Sveriges lantbruksuniversitet
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Department of Economics

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- An explorative survey among students' views

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Uppsala, October 2015

Charlotte Lindén Elisabeth Åkesson

Abstract

Research shows that the Swedish consumption of cheese is increasing every year. The production of cheese in Sweden can not meet this increasing demand which leads to an increase in imported cheese. At the same time this sector within the food production is losing market shares rapidly. Today 50% of every consumed cheese in Sweden is produced abroad. This means that the Swedish industry has failed to meet the consumer's need and missed the opportunity of an increasing national market and access to the export market. The import of cheese is strongly affecting traditional Swedish cheeses such as Grevé, Svecia, Herrgård and Präst, when consumers may have a decreasing knowledge of Swedish cheeses.

Some trends may characterize and develop the Swedish cheese market. Due to consumers' awareness and loyalty to brands, the brand constitute is a valuable asset. However, consumers pay different attention to special types of brand. Retailers' private brands tend to be more important, since the loyalty towards retailers is increasing. Another trend is the increased import, when the market becomes more globalized.

The aim of this thesis is to explore the views that Swedish consumers have of brands of yellow cheeses with a variety of attributes. The thesis concerns only the consumers' perceptions of cheese and not their choise of cheese.

A web-based survey was used to conduct the study. An e-mail questionnaire was sent out to a target group consisting of the students at the Swedish University of Agricultural Sciences. Total number of students was 4,618 and the response rate was 19%.

The result shows that consumer perception of cheeses and various brands highlights the qualitative aspects as the most important. If a consumer perceives a cheese or a brand positively they will also perceive the same as of quality. It also indicates that there are a number of other attributes that are critical such as price, usability, taste and brand. It shows that a brand has a more positive association if the brand is associated with multiple attributes. Also some consumers consider themselves to be loyal when it comes to different brands and cheeses, they often return to the same brand and cheese when shopping.

If a consumer is aware of a brand or a specific cheese, it is more likely to perceive that it is of quality also. This also applies if the consumer is sympathetic to the cheese or brand. The more attributes a cheese or a brand has, the more quality the consumer believes that it has and they will then have a positive perception towards the same.

Sammanfattning

Forskning visar att den svenska konsumtionen av ost ökar varje år. Den svenska produktionen av ost sjunker och kan inte möta efterfrågan och importen ökar. Samtidigt tappar denna produktions sektor marknadsandelar i en rasande takt. Idag är 50 % av den konsumerade osten i Sverige producerad utomlands. Detta innebär att den svenska industrin har misslyckats med att möta konsumenternas behov samt missat att ta sig in på exportmarknaden. Importen av ost har en stark påverkan på de traditionella svenska ostarna som Grevé, Svecia, Herrgård och Präst, då konsumenterna kan ha en minskande kunskap om de svenska ostarna.

Vissa trender kan karaktärisera och utveckla den svenska ostmarknaden. På grund av konsumenternas medvetenhet och lojalitet gentemot varumärken, utgör varumärket en värdefull tillgång. Dock tar konsumenten hänsyn till olika typer av varumärken. Butikskedjor egna märkesvaror tenderar att bli allt viktigare, eftersom lojaliteten mot butikskedjorna ökar. En annan trend är den ökade importen, när marknaden blir alltmer globaliserad.

Syftet med studien är att undersöka svenska konsumenters uppfattning angående varumärken för hårdostar med ett antal olika attribut. Studien omfattar endast konsumenters uppfattning om hårdost och inte valet av hårdost.

En webb-baserad enkät användes för att genomföra studien. Via e-mail skickades ett frågeformulär ut till en målgrupp bestående av Sveriges lantbruksuniversitets studenter. Totala andelen studenter omfattades av 4 618 respondenter med en svarsfrekvens om 19 %.

Resultatet visar att konsumentens uppfattning om ostar och olika varumärken är att de kvalitativa aspekterna är de viktigaste. Om en konsument uppfattar en ost eller ett varumärke som positivt uppfattar de även densamme som kvalitativt. Det går även att utläsa att det finns en rad andra attribut som är avgörande så som pris, användbarhet, smak och varumärke. Det visar på att ett varumärke har en mer positiv association hos en konsument om varumärkena förknippas med flera attribut. Även en del konsumenter anser sig vara lojala när det gäller olika varumärken och ostar, de återkommer ofta till samma varumärke och ost när de handlar.

Om en konsument har en kännedom om ett varumärke eller en specifik ost är det mer sannolikt att de uppfattar att den är av kvalitet också. Detta gäller även för om konsumenten är positivt inställd till osten eller varumärket. Desto fler attribut en ost eller ett varumärke har desto mer kvalitet anser konsumenten att den har samt att de har en positiv uppfattning gentemot den samme.

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1 Introduction

1.1 Problem

Research shows that yearly consumption of cheese is increasing. Only in Sweden, people consumed an average of 20 kilo cheese per person in 2013, which is an average increase of 3 kilos per person compared to 1998. This corresponds to an increase of 17.6% consumed cheese per person compared to 1998. What to consider is that, during the same actual period, the Swedish cheese production decreased while the import of cheese has increased, see figure 1. Today more than every other slice of cheese is produced in other countries (Ingvarsson, A. 2014). As stated by Rosenberg, 2015 *"It is actually hard to find any other sector which has lost more market share with a few of decades"*. This shows that the Swedish cheese industry has failed to meet the customer needs in Sweden, but also up to now, failed in taking the opportunities in the export market. Today is 50% of the yellow cheese sold on the Swedish market produced in Sweden. According to Rosenberg, 2015 *"The export could be the way back for the Swedish cheese which has always maintained a high quality, and as late as the 90th century was the pride of the Swedish food production"* (Rosenberg, 2015).

In year 2013, the import of cheese from the EU was 119,069 tonnes, a 36.1% increase from year 2000. The cheese was mainly imported from Denmark and Netherlands. This to be compared to the Swedish production numbers that decreased from 126,600 tonnes in year 2000 to 90,000 tonnes in year 2013, which implies that the Swedish raw milk dropped by a third. The increased import of cheese strongly affects the classic Swedish cheeses like Herrgård, Präst and Grevé that is now experience a tougher competition when consumers are choosing cheese (Ingvarsson, 2014).

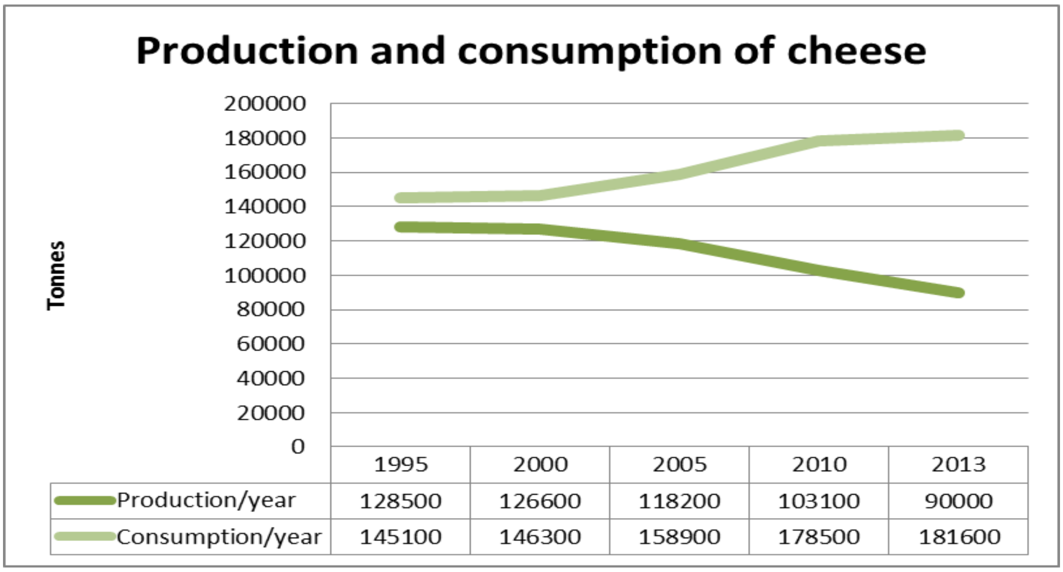


Figure 1: Production and consumption of cheese in Sweden (own modification).

Studies shows that consumers often make impulse decisions when shopping cheese, which has resulted in an increased competition between cheese producers. The stores try to tempt the consumers to buy a specific brand (www, TNS-sifo, 2015). The brand is important and indicates a promise to the consumer, what he or she can expect. A branded product should always live up to a specific taste, texture, quality and origin. Several brands have a solid background and a historical heritage. It is important to maintain the brand, also for the consumer (Rubio et al., 2013).

Development indicates that major changes may be expected also in the years to come. It may be that consumers to an increasingly degree will choose imported products, without considering domestic origin (ibid). The increased import and competition of cheese in the Swedish market will result in that some of the Swedish cheese manufactures, brands and Swedish origin may be precluded.

As in any other market-driven industry the changes in the upstream chain are ultimately driven by consumer demand. Hence, in order to get an understanding of the Swedish cheese industry it is important to understand the underlying factors behind the consumers' product choice. Changing demand for various cheese brands will influence all upstream firms (www, Arlafoodservice, 1, 2010).

Due to consumers' awareness and loyalty to brands, it shows that the brand constitute a valuable asset. However, consumers pay different attention to different types of brands. Retailers' so-called private brands tend to become more important as a consequence of consumers' increasing loyalty to retail chains rather than manufacturers (pers. med., Nilsson, 2015). Another perspective to consider is the globalization of the market resulting in increased import of cheese. All these trends may characterize the Swedish cheese market. It is, however, unclear to which extent this development takes place and the implications it may have for the manufacturer, retailer and consumers. There are no prior studies of the current development of how this will affect the brands on the Swedish cheese market.

Hence, the previous studies being made concludes how Swedish consumers look upon different kinds of cheese brands. The studies include brands from Swedish manufacturers, imported cheeses, retailers' private brands, and brands of protected Swedish origin. The focus has been on the consumers' brand awareness, information processing and brand loyalty, but how the consumer choice affects manufacturing, importing and retailing firms have only been analyzed briefly. This thesis will therefore be focusing on consumer views and cheese brands.

1.2 Problem Analysis and Aim

The core concepts in this problem statement are subject to analysis in the following sub-section – Swedish consumers, views, cheese, brands, investigation and the theory. A summarize of the analyses of these concepts are gathered in the aim of the study found in the conclusion section.

Consumers
A consumer goes through a more or less conscious decision-making process, writes Bareham (1995) and there are a variety of factors that influence the choice of commodity products. Bareham (1995) explains, the economic factors have a significant role for the consumer. It is

not only the price of the product that controls the choice, but also the income of the consumer is crucial. Studies show that there are a relationship between price, quality, quantity and the consumer income. It also shows that technical and political influences affect the product range, to the extent that only certain products are available to the consumer.

The family has a strong influence on the choice of commodity products to be purchased. Buying behavior is based on size of the household and partly also old habits. Social relations and norms also influence individual behavior as well as attitudes towards products and brands. Bareham (1995) further explains that marketing influence the consumer, in particular the availability and the design of the product. Stores' availability is also an important factor to consider that may affect consumer behavior.

The Swedish consumer will be in focus in this thesis, due to the remarkable development in the Swedish market. The development may depend on other levels of the value chain, for example import and private brands. This thesis will be focusing on the major cheese manufacturers in Sweden, and not take all smaller players within the food value chain in consideration.

Views
What a consumer identifies as food quality is individual where past experiences and expectations are frequently underlying causes of how a food should be (Kungliga Skogs- och Lantbruksakademien, 2002). The consumer is influenced by several variables when choosing food in the store. According to Eartmans et al., (2001), there are both internal and external factors that determine what the consumers choose. These factors can be divided into “sensory aspects” and “impacts of non-food effects”. In the “sensory aspects”, you typically define texture, odors and flavors. Social context, physical environment and information also affect the consumer and are included within the “impact of non-food effects”. In addition there are other underlying factors when a decision is made about a food, such as price sensitivity, loyalty to brands and attitudes towards food.

The thesis will be focusing on part of the decision making process, and not taking the complete process in consideration. The main focus will be on consumers’ *view* of *cheese brands* and why the consumers’ have these different *views.*

Cheese
Cheese exits in a variety of structures. The classification of different cheese is; hard cheese or yellow cheese, soft cheese, cream cheese, processed cheese and whey-cheese (Blom et al., 2002). The main category for this thesis will be yellow cheeses, which traditionally stands for the largest part of the total cheese market in Sweden (www, Arlafoodservice, 2, 2010). This is clearly visible in the consumption figures even if consumption of soft cheeses and fresh cheeses increases among Swedish cheese consumers. The basic explanation and definition of a yellow cheese is that it is possible to slice the cheese. In addition, the difference between yellow and soft cheese, is the content of moisture. The moisture is lower in the yellow cheeses comparing to the soft cheeses (www, Arlafoodservice, 3, 2010).

Production of Swedish cheese has varied from year to year. After the EU accession in year 1995, the Swedish cheese producers started to face competition from imported manufacturers. Since 1995, cheese production in Sweden decreased by a total of 25.000 tonnes per year (www, Jordbruksverket, 1, 2012), with an exception in year 2010 and 2011 where the production was stable around 103.000 tonnes.

Brands
The consumers select a brand using their brain and heart. A brand is characterized by four different parts; the identity of the brand, the image, how consumers perceive the brand's profile and how the brand itself is being perceived (www, Apostel, 2014). The identification of a brand is fundamental when it comes to brand loyalty and thus plays critical role in consumers' brand choices and behavior. Brands provide the consumer signals of indication for various brands (Rubio et al., 2013).

The cheese market and their brands can be divided into four categories (pers. med., Nilsson, 2015). *Firstly*, there are the cheese manufacturers that market their cheese in their own name or as a different self-owned name (a second brand). In Sweden, there are a number of well-known cheese makers, who markets their cheese in either their own name or under a different brand protected name. This applies in particular to Arla, Skånemejerier and Norrmejerier. Some of the other players in the Swedish cheese market are Boxholm mejeri, Falköpings mejeri, Gäsene mejeri and Smålandsost. *Second*, there are cheese with special characteristics, taste, odor and texture, such as Grevé, Herrgård, Präst, Svecia and Hushållsost. The *third* category includes firms that imports their cheese; Falbygdensost, Ockelbo Ost, Ostspecialisten, Wernersson Ost and Ölandsost. They import their cheese mainly from Germany, Denmark and the Netherlands. The *fourth* is retailers' private brands where ICA and Coop are two of the largest firms with private brands.

The thesis study will not make any difference where in the world the cheese is being produced, the focus is on the Swedish consumer demand for cheese.

Investigation
There is no previous study and knowledge of this specific subject. Hence, the thesis will need to have an exploratory approach of the problem. Theory will be used to highlight the issue, since the answers can only be obtained through its own empirical study. The thesis will not test a theory, or develop its own theory. There is a no specific theory available of consumer behavior when selecting cheese. It is necessary to use theory to identify consumer's perceptions; therefore it will be a theory information study.

Theoretically basis
There are two theories applicable for the thesis; branding theory and consumer behavior. Suitable theory for this project is branding theory since the thesis main objective is to study the brand from the consumer´s perspective. Consumer behavior is a well-established topic therefore the focus will be on consumer perceptions of cheese brands. Hence, the thesis will examine how consumers respond to different brands of cheese.

Aim of the study
The aim of this thesis is to explore the views that Swedish consumers have of brands of yellow cheeses with a variety of attributes. The thesis concerns only the consumers' perceptions and not their choice of cheese.

There is no previous study of this subject. Hence, the thesis has an explorative approach. Theory will be used to highlight the issue. It is necessary to use general theory to identify consumer's perceptions. The theory that is chosen as a basis for the study is branding theory. Findings can be obtained only through an empirical study.

1.3 Implementation and Structure

In the thesis a researching reality will be presented around the cheese brands and related questions. There are many researches on consumer behavior and brand names, which generally focuses on consumer behavior regarding brands. The theoretical basis for this study is to investigate consumer views regarding cheese branding and how it effect consumer behavior in the selection of cheese.

