



***Consumers' attitudes towards differently branded and  
processed pork products  
-A Means-End Chain analysis***

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*Consumers' attitudes towards differently branded and processed pork products*

*- A Means-End Chain analysis*

*Konsumenters attityder till olika sorters svinköttsprodukter*

*- En Means-End Chain-analys*

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# Abstract

The aim of this study is to investigate Swedish consumers' attitudes towards differently labelled cut and processed pork (branded, organically/locally produced, private branded and imported). A distinction has been made between fresh cut and processed pork to see if the result divergent.

The Means-End Chain approach was used to investigate what underlie consumer decision-making process and to identify key factors that influence buying motives. The Means-End Chain model derives the connection between the product and the meaning it plays for the consumer's life. This gives an understanding about the underlying values and objectives, which is the basis for consumers' perception of different products, in this case pork. The model suggests a hierarchical illustration of how consumers view products and services. Three levels are used: *Attributes, Consequences and Values*. An attribute corresponds to concrete characteristics of the product. A consequence describes the advantage/disadvantage that will come about due to the attribute. A value can be described as the consumer's desired end-state. The approach is applied to analysis the marketing area, to understand consumers and to provide inspiration and help to managers in their decision-making.

Soft laddering interviews have been carried out with the intention to get meaningful answers of how consumers perceive and recognize pork and to gain understanding of how the respondent associates' product attributes and consequences to their desired end-state. Soft laddering allows the respondent to use natural speech, which makes it possible to go deep into the consumers' mind and try to catch aspects that can only be visible when deeply thought about. The findings of the study show for especially fresh cut pork, that intangible quality aspects are important. Additional to product quality, such as good taste and attractive appearance, this study indicates that consumers start to value the whole process of the meat and want the pork to be environmental and animal friendly. Also health concerns were highly regarded. For the processed pork, the product is perceived to be environmentally friendly and healthy, but not to the same extent as the cut pork. The imported pork was chosen because of its low price, both in case of cut and processed pork.

**Key terms: Means-End Chain; Laddering; Product differentiating; Pork; Local; Organic; Ham; Meat**

# Sammanfattning

Syftet med studien är att undersöka svenska konsumenters attityder till olika märkningar av styckat och processat svinkött. De undersökta märkningarna är: Varumärkt kött (Scan), ekologiskt/lokalt, EMV och importerat. För att se om det finns någon skillnad har styckat och processat kött undersökts var för sig.

Means-End Chain-modellen har använts för att undersöka konsumenters underliggande beslutsprocess samt för att identifiera de nyckelfaktorer som påverkar köpbesluten. Means-End Chain-modellen presenterar kopplingarna mellan en produkt och dess betydelse för en konsuments liv. Detta skapar en förståelse för underliggande värderingar och målsättningar, vilket utgör grunden för hur en kund förnimmer en produkt, i detta fall en svinköttsprodukt. Modellen föreslår en hierarkisk illustration av hur konsumenter upplever produkter och tjänster. Det finns tre nivåer; *attribut*, *konsekvens* och *värdering*. Ett attribut svarar för en konkret beskrivning av en produkt eller tjänst. En konsekvens beskriver fördelar/nackdelar som följer av utnyttjandet av produkten eller tjänsten. En värdering kan beskrivas som en konsuments högsta åtrådda önskan. Metoden används i marknadsföringssyfte för att förstå konsumenter och bidra med inspiration för beslutsfattare.

Soft ladder intervjuer har genomförts, vilket innebär att respondenten mer eller mindre tillåts prata fritt inom vissa ramar. Detta i syfte att försöka fånga aspekter som sitter djupt rotade, för att försöka få fram betydelsefull information samt förklaringar till hur konsumenter uppfattar svinköttsprodukter. Resultatet för styckat kött visar tecken på att en trend för abstrakta kvalitéer är på uppgång. Utöver produktkvaliteter såsom god smak och ett tilltalade utseende, har det visat sig att konsumenter ofta ser till hela köttframtagningsprocessen och därmed väger in aspekter såsom miljö och djurhållning. Hälsoskäl är också tungt vägande argument för valet av denna produkt. För processat kött är trenden för miljö och hälsa skönjbar, men inte i samma utsträckning som för det styckade köttet. Importerat kött valdes på grund av det låga priset för båda grupperna.

Nyckelord: **Means-End Chain; Laddering; Produktdifferentiering; Svinkött; Lokalt; Ekologiskt; Skinka; Kött**

# Table of contents

<b>1. Introduction .....</b>	<b>- 1 -</b>
1.1 Background.....	- 1 -
1.2 Problem .....	- 2 -
1.3 Aim .....	- 2 -
1.4 Outline .....	- 2 -
<b>2 Theory and approach.....</b>	<b>- 4 -</b>
2.1 The Means-End Chain Model.....	- 4 -
2.2 Laddering interviews .....	- 6 -
2.3 Content analysis .....	- 8 -
2.3.1 Coding of the laddering data.....	- 8 -
2.3.2 Implication Matrix .....	- 9 -
2.3.3 Constructing the Hierarchical Value Map .....	- 10 -
<b>3 Design of the study .....</b>	<b>- 11 -</b>
3.1 Method.....	- 11 -
3.2 Sample .....	- 11 -
3.3 Pilot study .....	- 12 -
3.4 Interviews with consumers.....	- 12 -
3.5 Data analysis.....	- 12 -
<b>4 The empirical study .....</b>	<b>- 13 -</b>
4.1 Interview length and respondent profile .....	- 13 -
4.2 The Hierarchical Values Maps.....	- 14 -
4.2.1 Cut pork.....	- 15 -
4.2.2 Processed pork.....	- 18 -
4.2.3 Aggregated HVMS - cut versus processed pork .....	- 22 -
<b>5. Analysis .....</b>	<b>- 26 -</b>
5.1 Analysis of fresh cut pork.....	- 26 -
5.2 Analysis of processed pork.....	- 27 -
5.3 Analysis of fresh cut pork and processed pork .....	- 27 -
<b>6 Discussion.....</b>	<b>- 29 -</b>
6.1 Discussion about the HVM.....	- 29 -
6.2 Discussion about MEC .....	- 29 -
<b>7 Conclusion.....</b>	<b>- 31 -</b>
<b>References.....</b>	<b>- 33 -</b>



# 1. Introduction

## 1.1 Background

Today consumers may be overwhelmed by the high number of competing brands. There is a broad range of products and many supermarkets offer several alternatives of the same product but with different prices. The products have more or less similar characteristics which make it difficult for the consumers to make choices (Fawcett et al., 2007)

The competition on the food market is extremely harsh and the manufactures are constantly trying to overrule each other in order to attract customers. To survive the producers need to devote much time and money for product development and generate products that are demanded for (pers.com. Tilburg, 2008). In other words, it is crucial for manufactures to discover which product attributes that attracts customer attention. This is especially true for generic products, such as cut and processed pork. There are not many physical product characteristics that the producers can use in order to differentiate the product. Knowing in what way the product attributes are significant to the consumer is essential for positioning the product so that it communicates those attributes. This information can be used for development of marketing plans and campaigns.

Good taste (Magnusson et al., 2001) and quality (Verbeke and Viaene, 1999) is important to meat consumers. Regarding pork, consumers consider pork to be tasteless, fatty and of overall low quality (Verbeke & Viaene, 1999). Organic pork is chosen by consumers firstly due to health aspects (Baker et al., 2004). This is supported by Magnusson et al. (2001) who came to the conclusion that Swedish women buy organic because of health concerns. Organic meat is perceived to ensure their wellbeing. Bech-Larsen and Grunert (1998), confirmed that organic pork is chosen in order to get health benefits. Another reason is the better animal welfare and the enjoyment this choice bring to the consumer.

Johansson and Källström (2008) conclude that an important concern for the consumer is animal ethics, primarily the animals living condition but also the transportation of animals. According to Da Conceicao o Pereira da Fonseca and Saley (2008) other consumer concerns are meat consumption safety and nutritional content. They found that the most important nutritional aspects are associated with calories, fat and cholesterol. This than safety. Other studies of consumers' perception of meat state that the price of the meat is important (Johansson & Källström, 2008). Swedish consumers are prepared to pay a higher price for quality but the general concern is that Swedish meat is too expensive (ibid).

Meuwissen et al. (2007) studied different types of consumers and their attitude towards cut pork. Consumers with an economic mind were found to prefer inexpensive cut pork but care for a good taste. This group is not concerned with the production technique. The study does further discovered that consumers from France, Denmark, Sweden and the UK prefer organic produced pork or from "outdoor" pigs. Lind (2007) used the Means-End Chain model to investigate consumers' attitudes towards four kinds of cut pork (branded, locally and organically produced, unbranded/private branded and imported). The study concluded that consumers buying branded meat favor quality, good taste and health. The reason for buying organic or locally produced pork is the organic production as well as this kind of pork being perceived to be of good quality and animal welfare. Consumers buying the retailers' private brand do so because of the good taste but also in order to save money. The last kind of pork investigated, imported pork, are bought because of its low price.

Specifically investigating processed pork, Sapp and Knipe (1990) studied Japanese consumers' perception of processed pork and found a strong preference for small packages and presliced products. Further, health and food safety aspects are given high priority among the consumers.

## ***1.2 Problem***

An often used argument is that consumer research is useless because consumers don't know what they want or have difficulties expressing what they want (Van Kleef et al., 2004). Another concern is that consumers are able to express what they want, but the producers fail to interpret the desires of the customer. For example, if a consumer says that it is important with an elegant design of the package of the pork. Perhaps the producer does not immediately know how to achieve this (Snelders & Schoormans, 2003). The producers need to investigate specifically what the consumer considers to be elegant design. Therefore it is important to understand how consumers perceive products, in what way their needs are shaped and influenced by them and how consumers use different cues to make product choices (Van Kleef et al., 2004).

