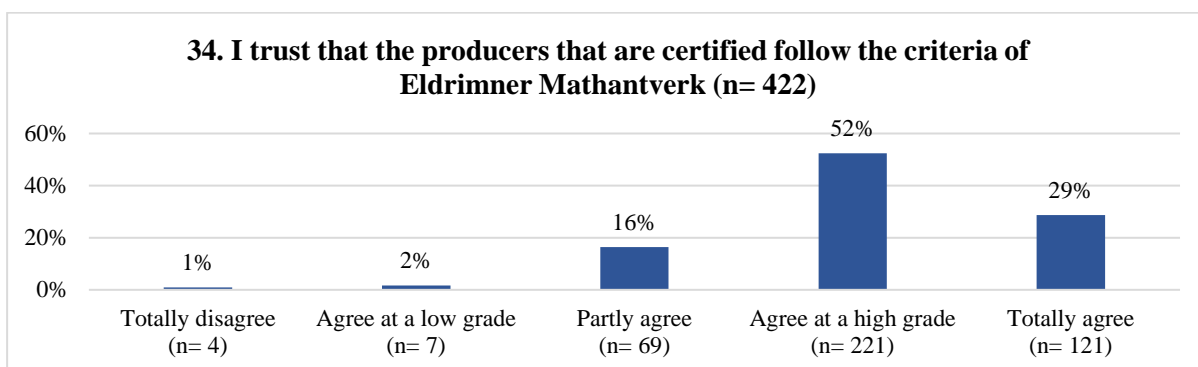


Figure A37. “I trust that the producers that are certified follows the criteria of Eldrimner Mathantverk”.

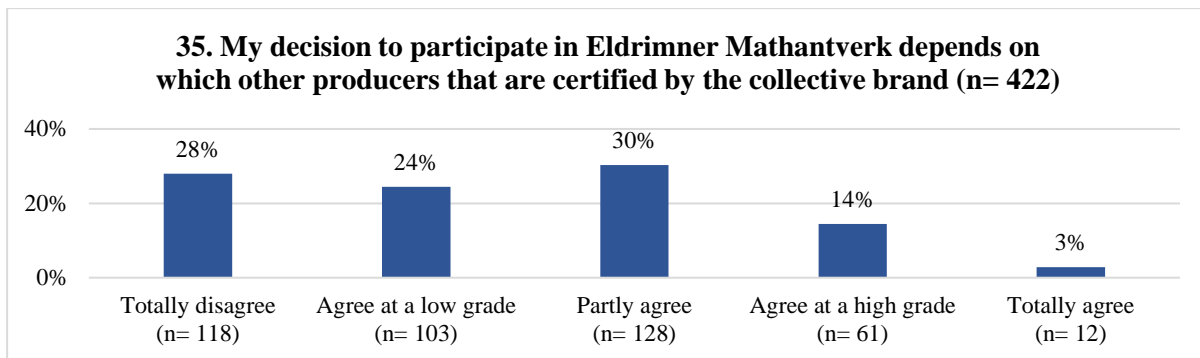


Figure A38. “My decision to participate in Eldrimner Mathantverk is affected by which other producers that are certified by the collective brand”.

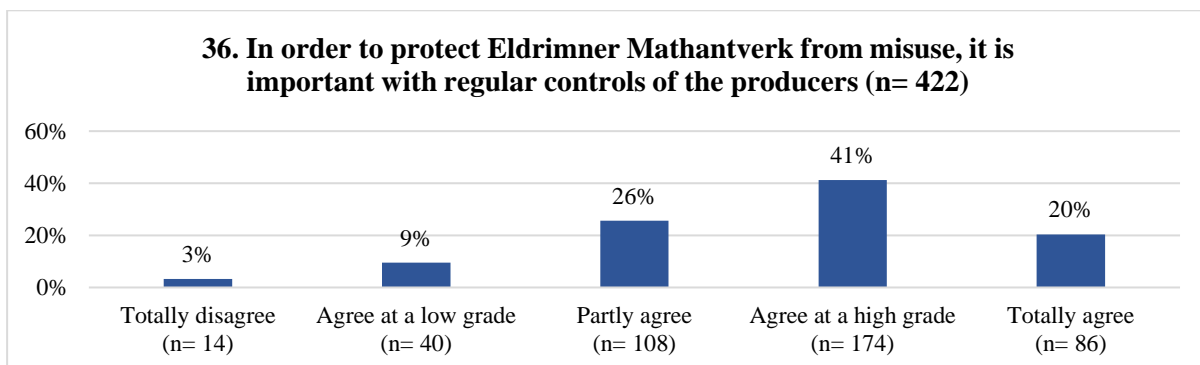


Figure A39. “In order to protect Eldrimner Mathantverk from misuse, it is important with regular controls of the producers”.

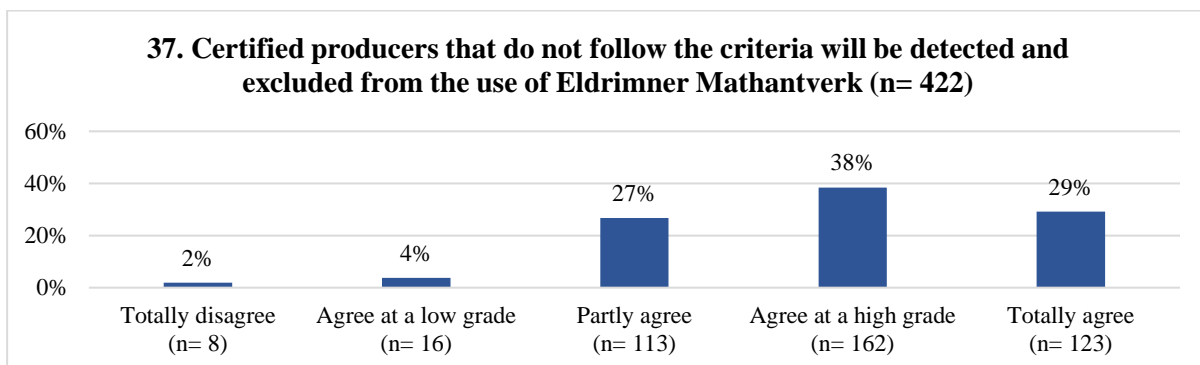


Figure A40. “Certified producers that do not follow the criteria will be detected and excluded from the use of Eldrimner Mathantverk”.

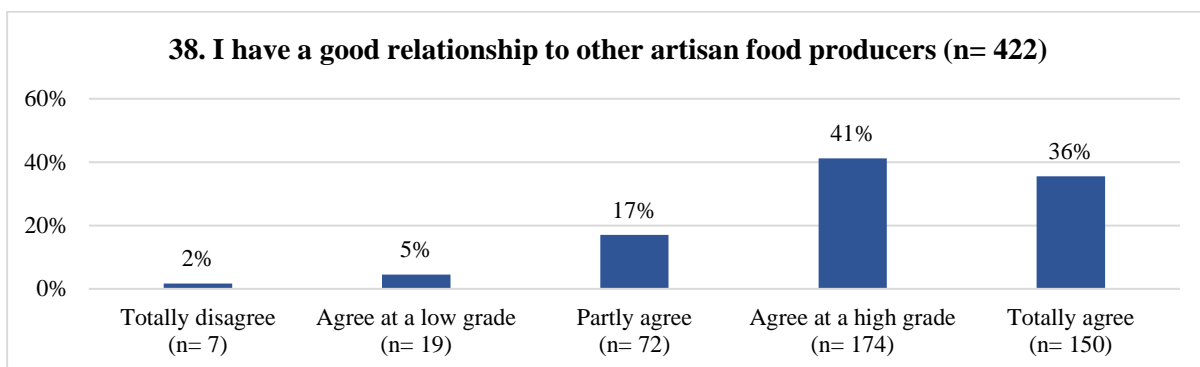


Figure A41. “I have a good relationship to other artisan food producers”.

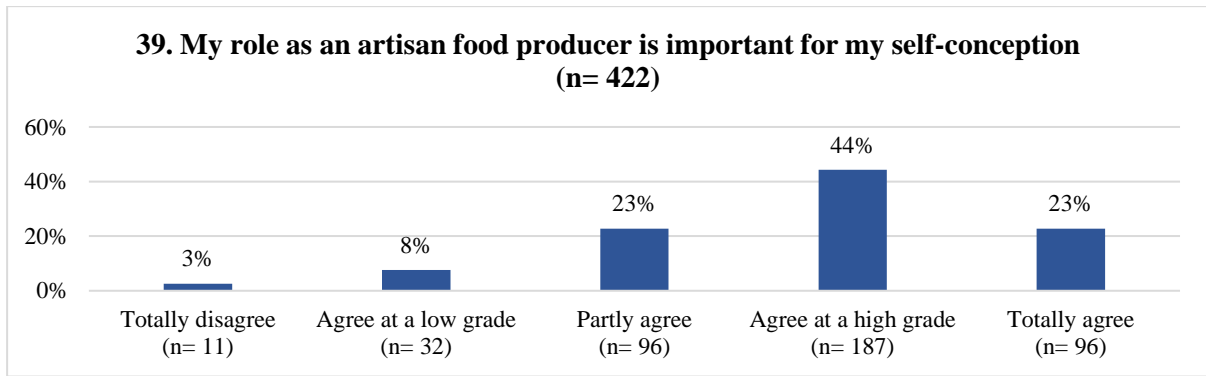


Figure A42. “My role as an artisan food producer is important for my self-conception”.

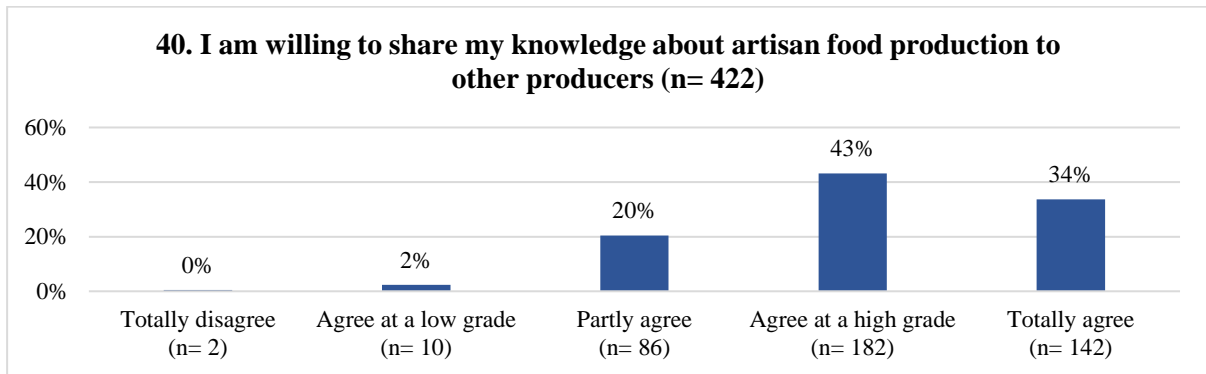


Figure A43. “I am willing to share my knowledge about artisan food production to other producers”.