Theoretical basis present theory on branding with special regard to the consumers views of brands. On the basis the theoretical account a number of hypotheses are presented in the chapter's concluding section. Theory and the review will lead to hypothesis. The hypothesis will govern the issues that will be discussed in the questionnaire. Once the data is collected and compiled a statistical analysis will be performed. After the data is aggregated and processed, the results can be interpreted theoretically and conclusions can be made in relation to the purpose of the essay.

The outline for this project is illustrated in figure 2. In chapter two, the cheese industry, comprises a descriptive presentation of the development and the present-day status of the cheese industry in Sweden. The theoretical framework of this thesis is described in chapter three. Chapter four presents methodological considerations, which describes and reports on the collection and analyses of empirical data. Data is to be collected via an Internet-based survey among a sample of Swedish consumers. In the fifth chapter, the empirical study from the survey will be presented. In the analysis and discussion in chapter six the findings will be discussed. Chapter seven presents conclusions in relation to the purpose and the hypothesis.

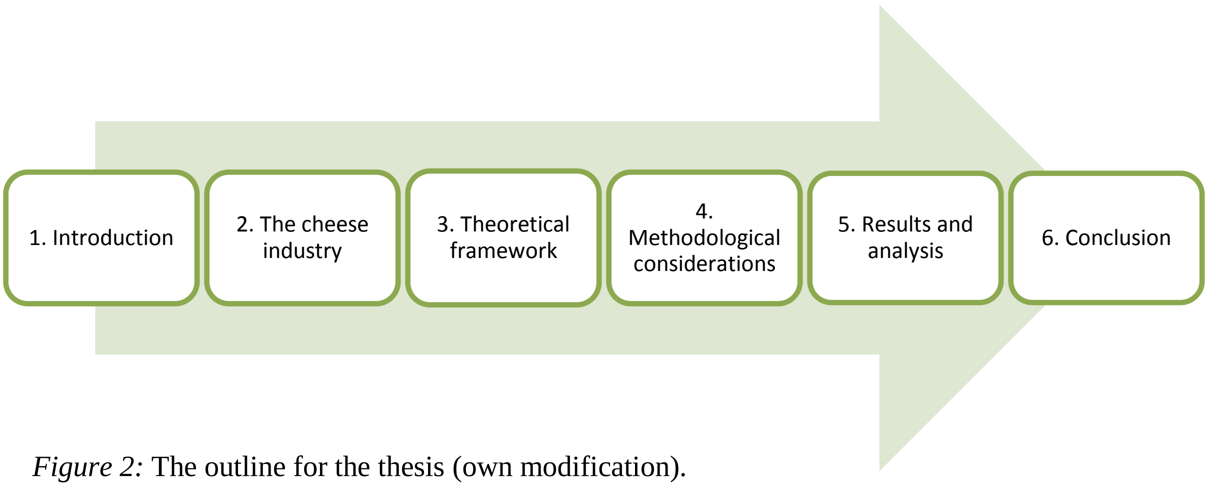


Figure 2: The outline for the thesis (own modification).

2 The Cheese Industry

2.1 The Cheese Development

The Swedish dairy production has been part of the Swedish agricultural as long it has existed. Milk and dairy products are a natural part of our culture and are often noticeable in the Swedish diet, grocery store as well as in the countryside.

In year 2010, 33% of the weighed in milk was used for cheese production. A trend in the past five years shows that a decreased proportion of Swedish milk is used for the production of cheese. Instead it is consumed as drinking milk, claims Lukkarinen and Lannhard Öberg (2012). The ways dairy products are consumed today have changed and Swedish consumers consume more and more value-added products.

Of all the cheese consumed in Sweden 70% is yellow cheese, where the most common yellow cheese is Hushållsost. In year 2013, Swedish consumers consumed 117,600 tonnes yellow cheese but only 68.000 tonnes were produced in Sweden. This can be compared to the 125,800 tonnes consumed in 2009 where 92.000 tonnes where produced in Sweden. (Jordbruksverket, 2, 2015); (LRF Mjölk, 2014). The trend since year 2009 shows that the proportion produced cheese in Sweden, eaten by Swedish consumers is decreasing.

To ensure quality, cheese manufacturers get their cheeses assessed. The assessment is based on point system taking cheese characteristics in consideration. Cheese quality is assessed both subjectively and objectively. The subjective assessment is a sensory analysis, where the taste, smell, appearance and texture are being judged. The objective assessment is the analysis of chemical, physical and microbiological composition, such as protein, fat, water and bacteria.

Yellow cheese is divided into three categories based on the ripening process and maturation. The *first* category is traditional yellow cheese with a long maturation. This category includes cheeses such as Grevé and Västerbottenost. The *second* category comprises cheese where the surface has been treated with bacterial culture to accelerate the ripening time, surface-ripening cheese. The *third* category is rind free cheese, with a short maturation and packaged immediately after production. Jämtost and Hushållsost are typically rind free yellow cheeses.

Yellow cheeses have different textures, depending on the manufacture process. They are a granular cheese, cheese with large consistent holes or compact cheese (www, Arlafoodservice, 4 2010). Granular cheese has many small and irregular holes. The small holes occur when the cheese curd is stirred and the whey is drained at the same time. During the ripening is gas formed and expanded, which leads to small holes in the cheese. The holes in a cheese with regular holes are fewer, bigger and round. The whey is drained after the cheese curd is compressed, causing the gas to form bigger and fewer holes. Compact cheese may have small cracks but not any holes. This happens when the whey is drained and the unpressed cheese is grounded and salted. When the cheese later on is pressed, the gas disappears and no holes occur (ibid).

2.2 Yellow Cheeses

A yellow cheese has been an important commodity since before the Common Era (www, Svenskaostar, 2014). Cheese was a way to preserve the nutritious milk. Partly because people were traveling, but also when cows ran out of milk. Traditional cheeses that is eaten today is relatively young, and the most common cheeses for a Swedish consumer is Präst, Svecia, Hushållsost, Västerbottenost, Herrgård, Grevé, Cheddar and Gouda also called generic brands. Table 1 show the connection between generic brands and manufacture brands.

Table 1: Illustration over generic brands and manufacture brands (own modification).

	Generic brands							
Manufacture brands	Cheddar	Gouda	Grevé	Herrgård	Hushållsost	Präst	Svecia	Västerbottenost
Allerum	X		X	X		X	X	
Arla		X			X			
Arla Ko			X	X		X	X	
COOP		X	X	X		X		
Falbygdensost	X	X	X	X		X	X	
Falköpings Mejeri						X	X	
Favorit			X	X	X	X	X	
Garant	X	X	X	X	X	X	X	
Gäsene Mejeri					X			
ICA		X		X	X	X		
Kvibille	X		X	X		X		X
Norrmejerier			X	X		X	X	
Skånemejerier			X	X		X	X	
Ockelbo								
Wästgöta	X							

Präst
The name Präst (Priest), origins from a time when people paid tax to the church and the priests. The cheese was made of whole milk to make it tastier and more appealing to the priest. Originally the name was Prästcheese, but in year 2001 the name was changed to Präst and became brand protected (www, Arlafoodservice.se, 3, 2010). The cheese has the characteristics of a granular cheese with a waxed finish. The taste is creamy, salty, sweetness and a bit bitter. The longer the ripening time is, the cheese characteristics are strengthened and crystals forms a crackling result. The texture of a Präst is both juicy and crisp.

Svecia
The Svecia cheese is one of Sweden's oldest cheeses (ibid) and it was traditionally produced by similar recipes between local cheese makers. By giving the cheese a collective name it would be easier to sell the cheese over the province borders in Sweden. In 1920, the cheese was named to Svecia, which comes from the Latin word Sueci and means Sweden. Svecia is a granular cheese, with a waxed finish. The taste is creamy and mellow, with salty, fresh sourness and sweetness. The texture of the cheese may be a bit crisp and sometimes with crackling.

Hushållsost
Hushållsost is an old traditional cheese in Sweden and origins from the time when people produced their own cheese at home. Since the cows milked better throughout the summer than the winter, the household preserved the milk by producing cheese. In this way no milk went to waste and the cheese was a nutritional supplement during winter (ibid). This traditional cheese is a granular cheese. It does not have a waxed finish, but is packed immediately with a

plastic film. Hushållsost has a mild clean taste with a balanced saltiness. It is the most commonly purchased cheese in Sweden.

Västerbottenost
Västerbottenost is manufactured in Burträsk, in the northern part of Sweden. There have been several trials to manufacture the cheese in other places, however, it has failed due to unclear circumstances (www, Västerbottenost.se, 2015). The cheese was developed by coincidence in year 1872, and the recipe is well kept. This means that Västerbottenost is brand protected and can only be manufactured by Norrmejerier. Västerbottenost is a granular cheese and has been maturing for at least 14 months. The taste is sharp with touches of truffle, sweetness and a bit bitter. The texture of Västerbottenost is crystal, crisp and juicy.

Herrgård
The Swiss cheese Emmentaler was an inspiration when the production of Herrgård started in the southern part of Sweden (www, Arlafoodservice, 3, 2010). The cheese was never quite like the Emmentaler, but the cheese was popular and then became a national cheese. This classic Swedish cheese is a cheese with big regular holes and has a waxed finish. At first, Herrgård taste is mild, slightly sour and with a typical nuttiness in the smell. During the maturing the characteristics and taste increases. The texture is tender, with crackling and a strong long aftertaste.

Grevé
Grevé is the youngest cheese derived from Sweden, and it is a cheese with big consistent holes and has a waxed finish (ibid). The cheese was developed with inspiration from the Swiss Emmentaler and the Norwegian Jarlsberg. The Emmentaler Gruyere influences the name. The taste of a Grevé is mellow with nuttiness, bitter tones and distinct sweetness. The cheese has a slightly chewy and resilient texture.

Cheddar
Originally Cheddar cheese was made in England. However, today manufacturing of Cheddar takes place in many countries (www, Cheese, 2012). It is feasible for countries to manufacture and brand the cheese as Cheddar, since the cheese is not brand protected as other cheeses. The cheese is a compact cheese with a rind and cloth bounded around it. The taste of Cheddar is sharp, creamy with saltiness and sourness. The texture is crumbly, compact and if it is young it will be smooth.

Gouda
Gouda comes from the Netherlands and is named after the city of Gouda (ibid). It is one of the world's most popular cheeses and is accounting for 50-60% of the world's consumption of cheese. The brand is not protected and therefore this type of cheese can be produced all over the world. Gouda is a compact cheese with few small holes, the rind is waxed. The taste is full flavored, creamy, sweet and nutty. Gouda has a texture that is springy, dense and crumbly.

2.3 Dairy Firms

There are a few dairy firms in the Swedish market, where Arla is by far the largest operator (www, Expressen, 2012). In year 2012, Arla dominated the market with about 70% of the bought milk. Skånemejerier comes second with a market share of 10-20%, followed by

Norrmejerier with 5-10% market share. Falköpings Mejeri and Gäsene Mejeri have only a few percentages of the milk market.

Arla Foods

Arla Foods is a global corporation and acts as a cooperative. Swedish, Danish, British, German, Belgian and Luxembourgish dairy farmers own Arla Foods. The core markets for Arla Foods are Sweden, Denmark, Finland, UK, Germany and Holland (www, Arla, 2015).

In the early 1880s, started the firm called Mjölkcentralen that later became Arla. In the early 1970s, Arla was one of the largest dairies and the largest agricultural co-operative dairy firm (ibid). In the subsequent 30 years there was not any growth or increase in milk volume, so Arla decided to merge with Swedish firms. The merger was not approved and a natural step was to move into the Nordic market. The Swedish EU membership was also contributing factor facilitating market access to the international market. In 2000, Arla merged with the Danish dairy firms MD Foods (ibid). In connection to the merger, there was a change of name to Arla Foods and its headquarters were located to Denmark.

In year 2014, Arla with its 19,000 employees was owned by 13,413 dairy farmers. The milk handled by Arla amounted to 13.4 billion kilos in year 2013, bringing them to one of the leading operators in the international market. Milk production at Arla Foods is dominated by Danish dairy farmers who account for 34% of the total production, followed by British dairy farmers with 23% and the Swedish dairy farmers with 15% of milk production at Arla (ibid). Arla Foods have 13 production facilities in Sweden, mainly located in southern and central parts of Sweden. The cheese is both manufactured in Sweden as well as imported. The firm has several brands; Arla KO, Arla, Billinge, Kvibille and Wästgöta.

Skånemejerier

Skånemejerier started in year 1964 and at that time there were 15,000 dairy farmers delivering milk to Skånemejerier (www, Skånemejerier, 1, 2015). That figure has declined and in year 2014 it was about 520 milk suppliers, mainly from Skåne and other parts in southern Sweden. The same year, Skånemejerier had approximately 600 employees. They have four production facilities in Skåne. Skånemejerier sell their cheeses under different brands like Allerum, Skånemejerier and Glimminge (www, Skånemejerier, 2, 2015).

Skånemejerier was acquired in year 2012 by the dairy group Lactalis Group, part of the French Laval group (Press release Skånemejerier, 3, 2012). One underlying reason for the acquisition was to strengthen Skånemejeriers own brands but also to improve the profitability of milk production towards the owners of Skånemejerier. With the acquisition would milk production in the long term in Skåne and southern Sweden be protected. This means that a major international operator has entered the market and competes with large firms such as Arla Foods (Lukkarinen & Lannhard Öberg, 2012). Through Skånemejerier can Lactalis penetrate the Northern Europe market and thereby use Skånemejerier as a platform to market their own products.

Norrmejerier

Norrmejerier was founded in year 1971 through a merger between Västerbottensläns mejeriförbund, Västerbottens södra mejeriförbund and Skellefteortens mejeriförening. The dairy is cooperative owned by approximately 550 dairy farmers in Norrbotten, Västernorrland and Västerbotten (www, Norrmejerier, 2014). It is the Swedish dairy located most northern in the country. Norrmejerier has production facilities in Burträsk, Umeå and Luleå, where they annually refine about 200 million kilos of milk. Norrmejerier has about 480 employees. Norrmejerier sells its cheese primarily under its own name, Norrmejerier, but they also have the rights to Västerbottenost.

Falköpings Mejeri
Falköpings Mejeri was founded in year 1930 but production started first in year 1931. The Group is a cooperative owned by about 200 farmers, where 153 of them deliver milk to Falköpings Mejeri (www, Falköpingsmejeri, 2015). The dairy has about 70 employees engaged in production, quality control and administration. In year 2014, the dairy processed 150 million liters of raw milk. Falköpings Mejeri bought Grådö Mejeri by Coop in year 2014 and became the main supplier to Coop.

Gäsene mejeri
In year 1930 started Gäsene Mejeri in Ljung, Västergötland. The cooperative has 37 farmers, where 26 of them supply milk to the dairy (www, Gäsenemejeri, 2015). It makes Gäsene Mejeri to the smallest dairy firm in Sweden. Initially they produced dairy milk, butter and cheese. Gradually increase in demand for their cheese made a specialization possible. Today Gäsene Mejeri focuses on ripened yellow cheeses.

2.4 Retailers

The food market in Sweden is characterized by a few and large food retailers, where ICA, Axfood, Coop and Bergendahls are the four major firms. In recent years, have foreign retailers like the German retailer Lidl and Netto from Denmark entered the market. However, it is difficult for foreign retailers to establish themselves as Swedish retail chains are strongly entrenched in the market.

Retailers sell products under their own brands, called private brands. The retailer divides the private brands in different segments; discount products with a lower price and quality, standard which offers the same quality as larger brands but a lower price, as well as premium products designed to offer a higher quality, usually locally produced and organic products (Lindow, 2012). Dairy products are one of the categories that have the greatest share of private brands, with 17.5% (Dagligvarukartan, 2012).