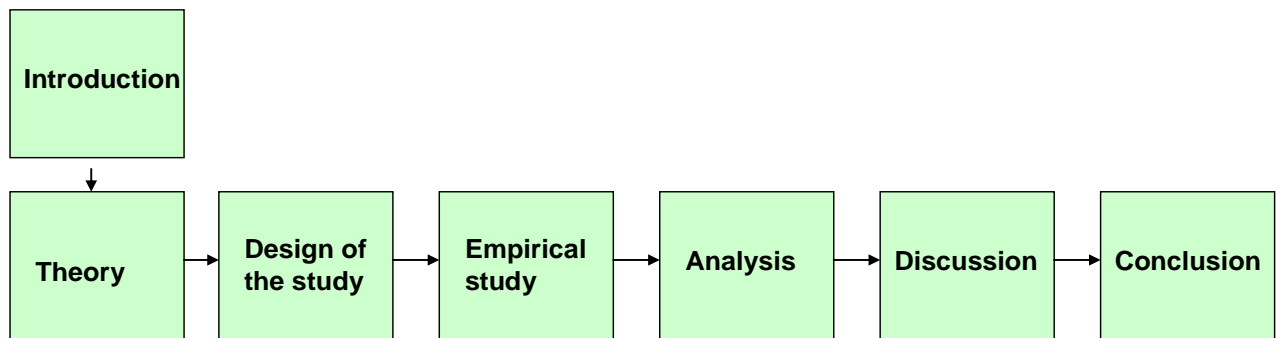
Furthermore, consumer preferences are changed rather rapidly over time. The literature review above indicates that consumers' attitudes might have changed fairly radically over the last years. For instance, a decade ago, consumers considered pork to be fatty and of overall low quality. Whereas later on, the popularity of pork increased and consumers' claim health and quality concerns as being major reasons for their consumption of the product. This stress the importance of the producers' need of keeping up to date with the market and its development. In order to get information regarding changing consumer demand, market studies that penetrate and uncover the consumers' perception needs to be undertaken and methods suitable the studies aim need to be chosen.

## ***1.3 Aim***

The aim of this study is to identify Swedish consumers' attitudes toward different kinds of labelled cut and processed pork: imported, private brand, branded and local produced. A distinction is made between cut and processed pork to see if the results diverge. The ambition is to gain a deeper understanding of what underlie the decision-making process and to identify key factors that influence buying motives, which determine consumers buying behaviour. The study focuses on how consumers perceive products and what influences their decision process.

## ***1.4 Outline***

The report begins with an introduction to the subject along with problem and aim. In the following chapter, the theory behind the Means-End Chain model and Laddering interviews is explained. From the Means-End Chain model, the method used, Laddering interviews, is derived and presented in chapter 2.2. In chapter 3, the design of the study is presented. In this chapter, the interview considerations relating to this particular study is described along with the handling of the data. The data is presented in chapter 4 and analyses in chapter 5. In this chapter, the empirical result is linked to the theory. Based on the analysis, a discussion is presented in chapter 6. In the final chapter 7, a conclusion of the study can be found. The structure of the report is presented in Figure 1.



*Figure 1. Structure of the report.*

## 2 Theory and approach

### 2.1 The Means-End Chain Model

For producers that look for product development along with deepened knowledge of their consumers, an important step is to understand what consumers perceive as positive in a good or service, as well as to identify which attributes that acts as intermediary value. Everyone has a different reason for his or hers behavior and when consumers select products it often works as a tool to accomplish their goals or values (Gutman, 1982). A theoretical model explaining individual's cognitive structure, including values, is the Means-End Chains (MEC) model.

The basic idea behind MEC is to derive the connection between the product and the meaning it plays for the consumer's life (Reynolds & Gutman, 1988). Also, it clarifies why and how a product is important in a person's life (Veludo et al., 2006). MEC gives understanding about the underlying value and objectives, which is the basis for consumers' perception of, for example, pork (Gutman, 1991). The MEC is applied in analysis in marketing, used to understand consumers' behavior (Rekom & Wierenga, 2006) and to provide inspiration and help to managers in decision-making (Gutman, 1982). The model is appropriate for recognizing why certain products are chosen and others not. The use of the model for marketing purposes is extensive (Rekom & Wierenga, 2006) with application domains varying from functional foods (Krystallis et al., 2008) to fish products (Olsen et al., 2008) and different kinds of meals solutions (Costa et al., 2004).

The MEC model suggests a hierarchical illustration of how consumers view products and services (Kuisma et al., 2006). Three levels are presented: Attributes-> Consequences -> Values

The first level, *product attribute* (A), corresponds to concrete characteristics of the product. It is often represented in physical nature. An attribute of pork could for instance be the appearance or the smell (Lind, 2007). A product is characterized by plenty of attributes. Which attributes are significant to a consumer is considered to be determined by consumer's intrinsic and extrinsic motivations. The extrinsic motivation is associated with the supply of the product. While intrinsic motivations are connected to the demands of the consumer (Bech-Larsen & Nielsen, 1999).

The second level, the *consequences* (C), describes the benefit or disadvantage that the customer will experience as a result from the attributes. (Kuisma et al., 2006). The consequences could be either of physical, psychological or social nature as well as direct and indirect. For instance, consequences from consumption of pork meat can be "ease hunger", "save time" and "save money" (Lind, 2007). The social and psychological consequences can for example be better self-confidence or higher status. Direct consequences come directly from the consumed product or from the actual consumption. Indirect consequences occur when other people react positively or negatively towards the consumer because of his or hers buying behavior (Gutman, 1982).

The MEC model assumes that the consumers act in order to experience positive consequences and to avoid negative consequences. The consequence facilitates consumers' desire to attain the end goal or values such as happiness, security and well-being. In the end, it is the individual's value that decides if the consequences are to be considered positive or negative for the consumer (Gutman, 1982).

The consequences will lead to the third and last abstraction level, *value* (V) Schwartz (1992). A value is defined as “*criteria used to select and justify actions and to evaluate people and events*”. Other definitions are given by for example Kuisma et al. (2006), who state that a value considers the consumers’ desired end-state. Rokeach (1973) states that a person’s value is shaped by culture, society and its institutions as well as the person’s own personality. Values play an important role for the person’s consumption pattern as many products are consumed in order to help us reaching a related goal.

There are two ways of interpreting the MEC model. MEC can be considered as a model of the consumer’s cognitive- or motivational structure related to consumption. Reynolds and Olson (2001) describe the motivational view of MEC as the “modern variation of motivational research.” The focus of the model is to investigate the consumers’ buying behavior and explain consumer choice. The motivational structure implies that through the application of the MEC model, consumers will reflect over their own shopping behavior, in a way that is not typical for everyday shopping (Reynolds & Olson, 2001).

The cognitive structure is about how consumers store and structures consumption-related information in their brains. It is assumed that the product information is organized in hierarchical models (Anderson, 1983). Motives for different behaviors are a result from a process where cognitive categories are linked with products. Further, cognitive categories are organized in levels of abstractions. They are structured in hierarchal patterns, like a ladder, see illustration in Figure 2a. However, this linear structure must have its concrete foundation in a larger network, Figure 2b. The retrieval process can be explained by the *spreading activation theory*. The general process works as follows. A cognitive category is fetched when its activation surpasses a threshold, which indicates a level where the correlation between the category and the stimuli is high enough. A cognitive category can be activated because of external stimuli or because the activation is spread through out the cognitive network from one category to another (Grunert & Grunert, 1995).

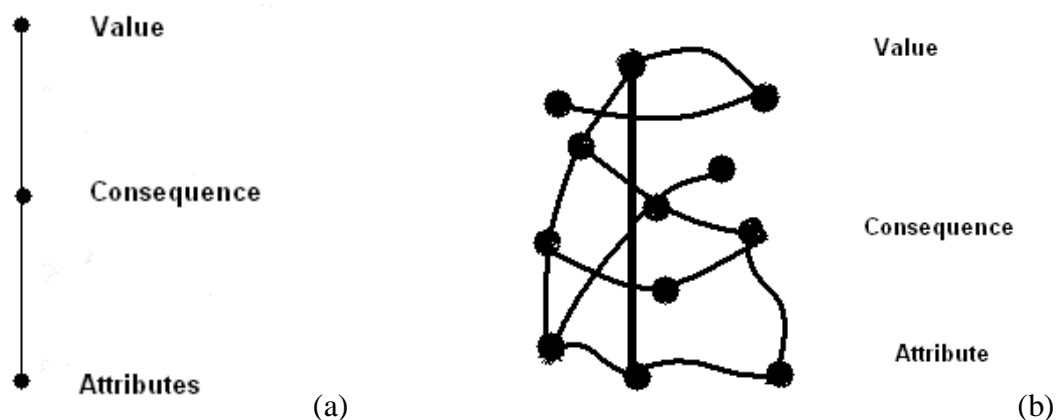


Figure 2. Linear hierarchical structure and network context (Grunert & Grunert, 1995).

Occasionally, the association is exceptionally strong. Then several cognitive categories is retrieved on the same level of abstractions. The outcome is multiple answers (Grunert & Grunert, 1995).

## 2.2 Laddering interviews

A specific interview technique, laddering, is associated with the MEC model. This interview technique is designed to get the respondent up the levels of abstractions, described in the MEC section. At first sight, laddering interview can appear rather simple. A traditional interview contains several questions while here only one question is needed. In laddering the respondent is asked to distinguish or characterize different kinds of brands or products (Veludo de Olivera et al., 2006). The technique, which is an in-depth interview, is based on the one basic question: “Why?”. The researcher continues to ask the same question, sometimes in different shapes like for instance, “Why did you buy that product” or “Why is that important to you?”, until the respondent can not produce any more answers (Reynolds & Gutman, 1988). When and why this is happening is discussed later in this chapter.

To start the probing and the laddering, relevant product attributes needs to be found. There are five methods for bringing out suitable attributes. The first one is *triadic sorting*, where concrete products, in a triple combination, are shown to the respondent as retrieval cues. The choice among the products is then used as the starting point of the laddering interview. In a *free sorting* setting, the respondent is given a large amount of products, and is then asked to group them together in relation to the level of importance. When using the third technique, called *attribute selection tasks*, the respondent is exposed to a list of attributes and inquired to choose appealing attributes (Reynolds & Gutman, 1988). The *ranking* method will have the respondent to make a priority list of the products in accordance with his/hers preferences and motivate the ranking. The last technique, which does not involve any sorting procedures, is referred to as *direct elicitation*. Using this technique, the respondent is asked to state important attributes while choosing among a presented variety of products. When a suitable elicitation technique is chosen, the laddering interviews can begin.

The purpose of this technique is to go deep into the consumers’ mind and try to catch aspects which can only be visible when reflected upon (Reynolds & Gutman, 1988). Kuisma et al. (2006) point out that the principle is to gain understanding of how the respondent associate product attributes and consequences to reach their desired end-state. In order to explain what is happening in the mind of the respondent during the interview we need to return to the *spreading activation theory*. For each step in the laddering interview or for every last answer of the respondent, another cognitive category is activated. It sends out associations to all categories in the brain and fetches those who show a high correlation. The respondent will answer with the association that receives the highest activation (Grunert & Grunert, 1995).

The answers that are provided from the respondent are organized in hierarchical order, like a ladder. That is how the technique got its name. Consumers are able to see the connection between a products attributes and the personal values. In Reynolds and Gutman (1988), the levels of abstractions are presented in an example (shown in Figure 3), taken from a study about consumers’ perception of potato chips.