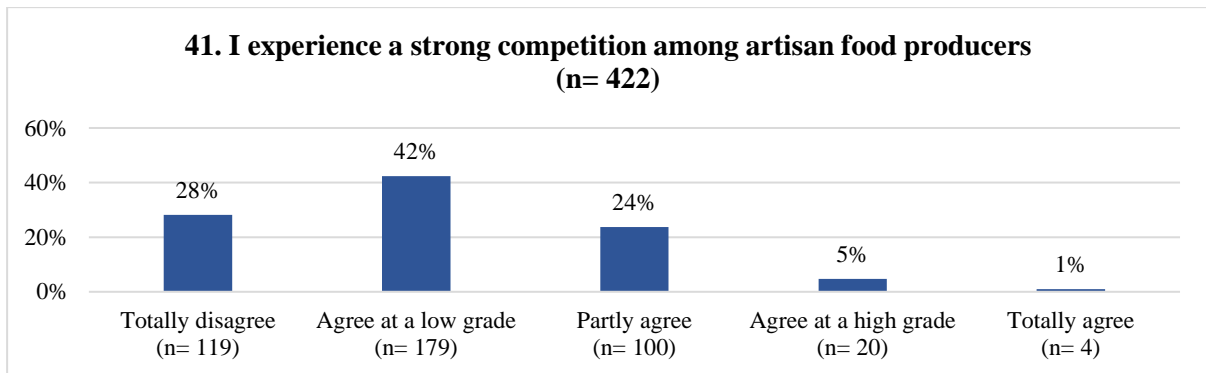


Figure A44. “I experience a strong competition among artisan food producers”.

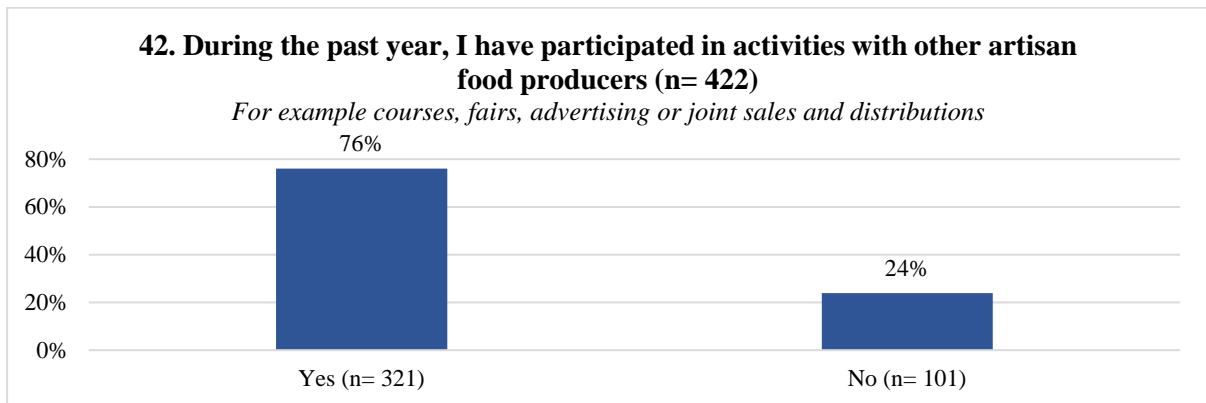


Figure A45. “During the past year, I have participated in activities with other artisan food producers”.

Appendix 4: Additional descriptive analyses

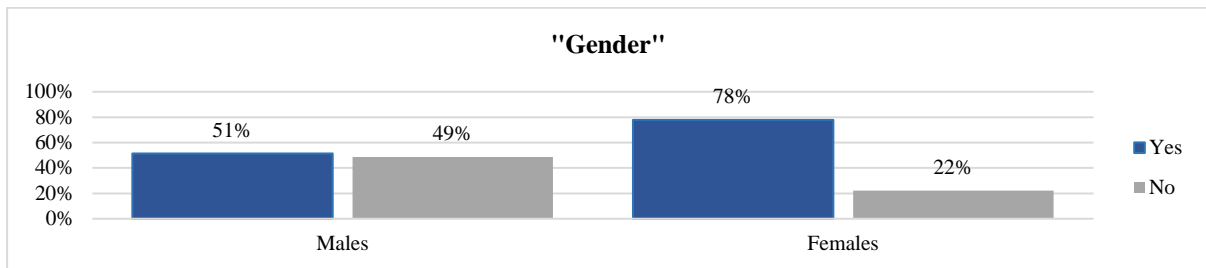


Figure B1. Results from the question “Before you read the cover letter, did you know about Eldrimner Mathantverk?”, by variable “Gender”.

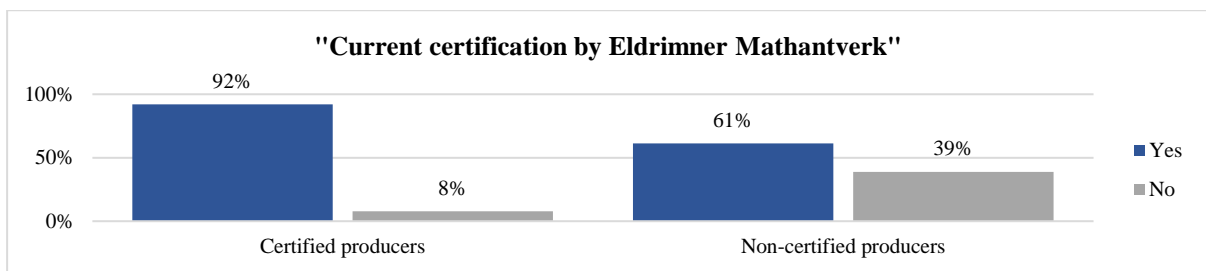


Figure B2. Results from the question “Before you read the cover letter, did you know about Eldrimner Mathantverk?”, by variable “Current certification by Eldrimner Mathantverk”.

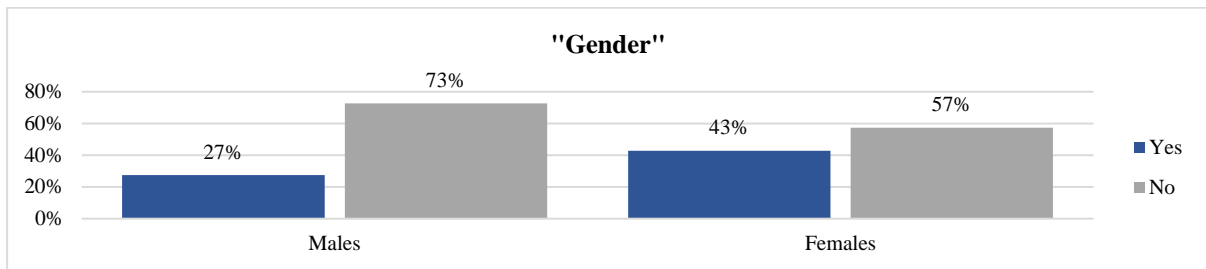


Figure B3. Results from the question “Have you received advice from Eldrimner?”, by variable “Gender”.

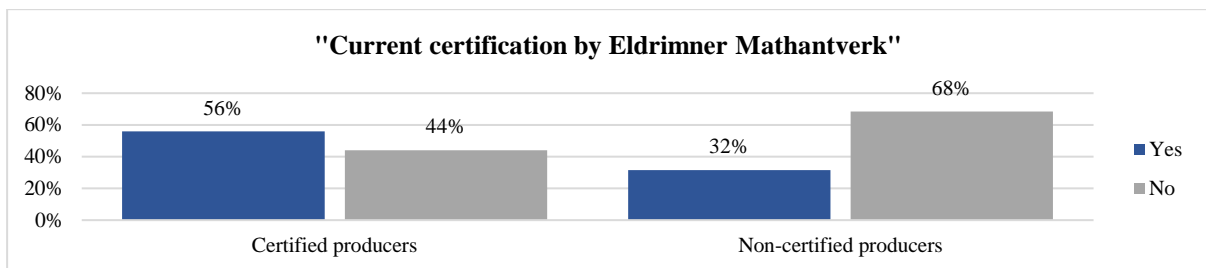


Figure B4. Results from the question “Have you received advice from Eldrimner?”, by variable “Current certification by Eldrimner Mathantverk”.

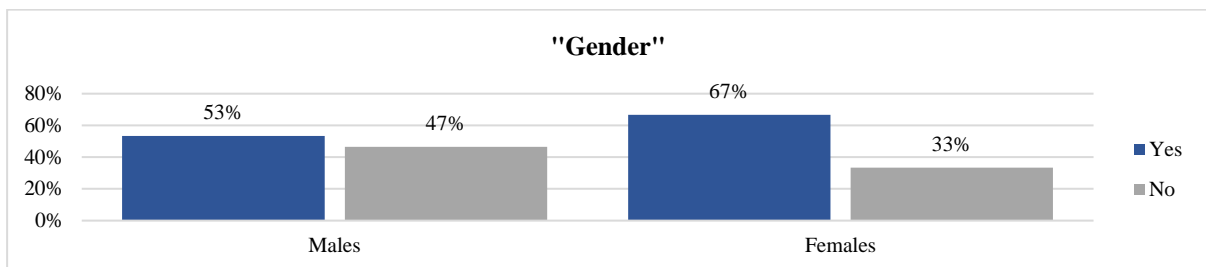


Figure B5. Results from the question “Have you participated in events or activities organised by Eldrimner?”, by variable “Gender”.

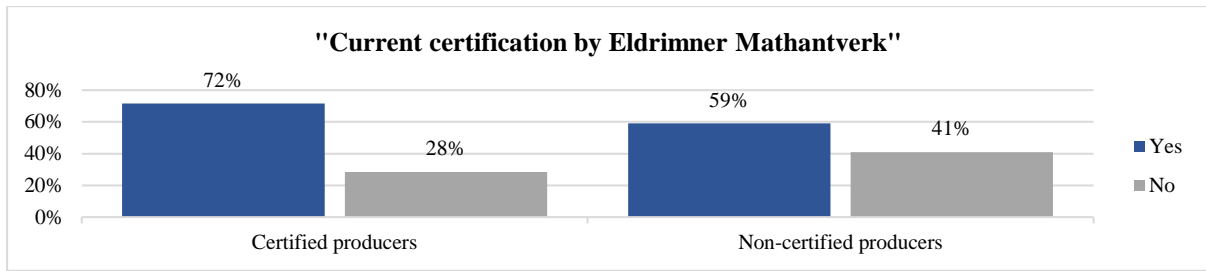


Figure B6. Results from the question “Have you participated in events or activities organised by Eldrimner?”, by variable “Current certification by Eldrimner Mathantverk”.