ICA
The largest retail firm in the Swedish market is the ICA Group. In year 2013, they had market shares representing 50.7% (Dagligvarukartan, 2014). In the Group there are 1,321 own and associated stores, with a common wholesale systems (www, Icagruppen, 2015). They also operate in Norway, the Baltic countries as well as in banking, real estate and other portfolio firms.

ICA acts as an association of many small firms. Basically, each individual ICA store is a private firm responsible for finance and human resources. The parent firm acts as a mainstay, whereby collaboration takes place through store openings, purchasing, logistics, IT and marketing. ICA uses its own branded products, including ICA, ICA Basic, and ICA Selection. I love eco and ICA Gott liv (www, Ica, 2015). Yellow cheeses are sold under their private brands, ICA and ICA Basic.

COOP
Coop is the second largest retailer in food, with a market share of 20.9% (Dagligvarukartan, 2014). Coop is a cooperative, owned by 3.4 million members. There are approximately 700 stores in Sweden, where 440 of these are run by retail societies and 260 stores by Coop Sweden AB (www, Coop, 2015). The corporation Coop Sweden AB leads, develops and coordinates Coop's business. They are responsible for purchasing, logistics, marketing and business support. Coop stores are also found in Denmark and Norway. They are also active in real estate and media among others. Coop's own-brand products are partially Coop, X-tra, Coop Prima and Coop Änglamark. Coop sells cheese, mainly with brands Coop and X-tra (Lindow, 2012).

Axfood
Axfood AB conducts food retailing in Sweden and is the third largest operator in the market, with 15.9% market share. It is through the fully owned store chains Hemköp and Willys, business is conducted. Axfood has 259 firm-owned stores. It also includes proprietor-run stores that are tied to Axfood through agreements. Among those are Hemköpskedjan, Handlar'n and Tempo. The numbers of retailer-owned stores are approximately 820 (www, Axfood, 2015). Axfood private brands are Garant and Eldorado, whereby they sell cheese under the brand Garant.

Bergendahls
Bergendahls is the fourth largest firm with market shares of 6.8% in the Swedish market (Dagligvarukartan, 2014). Grocery sales are conducted through its own stores City Gross and EKO. Bergendahls cooperates with independent retailer-owned stores, the Swedish Matrebellen and Matöppet (www, Bergendahls, 2015). There are currently 39 City Gross stores in Sweden. Their own brand products are Favorit and Budget, where cheese is sold within the brand Favorit.

2.5 Mark of Origin

A large majority of the Swedish consumer wants to know where their food comes from. A study carried out by the European Consumers' Organization BEUC shows that 6 of 10 Swedish consumers think that the origin of the product is among the most important factor when consumers buy their food. Although factors like taste, price and quality are also important. The Swedish consumer indicates that the product origin is of greatest significance. When it comes to meat, 83% means it is of great importance. Mark of origin for milk products was important for 79%, dairy products 77%, fish 75% and fresh fruit and vegetables 74%. (www, Sverigeskonsumenter, 2015) .

The branding of cheese is often misleading. Swedish name of the cheese gives an indication that the cheese comes from Swedish farmers. This is something that the individual consumer usually wants to know, when the Swedish animal welfare legislation places higher demands on dairy cow management and the environment. Below the thesis will present different brands that can occur on different cheeses (www, Köttguiden, 2014).

Registered brands

This symbol indicates that the product is registered as a brand. Grevé was introduced in year 1964 and was registered already then as a brand. Today Grevé is a brand that is protected throughout the EU. Hence the protection means that the cheese can only be produced by Swedish milk but also of dairy firms of the Swedish Dairy industry. The Herrgård cheese and the Präst cheese got the brand protection throughout EU in year 2001.

Protected brands

There is a compromise on quality branding in the EU for food produced according to certain rules. The requirement to the food has reached a status regionally, nationally and globally. There are two cheeses that has undergone the process and been adopted by the EU official list of protected products, namely Hushållsost and Svecia (www, Arlafoodservice, 1, 2010).

Guaranteed Traditional Specialty

According to the European Regulation No 509/2006 food with this brand have the right to be classified as Traditional Specialty Guaranteed (TSG). Herrgårdsost was in year 2004 included in the EU's list of protected food. The cheese has then received symbol TSG that means that Hushållsost is made according to the traditional Swedish recipe and with Swedish milk (ibid).

Protected Geographical Brands

Protected Geographical Brands (SGB) means that the product achieves the quality required by European Community Regulation No 510/2006. The only cheese in Sweden with the SGB is Svecia. The cheese may only be produced in Sweden according to the tradition from Swedish milk (ibid).

Other food brands

Smakstyrka

In year 2007 the brand Smakstyrka was presented. The reason is that three of four Swedish consumers felt uncertain of the strength of the cheese when buying it. Today the consumer can find the label Smakstyrka on more than a hundred of cheeses. Through the brand consumer do not have to taste the cheese to know how strong the cheese is. An additional benefit with the brand is that the consumer can note that the cheese is made in Sweden and only manufactured on Swedish raw milk. The label does only exist on Swedish yellow cheeses. There are different brands for every strength, using a scale from 1 to 11. Yellow cheese with Smakstyrka 1 is less strong and the yellow cheeses with Smakstyrka 11 are stronger in the flavor. The design of the brand is like a round clock with an 11-point scale

All yellow cheeses with the brand Smakstyrka undergoes taste testing by professionals. The people that carry out the tests are special recruited and has an analytical capacity to recognise different flavors. Swedish dairy association is the owner of Smakstyrka and it is registered as a brand. LRF Milk trade organization has the responsibility for the brand (Swedish Dairy Association, 2014).

Svenskt Sigill

Svenskt Sigill is a control branding for Swedish food and guarantee that food come from controlled Swedish farms. The farms being members of Svenskt Sigill have the claim at food safety, environmental, animal care, and demands on open landscape. GMO is not proved and allowed in Svenskt Sigill (Genetically Modified Organisms) is not allowed (Konsumentföreningen Stockholm, 2011).

The brand Svenskt Sigill also occurs on cheeses and has a guarantee that the cheese is made on Swedish ingredients. Svecia is protected in the EU and therefore can be manufactured by the Swedish milk from Sweden's low-lying parts. Furthermore, the cheeses Grevé, Präst and Herrgård are branded and may only be manufactured by Swedish milk (www, Köttguiden, 2014).

Nyckelhålet

Nyckelhålet is the symbol for healthy food choice. The consumer finds the branding mainly on prepackaged dairy-, fish and meat products. The branding follows several claims; less and healthy fat, less sugar, less salt, more fiber and whole meal (Konsumentföreningen Stockholm, 2011).

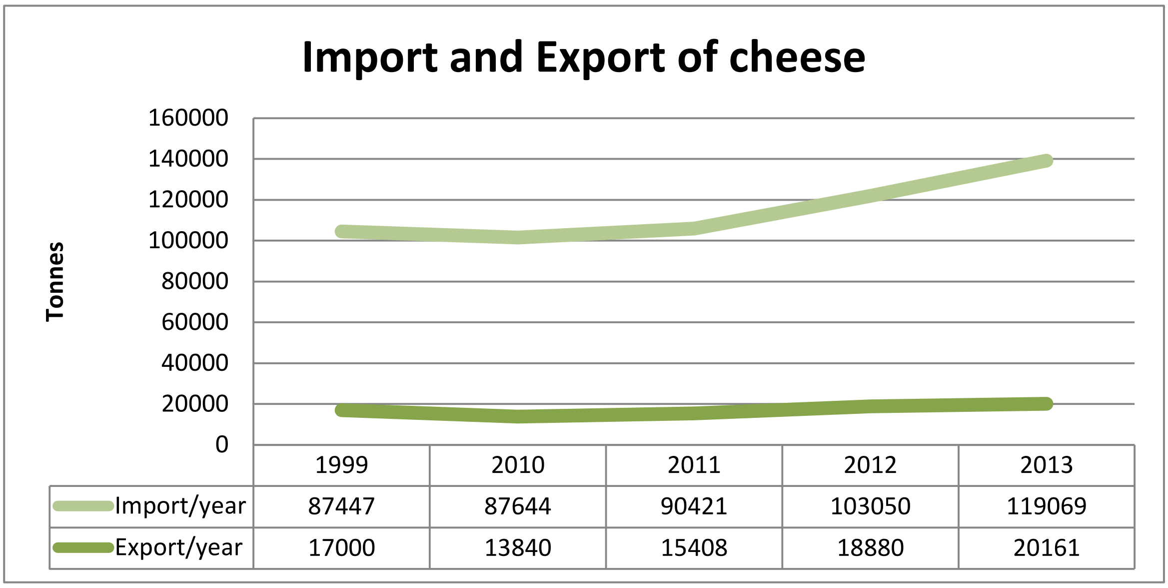
2.6 Import

Regarding the foreign trade for Sweden the dairy products continue to increase by a significant import and admission of cheese. The import of yellow cheese in year 2014 was 52.000 tonnes. This represents an increase of 17% compared to year 2013 over the same period. The total imports from Germany and the Netherlands of yellow cheese makes up to nearly 45%. Imports from countries like Cyprus, Finland, Great Britain and Hungary have increased significantly in year 2014. In the same year the development of the yellow cheese weakened. During the first nine months Sweden exported 6.000 tonnes of yellow cheese. In comparison with the same period in year 2013, this corresponds to a decrease of 21%. The main part of all the cheese export, (84%), went to Denmark, Finland, the Netherlands and Norway. The export from Sweden has increased the last years to countries like Poland, Romania and Germany (Holmström, 2014).

In year 2013 the import was more than 100,000 tonnes of cheese to Sweden and it is mainly imported cheese of low price that end up in our Swedish stores and restaurants. The imported cheese is equivalent to milk delivered from about a thousand Swedish dairy farms. Today more than every other slice of cheese is produced in other countries (Ingvarsson, 2014). With the increased imports, the Swedish cheeses Grevé, Svecia, Präst and Herrgård have difficulties to compete on the market (www, Gp, 2013).

As mentioned, in year 2013 was 50% of the consumed cheese in Sweden imported. Sweden imported 61.4 tonnes of yellow cheese while it exported 9.6 tonnes as illustrated in figure 3. Imports increased further when Arla's production of Hushållsost moved from Sweden to

Denmark in year 2014. Only half of the yellow cheese, which is sold in Swedish stores, are Swedish-made. The imported yellow cheese stands for 54% where 75% stands for discounted cheeses. Swedish cheese production has not increased at the same rate as the Swedish cheese consumption (Rosenberg, 2015).



	1999	2010	2011	2012	2013
Import/year	87447	87644	90421	103050	119069
Export/year	17000	13840	15408	18880	20161

Figure 3: Illustration of import and export of cheese (own modification).

Importing firms

There are some Swedish firms that import cheese and these are; Falbygdensost, Hugo Eriksson, Lindhags Cheese, Ockelbo, Ostspecialisten, Sunco Food, Wernersson Ost, Ölandsost

Climate impact

As many other foods, the cheese cause a relatively high environmental impact, both Swedish produced cheese as well as the imported cheese. Cows are ruminants and releases methane associated with the feed digestion. Methane is a potent greenhouse gas that contributes to global warming. In the manufacture of cattle feed the soil emitter nitrous oxide but even when machines harvest the feed they release carbon dioxide. Even when spreading out manure contributed to the global warming. However, the cheese has a very low climatic influence in comparison with beef cattle because the cow is producing more milk during its lifetime (www, Köttguiden, 2014).

3. Theoretical framework

3.1 Views of Brands

The term “brand equity” is defined as the relationship between consumers and brand producers (Wood, 2000). Brand equity can be argued from the brand owner and consumer's perspective but also in qualitative and quantitative terms. Hence, the discussion between the brand owner and consumer is that brand creates value for the consumer and contributes to the brand owner. The model is explained as “the added value with which a brand endows a product” (Melin, 2006, p. 45) meaning that the brand equity is close related with value. Brand strength and brand value are two concepts where the brand’s financial value is inherently inspired. When the brand creates value for the consumer and the brand owner it contributes to brand loyalty, which is central in the brand equity area.

The theory of this thesis will originate from Aaker’s model of brand equity. In the model brand equity is split into different concepts; brand awareness, perceived quality, brand loyalty and brand association as seen in figure 4. The concepts are considered to create value for the consumer and also to the brand owner (ibid).

Figure 4: Illustration over brand equity different concepts (own modification).

3.2 Brand Awareness

Awareness of a brand is the strength of its presence in the mind of the consumer. High awareness of a brand contributes to a higher value compared to other brands (Aaker, 2010; Anselmsson et al., 2014). Measuring awareness among consumers is done through different ways to explore how well they remember the brand.

Recognition is past exposure and familiarity to a specific brand. Both Aaker (2010) and Keller (2008) explain brand recognition as the consumers' ability to remember a brand due to prior exposure. It is not necessarily where the consumer came across the brand, or why it is different from other brands or which product classes it belongs to (Aaker, 2010). Recognition of a brand can make a consumer instinctively choose that brand instead of another brand. Consumers can from their recognition and association to a specific product identify it with good quality. Moreover Anselmsson et al., (2014) stresses that brand awareness influences the consumers' to respond positively to brands.

When a product class is mentioned for a consumer, a brand has to be recalled in the consumers' mind. If the brand is not recalled, it can be a crucial factor if the brand is purchased or not. When a consumer only can provide one name in a product class, the brand is perceived to have a dominant position (Aaker, 2010). This type of awareness is the most ultimate. Though, this can be dangerous if the brand is successful, as it can become common label for the product class.

Every day consumers are continuously exposed to marketing strategies. This leads to that firms must consider the strategies of establishing recall and recognition for their brands. The brand equity can be enhanced if firms can get the consumers to recognise and recall the brands (Aaker, 2010; Keller, 2008). Furthermore, the strongest brands are managed to achieve strategic awareness and not only general awareness. It is better for the brand to be remembered for the right reasons and not the wrong ones.

3.3 Perceived Quality

The status of brand asset is linked to perceived quality, which is a brand association. There are several reasons to perceived quality (Aaker, 2010) and is one of the key features in brand equity (Anselmsson et al., 2014). Perceived quality drives financial performance and is a great motivator of a business. In addition it is also connected to other features of how consumers perceive a brand.

Consumers' have a view of perceived quality, which combines the overall quality with how superior the product is (Keller, 2008; Yoo et al., 2000). Perceived quality is one of the key strategic variables for firms. Quality is considered for many firms to be the primary value and is included in the business objective. The quality variable is important for firm brands and brands that exist in different product classes. Hence, the brands range over product classes more likely to benefit from perceived quality, than driven by other functional benefits (Aaker, 2010). Henceforth, perceived quality can define a competitive category and which position the brand has in the given category. The brands can be premium brands, prestige or price brands. Perceived quality is a measurement on what differentiation the brands have in respective category.

Perceived quality is often what a consumer's buy, and it is a way to measure brand identity. Anselmsson et al., (2014) says' that consumer' purchase behaviour, preference and purchase intentions have a positive relationship with perceived quality. Furthermore, brand identity is defined by functional benefits, but those benefits are also linked to perceived quality. Consumers' perceptions of a brand will in general grow if the perceived quality improves of a brand. It is not enough to create a product or a service with good quality, the brand must as well enhance perceived quality (Aaker, 2010).

3.4 Brand Loyalty

Brand identification, as part of brand loyalty, plays a crucial role in the consumer's buying behaviour and brand choice (Rubio et al., 2013). The consumers have set expectations about the product and the provider of the product. When the consumers' find that their expectations are met or even surpass, this often results in loyalty from the consumer to the product or retailer. Most of the firms want the consumer to be loyal to their brand, this entails that both the consumer and firm becomes satisfied resulting in loyalty between each other which can be highly resistant to convert (Blackwell et al., 2006; Rubio et al., 2013). The key consideration for brand loyalty is when placing a value on the brand. To enhance repetitive purchases it is important for a brand to have loyal consumers. It is much more worthwhile to keep a loyal consumer than try to promote and attract new consumers'. A common and costly mistake is when the brand is seeking for growth by focusing on new customers and neglecting existing consumers. The loyalty of existing consumers is of great value for the firm. Loyalty creates a barrier towards competition entry to the market, as it is usually expensive to convert consumers to other brands. This shows the importance for a firm to estimate the value of its existing consumers (Aaker, 2010).