In this ladder, the respondent was asked why he or she selected a specific brand of potato chips. The respondent stated a positive view about the flavor and strong taste. As the interviewer goes one step further by asking why those attributes are important, the respondent states “don’t get fat”, “better figure” and “eat less”. Further, the interviewer wants to know why this is important to the consumer. The discovery, which is classified as a value, is an underlying desire to get “self-esteem”. And so, the laddering technique helps us to see the connection between the product attribute and the personal values.

- (V) Self-esteem
- (C) Better figure
- (C) Don't get fat
- (C) Eat less
- (A) Strong taste
- (A) Flavored chip

Figure 3. Levels of abstractions from a study about potato chips (Reynolds & Gutman, 1988).

An acknowledged problem with the technique is to decide when to stop the interview. When is the respondent truly unable to fetch several categories? The interviewer like the respondent reach the highest possible level of abstraction, but at the same time carefully avoid that the respondent look for answers that are not real. The issue is referred to as *strategic processing*.

Strategic processes are a problem that may arise easily when the respondent has not reflected on his or hers actual reasons for consumption. The respondent is trying to look for answers in order to solve a problem, to answer the questions of the interviewer. That implies that the respondent can state perceiving consequences and fulfilling values that are not in fact influential for the decision-making. This must be avoided as the purpose of a MEC study, is to extract the cognitive structure actually active during the decision-making (Grunert & Grunert, 1995). There are several opinions of when to stop probing. Since it is important for the validity of the data that the answers from the respondent come automatically, the interviewer should stop probing when there is a pause, break, unfinished sentence etc. This is to minimize the risk that the respondent is trying to create new associations in order to answer the question.

Sometimes the respondent is unable to deliver answers. Grunert and Grunert (1995) mean that the respondent has a weakness in his or hers cognitive structure and that the respondent soon after the start of the interview is incapable of retrieving more categories. Another problem is that the respondent knows the answer but the issue has become too sensitive. For example, "being stingy" can be considered as awkward and all respondents may not be keen to reveal such a fact in the first place. The interviewer can try to solve the problem by using different techniques: For example use of a third part, for instance ask the respondent why he or she thinks other people buy a certain kind of product. Secondly, reveal a personal fact, however this is considered as risky thus it gives lots of influence to the respondent. The most common way of handling the situation is to make a note and come back to it later on in the interview (Reynolds & Gutman, 1988). The interviewer can further try to facilitate the retrieval of cognitive structures by construct a relaxed atmosphere where the respondents do not feel threatened, but this can probably not prevent the arise of strategic processing.

Soft laddering is the best approach to avoid upcoming of strategic processes. Soft laddering involves letting the respondent talk freely, without interruption or attempts to interfere. This might result in the respondent retrieving several cognitive associations. For instance, if the interviewer asks "why is it important to buy organic pork?", the respondent might give multiple answers as 1) "it contains less additives", 2) "my husband will be pleased" and 3)

“The animals are allowed more outdoor time”. This is called “forked answers” and the interviewer must decide how to deal with this situation. If soft laddering is used, the respondent is allowed to talk freely. This implies that the interviewer have to follow up all answers before the end of the interview. This is the most effective way of evading strategic processing. If the interviewer uses “hard” laddering, the respondent is forced to complete one ladder at the time. This technique is often carried out through a questionnaire. With this technique the risk of strategic processing is high. To use the organic meat example again, the interviewer using hard laddering to probe “why it is important to you with less additives” may get one single answer, such as “my husband likes to eat pork breed with less additives”. This is a problem because when the respondent is held back in his or hers natural speech, the other retrieved categories remain in working memory and violates later answers. This results in strategic processes for the respondent as well as the interviewer (Grunert & Grunert, 1995). Soft laddering is better for avoiding strategic processing, while using hard laddering makes it almost impossible to recognize the phenomenon. However, hard laddering is regarded as much more effective in a quantitative study. If the purpose is, for instance, to investigate what large number of consumers thinks of a new product, laddering through a questionnaire is more efficient than soft interviews (Grunert & Grunert, 1995)

Occasionally, respondents seem to skip some intermediate steps or go directly for the consequences, skipping the attributes. The phenomenon is discussed by Sørensen et al. (1996). Consumers have different amount of answers and the information available to the consumers is of a diverse nature. This is because the respondents have different knowledge and experiences of the product category. Exactly how their experience is affecting the result of the laddering interviews is unclear. However, Sørensen et al. (1996) state that respondents who have a lot of knowledge and information about the product category have shown a tendency to retrieve attributes that are more relevant to the product category, while respondents with little experience tend to bring up facts that are more irrelevant and vague answers. Moreover, experienced respondents often make shortcuts in their reasoning about the personal meaning of the product (Sørensen et al., 1996).

## ***2.3 Content analysis***

### **2.3.1 Coding of the laddering data**

After the interviews have been carried out, the next step is coding. This involves sorting the collected data under codes (Veludo et al., 2006). Each code is recognized as an attribute, consequence or value (Grunert & Grunert, 1995). It is vital to remember that it is the connection between the elements that are of importance and not the elements themselves. Summering several elements with similar meaning creates the elements. For example, “good taste” could be the sum up from several detailed elements as “taste nice”, “tasty”, “nice flavor” etc. The coding is suppose to reflect as much as possible of what is brought up during the interviews, but if all elements were coded separately, the result, which is presented in the Hierarchical Value Map (HVM), will be too complex. In order to get a HVM that can easily be interpreted (more about this in section 2.3.3.), the separate elements stated in the interviews is grouped together in larger categories. This enables stronger and clearer connections in-between the categories (Reynolds & Gutman, 1988).

Grunert and Grunert (1995) discuss three problems of coding:



- Difficulty to distinguish attributes, consequences and values. Sometimes a context is needed in order to understand what the answer implies. If the respondent answer with the only word “healthy” as the reason to why he or she choose organically pork meat, this can be interpret both as consequence and value.
- The problem with indexicality, which is that the researcher never fully can understand exactly what the respondent means by his or her answer. The answer can not be fully understood without the researcher being familiar with the respondent’s background, experience, career, interpretation of the data collection situation etc.
- It is difficult to find the right level of “abstraction”. During the coding process, many descriptive words are put together and much of the meaning of the word is lost.

The solution to secure that it is the respondent’s cognitive categories that are presented and not the researcher’s is to work consistently with the coding and to carry out reliability checks. This implies that more than one researcher should perform the coding and that the result from the different codings should be compared. If the codings do not differ much, the result is most probably close to the respondents’ original interpretation. The researchers should all have a similar understanding of the coded material. The interpretation by the researcher and what the respondent originally said should not be too divergent (Grunert & Grunert, 1995).

The problem with distinguishing the classification of an attribute, consequence and a value can be determined by the context. This is argues for using soft laddering where the stated elements often come with a context which can simplify the classification process (Grunert & Grunert, 1995). There is a relation between the seriousness of the indexicality problem and how much the interviewer knows about the respondent’s perception of the topic before the interview.

### **2.3.2 Implication Matrix**

When the coding is completed, every code receives a number. These numbers are used to produce a matrix. In this matrix, called the implication matrix, the numbers are used in order to count the categories mentioned in each ladder. The matrix contains rows, which represents an individual respondent’s ladder (Grunert & Grunert, 1995), and columns, representing number assigned to the categories received after the coding process. As pointed out by Reynolds and Gutman (1988), a respondent can raise several ladders and therefore raise multiple rows.

The implication matrix keeps records of every time a category is leading to another category. Two types of relations between categories are generated, direct relation and indirect relation. Direct relation means that there is a straight relation between two categories. An indirect relation refers to connections between elements where there is another element in between (clarified in Figure 4a). The relations are presented in a fractional form. The direct relations are shown to the left of the decimal and the indirect relations are located on the right of the decimal, as exemplified in Figure 4b (Veludo de Oliver et al., 2006).

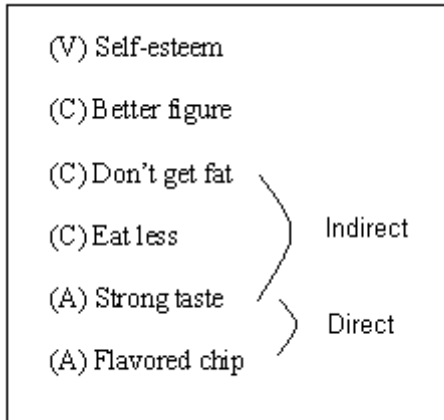


Figure 4a. Direct and indirect relation

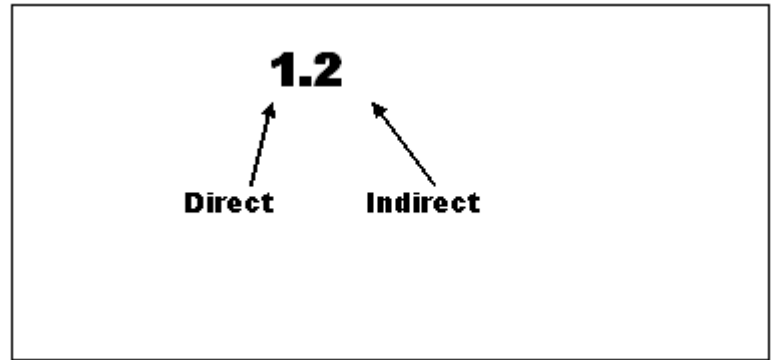


Figure 4b. Relations presented fractional form. Direct relations to the left whereas Indirect goes to the right.

### 2.3.3 Constructing the Hierarchical Value Map

The Hierarchical Value Map (HVM) is the core output from a laddering interview (Grunert & Grunert, 1995). This is a classification that specifies the correlation between the attribute, consequence and value (A-C-V), in relevance to a product (Veludo et al., 2006).

It is not necessary that all the ladders from the interviews can be individually recognized in the HVM since the HVM is a summary of all respondents' ladders, previously aggregated in the implication matrix. The individual ladders are shown in the implication matrix (Reynolds & Gutman, 1988). This means, if several respondents have stated similar arguments, this will still only be presented as one ladder in the HVM. The direct or indirect relationships from the implication matrix are presented in the HVM, to indicate how often the categories are having direct and indirect links to other categories.

If there are many respondents, the HVM is likely to have a larger amount of categories. This can create a complexity when constructing the HVM and causing confusion. A common way of dealing with this dilemma is use a cut-off level. A cut-off level means that categories have to be connected at least the number of times stated by the cut-off level in order to get to appear in the HVM. For example; if the cutoff level is two, the category has to be connected to the same category at least twice order to be included in the map. Implicitly, categories only being connected once to another category will be excluded (Reynolds & Gutman, 1988).