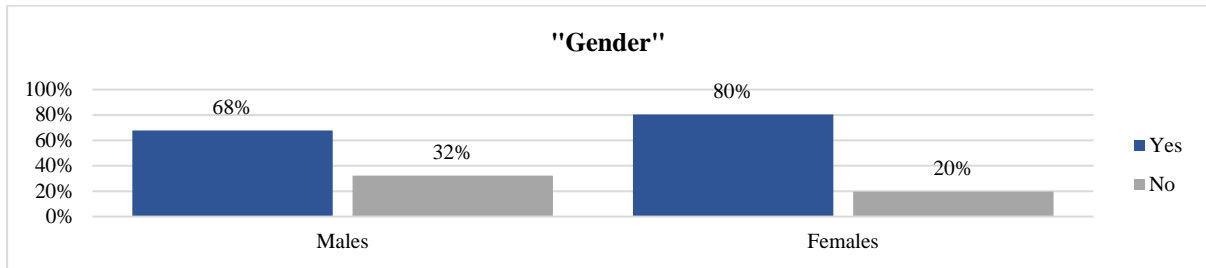


Figure B7. Results from the question “During the past year, I have participated in activities with other artisan food producers”, by variable “Gender”.

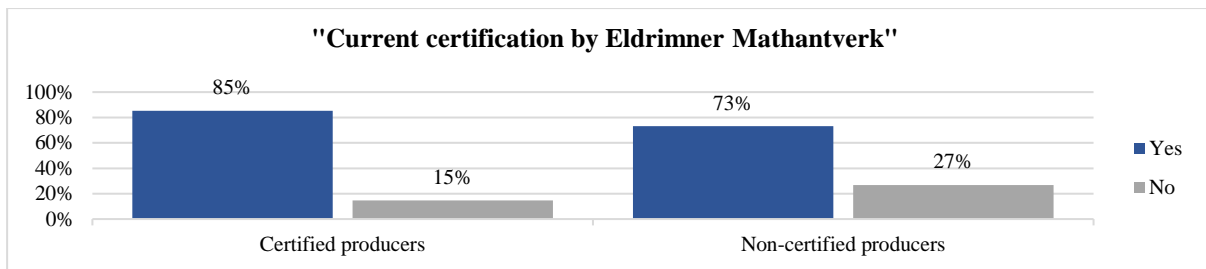


Figure B8. Results from the question “During the past year, I have participated in activities with other artisan food producers”, by variable “Current certification by Eldrimner Mathantverk”.

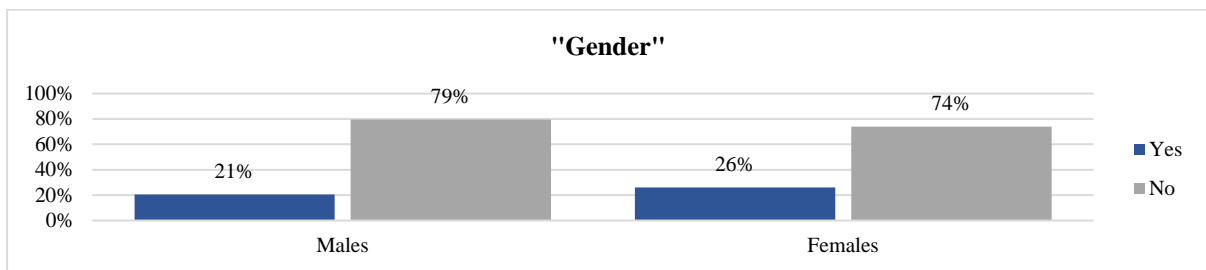


Figure B9. Results from the question “Are you currently certified by Eldrimner Mathantverk?”, by variable “Gender”.

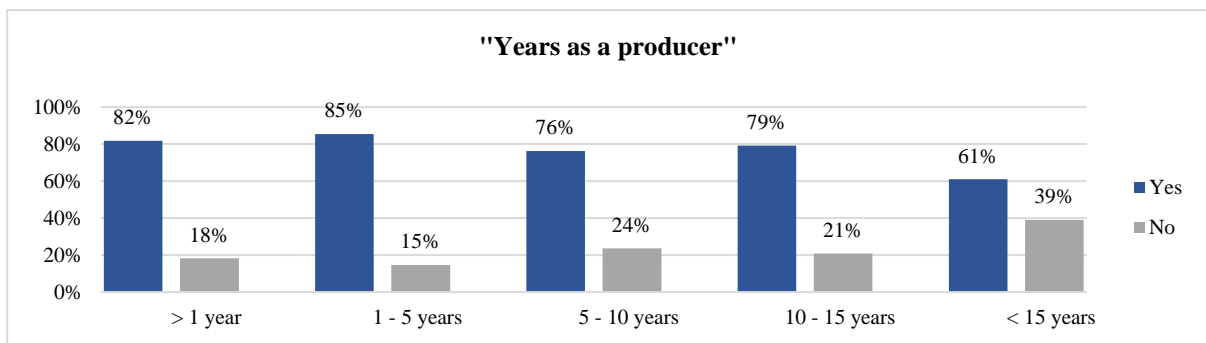


Figure B10. Results from the question “During the past year, I have participated in activities with other artisan food producers”, by variable “Years as a producer”.

Appendix 5: Results from analysis of background variables

Statistical analysis of background variable “Gender”

Mean and median scores by analysis of background variable “Gender”, and results on overall Mann-Whitney U analyses.

(SD = Standard Deviation, IQR = Inter Quartile Range)

	Mean (SD)	Median (IQR)	Mean Rank	Mann-Whitney U	Standardized Test Statistic	P-value (2-sided test)	Sig.
Q9 - How would you assess your current knowledge about <i>Eldrimner</i> ?							
Male (n = 146)	3.27 (0.936)	3.00 (1)	197.11				
Female (n = 276)	3.45 (1.003)	4.00 (1)	219.11	18 047.00	-1.848	0.65	No
Q10* - Have you participated in events or activities organised by <i>Eldrimner</i> ?							
Male (n = 146)	0.47 (0.501)	0.00 (1)					
Female (n = 276)	0.33 (0.472)	0.00 (1)					
Q11** - In what events or activities have you participated?							
Q12* - Have you received advice from <i>Eldrimner</i> ?							
Male (n = 146)	1.73 (0.448)	2.00 (1)					
Female (n = 276)	1.57 (0.496)	2.00 (1)					
Q13* - Before you read the cover letter, did you know about <i>Eldrimner Mathantverk</i> ?							
Male (n = 146)	0.49 (0.502)	0.00 (1)					
Female (n = 276)	0.22 (0.416)	0.00 (0)					
Q14 - How many producers do you think currently are certified by <i>Eldrimner Mathantverk</i> ?							
Male (n = 146)	2.89 (1.303)	3.00 (2)	223.25				
Female (n = 276)	2.69 (1.286)	2.00 (2)	205.28	18 432.00	-1.484	0.138	No
Q15 - In general, the customers' knowledge and awareness about artisan foods is limited.							
Male (n = 146)	3.37 (0.805)	3.00 (1)	217.13				
Female (n = 276)	3.30 (0.853)	3.00 (1)	208.52	19 326.00	-0.756	0.450	No
Q16 - Artisan produced food items have qualities that are hard to evaluate before consumption.							
Male (n = 146)	3.23 (0.930)	3.00 (1)	220.25				
Female (n = 276)	3.15 (0.842)	3.00 (1)	206.87	18 871.00	-1.172	0.241	No
Q17 - In general, the customers recognise an added value from products that are artisan produced.							
Male (n = 146)	3.88 (0.796)	4.00 (1)	204.89				
Female (n = 276)	3.95 (0.704)	4.00 (0)	215.00	19 183.00	-0.892	0.373	No
Q18 - The customers are in general willing to pay a higher price for products that are artisan produced.							
Male (n = 146)	3.59 (0.836)	4.00 (1)	205.62				
Female (n = 276)	3.67 (0.764)	4.00 (1)	214.61	19 289.00	-0.778	0.436	No
Q19 - The customers consider my products to be substitutable with those of other producers.							
Male (n = 146)	2.46 (0.948)	2.00 (1)	221.58				
Female (n = 276)	2.33 (0.859)	2.00 (1)	206.17	18 677.00	-1.306	0.192	No
Q20 - When the knowledge and awareness about artisan foods increases, the customers will buy more such products.							
Male (n = 146)	3.77 (0.734)	4.00 (1)	207.74				
Female (n = 276)	3.82 (0.746)	4.00 (1)	213.49	19 599.00	-0.502	0.616	No
Q21 - If the customers know that a product is artisan produced, the artisan food producers' sales volumes will increase.							
Male (n = 146)	3.51 (0.754)	4.00 (1)	213.50				
Female (n = 276)	3.51 (0.751)	3.00 (1)	210.44	19 855.50	-0.268	0.789	No
Q22** - Why do you think customers buy artisan produced food items?							
Q23 - Customers are in general aware of <i>Eldrimner Mathantverk</i> .							
Male (n = 146)	1.62 (0.697)	1.50 (1)	203.99				