Loyalty Segmentation
In order to build a strong brand there is a need to focus on loyalty segments but also tactical insights. A consumer market can be divided into five groups;

Nonconsumers; these consumers buy competitor brands or are not product class user of the brand.
Price switchers; these consumers are price sensitive.
Passively loyal; this category of consumers buys more of a habit rather than reason.
Fence sitters; those consumers are less sensitive between different brands.
Committed; the last category is the committed consumers (Aaker, 2010).

The challenge for all firms is to improve the brand´s loyalty profile against the consumers to get a satisfaction. When the satisfaction is established, the consumer continuous to purchase the same product (Blackwell et al., 2006). The challenges differ depending on type of consumer group. There are two segments that usually firms underinvest in; committed customers and passively loyal.

Committed customers, also called highly loyal consumers are a group that firms have a tendency to take for granted. There can be a potential increase of business from the loyal customers by encouraging them to more frequently select a specific brand through an improved portfolio. Hence, there may be a risk that the loyal consumer is enticed by a competitor product. Firms should therefore avoid diverting resources from the core loyal consumers to the non-consumers and price switchers.

Passively loyal consumers are a group that often gets neglected and taken for granted by the firms. This segment does not really involve identity building from an active management perspective. It does rather require more efforts to avoid gaps in the distribution or out-of-stock that can be a reason for the consumer to switch brands. This means that it is important for the firm to have the size, flavours and colours, to be perceived as a wide product line. To analyse the appropriate of the line breath it needs to include effects from usual behaviour within the passively loyal segments (Aaker, 2010).

3.5 Brand Associations

The fourth category is brand associations. Managing brand equity reinforces the associations that the consumers make with a brand. The brand associations might include product attributes, a celebrity spokesperson, or a particular symbol. Brand identity drives brand associations, meaning what the organizations want the brand to stand for in the consumer´s mind. An important thing when building brands is to develop and implement a brand identity (Aaker, 2010; Anselmsson et al., 2014).

In today's environment it is not easy to build strong brands. There is a tough competition on the market. The firm or the person that build the brand has to develop a strong brand Anselmsson et al., (2013). There are eight factors that make it more problematic to build brands, as illustrated in figure 5.

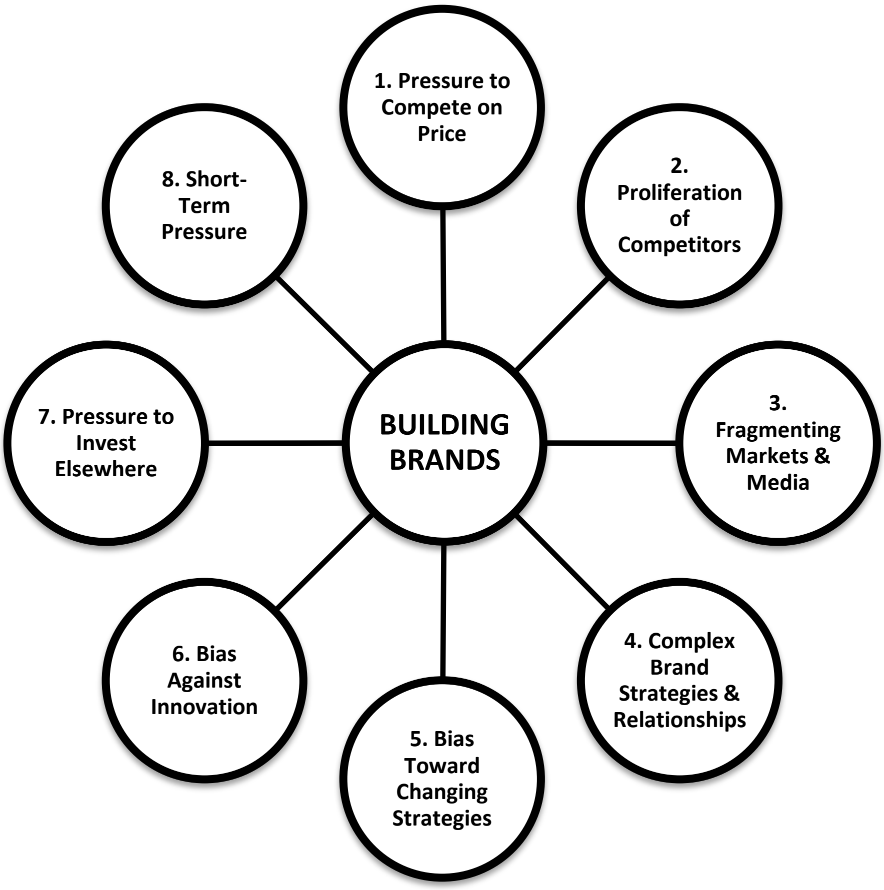


Figure 5: Illustrations of eight different factors that make it difficult to build brands. (own modification).

1. Pressure to Compete on Price

The pressure on firms is hard when it comes to price competition. A major reason for price competition is driven from the power of strong retailers, reduced category growth, value-sensitive customers and overcapacity. Hence the retailer's power has increased every year with the outcome that they are using their strength to put more pressure on the price. In comparison with some years ago, information was more controlled by manufactures but today retailers are more searching for the information. This causes that the firms needs an increasing attention to margins and professional use of space.

2. Proliferation of Competitors

The competition comes from different sources. Previously, food categories have seen other firms enter markets through brand extension strategies. There are competitors not only contributing to price pressure and brand complexity, but also make it more challenging to gain and hold a position at the market. This tends to narrow the positioning as the market is changing.

3. Fragmenting Markets and Media

Today it is harder for the firms to be consistent across media and market. Brand managers experience different environment, one in which it is difficult to achieve the consistency that is needed to build and uphold strong brands.

4. Complex Brand Strategies & Relationships

Today the brand situations are different. Today the consumer can find sub brands and brand extensions on the market. There are also ingredient brands, endorser brands and finally corporate brands. This great complexity of brand building and managing of brand makes it difficult. Each brand needs to have its own identity and each brand needs to understand its role in each context in which it is involved. Hence, the relationship between different brands must have a clear strategy with respect to consumer perceptions.

5. Bias toward Changing Strategies

Before a brand identity achieves its real potential there is sometimes predominantly internal pressure to change the brand identity.

6. Bias against Innovation

There may be a bias towards changing a brand identity or its implementation. A psychic and capital investment in the status often prevents that innovation in products or services takes place. Hence there may be an incentive to keep the competitive frontline statistic; that any change not only would be costly and risky.

7. Pressure to Invest Elsewhere

When a firm has great brand position strength it can also be a potential strategic problem, this is because it attracts both complacency and avarice. When a brand is strong, there is a temptation to reduce investment in the core business area in order to progress short-term presentation or to find a new business change.

8. Short-Term Pressure

The compression for short-term results weakens and affects investment in brands. Studies show that there are numerous reasons why a short-term focus might persist among firms. First, there is a varied acceptance, that optimization of stockholder charge should be the dominant objective of the firm. Second, management style itself is dominated by a short-term positioning. Finally the third, a short-term attention is shaped by the performance measures available (Aaker, 2010).

3.6 Theoretical Perspectives

During the evaluation of existing and available studies to support this thesis, it was found that there where no previous studies being conducted whith similar approach and direction of the view and consumer behavior when selection cheese. The adsence of similar studies has increased the complexity to compare the result of the thesis from different approaches. Studies supporting the thesis are mainly based on branding.

The last years of research have resulted in a few concept in regards to brand equity. These studies focus on the model of David Aaker and the capital of brands. The model shows the concepts of brand equity, which create the value for the consumer. Although the model is applicable at the capital of brands is the model not consistent whitch Melin (2010) considers in a few statements.

The model is missing mutually parenteral compositions between the five structural elements even if there should be strong connections between them.

Melin means that there is no logic behind the location of the five elements. The model explains that brand loyalty is the main element. If the model implements a priority order, it should mean that the legal "other proprietary brand assets" the least significant which is disproportionately in this case.

Category "perceived quality" is one of many brand associations and can be questioned if it should be an independent element in the model.

The legal right to "other proprietary brand assets" is a presumption for a successful brand building and creates a high value for the brand owner. Hence the legal right does not create any value for the consumers.

The reflections of David Aakers model can be a problem when creating the brand value driver. The result of the situation chooses that it is better to have seperate discussion from two different perspectives: consumer behavior and brand management. Melin suggests that it could be an idea to first examine the perspective of consumer's behavior followed by the individual value for each consumer (Farquhar´s; Keller, 1993). After the identification of the two approaches, studies show that there will be a conclusion of how the brand supports the building of value drives.

The major theoretical approach of the study has a focus from a firm perspective. Fims have a need to understand the reasons behind a consumer's behavior and why they are choosing different brand and what kind of attributes they value the most. By understanding the consumers more in details, fims can adjuste to this (Pepe et al., (2011); Verhoef et al., (2002). The thesis study focus on finding out the view´s the Swedish consumers have of different cheese brands and its attributes taking the theoretically approach with firm focusing consideration.

3.7 Hypothesis and Explanations

The following part will present the 8 hypotheses that are based on the previous chapter. The hypotheses will be based of the questionnaire that is sent to the students of the Swedish University of Agriculture Sciences (SLU). The hypotheses are divided according to the theory framework, as the explanations describes.

Brand awareness

1. The higher the consumers' brand ***awareness*** *of a cheese brand is, the more positive is the view of this brand by consumers.*

When purchasing food consumers are highly influenced of what they have previously been exposed to both directly and indirectly. If consumers recognize brands their view of the cheeses and characteristics will be improved.

2. The more recognition the consumers' have of manufacture brands, the more ***awareness*** *of the generic brands the consumers have.*

If the consumers recognize the manufacture brands they will get a stronger awareness for the generic brand, which means that the consumers have a profound perception of the brand.

Perceived Quality

3. The consumer's perception of the product's ***quality*** *affects the consumers' views of the brand.*

Perception of a product or brand is of great importance for consumers, the better quality the better perception the consumers have. If consumers have a good perception of a brand they are more likely to have knowledge about the brand.

4. If the consumer considers that a brand is of high ***quality****, the better view will the consumers have of the cheese brand*

The consumer will have a perception of the brand when consumers' perceive the quality of the brand as valuable.

Brand loyalty

5. The higher brand ***loyalty*** *the consumers' have, the better the consumers view will be for that brand.*

Consumers have a highly brand loyalty when they have learned to know a special brand. If consumers are loyal to the brand, it is more likely that they will choose the brand over another.

6. The consumers' ***loyalty*** *towards a brand, will affect on how the consumers act on the market.*

The consumer becomes more loyal towards a brand, if the brand performs in an expected manner. In terms of creating satisfied and loyal consumers towards the brand.

Brand Associations

7. The consumers' view of a brand will be better if the consumers have different ***associations*** *towards the brand.*

The consumer gets brand associations of different properties. Which leads to that a consumer has expectations of a brand.

8. If the consumers' can ***associate*** *to a brand with positive attributes, it will affect the consumers' view of that brand.*

The more confidence consumers have for a brand, the more association the consumer will have for the brand. The brand will then strengthen towards the consumer.

4 Methodological Considerations

4.1 Methodological choices

There are different research approaches when conducting a research project (Creswell, 2009). Robson (2011), name the research designs as flexible and fixed design, commonly these methods are known as qualitative and quantitative. In a flexible design the details throughout the research project can change in time, contrariwise the fixed design needs to be planned and have a strategy before sampling the data (Robson, 2011). The aim of the thesis is to explore consumers' perception of cheese brands. To enable this, a quantitative approach is necessary.

An empirical approach is necessary for the thesis, in order to investigate the consumers' view regarding brands. The empirical data will hopefully provide an insight of consumers' brand awareness and loyalty. There is no prior study of the development of the branding in the Swedish cheese market, this thesis will then have an explorative approach.
Since it is difficult to gain access to a sufficiently large sample of consumer and often firms has a legitimate attitude towards issuing personal information, the thesis will target students at the Swedish University of Agricultural Sciences. Approximately 4,300 students can be concluded in the sampling of the empirical data. Other possibilities are to use firms that collect the statistics, though there are restrained resources. Hence, the collection of data is collected through SLU.

There are several ways of gaining the quantitative data for instance interviews face-to-face, telephone interviews, web surveys and postal surveys (Denscombe, 1998; Olsson & Sörensson, 2011). To determine the consumers' behaviour towards cheese brands a web survey will be conducted. The choice was made with thorough consideration of advantages and disadvantages.

There are many advantages with a web survey. This type of survey is not as time-consuming as a postal survey, phone interviews or face-to-face interviews (Denscombe, 1998). Web surveys are resource saving and costs can be cut, since postage, phone bills and travels are not required. Other advantage is that is easier to reach a large sample of respondents with a web survey. Since, the sample is large, it is possible to compile the answers with help from a survey software program. The response rate may be higher if it is convenient for the respondent to answer. To increase the response rate a follow-up of the non-responses will be made be made two times. Benefit with receiving the questionnaire via e-mail is that it will be readily accessible. Hence, many today have mobile devices, such as smartphones and tablets. They can access the questionnaire wherever they are if internet is available. The web survey's structure needs to be easy to understand otherwise the respondent may not answer it.

Disadvantages with web questionnaire are that the receivers of the questionnaire may get it as a junk mail or they do not read their e-mail before expiration date (Olsson & Sörensson, 2011). The respondents need to have internet available in order to answer the survey. The data collected through SLU can give a skew result, due to that the students at SLU are more aware of the production of food than the ordinary consumer. The result can then be an indication of how the consumers' views are but it is not possible to generalize.

4.2 Web Survey

4.2.1 Configuration

Questionnaires
To manage the questionnaires to this thesis, the web-based program Netigate was used. The Swedish University of Agricultural Sciences provides the internet-based program to their employees and students to enable the use of web surveys. The programme also compiles the web survey results.

All students involved in the survey received the same questions. It is important that all the survey questions are standard for any participants in the survey (Trost, 2007). The survey will be identical for all students at the Swedish University of Agricultural Sciences.

The survey (see appendix 2), includes five parts and starts with introductory questions followed by questions based on the hypothesis. In total the questionnaire includes sixteen questions. The questionnaire will take five minutes to respond.

The questionnaire is based on answer options in order to process and compile the data faster and easier. All the questions were mandatory with reasons of not getting any missing observations. When testing the questionnaires, the selection of possible answers was an important part.

Cover letter
The mailing of the questionnaire also included a cover letter to encourage respondents to participate (Appendix 1). The cover letter refers to what the survey will investigate and why it is important that the respondent engage. Contact information for the responsible authors, Charlotte Lindén and Elisabeth Åkesson is also available

4.2.2 Selection
To get a good result requires a representative sample of respondents. The questionnaire aimed at a high participation and thereby the probability to achieve a representative sample is higher (Trost, 2007). Survey a large selection is an advantage in order to have the possibility to identify respondents' categories in the data analysis. The survey totally includes mailings to 4,300 addresses at the Swedish Agricultural University. Since the study only turn to the Swedish consumer, the questionnaire has aim for the Swedish educations at SLU. Only a small portion of the sample disappeared while auto replies from six e-mail addresses stated they were inactive and no longer in use. Then the final selection was therefore 4,311 respondents.

4.2.3 Verification of the Questionnaire Structure and Quality
In the preparation of the questionnaire, several inquiries to obtain the relevant questions for the survey were made. A test questionnaire was conducted including ten people. The authors chose the subjects by selecting five people with an extensive knowledge regarding cheese and five people with little knowledge of cheese. The test survey was received a week before the real survey was sent out. Test respondents were asked to comment the survey and their opinions were taken in consideration. The updated version of the questionnaire was then sent out to the selected survey respondents.