## **3 Design of the study**

### ***3.1 Method***

The purpose of this study is to investigate how consumers perceive two groups of products, fresh cut pork and processed pork. The aim is firstly to compare these two products and secondly, to take a closer look into four types of labelling of the two above mentioned pork products: imported, organically/local, private and branded labelling pork. This will show what is different and what is similar between consumers' way of perceiving these products. Other than being cut, the fresh cut pork has not been processed, while the processed pork has been refined, for instance mixed with other ingredients (Internet, COOP 1, 2008).

As mentioned above, the pork products are divided into four groups: branded, private branded, locally/organically produced and imported. Private brand is referring to the stores' own brand. In this study, organically and locally produced pork is combined in one group, since the supply of organic pork is limited and because local meat production often is specialized in organic production. Branded pork is referring to the brand of one of the largest meat processing firms in Sweden, Scan. Imported pork is imported from other countries. For each kind of pork and brand, 3-4 interviews are carried out.

To be able to obtain the results need in order to fulfil the aim of this study, it is necessary to go deep into the consumer's mind and investigate how the consumer perceives the studied pork product. A suitable approach for this study is then a qualitative method since it is characterized to be inductive and interpreting. A quantitative approach would not give a deepened understanding of how consumers perceive and evaluate pork products. The method applied in this study is therefore qualitative soft laddering interviews. The choice of this specific method is based on the underlying theory of the problem, the MEC model. The laddering interview is the tool developed in order to elicit the MEC of consumers.

### ***3.2 Sample***

The purpose of using soft laddering interviews is to obtain relaxed and detailed interviews for a better understanding of how consumers participating in this study perceive pork products. It is important that the respondent feels safe with the interviewer in order for the later to get as honest and openhearted answers as possible. This enables elicitation of more detailed and complex ladders, resulting in HVMs better illustrating the cognitive structure of the consumers. For this reason, the respondents have not been randomly chosen. Instead, the respondents have been selected from the interviewers' own network, ensuring a more relaxed interview situation.

According to Kvale (1997), some respondents are more cooperative than others are. The reason for this is that they are eloquent, honest and act with consistency. They answer the questions in a concise and precise way and bring coherent reports without contradictions. Further, more engaged respondents show fewer tendencies to change subject. However, it is not certain that these kinds of respondents bring the most fruitful facts for the research. Just because a respondent is cooperative, it does not mean that he has the most interesting answers, (Kvale, 1997). Since soft laddering provides more detailed information when the respondent is relaxed and feel secure with the interviewer, it is good that the sample is picked from the interviewers own network.

In this study there are in total 24 respondents. For each type of cut and processed pork, there are 12 respondents, which give three respondents interviewed per brand. According to Reynolds and Gutman (1988), a suitable number of respondents for laddering interviews are between 10 and 100. The total number of 12 respondents per cut and processed pork is therefore suitable.

### ***3.3 Pilot study***

To become a good researcher, practice is needed. To get certain guidelines, a good start is to read interviews, listen to pre-taped interviews and to observe more experienced researchers, although real practice is the best way to learn and master the method. Therefore, an interviewer gains confidence by carrying out pilot studies. This increases the ability to create a relaxed and stimulated teamwork (Kvale, 1997).

In this study, three pilot studies have been executed. Even though laddering interviews do not contain many questions, it is important to know how to master the technique to obtain optimal responses. These test interviews made it clearer how to start the interview in an optimal way, when to be silent, when to push the respondent to an answer and when to stop. Furthermore, the interviewer herself has experienced a laddering interview carried out by a more experienced interviewer and the practice has turned out to be fruitful and of great use.

### ***3.4 Interviews with consumers***

A calm and peaceful place was located to attend a relaxed atmosphere for the interviews, where the respondent did not feel uncomfortable. The respondents were assured that there were no right or wrong answers, but that the purpose was to investigate how consumers perceive products. In order to find a starting point for the interviews, direct elicitation was used, asking what labelled meat they usually bought. Direct elicitation was used because it recreates an, as close as possible, natural shopping occasion and pave the way for “natural speech” (Bech-Larsen & Nielsen, 1999). Compared to other techniques, direct elicitation is believed to focus more on the intrinsic motivations that is interesting for this study. Soft laddering was applied, which means letting the respondent speak freely. A recorder was used to tape the interviews, in order to assure that nothing would be left out, as the context is vital during the interpretation of the categories.

### ***3.5 Data analysis***

The coding of the data was performed separately for each product. In the case of fresh cut pork, the coding generated fifty-three categories. For the processed pork, the coding resulted in thirty-nine categories. Two coders performed the coding. Both coders performed the coding independently from each other and then compared the results with each other.

Hierarchical value maps were constructed using a cut-off level of one. This is suitable when a relatively small study with just 24 interviews. The categories were not that many. This gave the possibility to include all categories in the HVM.

## 4 The empirical study

### 4.1 Interview length and respondent profile

In this study, 24 individuals have been exposed to laddering interviews. For each type of pork there are 12 respondents, which give three respondents per brand. Table 1 and 2 present the profile of the respondents as well as the length of the interviews, measured in minutes. No further details of the individual respondent is presented due to the respect of anonymity and because it is not important for the fulfillment of the aim of the study. It is not possible nor in the interest of the study to draw any conclusions about how consumers in general perceive pork. The purpose is to investigate how a small number of consumers perceive pork products.

Table 1 presents the respondent profiles and the length of the interviews regarding cut pork. Many of these respondents were university employees. This implies that these respondents in general are, through their profession, familiar to follow an interview structure and think analytically. The minority of the respondents in this category were students. This group has a more constrained budget than university employees, creating a difference in the conditions for the pork purchasing decisions. The majority of the respondents were female. The average length of the interviews was 12 minutes.

Table 1. Respondent profile and length of interviews, cut pork.

#### Cut pork

Respondents	Time (minutes)	Age	Sex
<b>Branded</b>			
1	25	31	woman
2	11	38	man
3	7	25	woman
<b>Private brand</b>			
4	7	32	woman
5	12	42	woman
6	9	60	woman
<b>Organic/Locally</b>			
7	16	22	woman
8	11	37	woman
9	17	26	man
<b>Imported</b>			
10	9	54	man
11	7	29	woman
12	13	33	man

Table 2 presents the respondent profile and length of interviews regarding processed pork. Half of these respondents were students. The rest was individuals having a variety of occupations. Many of the respondents were working with food in one way or the other.

Table 2. Respondent profile and interview length, processed pork.

**Processed pork**

Respondents	Time (minutes)	Age	Sex
<b>Branded</b>			
1	10	58	woman
2	5	51	woman
3	5	28	man
<b>Private brand</b>			
4	4	24	man
5	5	56	woman
6	3	21	man
<b>Organic/Locally</b>			
10	4	19	woman
11	8	25	man
12	7	38	women
<b>Imported</b>			
7	4	21	woman
8	2	23	woman
9	8	20	man

In the study of processed pork, seven women have been interviewed compared to five men. On average, the interviews lasted for 5 minutes.

Each interview was a unique experience. Several respondents showed a tendency to drift from the subject. This occurred by telling various stories more or less connected to pork or other type of shopping anecdotes. A common phenomenon was multiple associations of categories and to give several answers, so called forked answers. The interviewer did not interrupt but let the respondent talk freely and then carefully followed up every category until the respondent was unable to give more answers.

#### 4.2 The Hierarchical Values Maps

The Hierarchical Value Map (HVM) which specify the correlation between the attribute, consequence and value (A-C-V), in relation to a product. The HVMs illustrate a clear difference between the respondents' perception of cut pork and the processed pork. In general, the HVMs for cut pork contained more categories and stronger connections than the HVMs for processed pork. The exception is the HVM for imported cut pork which only presented a few categories. The HVM for branded processed pork, on the other hand, showed a larger number of categories than the rest of the HVMs for processed meat.

Figure 5 presents a key to the HVMs. It has been graphically illustrated in the maps whether a category is an attribute, consequence or a value, as well as if the connection between the categories is negative or positive.



The HVM for the organically/locally produced pork (Figure 7) shows includes the largest number of categories out of the four maps. The connections between the elements are not particularly strong. Several of the chains lack attributes and starts with consequences. The most significant chain is consumers' concern for health and the strong support for avoidance of use of antibiotic. Another reason for consumers to consume this type of pork is the concern for the environment, a concern expressed on levels of consequences as well as value. Other imported arguments are concern for animal welfare, along with valuing closeness to producers, which perceives to lead to a peaceful world. The HVM for organically/locally contains the largest numbers of values of all four maps.

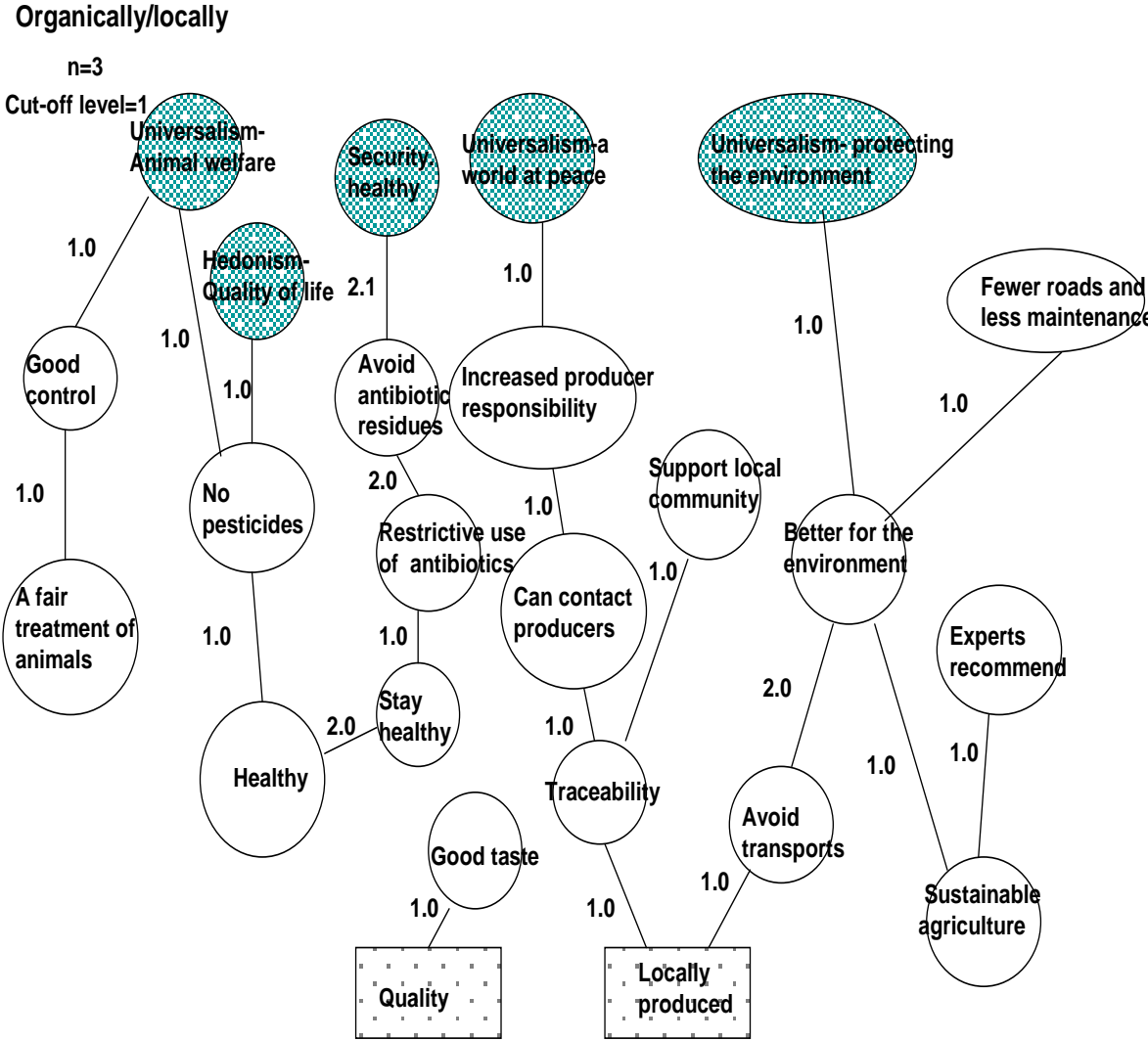


Figure 7. HVM for the organically/locally produced cut pork.