Female (n = 276)	1.66 (0.637)	2.00 (1)	215.47	19 051.00	-1.021	0.307	No
Q24 - <i>Eldrimner Mathantverk</i> has a good reputation among customers.							
Male (n = 146)	2.91 (1.017)	3.00 (2)	205.58				
Female (n = 276)	3.02 (1.002)	3.00 (2)	214.63	19 283.00	-0.763	0.446	No
Q25 - When buying a product labelled with <i>Eldrimner Mathantverk</i> , the customer can always be sure that the product is artisan produced.							
Male (n = 146)	3.96 (0.878)	4.00 (1)	190.66				Yes
Female (n = 276)	4.20 (0.791)	4.00 (1)	222.52	17 106.00	-2.774	0.006	Yes
Q26 - Customers with previous experience from products labelled with <i>Eldrimner Mathantverk</i> , are likely to purchase other products with the same label again.							
Male (n = 146)	3.64 (0.894)	4.00 (1)	203.47				
Female (n = 276)	3.78 (0.753)	4.00 (1)	215.75	18 975.00	-1.083	0.279	No
Q27 - <i>Eldrimner Mathantverk</i> is a good source of information about artisan food production.							
Male (n = 146)	3.64 (0.870)	4.00 (1)	196.53				Yes
Female (n = 276)	3.80 (0.840)	4.00 (1)	219.42	17 962.00	-1.975	0.048	Yes
Q28 - <i>Eldrimner Mathantverk</i> facilitates the promotion of artisan produced food items.							
Male (n = 146)	3.28 (0.877)	3.00 (1)	200.24				
Female (n = 276)	3.41 (0.896)	3.00 (1)	217.46	18 503.50	-1.470	0.141	No
Q29 - <i>Eldrimner Mathantverk</i> strengthens the relationship between the artisan food producer and the customer.							
Male (n = 146)	3.30 (0.842)	3.00 (1)	210.91				
Female (n = 276)	3.33 (0.871)	3.00 (1)	211.81	20 062.00	-0.77	0.938	No
Q30 - <i>Eldrimner Mathantverk</i> contributes to an increased profitability for the artisan food producers.							
Male (n = 146)	2.94 (0.865)	3.00 (1)	207.46				
Female (n = 276)	3.00 (0.861)	3.00 (0)	213.64	19 557.50	-0.544	0.586	No
Q31 - The criteria that regulates <i>Eldrimner Mathantverk</i> constitutes a good indicator for the qualities that is representative for artisan food production.							
Male (n = 146)	3.44 (0.838)	3.00 (1)	190.45				Yes
Female (n = 276)	3.69 (0.843)	4.00 (1)	222.63	17 075.00	-2.772	0.006	Yes
Q32 - The producers' investments in <i>Eldrimner Mathantverk</i> generates a value to their businesses.							
Male (n = 146)	3.15 (0.782)	3.00 (1)	203.54				
Female (n = 276)	3.25 (0.790)	3.00 (1)	215.71	18 986.00	-1.077	0.281	No
Q33 - The certification <i>Eldrimner Mathantverk</i> is important for the future development of artisan food production.							
Male (n = 146)	3.20 (0.966)	3.00 (1)	199.02				
Female (n = 276)	3.35 (0.962)	3.00 (1)	218.10	18 326.00	-1.620	0.105	No
Q34 - I trust that the producers that are certified follows the criteria of <i>Eldrimner Mathantverk</i> .							
Male (n = 146)	3.92 (0.738)	4.00 (0)	188.55				Yes
Female (n = 276)	4.14 (0.783)	4.00 (1)	223.64	16 798.00	-3.088	0.002	Yes
Q35 - My decision to participate in <i>Eldrimner Mathantverk</i> is affected by which other producers that are certified by the collective brand.							
Male (n = 146)	2.50 (1.084)	3.00 (1)	222.80				
Female (n = 276)	2.34 (1.141)	2.00 (2)	205.52	18 498.50	-1.433	0.152	No
Q36 - In order to protect <i>Eldrimner Mathantverk</i> from misuse, it is important with regular controls of the producers.							
Male (n = 146)	3.70 (0.964)	4.00 (1)	215.90				
Female (n = 276)	3.64 (1.037)	4.00 (1)	209.17	19 506.00	-0.567	0.571	No
Q37 - Certified producers that do not follow the criteria will be detected and excluded from the use of <i>Eldrimner Mathantverk</i> .							
Male (n = 146)	3.92 (0.933)	4.00 (2)	215.43				
Female (n = 276)	3.87 (0.935)	4.00 (2)	209.42	19 573.50	-0.508	0.611	No
Q38 - I have a good relationship to other artisan food producers.							
Male (n = 146)	3.89 (0.976)	4.00 (2)	192.89				Yes
Female (n = 276)	4.13 (0.887)	4.00 (1)	221.35	17 430.50	-2.431	0.015	Yes
Q39 - My role as an artisan food producer is important for my self-conception.							

Male (n = 146)	3.65 (1.048)	4.00 (1)	200.42				
Female (n = 276)	3.83 (0.923)	4.00 (1)	217.36	18 530.50	-1.439	0.150	No
Q40 - I am willing to share my knowledge about artisan food production to other producers.							
Male (n = 146)	3.92 (0.914)	4.00 (2)	193.20				
Female (n = 276)	4.15 (0.757)	4.00 (1)	221.18	17 476.00	-2.399	0.016	Yes
Q41 - I experience a strong competition among artisan food producers.							
Male (n = 146)	2.33 (0.933)	2.00 (1)	242.86				
Female (n = 276)	1.95 (0.836)	2.00 (1)	194.91	15 569.00	-4.077	0.000	Yes
Q42* - During the past year, I have participated in activities with other artisan food producers.							
Male (n = 146)	0.32 (0.469)	0.00 (1)					
Female (n = 276)	0.15 (0.397)	0.00 (0)					

* Dependent variable is not continuous, no Kruskal-Wallis test was made.

** Multi-response question, no Kruskal-Wallis test was made.

Statistical analysis of background variable “Current certification by *Eldrimner Mathantverk*”

Mean and median scores by analysis of background variable “Current certification by *Eldrimner Mathantverk*”, and results on overall Mann-Whitney U analyses.

(SD = Standard Deviation, IQR = Inter Quartile Range)

	Mean (SD)	Median (IQR)	Mean Rank	Mann-Whitney U	Standardized Test Statistic	P-value (2-sided test)	Sig.
Q9 - How would you assess your current knowledge about <i>Eldrimner</i> ?							
Certified (n = 102)	3.80 (0.944)	4.00 (1)	261.95				
Not certified (n = 320)	3.26 (0.959)	3.00 (1)	195.42	11 174.00	-5.030	0.000	Yes
Q10* - Have you participated in events or activities organised by <i>Eldrimner</i> ?							
Certified (n = 102)	0.28 (0.453)	0.00 (1)					
Not certified (n = 320)	0.41 (0.492)	0.00 (1)					
Q11** - In what events or activities have you participated?							
Q12* - Have you received advice from <i>Eldrimner</i> ?							
Certified (n = 102)	1.44 (0.499)	1.00 (1)					
Not certified (n = 320)	1.68 (0.465)	2.00 (1)					
Q13* - Before you read the cover letter, did you know about <i>Eldrimner Mathantverk</i> ?							
Certified (n = 102)	0.08 (0.270)	0.00 (0)					
Not certified (n = 320)	0.33 (0.488)	0.00 (1)					
Q14 - How many producers do you think currently are certified by <i>Eldrimner Mathantverk</i> ?							
Certified (n = 102)	3.01 (1.278)	3.00 (2)	236.11				
Not certified (n = 320)	2.68 (1.291)	2.00 (2)	203.65	13 809.50	-2.412	0.016	Yes
Q15 - In general, the customers' knowledge and awareness about artisan foods is limited.							
Certified (n = 102)	3.42 (0.814)	3.00 (1)	223.30				
Not certified (n = 320)	3.29 (0.842)	3.00 (1)	207.74	15 116.00	-1.230	0.219	No
Q16 - Artisan produced food items have qualities that are hard to evaluate before consumption.							
Certified (n = 102)	3.09 (0.913)	3.00 (1)	202.84				
Not certified (n = 320)	3.20 (0.860)	3.00 (1)	214.26	17 203.50	0.901	0.367	No
Q17 - In general, the customers recognise an added value from products that are artisan produced.							
Certified (n = 102)	3.91 (0.719)	4.00 (0)	209.47				
Not certified (n = 320)	3.93 (0.744)	4.00 (1)	212.15	16 527.50	0.213	0.831	No
Q18 - The customers are in general willing to pay a higher price for products that are artisan produced.							
Certified (n = 102)	3.58 (0.750)	3.00 (1)	198.76				
Not certified (n = 320)	3.67 (0.820)	4.00 (1)	215.56	17 619.50	1.308	0.191	No
Q19 - The customers consider my products to be substitutable with those of other producers.							

Certified (n = 102)	2.36 (0.865)	2.00 (1)	210.31					
Not certified (n = 320)	2.38 (0.901)	2.00 (1)	211.88	16 441.00	0.119	0.905	No	
Q20 - When the knowledge and awareness about artisan foods increases, the customers will buy more such products.								
Certified (n = 102)	4.01 (0.696)	4.00 (0)	241.96					Yes
Not certified (n = 320)	3.73 (0.744)	4.00 (1)	201.79	13 213.50	-3.155	0.002	Yes	
Q21 - If the customers know that a product is artisan produced, the artisan food producers' sales volumes will increase.								
Certified (n = 102)	3.66 (0.711)	4.00 (1)	231.31					Yes
Not certified (n = 320)	3.46 (0.759)	3.00 (1)	205.18	14 299.00	-2.055	0.040	Yes	
Q22** - Why do you think customers buy artisan produced food items?								
Q23 - Customers are in general aware of <i>Eldrimner Mathantverk</i> .								
Certified (n = 102)	1.68 (0.616)	2.00 (1)	218.86					
Not certified (n = 320)	1.64 (0.672)	2.00 (1)	209.15	15 569.50	-0.776	0.438	No	
Q24 - <i>Eldrimner Mathantverk</i> has a good reputation among customers.								
Certified (n = 102)	3.17 (0.913)	3.00 (1)	232.84					Yes
Not certified (n = 320)	2.93 (1.030)	3.00 (2)	204.70	14 143.00	-2.132	0.033	Yes	
Q25 - When buying a product labelled with <i>Eldrimner Mathantverk</i> , the customer can always be sure that the product is artisan produced.								
Certified (n = 102)	4.28 (0.750)	4.00 (1)	234.92					Yes
Not certified (n = 320)	4.06 (0.847)	4.00 (1)	204.04	13 931.50	-2.420	0.016	Yes	
Q26 - Customers with previous experience from products labelled with <i>Eldrimner Mathantverk</i> , are likely to purchase other products with the same label again.								
Certified (n = 102)	3.74 (0.717)	4.00 (1)	211.51					
Not certified (n = 320)	3.73 (0.834)	4.00 (1)	211.50	16 318.50	-0.002	0.999	No	
Q27 - <i>Eldrimner Mathantverk</i> is a good source of information about artisan food production.								
Certified (n = 102)	3.95 (0.788)	4.00 (1)	238.32					Yes
Not certified (n = 320)	3.68 (0.788)	4.00 (1)	202.95	13 584.50	-2.746	0.006	Yes	
Q28 - <i>Eldrimner Mathantverk</i> facilitates the promotion of artisan produced food items.								
Certified (n = 102)	3.50 (0.841)	4.00 (1)	228.30					
Not certified (n = 320)	3.33 (0.903)	3.00 (1)	206.15	14 606.50	-1.702	0.089	No	
Q29 - <i>Eldrimner Mathantverk</i> strengthens the relationship between the artisan food producer and the customer.								
Certified (n = 102)	3.40 (0.870)	3.00 (1)	223.86					
Not certified (n = 320)	3.29 (0.856)	3.00 (1)	207.56	15 059.50	-1.262	0.207	No	
Q30 - <i>Eldrimner Mathantverk</i> contributes to an increased profitability for the artisan food producers.								
Certified (n = 102)	3.00 (0.890)	3.00 (0)	214.29					
Not certified (n = 320)	2.97 (0.854)	3.00 (0)	210.61	16035.50	-0.291	0.771	No	
Q31 - The criteria that regulates <i>Eldrimner Mathantverk</i> constitutes a good indicator for the qualities that is representative for artisan food production.								
Certified (n = 102)	3.86 (0.821)	4.00 (1)	247.08					Yes
Not certified (n = 320)	3.52 (0.841)	4.00 (1)	200.16	12 691.00	-3.637	0.000	Yes	
Q32 - The producers' investments in <i>Eldrimner Mathantverk</i> generates a value to their businesses.								
Certified (n = 102)	3.38 (0.809)	3.00 (1)	238.84					Yes
Not certified (n = 320)	3.16 (0.775)	3.00 (1)	202.78	13 531.00	-2.872	0.004	Yes	
Q33 - The certification <i>Eldrimner Mathantverk</i> is important for the future development of artisan food production.								
Certified (n = 102)	3.59 (0.958)	4.00 (1)	250.18					Yes
Not certified (n = 320)	3.20 (0.950)	3.00 (1)	199.17	12 375.00	-3.896	0.000	Yes	
Q34 - I trust that the producers that are certified follows the criteria of <i>Eldrimner Mathantverk</i> .								
Certified (n = 102)	4.30 (0.672)	4.00 (1)	246.82					Yes
Not certified (n = 320)	3.98 (0.790)	4.00 (0)	200.24	12 717.00	-3.690	0.000	Yes	
Q35 - My decision to participate in <i>Eldrimner Mathantverk</i> is affected by which other producers that are certified by the collective brand.								
Certified (n = 102)	2.53 (1.175)	3.00 (2)	224.59					