When a web survey is used some drawbacks are to be considered in order to achieve as good results as possible. There is a risk that existing email addresses are not active and the respondents will not be able to answer. This was eliminated by gaining access to SLU's recent mailing lists. By sending out the questionnaire including two reminders, is the risk reduced that the e-mail is lost or not arrived. Through a simple design all respondents have a clear opportunity to participate in the survey. However, it is difficult to get away from those who do not check their email regularly.

4.2.4 Mailing and Response Rate

The web-based survey was sent out in three occasions. The first e-mail was sent the 8th of May to 4,317 students at SLU. After four days, a reminder was sent to the respondents who had not responded to the questionnaire in the first mailing. Another reminder was sent out on 15^{th} of May, two days before deadline. The 17^{th} of May the survey closed, and there was no opportunity for additional respondents to answer the questionnaire.

Before the first reminder was sent out had 566 students participated in the survey. Before the second reminder was sent out another 169 respondents had answered and for the last date for submissions another 83 respondents had answered. In total the survey has been available for 9 days. Of the total of 4,316 questionnaires sent out, the survey received a total of 818 responses, which represents a response rate of 19 percent.

4.2.5 Non Response Analysis

Mailing of questionnaire may have both an internal and an external loss. The internal loss includes those respondents who have not fully completed the survey. However in this survey has only mandatory questions being used, meaning that this type of internal loss is eliminated. One other reason for the internal loss may be that respondents do not put any emphasis on the survey and then select answers randomly.

The external loss includes respondents who opted not to answer the survey for some reason. Unfortunately it is not easy to predict the reasons being an external loss. One reason could be that the questionnaire was only available during 9 days and that the respondent was not able to respond during this period. This reason may also affect the internal loss.

4.3 Background Variables

Background variables like gender, age, education, family situation, and buying behaviour, are considered in the first half of the questionnaire and acts as a basis to identify if there are any statistical significant similarities or differences. Typically this information shows how gender, age etc. may influence the questions and result. In the text below, is each background variable result described in details.

The first question was related to gender, where 818 (98%) of the respondents answered the question, where the split is 250 (31%) men and 568 (69%) women.

The second question related to age, were 818 (98%) of the respondents answered the question. The result showed following split where the ages 24-26 is the largest respondent group:

Table 2: Illustration over age and respondent rate (own modification).

-20	**29 (4%)**
21-23	284 (35%)
24-26	316 (39%)
27-29	111 (14%)
30-32	42 (5%)
32-	36 (4%)

Furthermore, the question concerning educational direction resulted in respondent rate of 813 (98%). As illustrated in figure 6, the major areas of education are within: 88 (11%) out of the 813 respondents study agriculture of economics, 114 (14%) forest science, 78 (10%) landscape architecture (Uppsala) and 180 (22%) study to veterinarians. The complete split is shown below.

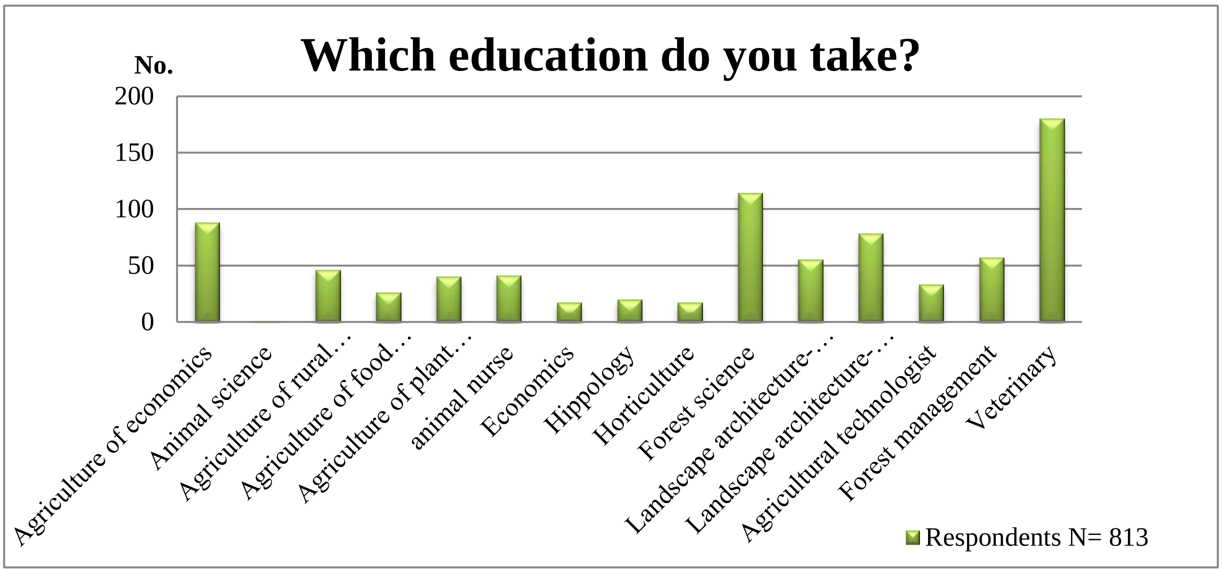


Figure 6: Education

Following question relates to the respondent family situation where 811 (97%) respondents answered the question, see figure 7. Out of the 811 respondents 339 (42%) were single, 163 (20%) had a live-apart relationship, 277 (34%) were married and 32 (4%) lived in a commune.

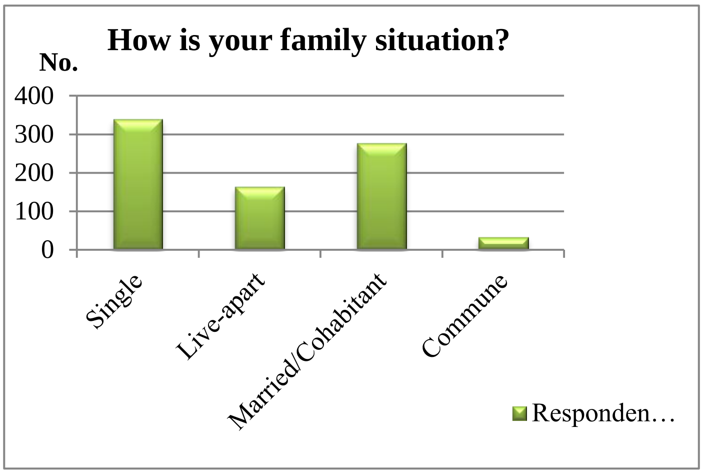


Figure 7: Family situation

The next question relates to if the respondents have children or not. The respondent rate was 811 (97%), as illustrated in figure 8. Among these had 38 (5%) children and 773 (95%) stated that they had no children.

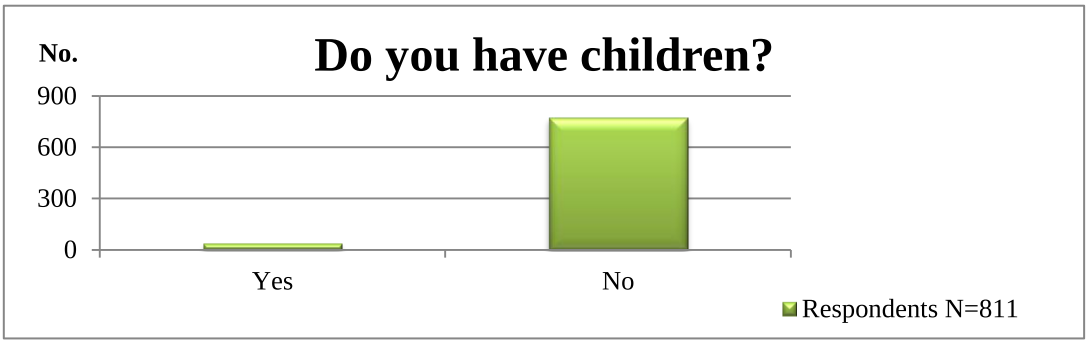


Figure 8: Children

The question about how often the respondents buy cheese, resulted in 808 (97%) answers, where 34 (4%) stated they bought cheese 1-2 times per week, 492 (61%) 1-3 times each month, 58 (7%) 1-2 times a year, 165 (20%) stated 3-6 times a year, 47 (6%) never buys cheese and 12 (1%) do not know. See split in figure 9.

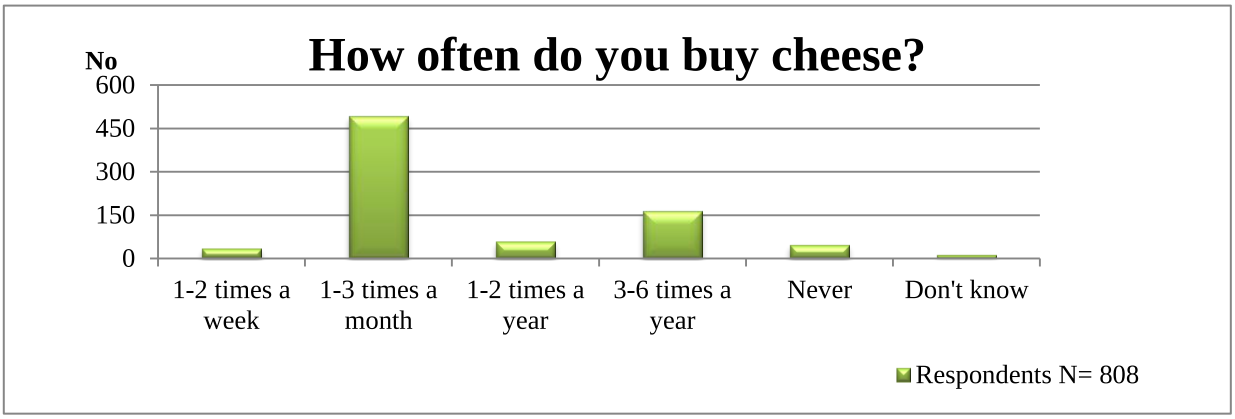


Figure 9: Buying cheese

Furthermore the question concerning which retailer the respondents usually choose, resulted in total 807 (97%) respondents. In the figure below it is stated that 98 (12%) choose COOP, 541 (67%) ICA, 30 (4%) Hemköp, 51 (6%) City Gross, one prefer Netto, seven (1%) Lidl, 73 (9%) Willys and 6 (1%) stated other retailers.

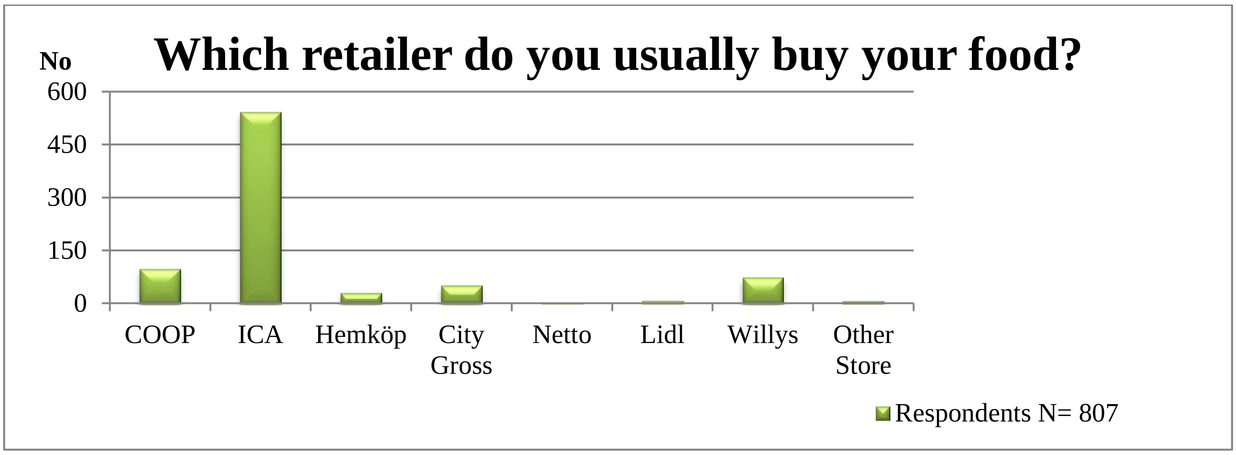


Figure 10: Retailer

4.4 Hypothesis testing

4.4.1 Statistical test methods

By using statistic methods like chi-square test and a correlation test it is possible to find out if there is a connection between two variables of the 8 hypotheses. From Netigates multiple crossing programs can statistical data be analysed by using the chi-square test and correlation tests through the Minitab system. The results made it possible to reject or not reject the null hypothesis (H0) by reading the significance level, the p-value (probability value).

The statistic hypothesis is represented as followed:

H0 = There is *no connection* or dependence between the variables. The p-values are between 0.000 and 0.050.
H1 = There is *a connection* or dependence between the variables. The p-values exceeds 0.050 (Körner and Wahlgren, 2005).

4.4.2 Chi-square test

A Chi-Square test is a mathematical statistical method of hypothesis testing beeing developed for analysing data that has a variable in ordinal or nominal scale. A chi-square test measures the deviation between the observed and expected frequencies (Dahmström, 2000), expressed in absolute numbers. Test variable is tested and compared with a critical value of the chi-square distribution and null hypothesis (H0) and is rejected in the case of a larger value than the critical value. The relationship between the variables is defined within the chi-square test, which also clearly described by frequency tables.

To carry out the chi-square test, two conditions must be fulfilled. The first prerequisite is that a maximum of 20 percent of the expected frequencies can be less than five per cent. The second condition is that none of the expected frequencies may be less than one. To prevent this problem, in case that it appears, it is possible to make a logical merge of two or more categories to achieve a higher value (parameter).

4.4.3 Correlation test

This is an analysis between two or several quantitative variables based on mathematic calculation. This shows a degree of linear relationship between two or several variables (single or sets of variables). The test is expressed as a value between 1 and -1, where 0 indicates that there is no connection between the variables (Wahlin, 2011). Value 1 gives a maximum positive relationship while -1 gives a maximum negative correlation. A correlation value of 0 or very close to 0 measures that there is a linear relationship between the variables.

4.4.4 Kendal tau rank

Kendal’s Tau rank correlation measures the strength of dependence between the quantitaties when measuring two variables. As mentioned in the correlation test, the test shows a value between 1 and -1. If the test shows 0 it is indicating a non-relation between the two quantities. Kendall’s Tau differs from the other tests, as it signifies a probability (www, statistical-research, 2012).

5 Results and Analysis

The following chapter presents the results and analyses from the survey. The structure is based on the hypothesis presented in chapter 3. In the diagrams each y-axis represents number of respondents and the x-axis represents one of the answer alternatives related to the specific questions.

5.1 Hypothesis 1

The higher the consumers' brand ***awareness*** *of a cheese brand is, the more positive is the view of this brand by consumers.*

The hypothesis is tested on the basis of two questions, if the consumers' have any awareness of a cheese brand and if their view of this brand is positive or negative. The hypothesis will be tested with correlation method. The quantities are measured in order to determine the dependency between them and how they correlate in relation to each other. The correlation testing is appropriate when there is a linear relationship. Although, there can be a strong nonlinear relationship between variables, even if the test result shows that there is no relationship.

Hypothesis testing with correlation
From the correlation test the result shows that the p-value is 0.000. The null hypothesis *shall be rejected*, since it is statistically significant. This implies a relation between the consumers' awareness of a cheese brand and a positive view of this brand. The correlation between the awareness and the positive view of a cheese brand is high with a value of 0.815.

Results
The report, illustrated in table 3, shows the result from consumers' awareness and their view of brands. Further, the presentation below highlights other interesting findings.

Table 3: Consumers' awareness and their positive view of manufacture brands (own modification).