In the HVM for the private branded pork (Figure 8), there are four attributes present. The strongest is domestic origin (Swedish). Fair treatment of the animals is perceived to be the consequence of the pork being Swedish. Two chains origin from this consequence, expressing the importance of animal welfare as well as a concern for the respondents' own health. Consumers believe strongly in a better animal care without use of antibiotic. Another important reason for these consumers to buy private brand pork is the low price in order to be



able to consume other things. This chain of arguments is starting on consequences, skipping attribute as an intermediate step. Furthermore, consumers perceive this meat to bring consequences such as good quality and no additives. The health aspect is brought up as consequences as well as a value and generate by several strong connection. No additives and avoidance of antibiotic residues is stated to be important for the health of the respondent.

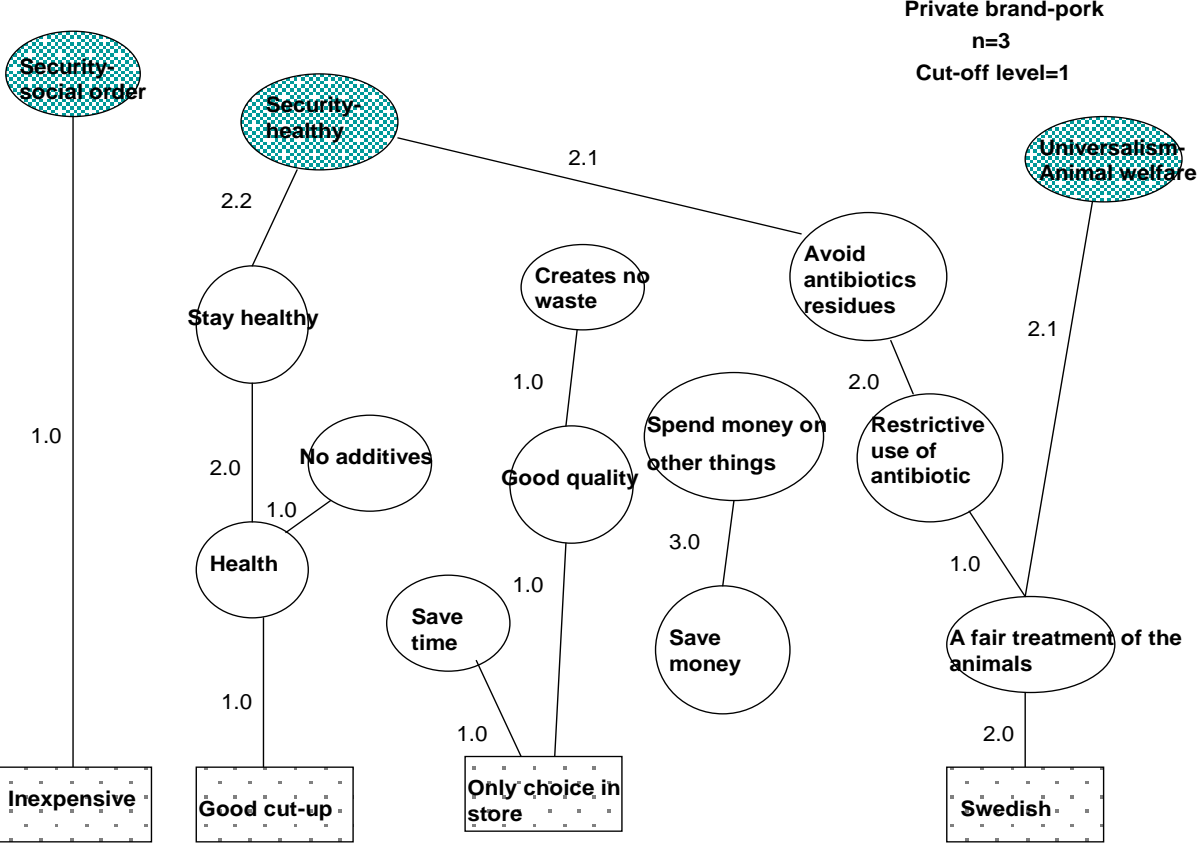


Figure 8. HVM private branded cut pork.

The HVM of imported pork (Figure 9) had the lowest number of categories and connections out of the four cut pork HVMs. One important reason for buying imported pork was the low price enabling saving money for consumption of other things. Moreover, quality and health were considered to be strong reasons for purchasing imported pork. However, the respondents raised some negative opinions. They stated that the quality of the imported pork is generally the same as for Swedish. Consumers deem Swedish retailers to use propaganda to influence consumers to buy Swedish meat without giving any actual proof of Swedish being better. Therefore consumers value the right to make their own decisions, e.g. by purchasing imported pork. They do not like to be told what to buy by the retailer. These negative associations are indicated as broken lines in Figure 9.

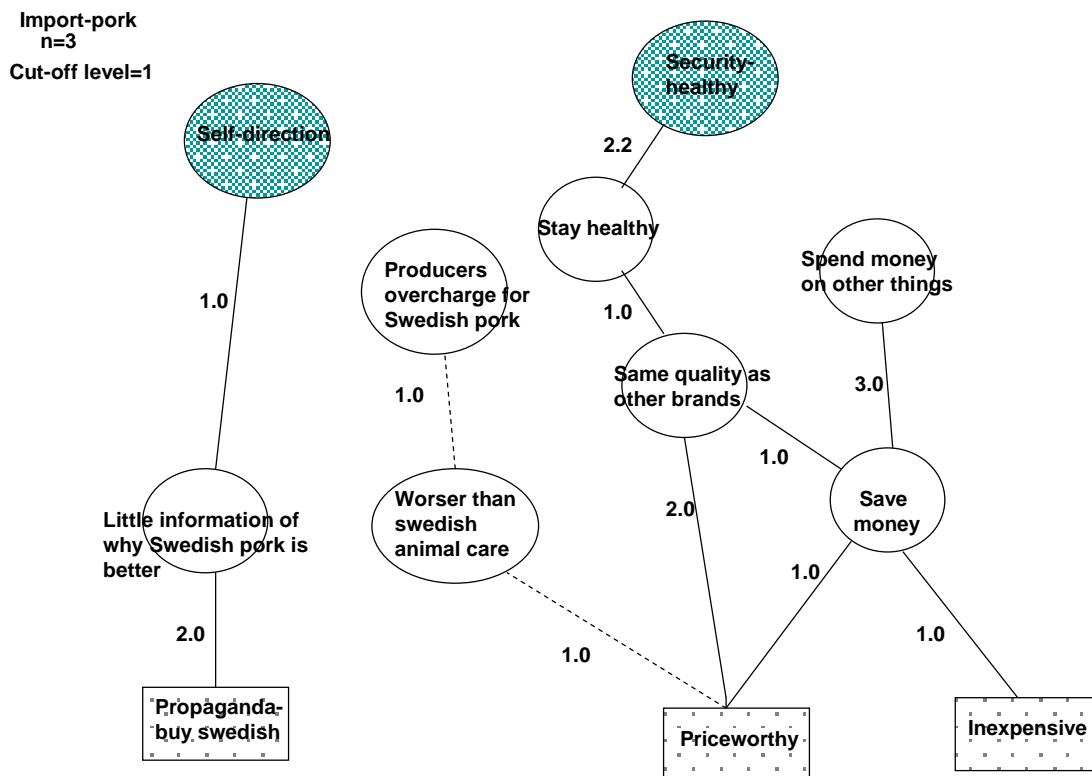


Figure 9. HVM imported cut pork.

#### 4.2.2 Processed pork

The HVM for branded processed pork (Figure 10) contains the largest number of categories of all processed meat HVMs. There are four attributes, 16 consequences and three values. The most important attribute is the domestic origin, being Swedish, which serves as a hub to several chains. One of the most significant chains relates to a major concern for transportation and environmental issues. Other important chain is associated with avoidance of antibiotic use and the concern for antibiotic residual. These have strong links (2.1) to the value health. However, consumers put great trust in the meat because of Swedish laws and restrictions. The rules and restrictions secure the animal welfare as well. Other chains presented in the map show that consumers´ perceive that an attractive appearance is important as it prevent waste. Additionally, it is important that the meat is available, hence it saves time.