Not certified (<i>n</i> = 320)	2.36 (1.105)	2.00 (2)	207.33	14 985.00	-1.289	0.197	No
Q36 - In order to protect <i>Eldrimner Mathantverk</i> from misuse, it is important with regular controls of the producers.							
Certified (<i>n</i> = 102)	3.49 (1.041)	4.00 (1)	191.79				Yes
Not certified (<i>n</i> = 320)	3.71 (0.998)	4.00 (1)	217.78	14 310.00	-1.971	0.049	Yes
Q37 - Certified producers that do not follow the criteria will be detected and excluded from the use of <i>Eldrimner Mathantverk</i> .							
Certified (<i>n</i> = 102)	4.05 (0.883)	4.00 (2)	229.97				
Not certified (<i>n</i> = 320)	3.84 (0.945)	4.00 (2)	205.61	14 436.50	-1.852	0.064	No
Q38 - I have a good relationship to other artisan food producers.							
Certified (<i>n</i> = 102)	4.31 (0.796)	4.00 (1)	245.49				Yes
Not certified (<i>n</i> = 320)	3.96 (0.948)	4.00 (2)	200.67	12 853.50	-3.445	0.001	Yes
Q39 - My role as an artisan food producer is important for my self-conception.							
Certified (<i>n</i> = 102)	4.03 (0.751)	4.00 (1)	239.86				Yes
Not certified (<i>n</i> = 320)	3.69 (1.018)	4.00 (1)	202.46	13 427.50	-2.860	0.004	Yes
Q40 - I am willing to share my knowledge about artisan food production to other producers.							
Certified (<i>n</i> = 102)	4.28 (0.709)	4.00 (1)	239.68				Yes
Not certified (<i>n</i> = 320)	4.00 (0.844)	4.00 (2)	202.52	13 446.00	-2.867	0.004	Yes
Q41 - I experience a strong competition among artisan food producers.							
Certified (<i>n</i> = 102)	1.95 (0.813)	2.00 (1)	196.37				
Not certified (<i>n</i> = 320)	2.12 (0.909)	2.00 (2)	216.32	14 777.00	-1.527	0.127	No
Q42* - During the past year, I have participated in activities with other artisan food producers.							
Certified (<i>n</i> = 102)	0.15 (0.356)	0.00 (0)					
Not certified (<i>n</i> = 320)	0.27 (0.444)	0.00 (1)					

* Dependent variable is not continuous, no Kruskal-Wallis test was made.

** Multi-response question, no Kruskal-Wallis test was made.

Statistical analysis of background variable “Number of employees”

Mean and median scores by analysis of background variable “Number of employees”, and results on overall Kruskal-Wallis analysis.

(SD = Standard Deviation, IQR = Inter Quartile Range)

	Mean (SD)	Median (IQR)	Mean Ranks	Kruskal-Wallis, X ²	df	Asymp. Sig.	Sig.	Post-Hoc test
Q9 - How would you assess your current knowledge about <i>Eldrimner</i> ?								
< 1 full-time employee (<i>n</i> = 221)	3.39 (0.960)	3.00 (1)	211.65					
1 full-time employee (<i>n</i> = 86)	3.64 (0.919)	4.00 (1)	240.69					
2 full-time employees (<i>n</i> = 45)	3.31 (0.900)	3.00 (1)	199.12					
3 full-time employees (<i>n</i> = 18)	3.17 (1.200)	3.00 (2)	192.33					
> 3 full-time employees (<i>n</i> = 52)	3.12 (1.096)	3.00 (2)	179.93	10.245	4	0.036	Yes	1 employee > < 1 employee = > 3 employees
Q10* - Have you participated in events or activities organised by <i>Eldrimner</i> ?								
< 1 full-time employee (<i>n</i> = 221)	0.36 (0.480)	0.00 (1)						
1 full-time employee (<i>n</i> = 86)	0.34 (0.476)	0.00 (1)						
2 full-time employees (<i>n</i> = 45)	0.40 (0.495)	0.00 (1)						
3 full-time employees (<i>n</i> = 18)	0.44 (0.511)	0.00 (1)						
> 3 full-time employees (<i>n</i> = 52)	0.50 (0.505)	0.50 (1)						
Q11** - In what events or activities have you participated?								
Q12* - Have you received advice from <i>Eldrimner</i> ?								
< 1 full-time employee (<i>n</i> = 221)	0.61 (0.489)	1.00 (1)						
1 full-time employee (<i>n</i> = 86)	0.58 (0.496)	1.00 (1)						
2 full-time employees (<i>n</i> = 45)	0.64 (0.484)	1.00 (1)						
3 full-time employees (<i>n</i> = 18)	0.50 (0.514)	0.50 (1)						
> 3 full-time employees (<i>n</i> = 52)	0.79 (0.412)	1.00 (0)						

Q13* - Before you read the cover letter, did you know about <i>Eldrimner Mathantverk</i> ?								
< 1 full-time employee (n = 221)	0.32 (0.468)	0.00 (1)						
1 full-time employee (n = 86)	0.21 (0.409)	0.00 (0)						
2 full-time employees (n = 45)	0.31 (0.468)	0.00 (1)						
3 full-time employees (n = 18)	0.44 (0.511)	0.00 (1)						
> 3 full-time employees (n = 52)	0.40 (0.495)	0.00 (1)						
Q14 - How many producers do you think currently are certified by <i>Eldrimner Mathantverk</i> ?								
< 1 full-time employee (n = 221)	2.85 (1.328)	3.00 (2)	219.27					
1 full-time employee (n = 86)	2.85 (1.223)	3.00 (2)	221.55					
2 full-time employees (n = 45)	2.40 (1.232)	2.00 (2)	177.59					
3 full-time employees (n = 18)	2.56 (0.922)	2.50 (1)	199.97					
> 3 full-time employees (n = 52)	2.62 (1.388)	2.00 (2)	195.18	6.426	4	0.169	No	
Q15 - In general, the customers' knowledge and awareness about artisan foods is limited.								
< 1 full-time employee (n = 221)	3.28 (0.827)	3.00 (1)	203.23					
1 full-time employee (n = 86)	3.28 (0.792)	3.00 (1)	207.66					
2 full-time employees (n = 45)	3.71 (0.757)	4.00 (1)	263.8					
3 full-time employees (n = 18)	3.44 (0.922)	3.00 (1)	221.08					
> 3 full-time employees (n = 52)	3.21 (0.915)	3.00 (1)	204.4	11.611	4	0.020	Yes	2 employees > < 1 employee = 1 employee = > 3 employees
Q16 - Artisan produced food items have qualities that are hard to evaluate before consumption.								
< 1 full-time employee (n = 221)	3.11 (0.859)	3.00 (1)	202.95					
1 full-time employee (n = 86)	3.20 (0.931)	3.00 (1)	219.06					
2 full-time employees (n = 45)	3.42 (0.753)	3.00 (1)	241.4					
3 full-time employees (n = 18)	3.50 (1.043)	3.00 (1)	243.89					
> 3 full-time employees (n = 52)	3.08 (0.837)	3.00 (1)	198.25	7.189	4	0.126	No	
Q17 - In general, the customers recognise an added value from products that are artisan produced.								
< 1 full-time employee (n = 221)	3.94 (0.754)	4.00 (1)	213.29					
1 full-time employee (n = 86)	3.87 (0.682)	4.00 (1)	201.23					
2 full-time employees (n = 45)	3.91 (0.763)	4.00 (1)	208.4					
3 full-time employees (n = 18)	4.22 (0.548)	4.00 (1)	256.11					
> 3 full-time employees (n = 52)	3.88 (0.784)	4.00 (1)	208.11	3.802	4	0.434	No	
Q18 - The customers are in general willing to pay a higher price for products that are artisan produced.								
< 1 full-time employee (n = 221)	3.64 (0.800)	4.00 (1)	211.92					
1 full-time employee (n = 86)	3.53 (0.715)	4.00 (1)	196.98					
2 full-time employees (n = 45)	3.80 (0.757)	4.00 (1)	232.57					
3 full-time employees (n = 18)	3.72 (0.895)	3.00 (2)	211.81					
> 3 full-time employees (n = 52)	3.67 (0.857)	4.00 (1)	215.39	3.053	4	0.549	No	
Q19 - The customers consider my products to be substitutable with those of other producers.								
< 1 full-time employee (n = 221)	2.33 (0.897)	2.00 (1)	205.99					
1 full-time employee (n = 86)	2.33 (0.900)	2.00 (1)	203.07					
2 full-time employees (n = 45)	2.56 (0.918)	3.00 (1)	236.97					
3 full-time employees (n = 18)	2.50 (0.924)	3.00 (1)	230.44					
> 3 full-time employees (n = 52)	2.44 (0.826)	2.00 (1)	220.27	3.949	4	0.413	No	
Q20 - When the knowledge and awareness about artisan foods increases, the customers will buy more such products.								
< 1 full-time employee (n = 221)	3.82 (0.710)	4.00 (1)	213.28					
1 full-time employee (n = 86)	3.76 (0.685)	4.00 (1)	203.38					
2 full-time employees (n = 45)	3.84 (0.824)	4.00 (1)	218.84					
3 full-time employees (n = 18)	3.89 (0.900)	4.00 (2)	225.81					
> 3 full-time employees (n = 52)	3.73 (0.843)	4.00 (1)	206.08	1.118	4	0.891	No	