Manufacture	Awareness	Positive
Allerum	77%	67%
Arla	98%	64%
Arla Ko	47%	62%
Billinge	91%	49%
COOP	68%	23%
Falbygdensost	38%	61%
Falköpings Mejeri	43%	54%
Favorit	32%	9%
Garant	65%	26%
Glimminge	42%	39%
Gäsene Mejeri	20%	66%
ICA	85%	34%
Kvibille	90%	69%
Norrmejerier	73%	72%
Skånemejerier	91%	64%
Ockelbo	45%	54%
Wästgöta	87%	72%

In the above table it is possible to distinguish the difference between consumers' awareness and their sympathetic view towards brands. There are several brands that stand out from the other brands. Arla is well known among the respondents, where 98% have awareness of the brand, however it is only 64% of the respondents having a positive view of the brand. Another brand with high awareness was Billinge, 91%, but also in this case the major part of the respondents did not have sympathetic views towards the brand. Furthermore, 60% had awareness of COOP with 25% of the respondent regarded the brand as positive. The brand Garant had a respondent rate of 65% concerning awareness and 26% of these had positive views. The awareness for ICA was 85%, however, it was 30% who felt that they had a positive view. The last brand is Gäsene Mejeri, with 20% awareness of the brand and 60% of the respondents had sympathetic views.

Analysis
The awareness is higher among consumers when it comes to well-known brands, such as Arla, Skånemejerier and Kvibille. This also applies for the retailers' and their private brands, such as ICA and COOP. The result shows that the smaller a manufacture brand are, the less awareness the consumers' have towards the brand. It is applicable to Gäsene Mejeri, Falköpings Mejeri, Falbygden and Ockelbo.

The consumers' have a positive view of all manufacture brands, except for the retailer brands. They are more positive to the brands Allerum, Kvibille, Norrmejerier and Wästgöta. Towards the brands COOP, Favorit, Garant, and ICA have the respondents less positive views.

There is a connection between consumers' awareness and positive view of cheese brands. If the consumers' have awareness of a brand they are also likely to have a positive view towards the brand. There are, however, some brands that the consumers' are aware of but they do not view them as positive. This is especially related to retailer brand, which may be seen as a low price brand and the consumers' see it as negative characteristics. Furthermore, the consumers' awareness of some brands is relatively low compared to other brands, but the view of the brand is positive.

5.2 Hypothesis 2

The more recognition the consumers' have of manufacture brands, the more ***awareness*** *of the generic brands the consumers have.*

The hypothesis is tested on the basis of two questions; if the consumers' knows about the brand but also knowledge about the related yellow cheeses.
Due to the structure of the survey questions the method of Kendal tau rank is suitable to use for the hypothesis. The test is structured in two columns which culminate in dependency between two variables.

Hypothesis testing with Kendal tau rank correlation
The null hypothesis *should be rejected* for all the cheeses that were included in the questionnaire, since the p-value was between 0.000 and 0.006. There *is a connection* between the knowledge of cheese brands and cheeses. Except for the Gouda, where the p-value was 0.702 and the null hypothesis *can not be rejected*. The correlation between the two questions is weak and is nearly 0 for all the combinations of cheese brands and cheeses.

Results
The chosen brands to investigate are Allerum, Arla, Arla Ko, Kvibille, Norrmejerier and Skånemejerier. This selection is based on the six brands having the highest rate of knowledge/awareness stated in the hypothesis 1.

In the question of how well the respondents knows of the various types of cheese it shows that cheeses with great or fairly great awareness was following (respendent rates within brackets) Herrgårdsost (with 88% respondent rate), Husshållsost (86%) and Präst (88%) and Svecia (39%). Cheeses with reasonable knowledge was Grevé (88% respondent rate), Cheddar (69%), Gouda (68%) and Västerbottenost (87%).

Analysis
There is a connection between awareness of a brand and knowledge of yellow cheeses. This also concerns the cheese Svecia, even if the result shows low knowledge for this type of cheese. The respondents that answered that they had awareness of cheese brands also had great knowledge about Svecia.

5.3 Hypothesis 3

The consumer's perception of the product's ***quality*** *affects the consumers' views of the brand.*

The hypothesis is tested on the basis of two questions, the consumers' perception is of a cheese brand's quality and how sympathetic they are towards this brand. A correlation test is used for the testing of hypothesis 3, to measure the degree of how variables movements are associated. The method of correlation testing is chosen since the method is suitable for the survey questions.

Hypothesis testing with correlation
According to the correlation test the p-value for the consumers' were 0.002. The null hypothesis *can be rejected*. Thus, there is a relation between the consumers' perception of quality and the positivity towards a brand. The correlation is high with a value of 0.696.

Results
The result is compiled in table 4, on basis of the result, some brands have been chosen to be more extensively presented, this due to remarkable differences when comparing with the other brands. The selection of brands are Arla Ko, Falbygdensost, Falköpings Mejeri, Gäsene Mejeri and Ockelbo.

Table 4: Consumers' positive view towards a manufacture brand and their perception of the quality (own modification).

Manufacture	Positive	Quality
Allerum	52%	91%
Arla	63%	83%
Arla Ko	30%	83%
Billinge	45%	79%
Coop	16%	61%
Falbygdensost	25%	84%
Falköpings Mejeri	25%	78%
Favorit	4%	48%
Garant	17%	59%
Glimminge	18%	40%
Gäsene Mejeri	15%	82%
ICA	30%	76%
Kvibille	63%	88%
Norrmejerier	65%	85%
Skånemejerier	58%	85%
Ockelbo	26%	83%
Wästgöta	63%	90%

The result shows that 30% of the respondents' had a positive view towards Arla Ko, 83% of these believes that the same brand has high quality. Regarding Falbygdensost answered 25% of the respondents that they had a positive view towards the brand, and 84% perceived the same brand has high quality. Further answered 25% of the respondents that they had a positive view towards Falköpings Mejeri, where 78% perceived the brand having high quality. For the manufacture brand Gäsene Mejeri answered 15% of the respondents that they had a positive view, and 82% of them perceived high quality. From the result, Ockelbo shows a positive view of 26% where 83% of these believes that the same brand has high quality.

Analysis

In table 4, it is illustrated how the consumers' view the brands. If they are positive towards the brand, they also have a perception of high quality with the brand. There is a trend that can be seen, if the respondent rate is high with positive views, the perception of quality will then as well be high. Though there are some abnormalities, which are the ones mentioned above, also see figure 11. The brands Arla Ko, Falbygdensost, Falköpings Mejeri, Gäsene Mejeri and Ockelbo, all received a relatively low respond rate of the consumers' awareness of the brands. This may be a reason why it is an abnormal result comparing with the other brands, since the consumers' will not have a positive view towards a brand if they do not recognize it. Though they may perceive the brand with high quality.

There is a relation between the consumers' perception of the products' quality and the consumers' sympathetic view for the brand. From the result, the analysis shows that there is a relation between how positive the respondents are to different brands and the brand quality.

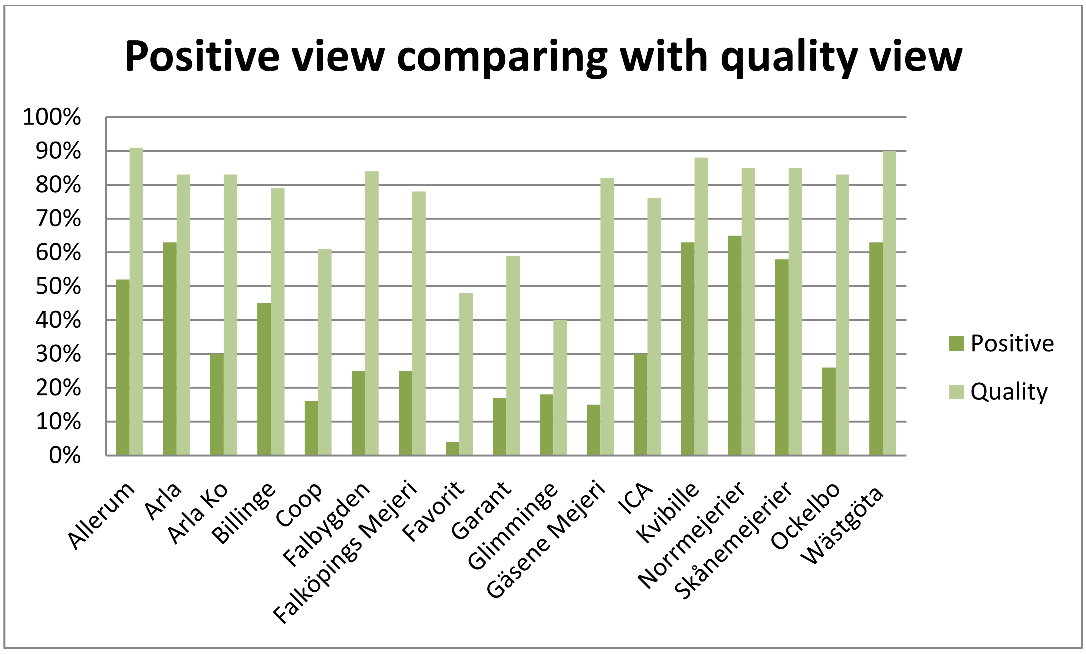


Figure 11: Illustration positive view comparing with quality view (own modification).

5.4 Hypothesis 4

*If the consumer considers that a brand is of high **quality**, the better view will the consumers have of the cheese brand.*

The hypothesis is tested from questions on the basis of quality, packaging and flavor of cheese brands and if there are any differences among different brands. Kendal tau rank is the most applicable method of testing for this hypothesis. The reason is that the test had to match in two columns in order to decide the dependency between two variables and gain a probability for the test.

Hypothesis testing with Kendall tau rank correlation
Based on the quality can a p-value of 0.000 for Allerum be presented, Kvibille presents a p-value of 0.002, Norrmejerier has a p-value of 0.009 and Skånemejerier 0.048. The null hypothesis for above brands can *be rejected* but Arla and Billinge can *not be rejected* though as there value is 0.242 and 0.769. The correlation for quality has very low positive connection, which is applicable on all brands.

Further on the packaging can a p-value of 0.003 for Skånemejerier be presented and the null hypothesis can *be rejected*. But Allerum, Arla, Billinge, Kvibille and Norrmejerier all showed on a high p-value and they can *not be rejected*. Correlation for package also has a very low positive connection besides Kvibille, which has a negative correlation.

The last question, flavor showed a p-value of 0.002 for Allerum. Also here can the null hypothesis *be rejected*, but for Arla, Billinge, Kvibille, Skånemejerier and Norrmejerier all showed a high p-value and can of that reason *not be rejected.*

Results
The results show that 47% of the respondents put a large value to the quality when buying cheese, only 1% answered that they did not value quality. According to packaging of cheese

answered 30% of the respondents that they do not put a high value to the cheese packaging. Whole 79% of the respondents answered that the flavor of the cheese is of high importance.

Analysis
Regarding quality, there is a partial relation between the view of quality and how important quality is. It depends on which brand that is being compared. This can be due to various factors, for instance whether a brand is seen as a quality brand and it gives greater associations about how the perception of quality is. When there is a non-relation, it may be that the consumers' believe that a brand is of high quality but they are indifferent to quality brands.

The respondents do not put a high value to the relation between cheese packaging and high quality. This is valid for Allerum, Arla, Billinge, Kvibille and Norrmejerier, except for Skånemejerier where the results shows the opposite.

The importance of flavor does not have a relation to the view of quality. This applies for the brands Arla, Billinge, Skånemejerier and Norrmejerier and may be related to consumers' different views of flavors and if they do not have a perception of a brand's quality. This is the case except for Allerum where there is a relation between the flavor and quality.

5.5 Hypothesis 5

The higher brand ***loyalty*** *the consumers' have, the better the consumers view will be for that brand.*

Hypothesis testing
The hypothesis can not be tested due to that it is difficult to find any basis for two questions in this hypothesis. Instead this hypothesis only discusses one question and its related conclusion. As seen in appendix 2, there are 5 different respond options regarding how the consumer acts when choosing brands.

Results
As seen in table 5, the question concerning how the respondents see themselves as a consumer, 33% answered that they buy competitor brands and are not loyal to a specific brand. According to 18% of the respondents, they are price sensitive. Further, 6% are buying their cheese more of a habit than reason. Also 11% are indifferent towards different brands and 32% are committed consumers always buying the same brand.

Table 5: Illustration over how the consumers perceive themselves (own modification).

How do percieve you as consumer?		
1	*Nonconsumers;* these consumers buy competitor brands or are not product class user of the brand.	246 (33%)
2	*Price switchers;* these consumers are price sensitive.	137 (18%)
3	*Passively loyal;* this category of consumers buys more of a habit rather than reason.	44 (6%)
4	*Fence sitters;* those consumers are less sensitive between different brands.	79 (11%)
5	*Committed;* the last category is the committed consumers.	235 (32%)

Analysis
One of the major respondent rates is committed consumers' concerning brand loyalty. It may be that the students of SLU participating in the study are a conscious target group, having

knowledge about different brands and different mark of origin. Also another major respondent rate see themselves as not being loyal and buy competitor brands and this can be related to that many students are careful in spending money on expensive food and buy low price cheese when available.

When the consumers have a positive view of the brand they are more willing to pay a higher price because they know what to expect of the brand and they do not want to experience any surprises.

5.6 Hypothesis 6

*The consumers' **loyalty** towards a brand, will affect on how the consumers act on the market.*

The hypothesis is tested on the basis of five questions and compared with another five respondent alternatives with grading, resulting in a total of 25 answers. The questions about how the consumer market is divided into five different groups and they are compared with the questions of consumer views when buying cheese brands. The survey questions are constructed in a way where the chi-square testing is most appropriate to use, due to the categorical variables from the same population. The testing enables the researcher to determine whether there is a significant association between the two variables.

Hypothesis testing with chi-square test
The first question can be rejected with a p-value that is 0.000. This means that the consumer considers that the cheese brand has an important factor when buying cheese. The second question is also rejected with a p-value of 0.000. The consumers consider in this situation that they buy cheese from one and the same brand. The third question can be rejected with a p-value of 0.000. This shows that the consumer considers that the cheese brand has an important factor when buying cheese. The fourth question shows that it can be rejected with the p -value of 0.000. This shows that the cheese brand create trust for the consumers. The fifth and last question can the null hypothesis be rejected, when the p-value is 0.013.

Results
33% of the respondents perceive themselves as non-committed consumers (not being active and loyal), 18% of the respondents find themselves as price switchers, 6% of respondents are considered as passively loyal, 11% answered that they act as fence sitters and finally 32% considered themselves as committed consumers (active and loyal).

Further on the questions in table 6 show how the consumers' behavior affects the selection of cheese brands. 34% of the respondent answered 4 on a scale of 1 to 5, that cheese brand is important when buying cheese. 31% of the respondents answered 3 on the scale, that they usually buy cheese from the same brand. Furthermore 48% of the respondents do not agree with the statement that they usually buy cheese from private labels. To the question if the cheese brand creates loyalty to the respondents as a consumer answered 32% that they either agree at all or completely agree. The last question related to if the respondents buy cheese in a special shop. The result shows that 70% disagree.

Table 6: Illustration over the consumers' perceptions (own modifications).

	Do *not* agree 1	2	3	4	Do agree 5
The cheese brand is of importance when buying cheese	10%	14%	26%	34%	15%
The consumer buy usually cheese from same brandname	16%	19%	31%	22%	11%
The consumer buy usuallt cheese from private label products	48%	27%	19%	5%	1%
The cheese brand name creates trust for me as a customer	8%	13%	32%	31%	15%
The consumer buy cheese in a special shop	70%	13%	12%	4%	2%

Analysis
There is a relation between how the consumers' see themselves when comparing the five questions. The results show that the respondents that are committed also think that the brand is important and always buys the same brand. Furthermore, the brand creates a value and the consumers have confidence in the brand. The results show an alignment between the categories of how they see themselves as consumers and how they really act when buying cheese.

5.7 Hypothesis 7

The consumers' view of a brand will be better if the consumers have different ***associations*** *towards the brand.*

The hypothesis is analzed on the basis of one question on how the consumers' perceive a brand using different associations.

Hypothesis testing
The hypothesis can not be tested due to it is difficult to find basis for two questions to compare. By hypothesis only one question can be connected to the conclusion.

Results
The results show how the respondent perceives different association to a specific brand, as shown in table 7.

Table 7: Illustration how consumers perceive different brands (own modifications).