**Branded processed pork**

n=3  
Cut-off level=1

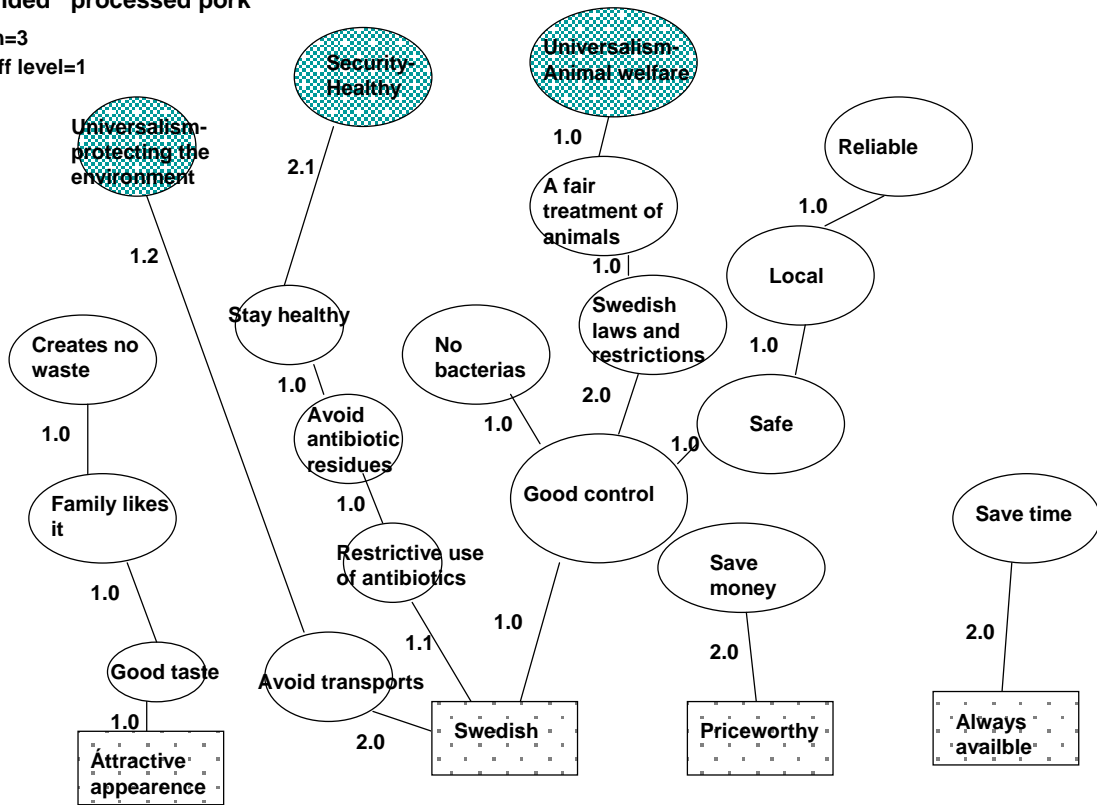


Figure 10. HVM for branded processed pork.

In the HVMs for the organically/locally produced processed pork (Figure 11), two of three attributes indicates that consumers' value these products because they are domestic and locally produced. Those have a strong connection to avoidance of transportation leading to a better environment as well as supporting the local production. Environmental concern are expressed both in levels of consequences and values. The second chain reflects the importance of health that derives from a chain associated to avoidance of pesticides, being natural and quality.

Organically/locally processed pork

n=3

Cut-off level=1

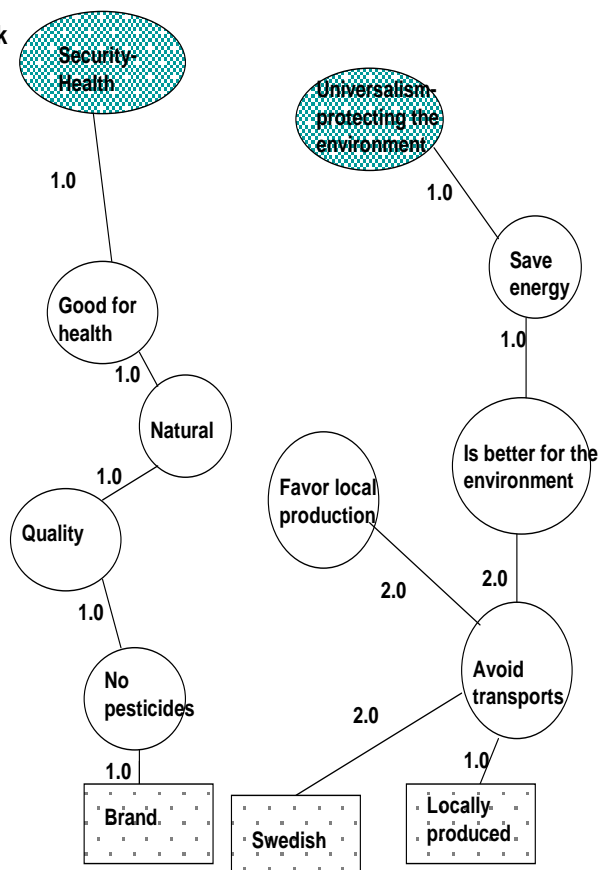


Figure 11. HVM for organically/locally produced processed pork.

The HVM for the private branded processed pork (Figure 12) contains a small number of categories compared to the other maps. The consumers' foremost value the product as it is available, which saves time. Secondly, they believe private branded processed pork to be price worthy, which saves money. One chain skips attribute and starts at consequence. That is the perception that there are no difference in quality between the private brand and other brands. There are two values present. The first value is keeping the health, which derives from a chain including consequences related to quality, good taste and avoidance of additives. Additionally, the consumers values quality of life. This value is associated with good taste of the meat.

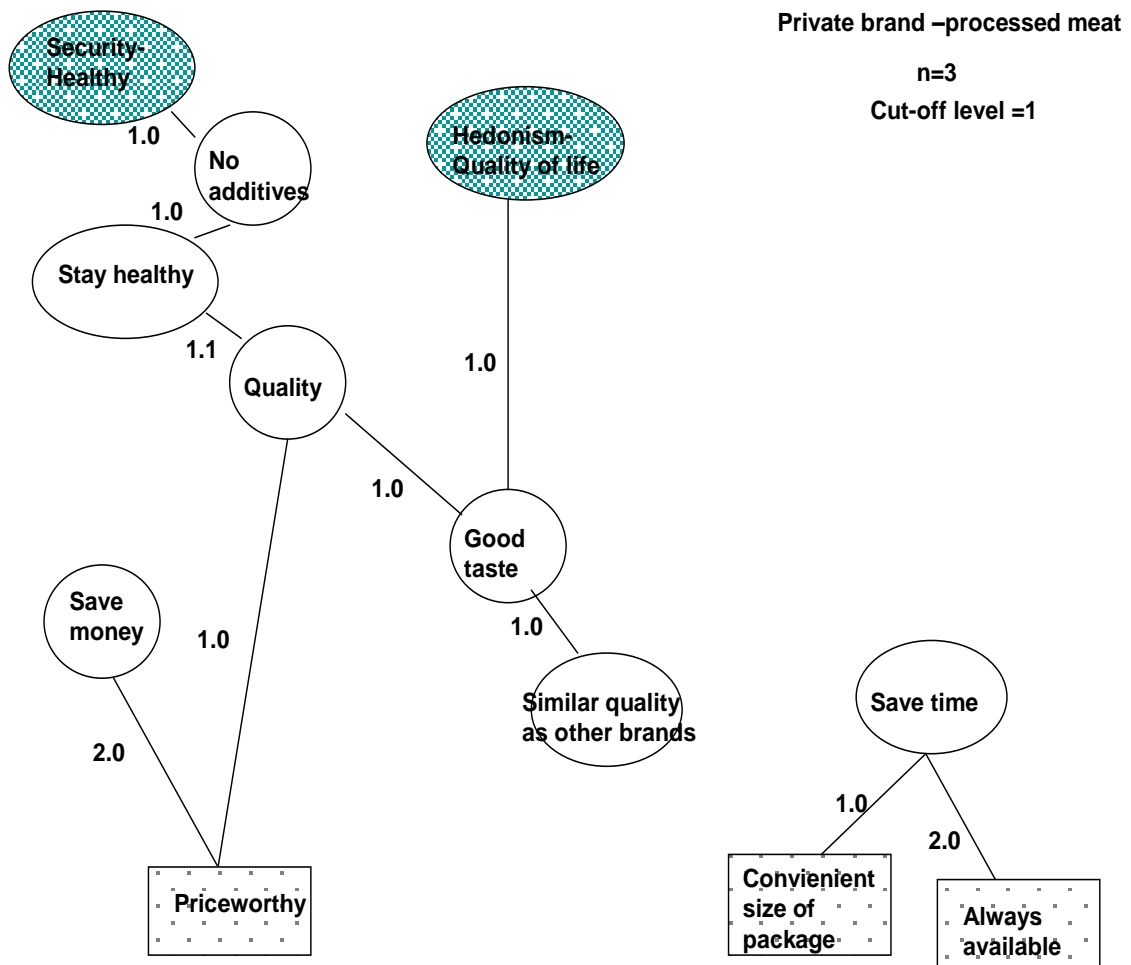


Figure 12. HVM for private branded processed pork.

The HVM for imported processed pork (Figure 13) contains smallest number of categories in the whole study. This map indicates that the low price is the most important reason for consuming this type of pork. The connection between inexpensive and save money is strong with a direct link of 3.0. The other chain in the map skips the attribute level and start with a consequence. The consumer expresses an opinion about not being able to experience any quality difference between imported and Swedish pork.

### Import processed meat

n=3  
Cut-off level=1

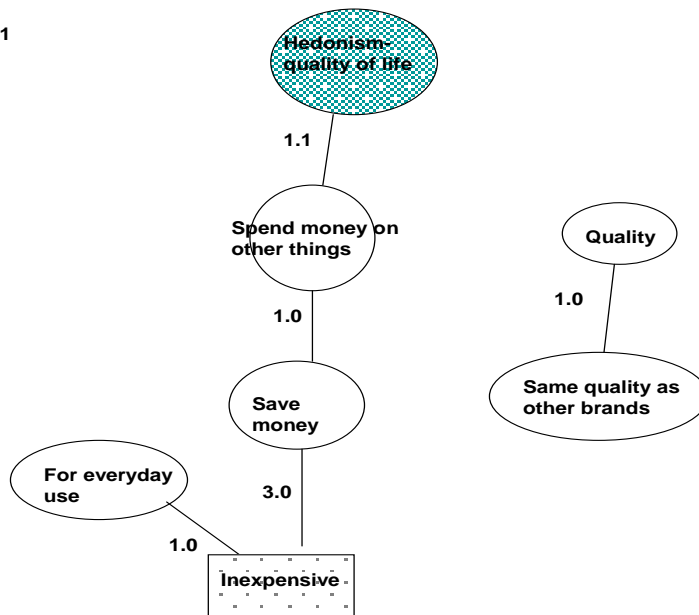


Figure 13. HVM for imported processed pork.

### 4.2.3 Aggregated HVMs - cut versus processed pork

The purpose of the previous HVMs, where the differently labelled cut and processed pork products are presented in individually maps, was to investigate any distinctions between the four types of labels. However, in order to be able to get a clearer overview of similarities and differences between fresh cut and processed meat, all brands will be put together jointly into two larger map.

The HVM for processed pork (Figure 14) is structured around eight attributes of which domestic origin generates most chains and thereby seems to be the most important attribute for these consumers. This attribute strongly connects to avoidance of transports and care for local society and environment. In total, there are 28 consequences in this HVM, reflecting consumers concern for a careful use of antibiotic, a good control regarding animal treatment and handling the meat. This is foremost regarded as important with respect to health concerns. Moreover, for consumers buying processed pork the price is of great interest but at the same time, there is a demand for good quality. Another reason for buying this type of pork is that it is available which is highly valued together with a convenient size of package, since it saves time. There are four values presented in the chart. The most connected one is health, which is connected with three consequences. Processed pork consumers also value good quality of life and associate this with good taste as well as being careful with money. Environmental concerns are also visible as a value for these consumers. The last value is animal welfare, with a weaker connection than the other value.