Q21 - If the customers know that a product is artisan produced, the artisan food producers' sales volumes will increase.							
< 1 full-time employee (n = 221)	3.53 (0.742)	3.00 (1)	214.19				
1 full-time employee (n = 86)	3.45 (0.663)	3.00 (1)	203.78				
2 full-time employees (n = 45)	3.53 (0.726)	4.00 (1)	216.43				
3 full-time employees (n = 18)	3.72 (0.752)	4.00 (1)	237.89				
> 3 full-time employees (n = 52)	3.40 (0.934)	3.00 (1)	199.4	2.236	4	0.692	No
Q22** - Why do you think customers buy artisan produced food items?							
Q23 - Customers are in general aware of <i>Eldrimner Mathantverk</i> .							
< 1 full-time employee (n = 221)	1.71 (0.686)	2.00 (1)	221.33				Yes
1 full-time employee (n = 86)	1.70 (0.634)	2.00 (1)	221.99				
2 full-time employees (n = 45)	1.44 (0.624)	1.00 (1)	175.51				
3 full-time employees (n = 18)	1.44 (0.616)	1.00 (1)	176.36				
> 3 full-time employees (n = 52)	1.54 (0.576)	1.50 (1)	195.67	10.291	4	0.036	
Q24 - <i>Eldrimner Mathantverk</i> has a good reputation among customers.							
< 1 full-time employee (n = 221)	3.09 (0.976)	3.00 (2)	221.82				
1 full-time employee (n = 86)	3.00 (1.006)	3.00 (2)	212.2				
2 full-time employees (n = 45)	2.76 (1.090)	3.00 (2)	192.04				
3 full-time employees (n = 18)	2.72 (1.074)	3.00 (2)	187.08				
> 3 full-time employees (n = 52)	2.81 (1.011)	3.00 (1)	191.75	5.317	4	0.256	No
Q25 - When buying a product labelled with <i>Eldrimner Mathantverk</i> , the customer can always be sure that the product is artisan produced.							
< 1 full-time employee (n = 221)	4.12 (0.887)	4.00 (1)	214.4				
1 full-time employee (n = 86)	4.09 (0.713)	4.00 (1)	202.79				
2 full-time employees (n = 45)	4.11 (0.832)	4.00 (1)	211.66				
3 full-time employees (n = 18)	4.22 (0.732)	4.00 (1)	222.14				
> 3 full-time employees (n = 52)	4.12 (0.808)	4.00 (1)	209.74	0.840	4	0.933	No
Q26 - Customers with previous experience from products labelled with <i>Eldrimner Mathantverk</i> , are likely to purchase other products with the same label again.							
< 1 full-time employee (n = 221)	3.81 (0.751)	4.00 (1)	221.8				
1 full-time employee (n = 86)	3.69 (0.724)	4.00 (1)	202.63				
2 full-time employees (n = 45)	3.62 (1.029)	4.00 (1)	209.46				
3 full-time employees (n = 18)	3.72 (0.752)	4.00 (1)	201.14				
> 3 full-time employees (n = 52)	3.54 (0.939)	4.00 (1)	187.75	5.014	4	0.286	No
Q27 - <i>Eldrimner Mathantverk</i> is a good source of information about artisan food production.							
< 1 full-time employee (n = 221)	3.84 (0.796)	4.00 (1)	222.4				
1 full-time employee (n = 86)	3.67 (0.789)	4.00 (1)	201.93				
2 full-time employees (n = 45)	3.76 (1.048)	4.00 (1)	222.81				
3 full-time employees (n = 18)	3.56 (1.042)	3.00 (1)	185.08				
> 3 full-time employees (n = 52)	3.50 (0.897)	4.00 (1)	180.36	8.019	4	0.091	No
Q28 - <i>Eldrimner Mathantverk</i> facilitates the promotion of artisan produced food items.							
< 1 full-time employee (n = 221)	3.47 (0.866)	4.00 (1)	224.94				Yes
1 full-time employee (n = 86)	3.37 (0.908)	3.00 (1)	212.12				
2 full-time employees (n = 45)	3.13 (0.894)	3.00 (1)	181.9				
3 full-time employees (n = 18)	3.39 (1.037)	3.00 (1)	212.03				
> 3 full-time employees (n = 52)	3.12 (0.855)	3.00 (1)	178.78	10.310	4	0.036	
Q29 - <i>Eldrimner Mathantverk</i> strengthens the relationship between the artisan food producer and the customer.							
< 1 full-time employee (n = 221)	3.46 (0.800)	3.00 (1)	229.73				Yes
1 full-time employee (n = 86)	3.24 (0.880)	3.00 (1)	203.26				
2 full-time employees (n = 45)	2.89 (0.935)	3.00 (1)	158.1				

3 full-time employees (n = 18)	3.33 (0.970)	3.00 (1)	212.11										
> 3 full-time employees (n = 52)	3.19 (0.841)	3.00 (1)	193.63	17.382	4	0.002	Yes						
Q30 - <i>Eldrimner Mathantverk</i> contributes to an increased profitability for the artisan food producers.													
< 1 full-time employee (n = 221)	3.09 (0.815)	3.00 (1)	226.14										< 1 employee > 2 employees = > 3 employees
1 full-time employee (n = 86)	2.99 (0.901)	3.00 (1)	215.16										
2 full-time employees (n = 45)	2.62 (0.912)	3.00 (1)	167.16										
3 full-time employees (n = 18)	2.89 (0.963)	3.00 (1)	196.36										1 employee > 2 employees
> 3 full-time employees (n = 52)	2.83 (0.834)	3.00 (1)	186.87	14.017	4	0.007	Yes						
Q31 - The criteria that regulates <i>Eldrimner Mathantverk</i> constitutes a good indicator for the qualities that is representative for artisan food production.													
< 1 full-time employee (n = 221)	3.68 (0.751)	4.00 (1)	220.43										
1 full-time employee (n = 86)	3.51 (0.904)	4.00 (1)	203.97										
2 full-time employees (n = 45)	3.49 (1.036)	3.00 (1)	198.71										
3 full-time employees (n = 18)	3.78 (0.878)	3.50 (2)	224.81										
> 3 full-time employees (n = 52)	3.46 (0.939)	3.00 (1)	192.45	4.035	4	0.401	No						
Q32 - The producers' investments in <i>Eldrimner Mathantverk</i> generates a value to their businesses.													
< 1 full-time employee (n = 221)	3.25 (0.738)	3.00 (1)	215.44										
1 full-time employee (n = 86)	3.23 (0.821)	3.00 (1)	215.67										
2 full-time employees (n = 45)	3.11 (0.910)	3.00 (1)	202.94										
3 full-time employees (n = 18)	3.06 (0.802)	3.00 (1)	180.64										
> 3 full-time employees (n = 52)	3.17 (0.834)	3.00 (1)	205.95	2.212	4	0.697	No						
Q33 - The certification <i>Eldrimner Mathantverk</i> is important for the future development of artisan food production.													
< 1 full-time employee (n = 221)	3.44 (0.880)	3.00 (1)	226.37										
1 full-time employee (n = 86)	3.29 (0.906)	3.00 (1)	211.51										
2 full-time employees (n = 45)	3.04 (1.167)	3.00 (2)	186.08										
3 full-time employees (n = 18)	3.06 (1.110)	3.00 (2)	181.17										
> 3 full-time employees (n = 52)	3.00 (1.066)	3.00 (2)	180.8	10.827	4	0.029	Yes						< 1 employee > 2 employees = > 3 employees
Q34 - I trust that the producers that are certified follows the criteria of <i>Eldrimner Mathantverk</i> .													
< 1 full-time employee (n = 221)	4.14 (0.724)	4.00 (1)	222.43										
1 full-time employee (n = 86)	4.07 (0.764)	4.00 (1)	212.48										
2 full-time employees (n = 45)	3.98 (0.866)	4.00 (1)	202.57										
3 full-time employees (n = 18)	4.11 (0.758)	4.00 (1)	215.78										
> 3 full-time employees (n = 52)	3.75 (0.860)	4.00 (1)	169.66	9.854	4	0.043	Yes						< 1 employee = 1 employee > > 3 employees
Q35 - My decision to participate in <i>Eldrimner Mathantverk</i> is affected by which other producers that are certified by the collective brand.													
< 1 full-time employee (n = 221)	2.43 (1.117)	3.00 (2)	215.77										
1 full-time employee (n = 86)	2.37 (1.085)	2.00 (2)	209.73										
2 full-time employees (n = 45)	2.24 (1.228)	2.00 (2)	193.7										
3 full-time employees (n = 18)	2.78 (1.437)	3.00 (3)	242.22										
> 3 full-time employees (n = 52)	2.29 (0.997)	2.00 (2)	201.03	2.974	4	0.562	No						
Q36 - In order to protect <i>Eldrimner Mathantverk</i> from misuse, it is important with regular controls of the producers.													
< 1 full-time employee (n = 221)	3.72 (0.987)	4.00 (1)	218.51										
1 full-time employee (n = 86)	3.67 (0.999)	4.00 (1)	214.77										
2 full-time employees (n = 45)	3.51 (1.079)	4.00 (1)	195.59										
3 full-time employees (n = 18)	3.06 (1.162)	3.00 (2)	143.17										
> 3 full-time employees (n = 52)	3.69 (0.981)	4.00 (1)	213.71	7.995	4	0.092	No						
Q37 - Certified producers that do not follow the criteria will be detected and excluded from the use of <i>Eldrimner Mathantverk</i> .													
< 1 full-time employee (n = 221)	3.89 (0.923)	4.00 (2)	210.92										

1 full-time employee (<i>n</i> = 86)	3.92 (0.897)	4.00 (2)	213.62					
2 full-time employees (<i>n</i> = 45)	3.80 (1.036)	4.00 (2)	203.34					
3 full-time employees (<i>n</i> = 18)	4.06 (0.873)	4.00 (2)	228.08					
> 3 full-time employees (<i>n</i> = 52)	3.87 (0.991)	4.00 (2)	211.78	0.628	4	0.960	No	
Q38 - I have a good relationship to other artisan food producers.								
< 1 full-time employee (<i>n</i> = 221)	3.99 (0.929)	4.00 (2)	204.02					
1 full-time employee (<i>n</i> = 86)	4.20 (0.931)	4.00 (1)	233.66					
2 full-time employees (<i>n</i> = 45)	4.02 (0.892)	4.00 (1)	206.26					
3 full-time employees (<i>n</i> = 18)	4.00 (1.029)	4.00 (2)	209.28					
> 3 full-time employees (<i>n</i> = 52)	4.06 (0.895)	4.00 (1)	211.93	4.273	4	0.370	No	
Q39 - My role as an artisan food producer is important for my self-conception.								
< 1 full-time employee (<i>n</i> = 221)	3.76 (0.943)	4.00 (1)	209.05					
1 full-time employee (<i>n</i> = 86)	3.90 (0.921)	4.00 (1)	226.88					
2 full-time employees (<i>n</i> = 45)	3.64 (1.048)	4.00 (1)	197.58					
3 full-time employees (<i>n</i> = 18)	3.61 (1.092)	4.00 (1)	193.25					
> 3 full-time employees (<i>n</i> = 52)	3.75 (1.064)	4.00 (1)	214.84	2.796	4	0.593	No	
Q40 - I am willing to share my knowledge about artisan food production to other producers.								
< 1 full-time employee (<i>n</i> = 221)	4.06 (0.769)	4.00 (1)	207.82					
1 full-time employee (<i>n</i> = 86)	4.17 (0.870)	4.00 (1)	227.73					
2 full-time employees (<i>n</i> = 45)	4.20 (0.786)	4.00 (1)	229.41					
3 full-time employees (<i>n</i> = 18)	3.78 (1.060)	4.00 (2)	179.39					
> 3 full-time employees (<i>n</i> = 52)	3.94 (0.873)	4.00 (2)	195.92	5.487	4	0.241	No	
Q41 - I experience a strong competition among artisan food producers.								
< 1 full-time employee (<i>n</i> = 221)	2.10 (0.907)	2.00 (2)	213.36					
1 full-time employee (<i>n</i> = 86)	2.02 (0.767)	2.00 (2)	207.97					
2 full-time employees (<i>n</i> = 45)	2.02 (0.892)	2.00 (2)	205.4					
3 full-time employees (<i>n</i> = 18)	1.61 (0.698)	1.50 (1)	150					
> 3 full-time employees (<i>n</i> = 52)	2.31 (1.001)	2.00 (1)	236.02	7.788	4	0.100	No	
Q42* - During the past year, I have participated in activities with other artisan food producers.								
< 1 full-time employee (<i>n</i> = 221)	0.23 (0.419)	0.00 (0)						
1 full-time employee (<i>n</i> = 86)	0.24 (0.432)	0.00 (0)						
2 full-time employees (<i>n</i> = 45)	0.16 (0.367)	0.00 (0)						
3 full-time employees (<i>n</i> = 18)	0.22 (0.428)	0.00 (0)						
> 3 full-time employees (<i>n</i> = 52)	0.37 (0.486)	0.00 (1)						