Brand	Quality	Environmentally	Affordable	Flavor	Luxury	Usefull	No perceive
Allerum	21%			14%	7%		48%
Arla	13%		28%			20%	28%
Arla Ko							
Billinge							
COOP			37%				53%
Falbygdens							
Falköping Mejeri							
Favorit			23%				72%
Garant			36%				56%
Glimminge			48%				39%
Gäsene Mejeri							
ICA							
Kvibille	25%			15%	6%		38%
Norrmejerier	18%	11%				7%	49%
Skånemejerier	16%			8%		11%	43%
Ockelbo							
Wästgöta	21%			16%	7%		35%

Analysis
Many of the respondents considered themselves to have no view of the different brands when asking a question of how they perceive different brands. This is likely to be linked to ignorance of the respondents. Most cheese brands had different associations, which indicate that the consumer view of a cheese brand will be better towards the brands.

The respondents' rate was 52% with positive perception of the brand, indicating that Allerum stands for quality, flavor and luxury as different associations. Arla had a respondent rate of 63% with positive perception of the brand indicating quality, affordable and useful as associations. COOP, with positive perception rate of 16%, shows that COOP is not considered as positive in general, only positive with associations like affordable and a small grade of usefulness. Furthermore, 17% with positive perception indicated that Garant only had affordable as association. ICA had a respondent rate 30% of the positive perception, and the indications were affordable and useful as associations. Kvibille with respondent rate of 63%, shows that it is considered as positive with quality and flavor which both has a high perceived score. Norrmejerier had a respondent rate of 54% and indicates associations like quality and environmental friendly. For Skånemejerier, with 58% respondent rate, the indications showed quality, affordable and flavor as different associations. The last brand Wästgöta had a respondent rate of 63% and was associated to quality, flavor, luxuriously and history.

It is difficult to draw one specific conclusion to this hypothesis as the answers differs too much and not really any similarities. Table 5 shows that many brands have different perceptions, which indicate that the consumers view will improve if they can associate to several, and different associations.

5.8 Hypothesis 8

If the consumers' can ***associate*** *to a brand with positive attributes, it will affect the consumers' view of that brand.*

The hypothesis is tested on the basis of two questions: how the respondents perceive different brands and how they perceive the brand by different questions. The correlation test is chosen, due to the structure of the survey questions. It is a measure to determine whether and how strongly pairs of variables are related. When there is a linear relationship this test is optimal, although, there can be a nonlinear relationship.

Hypothesis testing with a correlated test
The hypothesis between the relation brands and quality gets a p-value of 0.024, which means that there is a connection between positive attributes and the consumers' view of the brand. Environmentally conscious, price, flavor, luxury and how useful the brand is, the null hypothesis can be rejected. Environmentally conscious has a p-value of 0.921, price 0.078, flavor 0.098, luxury 0.162 and finally useful 0.716. This means that there is no connection between the questions.

Results
The respondents have a positive association towards Allerum with 52% and Arla 63%. Furthermore Billinge had a positive response rate of 45%, ICA 30%, Kvibille 63%, Norrmejerier 18%, Skånemejerier 58%, Ockelbo 26% and Wästgöta had a rate of 63%.

The quality association is high among the brands, especially for Allerum were 21% thinks that the brand is associated with quality, Kvibille 25%, Norrmejerier 18% and 21% thought that Wästgöta is associated with quality.

Affordable brands are mostly connected to the different retailers’, where ICA, COOP, Garant and Arla can be found and consumers’ associate the brand to different attributes.

Flavor is also important and here Allerum, Billinge, Kvibille, and Wästgöta are found among the high rate of respondents.

The luxury and useful attributes is not as much associated with the brands among the respondents, though some few brands can be mentioned, such as Allerum, Arla, Ica and Wästgöta.

Analysis

The analysis of the result and with basis of the correlation from the questions linked to the hypothesis has the respondents’ a positive view to quality. Most part of the respondents’ think that quality is an important association when having a positive view of the brand. Associations like environmentally friendly, price, flavor, luxury and how useful the brand is, seems to have no connection to how positive they are towards the brand.

However, some brand names are mentioned and linked to more than one association which is a result of that many respondents are more positive than others and highlights more associations related to for instance Allerum, Arla, Billinge, Skånemejerier and Wästgöta.

5.9 Summary of results and analysis

Table 8 shows which hypothesis according to the statistic test that are rejected or not rejected.

Table 8: Compilation out of hypothesis tests (own modifications).

Hypothesis	
Brand awareness	**Test**
1. The higher the consumers' brand **awareness** of a cheese brand is, the more positive is the view of this brand by consumers.	There is a relation
2. The more recognition the consumers' have of manufacture brands, the more **awareness** of the generic brands the consumers have.	There is a partial relation
Perceived Quality	**Test**
3. The consumer's perception of the product's **quality** affects the consumers' views of the brand.	There is a relation
4. If the consumer considers that a brand is of high **quality**, the better view will the consumers have of the cheese brand.	There is partial a relation
Brand loyalty	**Test**
5. The higher brand **loyalty** the consumers' have, the better the consumers view will be for that brand.	The hypothesis can not be tested
6. The consumers' **loyalty** towards a brand, will affect on how the consumers act on the market.	There is a relation
Brand Associations	**Test**
7. The consumers' view of a brand will be better if the consumers have different **associations** towards the brand.	The hypothesis can not be tested
8. If the consumers' can **associate** to a brand with positive attributes, it will affect the consumers' view of that brand.	There is partial a relation

6 Conclusions

The purpose of the thesis was to explore how the Swedish consumers' view brands of yellow cheese with a variety of attributes. Since the import has been increasing tremendously, the Swedish cheese market has been experience a tougher competition. The consumers are eating more imported cheeses and often their disicions are influenced by the size of household, income and the products quality. Their views of a cheese brand are affected by a numerous factors such as loyalty to brands, price, attitudes, past experience and expectations. Then it is necessary to explore and identify the consumers' perceptions.

The relationship between consumers and brand producers are the term "brand equity". The term can be discussed from different perspective, consumers' but also in qualitative and quantitative terms. The discussion between the brand owner and consumer is that if the brand creates value for the consumer it contributes to the brand owner. Brand awareness, perceived quality, brand loyalty and brand association are all factors that are considered to create value for the consumer but also for the brand owner.

Awareness of a brand is the strength of its presence in the mind of the consumer. High awareness of a brand contributes to a higher value compared to other brands. If the consumers' have awareness of a brand it is more likely to choose that brand and have a positive view. The dependence between awareness and being sympathetic towards a brand may be that the consumers' have confidence in the brand. This relation applies to brands that have cheese as a main or one of their main products. The consumers' have high awareness of these brands and at the same time see them as positive.

Unlike the brands being mentioned in the thesis, the consumers' have awareness of the retailers' but are not sympathetic towards the brand. This may be due to that these brands are low price brands. There are also abnormal findings when the consumers have low awareness of a brand but find the brand positive. Furthermore, consumers will be more likely to recognize a generic brand if they have awareness of a manufacture brand. The knowledge is higher among the respondents who have awareness.

If the perceived quality of a brand improves, consumers' perception of that brand is more likely to grow. Based on the result and analysis, conclusions can be drawn. If consumers have a positive view of a brand they will perceive that the brand is linked to quality. The brands with relatively low sympathetic views, compared with other brands, got low results if they thought it was of non-quality. This support the argument if consumers perceive the brand as quality, they also have a positive view for the same brand. Consumers value quality brands and see it as an important factor. Flavor is another factor that was important for the consumers, but when comparing respondents' answers with quality there was no relation between the two. The reason may be that the consumers' are not loyal towards a brand and therefore the relation can not be found. Packaging is unimportant for the consumers, they do not value how the cheese is packaged.

The third brand assets category is brand loyalty. The theory approaches that there are several reasons why the assets are useful to apply on the concept. One of the reasons is that a brand value for a firm creates a value for the consumers in form of loyalty. Many respondents see themselves as committed consumer to a specific brand but there was also a group of respondents being not loyal and buying competitors´ brands.

The respondents' show that the consumers' loyalty towards a brand is depending on how the consumers act on the market. If the consumers have a higher brand loyalty, the consumers' will get a better view for a specific brand. This mainly relates that the consumer knows what to expect when buying the specific brand. It may seem obvious that a consumer who is loyal to a brand has a better view of the brand. However, it is difficult to draw any general conclusions when one hypothesis is not statistically significant. Loyalty is often connected to what the firms have achieved with their brand equity. In addition it is also connected to how the consumer perceives the brand from subjectively and objectively factors such taste, smell, luxury and so on.

Managing brand equity reinforces the associations that the consumers relate with a brand. The brand associations might include product attributes, a celebrity spokesperson, or a particular symbol. Brand identity drives brand associations, meaning what the organizations want the brand to stand for in the consumer´s mind. An important thing when building strong brands is to develop and implement a brand identity.

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Bibliography 1: Cover letter

Hej!

Vi är två studenter som studerar till ekonom-agronom vid Sveriges lantbruksuniversitet Ultuna. Vi skickar detta mail till dig för vi behöver din hjälp med att besvara en enkät till vårt examensarbete. Studien riktar sig inom konsumenters uppfattning och kännedom om ostvarumärken. Via studien vill vi få svar på hur konsumenter tänker samt vilken kunskap som finns gällande olika ostvarumärken. Undersökningen vänder sig till dig som är student på Sveriges lantbruksuniversitet.

Denna undersökning genomförs vid Institutionen för ekonomi av Charlotte Lindén och Elisabeth Åkesson under handledning av professor Jerker Nilsson.

Enkätsvaren behandlas helt konfidentiellt. Enkäten tar ca 5 minuter att besvara.
Klicka på länken nedan för att komma till enkäten:

[[LINK]]

Sista svarsdag är söndagen den 17 maj.
Stort tack för din medverkan på förhand!

Med vänliga hälsningar
Charlotte Lindén & Elisabeth Åkesson

Vid frågor eller funderingar, tveka inte att höra av dig på nedanstående uppgifter.

Charlotte Lindén
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Mail: chli0009@stud.slu.se

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Bibliography 2: Questionnaire and results

1. Background Variables
   Following variables was researched by gender, age, type of education, family situation, children or no children, how often you bye cheese and finally where you by cheese.

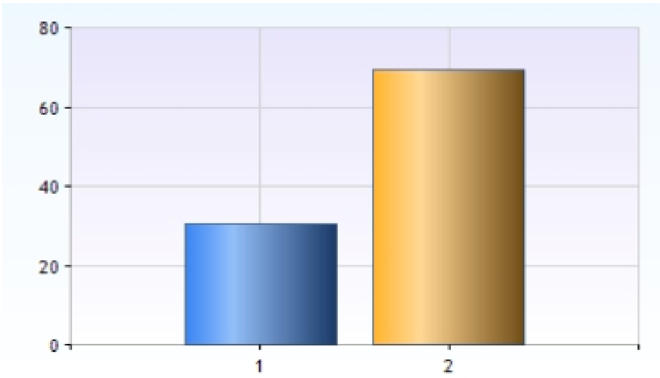
Undersökning ostars varumärken

Svar: 818/4317=19%

Kön

Besvarad av: 818 (98%) Ej besvarad av: 14 (2%)

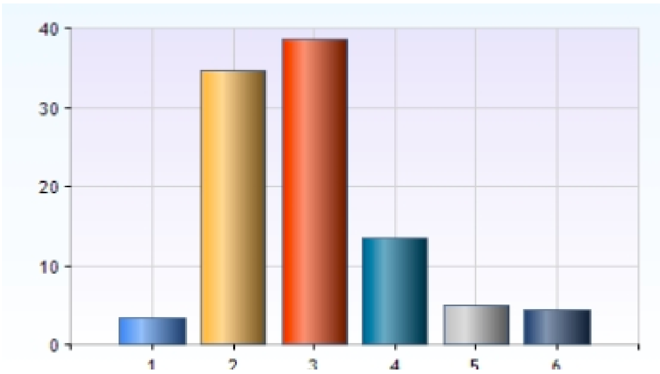
1	Man	250 (31%)
2	Kvinna	568 (69%)



Ålder

Besvarad av: 818 (98%) Ej besvarad av: 14 (2%)

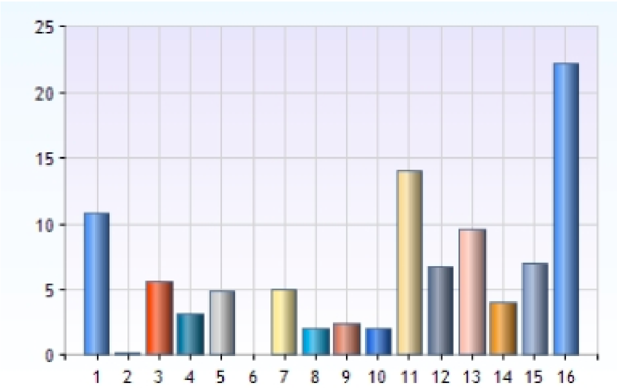
1	-20	29 (4%)
2	21-23	284 (35%)
3	24-26	316 (39%)
4	27-29	111 (14%)
5	30-32	42 (5%)
6	32-	36 (4%)



Vilken utbildning läser Du?

Besvarad av: 813 (98%) Ej besvarad av: 19 (2%)

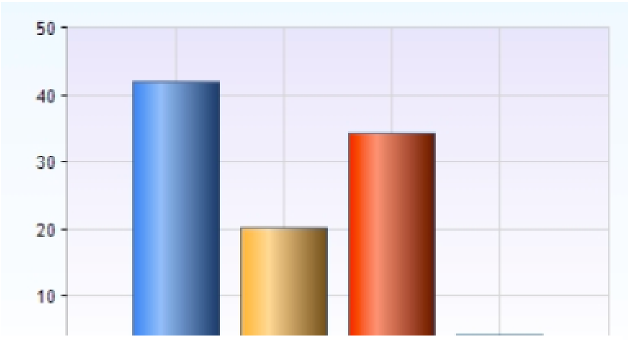
1		Agronom - ekonomi	88 (11%)
2		Agronom - husdjur	1 (0%)
3		Agronom - landsbygdsutveckling	46 (6%)
4		Agronom - livsmedel	26 (3%)
5		Agronom - mark/växt	40 (5%)
6		Basår/bastermin	0 (0%)
7		Djursjukskötare	41 (5%)
8		Ekonomi	17 (2%)
9		Hippolog	20 (2%)
10		Hortonom	17 (2%)
11		Jägmästare	114 (14%)
12		Landskapsarkitekt - Alnarp	55 (7%)
13		Landskapsarkitekt - Uppsala	78 (10%)
14		Lantmästare	33 (4%)
15		Skogsmästare	57 (7%)
16		Veterinär	180 (22%)



Hur ser Din familjesituation ut?

Besvarad av: 811 (97%) Ej besvarad av: 21 (3%)

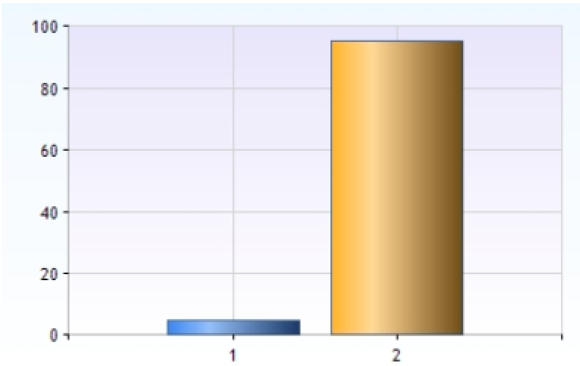
1		Singel	339 (42%)
2		Särbo	163 (20%)
3		Gift/Sambo	277 (34%)
4		Kollektiv	32 (4%)



Har Du barn?