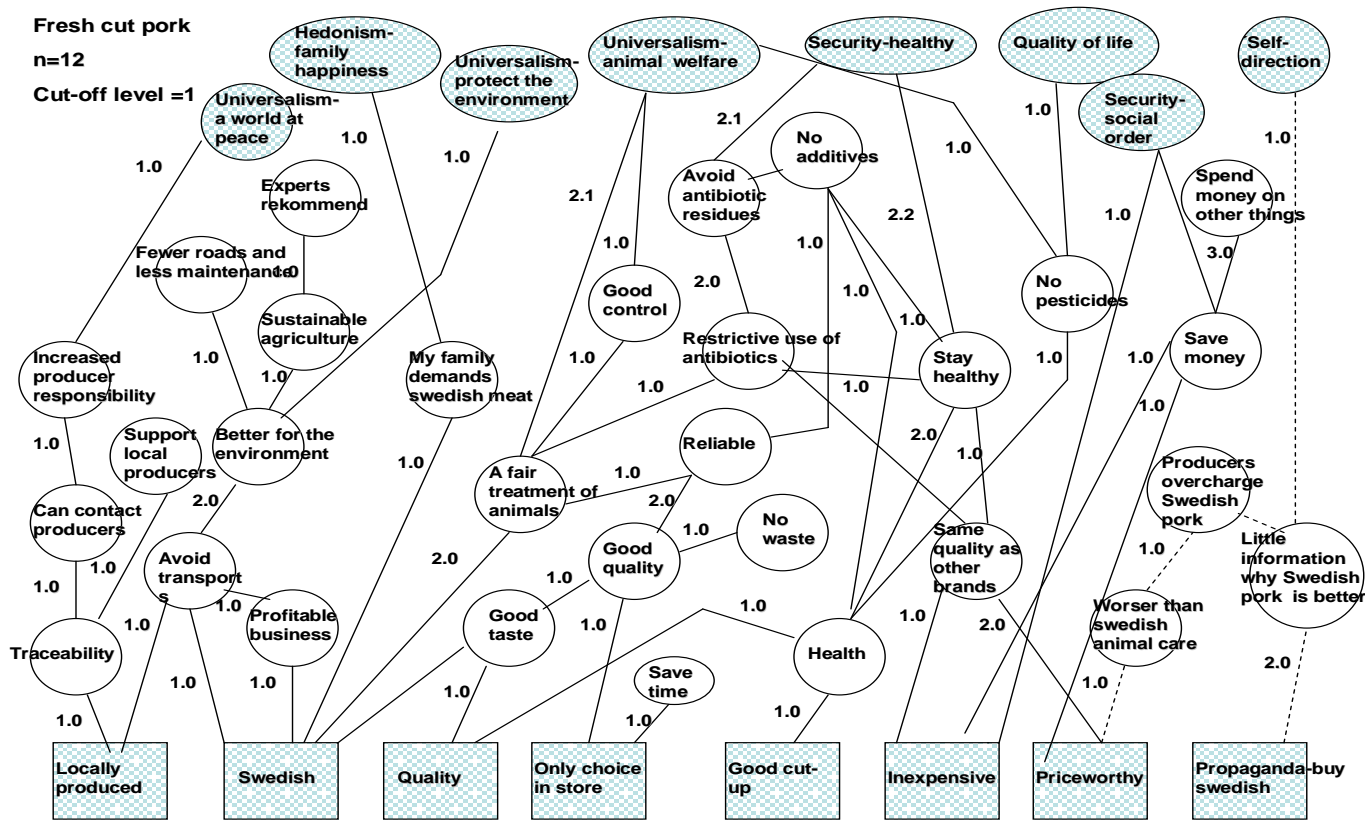


Figure 14. HVM for processed pork, n=12.

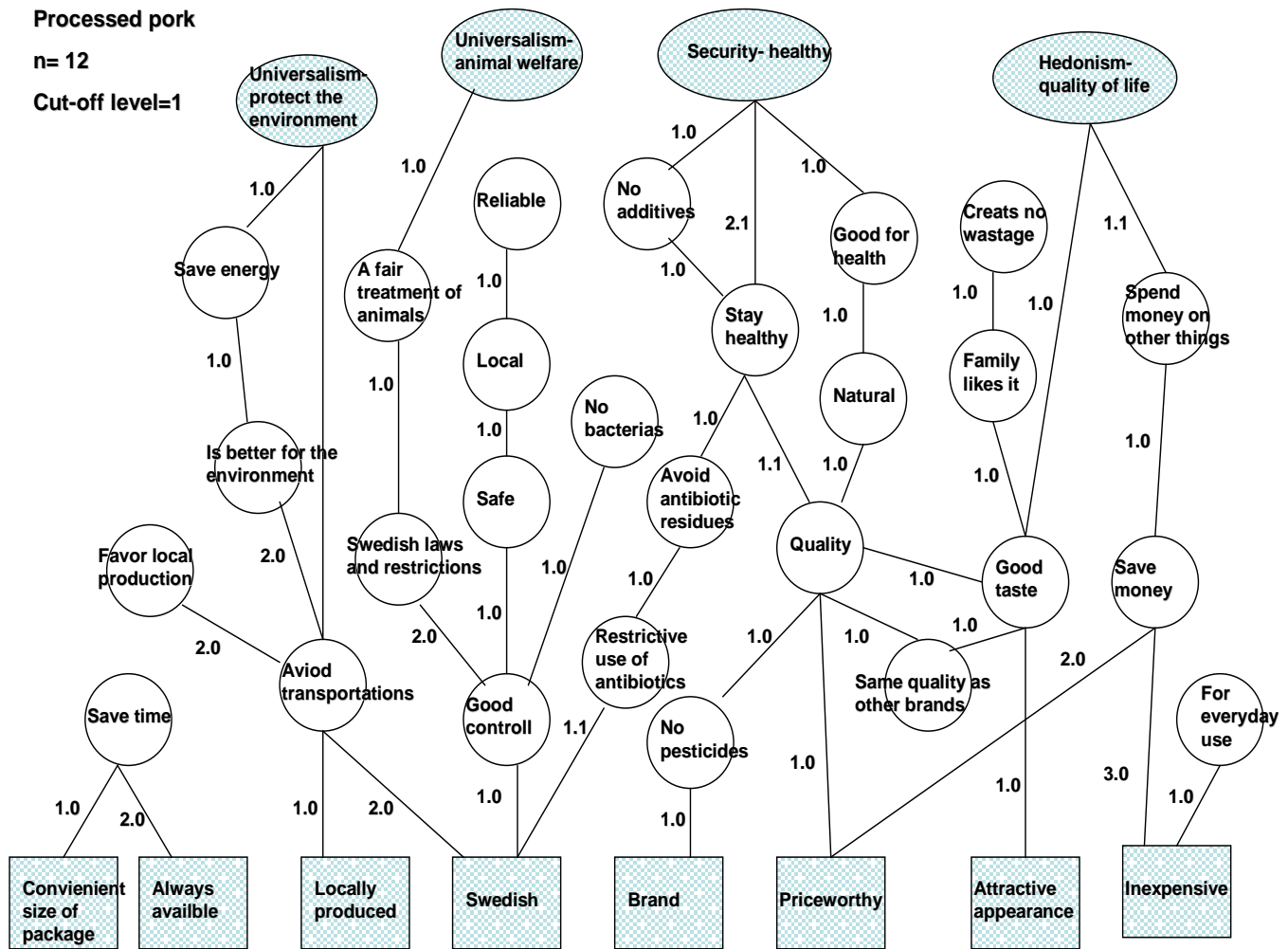


Figure 15. HVM for cut pork, n=12.

The HVM for cut pork (Figure 15) contains many categories and connections related to the same consequences, resulting in many links crossing each other. There are nine attributes presented, of which domestic origin and a low price is the most outstanding reasons for buying cut pork. Consumers' value that the pork is of Swedish and in some cases local origin. They believe it to bring increased producer responsibility through having producers operating in the neighbourhood. Consumers' prefer domestic produced (Swedish) because it reduces the need for transportation, is better for the environment and ensure a fair treatment of animals. These consequences are leading to values associated with environment protection and animal welfare.

Other attributes mentioned are quality and the fact that the studied product was the only meat being available in the store. Those attributes are associated with good taste and quality. These consequences lead to values such as quality of life and importance of a good health. Some consequences end with no values, such as rely on experts, no waste and spend money on other things. Some chains are recognized as being negative associations. Two associations are expressed where inexpensive, imported pork is chosen even though the consumers reckon Swedish pork to be better than imported. The reason for this is that producers charge too much for the domestic pork. The other negative chain is showing the consumers experience that there are much propaganda for Swedish pork and that there are no facts showing that



Swedish pork would be better than imported. Therefore, they state having no incentives to pay the premium cost for a domestic product. Another reaction to the perceived propaganda is a value of self- determination and making their own decisions. There are 8 values presented, and animal welfare has the strongest connections among these.

## 5. Analysis

### 5.1 Analysis of fresh cut pork

There are four HVMs for fresh cut pork. The attitudes of the respondents are quite similar between the four types of labelling. Health is given a high priority in all HVMs along with a concern for animal welfare and caring for the environment, which has a strong connection to other categories in some HVMs. An overview and detailed information is presented in table 3.

Table 3. Most important arguments for consumers of branded, organic/local, private brand and imported cut pork.

Labelling	Values in HVM
Branded	Health, animal welfare, environment, propaganda
Organic/locally	Health, animal welfare, environment
Private brand	Health, animal welfare, save money
Import	Save money, health

The structure of imported and branded pork is different. They contain some negative connections. Consumers argue that retailers overcharge the consumer for Swedish pork. There is a strong connection between the believe that Swedish processors tries to convince consumers to buy Swedish meat by using propaganda without real facts of why Swedish produced meat is be better than imported meat. It is clear that this cause great annoyance among consumers and could therefore be an important observation for producers and spur them to improve their sales arguments.

There are several pork studies conducted the last decade, which indicate that consumer attitude might have changed radically over the last years (Figure 16). Around ten years ago, a study by Verbeke and Viaene (1999) showed pork to be regarded as fat and overall low quality. Whereas later on, the popularity of pork increased and consumers claimed health and quality concerns as major reasons for their consumption. It is conceivable that a strong trend for intangible quality in pork products is coming. Beyond product quality such as good taste and attractive appearance, this study indicates that consumers start to value the whole process of the meat and want the pork to be environmental – and animal friendly. This is supported by Johansson and Källström (2008), where animal ethics also was found to be of great importance for consumers' consumption.