* Dependent variable is not continuous, no Kruskal-Wallis test was made.

** Multi-response question, no Kruskal-Wallis test was made.

Statistical analysis of background variable “Years as a producer”

Mean and median scores by analysis of background variable “Years as a producer”, and results on overall Kruskal-Wallis analysis.

(SD = Standard Deviation, IQR = Inter Quartile Range)

	Mean (SD)	Median (IQR)	Mean Ranks	Kruskal-Wallis, X^2	df	Asymp. Sig.	Sig.	Post-Hoc test
Q9 - How would you assess your current knowledge about <i>Eldrimner</i> ?								
< 1 year (<i>n</i> = 11)	3.73 (0.647)	4.00 (1)	251.91					
1 – 5 years (<i>n</i> = 144)	3.36 (0.928)	3.00 (1)	208.26					
6 – 10 years (<i>n</i> = 114)	3.18 (1.033)	3.00 (1)	209.63					
11 – 15 years (<i>n</i> = 48)	3.38 (1.044)	3.00 (1)	212.3					
> 15 years (<i>n</i> = 105)	3.43 (1.008)	3.00 (1)	213.38	1.498	4	0.827	No	
Q10* - Have you participated in events or activities organised by <i>Eldrimner</i> ?								
< 1 year (<i>n</i> = 11)	0.09 (0.302)	0.00 (0)						

1 – 5 years (<i>n</i> = 144)	0.35 (0.480)	0.00 (1)						
6 – 10 years (<i>n</i> = 114)	0.35 (0.479)	0.00 (1)						
11 – 15 years (<i>n</i> = 48)	0.40 (0.494)	0.00 (1)						
> 15 years (<i>n</i> = 105)	0.47 (0.501)	0.00 (1)						
Q11** - In what events or activities have you participated?								
Q12* - Have you received advice from <i>Eldrimner</i>?								
< 1 year (<i>n</i> = 11)	1.55 (0.522)	2.00 (1)						
1 – 5 years (<i>n</i> = 144)	1.53 (0.501)	2.00 (1)						
6 – 10 years (<i>n</i> = 114)	1.62 (0.487)	2.00 (1)						
11 – 15 years (<i>n</i> = 48)	1.71 (0.459)	2.00 (1)						
> 15 years (<i>n</i> = 105)	1.72 (0.449)	2.00 (1)						
Q13* - Before you read the cover letter, did you know about <i>Eldrimner Mathantverk</i>?								
< 1 year (<i>n</i> = 11)	0.18 (0.405)	0.00 (0)						
1 – 5 years (<i>n</i> = 144)	0.25 (0.435)	0.00 (1)						
6 – 10 years (<i>n</i> = 114)	0.31 (0.463)	0.00 (1)						
11 – 15 years (<i>n</i> = 48)	0.40 (0.494)	0.00 (1)						
> 15 years (<i>n</i> = 105)	0.38 (0.488)	0.00 (1)						
Q14 - How many producers do you think currently are certified by <i>Eldrimner Mathantverk</i>?								
< 1 year (<i>n</i> = 11)	3.09 (1.044)	3.00 (2)	249.05					
1 – 5 years (<i>n</i> = 144)	2.85 (1.322)	2.00 (2)	219.28					
6 – 10 years (<i>n</i> = 114)	2.83 (1.269)	3.00 (2)	219.42					
11 – 15 years (<i>n</i> = 48)	2.52 (1.321)	2.00 (3)	187.75					
> 15 years (<i>n</i> = 105)	2.63 (1.288)	2.00 (2)	199.15	5.315	4	0.256	No	
Q15 - In general, the customers' knowledge and awareness about artisan foods is limited.								
< 1 year (<i>n</i> = 11)	3.91 (0.539)	4.00 (0)	302.59					
1 – 5 years (<i>n</i> = 144)	3.17 (0.757)	3.00 (1)	187.38					
6 – 10 years (<i>n</i> = 114)	3.41 (0.839)	3.00 (1)	224.62					
11 – 15 years (<i>n</i> = 48)	3.40 (0.736)	3.00 (1)	221.25					
> 15 years (<i>n</i> = 105)	3.35 (0.961)	3.00 (1)	216.34	16.294	4	0.003	Yes	
Q16 - Artisan produced food items have qualities that are hard to evaluate before consumption.								
< 1 year (<i>n</i> = 11)	3.27 (0.905)	3.00 (1)	219.91					
1 – 5 years (<i>n</i> = 144)	3.05 (0.888)	3.00 (1)	198.08					
6 – 10 years (<i>n</i> = 114)	3.26 (0.776)	3.00 (1)	220.72					
11 – 15 years (<i>n</i> = 48)	3.13 (0.866)	3.00 (0)	200.85					
> 15 years (<i>n</i> = 105)	3.27 (0.943)	3.00 (1)	223.88	4.666	4	0.323	No	
Q17 - In general, the customers recognise an added value from products that are artisan produced.								
< 1 year (<i>n</i> = 11)	4.00 (0.894)	4.00 (1)	230					
1 – 5 years (<i>n</i> = 144)	3.96 (0.688)	4.00 (0)	214.46					
6 – 10 years (<i>n</i> = 114)	3.89 (0.733)	4.00 (1)	207.33					
11 – 15 years (<i>n</i> = 48)	3.85 (0.799)	4.00 (1)	203.72					
> 15 years (<i>n</i> = 105)	3.94 (0.770)	4.00 (1)	213.58	0.845	4	0.932	No	
Q18 - The customers are in general willing to pay a higher price for products that are artisan produced.								
< 1 year (<i>n</i> = 11)	3.73 (0.647)	4.00 (1)	222.77					
1 – 5 years (<i>n</i> = 144)	3.68 (0.716)	4.00 (1)	217.42					
6 – 10 years (<i>n</i> = 114)	3.61 (0.805)	4.00 (1)	205.3					
11 – 15 years (<i>n</i> = 48)	3.56 (0.848)	4.00 (1)	201.01					
> 15 years (<i>n</i> = 105)	3.67 (0.862)	4.00 (1)	213.72	1.304	4	0.861	No	
Q19 - The customers consider my products to be substitutable with those of other producers.								

< 1 year (n = 11)	2.27 (0.786)	2.00 (1)	193.14					
1 – 5 years (n = 144)	2.42 (0.807)	2.00 (1)	219.69					
6 – 10 years (n = 114)	2.39 (0.826)	2.00 (1)	213.57					
11 – 15 years (n = 48)	2.19 (0.867)	2.00 (2)	189.42					
> 15 years (n = 105)	2.39 (1.079)	2.00 (2)	210.04	2.821	4	0.588	No	
Q20 - When the knowledge and awareness about artisan foods increases, the customers will buy more such products.								
< 1 year (n = 11)	4.27 (0.647)	4.00 (1)	283.18					
1 – 5 years (n = 144)	3.81 (0.757)	4.00 (1)	213.03					
6 – 10 years (n = 114)	3.75 (0.686)	4.00 (1)	203.89					
11 – 15 years (n = 48)	3.83 (0.694)	4.00 (1)	214.25					
> 15 years (n = 105)	3.77 (0.800)	4.00 (1)	208.9	5.149	4	0.272	No	
Q21 - If the customers know that a product is artisan produced, the artisan food producers' sales volumes will increase.								
< 1 year (n = 11)	3.64 (0.674)	4.00 (1)	228.18					
1 – 5 years (n = 144)	3.60 (0.769)	4.00 (1)	225.32					
6 – 10 years (n = 114)	3.49 (0.707)	3.00 (1)	208.82					
11 – 15 years (n = 48)	3.40 (0.765)	3.00 (1)	185.17					
> 15 years (n = 105)	3.45 (0.772)	3.00 (1)	205.75	5.450	4	0.244	No	
Q22** - Why do you think customers buy artisan produced food items?								
Q23 - Customers are in general aware of <i>Eldrimner Mathantverk</i> .								
< 1 year (n = 11)	1.55 (0.688)	1.00 (1)	193					
1 – 5 years (n = 144)	1.72 (0.676)	2.00 (1)	222.78					
6 – 10 years (n = 114)	1.58 (0.608)	2.00 (1)	201.67					
11 – 15 years (n = 48)	1.63 (0.672)	2.00 (1)	206.82					
> 15 years (n = 105)	1.65 (0.679)	2.00 (1)	210.78	2.831	4	0.587	No	
Q24 - <i>Eldrimner Mathantverk</i> has a good reputation among customers.								
< 1 year (n = 11)	3.09 (1.375)	3.00 (2)	224.55					
1 – 5 years (n = 144)	3.04 (0.923)	3.00 (2)	217.47					
6 – 10 years (n = 114)	2.94 (1.016)	3.00 (2)	205.66					
11 – 15 years (n = 48)	2.90 (1.057)	3.00 (2)	201.13					
> 15 years (n = 105)	2.98 (1.056)	3.00 (2)	213.03	1.210	4	0.876	No	
Q25 - When buying a product labelled with <i>Eldrimner Mathantverk</i> , the customer can always be sure that the product is artisan produced.								
< 1 year (n = 11)	4.45 (0.688)	5.00 (1)	259.23					
1 – 5 years (n = 144)	4.17 (0.814)	4.00 (1)	219.95					
6 – 10 years (n = 114)	4.19 (0.690)	4.00 (1)	216.69					
11 – 15 years (n = 48)	4.10 (0.994)	4.00 (1)	218.47					
> 15 years (n = 105)	3.92 (0.895)	4.00 (1)	186.09	8.618	4	0.071	No	
Q26 - Customers with previous experience from products labelled with <i>Eldrimner Mathantverk</i> , are likely to purchase other products with the same label again.								
< 1 year (n = 11)	4.00 (0.632)	4.00 (0)	248.05					
1 – 5 years (n = 144)	3.78 (0.768)	4.00 (1)	218.22					
6 – 10 years (n = 114)	3.83 (0.651)	4.00 (1)	223.21					
11 – 15 years (n = 48)	3.38 (1.003)	4.00 (1)	171.59					
> 15 years (n = 105)	3.67 (0.884)	4.00 (1)	203.99	9.694	4	0.046	Yes	< 1 year = 1–5 years = 6–10 years > 11 – 15 years
Q27 - <i>Eldrimner Mathantverk</i> is a good source of information about artisan food production.								
< 1 year (n = 11)	4.09 (0.831)	4.00 (1)	265.27					
1 – 5 years (n = 144)	3.86 (0.841)	4.00 (1)	228.01					
6 – 10 years (n = 114)	3.67 (0.749)	4.00 (1)	198.89					
11 – 15 years (n = 48)	3.58 (0.942)	4.00 (1)	189.5					