Besvarad av: 811 (97%) Ej besvarad av: 21 (3%)

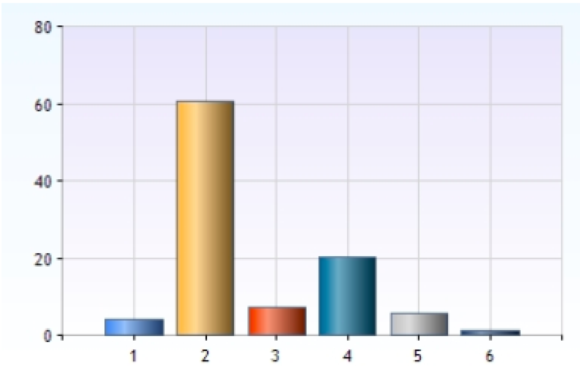
1		Ja	38 (5%)
2		Nej	773 (95%)



Hur ofta köper Du hårdost?

Besvarad av: 808 (97%) Ej besvarad av: 24 (3%)

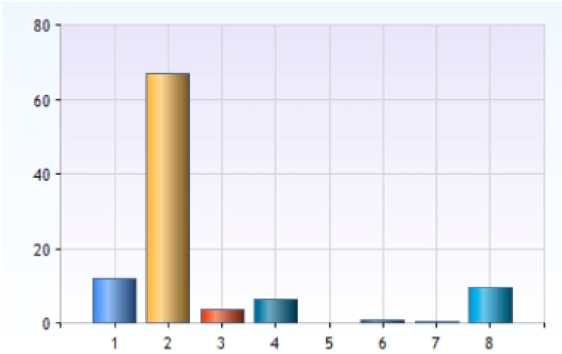
1		1-2 gånger i veckan	34 (4%)
2		1-3 gånger i månaden	492 (61%)
3		1-2 gånger per år	58 (7%)
4		3-6 gånger per år	165 (20%)
5		Aldrig	47 (6%)
6		Vet ej	12 (1%)



Vilken av följande butikskedjor handlar Du oftast i?

Besvarad av: 807 (97%) Ej besvarad av: 25 (3%)

1	COOP (KF/Konsum/MedMera)	98 (12%)
2	ICA (ICA Nära, ICA Supermarket, ICA Kvantum, Maxi ICA Stormarknad)	541 (67%)
3	Hemköp	30 (4%)
4	City Gross	51 (6%)
5	Netto	0 (0%)
6	Lidl	7 (1%)
7	Netto	1 (0%)
8	Annan butik	79 (10%)



2. Brand Awareness
   Following variables was researched by consumers perception of different cheese types and which brand they where aware of and also their perception of different brands.

Följande ostsorter ska Du ange i vilken grad de stämmer överens med din kännedom. Graderingen är från 1-5, där 1 utgörs av Ingen kännedom med en flytande övergång till 5 som innebär att Du har Stor kännedom

Känner du till dessa osttyper?

	Ingen kännedom 1	2	3	4	Stor kännedom 5	Svar
1 Herrgård	12 (2%)	46 (6%)	118 (15%)	188 (24%)	434 (54%)	798/832 (96%)
2 Hushållsost	11 (1%)	31 (4%)	91 (11%)	160 (20%)	505 (63%)	798/832 (96%)
3 Präst	11 (1%)	31 (4%)	100 (13%)	182 (23%)	474 (59%)	798/832 (96%)
4 Grevé	26 (3%)	61 (8%)	148 (19%)	184 (23%)	379 (47%)	798/832 (96%)
5 Svecia	224 (28%)	178 (22%)	152 (19%)	104 (13%)	140 (18%)	798/832 (96%)
6 Västerbottenost	14 (2%)	53 (7%)	93 (12%)	177 (22%)	461 (58%)	798/832 (96%)
7 Cheddar	36 (5%)	105 (13%)	174 (22%)	175 (22%)	308 (39%)	798/832 (96%)
8 Gouda	50 (6%)	93 (12%)	157 (20%)	160 (20%)	338 (42%)	798/832 (96%)

Vilka märken av ost känner Du till?

	Ja	Nej	Svar
1			
2			
3			
4			
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13			
14			
15			
16			
17			

Hur bra stämmer följande påståenden med din uppfattning? Graderingen är från 1-5, där 1 utgörs av Instämmer inte alls med en flytande övergång till 5 som innebär att Du Instämmer helt.

	Instämmer inte alls 1	2	3	4	Instämmer helt 5	Svar
1 Pris är viktigt när jag köper ost	46 (6%)	96 (13%)	202 (27%)	232 (31%)	182 (24%)	758/832 (91%)
2 Ursprung är betydande när jag köper ost	26 (3%)	50 (7%)	100 (13%)	200 (26%)	382 (50%)	758/832 (91%)
3 Kvalitet på osten är betydande när jag köper ost	5 (1%)	21 (3%)	111 (15%)	266 (35%)	355 (47%)	758/832 (91%)
4 Förpackningen är betydande vid köp av ost	197 (26%)	230 (30%)	217 (29%)	87 (11%)	27 (4%)	758/832 (91%)
5 Bekvämlighetsfaktor (som till exempel färdigskivad ost) är betydande vid köp av ost	581 (77%)	113 (15%)	39 (5%)	20 (3%)	5 (1%)	758/832 (91%)
6 Hälsosamma alternativ är betydande	265 (35%)	161 (21%)	198 (26%)	88 (12%)	46 (6%)	758/832 (91%)

Hur är Din uppfattning om följande varumärken?

	Positiv	Negativ	Ingen uppfattning	Svar
1 Allerum	397 (52%)	11 (1%)	360 (47%)	768/832 (92%)
2 Arla	481 (63%)	143 (19%)	144 (19%)	768/832 (92%)
3 Arla Ko	234 (30%)	58 (8%)	476 (62%)	768/832 (92%)
4 Billinge	343 (45%)	57 (7%)	368 (48%)	768/832 (92%)
5 Coop	124 (16%)	224 (29%)	420 (55%)	768/832 (92%)
6 Falbygden	189 (25%)	14 (2%)	565 (74%)	768/832 (92%)
7 Falköpings Mejeri	192 (25%)	10 (1%)	566 (74%)	768/832 (92%)
8 Favorit	29 (4%)	166 (22%)	573 (75%)	768/832 (92%)
9 Garant	131 (17%)	226 (29%)	411 (54%)	768/832 (92%)
10 Glimminge	138 (18%)	13 (2%)	617 (80%)	768/832 (92%)
11 Gäsene Mejeri	117 (15%)	12 (2%)	639 (83%)	768/832 (92%)
12 ICA	231 (30%)	234 (30%)	303 (39%)	768/832 (92%)
13 Kvibille	481 (63%)	17 (2%)	270 (35%)	768/832 (92%)
14 Norrmejerier	411 (54%)	9 (1%)	348 (45%)	768/832 (92%)
15 Skånemejerier	446 (58%)	43 (6%)	279 (36%)	768/832 (92%)
16 Ockelbo	198 (26%)	58 (8%)	512 (67%)	768/832 (92%)
17 Wästgöta	486 (63%)	16 (2%)	266 (35%)	768/832 (92%)

3. Perceived Quality

Following variables was researched, how different statements agreed on different statements but also their perception of different brands of a quality perspective.

Hur bra stämmer följande påståenden med din uppfattning? Graderingen är från 1-5, där 1 utgörs av Instämmer inte alls med en flytande övergång till 5 som innebär att Du Instämmer helt.

	Instämmer inte alls 1	2	3	4	Instämmer helt 5	Svar
1 Smak är betydande vid köp av ost	4 (1%)	3 (0%)	15 (2%)	134 (18%)	600 (79%)	756/832 (91%)
2 Klimat- och miljöpåverkan är betydande vid val av ost	81 (11%)	113 (15%)	241 (32%)	180 (24%)	141 (19%)	756/832 (91%)
3 Jag brukar handla den osten (av vana)	102 (13%)	112 (15%)	228 (30%)	215 (28%)	99 (13%)	756/832 (91%)
4 Jag köper endast svensk ost och inte importerad ost	158 (21%)	88 (12%)	152 (20%)	124 (16%)	234 (31%)	756/832 (91%)

Hur är Din uppfattning om följande märkes kvalitet?

	Positiv	Negativ	Ingen uppfattning	Svar
1 Allerum	394 (53%)	7 (1%)	341 (46%)	742/832 (89%)
2 Arla	453 (61%)	86 (12%)	203 (27%)	742/832 (89%)
3 Arla Ko	224 (30%)	40 (5%)	478 (64%)	742/832 (89%)
4 Billinge	328 (44%)	56 (8%)	358 (48%)	742/832 (89%)
5 Coop	107 (14%)	221 (30%)	414 (56%)	742/832 (89%)
6 Falbygden	186 (25%)	10 (1%)	546 (74%)	742/832 (89%)
7 Falköpings Mejeri	171 (23%)	10 (1%)	561 (76%)	742/832 (89%)
8 Favorit	22 (3%)	165 (22%)	555 (75%)	742/832 (89%)
9 Garant	90 (12%)	207 (28%)	445 (60%)	742/832 (89%)
10 Glimminge	141 (19%)	15 (2%)	586 (79%)	742/832 (89%)
11 Gäsene Mejeri	122 (16%)	7 (1%)	613 (83%)	742/832 (89%)
12 ICA	212 (29%)	197 (27%)	333 (45%)	742/832 (89%)
13 Kvibille	461 (62%)	9 (1%)	272 (37%)	742/832 (89%)
14 Norrmejerier	370 (50%)	10 (1%)	362 (49%)	742/832 (89%)
15 Skånemejerier	405 (55%)	27 (4%)	310 (42%)	742/832 (89%)
16 Ockelbo	194 (26%)	46 (6%)	502 (68%)	742/832 (89%)
17 Wästgöta	471 (63%)	9 (1%)	262 (35%)	742/832 (89%)

4. Brand Loyalty
Following variables how you perceive yourselves as a consumer including perception of different statements related to buying behaviour.

Hur uppfattar Du dig som konsument?

Besvarad av: 741 (89%) Ej besvarad av: 91 (11%)

1	Som kund köper Du konkurrerande varumärken och håller dig inte konsekvent till ett och samma varumärke.	246 (33%)
2	Som kund är du priskänslig.	137 (18%)
3	Som kund köper Du varumärken av vana före sunt förnuft.	44 (6%)
4	Som kund brukar Du välja likgiltigt mellan två eller flera varumärken.	79 (11%)
5	Du är en engagerad konsument som vet vilket varumärke Du ska välja.	235 (32%)

Hur bra stämmer följande påståenden med din uppfattning? Graderingen är från 1-5, där 1 utgörs av Instämmer inte alls med en flytande övergång till 5 som innebär att Du Instämmer helt.

	Instämmer inte alls 1	2	3	4	Instämmer helt 5	Svar
1 Ostens varumärke är av betydande vid köp av ost	77 (10%)	104 (14%)	191 (26%)	254 (34%)	114 (15%)	740/832 (89%)
2 Jag köper oftast ost från ett och samma varumärke	122 (16%)	143 (19%)	231 (31%)	162 (22%)	82 (11%)	740/832 (89%)
3 Jag köper oftast ost från butikens egna märkesvaror (EMV)	354 (48%)	203 (27%)	140 (19%)	37 (5%)	6 (1%)	740/832 (89%)
4 Ostens varumärke skapar tillit för mig som kund	60 (8%)	99 (13%)	237 (32%)	232 (31%)	112 (15%)	740/832 (89%)
5 Jag handlar ost i en specialbutik	515 (70%)	98 (13%)	86 (12%)	29 (4%)	12 (2%)	740/832 (89%)

5. Brand Association
Following variables perception of different brands related to a number of attributes.

Hur uppfattar du följande märken?

	Kvalitet	Miljövänligt	Hälsosamt	Prisvänligt	Smak	Festligt	Ungdomligt	Lyxigt	Specialitet	Delikatess	Historia	Användbart	Inget	Svar
1 Allerum	147 (21%)	6 (1%)	3 (0%)	11 (2%)	97 (14%)	9 (1%)	1 (0%)	47 (7%)	2 (0%)	7 (1%)	27 (4%)	13 (2%)	339 (48%)	709/832 (85%)
2 Arla	93 (13%)	14 (2%)	3 (0%)	202 (28%)	29 (4%)	2 (0%)	5 (1%)	0 (0%)	0 (0%)	1 (0%)	19 (3%)	143 (20%)	198 (28%)	709/832 (85%)
3 Arla Ko	55 (8%)	37 (5%)	7 (1%)	71 (10%)	15 (2%)	6 (1%)	6 (1%)	0 (0%)	1 (0%)	0 (0%)	12 (2%)	53 (7%)	447 (63%)	710/832 (85%)
4 Billinge	84 (12%)	10 (1%)	5 (1%)	61 (9%)	55 (8%)	12 (2%)	26 (4%)	7 (1%)	1 (0%)	2 (0%)	17 (2%)	60 (8%)	369 (52%)	709/832 (85%)
5 Coop	2 (0%)	13 (2%)	1 (0%)	262 (37%)	1 (0%)	1 (0%)	2 (0%)	2 (0%)	0 (0%)	0 (0%)	1 (0%)	48 (7%)	376 (53%)	709/832 (85%)
6 Falbygden	58 (8%)	15 (2%)	3 (0%)	11 (2%)	31 (4%)	8 (1%)	0 (0%)	9 (1%)	14 (2%)	10 (1%)	10 (1%)	17 (2%)	523 (74%)	709/832 (85%)
7 Falköpings Mejeri	75 (11%)	31 (4%)	3 (0%)	16 (2%)	21 (3%)	4 (1%)	2 (0%)	3 (0%)	5 (1%)	2 (0%)	16 (2%)	20 (3%)	511 (72%)	709/832 (85%)
8 Favorit	2 (0%)	0 (0%)	2 (0%)	161 (23%)	5 (1%)	1 (0%)	3 (0%)	2 (0%)	1 (0%)	0 (0%)	0 (0%)	21 (3%)	511 (72%)	709/832 (85%)
9 Garant	6 (1%)	10 (1%)	1 (0%)	258 (36%)	3 (0%)	4 (1%)	4 (1%)	0 (0%)	2 (0%)	1 (0%)	0 (0%)	24 (3%)	396 (56%)	709/832 (85%)
10 Glimminge	49 (7%)	3 (0%)	2 (0%)	6 (1%)	27 (4%)	8 (1%)	1 (0%)	13 (2%)	7 (1%)	8 (1%)	16 (2%)	18 (3%)	551 (78%)	709/832 (85%)
11 Gäsene Mejeri	35 (5%)	16 (2%)	1 (0%)	10 (1%)	18 (3%)	6 (1%)	1 (0%)	10 (1%)	12 (2%)	3 (0%)	8 (1%)	9 (1%)	580 (82%)	709/832 (85%)
12 ICA	10 (1%)	0 (0%)	3 (0%)	337 (48%)	6 (1%)	1 (0%)	9 (1%)	1 (0%)	0 (0%)	0 (0%)	1 (0%)	66 (9%)	275 (39%)	709/832 (85%)
13 Kvibille	175 (25%)	6 (1%)	3 (0%)	10 (1%)	107 (15%)	18 (3%)	7 (1%)	44 (6%)	17 (2%)	24 (3%)	12 (2%)	15 (2%)	271 (38%)	709/832 (85%)
14 Norrmejerier	127 (18%)	77 (11%)	6 (1%)	27 (4%)	47 (7%)	4 (1%)	3 (0%)	5 (1%)	8 (1%)	4 (1%)	16 (2%)	40 (6%)	345 (49%)	709/832 (85%)
15 Skånemejerier	116 (16%)	51 (7%)	5 (1%)	61 (9%)	56 (8%)	4 (1%)	4 (1%)	1 (0%)	5 (1%)	4 (1%)	18 (3%)	76 (11%)	308 (43%)	709/832 (85%)
16 Ockelbo	48 (7%)	9 (1%)	2 (0%)	35 (5%)	37 (5%)	6 (1%)	2 (0%)	5 (1%)	13 (2%)	8 (1%)	17 (2%)	25 (4%)	502 (71%)	709/832 (85%)
17 Wästgöta	148 (21%)	4 (1%)	1 (0%)	5 (1%)	111 (16%)	16 (2%)	3 (0%)	53 (7%)	24 (3%)	22 (3%)	51 (7%)	20 (3%)	251 (35%)	709/832 (85%)