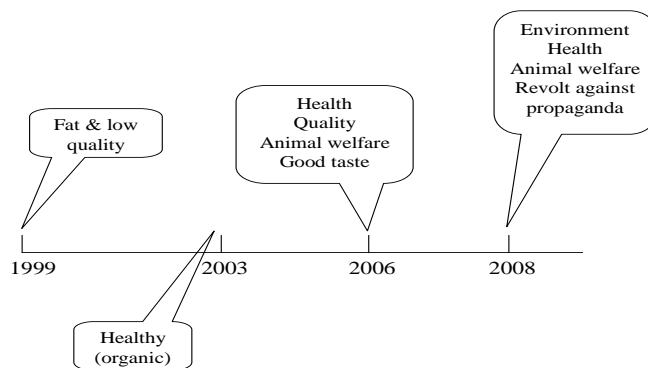


Figure 16. Diagram over consumer attitude towards cut pork over a decade.

During the laddering interviews, many respondents skipped intermediate steps. Some respondents were eager to reach the value stage, skipping the consequences. Another phenomenon occurring is respondents starting directly at the consequence or value level, skipping the first steps. Sørensen et al. (1996), implies that consumers have different amount of answers and that the information available in the consumers cognitive structure is of a diverse nature as the respondents have different knowledge and experiences of the product category. Exactly how their experience is affecting the laddering is not clear. However, in this study, respondents who have a lot of knowledge and information about the product category have shown a tendency to retrieve attributes that are more relevant to the product category, whereas respondents with little experience tend to bring up more irrelevant facts and vague answers. Moreover, experienced respondents often make shortcuts in their reasoning about the personal meaning of the product. Skipping intermediate steps was most visible among the respondents of organically/locally and branded pork. It can indicate that these consumers are more involved in their consumption.

## ***5.2 Analysis of processed pork***

There are four HVMs for processed pork. The attitudes of the respondents are quite divergent. One exception is the health concern, which is present in all maps except imported pork. For organic/local pork, strong arguments concerning environment and health are expressed. For consumers of branded pork, animal welfare is important along with health and environmental concerns. Health and time saving products are important for respondents of private brand. Imported pork is bought due to its price. An overview for each type of pork is present in Table 4.

*Table 4. Most important arguments for consumers of branded, organic/locally, private and imported processed pork.*

<u>Labelling</u>	<u>Values in HVM</u>
Branded	Animal welfare, environment, health
Organic / local	Environment, health
Private brand	Health, save time
Imported	Save money

Regarding previous studies for processed pork, one Japanese study was conducted in 1990. The study concluded that consumers had a strong preference for small packages and presliced products. Health and food safety was also seen as important for these types of consumers. However, not much research has been done on consumer's attitude towards processed pork. But previous studies of the consumer attitude towards meat in general show that qualities of sensor character were more important to consumers a decade ago. For example, taste and quality was important (Verbeke & Viaene, 1999). The result from the study presented in this paper indicates that consumers perceive more intangible qualities, such as animal welfare and care for environment. Especially for branded and organically/locally produced pork.

## ***5.3 Analysis of fresh cut pork and processed pork***

When comparing the HVMs for cut and processed pork, it is clear that the maps for cut pork are more complex concerning numbers of elements, chains and intensity of links, than the maps for processed pork. Furthermore, the phenomenon of rushing up the ladder and skipping intermediate steps are more common among respondents of cut pork. It is likely that the

result, again, has to do with the theory presented in Sørensen et al. (1996), which states that respondents has different knowledge and experiences of a product. Respondents, who are more involved in a product and thereby hold more information, tend to be more communicative in an interview as such.

To compare cut and processed pork with the four brands, the result indicates that consumers of branded meat are most similar (see Table 5). Whereas the private brand pork is most divergent between the two groups. A majority of the respondents are having similar opinions and the fact that cut pork is giving a similar answer could have correlations to the assumptions in chapter 5.1 where discussion is held whether health, environmental- and animal concerns are the new trend among consumers of cut pork.

Table 5. Comparison between cut and processed pork , different labelling.

	<b>Cut</b>	<b>Processed</b>
<b>Branded (<i>similar</i>)</b>	<b>Domestic origin</b> <b>Health</b> <b>Environment</b> <b>Animal welfare</b>	<b>Domestic origin</b> <b>Health</b> <b>Environment</b> <b>Animal welfare</b>
Organic/Local	Health Environment Animal welfare	Health Environment
<b>Private brand (<i>divergent</i>)</b>	<b>Save money</b> <b>Domestic origin</b> <b>Animal welfare</b> <b>Health</b>	<b>Available</b> <b>Priceworthy</b> <b>Time-and money saving</b> <b>Health</b>
Imported	Save money Health	Save money

## **6 Discussion**

### ***6.1 Discussion about the HVM***

Some of the respondents had a tendency to “rush up” in the ladder and reach the value level quickly, with none or a few intermediate steps. This behaviour is particularly visible for cut pork and more specifically, for the organically/locally produced and private branded pork interviews. In addition, the length of the interviews was different. The cut pork had longer average interviews compared to processed pork. There can be several reasons for this. For instance, the nature of the respondents can be an important key factor to the responses. Many of the respondents are university employees. This might affect the outcome of the study since they are used to analyse and therefore able to have complex discussions. They show less tendency to lose track of the subject and they produce longer interviews in general. These respondents also had higher tendency to skip intermediate steps in the ladder and start at consequence. Another possible reason is that cut pork is a product requiring and given more time, money and reflection by consumers than processed pork. Possibly, this has something to do with the situation and the character of the meal. While processed pork (e.g. ham) is eaten for breakfast or as a snack, the fresh cut pork is often prepared as an advanced meal (e.g. dinner or lunch). The cut pork is often prepared in a social context and considered more important. Therefore, the consumption of these products is more reflected upon than the consumption of the snack products.

Compare to previous pork studies, the result of this study diverged some. Looking back a few years, consumers’ foremost valued attributes was good taste, quality and health concerns. These aspects are still important, especially the health aspects, but nowadays environmental and animal welfare concerns seem to have a much larger impact. This could be the result from several years of intense debates of environmental issues. Take for example the increased number of cooking shows on TV. They do not only present a chef preparing food, they often draw attention to raw products as well. The TV-shows educate the viewers about good quality raw products, emphasizing aspects as health, environment and animal ethics. That consumers might have been influenced with “green thinking” could be mirrored in the result of the HVMs.

Negative laddering is present for respondents of branded and imported cut pork. Swedish producers are perceived to use propaganda in order to persuade consumers to buy Swedish meat without giving any fact of why this meat is better than imported. This annoys the respondents. An interesting aspect is that two antithesis groups use this argument. The first group is the consumers boycotting Swedish meat, at least partly because of the propaganda, and buy imported pork instead. The second group is the respondents purchasing branded pork. They are also annoyed by the propaganda but still choose to buy the Swedish pork. The same thing annoys the two groups of consumers but they choose to act differently.

### ***6.2 Discussion about MEC***

The purpose of MEC and laddering is to examine how consumers perceive products. Therefore, it is of great importance that the empiric material will remain as intact as possible. The HVM should reflect as much as possible of the consumers’ responses during the interview. However, it is extremely difficult to keep the material intact. Much information is lost in the processes of constructing the HVM. The processes contain several intermediate steps and it is doubtful whether the material collected during the interviews is representative enough to analyse and to draw reliable conclusions or not. On the other hand, the purpose of

an investigation like this is to develop marketing campaigns. The question is how detailed the consumer information has to be. A company has limited resources for marketing expenses and have to adapt their market communication to fit a broad range of consumers. Therefore, the values with strongest connections should be influencing the sales arguments. For exclusive products or services, which normally have a smaller segment, it is perhaps more interesting with individual marketing. Then more specific and detailed consumer information is needed.

## 7 Conclusion

The findings of the study show, for especially fresh cut pork, that intangible quality aspects are important. Beyond product quality aspects, such as good taste and attractive appearance, this study indicates that consumers start to value the whole process of the meat production and want the pork to be environmental and animal friendly. Also health concerns are important features of the motivational structure of the respondents. Branded, organically/locally produced and private branded pork were all chosen partly because of health concerns, animal welfare and environmental reasons (see Table 6 for more detailed information). Furthermore, the respondents purchasing branded pork show a negative attitude towards Swedish producers' propaganda to persuade consumers to buy Swedish meat without giving any facts to why this meat is better. Organically/locally produced pork was chosen because the respondents wanted to avoid antibiotics, which is related to health concerns. Private branded pork was bought because of its domestic origin and in order to save money. The imported pork was chosen because of the low price and because of the respondents wish to protest against the Swedish producers' propaganda.

Table 6. Consumer's attitude towards cut pork.

<b>Labelling</b>	Most important consequences	Most important values
<b>Branded</b>		Health Environmental concerns Animal welfare Propaganda- buy Swedish
<b>Organic/Local</b>	Avoid antibiotics Animal welfare	Health Environmental concerns
<b>Private brand</b>	Domestic origin Save money	Health Animal welfare
<b>Imported</b>	Inexpensive	Propaganda- buy Swedish

Regarding processed pork, the branded processed pork was bought because of health, environmental and animal welfare concerns. Domestic origin, Swedish, was also important. The domestic breeding did imply quality for organically/locally produced processed pork as well as health and environment aspects. Private branded processed pork was chosen because it was available and therefore timesaving. The respondents also perceived a good price and health being associated to private branded processed pork. The cheapest pork, imported, was chosen because it was inexpensive (see Table 7 for an overview of the consumer attitude towards processed pork).

Table 7. Consumers' attitude towards processed pork.

<b>Labelling</b>	Most important consequences	Most important values
<b>Branded</b>	Domestic origin	Health Environmental concerns Animal welfare
<b>Organic/Local</b>	Domestic origin/ Local	Health Environmental concerns
<b>Private brand</b>	Available Time saving Money saving	Health
<b>Imported</b>	Inexpensive	

The consumer attitude towards cut and processed pork are in many ways similar with a shared concern for health, environment and animal welfare aspects. The arguments are stronger and more disperse among the cut pork respondents. Cut pork generated a negative attitude with annoyance towards non-well founded propaganda. Between cut and processed pork, branded pork is most similar concerning consumer attitude, whereas private brand are most divergent.



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### **Personal messages**

Tilburg, van Add, Professor in Business economics and econometrics, Wageningen University, Holland. Lecture: 2008-05-22, 15.30-17.15 hours.

Pris: 100:- (exkl moms)

Tryck: SLU, Institutionen för ekonomi, Uppsala 2009

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