> 15 years (n = 105)	3.70 (0.919)	4.00 (1)	206.96	8.931	4	0.063	No
Q28 - <i>Eldrimner Mathantverk</i> facilitates the promotion of artisan produced food items.							
< 1 year (n = 11)	3.64 (1.027)	4.00 (1)	261.27				
1 – 5 years (n = 144)	3.41 (0.927)	3.50 (1)	218.44				
6 – 10 years (n = 114)	3.38 (0.846)	3.00 (1)	212.76				
11 – 15 years (n = 48)	3.13 (0.761)	3.00 (1)	174.79				
> 15 years (n = 105)	3.38 (0.924)	3.00 (1)	212.18	7.564	4	0.109	No
Q29 - <i>Eldrimner Mathantverk</i> strengthens the relationship between the artisan food producer and the customer.							
< 1 year (n = 11)	3.36 (0.674)	3.00 (1)	220.41				
1 – 5 years (n = 144)	3.35 (0.918)	3.00 (1)	217.16				
6 – 10 years (n = 114)	3.32 (0.779)	3.00 (1)	209.75				
11 – 15 years (n = 48)	3.10 (0.928)	3.00 (1)	181.58				
> 15 years (n = 105)	3.37 (0.846)	3.00 (1)	218.38	4.167	4	0.384	No
Q30 - <i>Eldrimner Mathantverk</i> contributes to an increased profitability for the artisan food producers.							
< 1 year (n = 11)	3.18 (0.874)	3.00 (1)	250.55				
1 – 5 years (n = 144)	2.93 (0.866)	3.00 (0)	207.02				
6 – 10 years (n = 114)	3.01 (0.804)	3.00 (0)	214.61				
11 – 15 years (n = 48)	2.88 (0.937)	3.00 (1)	194.19				
> 15 years (n = 105)	3.04 (0.887)	3.00 (1)	218.1	3.225	4	0.521	No
Q31 - The criteria that regulates <i>Eldrimner Mathantverk</i> constitutes a good indicator for the qualities that is representative for artisan food production.							
< 1 year (n = 11)	3.82 (1.250)	4.00 (2)	248.86				
1 – 5 years (n = 144)	3.67 (0.836)	4.00 (1)	221.69				
6 – 10 years (n = 114)	3.68 (0.793)	4.00 (1)	220.52				
11 – 15 years (n = 48)	3.38 (0.841)	3.00 (1)	178.13				
> 15 years (n = 105)	3.51 (0.867)	4.00 (1)	199.08	8.487	4	0.075	No
Q32 - The producers' investments in <i>Eldrimner Mathantverk</i> generates a value to their businesses.							
< 1 year (n = 11)	3.27 (0.905)	3.00 (1)	232.68				
1 – 5 years (n = 144)	3.23 (0.745)	3.00 (1)	213.81				
6 – 10 years (n = 114)	3.19 (0.786)	3.00 (1)	207.42				
11 – 15 years (n = 48)	3.23 (0.857)	3.00 (1)	215.65				
> 15 years (n = 105)	3.21 (0.817)	3.00 (1)	208.65	0.762	4	0.944	No
Q33 - The certification <i>Eldrimner Mathantverk</i> is important for the future development of artisan food production.							
< 1 year (n = 11)	3.82 (0.751)	4.00 (0)	284.27				
1 – 5 years (n = 144)	3.19 (0.989)	3.00 (1)	211.22				
6 – 10 years (n = 114)	3.38 (0.935)	3.00 (1)	223.4				
11 – 15 years (n = 48)	3.23 (1.077)	3.00 (1)	204.55				
> 15 years (n = 105)	3.19 (0.921)	3.00 (1)	194.51	8.075	4	0.089	No
Q34 - I trust that the producers that are certified follows the criteria of <i>Eldrimner Mathantverk</i> .							
< 1 year (n = 11)	4.64 (0.505)	5.00 (1)	299.82				
1 – 5 years (n = 144)	4.21 (0.635)	4.00 (1)	229.69				
6 – 10 years (n = 114)	3.96 (0.769)	4.00 (0)	195.38				
11 – 15 years (n = 48)	3.98 (0.863)	4.00 (1)	202.39				
> 15 years (n = 105)	3.95 (0.881)	4.00 (2)	198.97	14.898	4	0.005	Yes
Q35 - My decision to participate in <i>Eldrimner Mathantverk</i> is affected by which other producers that are certified by the collective brand.							
< 1 year (n = 11)	2.82 (1.401)	3.00 (2)	245.32				
1 – 5 years (n = 144)	2.42 (1.100)	2.50 (2)	215.39				
6 – 10 years (n = 114)	2.53 (1.066)	3.00 (1)	226.08				

< 1 year >
1-5 years = 6-10 years =
11 – 15 years = > 15 years

1-5 years >
6-10 years = > 15 years

11 – 15 years (<i>n</i> = 48)	2.13 (1.142)	2.00 (2)	181.71					
> 15 years (<i>n</i> = 105)	2.30 (1.161)	2.00 (2)	200.41	6.812	4	0.146	No	
Q36 - In order to protect <i>Eldrimner Mathantverk</i> from misuse, it is important with regular controls of the producers.								
< 1 year (<i>n</i> = 11)	3.09 (1.300)	3.00 (2)	159.32					
1 – 5 years (<i>n</i> = 144)	3.57 (1.029)	4.00 (1)	201.14					
6 – 10 years (<i>n</i> = 114)	3.74 (0.852)	4.00 (1)	215.48					
11 – 15 years (<i>n</i> = 48)	3.71 (0.967)	4.00 (1)	216.65					
> 15 years (<i>n</i> = 105)	3.73 (1.120)	4.00 (2)	224.5	4.927	4	0.295	No	
Q37 - Certified producers that do not follow the criteria will be detected and excluded from the use of <i>Eldrimner Mathantverk</i> .								
< 1 year (<i>n</i> = 11)	3.64 (0.674)	4.00 (1)	168.95					
1 – 5 years (<i>n</i> = 144)	3.89 (0.870)	4.00 (2)	208.49					
6 – 10 years (<i>n</i> = 114)	3.91 (0.898)	4.00 (2)	213.84					
11 – 15 years (<i>n</i> = 48)	3.96 (1.031)	4.00 (2)	223.34					
> 15 years (<i>n</i> = 105)	3.87 (1.038)	4.00 (2)	212.13	2.139	4	0.710	No	
Q38 - I have a good relationship to other artisan food producers.								
< 1 year (<i>n</i> = 11)	4.36 (0.809)	5.00 (1)	251.5					
1 – 5 years (<i>n</i> = 144)	4.09 (0.860)	4.00 (1)	214.99					
6 – 10 years (<i>n</i> = 114)	4.07 (0.919)	4.00 (1)	215.18					
11 – 15 years (<i>n</i> = 48)	4.10 (0.831)	4.00 (1)	215.35					
> 15 years (<i>n</i> = 105)	3.90 (1.055)	4.00 (2)	196.76	3.395	4	0.494	No	
Q39 - My role as an artisan food producer is important for my self-conception.								
< 1 year (<i>n</i> = 11)	4.09 (0.701)	4.00 (1)	245.86					
1 – 5 years (<i>n</i> = 144)	3.78 (0.910)	4.00 (1)	211.5					
6 – 10 years (<i>n</i> = 114)	3.60 (1.037)	4.00 (1)	193.1					
11 – 15 years (<i>n</i> = 48)	4.02 (1.000)	4.00 (1)	246.52					
> 15 years (<i>n</i> = 105)	3.79 (0.968)	4.00 (2)	211.88	8.355	4	0.079	No	
Q40 - I am willing to share my knowledge about artisan food production to other producers.								
< 1 year (<i>n</i> = 11)	4.73 (0.467)	5.00 (1)	307.32					
1 – 5 years (<i>n</i> = 144)	4.13 (0.765)	4.00 (1)	217.57					
6 – 10 years (<i>n</i> = 114)	4.06 (0.834)	4.00 (1)	210.96					
11 – 15 years (<i>n</i> = 48)	4.10 (0.778)	4.00 (2)	213.38					
> 15 years (<i>n</i> = 105)	3.92 (0.895)	4.00 (2)	192.87	11.004	4	0.027	Yes	< 1 year > 1-5 years = 6-10 years = 11-15 years = > 15 years
Q41 - I experience a strong competition among artisan food producers.								
< 1 year (<i>n</i> = 11)	1.73 (0.647)	2.00 (1)	167.5					
1 – 5 years (<i>n</i> = 144)	2.04 (0.827)	2.00 (2)	208.86					
6 – 10 years (<i>n</i> = 114)	2.17 (0.892)	2.00 (1)	223.92					
11 – 15 years (<i>n</i> = 48)	2.00 (0.945)	2.00 (2)	198.21					
> 15 years (<i>n</i> = 105)	2.10 (0.960)	2.00 (2)	212.32	3.667	4	0.453	No	
Q42* - During the past year, I have participated in activities with other artisan food producers.								
< 1 year (<i>n</i> = 11)	0.18 (0.405)	0.00 (0)						
1 – 5 years (<i>n</i> = 144)	0.15 (0.354)	0.00 (0)						
6 – 10 years (<i>n</i> = 114)	0.24 (0.427)	0.00 (0)						
11 – 15 years (<i>n</i> = 48)	0.21 (0.410)	0.00 (0)						
> 15 years (<i>n</i> = 105)	0.39 (0.490)	0.00 (1)						

* Dependent variable is not continuous, no Kruskal-Wallis test was made.

** Multi-response question, no Kruskal-Wallis test was made.